

Introduction to key influencers

TREND ANALYSIS IN POWER BI



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What are "key influencers"?

Definition

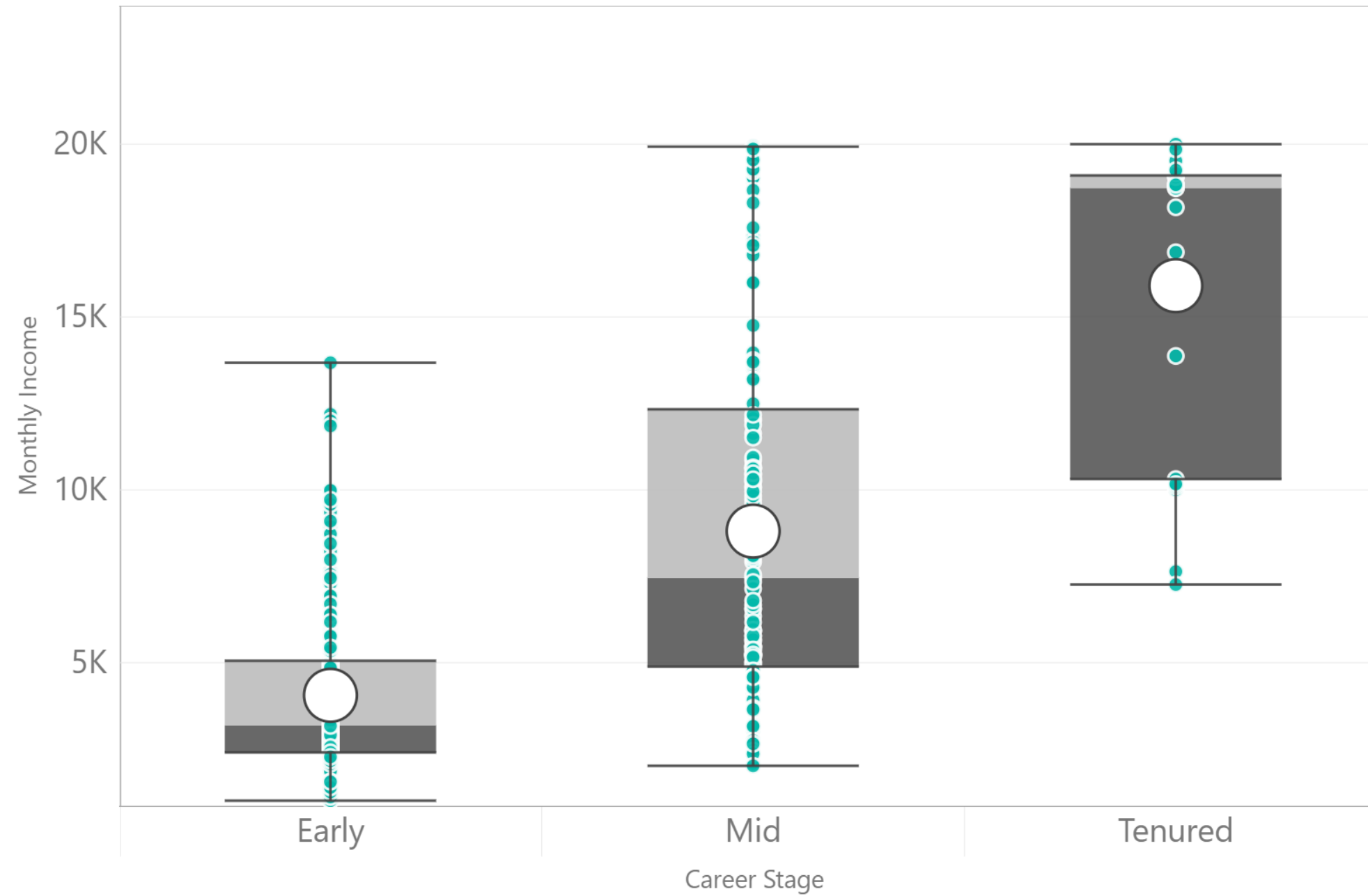
Explanatory variables which cause a significant change in the characteristic of a target variable.

Use Cases

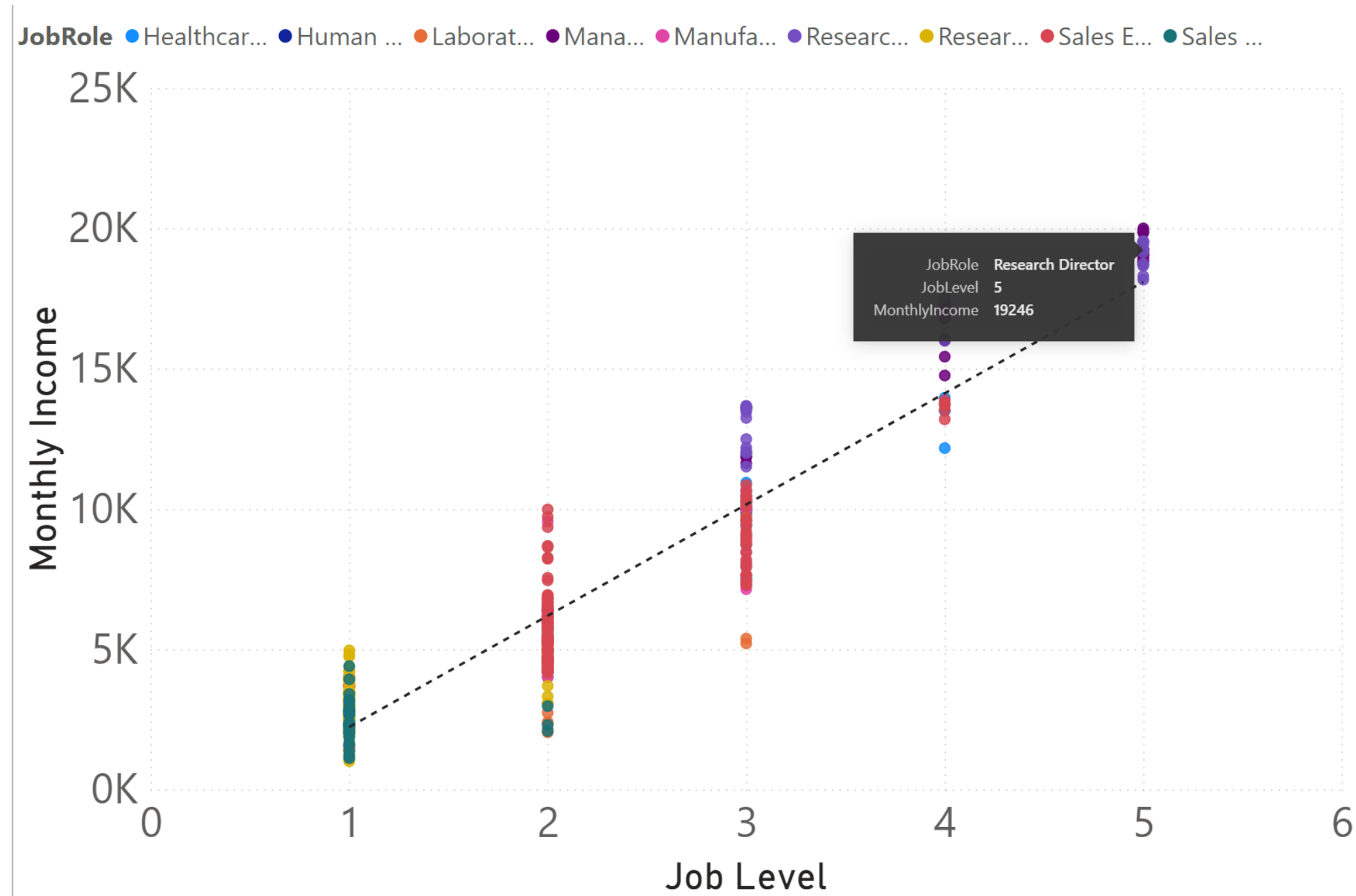
- Determine major drivers of a metric
- Compare the relative importance of variables
- Explore relationships between a target and another variable

¹ <https://docs.microsoft.com/en-us/power-bi/visuals/power-bi-visualization-influencers>

What are "key influencers"?



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Key influencer visualization

Key influencers Top segments

What influences MonthlyIncome to ?

When...

...the average of
MonthlyIncome increases
by

JobRole is Manager

\$11.76K

JobRole is Research Director

\$10.30K

YearsSinceLastPromotion is
more than 10

\$7.80K

YearsInCurrentRole is more
than 5

\$3.61K

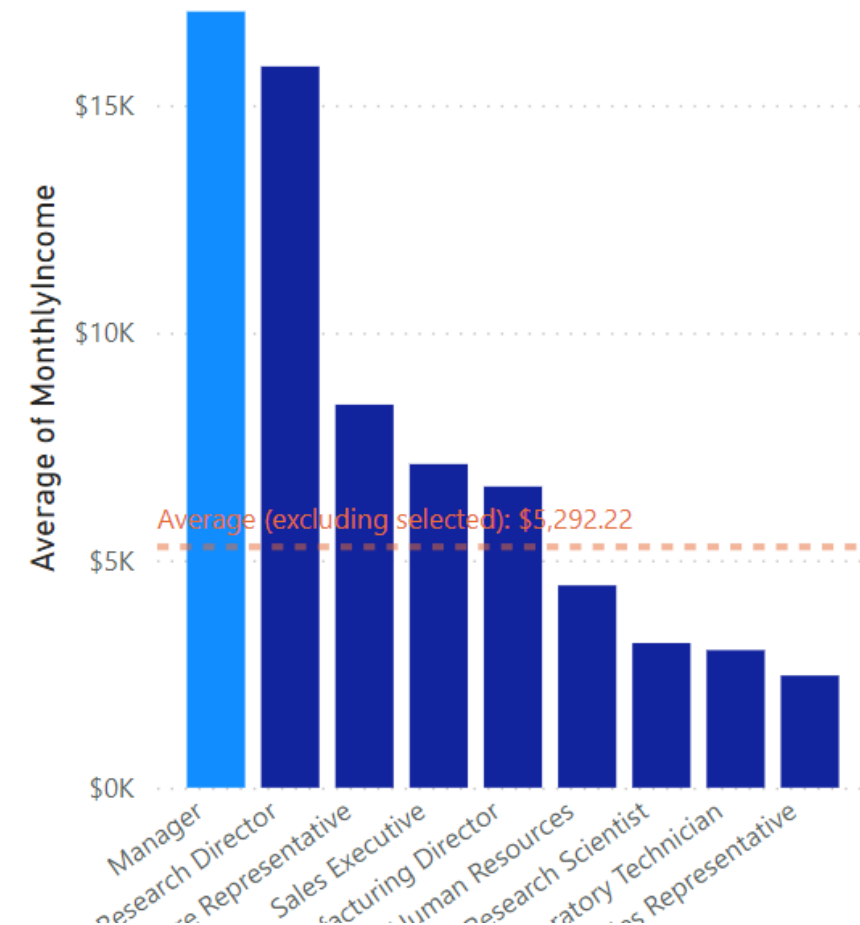
TotalWorkingYears goes up
7.66

\$1.58K

YearsAtCompany goes up
6.51

\$255.2

← MonthlyIncome is more likely to increase when JobRole is Manager than otherwise (on average).



Key influencer visualization

Key influencers Top segments

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Age of MonthlyIncome

\$15K

\$10K

Reasons why key influencers are not found

- Problem: explanatory fields have too many categories

Action: transform variable into categories

- Problem: there aren't enough observations to derive patterns

Action: increase the sample size or find new data

- There are simply no key influencers

Action: explore other explanatory variables

Let's practice!
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Using key influencers in Power BI

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Let's practice!
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Congratulations!

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Trend Analysis in Power BI

Time series

- Extracting variables
- Line charts
- Period-over-period changes
- Rolling average

Influence of variables

- Decomposition trees
- Key influencers

See you again!

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