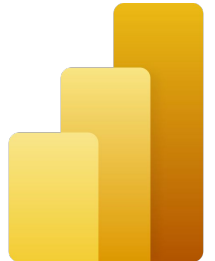# Creating and Customizing Visualizations in Power BI

Enhancing Data Analysis with Effective Visuals

Introduction to Power BI Visualizations

- Visualizations, or "visuals," are graphical representations of data in Power BI, such as pie charts, line charts, and maps.
- They help communicate insights and trends in data, making it easier to understand and act upon.

Types of Visualizations in Power BI

- Core Visuals: Power BI offers a variety of built-in visuals, including bar charts, line charts, pie charts, maps, and more.
- Custom Visuals: Users can import additional visuals from Microsoft AppSource or create custom visuals using tools like Charticulator and Deneb

Creating Visualizations

Creating Visualizations

- Data Pane: Start by selecting fields from the Data pane to create visuals. For example, selecting a numeric field creates a column chart.
- Drag-and-Drop: Use the drag-and-drop interface to add fields to the report canvas and customize the visualization type

Customizing Visualizations

- Visualizations Pane: Change the type of visualization using the Visualizations pane. Options include stacked column charts, filled maps, and more.
- Formatting Options: Customize visuals by adjusting colors, labels, and data points. Use the formatting pane to access these options

Advanced Customization Techniques

- Custom Visuals Development: For unique needs, develop custom visuals using the Power BI Developer Tools and package them as .pbiviz files.
- Integration with R and Python: Use R and Python scripts to create advanced analytics visuals, though these may have limitations with interactivity

Best Practices for Effective Visualizations

- Clarity and Simplicity: Keep visuals clear and simple to convey the message effectively.
- Consistency: Use consistent colors and styles across visuals for a cohesive look.
- Interactivity: Leverage Power BI's interactive features to allow users to explore data dynamically.

Wrap Up

- Introduction to Power BI Visualizations
- Types of Visualizations in Power BI
- Creating Visualizations
- Customizing Visualizations
- Advanced Customization Techniques
- Best Practices for Effective Visualizations

Questions?