

Less is more

DATA VISUALIZATION IN POWER BI



Kevin Feasel
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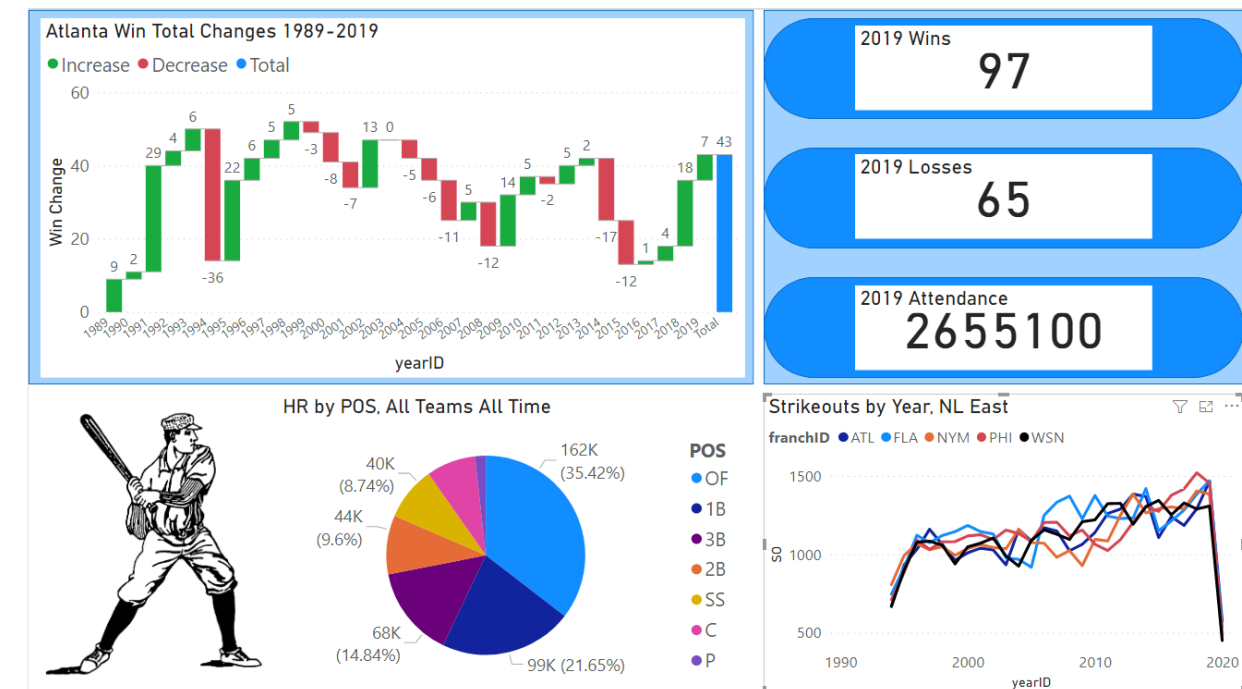
Keys to good visual design

Before adding something to a dashboard:

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

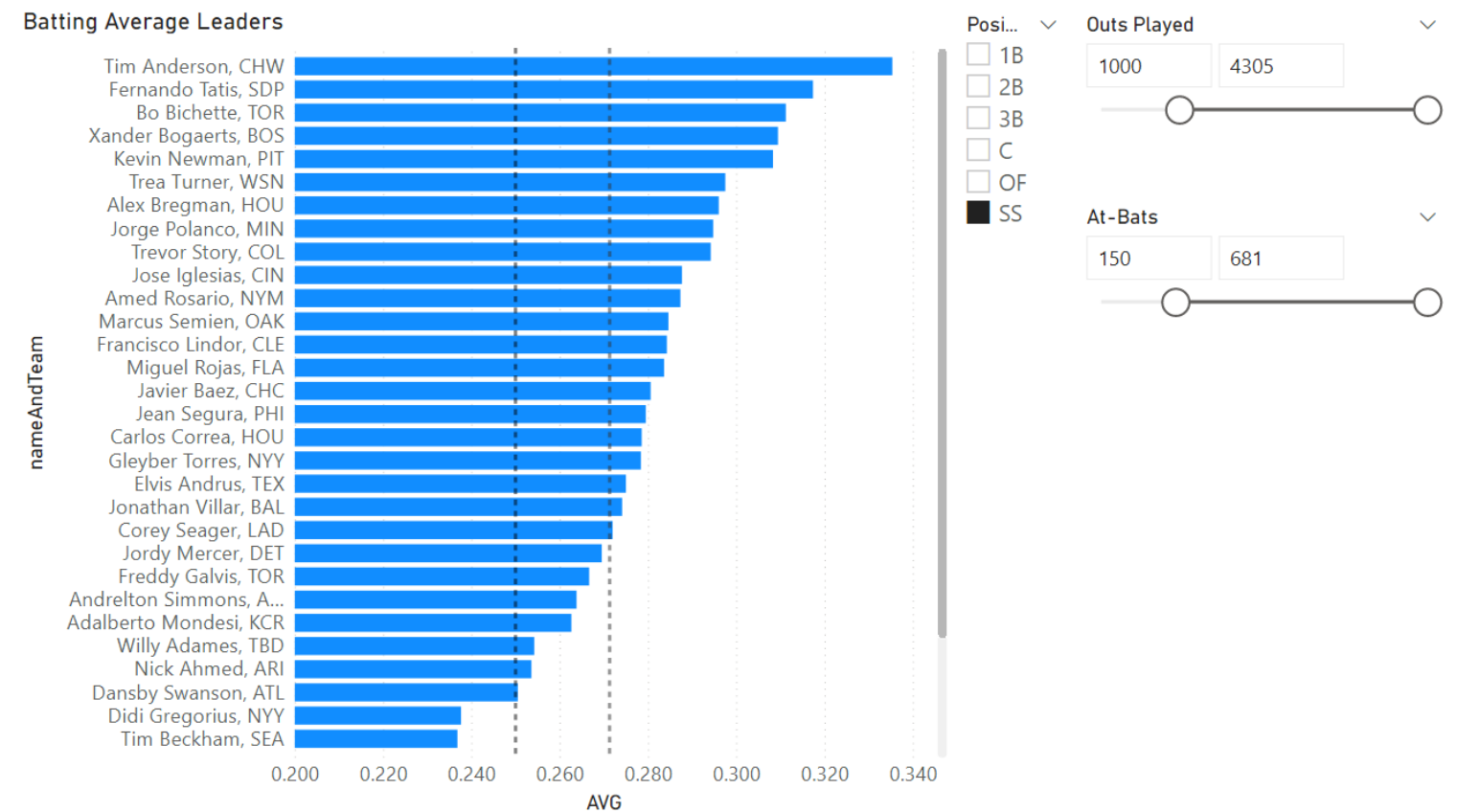
Promoting the story

- 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

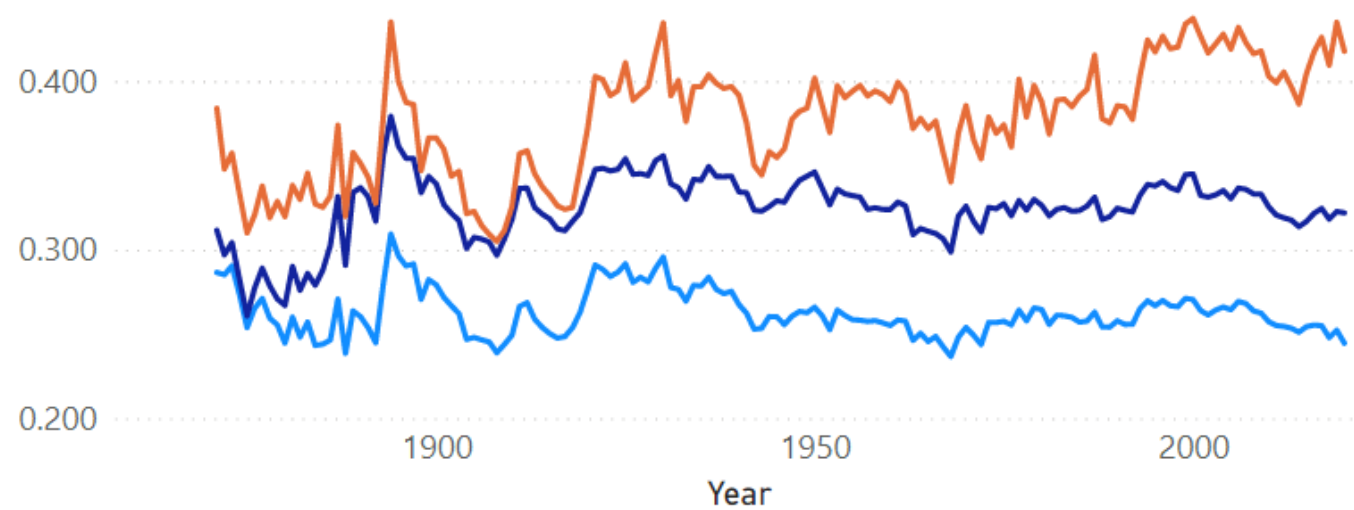
- Filters and slicers give users flexibility
- Flexibility limits your control
- Understand user needs and the **types** of stories they can pull from the data



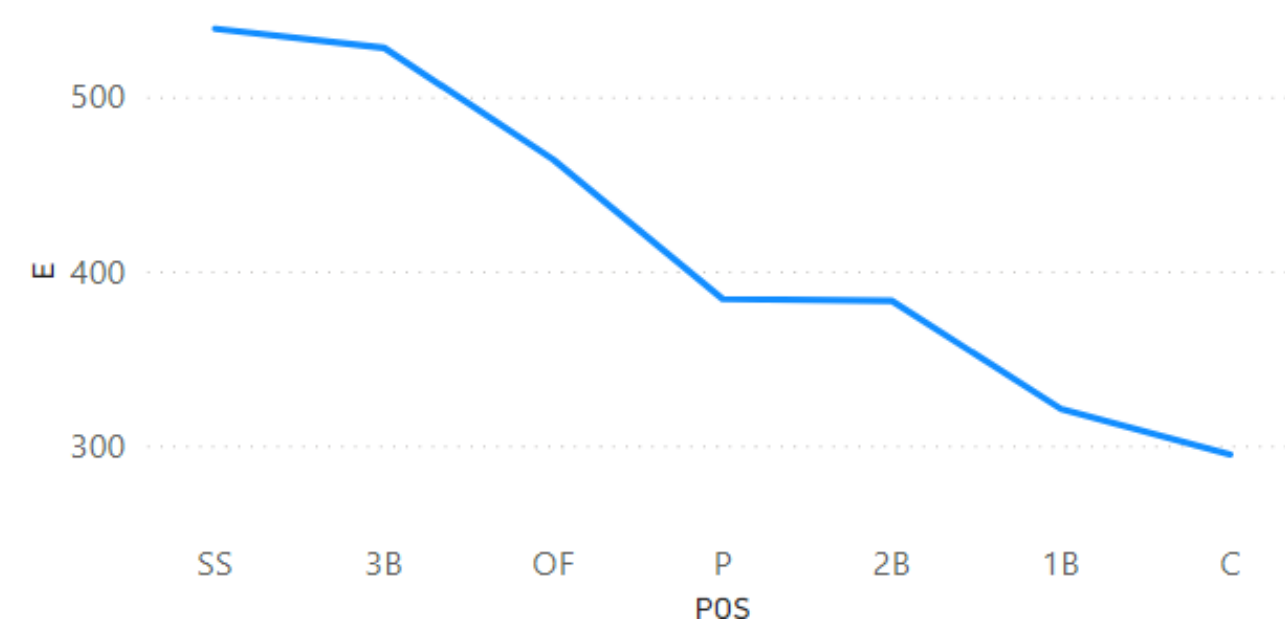
Choosing the right visual element

Batting Rates by Year

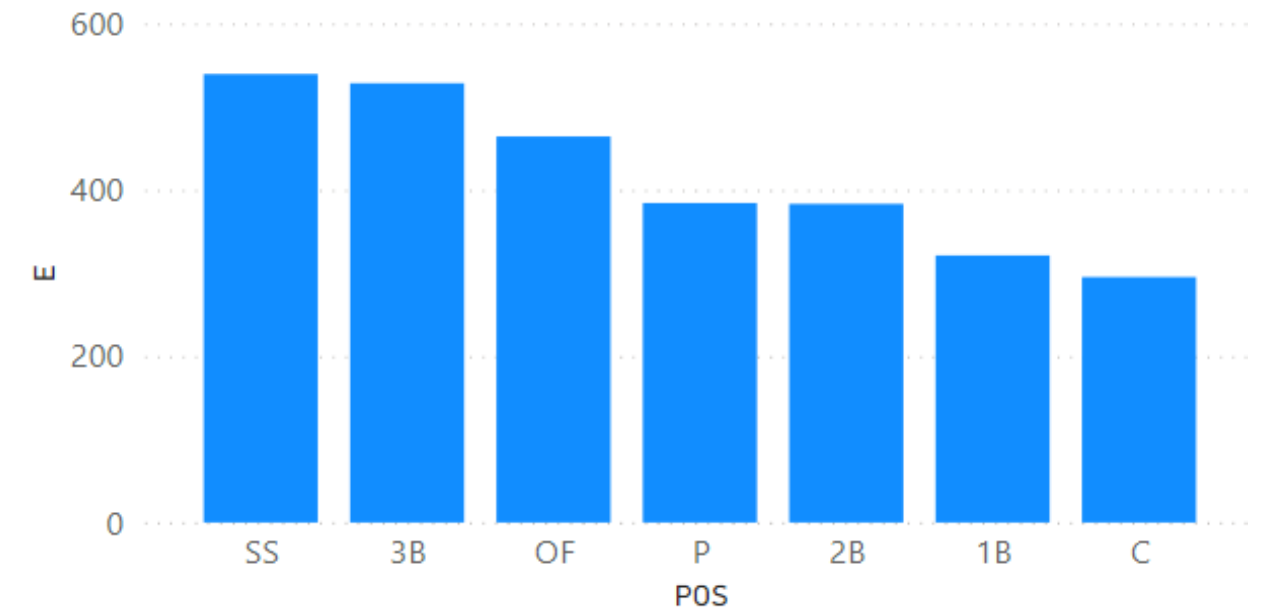
● AVG ● OBP ● SLG



Errors by Position, 2014



Errors by Position, 2014

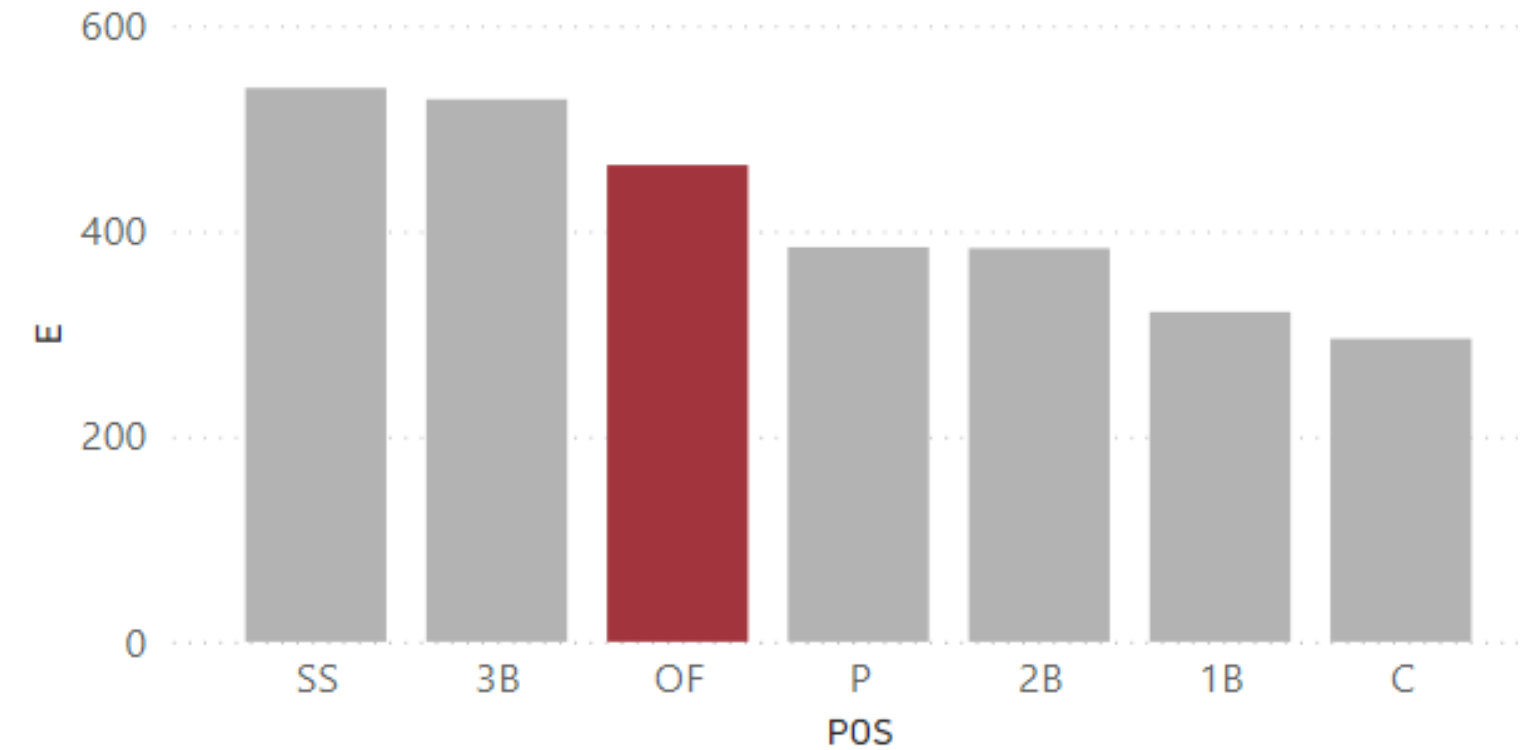


Color as an emphasis

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

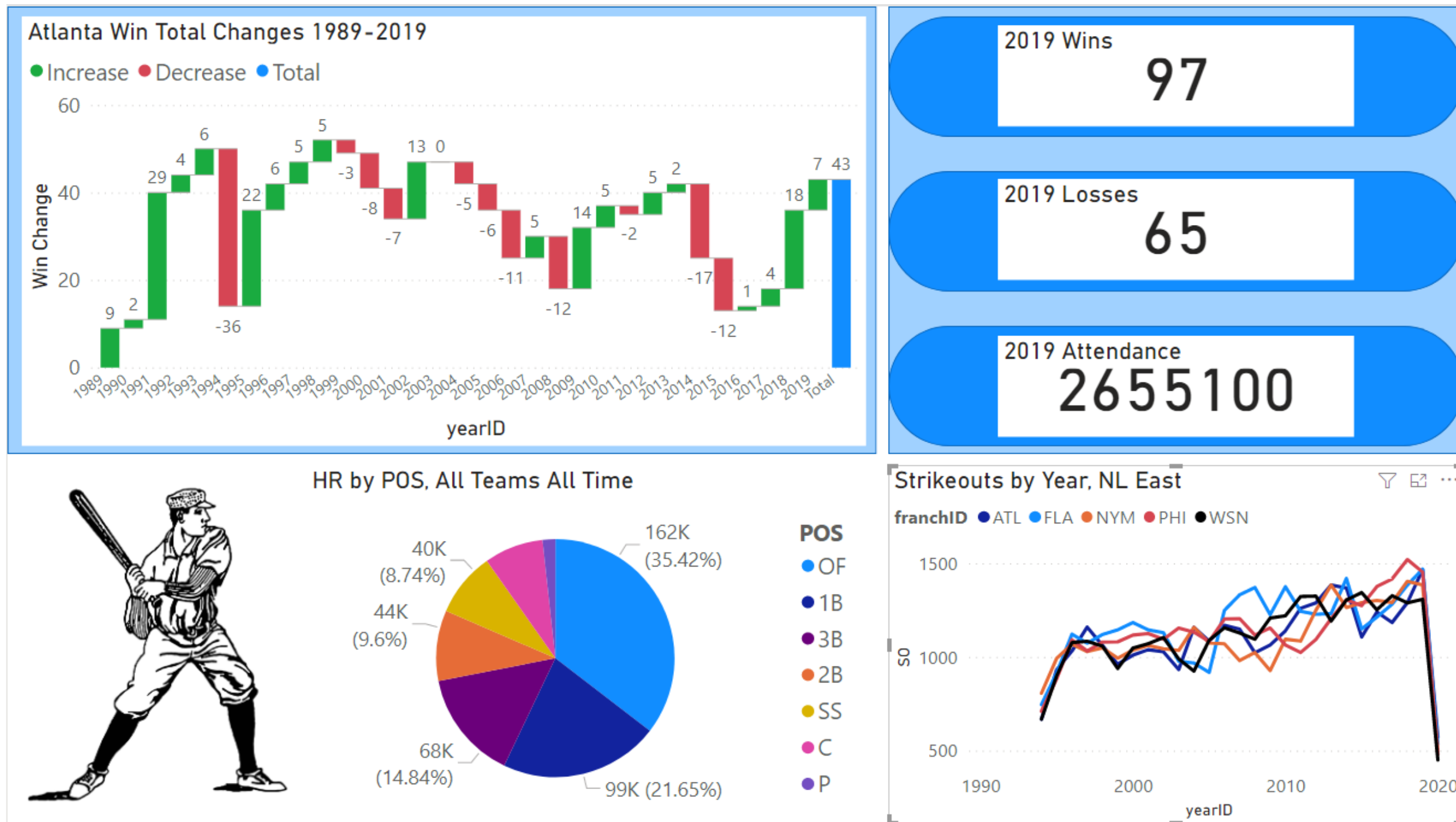


Errors by Position, 2014



The importance of negative space

De-cluttering a dashboard

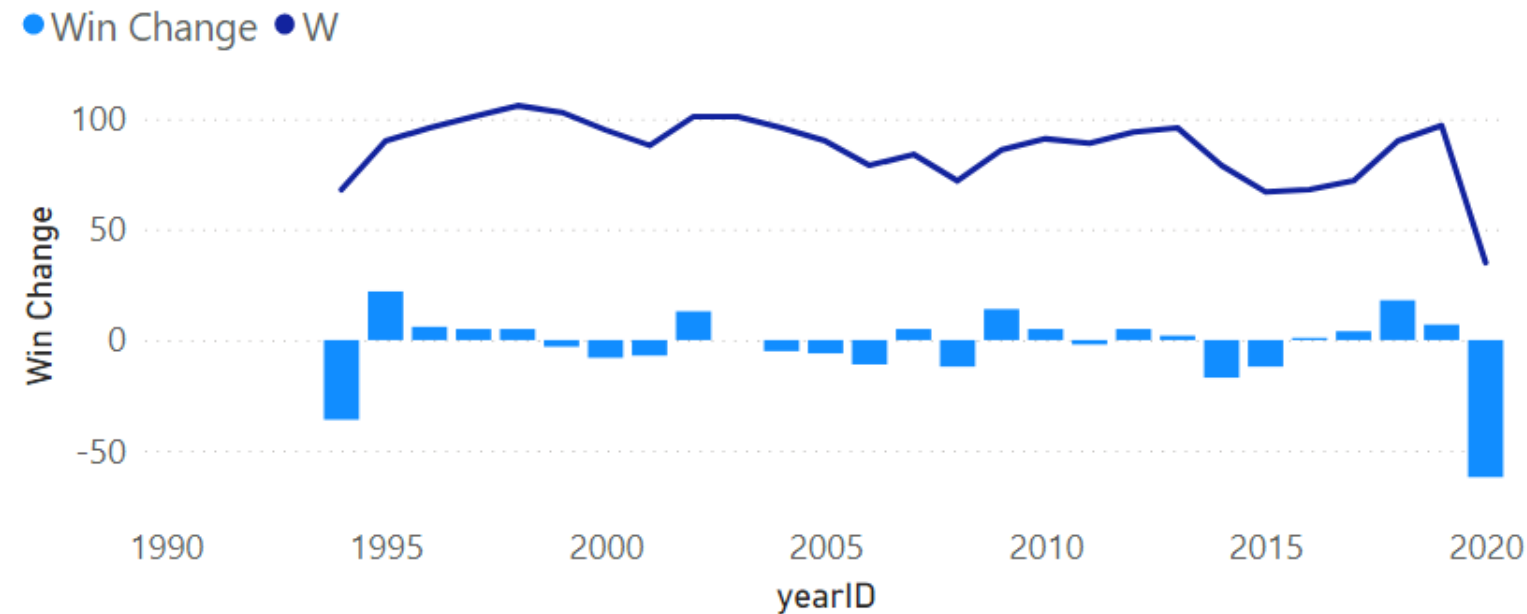


De-cluttering a dashboard



A Less Cluttered Dashboard

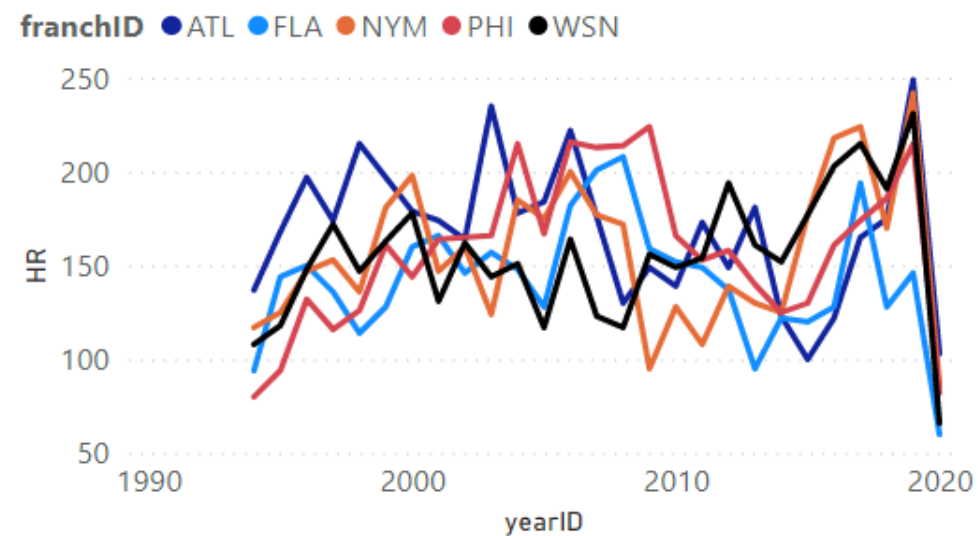
Atlanta Wins per Year, 1994-2020



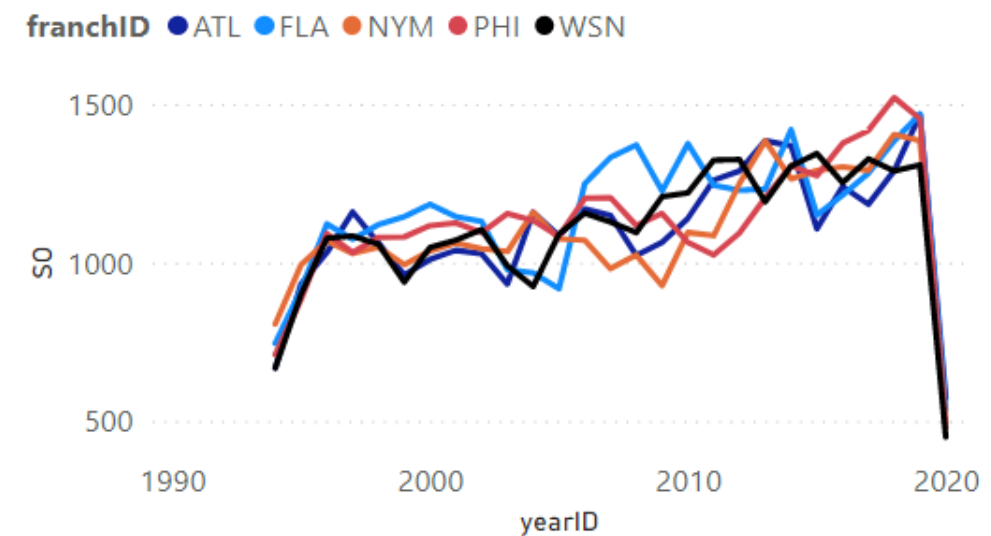
Atlanta Braves 2019 Totals

Wins	Losses
97	65
Attendance	
2655100	

Home Runs by Year, NL East



Strikeouts by Year, NL East



Thinking of our audience

General Manager persona

- Who played at each position for our team and how much did they play?
- How well is our team meeting expectations around on-base percentage and errors?

Let's practice!

DATA VISUALIZATION IN POWER BI

Shares, gauges, and KPIs

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Kevin Feasel
Instructor

Let's practice!

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Congratulations!

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Data visualization in Power BI

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

Congratulations again!

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