

DIAD Power BI Desktop Demo Instructions

Prerequisites

The following prerequisites and setup must be done for successful completion of this demonstration

- Download a copy of the demonstration assets to your local computer.
- Copy all contents from the **Dashboard in a Day Assets** folder to C:\DIAD.
- Install Power BI Desktop.

Pre-Demo

1. Open the **DIAD Final Report.pbix** file.
2. Open the **bi_dimensions.xlsx** Excel spreadsheet.
3. Open the **Canada.csv** data file.
4. Login to <https://app.powerbi.com>.
5. Create a new workspace named **DIAD**.
6. Publish the **DIAD Final Report.pbix** to the workspace.
7. Follow the lab to create the **VanArsdel** dashboard (Power BI Service section of HOL).
8. Create a **DIAD** app.
9. Turn on **Smart Narrative Visual** and **Data Point Rectangle Select** in Preview Features. Options -> Preview Features

Power BI Demo

Talk about the dataset.

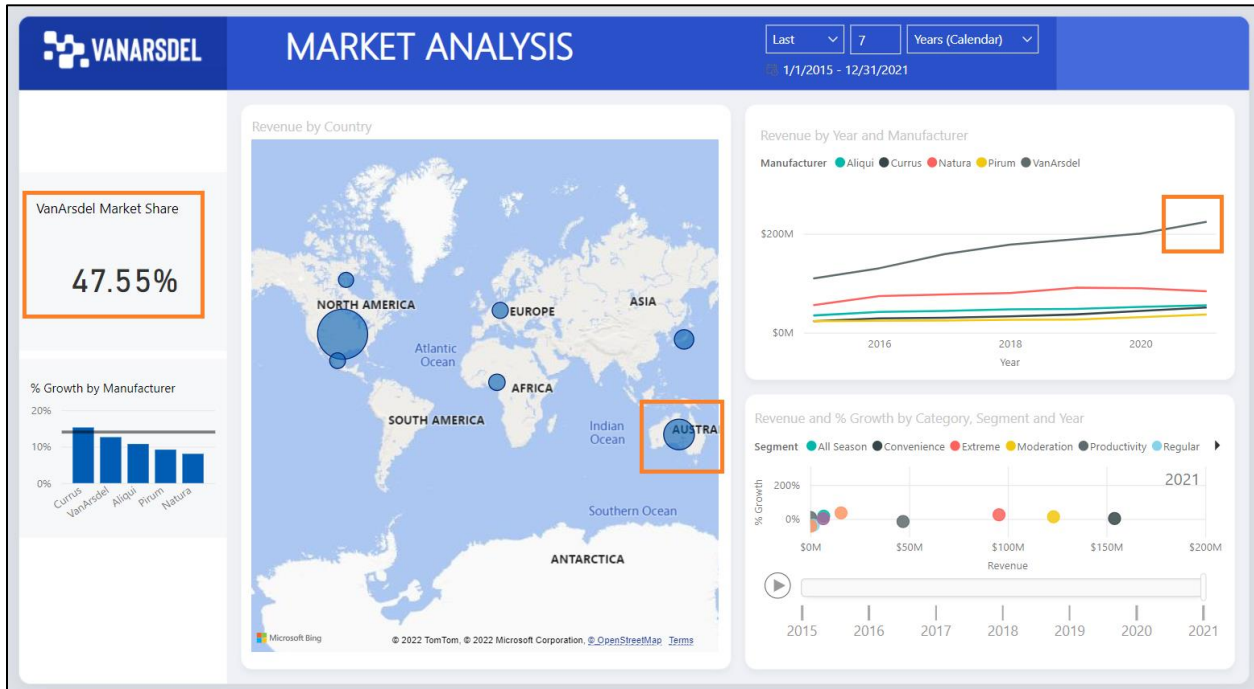
VanArsdel manufactures expensive electronic products that can be used for fun as well as work. They sell them directly to consumers nationwide in the USA as well as several other countries.

VanArsdel and its competitors have retained a third-party marketing company to collect and anonymize industry sales so that all participants can benchmark themselves.

We are going to compare VanArsdel's performance with that of their competitors and in the process try to figure out if any scenarios stand out. Based on this information, executives can make decisions.

1. Login to <https://app.powerbi.com> impersonating an end-user, then launch the **DIAD** app.
2. Navigate to the **Market Share** page of the **DIAD Final Report**.
3. Using the line chart, talk about the fact that VanArsdel has a large market share compared to other manufacturers. Also notice that sales are increasing YoY.
4. Notice the **USA** has the largest sales. Select the **USA** bubble in the map visual.
5. Notice **VanArsdel Market Share** in the USA is 43%.
6. Select a different country, such as Canada or Japan, and notice the **VanArsdel Market Share**.

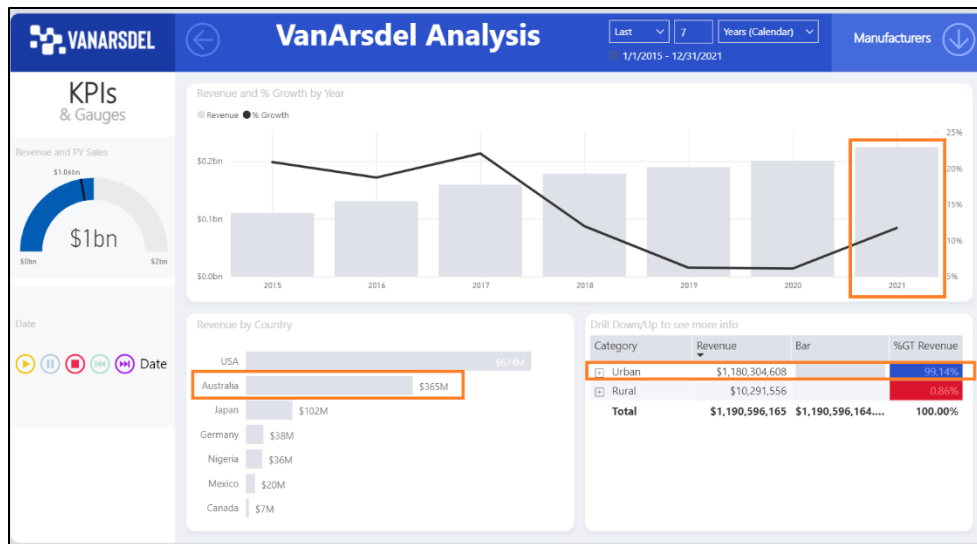
7. Select **Germany** and notice the **VanArsdel Market Share** is 64%. Also notice in the line chart that growth is steady.
8. Select the **Australia** bubble and notice the **VanArsdel Market Share** is 55% and in the line chart notice, there is a large spike in 2021.



9. Let's investigate further by navigating to the **By Manufacturer** page.
10. Use the **Manufacturer** slicer to filter to **VanArsdel**.



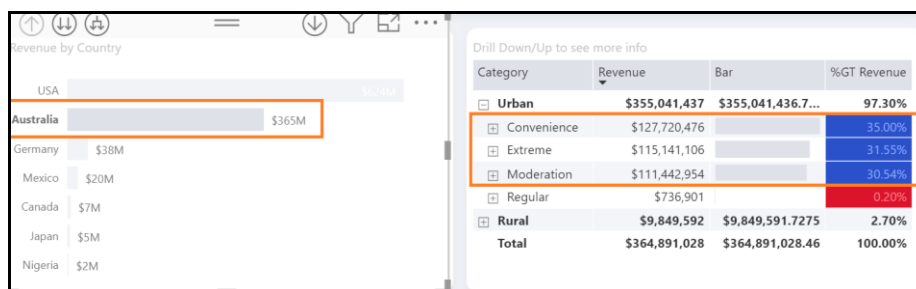
11. Select **USA** in the **Revenue by Country** visual.
12. Notice sales has increased marginally in 2021 and the **Urban** category is 99% of the revenue.
13. Select **Australia** in the **Revenue by Country** visual.
14. Notice sales have spiked in 2021 and the **Urban** category is 97% of the revenue.
15. Select **Japan** and again the **Urban** category is 99%.



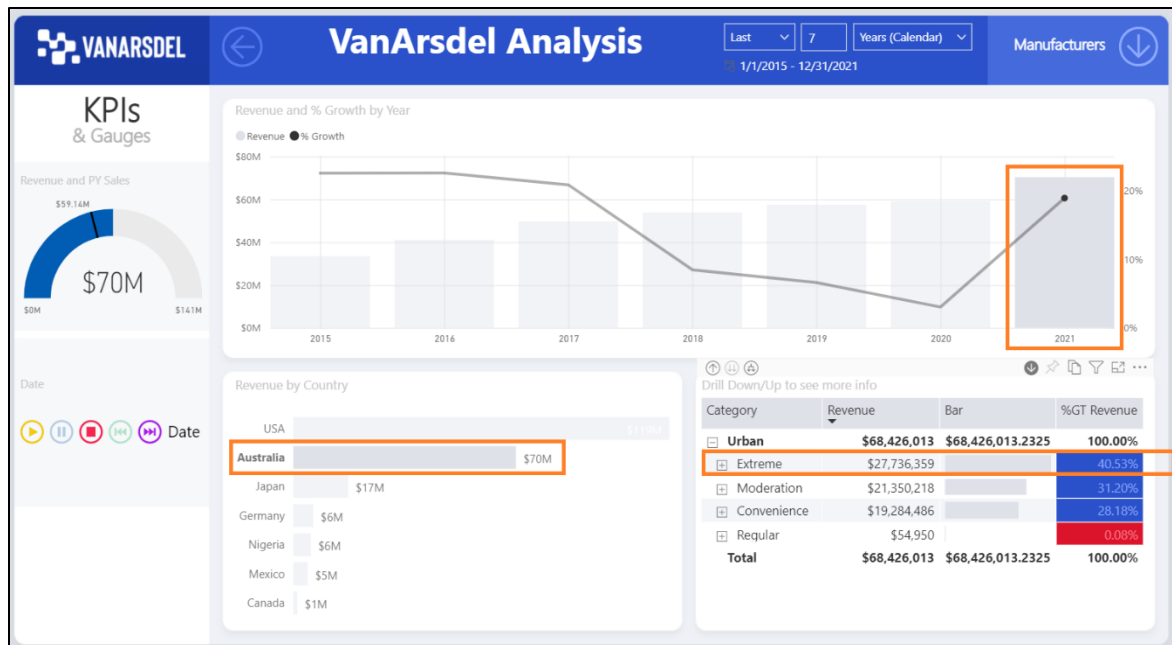
Let's drill down in the **Urban** category to investigate further.

1. Select **USA** in the **Revenue by Country** visual.
2. Notice that **Convenience** is the largest segment, followed by the **Moderation** and **Extreme** segments.
3. Select **Japan** in the **Revenue by Country** visual.
4. Notice that **Convenience** is the largest segment, followed by the **Moderation** and **Extreme** segments.
5. Select **Australia** in the **Revenue by Country** visual.
6. Notice sales in the **Convenience**, **Moderation** and **Extreme** segments are roughly 30%.

Let's investigate this further. Sales in Australia is out of the norm.

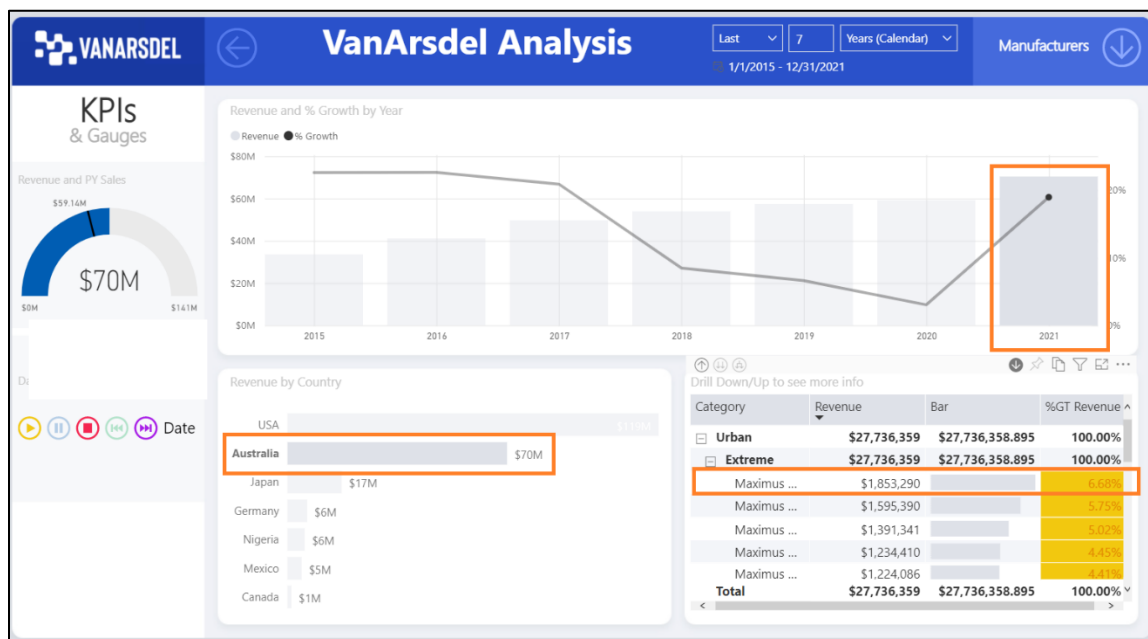


7. Make sure **Australia** is selected in the **Revenue by Country** visual.
8. Press the **Ctrl** key and select **2019** from the **Revenue and %Growth by Year** visual.
9. Notice there is no major change in the **sales by Product** segment.
10. Press the **Ctrl** key, click **2019** to deselect it, and then click **2020**.
11. Notice there is no major change in the **sales by Product** segment.
12. Press the **Ctrl** key, click **2020** to deselect it, and then click **2021**.
13. Notice there is a spike in sales in the **Extreme** category in 2021.



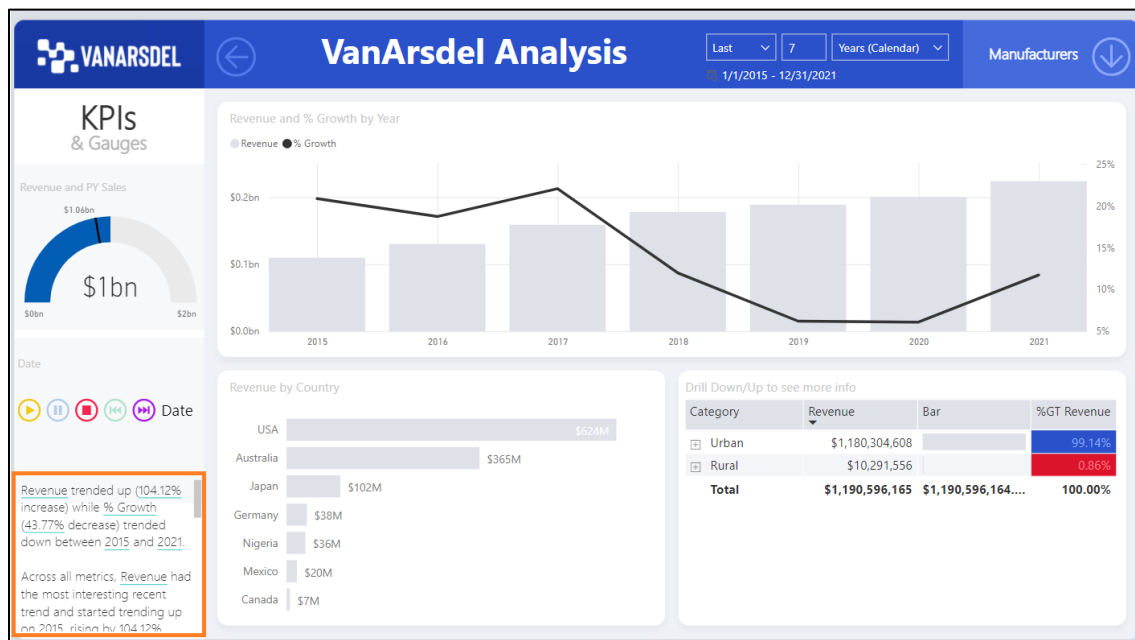
Let's drill down to the **Product** level and check if anything is interesting happening.

14. Drill-down in the **Extreme** segment in the matrix.
15. With **Australia** selected in the **Revenue by Country** visual, click **Maximus UE-04**. Notice there is a spike in 2021.
16. Similarly, there is a spike for the top five products.

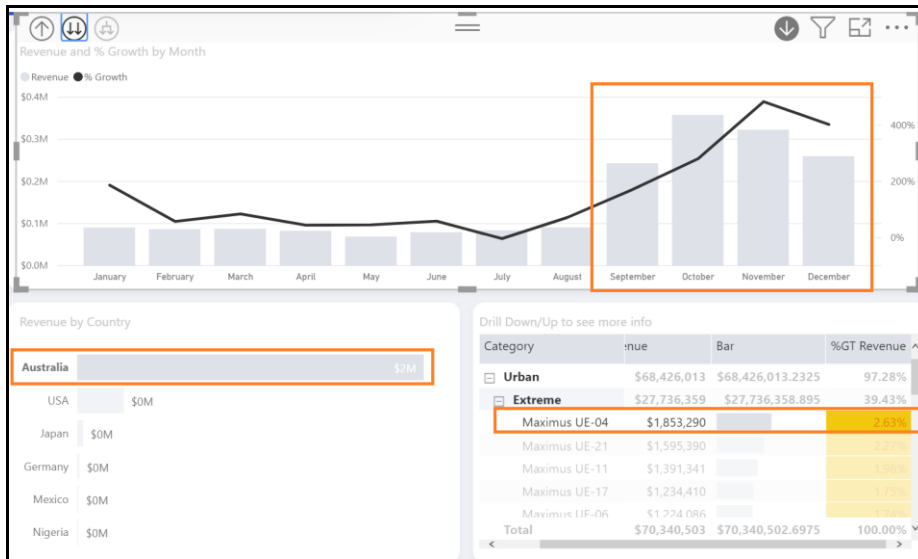


17. Make sure **Australia** is selected in the **Revenue by Country** visual.
18. Let's drill down 2021 to the **month** level and investigate.

19. Notice there is a spike in the last four months of 2021.
20. Use rectangle-select to select the last 4 months. Hold down Ctrl and drag a rectangle around the last 4 months to filter the report for those months.
21. Select **Maximus UE-04** in the **matrix** visual and notice the spike in the last four months and that the **% Growth** is also positive.
22. The situation is similar for **Maximus UE-21** as well.
23. Let's add a Smart Narrative visual to learn more
24. Delete the Initial State button to make room for the Smart Narrative
25. Add the **Smart Narrative** visual, explain how this tool works

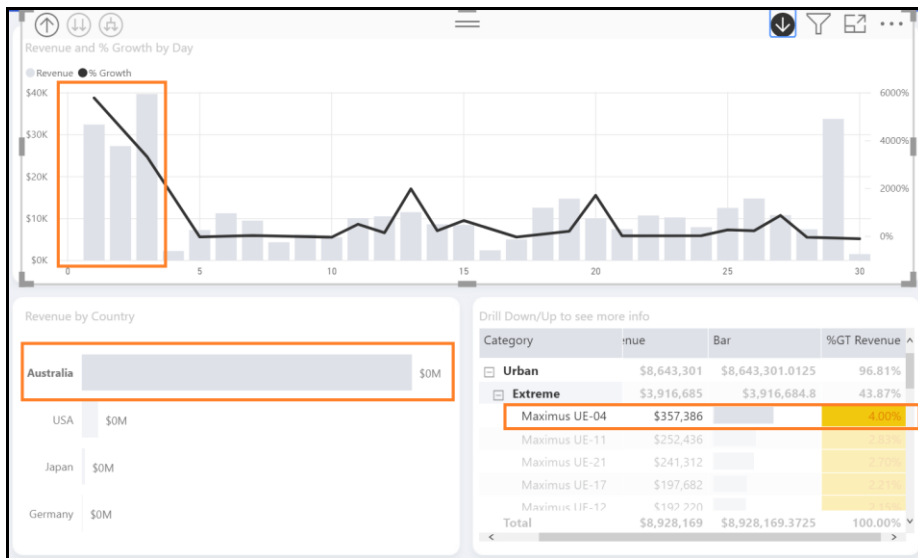


This is good, let's drill-down to the **day** level to check if spikes were on specific days.



26. Make sure **Australia** is selected in the **Revenue by Country** visual.
27. Make sure **Maximus UE-04** is selected in the **matrix** visual.
28. Drill-down to **September 2021** in the **day** level.
29. Notice there is a spike in the last couple of days of September.
30. Drill-down to **October** and notice there is a spike the first few days and then it holds steady.

Something happened end of September and early October to cause the spike.



31. From the menu, select **View** and then enable the **Bookmarks** pane.
32. Notice **Bookmarks** has been created for the story we just discovered. Talk about the ability to create bookmarks and how to use it for presentations or to highlight insights.
33. Enable the **Fullscreen** mode and navigate through a few bookmarks in presentation mode.

