

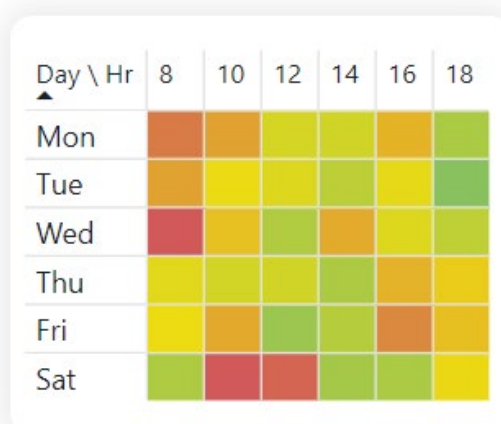


# POWER BI TIP

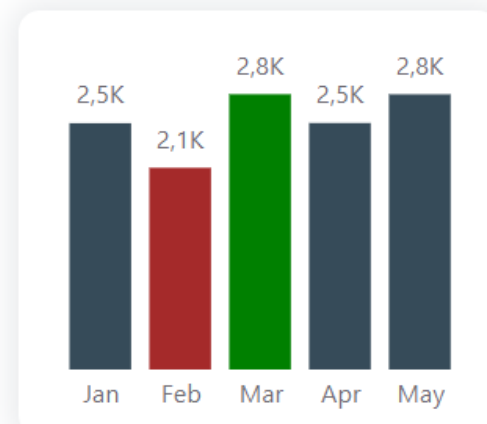
## Conditional formatting: Enhancing analysis with color



Show  
trends



Identify  
patterns



Highlight  
peaks

# Show trends

Colors are a quick way to show if key performance indicators (KPIs) are moving in the right direction.

*For instance, green could mean an amount is up from last year, while red might indicate a drop. This immediate visual cue helps identify trends before even digging through numbers.*

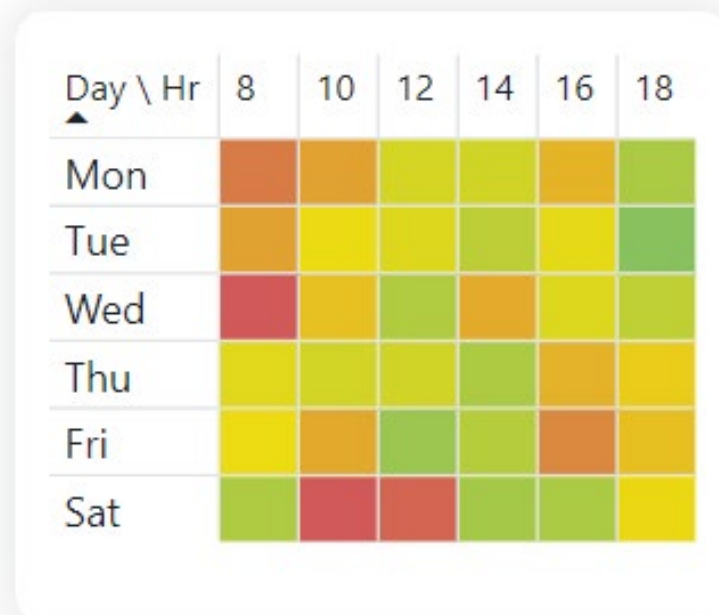


# Identify patterns

Using color-coding to map data unveils critical patterns, making it straightforward to interpret complex datasets.

*For example, in a call center scenario, applying a color gradient can highlight variations in average waiting time throughout the day and week. This offers a clear, visual indication of when the call center is experiencing its busiest periods.*

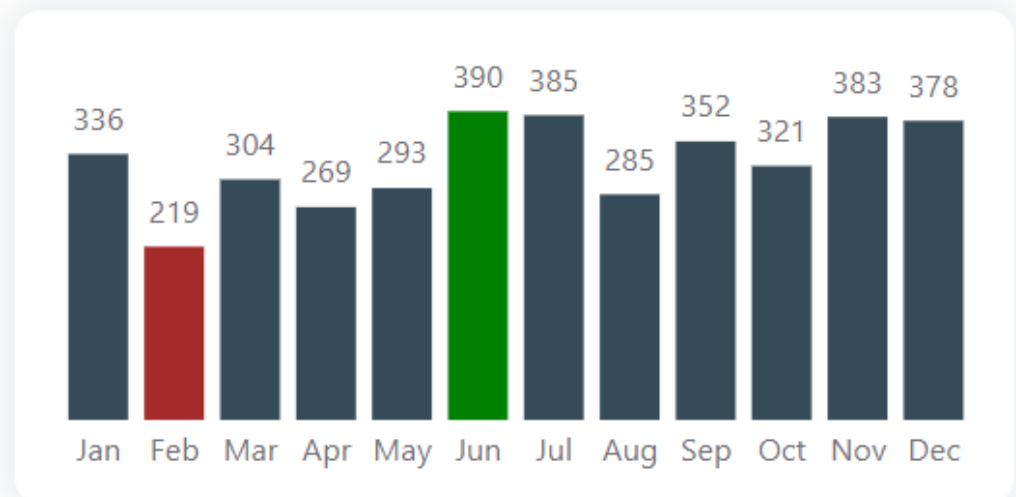
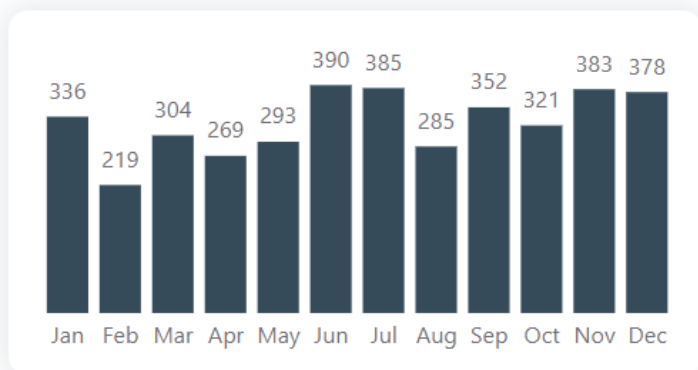
| Day \ Hr | 8  | 10 | 12 | 14 | 16 | 18 |
|----------|----|----|----|----|----|----|
| ▲        |    |    |    |    |    |    |
| Mon      | 40 | 39 | 36 | 36 | 38 | 35 |
| Tue      | 39 | 37 | 37 | 35 | 37 | 33 |
| Wed      | 41 | 38 | 35 | 39 | 37 | 36 |
| Thu      | 37 | 36 | 36 | 35 | 39 | 38 |
| Fri      | 37 | 39 | 34 | 35 | 40 | 38 |
| Sat      | 35 | 41 | 41 | 34 | 35 | 37 |



# Highlight peaks

Setting colors makes identifying peaks or outliers in data straightforward, serving as a visual aid to underscore important information.

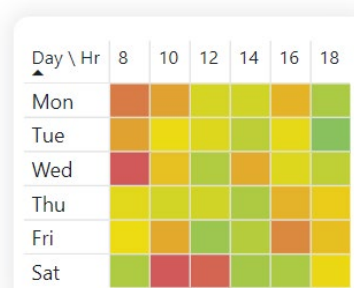
*For instance, within a sales dataset, this practice can immediately highlight the highest and lowest sales months, sharpening the focus for analysis and strategic planning.*



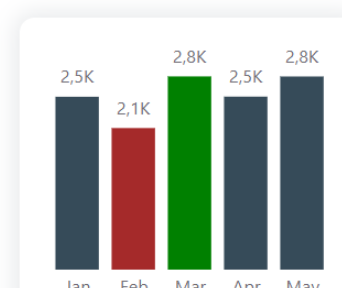
These 3 use-cases can be easily implemented by using the “Conditional formatting” feature



**Rules**



**Gradient**



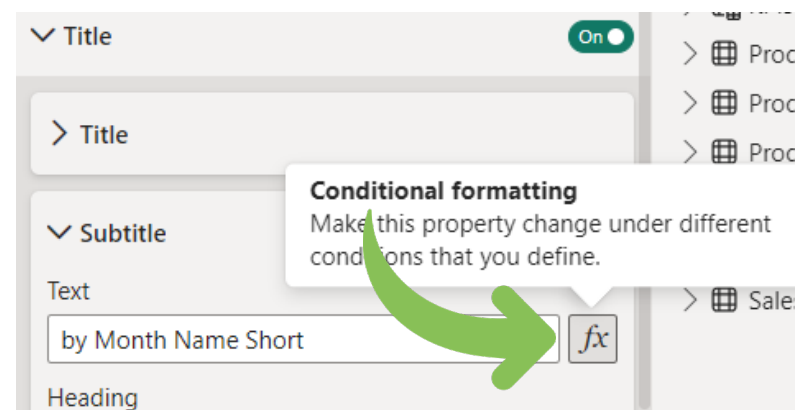
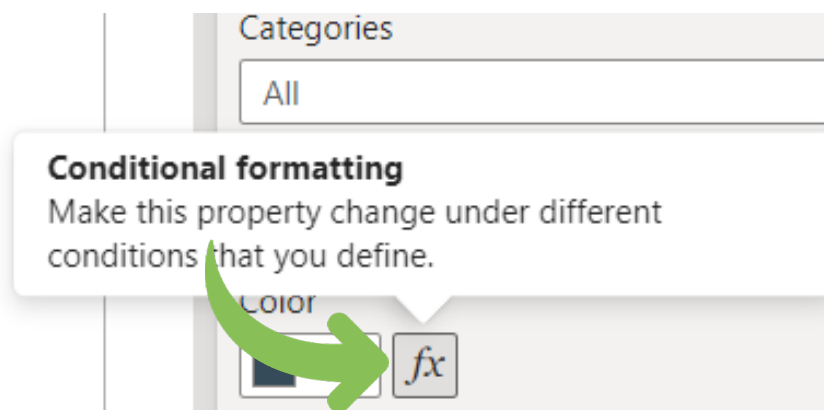
**Field value**

# What is “Conditional formatting” ?

Conditional formatting in Power BI is a powerful feature that can dynamically apply a formatting option to visual elements, significantly enhancing data comprehension.

This feature is easily identifiable by the « **fx** » symbol next to various formatting options.

*While widely recognized for its ability to color data dynamically, its capabilities extend further, allowing for example, the customization of titles or subtitles based on dynamic logic.*

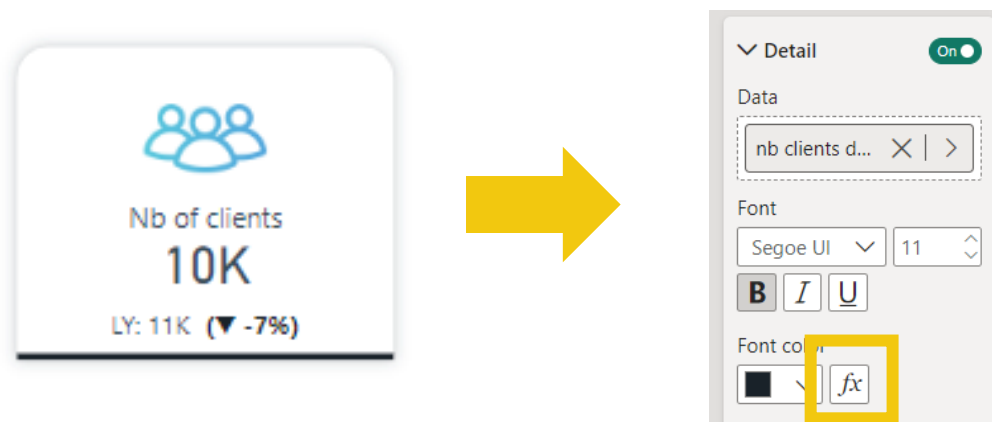


# How to? "Rules"

**The "rule" option in conditional formatting allows for the application of specific colors based on predefined criteria/rules.**

To implement this,

Go to Formatting pane -> identify the option you want to dynamically color (font and/or item color) -> Click on the « fx » icon



Make sure to have the « Rules » option selected.  
The newly opened window will allow you to set up different rules and corresponding colors.

Font color - Select label ×

Format style  
Rules

What field should we base this on?  
YOY Nb of clients

Rules ⇅ Reverse color order + New rule

|          |    |     |        |     |   |     |        |      |       |       |
|----------|----|-----|--------|-----|---|-----|--------|------|-------|-------|
| If value | >= | Min | Number | and | < | 0   | Number | then | Red   | ↑ ↓ × |
| If value | >  | 0   | Number | and | < | Max | Number | then | Green | ↑ ↓ × |

*In the mentioned example, the (new) Card visual was used as it allows for more customizations, but you can as well use the classic one.*

# How to? "Gradient"

**The gradient option visually represents data intensity, seamlessly transitioning through colors to indicate varying levels of performance or activity.**

To implement this, you can take a table or a matrix as a base, and then go to:  
Formatting pane -> Cell elements -> Apply to a specific Series -> Activate the  
« Background color » option -> Click on the « fx » icon

The diagram illustrates the process of applying a gradient background color to a data table. On the left, a table shows data for days of the week and hours. A yellow arrow points to the right, where a 'Cell elements' formatting pane is shown. In this pane, the 'Series' dropdown is set to 'Avg wait time', the 'Background color' toggle is turned 'On', and the 'fx' icon is highlighted with a yellow box.

| Day \ Hr | 8  | 10 | 12 | 14 | 16 | 18 |
|----------|----|----|----|----|----|----|
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| Sat      | 35 | 41 | 41 | 34 | 35 | 37 |

Make sure to have the « Gradient » option selected.  
The newly opened window will allow you to set up color for you gradient.

The screenshot shows the 'Background color - Background color' configuration window. The 'Format style' dropdown is set to 'Gradient'. The 'Apply to' dropdown is set to 'Values only'. The 'What field should we base this on?' dropdown is set to 'Avg wait time'. The 'How should we format empty values?' dropdown is set to 'As zero'. The 'Minimum' section has 'Lowest value' selected with a green color swatch. The 'Center' section has 'Middle value' selected with a yellow color swatch. The 'Maximum' section has 'Highest value' selected with a red color swatch. Below these sections, there is a checkbox labeled 'Add a middle color' which is checked. At the bottom, a horizontal color gradient bar is displayed, transitioning from green on the left to yellow in the middle to red on the right.

*You can implement the same rule for the « Font color » option to have only colored cells without  
« visible » data*



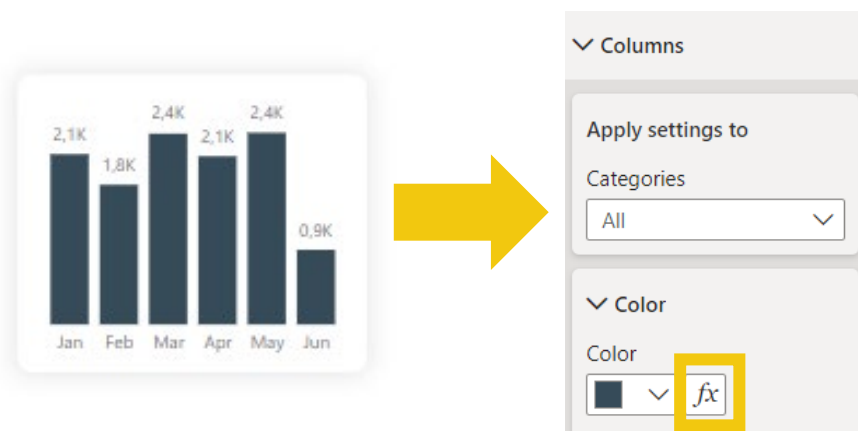
# How to? "Field value"

**The "field value" option in Power BI's conditional formatting allows users to set colors based on the actual value of a field or a measure.**

For this, you can for example create a measure that will return a color; then, use this measure to set the dynamic states. Here an excerpt (you can use either color names or code):

```
RETURN  
SWITCH (  
    TRUE (),  
    [Nb of orders] = MAXIMUM, "Green",  
    [Nb of orders] = MINIMUM, "#A52A2A"  
)
```

Next, add a graph, such as a Column chart and go to Formatting pane -> Columns -> Click on the « fx » icon



Make sure to have the "Field value" option selected. Then, you'll only need to specify the previously created measure.

## Color - Categories

Format style

Field value

What field should we base this on?

Color for bars

What about you?

Are you using this  
feature in your reports?

