

Less is more

DATA VISUALIZATION IN POWER BI



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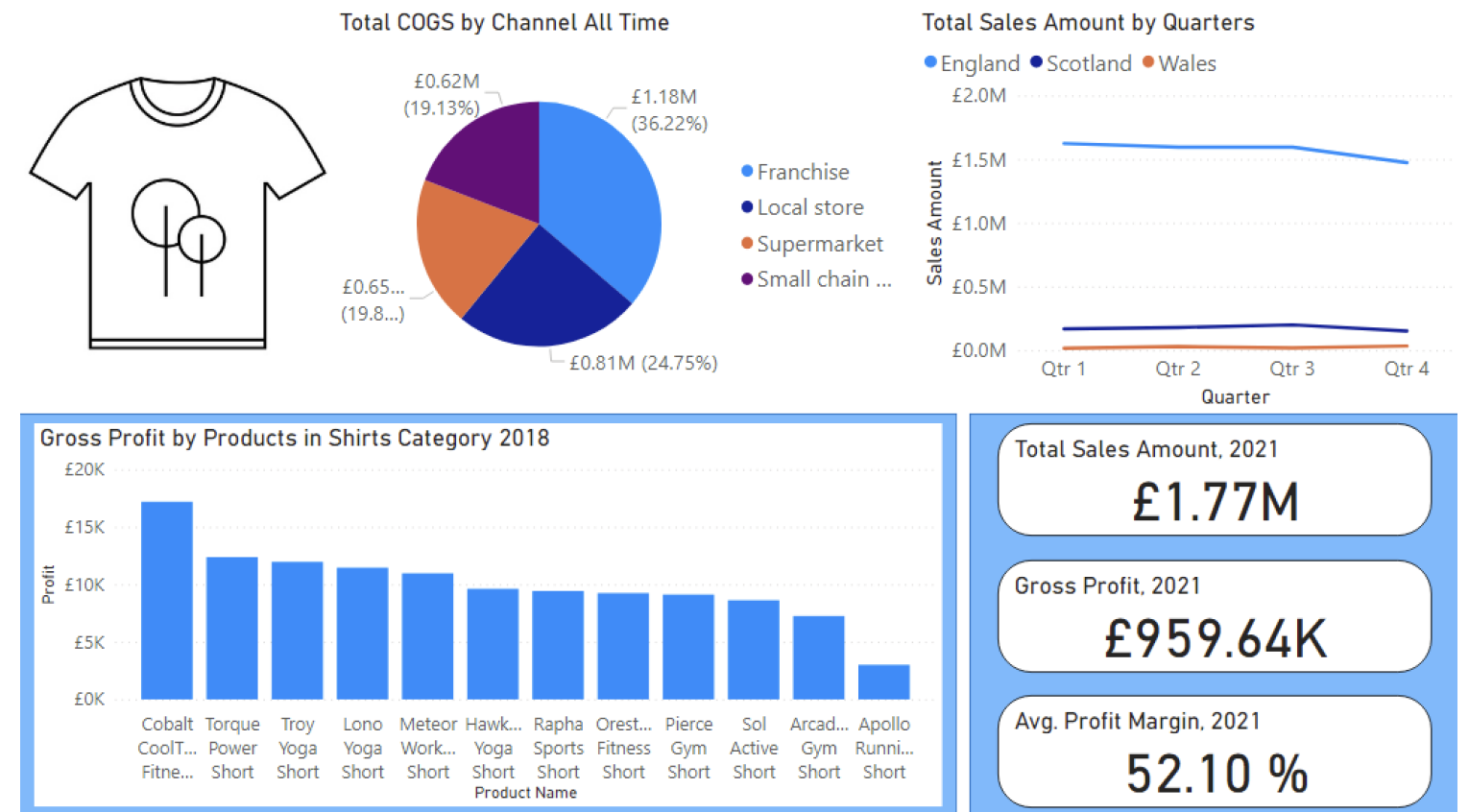
Keys to good visual design

Before adding something to a dashboard:

- Does this contribute to the story?
- Is this the right visual element?
- Is this visual element necessary?

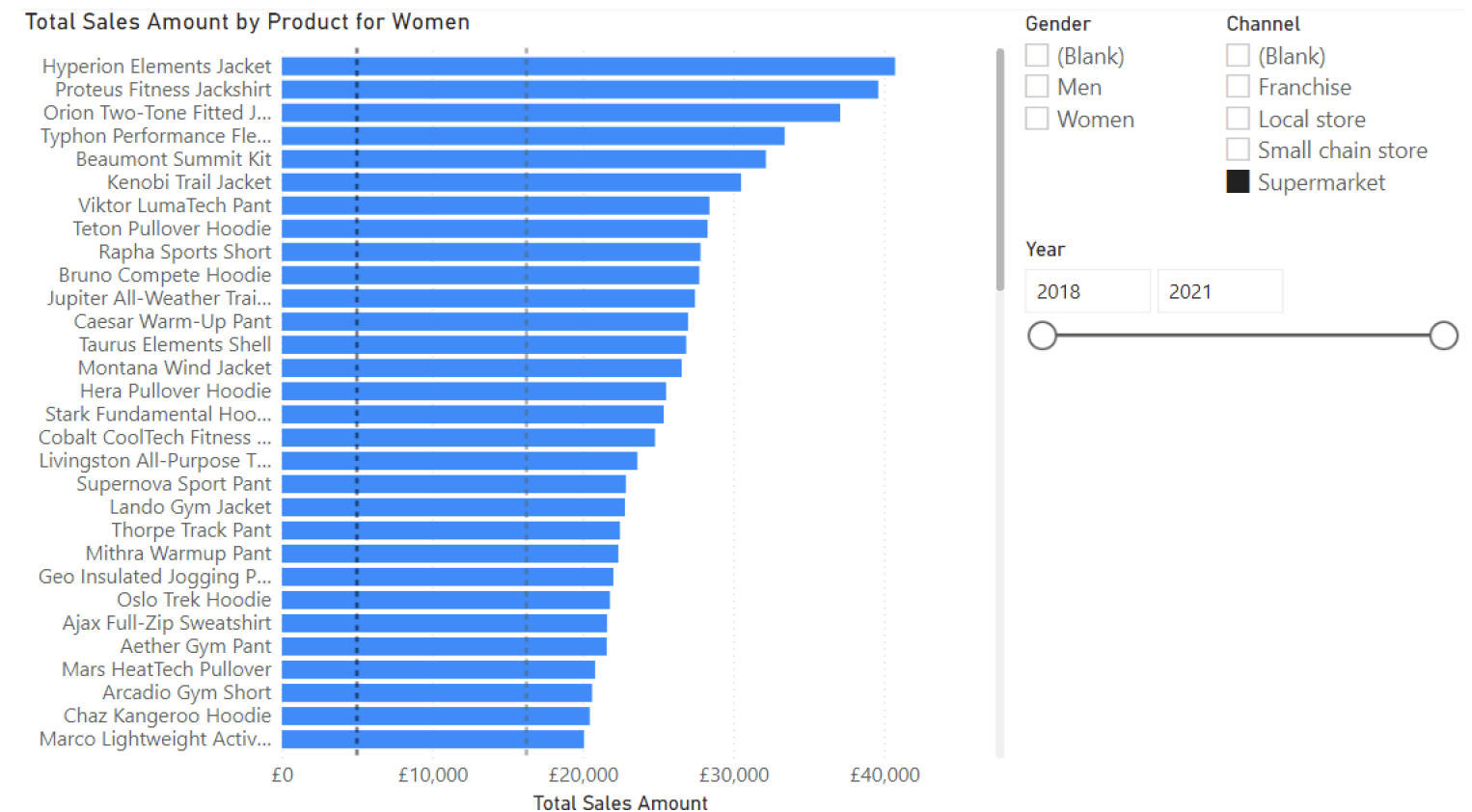
Promoting the story

- What story am I trying to tell?
- Does this new visual align with the story?
- Will my audience see it that way?



Story-telling in a world of choices

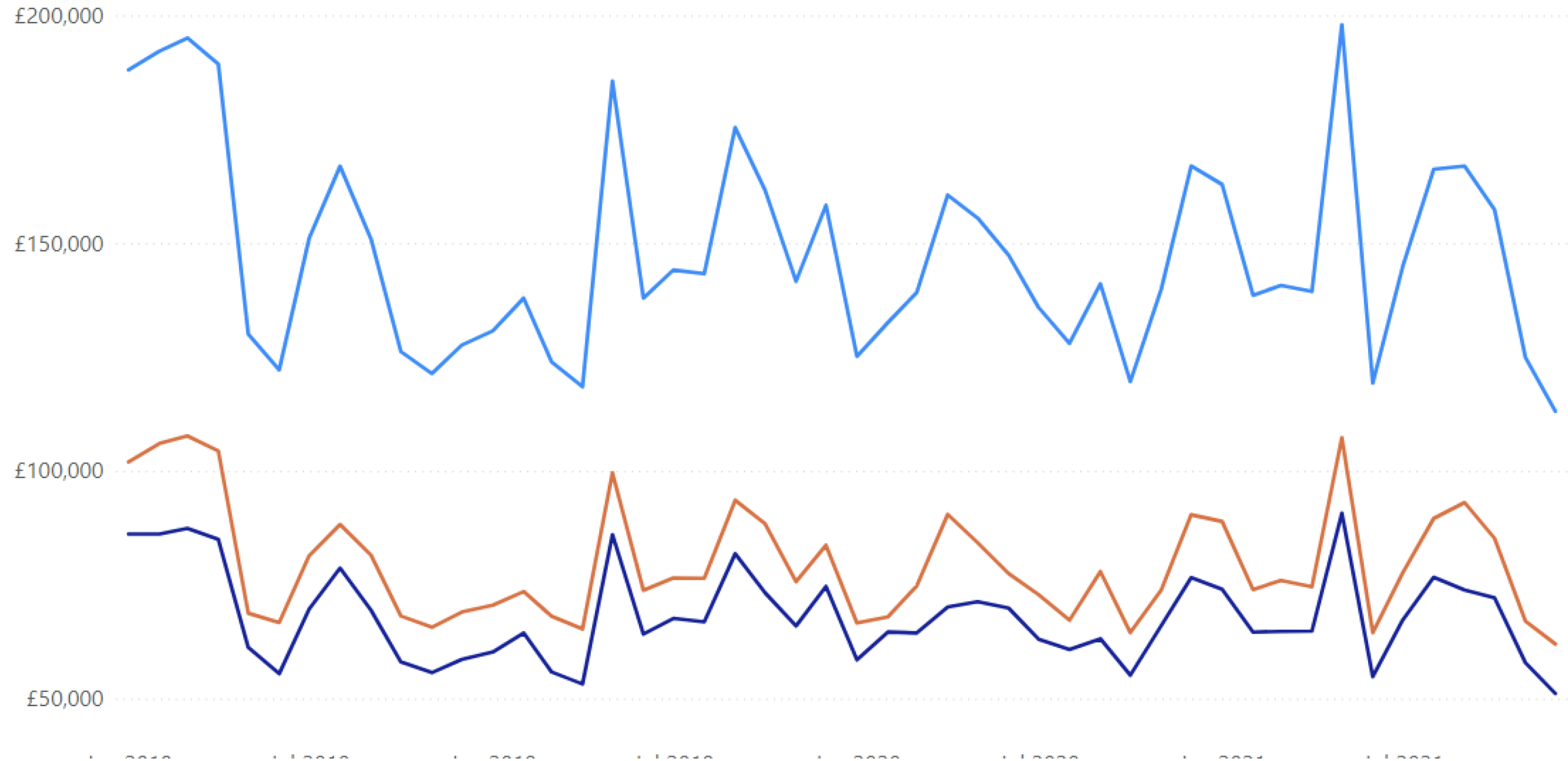
- Filters and slicers give users flexibility
- Flexibility limits your control
- Understand user needs and the **types** of stories they can pull from the data



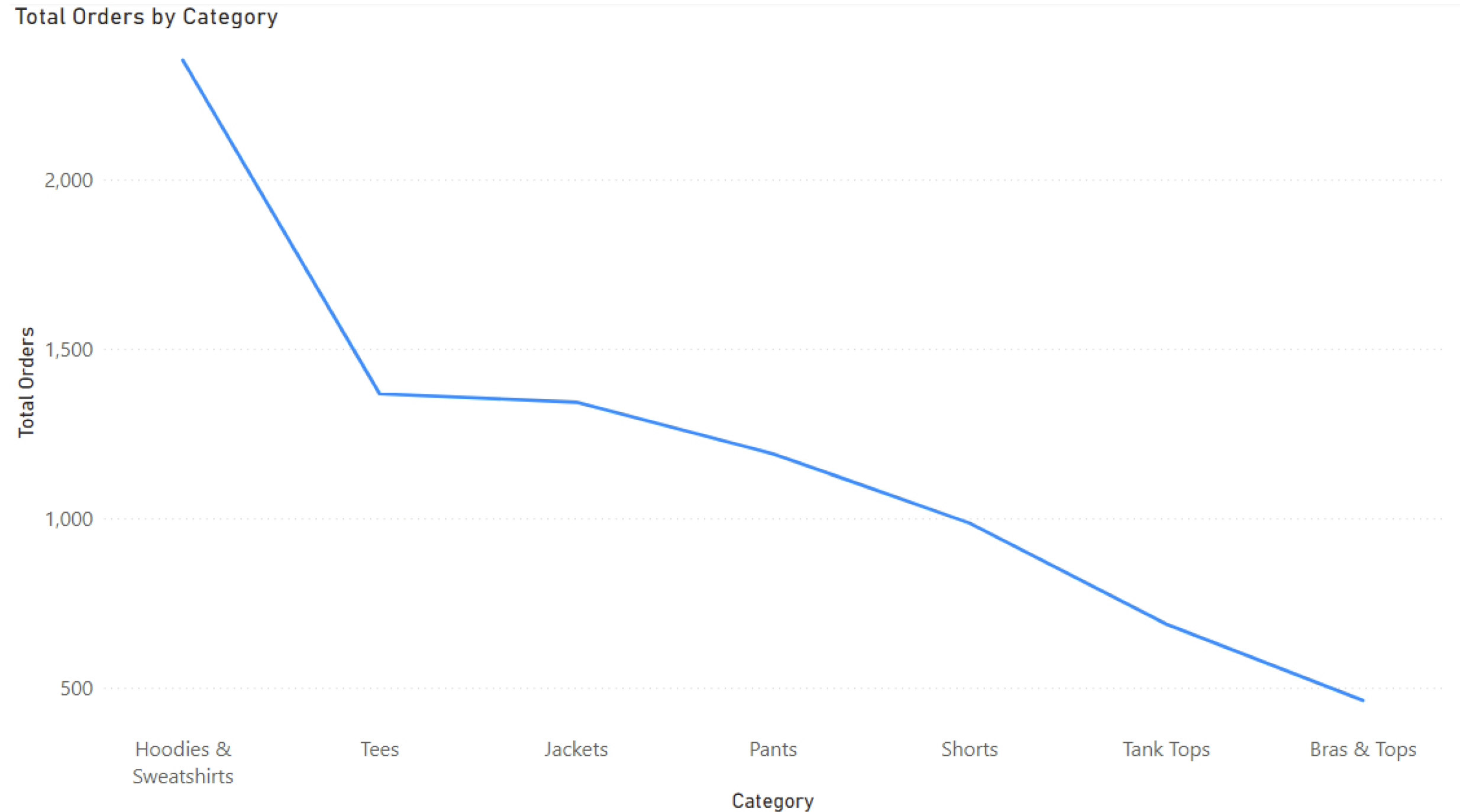
Choosing the right visual element

Revenue, COGS, and Gross Profit by Month and Year

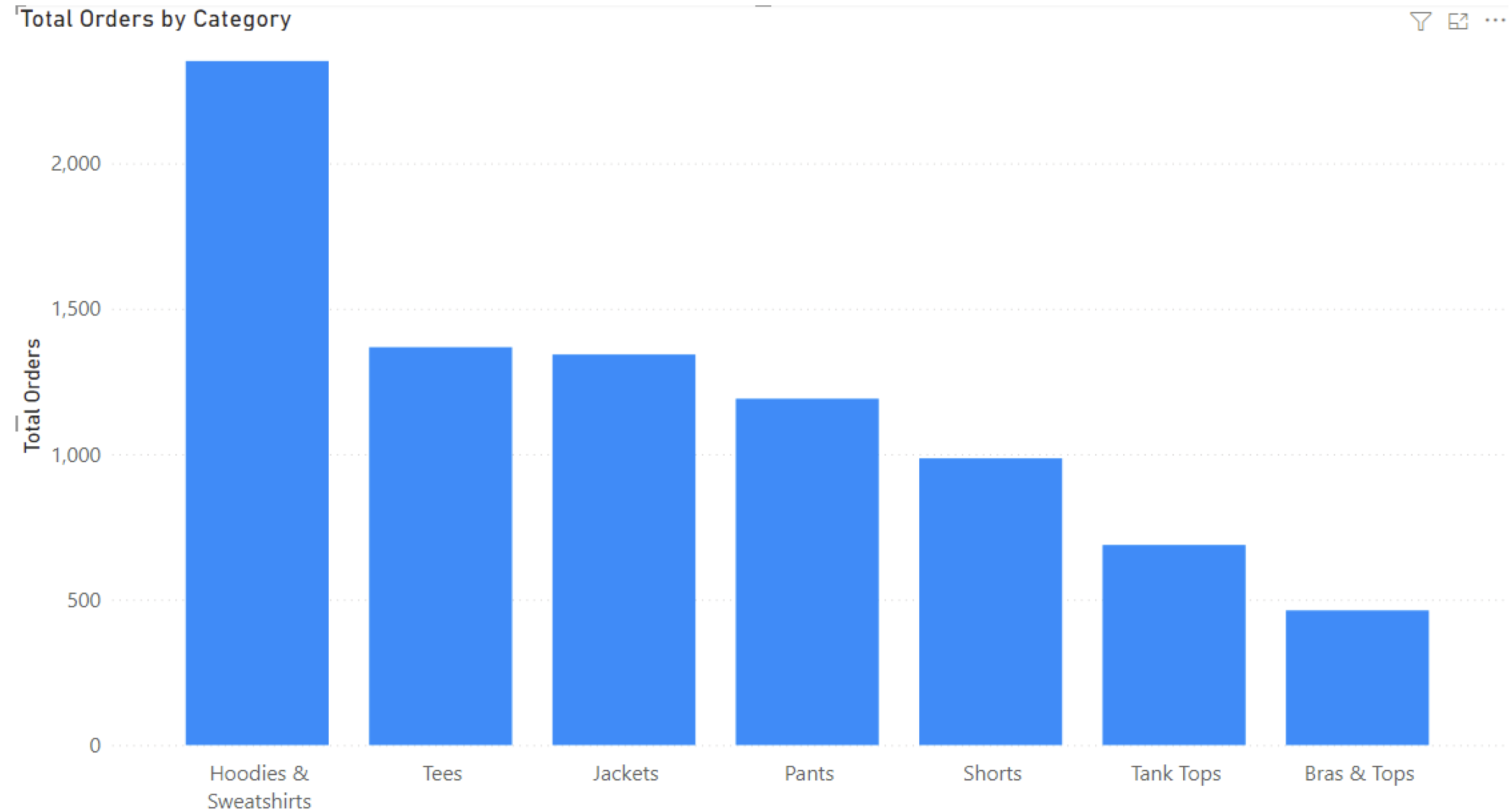
● Total Revenue ● Total COGS ● Gross Profit



Choosing the right visual element

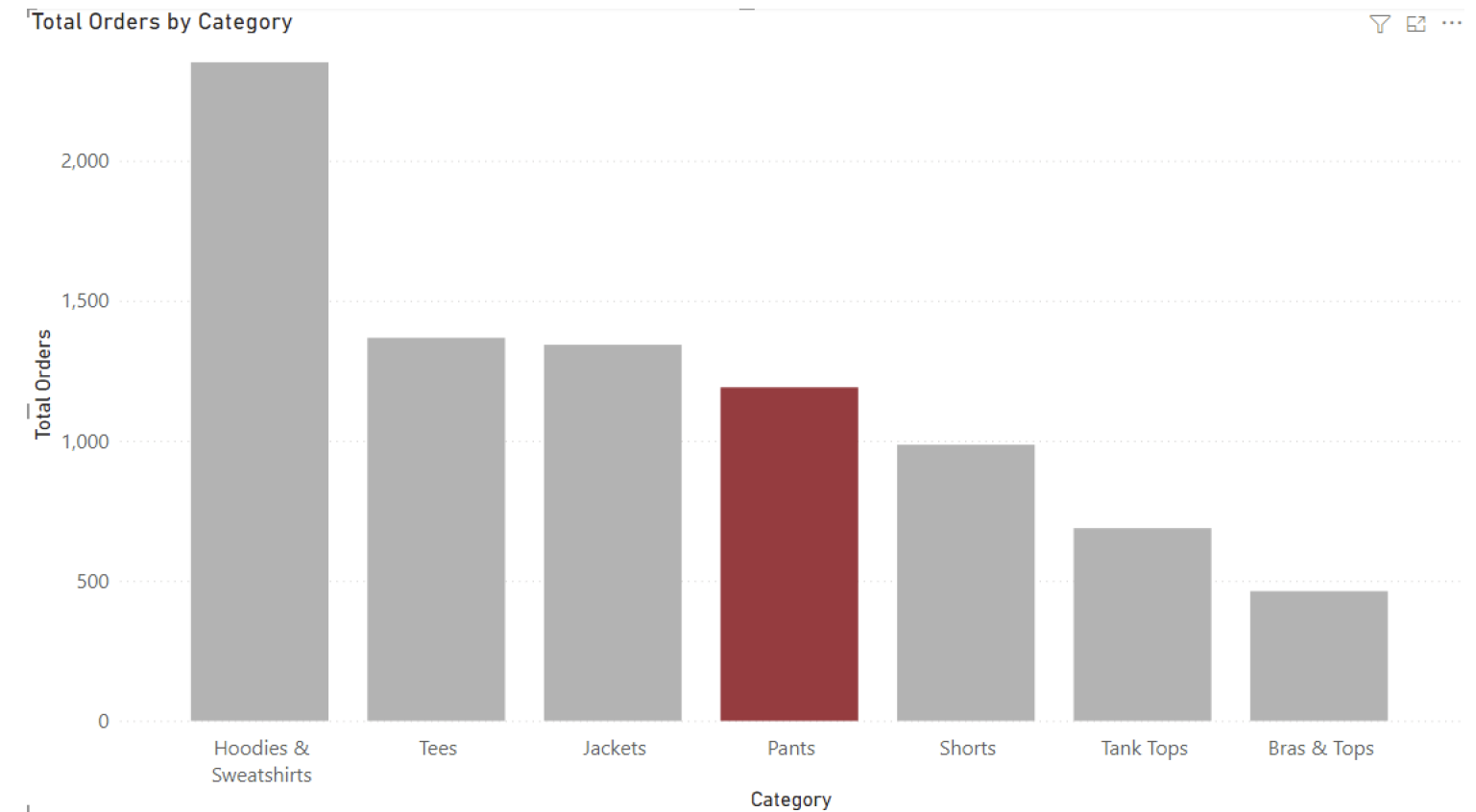


Choosing the right visual element



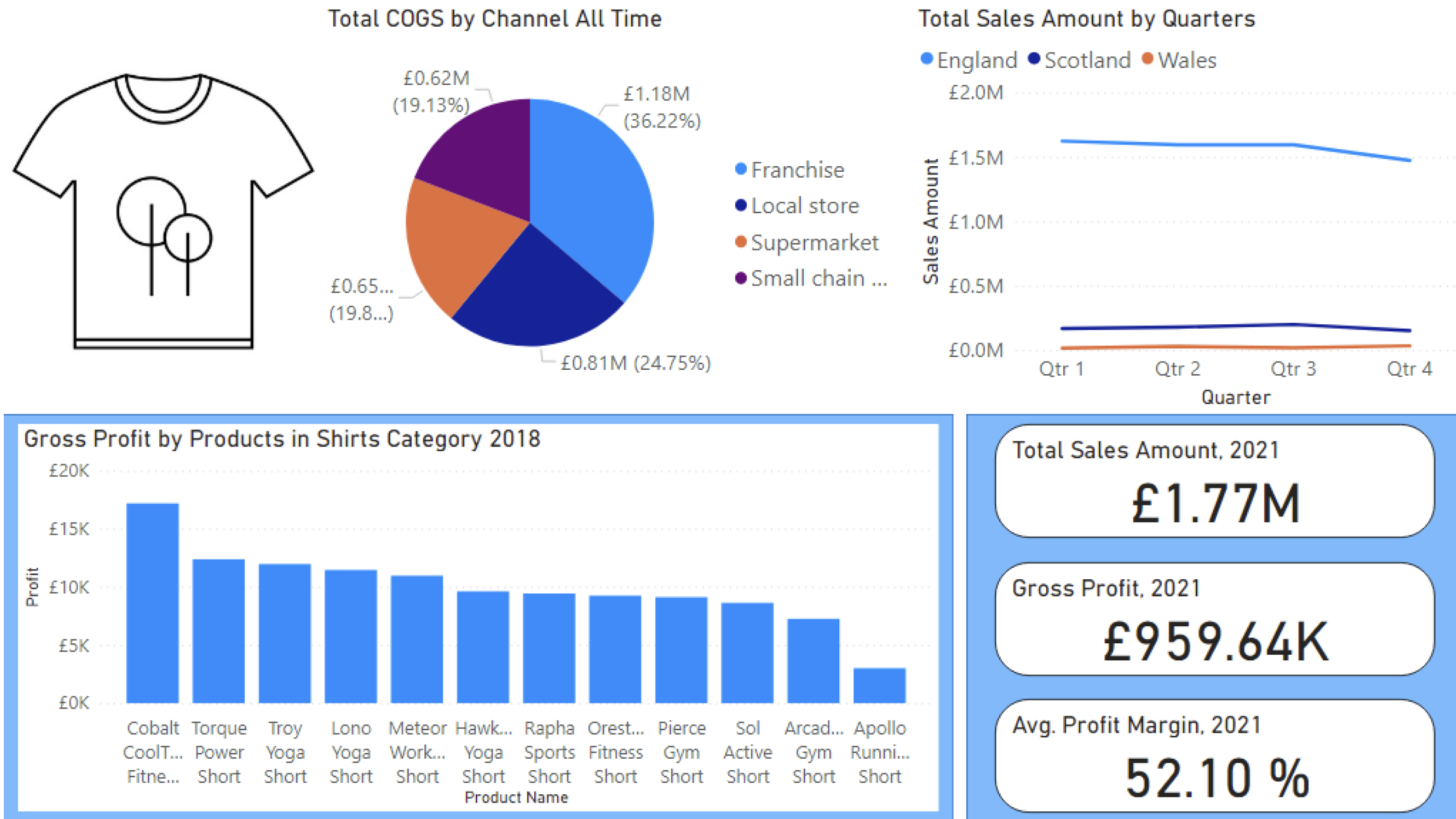
Color as an emphasis

- Color is a "pre-attentive attribute"
- Use neutral colors for bars
- Pick **one** emphasis color
- Color is a garnish

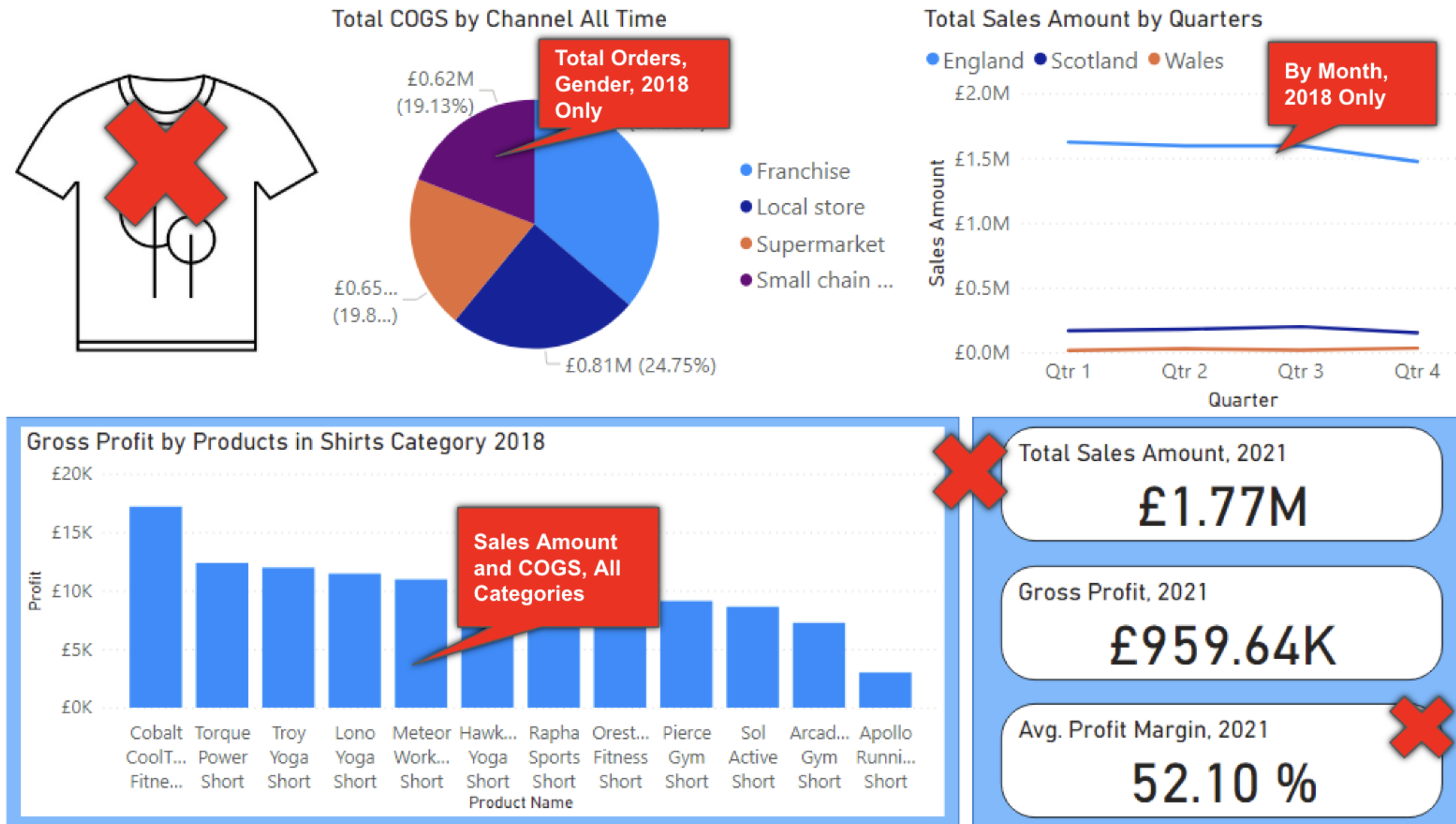


The importance of negative space

De-cluttering a dashboard

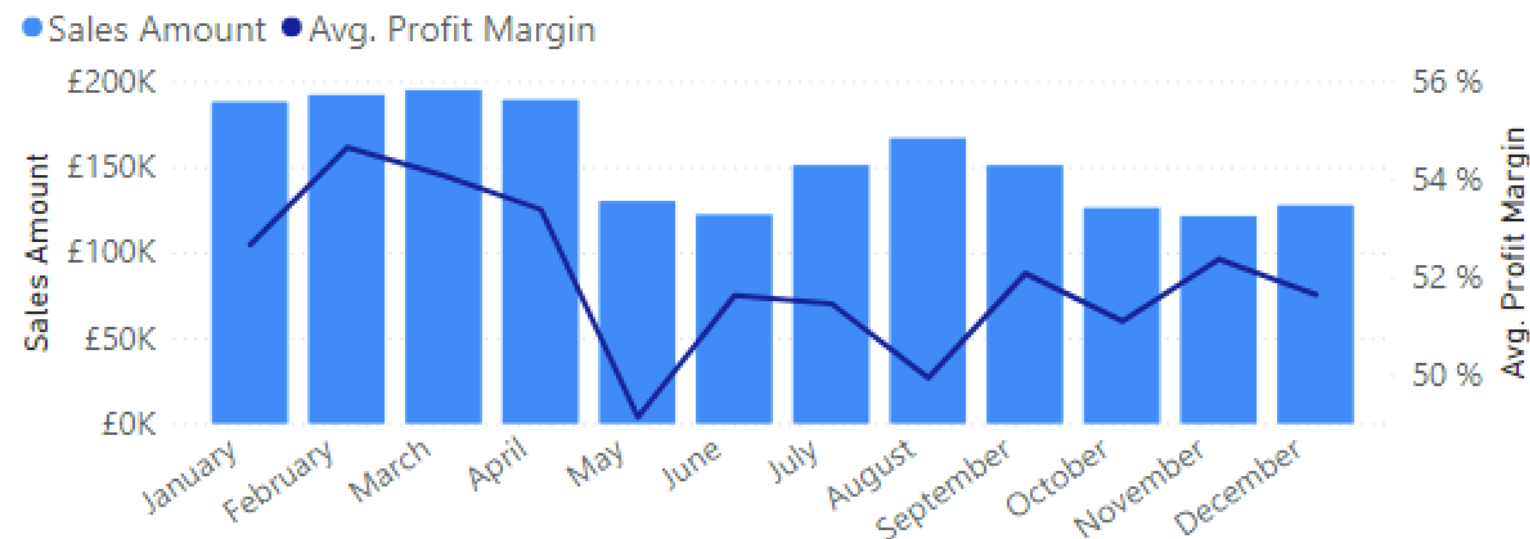


De-cluttering a dashboard

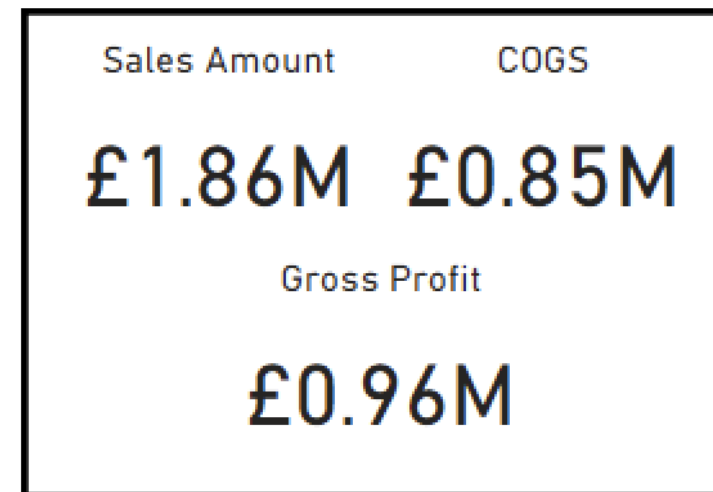


A Less Cluttered Dashboard

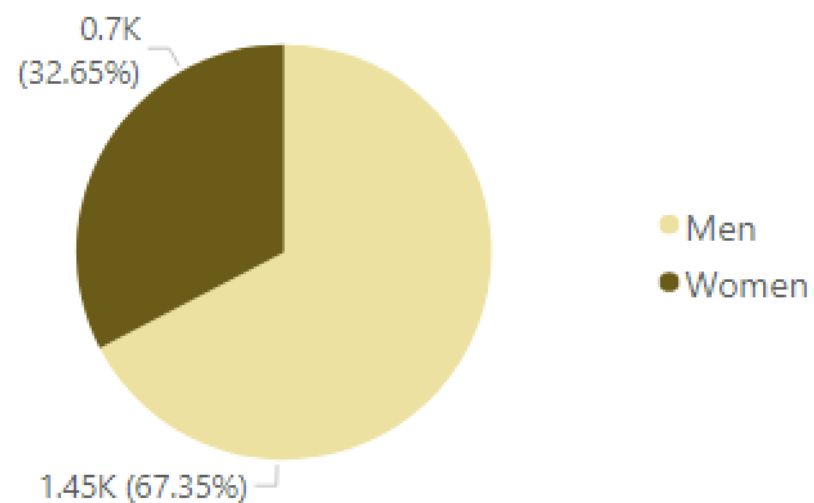
Total Sales Amount and Avg. Profit Margin by Month, 2018



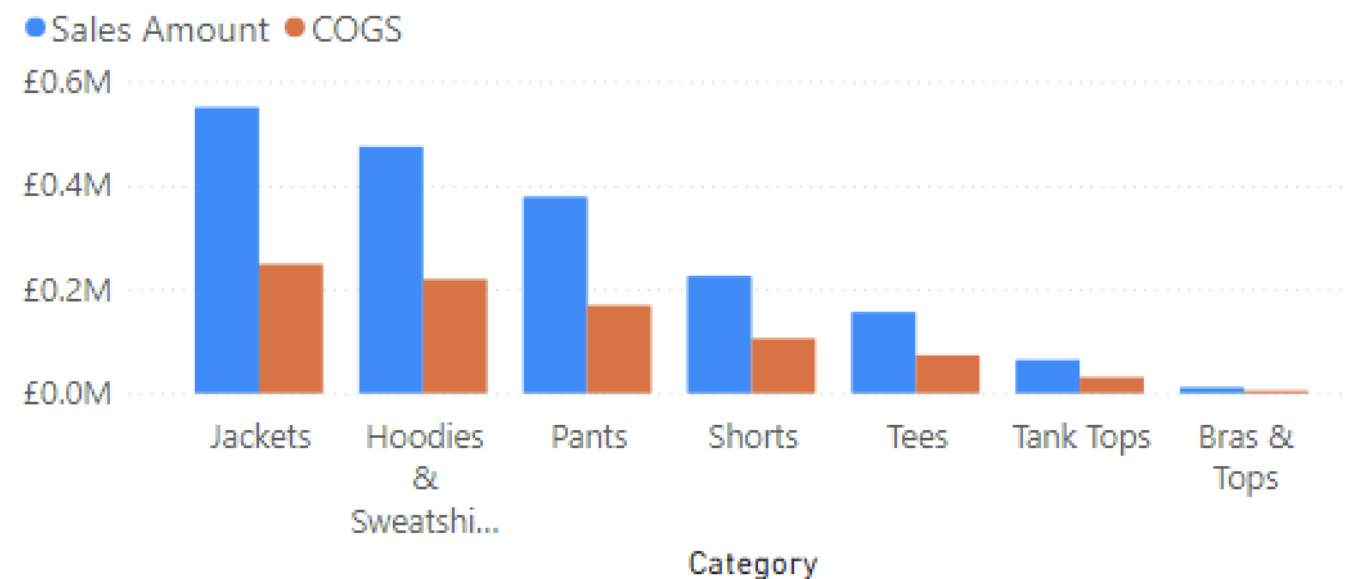
Financial Totals, 2018



Total Orders by Gender, 2018



Total Sales Amount and COGS by Category, 2018



Thinking of our audience

CCO persona

- Which product sizes are selling well and which channels are buying them?
- How well is the company meeting expectations?



Let's practice!

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Shares, gauges, and KPIs

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Congratulations!

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Data visualization in Power BI

Chapter 1

- Know your audience
- Dashboards vs. pixel-perfect reports

Chapter 3

- Reducing cognitive load

Chapter 2

- Evoking an emotional response

Chapter 4

- Good visual design
- Effective use of colors
- De-clutter a dashboard

What's next?

- User-Oriented Design in Power BI
- Reports in Power BI
- Report Design in Power BI

Congratulations again!

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