POWER BI TIP

Clear reports for better decisions

Enhanced focus

Improved UX

Quicker insights

Captain Platform

Why making 'clear' reports is important?

Sometimes we want to provide a lot of context and details to the user, but we end up with showing too much information.

This can make the reports confusing and hard to read, which isn't helpful when you need to make quick decisions. It's important to know your audience and what they need from the data.

By cutting out the extra noise and focusing on what really matters, our reports become clearer and more useful.

This way, the most important information stands out, helping everyone make better and quicker decisions!

Enhanced focus

By reducing visual elements that do not directly contribute to understanding the data * - such as removing non-essential grid lines, colors, titles, shadows, and outlines - viewers can focus more easily on the critical elements.

This clarity leads to a visual environment where important data points and trends stand out without competition from less relevant graphical noise.

Of course, this will depend on the need and the data you want to put the accent on.
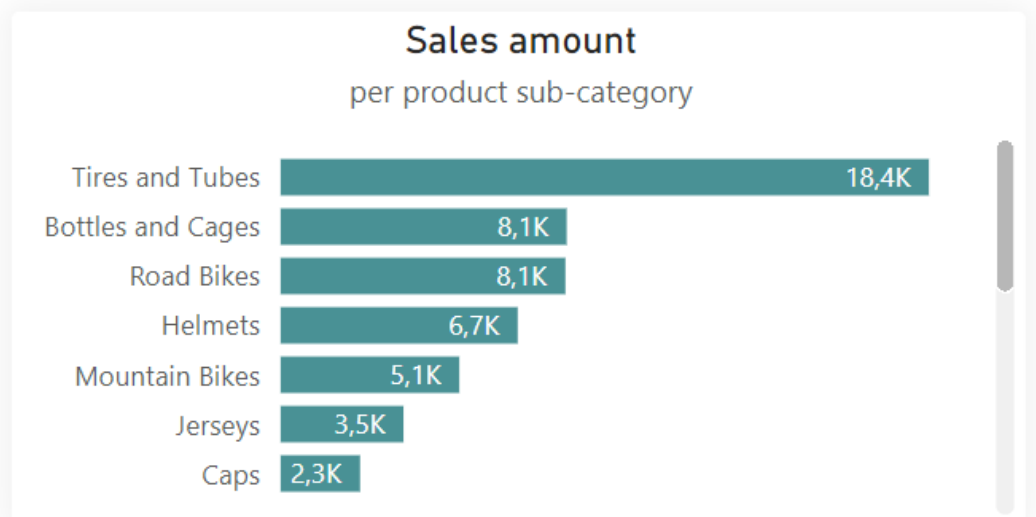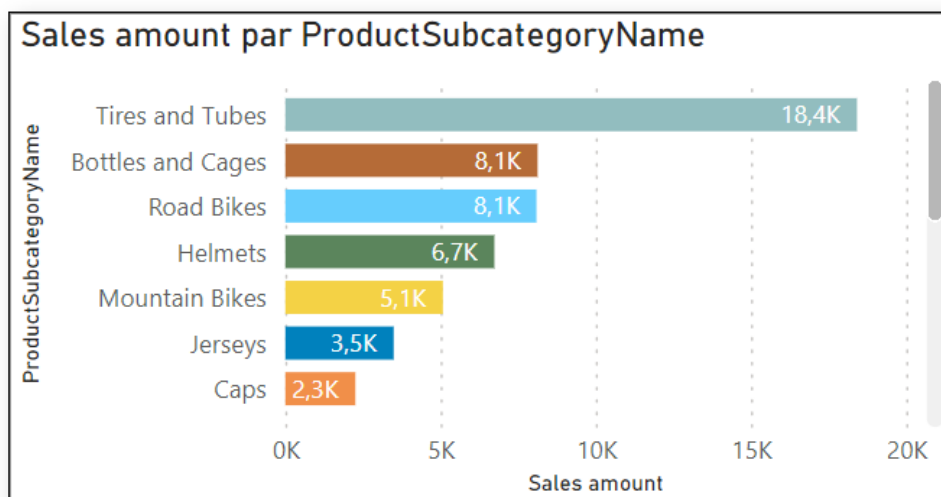
Improved user experience

Conciseness in reports is crucial to avoid overwhelming users.

Some tips to improve the UX:

- Instead of putting everything in a single page, think of splitting visuals on several pages or adding tooltips.

- If having data with different granularity, try to implement the "Drill mode" feature allowing users to drill up and down on different levels by using one single visual.

- For metrics such as monthly sales, orders, and quantities, instead of using multiple graphs, field parameters can streamline this into one dynamic visual. This approach allows seamless metric switching, saves space, and reduces cognitive load, enhancing user experience.
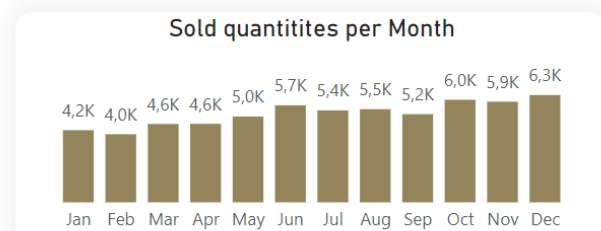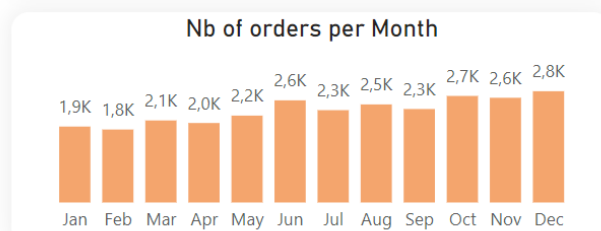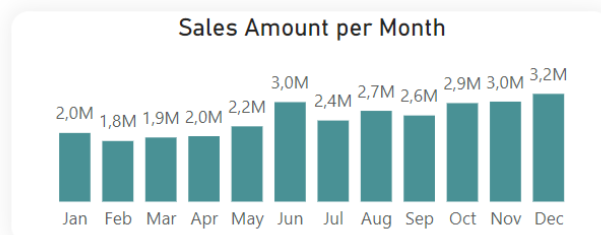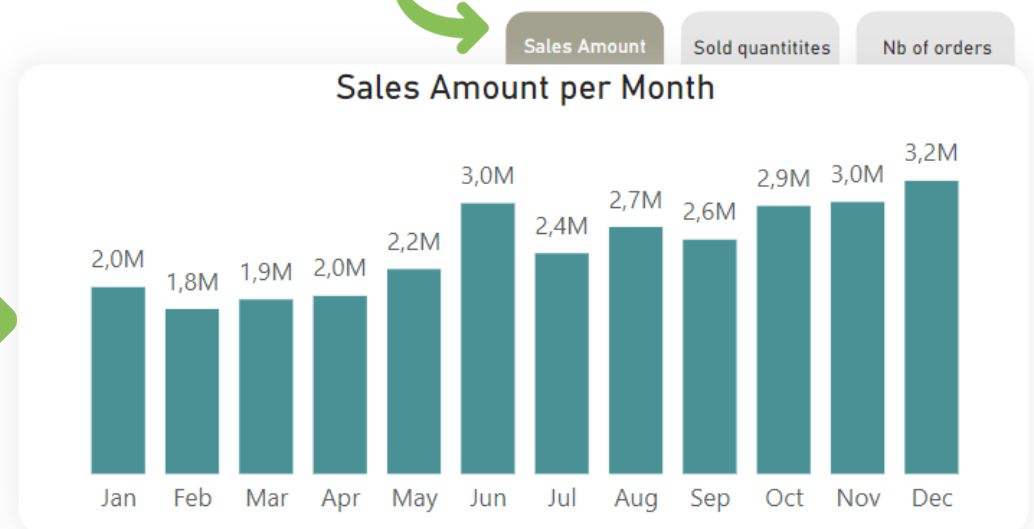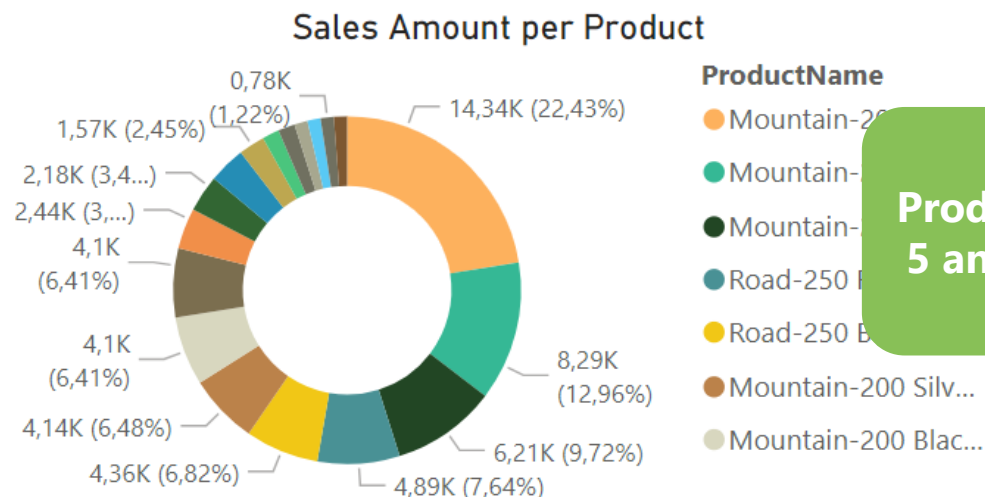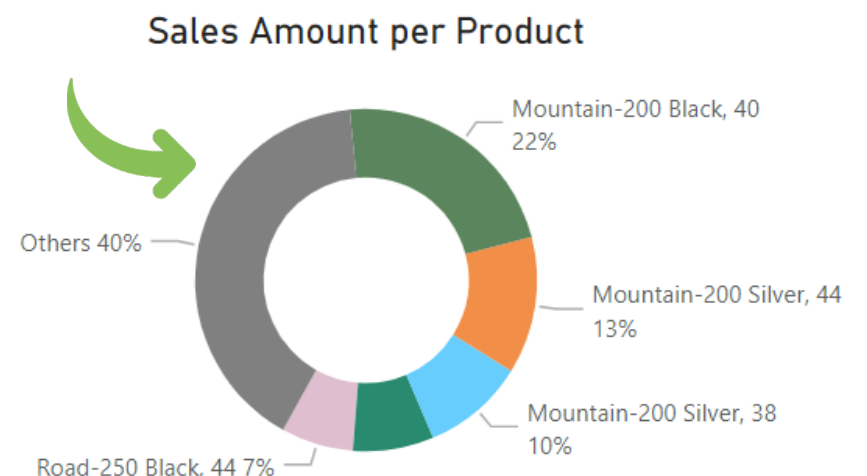
Quicker Insights

Streamlining data presentation by focusing on major points, can help you accelerate the analysis.
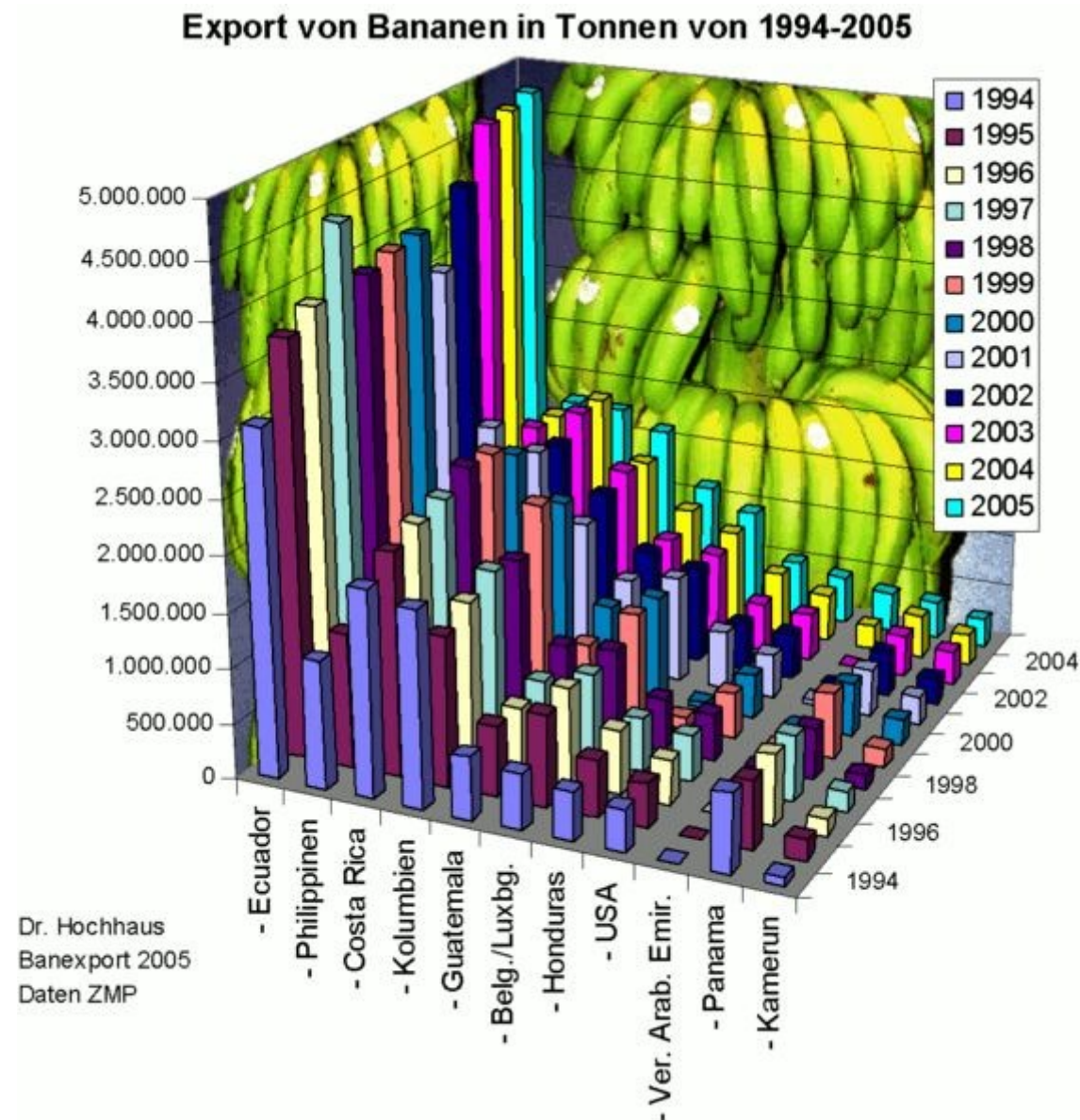
Here some tips:

- Simplifying large numbers (e.g., thousands or millions) and minimizing decimal places can help in quick understanding and decision-making.

- You can use conditional formatting to make important numbers and data stand out.

- Another interesting example: In case you have many categories to analyze in a donut chart, you can show only top categories and group smaller ones as 'Other'; this can help speed up comprehension.

Sales Amount per Product

0,78K (1,22%)
1,57K (2,45%)
2,18K (3,4...)
2,44K (3,...)
4,1K (6,41%)
4,1K (6,41%)
4,14K (6,48%)
4,36K (6,82%)
4,89K (7,64%)
6,21K (9,72%)
8,29K (12,96%)
14,34K (22,43%)

ProductName
- Mountain-2...
- Mountain-...
- Mountain-...
- Road-250 ...
- Road-250 B...
- Mountain-200 Silv...
- Mountain-200 Blac...

Instead of showing all Products, we show only the Top 5 and group other items under the « Other » group

Sales Amount per Product

Mountain-200 Black, 40 22%
Mountain-200 Silver, 44 13%
Mountain-200 Silver, 38 10%
Road-250 Black, 44 7%
Others 40%

And of course, avoid 3d charts

Export von Bananen in Tonnen von 1994-2005

What about you? What are your tips when it comes to building reports?