Know your audience

DATA VISUALIZATION IN POWER BI

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Dashboards versus "pixel-perfect" reports

Dashboard

- Tells us about critical business or operational metrics, often in real time
- "Single pane of glass"
- The norm for Power BI (even when we call them reports!)

"Pixel-Perfect" Reports

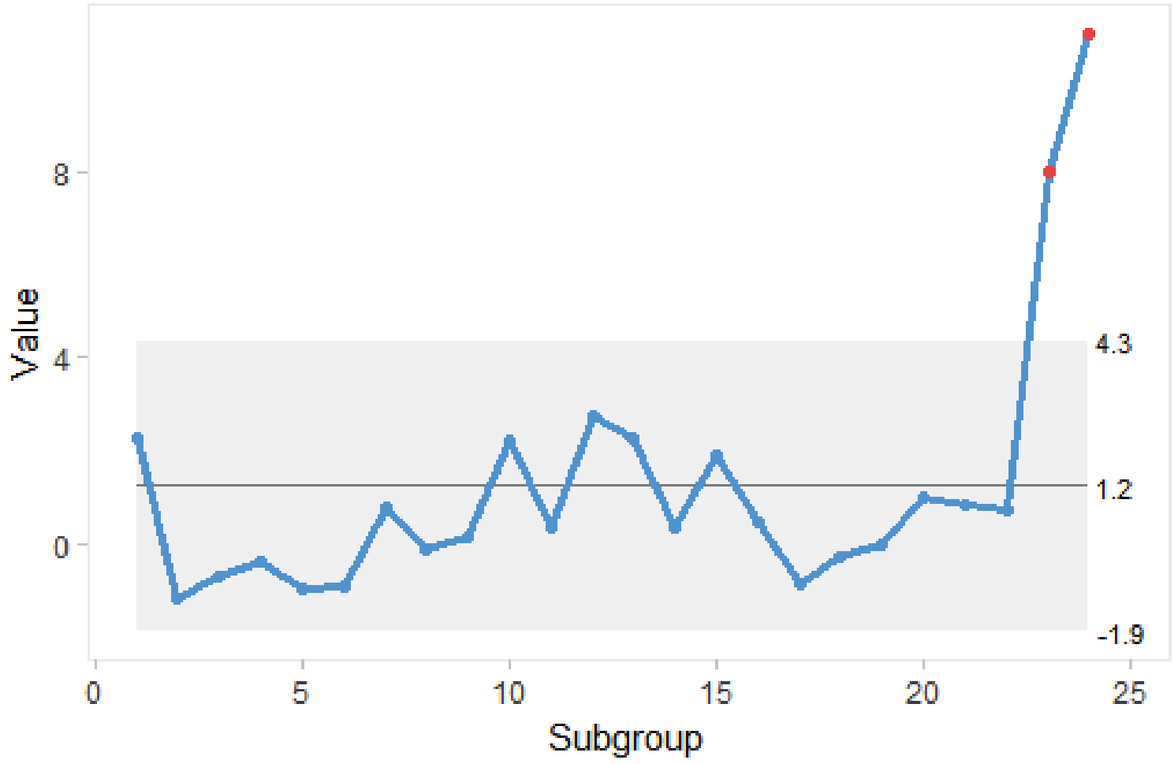
- Provides more detailed information on business or operational metrics, usually delayed
- Intended to fit on sheets of paper, not just on screen
- Called "Paginated Reports" in Power BI

Your intended audience

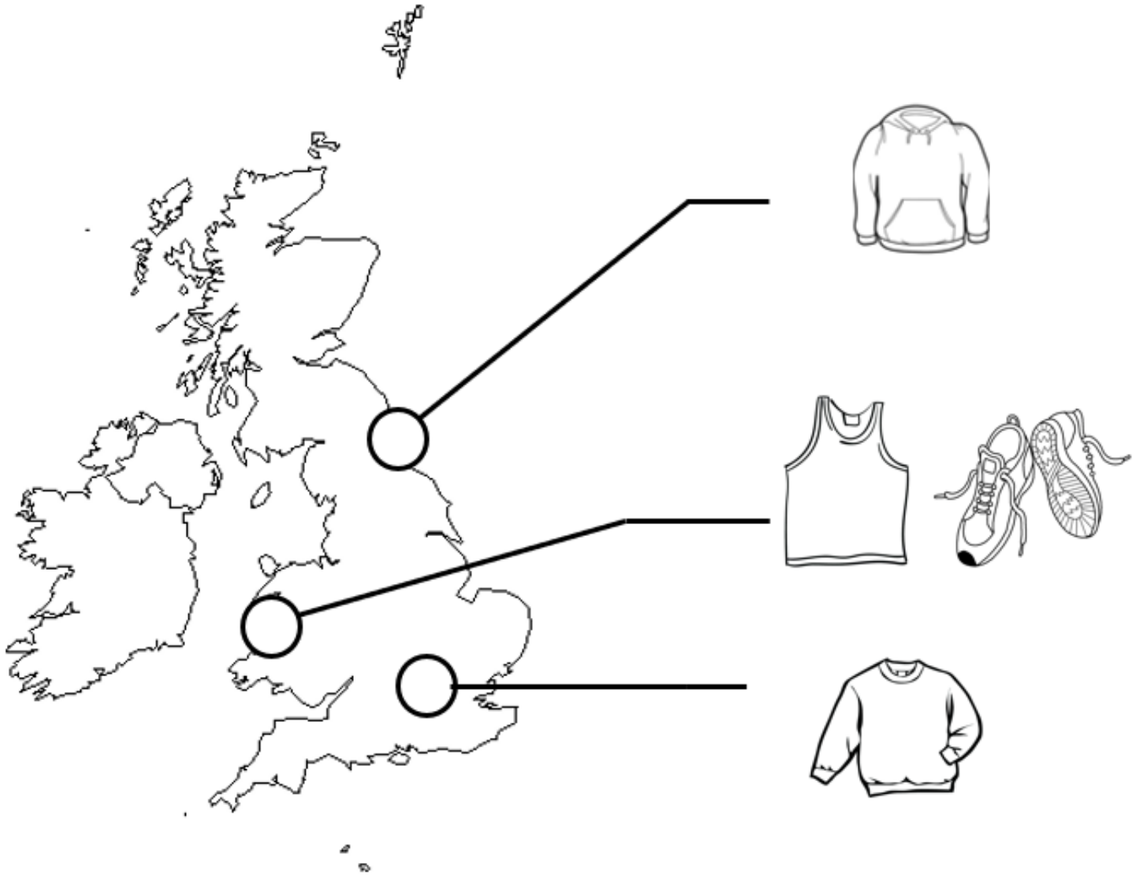
Questions to ask

- Who is your intended audience?
- How will they use your dashboard?
- What actions do you want to them to take as a result of what you show?
- Are you showing the right measures in the right way?

Process Control Chart

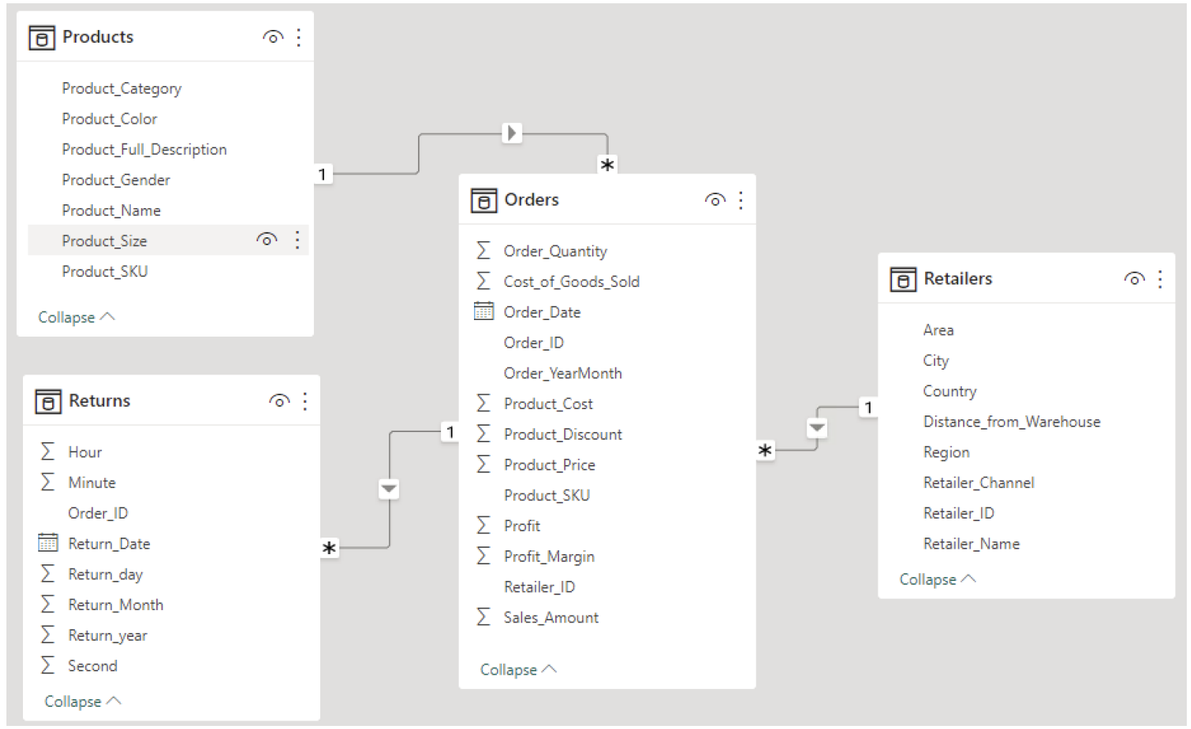


The dataset



The dataset

- **Fact Table:**
  - `Orders` - sales orders information
  - `Returns` - orders that have been returned to the company
- **Dimension Tables:**
  - `Products` - details about products sold
  - `Retailers` - information related to the customers



Our audience

The Head of Sales

- Already has a view of high level company figures
- Wants a more detailed view of the orders carried out by the company
- Has asked for a specially tailored report

Let's practice!

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Tables and scatter charts

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Let's practice!

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