



Power BI Design

Thinking Outside the Box

**SPENT HOURS
BUILDING AN
AWESOME
REPORT**



**NO ONE
USES IT**





Valerie Junk

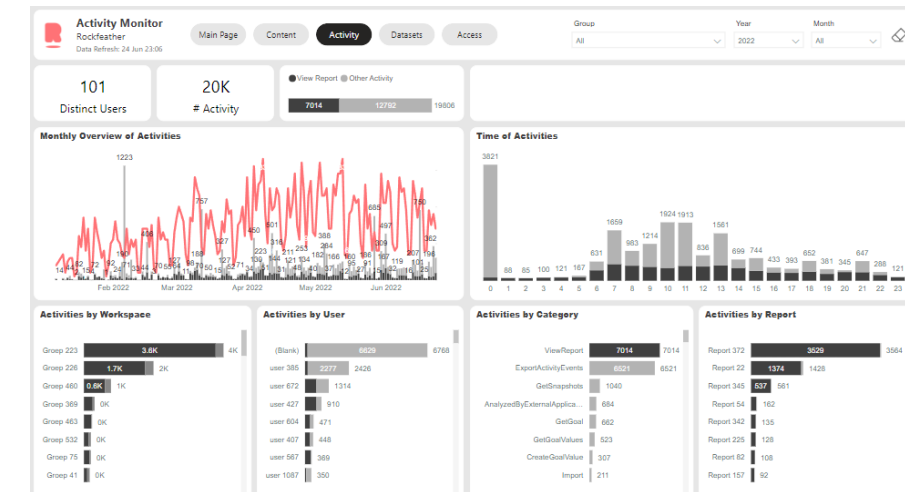
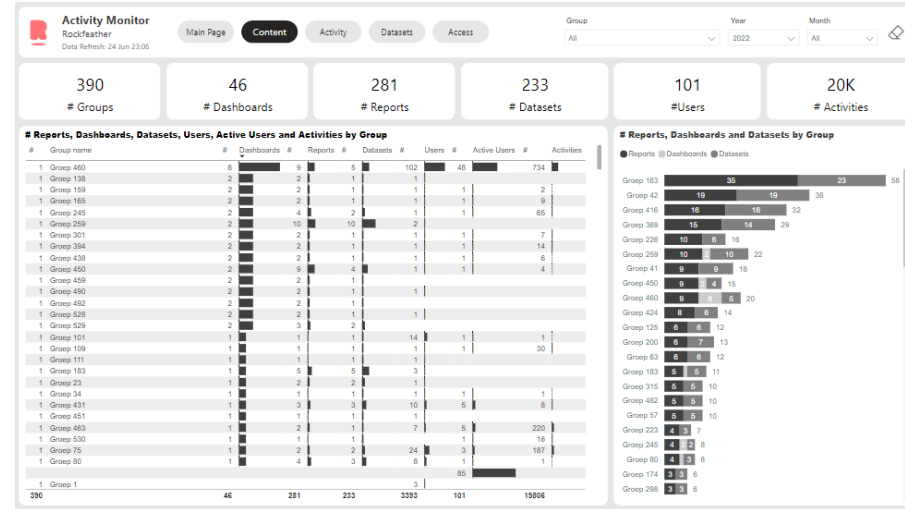
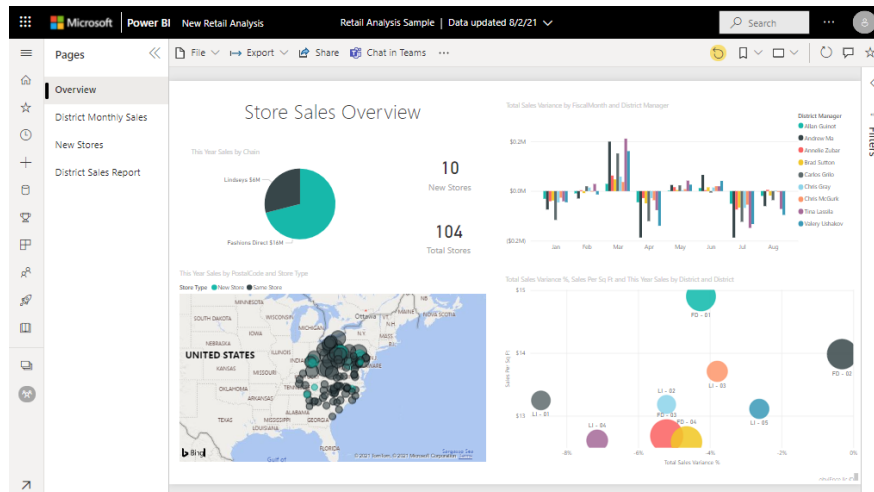
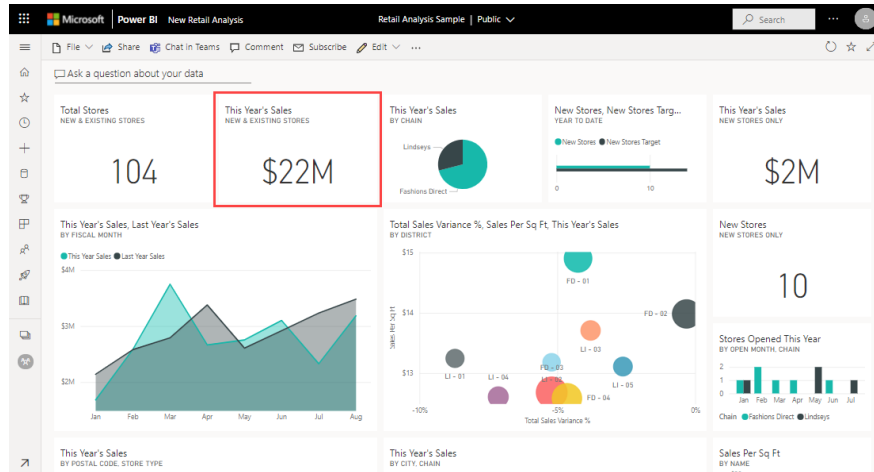
Data Analytics & Visualization

Data Storytelling

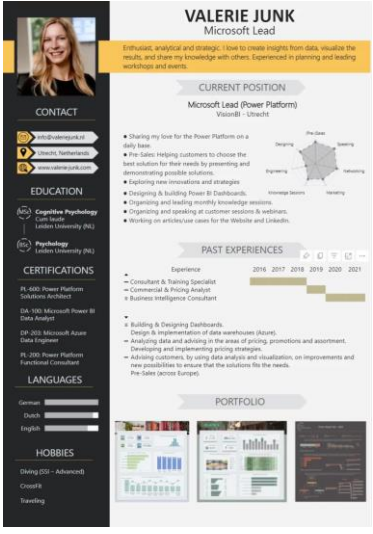
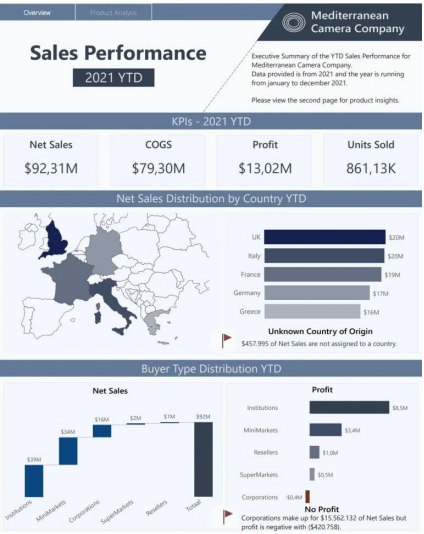
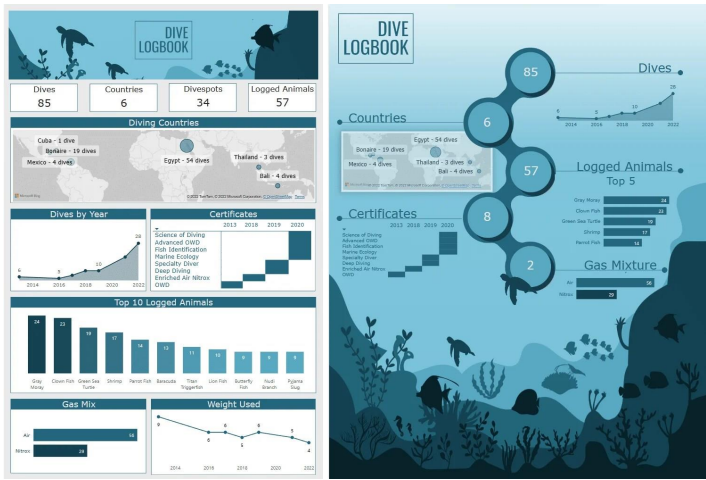
BI Standardization

Process Improvement

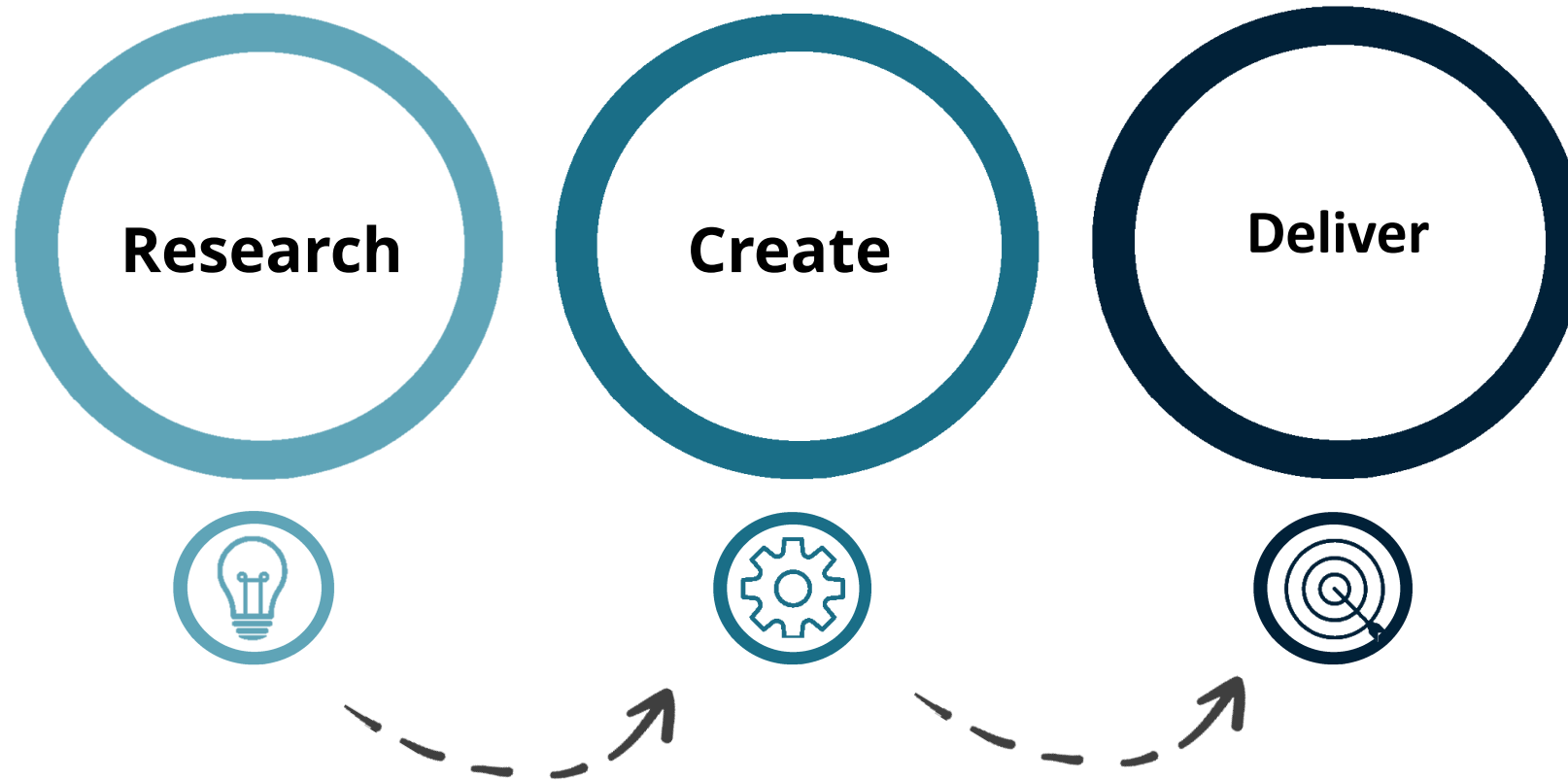
One size fits no one



Thinking outside the box



3 step approach



Research

Audience & Message

The audience

- Who is the audience?
- What motivates (or scares) them? -> Actions
- How much detail do they need?
- How do they access & consume information?

Creating Personas



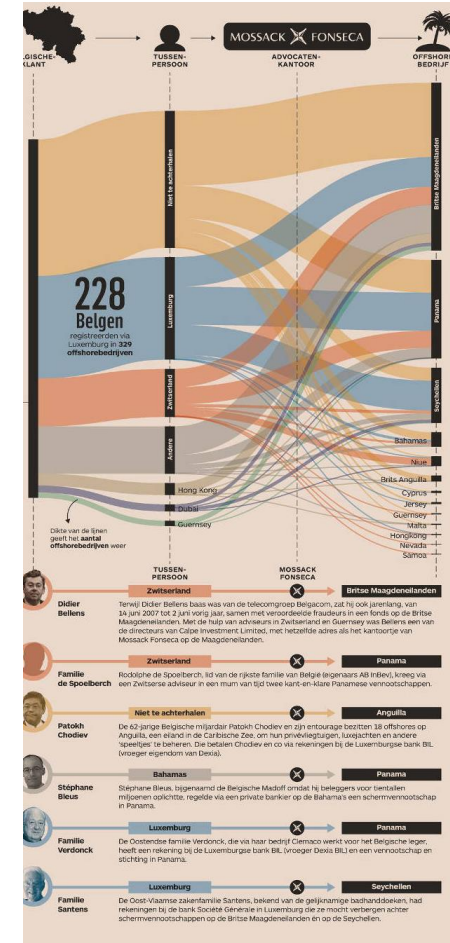
- Fictional representation of the audience
- Needs & wishes
- Similarities and difference
- Don't make assumptions

What's the message?

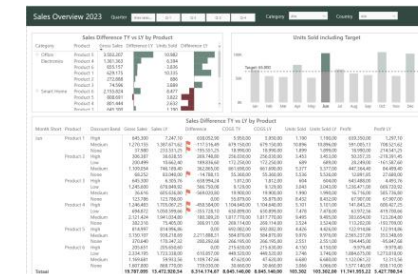
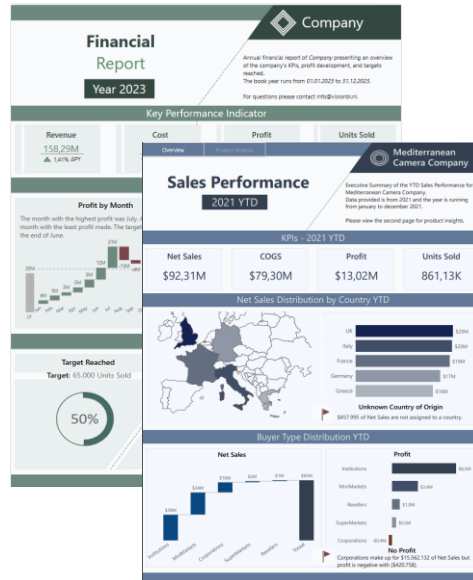
1 key message (sentence)

- Context
- Information
- Actions to take

What does
this tell me?



Different message = Different Design





Create

Design Types

Dark mode



Dark mode

- + Comfortable viewing
- + Focus
- + Consistent experience
- + Emphasis on content
- Astigmatism (reading)
- Too much content
- Design calls for a wide range of color
- Accessibility

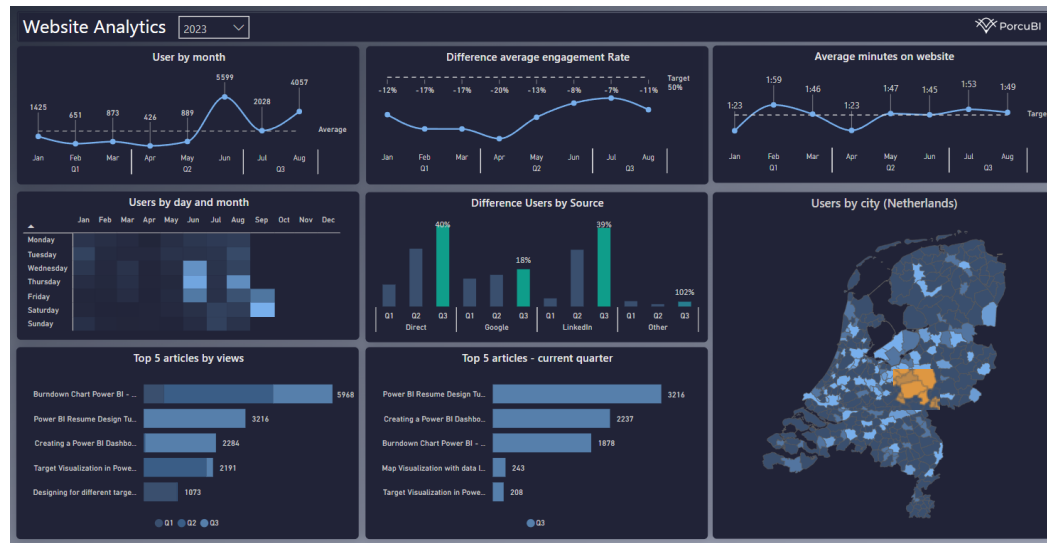


Does it make sense?

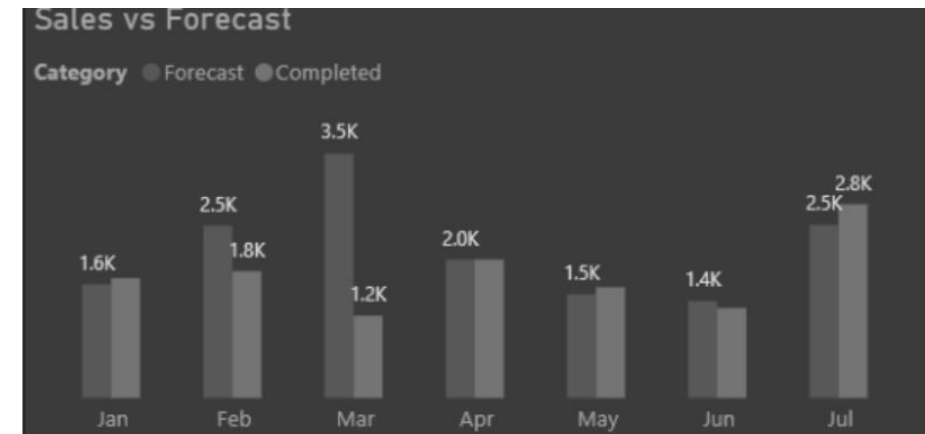
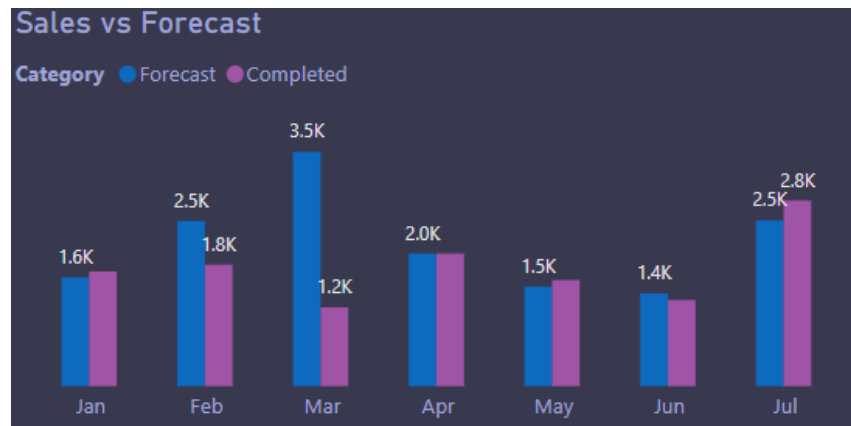
- Does the user benefit from it?
 - Support team
 - Company Wide
 - "I need a copy of that"



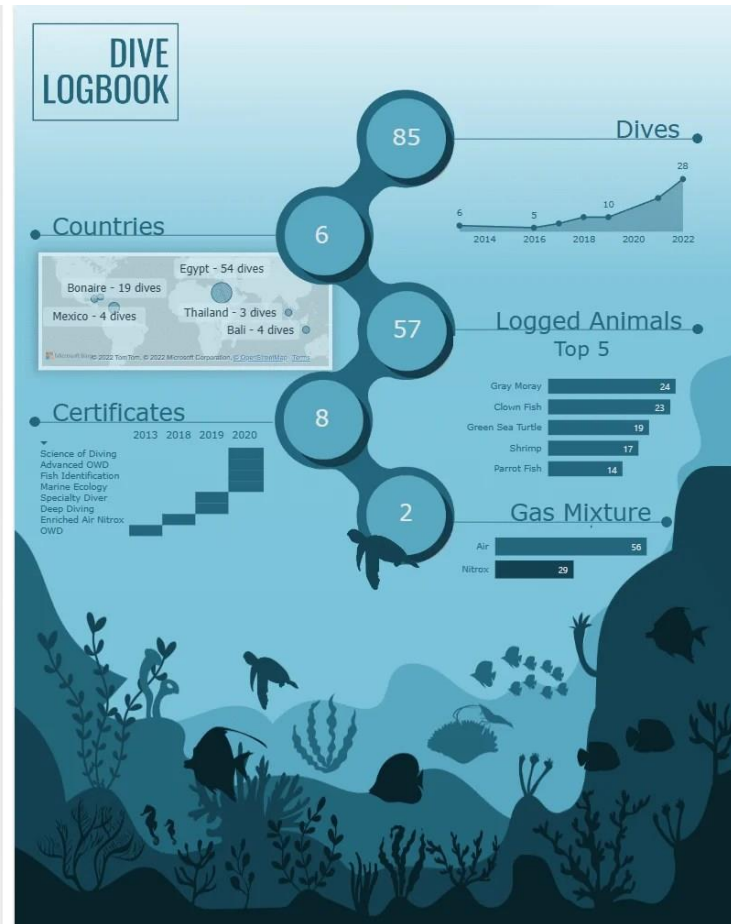
Color choice



Accessibility

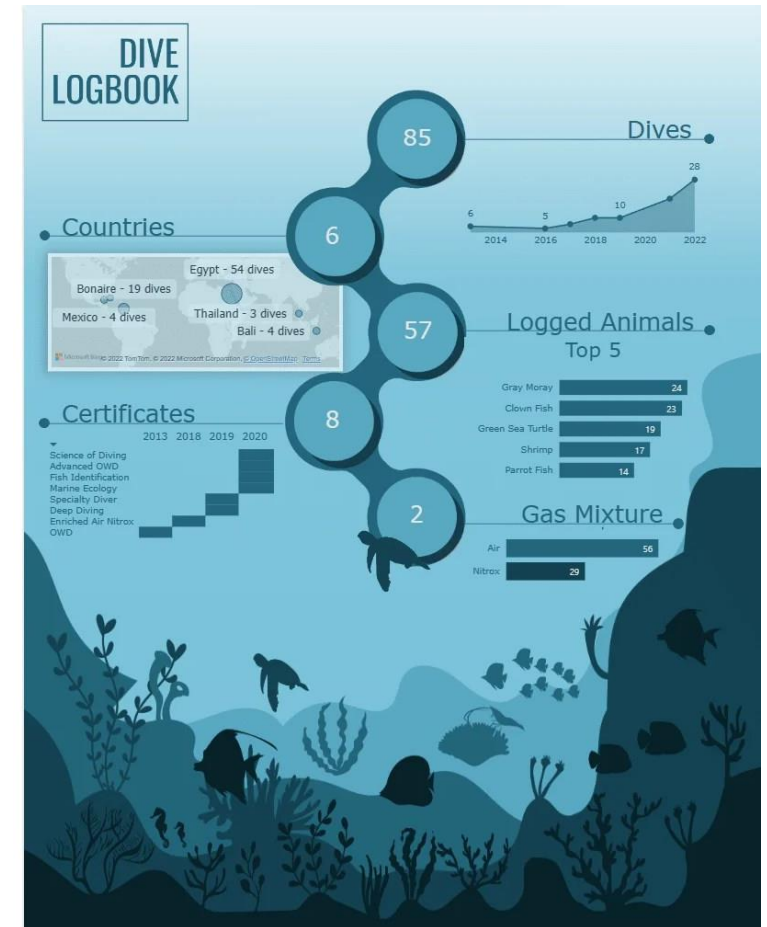


Infographic



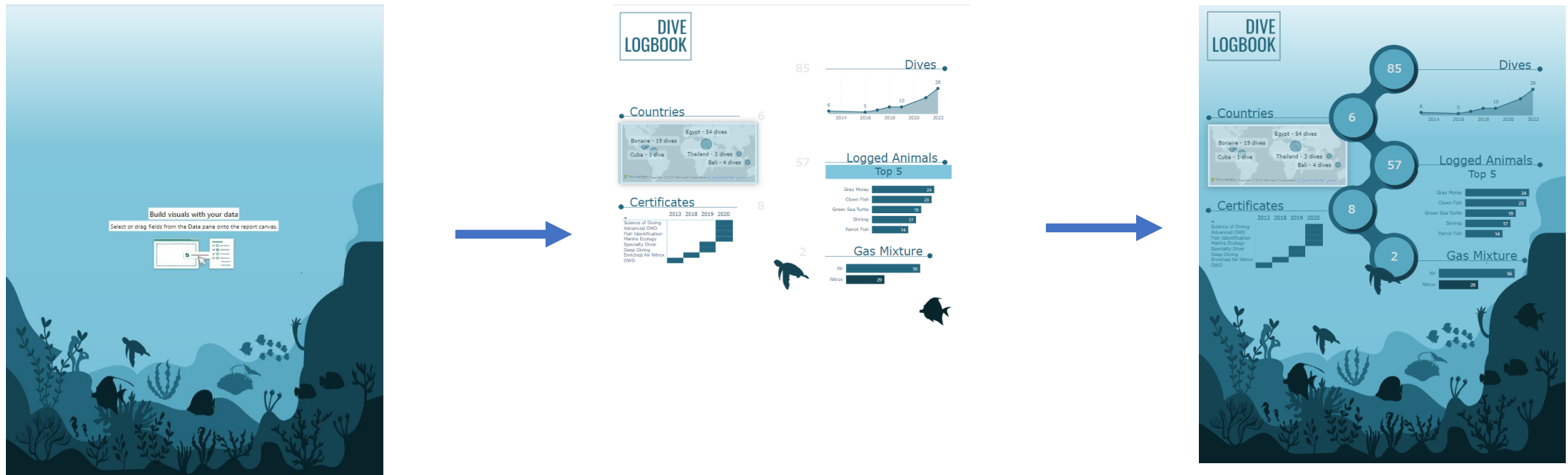
Infographic

- + Visually appealing
 - + Easy to understand
 - + Non – Data Experts
-
- Less details
 - Less options
 - Not for heavy data users
 - Difficult to do a handover



How do I do this in Power BI?

- Prepare the design beforehand
- Using a SVG as background (PowerPoint, Figma, Canva)
- Free vector images: <https://www.vecteezy.com/>



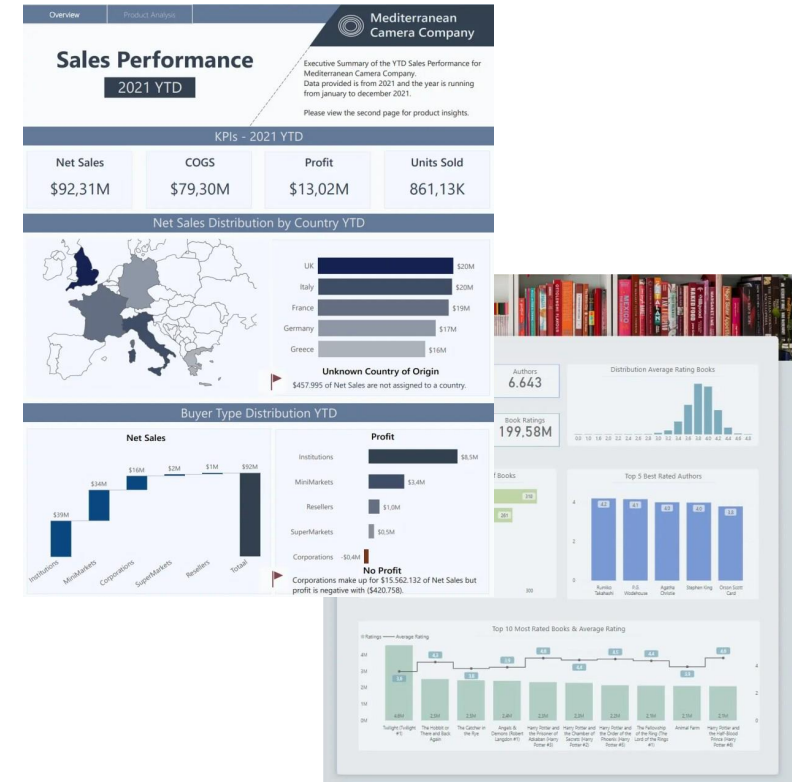
Minimalist



Minimalist

Combination Infographic & Insights

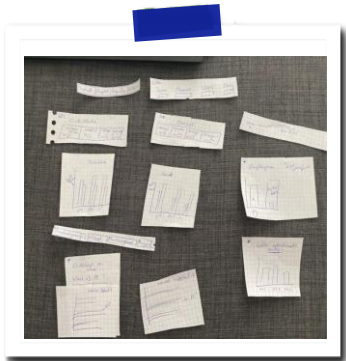
- + Easy to understand
- + Non – Data Experts
- + Some detail options if needed (drill throughs & filters)



Create - 2

Storyboard, Templates & Visuals

Storytelling



Gather all the information

- Sticky Notes (easy to rearrange)

Translate pieces to design

- Each piece tells a part of the story
- Check your story



- Keep it simple

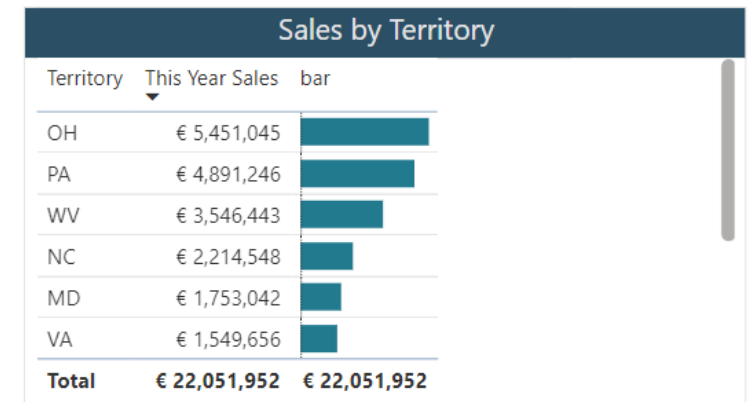
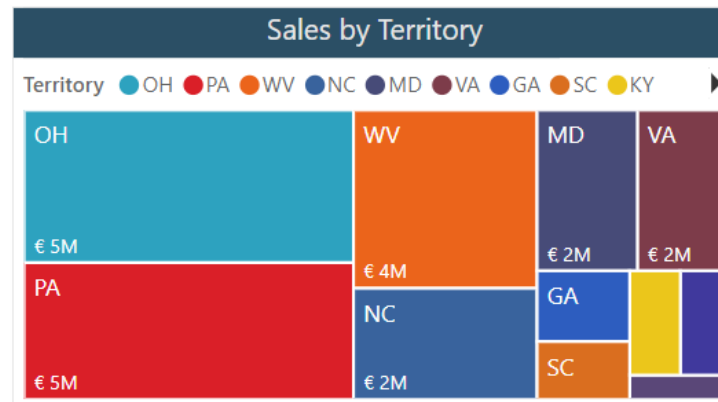
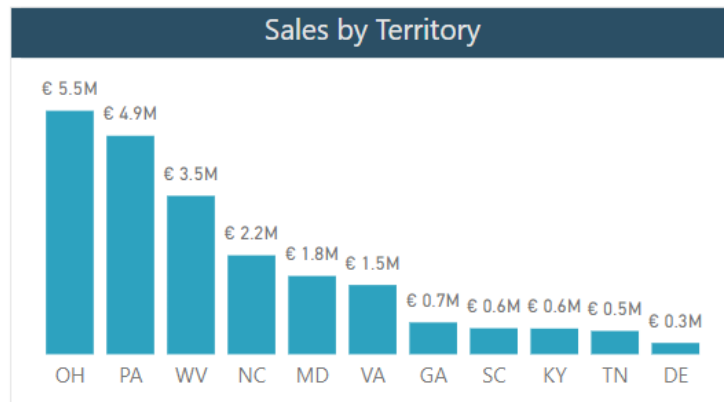
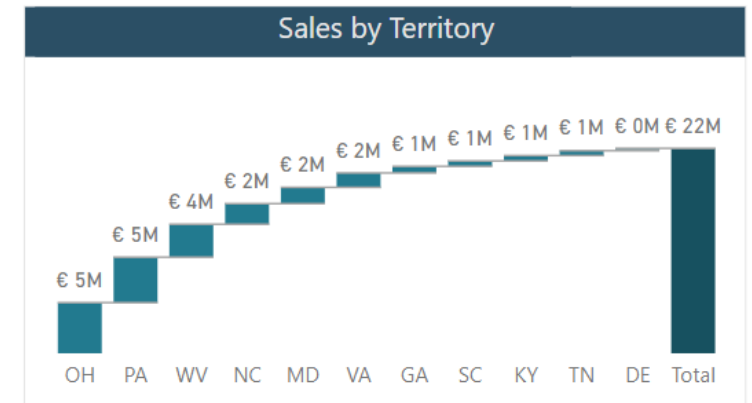
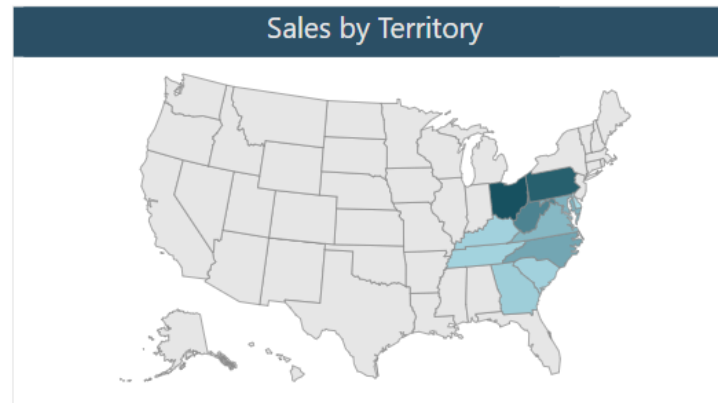
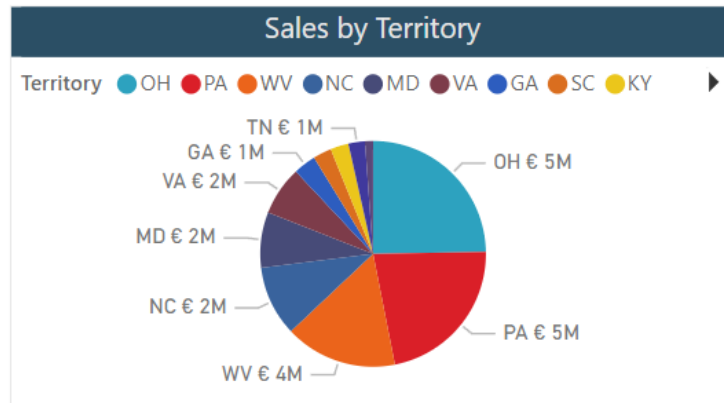
Templates (& Consistency)

Expectation Management & Ease of use

- Templates
- Color Schemes
- Way of Working



Choosing the visual

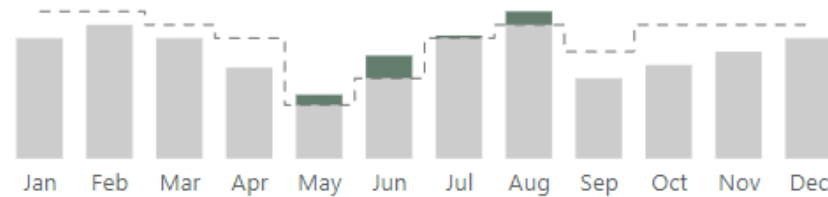


If possible - Simplify

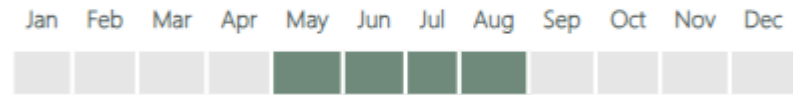
Sales target hit 4 times in 2023

Achieving more than expected in may, june, july and august

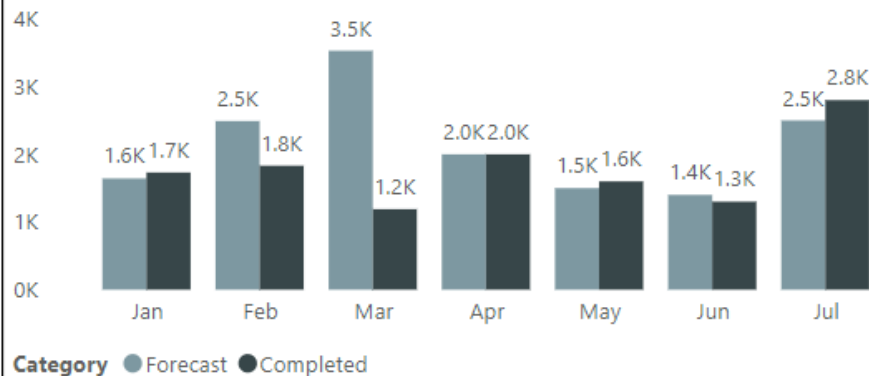
● Below target ● Above target - - Target



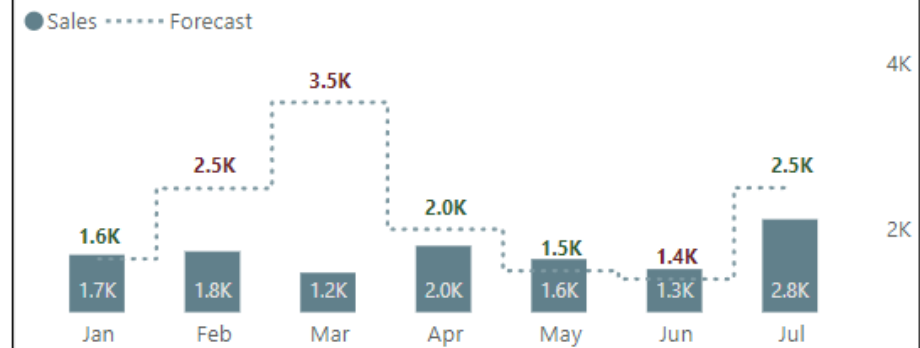
Sales target hit 4 times in 2023



Sales vs Forecast



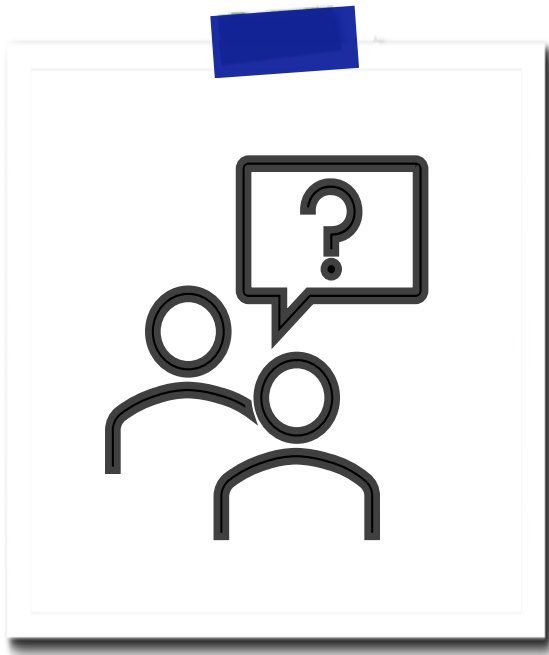
Sales were below forecast in february, march and june



Deliver

Evaluate & Test

Evaluate

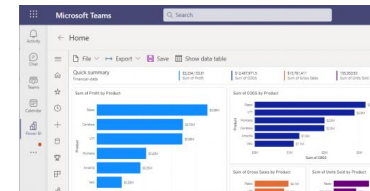
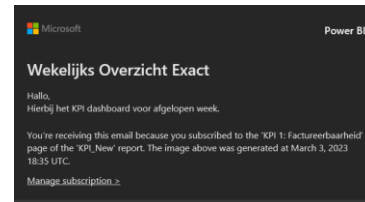


- Test run
- Evaluate with users
- Reflect & Feedback
- Usage Report

Delivery

Delivery is key!

- Mail
- Teams
- App
- Workspace
- Handout



Takeaway

- Consider your audience
- 1 Key message
- Use a storyboard & Templates
- Evaluate
- Keep it simple