

Reduce cognitive load

DATA VISUALIZATION IN POWER BI

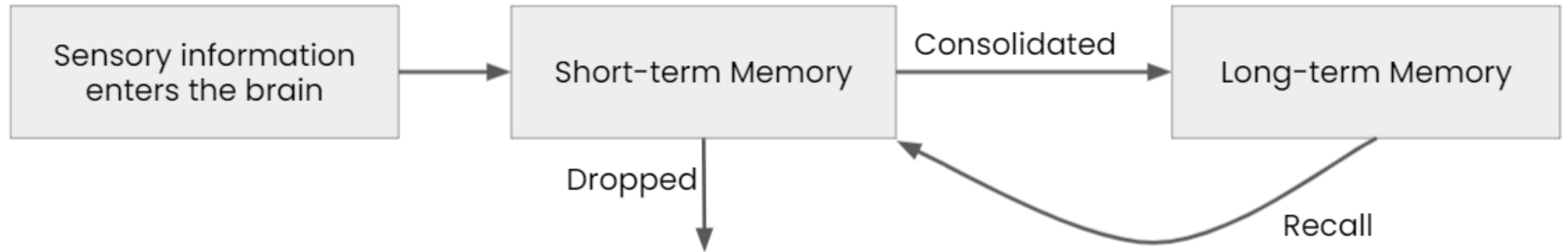


Iason Prassides

Content Developer at DataCamp

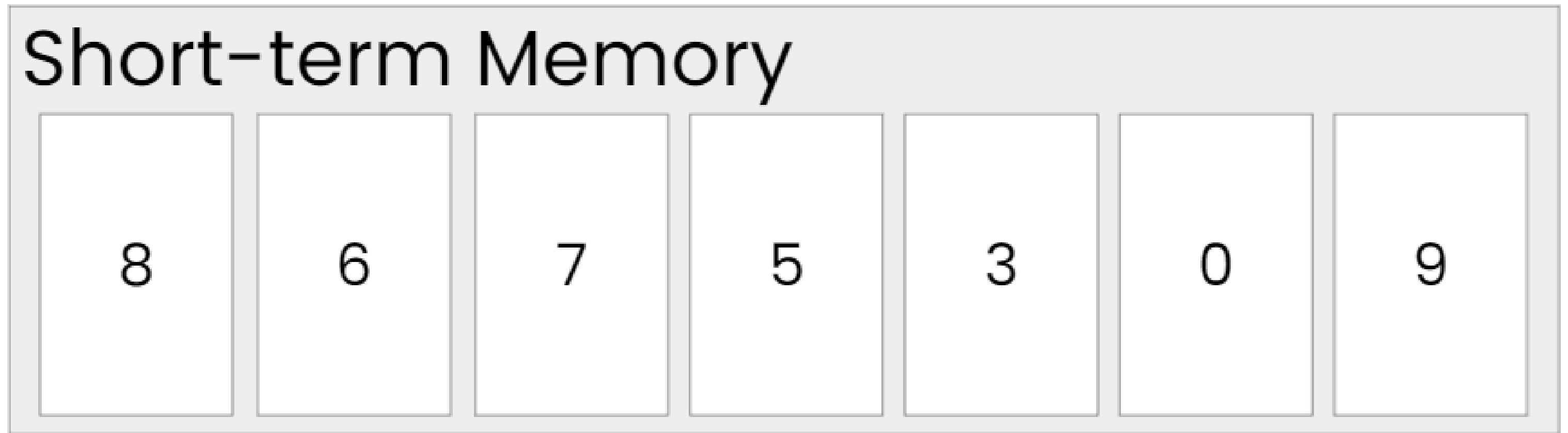
Short-term memory

This is a simplified version of the way humans process signals.



The "magical number seven"

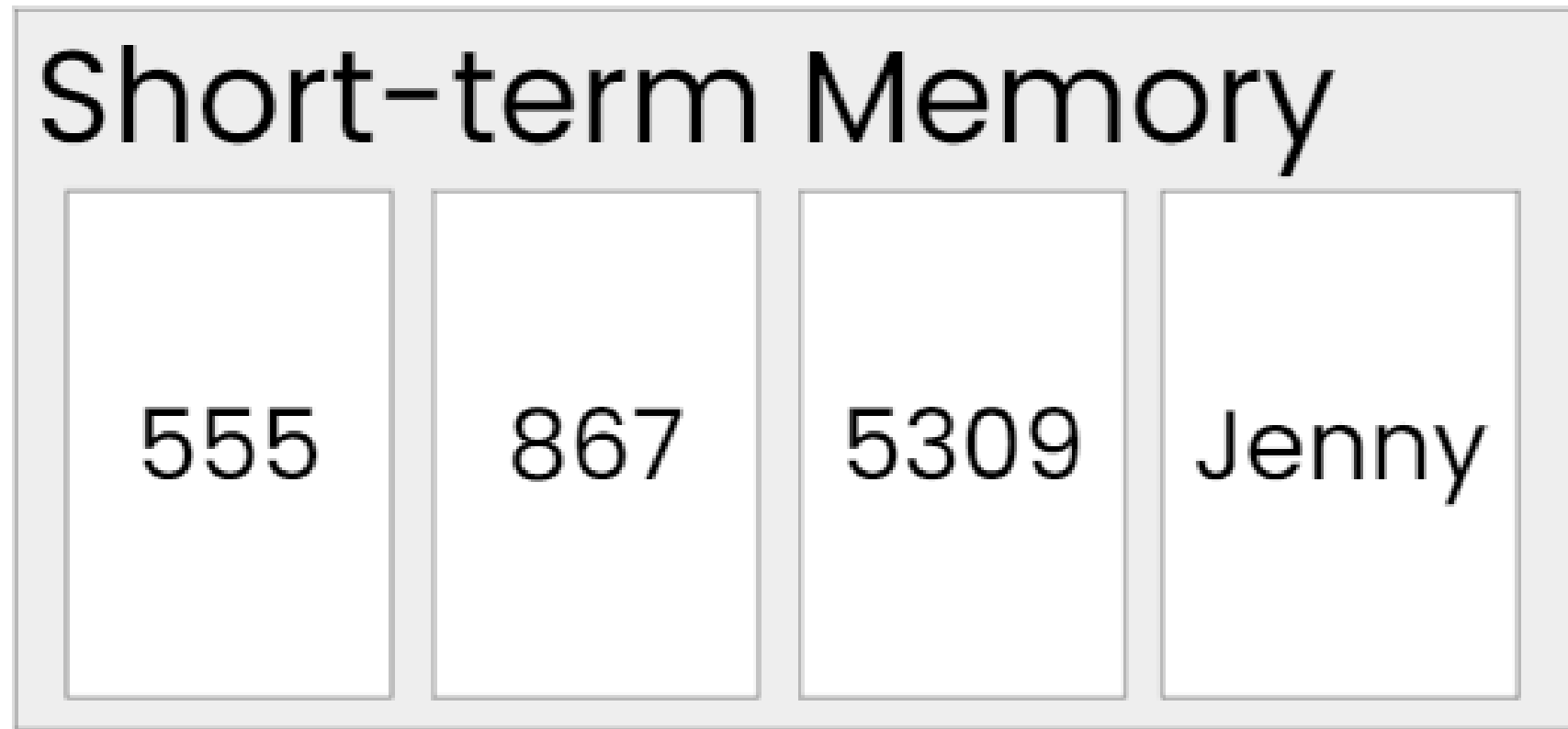
George Miller's research discovered that humans can tend to hold seven (plus or minus two) pieces of information at a time in short-term memory.



¹ Miller, G. A. (1956). The magical number seven, plus or minus two: Some limits on our capacity for processing information. *Psychological Review*, 63(2), 81-97.

Or maybe 4?

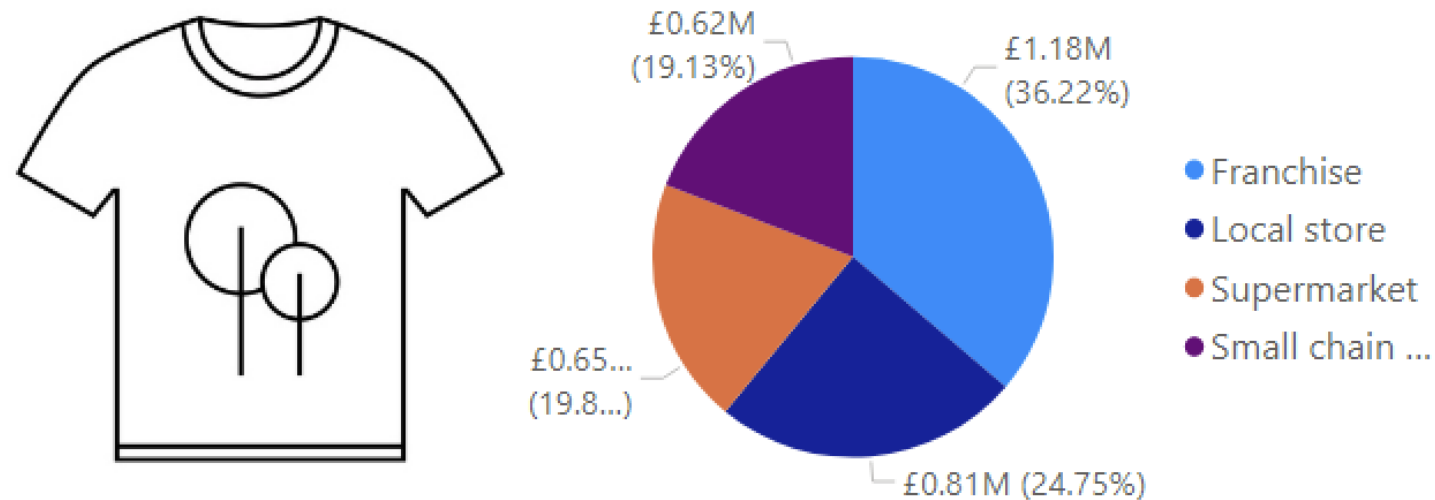
Further research indicates that this may be closer to 4 +/- 1 but that we can "chunk" information together.



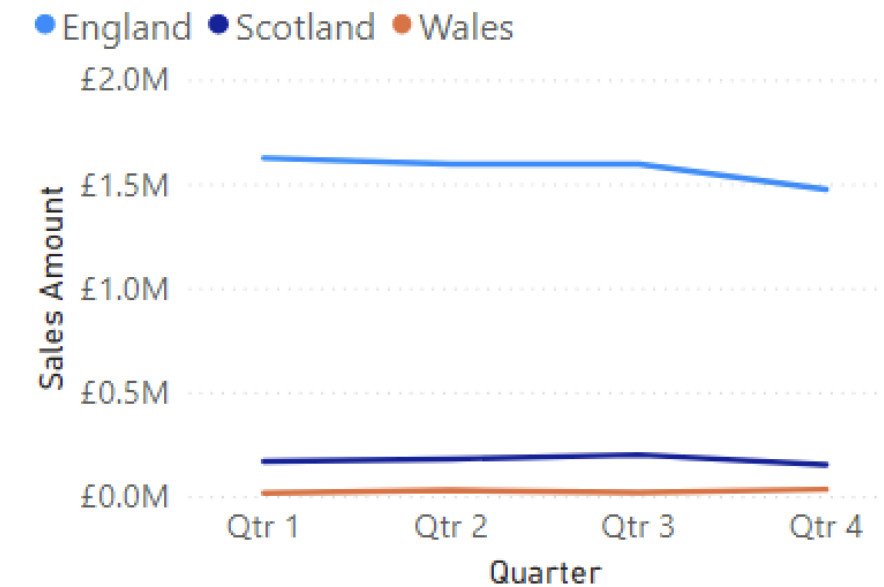
¹ Cowan, N (2001). The magical number 4 in short-term memory: a reconsideration of mental storage capacity. Behavioral Brain Science, 24(1), 87-114.

Cognitive load

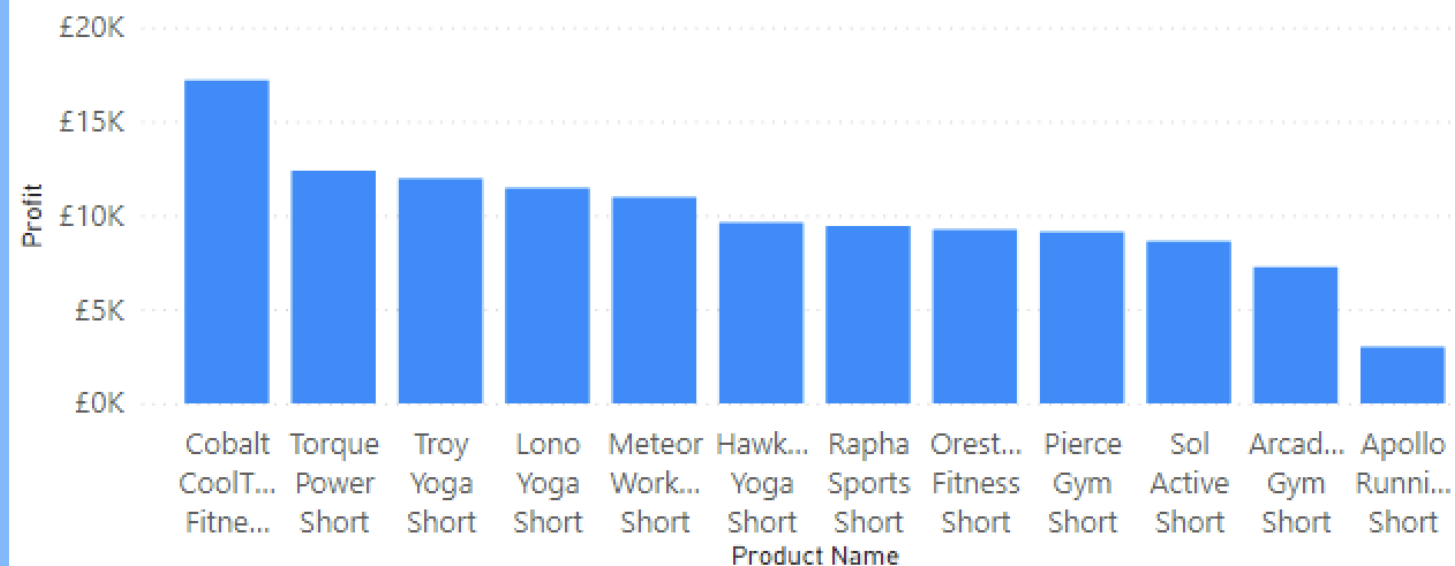
Total COGS by Channel All Time



Total Sales Amount by Quarters



Gross Profit by Products in Shirts Category 2018



Total Sales Amount, 2021

£1.77M

Gross Profit, 2021

£959.64K

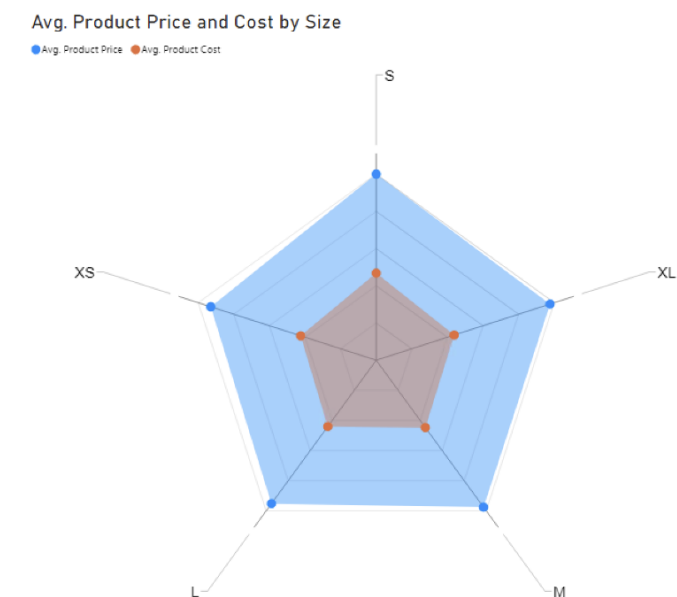
Avg. Profit Margin, 2021

52.10 %

Reducing cognitive load

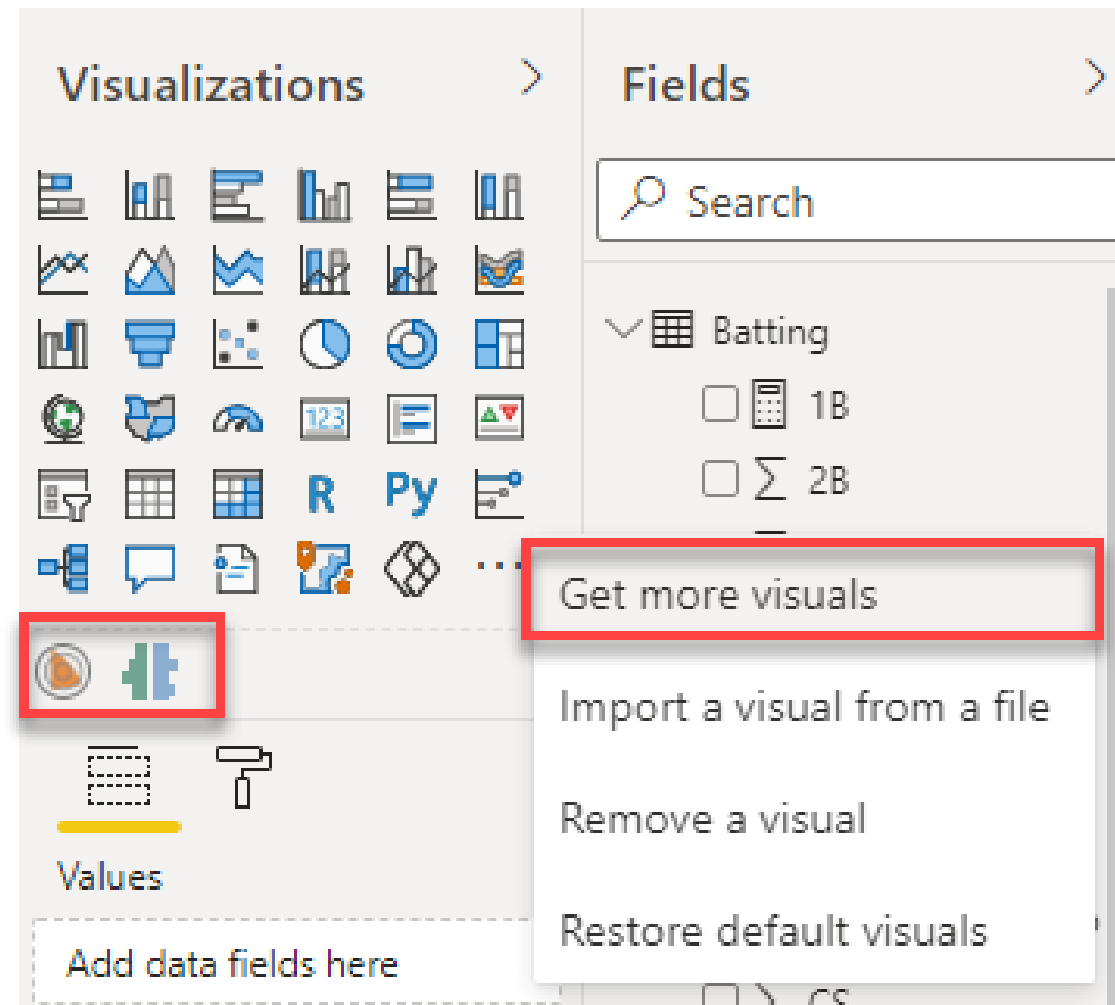
Quick wins in reducing cognitive load:

1. Tailor the page to your audience
2. Focus on one story per report page
3. Strike the balance between information-rich visuals and confusing the audience



Custom visuals in Power BI

Custom visuals can be loaded into a Power BI report.



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Power BI Visuals

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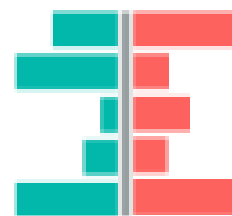
Category

Editor's Picks

All

Advanced Analytics

Data Visualizations



Tornado chart 

Comparing the relative importance of variables between two groups

★★★★☆

Add

Thinking of our audience

Chief Commercial Officer (CCO)

- Executive-level role
- Responsibilities related to
 - Marketing
 - Sales
 - Product development
- Report to CEO the commercial success of the business.
- Threads Ltd CCO requires information related to financial performance.



Let's practice!

DATA VISUALIZATION IN POWER BI

Combination charts and custom visuals

DATA VISUALIZATION IN POWER BI



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Let's practice!

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