SQL KONFERENZ 2025

Get Creative with Power BI

Make these core visuals shine!

SPENT HOURS BUILDING AN AWESOME REPORT

NO ONE USES IT

Valerie Junk

PorcuBI

- Data Visualization & Storytelling
- Change Management
- Trainer

www.linkedin.com/in/valeriejunk/

porcubi

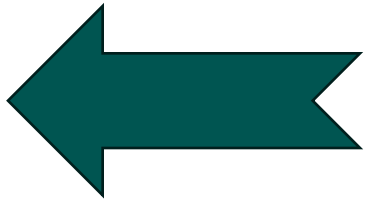
Microsoft® Most Valuable Professional

Why create visuals that shine?

- Simplify complex data
- Improve decision-making
- Support informed decisions
- Improved usability

Why core visuals?

- No additional costs
- Continuous support
- Compatibility
- There are many built-in formatting options



Business Intelligence Report 1

Sales

€ 38,084

Quantity

694

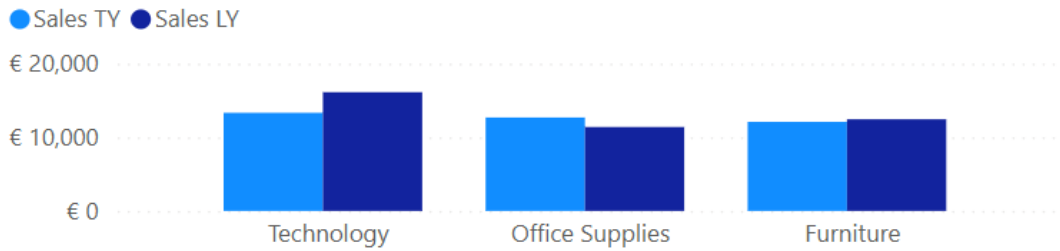
Sales LY

€ 39,947

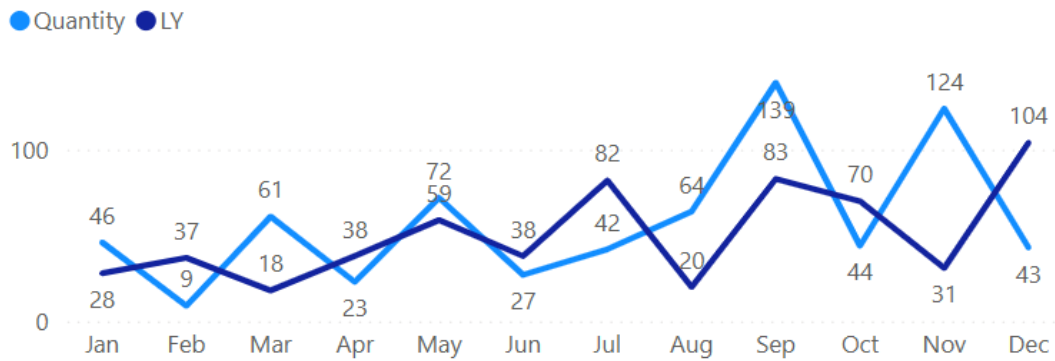
Sales Difference

-5%

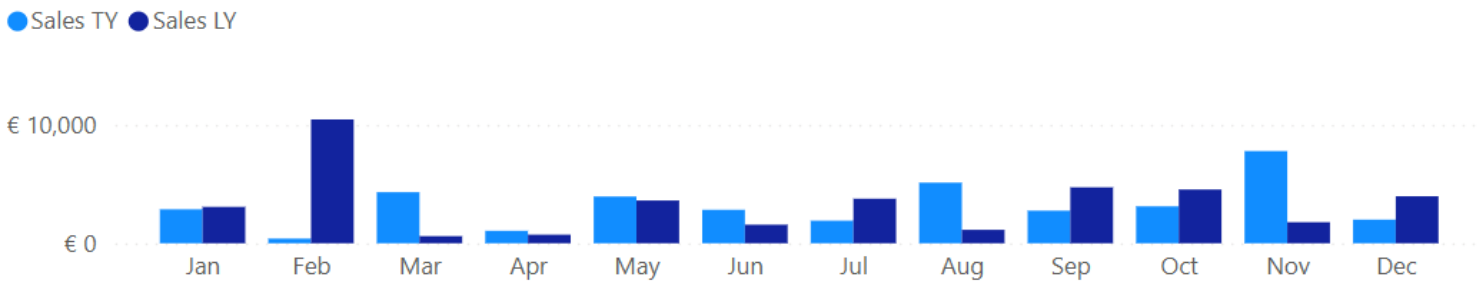
TY vs LY Sales by Category



TY vs LY Quantity by Month



Sales TY and Sales LY by Month Name Short



Sales, Quantity and Target by Month by Categ...

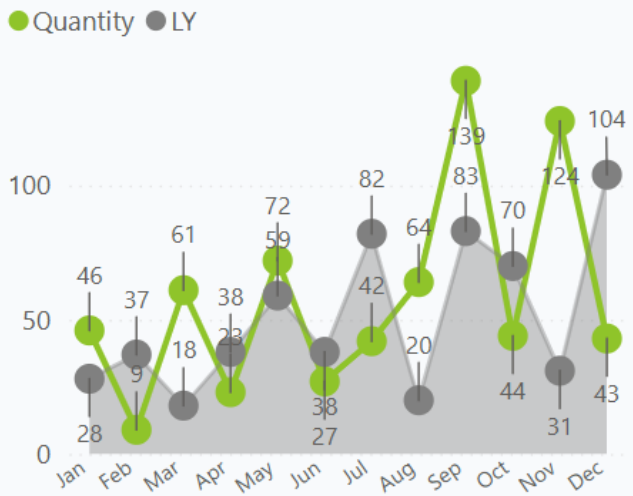
	Sales TY	Sales LY	Sales YoY	Quanti ty TY
Jan	**€ 2,867.46**	**€ 3,073.44**	**-6.70%**	**46**
Furniture	€ 69.38	€ 1,615.93	-95.71%	1
Office Supplies	€ 515.28	€ 1,457.51	-64.65%	24
Technology	€ 2,282.80			21
Feb	**€ 395.70**	**€ 10,455.49**	**-96.22%**	**9**
Furniture	€ 359.97	€ 246.65	45.94%	3
Office Supplies	€ 35.73	€ 1,458.89	-97.55%	6
Technology		€ 8,749.95	-100.00%	
Mar	**€ 4,312.97**	**€ 602.10**	**616.32%**	**61**
Furniture	€ 205.33	€ 354.90	-42.14%	2
Office Supplies	€ 744.01	€ 112.35	562.23%	40
Technology	€ 3,363.63	€ 134.85	2394.35%	19
Apr	**€ 1,051.91**	**€ 727.15**	**44.66%**	**23**
Furniture	€ 908.82			9
Office Supplies	€ 47.35	€ 692.03	-93.16%	11
Technology	€ 95.74	€ 35.12	172.61%	3
May	**€ 3,946.97**	**€ 3,611.28**	**9.30%**	**72**
Furniture	€ 2,418.83	€ 1,050.30	130.30%	17
Office Supplies	€ 992.40	€ 1,085.04	-8.54%	45
Technology	€ 535.74	€ 1,475.94	-63.70%	10
Jun	**€ 2,827.69**	**€ 1,569.62**	**80.15%**	**27**
Furniture		€ 1,306.03	-100.00%	
Office Supplies	€ 1,339.74	€ 59.06	2168.44%	12
Technology	€ 1,487.95	€ 204.53	627.50%	15
Total	**€ 38,083.93**	**€ 39,946.89**	**-4.66%**	**694**

2025 Sales

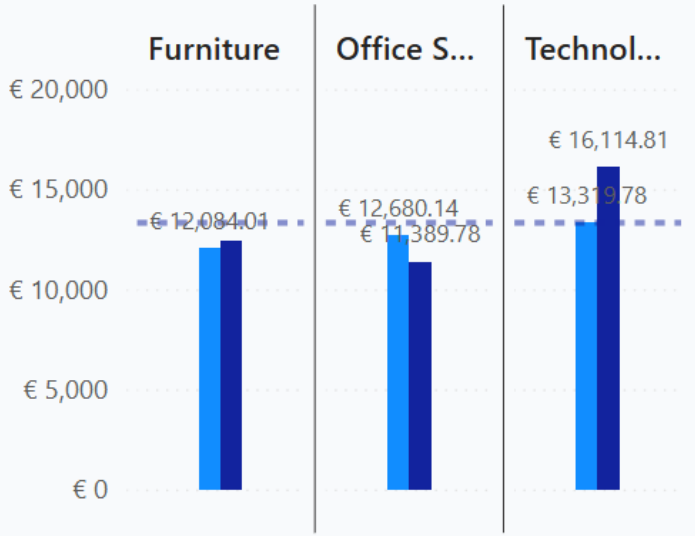
Sales	Quantity	Sales LY	Sales Difference
€ 38,084	694	€ 39,947	-5%

TY vs LY Sales by Month

TY vs LY Quantity by Month



TY vs LY Sales by Category



2025 Sales Report

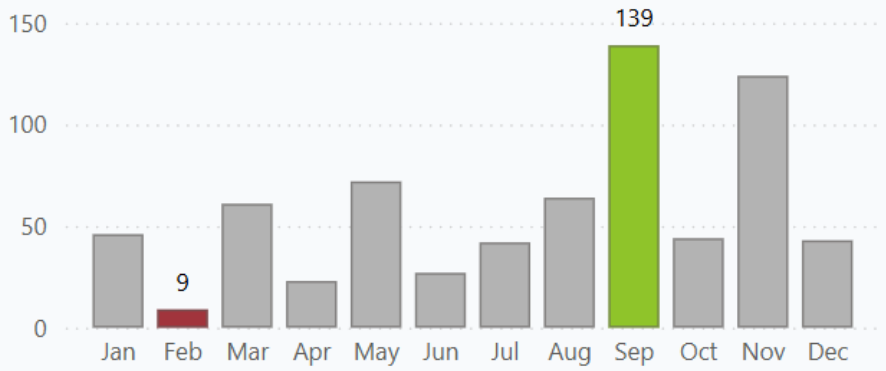
	Sales TY	Sales LY	Sales YoY	Difference	YoY
Jan	€ 2,867.46	€ 3,073.44	-6.70%	205.98 -€	▼ -7% YoY
Feb	€ 395.70	€ 10,455.49	-96.22%	10,059.79 -€	▼ -96% YoY
Mar	€ 4,312.97	€ 602.10	616.32%	€ 3,710.87	▲ 616% YoY
Apr	€ 1,051.91	€ 727.15	44.66%	€ 324.76	▲ 45% YoY
May	€ 3,946.97	€ 3,611.28	9.30%	€ 335.69	▲ 9% YoY
Jun	€ 2,827.69	€ 1,569.62	80.15%	€ 1,258.07	▲ 80% YoY
Jul	€ 1,908.18	€ 3,763.09	-49.29%	1,854.91 -€	▼ -49% YoY
Aug	€ 5,119.11	€ 1,134.45	351.24%	€ 3,984.66	▲ 351% YoY
Sep	€ 2,754.67	€ 4,722.37	-41.67%	1,967.7 -€	▼ -42% YoY
Oct	€ 3,118.06	€ 4,539.13	-31.31%	1,421.07 -€	▼ -31% YoY
Nov	€ 7,786.46	€ 1,778.50	337.81%	€ 6,007.96	▲ 338% YoY
Dec	€ 1,994.75	€ 3,970.27	-49.76%	1,975.52 -€	▼ -50% YoY
Total	**€ 38,083.93**	**€ 39,946.89**	**-4.66%**	**1,862.96 -€**	**▼ -5% YoY**

2025 Sales

Sales	Quantity	Sales LY	Sales Difference
€ 38,084	694	€ 39,947	-5%

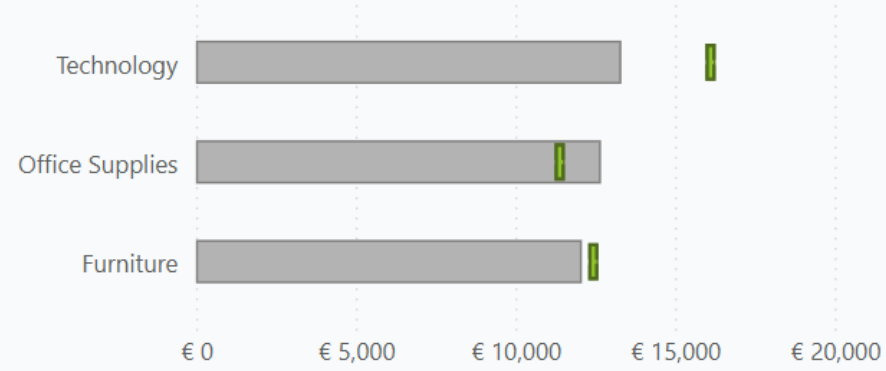
When did we sell the most and least products?

Most products sold in September, least products in February.



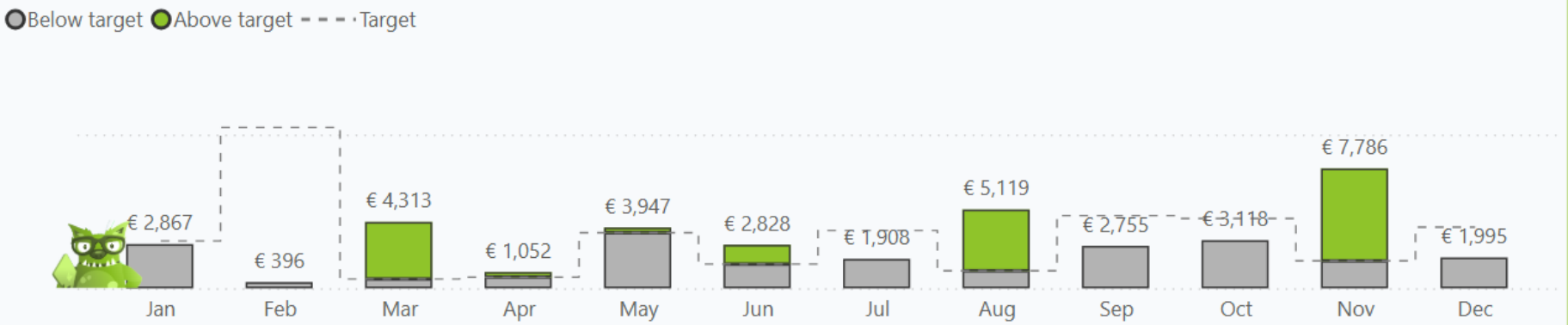
Which category reached the yearly target?

Category Office Supplies hit the sales target.



In which months dit we hit our sales target?

In the months April, August, June, March, May, November we hit our target.



Conditional Formatting | No Formatting

Monthly sales overview

To view the full table select a month and click on the button.

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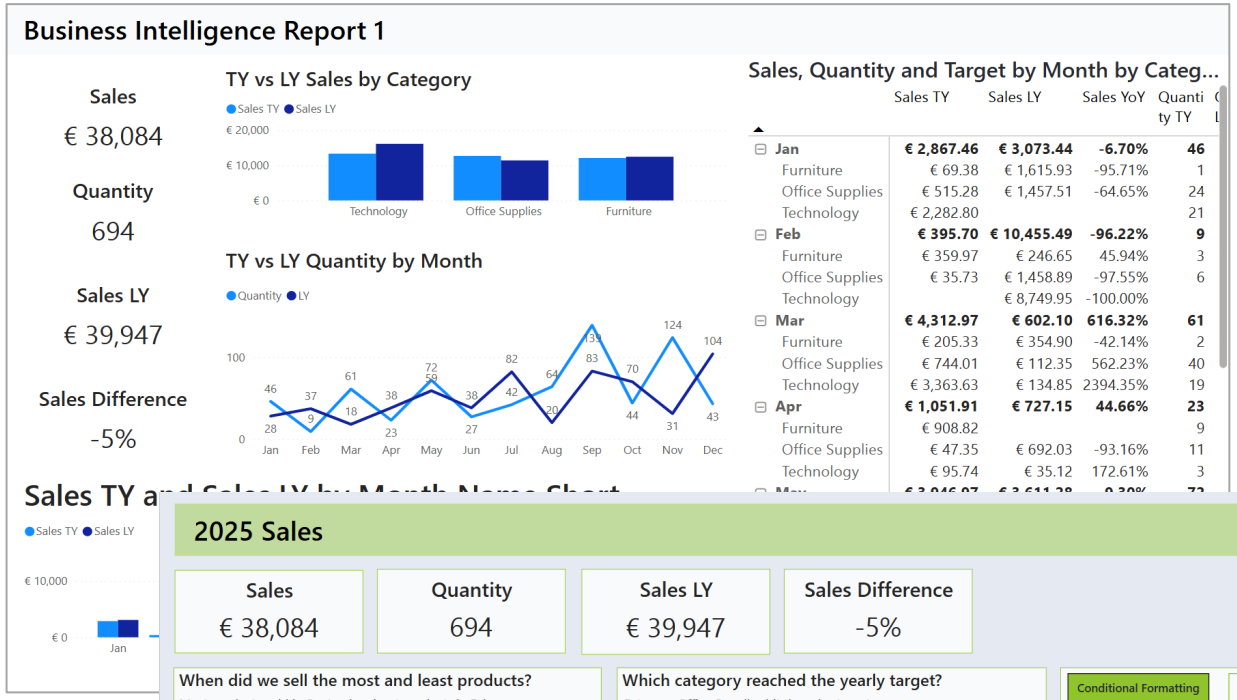
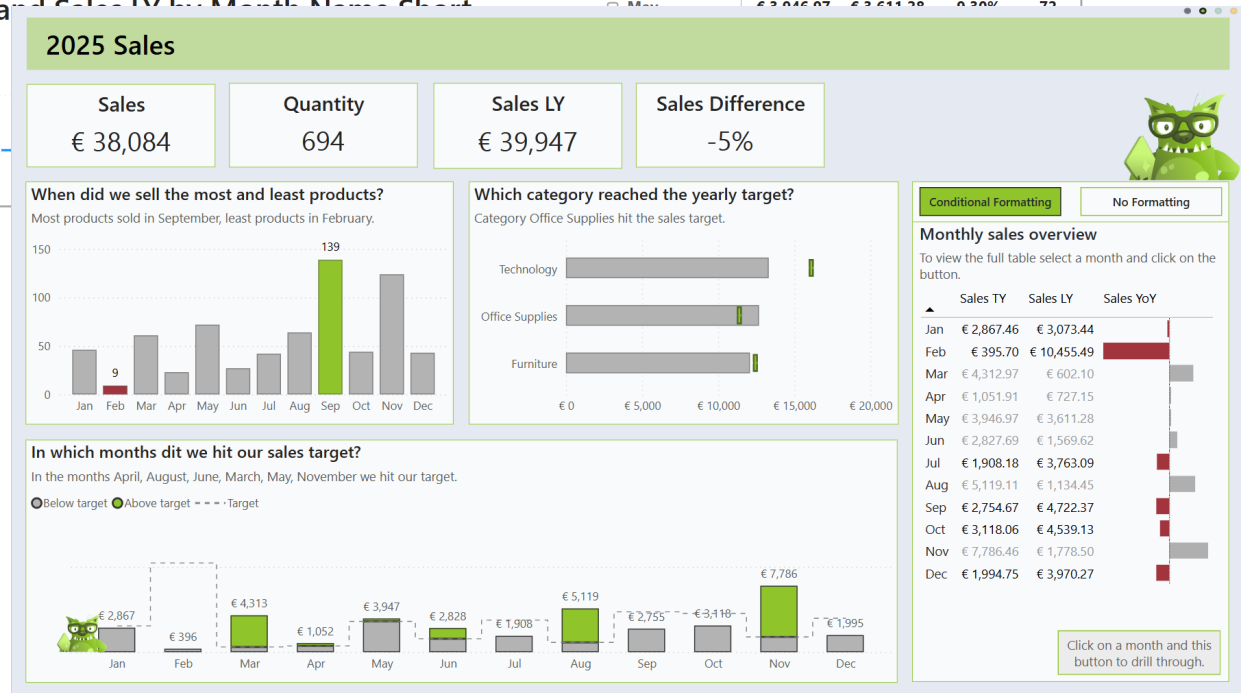
Sep	€ 2,754.67	€ 4,722.37	
Oct	€ 3,118.06	€ 4,539.13	
Nov	€ 7,786.46	€ 1,778.50	
Dec	€ 1,994.75	€ 3,970.27	

Click on a month and this button to drill through.

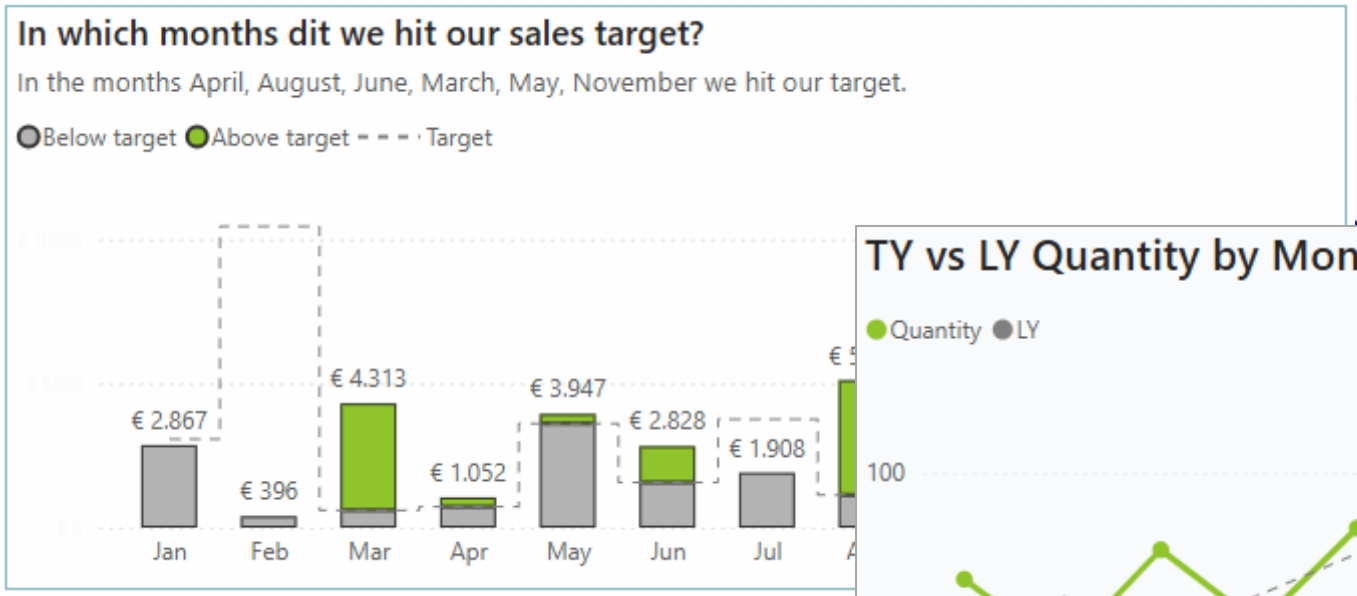
Design

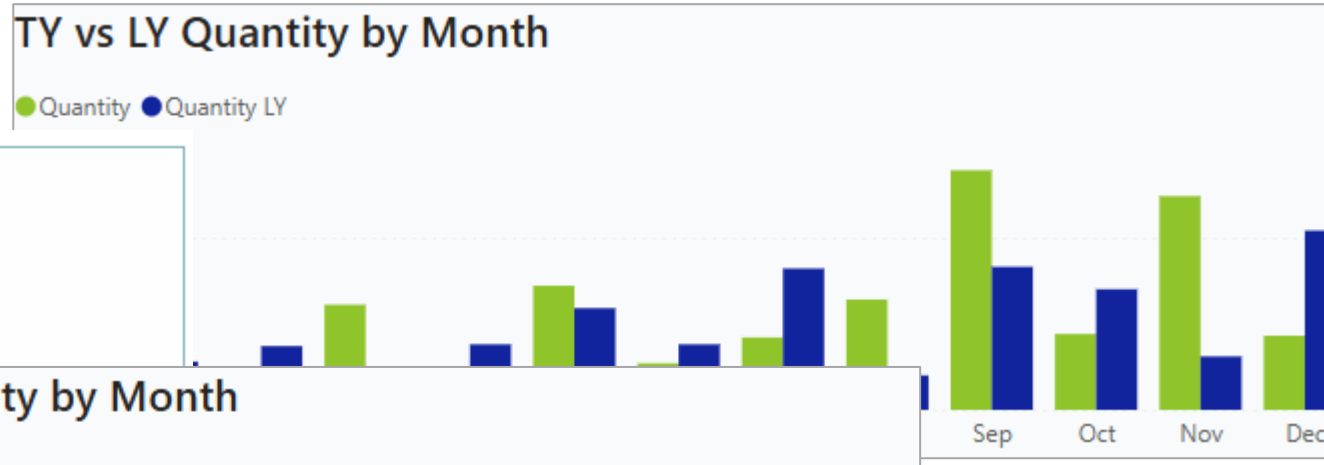
- Design/Formatting takes time
- Depends on the audience
- Thin Line Between Too Much and Too Little

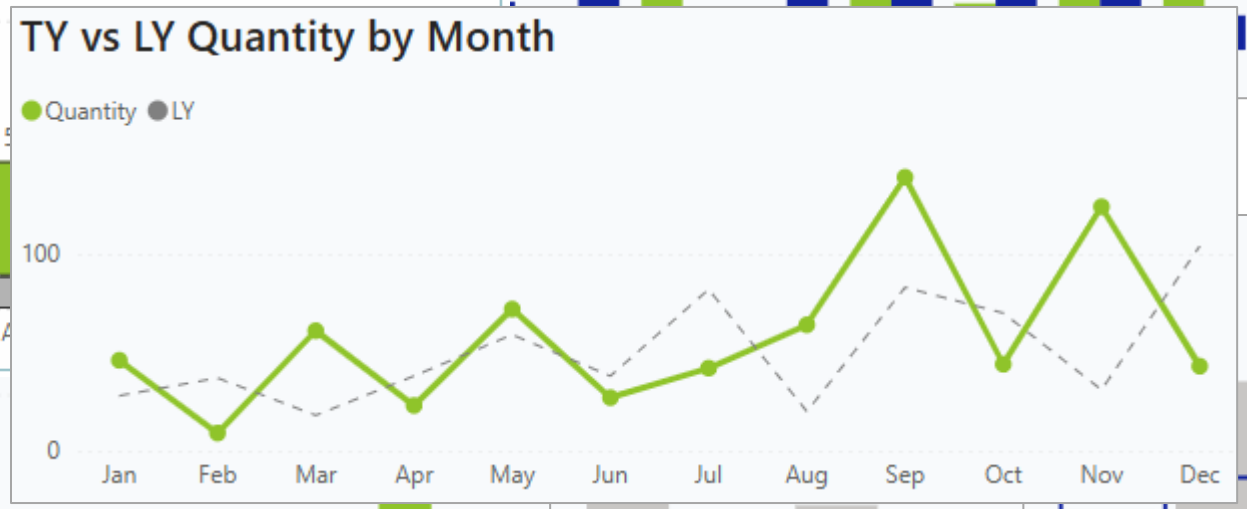


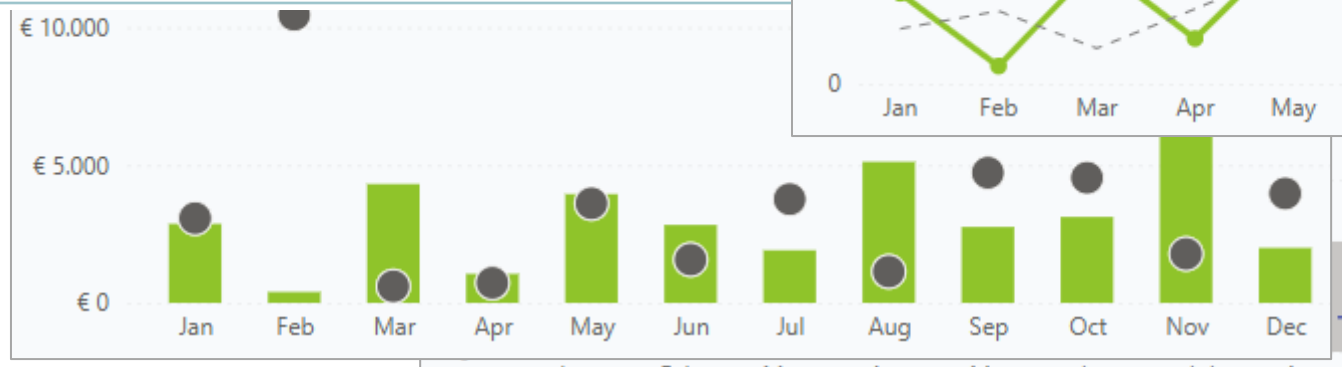


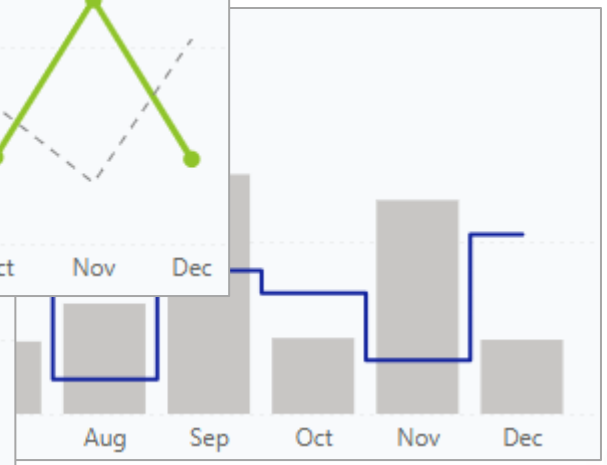
So many options!

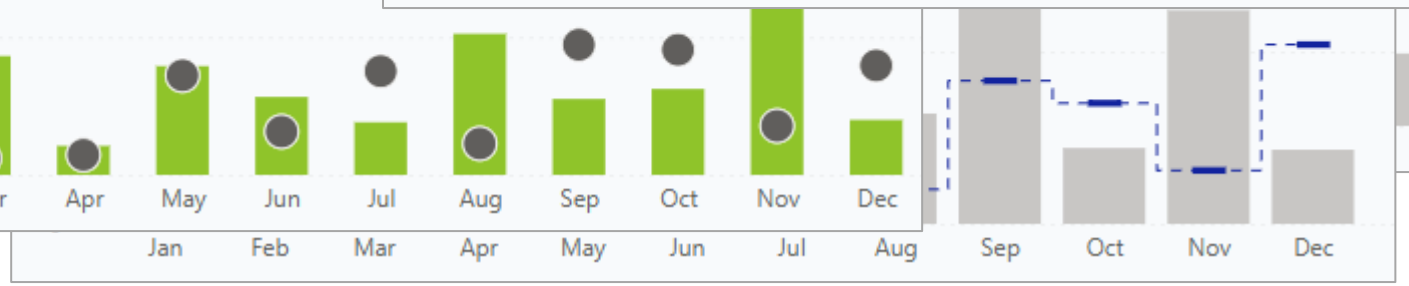












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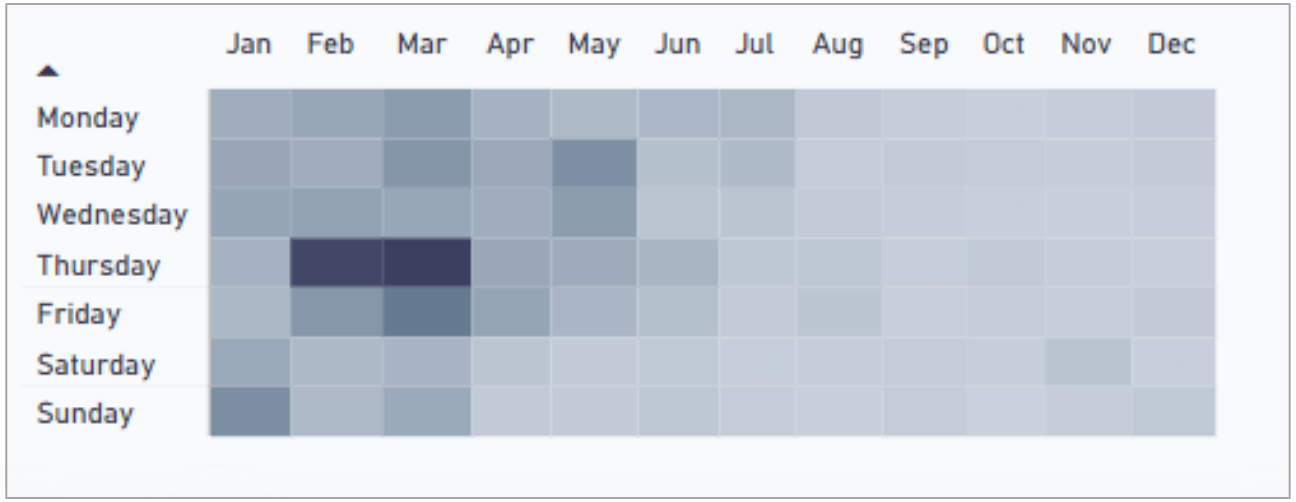
There is no innovation and creativity without failure.

Brene Brown

Heatmap example



Conditional Formatting

Category	Product	Gross Sales	Sales LY	Sum of Units Sold	Units Sold LY
Computers	Product 1	49,128	459,198.71	4,094.00	29,191.50
	Product 2	732,090	2,457,246.88	9,216.00	24,811.00
	Product 3	2,256,856	905,136.92	7,796.00	23,129.00
	Product 4	128,796	2,875,448.87	11,091.50	40,892.00
	Product 5	69,627	1,117,383.93	5,845.00	16,219.00
	Product 6	85,214	633,802.59	7,233.00	27,021.00
Headphones	Product 1	8,318,254	4,999,939.70	40,525.50	28,055.00
	Product 2	6,714,356	3,353,474.59	35,383.50	33,525.00
	Product 3	5,797,674	2,992,397.84	30,872.50	24,773.50
	Product 4	9,216,325	8,204,704.54	66,659.50	52,427.50
	Product 5	4,868,096	5,166,997.55	34,364.00	34,317.00
	Product 6	7,796,254	4,066,131.34	36,423.00	22,820.00
Office Electronics	Product 1	7,302,443	7,804,521.13	47,291.00	55,358.50
	Product 2	7,082,499	7,396,008.97	30,822.00	41,544.00
	Product 3	5,204,885	6,643,460.68	33,837.00	50,226.00
	Product 4	15,468,394	16,051,790.92	88,790.00	120,093.00
	Product 5	10,276,638	5,183,595.39	51,090.50	53,731.00
	Product 6	12,043,158	10,239,006.92	40,982.50	56,067.00

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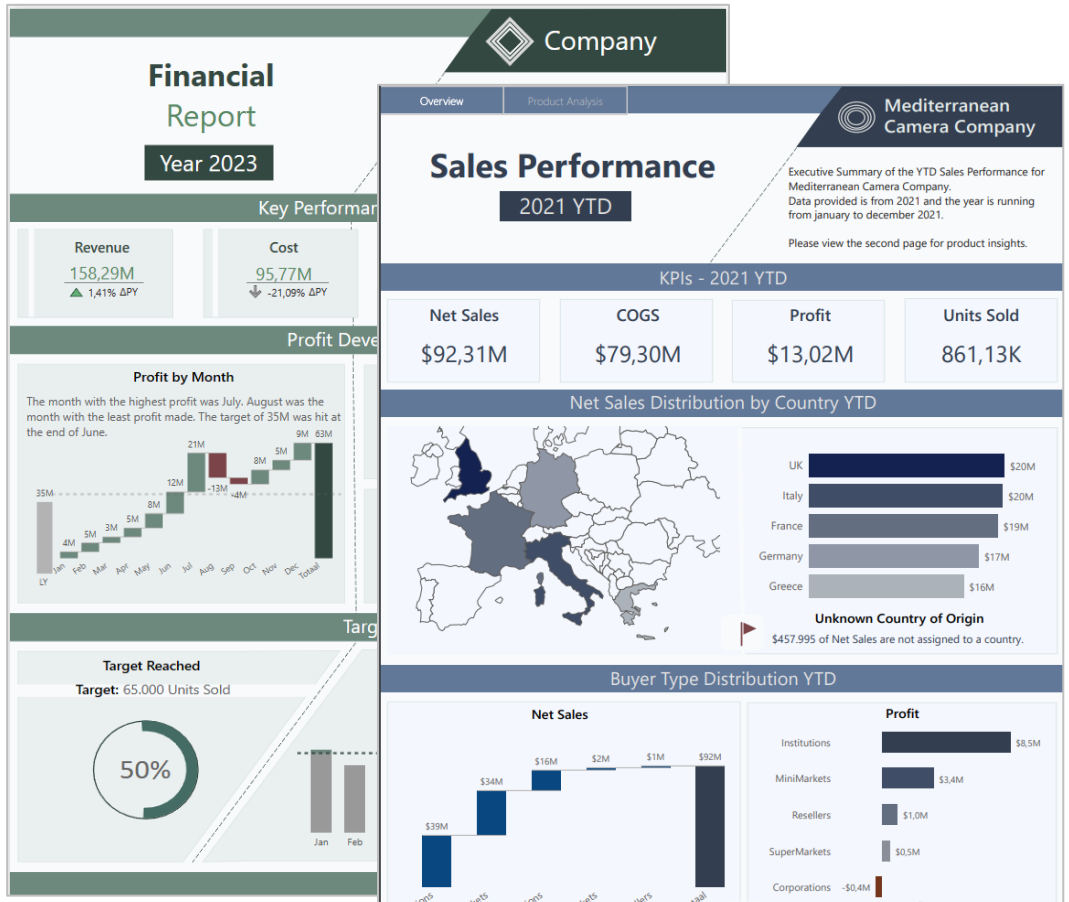
This session

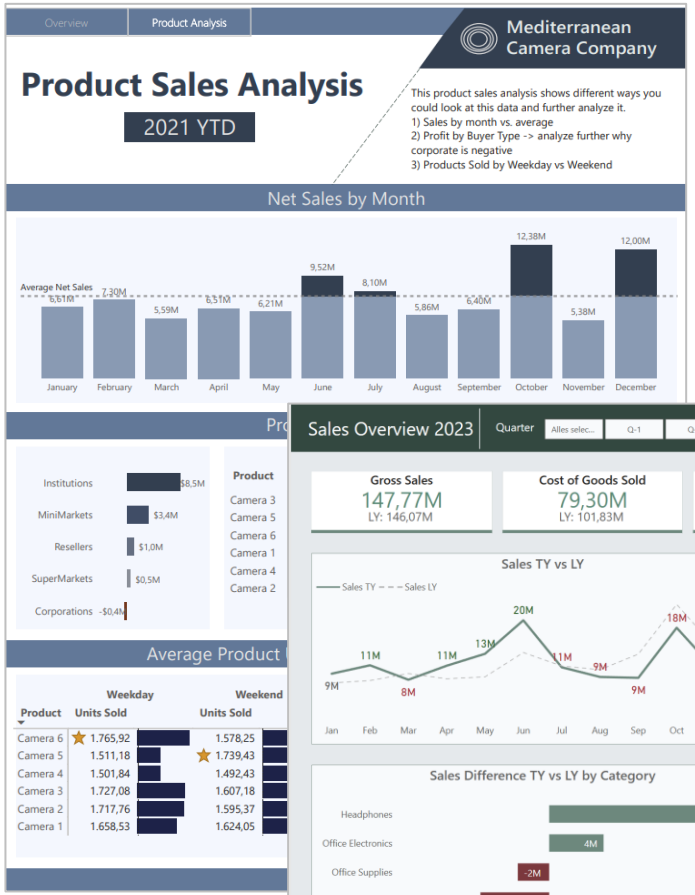
1. The end user and their importance
2. Power BI Visuals – make them shine
3. Report Layout & Navigation

The end user

- **Who** is the audience?
- What is the **experience** level?
- How much **detail** is needed?
- What **actions** do they want to take?
- How is the report **used**?

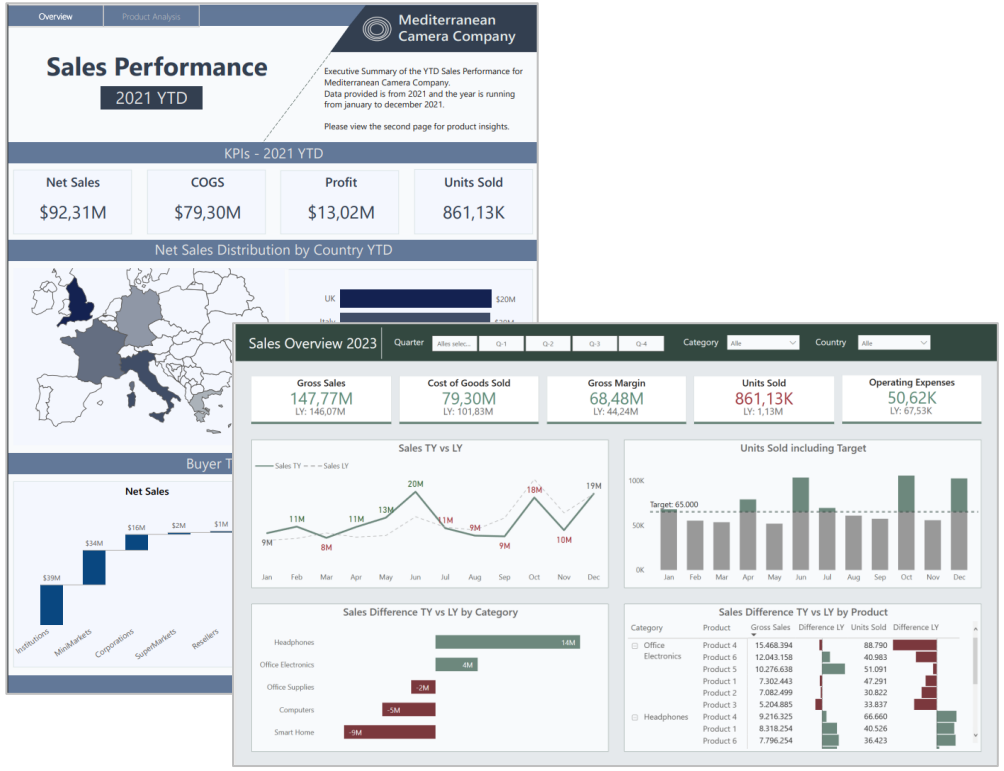
Design depends on the end user





End user determines

- Layout
- Navigation
- Placement of visuals
- Order of visuals
- Design of visual



Why design for the end user?

Putting data on a canvas doesn't make it a useful report.

SQL
KONFERENZ
2025

Make these visuals shine!

TABLES

2025 Sales Report

	Sales TY	Sales LY	Sales YoY	Quantity TY	Quantity LY	Difference
Jan	€ 2.867,46	€ 3.073,44	-6,70%	46	28	18
Feb	€ 395,70	€ 10.455,49	-96,22%	9	37	-28
Mar	€ 4.312,97	€ 602,10	616,32%	61	18	43
Apr	€ 1.051,91	€ 727,15	44,66%	23	38	-15
May	€ 3.946,97	€ 3.611,28	9,30%	72	59	13
Jun	€ 2.827,69	€ 1.569,62	80,15%	27	38	-11
Jul	€ 1.908,18	€ 3.763,09	-49,29%	42	82	-40
Aug	€ 5.119,11	€ 1.134,45	351,24%	64	20	44
Sep	€ 2.754,67	€ 4.722,37	-41,67%	139	83	56
Oct	€ 3.118,06	€ 4.539,13	-31,31%	44	70	-26
Nov	€ 7.786,46	€ 1.778,50	337,81%	124	31	93
Dec	€ 1.994,75	€ 3.970,27	-49,76%	43	104	-61
Total	**€ 38.083,93**	**€ 39.946,89**	**-4,66%**	**694**	**608**	**86**

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Month	Sales	Sales LY	Sales Difference
November	€ 4.496,29	€ 454,12	€ 4.042,17
May	€ 2.418,83	€ 1.050,30	€ 1.368,53
April	€ 908,82		€ 908,82
February	€ 359,97	€ 246,65	€ 113,32
July	€ 1.194,17	€ 1.332,16	137,99 -€
March	€ 205,33	€ 354,90	149,57 -€
October	€ 1.242,82	€ 1.407,45	164,63 -€
August		€ 186,54	186,54 -€
December	€ 699,3	€ 1.819,98	1.120,68 -€
June		€ 1.306,03	1.306,03 -€
January	€ 69,38	€ 1.615,93	1.546,55 -€
September	€ 489,1	€ 2.668,24	2.179,14 -€

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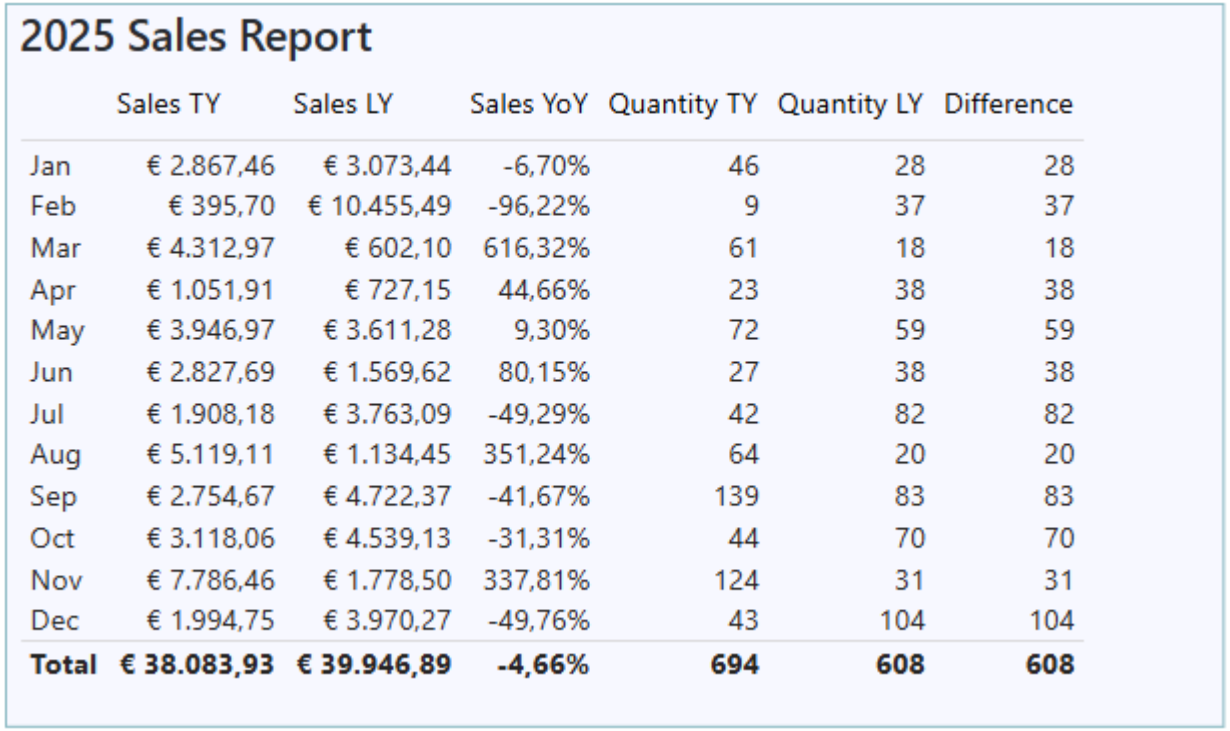
Sep	€ 2.754,67	€ 4.722,37	-41,67%	1.967,7 -€	▼ -42% YoY
Oct	€ 3.118,06	€ 4.539,13	-31,31%	1.421,07 -€	▼ -31% YoY
Nov	€ 7.786,46	€ 1.778,50	337,81%	€ 6.007,96	▲ 338% YoY
Dec	€ 1.994,75	€ 3.970,27	-49,76%	1.975,52 -€	▼ -50% YoY
Total	**€ 38.083,93**	**€ 39.946,89**	**-4,66%**	**1.862,96 -€**	**▼ -5% YoY**

Make tables shine - Icons

- Improve readability
- Guide attention
- Support decision making



2025 Sales Report

	Sales TY	Sales LY	Sales YoY	Quantity TY	Quantity LY	Difference
Jan	€ 2.867,46	€ 3.073,44	-6,70%	46	28	28
Feb	€ 395,70	€ 10.455,49	-96,22%	9	37	37
Mar	€ 4.312,97	€ 602,10	616,32%	61	18	18
Apr	€ 1.051,91	€ 727,15	44,66%	23	38	38
May	€ 3.946,97	€ 3.611,28	9,30%	72	59	59
Jun	€ 2.827,69	€ 1.569,62	80,15%	27	38	38
Jul	€ 1.908,18	€ 3.763,09	-49,29%	42	82	82
Aug	€ 5.119,11	€ 1.134,45	351,24%	64	20	20
Sep	€ 2.754,67	€ 4.722,37	-41,67%	139	83	83
Oct	€ 3.118,06	€ 4.539,13	-31,31%	44	70	70
Nov	€ 7.786,46	€ 1.778,50	337,81%	124	31	31
Dec	€ 1.994,75	€ 3.970,27	-49,76%	43	104	104
Total	**€ 38.083,93**	**€ 39.946,89**	**-4,66%**	**694**	**608**	**608**

Using Icons

- Improve readability
- Guide attention
- Support decision making

2025 Sales Report

	Sales TY	Sales LY	Sales YoY	Quantity TY	Quantity LY	Difference
Jan	€ 2.867,46	€ 3.073,44	-6,70%	46	28	28
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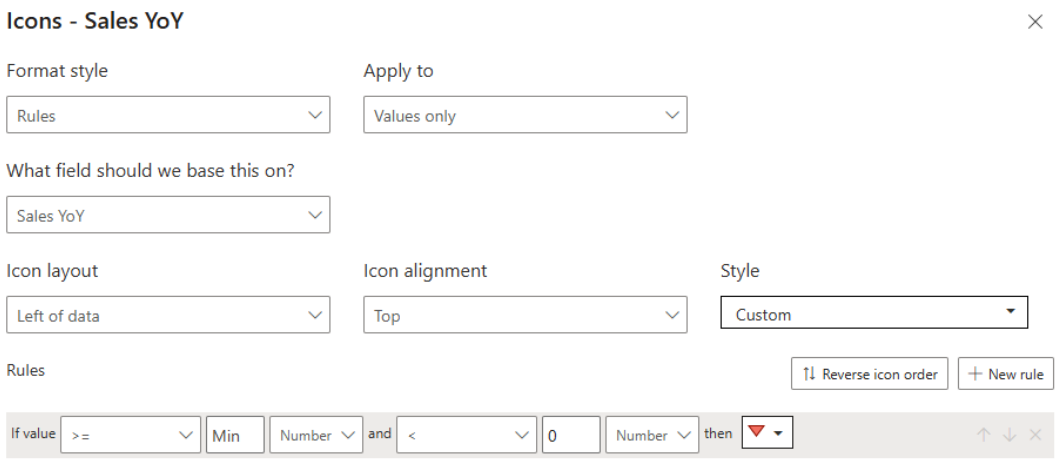
Smart(er) Use of Icons



2025 Sales Report

	Sales TY	Sales LY	Sales YoY	Quantity TY	Quantity LY	Difference
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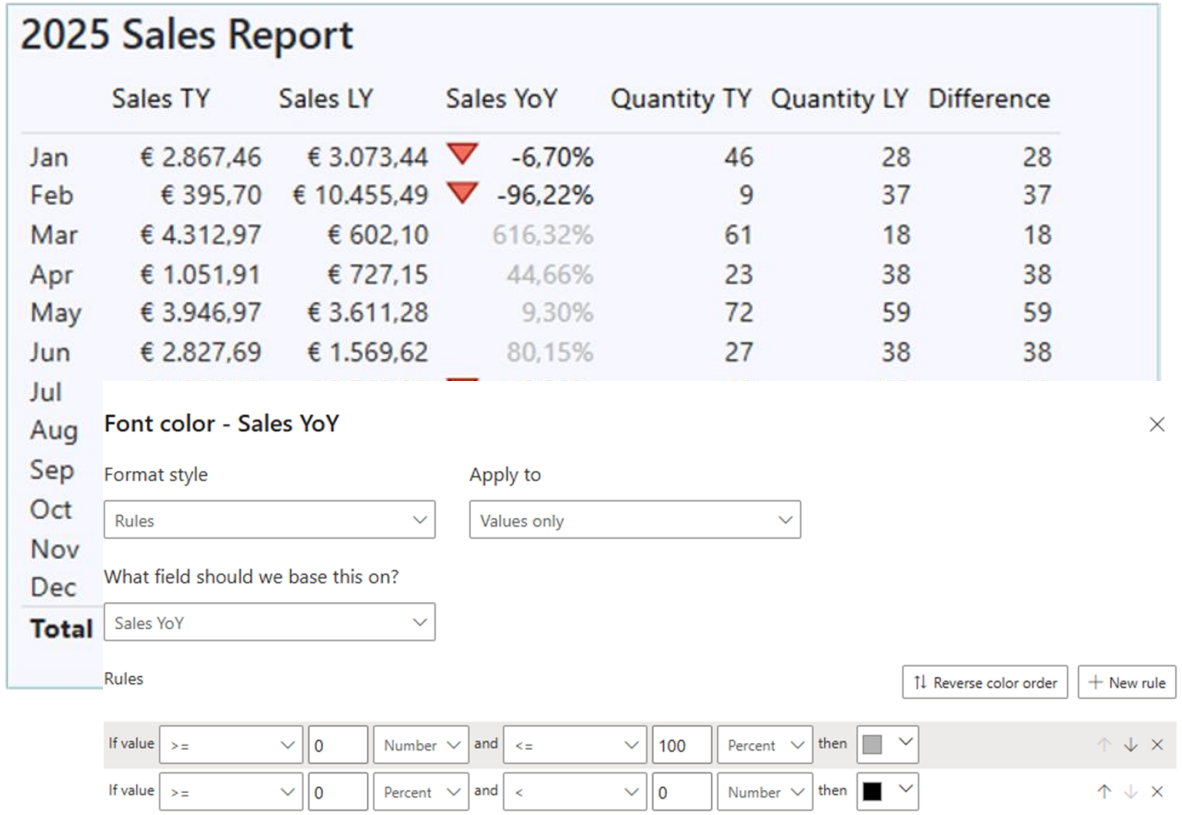
Total	**€ 38.083,93**	**€ 39.946,89**	**-4,66%**	**694**	**608**	**608**

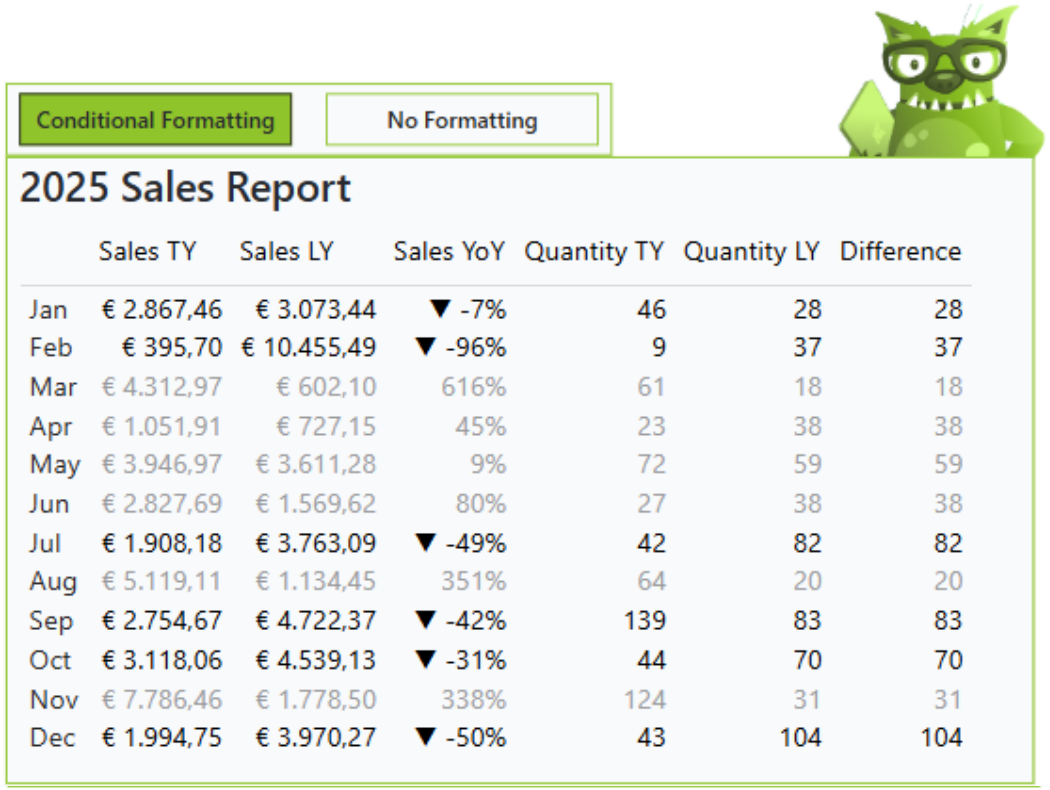
Conditional Formatting

- **“Remove” Unnecessary Columns**
  - Keep only **high-impact values** crucial for decision-making.
- Less clutter = faster decision-making.



So this is great but...

- What if not everyone likes to use these options?
- Provide options



2025 Sales Report

	Sales TY	Sales LY	Sales YoY	Quantity TY	Quantity LY	Difference
Jan	€ 2.867,46	€ 3.073,44	▼ -7%	46	28	28
Feb	€ 395,70	€ 10.455,49	▼ -96%	9	37	37
Mar	€ 4.312,97	€ 602,10	616%	61	18	18
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Sep	€ 2.754,67	€ 4.722,37	▼ -42%	139	83	83
Oct	€ 3.118,06	€ 4.539,13	▼ -31%	44	70	70
Nov	€ 7.786,46	€ 1.778,50	338%	124	31	31
Dec	€ 1.994,75	€ 3.970,27	▼ -50%	43	104	104

Slicer to format

Conditional Formatting | No Formatting

2025 Sales Report

	Sales TY	Sales LY	Sales YoY	Quantity TY	Quantity LY	Difference
Jan	€ 2.867,46	€ 3.073,44	-6,70%	46	28	28
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Conditional Formatting | No Formatting

2025 Sales Report

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Slicer to format

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Dec	€ 1.994,75	€ 3.970,27	-49,76%	43	104	104

- Create a table

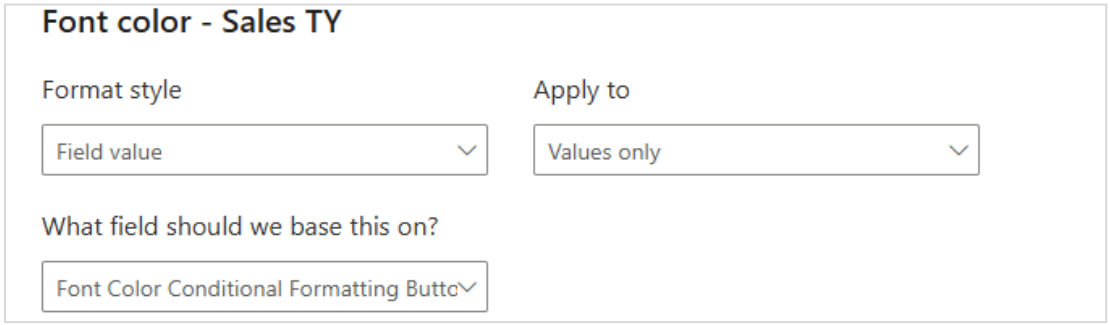
Options	Description
1	Conditional Formatting
0	No Formatting

- Add a slicer

- Create a measure

```
1 Font Color Conditional Formatting =
2 IF(MAX('Conditional Formatting'[Options]) =1
3 &&
4 [Sales YoY]> 0 ,
5 "#9A9A9C",
6 "#000000")
```

- Conditional Formatting



What if we want less?

2025 Sales Report

	Sales TY	Sales LY	Sales YoY
Jan	€ 2.867,46	€ 3.073,44	-6,70%
Feb	€ 395,70	€ 10.455,49	-96,22%
Mar	€ 4.312,97	€ 602,10	616,32%
Apr	€ 1.051,91	€ 727,15	44,66%
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2025 Sales Report

	Sales TY	Sales LY	Sales YoY
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Dec	€ 1.994,75	€ 3.970,27	-49,76%
Feb	€ 395,70	€ 10.455,49	-96,22%

2025 Sales Report

	Sales TY	Sales LY	
Jan	€ 2.867,46	€ 3.073,44	
Feb	€ 395,70	€ 10.455,49	
Mar	€ 4.312,97	€ 602,10	
Apr	€ 1.051,91	€ 727,15	
May	€ 3.946,97	€ 3.611,28	
Jun	€ 2.827,69	€ 1.569,62	
Jul	€ 1.908,18	€ 3.763,09	
Aug	€ 5.119,11	€ 1.134,45	
Sep	€ 2.754,67	€ 4.722,37	
Oct	€ 3.118,06	€ 4.539,13	
Nov	€ 7.786,46	€ 1.778,50	
Dec	€ 1.994,75	€ 3.970,27	

Icons - Sales YoY

Format style

Rules

Apply to

Values only

What field should we base this on?

Sales YoY

Icon layout

Left of data

Icon alignment

Top

Style

Custom

Rules

Reverse icon order

New rule

If value = 100 Percent then

If value = 0 Percent then

What if we want more detail?

Use a Data Bar for Quick Comparisons

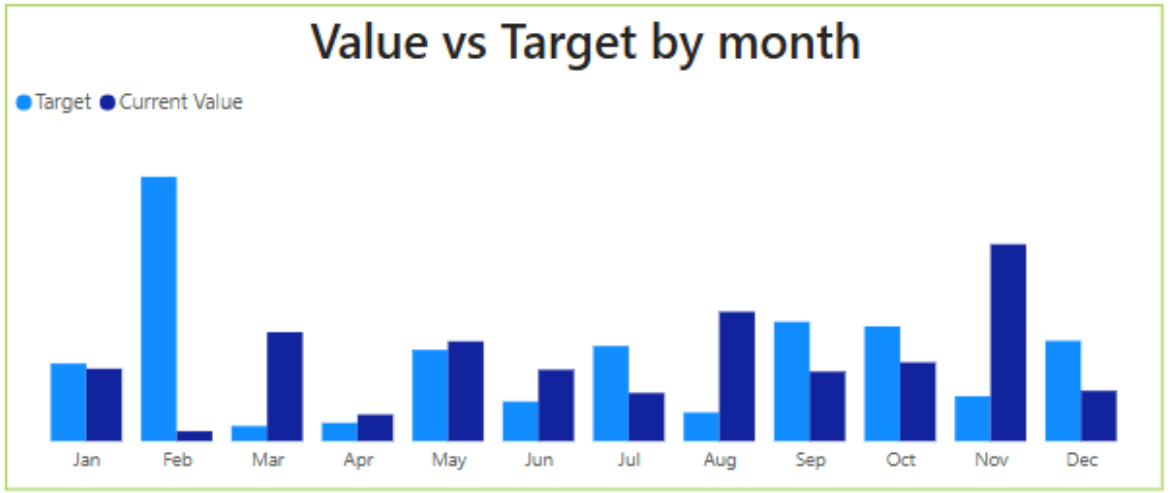
- Visually indicate difference.
- Quickly compare values at a glance.

Month	Sales	Sales LY	Sales Difference
November	€ 4.496,29	€ 454,12	€ 4.042,17
May	€ 2.418,83	€ 1.050,30	€ 1.368,53
April	€ 908,82		€ 908,82
February	€ 359,97	€ 246,65	€ 113,32
July	€ 1.194,17	€ 1.332,16	137,99 -€
March	€ 205,33	€ 354,90	149,57 -€
October	€ 1.242,82	€ 1.407,45	164,63 -€
August		€ 186,54	186,54 -€
December	€ 699,3	€ 1.819,98	1.120,68 -€
June		€ 1.306,03	1.306,03 -€
January	€ 69,38	€ 1.615,93	1.546,55 -€
September	€ 489,1	€ 2.668,24	2.179,14 -€

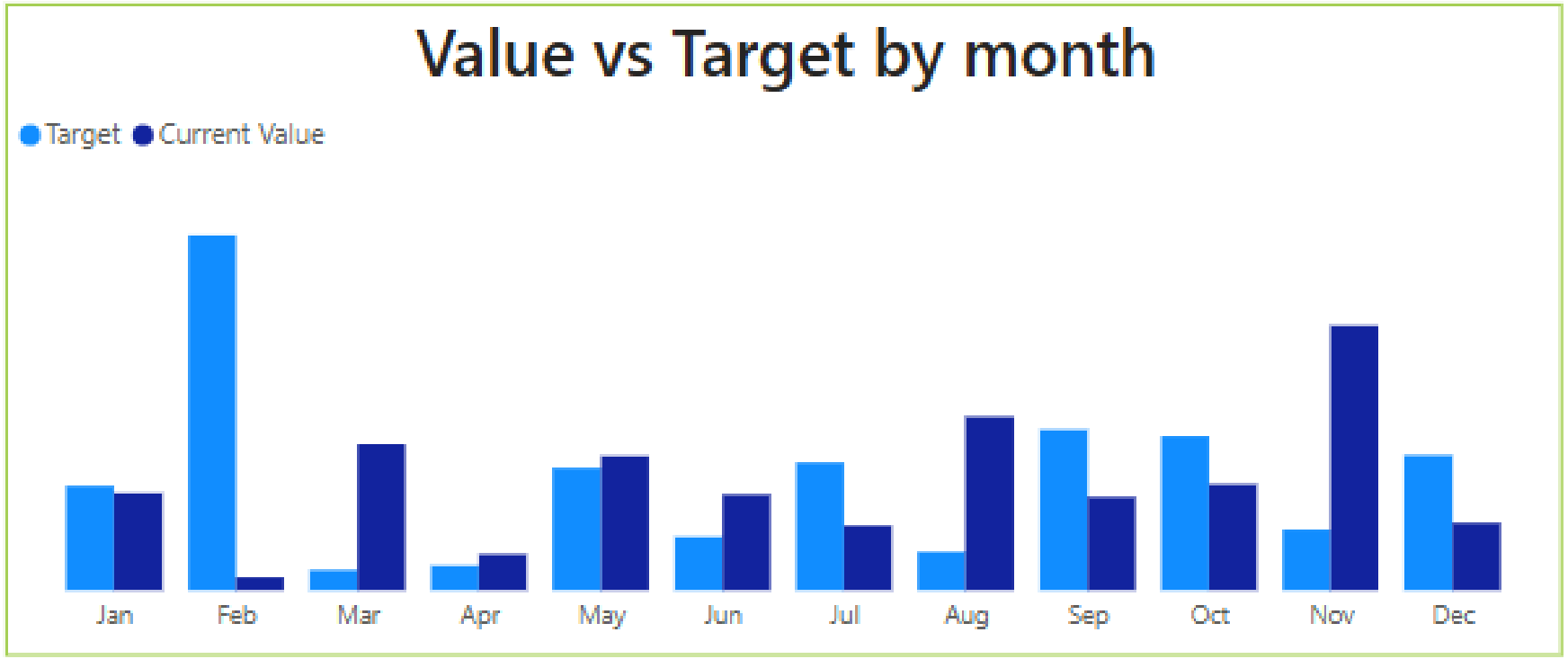
Targets

Target visualization

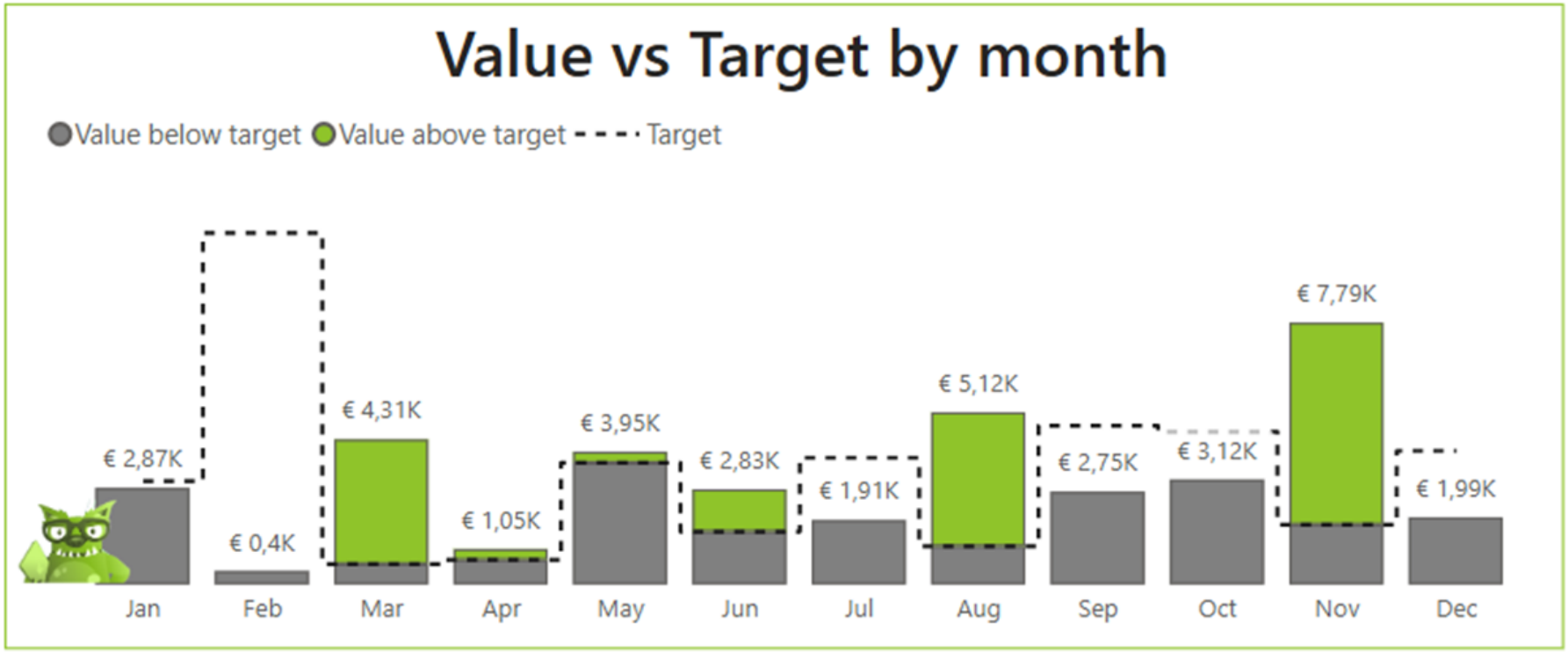
- See how actual performance compares to set goals.
- Highlights Performance Gaps
- Identify over- and underperformance



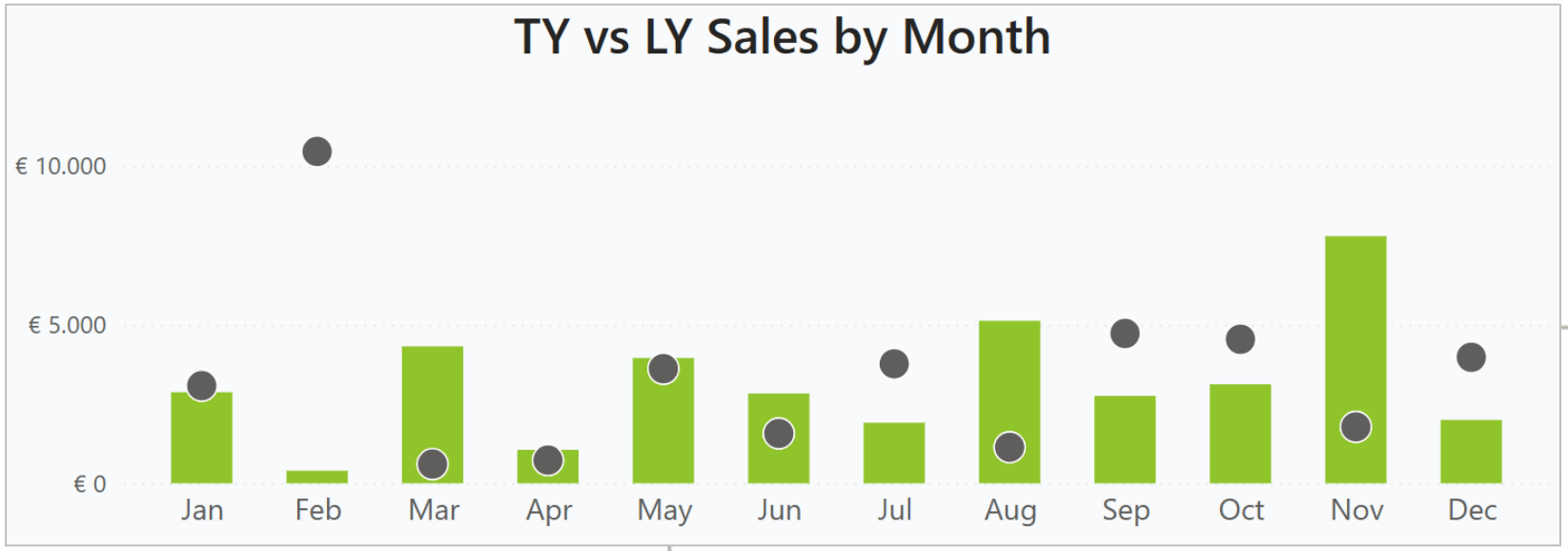
Target visualization

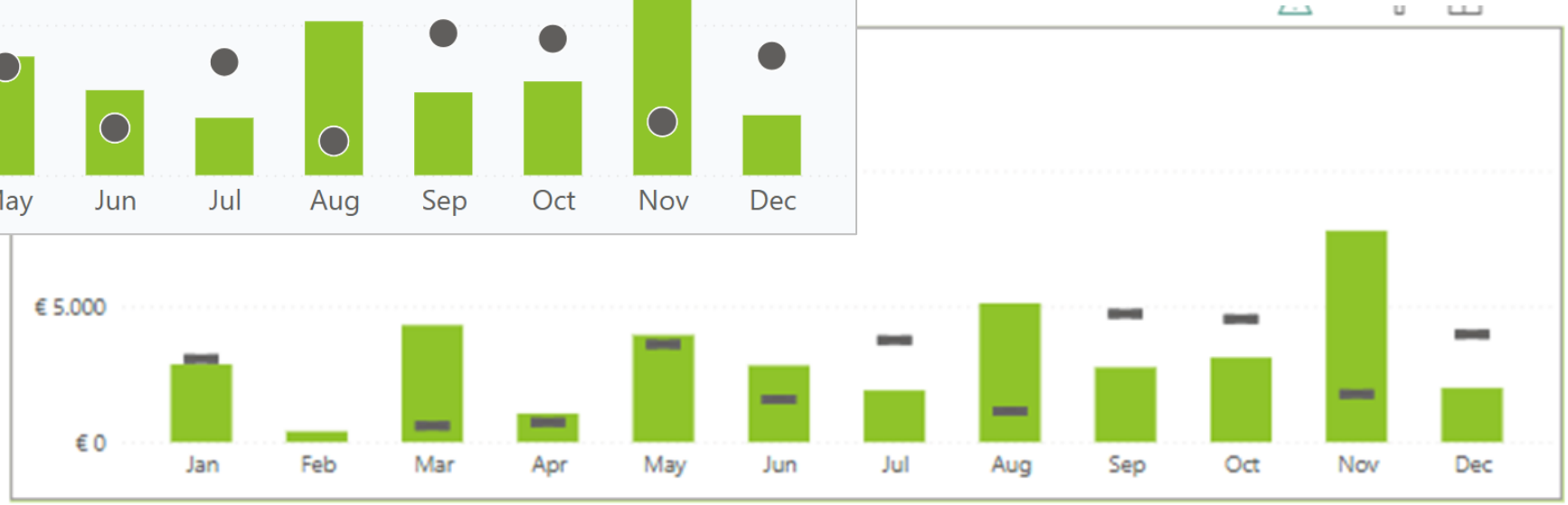


Target visualization



Target visualization





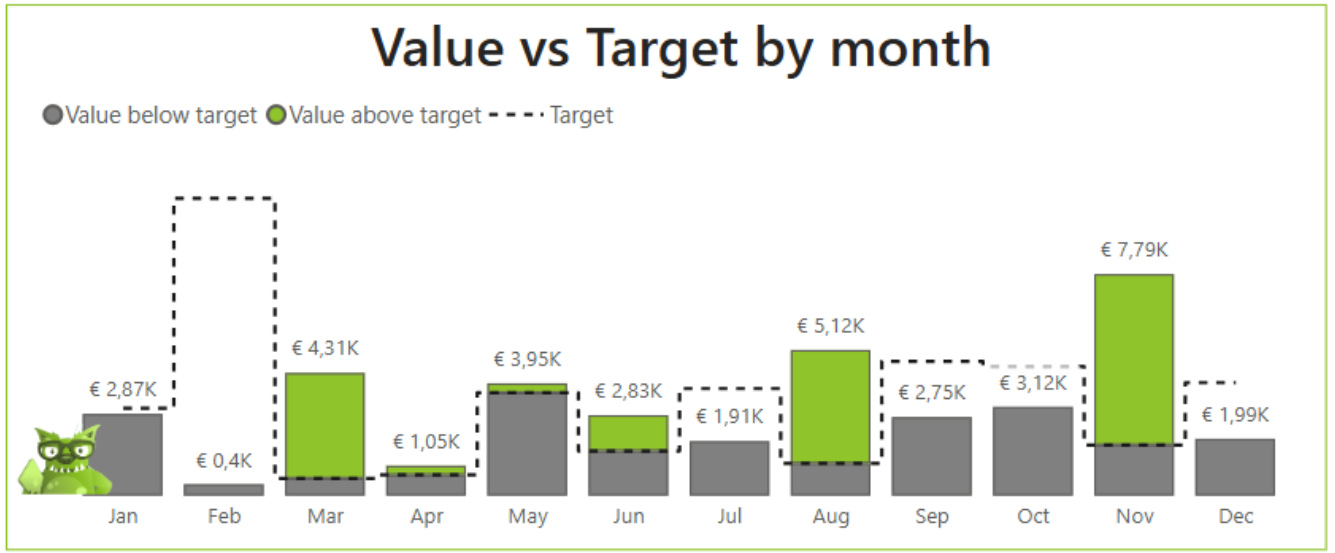
Highlight above target

Easy to see difference

- **Stacked column chart**

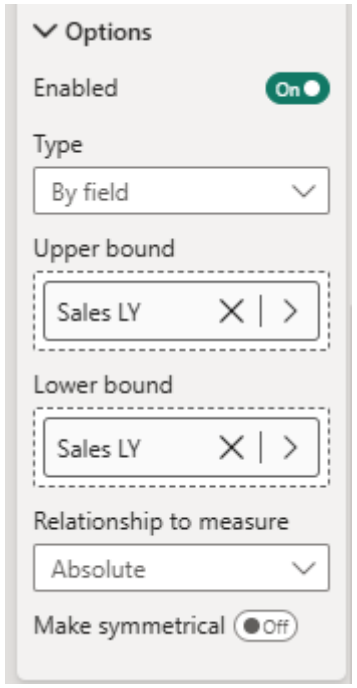
```
1 Value above target =
2 IF([Current Value]> [Target],
3 [Current Value] - [Target],
4 blank())
```

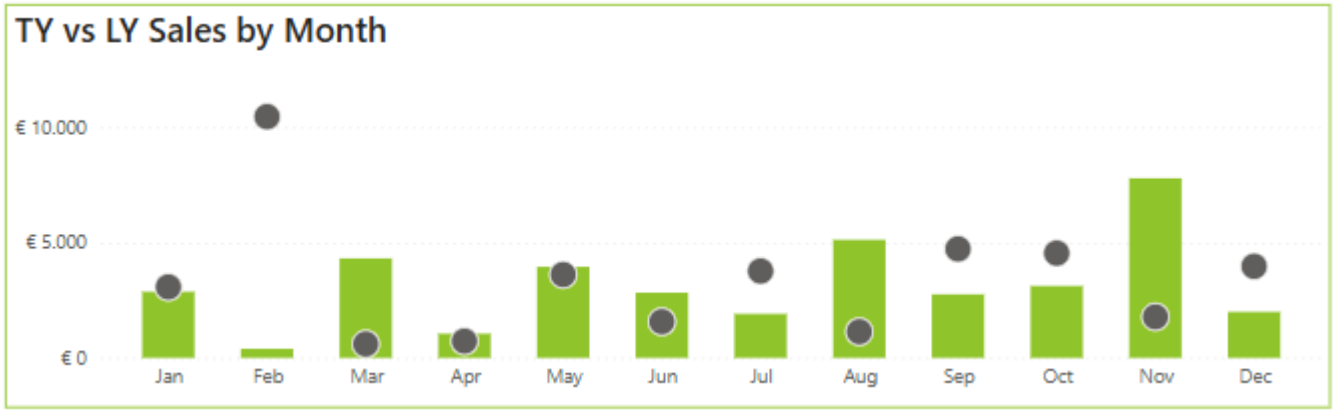
```
1 Value below target =
2 IF([Current Value]<[Target],
3 [Current Value],
4 [Target])
```

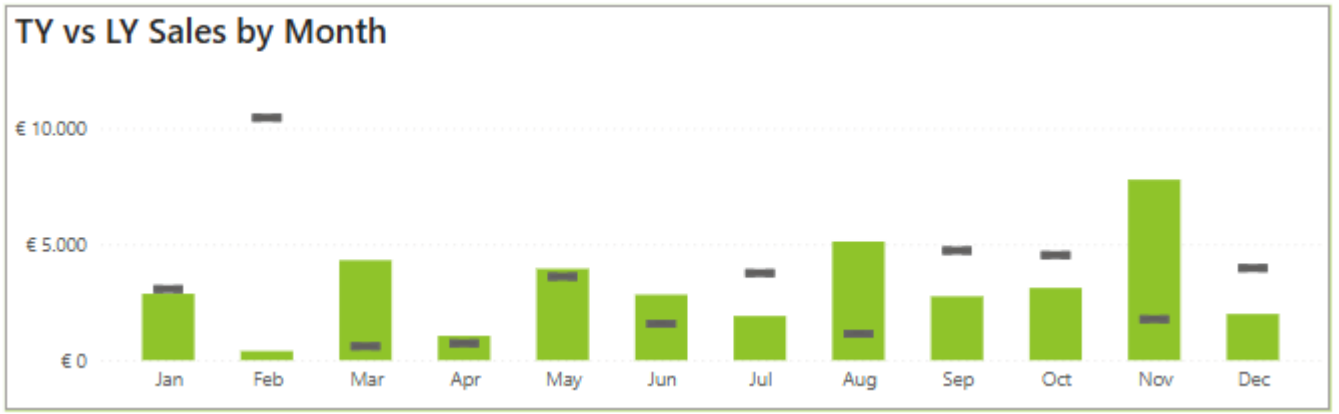


Target (Error) Bars

Error bars as target line

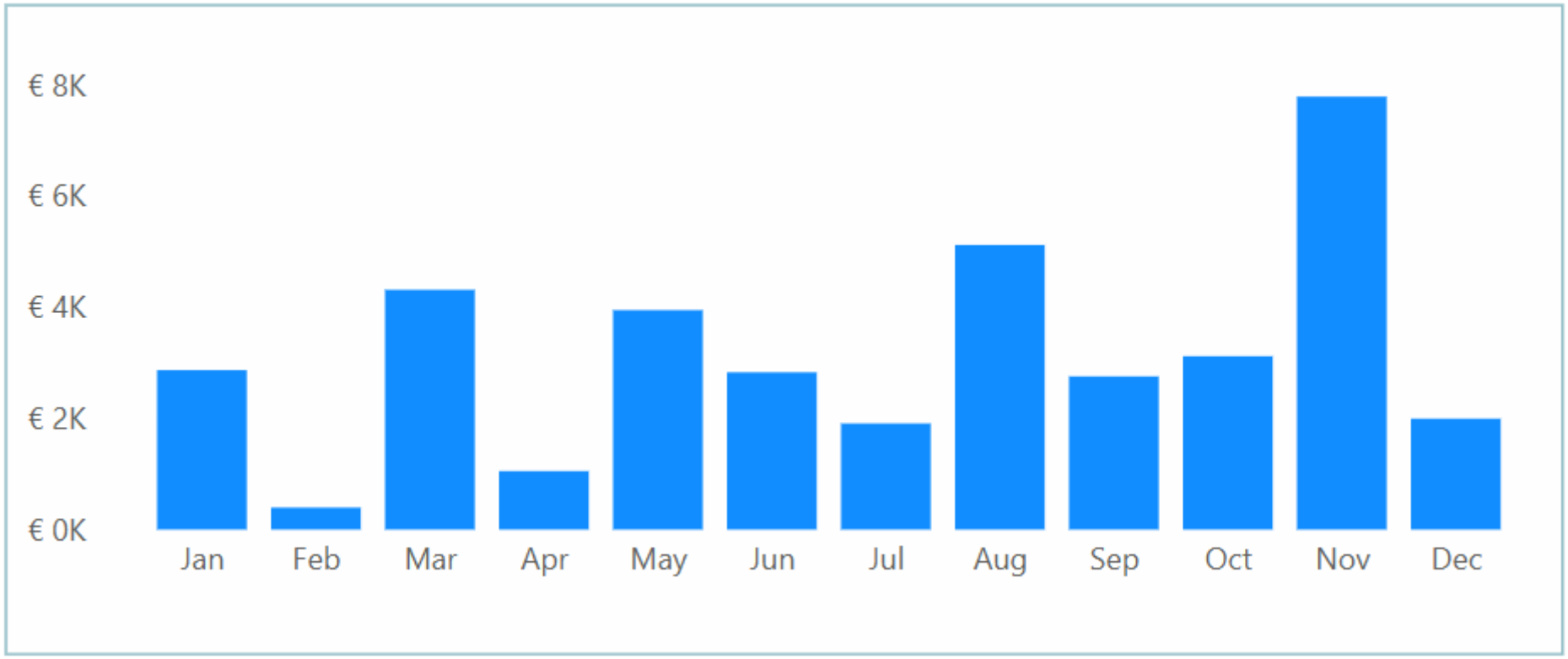




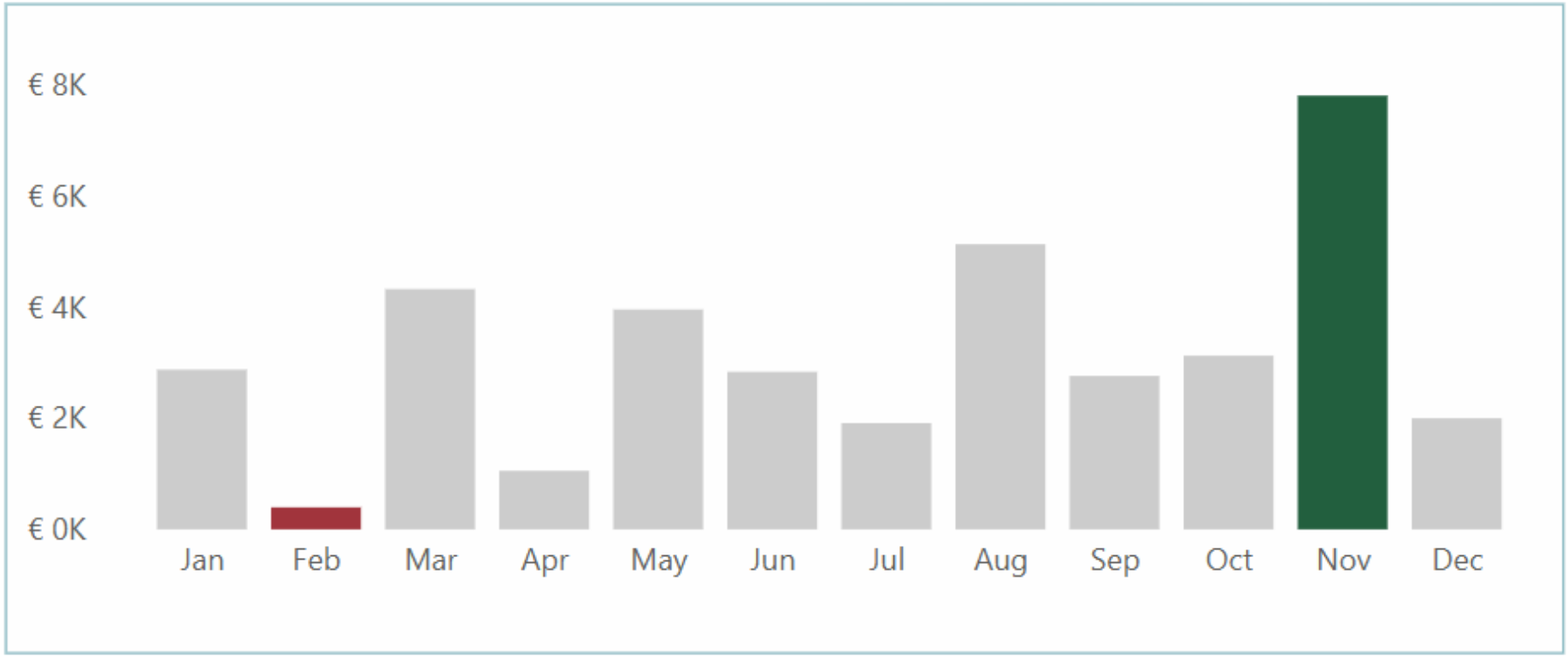


Highlight

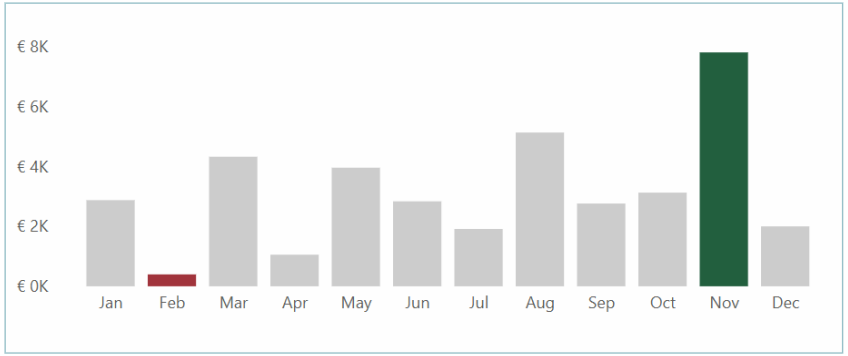
Highlight



Highlight



Highlight



Color - Categories

Format style

Rules

What field should we base this on?

Sales TY

Rules

Reverse color order | New rule

If value	>=	0	Percent	and	<=	100	Percent	then		
If value	=	0	Percent					then		
If value	=	100	Percent					then		

Highlight important information

Make it easy to see important information.

2025 Sales Report

	Sales TY	Sales LY
Jan	€ 2.867,46	€ 3.073,44
Feb	€ 395,70	€ 10.455,49
Mar	€ 4.312,97	€ 602,10
Apr	€ 1.051,91	€ 727,15
May	€ 3.946,97	€ 3.611,28
Jun	€ 2.827,69	€ 1.569,62
Jul	€ 1.908,18	€ 3.763,09
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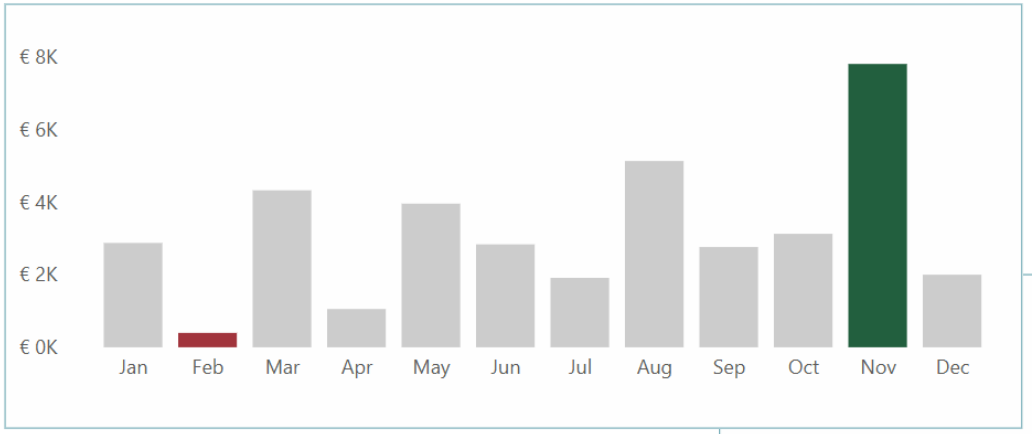
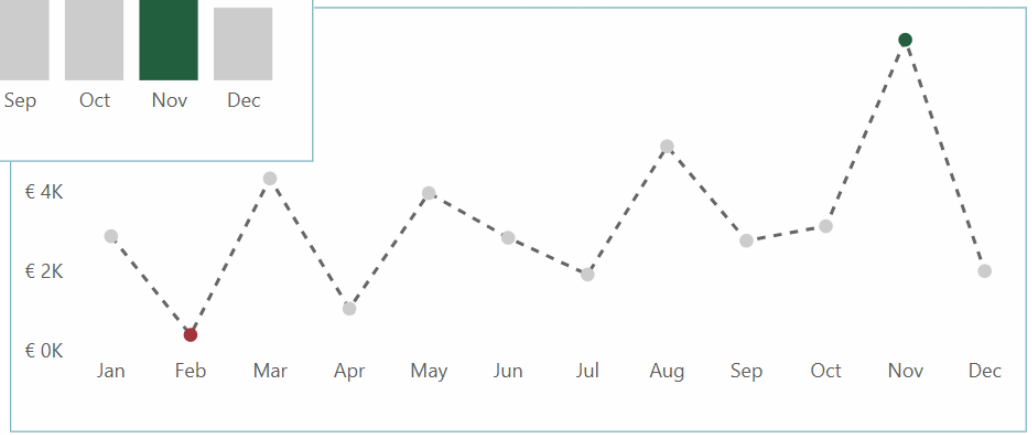


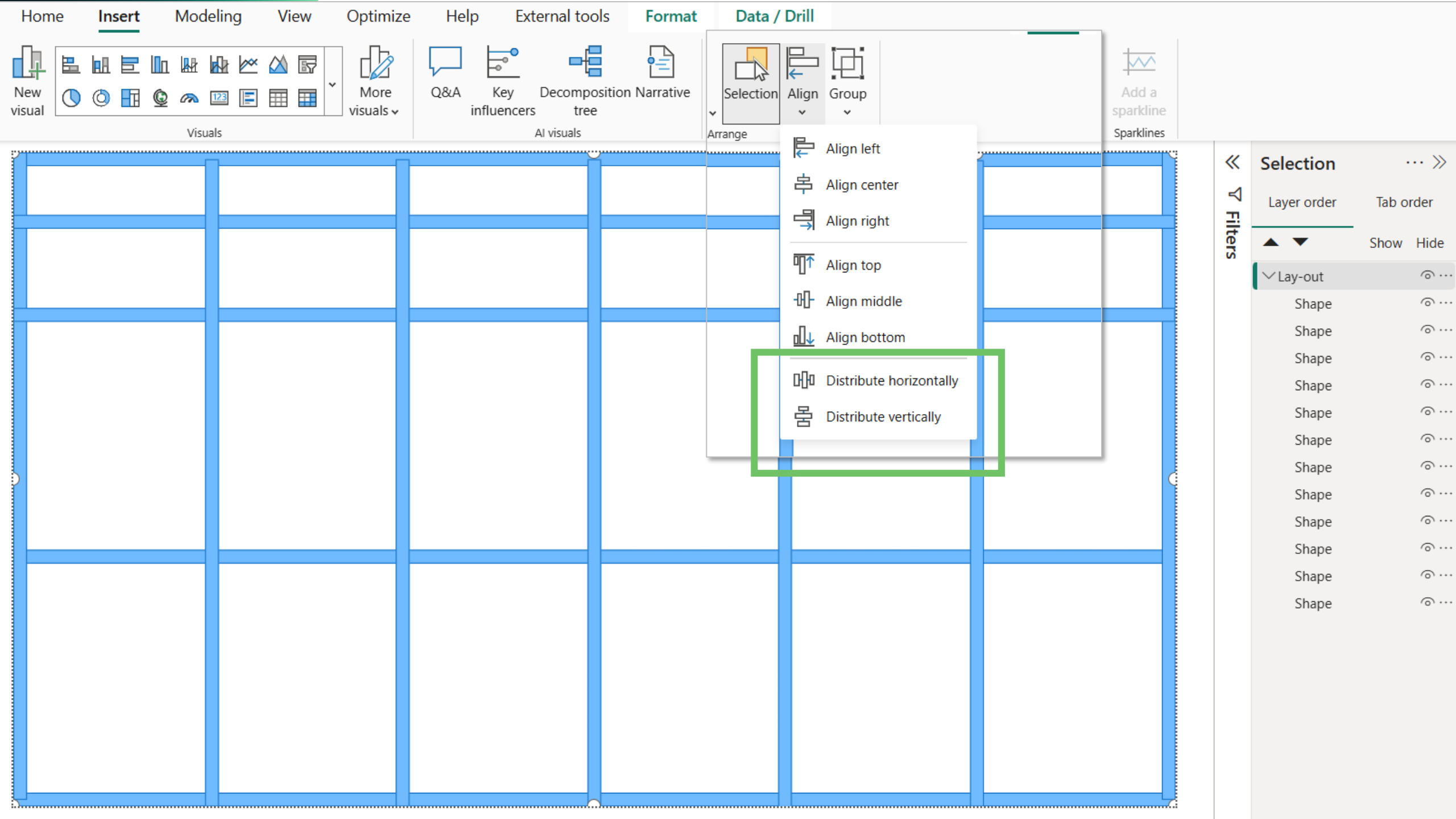


SQL
KONFERENZ
2025

Layout & Navigation

Using a Grid

- Consistent layout & design
- Enhanced user experience
- Improved readability

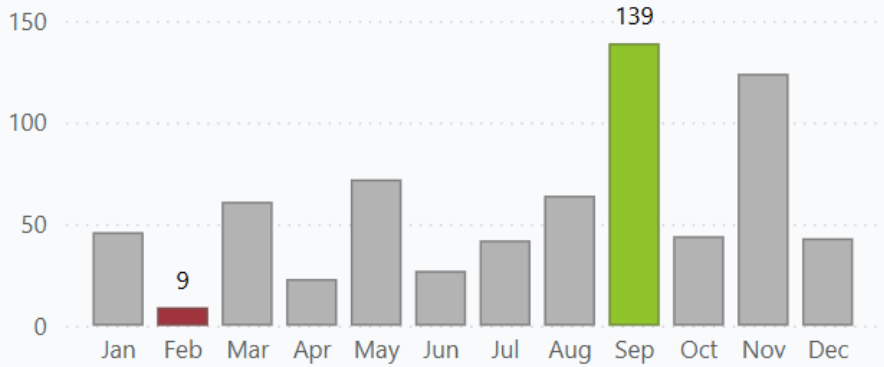

Home
Insert
Modeling
View
Optimize
Help
External tools
Format
Data / Drill
New visual
More visuals
Visuals
Q&A
Key influencers
Decomposition tree
Narrative
AI visuals
Selection
Align
Group
Arrange
Add a sparkline
Sparklines
Align left
Align center
Align right
Align top
Align middle
Align bottom
Distribute horizontally
Distribute vertically
Filters
Selection
Layer order
Tab order
Show
Hide
Lay-out
Shape

2025 Sales

Sales	Quantity	Sales LY	Sales Difference
€ 38,084	694	€ 39,947	-5%

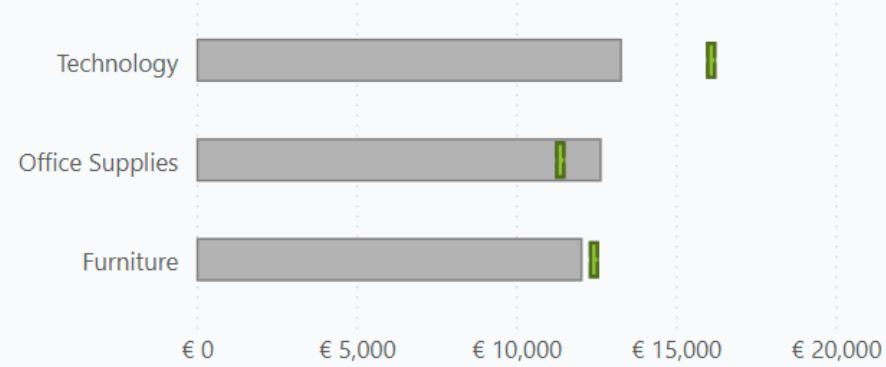
When did we sell the most and least products?

Most products sold in September, least products in February.



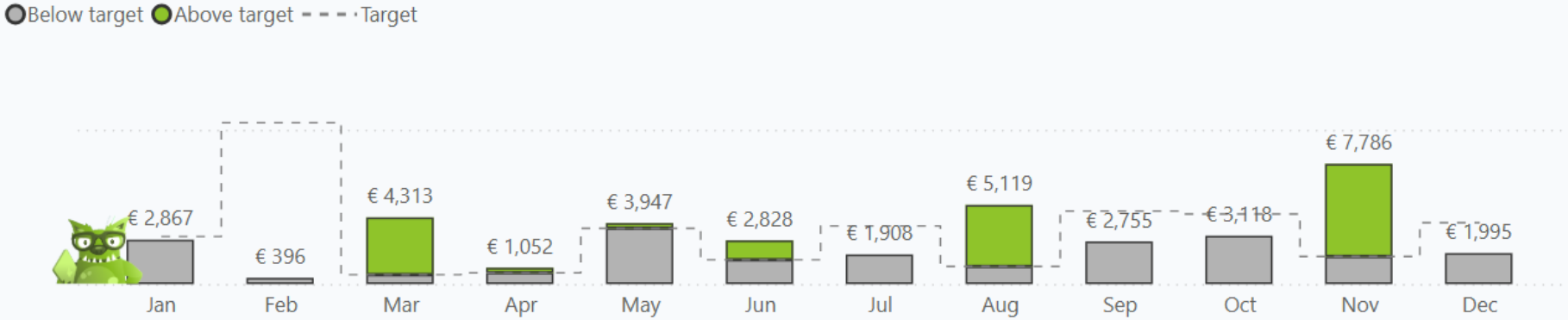
Which category reached the yearly target?

Category Office Supplies hit the sales target.



In which months dit we hit our sales target?

In the months April, August, June, March, May, November we hit our target.



Conditional Formatting | No Formatting

Monthly sales overview

To view the full table select a month and click on the button.

	Sales TY	Sales LY	Sales YoY
Jan	€ 2,867.46	€ 3,073.44	
Feb	€ 395.70	€ 10,455.49	
Mar	€ 4,312.97	€ 602.10	
Apr	€ 1,051.91	€ 727.15	
May	€ 3,946.97	€ 3,611.28	
Jun	€ 2,827.69	€ 1,569.62	
Jul	€ 1,908.18	€ 3,763.09	
Aug	€ 5,119.11	€ 1,134.45	
Sep	€ 2,754.67	€ 4,722.37	
Oct	€ 3,118.06	€ 4,539.13	
Nov	€ 7,786.46	€ 1,778.50	
Dec	€ 1,994.75	€ 3,970.27	

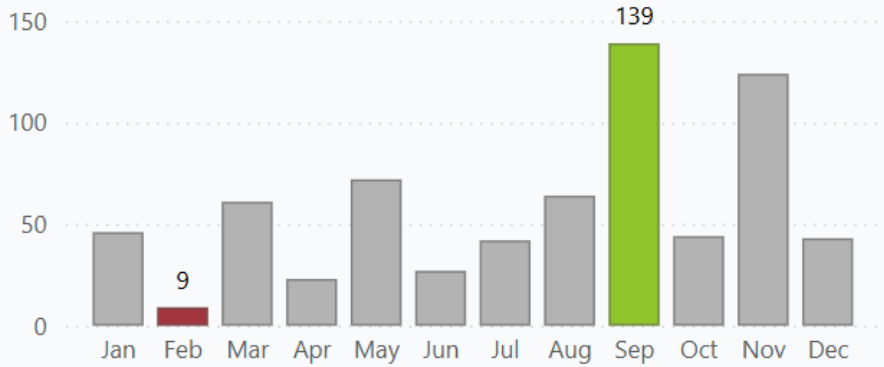
Click on a month and this button to drill through.

2025 Sales

Sales	Quantity	Sales LY	Sales Difference
€ 38,084	694	€ 39,947	-5%

When did we sell the most and least products?

Most products sold in September, least products in February.



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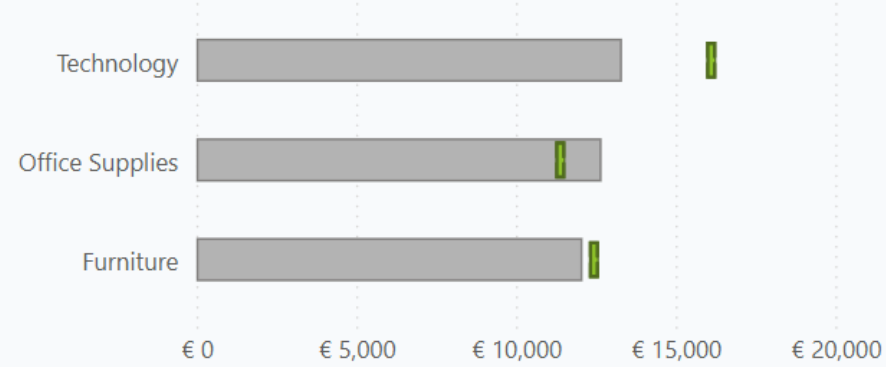

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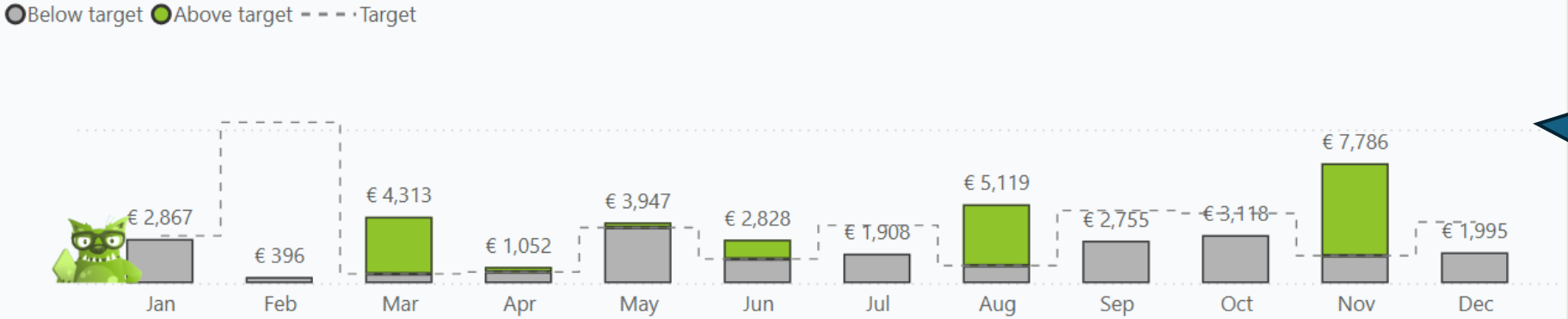

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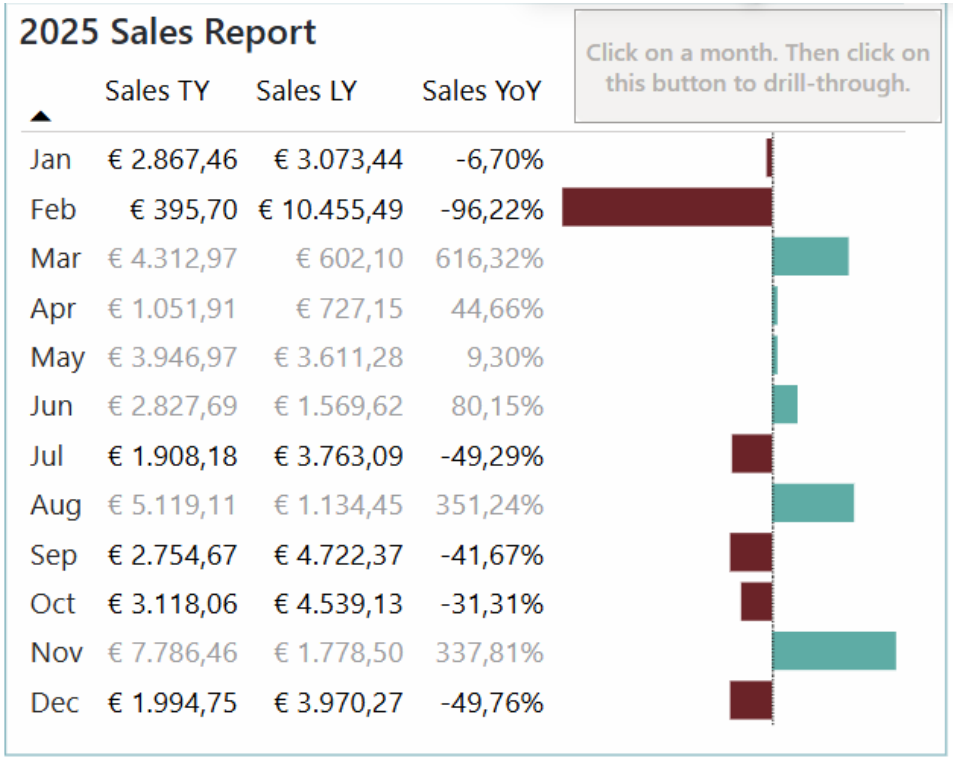
		€ 3,970.27	

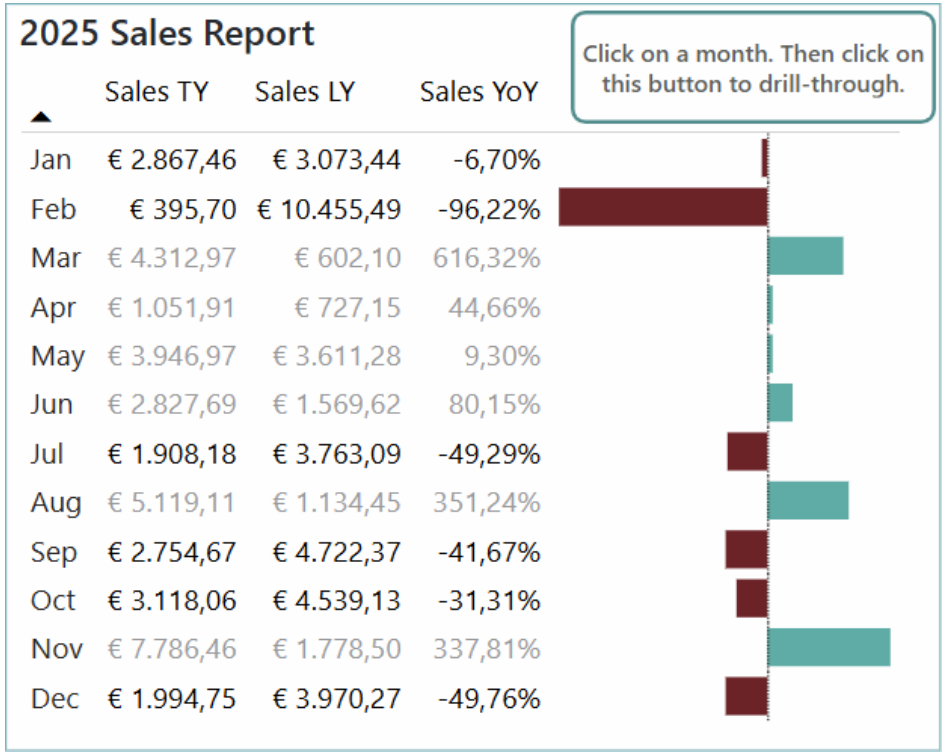
Click on a month and this button to drill through.

Navigation should be easy

- “Do we have drill-through?” “Where do I need to click?



	Sales TY	Sales LY	Sales YoY
Jan	€ 2.867,46	€ 3.073,44	-6,70%
Feb	€ 395,70	€ 10.455,49	-96,22%
Mar	€ 4.312,97	€ 602,10	616,32%
Apr	€ 1.051,91	€ 727,15	44,66%
May	€ 3.946,97	€ 3.611,28	9,30%
Jun	€ 2.827,69	€ 1.569,62	80,15%
Jul	€ 1.908,18	€ 3.763,09	-49,29%
Aug	€ 5.119,11	€ 1.134,45	351,24%
Sep	€ 2.754,67	€ 4.722,37	-41,67%
Oct	€ 3.118,06	€ 4.539,13	-31,31%
Nov	€ 7.786,46	€ 1.778,50	337,81%
Dec	€ 1.994,75	€ 3.970,27	-49,76%



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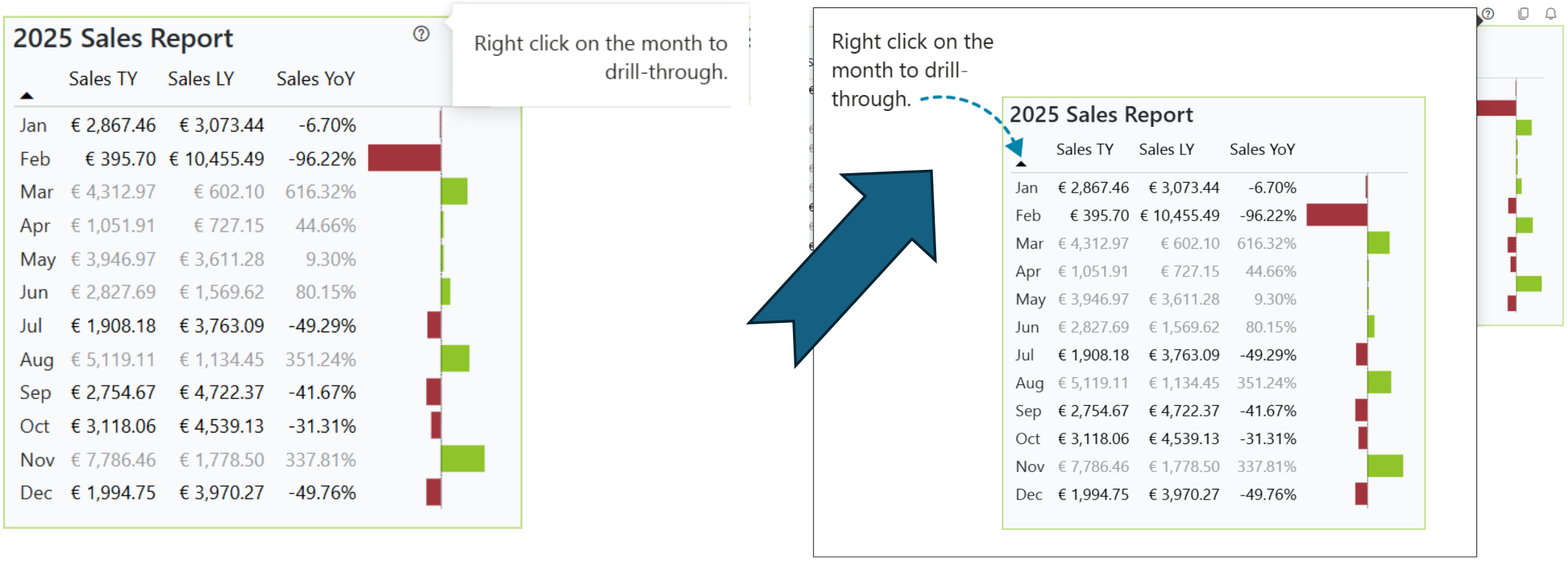
Provide guidance – Help Tooltip



1. Prioritize the User
2. Focus on Value and Actions
3. Make It Shine, But Be Picky
4. Adapt and Evolve

Valerie Junk

PorcuBI

Please rate this session!