




Power BI World Tour¹⁸

Eight Cities. Four Months. Thousands of Users.

PowerBIWorldTour.com

#PBIWorldTour

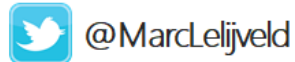


Storytelling & interactive reports with Power BI bookmarks and drill through

Marc Lelijveld

Data & Analytics Consultant
Macaw - Netherlands

Working on project base as a data and analytics consultant with a specialization in Power BI at Macaw Netherlands. Like to share my enthusiasm about Power BI with the community.



Saswata Acharya

Principal Program Manager
Power BI – Microsoft Corporation, USA

Been in Microsoft for 18 years and worked in teams like Office, AI and Data Insights before joining Power BI 4 months back!



Session Agenda

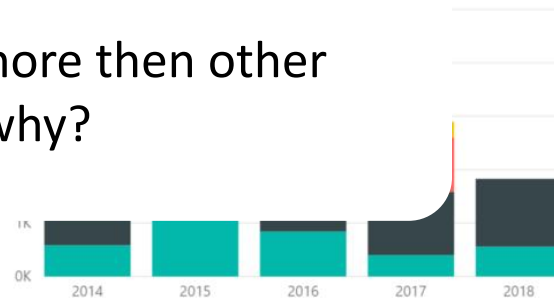
- Why Storytelling?
- Storytelling Tenets!
- Practical use, some additional features and Tips
 - Background, Theme and Wallpaper
 - Conditional formatting

Why Storytelling?

Classic reports

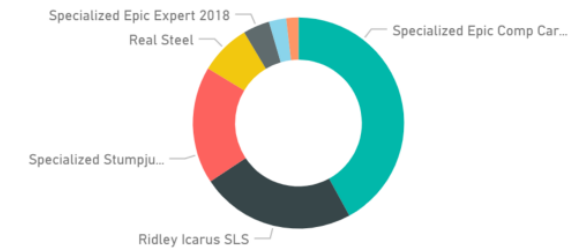
That's way more then other bikes... But why?

distance (km) by Year and Quarter



15,67K
distance (km)

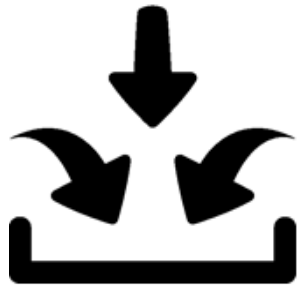
distance (km) by name



First name and Count of id by start_latitude and start_longitude



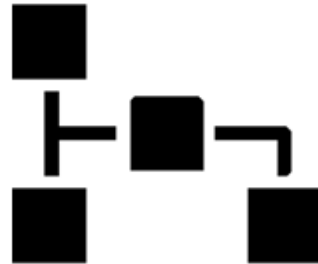
What we used to do



Collect



Transform



Model



Analyze



Define

Storytelling, How and why?

[illegible]

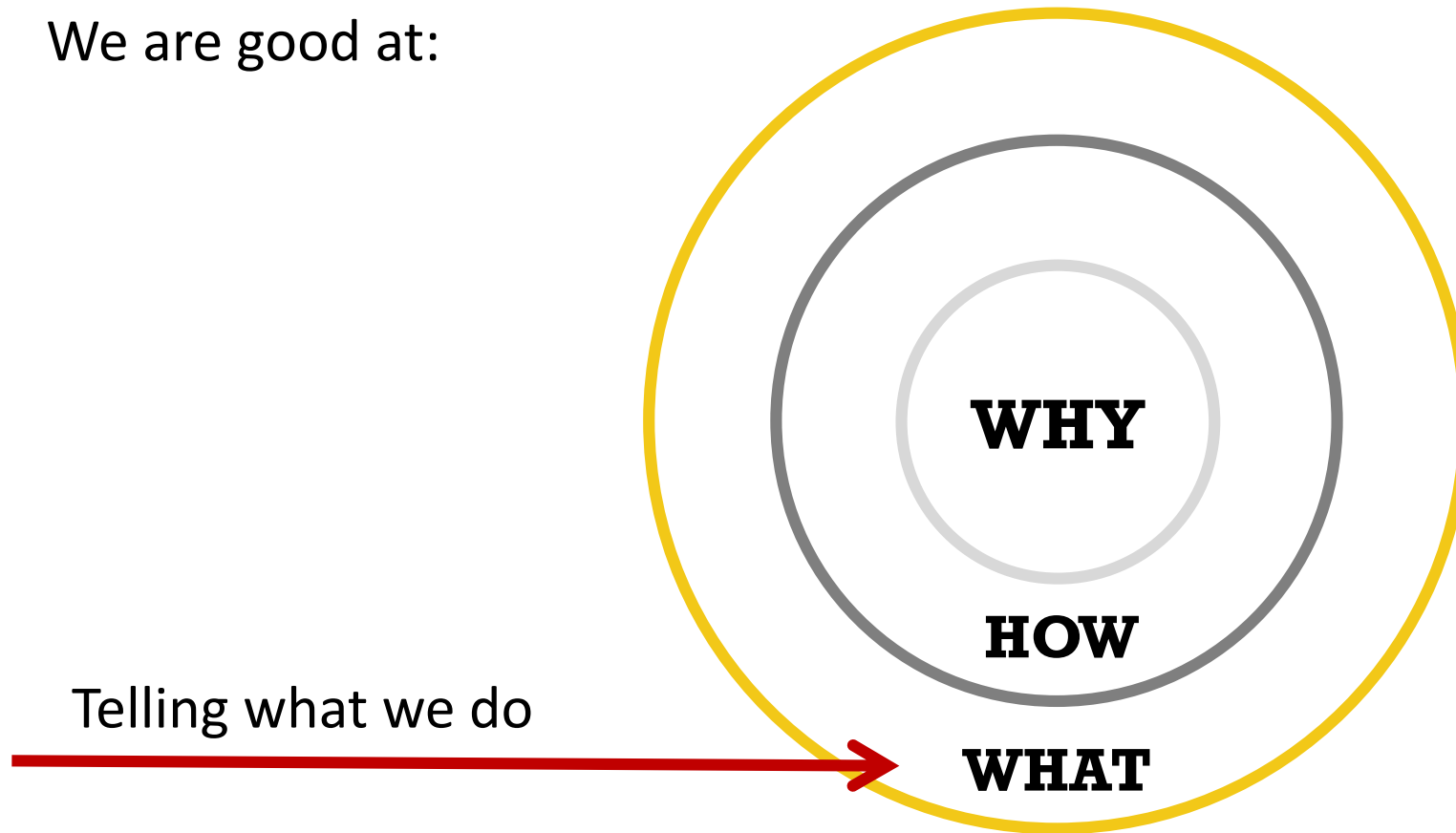
How = Usage of data

Why = Business understanding

What as starting-point

We are good at:

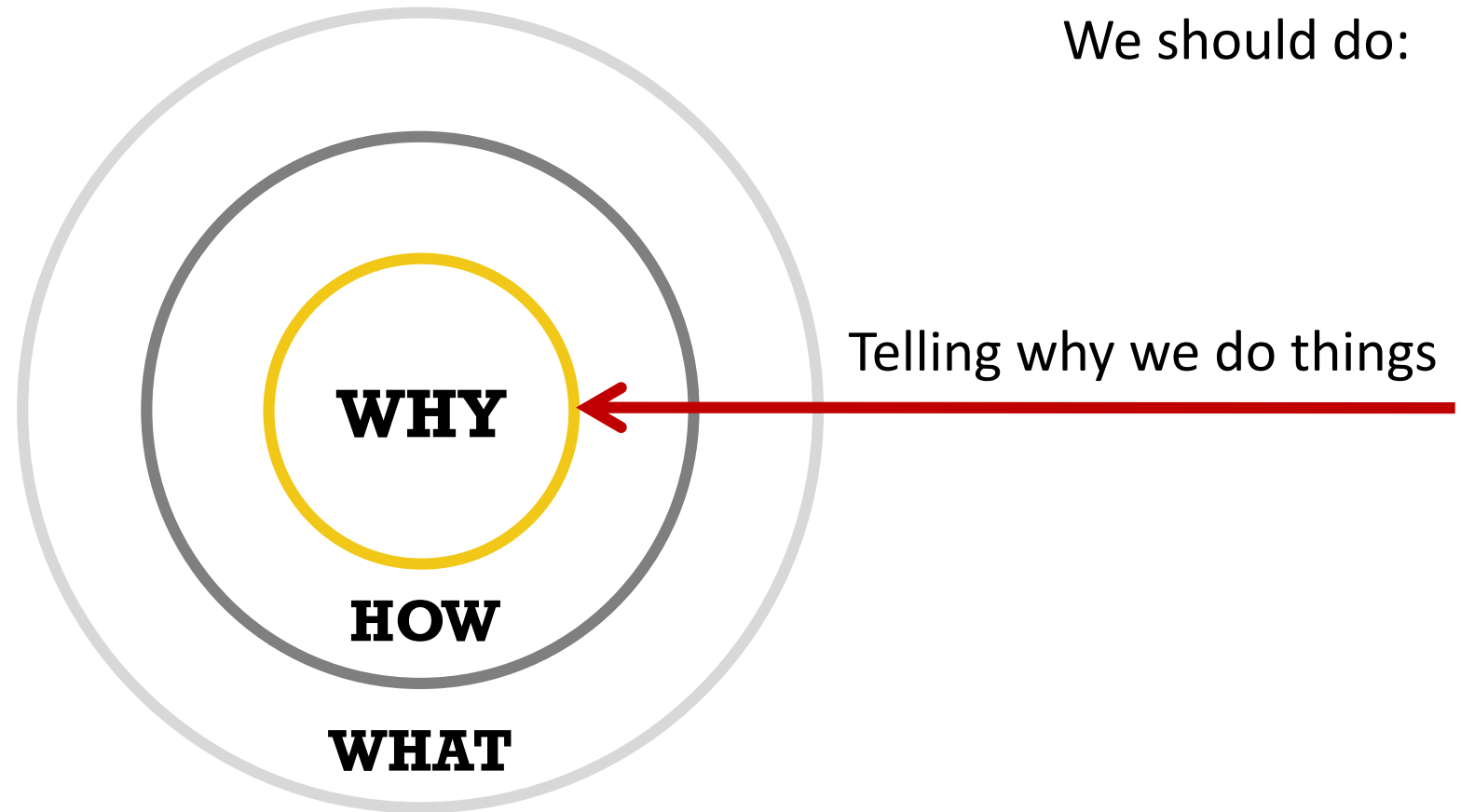
We should do:



Why as starting-point

We are good at:

We should do:





Send your users on an adventure!

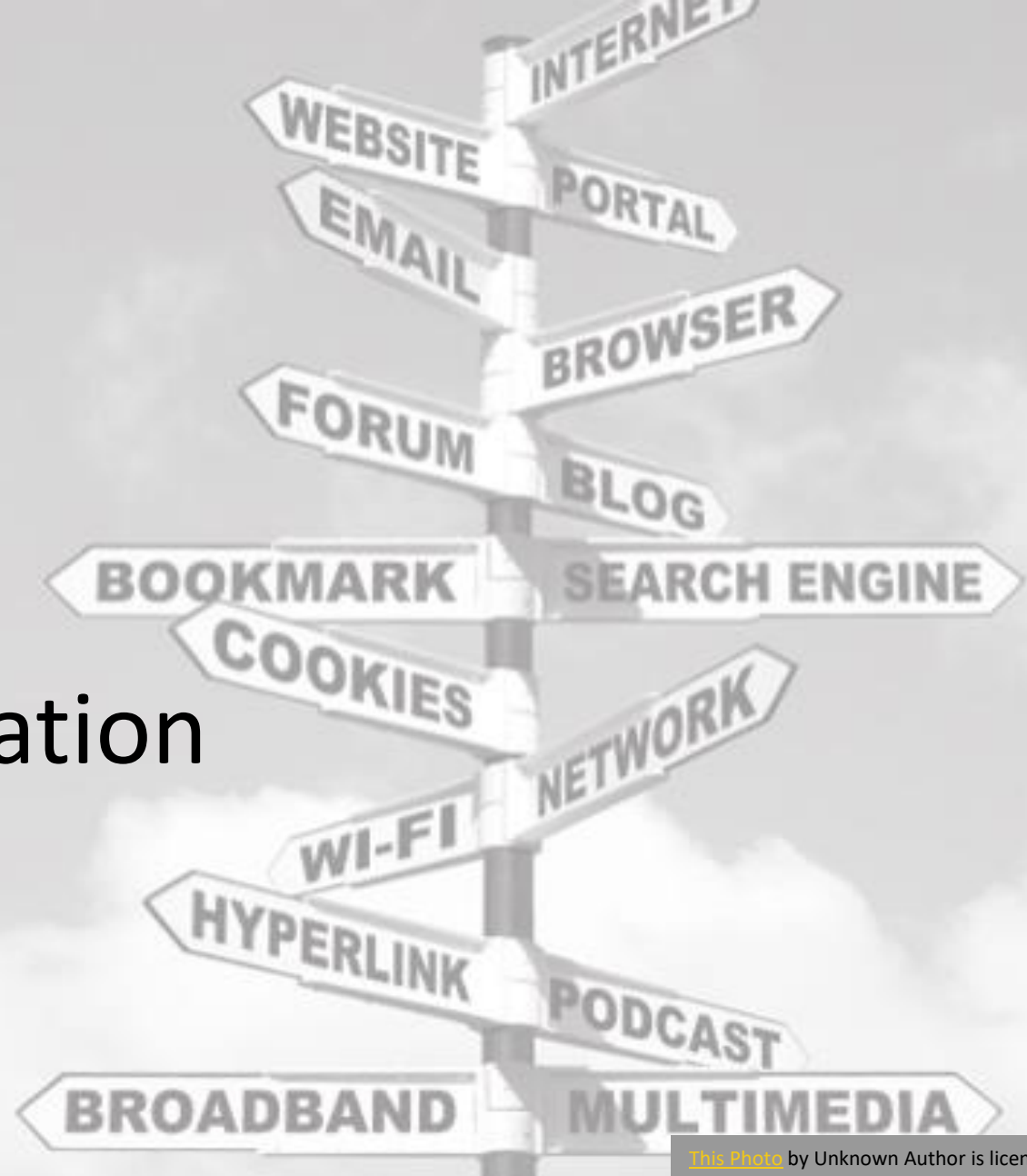
Goals of storytelling

- Transfer of information which is interpreted correctly
- The origin of the question
- Possibility to answer the next question
- Motivation for data-driven decisions
- Connected to business processes



Storytelling Tenets

Provide easy navigation



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MEDIA DISCUSSION

CALLOUT

PAGES

Opioid Crisis Investigation

Media Discussion

Reimbursements by State

Take Action

Published Date

Last

▼

1

Years

▼

4/18/2017 - 4/17/2018

Source



Reimbursements by Product

● Medicaid Amount Reimbursed ● Non Medicaid Amount Reimbursed



Labeler Name	Medicaid Amount Reimbursed
Purdue Pharma	\$65,537,207
Rhodes Pharmaceuticals	\$13,386,981
Alvogen	\$11,685,277
Kvk-Tech	\$10,564,303
Aurobindo Pharma	\$4,453,260
Amneal Pharmaceuticals	\$3,724,979
Ranbaxy Pharmaceuticals	\$3,554,774
Zydus Pharmaceuticals	\$3,484,614
Epic Pharma	\$1,801,086
Sun Pharmaceutical Industries	\$1,630,451
Mayne Pharma	\$1,007,351
Par Pharmaceutical	\$804,096
Lehigh Valley Technologies	\$428,972



An Osteoarthritis Drug May Be the Answer to America's Opioid Crisis
futurism.com • Mar. 2, 2018

A drug developed to treat osteoarthritis pain has shown promise as a method of preventing opioid tolerance and physical dependence. With the opioid epidemic still



A telling anecdote about Trump and the opioid abuse crisis
www.vox.com • Mar. 2, 2018

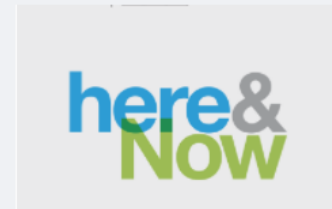
originally from prescription opioids but increasingly now from heroin and fentanyl? have emerged as an increasingly grave social issue, steadily worsening over the

WATCH LIVE: White House to highlight administration anti-opioid efforts
fox61.com • Mar. 2, 2018
The White House is hosting a summit to highlight Trump administration efforts to combat the opioid crisis. First lady Melania Trump is scheduled to ...



White House To Give Status Update On Opioid Emergency
wypr.org • Mar. 2, 2018


ET Since President Trump declared the opioid epidemic a national public health



Wyoming Prepares To Grapple With Opioid Crisis
www.wbur.org • Mar. 2, 2018
discuss the country's opioid epidemic. Rural coal mining states like West Virginia and



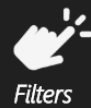
White House to host opioid summit and highlight Trump administration's efforts
www.pbs.org • Mar. 2, 2018
The White House is hosting a summit to highlight Trump administration efforts to

The background features a light gray illustration. In the upper left, a person is shown from the chest up, holding a long, thin pointer that extends towards a large computer monitor. The monitor displays a simplified web layout with several rectangular blocks. In the lower left, a smartphone is shown with a similar web layout on its screen. In the lower right, another person is shown from the chest up, holding a long ruler diagonally across their body. To their right is a circular icon containing a lit lightbulb, symbolizing an idea or innovation.

Be dynamic

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KPI BREAKDOWN



REGION

All

COUNTRY

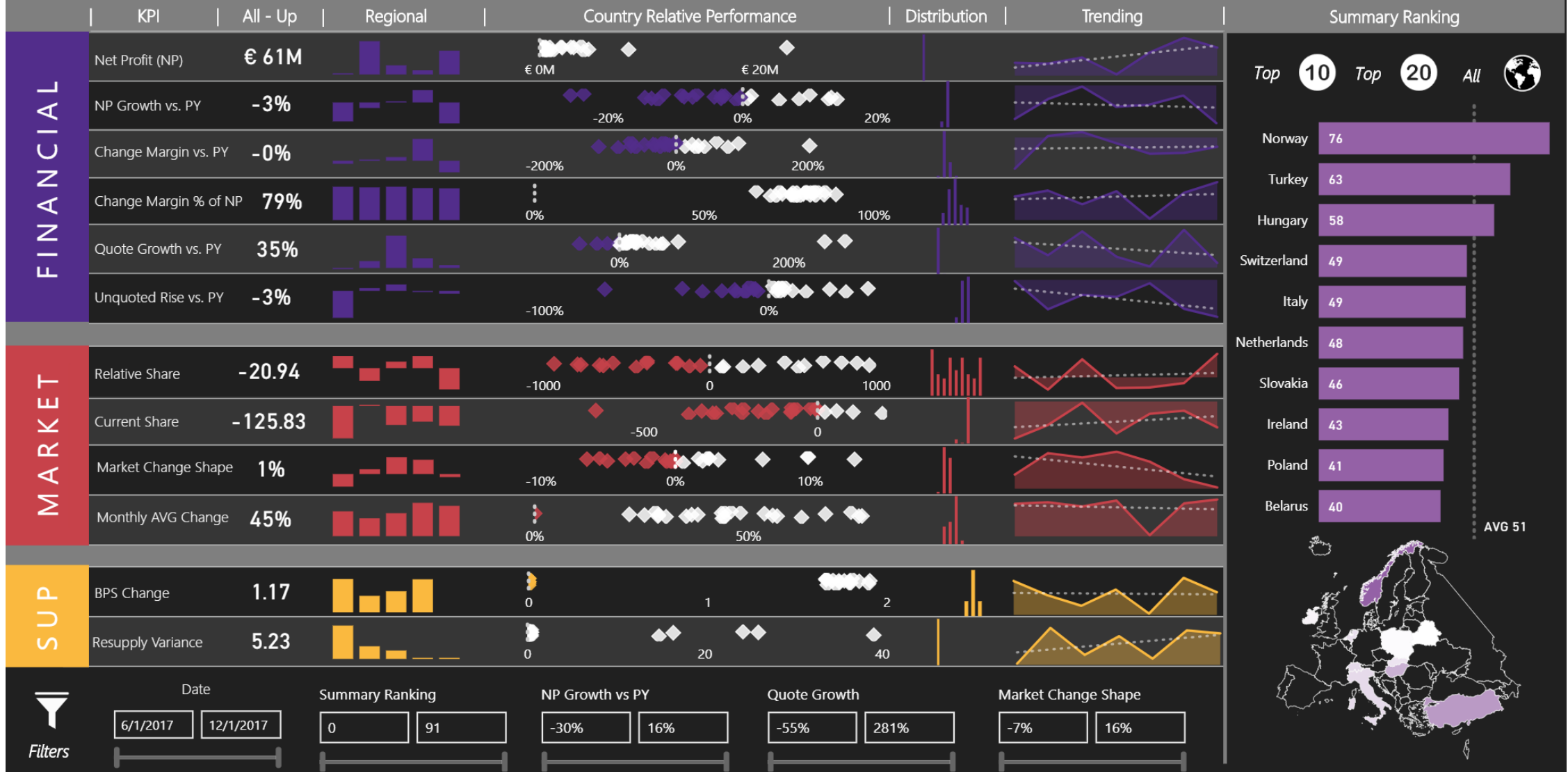
All



Select for FAQ



Decisive Data
insights for decisions



A line of seven penguins, likely King penguins, standing on a snowy or icy surface. They are facing left, with their heads slightly turned towards the viewer. The background is a soft, out-of-focus white and light blue.

Have guided experiences

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REIMBURSEMENTS BY STATE

CALLOUT

PAGES

Opioid Crisis Investigation

Media Discussion

Reimbursements by State

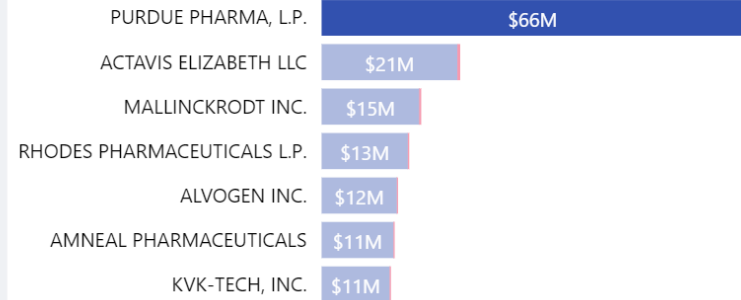
Take Action

Opioid Type

All

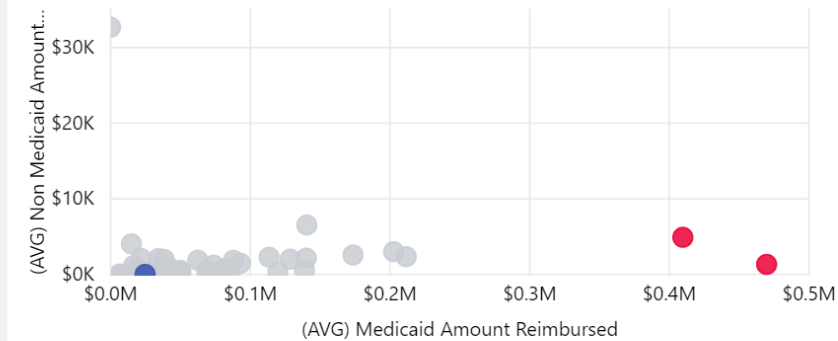
Medicaid Amount Reimbursed and Non Medicaid Amount Reimbursed by Labeler Name

● Medicaid Amount Reimbursed ● Non Medicaid Amount Reimbursed



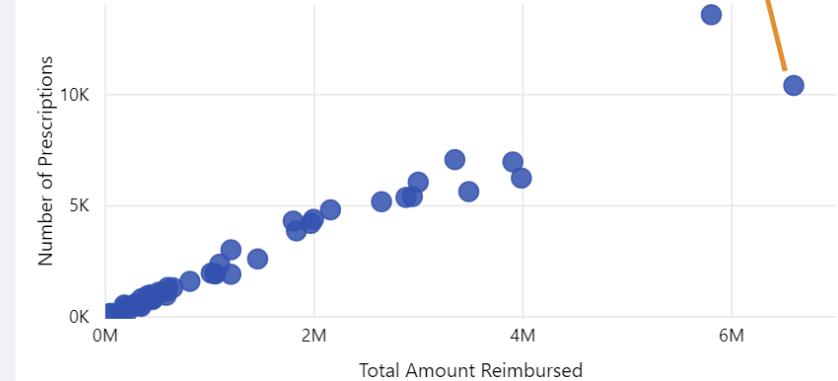
(AVG) Medicaid Amount Reimbursed and (AVG) Non Medicaid Amount Reimbursed by...

● Missouri & North Carolina ● Other ● South Carolina



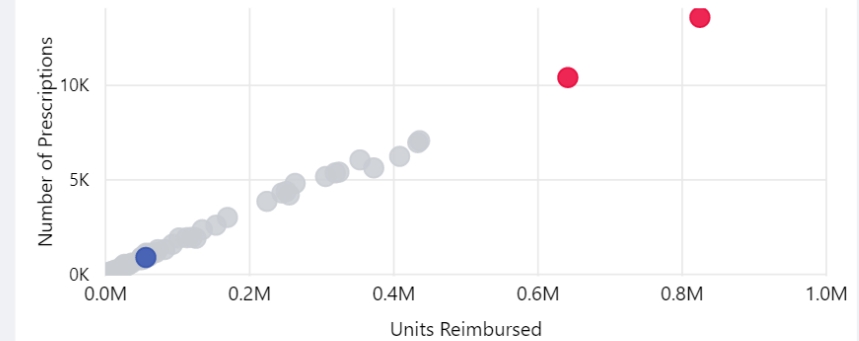
Missouri and North Carolina are at the centre of a lawsuit involving mis-marketing of OxyContin. Purdue settled a lawsuit in 2007 with South Carolina.

Total Amount Reimbursed and Number of Prescriptions by State



Units Reimbursed and Number of Prescriptions by State and State (groups)

● Missouri & North Carolina ● Other ● South Carolina





Have interactive experiences

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Slicer 1

CategoryName

- ☐ Beverages
- ☐ Condiments
- ☐ Confections
- ☐ Dairy Products
- ☐ Grains/Cereals
- ☐ Meat/Poultry
- ☐ Produce
- ☐ Seafood

Slicer 2

Country

- ☐ Argentina
- ☐ Austria
- ☐ Belgium
- ☐ Brazil
- ☐ Canada
- ☐ Denmark
- ☐ Finland
- ☐ France
- ☐ Germany
- ☐ Ireland
- ☐ Italy
- ☐ Mexico
- ☐ Norway
- ☐ Poland
- ☐ Portugal
- ☐ Spain

Slicer 3

City

- ☐ Aachen
- ☐ Albuquerque
- ☐ Anchorage
- ☐ Århus
- ☐ Barcelona
- ☐ Barquisimeto
- ☐ Bergamo
- ☐ Berlin
- ☐ Bern
- ☐ Boise
- ☐ Bräcke
- ☐ Brandenburg
- ☐ Bruxelles
- ☐ Buenos Aires
- ☐ Butte
- ☐ Campinas





Ensure consistent context

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\$1.03M

Germany

\$2.42M

Canada

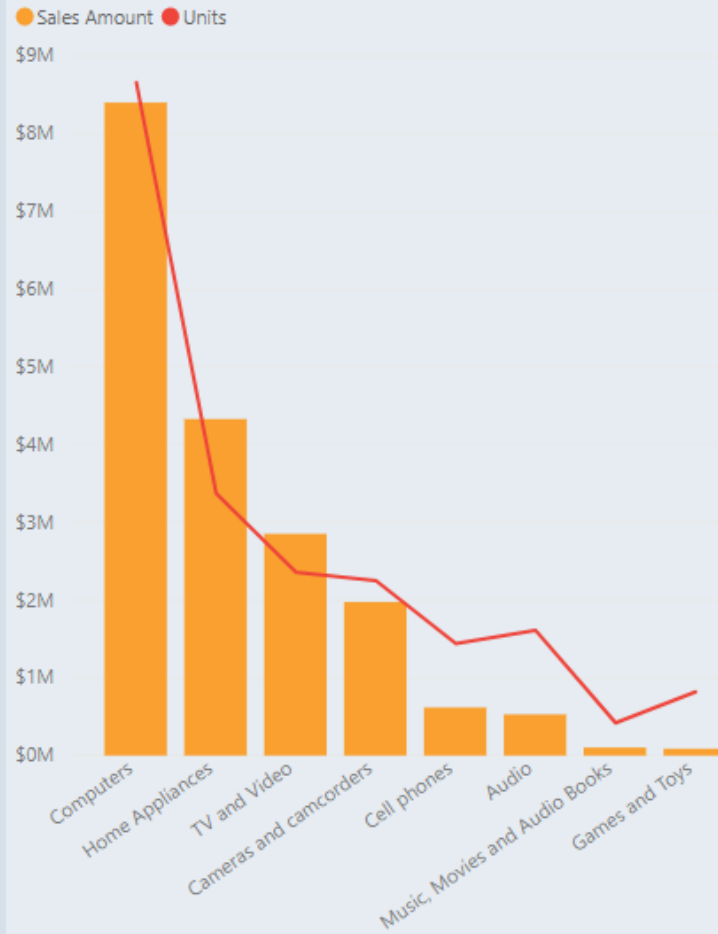
\$1.25M

France

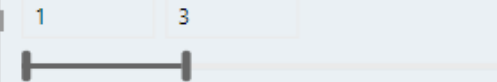
\$1.48M

Great Britain

Sales for Top 5 Categories

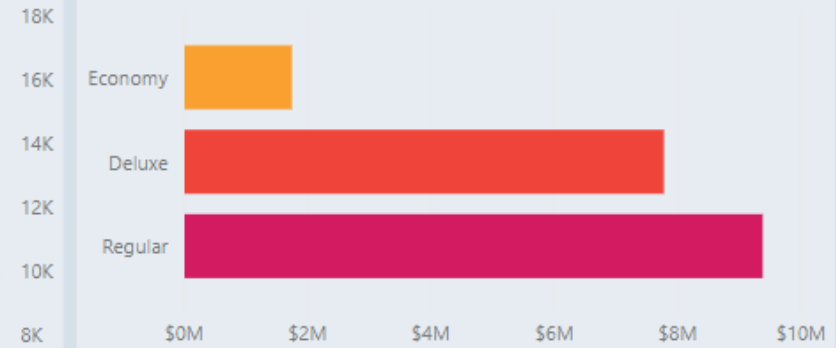


Net Satisfaction

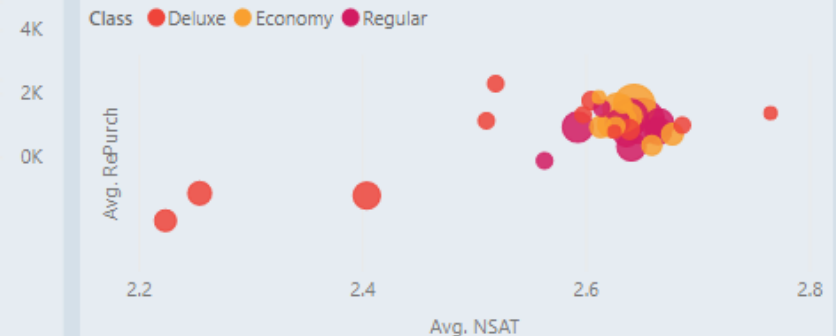


Q & A

Average Sale Amount by Class



Units by Class & Brand

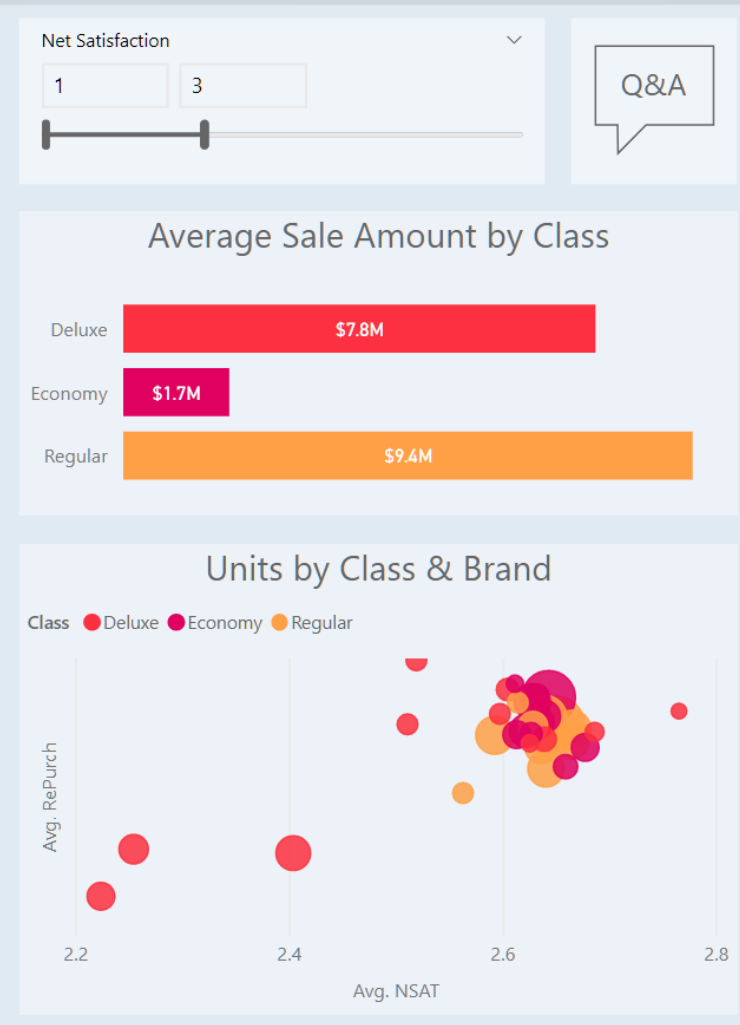
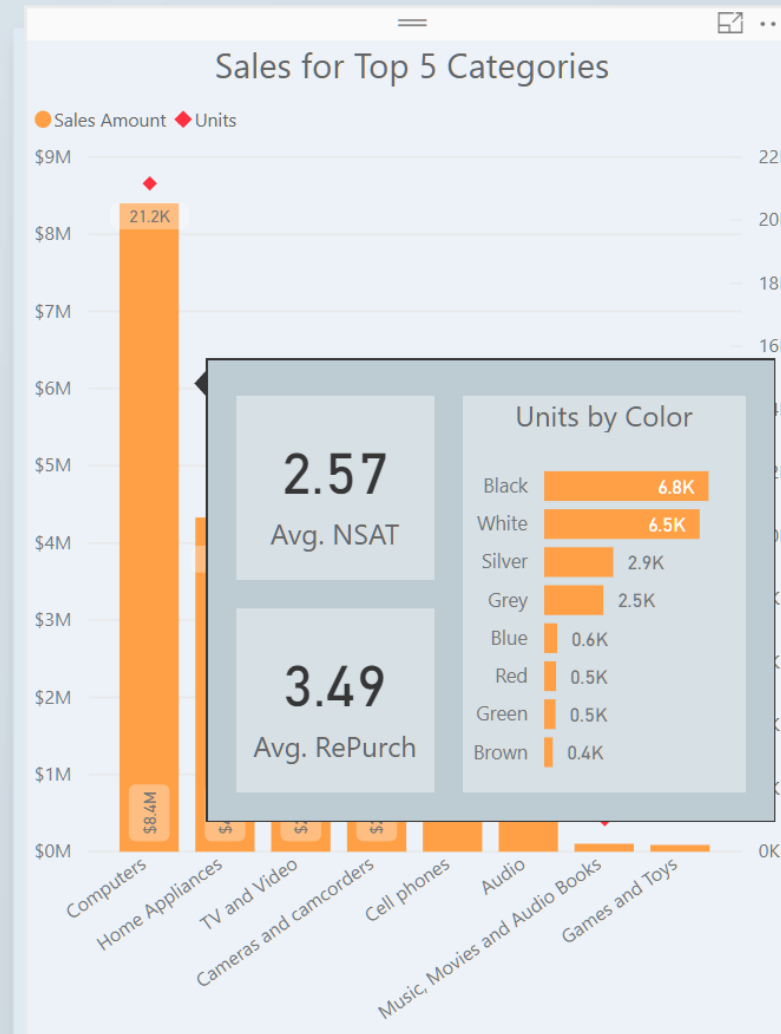


PowerBI.tips

A grayscale photograph of a telescope lying on an old, detailed map. The telescope is positioned diagonally, with its lens end pointing towards the bottom left. The map features various geographical details, including coastlines, islands, and a prominent compass rose in the lower-left quadrant. The overall tone is historical and exploratory.

Progressive disclosure

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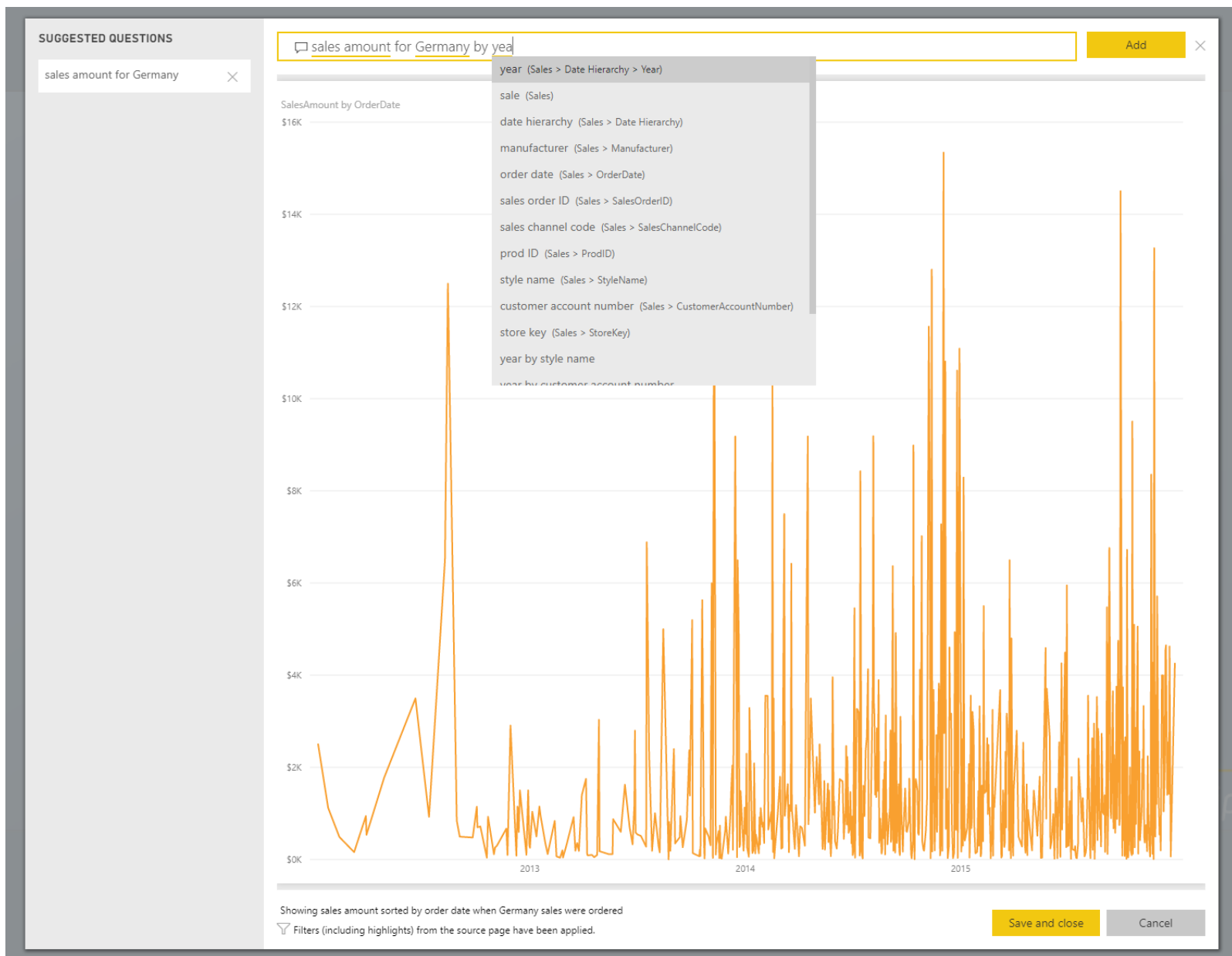


PowerBI.tips



Let them ask questions

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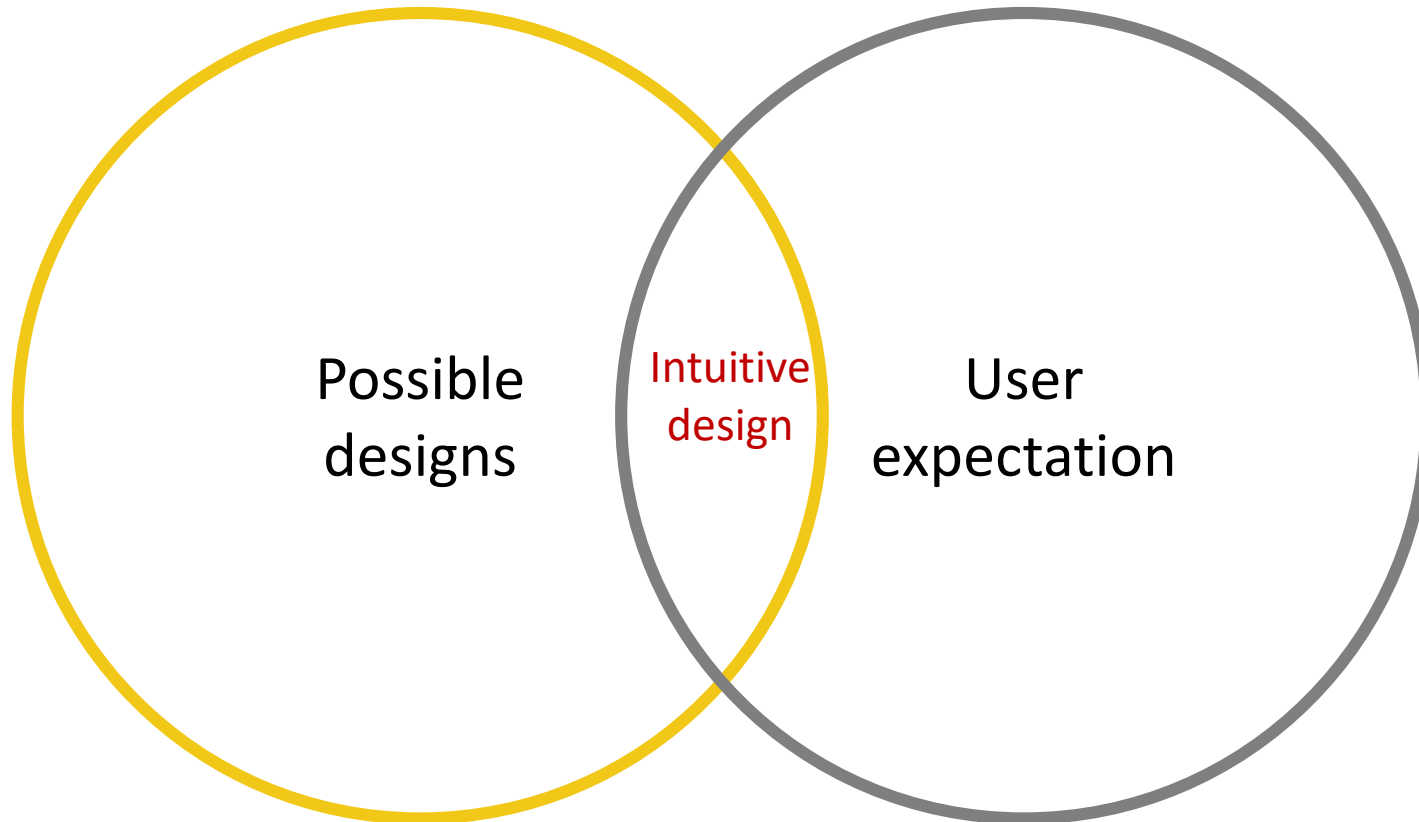


Practical use, some additional features and tips

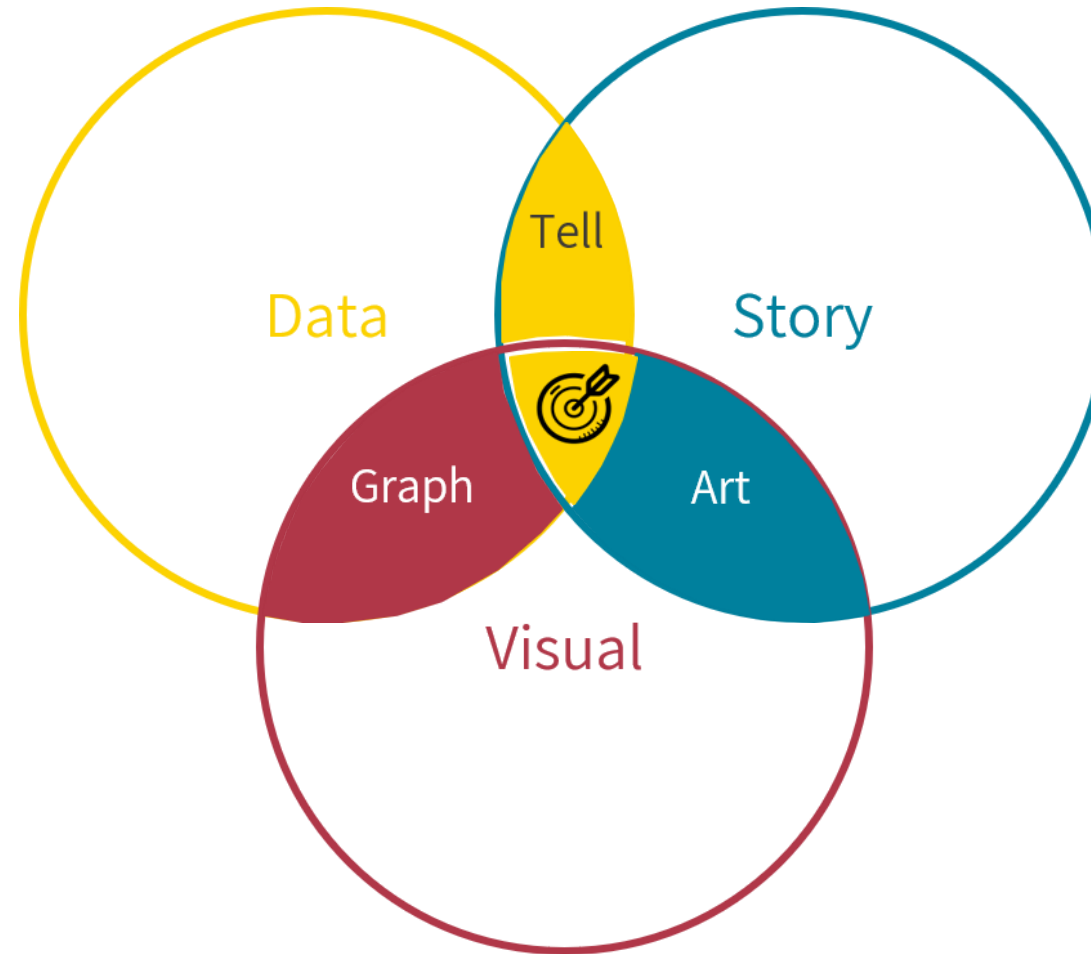
Add context



Make it intuitive!



Find the right balance



Background, Theme and Wallpaper

Demo Strava data – part 1

- Choose a lay-out for your report for be consistent in your presentation
- Create background to limit the amount of objects
- Create theme file and apply your corporate identity
- Add a wallpaper for further customizing the lay-out

Conditional formatting

Demo Strava data – part 2

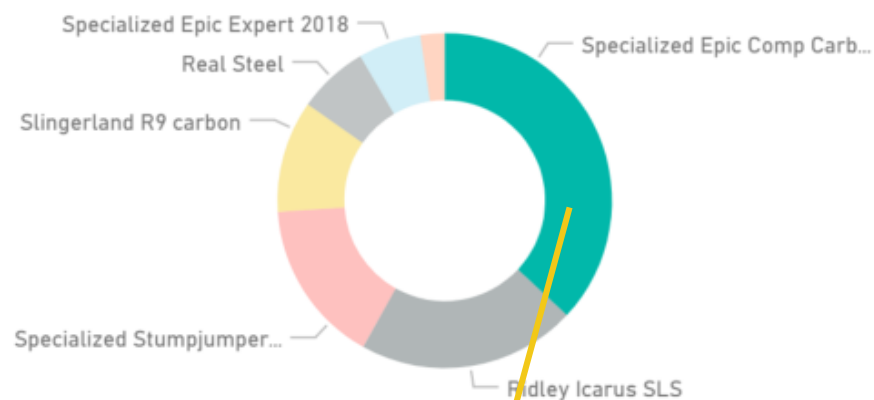
- Tables and matrixes look boring and like classic reports!
- Databars, text color and cell color!
- Based on cell value or other measure.

I'm going to tell you a story



The next question

distance (km) by name

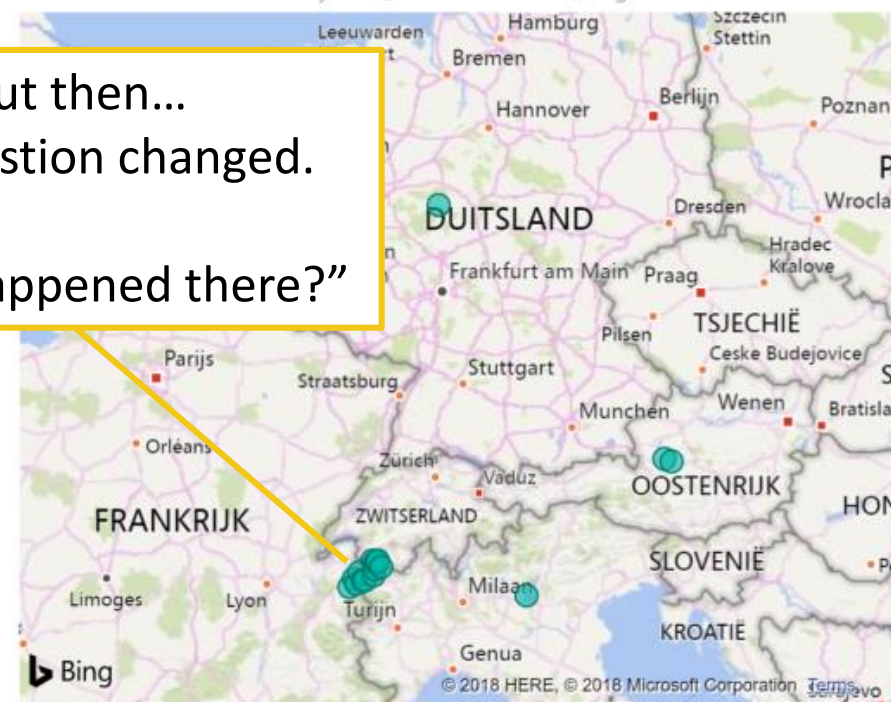


I want to know the distribution of kilometers by bike

But then...
My question changed.

“What happened there?”

First name and Count of id by start_latitude and start_longitude



Demo Strava data – result

Recap

- Storytelling is not a science; it is an art!
- Understand your end-user. Facilitate them with data.
- Send your users on an adventure and make them part of your story!
- Add your identity (corporate or your own) .
- Power BI is full of great features, make boring data shine!

*Get more Power BI tips and tricks by getting the Power BI cheat sheet.
Grab a hardcopy or download at: <https://bit.ly/cheatsheetpbi>*

Questions?



Power BI World Tour¹⁸

Eight Cities. Four Months. Thousands of Users.

Thank you for Attending!

Don't forget to join your local PUG to enjoy
year-round networking and learning.

PowerBIWorldTour.com

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