

MS in Business Analytics

Intro to Data Visualization



The background features a dark blue field with a stylized world map composed of light blue dots. Various colored circles (red, orange, yellow, purple, white) and vertical lines with dots are scattered across the map. On the right side, there is a grey, low-poly geometric pattern. A dark red diagonal line runs from the top right towards the bottom right, partially obscuring the map and the grey pattern.

Personal project

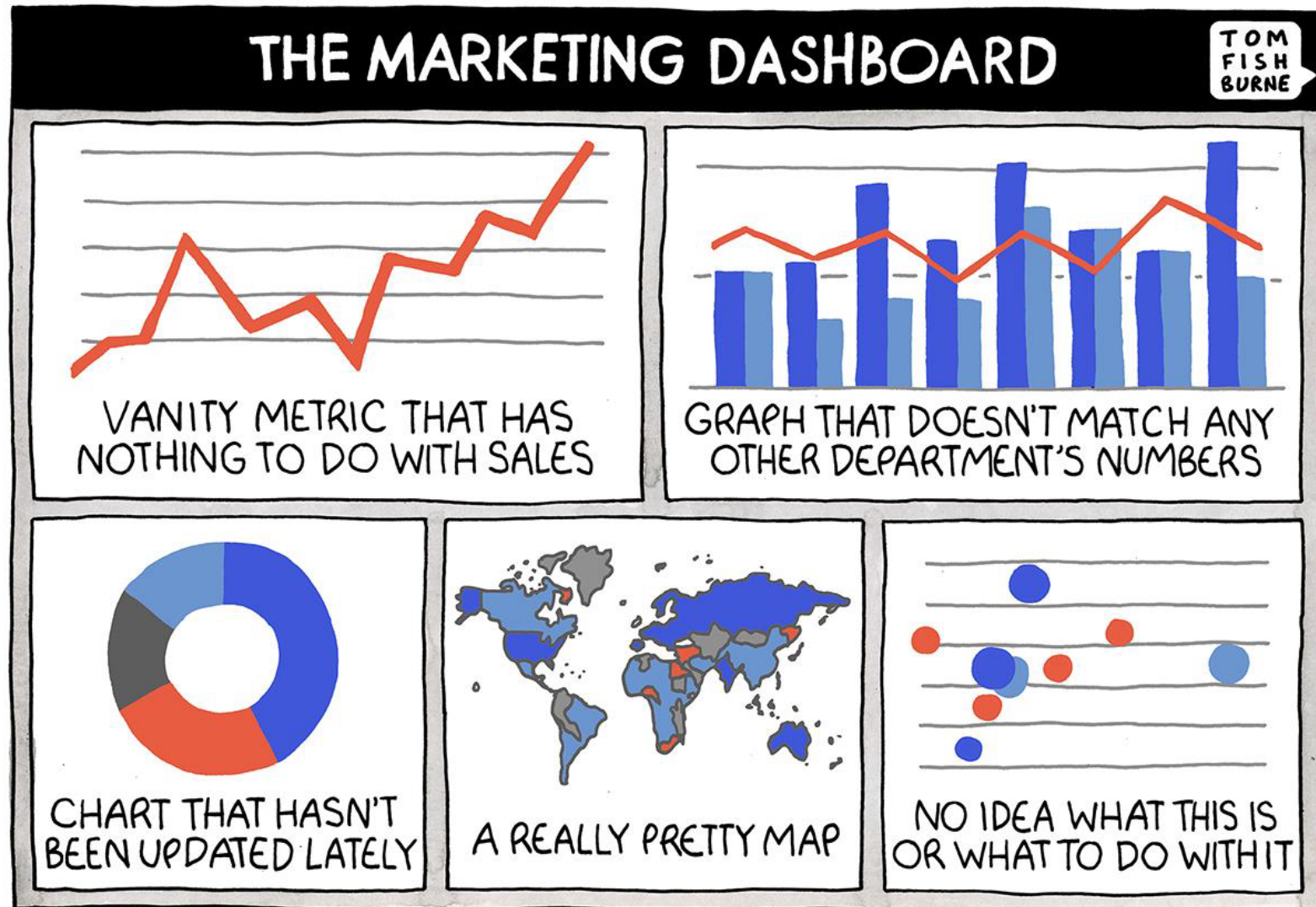
Personal project

- The personal data analysis project consists of
 - A Power BI workbook
 - Short documentation
- The workbook should have
 - A dashboard consisting of a few charts
 - Pay attention to the details (use best practices, provide context etc.)
 - Save your work as a .pbix file
- A short project documentation discussing
 - Analysis goals, business questions
 - The data sources you used
 - Your design goals for the charts and the dashboard
 - Include a screenshot and description of the dashboard

The background of the slide features a complex, abstract pattern of overlapping triangles and polygons in various shades of teal, blue, and light grey. These shapes create a sense of depth and movement, resembling a stylized mountain range or a modern architectural facade. The colors transition from a pale, almost white light blue at the top to a darker, more saturated teal at the bottom, with the geometric shapes interspersed throughout.

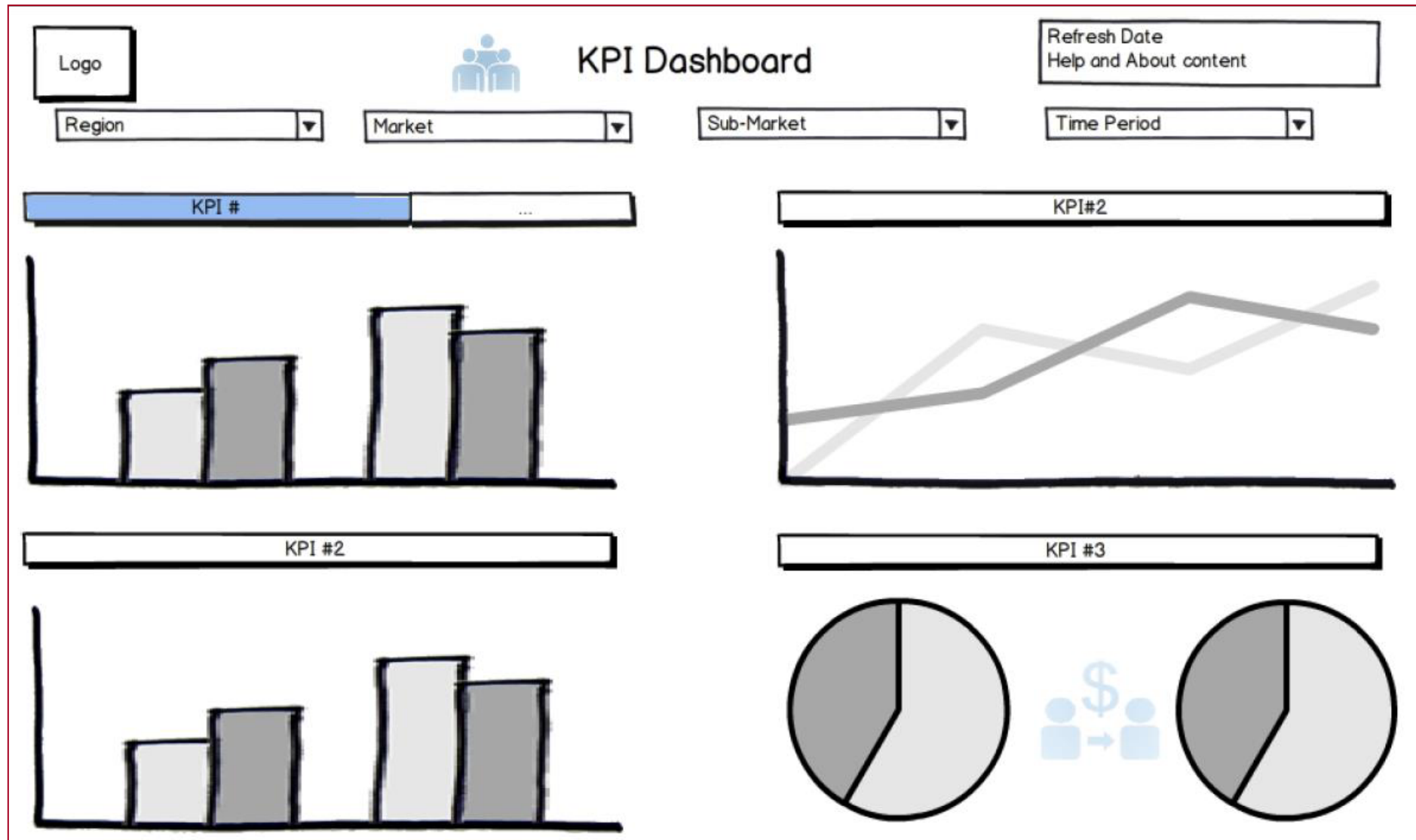
Dashboard design

Dashboard components



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Dashboard components

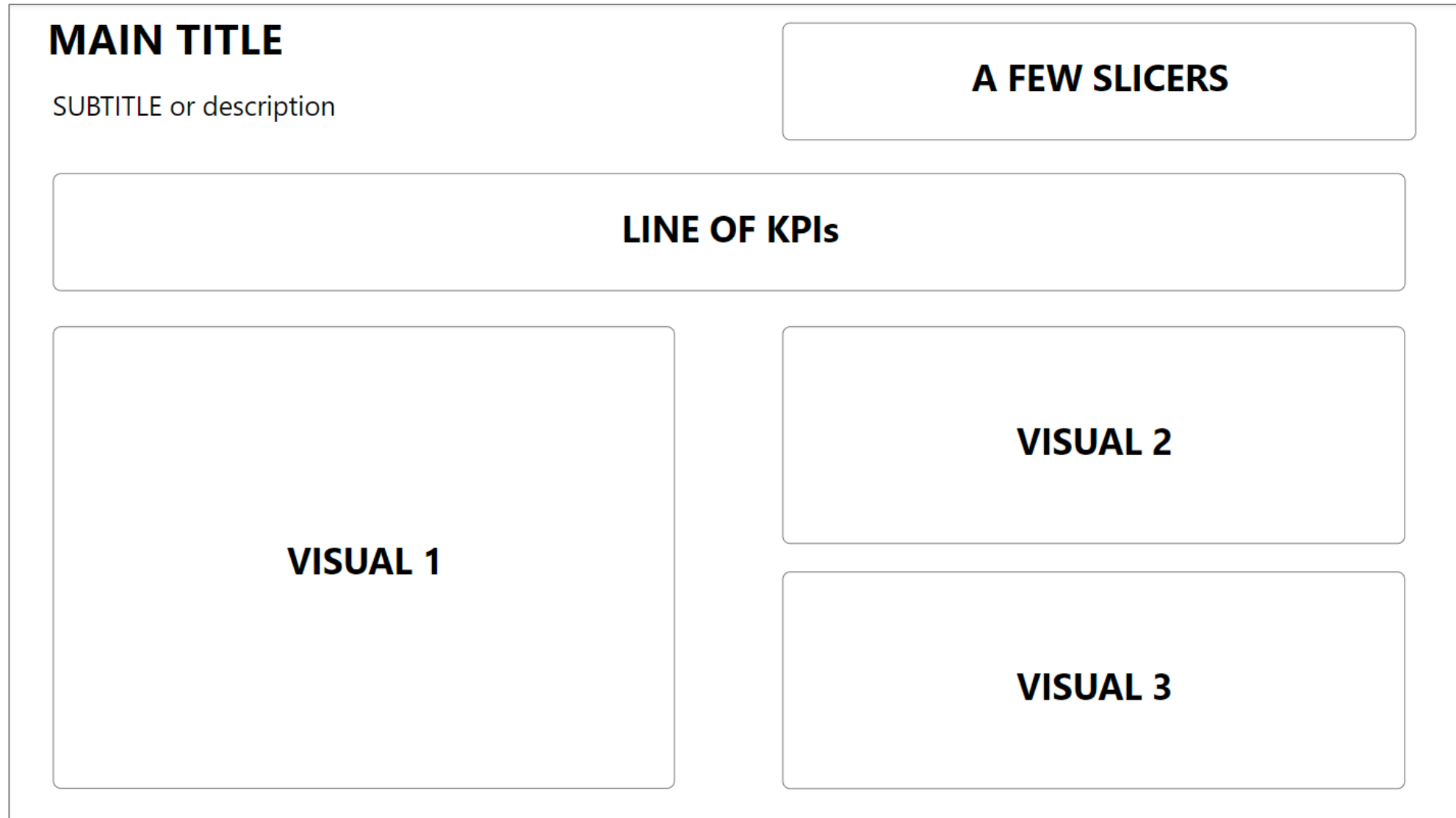


Dashboard mockup - Mico Yuk, BI Dashboard Formula

Dashboard creation steps

- Select your dataset and load into Power BI
- Decide what charts you want and the layout
- Create the main charts
- Add Slicers and KPIs
- Finalize the design
 - Set titles and subtitles
 - Check data labels, axis titles, number formats etc.
 - Use white space wisely

Sample dashboard – Layout



Dashboard with Slicers and KPI cards at the top and 3 main charts