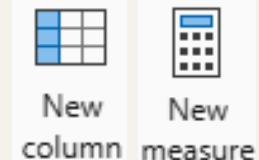


Debabrata Palit

[in/debabrata-palit03](https://www.linkedin.com/in/debabrata-palit03)

# Calculated Columns Vs. Measures



TRANSFORM YOUR DATA INTO DECISIONS!



# What is a Calculated Column?

A **Calculated Column** is a new column that you create in a table using a DAX formula. It's stored in the data model and computed row by row.

FullName = Customers[FirstName] & " " & Customers[LastName]

DAX

This calculated column adds a new column to the Customers table with the full name of each customer.



# What is a Measure?

A **Measure** is a formula used to perform aggregations or calculations on your data. Measures are not stored in the table; instead, they are computed on the fly based on filters and visual context.

Total Sales = SUM(Sales[SalesAmount])

DAX

This measure calculates the total sales amount dynamically based on filters applied in a report.



# Key Differences

| Feature            | Calculated Column   | Measure  |
|--------------------|---|--|
| Storage            | Stored in the data model (takes up memory)                | Not stored, calculated at query time                 |
| Evaluation         | Row-by-row  | Based on filter/context of visuals                   |
| Use Cases          | Creating slicers, row-level logic, keys for relationships | Summarizing/aggregating data for reports and visuals |
| Performance Impact | Can slow performance if overused                          | More efficient, especially with large datasets       |
| Visual Use         | Appears as a column; used like regular fields             | Used as a value/aggregation in visuals               |



# When to Use

## Use a ‘Calculated Column’ when:

- You need to create new data based on existing row-level data.
- You need the column to establish relationships between tables.
- You want to use it as a slicer or axis in a chart.

## Use a ‘Measure’ when:

- You need to aggregate or summarize data.
- You want calculations to respond to filters and slicers dynamically.
- You are building KPIs, charts, or dashboards.



# How to Create a Calculated Column

To create a 'Calculated Column':

- **Method 1:** Table View > Select the table in which you want to create the Calculated Column > New Column > Write your DAX formula > Enter ↵
- **Method 2:** Model View > Select the table > New Column > Write your DAX formula > Enter ↵
- **Method 3:** Go to the 'Data' pane > Select the table > click on the (more options) or, just right-click on the table > New Column > Write your DAX formula > Enter ↵



# How to Create a Measure

To create a 'Measure':

- **Method 1:** Report View > Select the table > New Measure > Write your DAX formula > Enter ↴
- **Method 2:** Table View > Select the table > New Measure > Write your DAX formula > Enter ↴
- **Method 3:** Model View > Select the table > New Measure > Write your DAX formula > Enter ↴
- **Method 4:** Go to the 'Data' pane > Select the table > click on the (More options) or, just right-click on the table > New Measure > Write your DAX formula > Enter ↴



**Debabrata Palit**

[in/debabrata-palit03](#)

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# THANK YOU!!!

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