



Get Creative with Power BI

Make these core visuals pop!

**SPENT HOURS
BUILDING AN
AWESOME
REPORT**



**NO ONE
USES IT**





Valerie Junk

PorcuBI

- Data Visualization & Storytelling
- Real-time Intelligence
- Change Management



@porcubi



www.porcu.bi



Why focus on (core) visuals?

- Simplify complex data.
- Improve decision-making.
- No additional costs.

Business Intelligence Report 1

Sales

€ 38,084

Quantity

694

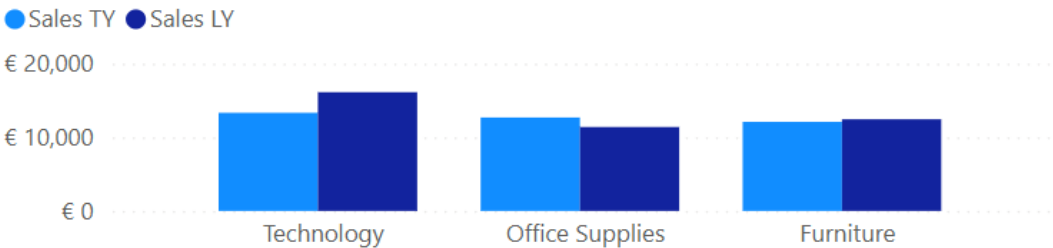
Sales LY

€ 39,947

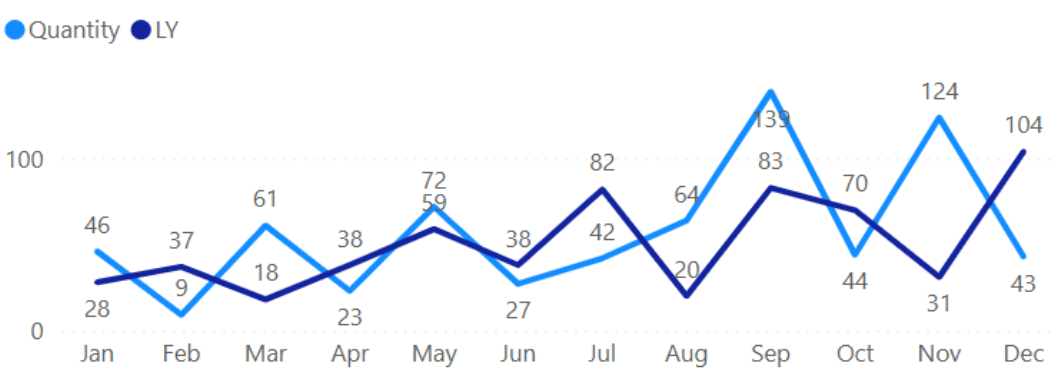
Sales Difference

-5%

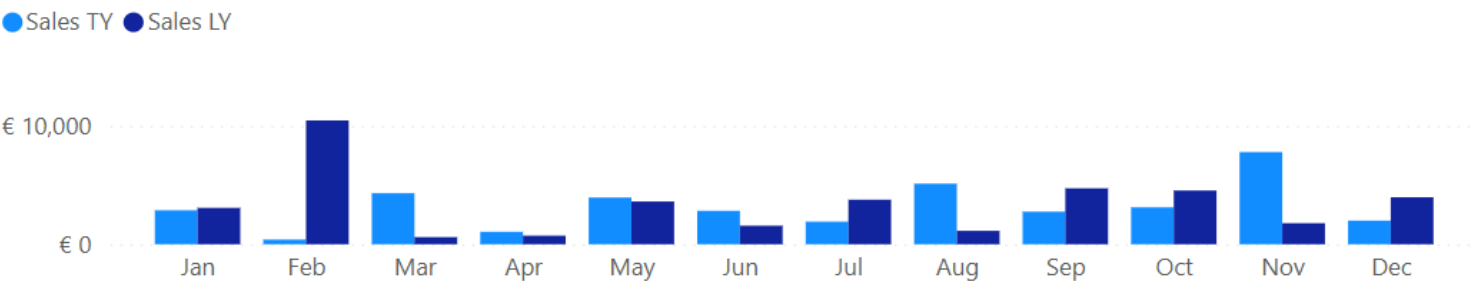
TY vs LY Sales by Category



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	Quantity 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

€ 38.084

Last Year: € 39.947 (↑-5% YoY)

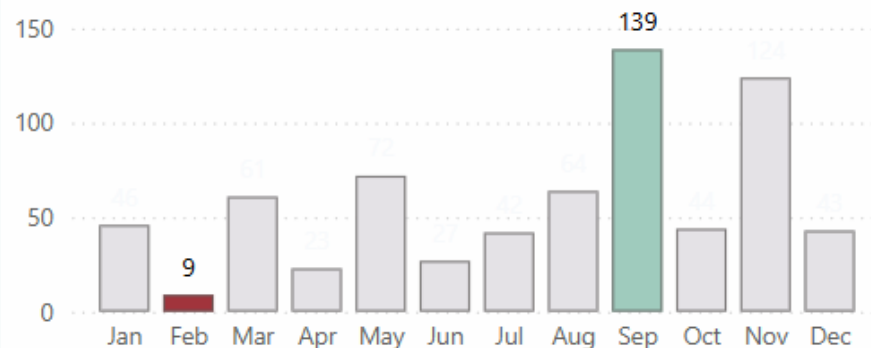
Quantity

694

Last Year: 608 (↓14% YoY)

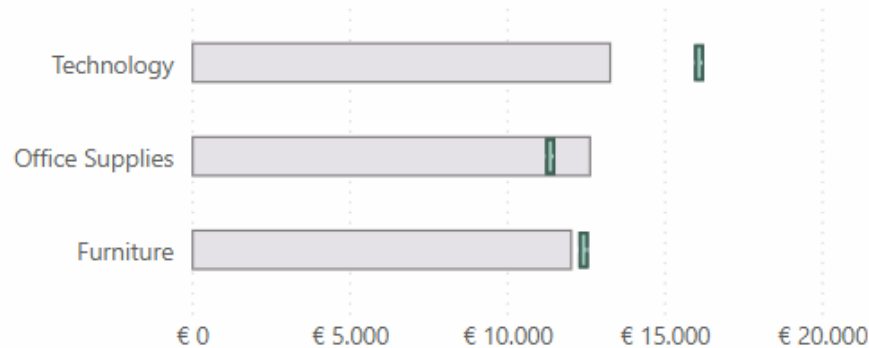
When did we sell the most and least products?

Most products sold in September, least products in February.



Which category reached the yearly target?

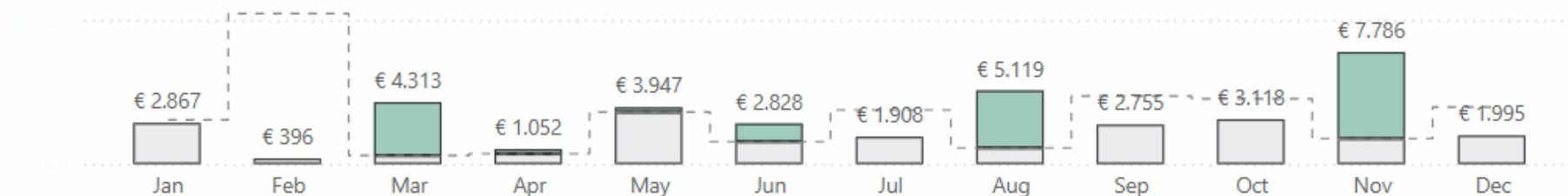
Category Office Supplies hit the sales target.



In which months did we hit our sales target?

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

○ Below target ● Above target - - - Target



Conditional Formatting

No Formatting

Monthly sales overview

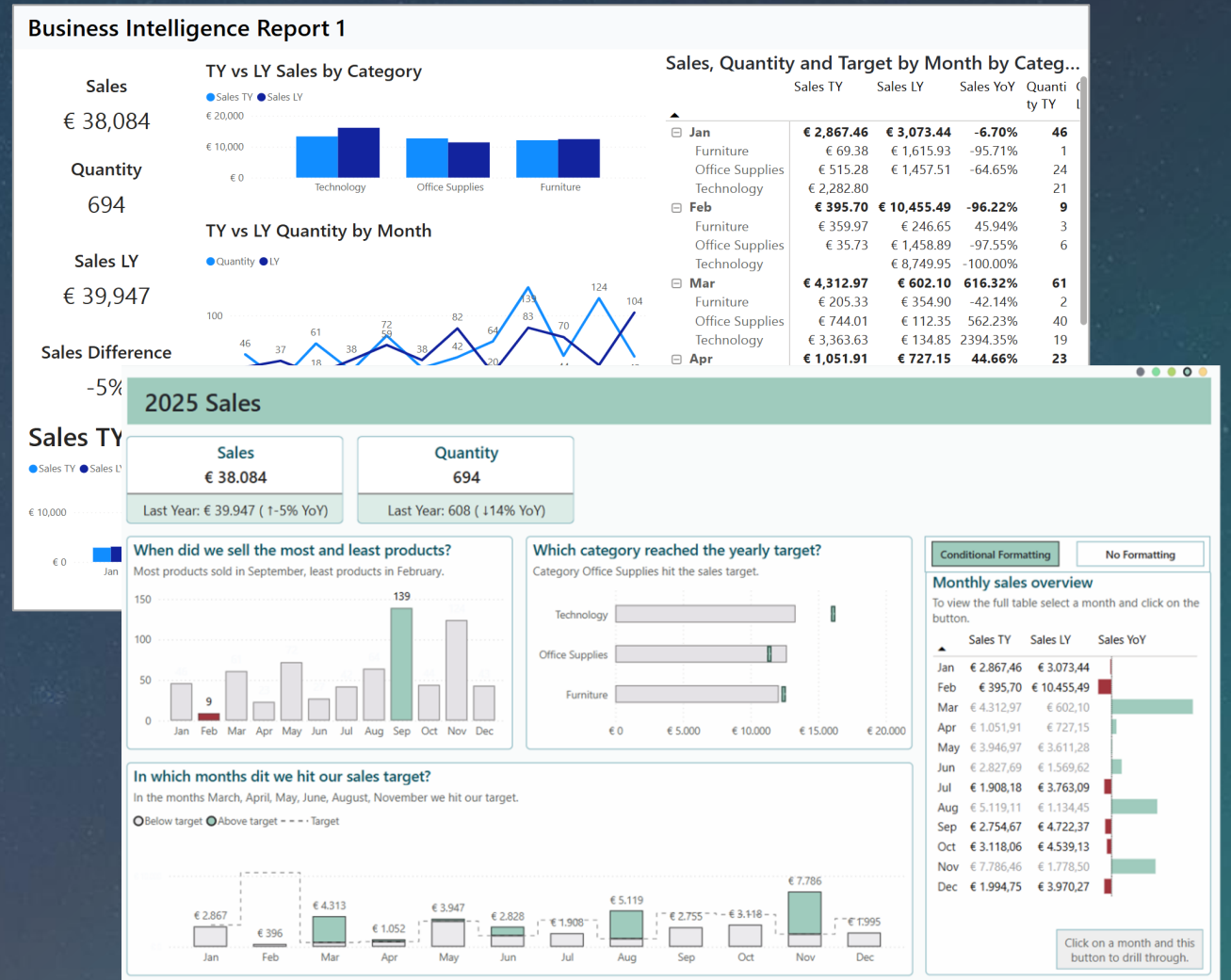
To view the full table select a month and click on the button.

	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.

Design

- Design requires **time**.
- It depends on the **audience**.
- There's a **thin line** between too much and too little.
- **Consistency** is key.

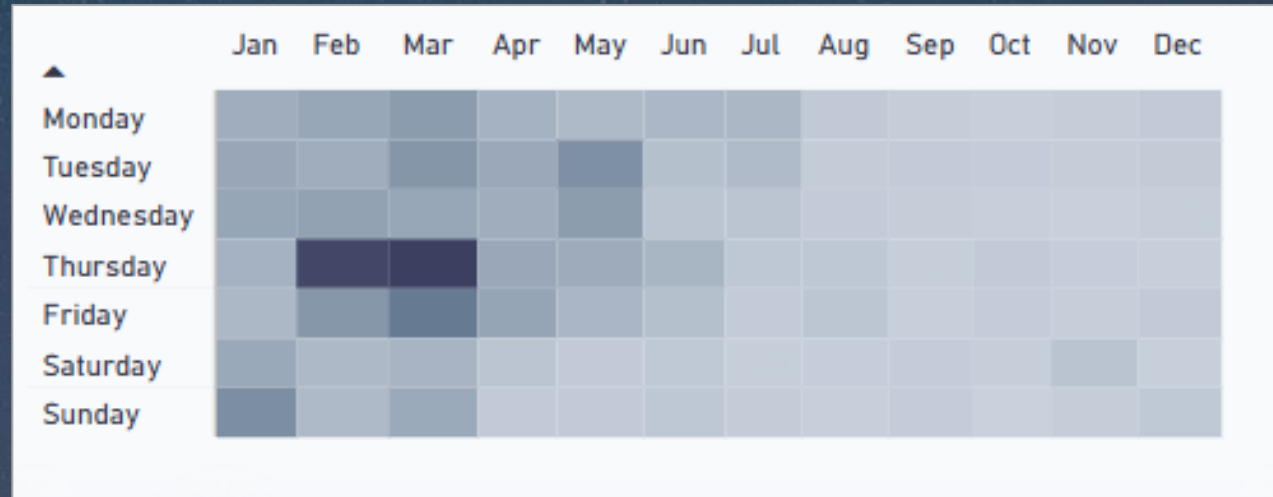




**There is no innovation
and creativity without
failure.**

Brene Brown

A heatmap example



Conditional Formatting

Category	Product	Gross Sales	Sales LY	Sum of Units Sold	Units Sold LY
Computer s	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
Headpho nes	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 Electronic s	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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It is not about colouring..

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

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

Icons

- Improve **readability**.
- **Guide** attention.
- **Support** decision making.

2025 Sales Report

	Sales TY	Sales LY	Sales YoY	Quantity TY	Quantity LY
Jan	€ 2.867,46	€ 3.073,44	-6,70%	46	28
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May	€ 3.946,97	€ 3.611,28	▼ 9,30%	72	59
Jun	€ 2.827,69	€ 1.569,62	▼ 80,15%	27	38
Jul	€ 1.908,18	€ 3.763,09	▼ -49,29%	42	82
Aug	€ 5.119,11	€ 1.134,45	▲ 351,24%	64	20
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Icons

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

>=

Min

Number

and

<

0

Number

then

▼

↑ ↓ ×

2025 Sales Report

	Sales YoY	Quantity TY	Quantity LY
3,44	▼ -6,70%	46	28
5,49	▼ -96,22%	9	37
2,10	616,32%	61	18
7,15	44,66%	23	38
1,28	9,30%	72	59
9,62	80,15%	27	38
3,09	▼ -49,29%	42	82
4,45	351,24%	64	20
2,37	▼ -41,67%	139	83
9,13	▼ -31,31%	44	70
8,50	337,81%	124	31
0,27	▼ -49,76%	43	104
Total	€ 38.083,93 € 39.946,89 -4,66%	694	608

Font color

- Improve **readability**.
- **Guide** attention.

2025 Sales Report

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Font color

2025 Sales Report

Font color - Sales YoY

Format style

Rules

Apply to

Values only

What field should we base this on?

Sales YoY

Rules

↕ Reverse color order

+ New rule

If value

>=

0

Number

and

<=

Max

Number

then

■

↑ ↓ ×

If value

>=

Min

Number

and

<

0

Number

then

■

↑ ↓ ×

	Sales YoY	Quantity TY	Quantity LY		
	-6,70%	46	28		
	-96,22%	9	37		
	616,32%	61	18		
	44,66%	23	38		
	9,30%	72	59		
	80,15%	27	38		
	-49,29%	42	82		
	351,24%	64	20		
	-41,67%	139	83		
	-31,31%	44	70		
	337,81%	124	31		
	-49,76%	43	104		
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Font color

- One column or all?
- Accessibility

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Font color - Options

- Provide **options** for your end-user.
- Large audience = diverse preferences.

Conditional Formatting

No Formatting

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Slicer

Conditional Formatting

No Formatting

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Slicer

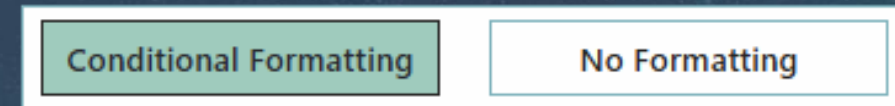
- Create a table

Options	Description
1	Conditional Formatting
0	No Formatting

- Create a measure

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

- Add a button slicer



- Conditional Formatting

Font color - Sales TY

Format style: Field value (dropdown) Apply to: Values only (dropdown)

What field should we base this on?
Font Color Conditional Formatting Butto (dropdown)

Slicer

Conditional Formatting

No Formatting

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

Other Options

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 Report

Month	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

2025 Sales Report

	Sales TY	Sales LY
Jan	€ 2.867,46	€ 3.073,44
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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



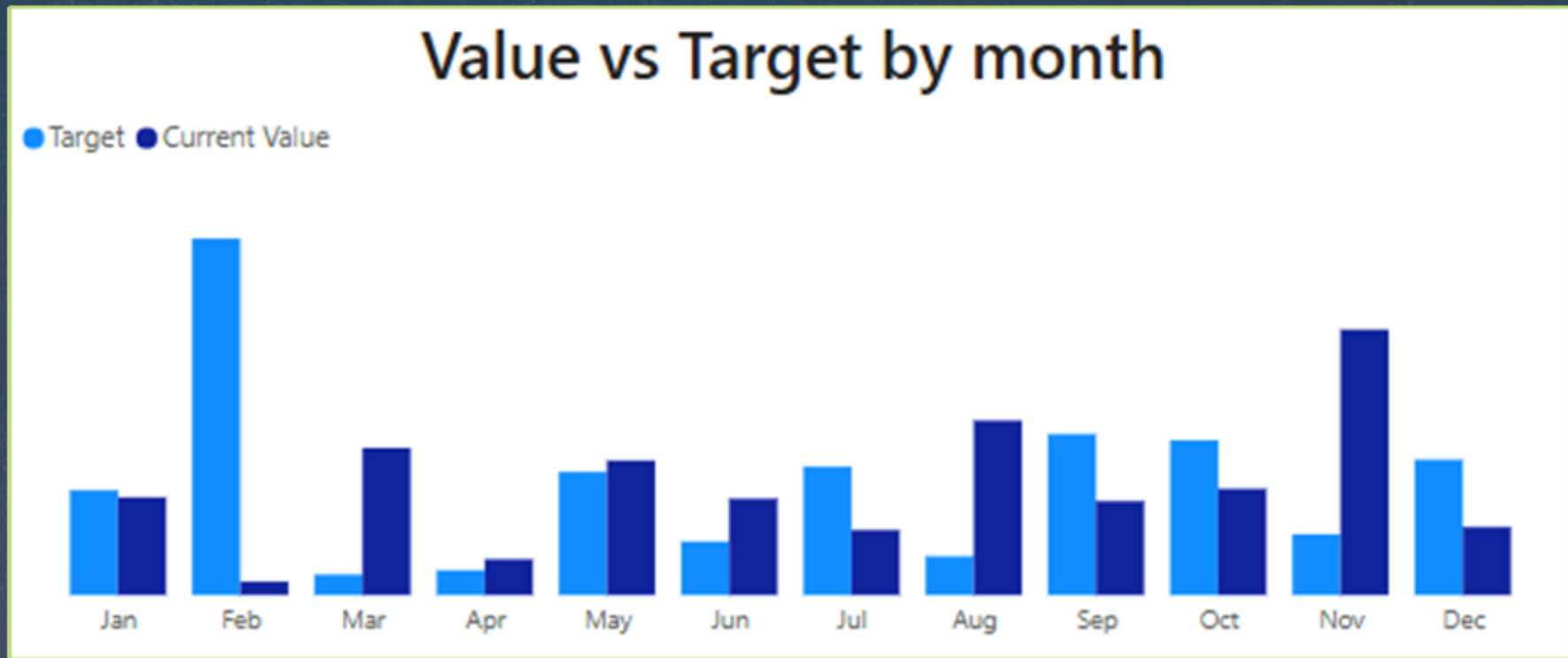
then



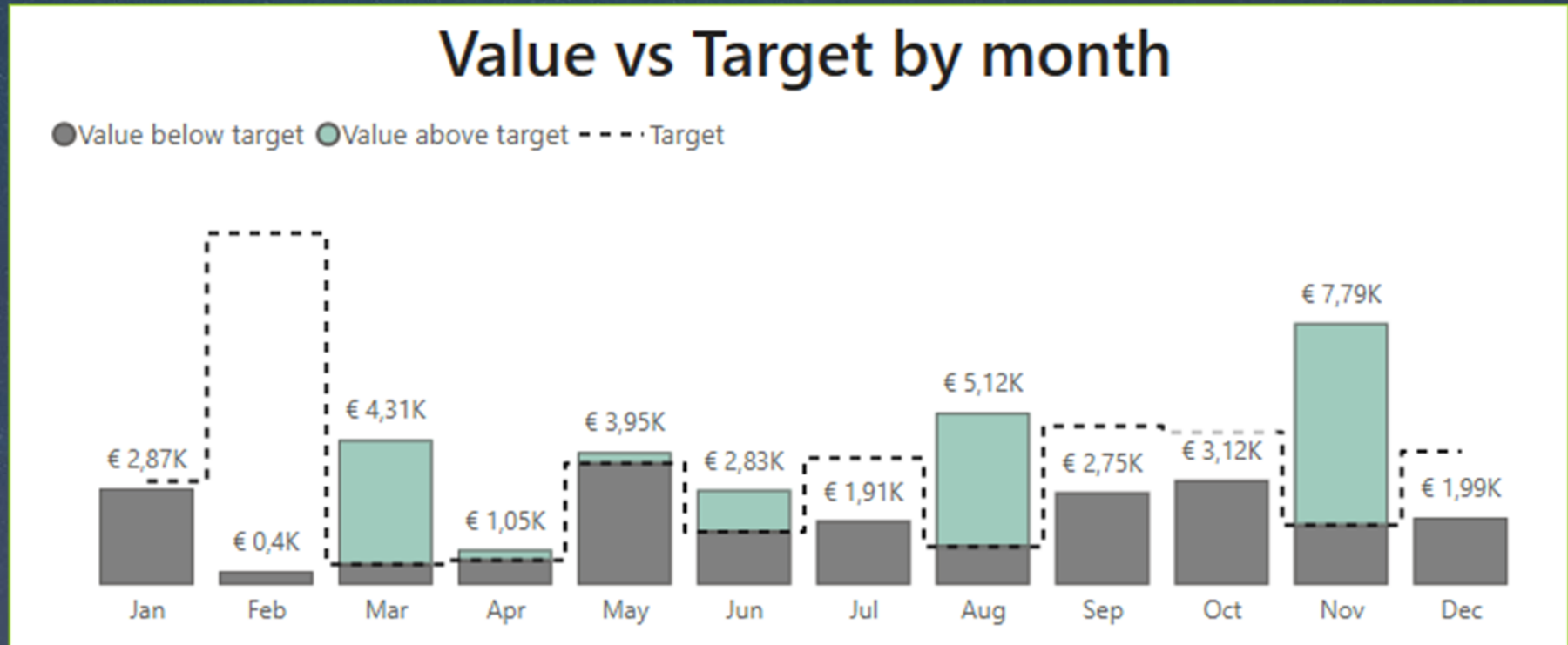
Column Charts & Targets



Targets



Targets

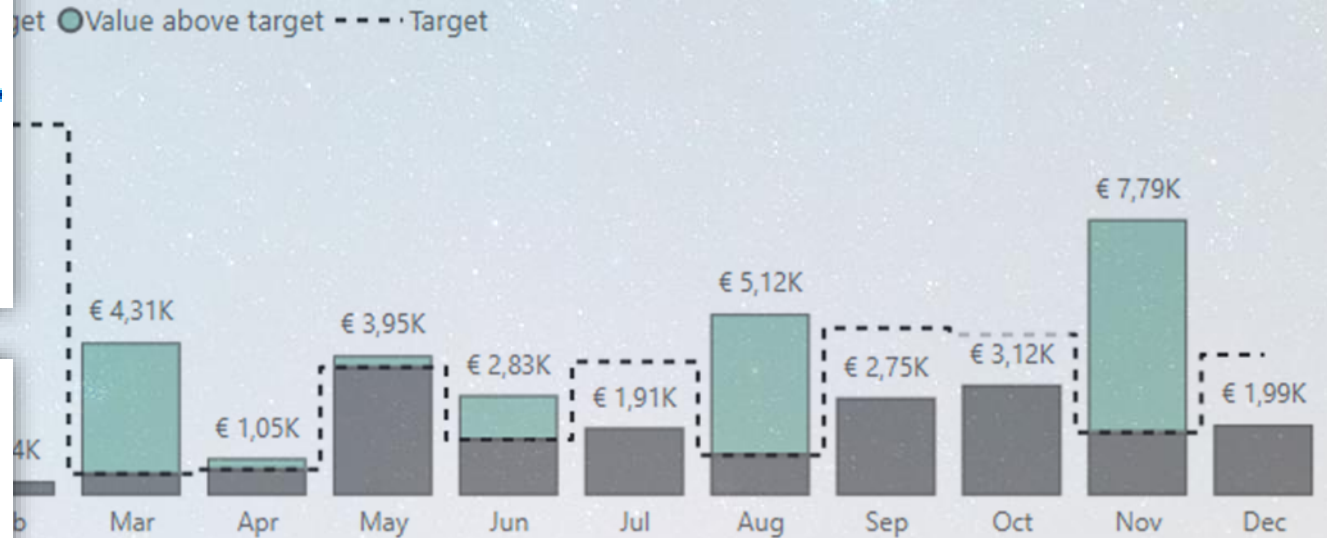


Targets

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

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

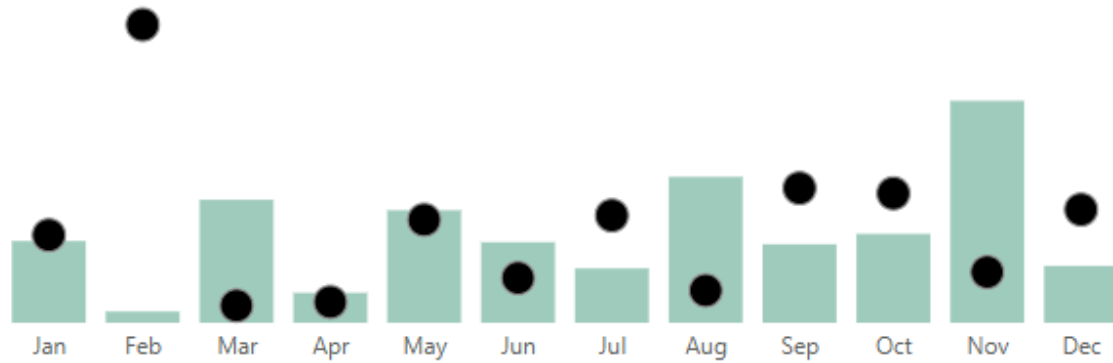
Value vs Target by month



Targets

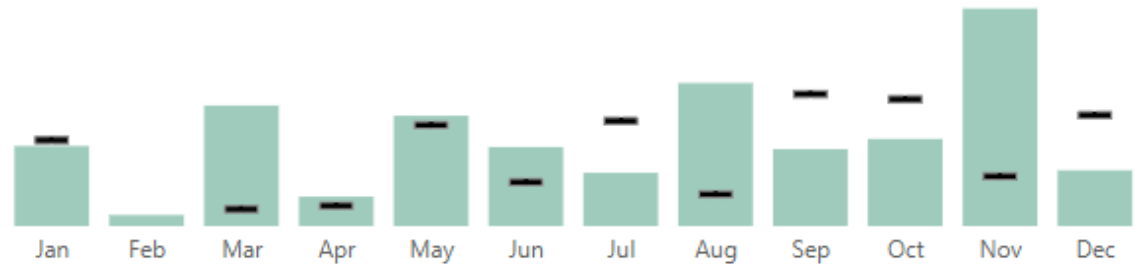
Value vs Target by month

Circles are target values



Target by month

Target values



Targets

Options

Enabled

On

Type

By field

Upper bound

Sales LY

Lower bound

Sales LY

Relationship to measure

Absolute

Make symmetrical

Off

Bar

Match series color

Off

Bar color

Width

1

Border color

Border size

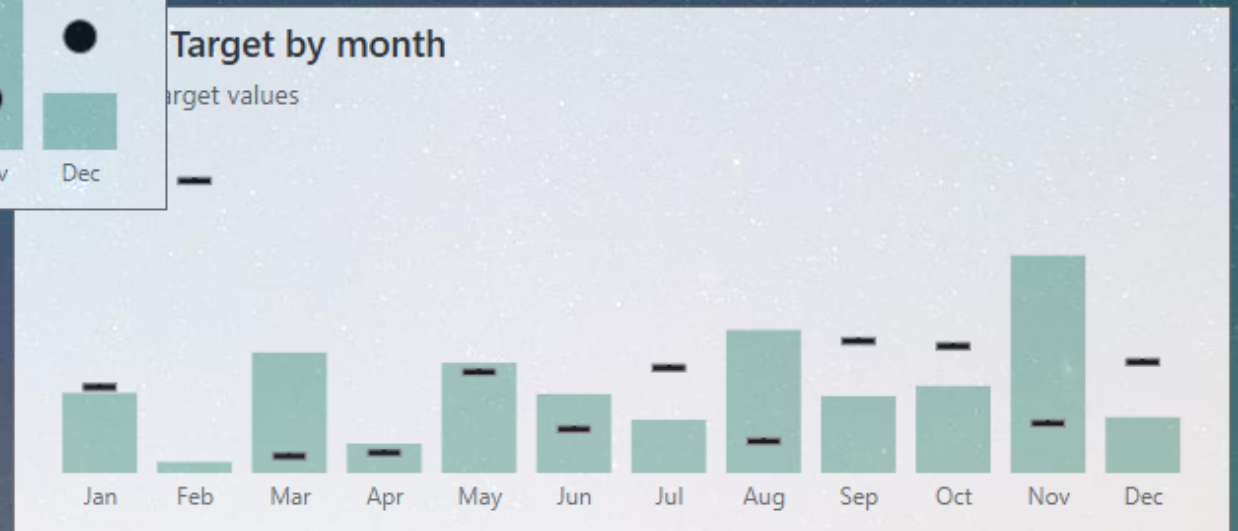
1 px

Markers

Marker shape

Size

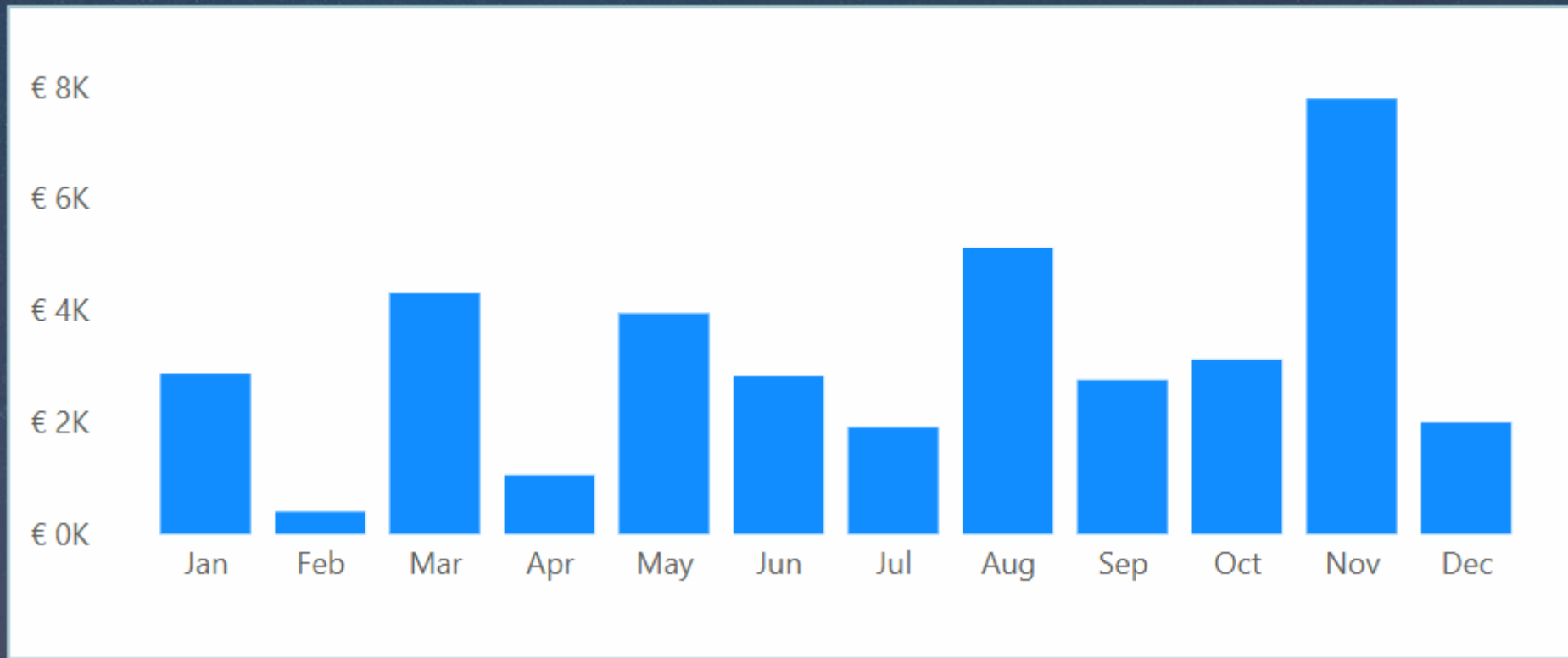
10 px



Actions Highlight



Highlight



Highlight



Highlight

€ 8K

Color - Categories



Format style

Rules



What field should we base this on?

Sales TY

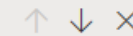


Rules

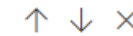
↕ Reverse color order

+ New rule

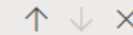
If value \geq 0 Percent and \leq 100 Percent then



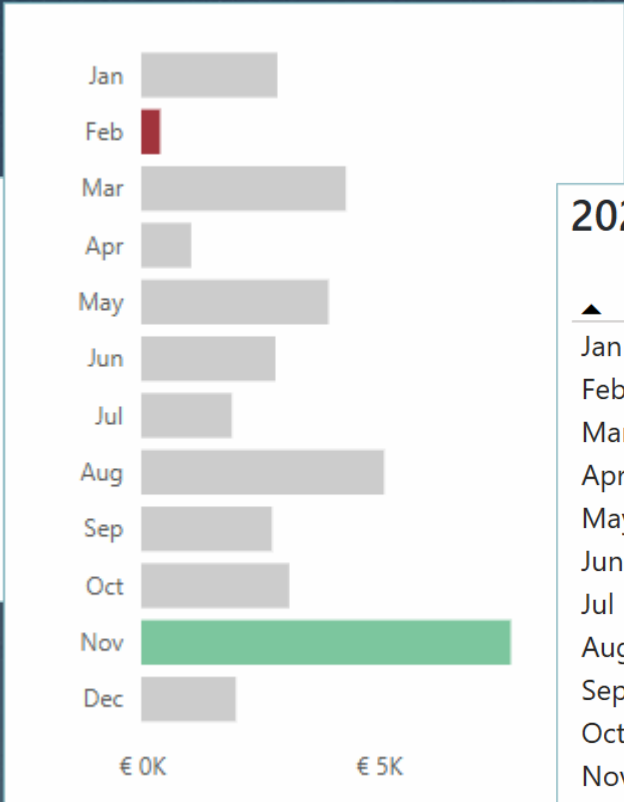
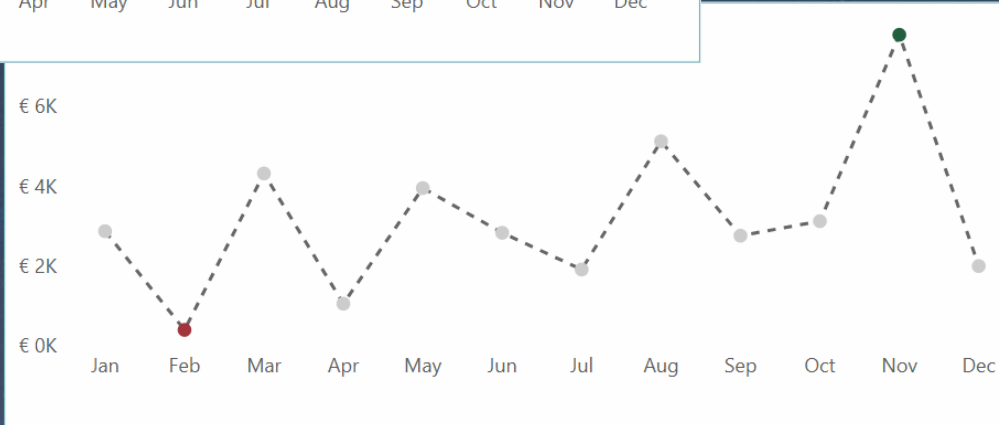
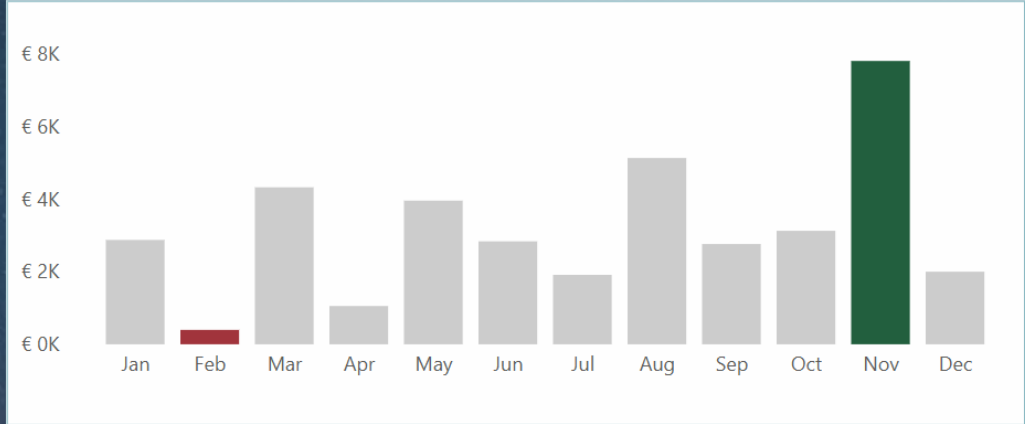
If value = 0 Percent then



If value = 100 Percent then



Highlight



2025 Sales Report		
	Sales TY	Sales LY
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Don't let the user guess!

Monthly sales overview

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Click on a month and this button to drill through.

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