* measure names :-

① function

→ measure names is a dimension that contains the names of all the measures in your data set.

→ it acts as a way to group and filter measures for display.

② use cases

→ used to select which measures to display when you are creating combined axis charts, multiple measure tables, or stacked bar charts

→ helps when you want to dynamically swap measures using parameter controls

eg :-

If you have measures like Sales, Profit, and Quantity, Measure Names holds these as individual entries.

* <u>Measure Values</u> :-

① function

→ Measure Value is a measure that contains the actual numerical values of measures listed in Measure Names.

→ It aggregates and displays the values for the selected measures.

② use cases

→ placed on Rows, Columns, or Text shelves to display the actual data for the selected measure.

→ Allows you to plot multiple measures in the

same view using a shared axis or side-by-side.

eg:-

If you drag measure Names to the Columns shelf and Measure Values to the Row shelf, you can create a chart comparing Sales, and Quantity, and Profit side-by-side

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* Summary

feature	Measure Names	Measure Values
Type	Dimension	Measure
Represents	Names of all measures	Actual numerical values
Commonly	Filters,	Columns/Rows,

used in	Columns/Rows, Legends	labels, tooltips
Purpose	Selecting & grouping measures	Displaying values of those measures