

## Visualizations in Power BI-I

### THREE KEY QUESTIONS

1. What TYPE OF DATA are you working with?

- Geospatial? Time-series? Hierarchical? Financial?

2. What do you want to COMMUNICATE?

- Comparison? Composition? Relationship? Distribution?

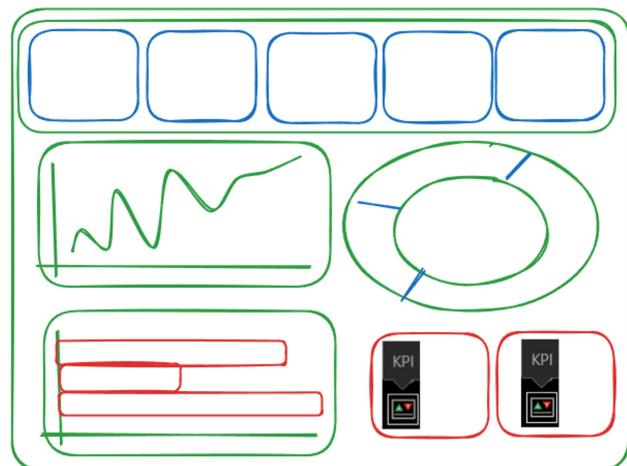
3. Who is the END USER and what do they need?

- Analyst? Manager? Executive? General public?

### DASHBOARD DESIGN FRAMEWORK

1. Define the purpose
2. Choose the right metrics
3. Present the data effectively
4. Eliminate clutter & noise
5. Use layout to focus attention
6. Tell a clear story

Sketching the dashboard .....



A well-designed dashboard should serve a distinct purpose for a distinct audience, use clear and effective metrics and visuals, and provide a simple, intuitive user experience.

Good - Green [Positive]  
Bad/Poor - Red [Needs an attention]

#### Key questions to consider:

- Who are the end-users of your dashboard?
- What are their key business goals and objectives?
- What are the most important questions they need answers to?
- How can I present information as clearly as possible?

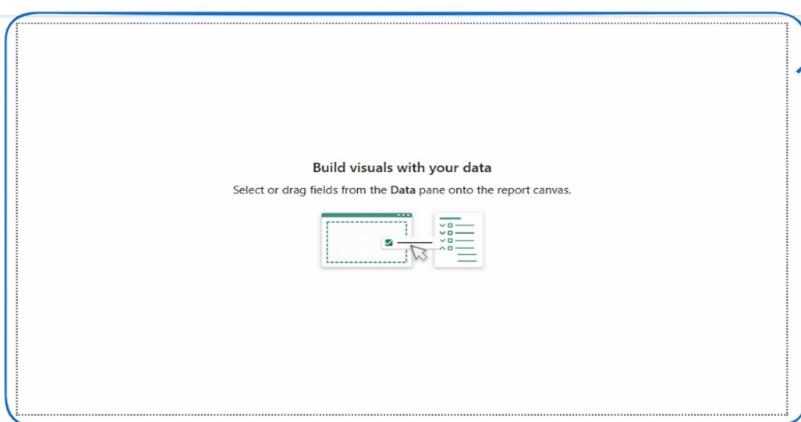
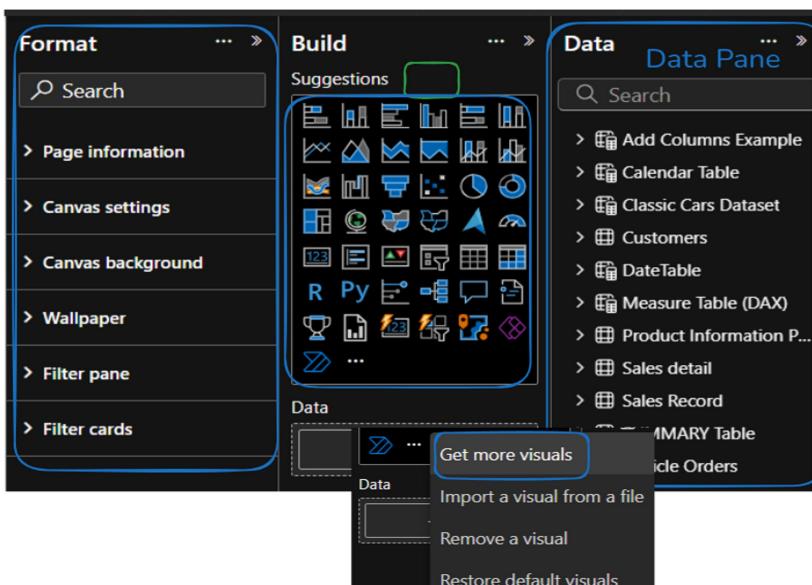
#### Directions

1. High is Good / Low is Bad.
2. Low is Good / High is Bad.

1. High is Good / Low is Bad.  
- Previous Month Profit/Revenue/Orders
2. High is Bad/ Low is Good.  
- Previous Month Return/Churn Rate

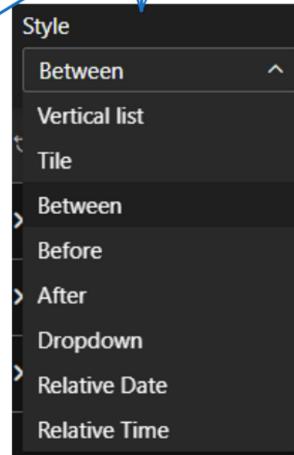
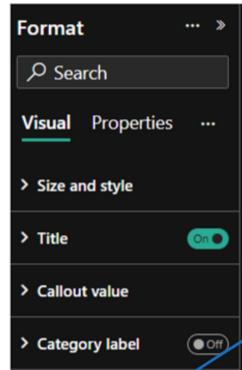
"" Perfection is achieved not when there is nothing more to add, but when there is nothing left to take away ""

## Report View

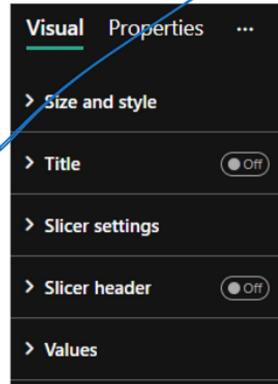
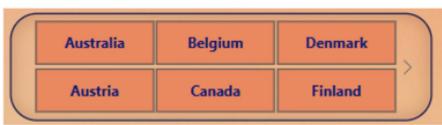


Canva - Where you put all the visuals to build the dashboard.

## Cards



## Slicers



## Filters

Search

Filters on this visual

## Multi Slicers



Add data fields here

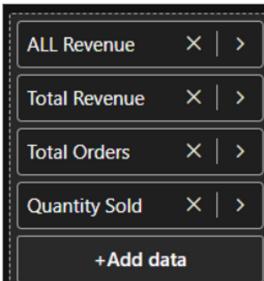
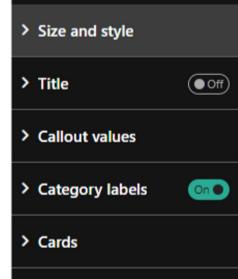
Filters on this page

Add data fields here

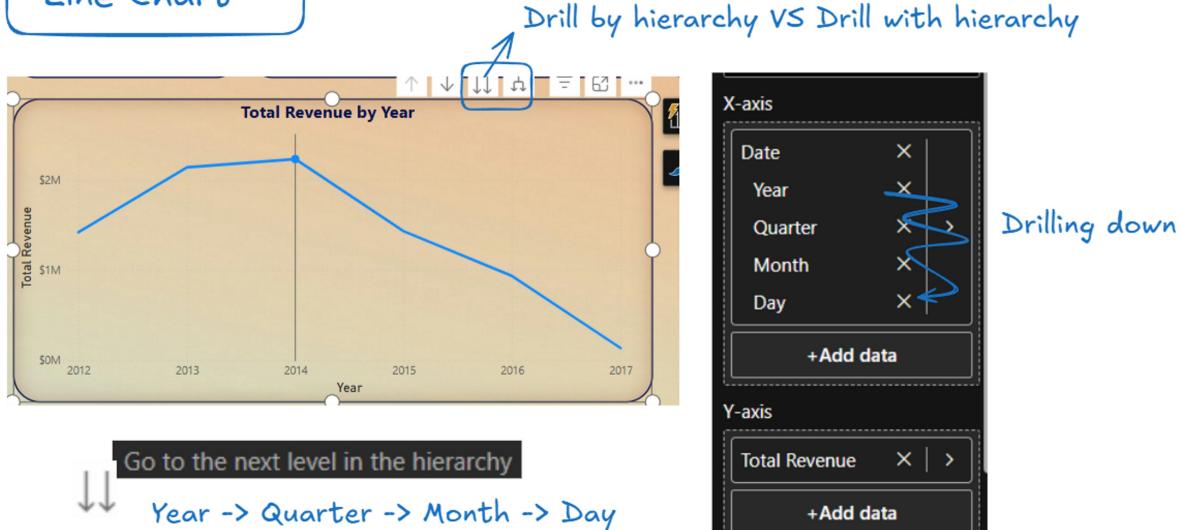
Filters on all pages

Add data fields here

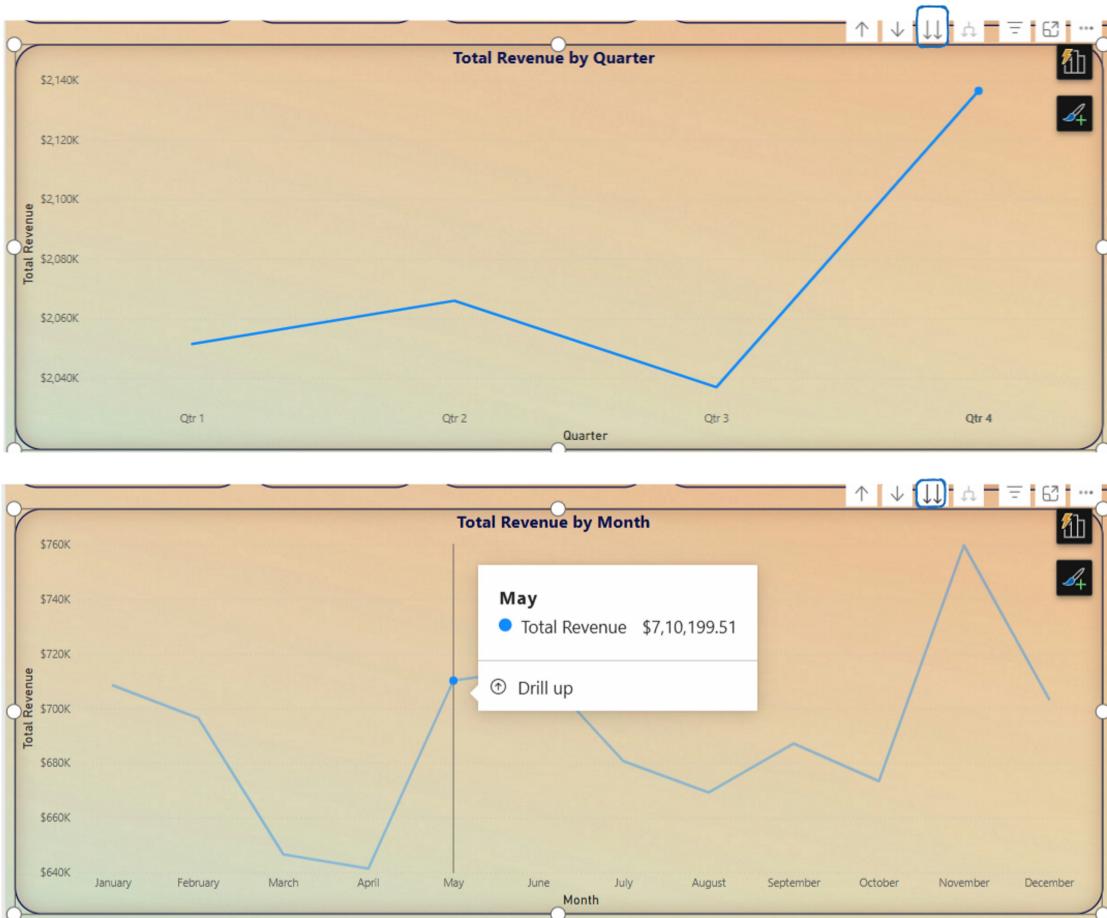
## Multi Row Card

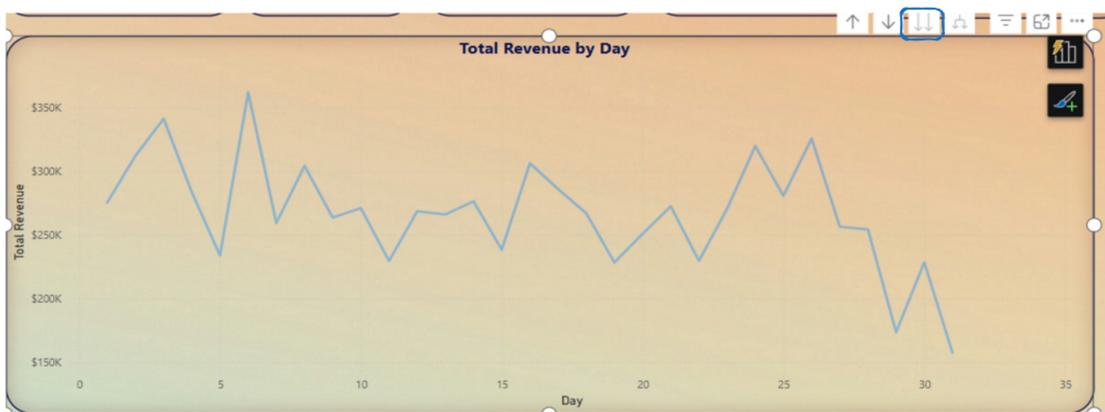


## Line Chart



Year -> Year with Quarter -> Year, Quarter with Month -> Year, Quarter, Month with Day





Drill up  
↑ ↓

