

Storytelling & interactive reports with Power BI Bookmarks & Drillthrough



@MarcLelijveld



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Power BI Gebruikersdag 2018



Motion 10

VALID
STAY AHEAD

hillstar®

SOGETI

miss efficiency
Laat MS Office voor u werken

QNH
PARTNERSHIP IN IT

avanade

Quanto
collective analytics

macaw
Challenge accepted.

VISSER &
VAN BAARS
THE BI & BIG DATA NETWORK

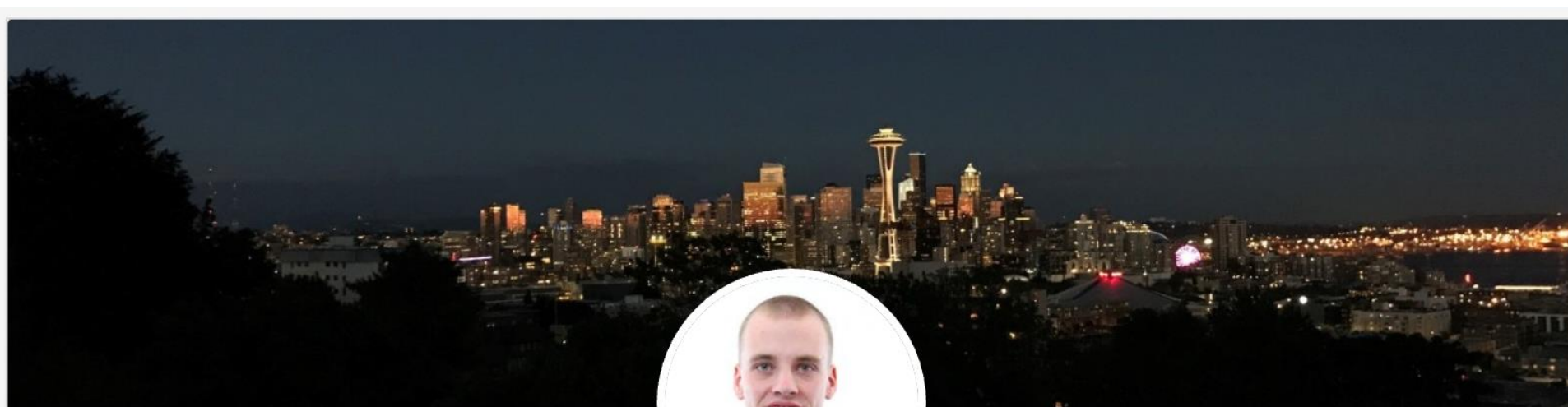
SUMMAVIEW
TEAM BUSINESS INTELLIGENCE

Directing Data
DATADOGS

DataScenarios
Connecting data to insights

ilionx

Wie ben ik?



Marc Lelijveld

Data & Analytics consultant bij Macaw

Macaw • Haagse Hogeschool Zoetermeer

Haastrecht, Provincie Zuid-Holland, Nederland • 500+ 

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Topics to cover

- Storytelling, het hoe en waarom?
- Power BI & storytelling
- Demo time!



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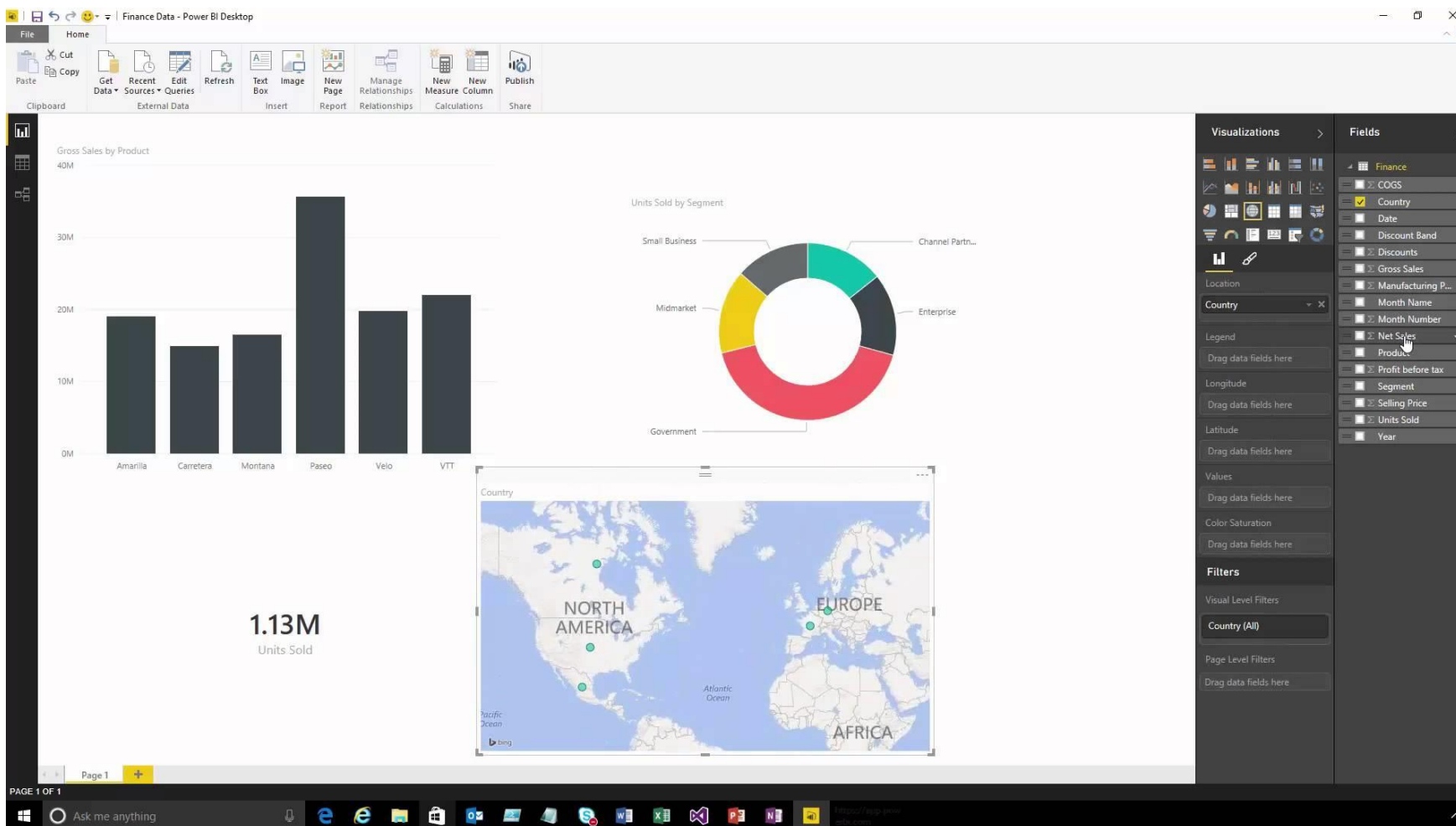


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STORY

Tell your story!

Classic reports



Hoe en waarom storytelling?

```
("input")?"val":"html";e+="Text",r.resetText||n.data("resetText",n[i]()),n[i](r[e])||this.opt
{e="loadingText"/n.addClass(t).attr(t,t):n.removeClass(t).removeAttr(t)},t.prototype.to
.closest("[data-toggle='buttons-radio']");e&&e.find(".active").removeClass("active"),this.$e
n=e.fn.button,e.fn.button=function(n){return this.each(function(){var r=e(this),i=r.data("bu
.data("button",i=new t(this,s)),n=="toggle"?i.toggle():n&&i.setState(n)}),e.fn.button.defau
.button.Constructor=t,e.fn.button.noConflict=function(){return e.fn.button=n,this},e(document
"[data-toggle='button']"),function(t){var n=e(t.target);n.hasClass("btn")||(n=n.closest(".btn"
,!function(e){return e=="use strict";var t=function(t,n){this.$element=e(t),this.$indicators=this.$ele
.options=n,this.options.pause=="hover"&&this.$element.on("mouseenter",e.proxy(this.pause,this
this));t.prototype={cycle:function(t){return t||(this.paused=!1),this.interval&&clearInterv
.interval&&this.paused&&(this.interval=setInterval(e.proxy(this.next,this),this.options.int
{return this.$active=this.$element.find(".item.active"),this.$items=this.$active.parent().ch
.$active),to:function(t){var n=this.getActiveIndex(),r=this;if(t>this.$items.length-1||t<0)
.$element.one("slid",function(){r.to(t)});n=t?this.pause().cycle():this.slide(t>n?"next":"p
(t){return t||(this.paused=!0),this.$element.find(".next",".prev").length&&e.support.transiti
support.transition.end),this.cycle(10)),clearInterval(this.interval),this.interval=null,this
return;return this.slide("next")},prev:function(){if(this.sliding)return;return this.slide("
r=this.$element.find(".item.active"),i=n||r[t](),s=this.interval,o=t=="next"?left:"right",
this.sliding=!0,s&&this.pause(),i=i.length?i:this.$element.find(".item")[u](),f=e.Event("sli
if(i.hasClass("active"))return;this.$indicators.length&&(this.$indicators.find(".active").re
("slid",function(){var t=e(a.$indicators.children)[a.getActiveIndex()];t&&t.addClass("acti
.$element.hasClass("slide")){this.$element.trigger(f);if(f.isDefaultPrevented())return;i.add
,i.addClass(o),this.$element.one(e.support.transition.end,function(){i.removeClass([t,o].join
.removeClass(["active",o].join(" ")),a.sliding=!1,setTimeout(function(){a.$element.trigger(
(f);if(f.isDefaultPrevented())return;r.removeClass("active"),i.addClass("active"),this.slidi
return s&&this.cycle(),this);var n=e.fn.carousel,e.fn.carousel=function(n){return this.eac
("carousel"),s=e.extend({},e.fn.carousel.defaults,typeof n=="object"&&n,o=typeof n=="string
t(this,s),typeof n=="number"?i.to(n):o?i[o]():s.interval&&i.pause().cycle()}),e.fn.carousel
pause:"hover"),e.fn.carousel.Constructor=t,e.fn.carousel.noConflict=function(){return e.fn.c
.carousel.data-api,"[data-slide],[data-slide-to]",function(t){var n=e(this),r,i=e(n.attr("d
.replace(/.*(?=[^\s]+)$/,""),s=e.extend({},i.data(),n.data()),o=i.carousel(s),(o=n.attr("d
.pause().to(o).cycle(),t.preventDefault())}(window.jQuery),!function(e){"use strict";var t=
.options=e.extend({},e.fn.collapse.defaults,n),this.options.parent&&(this.$parent=e(this.opt
.toggle());t.prototype={constructor:t,dimension:function(){var e=this.$element.hasClass("wid
show:function(){var t,n,r,i;if(this.transitioning||this.$element.hasClass("in"))return;t=thi
t].join("-"),r=this.$parent&&this.$parent.find(">.accordion-group>.in");if(r&&r.length){
.transitioning)return;r.collapse("hide"),i||r.data("collapse",null)}this.$element[t](0),this
"shown"),e.support.transition&&this.$element[t](this.$element[0][n]),hide:function(){var t
.$element["in"]return;t=this.dimension(),this.reset(this.$element[t]()),this.transition("re
this.$element[t](0)},reset:function(e){var t=this.dimension();return this.$element.removeCla
.offsetWidth,this.$element[e!=null?"addClass":"removeClass"]("collapse"),this},transition:f
(n.type=="show"&&i.reset(),i.transitioning=0,i.$element.trigger(r));this.$element.trigger(n)
```

How = Gebruik van data



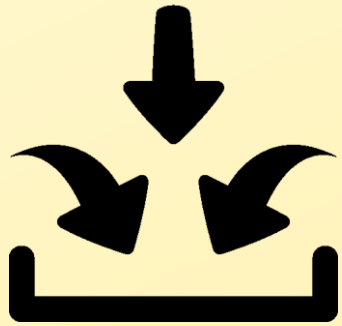
Why = Business understanding

Doelstellingen van storytelling

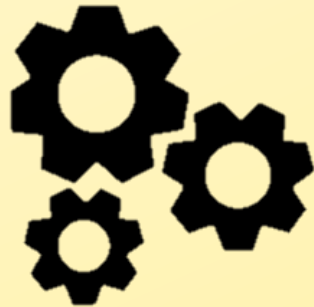
- Overbrengen van de informatie
- Herkomst vraagstuk
- Motivatie data-driven besluitvorming
- Aansluiting op processen



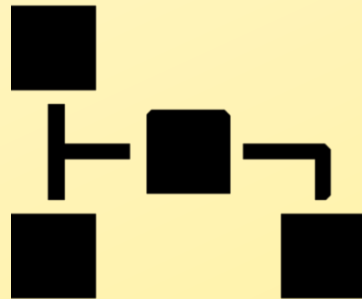
Wat we gewend zijn om te doen...



Verzamelen



Transformeren



Modelleren



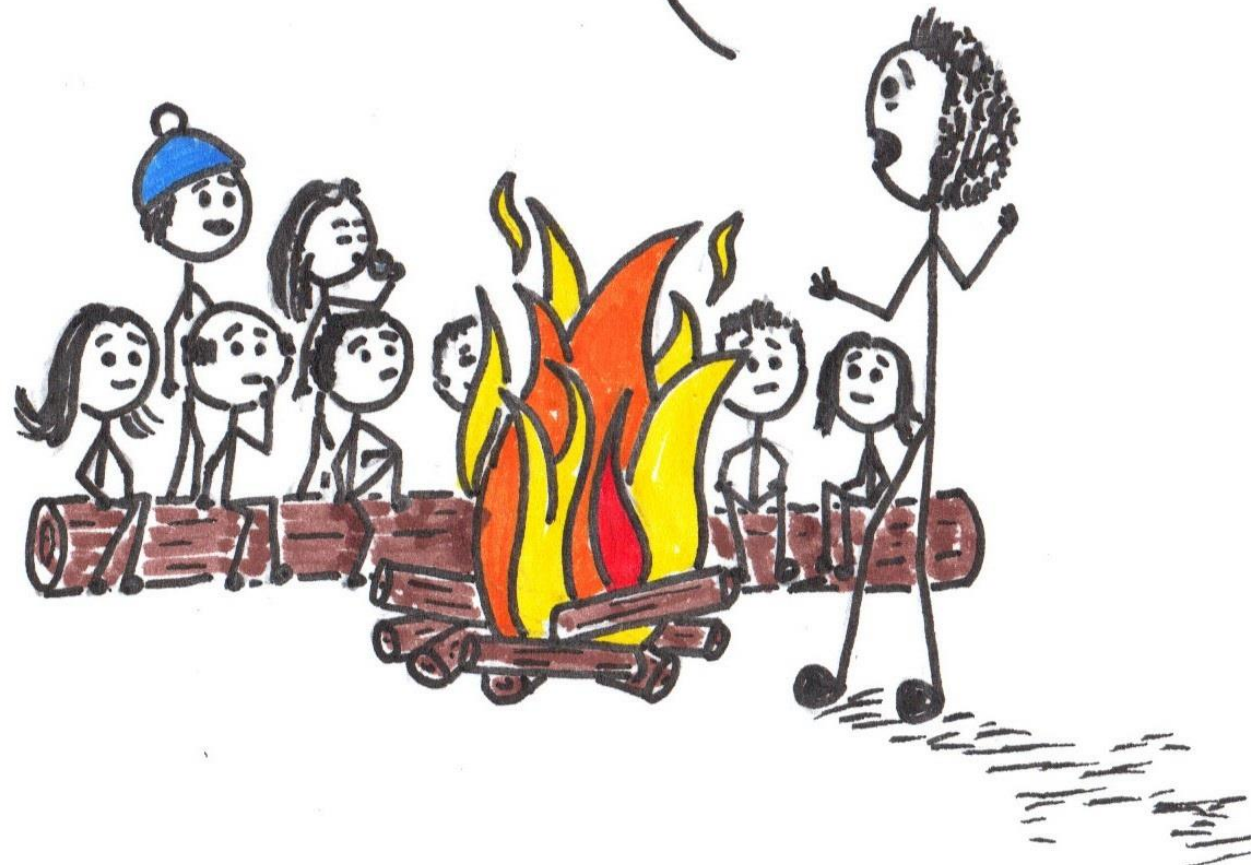
Analyseren



Definiëren

Wat we zouden moeten doen...

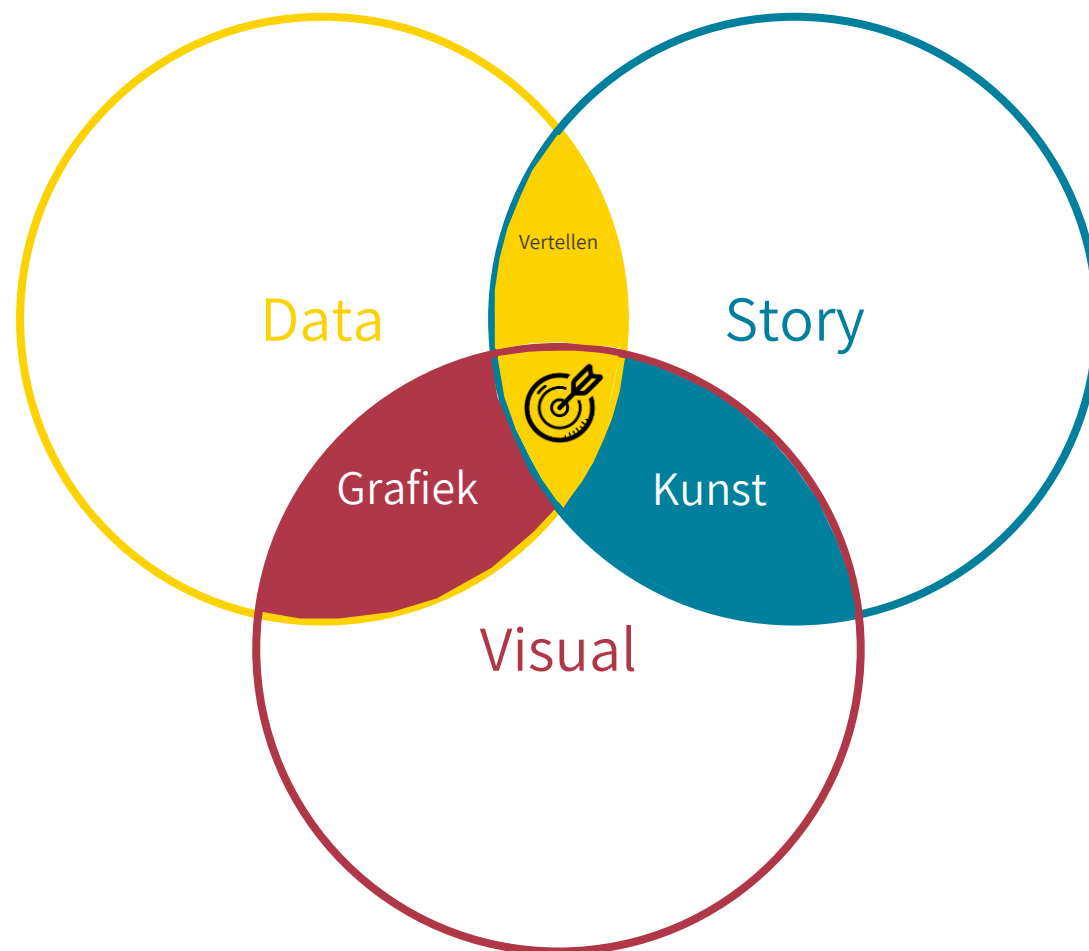
Once upon a time... <sob>





Stuur je gebruikers op ontdekkingsstocht!

De juiste balans...



Type onderzoek



Beschrijven



Verklaren



Verkennen

Route / Pad



Begin en eindpunt

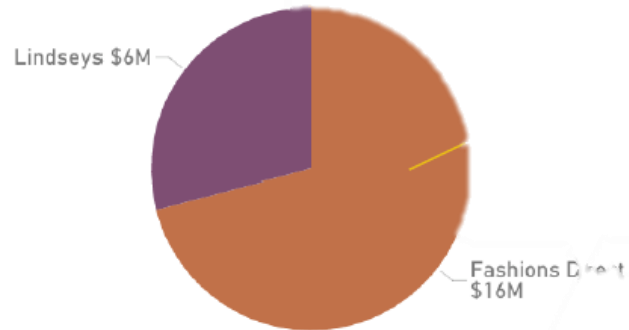


Remove all bullshit!



Visualization & color formatting

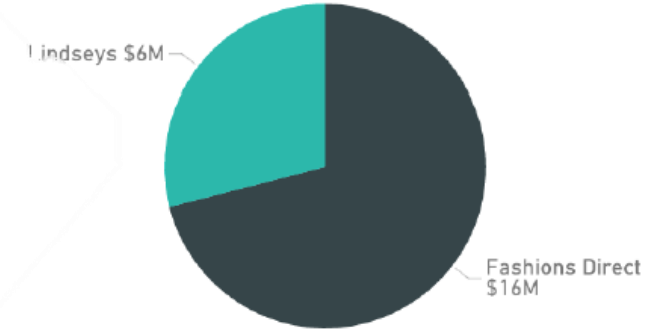
This Year Sales by Chain



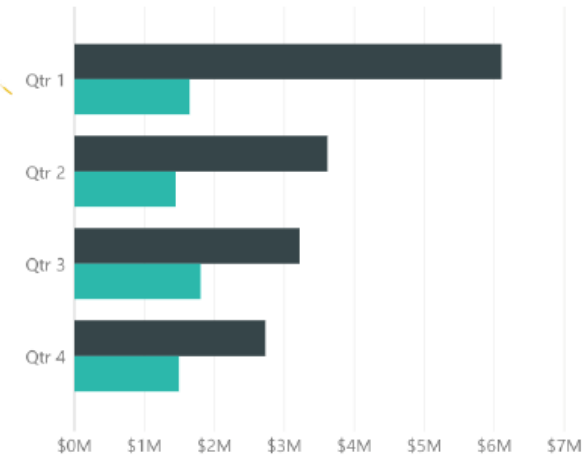
This Year Sales by Quarter and Chain



This Year Sales by Chain



This Year Sales by Quarter and Chain



Data quality



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Power BI & Storytelling

- (Drill in) Hierarchie
- Drillthrough
- (Report page) Tooltips
- Sync filters
- Hide & see
- Bookmarks
- Presenting without PowerPoint!
- Create your own navigation

Bedankt!



@MarcLelijveld



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Vergeet niet de evaluatie in te vullen!
Scan de QR code.



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For an example report of all showed content during the demo, you can take a look at Will Thompson example report:
<https://powerbi.microsoft.com/en-us/blog/bi-bake-off-at-gartner-data-and-analytics-summit-2018/>

Feel free to contact me for any further questions;
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