Bins and lists are useful because they allow grouping for better insights.

Lists :

* Use sales-> customer as list

2 ways :

1. Right click on customer -> new group

A screenshot of a computer

Description automatically generated

1. Fields -> Sales -> Customer -> right click -> New Group

* Change name of group -> Customer(List), select groups and click on group A screenshot of a computer

  Description automatically generated
* Double click on group name and rename -> ok. New col named customer (List) added with values best or worst prepping group.

A screenshot of a computer

Description automatically generated

Bins :

Customer buy info table -> age

Use : to group into brackets

Right click on age -> new group

Select bin type as size or number of bins., say number of bins as 10.

A screenshot of a computer

Description automatically generated

A screenshot of a computer

Description automatically generated

78 -> 70s bin

41 -> 40s bin

29 -> 20s bin

* Next, can also bin by dates :

A screenshot of a computer

Description automatically generated

A screenshot of a computer

Description automatically generated

For this data, there are 3 months : January, February and March so select bin as Months and bin size as 1 so there is 1 month in each bin and we have 3 bins (1 for each month).

A screenshot of a computer

Description automatically generated

Now to gain insights :

Report View ->

Customer buyer info table -> age (bins) and buyer ID

A screenshot of a computer

Description automatically generated

A graph of blue rectangular shapes

Description automatically generated with medium confidence

To view a next level in hierarchy view :

Drag age to X axis in visualizations and click on go to next level in hierarchy in the viz :

A screenshot of a computer

Description automatically generated

A screenshot of a computer

Description automatically generated

A graph with blue lines

Description automatically generated

A screenshot of a graph

Description automatically generated

Going back up 1 level and hovering will give additional information.

* Next to visualize the created list :

Sales table -> cust id and customer list :

A screenshot of a computer

Description automatically generated

A screenshot of a computer

Description automatically generated

This give insight that best prepping store is performing worse than the worst prepping store.

A screenshot of a graph

Description automatically generated

Notes :

1. While grouping customers as list, powerbi did not give option to group as bins because for bins, data has to be numeric.
2. Grouping is like using if statement
3. Using bins is grouping data into brackets to gain insights without the need to check data record-wise. For eg.: to address questions like say to know if core population buying products is in a certain range without looking at every single age or during which period (bin by date) without looking at every single date.
4. Grouping by bins can be done by size of bins or number of bins.
5. If grouping by bins done by bin type : number of bins, then size of bins is automatically calculated.
6. To group by date, binning is preferred rather than group by lists since group by list requires manually selecting records and placing them in groups whereas binning by date allows to bin by years/ months / days/ hours/minutes or even seconds directly.

A screenshot of a computer

Description automatically generated