**PowerPivot Model Checklist**

* Shape your data into Data Tables and Lookup Tables with Power Query.
* Create relationships and make sure they are filtering in the correct direction.
* Create a Metric table and start to add measures. (If you have a lot of measures, group them by subject specific Metric tables).
* Give the measures friendly names and format the data types
* Hide “measure data” columns
* Sort fields that don't sort alphabetically or numerically by a sort by column
* Hide all columns except those that are going to be used. (You and the users of your model will appreciate not seeing the extra clutter in the pivot list.)
* Trim the fat from the model by removing columns that are not needed (this will improve performance)
* Avoid the use of calculated columns on tables over a million rows if you can (they are not compressed; this will improve performance). Use Power Query to create those columns instead.
* Add value to the data by adding useful metadata such categories and Bins.
* Mark the calendar table as the date table (This is important if you are going to use DAX functions like TOTALYTD().)
* If you are going to visualize URLs, Images, or Locations check the advanced tab to make sure the type is correct for these fields. This will affect how Power BI handles these columns. Also, if you are going to use Q & A in the Power BI Service, you can add synonyms to the model on this tab.