

Building job market analysis dashboard

CASE STUDY: ANALYZING JOB MARKET DATA IN POWER BI



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Data analytics pipeline



Dashboard focus areas

Questions to ask:

1. **Who** is the audience?
2. **What** do they need?
3. **How** can a dashboard help?



Dashboard focus areas



Answers to questions:

1. **Who?**
DataSearch recruiters
2. **What?**
Identify optimal opportunities
3. **How?**
Dashboard design with goal in-mind

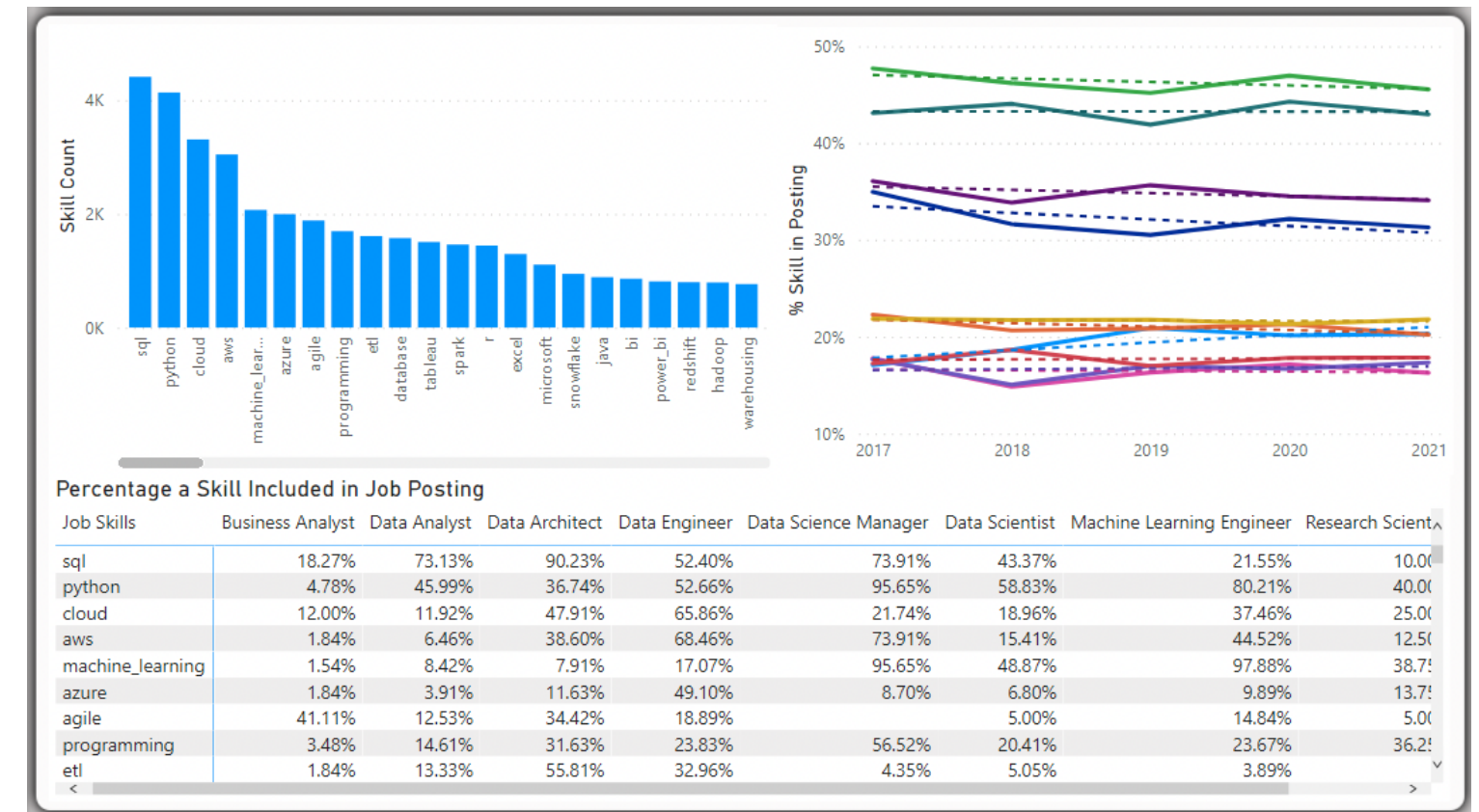
Dashboard components to include



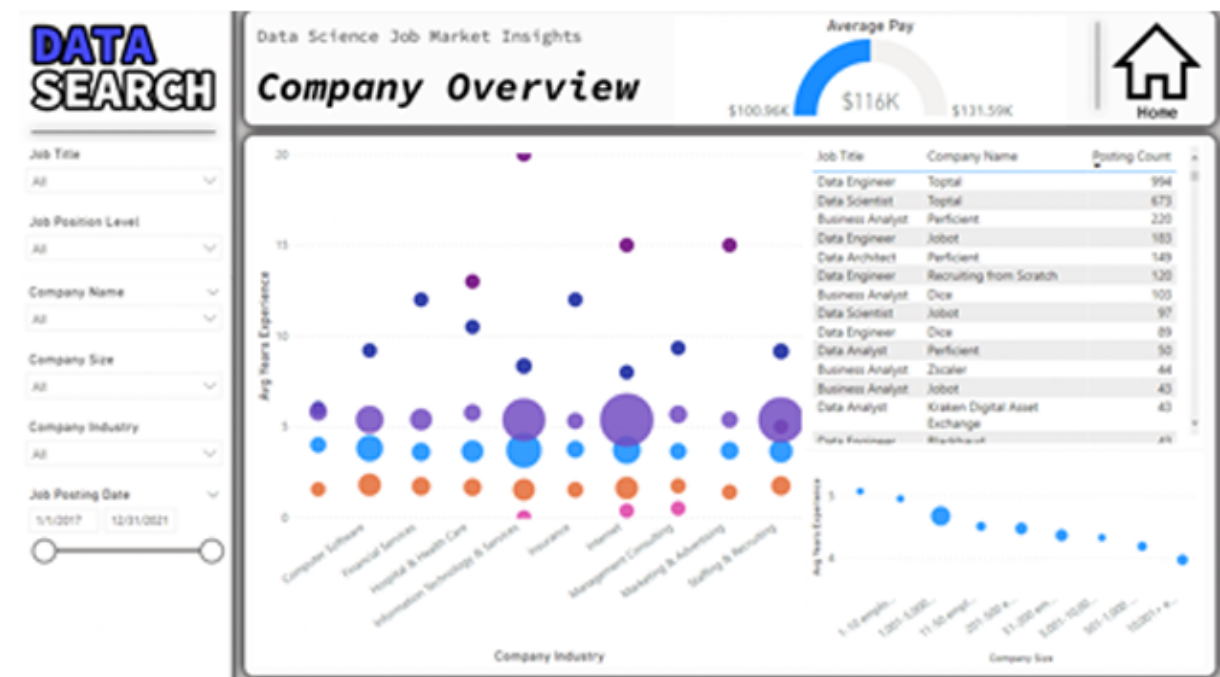
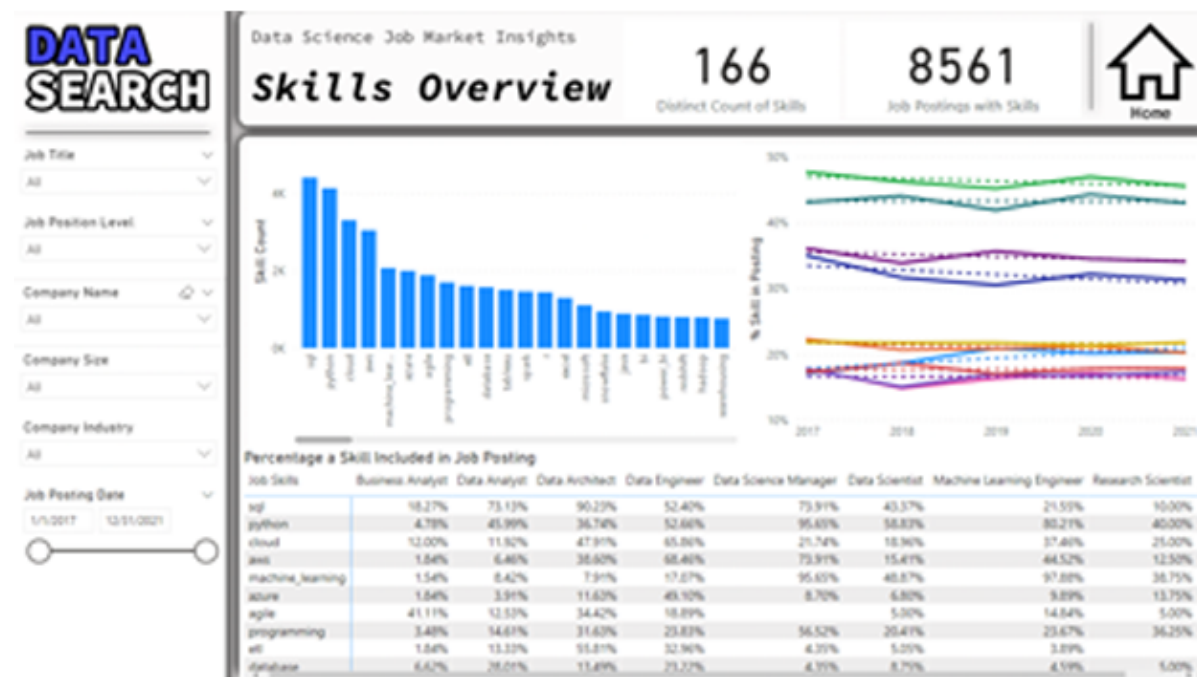
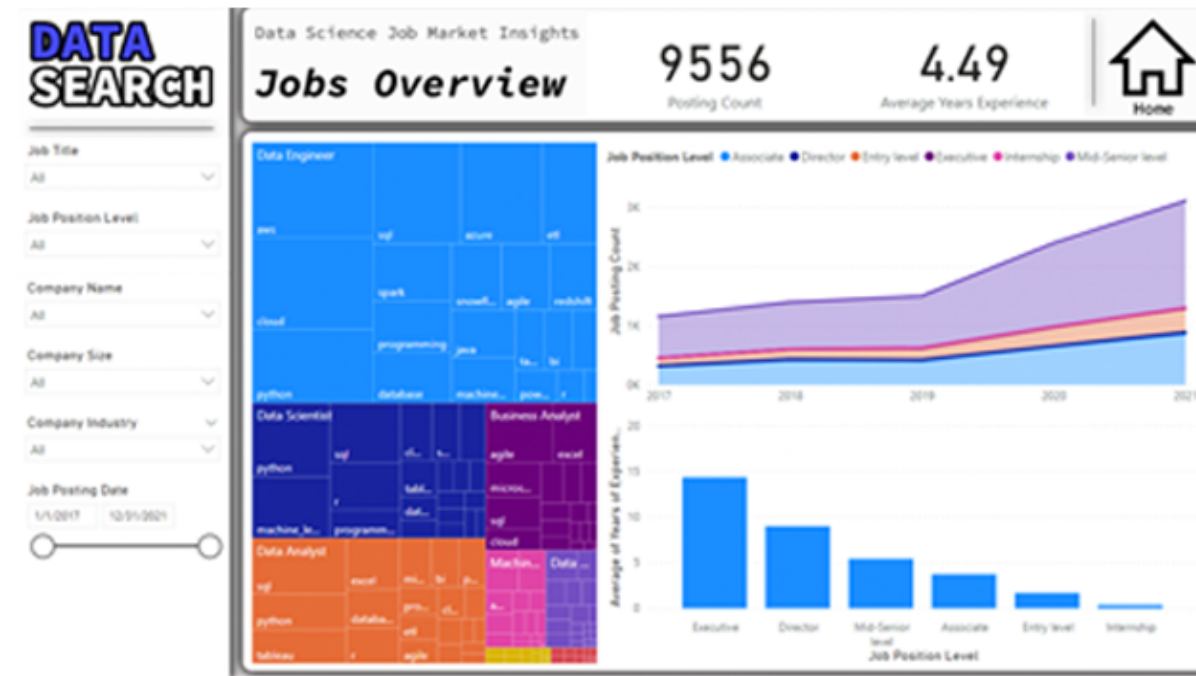
- What significant visualizations to include?
- Is the most intuitive visual being used?
- Are we sizing, positioning, & coloring visuals relative to their importance?

Designing a dashboard

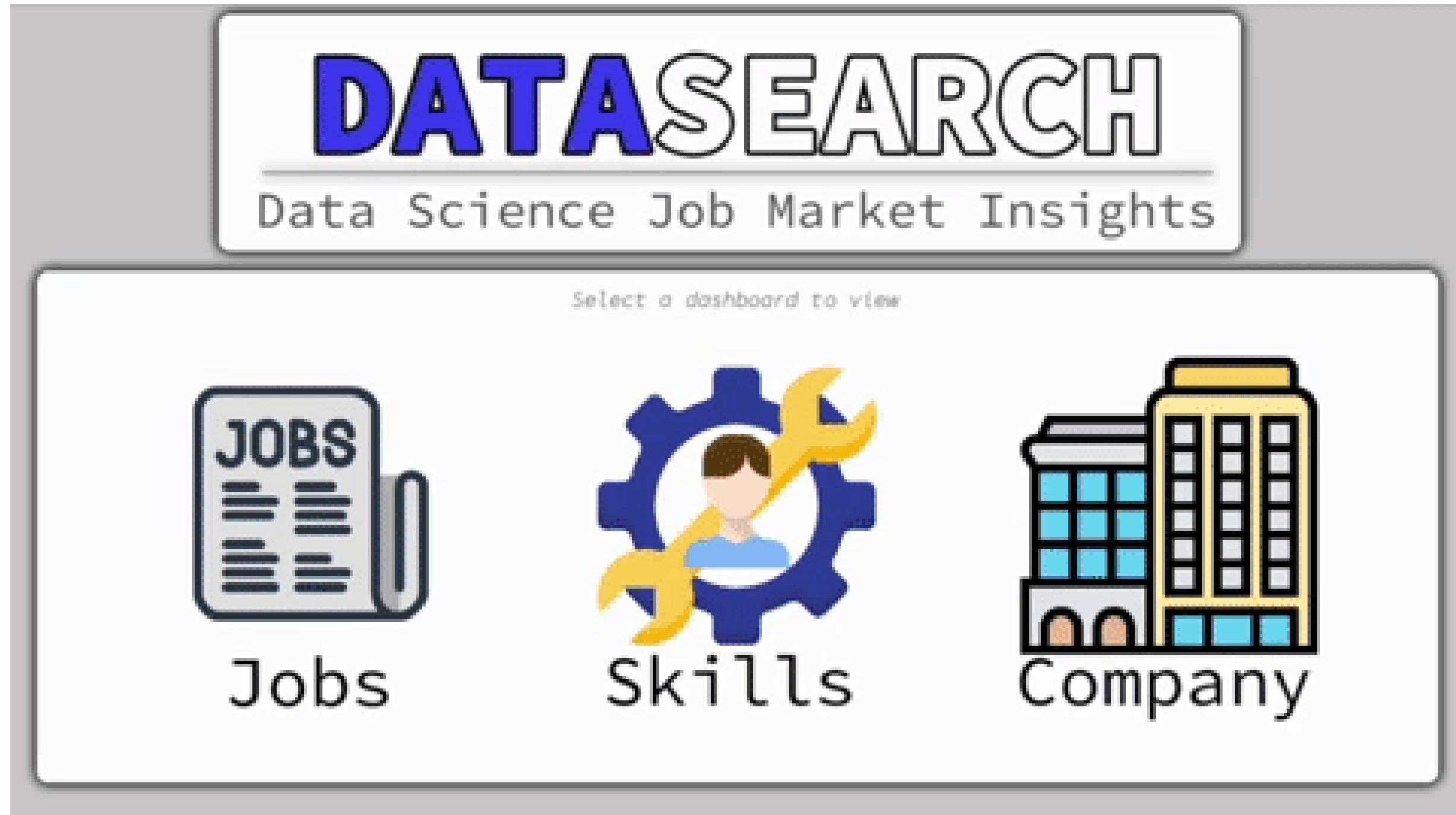
- Less is more
- Give numbers context
- Label everything
- Make interactive



Our final deliverable



Our final deliverable



Let's practice!

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Case study wrap-up

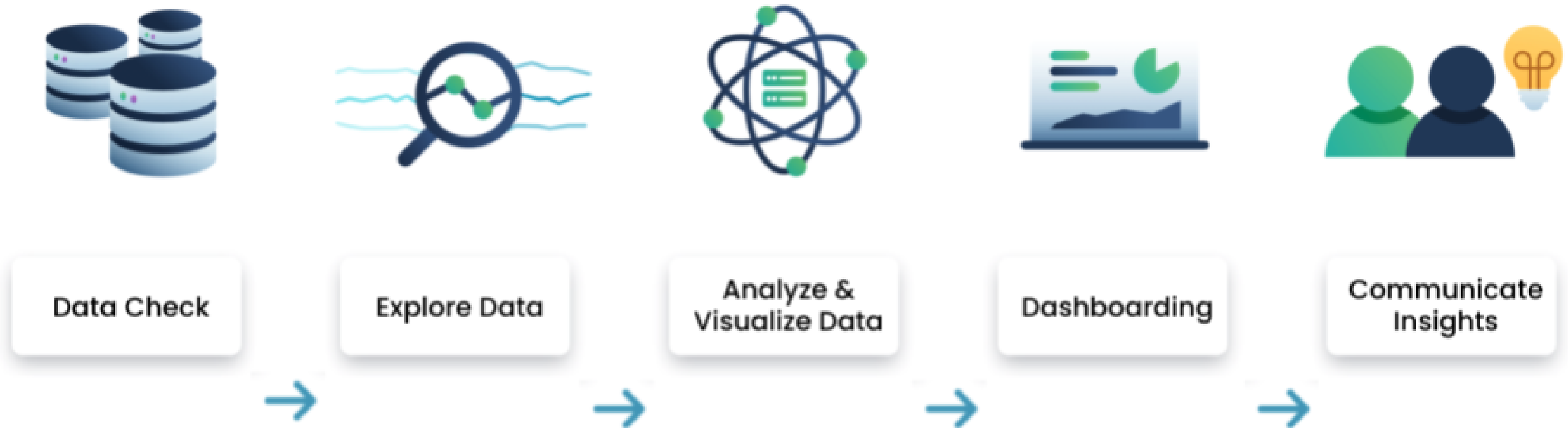
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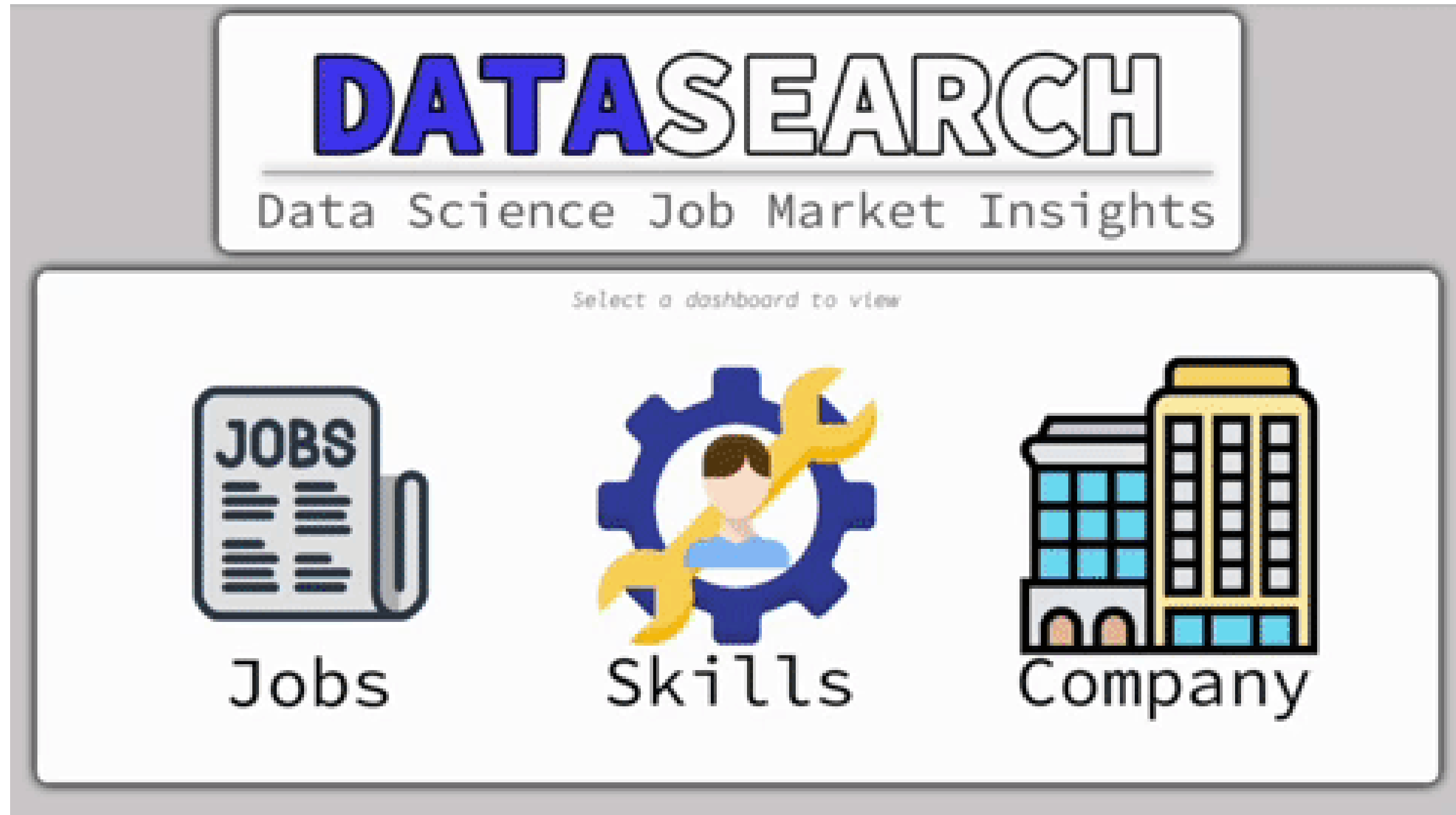
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Data analytics pipeline with Power BI

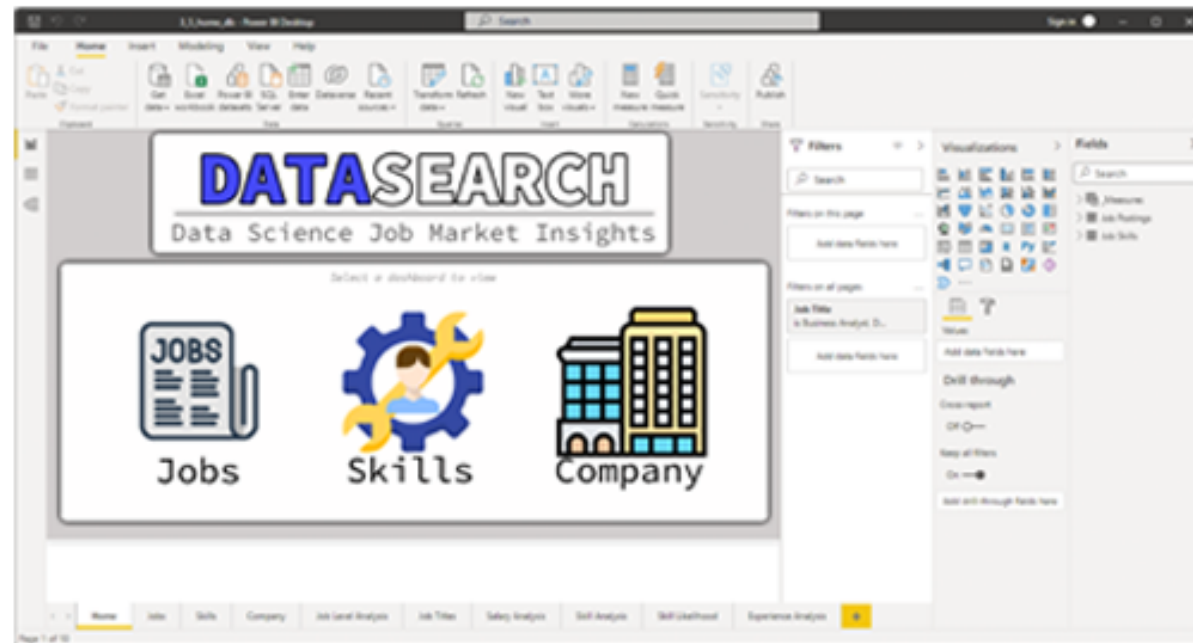


Our final deliverable

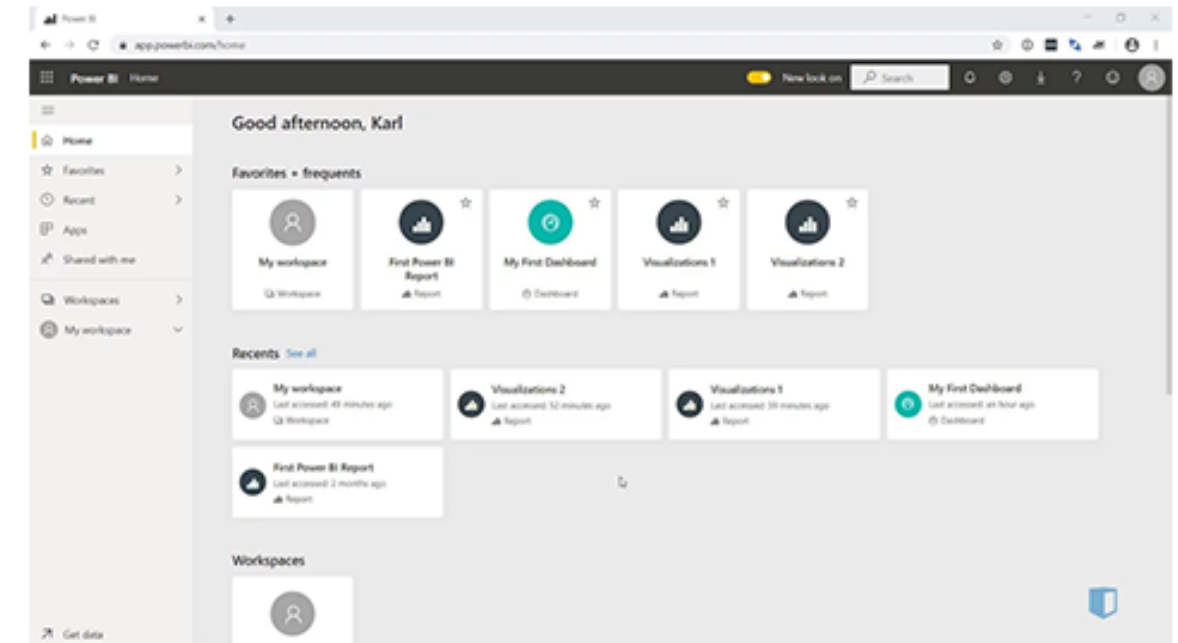


Sharing dashboards with Power BI Service

Power BI Desktop



Power BI Service

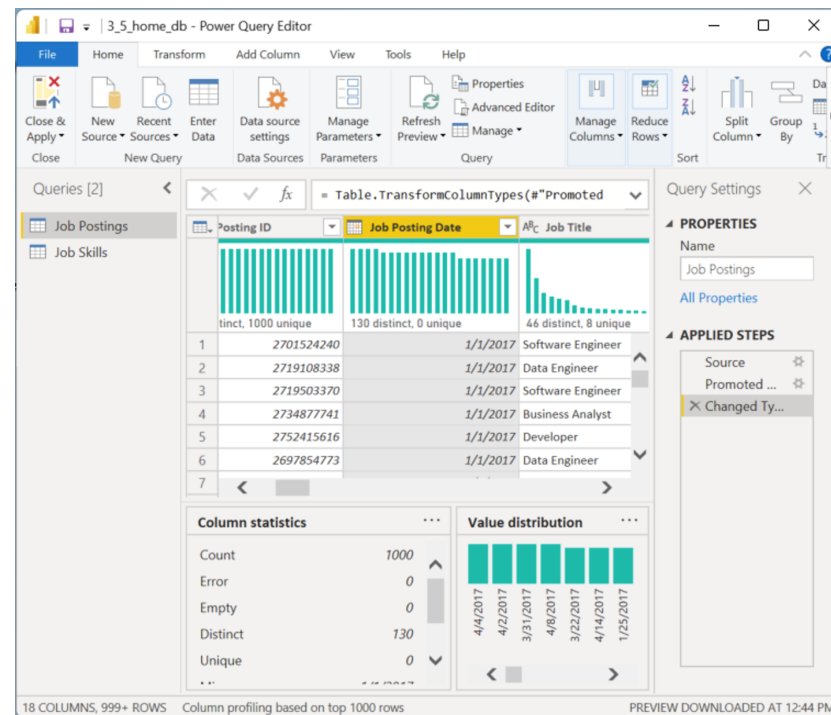


- Power BI Service is the SaaS part of the Power BI offering
- This service allows you to share dashboards within an organization

Power BI is a powerful tool

Power Query

- Data cleaning
 - Combining or splitting columns
 - ...



DAX

- Calculated columns
- Calculated tables
- Measures

```
1 Actual_Sales YoY% =  
2 VAR __PREV_YEAR =  
3 CALCULATE(  
4     [Actual_Sales],  
5     DATEADD('Dim_Date'[Datekey], -1, YEAR)  
6 )  
7 RETURN  
8     DIVIDE(  
9         [Actual_Sales] - __PREV_YEAR,  
10        __PREV_YEAR  
11    )
```

Congratulations!

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