

Enhanced User Adoption

Free Template

Ready to use

PBI Report Success checklist #14

- ✓ step-by-step guide
- ✓ web & mobile version
- ✓ adoption & usage
- ✓ qualitative signals
- ✓ tangible impact

Power BI Report not getting traction?



**Don't guess -
measure what
matters.**



Deployment ≠ Adoption



High-quality visuals
aren't enough.



Solid technical build isn't
enough.



Real success is when your
**report is used, trusted,
and actionable.**

1 Adoption & Usage

- ✓ Track number of users (daily/weekly/monthly)
- ✓ Monitor percentage of licensed users actively using the report
- ✓ Measure frequency of access per user
- ✓ Analyze device usage (mobile vs desktop)
- ✓ Compare first-time vs repeat users
- ✓ Are **key personas engaging** as expected across roles/departments?

2 Qualitative Signals

- ✓ Collect satisfaction scores (surveys)
- ✓ Count feature requests and feedback
- ✓ Monitor reduction in ad hoc analysis requests
- ✓ Track references in meetings and decision-making
- ✓ Requests to build on top of shared semantic model
- ✓ Reduction in time-to-insight or analysis effort
- ✓ Are onboarding aids (info buttons, tutorials, etc.) being used?

3 Tangible Impact

- ✔ Monitor improvement in business KPIs
- ✔ Track acceleration of decision cycles
- ✔ Evaluate shift toward single source of truth
- ✔ Monitor growth in self-service capabilities
- ✔ Track cross-team data-driven collaboration
- ✔ Assess process efficiency and transparency gains

4 Tangible Impact

- ✓ Calculate compute cost vs value delivered (ROI)
- ✓ Track usage to remove unused sections and avoid 'onion strategy'
- ✓ Define switchovers of reporting from legacy to Power BI reports
- ✓ Are insights from the report driving observable decisions/actions?
- ✓ Is the report structure maintainable and modular for future updates?
- ✓ Are security/access controls aligned with compliance requirements?

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