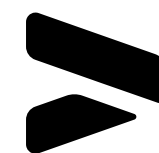




Power BI

Module 4

Visualizing Data with Reports

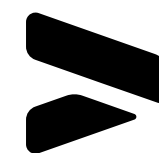




Topics



- Data Visualization Best Practices
- Formatting & Filtering
- Bookmarks
- Report Interactions
- User Roles
- Parameters
- Custom Tooltips
- Mobile Layout

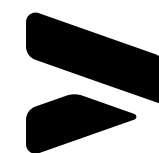




Questions to Ask?



1. What **TYPE** of **DATA** are you working With? **Geospatial? Timeseries? Hierarchical? Financial**
2. What do you want to **COMMUNICATE**? **Comparison? Composition? Relationship? Distribution?**
3. Who is the **END USER** & what they need? **Analyst? Manager? Executive ?General Public**





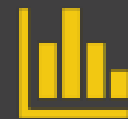
What **TYPE OF DATA** are you working With?



Time-series



Geospatial



Categorical



Hierarchical



Financial



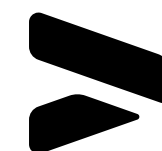
Textual



Funnel



Survey





What do you want to **COMMUNICATE**?

Comparison

Use to **compare** Values
over time or categories

Common Visuals:

- Column/Bar Chart
- Clustered Column Bar
- Data Table/Heat Map
- Radar Chart
- Line Chart (time series)
- Area Chart (time series)

Composition

Used to **break down**
the component parts of
a whole

Common Visuals:

- Stacked Bar/Column Chart
- Pie/Donut Chart
- Stacked Area (time series)
- Waterfall Chart
- Funnel Chart (stages) Tree Map/sunburst (hierarchies)

Distribution

Used to show the
frequency of values
within a series

Common Visuals:

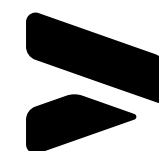
- Histogram
- Density Plot
- Box & Whisker
- Scatter Plot
- Data Table/Heat Map
- Map/Choropleth (geospatial)

Relationship

Used to show
correlation between
multiple variables

Common Visuals:

- Scatter Plot
- Bubble Chart
- Data Table/Heat Map
- Correlation Matrix



Who is the **END USER** and what they need?

The Analyst

Like to see **details** and understand exactly what's happening at a granular level

- Tables or combo charts
- Granular detail to support root cause analysis

The Manager

Wants **summarized** data with clear, actionable insights to help operate the business

Common charts & Graphs
Some detail, at only when it supports a specific insight

The Executive

Needs high-level, crystal clear KPIs to track business health and topline performance

KPI cards or simple charts
Minimal detail, unless it adds critical context to KPIs

