MS in Business Analytics

Intro to Data Visualization

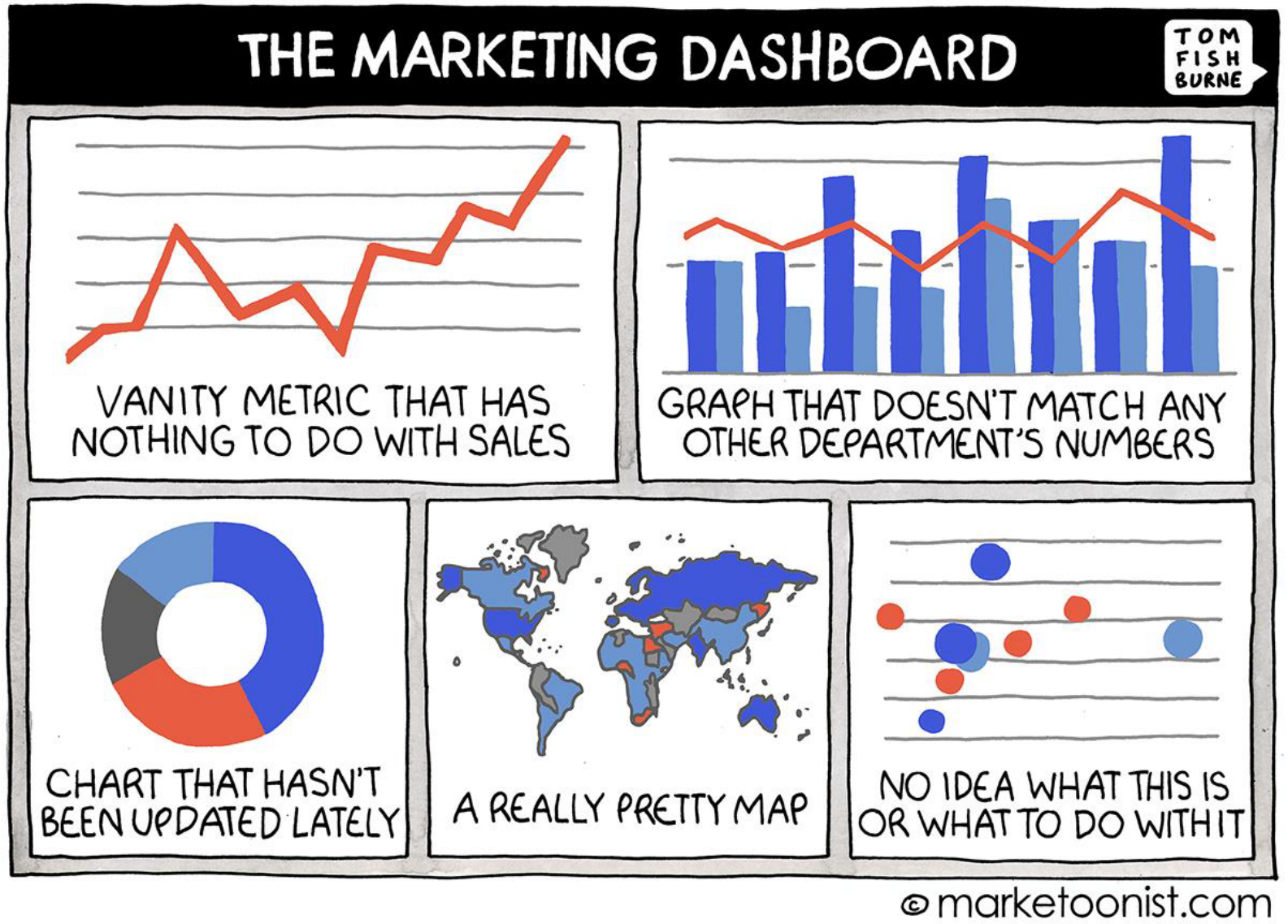
Personal project

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

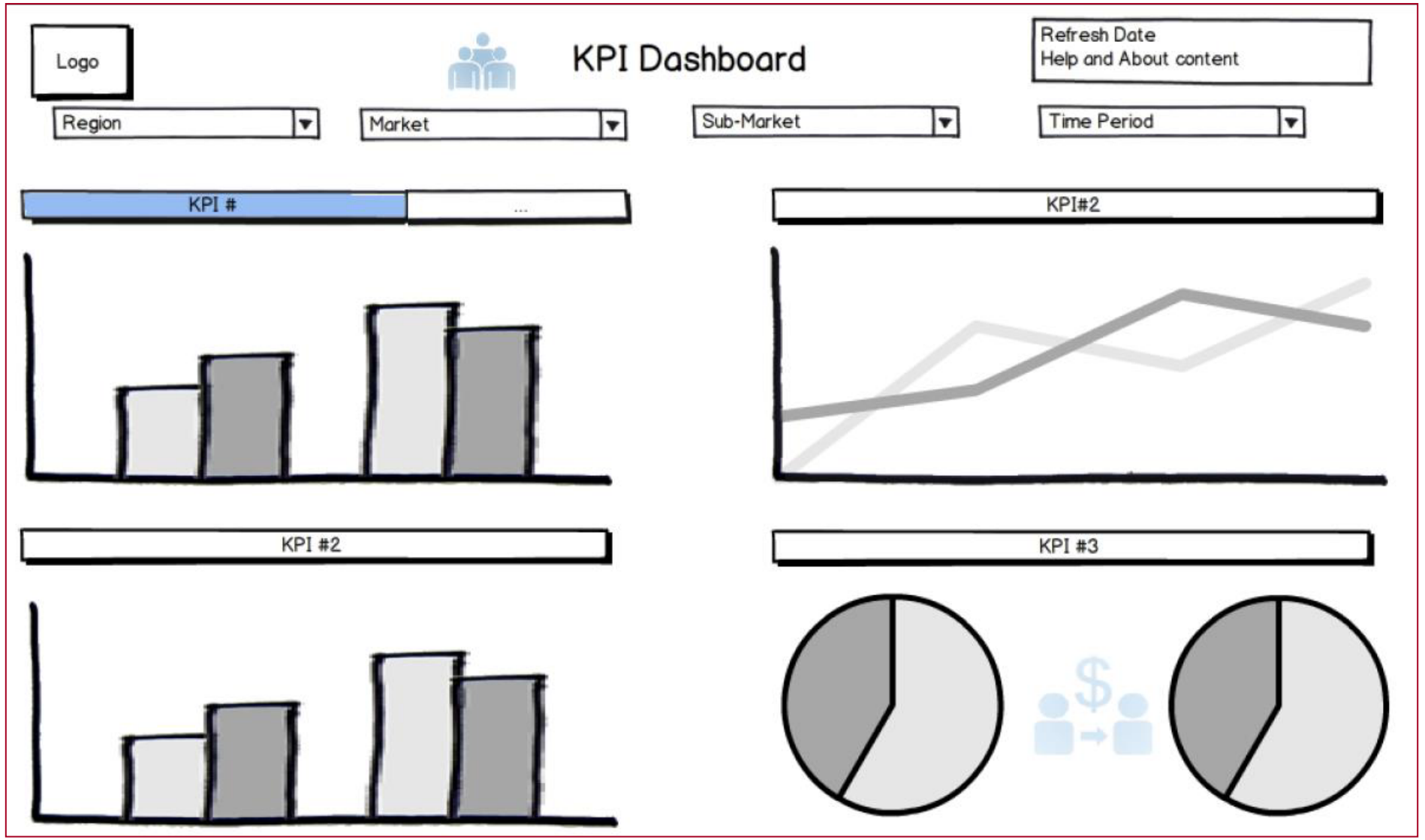
Dashboard design

Dashboard components



marketoonist.com/2018/11/dashboard.html

Dashboard components

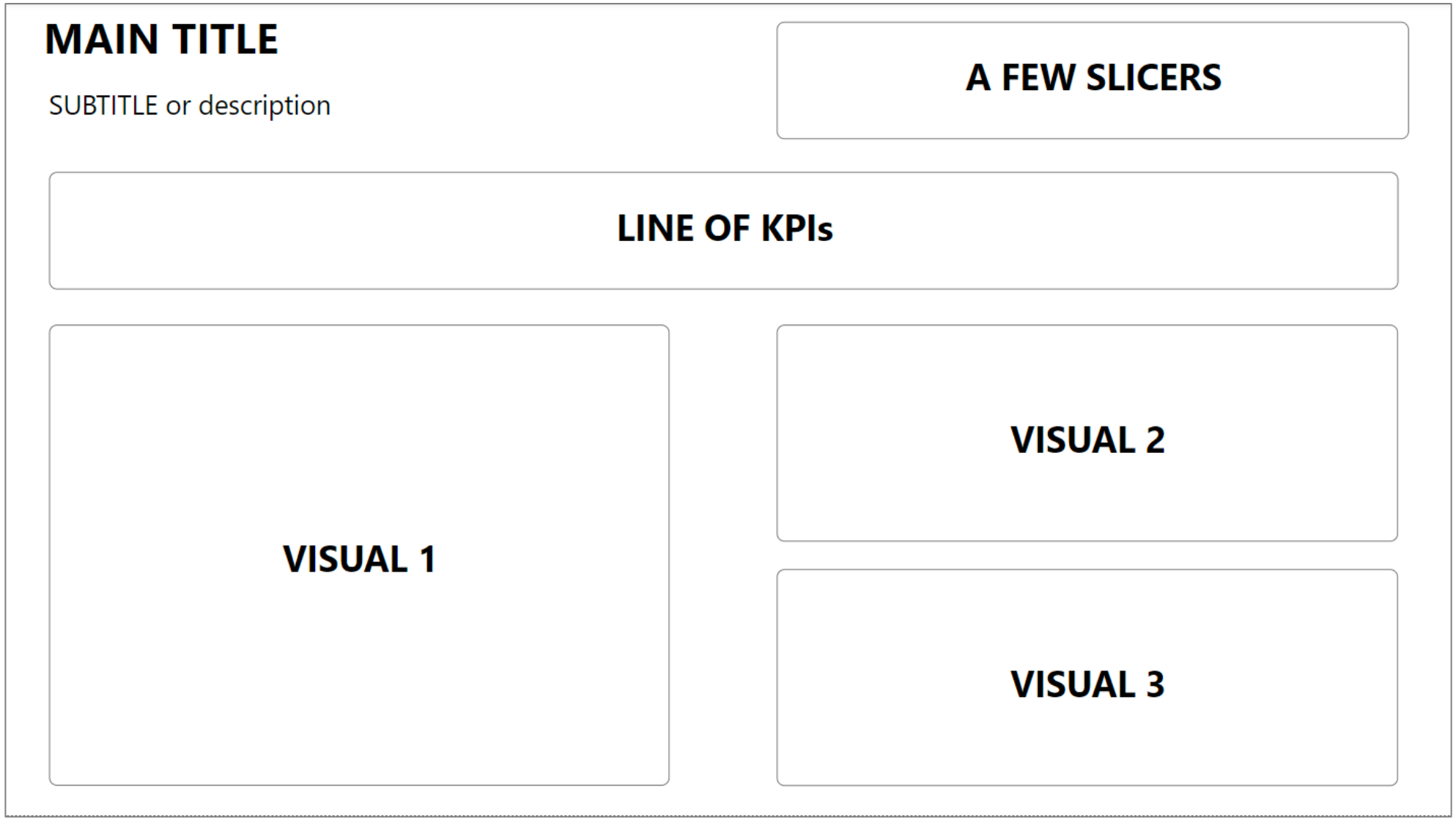


Dashboard mockup - Mico Yuk, BI Dashboard Formula

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 labes, 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