

Formatting and Report Design

Report Requirements

Data and Visualizations:

- Net Profit and Net Quantity Breakdowns
- Year-Over-Year Net Profits Comparison by Month
- Net Profit Historical Running Total
- Year-Over-Year Profits by Product Brand

Order Details Table:

- Geography Information
- Net Profits
- Net Quantity
- Order Count
- Average Order Amount
- Year-Over-Year Net Profits
- Year-Over-Year Net Profits %

Report Filters:

- Year Filter
- Channel Filter
- Geography and Store Filters
- Product Filters



Three Report Design Techniques

Three Report Design Techniques

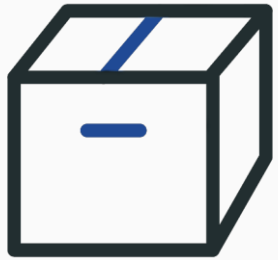


- 1. Change the color theme of the report**

Three Report Design Techniques



1. **Change the color theme of the report**

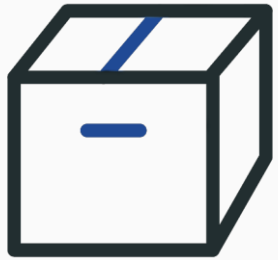


2. **Use background color to create contrast between objects**

Three Report Design Techniques



1. Change the color theme of the report



2. Use background color to create contrast between objects

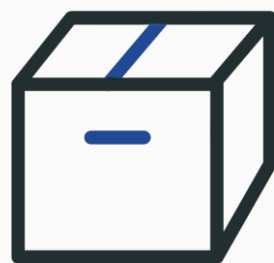


3. Visually frame or group objects or areas of the report

Three Report Design Techniques



1. Change the color theme of the report



2. Use background color to create contrast between objects



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Three Report Design Techniques



Net Profit Running Total by Date Hierarchy

Quarter	Net Profit (\$bn)
2009 Qtr 1	\$1.4bn
2009 Qtr 2	\$1.5bn
2009 Qtr 3	\$1.6bn
2009 Qtr 4	\$1.8bn

Geography Details

Continent Name	Total Sales	Total Expenses	Net Profit	Net Quantity	Order
Asia	\$262,559,267	\$121,626,289	\$140,932,978	1,458,652	
Armenia	\$3,420,575	\$1,582,890	\$1,837,685	16,151	
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Australia	\$10,286,032	\$4,767,562	\$5,518,470	56,356	
Molonglo	\$3,391,089	\$1,574,818	\$1,816,271	19,462	
New South Wales	\$6,894,943	\$3,192,744	\$3,702,199	36,894	
Bhutan	\$5,084,184	\$2,278,720	\$2,805,463	30,651	
Thimphu District	\$5,084,184	\$2,278,720	\$2,805,463	30,651	
China	\$158,320,646	\$73,422,384	\$84,898,263	910,916	
Beijing	\$138,907,610	\$64,517,700	\$74,389,910	807,003	
GuangDong	\$1,651,517	\$727,618	\$923,899	8,444	
Hong Kong	\$7,230,506	\$3,313,739	\$3,916,766	39,093	
Shanghai	\$6,982,075	\$3,218,026	\$3,764,049	38,864	
Xinjiang	\$3,548,939	\$1,645,300	\$1,903,639	17,512	
India	\$10,435,824	\$4,836,857	\$5,598,967	54,811	
Maharashtra	\$3,501,001	\$1,621,924	\$1,879,077	16,856	
Total	\$947,449,457	\$432,919,276	\$514,530,181	4,865,586	

Report Publishing and the Power BI Service

Next Section