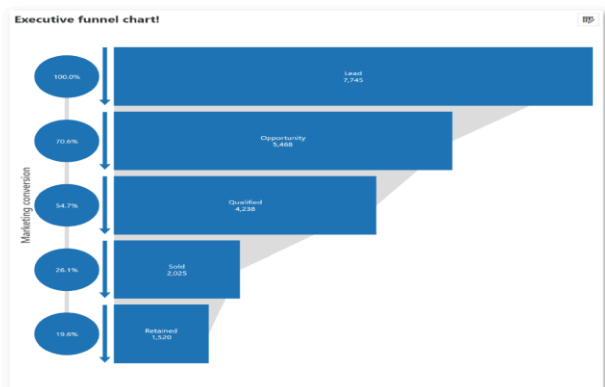
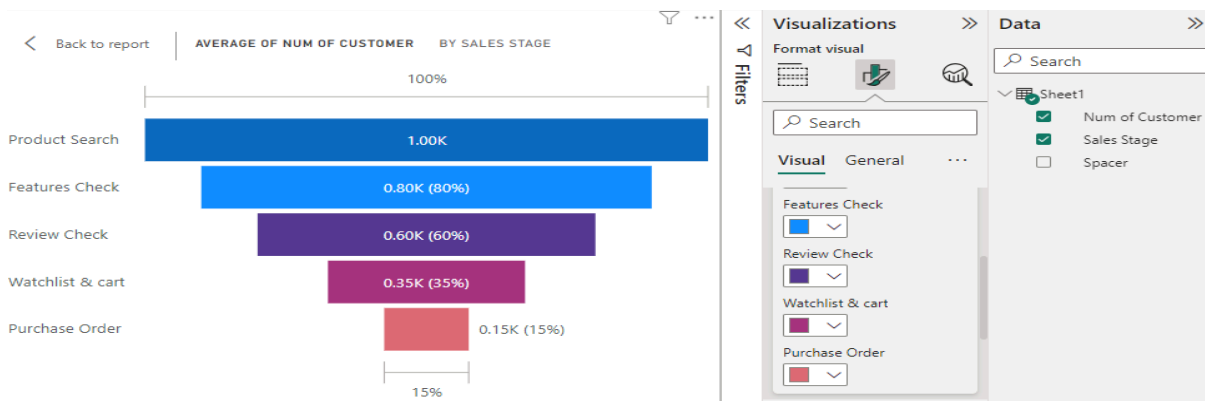


Funnel Charts in Power BI

A Funnel Chart in Power BI visualizes a linear process that has sequential, connected stages. Each stage represents a percentage of the total, typically decreasing in size, resembling a funnel. This visualization is particularly useful for identifying bottlenecks in processes such as sales pipelines, recruitment, or order fulfillment.

How to Create a Funnel Chart in Power BI

- Insert the Chart: In the Visualizations pane, click on the Funnel Chart icon.
- Add Data Fields:
 - Group: Drag a categorical field representing stages (e.g., Sales Stage).
 - Values: Drag a numerical field representing values at each stage (e.g., Opportunity Count).
- Customize the Chart:
 - Data Labels: Enable to display exact values or percentages on each segment
 - Colors: Adjust segment colors for clarity.
 - Tooltips: Add additional fields to display more information on hover.



Executive Funnel Chart

Track your sales and marketing conversion in Power BI with insights like never before.

Click on the Executive funnel chart icon from the special charts family to configure the visual

Special features:

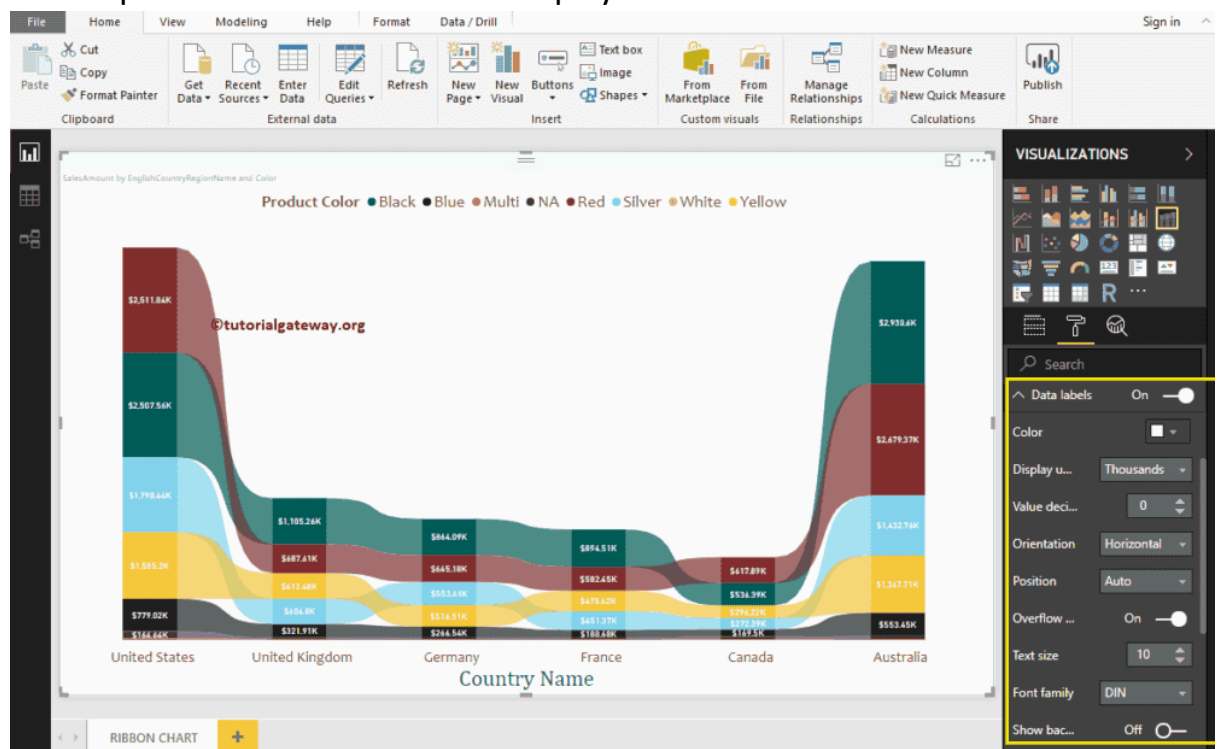
- Go to Settings --> Others and apply **advanced customization** to the Executive funnel
- The **deviation** between the category including value and percentage
- **Area fill** to give the feel of a native funnel chart
- Bubble to represent the **overall contribution**
- Double-click on the data label for **advanced data label customization** including a provision to give Category labels inside the bar
- Integrated with **Conditional formatting**
- Supported in **both orientation** and **small multiples** and many more customizations

Ribbon Chart in Power BI

A Ribbon Chart is a data visualization tool in Power BI used to represent trends across different categories over time. The ribbons represent the values of each category, and their size is proportional to the values. The ribbons can overlap, and their position in the chart indicates the relative magnitude of the category values.

How to Create a Ribbon Chart in Power BI

- Insert the Chart: In the Visualizations pane, click on the Ribbon chart icon. Microsoft Learn
- Add Data Fields:
 - X-Axis: Drag a field representing the time or sequential dimension (e.g., Month, Year).
 - Y-Axis: Drag a numerical field representing the value to rank (e.g., Month, Year).
- Legend: Drag a categorical field representing the categories to compare (e.g., Product Category).
- Customize the Chart:
 - Data Labels: Enable to display values or percentages on each ribbon.
 - Colors: Adjust ribbon colors for clarity.
 - Tooltips: Add additional fields to display more information on hover.

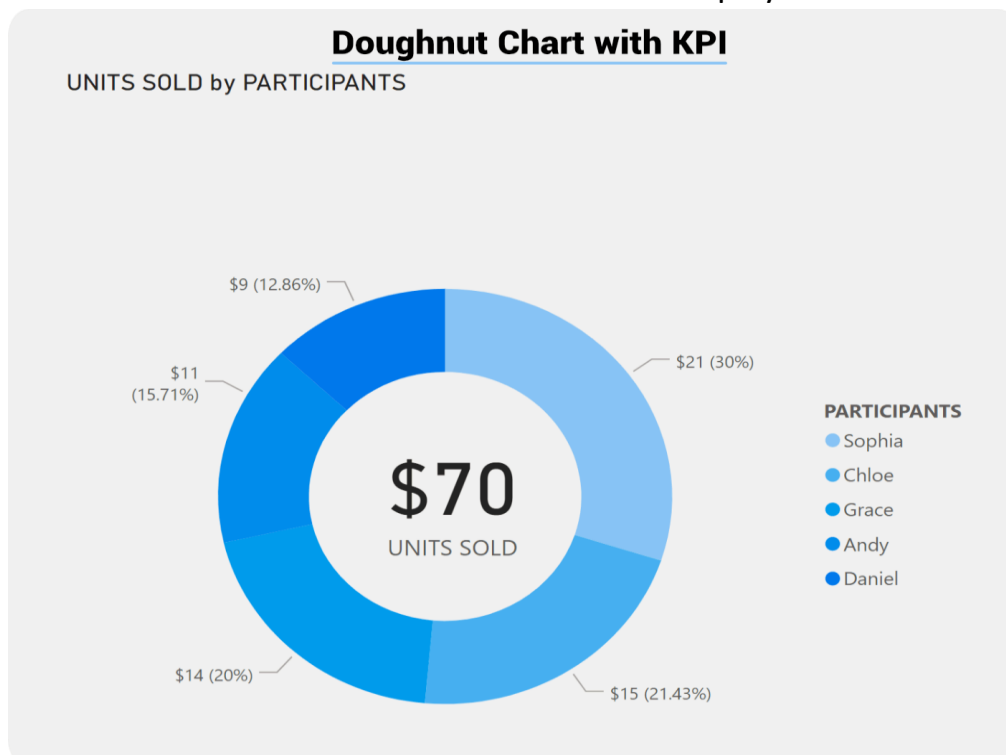


Donut Charts in Power BI

A Donut Chart in Power BI is a circular chart similar to a pie chart, but with a blank center. This center space can be utilized to display additional information, such as total values or key performance indicators (KPIs). Donut charts are effective for showing the relationship of parts to a whole

How to Create a Donut Chart in Power BI

- **Insert the Chart:** In the Visualizations pane, click on the Donut Chart icon.
- **Add Data Fields:**
 - **Legend:** Drag a categorical field (e.g., Product Category).
 - **Values:** Drag a numerical field (e.g., Total Sales).
- **Customize the Chart:**
 - **Data Labels:** Enable to show exact values or percentages on each slice.
 - **Colors:** Adjust slice colors for clarity.
 - **Tooltips:** Add additional fields to display more information on hover.
 - **Center Label:** Utilize the blank center to display totals or KPIs.

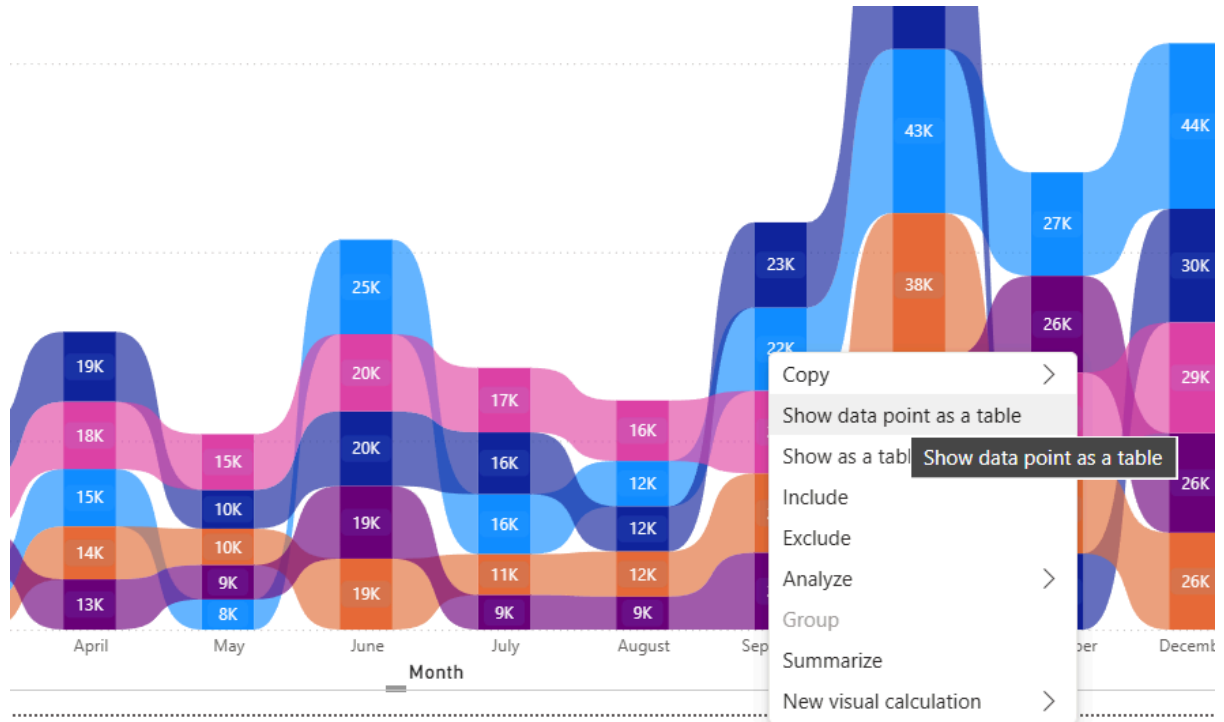


View Data in Power BI

- View Data allows users to see the underlying data behind a visual.
- It shows data in tabular form as it is used in that specific visual.

How to Use:

- Right-click on a visual → Select "Show as a table" or "View data".
- Alternatively, use the ellipsis (:) menu on the top-right of a visual

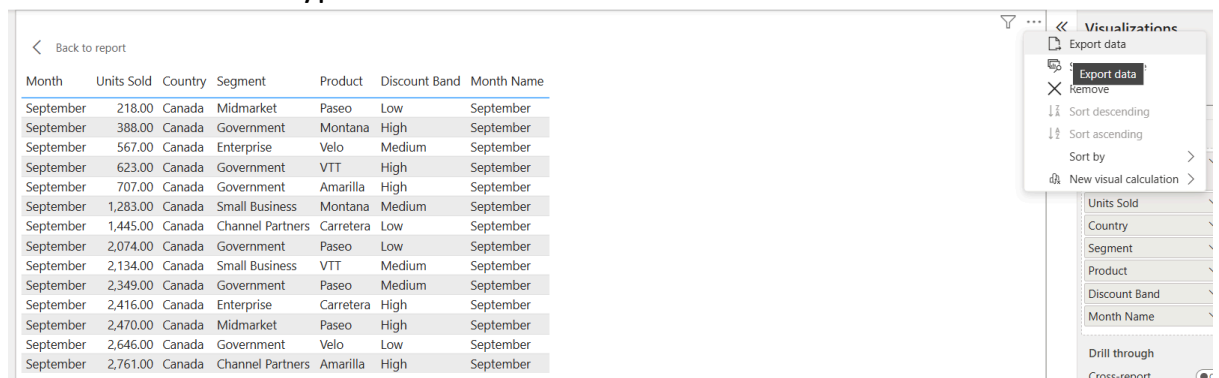


Export Data in Power BI

Allows users to download data from a visual into a file (CSV, Excel).

How to Export:

- Click the ellipsis (:) on a visual → Select "Export data"
- Choose: File type: .csv or .xlsx



Month	Units Sold	Country	Segment	Product	Discount Band	Month Name
September	218.00	Canada	Midmarket	Paseo	Low	September
September	388.00	Canada	Government	Montana	High	September
September	567.00	Canada	Enterprise	Velo	Medium	September
September	623.00	Canada	Government	VTT	High	September
September	707.00	Canada	Government	Amarilla	High	September
September	1,283.00	Canada	Small Business	Montana	Medium	September
September	1,445.00	Canada	Channel Partners	Carretera	Low	September
September	2,074.00	Canada	Government	Paseo	Low	September
September	2,134.00	Canada	Small Business	VTT	Medium	September
September	2,349.00	Canada	Government	Paseo	Medium	September
September	2,416.00	Canada	Enterprise	Carretera	High	September
September	2,470.00	Canada	Midmarket	Paseo	High	September
September	2,646.00	Canada	Government	Velo	Low	September
September	2,761.00	Canada	Channel Partners	Amarilla	High	September

Visualizations menu options: Export data, Export data, Remove, Sort descending, Sort ascending, Sort by, New visual calculation.