* Create a **Calculated Column** > Filter on Paseo as **Column**

Filter on Paseo as **Column** =

CALCULATE(

SUM(Financials[Sales]),

Financials[Product] = "Paseo"

)

* Create a New Measure > Filter on Paseo as **Measure**

Filter on Paseo as **Measure** =

CALCULATE(

SUM(Financials[Sales]),

Financials[Product] = "Paseo"

)

* Create a New Measure > Filter on Paseo as **Filter-Measure**

Filter on Paseo as **Filter-Measure** =

CALCULATE(

SUM(Financials[Sales]),

FILTER(

ALL(Financials[Product]),

Financials[Product] = "Paseo"

)

)