Less is more

DATA VISUALIZATION IN POWER BI



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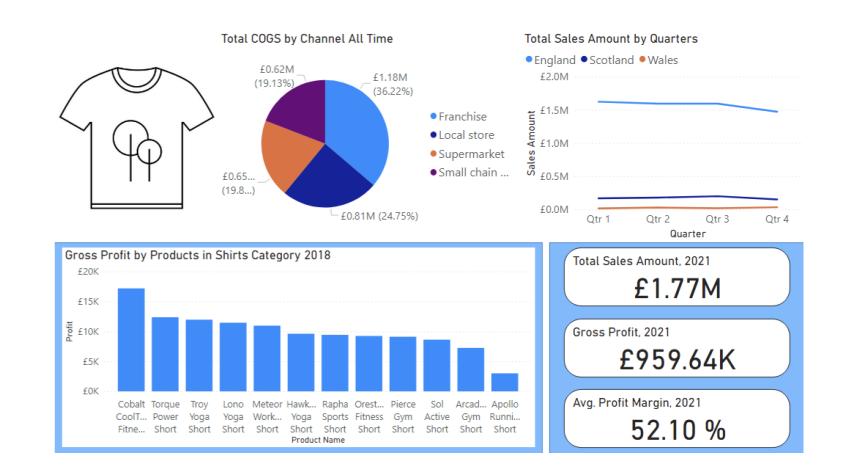
Keys to good visual design

Before adding something to a dashboard:

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

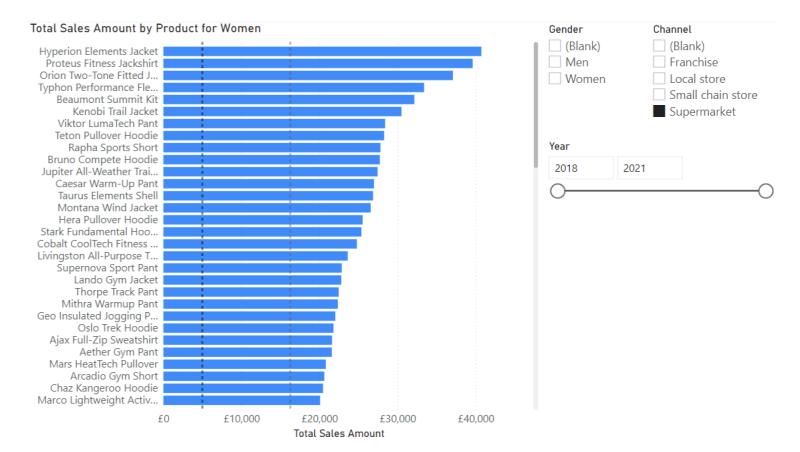
Promoting the story

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

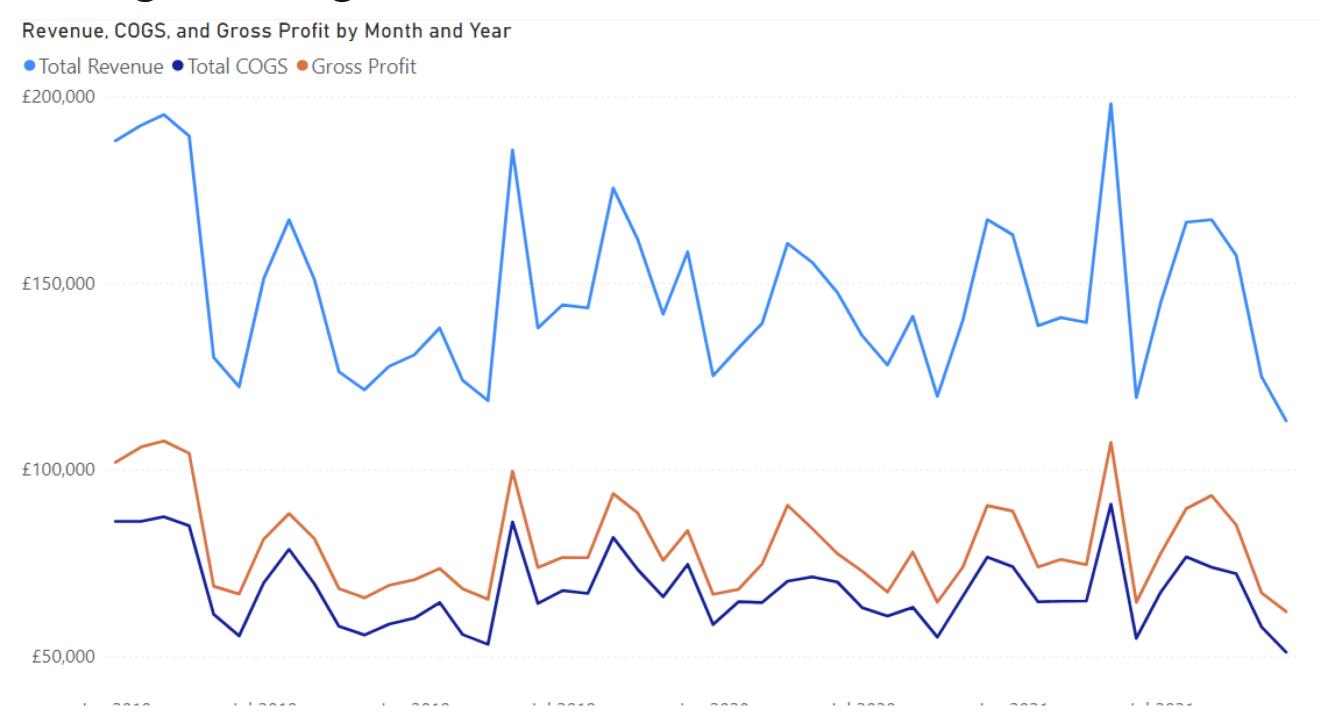


Story-telling in a world of choices

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

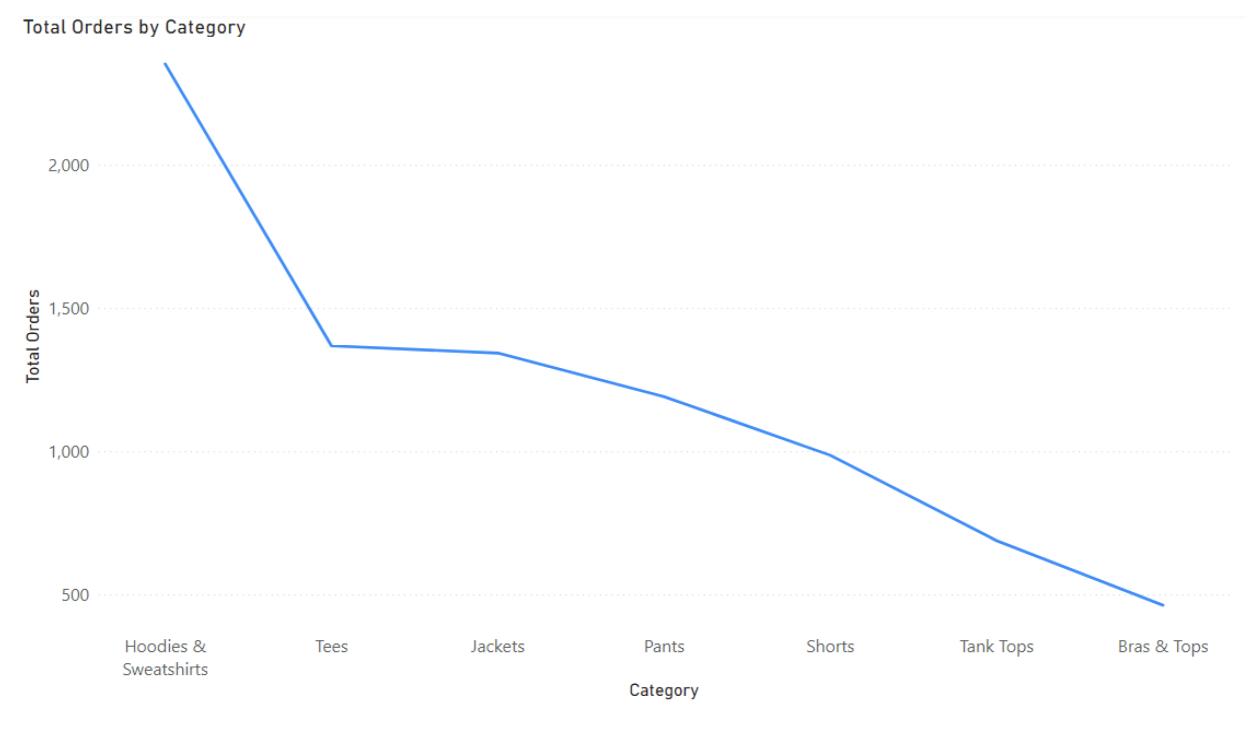


Choosing the right visual element



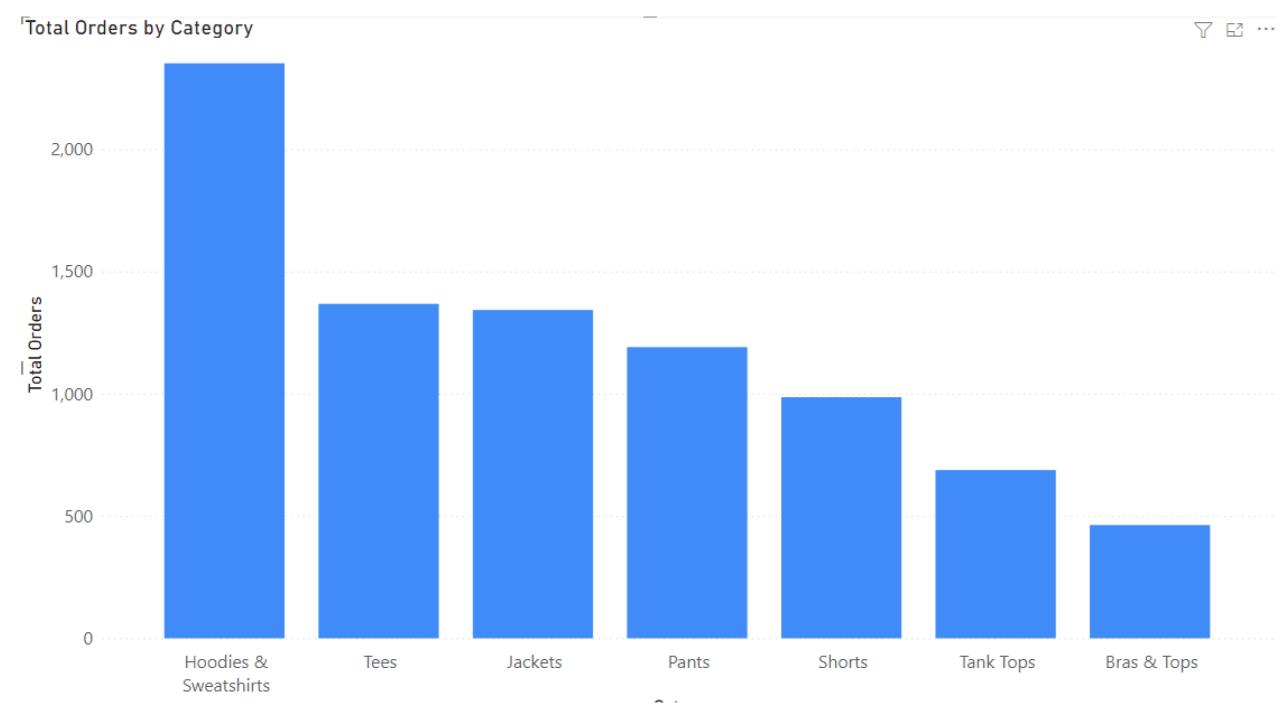


Choosing the right visual element





Choosing the right visual element

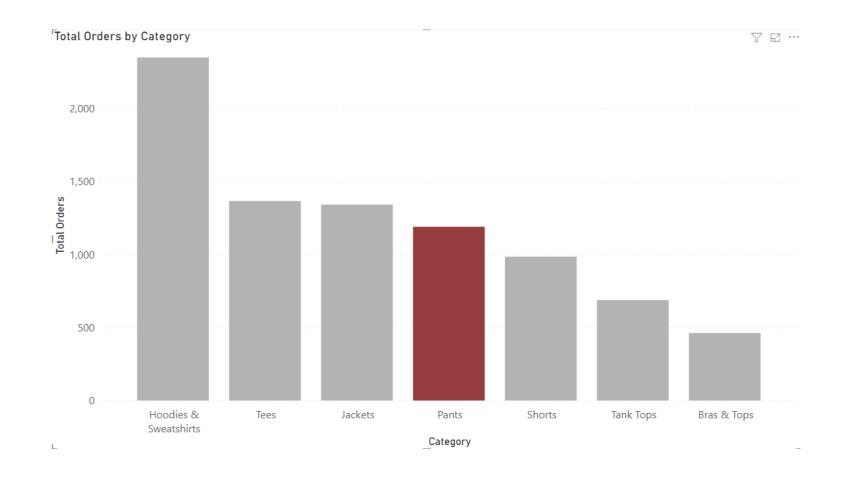




Color as an emphasis

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

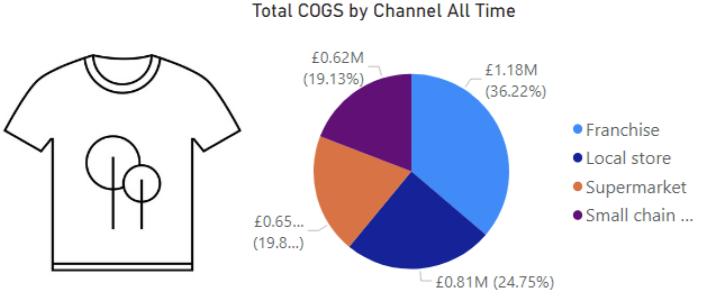


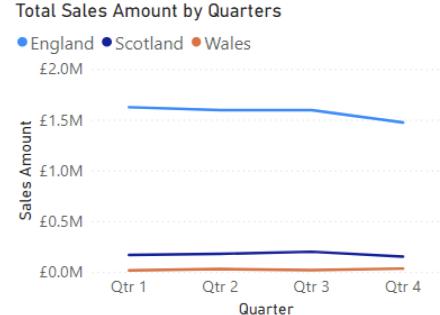


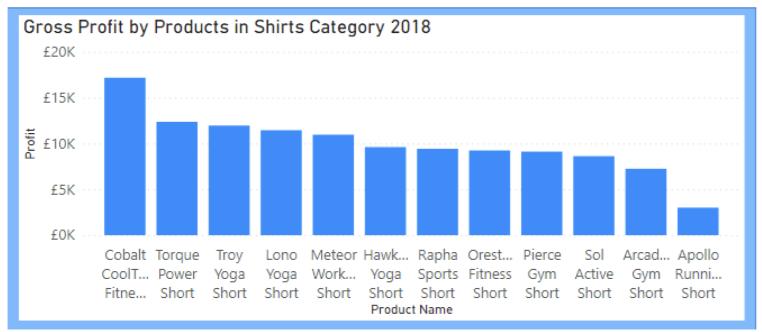
The importance of negative space

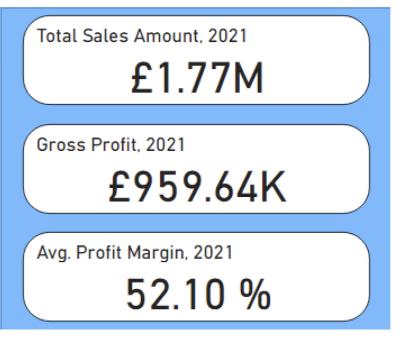


De-cluttering a dashboard

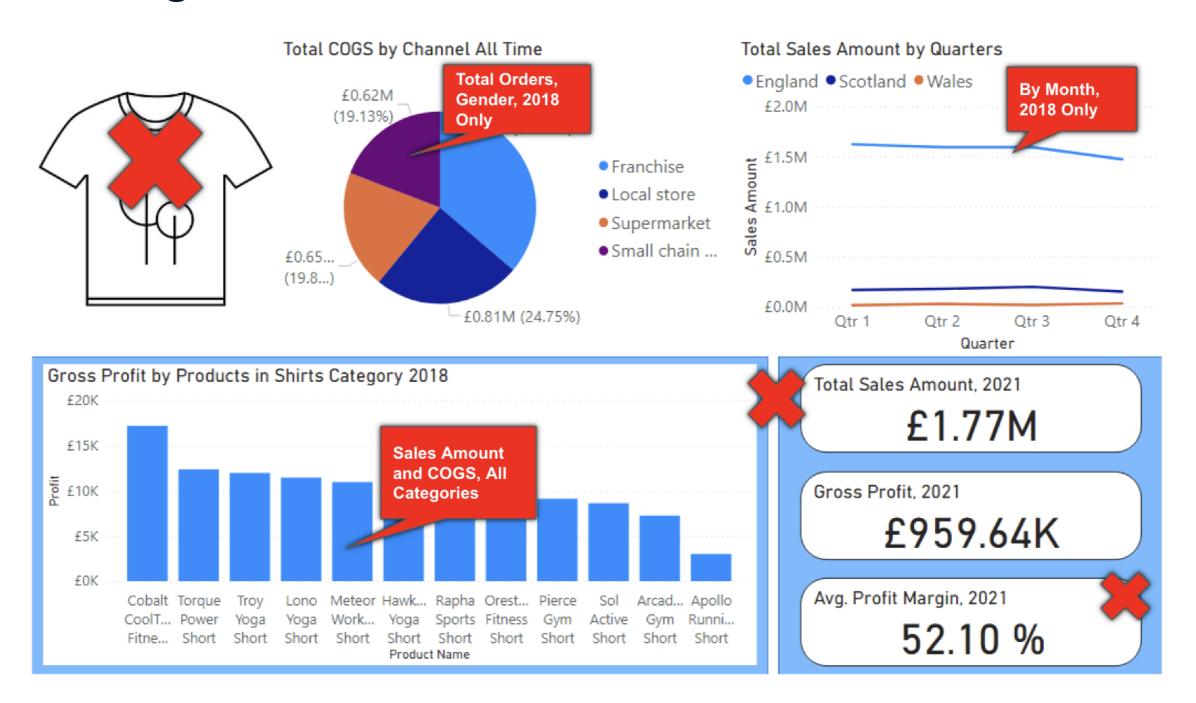






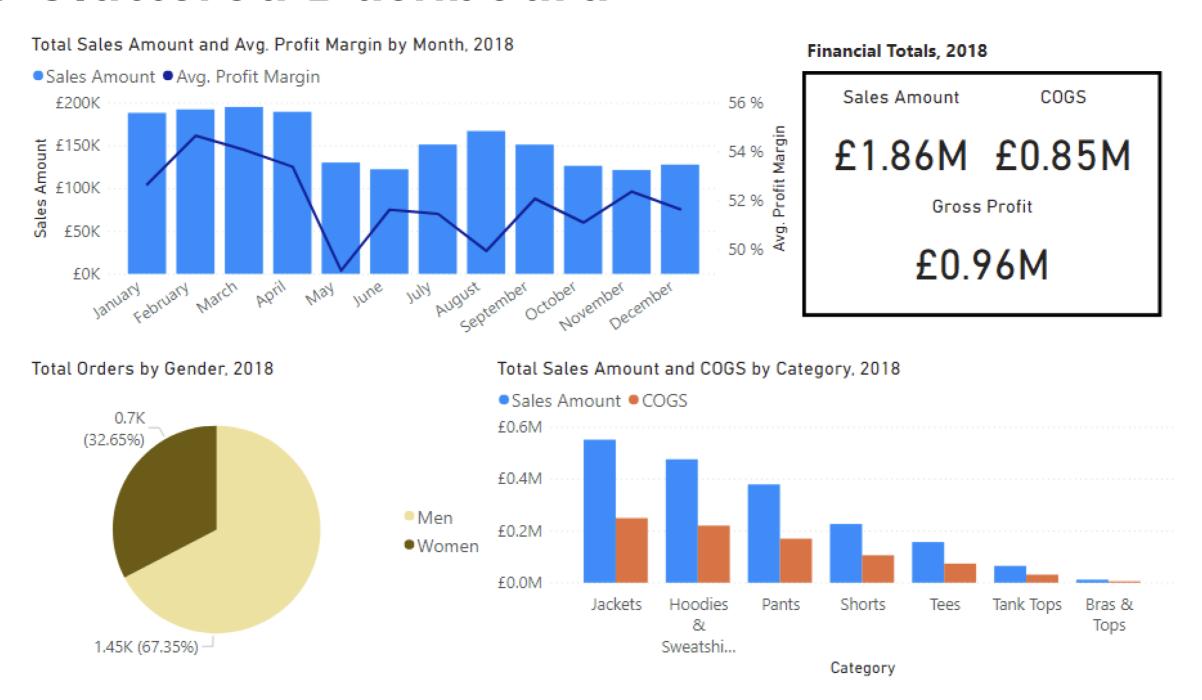


De-cluttering a dashboard





A Less Cluttered Dashboard





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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Let's practice!

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Congratulations!

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Data visualization in Power Bl

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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