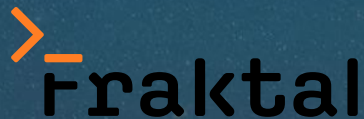


Storytelling & Power BI

Creating reports that connect with different audiences



Data Saturday
Oslo 2025



CEÐAL

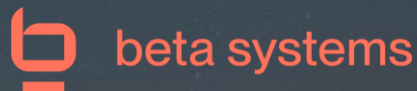


Thank you to our sponsors



Data Saturday
Oslo 2025

WEBSTEP



Cloudberries

twoday



Dashboard

Delivery

Disappointment

**SPENT HOURS
BUILDING AN
AWESOME
REPORT**



**NO ONE
USES IT**



Valerie Junk

wortell

- Data Visualization
- Storytelling
- Trainer

in valeriejunk

 porcubi



Storytelling Benefits



Easy to follow and understand

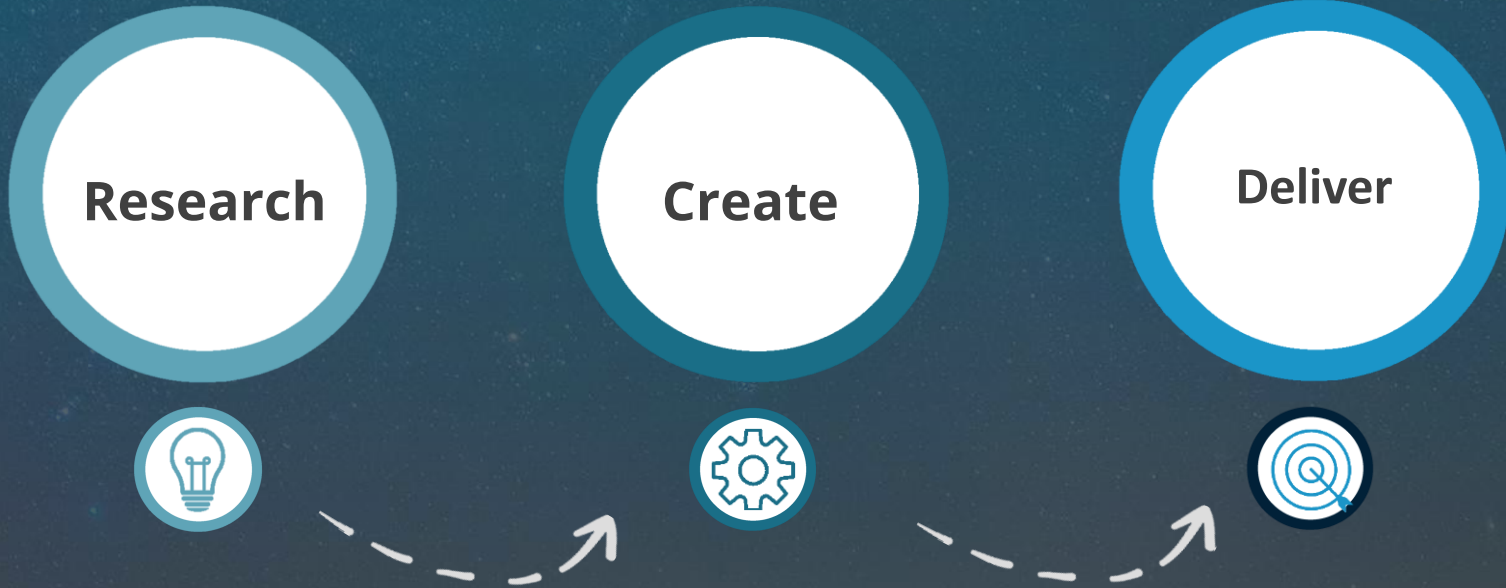


Engaging



Time-saving

3 Steps



Research

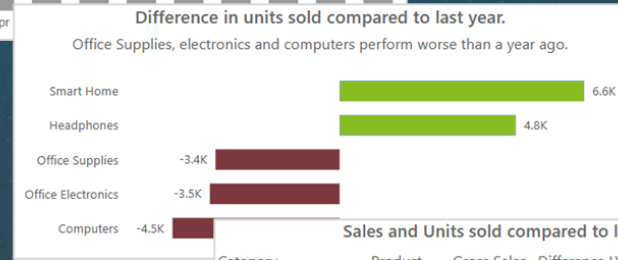
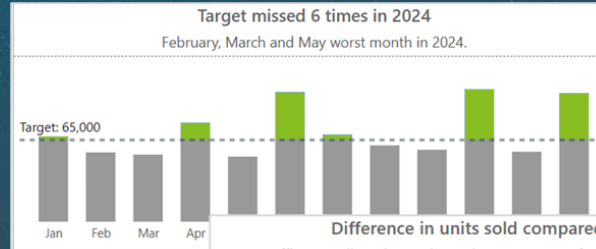
**Audience, content &
key message**

The Audience

- Who is the audience?
- What is the experience level?
- What actions do they want to take and why?
- What's the process?
- How is the report used?

Knowing the audience and their
actions and processes helps
you to add meaning to the
visuals.

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and their actions and
processes helps you to
add meaning to the
visuals.



Sales and Units sold compared to last year					
Category	Product	Gross Sales	Difference LY	Units Sold	Difference LY
Office Supplies	Product 1	1,207,950		4,353	
Computers	Product 5	25,932		2,161	
Office Electronics	Product 4	92,538		5,207	
	Product 2	1,782,414		3,763	
	Product 6	991,636		6,071	

What's the message



CONTEXT




INFORMATION



ACTIONS TO
TAKE

3 Examples

- 
- Each **year** we share **information** with the **whole company** what our **key** sales results are (profit, costs, margin, difference LY).
 - As **MT** we **evaluate monthly** the **key** sales results, the **performance** of our account managers (€ vs target) and the **best/worst products**.
 - Our **data analysts** daily dig through all the data to **investigate** hidden **trends** and **anomalies**.

What's the message



CONTEXT

SALES



INFORMATION

SALES



ACTIONS

TBD

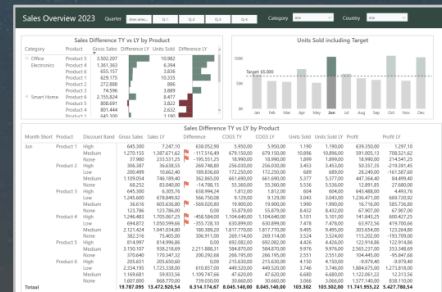
Different Message

=

Different Design



Message = Design



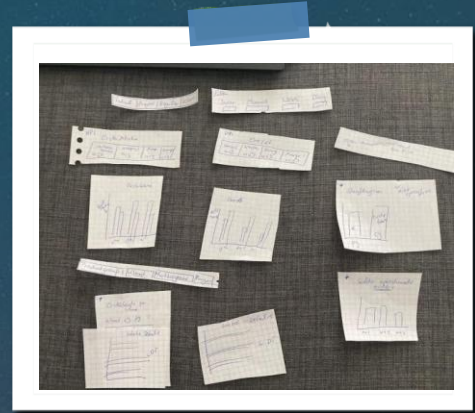
Create

**Storyboard, Templates &
Visuals**

Storyboard & Mock-ups

Gather all the information

- Sticky Notes (easy to rearrange)



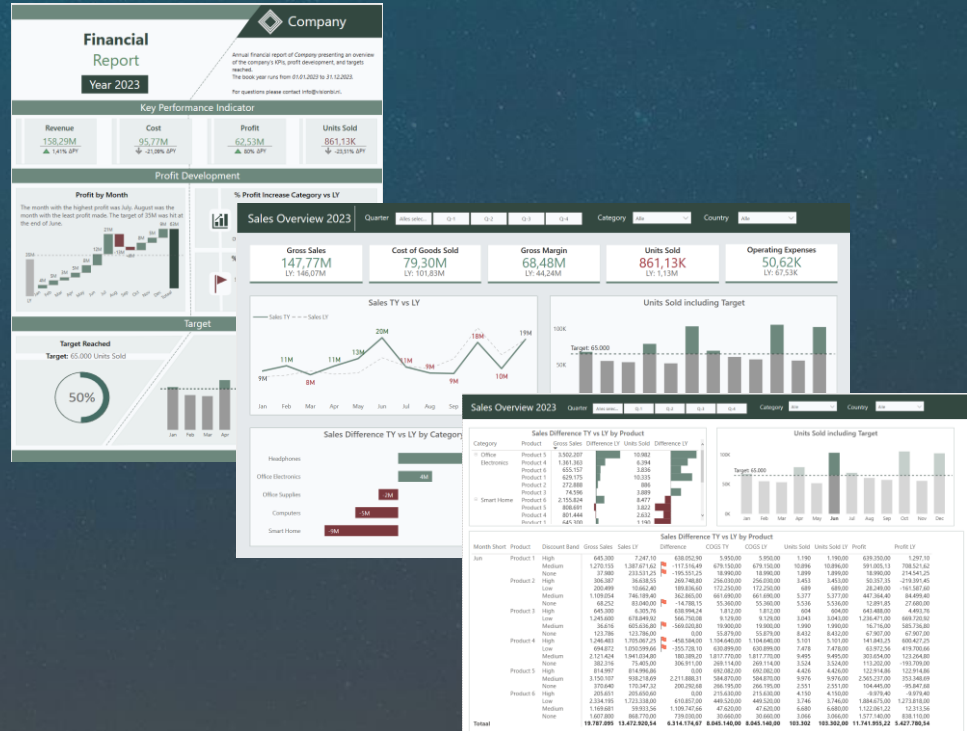
Translate pieces to design

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



Templates

- Uniformity
- User knows what to expect
- Focus on the insights, not on handling the tool.



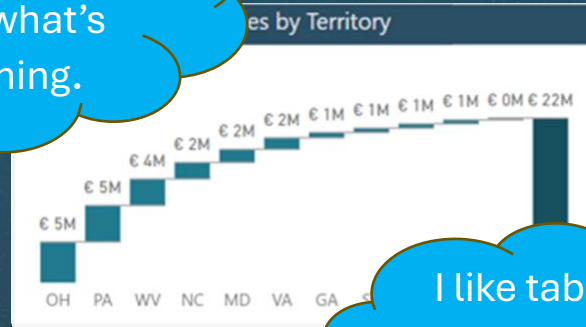
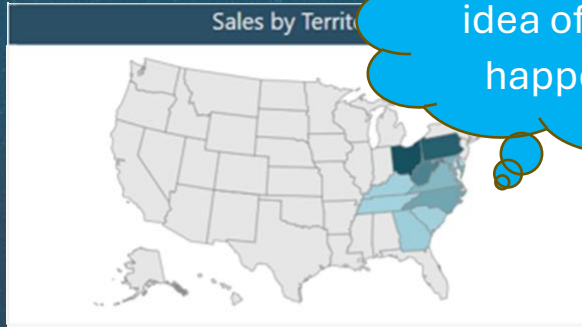
Using a Grid

- Organized
- Create it in Power BI
- Can help with discussing layout

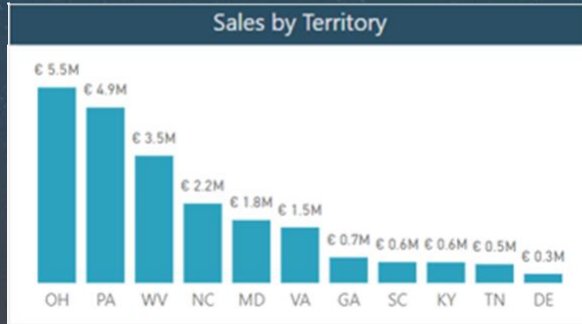


The perfect visual

I just want an idea of what's happening.

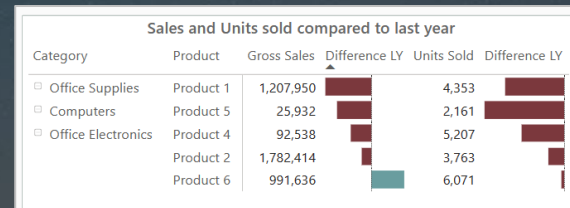
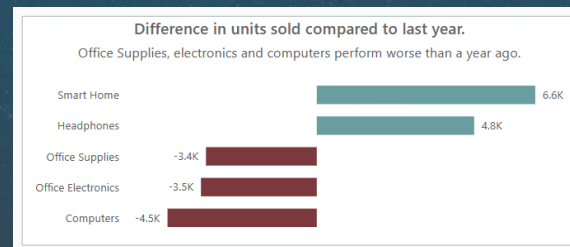
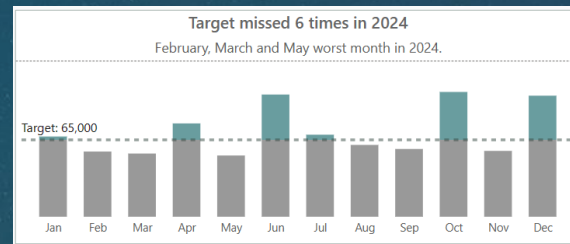
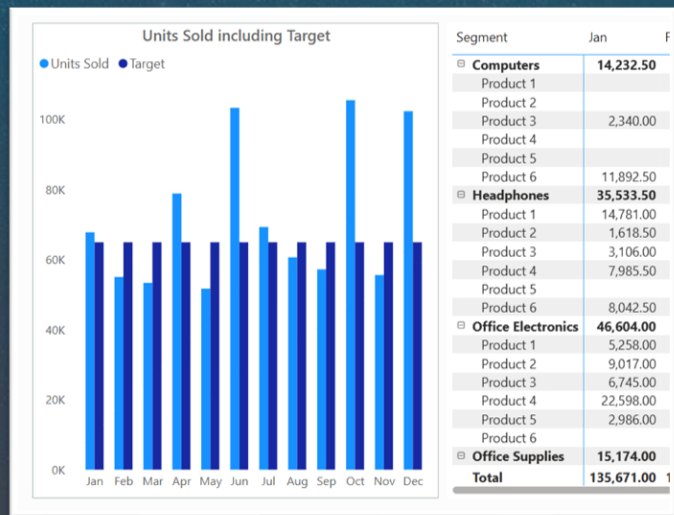


I like tables but my coworker prefers visuals.



Sales by Territory		
Territory	This Year Sales	bar
OH	€ 5,451,045	
PA	€ 4,891,246	
WV	€ 3,546,443	
NC	€ 2,214,548	
MD	€ 1,753,042	
VA	€ 1,549,656	
Total	€ 22,051,952	€ 22,051,952

Tell the Story



Meaningful (Sub)titles

- Context
- Guidance
- The audience does not need to analyze the data



Adding Context



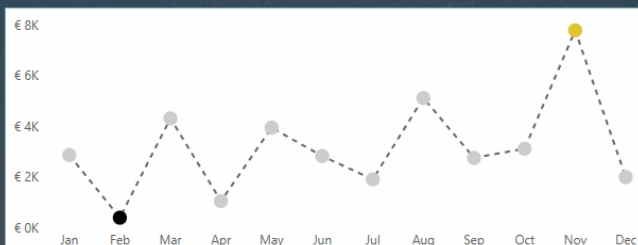
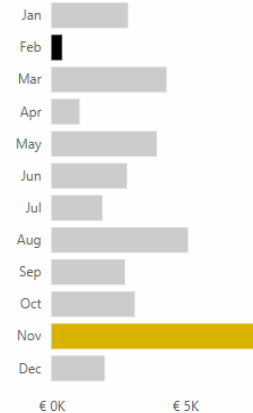
What's important?

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

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Deliver

Evaluate & Test



IT'S PERFECT!

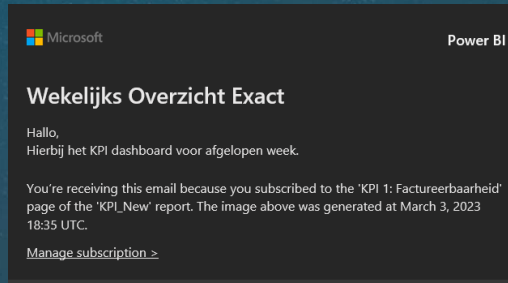
Continuous process

- **Involve** the audience early on
- **Don't stop directly** after implementation
- **Evaluate** with the actual audience

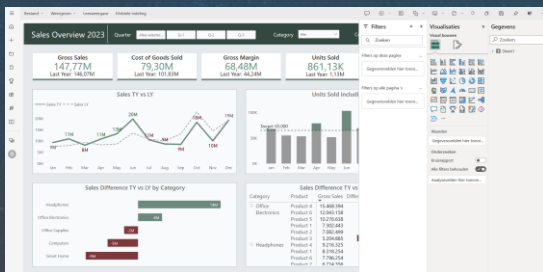
Usage



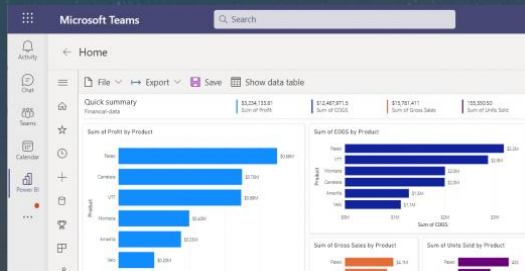
App



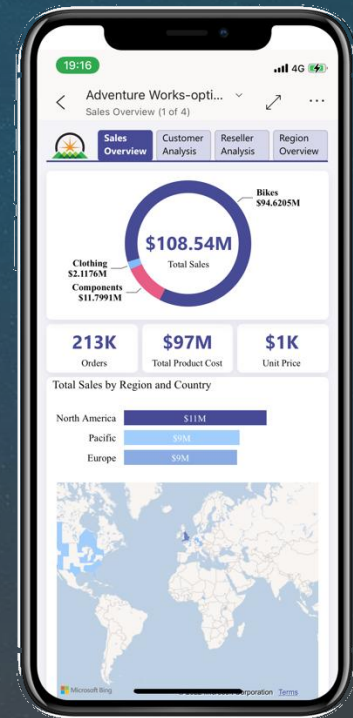
Mail (PDF)



Workspace



Teams






Phone

What if it doesn't work?

- Avoid adding unnecessary data, filters, or options.
- Stick to the story -> but also be open for improvement
- Provide guidance.

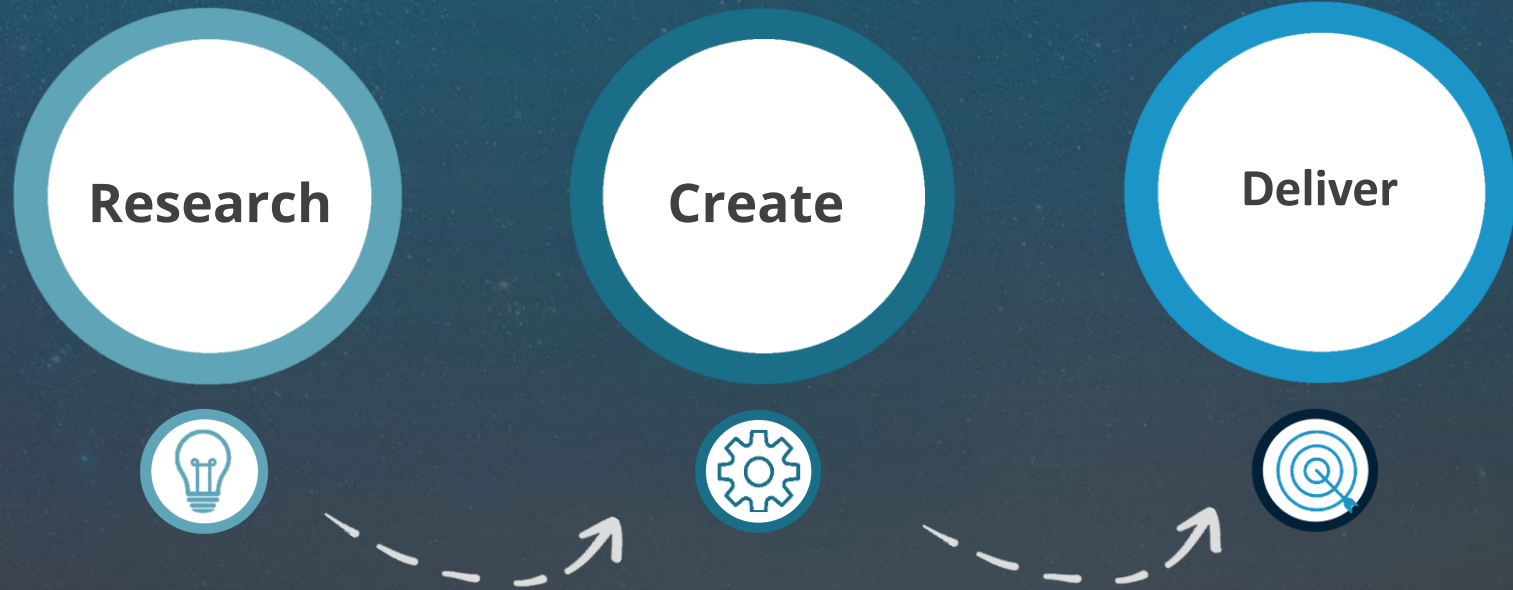
No Conditional Formatting			
Category	Product	Gross Sales	Difference LY
Office Electronics	Product 4	15,468,394	-583,396.53
	Product 6	12,043,158	1,804,151.16
	Product 5	10,276,638	5,093,043.05

Trend (up or down)			
Category	Product	Gross Sales	Difference LY
Office Electronics	Product 4	15,468,394	▼
	Product 6	12,043,158	▲
	Product 5	10,276,638	▲

Conditional Formatting: Bar Charts			
Category	Product	Gross Sales	Difference LY
Office Electronics	Product 4	15,468,394	
	Product 6	12,043,158	
	Product 5	10,276,638	

Conditional Formatting: Min Max			
Category	Product	Gross Sales	MinMax
Office Electronics	Product 4	15,468,394	
	Product 6	12,043,158	
	Product 5	10,276,638	★
	Product 1	7,302,443	
	Product 2	7,082,499	
	Product 3	5,204,885	☆

It's a process!



Valerie Junk



valeriejunk



porcubi



