



## Enterium

Currently as Head of Business Intelligence



## Microsoft Power BI Community Representative

International team assisting to improve the Power BI core visuals



## Enterprise DNA Platform Expert status



## IBCS® Certified Analyst

International Business Communication Standards certification



## Content Creator

Over 400 produced Power-BI related Linkedin pieces of content

## Front-End Techniques in Power BI: Conditional Formatting

I would like to clarify that I have no affiliation with any third-party entities, individuals, or companies mentioned in this presentation. Any reference to specific persons is made solely because I genuinely believe their content and the knowledge they share are valuable. Similarly, references to products stem from my professional use of these tools and/or my recognition of the potential and functionality they offer in certain applications. All opinions expressed are my own and do not represent any endorsement or partnership.

The examples presented in this presentation reflect my individual interpretation of various standards and information related to data visualization. Some visualizations (charts, tables) may be inspired by publicly available materials, including those from IBCS and publications by Nick Desbarats. However, due to various factors, they do not fully represent the principles outlined by these sources and may appear in modified forms or structures, which are the result of my own creative approach.

Based on my personal experience

- **General Data-vis ,benchmarks' and rules (not Power BI specific)** *e.g. understanding analyzed data metrics (incl. KPIs) that should be displayed, knowing general „good” practices*
- **Report Structure, including:**
  - Layout / Chart Selection / UI components selection (*navigation, slicers etc.*)
- **Selected Power Bi Functionalities, including:**
  - Conditional Formatting
  - Field Parameters
  - Interactions and slicer synchronization
  - Dynamic Text (*titles, annotations etc.*)
  - Bookmarks (*navigation, view change, drill-through*)
  - Dynamic Formats
- **Chart Enhancements** (*through DAX and Power BI functionalities*)
- **Design Enhacements** (*implementation of specific formatting options for given visualizations*)
- **Other** (*effective Date / Calendar Table, calculation groups etc.*)

# Conditional Formatting

**BUDGET ANALYSIS** | Analytical P&L, Result levels

Sections: Executive P&L Revenues Expenses HR B.Lines Projects CF BS

**Analytical views:**

- Table (P&L)
- Charts - timeline

**Row-level security:**  
CFO view (full access)

**Last report update:**  
31.12.2022

**Last invoice date:**  
31.12.2022

**Selected date range:**  
01.2022 - 12.2022

**Date range**

All

**Business line**

All

**Project**

All

**Drill-through page**

Revenues

Drill: inactive

**P&L metrics (in kUSD, margins in %)**  
2022, AC and BU and ΔBU, revenues breakdown by business line, costs breakdown by department

| B. Line / department                    | BUD    | AC     | AC | ΔBU    | ΔBU |
|---|--------|--------|----|--------|-----|
| <b>Revenues</b>                         | 27 442 | 31 223 |    | +3 781 |     |
| Web and App Development                 | 14 961 | 17 810 |    | +2 849 |     |
| E-commerce Solutions                    | 9 461  | 9 535  |    | +74    |     |
| Mobile applications                     | 2 434  | 3 239  |    | +804   |     |
| Other revenues                          | 585    | 639    |    | +54    |     |
| <b>Direct costs</b>                     | 15 222 | 15 950 |    | +728   |     |
| Engineering                             | 11 228 | 11 650 |    | +422   |     |
| Creative                                | 1 148  | 1 217  |    | +69    |     |
| Support                                 | 796    | 879    |    | +83    |     |
| Marketing                               | 777    | 832    |    | +55    |     |
| Product                                 | 736    | 827    |    | +91    |     |
| Quality Assurance                       | 536    | 545    |    | +9     |     |
| <b>Direct result</b>                    | 12 220 | 15 273 |    | +3 053 |     |
| <b>Direct margin (%)</b>                | 45%    | 49%    |    | +4 pp  |     |
| <b>Allocated indirect costs</b>         | 3 007  | 3 187  |    | +180   |     |
| Sales                                   | 691    | 689    |    | -2     |     |
| Support                                 | 552    | 634    |    | +83    |     |
| Marketing                               | 617    | 630    |    | +13    |     |
| Quality Assurance                       | 515    | 542    |    | +27    |     |
| Product                                 | 415    | 466    |    | +51    |     |
| Other                                   | 217    | 226    |    | +8     |     |
| <b>Result after allocated costs</b>     | 9 213  | 12 086 |    | +2 872 |     |
| <b>Margin after allocated costs (%)</b> | 34%    | 39%    |    | +5 pp  |     |
| <b>Overhead costs</b>                   | 5 918  | 6 827  |    | +909   |     |
| Board                                   | 2 141  | 2 291  |    | +150   |     |
| Human Resources                         | 743    | 801    |    | +58    |     |
| Management                              | 417    | 432    |    | +16    |     |
| Administration                          | 126    | 134    |    | +8     |     |
| Marketing                               | 29     | 36     |    | +7     |     |
| Other                                   | 2 463  | 3 133  |    | +670   |     |
| <b>Result after overhead costs</b>      | 3 295  | 5 259  |    | +1 963 |     |
| <b>Margin after overhead costs (%)</b>  | 12%    | 17%    |    | +5 pp  |     |

**Revenues (in kUSD)**  
2022, AC and BU and ΔBU, breakdown by business line, project, client

| Structure             | BUD    | AC     | AC | ΔBU    | ΔBU | ΔBU% | ΔBU% |
|-----------------------|--------|--------|----|--------|-----|------|------|
| <b>Web &amp; App</b>  | 14 961 | 17 810 |    | +2 849 |     | +19% |      |
| DigitalHub            | 4 409  | 5 625  |    | +1 216 |     | +28% |      |
| SmartBiz              | 2 161  | 2 911  |    | +750   |     | +35% |      |
| InnovateConnect       | 2 659  | 2 770  |    | +111   |     | +4%  |      |
| CodeCraft             | 1 495  | 1 764  |    | +269   |     | +18% |      |
| TechSolutions         | 1 495  | 1 599  |    | +105   |     | +7%  |      |
| AppXcelerate          | 684    | 847    |    | +163   |     | +24% |      |
| DigitalTransform      | 727    | 794    |    | +67    |     | +9%  |      |
| Connectify            | 735    | 756    |    | +22    |     | +3%  |      |
| DataTracker           | 378    | 515    |    | +137   |     | +36% |      |
| UXFlow                | 219    | 229    |    | +10    |     | +5%  |      |
| <b>E-commerce</b>     | 9 461  | 9 535  |    | +74    |     | +1%  |      |
| <b>Total revenues</b> | 27 442 | 31 223 |    | +3 781 |     | +14% |      |

**Expenses (in kUSD)**  
2022, AC and BU and ΔBU, breakdown by type

| Structure                            | BUD    | AC     | AC | ΔBU    | ΔBU | ΔBU% | ΔBU% |
|--------------------------------------|--------|--------|----|--------|-----|------|------|
| <b>Direct</b>                        | 15 222 | 15 950 |    | +728   |     | +5%  |      |
| <b>Personnel costs</b>               | 13 698 | 14 398 |    | +700   |     | +5%  |      |
| B2B contracts                        | 11 048 | 11 646 |    | +598   |     | +5%  |      |
| Service contracts                    | 1 574  | 1 647  |    | +73    |     | +5%  |      |
| Employment contracts                 | 1 067  | 1 097  |    | +30    |     | +3%  |      |
| Miscellaneous benefits               | 9      | 8      |    | -1     |     | -4%  |      |
| <b>Non-personnel costs</b>           | 1 524  | 1 553  |    | +29    |     | +2%  |      |
| External subcontractors              | 1 482  | 1 508  |    | +26    |     | +2%  |      |
| Representation and advertising costs | 12     | 13     |    | +1     |     | +5%  |      |
| Commissions, kickbacks               | 8      | 10     |    | +2     |     | +27% |      |
| Miscellaneous                        | 9      | 10     |    | +1     |     | +1%  |      |
| Office rent                          | 6      | 6      |    | -0     |     | -3%  |      |
| Business travels                     | 5      | 5      |    | -0     |     | +10% |      |
| Licensing and subscription services  | 1      | 1      |    | -0     |     | +13% |      |
| Food and beverage expenses           | 0      | 0      |    | -0     |     | -4%  |      |
| <b>G&amp;A</b>                       | 5 918  | 6 827  |    | +909   |     | +15% |      |
| <b>Personnel costs</b>               | 3 190  | 3 444  |    | +254   |     | +8%  |      |
| B2B contracts                        | 2 319  | 2 535  |    | +216   |     | +9%  |      |
| <b>Total expenses</b>                | 24 146 | 25 964 |    | +1 818 |     | +8%  |      |

## Revenue Analysis, Breakdown by Customer

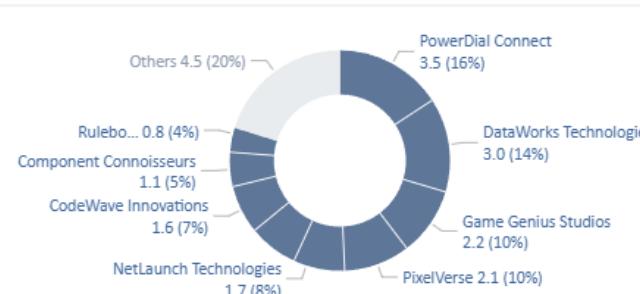
Revenues in mUSD, in %, Cumulative Revenues in % | Jan'24 - May'24

Identify Customers who generate approximately **80%** of Total Revenues

Select business line(s)

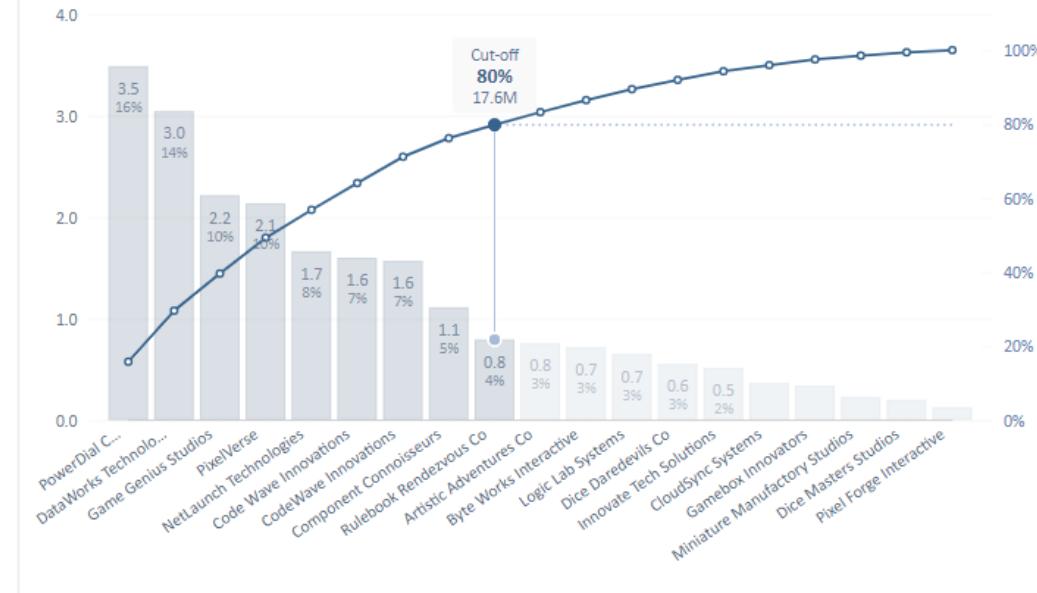
Multiple selections

| Customer               | Rank | Rev. | Rev. GT% | Rev. Cum. | Rev. Cum % |
|------------------------|------|------|----------|-----------|------------|
| PowerDial Connect      | 1    | 3.5  | 16%      | 3.5       | 16%        |
| DataWorks Technologies | 2    | 3.0  | 14%      | 6.5       | 30%        |
| Game Genius Studios    | 3    | 2.2  | 10%      | 8.7       | 40%        |
| PixelVerse             | 4    | 2.1  | 10%      | 10.9      | 49%        |
| NetLaunch Technologies | 5    | 1.7  | 8%       | 12.5      | 57%        |
| Code Wave Innovations  | 6    | 1.6  | 7%       | 14.1      | 64%        |
| CodeWave Innovations   | 7    | 1.6  | 7%       | 15.7      | 71%        |
| Component Connoisseurs | 8    | 1.1  | 5%       | 16.8      | 76%        |
| Rulebook Rendezvous Co | 9    | 0.8  | 4%       | 17.6      | 80%        |
| Others                 | 10   | 4.5  | 20%      | 22.1      | 100%       |
|                        |      | 22.1 | 100%     | 22.1      | 100%       |



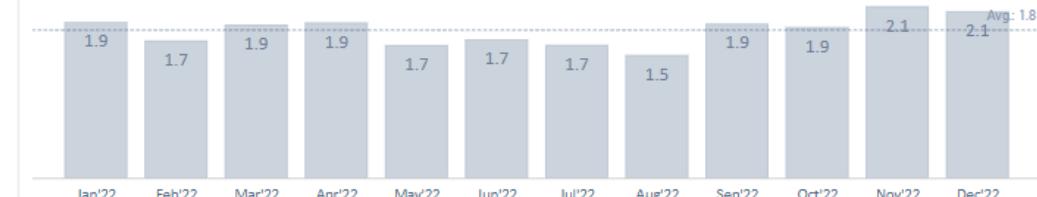
## Revenue Analysis, Breakdown by Customer

Revenues in mUSD, in %, Cumulative Revenues in % | Jan'24 - May'24



## Performance over time

Revenues in mUSD, Monthly

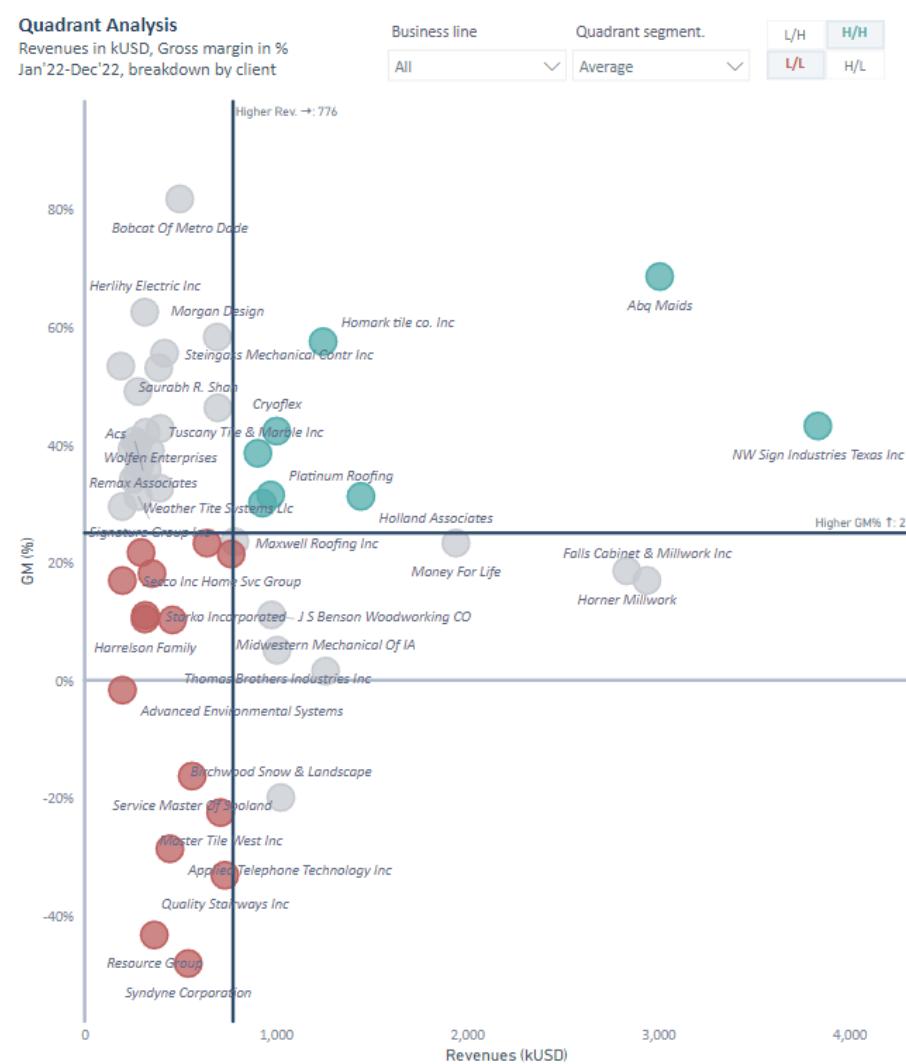


# Conditional Formatting – Sample Report

GUSTAW DUDEK 2024

## Revenue & Gross Margin Analysis

### Quadrant Analysis



**Metric Overview**  
Revenues and gross profit in kUSD, Gross margin in %  
Jan'22-Dec'22, breakdown by client

Date: 2022, Data bar scale type: Synchronized, Type of interaction: Highlighting table items

| Business / customer           | Quadrant             | AC            | %GT         | AC    | GP            | GP    | GM%        | GM% |
|-------------------------------|----------------------|---------------|-------------|-------|---------------|-------|------------|-----|
| <b>Construction supply</b>    |                      | <b>20,330</b> | <b>50%</b>  |       | <b>5,836</b>  |       | <b>29%</b> |     |
| NW Sign Industries Texas Inc  | High rev. & High GM% | 3,835         | 10%         | 1,658 | 527           | 453   | 43%        | 19% |
| Homer Millwork                | High rev. & Low GM%  | 2,838         | 7%          | 527   | 452           | 452   | 23%        | 31% |
| Money For Life                | High rev. & Low GM%  | 1,942         | 5%          | 453   | 452           | 452   | 11%        | 32% |
| Holland Associates            | High rev. & High GM% | 1,445         | 4%          | 452   | 109           | 280   | 24%        | 24% |
| J S Benson Woodworking CO     | High rev. & Low GM%  | 978           | 2%          | 109   | 185           | 185   | 21%        | 21% |
| Platinum Roofing              | High rev. & High GM% | 973           | 2%          | 306   | 164           | 164   | 10%        | 10% |
| Clean Air Supply              | High rev. & High GM% | 930           | 2%          | 280   | 164           | 164   | 53%        | 53% |
| Maxwell Roofing Inc           | High rev. & Low GM%  | 785           | 2%          | 185   | 164           | 164   | 39%        | 39% |
| Demaree Services Llc          | High rev. & Low GM%  | 768           | 2%          | 164   | 164           | 164   | 38%        | 38% |
| Master Tile West Inc          | Low rev. & Low GM%   | 711           | 2%          | -160  | 117           | 117   | 42%        | 42% |
| Bobcat Of Metro Dade          | Low rev. & High GM%  | 497           | 1%          | 407   | 459           | 459   | 11%        | 11% |
| Burstone Associates Inc       | Low rev. & Low GM%   | 459           | 1%          | 47    | 321           | 321   | 36%        | 36% |
| Dynamic Piping Corp           | Low rev. & High GM%  | 387           | 1%          | 206   | 317           | 317   | 40%        | 40% |
| Tuscany Tile & Marble Inc     | Low rev. & High GM%  | 344           | 1%          | 134   | 286           | 286   | 41%        | 41% |
| Trainland                     | Low rev. & High GM%  | 327           | 1%          | 117   | 280           | 280   | 34%        | 34% |
| Acs                           | Low rev. & High GM%  | 321           | 1%          | 135   | 317           | 317   | 35%        | 35% |
| Starko Incorporated           | Low rev. & Low GM%   | 317           | 1%          | 35    | 278           | 278   | 36%        | 36% |
| American Telephone Commu...   | Low rev. & High GM%  | 286           | 1%          | 104   | 198           | 198   | 31%        | 31% |
| Signature Group Inc           | Low rev. & High GM%  | 280           | 1%          | 88    | 197           | 197   | 40%        | 40% |
| Clan Of The I-Man Productions | Low rev. & High GM%  | 278           | 1%          | 111   | 196           | 196   | 41%        | 41% |
| MK Construction               | Low rev. & High GM%  | 275           | 1%          | 97    | 196           | 196   | 34%        | 34% |
| Remax Associates              | Low rev. & High GM%  | 262           | 1%          | 107   | 196           | 196   | 35%        | 35% |
| Cleaver Company               | Low rev. & High GM%  | 255           | 1%          | 87    | 196           | 196   | 41%        | 41% |
| Modern Construction Svc       | Low rev. & High GM%  | 248           | 1%          | 97    | 196           | 196   | 36%        | 36% |
| Advanced Environmental Sy...  | Low rev. & Low GM%   | 198           | 0%          | -3    | 197           | 197   | -2%        | -2% |
| Secco Inc Home Svc Group      | Low rev. & Low GM%   | 197           | 0%          | 33    | 196           | 196   | 17%        | 17% |
| Weather Tile Systems Llc      | Low rev. & High GM%  | 196           | 0%          | 58    | 196           | 196   | 30%        | 30% |
| <b>Interior design</b>        |                      | <b>20,028</b> | <b>50%</b>  |       | <b>5,043</b>  |       | <b>25%</b> |     |
| Abq Maids                     | High rev. & High GM% | 3,008         | 7%          | 2,065 | 2,065         | 2,065 | 69%        | 69% |
| <b>Total: 52 customers</b>    |                      | <b>40,358</b> | <b>100%</b> |       | <b>10,879</b> |       | <b>27%</b> |     |

# Conditional Formatting – Sample Report

GUSTAW DUDEK 2024

**Power BI - Content production | LinkedIn**

Date Range: 7/1/2022 to 11/11/2024 | Format: All | Details: All

Posts, views, reactions: Jul'22..Nov'24, monthly, by post's release date

Posts / publications (as #): Total: 419. Include detailed break.: No (Yes)

Average Views per post in a given period (by post's release date): Avg. 20.6K

Average Reactions per post in a given period (by post's release date): Avg. 234

**Posts / publications - details**

Jul'22..Nov'24, sorted by release date (↓)

Tabular view: Compressed | Extended | Sort items by: Release date | Views | Reactions | R/V

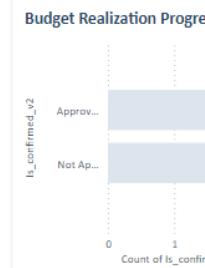
| No. | Release date | Period | Format | Details | Topic   | # Views   | # Views | # Reactions | # Reactions | R/V Ratio |
|-----|--------------|--------|--------|---------|---|-----------|---------|-------------|-------------|-----------|
| 1   | 10.11.2024   | 11'24  | PNG    | ✓       | Data Tables Design - external blog article recommendation                     | 10,320    | 107     | 229         | 2.2%        |           |
| 2   | 09.11.2024   | 11'24  | PNG    |         | 35k Audience announcement - milestone tracker                                 | 10,461    | 110     | 119         | 1.1%        |           |
| 3   | 08.11.2024   | 11'24  | GIF    |         | Page Navigator - sample design and functionality                              | 10,383    | 233     | 218         | 1.3%        |           |
| 4   | 07.11.2024   | 11'24  | PNG    | ✓       | Structure of a new card - different components                                | 9,221     | 119     | 6,938       | 1.9%        |           |
| 5   | 05.11.2024   | 11'24  | PNG    | ✓       | Live with Reid Havens - Practical Front-End Tips for Reporting - announcement | 12,502    | 233     | 218         | 1.3%        |           |
| 6   | 04.11.2024   | 11'24  | GIF    |         | Three modes of tilers - filter, highlight, exclude + SVG-based table          | 17,116    | 111     | 111         | 1.0%        |           |
| 7   | 03.11.2024   | 11'24  | GIF    |         | Smart narrative - dynamic currency and date selection                         | 11,029    | 226     | 226         | 1.6%        |           |
| 8   | 02.11.2024   | 11'24  | PNG    |         | New List Slicer - not visible in PBI service (trouble with visibility)        | 13,741    | 237     | 156         | 1.4%        |           |
| 9   | 01.11.2024   | 11'24  | GIF    | ✓       | New Tile Slicer - additional selection icon                                   | 23,191    | 116     | 116         | 0.5%        |           |
| 10  | 31.10.2024   | 10'24  | GIF    | ✓       | New List Slicer - announcement - kept width consistency                       | 17,121    | 237     | 156         | 1.5%        |           |
| 11  | 30.10.2024   | 10'24  | PNG    | ✓       | Action dots using SVG and icon conditional formatting                         | 20,766    | 332     | 332         | 1.6%        |           |
| 12  | 29.10.2024   | 10'24  | PNG    | ✓       | Marker Borders - some consideration, announcement                             | 15,936    | 187     | 187         | 1.2%        |           |
| 13  | 28.10.2024   | 10'24  | GIF    | ✓       | Milestone tracker - line chart, cumulative totals, reference labels           | 18,251    | 272     | 272         | 1.5%        |           |
| 14  | 27.10.2024   | 10'24  | PNG    | ✓       | New List Slicer - announcement  | 14,511    | 114     | 114         | 0.8%        |           |
| 15  | 24.10.2024   | 10'24  | PNG    |         | Various layouts of new tile slicer  | 4,561     | 26      | 26          | 0.6%        |           |
| 16  | 23.10.2024   | 10'24  | PDF    | ✓       | Clear filter button - two approaches (bookmark and native button)             | 26,043    | 201     | 201         | 0.8%        |           |
| 17  | 21.10.2024   | 10'24  | PNG    | ✓       | Live with Hugo Venturini - announcement                                       | 22,200    | 250     | 250         | 1.1%        |           |
| 18  | 20.10.2024   | 10'24  | PNG    |         | Recommended individuals (community) to follow under Data vis. Category        | 10,888    | 171     | 171         | 1.6%        |           |
| 19  | 18.10.2024   | 10'24  | GIF    |         | SVG-based scatter chart - quiz (answer)                                       | 31,900    | 290     | 290         | 0.9%        |           |
| 20  | 16.10.2024   | 10'24  | GIF    | ✓       | Tabular layout of a new slicer (rounded shapes)                               | 18,375    | 257     | 257         | 1.4%        |           |
| 21  | 13.10.2024   | 10'24  | GIF    |         | SVG-based scatter chart - quiz (question)                                     | 9,638     | 104     | 104         | 1.1%        |           |
| 22  | 11.10.2024   | 10'24  | GIF    |         | Slicer selection text within the custom tooltip                               | 7,839     | 85      | 85          | 1.1%        |           |
| 23  | 08.10.2024   | 10'24  | PNG    |         | Dark - theme reports - showcase   | 44,839    | 378     | 378         | 0.8%        |           |
| 24  | 06.10.2024   | 10'24  | PNG    |         | Favicon TOP ranking - announcement  | 7,888     | 115     | 115         | 1.5%        |           |
| 25  | 04.10.2024   | 10'24  | GIF    |         | Interactions: New card + New slicer + drop-down list                          | 9,344     | 98      | 98          | 1.0%        |           |
| 26  | 02.10.2024   | 10'24  | PNG    |         | KPI cards + period selector - alternative layouts (different alignments)      | 11,350    | 99      | 99          | 0.9%        |           |
| 27  | 30.09.2024   | 09'24  | PNG    |         | Sample design of pop-up window (based on bookmark)                            | 14,292    | 180     | 180         | 1.3%        |           |
| 28  | 27.09.2024   | 09'24  | PNG    |         | Structure of a new card: different sections, reference labels etc.            | 8,073,988 | 91,574  | 91,574      | 1.1%        |           |
| 29  | 23.09.2024   | 09'24  | GIF    |         | Various extra functionalities in tables: bookmark, sorting order, searchbox   |           |         |             |             |           |

## Sample Report: Suboptimal view

### Planning module | Managerial View Budget realization status

| Planner        | Plan       | Status      | Approved |
|----------------|------------|-------------|----------|
| Diana Guerra   | Acterys    | Submitted   | Yes      |
| Diana Guerra   | Budget New | Submitted   | Yes      |
| Mason Clarke   | Acterys    | Submitted   | Yes      |
| Mason Clarke   | Budget New | Submitted   | Yes      |
| David Moore    | Budget New | In_progress | No       |
| David Moore    | Acterys    | Submitted   | No       |
| Nicole Gardner | Acterys    | In_progress | No       |
| Nicole Gardner | Budget New | In_progress | No       |

| SalesRep | Status | Modeled scenario | Name       | Year | Priva Smith                            |
|----------|--------|------------------|------------|------|--|
| All      | All    | Budget New       | Actuals PY | 2024 | Head of Fin. Controlling / Full Access |



#### Budget Summary: High-level numbers

Click to see more details



Press to Send the Notification to the Planner

Username, Principal\_name, First Key and Count workflow

MKT\_Workflow\_eng

SAVE SETTI...

Select column

ID Name Planner Plan Status

|   |            |              |            |             |
|---|------------|--------------|------------|-------------|
| 1 | Planner #1 | David Moore  | Budget New | In_progress |
| 3 | Planner #3 | Donna Hahn   | Budget New | In_progress |
| 4 | Planner #4 | Diana Guerra | Budget New | Submitted   |
| 5 | Planner #5 | Myra Neal    | Budget New | In_progress |

5 10 20 50 100 500 1000 Page 1 of 2 (11 items) 1 2

Username, Principal\_name, First Key and Count workflow

MKT\_Start\_End

SAVE SETTI...

Select column

ID Name Start End

|   |            |            |            |
|---|------------|------------|------------|
| 1 | Budget New | 2024-04-24 | 2024-04-30 |
|---|------------|------------|------------|

5 10 20 50 100 500 1000 Page 1 of 1 (1 items) 1

## Sample Report: Restructured & improved (side by side comparison)

**Planning module | Managerial View**  
Budget realization status

**Current Planning Status & High-level Budget Summary**

**Current Planning Status by Planner & Budget Version**

| Planner      | Plan       | Status      | Approved |
|--------------|------------|-------------|----------|
| Diana Guerra | Acterys    | Submitted   | Yes      |
| Diana Guerra | Budget New | Submitted   | Yes      |
| Mason Clarke | Acterys    | Submitted   | Yes      |
| Mason Clarke | Budget New | Submitted   | Yes      |
| David Moore  | Budget New | In_progress | No       |
| David Moore  | Acterys    | Submitted   | No       |

**Budget Realization Progress**

**Budget Summary: High-level numbers**  
2024, 'Budget New' vs 'Actuals PY'

**Revenues**  
45.3M  
+9.4% +3.9M ▲  
VS Actuals PY: 41.4M

**Gross Profit**  
9.2M  
+119.0% +5.0M ▲  
VS Actuals PY: 4.2M

**Gross Margin**  
20.2%  
+10.1 pp. ▲  
VS Actuals PY: 10.1%

**Click to see more details**

**Editable Planning Settings (Budget Approvals & Budget Time Window)**

**Edit Table: Current Planning Status**  
Edit the [Is\_confirmed] column to either accept or reject the submitted budget version

| Planner      | Plan       | Status      | Is_confirmed |
|--------------|------------|-------------|--------------|
| David Moore  | Budget New | In_progress | No           |
| Donna Hahn   | Budget New | In_progress | No           |
| Diana Guerra | Budget New | Submitted   | Yes          |
| Myra Neal    | Budget New | In_progress | No           |

**Edit Table: Budget Planning Time Window**  
Define [Start Date] and [End Date] to establish the window (dates between) during which the budget can be edited

| ID | Name       | Start      | End        |
|----|------------|------------|------------|
| 1  | Budget New | 2024-04-24 | 2024-04-30 |

**Planning module | Managerial View**  
Budget realization status

**MT\_JobLog**

**MT\_JobLog**

**MT\_JobLog**

**MT\_JobLog**

Report (set of visualizations) has been created with use of 3rd party tool (Acterys ©)

**Planning module | Managerial View**  
Budget realization status

Planner (Sales Rep) ▾ Realization Status ▾ Modeled scenario ▾ Compar. scenario ▾ Period (Year) ▾  
All All Budget New Actuals PY 2024

Priya Smith Head of Fin. Controlling / Full Access

**Current Planning Status & High-level Budget Summary**

**Current Planning Status by Planner & Budget Version**

| Planner      | Plan       | Status      | Approved |
|--------------|------------|-------------|----------|
| Diana Guerra | Acterys    | Submitted   | Yes      |
| Diana Guerra | Budget New | Submitted   | Yes      |
| Mason Clarke | Acterys    | Submitted   | Yes      |
| Mason Clarke | Budget New | Submitted   | Yes      |
| David Moore  | Budget New | In_progress | No       |
| David Moore  | Acterys    | Submitted   | No       |

**Budget Realization Progress**

**Budget Summary: High-level numbers**  
2024, 'Budget New' vs 'Actuals PY'

**Revenues**  
45.3M  
+9.4% +3.9M ▲  
VS Actuals PY: 41.4M

**Gross Profit**  
9.2M  
+119.0% +5.0M ▲  
VS Actuals PY: 4.2M

**Gross Margin**  
20.2%  
+10.1 pp. ▲  
VS Actuals PY: 10.1%

**Editable Planning Settings (Budget Approvals & Budget Time Window)**

Press to Send the Notification to the Planner

**Edit Table: Current Planning Status**  
Edit the [Is\_confirmed] column to either accept or reject the submitted budget version

| Planner      | Plan       | Status      | Is_confirmed |
|--------------|------------|-------------|--------------|
| David Moore  | Budget New | In_progress | No           |
| Donna Hahn   | Budget New | In_progress | No           |
| Diana Guerra | Budget New | Submitted   | Yes          |
| Myra Neal    | Budget New | In_progress | No           |

5 10 20 50 100 500 1000 Page 1 of 2 (11 items) 1 2

**Edit Table: Budget Planning Time Window**  
Define [Start Date] and [End Date] to establish the window (dates between) during which the budget can be edited

| ID | Name       | Start      | End        |
|----|------------|------------|------------|
| 1  | Budget New | 2024-04-24 | 2024-04-30 |

Report (set of visualizations) has been created with use of 3rd party tool (Acterys ©)

## Sample Report: Suboptimal view

### Planning Module | Revenues Analysis | Business Lines & Projects

Managerial view (full access)

#### Revenues by Business Line and Project | Input Table (Editable)

|                               |  | Q1'24     |         |           | Q2'24     |           |           | Q3'24     |           |           | Q4'24     |           |           | Total      |
|-------------------------------|--|-----------|---------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|
|                               |  | Jan 24    | Feb 24  | Mar 24    | Apr 24    | May 24    | Jun 24    | Jul 24    | Aug 24    | Sep 24    | Oct 24    | Nov 24    | Dec 24    |            |
| Web and App Development Total |  | 2,354,065 | 990,430 | 1,683,426 | 2,000,000 | 1,173,302 | 1,917,993 | 1,283,426 | 1,733,217 | 1,479,997 | 1,387,700 | 1,561,930 | 2,192,302 | 19,757,790 |
| DigitalHub                    |  | 646,000   | 365,439 | 574,460   | 703,718   | 352,415   | 664,922   | 400,000   | 587,144   | 527,173   | 476,913   | 620,250   | 898,100   | 6,816,535  |
| SmartBiz                      |  | 392,883   | 159,534 | 289,996   | 372,673   | 248,766   | 356,247   | 260,306   | 304,013   | 255,088   | 187,375   | 111,176   | 173,923   | 3,111,980  |
| InnovateConnect               |  | 401,181   | 178,988 | 329,587   | 85,000    | 230,661   | 356,177   | 223,090   | 266,864   | 161,601   | 152,459   | 187,608   | 264,859   | 2,838,075  |
| CodeCraft                     |  | 285,980   | 51,879  | 95,080    | 214,629   | 76,736    | 145,274   | 80,756    | 143,057   | 139,316   | 121,570   | 198,987   | 280,923   | 1,834,186  |
| TechSolutions                 |  | 202,288   | 73,454  | 134,388   | 144,883   | 93,696    | 128,297   | 99,705    | 104,652   | 177,359   | 180,182   | 127,693   | 175,650   | 1,642,247  |
| AppXcelerate                  |  | 144,184   | 52,534  | 53,251    | 128,677   | 61,243    | 56,836    | 58,230    | 123,553   | 68,131    | 70,311    | 108,185   | 127,276   | 1,052,410  |
| DigitalTransform              |  | 60,292    | 27,658  | 36,430    | 102,649   | 21,767    | 78,558    | 44,872    | 71,007    | 60,217    | 67,393    | 123,082   | 156,387   | 850,312    |
| Connectify                    |  | 112,526   | 41,650  | 67,979    | 102,888   | 51,496    | 75,119    | 61,593    | 70,937    | 46,912    | 87,736    | 35,836    | 45,849    | 800,522    |
|                               |  | ...       | ...     | ...       | ...       | ...       | ...       | ...       | ...       | ...       | ...       | ...       | ...       | ...        |

#### Revenues, performance by Business Line and Project

in USD | 2024 | Forecast vs Budget

##### By Business Line

| Business Line | Revenues             | Variance          |
|---------------|----------------------|-------------------|
| Mobile App    | 2,883,640.90         | -395,051          |
| E-commerce    | 10,149,978.36        | +148,881          |
| Web & App     | 19,757,790.16        | +1,281,280        |
| <b>Total</b>  | <b>32,791,409.42</b> | <b>+1,037,636</b> |

##### By Project

| Project          | Reven...             | Variance          | Var.%        |
|------------------|----------------------|-------------------|--------------|
| HealthQuest      | 2,883,640.90         | -395,051          | -12.0%       |
| CustomerXcel     | 4,732,120.36         | -108,327          | -2.2%        |
| InnovateConnect  | 2,838,150.00         | -59,665           | -2.1%        |
| StoreFront360    | 881,130.00           | -30,890           | -3.4%        |
| TechSolutions    | 1,642,120.00         | -15,961           | -1.0%        |
| OmniCart         | 248,400.00           | -13,039           | -5.0%        |
| Insightify       | 199,670.00           | -7,125.3          | -3.4%        |
| InventoryWise    | 348,970.00           | -5,905.7          | -1.7%        |
| Connectify       | 800,520.00           | +10,798           | +1.4%        |
| DataTrackr       | 547,680.00           | +14,074           | +2.6%        |
| UXFlow           | 263,840.00           | +22,139           | +9.2%        |
| CodeCraft        | 1,834,120.00         | +29,062           | +1.6%        |
| DigitalTransform | 850,310.00           | +34,201           | +4.2%        |
| SmartBiz         | 3,111,120.00         | +73,406           | +2.4%        |
| <b>Total</b>     | <b>32,791,409.42</b> | <b>+1,037,636</b> | <b>+3.3%</b> |

#### Revenues by date

in USD | 2024 | Forecast vs Budget

##### variance



# Conditional Formatting – Sample Report

## Sample Report: Restructured & improved (side by side comparison)

ACTERYS

Planning Module | Revenues Analysis | Business Lines & Projects

Managerial view (full access)

Modeled Scenario: Forecast

Business line: All

Date period: 2024

Comparative Scenario: Budget

Project: All

Last closing period: 06'2024

**Navigation:**

- Executive
- P&L
- Revenues**
- Non-HR Costs
- HR Costs
- BU Profitability
- Workflow
- Dim. Edit
- Scenario Edit

**Revenues by Business Line and Project | Input Table (Editable)**  
in USD | 2024 | selected modeled scenario: Forecast

Show comparative val. Add project

|                               | Q1'24     |         |           | Q2'24     |           |           | Q3'24     |           |           | Q4'24     |           |           | Total      |
|-------------------------------|-----------|---------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|
|                               | Jan 24    | Feb 24  | Mar 24    | Apr 24    | May 24    | Jun 24    | Jul 24    | Aug 24    | Sep 24    | Oct 24    | Nov 24    | Dec 24    |            |
| Web and App Development Total | 2,354,065 | 990,430 | 1,683,426 | 2,000,000 | 1,173,302 | 1,917,993 | 1,283,426 | 1,733,217 | 1,479,997 | 1,387,700 | 1,561,930 | 2,192,302 | 19,757,790 |
| DigitalHub                    | 646,000   | 365,439 | 574,460   | 703,718   | 352,415   | 664,922   | 400,000   | 587,144   | 527,173   | 476,913   | 620,250   | 898,100   | 6,816,535  |
| SmartBiz                      | 392,883   | 159,534 | 289,996   | 372,673   | 248,766   | 356,247   | 260,306   | 304,013   | 255,088   | 187,375   | 111,176   | 173,923   | 3,111,980  |
| InnovateConnect               | 401,181   | 178,988 | 329,587   | 85,000    | 230,661   | 356,177   | 223,090   | 266,864   | 161,601   | 152,459   | 187,608   | 264,859   | 2,838,075  |
| CodeCraft                     | 285,980   | 51,879  | 95,080    | 214,629   | 76,736    | 145,274   | 80,756    | 143,057   | 139,316   | 121,570   | 198,987   | 280,923   | 1,834,186  |
| TechSolutions                 | 202,288   | 73,454  | 134,388   | 144,883   | 93,696    | 128,297   | 99,705    | 104,652   | 177,359   | 180,182   | 127,693   | 175,650   | 1,642,247  |
| AppXcelerate                  | 144,184   | 52,534  | 53,251    | 128,677   | 61,243    | 56,836    | 58,230    | 123,553   | 68,131    | 70,311    | 108,185   | 127,276   | 1,052,410  |
| DigitalTransform              | 60,292    | 27,658  | 36,430    | 102,649   | 21,767    | 78,558    | 44,872    | 71,007    | 60,217    | 67,393    | 123,082   | 156,387   | 850,312    |

**Revenues, performance by Business Line and Project**  
in USD | 2024 | Forecast vs Budget

By Business Line

| Business Line | Revenues       | Variance       |
|---------------|----------------|----------------|
| Mobile App    | 2,884K         | -395K          |
| E-commerce    | 10,150K        | +149K          |
| Web & App     | 19,758K        | +1,284K        |
| <b>Total</b>  | <b>32,791K</b> | <b>+1,038K</b> |

Forecast

+3.3% | +1,038K ▲

By Project

| Project         | Revenues       | Variance       | Var.%      |
|-----------------|----------------|----------------|------------|
| HealthQuest     | 2,884K         | -395K          | -12%       |
| CustomerXcel    | 4,732K         | -108K          | -2%        |
| InnovateConnect | 2,838K         | -60K           | -2%        |
| StoreFront360   | 881K           | -31K           | -3%        |
| TechSolutions   | 1,642K         | -16K           | -1%        |
| OmniCart        | 248K           | -13K           | -5%        |
| Insightify      | 200K           | -7K            | -3%        |
| InventoryWise   | 349K           | -6K            | -2%        |
| Connectify      | 801K           | +11K           | +1%        |
| DataTrackr      | 548K           | +14K           | +3%        |
| UXFlow          | 264K           | +22K           | +9%        |
| <b>Total</b>    | <b>32,791K</b> | <b>+1,038K</b> | <b>+3%</b> |

**Revenues by date**  
in USD | 2024 | Forecast vs Budget

Revenues by Business Line and Project | Input Table (Editable)

Managerial view (full access)

Show details Add project

Revenues by Business Line and Project | Input Table (Editable)

Managerial view (full access)

Show details Add project

Revenues by date

Revenues by date

Report (set of visualizations) has been created with use of 3rd party tool (Acterys ©)

## Sample Report: Suboptimal view

### Financial Liquidity - Overview

all values given in '000 USD



Date range - time-line visuals

Last 12 Months (Calendar)

01/12/2023 – 30/11/2024

Date (month) - KPI & non time-line visuals

12-2020

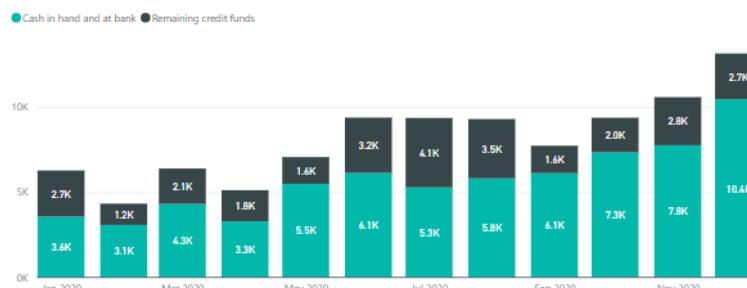
Company #1 –  
4.73K

Company #2 –  
3.35K

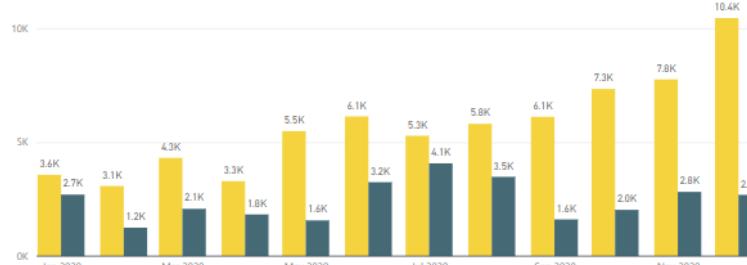
Company #3 –  
1.16K

Company #4 –  
1.21K

Total available cash by date, Jan-2020 - Dec-2020



Cash in hand and at bank Remaining credit funds

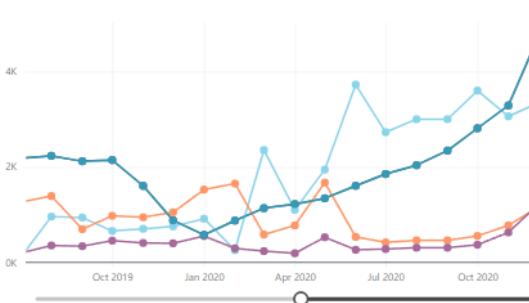


Cash in hand and at bank by company, Jan-2018 - Dec-2020



Select a single item to highlight a specific company

Company #1  
Company #3  
Company #2  
Company #4



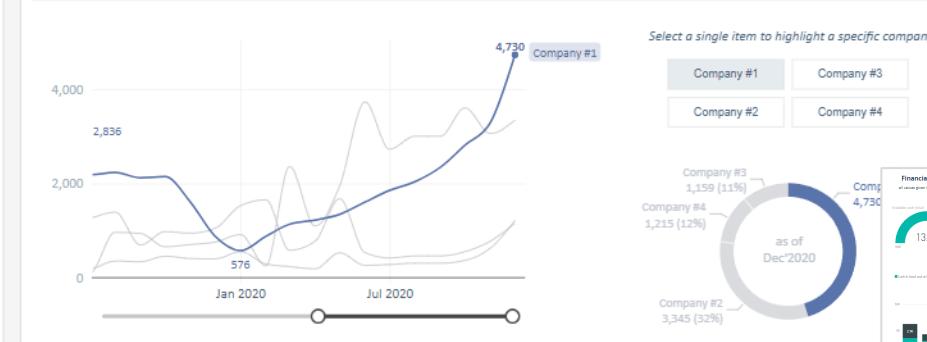
## Sample Report: Restructured & improved (side by side comparison)

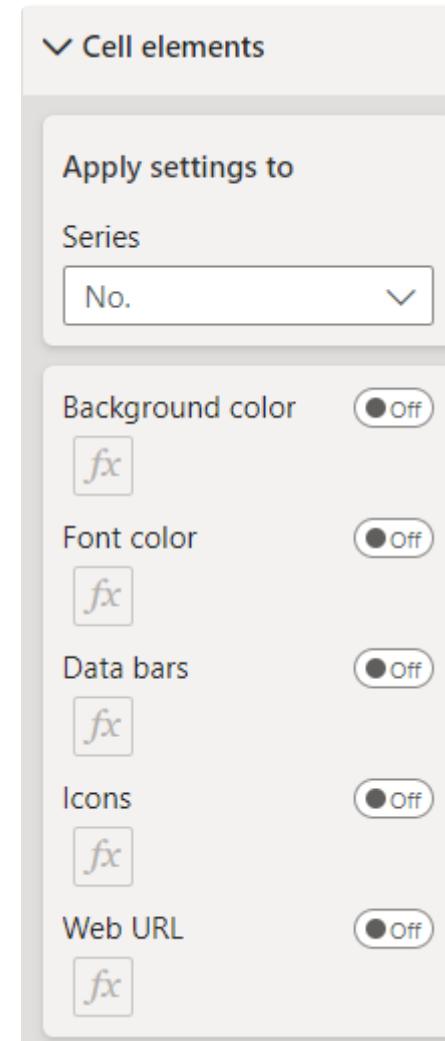
### Financial Liquidity - Overview

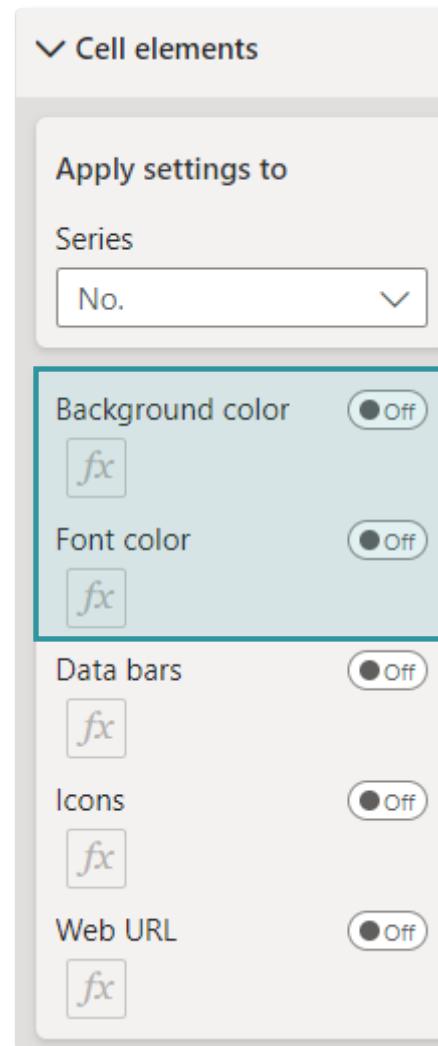
all values given in '000 USD

| Available cash (total)    | Cash in hand and at bank  | Remaining credit funds   |
|---------------------------|---------------------------|--------------------------|
| <b>13,138</b>             | <b>10,449</b>             | <b>2,689</b>             |
| MoM change<br><b>+24%</b> | MoM change<br><b>+35%</b> | MoM change<br><b>-5%</b> |

| Company #1 - cash in hand | Company #2 - cash in hand | Company #3 - cash in hand | Company #4 - cash in hand |
|---------------------------|---------------------------|---------------------------|---------------------------|
| <b>4,730</b>              | <b>3,345</b>              | <b>1,159</b>              | <b>1,215</b>              |
| MoM change<br><b>+44%</b> | MoM change<br><b>+9%</b>  | MoM change<br><b>+49%</b> | MoM change<br><b>+93%</b> |





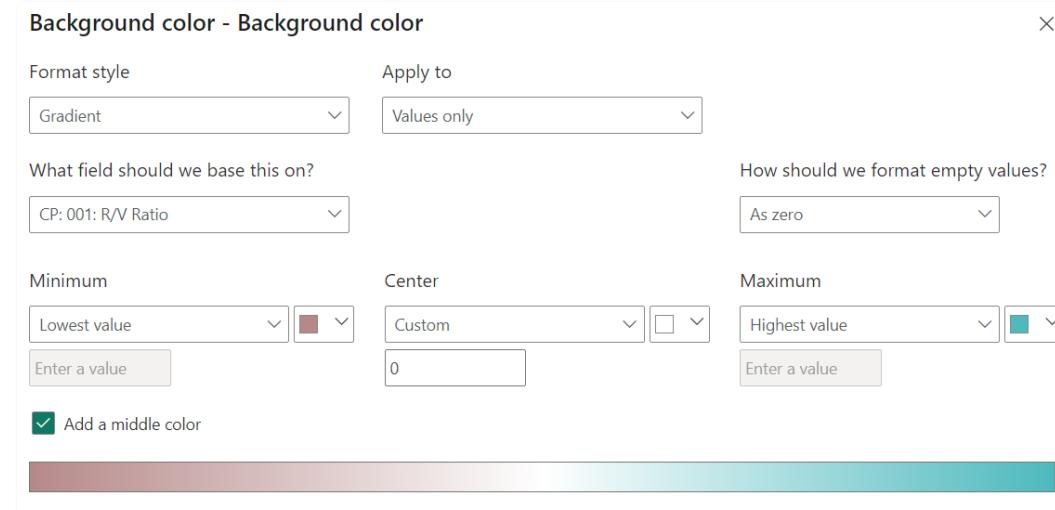
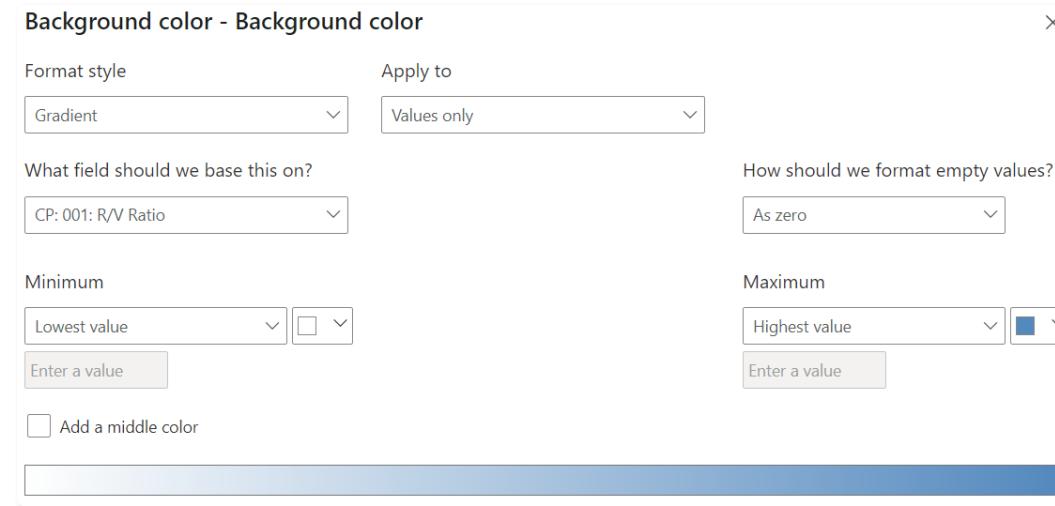
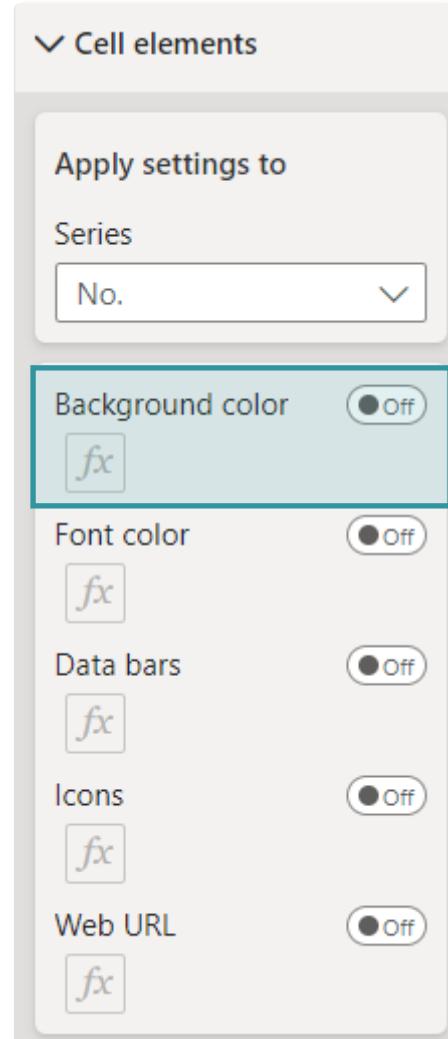


## Background color - Background color

The image shows the 'Format style' and 'Apply to' sections of the Conditional Formatting dialog box. The 'Format style' section is set to 'Gradient'. The 'Apply to' section is set to 'Values or'.

| Format style | Apply to  |
|--------------|-----------|
| Gradient     | Values or |

Below these sections are 'Gradient', 'Rules', and 'Field value' options.



# Conditional Formatting – Heat-map

GUSTAW DUDEK 2024

| Number of calls (as #)<br>Jan'22..Jun'22, breakdown by person and period |              |              |              |              |              |              |               |
|--|--------------|--------------|--------------|--------------|--------------|--------------|---------------|
| Person   | Jan'22       | Feb'22       | Mar'22       | Apr'22       | May'22       | Jun'22       | Total         |
| Nicole Gardner   | 842          | 726          | 660          | 618          | 772          | 412          | <b>4 030</b>  |
| Mathew Oliver  | 392          | 424          | 646          | 332          | 490          | 448          | <b>2 732</b>  |
| Sean Rush  | 340          | 296          | 376          | 370          | 256          | 298          | <b>1 936</b>  |
| Melissa Snyder   | 552          | 524          | 594          | 116          | 88           | 54           | <b>1 928</b>  |
| Natalie Miller   | 210          | 228          | 226          | 408          | 472          | 248          | <b>1 792</b>  |
| Donna Hahn   | 108          | 128          | 238          | 410          | 620          | 230          | <b>1 734</b>  |
| Zainab Horne   | 238          | 314          | 338          | 228          | 78           | 324          | <b>1 520</b>  |
| Leon Garcia  | 262          | 202          | 314          | 178          | 202          | 192          | <b>1 350</b>  |
| Amy Stewart  | 236          | 254          | 232          | 198          | 198          | 140          | <b>1 258</b>  |
| Richard Jennings   | 250          | 238          | 224          | 214          | 172          | 140          | <b>1 238</b>  |
| Dennis Smith   | 146          | 156          | 192          | 274          | 250          | 146          | <b>1 164</b>  |
| Joseph Rogers  | 188          | 180          | 192          | 176          | 180          | 74           | <b>990</b>    |
| Cindy Anderson   | 116          | 124          | 200          | 100          | 136          | 172          | <b>848</b>    |
| David Moore  | 196          | 142          | 154          | 102          | 150          | 86           | <b>830</b>    |
| Marvin Deleon  | 124          | 98           | 158          | 166          | 116          | 158          | <b>820</b>    |
| Andrew Herrera   | 152          | 136          | 146          | 128          | 150          | 74           | <b>786</b>    |
| Kaitlin Dalton   | 58           | 42           | 80           | 58           | 52           | 54           | <b>344</b>    |
| Crystal Mills  | 22           | 22           | 24           | 10           | 62           | 146          | <b>286</b>    |
| Michael Richards   | 22           | 6            | 8            | 78           | 74           | 80           | <b>268</b>    |
| Anthony Wagner   | 30           | 12           | 20           | 64           | 36           | 70           | <b>232</b>    |
| Heidi Proctor  | 6            | 10           | 4            | 4            | 6            | 2            | <b>32</b>     |
| <b>Total</b>   | <b>4 490</b> | <b>4 262</b> | <b>5 026</b> | <b>4 232</b> | <b>4 560</b> | <b>3 548</b> | <b>26 118</b> |

| Number of calls (as #)<br>Jan'22..Jun'22, breakdown by person and period |              |              |              |              |              |              |               |
|--|--------------|--------------|--------------|--------------|--------------|--------------|---------------|
| Person   | Jan'22       | Feb'22       | Mar'22       | Apr'22       | May'22       | Jun'22       | Total         |
| Nicole Gardner   | 842          | 726          | 660          | 618          | 772          | 412          | <b>4 030</b>  |
| Mathew Oliver  | 392          | 424          | 646          | 332          | 490          | 448          | <b>2 732</b>  |
| Sean Rush  | 340          | 296          | 376          | 370          | 256          | 298          | <b>1 936</b>  |
| Melissa Snyder   | 552          | 524          | 594          | 116          | 88           | 54           | <b>1 928</b>  |
| Natalie Miller   | 210          | 228          | 226          | 408          | 472          | 248          | <b>1 792</b>  |
| Donna Hahn   | 108          | 128          | 238          | 410          | 620          | 230          | <b>1 734</b>  |
| Zainab Horne   | 238          | 314          | 338          | 228          | 78           | 324          | <b>1 520</b>  |
| Leon Garcia  | 262          | 202          | 314          | 178          | 202          | 192          | <b>1 350</b>  |
| Amy Stewart  | 236          | 254          | 232          | 198          | 198          | 140          | <b>1 258</b>  |
| Richard Jennings   | 250          | 238          | 224          | 214          | 172          | 140          | <b>1 238</b>  |
| Dennis Smith   | 146          | 156          | 192          | 274          | 250          | 146          | <b>1 164</b>  |
| Joseph Rogers  | 188          | 180          | 192          | 176          | 180          | 74           | <b>990</b>    |
| Cindy Anderson   | 116          | 124          | 200          | 100          | 136          | 172          | <b>848</b>    |
| David Moore  | 196          | 142          | 154          | 102          | 150          | 86           | <b>830</b>    |
| Marvin Deleon  | 124          | 98           | 158          | 166          | 116          | 158          | <b>820</b>    |
| Andrew Herrera   | 152          | 136          | 146          | 128          | 128          | 74           | <b>786</b>    |
| Kaitlin Dalton   | 58           | 42           | 80           | 58           | 52           | 54           | <b>344</b>    |
| Crystal Mills  | 22           | 22           | 24           | 10           | 62           | 146          | <b>286</b>    |
| Michael Richards   | 22           | 6            | 8            | 78           | 74           | 80           | <b>268</b>    |
| Anthony Wagner   | 30           | 12           | 20           | 64           | 36           | 70           | <b>232</b>    |
| Heidi Proctor  | 6            | 10           | 4            | 4            | 6            | 2            | <b>32</b>     |
| <b>Total</b>   | <b>4 490</b> | <b>4 262</b> | <b>5 026</b> | <b>4 232</b> | <b>4 560</b> | <b>3 548</b> | <b>26 118</b> |



# Conditional Formatting – Heat-map

GUSTAW DUDEK 2024

## Revenues , in kUSD

2022

| Customer         | Jan          | Feb          | Mar          | Apr          | May          | Jun         | Jul | Aug | Sep | Oct | Nov | Dec | Total |
|------------------|--------------|--------------|--------------|--------------|--------------|-------------|-----|-----|-----|-----|-----|-----|-------|
| DigitalHub       | 232          | 372          | 451          | 401          | 395          | 484         | 422 | 445 | 564 | 516 | 663 | 680 | 5,625 |
| CustomerXcel     | 825          | 455          | 496          | 422          | 363          | 293         | 288 | 235 | 302 | 247 | 358 | 330 | 4,613 |
| HealthQuest      | 22           | 80           | 149          | 203          | 217          | 300         | 296 | 310 | 359 | 392 | 437 | 475 | 3,239 |
| SmartBiz         | 197          | 255          | 275          | 234          | 306          | 285         | 306 | 253 | 300 | 223 | 131 | 145 | 2,911 |
| InnovateConnect  | 146          | 255          | 279          | 429          | 253          | 254         | 234 | 198 | 169 | 162 | 196 | 196 | 2,770 |
| FulfillXpress    | 73           | 136          | 174          | 126          | 189          | 214         | 219 | 157 | 226 | 245 | 138 | 130 | 2,029 |
| CodeCraft        | 290          | 83           | 90           | 122          | 95           | 116         | 95  | 95  | 164 | 145 | 234 | 234 | 1,764 |
| TechSolutions    | 121          | 118          | 128          | 91           | 115          | 103         | 117 | 87  | 209 | 215 | 150 | 146 | 1,599 |
| PromoBoost       | 69           | 81           | 94           | 80           | 134          | 137         | 133 | 140 | 132 | 117 | 75  | 95  | 1,288 |
| AppXcelerate     | 73           | 72           | 43           | 69           | 64           | 39          | 59  | 88  | 69  | 72  | 109 | 91  | 847   |
| StoreFront360    | 94           | 168          | 180          | 94           | 55           | 39          | 45  | 43  | 64  | 17  | 14  | 15  | 828   |
| DigitalTransform | 23           | 44           | 35           | 64           | 27           | 6           | 6   | 6   | 6   | 6   | 6   | 6   | 6     |
| <b>Total</b>     | <b>2,412</b> | <b>2,392</b> | <b>2,701</b> | <b>2,628</b> | <b>2,431</b> | <b>2,54</b> |     |     |     |     |     |     |       |

On

Off

## Revenues , in kUSD

2022

| Customer         | Jan            | Feb            | Mar            | Apr            | May            | Jun            | Jul            | Aug            | Sep            | Oct            | Nov            | Dec            | Total           |
|------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|-----------------|
| DigitalHub       | 232.4          | 371.7          | 450.9          | 401.4          | 394.6          | 483.6          | 421.6          | 444.8          | 563.8          | 516.1          | 663.4          | 680.4          | 5,624.6         |
| CustomerXcel     | 825.5          | 454.8          | 496.3          | 421.9          | 362.7          | 292.8          | 287.6          | 234.7          | 302.1          | 246.6          | 358.3          | 330.0          | 4,613.4         |
| HealthQuest      | 22.3           | 80.3           | 148.5          | 202.6          | 216.9          | 299.6          | 296.0          | 310.0          | 359.1          | 391.5          | 436.5          | 475.1          | 3,238.5         |
| SmartBiz         | 196.6          | 255.3          | 275.4          | 233.8          | 306.4          | 285.0          | 306.2          | 253.3          | 300.1          | 223.1          | 130.8          | 144.9          | 2,910.9         |
| InnovateConnect  | 146.0          | 254.9          | 278.6          | 429.1          | 252.8          | 253.6          | 233.6          | 197.9          | 169.2          | 161.5          | 196.5          | 196.5          | 2,770.3         |
| FulfillXpress    | 73.0           | 136.1          | 174.5          | 125.9          | 189.0          | 214.0          | 219.0          | 157.3          | 226.5          | 245.3          | 137.7          | 130.2          | 2,028.5         |
| CodeCraft        | 290.0          | 83.0           | 90.3           | 122.4          | 94.5           | 116.2          | 95.0           | 95.4           | 163.9          | 144.7          | 234.1          | 234.1          | 1,763.6         |
| TechSolutions    | 121.1          | 117.5          | 127.6          | 90.9           | 115.4          | 102.6          | 117.3          | 87.2           | 208.7          | 214.5          | 150.2          | 146.4          | 1,599.4         |
| PromoBoost       | 68.8           | 81.5           | 93.5           | 80.0           | 133.8          | 137.5          | 133.0          | 140.3          | 132.3          | 117.5          | 75.2           | 94.7           | 1,287.9         |
| AppXcelerate     | 73.4           | 71.8           | 43.2           | 69.0           | 64.5           | 38.9           | 58.6           | 88.0           | 68.5           | 71.5           | 108.8          | 90.7           | 846.9           |
| StoreFront360    | 93.6           | 168.1          | 180.0          | 94.1           | 55.5           | 39.4           | 44.8           | 43.2           | 63.8           | 16.6           | 13.6           | 15.3           | 828.0           |
| DigitalTransform | 22.9           | 44.3           | 34.6           | 64.4           | 26.8           | 62.8           | 52.8           | 59.2           | 70.8           | 80.2           | 144.8          | 130.3          | 794.0           |
| <b>Total</b>     | <b>2,412.4</b> | <b>2,392.4</b> | <b>2,700.6</b> | <b>2,627.7</b> | <b>2,431.4</b> | <b>2,547.1</b> | <b>2,498.5</b> | <b>2,338.9</b> | <b>2,839.0</b> | <b>2,698.1</b> | <b>2,860.6</b> | <b>2,876.3</b> | <b>31,223.0</b> |

On

Off

# Conditional Formatting – Heat-map

GUSTAW DUDEK 2024

## Revenues , in kUSD

2022

| Customer         | Jan            | Feb            | Mar            | Apr            | May            | Jun          | Jul   | Aug   | Sep   | Oct   | Nov   | Dec   | Total   |
|------------------|----------------|----------------|----------------|----------------|----------------|--------------|-------|-------|-------|-------|-------|-------|---------|
| DigitalHub       | 232.4          | 371.7          | 450.9          | 401.4          | 394.6          | 483.6        | 421.6 | 444.8 | 563.8 | 516.1 | 663.4 | 680.4 | 5,624.6 |
| CustomerXcel     | 825.5          | 454.8          | 496.3          | 421.9          | 362.7          | 292.8        | 287.6 | 234.7 | 302.1 | 246.6 | 358.3 | 330.0 | 4,613.4 |
| HealthQuest      | 22.3           | 80.3           | 148.5          | 202.6          | 216.9          | 299.6        | 296.0 | 310.0 | 359.1 | 391.5 | 436.5 | 475.1 | 3,238.5 |
| SmartBiz         | 196.6          | 255.3          | 275.4          | 233.8          | 306.4          | 285.0        | 306.2 | 253.3 | 300.1 | 223.1 | 130.8 | 144.9 | 2,910.9 |
| InnovateConnect  | 146.0          | 254.9          | 278.6          | 429.1          | 252.8          | 253.6        | 233.6 | 197.9 | 169.2 | 161.5 | 196.5 | 196.5 | 2,770.3 |
| FulfillXpress    | 73.0           | 136.1          | 174.5          | 125.9          | 189.0          | 214.0        | 219.0 | 157.3 | 226.5 | 245.3 | 137.7 | 130.2 | 2,028.5 |
| CodeCraft        | 290.0          | 83.0           | 90.3           | 122.4          | 94.5           | 116.2        | 95.0  | 95.4  | 163.9 | 144.7 | 234.1 | 234.1 | 1,763.6 |
| TechSolutions    | 121.1          | 117.5          | 127.6          | 90.9           | 115.4          | 102.6        | 117.3 | 87.2  | 208.7 | 214.5 | 150.2 | 146.4 | 1,599.4 |
| PromoBoost       | 68.8           | 81.5           | 93.5           | 80.0           | 133.8          | 137.5        | 133.0 | 140.3 | 132.3 | 117.5 | 75.2  | 94.7  | 1,287.9 |
| AppXcelerate     | 73.4           | 71.8           | 43.2           | 69.0           | 64.5           | 38.9         | 58.6  | 88.0  | 68.5  | 71.5  | 108.8 | 90.7  | 846.9   |
| StoreFront360    | 93.6           | 168.1          | 180.0          | 94.1           | 55.5           | 39.4         | 44.8  | 43.2  | 63.8  | 16.6  | 13.6  | 15.3  | 828.0   |
| DigitalTransform | 22.9           | 44.3           | 34.6           | 64.4           | 26.8           | 62           |       |       |       |       |       |       |         |
| <b>Total</b>     | <b>2,412.4</b> | <b>2,392.4</b> | <b>2,700.6</b> | <b>2,627.7</b> | <b>2,431.4</b> | <b>2,547</b> |       |       |       |       |       |       |         |

On Off

Values  
001: Parameter: Heat map selection ✓ X

## Revenues , in kUSD

2022

| Customer         | Jan            | Feb            | Mar            | Apr            | May            | Jun            | Jul            | Aug            | Sep            | Oct            | Nov            | Dec            | Total           |
|------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|-----------------|
| AppXcelerate     | 73.4           | 71.8           | 43.2           | 69.0           | 64.5           | 38.9           | 58.6           | 88.0           | 68.5           | 71.5           | 108.8          | 90.7           | 846.9           |
| CodeCraft        | 290.0          | 83.0           | 90.3           | 122.4          | 94.5           | 116.2          | 95.0           | 95.4           | 163.9          | 144.7          | 234.1          | 234.1          | 1,763.6         |
| Connectify       | 65.6           | 66.6           | 64.6           | 64.6           | 63.4           | 60.1           | 72.5           | 59.1           | 55.2           | 104.4          | 42.2           | 38.2           | 756.4           |
| CustomerXcel     | 825.5          | 454.8          | 496.3          | 421.9          | 362.7          | 292.8          | 287.6          | 234.7          | 302.1          | 246.6          | 358.3          | 330.0          | 4,613.4         |
| DataTrackr       | 34.1           | 36.8           | 38.0           | 43.1           | 37.2           | 38.1           | 56.0           | 44.8           | 43.4           | 43.9           | 49.9           | 49.9           | 515.2           |
| DigitalHub       | 232.4          | 371.7          | 450.9          | 401.4          | 394.6          | 483.6          | 421.6          | 444.8          | 563.8          | 516.1          | 663.4          | 680.4          | 5,624.6         |
| DigitalTransform | 22.9           | 44.3           | 34.6           | 64.4           | 26.8           | 62.8           | 52.8           | 59.2           | 70.8           | 80.2           | 144.8          | 130.3          | 794.0           |
| FulfillXpress    | 73.0           | 136.1          | 174.5          | 125.9          | 189.0          | 214.0          | 219.0          | 157.3          | 226.5          | 245.3          | 137.7          | 130.2          | 2,028.5         |
| HealthQuest      | 22.3           | 80.3           | 148.5          | 202.6          | 216.9          | 299.6          | 296.0          | 310.0          | 359.1          | 391.5          | 436.5          | 475.1          | 3,238.5         |
| InnovateConnect  | 146.0          | 254.9          | 278.6          | 429.1          | 252.8          | 253.6          | 233.6          | 197.9          | 169.2          | 161.5          | 196.5          | 196.5          | 2,770.3         |
| Insightify       | 14.6           | 15.7           | 14.2           | 15.7           | 13.1           | 19.0           | 16.4           | 17.7           | 17.0           | 19.0           | 19.0           | 17.7           | 199.0           |
| InventoryWise    | 11.1           | 32.3           | 36.7           | 38.9           | 33.9           | 35.6           | 19.6           | 38.1           | 23.5           | 23.0           | 23.0           | 23.0           | 338.8           |
| <b>Total</b>     | <b>2,412.4</b> | <b>2,392.4</b> | <b>2,700.6</b> | <b>2,627.7</b> | <b>2,431.4</b> | <b>2,547.1</b> | <b>2,498.5</b> | <b>2,338.9</b> | <b>2,839.0</b> | <b>2,698.1</b> | <b>2,860.6</b> | <b>2,876.3</b> | <b>31,223.0</b> |

On Off

# Conditional Formatting – Heat-map

GUSTAW DUDEK 2024

## Project Realization by Period

Per Period, mUSD

| Period      | Previous Period | Selected Period |            |            |            |            |            |            |            |            |            | Subsq. Period | Total       |             |      |  |
|-------------|-----------------|-----------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|---------------|-------------|-------------|------|--|
|             |                 | Project         | Sum        | sty'24     | lut'24     | mar'24     | kwi'24     | maj'24     | cze'24     | lip'24     | sie'24     | wrz'24        | Sum         | Sum         | Sum  |  |
|             | <b>0.4</b>      | 0.4             | 0.4        | 2.2        | 0.1        | 1.9        | 7.8        | 4.6        | 1.7        | 0.4        | 19.7       | 10.6          | <b>30.7</b> |             |      |  |
|             |                 |                 |            | 1.8        |            | 1.5        | 4.7        | 2.3        | 0.2        |            |            | 10.4          |             |             | 10.4 |  |
|             |                 |                 |            |            |            |            | 2.7        | 1.9        | 1.2        |            |            | 5.8           | 0.3         |             | 6.1  |  |
|             | <b>0.0</b>      | 0.4             | 0.4        | 0.4        | 0.0        | 0.4        | 0.4        | 0.4        | 0.4        | 0.4        | 2.9        | 2.2           | <b>5.1</b>  |             |      |  |
|             | <b>0.4</b>      | 0.1             | 0.0        | 0.1        | 0.1        | 0.0        | 0.1        | 0.1        | 0.1        | 0.1        | 0.6        | 0.8           | <b>1.7</b>  |             |      |  |
|             |                 |                 |            |            |            |            |            | 0.0        |            |            |            | 0.0           |             |             | 0.0  |  |
|             |                 |                 |            | 0.0        | 0.0        |            | 0.0        | 0.0        | 0.0        | 0.0        | 0.0        | 0.0           | 0.1         |             | 0.1  |  |
|             |                 |                 |            |            | 0.0        |            |            |            |            |            |            | 0.0           |             |             | 0.0  |  |
|             |                 |                 |            |            |            |            |            |            |            |            |            |               |             |             | 3.4  |  |
|             |                 |                 |            |            |            |            |            |            |            |            |            |               |             |             | 1.5  |  |
|             |                 |                 |            |            |            |            |            |            |            |            |            |               |             |             | 0.4  |  |
|             |                 |                 |            |            |            |            |            |            |            |            |            |               |             |             | 1.9  |  |
|             |                 |                 |            |            |            |            |            |            |            |            |            |               |             |             | 1.9  |  |
| <b>Suma</b> |                 | <b>0.4</b>      | <b>0.4</b> | <b>0.4</b> | <b>2.2</b> | <b>0.1</b> | <b>1.9</b> | <b>7.8</b> | <b>4.6</b> | <b>1.7</b> | <b>0.4</b> | <b>19.7</b>   | <b>10.6</b> | <b>30.7</b> |      |  |

## Project Realization by Period

Cumulative, mUSD

| Period      | Previous Period | Selected Period |            |            |            |            |            |             |             |             |             | Subsq. Period | Total       |             |             |
|-------------|-----------------|-----------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|-------------|---------------|-------------|-------------|-------------|
|             |                 | Project         | Sum        | sty'24     | lut'24     | mar'24     | kwi'24     | maj'24      | cze'24      | lip'24      | sie'24      | wrz'24        | Sum         | Sum         | Sum         |
|             | <b>0.4</b>      | 0.8             | 1.2        | 3.4        | 3.5        | 5.4        | 13.3       | 17.9        | 19.6        | 20.1        | 20.1        | 20.1          | <b>30.7</b> | <b>30.7</b> | <b>30.7</b> |
|             |                 |                 |            | 1.8        | 1.8        | 3.3        | 8.0        | 10.3        | 10.4        | 10.4        | 10.4        | 10.4          | 10.4        | 10.4        | 10.4        |
|             |                 |                 |            |            |            |            | 2.7        | 4.6         | 5.8         | 5.8         | 5.8         | 5.8           | 5.8         | 6.1         | 6.1         |
|             | <b>0.0</b>      | 0.4             | 0.7        | 1.1        | 1.1        | 1.5        | 1.8        | 2.2         | 2.5         | 2.9         | 2.9         | 2.9           | 2.9         | 5.1         | 5.1         |
|             | <b>0.4</b>      | 0.4             | 0.5        | 0.5        | 0.6        | 0.7        | 0.8        | 0.8         | 0.9         | 1.0         | 1.0         | 1.0           | 1.0         | 1.7         | 1.7         |
|             |                 |                 |            | 0.0        | 0.0        | 0.0        | 0.0        | 0.0         | 0.0         | 0.0         | 0.0         | 0.0           | 0.0         | 0.0         | 0.0         |
|             |                 |                 |            |            | 0.0        | 0.0        | 0.0        | 0.0         | 0.0         | 0.0         | 0.0         | 0.0           | 0.0         | 0.0         | 0.0         |
|             |                 |                 |            |            |            |            |            |             |             |             |             |               |             |             | 3.4         |
|             |                 |                 |            |            |            |            |            |             |             |             |             |               |             |             | 1.5         |
|             |                 |                 |            |            |            |            |            |             |             |             |             |               |             |             | 0.4         |
|             |                 |                 |            |            |            |            |            |             |             |             |             |               |             |             | 1.9         |
| <b>Suma</b> |                 | <b>0.4</b>      | <b>0.8</b> | <b>1.2</b> | <b>3.4</b> | <b>3.5</b> | <b>5.4</b> | <b>13.3</b> | <b>17.9</b> | <b>19.6</b> | <b>20.1</b> | <b>20.1</b>   | <b>30.7</b> | <b>30.7</b> | <b>30.7</b> |

# Conditional Formatting – Heat-map

GUSTAW DUDEK 2024

## Number of calls (as #) by day of week & hour

Jan'20..Dec'22, Placeholder for the additional text

| Hour   Day    | Heat Map on/off |        |        |        |        |       |       |         |  |
|---------------|-----------------|--------|--------|--------|--------|-------|-------|---------|--|
|               | Mon             | Tue    | Wed    | Thu    | Fri    | Sat   | Sun   | Total   |  |
| 09:00 - 09:59 | 916             | 892    | 770    | 660    | 828    | 830   | 768   | 5 664   |  |
| 10:00 - 10:59 | 1 666           | 1 768  | 1 562  | 1 470  | 1 440  | 934   | 772   | 9 612   |  |
| 11:00 - 11:59 | 3 760           | 4 366  | 4 144  | 4 196  | 3 690  | 748   | 222   | 21 126  |  |
| 12:00 - 12:59 | 5 718           | 6 096  | 5 660  | 5 608  | 5 252  | 1 074 | 466   | 29 874  |  |
| 13:00 - 13:59 | 5 380           | 5 676  | 5 156  | 5 618  | 5 124  | 970   | 368   | 28 292  |  |
| 14:00 - 14:59 | 4 834           | 4 960  | 4 454  | 4 388  | 4 492  | 866   | 386   | 24 380  |  |
| 15:00 - 15:59 | 3 716           | 3 542  | 3 470  | 3 414  | 3 518  | 586   | 392   | 18 638  |  |
| 16:00 - 16:59 | 2 830           | 3 040  | 2 596  | 2 786  | 2 692  | 480   | 342   | 14 766  |  |
| 17:00 - 17:59 | 2 746           | 2 498  | 2 368  | 2 816  | 2 386  | 346   | 262   | 13 422  |  |
| 18:00 - 18:59 | 3 216           | 2 660  | 3 176  | 2 874  | 2 440  | 378   | 364   | 15 108  |  |
| 19:00 - 19:59 | 3 184           | 3 130  | 2 910  | 2 536  | 2 102  | 346   | 330   | 14 538  |  |
| 20:00 - 20:59 | 2 828           | 2 454  | 2 470  | 1 804  | 1 562  | 416   | 412   | 11 946  |  |
| 21:00 - 21:59 | 2 380           | 1 550  | 2 062  | 1 262  | 1 194  | 738   | 768   | 9 954   |  |
| 22:00 - 22:59 | 476             | 478    | 360    | 346    | 406    | 378   | 322   | 2 766   |  |
| Total         | 43 650          | 43 110 | 41 158 | 39 778 | 37 126 | 9 090 | 6 174 | 220 086 |  |

## Number of calls (as #) by day of week & hour

Jan'20..Dec'22, Placeholder for the additional text

| Hour   Day    | Heat Map on/off |        |        |        |        |       |       |         |  |
|---------------|-----------------|--------|--------|--------|--------|-------|-------|---------|--|
|               | Mon             | Tue    | Wed    | Thu    | Fri    | Sat   | Sun   | Total   |  |
| 09:00 - 09:59 | 916             | 892    | 770    | 660    | 828    | 830   | 768   | 5 664   |  |
| 10:00 - 10:59 | 1 666           | 1 768  | 1 562  | 1 470  | 1 440  | 934   | 772   | 9 612   |  |
| 11:00 - 11:59 | 3 760           | 4 366  | 4 144  | 4 196  | 3 690  | 748   | 222   | 21 126  |  |
| 12:00 - 12:59 | 5 718           | 6 096  | 5 660  | 5 608  | 5 252  | 1 074 | 466   | 29 874  |  |
| 13:00 - 13:59 | 5 380           | 5 676  | 5 156  | 5 618  | 5 124  | 970   | 368   | 28 292  |  |
| 14:00 - 14:59 | 4 834           | 4 960  | 4 454  | 4 388  | 4 492  | 866   | 386   | 24 380  |  |
| 15:00 - 15:59 | 3 716           | 3 542  | 3 470  | 3 414  | 3 518  | 586   | 392   | 18 638  |  |
| 16:00 - 16:59 | 2 830           | 3 040  | 2 596  | 2 786  | 2 692  | 480   | 342   | 14 766  |  |
| 17:00 - 17:59 | 2 746           | 2 498  | 2 368  | 2 816  | 2 386  | 346   | 262   | 13 422  |  |
| 18:00 - 18:59 | 3 216           | 2 660  | 3 176  | 2 874  | 2 440  | 378   | 364   | 15 108  |  |
| 19:00 - 19:59 | 3 184           | 3 130  | 2 910  | 2 536  | 2 102  | 346   | 330   | 14 538  |  |
| 20:00 - 20:59 | 2 828           | 2 454  | 2 470  | 1 804  | 1 562  | 416   | 412   | 11 946  |  |
| 21:00 - 21:59 | 2 380           | 1 550  | 2 062  | 1 262  | 1 194  | 738   | 768   | 9 954   |  |
| 22:00 - 22:59 | 476             | 478    | 360    | 346    | 406    | 378   | 322   | 2 766   |  |
| Total         | 43 650          | 43 110 | 41 158 | 39 778 | 37 126 | 9 090 | 6 174 | 220 086 |  |

# Conditional Formatting – Heat-map

GUSTAW DUDEK 2024

**Number of calls (as #) by day of week & hour**  
Jan'20..Dec'22, Placeholder for the additional text

Heat Map on/off

| Hour   Day    | Mon    | Tue    | Wed    | Thu    | Fri    | Sat   | Sun   | Total   |
|---------------|--------|--------|--------|--------|--------|-------|-------|---------|
| 09:00 - 09:59 | 916    | 892    | 770    | 660    | 828    | 830   | 768   | 5 664   |
| 10:00 - 10:59 | 1 666  | 1 768  | 1 562  | 1 470  | 1 440  | 934   | 772   | 9 612   |
| 11:00 - 11:59 | 3 760  | 4 366  | 4 144  | 4 196  | 3 690  | 748   | 222   | 21 126  |
| 12:00 - 12:59 | 5 718  | 6 096  | 5 660  | 5 608  | 5 252  | 1 074 | 466   | 29 874  |
| 13:00 - 13:59 | 5 380  | 5 676  | 5 156  | 5 618  | 5 124  | 970   | 368   | 28 292  |
| 14:00 - 14:59 | 4 834  | 4 960  | 4 454  | 4 388  | 4 492  | 866   | 386   | 24 380  |
| 15:00 - 15:59 | 3 716  | 3 542  | 3 470  | 3 414  | 3 518  | 586   | 392   | 18 638  |
| 16:00 - 16:59 | 2 830  | 3 040  | 2 596  | 2 786  | 2 692  | 480   | 342   | 14 766  |
| 17:00 - 17:59 | 2 746  | 2 498  | 2 368  | 2 816  | 2 386  | 346   | 262   | 13 422  |
| 18:00 - 18:59 | 3 216  | 2 660  | 3 176  | 2 874  | 2 440  | 378   | 364   | 15 108  |
| 19:00 - 19:59 | 3 184  | 3 130  | 2 910  | 2 536  | 2 102  | 346   | 330   | 14 538  |
| 20:00 - 20:59 | 2 828  | 2 454  | 2 470  | 1 804  | 1 562  | 416   | 412   | 11 946  |
| 21:00 - 21:59 | 2 380  | 1 550  | 2 062  | 1 262  | 1 194  | 738   | 768   | 9 954   |
| 22:00 - 22:59 | 476    | 478    | 360    | 346    | 406    | 378   | 322   | 2 766   |
| Total         | 43 650 | 43 110 | 41 158 | 39 778 | 37 126 | 9 090 | 6 174 | 220 086 |

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 |
|---|---|---|---|---|---|---|---|---|----|----|----|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 |

```

1 Dynamic HeatMap BG Color =
2
3 VAR __HeatMap = ISFILTERED ( 'Heat Map togg1'[Name] )
4
5 VAR __Result =
6 SWITCH (
7   TRUE(),
8   __HeatMap, [Main Metric],
9   BLANK()
10 )
11
12 RETURN __Result
13

```

Background color - Background color

Format style: Gradient      Apply to: Values only

What field should we base this on? Dynamic HeatMap BG Color

How should we format empty values? Don't format

Minimum: Custom 0

Maximum: Highest value Enter a value

Add a middle color

# Conditional Formatting – Sample Report

GUSTAW DUDEK 2024

## Revenue breakdown | business line, project, customer

Revenues by business line  
kUSD | Period: 01'22 - 12'22

| Business line           | Rev.        | %GT | Rev. - scale |
|-------------------------|-------------|-----|--------------|
| Web and App Development | 17,810      | 57% |              |
| E-commerce Solutions    | 9,535       | 31% |              |
| Mobile applications     | 3,239       | 10% |              |
| Other                   | 639         | 2%  |              |
| <b>31,223</b>           | <b>100%</b> |     |              |

Revenues by project  
kUSD | Period: 01'22 - 12'22

| Project          | Rev.        | %GT | Rev. - scale |
|------------------|-------------|-----|--------------|
| DigitalHub       | 5,625       | 18% |              |
| CustomerXcel     | 4,613       | 15% |              |
| HealthQuest      | 3,239       | 10% |              |
| SmartBiz         | 2,911       | 9%  |              |
| InnovateConnect  | 2,770       | 9%  |              |
| FulfillXpress    | 2,029       | 6%  |              |
| CodeCraft        | 1,764       | 6%  |              |
| TechSolutions    | 1,599       | 5%  |              |
| PromoBoost       | 1,288       | 4%  |              |
| AppKcelerate     | 847         | 3%  |              |
| StoreFront360    | 828         | 3%  |              |
| DigitalTransform | 794         | 3%  |              |
| Connectify       | 756         | 2%  |              |
| Other            | 639         | 2%  |              |
| DataTrackr       | 515         | 2%  |              |
| InventoryWise    | 339         | 1%  |              |
| OmniCart         | 240         | 1%  |              |
| UXFlow           | 229         | 1%  |              |
| Insightify       | 199         | 1%  |              |
| <b>31,223</b>    | <b>100%</b> |     |              |

Revenues by date  
kUSD | Period: 01'22 - 12'22 | Per period

| Month | Revenue |
|-------|---------|
| Jan   | 2,412   |
| Feb   | 2,392   |
| Mar   | 2,701   |
| Apr   | 2,628   |
| May   | 2,431   |
| Jun   | 2,547   |
| Jul   | 2,499   |
| Aug   | 2,339   |
| Sep   | 2,839   |
| Oct   | 2,698   |
| Nov   | 2,861   |
| Dec   | 2,876   |

Revenues by date  
kUSD | Period: 01'22 - 12'22 | YTD

| Month | Revenue |
|-------|---------|
| Jan   | 2,412   |
| Feb   | 4,805   |
| Mar   | 7,505   |
| Apr   | 10,133  |
| May   | 12,564  |
| Jun   | 15,112  |
| Jul   | 17,610  |
| Aug   | 19,949  |
| Sep   | 22,788  |
| Oct   | 25,486  |
| Nov   | 28,347  |
| Dec   | 31,223  |

Revenues by project  
kUSD | Period: 01'22 - 12'22 | Per period

| Project          | Jan          | Feb          | Mar          | Apr          | May          | Jun          | Jul          | Aug          | Sep          | Oct          | Nov          | Dec          | Total         |
|------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|
| DigitalHub       | 232          | 372          | 451          | 401          | 395          | 484          | 422          | 445          | 564          | 516          | 663          | 680          | 5,625         |
| CustomerXcel     | 825          | 455          | 496          | 422          | 363          | 293          | 288          | 235          | 302          | 247          | 358          | 330          | 4,613         |
| HealthQuest      | 22           | 80           | 149          | 203          | 217          | 300          | 296          | 310          | 359          | 392          | 437          | 475          | 3,239         |
| SmartBiz         | 197          | 255          | 275          | 234          | 306          | 285          | 306          | 253          | 300          | 223          | 131          | 145          | 2,911         |
| InnovateConnect  | 146          | 255          | 279          | 429          | 293          | 254          | 254          | 198          | 169          | 162          | 196          | 196          | 2,770         |
| FulfillXpress    | 73           | 136          | 174          | 126          | 189          | 214          | 219          | 157          | 226          | 245          | 138          | 130          | 2,029         |
| CodeCraft        | 290          | 83           | 90           | 122          | 95           | 116          | 95           | 95           | 164          | 145          | 234          | 234          | 1,764         |
| TechSolutions    | 121          | 118          | 128          | 91           | 115          | 103          | 117          | 87           | 209          | 215          | 150          | 146          | 1,599         |
| PromoBoost       | 69           | 81           | 94           | 80           | 134          | 137          | 133          | 140          | 132          | 117          | 75           | 95           | 1,288         |
| AppKcelerate     | 73           | 72           | 43           | 69           | 64           | 39           | 59           | 88           | 69           | 72           | 109          | 91           | 847           |
| StoreFront360    | 94           | 168          | 180          | 94           | 55           | 39           | 45           | 43           | 64           | 17           | 14           | 15           | 828           |
| DigitalTransform | 23           | 44           | 35           | 64           | 27           | 63           | 53           | 59           | 71           | 80           | 145          | 130          | 794           |
| Connectify       | 66           | 67           | 65           | 65           | 63           | 60           | 72           | 59           | 55           | 104          | 42           | 38           | 756           |
| Other            | 51           | 53           | 53           | 55           | 53           | 52           | 51           | 48           | 52           | 58           | 56           | 58           | 639           |
| DataTrackr       | 34           | 37           | 38           | 43           | 37           | 38           | 56           | 45           | 43           | 44           | 50           | 50           | 515           |
| InventoryWise    | 11           | 32           | 37           | 39           | 34           | 36           | 20           | 38           | 24           | 23           | 23           | 23           | 339           |
| OmniCart         | 40           | 43           | 41           | 27           | 10           | 9            | 9            | 11           | 11           | 12           | 13           | 13           | 240           |
| UXFlow           | 31           | 26           | 59           | 48           | 8            | 7            | 9            | 8            | 9            | 8            | 8            | 8            | 229           |
| Insightify       | 15           | 16           | 14           | 16           | 13           | 19           | 16           | 18           | 17           | 19           | 19           | 18           | 199           |
| <b>Total</b>     | <b>2,412</b> | <b>2,392</b> | <b>2,701</b> | <b>2,628</b> | <b>2,431</b> | <b>2,547</b> | <b>2,499</b> | <b>2,339</b> | <b>2,839</b> | <b>2,698</b> | <b>2,861</b> | <b>2,876</b> | <b>31,223</b> |

Analytical views:

Heat map

Small multiple

Table: details

Row-level security:

CFO view (full access)

Last report update:

21.12.2022

Last invoice date:

21.12.2022

Selected date range:  
01.2022 - 12.2022

Date range

All

Date granularity

Month

Business line

All

Project

All

Enterium

# Conditional Formatting – Sample Report

GUSTAW DUDEK 2024



Analytical views:

Heat map

Small multiple

Table: details

Row-level security:  
CFO view (full access)

Last report update: 21.12.2022

Last invoice date: 21.12.2022

Selected date range: 01.2022 - 12.2022

Date range: All

Date granularity: Month

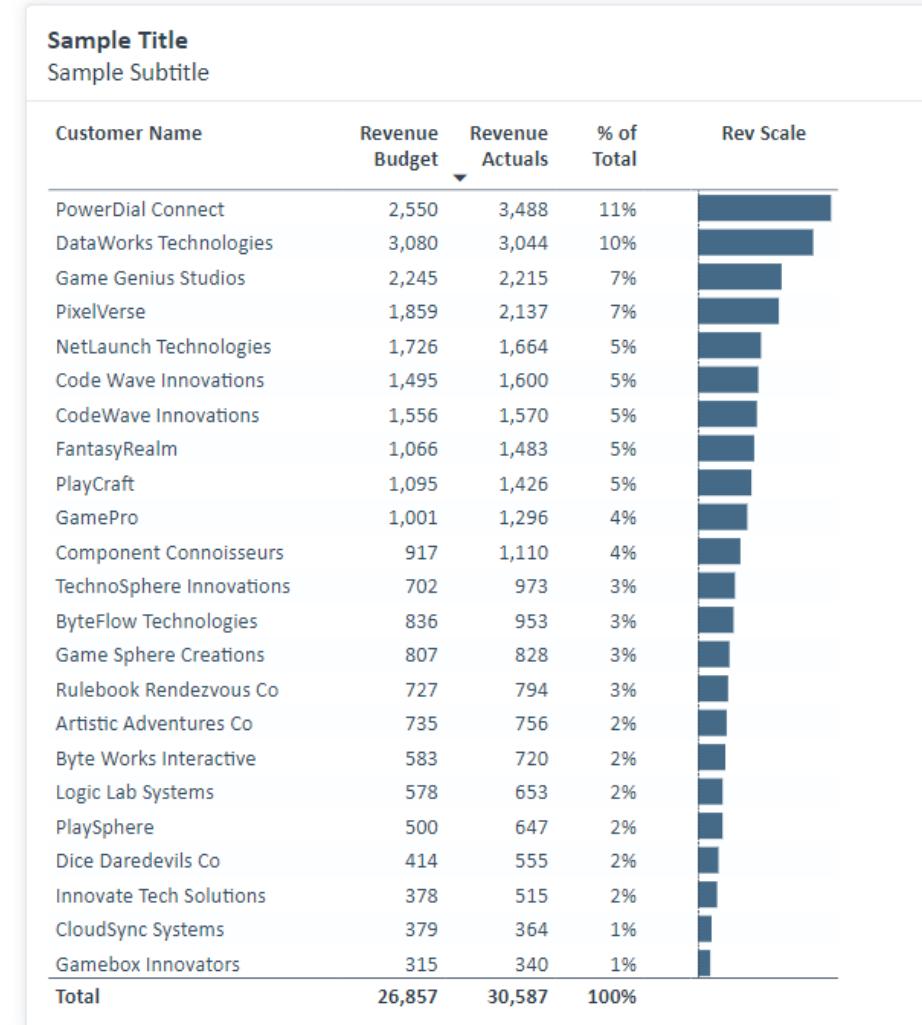
Business line: All

Project: All

# Conditional Formatting – Heat-map

GUSTAW DUDEK 2024

| Sample Title             |                |                 |            |
|--------------------------|----------------|-----------------|------------|
| Sample Subtitle          |                |                 |            |
| Customer Name            | Revenue Budget | Revenue Actuals | % of Total |
| PowerDial Connect        | 2,550          | 3,488           | 11%        |
| DataWorks Technologies   | 3,080          | 3,044           | 10%        |
| Game Genius Studios      | 2,245          | 2,215           | 7%         |
| PixelVerse               | 1,859          | 2,137           | 7%         |
| NetLaunch Technologies   | 1,726          | 1,664           | 5%         |
| Code Wave Innovations    | 1,495          | 1,600           | 5%         |
| CodeWave Innovations     | 1,556          | 1,570           | 5%         |
| FantasyRealm             | 1,066          | 1,483           | 5%         |
| PlayCraft                | 1,095          | 1,426           | 5%         |
| GamePro                  | 1,001          | 1,296           | 4%         |
| Component Connoisseurs   | 917            | 1,110           | 4%         |
| TechnoSphere Innovations | 702            | 973             | 3%         |
| ByteFlow Technologies    | 836            | 953             | 3%         |
| Game Sphere Creations    | 807            | 828             | 3%         |
| Rulebook Rendezvous Co   | 727            | 794             | 3%         |
| Artistic Adventures Co   | 735            | 756             | 2%         |
| Byte Works Interactive   | 583            | 720             | 2%         |
| Logic Lab Systems        | 578            | 653             | 2%         |
| PlaySphere               | 500            | 647             | 2%         |
| Dice Daredevils Co       | 414            | 555             | 2%         |
| Innovate Tech Solutions  | 378            | 515             | 2%         |
| CloudSync Systems        | 379            | 364             | 1%         |
| Gamebox Innovators       | 315            | 340             | 1%         |
| Total                    | 26,857         | 30,587          | 100%       |



**Cell elements**

Apply settings to **Series**: No.

Background color: Off

Font color: Off

**Data bars**: Off (highlighted with a teal border)

Icons: Off

Web URL: Off

### Data bars - Data bars

Format style: Data bars

Apply to: Values only

What field should we base this on?: CP: 001: # views data bars

Bar direction: Left to right

Minimum: Lowest value (Enter a value:)

Maximum: Highest value (Enter a value:)

Positive bar: Dark blue square

Negative bar: Light blue square

Show bar only

**Cell elements**

Apply settings to **Series**

No.

Background color  Off

Font color  Off

**Data bars**  Off

Icons  Off

Web URL  Off

**Posts / publications - details**  
Jul'22..Nov'24, sorted by # posts (1)

Tabular view: Compressed **Extended** Sort items by: Release date Views Reactions R/V

| No. | Release date | Period | Format | Details | Topic  | # Views | # Views | # Reactions | # Reactions | R/V Ratio |
|-----|--------------|--------|--------|---------|--|---------|---------|-------------|-------------|-----------|
| 1   | 20.05.2023   | 05'23  | GIF    | ✓       | Line chart with variance "bridge" between current and previous points                      | 151,073 |         | 1,561       |             | 1.0%      |
| 2   | 11.04.2023   | 04'23  | PDF    | ✓       | KPI card - formatting options  | 103,352 |         | 1,006       |             | 1.0%      |
| 3   | 09.11.2023   | 11'23  | GIF    |         | Highlighting forecasted (future) periods in column and line chart (conditional formatting) | 80,091  |         | 761         |             | 1.0%      |
| 4   | 02.07.2024   | 07'24  | PNG    |         | Presentation of 6 sample light-theme dashboards  | 77,332  |         | 780         |             | 1.0%      |
| 5   | 06.03.2023   | 03'23  | PNG    | ✓       | Chart selection - comparison of six charts   | 70,246  |         | 807         |             | 1.1%      |
| 6   | 29.06.2023   | 06'23  | GIF    |         | Dynamic heat-map formatting using HSLA coding  | 68,253  |         | 850         |             | 1.2%      |
| 7   | 30.08.2022   | 08'22  | PNG    |         | Financial Liquidity - report presentation  | 62,572  |         | 567         |             | 0.9%      |
| 8   | 16.02.2023   | 02'23  | GIF    |         | Dynamic TOPn (Table top + others)  | 62,489  |         | 723         |             | 1.2%      |
| 9   | 23.11.2023   | 11'23  | GIF    |         | New native slicer and 'customized' calendar layout (dax-based)                             | 62,115  |         | 711         |             | 1.1%      |
| 10  | 14.09.2024   | 09'24  | GIF    | ✓       | Displaying dynamic date period and prior period v2 - bands                                 | 56,844  |         | 846         |             | 1.5%      |
| 11  | 09.08.2023   | 08'23  | PDF    | ✓       | List of core visuals - recommendations   | 53,631  |         | 479         |             | 0.9%      |
| 12  | 01.08.2023   | 08'23  | GIF    |         | Dynamic vertical bands in scatter chart using the line chart                               | 52,589  |         | 766         |             | 1.5%      |
| 13  | 17.05.2023   | 05'23  | GIF    |         | SVG implementation in native matrix table  | 52,150  |         | 455         |             | 0.9%      |
| 14  | 12.08.2024   | 08'24  | PNG    |         | 2nd MVP nomination rejection - announcement  | 51,869  |         | 417         |             | 0.8%      |
| 15  | 24.09.2022   | 09'22  | GIF    | ✓       | Grouping objects - simple way to speed bookmark functionality                              | 50,751  |         | 511         |             | 1.0%      |
| 16  | 07.08.2023   | 08'23  | GIF    |         | Scenario comparison and variance display using bar chart                                   | 50,413  |         | 509         |             | 1.0%      |
| 17  | 27.09.2023   | 09'23  | PDF    | ✓       | Dynamic date granularity (M/Q/Y) with field parameter                                      | 49,372  |         | 627         |             | 1.3%      |
| 18  | 13.05.2024   | 05'24  | GIF    | ✓       | New native slicer and 'Tabular' layout   | 49,260  |         | 512         |             | 1.0%      |
| 19  | 26.07.2024   | 07'24  | GIF    |         | KPI Card with trend and moving average and date period selection v1                        | 49,003  |         | 616         |             | 1.3%      |
| 20  | 05.05.2023   | 05'23  | GIF    |         | Simple waterfall custom visual   | 45,981  |         | 441         |             | 1.0%      |
| 21  | 03.08.2023   | 08'23  | PDF    | ✓       | Multiple applications of field parameters  | 45,519  |         | 428         |             | 0.9%      |
| 22  | 08.12.2023   | 12'23  | GIF    | ✓       | Counter of active (applied filters)  | 45,476  |         | 718         |             | 1.6%      |

Cell elements

Apply settings to

Series

No.

Background color

Font color

**Data bars**   Data bars

Icons

Web URL

## Data bars - Data bars

Format style  Apply to

What field should we base this on?

Bar direction

Minimum

Maximum

Positive bar

Negative bar

Axis

Show bar only

**Cell elements**

Apply settings to **Series**: No.

Background color

Font color

Data bars  On

Icons

Web URL

**BUDGET ANALYSIS | Analytical P&L, Result levels**

Sections: Executive P&L Revenues Expenses HR B.Lines Projects CF BS

**P&L metrics (in kUSD, margins in %)**  
2022, AC and BU and ΔBU, revenues breakdown by business line, costs breakdown by department

| B. Line / department                    | BUD    | AC     | AC | ΔBU    | ΔBU |
|---|--------|--------|----|--------|-----|
| <b>Revenues</b>                         | 27 442 | 31 223 |    | +3 781 |     |
| Web and App Development                 | 14 951 | 17 810 |    | +2 849 |     |
| E-commerce Solutions                    | 9 461  | 9 535  |    | +74    |     |
| Mobile applications                     | 2 434  | 3 239  |    | +804   |     |
| Other revenues                          | 585    | 639    |    | +54    |     |
| <b>Direct costs</b>                     | 15 222 | 15 950 |    | +728   |     |
| Engineering                             | 11 228 | 11 650 |    | +422   |     |
| Creative                                | 1 148  | 1 217  |    | +69    |     |
| Support                                 | 796    | 879    |    | +83    |     |
| Marketing                               | 777    | 832    |    | +55    |     |
| Product                                 | 736    | 827    |    | +91    |     |
| Quality Assurance                       | 536    | 545    |    | +9     |     |
| <b>Direct result</b>                    | 12 220 | 15 273 |    | +3 053 |     |
| <b>Direct margin (%)</b>                | 45%    | 49%    |    | +4 pp  |     |
| <b>Allocated indirect costs</b>         | 3 007  | 3 187  |    | +180   |     |
| Sales                                   | 691    | 689    |    | -2     |     |
| Support                                 | 552    | 634    |    | +82    |     |
| Marketing                               | 617    | 630    |    | +13    |     |
| Quality Assurance                       | 515    | 542    |    | +27    |     |
| Product                                 | 415    | 466    |    | +51    |     |
| Other                                   | 217    | 226    |    | +8     |     |
| <b>Result after allocated costs</b>     | 9 213  | 12 086 |    | +2 872 |     |
| <b>Margin after allocated costs (%)</b> | 34%    | 39%    |    | +5 pp  |     |
| <b>Overhead costs</b>                   | 5 918  | 6 827  |    | +909   |     |
| Board                                   | 2 141  | 2 291  |    | +150   |     |
| Human Resources                         | 743    | 801    |    | +58    |     |
| Management                              | 417    | 432    |    | +15    |     |
| Administration                          | 126    | 134    |    | +8     |     |
| Marketing                               | 29     | 36     |    | +7     |     |
| Other                                   | 2 463  | 3 133  |    | +670   |     |
| <b>Result after overhead costs</b>      | 3 295  | 5 259  |    | +1 963 |     |
| <b>Margin after overhead costs (%)</b>  | 12%    | 17%    |    | +5 pp  |     |

**Revenues (in kUSD)**  
2022, AC and BU and ΔBU, breakdown by business line, project, client

| Structure             | BUD    | AC     | AC | ΔBU    | ΔBU | ΔBU% | ΔBU% |
|-----------------------|--------|--------|----|--------|-----|------|------|
| <b>Web &amp; App</b>  | 14 961 | 17 810 |    | +2 849 |     | +19% |      |
| DigitalHub            | 4 409  | 5 625  |    | +1 216 |     | +28% |      |
| SmartBiz              | 2 161  | 2 911  |    | +750   |     | +35% |      |
| InnovateConnect       | 2 659  | 2 770  |    | +111   |     | +4%  |      |
| CodeCraft             | 1 495  | 1 764  |    | +269   |     | +18% |      |
| TechSolutions         | 1 495  | 1 599  |    | +105   |     | +7%  |      |
| AppXcelerate          | 684    | 847    |    | +163   |     | +24% |      |
| DigitalTransform      | 727    | 794    |    | +67    |     | +9%  |      |
| Connectify            | 735    | 756    |    | +22    |     | +3%  |      |
| DataTrackr            | 378    | 515    |    | +137   |     | +36% |      |
| UXFlow                | 219    | 229    |    | +10    |     | +5%  |      |
| <b>E-commerce</b>     | 9 461  | 9 535  |    | +74    |     | +1%  |      |
| <b>Total revenues</b> | 27 442 | 31 223 |    | +3 781 |     | +14% |      |

**Expenses (in kUSD)**  
2022, AC and BU and ΔBU, breakdown by type

| Structure                            | BUD    | AC     | AC | ΔBU    | ΔBU | ΔBU% | ΔBU% |
|--------------------------------------|--------|--------|----|--------|-----|------|------|
| <b>Direct</b>                        | 15 222 | 15 950 |    | +728   |     | +5%  |      |
| <b>Personnel costs</b>               | 13 698 | 14 398 |    | +700   |     | +5%  |      |
| B2B contracts                        | 11 048 | 11 646 |    | +598   |     | +5%  |      |
| Service contracts                    | 1 574  | 1 647  |    | +73    |     | +5%  |      |
| Employment contracts                 | 1 067  | 1 097  |    | +30    |     | +3%  |      |
| Miscellaneous benefits               | 9      | 8      |    | -1     |     | -4%  |      |
| <b>Non-personnel costs</b>           | 1 524  | 1 553  |    | +29    |     | +2%  |      |
| External subcontractors              | 1 482  | 1 508  |    | +26    |     | +2%  |      |
| Representation and advertising costs | 12     | 13     |    | +1     |     | +5%  |      |
| Commissions, kickbacks               | 8      | 10     |    | +2     |     | +27% |      |
| Miscellaneous                        | 9      | 10     |    | +1     |     | +1%  |      |
| Office rent                          | 6      | 6      |    | -0     |     | -3%  |      |
| Business travels                     | 5      | 5      |    | +0     |     | +10% |      |
| Licensing and subscription services  | 1      | 1      |    | +0     |     | +13% |      |
| Food and beverage expenses           | 0      | 0      |    | -0     |     | -4%  |      |
| <b>G&amp;A</b>                       | 5 918  | 6 827  |    | +909   |     | +15% |      |
| <b>Personnel costs</b>               | 3 190  | 3 444  |    | +254   |     | +8%  |      |
| B2B contracts                        | 2 319  | 2 535  |    | +216   |     | +9%  |      |
| <b>Total expenses</b>                | 24 146 | 25 964 |    | +1 818 |     | +8%  |      |

# Conditional Formatting – Data Bars

GUSTAW DUDEK 2024

Actuals

Bottom Var

Top Var

| Business Line Name      | BUD           | AC            | Scale | ΔBUD          | ΔBUD |
|-------------------------|---------------|---------------|-------|---------------|------|
| Web and App Development | 14,961        | 17,808        |       | +2,847        |      |
| Mobile applications     | 2,434         | 3,241         |       | +807          |      |
| E-commerce Solutions    | 9,461         | 9,538         |       | +77           |      |
| <b>Total</b>            | <b>26,857</b> | <b>30,587</b> |       | <b>+3,730</b> |      |

| Project Name     | BUD           | AC            | Scale | ΔBUD          | ΔBUD |
|------------------|---------------|---------------|-------|---------------|------|
| DigitalHub       | 4,409         | 5,625         |       | +1,216        |      |
| HealthQuest      | 2,434         | 3,241         |       | +807          |      |
| SmartBiz         | 2,161         | 2,909         |       | +748          |      |
| CodeCraft        | 1,495         | 1,763         |       | +268          |      |
| AppXcelerate     | 684           | 847           |       | +163          |      |
| DataTrackr       | 378           | 515           |       | +137          |      |
| InnovateConnect  | 2,659         | 2,770         |       | +111          |      |
| PromoBoost       | 1,180         | 1,289         |       | +109          |      |
| TechSolutions    | 1,495         | 1,600         |       | +105          |      |
| DigitalTransform | 727           | 794           |       | +67           |      |
| InventoryWise    | 315           | 340           |       | +25           |      |
| Connectify       | 735           | 756           |       | +21           |      |
| StoreFront360    | 807           | 828           |       | +21           |      |
| Insightify       | 185           | 200           |       | +15           |      |
| UXFlow           | 219           | 229           |       | +10           |      |
| OmniCart         | 234           | 239           |       | +5            |      |
| CustomerXcel     | 4,636         | 4,614         |       | -22           |      |
| FulfillXpress    | 2,105         | 2,028         |       | -77           |      |
| <b>Total</b>     | <b>26,857</b> | <b>30,587</b> |       | <b>+3,730</b> |      |

| Customer                      | BUD           | AC            | Scale | ΔBUD          | ΔBUD |
|-------------------------------|---------------|---------------|-------|---------------|------|
| PowerDial Connect             | 2,550         | 3,488         |       | +938          |      |
| FantasyRealm                  | 1,066         | 1,483         |       | +417          |      |
| PlayCraft                     | 1,095         | 1,426         |       | +331          |      |
| GamePro                       | 1,001         | 1,296         |       | +295          |      |
| PixelVerse                    | 1,859         | 2,137         |       | +278          |      |
| TechnoSphere Innovations      | 702           | 973           |       | +271          |      |
| Component Connoisseurs        | 917           | 1,110         |       | +193          |      |
| PlaySphere                    | 500           | 647           |       | +147          |      |
| Dice Daredevils Co            | 414           | 555           |       | +141          |      |
| Byte Works Interactive        | 583           | 720           |       | +137          |      |
| Innovate Tech Solutions       | 378           | 515           |       | +137          |      |
| ByteFlow Technologies         | 836           | 953           |       | +117          |      |
| Code Wave Innovations         | 1,495         | 1,600         |       | +105          |      |
| DigitalGenius Labs            | 231           | 325           |       | +94           |      |
| Logic Lab Systems             | 578           | 653           |       | +75           |      |
| Rulebook Rendezvous Co        | 727           | 794           |       | +67           |      |
| Pixel Forge Interactive       | 102           | 127           |       | +25           |      |
| Gamebox Innovators            | 315           | 340           |       | +25           |      |
| Artistic Adventures Co        | 735           | 756           |       | +21           |      |
| Game Sphere Creations         | 807           | 828           |       | +21           |      |
| Dice Masters Studios          | 185           | 200           |       | +15           |      |
| CodeWave Innovations          | 1,556         | 1,570         |       | +14           |      |
| Miniature Manufactory Studios | 219           | 229           |       | +10           |      |
| Byte Craft Labs               | 234           | 239           |       | +5            |      |
| Game Artistry Alliance Co     | 344           | 336           |       | -8            |      |
| CloudSync Systems             | 379           | 364           |       | -15           |      |
| Game Genius Studios           | 2,245         | 2,215         |       | -30           |      |
| DataWorks Technologies        | 3,080         | 3,044         |       | -36           |      |
| NetLaunch Technologies        | 1,726         | 1,664         |       | -62           |      |
| <b>Total</b>                  | <b>26,857</b> | <b>30,587</b> |       | <b>+3,730</b> |      |

# Conditional Formatting – Data Bars

GUSTAW DUDEK 2024

Actuals

Bottom Var

Top Var

| Business Line Name      | BUD           | AC            | Scale  | ΔBUD          | ΔBUD   |
|-------------------------|---------------|---------------|--|---------------|--|
| E-commerce Solutions    | 9,461         | 9,538         | <div style="width: 77px; height: 10px; background-color: #556B2F;"></div>    | +77           | <div style="width: 1px; height: 10px; background-color: #008080;"></div>     |
| Mobile applications     | 2,434         | 3,241         | <div style="width: 807px; height: 10px; background-color: #556B2F;"></div>   | +807          | <div style="width: 187px; height: 10px; background-color: #008080;"></div>   |
| Web and App Development | 14,961        | 17,808        | <div style="width: 2,847px; height: 10px; background-color: #556B2F;"></div> | +2,847        | <div style="width: 3,730px; height: 10px; background-color: #008080;"></div> |
| <b>Total</b>            | <b>26,857</b> | <b>30,587</b> |  | <b>+3,730</b> |  |

| Project Name     | BUD           | AC            | Scale   | ΔBUD          | ΔBUD   |
|------------------|---------------|---------------|---|---------------|--|
| FulfillXpress    | 2,105         | 2,028         | <div style="width: 77px; height: 10px; background-color: #556B2F;"></div> | -77           | <div style="width: 1px; height: 10px; background-color: #DC143C;"></div> |
| CustomerXcel     | 4,636         | 4,614         | <div style="width: 22px; height: 10px; background-color: #556B2F;"></div> | -22           |  |
| OmniCart         | 234           | 239           |   | +5            |  |
| UXFlow           | 219           | 229           |   | +10           |  |
| Insightify       | 185           | 200           |   | +15           |  |
| StoreFront360    | 807           | 828           |   | +21           |  |
| Connectify       | 735           | 756           |   | +21           |  |
| InventoryWise    | 315           | 340           |   | +25           |  |
| DigitalTransform | 727           | 794           |   | +67           |  |
| TechSolutions    | 1,495         | 1,600         |   | +105          |  |
| PromoBoost       | 1,180         | 1,289         |   | +109          |  |
| InnovateConnect  | 2,659         | 2,770         |   | +111          |  |
| DataTrackr       | 378           | 515           |   | +137          |  |
| AppXcelerate     | 684           | 847           |   | +163          |  |
| CodeCraft        | 1,495         | 1,763         |   | +268          |  |
| SmartBiz         | 2,161         | 2,909         |   | +748          |  |
| HealthQuest      | 2,434         | 3,241         |   | +807          |  |
| DigitalHub       | 4,409         | 5,625         |   | +1,216        |  |
| <b>Total</b>     | <b>26,857</b> | <b>30,587</b> |   | <b>+3,730</b> |  |

| Customer                      | BUD           | AC            | Scale  | ΔBUD          | ΔBUD   |
|-------------------------------|---------------|---------------|--|---------------|--|
| NetLaunch Technologies        | 1,726         | 1,664         | <div style="width: 62px; height: 10px; background-color: #556B2F;"></div>  | -62           | <div style="width: 1px; height: 10px; background-color: #DC143C;"></div> |
| DataWorks Technologies        | 3,080         | 3,044         | <div style="width: 36px; height: 10px; background-color: #556B2F;"></div>  | -36           |  |
| Game Genius Studios           | 2,245         | 2,215         | <div style="width: 30px; height: 10px; background-color: #556B2F;"></div>  | -30           |  |
| CloudSync Systems             | 379           | 364           | <div style="width: 15px; height: 10px; background-color: #556B2F;"></div>  | -15           |  |
| Game Artistry Alliance Co     | 344           | 336           |  | -8            |  |
| Byte Craft Labs               | 234           | 239           |  | +5            |  |
| Miniature Manufactory Studios | 219           | 229           |  | +10           |  |
| CodeWave Innovations          | 1,556         | 1,570         | <div style="width: 14px; height: 10px; background-color: #556B2F;"></div>  | +14           |  |
| Dice Masters Studios          | 185           | 200           | <div style="width: 15px; height: 10px; background-color: #556B2F;"></div>  | +15           |  |
| Game Sphere Creations         | 807           | 828           | <div style="width: 21px; height: 10px; background-color: #556B2F;"></div>  | +21           |  |
| Artistic Adventures Co        | 735           | 756           | <div style="width: 21px; height: 10px; background-color: #556B2F;"></div>  | +21           |  |
| Gamebox Innovators            | 315           | 340           | <div style="width: 25px; height: 10px; background-color: #556B2F;"></div>  | +25           |  |
| Pixel Forge Interactive       | 102           | 127           |  | +25           |  |
| Rulebook Rendezvous Co        | 727           | 794           | <div style="width: 67px; height: 10px; background-color: #556B2F;"></div>  | +67           |  |
| Logic Lab Systems             | 578           | 653           | <div style="width: 75px; height: 10px; background-color: #556B2F;"></div>  | +75           |  |
| DigitalGenius Labs            | 231           | 325           | <div style="width: 94px; height: 10px; background-color: #556B2F;"></div>  | +94           |  |
| Code Wave Innovations         | 1,495         | 1,600         | <div style="width: 105px; height: 10px; background-color: #556B2F;"></div> | +105          |  |
| ByteFlow Technologies         | 836           | 953           | <div style="width: 117px; height: 10px; background-color: #556B2F;"></div> | +117          |  |
| Innovate Tech Solutions       | 378           | 515           | <div style="width: 137px; height: 10px; background-color: #556B2F;"></div> | +137          |  |
| Byte Works Interactive        | 583           | 720           | <div style="width: 137px; height: 10px; background-color: #556B2F;"></div> | +137          |  |
| Dice Daredevils Co            | 414           | 555           | <div style="width: 141px; height: 10px; background-color: #556B2F;"></div> | +141          |  |
| PlaySphere                    | 500           | 647           | <div style="width: 147px; height: 10px; background-color: #556B2F;"></div> | +147          |  |
| Component Connoisseurs        | 917           | 1,110         | <div style="width: 193px; height: 10px; background-color: #556B2F;"></div> | +193          |  |
| TechnoSphere Innovations      | 702           | 973           | <div style="width: 271px; height: 10px; background-color: #556B2F;"></div> | +271          |  |
| PixelVerse                    | 1,859         | 2,137         | <div style="width: 278px; height: 10px; background-color: #556B2F;"></div> | +278          |  |
| GamePro                       | 1,001         | 1,296         | <div style="width: 295px; height: 10px; background-color: #556B2F;"></div> | +295          |  |
| PlayCraft                     | 1,095         | 1,426         | <div style="width: 331px; height: 10px; background-color: #556B2F;"></div> | +331          |  |
| FantasyRealm                  | 1,066         | 1,483         | <div style="width: 417px; height: 10px; background-color: #556B2F;"></div> | +417          |  |
| PowerDial Connect             | 2,550         | 3,488         | <div style="width: 938px; height: 10px; background-color: #556B2F;"></div> | +938          |  |
| <b>Total</b>                  | <b>26,857</b> | <b>30,587</b> |  | <b>+3,730</b> |  |

# Conditional Formatting – Data Bars

GUSTAW DUDEK 2024

| Sample Title             |                |                 |            |           |
|--------------------------|----------------|-----------------|------------|-----------|
| Sample Subtitle          |                |                 |            |           |
| Customer Name            | Revenue Budget | Revenue Actuals | % of Total | Rev Scale |
| PowerDial Connect        | 2,550          | 3,488           | 11%        |           |
| DataWorks Technologies   | 3,080          | 3,044           | 10%        |           |
| Game Genius Studios      | 2,245          | 2,215           | 7%         |           |
| PixelVerse               | 1,859          | 2,137           | 7%         |           |
| NetLaunch Technologies   | 1,726          | 1,664           | 5%         |           |
| Code Wave Innovations    | 1,495          | 1,600           | 5%         |           |
| CodeWave Innovations     | 1,556          | 1,570           | 5%         |           |
| FantasyRealm             | 1,066          | 1,483           | 5%         |           |
| PlayCraft                | 1,095          | 1,426           | 5%         |           |
| GamePro                  | 1,001          | 1,296           | 4%         |           |
| Component Connoisseurs   | 917            | 1,110           | 4%         |           |
| TechnoSphere Innovations | 702            | 973             | 3%         |           |
| ByteFlow Technologies    | 836            | 953             | 3%         |           |
| Game Sphere Creations    | 807            | 828             | 3%         |           |
| Rulebook Rendezvous Co   | 727            | 794             | 3%         |           |
| Artistic Adventures Co   | 735            | 756             | 2%         |           |
| Byte Works Interactive   | 583            | 720             | 2%         |           |
| Logic Lab Systems        | 578            | 653             | 2%         |           |
| PlaySphere               | 500            | 647             | 2%         |           |
| Dice Daredevils Co       | 414            | 555             | 2%         |           |
| Innovate Tech Solutions  | 378            | 515             | 2%         |           |
| CloudSync Systems        | 379            | 364             | 1%         |           |
| Gamebox Innovators       | 315            | 340             | 1%         |           |
| Total                    | 26,857         | 30,587          | 100%       |           |

| Sample Title             |                |                 |            |           |
|--------------------------|----------------|-----------------|------------|-----------|
| Sample Subtitle          |                |                 |            |           |
| Customer Name            | Revenue Budget | Revenue Actuals | % of Total | Rev Scale |
| PowerDial Connect        | 2,550          | 3,488           | 11%        |           |
| DataWorks Technologies   | 3,080          | 3,044           | 10%        |           |
| Game Genius Studios      | 2,245          | 2,215           | 7%         |           |
| PixelVerse               | 1,859          | 2,137           | 7%         |           |
| NetLaunch Technologies   | 1,726          | 1,664           | 5%         |           |
| Code Wave Innovations    | 1,495          | 1,600           | 5%         |           |
| CodeWave Innovations     | 1,556          | 1,570           | 5%         |           |
| FantasyRealm             | 1,066          | 1,483           | 5%         |           |
| PlayCraft                | 1,095          | 1,426           | 5%         |           |
| GamePro                  | 1,001          | 1,296           | 4%         |           |
| Component Connoisseurs   | 917            | 1,110           | 4%         |           |
| TechnoSphere Innovations | 702            | 973             | 3%         |           |
| ByteFlow Technologies    | 836            | 953             | 3%         |           |
| Game Sphere Creations    | 807            | 828             | 3%         |           |
| Rulebook Rendezvous Co   | 727            | 794             | 3%         |           |
| Artistic Adventures Co   | 735            | 756             | 2%         |           |
| Byte Works Interactive   | 583            | 720             | 2%         |           |
| Logic Lab Systems        | 578            | 653             | 2%         |           |
| PlaySphere               | 500            | 647             | 2%         |           |
| Dice Daredevils Co       | 414            | 555             | 2%         |           |
| Innovate Tech Solutions  | 378            | 515             | 2%         |           |
| CloudSync Systems        | 379            | 364             | 1%         |           |
| Gamebox Innovators       | 315            | 340             | 1%         |           |
| Total                    | 26,857         | 30,587          | 100%       |           |

# Conditional Formatting – Data Bars

GUSTAW DUDEK 2024

The screenshot illustrates the configuration of data bars for a column named "Var." in a Power BI data view. The "Cell elements" pane on the left shows the "Data bars" setting is turned on. The preview in the center shows the "Var." column with data values ranging from -0.74 to +5.47, where positive values are represented by red bars and negative values by teal bars. The "Values" pane on the right lists the columns being compared: "BUD", "ACT", and two "Var." columns, with the second "Var." column currently selected. A green arrow points from the "Var." column in the preview to the "Var." column in the "Values" pane, indicating the specific column being formatted.

| Var.  | Var. |
|-------|------|
| -0.74 |      |
| +5.47 |      |
| -3.55 |      |
| -0.83 |      |
| -2.01 |      |
| +0.21 |      |
| +0.20 |      |
| -0.41 |      |
| -0.41 |      |
| -0.35 |      |
| -0.15 |      |

Cell elements

Apply settings to

Series: No.

Background color: Off

Font color: Off

Data bars: On

Icons: Off

Web URL: Off

Columns

Add data fields here

Values

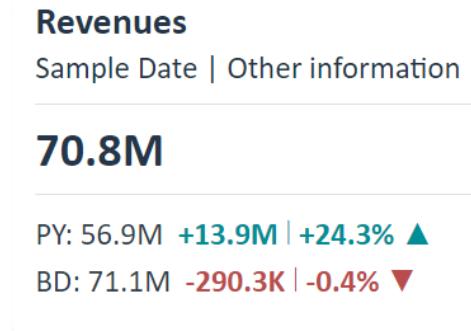
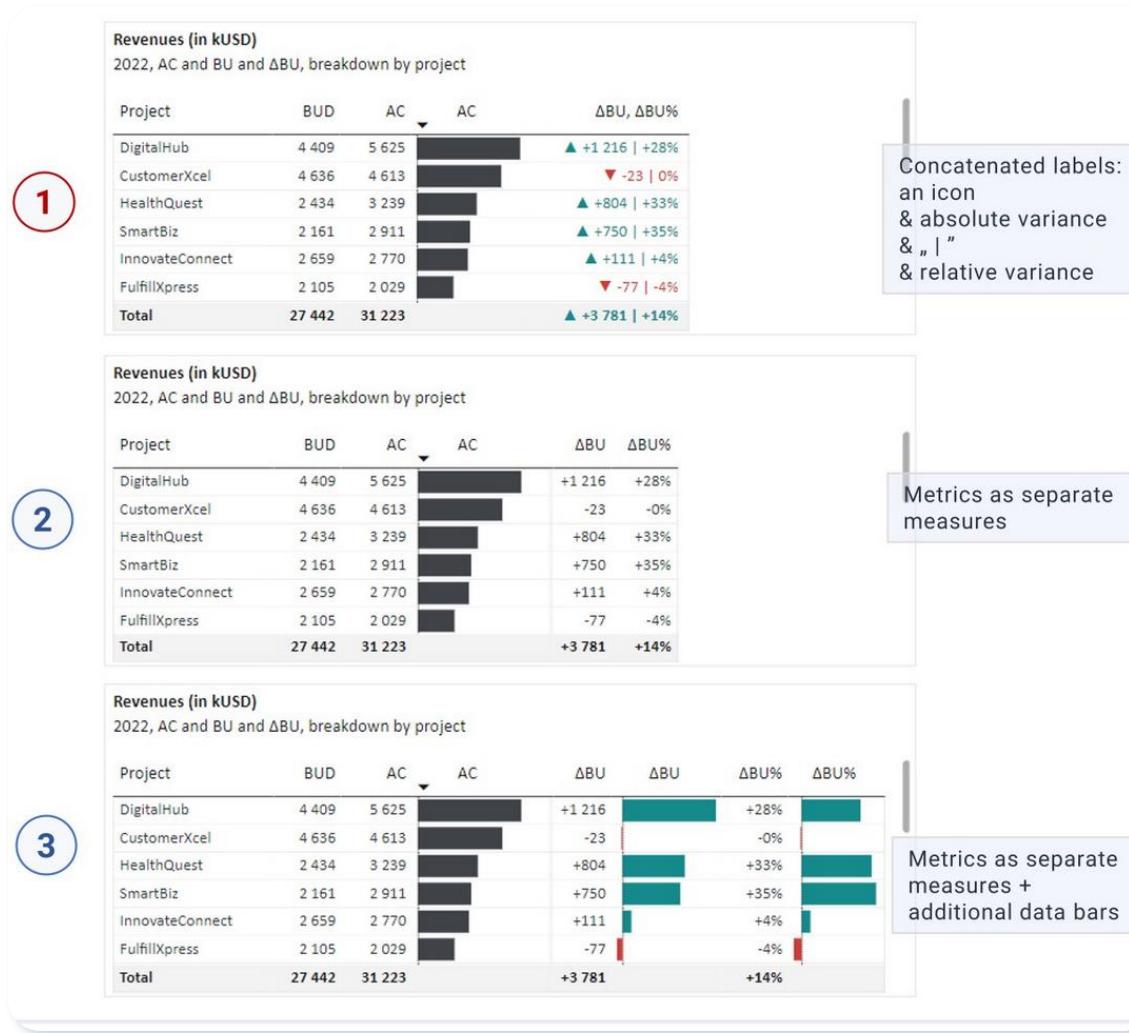
BUD

ACT

Var.

Var.

Format: \$%



PY

BUD

Abs.

Rel.

## Revenues, Performance by Business Unit and Segment

| Business Line | BUD      | AC       | ΔBUD    | ΔBUD  | ΔBUD % | ΔBUD %  |
|---------------|----------|----------|---------|---|--------|---|
| BU 1          | 526.70   | 573.82   | +47.13  |   | 9%     |   |
| Segment 6     | 311.27   | 326.89   | +15.63  |    | 5%     |    |
| Segment 8     | 121.00   | 138.75   | +17.75  |    | 15%    |    |
| Segment 9     | 94.43    | 108.18   | +13.76  |    | 15%    |    |
| BU 3          | 417.02   | 500.12   | +83.10  |   | 20%    |   |
| Segment 7     | 417.02   | 500.12   | +83.10  |    | 20%    |    |
| BU 2          | 270.88   | 247.06   | -23.82  |   | -9%    |   |
| Segment 2     | 173.28   | 164.78   | -8.50   |   | -5%    |   |
| Segment 5     | 45.93    | 37.46    | -8.47   |  | -18%   |  |
| Segment 4     | 26.01    | 27.99    | +1.98   |  | 8%     |  |
| Segment 1     | 14.82    | 8.80     | -6.02   |  | -41%   |  |
| Segment 10    | 10.84    | 8.02     | -2.82   |  | -26%   |  |
| Total         | 1,214.60 | 1,321.00 | +106.40 |   | 9%     |   |

## Types of interactions

- Cross-filtering / Cross-highlighting / None (turned off) / Filtering through use of disconnected tables

**Filters**

Customer Selection

Slicer Mode
  Filter
  Highlight
  Exclude

Customers - to be filtered

Select all
   
Abq Maids
   
Acs
   
Advanced Environmental Systems
   
America's Number 1 Remodelers
   
American Telephone Communications
   
Applied Telephone Technology Inc
   
Birchwood Snow & Landscape
   
Bobcat Of Metro Dade
   
Burstone Associates Inc
   
Carrano Air Contracting Inc
   
Clan Of The I-Man Productions
   
Clean Air Supply
   
Cleaver Company
   
Crown Chemicals Inc
   
Cryoflex
   
Demaree Services Llc
   
Dynamic Piping Corp
   
Falls Cabinet & Millwork Inc
   
Granite State Pressure Washing
   
Harrelson Family
   
Herlihy Electric Inc
   
Holland Associates
   
Homark tile co. Inc

**Revenues: Performance Overview - Realization, YoY Variance**  
Jan'22-Dec'22 | in kUSD | Breakdown by Customer

Date: 2022 | Business line: All | Scenario: PY (previous year) | Data bar scale type: Independent | Data bar visibility: Show for all categories

| Business / Customer               | PY           | AC           | %GT         | ΔPY         | ΔPY % |
|-----------------------------------|--------------|--------------|-------------|-------------|-------|
| Birchwood Snow & Landscape        | 832          | 1,026        | 44%         | +194        | +23%  |
| Applied Telephone Technology Inc  | 357          | 446          | 19%         | +89         | +25%  |
| America's Number 1 Remodelers     | 273          | 352          | 15%         | +79         | +29%  |
| American Telephone Communications | 198          | 286          | 12%         | +88         | +44%  |
| Advanced Environmental Systems    | 229          | 198          | 9%          | -32         | -14%  |
| <b>Total: 5 customers</b>         | <b>1,890</b> | <b>2,308</b> | <b>100%</b> | <b>+418</b> |       |

```

1 001. Selected contractor filter =
2
3 VAR __SelContractor = VALUES( '002: Calc. Table: contractors'[Contractors] )
4
5 VAR __SelContractorSlicer = SELECTEDVALUE( '002: Calc. Table: contractors'[Contractors] )
6
7 VAR __Result =
8 SWITCH(
9   TRUE(),
10   AND(
11     ISFILTERED( '002: Calc. Table: contractors'[Contractors] ),
12     SELECTEDVALUE( '002: Dim: Contractors'[Client name v2] ) IN __SelContractor
13   ),
14   1,
15   0
16 )
17
18 RETURN
19 __Result

```

**Cell elements**

Apply settings to  
Series  
No.

Background color  Off

Font color  Off

Data bars  Off

Icons  Off

Web URL  Off

**Columns**

Apply settings to  
Categories  
All

**Color**

Color

**Color - Categories**

Format style  
Rules

What field should we base this on?  
\_CF Placeholder v1

Rules

If value   Text then

- contains
- starts with
- does not contain
- does not start with
- is
- is not
- is empty
- is blank
- is not empty
- [Learn more](#) [Conditional formatting](#)
- [is not blank](#)

The screenshot shows the Conditional Formatting dialog in Microsoft Excel, specifically the 'Color - Categories' rules editor. The dialog is divided into several sections:

- Cell elements:** A sidebar on the left with sections for 'Apply settings to' (Series: No.), 'Background color' (Off, with a color swatch and fx button), 'Font color' (Off, with a color swatch and fx button), 'Data bars' (Off, with a color swatch and fx button), 'Icons' (Off, with a color swatch and fx button), and 'Web URL' (Off, with a color swatch and fx button).
- Columns:** A section at the top right for applying settings to 'Categories' (All). It includes a 'Color' section with a color swatch, fx button, and a diamond icon.
- Color - Categories:** The main editor window with the following fields:
  - Format style:** A dropdown menu set to 'Rules'.
  - What field should we base this on?**: A dropdown menu set to '\_Bud Variance'.
  - Rules:** A list of two rules:
    - If value**:  $\geq$  Min (Number) and  $<$  0 (Number) then (Color swatch)
    - If value**:  $\geq$  0 (Number) and  $<$  Max (Number) then (Color swatch)
  - Buttons:** 'Reverse color order' (up and down arrows), 'New rule' (plus sign), and 'X' (close button).

**Cell elements**

Apply settings to  
Series  
No.

Background color  Off

Font color  Off

Data bars  Off

Icons  Off

Web URL  Off

**Columns**

Apply settings to  
Categories  
All

**Color**

Color

## Color - Categories

Format style  
Field value

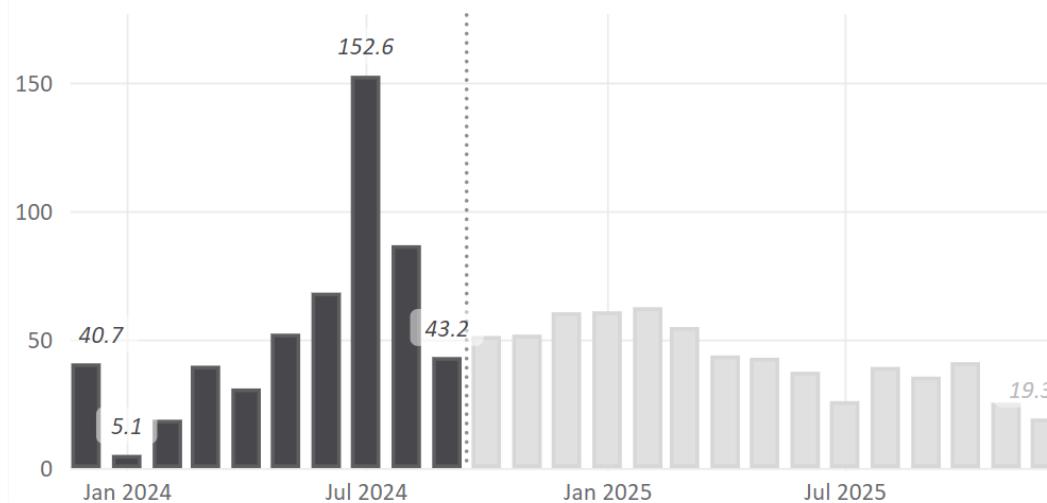
What field should we base this on?  
\_CF Placeholder v1

Calculation Type ▼

In Period ▼

## Revenues by date

In Period | mUSD

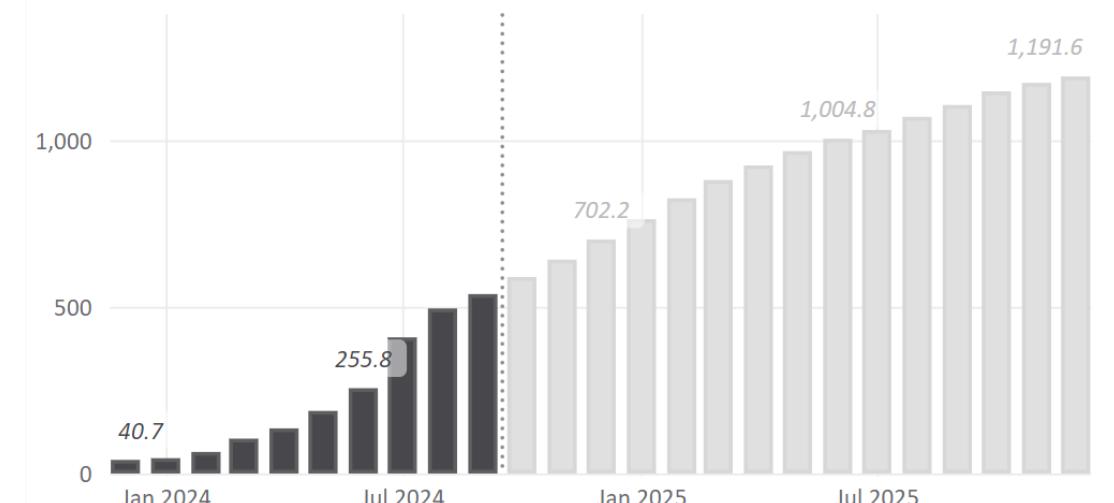


Calculation Type ▼

Cumulative ▼

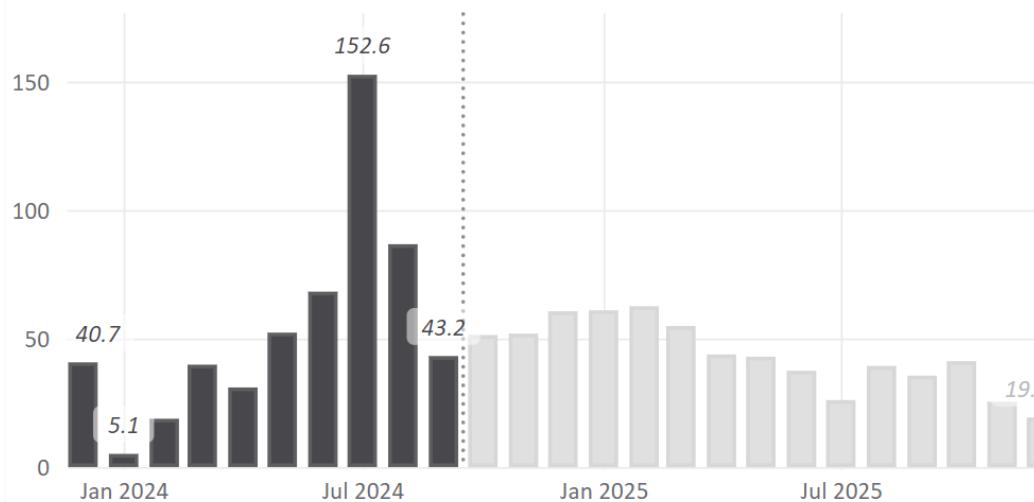
## Revenues by date

Cumulative | mUSD



Calculation Type ▼  
In Period ▼

Revenues by date  
In Period | mUSD



Apply settings to  
Categories ▼  
All ▼

Color ▼

Color fx undo

Transparency ▼  
0 % ^

## Color - Categories

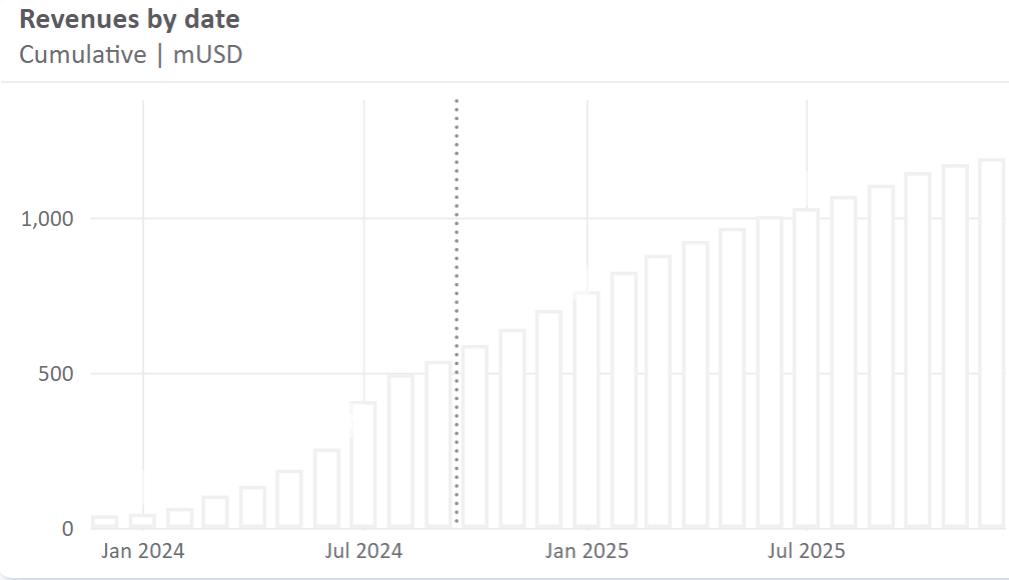
Format style

Field value ▼

What field should we base this on?

\_CF Placeholder v1 ▼

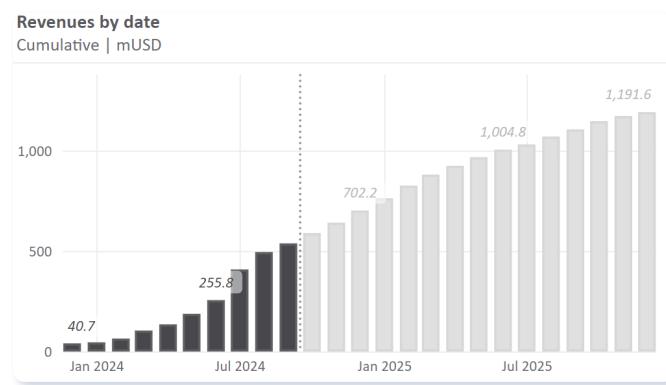
1 \_CF Placeholder v1 = "#ffffff"  
2

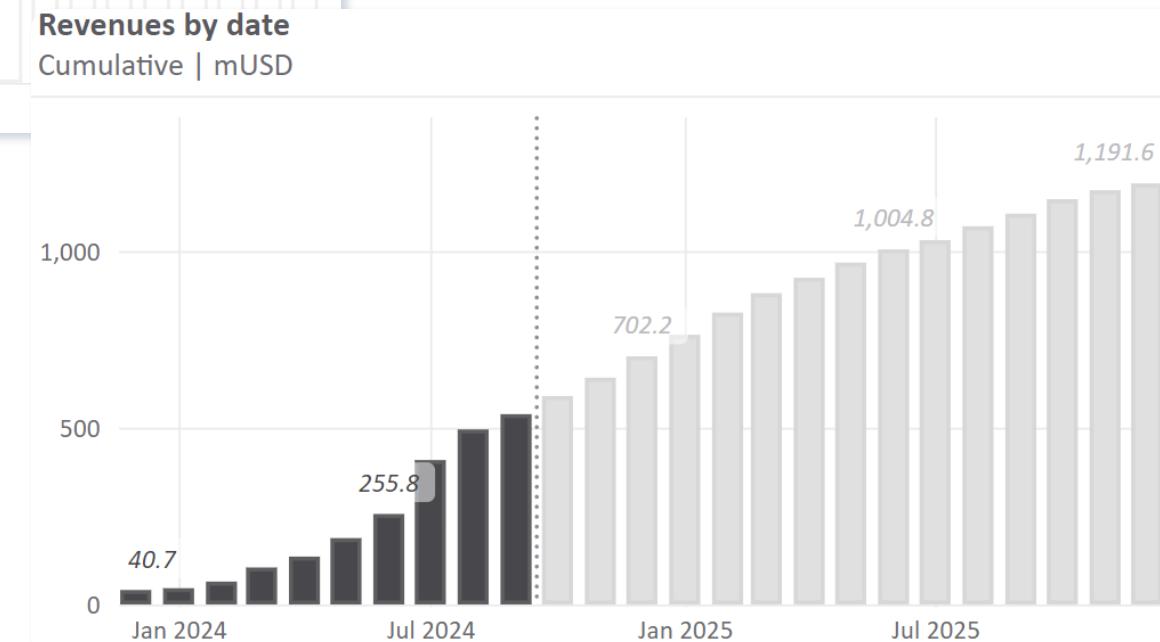
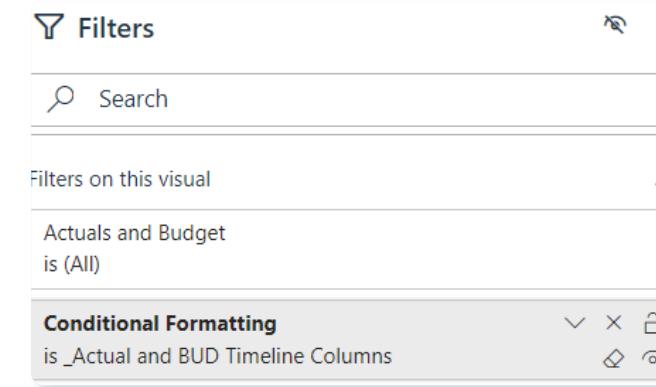
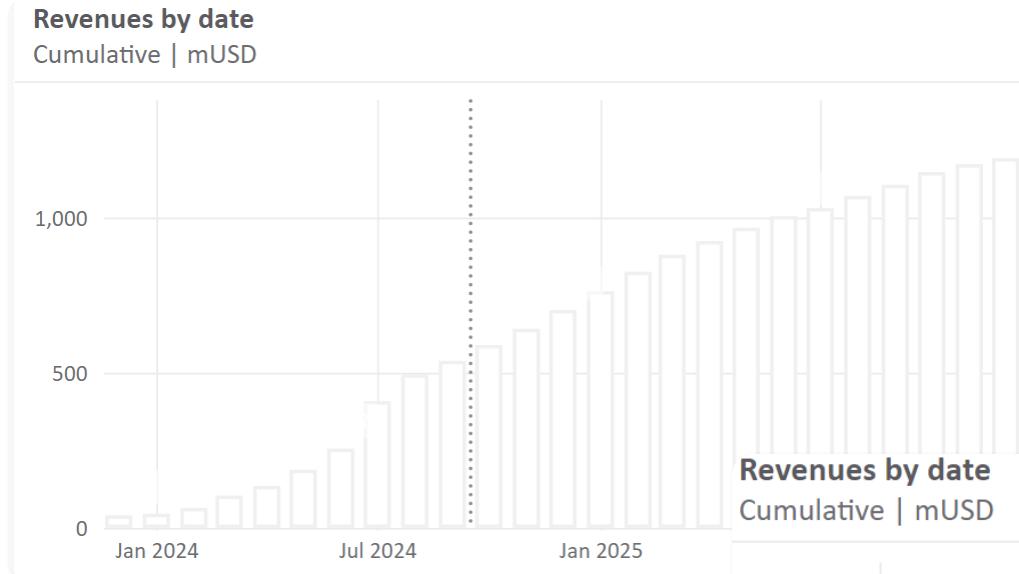


✓ \_CG Conditional Formatting  
 Conditional Formatting  
 ✓ Calculation items (7)  
 \_Actual and BUD Timeline Columns

```

1  _Actual and BUD Timeline Columns =
2
3  VAR __Max_Data = [_Border Date | Main]
4
5  VAR __Data = MAX ( DIM_BI_Presentation_Date[Start of Month] )
6
7
8  VAR __Result =
9    SWITCH (
10      TRUE(),
11      ISSELECTEDMEASURE ([_CF Placeholder v1]),
12      SWITCH (
13        TRUE(),
14        __Data > __Max_Data,
15        "#E0E0E0",
16        "#48474B"
17      ),
18      ISSELECTEDMEASURE ([_CF Placeholder v1.2]),
19      SWITCH (
20        TRUE(),
21        __Data > __Max_Data,
22        "#BCBBBF",
23        "#48474B"
24      ),
25      ),
26      SELECTEDMEASURE()
27
28  )
29
30 RETURN __Result
  
```

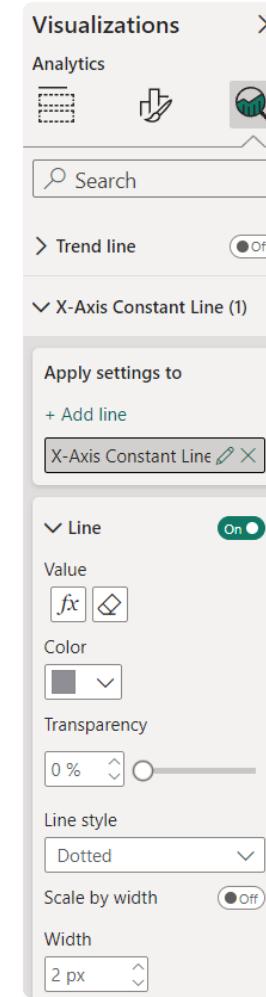
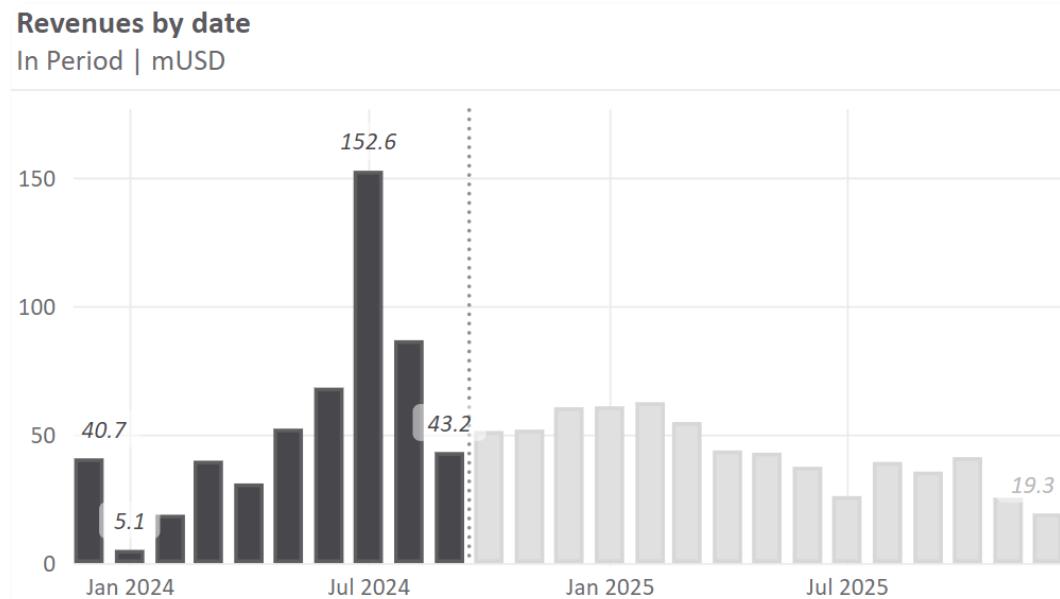




```

1 _Border Date - Centered =
2
3 MAX ( DIM_Bi_Date_Fragmentator[Start of Month] ) + 15
4

```

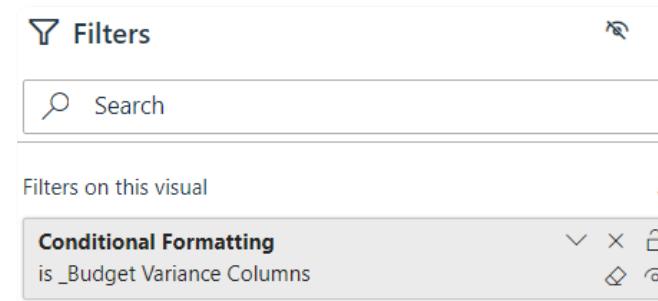
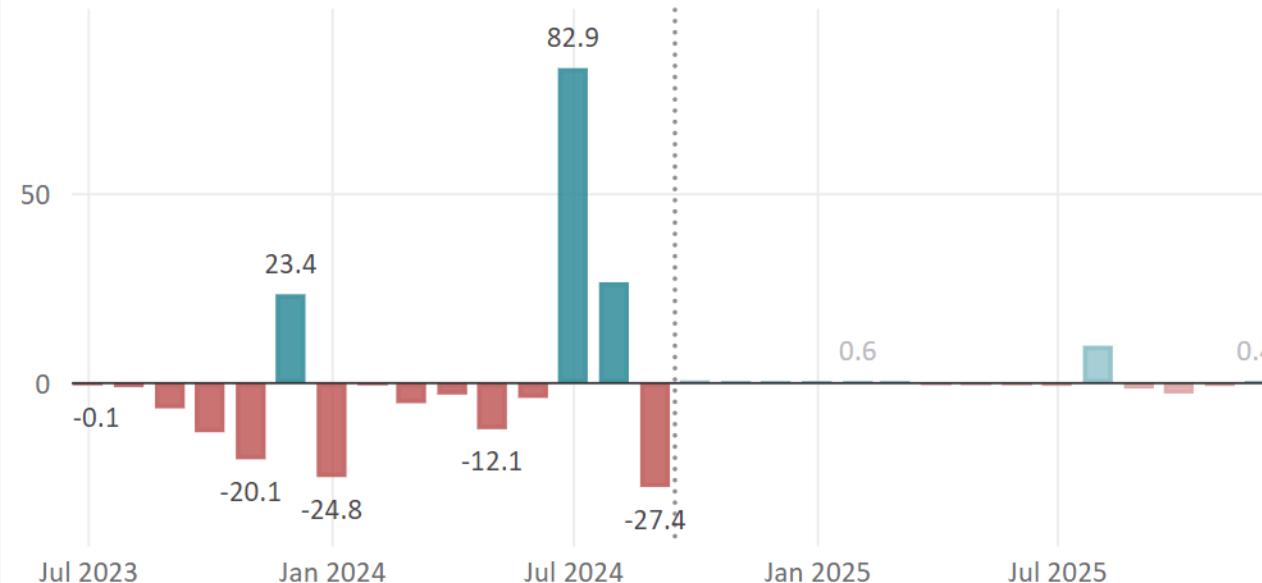


# Timeline Chart – Conditional Formatting – Calc.G.

GUSTAW DUDEK 2024

## Budget Variance

In Period | mUSD



```

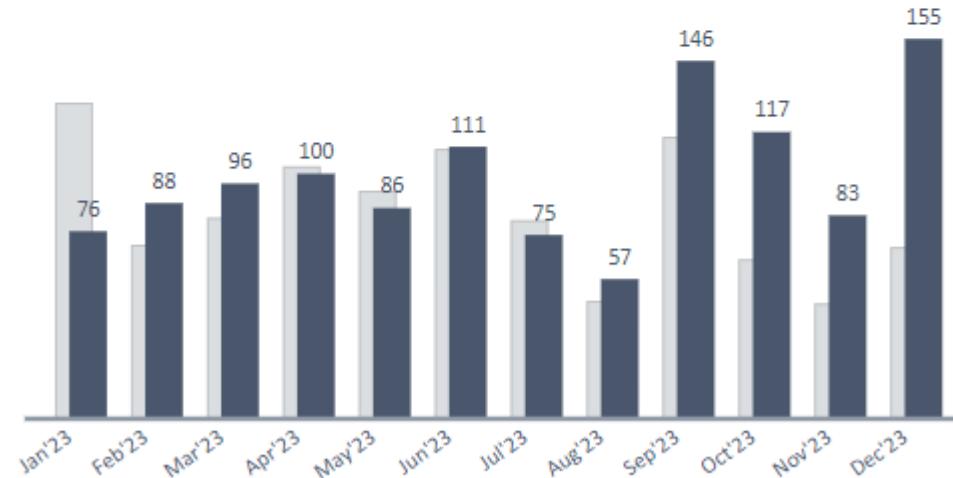
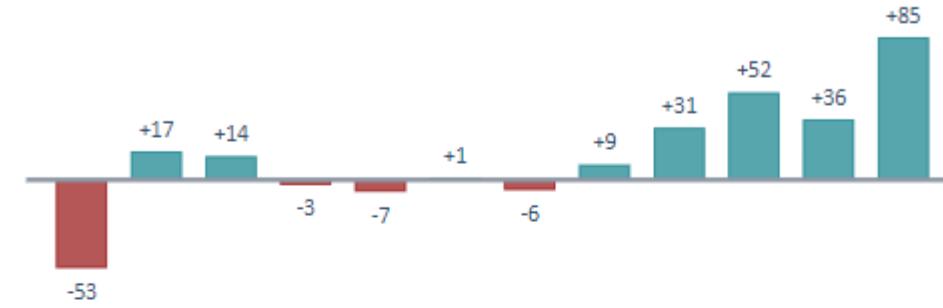
1  _Budget Variance Columns =
2
3  VAR __Max_Date = [_Border Date | Main]
4  VAR __Date = MAX ( DIM_BI_Presentation_Date[Start of Month] )
5  VAR __Value = [_Bud Variance]

6
7
8  VAR __Result =
9  SWITCH (
10    TRUE(),
11    ISSELECTEDMEASURE ([_CF Placeholder v1]),
12    SWITCH (
13      TRUE(),
14      __Date > __Max_Date,
15      SWITCH (
16        TRUE(),
17        __Value >=0,
18        "#308C9A80",
19        "#C05B5B80"
20      ),
21      SWITCH (
22        TRUE(),
23        __Value >=0,
24        "#308C9A",
25        "#C05B5B"
26      )
27    ),
28    ISSELECTEDMEASURE ([_CF Placeholder v1.2]),
29    SWITCH (
30      TRUE(),
31      __Date > __Max_Date,
32      "#BCBBBF",
33      "#48474B"
34    ),
35    SELECTEDMEASURE()
36  )
37 )
38
39 RETURN __Result

```

## Quantity, performance by period

In pcs | 2023 | Plan adj. vs Budget



● Comparative ● Modeled

## Gross Profit

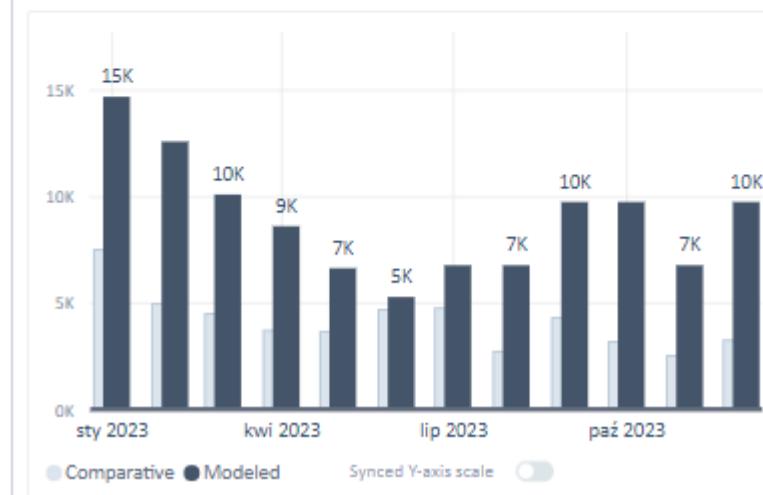
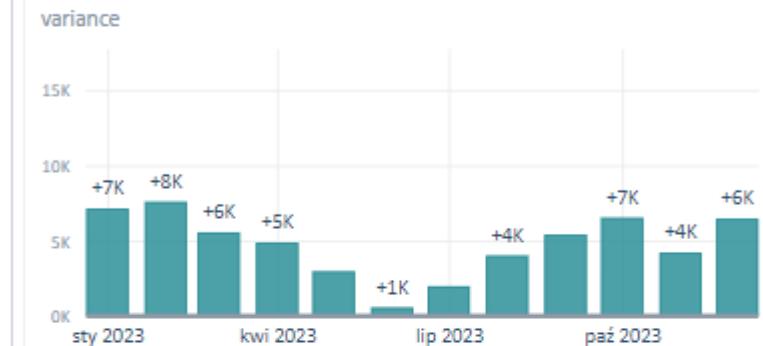
in USD | 2023

107,2K

27.3% GM

+114.5% +57,2K ▲

vs Budget: 50,0K



**Cell elements**

Apply settings to  
Series  
No.

Background color  Off

Font color  Off

Data bars  Off

Icons  Off

Web URL  Off

**Columns**

Apply settings to  
Categories  
All

**Color**

Color

## Color - Categories

Format style  
Field value

What field should we base this on?  
\_CF Placeholder v1

**Revenues**  
Sample Date | Other information

**70.8M**

PY: 56.9M **+13.9M** | **+24.3%** **▲**  
BD: 71.1M **-290.3K** | **-0.4%** **▼**

**Gross Profit**  
Sample Date | Other information

**18.9M**

PY: 16.3M **+2.5M** | **+15.6%** **▲**  
BD: 16.6M **+2.3M** | **+14.0%** **▲**

**Gross Margin**  
Sample Date | Other information

**26.7%**

PY: 28.7% **-2.0pp** **▼**  
BD: 23.3% **+3.4pp** **▲**

**Direct Costs**  
Sample Date | Other information

**51.9M**

PY: 40.6M **+11.3M** | **+27.9%** **▲**  
BD: 54.5M **-2.6M** | **-4.8%** **▼**

**Revenues**  
Sample Date | Other information

AC: **70.8M**

PY: 56.9M **+13.9M** | **+24.3%** **▲**  
BD: 71.1M **-290.3K** | **-0.4%** **▼**

**Gross Margin**  
Sample Date | Other information

AC: **26.7%**

PY: 28.7% **-2.0pp** **▼**  
BD: 23.3% **+3.4pp** **▲**

**Revenues**

|              |  |
|--------------|--|
| <b>70.8M</b> | PY: 56.9M <b>+13.9M</b>   <b>+24.3%</b> <b>▲</b> |
|              | BD: 71.1M <b>-290.3K</b>   <b>-0.4%</b> <b>▼</b> |

**Direct Costs**

|              |  |
|--------------|--|
| <b>51.9M</b> | PY: 40.6M <b>+11.3M</b>   <b>+27.9%</b> <b>▲</b> |
|              | BD: 54.5M <b>-2.6M</b>   <b>-4.8%</b> <b>▼</b>   |

**Gross Profit**

|              |   |
|--------------|---|
| <b>18.9M</b> | PY: 16.3M <b>+2.5M</b>   <b>+15.6%</b> <b>▲</b> |
|              | BD: 16.6M <b>+2.3M</b>   <b>+14.0%</b> <b>▲</b> |

**Gross Margin**

|              |                                  |
|--------------|----------------------------------|
| <b>26.7%</b> | PY: 28.7% <b>-2.0pp</b> <b>▼</b> |
|              | BD: 23.3% <b>+3.4pp</b> <b>▲</b> |

**Revenues**

**70.8M**

PY: 56.9M **+13.9M** | **+24.3%** **▲**  
BD: 71.1M **-290.3K** | **-0.4%** **▼**

**Gross Profit**

**18.9M**

PY: 16.3M **+2.5M** | **+15.6%** **▲**  
BD: 16.6M **+2.3M** | **+14.0%** **▲**

**Gross Margin**  
Sample Date | Other information

|                  |                        |                        |
|------------------|------------------------|------------------------|
| AC: <b>26.7%</b> | PY: 28.7%              | BD: 23.3%              |
|                  | <b>-2.0pp</b> <b>▼</b> | <b>+3.4pp</b> <b>▲</b> |

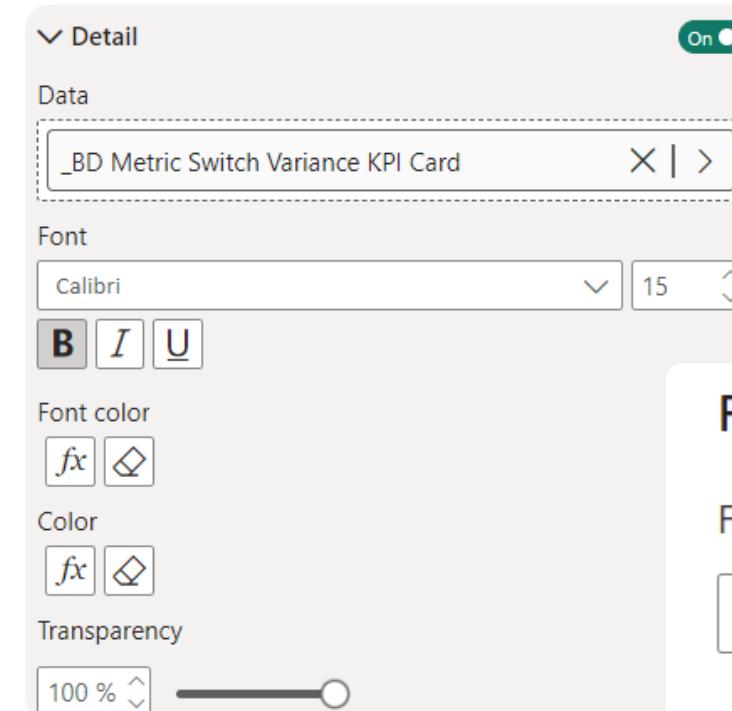
## Revenues

Sample Date | Other information

**70.8M**

PY: 56.9M **+13.9M** | **+24.3%** ▲

BD: 71.1M **-290.3K** | **-0.4%** ▼



### Font color - Select label

Format style

Field value

What field should we base this on?

\_BD Metric Switch Variance KPI Card CF

## Revenues

Sample Date | Other information

**70.8M**

PY: 56.9M **+13.9M** | **+24.3%** ▲

BD: 71.1M **-290.3K** | **-0.4%** ▼

```
1  _BD Metric Switch Variance KPI Card CF = // does not include expense category reverse sign
2
3 // Fetch the absolute variance and color values for different scenarios
4 VAR __Metric_abs =      [_BD Metric Switch abs Var]
5 VAR __Color_Positive = [_Positive Variance color]
6 VAR __Color_Negative = [_Negative Variance color]
7 VAR __Color_Neutral =   [_Neutral Variance color]
8
9 // Main result calculation to determine the color based on variance
10 VAR __Result =
11   SWITCH (
12     TRUE(),
13
14     // Positive variance: Use the positive color
15     __Metric_abs > 0, __Color_Positive,
16
17     // Negative variance: Use the negative color
18     __Metric_abs < 0, __Color_Negative,
19
20     // Neutral variance (exactly zero): Use the neutral color
21     __Metric_abs = 0, __Color_Neutral
22   )
23
24 RETURN __Result
25
```

## Revenues

Sample Date | Other information

**70.8M**

PY: 56.9M **+13.9M** | **+24.3%** ▲

BD: 71.1M **-290.3K** | **-0.4%** ▼

## Direct Costs

Sample Date | Other information

**51.9M**

PY: 40.6M **+11.3M** | **+27.9%** ▲

BD: 54.5M **-2.6M** | **-4.8%** ▼

## Direct Costs

Sample Date | Other information

**51.9M**

PY: 40.6M **+11.3M** | **+27.9%** ▲

BD: 54.5M **-2.6M** | **-4.8%** ▼

```
1  _BD Metric Switch Variance KPI Card CF Proper =
2
3  // Fetch the absolute variance and color values for different scenarios
4  VAR __Metric_abs = [_BD Metric Switch abs Var]
5  VAR __Color_Positive = [_Positive Variance color]
6  VAR __Color_Negative = [_Negative Variance color]
7  VAR __Color_Neutral = [_Neutral Variance color]
8
9  // Check if the metric is a cost item based on the 'Type' column in the metric table
10 VAR __Is_Cost = SELECTEDVALUE( 'Switch Display Metric'[Type] ) = "Negative"
11
12 // Main result calculation to determine the color based on variance
13 VAR __Result =
14   SWITCH (
15     TRUE(),
16
17     // If the item is a cost item, reverse the logic (positive variance is bad, negative is good)
18     __Is_Cost && __Metric_abs > 0, __Color_Negative,
19     __Is_Cost && __Metric_abs < 0, __Color_Positive,
20
21     // For non-cost items, use the standard logic (positive variance is good, negative is bad)
22     NOT(__Is_Cost) && __Metric_abs > 0, __Color_Positive,
23     NOT(__Is_Cost) && __Metric_abs < 0, __Color_Negative,
24
25     // Neutral variance (exactly zero): Use the neutral color
26     __Metric_abs = 0, __Color_Neutral
27   )
28
29 RETURN __Result
30
```

## Revenues

Sample Date | Other information

| Service  | Transport   | Warehousing   |
|--|---|---|
| <b>30.3M</b>   | <b>30.2M</b>  | <b>10.2M</b>  |
| PY: 24.1M <b>+6.2M</b> <b>+25.7%</b><br>BD: 30.4M <b>-96.8K</b> <b>-0.3%</b> | PY: 25.1M <b>+5.1M</b> <b>+20.5%</b><br>BD: 30.9M <b>-645.9K</b> <b>-2.1%</b> | PY: 7.7M <b>+2.5M</b> <b>+32.6%</b><br>BD: 9.8M <b>+452.4K</b> <b>+4.6%</b> |

## Revenues

Sample Date | Other information

|             |              |                                      |
|-------------|--------------|--------------------------------------|
| Service     | <b>30.3M</b> | PY: 24.1M <b>+6.2M</b> <b>+25.7%</b> |
| Transport   | <b>30.2M</b> | PY: 25.1M <b>+5.1M</b> <b>+20.5%</b> |
| Warehousing | <b>10.2M</b> | PY: 7.7M <b>+2.5M</b> <b>+32.6%</b>  |

## Revenues

Sample Date

### Service

**30.3M**

PY: 24.1M **+6.2M** **+25.7%**  
BD: 30.4M **-96.8K** **-0.3%**

### Transport

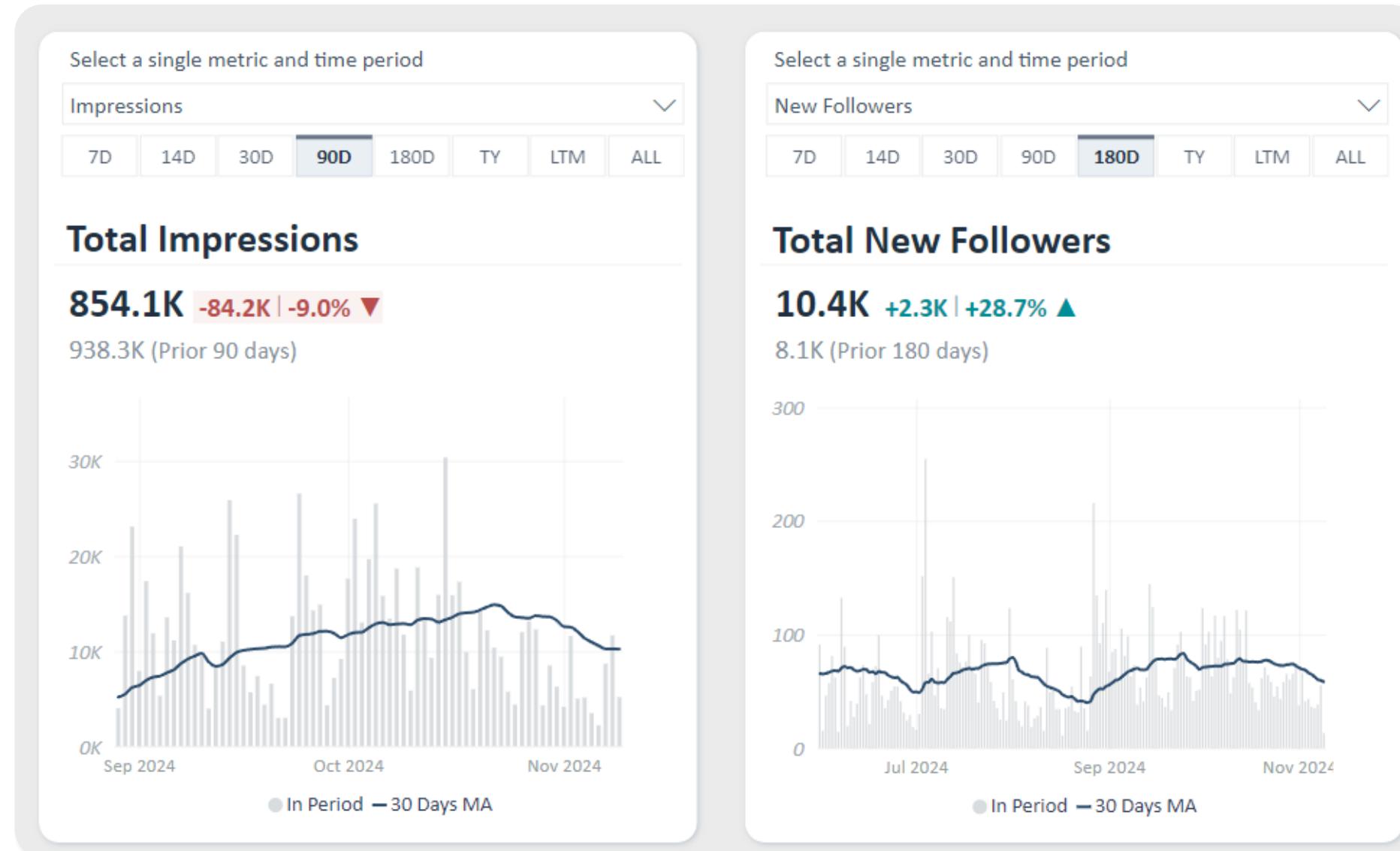
**30.2M**

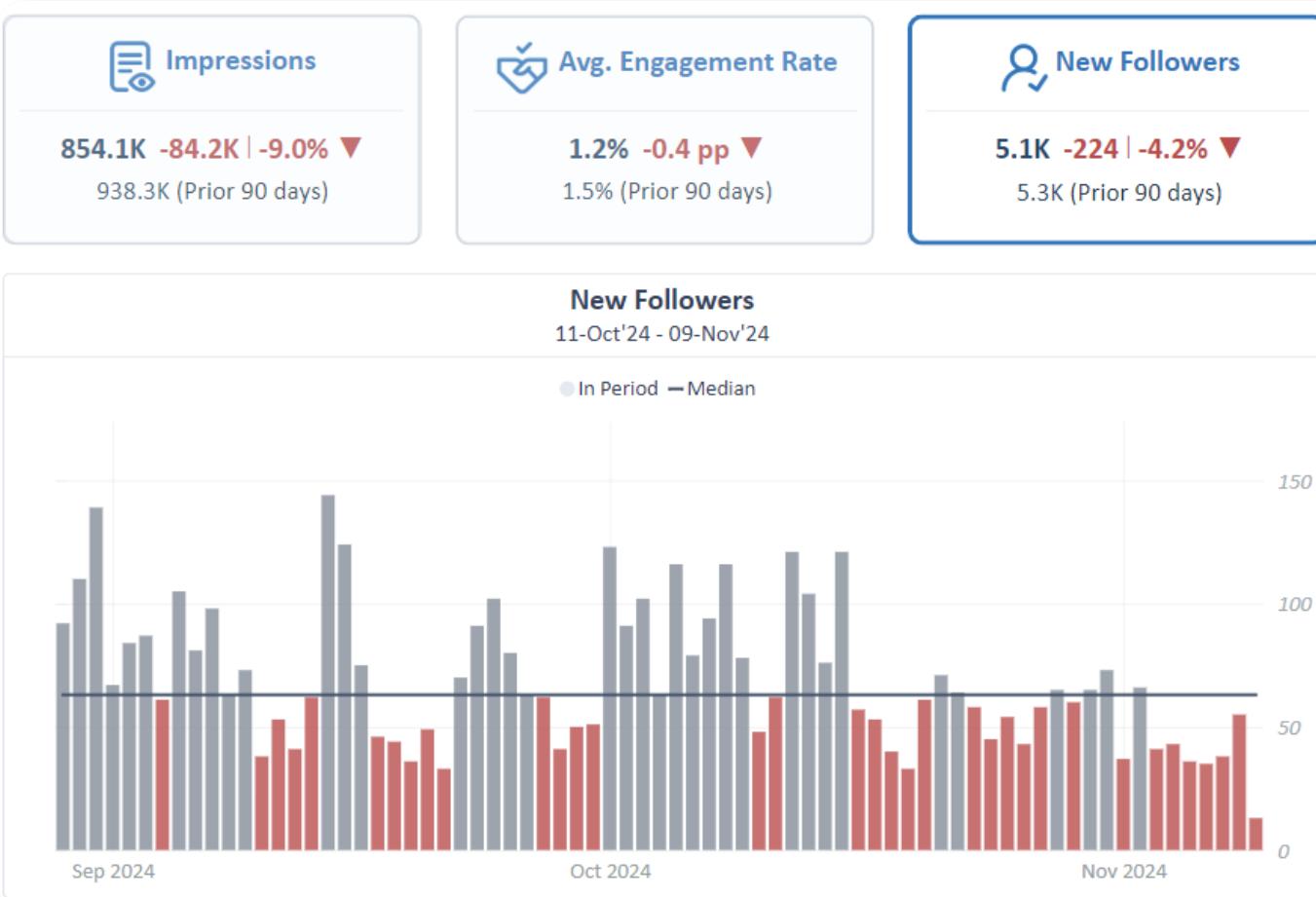
PY: 25.1M **+5.1M** **+20.5%**  
BD: 30.9M **-645.9K** **-2.1%**

### Warehousing

**10.2M**

PY: 7.7M **+2.5M** **+32.6%**  
BD: 9.8M **+452.4K** **+4.6%**





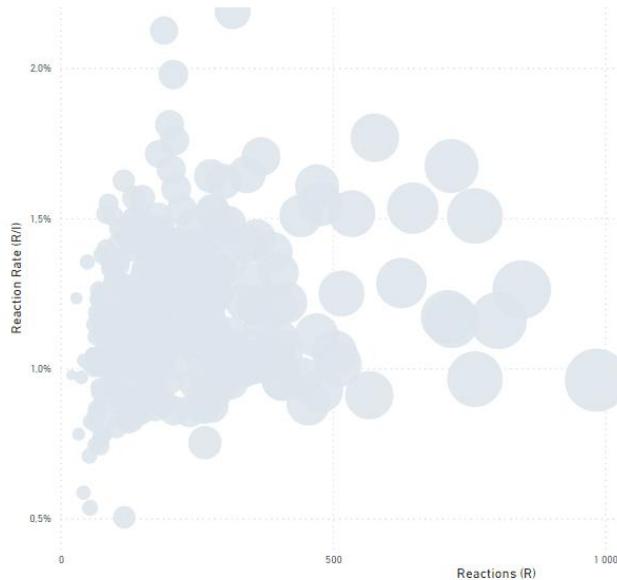


# Conditional Formatting – BG Font Color

GUSTAW DUDEK 2024

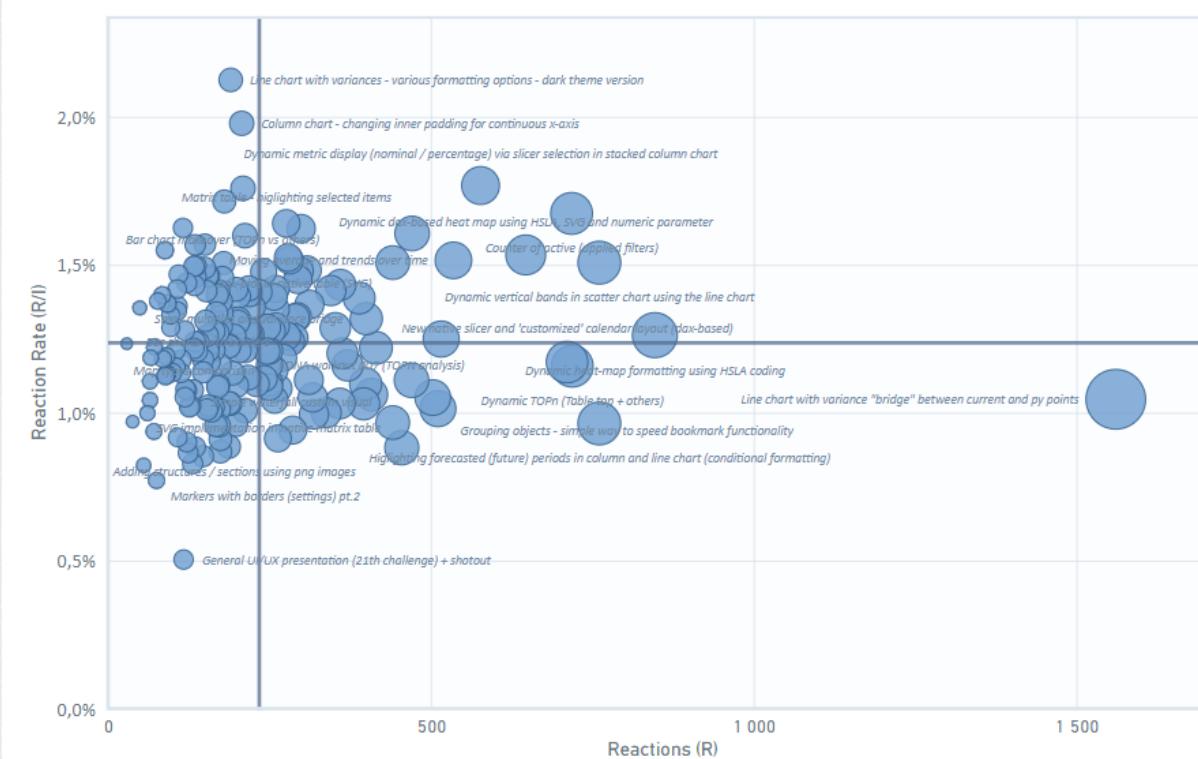
## Impressions, Reactions & Reaction rate by title

Jan '22 - Apr '24 | by post's release date



## Impressions, Reactions & Reaction rate by title

Jan '22 - Apr '24 | by post's release date



### Metric Scenario:

- Impressions & Reaction Rate
- Reactions & Reaction rate
- Impressions & Reactions

### Benchmark Metric:

- Average
- Median
- None

### Highlighting Type:

- Dual (horizontal)
- Dual (vertical)
- Quadrant
- Format type
- None

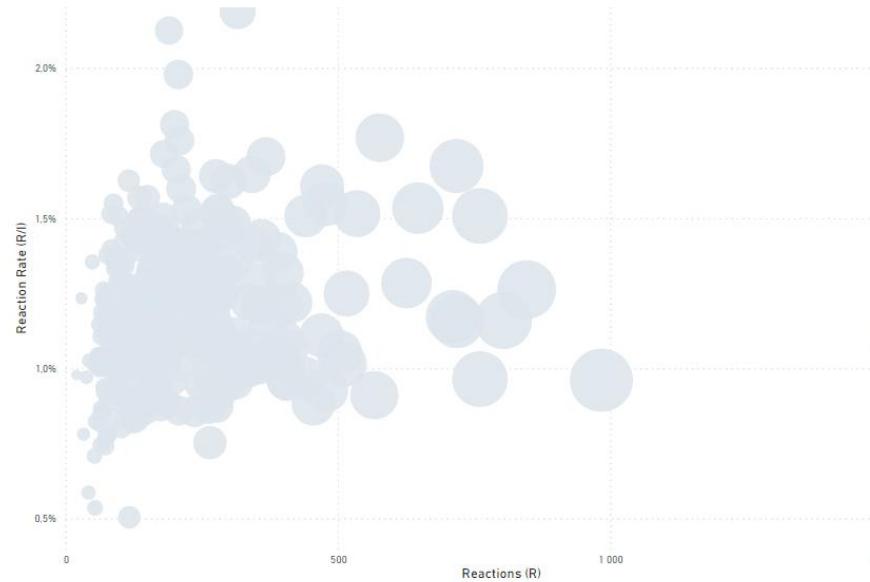
### Breakdown by Format

- PDF
- GIF
- PNG

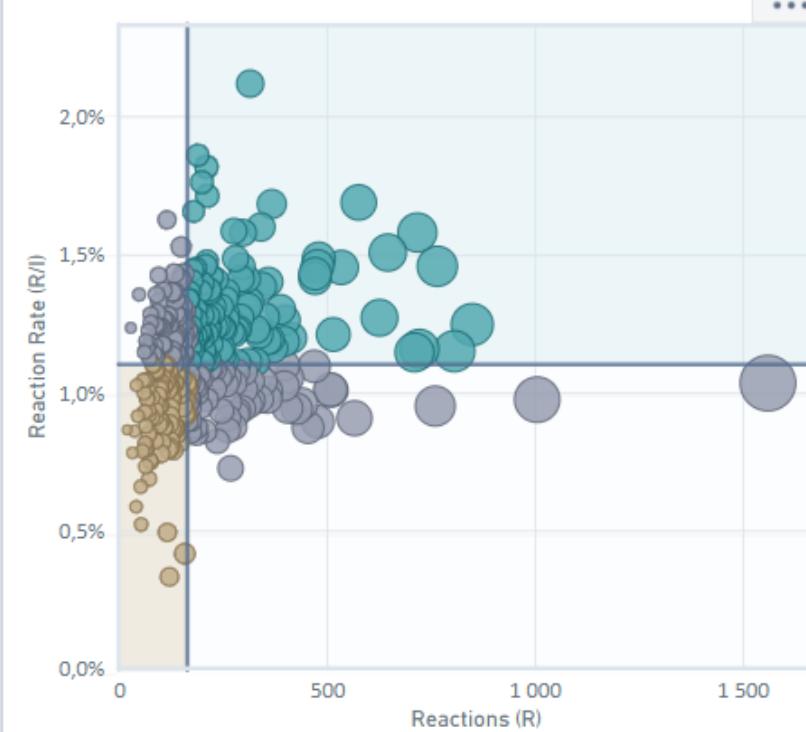
# Conditional Formatting – BG Font Color

GUSTAW DUDEK 2024

Impressions, Reactions & Reaction rate by title  
Jan'22 - Apr'24 | by post's release date



Title Placeholder  
Jan'22 - Apr'24 | by post's release date



Configuration Panel

Metric combination (X/Y Axis) ▾

Impressions & Reaction Rate

Reactions & Reaction rate

Impressions & Reactions

Segment benchmark ▾

Average

Median

Custom

None

Segment Type ▾

Dual (horizontal)

Dual (vertical)

Quadrant

Breakdown by Format

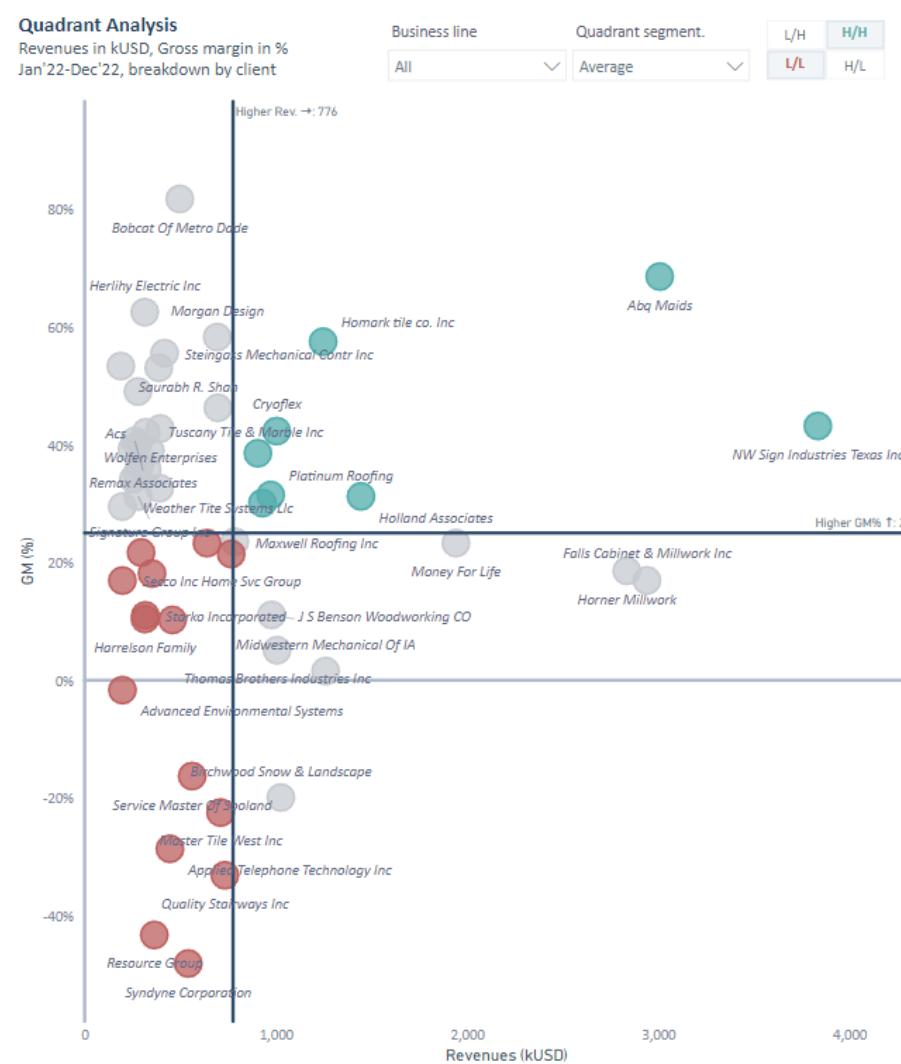
None

# Conditional Formatting – BG Font Color

GUSTAW DUDEK 2024

## Revenue & Gross Margin Analysis

### Quadrant Analysis



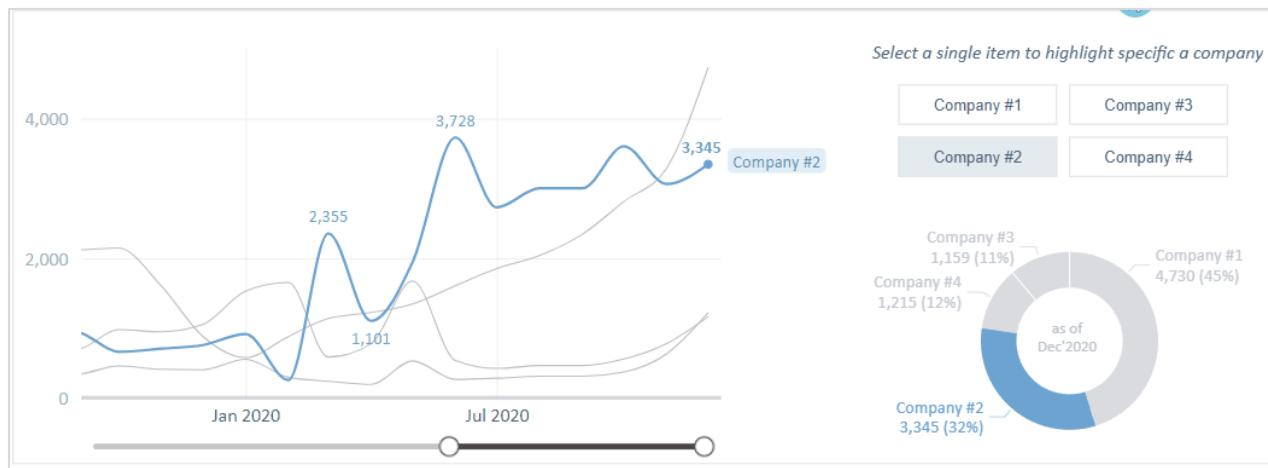
**Metric Overview**  
Revenues and gross profit in kUSD, Gross margin in %  
Jan'22-Dec'22, breakdown by client

Date: 2022, Data bar scale type: Synchronized, Type of interaction: Highlighting table items

| Business / customer           | Quadrant             | AC            | %GT         | AC    | GP            | GP | GM%        | GM% |
|-------------------------------|----------------------|---------------|-------------|-------|---------------|----|------------|-----|
| <b>Construction supply</b>    |                      | <b>20,330</b> | <b>50%</b>  |       | <b>5,836</b>  |    | <b>29%</b> |     |
| NW Sign Industries Texas Inc  | High rev. & High GM% | 3,835         | 10%         | 1,658 | 43%           |    |            |     |
| Homer Millwork                | High rev. & Low GM%  | 2,838         | 7%          | 527   | 19%           |    |            |     |
| Money For Life                | High rev. & Low GM%  | 1,942         | 5%          | 453   | 23%           |    |            |     |
| Holland Associates            | High rev. & High GM% | 1,445         | 4%          | 452   | 31%           |    |            |     |
| J S Benson Woodworking CO     | High rev. & Low GM%  | 978           | 2%          | 109   | 11%           |    |            |     |
| Platinum Roofing              | High rev. & High GM% | 973           | 2%          | 306   | 32%           |    |            |     |
| Clean Air Supply              | High rev. & High GM% | 930           | 2%          | 280   | 30%           |    |            |     |
| Maxwell Roofing Inc           | High rev. & Low GM%  | 785           | 2%          | 185   | 24%           |    |            |     |
| Demaree Services Llc          | High rev. & Low GM%  | 766           | 2%          | 164   | 21%           |    |            |     |
| Master Tile West Inc          | Low rev. & Low GM%   | 711           | 2%          | -160  | -23%          |    |            |     |
| Bobcat Of Metro Dade          | Low rev. & High GM%  | 497           | 1%          | 407   | 82%           |    |            |     |
| Burstone Associates Inc       | Low rev. & Low GM%   | 459           | 1%          | 47    | 10%           |    |            |     |
| Dynamic Piping Corp           | Low rev. & High GM%  | 387           | 1%          | 206   | 53%           |    |            |     |
| Tuscany Tile & Marble Inc     | Low rev. & High GM%  | 344           | 1%          | 134   | 39%           |    |            |     |
| Trainland                     | Low rev. & High GM%  | 327           | 1%          | 117   | 38%           |    |            |     |
| Acs                           | Low rev. & High GM%  | 321           | 1%          | 135   | 42%           |    |            |     |
| Starko Incorporated           | Low rev. & Low GM%   | 317           | 1%          | 35    | 11%           |    |            |     |
| American Telephone Commu...   | Low rev. & High GM%  | 286           | 1%          | 104   | 36%           |    |            |     |
| Signature Group Inc           | Low rev. & High GM%  | 280           | 1%          | 88    | 31%           |    |            |     |
| Clan Of The I-Man Productions | Low rev. & High GM%  | 278           | 1%          | 111   | 40%           |    |            |     |
| MK Construction               | Low rev. & High GM%  | 275           | 1%          | 97    | 35%           |    |            |     |
| Remax Associates              | Low rev. & High GM%  | 262           | 1%          | 107   | 41%           |    |            |     |
| Cleaver Company               | Low rev. & High GM%  | 255           | 1%          | 87    | 34%           |    |            |     |
| Modern Construction Svc       | Low rev. & High GM%  | 248           | 1%          | 97    | 38%           |    |            |     |
| Advanced Environmental Sy...  | Low rev. & Low GM%   | 198           | 0%          | -3    | -2%           |    |            |     |
| Secco Inc Home Svc Group      | Low rev. & Low GM%   | 197           | 0%          | 33    | 17%           |    |            |     |
| Weather Tile Systems Llc      | Low rev. & High GM%  | 196           | 0%          | 58    | 30%           |    |            |     |
| <b>Interior design</b>        |                      | <b>20,028</b> | <b>50%</b>  |       | <b>5,043</b>  |    | <b>25%</b> |     |
| Abq Maids                     | High rev. & High GM% | 3,008         | 7%          | 2,065 | 69%           |    |            |     |
| <b>Total: 52 customers</b>    |                      | <b>40,358</b> | <b>100%</b> |       | <b>10,879</b> |    | <b>27%</b> |     |

## Types of interactions

- Cross-filtering / Cross-highlighting / None (turned off) / Filtering through use of disconnected tables



```
1 Company Fx color background =
2
3 VAR __Company_name =      SELECTEDVALUE ( CF[Company name] )
4 VAR __Company_selections = VALUES ( 'Parameter selection (companies)'[Company name] )
5
6 VAR __Result =
7   SWITCH (
8     TRUE(),
9       __Company_name = "Company #1" && __Company_name IN __Company_selections, "#5973AB",
10      __Company_name = "Company #2" && __Company_name IN __Company_selections, "#6CA3D0",
11      __Company_name = "Company #3" && __Company_name IN __Company_selections, "#BE8E4A",
12      __Company_name = "Company #4" && __Company_name IN __Company_selections, "#536882",
13      "#BCC0C490"
14   )
15
16 Return __Result
```

**Icons - Icons**

Format style: Rules      Apply to: Values only

What field should we base this on? Placeholder v4

Icon layout: Left of data      Icon alignment: Top      Style: Red Diamond, Orange Triangle, Green Circle

Rules:

- If value  $\geq$  0 Percent and  $<$  33 Percent then Red Diamond
- If value  $\geq$  33 Percent and  $<$  67 Percent then Orange Triangle
- If value  $\geq$  67 Percent and  $\leq$  100 Percent then Green Circle

**Cell elements**

Apply settings to: Series No.

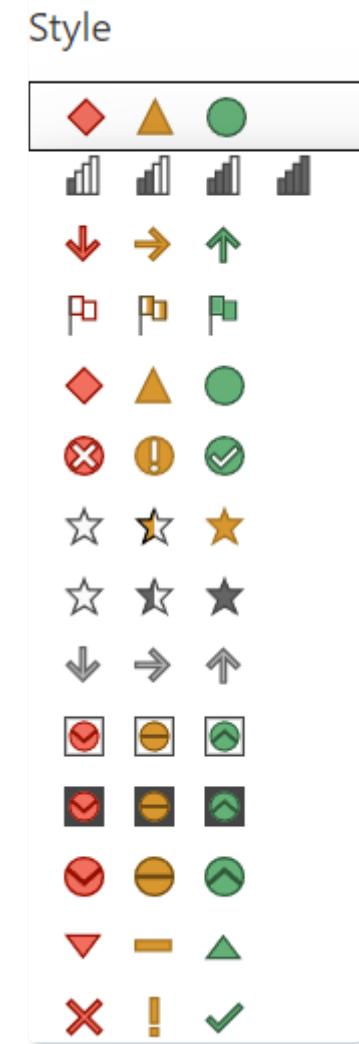
Background color: Off

Font color: Off

Data bars: Off

Icons: Off (highlighted)

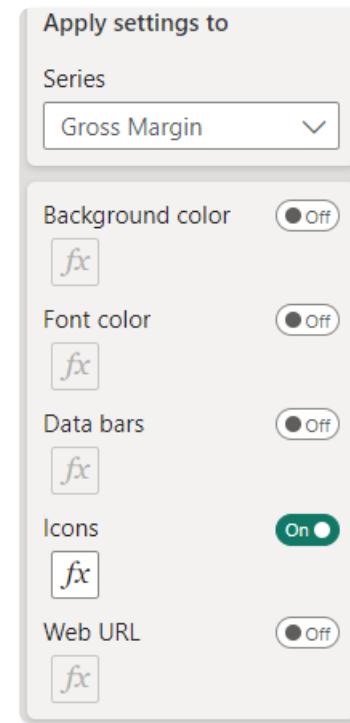
Web URL: Off



# Conditional Formatting – Icons

GUSTAW DUDEK 2024

| Client                          | Revenues         | Gross Margin |   |
|---------------------------------|------------------|--------------|---|
| B & B Machinery Movers Inc      | 20.9K            | 75.2%        | ● |
| Ver-Tech Elevator CO            | 946.5K           | 66.4%        | ● |
| Lordon Associates Inc           | 58.4K            | 53.3%        | ● |
| Elevator Specialists Inc        | 364.0K           | 53.1%        | ● |
| Mc Leod Trucking & Rigging CO   | 549.8K           | 50.0%        | ● |
| Oxford Engineering CO           | 20.9K            | 47.7%        | ● |
| Seither & Cherry-Quad Cities    | 4,111.8K         | 45.6%        | ● |
| Connecticut Tank Removal Inc    | 1,699.8K         | 34.4%        |   |
| Mc McCarthy Industrial Svc Corp | 70.4K            | 33.3%        |   |
| Industrial Logistics Svc        | 468.2K           | 33.1%        |   |
| Deyco Inc                       | 30,909.1K        | 32.8%        |   |
| Sullivan Associates             | 104.6K           | 27.2%        |   |
| Access-Ability                  | 3,186.4K         | 20.0%        |   |
| Westshore Data Inc              | 28,081.2K        | 15.3%        |   |
| General Elevator Sales & Svc    | 23.8K            | 3.8%         | ● |
| K & D Industries West Inc       | 42.4K            | 2.9%         | ● |
| M & J Elevator Refinishing Inc  | 17.1K            | -1.6%        | ● |
| Atlantic Elevators Of VA        | 17.8K            | -1.9%        | ● |
| Accumar Corp                    | 26.0K            | -2.0%        | ● |
| R & D Data Products Inc         | 18.9K            | -3.8%        | ● |
| Petroleum Engineering Inc       | 16.9K            | -7.6%        | ● |
| Arrow Elevator Inc              | 22.2K            | -8.9%        | ● |
| <b>Total</b>                    | <b>70,776.9K</b> | <b>26.7%</b> |   |



**Icons - Icons**

Format style  Apply to

What field should we base this on?

Icon layout  Icon alignment

# Conditional Formatting – Icons

GUSTAW DUDEK 2024

```
1 _Circle SVG Sample =
2
3 VAR __Negative_Color =      "#B94D4D"
4 VAR __Positive_Color =      "#008E96"
5 VAR __Transparent_Color =   "#00000000"
6
7 VAR __Metric = [A AC Gross Margin]
8 VAR __Metric_Sign =
9   REPLACE (
10     SWITCH (
11       TRUE(),
12       __Metric <= 0.1, __Negative_Color,
13       __Metric >= 0.4, __Positive_Color,
14       __Transparent_Color
15     ),
16     1, 1, "%23"
17   )
18
19 VAR __Opacity_Level =
20   SWITCH (
21     TRUE(),
22     __Metric <= -0.05,  1.0,
23     __Metric <= -0.0,   0.50,
24     __Metric <=  0.1,   0.10,
25     __Metric >= -0.60, 1.0,
26     __Metric >=  0.50,  0.50,
27     __Metric >=  0.40,  0.10,
28     1
29   )
30
```

```
31 VAR __svgBase =
32   "data:image/svg+xml;utf8,
33   <svg
34     xmlns='http://www.w3.org/2000/svg'
35     width='24'
36     height='24'
37     viewBox='0 0 24 24'
38   >"
39
40 VAR __SVG_Circle =
41   "<path
42     d='M7 3.34a10 10 0 1 1 -4.995 8.9841-.005 -.3241.005 -.324a10 10 0 0 1 4.995 -8.336z'
43     fill=      '" & __Metric_Sign & "'"
44     fill-opacity= '" & __Opacity_Level & "'"
45     stroke=    '" & __Metric_Sign & "'"
46     stroke-opacity= '" & __Opacity_Level & "'"
47     stroke-width='1'
48   />"
49
50 VAR __svg_END = "</svg>"
51
52 VAR __SVG_Result =
53   __svgBase & __SVG_Circle & __svg_END
54
55 VAR __Result = __SVG_Result
56
57 RETURN __Result
```

| Project | BUD    | ACT    | Var.    | Var. |
|---------|--------|--------|---------|------|
|         | 119.17 | 128.54 | +9.37   |      |
| Item 1  | 31.54  | 49.73  | +18.19  |      |
| Item 2  | 24.41  | 20.49  | -3.92   |      |
| Item 3  | 13.64  | 17.64  | +4.00   |      |
| Item 4  | 8.51   | 4.93   | -3.58   |      |
| Item 5  | 8.15   | 6.95   | -1.20   |      |
| ...     | 4.50   |        | -4.50   |      |
|         | 3.91   | 4.02   | +0.11   |      |
|         | 3.58   | 3.33   | -0.25   |      |
|         | 3.31   | 2.94   | -0.37   |      |
|         | 3.00   | 3.41   | +0.41   |      |
|         | 2.46   |        | -2.46   |      |
|         | 2.40   | 2.01   | -0.39   |      |
|         | 2.37   | 0.54   | -1.82   |      |
|         | 1.83   | 1.74   | -0.09   |      |
|         | 1.77   | 0.03   | -1.74   |      |
|         | 1.01   | 1.30   | +0.29   |      |
|         | 0.71   | 0.53   | -0.17   |      |
|         | 0.67   | 0.99   | +0.31   |      |
|         | 0.31   | 0.12   | -0.19   |      |
|         | 0.26   | 0.29   | +0.03   |      |
| Total   | 318.90 | 523.21 | +204.30 |      |

# Conditional Formatting – Icons

GUSTAW DUDEK 2024

```
1 _CF Expenses Action Dot =
2 VAR __Negative_Color = "#B94D4D"
3 VAR __Warning_Color = "#DBBC79"
4 VAR __Positive_Color = "#008E96"
5 VAR __Transparent_Color = "#00000000"
6
7 VAR __Expenses_Actuals = [_Expenses INV Net]
8 VAR __Expenses_Budget = [_Expenses BUD Latest]
9
10 VAR __Condition_1 =
11
12 | ( ISBLANK ( __Expenses_Actuals ) || __Expenses_Actuals = 0 ) &&
13 | ( NOT ( ISBLANK ( __Expenses_Budget ) ) || __Expenses_Budget <> 0 )
14
15 VAR __Condition_2 =
16
17 | ( ISBLANK ( __Expenses_Budget ) || __Expenses_Budget = 0 ) &&
18 | ( NOT ( ISBLANK ( __Expenses_Actuals ) ) || __Expenses_Actuals <> 0 )
19
20 VAR __Metric_Sign =
21 REPLACE (
22 SWITCH (
23 TRUE(),
24 | __Condition_1, __Negative_Color,
25 | __Condition_2, __Warning_Color,
26 | __Transparent_Color
27 ),
28 1, 1, "%23"
29 )
```

```
32 VAR __svgBase =
33 "data:image/svg+xml;utf8,
34 <svg
35     xmlns='http://www.w3.org/2000/svg'
36     width='24'
37     height='24'
38     viewBox='0 0 24 24'
39 >
40
41 VAR __SVG_Circle =
42 <path
43     d='M7 3.34a10 10 0 1 1 -4.995 8.9841-.005 -.3241.005 -.324a10 10 0 0 1 4.995 -8.336z'
44     fill=      '' & __Metric_Sign & ''
45     fill-opacity=  '0.8'
46     stroke=      '' & __Metric_Sign & ''
47     stroke-opacity= '1'
48     stroke-width='1'
49 >
50
51 VAR __svg_END = "</svg>"
52
53 VAR __SVG_Result =
54 __svgBase & __SVG_Circle & __svg_END
55
56 VAR __Result = __SVG_Result
57
58 RETURN __Result
```

# Conditional Formatting – Icons

GUSTAW DUDEK 2024

Title Placeholder

Subtitle Placeholder

| KPI            | Sports equip. | Sportswear | Nutri. & Supps. | Total |
|----------------|---------------|------------|-----------------|-------|
| Gross Profit % | 58,8%         | 70,3%      | 44,8%           | 61,8% |
| EBIT %         | 30,3%         | 45,7%      | -30,9%          | 29,9% |
| Net Result %   | 25,7%         | 40,2%      | -38,7%          | 24,6% |

| KPI            | Sports equip.                              | Sportswear                                 | Nutri. & Supps.                           | Total                                      |
|----------------|--|--|---|--|
| Gross Profit % | 58,8% <span style="color: red;">●</span>   | 70,3% <span style="color: green;">●</span> | 44,8% <span style="color: red;">●</span>  | 61,8% <span style="color: green;">●</span> |
| EBIT %         | 30,3% <span style="color: green;">●</span> | 45,7% <span style="color: green;">●</span> | -30,9% <span style="color: red;">●</span> | 29,9% <span style="color: red;">●</span>   |
| Net Result %   | 25,7% <span style="color: green;">●</span> | 40,2% <span style="color: green;">●</span> | -38,7% <span style="color: red;">●</span> | 24,6% <span style="color: green;">●</span> |

| KPI            | Sports equip.                              | Sportswear                                 | Nutri. & Supps.                           | Total                                      |
|----------------|--|--|---|--|
| Gross Profit % | 58,8% <span style="color: red;">●</span>   | 70,3% <span style="color: green;">●</span> | 44,8% <span style="color: red;">●</span>  | 61,8% <span style="color: green;">●</span> |
| EBIT %         | 30,3% <span style="color: green;">●</span> | 45,7% <span style="color: green;">●</span> | -30,9% <span style="color: red;">●</span> | 29,9% <span style="color: red;">●</span>   |
| Net Result %   | 25,7% <span style="color: green;">●</span> | 40,2% <span style="color: green;">●</span> | -38,7% <span style="color: red;">●</span> | 24,6% <span style="color: green;">●</span> |

| KPI            | Sports equip.                              | Sportswear                                 | Nutri. & Supps.                           | Total                                      |
|----------------|--|--|---|--|
| Gross Profit % | 58,8% <span style="color: red;">●</span>   | 70,3% <span style="color: green;">●</span> | 44,8% <span style="color: red;">●</span>  | 61,8% <span style="color: green;">●</span> |
| EBIT %         | 30,3% <span style="color: green;">●</span> | 45,7% <span style="color: green;">●</span> | -30,9% <span style="color: red;">●</span> | 29,9% <span style="color: red;">●</span>   |
| Net Result %   | 25,7% <span style="color: green;">●</span> | 40,2% <span style="color: green;">●</span> | -38,7% <span style="color: red;">●</span> | 24,6% <span style="color: green;">●</span> |

Cell elements

Apply settings to

Series

No. 

Background color  

Font color  

Data bars  

Icons  

Web URL  

## Web URL - Web URL

Format style

Field value

Apply to

Values only

What field should we base this on?

CP: 002: URL link

## Posts / publications - details

Jul'22..Nov'24, sorted by release date (↓)

Tabular view: Compressed  Sort items by: 

| No. | Release date | Period | Format | Details | Topic   | Search by title (insert partial phrase) |   | # Views |
|-----|--------------|--------|--------|---------|---|---|---|---------|
| 1   | 10.11.2024   | 11'24  | PNG    | ✓       | <a href="#">Data Tables Design - external blog article recommendation</a>                     |   |   | 10,320  |
| 2   | 09.11.2024   | 11'24  | PNG    |         | <a href="#">35k Audience announcement - milestone tracker</a>                                 |   |   | 10,461  |
| 3   | 08.11.2024   | 11'24  | GIF    |         | <a href="#">Page Navigator - sample design and functionality</a>                              |   |   | 10,383  |
| 4   | 07.11.2024   | 11'24  | PNG    | ✓       | <a href="#">Structure of a new card - different components</a>                                |   |   | 9,221   |
| 5   | 05.11.2024   | 11'24  | PNG    | ✓       | <a href="#">Live with Reid Havens - Practical Front-End Tips for Reporting - announcement</a> |   |   | 12,502  |
| 6   | 04.11.2024   | 11'24  | GIF    |         | <a href="#">Three modes of tilers - filter, highlight, exclude + SVG-based table</a>          |   |   | 17,116  |
| 7   | 03.11.2024   | 11'24  | GIF    |         | <a href="#">Smart narrative - dynamic currency and date selection</a>                         |   |   | 11,029  |
| 8   | 02.11.2024   | 11'24  | PNG    |         | <a href="#">New List Slicer - not visible in PBI service (trouble with visibility)</a>        |   |   | 6,938   |
| 9   | 01.11.2024   | 11'24  | GIF    | ✓       | <a href="#">New Tile Slicer - additional selection icon</a>                                   |   |   | 13,741  |
| 10  | 31.10.2024   | 10'24  | GIF    | ✓       | <a href="#">New List Slicer - announcement - kept width consistency</a>                       |   |   | 23,191  |

## Source of Knowledge / Inspiration



## Source of Knowledge / Inspiration



Listed in no particular order

- **DR. ROLF HICHERT, PROF. | DR. JÜRGEN FAISST** (IBCS)
- **Nick Desbarats** (Practical Charts)
- **Steve Wexler** (Data Revelations)
- **Cole Nussbaumer Knaflic** (Storytelling with Data)

## Source of Knowledge / Inspiration



**Data-vis Sources  
(Non-Power BI specific)**



**DR. ROLF HICHERT, PROF**



**DR. JÜRGEN FAISST**



## Source of Knowledge / Inspiration



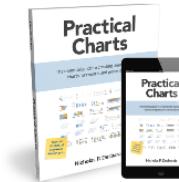
### Data-vis Sources (Non-Power BI specific)

#### Nick Desbarats (Practical Charts)



#### Books by Nick Desbarats

...or take the [Practical Charts](#) and/or [Practical Dashboards](#) course in an upcoming open registration workshop.



##### *Practical Charts*

Nick Desbarats' groundbreaking book that enables readers to create charts like someone with years of data visualization experience, but in just a few days.

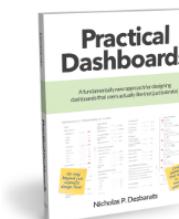
[Official book page and purchase info](#)



##### *More Practical Charts*

An optional companion book to *Practical Charts* that covers 20 more "advanced" chart types, such as scatter plots, histograms and chart types for showing cyclical time series data.

[Official book page and purchase info](#)



##### *Practical Dashboards*

Coming in late 2024. To be notified when the exact publication date of *Practical Dashboards* is announced, subscribe to Nick's [email list](#).

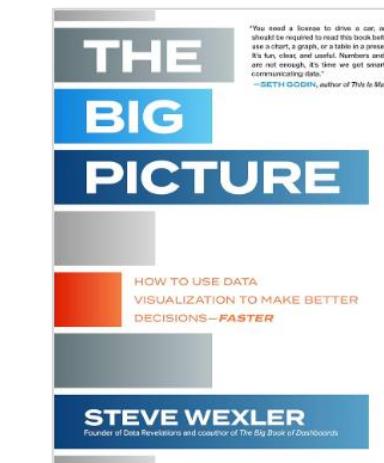
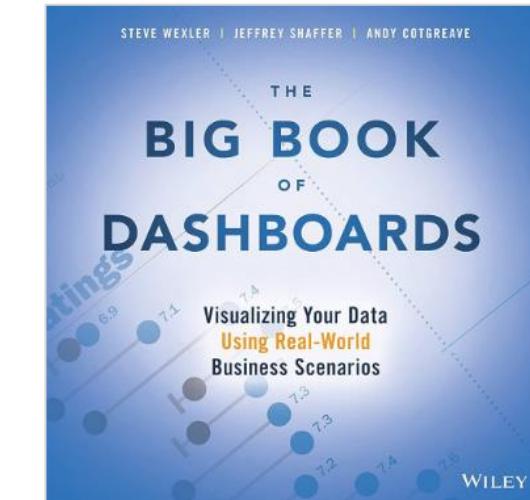
Nick Desbarats' groundbreaking book that uncovers the real reasons why so many dashboards fail to deliver real value, and that enables dashboard creators to design dashboards that users actually like.

## Source of Knowledge / Inspiration



**Data-vis Sources  
(Non-Power BI specific)**

**Steve Wexler**  
(Data Revelations)

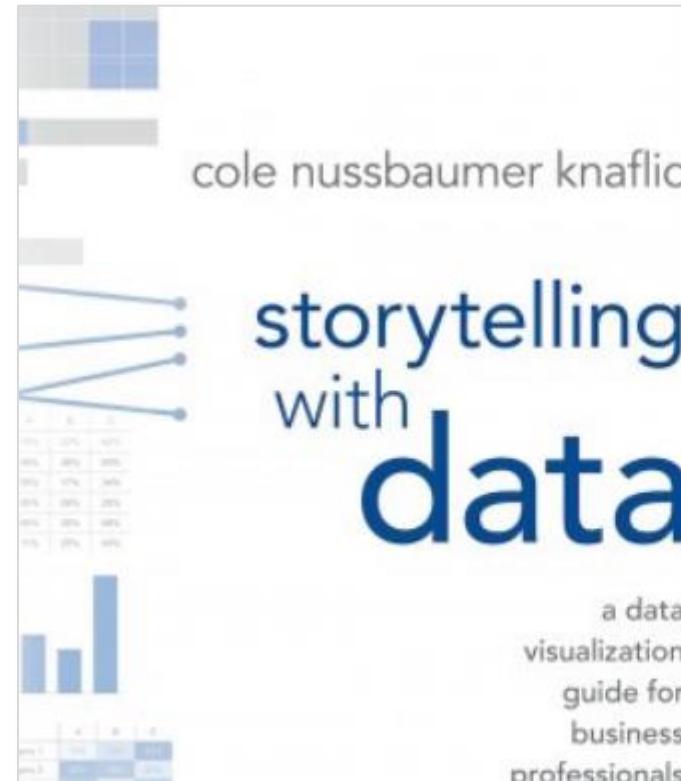


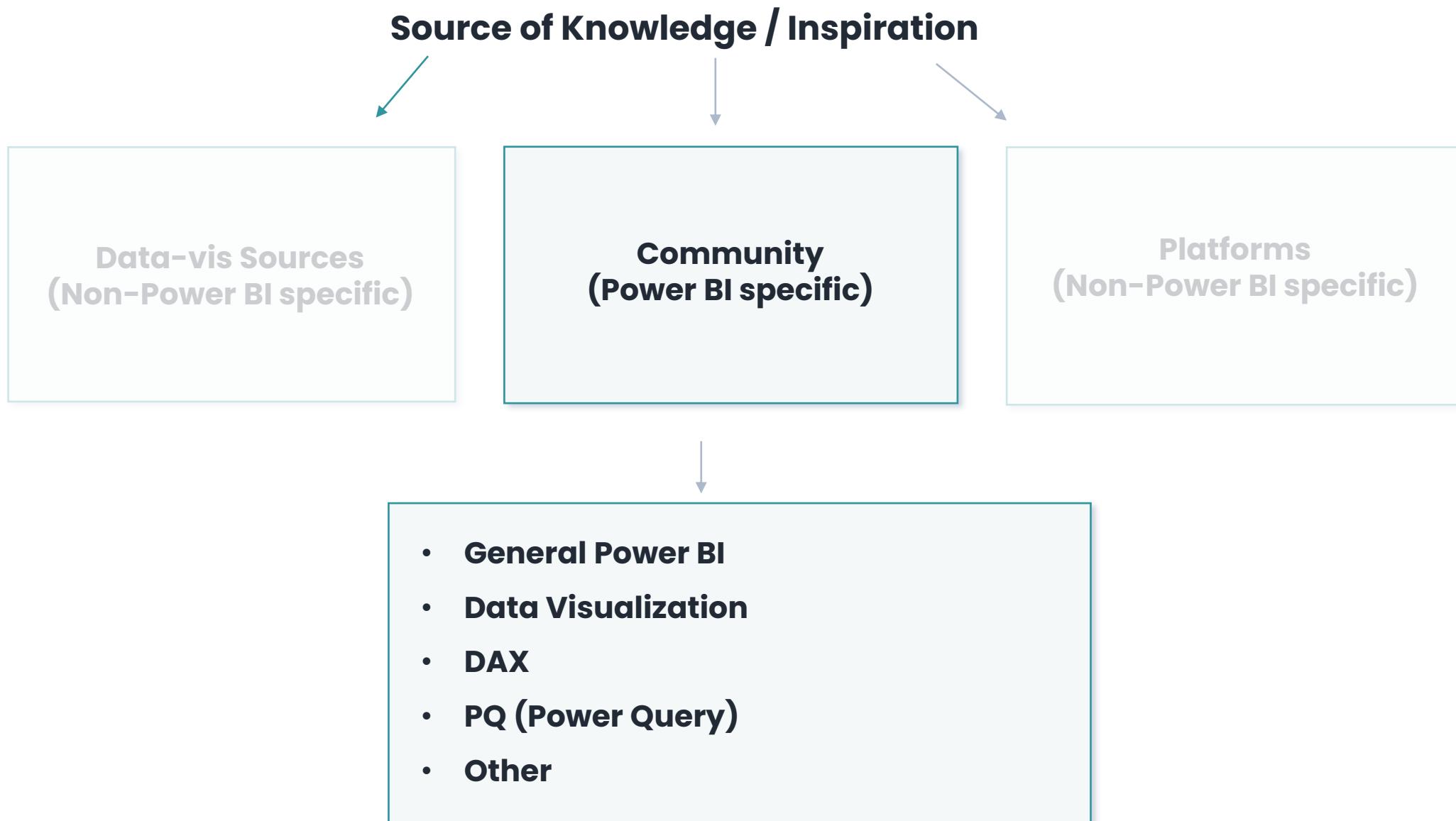
## Source of Knowledge / Inspiration



**Data-vis Sources  
(Non-Power BI specific)**

**Cole Nussbaumer** (Storytelling with Data)





Listed in no particular order

## **General Power BI Community (Power BI specific)**

Brian Julius



Kurt Buhler



Andre Fomin



Injae Park



Chandeep Chhabra



Ruth Pozuelo Martinez



Reid Havens



Listed in no particular order

## Data Visualization Community (Power BI specific)

Alexandru Badiu



Miguel Myers



Carlos Barboza



Claudio Trombini



Armand van Amersfoort



Sean Chandler



Gerard Duggan



Andrzej Leszkiewicz



## Source of Knowledge / Inspiration

Listed in no particular order

**Data Visualization - SVG**  
**Community**  
**(Power BI specific)**

Daniel Marsh-Patrick



Kerry Kolosko



Kurt Buhler



## Source of Knowledge / Inspiration

Listed in no particular order

### Data Visualization - Deneb Community (Power BI specific)

Daniel Marsh-Patrick



Greg Philips



Kerry Kolosko



Davide Bacci



Imran Haq



Madison Giannaria



Andrzej Leszkiewicz



Ben Ferry



José Rafael Escalante (Spanish)



## Source of Knowledge / Inspiration

Paul Lucassen



**Data Visualization – Maps**  
**Community**  
**(Power BI specific)**

**Other – Calculation Groups**  
**Community**  
**(Power BI specific)**

Sue Bayes



**Other – Paginated Reports**  
**Community**  
**(Power BI specific)**

Bernat Agulló Roselló



Parvinder (Parv) Chana



## Source of Knowledge / Inspiration

Listed in no particular order

**DAX / PQ  
Paginated Reports  
Community  
(Power BI specific)**

Brian Julius



Melissa de Korte



Rick de Groot



SQLBI (Marco Russo & Alberto Ferrari)



Greg Deckler



Sam McKay



Chandeep Chhabra



Antriksh Sharma



**Thank You!**

**Keep up doing  
phenomenal work!**