Create Dynamic Match Cards in Power BI using HTML + DAX

# 🎯 Objective:

In this blog, we’ll learn how to create dynamic HTML cards in Power BI using DAX. These cards display match information like team names, logos, scores, and match status — all in a beautiful visual format.  
  
We’ll also explore how to insert dynamic column values using the &Table[ColumnName]& syntax inside your HTML code.

# 🧠 Why Use HTML Cards in Power BI?

Power BI is powerful, but standard visuals can sometimes feel limiting. Here’s why HTML cards stand out:  
  
✅ Full control over design and layout  
✅ Professional and branded visuals  
✅ Great for live dashboards (like cricket scores or player stats)  
✅ More engaging for the viewer

# 🛠️ Step-by-Step: Build Your First HTML Match Card

✅ Sample DAX Measure: Cards

Cards =   
"<!DOCTYPE html>  
<html>  
<head>  
 <style>  
 body { font-family: Arial; display: flex; justify-content: center; align-items: center; height: 100vh; }  
 .card { background: white; padding: 15px; border-radius: 10px; width: 350px; margin-bottom: 10px; }  
 .header { font-size: 14px; color: gray; font-weight: bold; }  
 .teams { display: flex; justify-content: space-between; margin: 10px 0; }  
 .team { display: flex; align-items: center; font-size: 16px; font-weight: bold; }  
 .team img { width: 25px; height: 25px; margin-right: 8px; border-radius: 50%; }  
 .score { font-size: 16px; font-weight: bold; color: #444; }  
 .status { font-size: 14px; color: gray; margin-top: 5px; }  
 </style>  
</head>  
<body>  
 <div class='card'>  
 <div class='header'>" & All\_Matches\_Score[ms] & " • " & All\_Matches\_Score[matchType] & " • Start: " & FORMAT(All\_Matches\_Score[dateTimeGMT],"dd-mmm-yy - hh:mmAM/PM") & "</div>  
 <div class='teams'>  
 <div class='team'>  
 <img src='" & All\_Matches\_Score[t1img] & "'>  
 " & All\_Matches\_Score[t1\_SN] & "  
 </div>  
 <div class='score'>" & All\_Matches\_Score[t1s] & "</div>  
 </div>  
 <div class='teams'>  
 <div class='team'>  
 <img src='" & All\_Matches\_Score[t2img] & "'>  
 " & All\_Matches\_Score[t2\_SN] & "  
 </div>  
 <div class='score'>" & All\_Matches\_Score[t2s] & "</div>  
 </div>  
 <div class='status'>" & All\_Matches\_Score[status] & "</div>  
 </div>  
</body>  
</html>"

# 📊 Schedule Card (Overview Page)

📍 Results\_Cards – Match Summary Style Card

Results\_Cards = "  
<div class='match-card'>  
 <div class='time'>"&FORMAT(Schedule[Date],"dd-mmm, hh:mm AM/PM")&"</div>  
 <div class='venue'>"&Schedule[Location]&"</div>  
 <div class='teams'>  
 <img src='"&Schedule[Team1Logo]&"' class='team-logo'>  
 "&Schedule[Team1]&"  
 </div>  
 <div class='teams'>  
 <img src='"&Schedule[Team2Logo]&"' class='team-logo'>  
 "&Schedule[Team2]&"  
 </div>  
 <div class='status'>"&Schedule[Status]&"</div>  
</div>"

🧬 CSS Styling:  
  
.match-card {  
 background-color: #fff;  
 border-radius: 10px;  
 padding: 15px;  
 width: 240px;  
 border: solid 1px #B3B3B3;  
 margin-top: 10px;  
 margin-bottom: 20px;  
}  
.teams {  
 padding: 7px 0;  
 font-size: 16px;  
 font-weight: bold;  
 display: flex;  
 align-items: center;  
}  
.team-logo {  
 width: 25px;  
 height: 25px;  
 margin-right: 10px;  
}

Cards\_HW – Location Highlight + Linked Venue

Cards\_HW = "  
<div class='match-card'>  
 <div class='match-header'>  
 <span><a href='#' class='venue'> "&Schedule[Location]&", "&Schedule[-]&"</a></span>  
 </div>  
 <div class='teams'>  
 <img src=' "&Schedule[Team1Logo]&"' class='team-logo'>  
 "&Schedule[Team1]&"  
 </div>  
 <div class='teams'>  
 <img src=' "&Schedule[Team2Logo]&"' class='team-logo'>  
 "&Schedule[Team2]&"  
 </div>  
 <div class='time'>  
 "&Schedule[Date]&"  
 </div>  
 <div class='status'> "&Schedule[Status]&"</div>  
</div>"

🎨 CSS Styling:  
  
.match-card {  
 background-color: #ffffff;  
 border-radius: 10px;  
 padding: 15px;  
 width: 700px;  
 margin-bottom: 20px;  
}  
.match-header {  
 font-size: 14px;  
}  
.venue {  
 color: #0073e6;  
 text-decoration: none;  
}  
.team-logo {  
 width: 30px;  
 height: 30px;  
 margin-right: 10px;  
}  
.status {  
 font-size: 14px;  
 color: #555;  
}

# Top Player Card:

Top\_Players =

<div class='card'>  
 <div class='card-header'>"&Records[Type]&"</div>  
 <img class='player-img' src='"&Records[IMG]&"' alt='Faf du Plessis'>  
 <div class='player-info'>  
 <div class='player-name'>"&Records[Name]&"</div>  
 <div class='stats'>"&Records[Value]&"</div>  
 <div class='label'>"&Records[Type]&"</div>  
 </div>  
 <div class='footer'>1st Position </div>  
 </div>

CSS Code:  
  
body {  
 font-family: Arial, sans-serif;  
 display: flex;  
 justify-content: center;  
 align-items: center;  
 height: 100vh;  
}  
.card {  
 background: white;  
 width: 360px;  
 border-radius: 15px;  
 text-align: center;  
 overflow: hidden;  
}  
.card-header {  
 background: linear-gradient(to bottom, #19398a, #061e59);  
 color: white;  
 padding: 10px;  
 font-weight: bold;  
}  
.player-img {  
 width: 100%;  
 height: auto;  
}  
.player-info {  
 padding: 15px;  
}  
.player-name {  
 font-size: 25px;  
 font-weight: bold;  
 color: #222;  
}  
.stats {  
 font-size: 30px;  
 font-weight: bold;  
 color: #222;  
}  
.label {  
 font-size: 20px;  
 color: gray;  
}  
.footer {  
 border-top:solid 1px #DCDCDC;  
 background: #ffffff;  
 padding: 10px;  
 font-weight: bold;  
 color: #11141c;  
 cursor: pointer;  
}

# 🧠 Power BI Concept: "&Table[ColumnName]&"

This syntax injects dynamic values into your HTML code.  
  
Example:  
"Match between " & All\_Matches\_Score[t1\_SN] & " and " & All\_Matches\_Score[t2\_SN]  
  
✅ This becomes:  
Match between India and Australia

# ⚙️ How to Use in Power BI

1. Copy the HTML code into a DAX measure  
2. Add HTML Viewer by DevScope or HTML Content Viewer by K Team  
3. Drag your HTML measure into the visual  
4. Enjoy dynamic, row-wise visuals!

# 🙌 Final Tips

✅ Use valid URLs for team logos  
✅ Use FORMAT() for date/time  
✅ Use visuals that support raw HTML  
✅ Optimize card width based on your Power BI layout