

sale information BI report - Power BI Desktop

Yong Liu

File Home Insert Modeling View Help

Get data Get data Refresh data New visual Insert New measure New measure Transform data Recent sources Queries Insert Calculations Share

Common data sources

- Excel
- Power BI datasets
- Power BI dataflows
- SQL Server
- Analysis Services
- Text/CSV
- Web
- OData feed
- Blank query
- Power BI Template Apps

More...

Relative method

$17.76/2 = 8.88$  Male group:  $9.43/8.88 = 1.06$

$17.76/5 = 3.55$  Group of 0 children:  $7.10/3.55 = 2$

Filters

Visualizations

Fields

Search

Add data fields here

Filters on this page

Filters on all pages

Add data fields here

Values

Add data fields here

Drill through

Cross-report

Off

Keep all filters

On

Add drill-through fields here

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sale information BI report - Power BI Desktop

Yong Liu

Open

Search Power BI

Organize + New folder

Documents

Name Date modified Type Size

- This PC
- 3D Objects
- Desktop
- Documents
- Downloads
- Music
- Pictures
- Videos
- Aalto HD (C:)
- USB Drive (D:)
- luy13 (V:\work\)
- data (V:\home\org)

File name: Text Files (\*.txt;\*.csv;\*.pm) Open Cancel

Relative method  
17.76/2 = 8.88 Male group: 9.43/8.88 = 1.06  
17.76/5 = 3.55 Group of 0 children: 7.10/3.55 = 2

Filters Visualizations Fields

Search

Filters on this page Add data fields here

Filters on all pages Add data fields here

Values Add data fields here

Drill through

Cross-report

Off On Keep all filters

Add drill-through fields here

属性设置, 点找看看

Page 1 Page 2 Page 3 Page 4 Page 5 Page 6 Page 7

sale information BI report - Power BI Desktop

Yong Liu

File Home Insert Modeling View Help

Clipboard Data Queries Insert Calculations Share

Get data Get Power BI datasets Server Enter data Recent sources Transform Refresh data New visual Text box More visuals New measure Quick measure Publish

Medical\_Cost.csv

File Origin Delimiter Data Type Detection  
1252: Western European (Windows) Comma Based on first 200 rows

| age | sex    | bmi    | children | smoker | region    | charges     |
|-----|--------|--------|----------|--------|-----------|-------------|
| 19  | female | 27.9   | 0        | yes    | southwest | 16884.924   |
| 18  | male   | 33.77  | 1        | no     | southeast | 1725.5523   |
| 28  | male   | 33     | 3        | no     | southeast | 4449.462    |
| 33  | male   | 22.705 | 0        | no     | northwest | 21984.47061 |
| 32  | male   | 28.88  | 0        | no     | northwest | 3886.8552   |
| 31  | female | 25.74  | 0        | no     | southeast | 3756.6216   |
| 46  | female | 33.44  | 1        | no     | southeast | 8240.5896   |
| 37  | female | 27.74  | 3        | no     | northwest | 7281.5056   |
| 37  | male   | 29.83  | 2        | no     | northeast | 6406.4107   |
| 60  | female | 25.84  | 0        | no     | northwest | 28923.13692 |
| 25  | male   | 26.22  | 0        | no     | northeast | 2721.3208   |
| 62  | female | 26.29  | 0        | yes    | southeast | 27808.7251  |
| 23  | male   | 34.4   | 0        | no     | southwest | 1826.843    |
| 56  | female | 39.82  | 0        | no     | southeast | 11090.7178  |
| 27  | male   | 42.13  | 0        | yes    | southeast | 39611.7577  |
| 19  | male   | 24.6   | 1        | no     | southwest | 1837.237    |
| 52  | female | 30.78  | 1        | no     | northeast | 10797.3362  |
| 23  | male   | 23.845 | 0        | no     | northeast | 2395.1755   |
| 56  | male   | 40.3   | 0        | no     | southwest | 10602.385   |
| 30  | male   | 35.3   | 0        | yes    | southwest | 36837.467   |

The data in the preview has been truncated due to size limits.

Load Transform Data Cancel

Filters Visualizations Fields

Add data fields here

Add data fields here

Add data fields here

Values

Drill through

Cross-report

Off

Keep all filters

On

Add drill-through fields here

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sale information BI report Power BI Desktop

Yong Liu

File Home Help Table tools

Name: Medical Cost

Structure

Manage relationships

New measure

New measure column

New table

Calendars

Relationships

Calculations

Fields

Search

age sex bmi children smoker region charges

| age | sex    | bmi    | children | smoker | region    | charges     |
|-----|--------|--------|----------|--------|-----------|-------------|
| 38  | male   | 23.705 | 0        | no     | northwest | 21984.47061 |
| 32  | male   | 28.88  | 0        | no     | northwest | 3866.8552   |
| 31  | female | 25.74  | 0        | no     | southeast | 3756.6216   |
| 60  | female | 25.84  | 0        | no     | northwest | 28923.13692 |
| 25  | male   | 26.22  | 0        | no     | northeast | 2723.3208   |
| 23  | male   | 34.4   | 0        | no     | southwest | 1826.843    |
| 56  | female | 39.82  | 0        | no     | southeast | 11080.7178  |
| 23  | male   | 23.845 | 0        | no     | northwest | 2395.17155  |
| 56  | male   | 40.8   | 0        | no     | southwest | 10602.885   |
| 60  | female | 35.005 | 0        | no     | northwest | 13228.84695 |
| 38  | male   | 34.3   | 0        | no     | southeast | 1137.011    |
| 63  | female | 23.085 | 0        | no     | northeast | 14451.83515 |
| 38  | female | 26.315 | 0        | no     | northeast | 2198.18945  |
| 63  | male   | 28.31  | 0        | no     | northwest | 13770.0979  |
| 19  | male   | 20.425 | 0        | no     | northwest | 1625.43375  |
| 26  | male   | 20.8   | 0        | no     | southwest | 2302.3      |
| 24  | female | 26.6   | 0        | no     | northeast | 3046.062    |
| 55  | male   | 37.3   | 0        | no     | southwest | 20530.28351 |
| 28  | female | 34.77  | 0        | no     | northwest | 3556.9223   |
| 60  | female | 24.53  | 0        | no     | southeast | 12629.8987  |
| 38  | female | 35.625 | 0        | no     | northeast | 2211.13075  |
| 19  | female | 28.9   | 0        | no     | southwest | 1743.214    |
| 40  | female | 36.15  | 0        | no     | southwest | 5920.1041   |
| 57  | male   | 34.03  | 0        | no     | northwest | 11356.6609  |
| 22  | male   | 35.53  | 0        | no     | southeast | 1532.4897   |
| 22  | female | 39.809 | 0        | no     | northeast | 2755.02095  |
| 42  | female | 32.965 | 0        | no     | northwest | 6571.02435  |
| 49  | female | 38.289 | 0        | no     | northeast | 7935.29115  |
| 56  | female | 27.2   | 0        | no     | southwest | 11073.176   |
| 46  | female | 27.74  | 0        | no     | northwest | 8076.6666   |
| 55  | female | 26.98  | 0        | no     | northwest | 11082.5772  |
| 21  | female | 39.49  | 0        | no     | southeast | 2026.9741   |
| 55  | male   | 38.28  | 0        | no     | southeast | 10226.2802  |
| 41  | female | 31.6   | 0        | no     | southwest | 6186.177    |
| 30  | male   | 25.46  | 0        | no     | northeast | 3645.0894   |
| 18  | female | 40.175 | 0        | no     | northeast | 21944.8467  |
| 29  | male   | 27.94  | 0        | no     | southeast | 2857.1198   |
| 41  | male   | 30.8   | 0        | no     | southwest | 4646.779    |

Table: Medical Cost (1336 rows)

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sale information BI report - Power BI Desktop

Yong Lu

File Home Insert Modeling View Help

Clipboard Data Queries Insert Calculations Share

Get data Excel Power BI datasets Server Enter data Recent sources Transform Refresh data New visual Text box More visuals New measure Quick measure Publish

Relative method  
17.76/2 = 8.88 Male group: 9.43/8.88 = 1.06  
17.76/5 = 3.55 Group of 0 children: 7.10/3.55 = 2

Filters Visualizations Fields

Search

Filters on this page Add data fields here

Decomposition tree R Py

Filters on all pages Add data fields here

Values Add data fields here

Drill through

Cross-report Off

Keep all filters On

Add drill-through fields here

age bmi charges children region sex smoker payments in CSV time series forecast

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Windows Taskbar: File Explorer, Edge, Firefox, R, Power BI, System tray: ING 1050, 30/12/2020

sale information BI report - Power BI Desktop

Yong Lu

File Home Insert Modeling View Help Format Data / Drill

Cut Copy Paste Get data Fixed Power BI datasets Server Enter data Refresh recent sources Transform data New visual Text box More visuals New measure Quick measure Publish

Clipboard Data Queries Insert Calculators Share

Relative method  
17.76/2 = 8.88 Male group: 9.43/8.88 = 1.06  
17.76/5 = 3.55 Group of 0 children: 7.10/3.55 = 2

Filters Visualizations Fields

Search

Filters on this visual

- charges is (All)
- children is (All)
- region is (All)
- sex is (All)
- smoker is (All)

Analyze

- charges
- children
- region
- sex
- smoker

Explain by

- children
- region
- sex
- smoker

Add data fields here

Filters on this page

Add data fields here

Toolips

Add data fields here

Drill through

Cross-report Off

Keep all filters On

Add drill through fields here

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sale information BI report Power BI Desktop

Yong Liu

Home Insert Modeling View Help Format Data / Drill

File

Cut Copy Paste Get data Excel Power BI datasets Server Enter data sources Refresh data Transform data New visual Text box More visuals New measure Quick measure Calculators Share

Clipboard

Data Queries Insert Calculators Share

Relative method

$17.76/2 = 8.88$  Male group:  $9.43/8.88 = 1.06$

$17.76/5 = 3.55$  Group of 0 children:  $7.10/3.55 = 2$

Filters

Visualizations

Fields

Search

Filters on this visual

- charges is (All)
- children is (All)
- region is (All)
- sex is (All)
- smoker is (All)
- Add data field

Remove field Rename for this visual Move to Conditional formatting Remove conditional formatting

Sum Average Minimum Maximum Count (Distinct) Count Standard deviation Variance Median Show value as New quick measure

Filters on this page

Filters on all pages

Add data field

Medical.Cost

- age
- bmi
- charges
- children
- region
- sex
- smoker

payments in CSV

time series forcas...

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Page 7 of 7

Windows Taskbar

sale information BI report - Power BI Desktop

Yong Liu

File Home Insert Modeling View Help Format Data / Drill

Cut Copy Paste Get data Excel Power BI datasets Server Enter data Recent sources Transform refresh data New visual Text box More visuals Insert Quick measure measure Calculations Share Publish

Clipboard Data Queries Insert Calculations Share

Relative method  
17.76/2 = 8.88 Male group: 9.43/8.88 = 1.06  
17.76/5 = 3.55 Group of 0 children: 7.10/3.55 = 2

Filters Visualizations Fields

Search

Filters on this visual

- charges is (All)
- children is (All)
- region is (All)
- sex is (All)
- smoker is (All)

Search

General Analysis

Enable AI splits

On

Analysis type

Absolute

Revert to default

Filters on this page

Add data fields here

Filters on all pages

Add data fields here

Tree

Data bars

Category labels

Data labels

Tree header

Conditional formatting

Title Off

Background On

Lock aspect Off

High value

Low vi Find the field with the highest value for your metric

children  
region  
sex  
smoker

Page 1 Page 2 Page 3 Page 4 Page 5 Page 6 Page 7

sale information BI report - Power BI Desktop

Yong Liu

File Home Insert Modeling View Help Format Data / Drill

Cut Copy Paste Get data Fixed Power BI datasets Server Enter data Recent sources Transform refresh data New visual Text box More visuals Insert New measure Quick measure Calculations Share Publish

Clipboard Data Queries Insert Calculations Share

Relative method  
17.76/2 = 8.88 Male group: 9.43/8.88 = 1.06  
17.76/5 = 3.55 Group of 0 children: 7.10/3.55 = 2

Filters Visualizations Fields

Search

Filters on this visual

- charges is (All)
- children is (All)
- region is (All)
- sex is (All)
- smoker is (All)

Add data fields here

Filters on this page

Add data fields here

Filters on all pages

Add data fields here

General Analysis

Enable AI splits

On

Analysis type

Absolute

Revert to default

Tree

Data bars

Category labels

Data labels

Tree header

Conditional formatting

Title Off

Background On

Lock exposure Off

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The screenshot shows a Microsoft Power BI Desktop interface. The main area displays a treemap visualization titled "Relative method". The visualization is divided into three main segments: "sex" (top), "charges" (bottom left), and "female" (bottom right). The "sex" segment is further subdivided into "male" (blue) and "female" (light blue). The "male" segment is labeled with the value "9,434,763.80". The "charges" segment is labeled with the value "17,735,624.99". The overall total for the visualization is 17.76.

sale information BI report - Power BI Desktop

Yong Liu

File Home Insert Modeling View Help Format Data / Drill

Get data (Excel, Power BI datasets, SQL Server, etc.) Transform refresh data New visual (New measure, Quick measure, Publish)

Queries Insert Calculators Share

Relative method

$17.76/2 = 8.88$  Male group:  $9.43/8.88 = 1.06$

$17.76/5 = 3.55$  Group of 0 children:  $7.10/3.55 = 2$

Filters

Visualizations

Fields

charges is (All)

children is (All)

region is (All)

sex is (All)

smoker is (All)

Add data fields here

Filters on this page

Add data fields here

Filters on all pages

Add data fields here

Analysis type: Absolute

Revert to default

Tree

Data bars

Category labels

Data labels

Tree header

Conditional formatting

Title: Off

Background: On

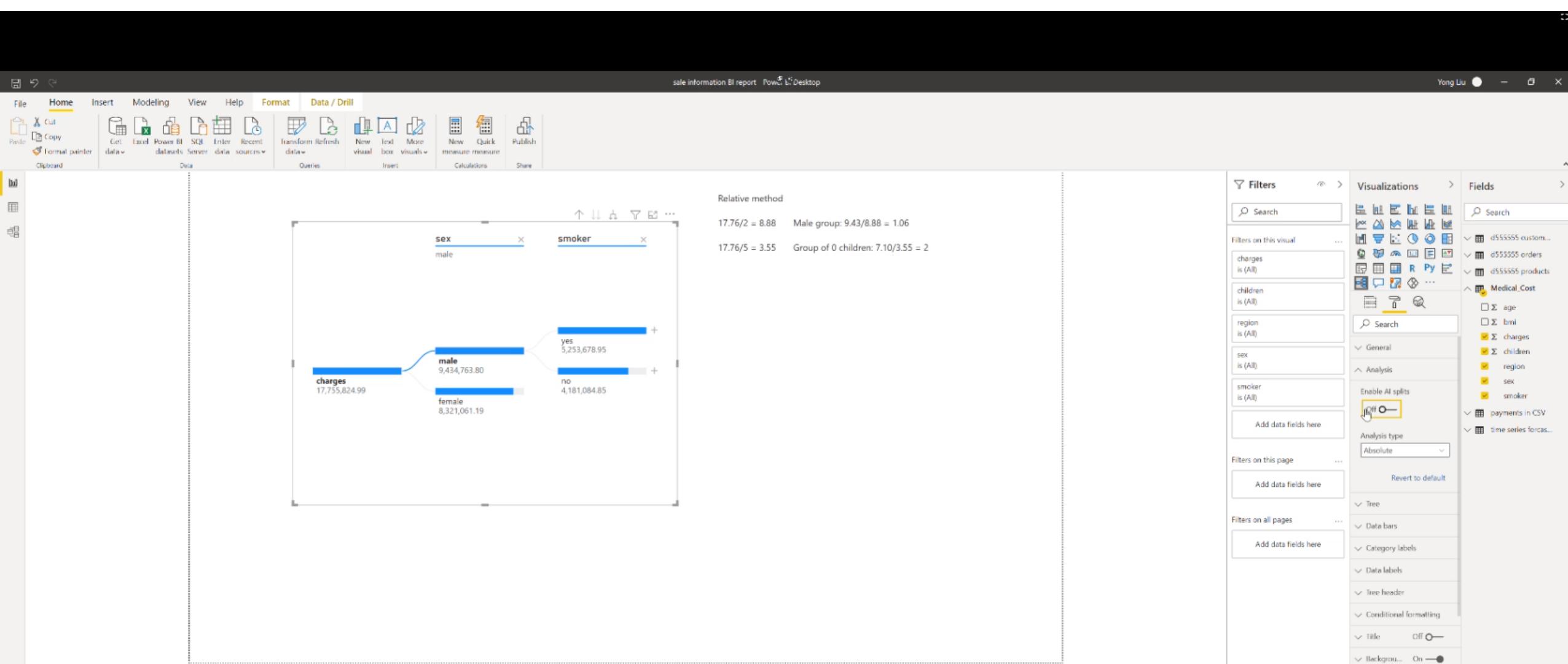
Lock aspect: Off

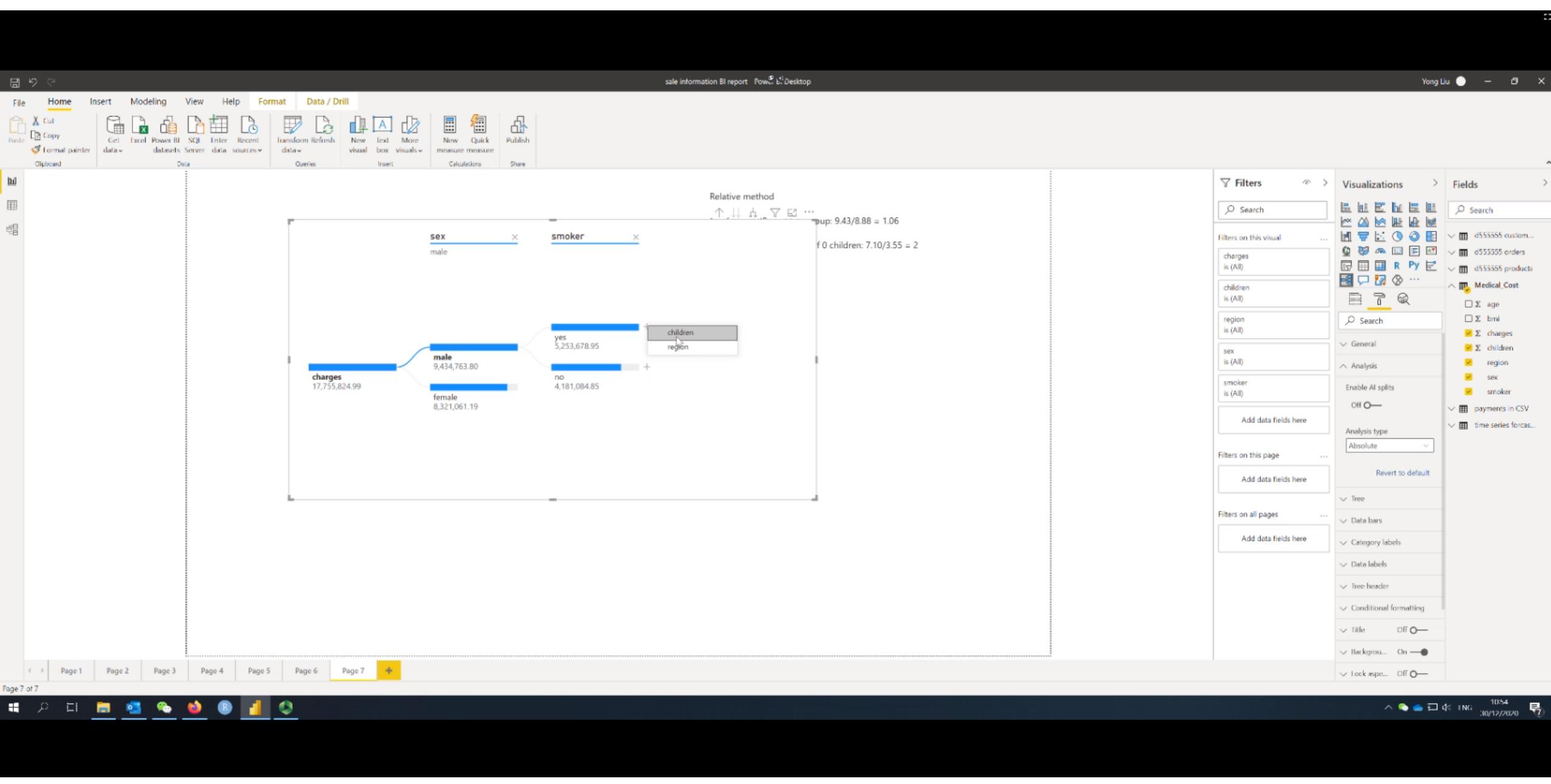
Page 1 Page 2 Page 3 Page 4 Page 5 Page 6 Page 7

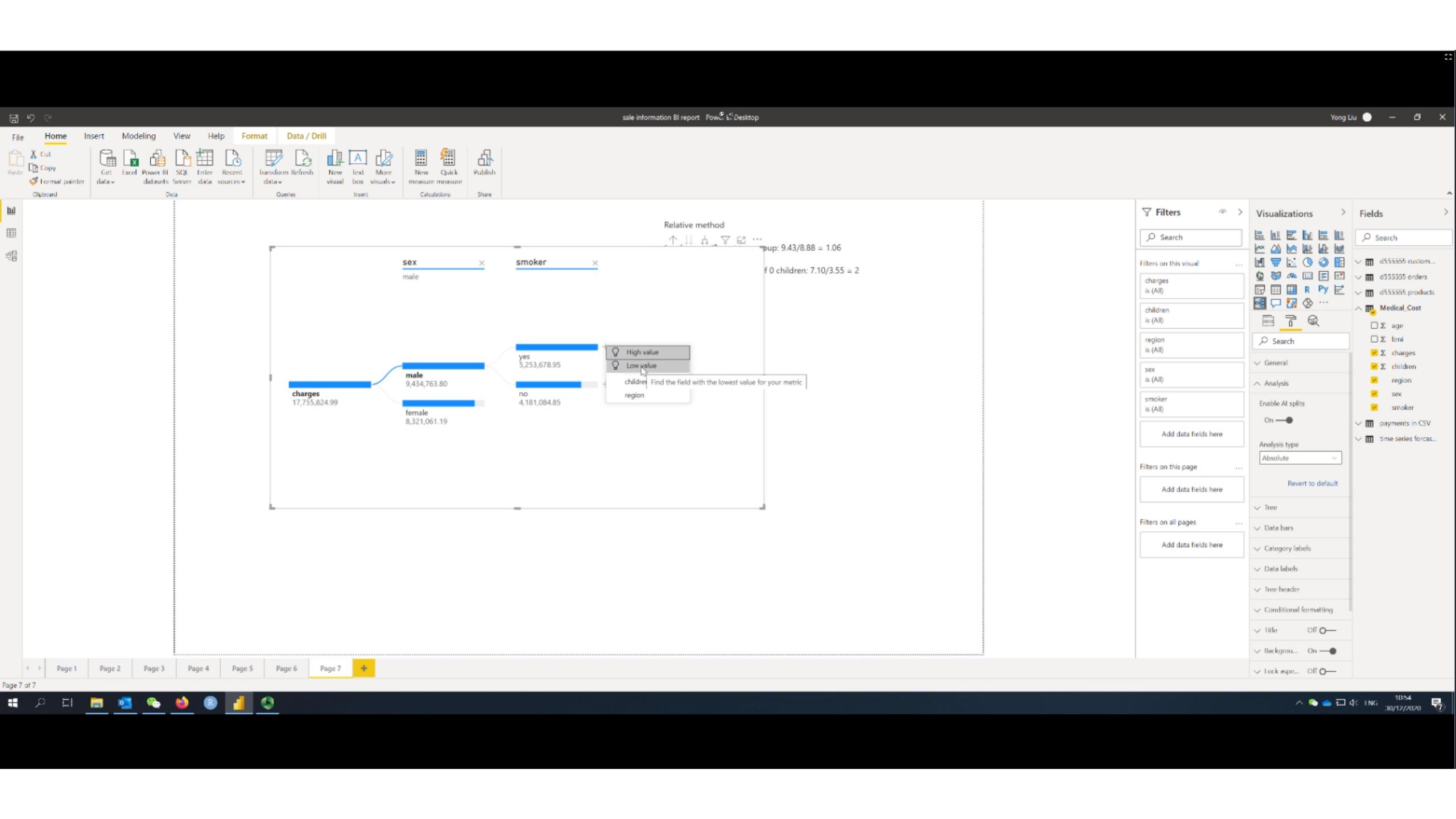
Page 7 of 7

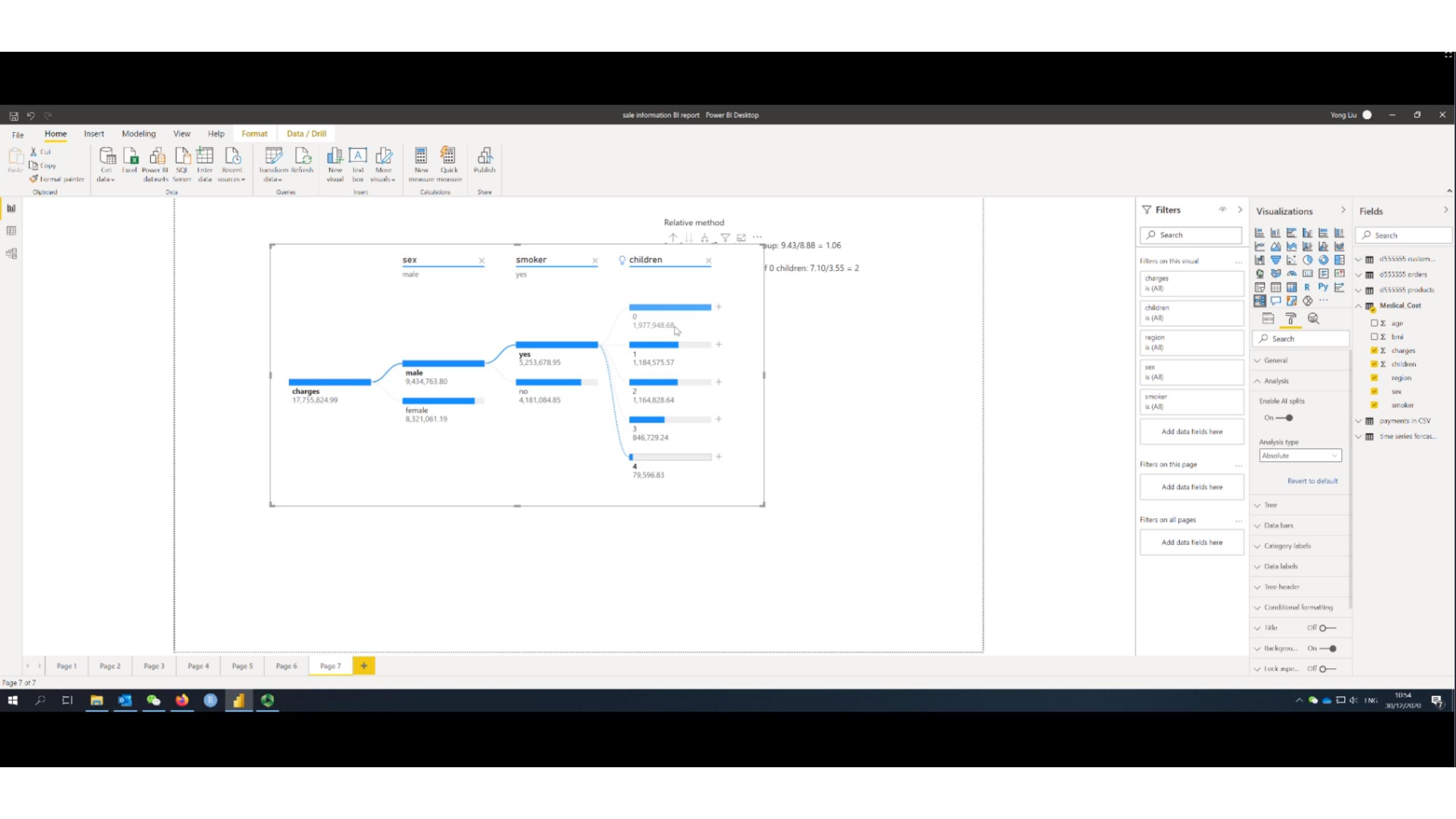
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The screenshot shows a Power BI report titled "sale information BI report - Power BI Desktop". The interface includes a ribbon with tabs like File, Home, Insert, Modeling, View, Help, Format, and Data / Drill. The Home tab is selected. Below the ribbon are toolbars for Data, Queries, Insert, Calculators, and Share. A central area displays a treemap visualization with a tooltip for "sex" showing values for male (9,434,763.80) and female (8,321,061.19). The tooltip also lists "High value", "Low value", "children", "region", and "smoker". To the right are three large panels: "Filters", "Visualizations", and "Fields". The "Filters" panel shows filters for charges, children, region, sex, and smoker. The "Visualizations" panel has sections for General, Analysis, and various chart types. The "Fields" panel lists fields like age, bmi, charges, children, region, sex, and smoker, with checkboxes indicating they are selected. At the bottom, there are navigation buttons for pages 1 through 7, and a status bar showing the page number (Page 7 of 7), date (10/17/2020), and time (1053).









sale information BI report - Power BI Desktop

Yong Liu

Home

File Insert Modeling View Help Format Data / Drill

Queries Data Insert Calculators Share

Relative method

children

charges

0 7,098,070.00

1 4,124,899.67

2 3,617,655.30

3 2,410,784.98

4 346,266.41

up: 9.43/8.88 = 1.06

f 0 children: 7.10/3.55 = 2

Filters

Visualizations

Fields

Medical\_Cost

- age
- bmi
- charges
- children
- region
- sex
- smoker

payments in CSV

time series forcas...

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Page 7 of 7

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sale information BI report - Power BI Desktop

Yong Lu

File Home Insert Modeling View Help Format Data / Drill

Cut Copy Get data Get data from Power BI datasets, SQL Server, Excel, Recent sources, Transform refresh data, New visual, Insert flex box, More visuals, Quick measure, Publish

Clipboard Data Queries Insert Calculations Share

Relative method

$17.76/2 = 8.88$  Male group:  $9.43/8.88 = 1.06$

$17.76/5 = 3.55$  Group of 0 children:  $7.10/3.55 = 2$

Filters

Visualizations

Fields

charges  
17,755,824.99

male  
9,434,763.80

female  
8,321,061.19

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Page 7 of 7

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sale information BI report - Power BI Desktop

Yong Liu

File Home Insert Modeling View Help Format Data / Drill

Cut Copy Paste Get data Excel Power BI datasets Server Enter data Refresh recent sources Queries Transform New visual Text box More visuals Insert New measure Quick measure Calculations Share

Relative method  
17.76/2 = 8.88 Male group: 9.43/8.88 = 1.06  
17.76/5 = 3.55 Group of 0 children: 7.10/3.55 = 2

Filters Visualizations Fields

Search

Filters on this visual

- charges is (All)
- children is (All)
- region is (All)
- sex is (All)
- smoker is (All)

Search

General Analysis

Enable AI splits

On

Add data fields here

Analysis type Relative

Insert to default

Filters on this page

Add data fields here

Tree

Data bars

Category labels

Data labels

Tree header

Conditional formatting

Title Off

Background On

Lock aspect Off

Visualizations

Search

Medical\_Cost

- age
- bmi
- charges
- children
- region
- sex
- smoker

payments in CSV

time series forcas...

children

0 7,098,070.00

male 8,424,899.87

Female 8,817,655.39

3 2,410,784.98

charges 17,755,824.99

Page 1 Page 2 Page 3 Page 4 Page 5 Page 6 Page 7

Page 7 of 7

Windows Taskbar

sale information BI report - Power BI Desktop

Yong Liu

File Insert Modeling View Help Format Data / Drill

Cut Copy Get data Excel Power BI datasets Server Enter data sources Transform Refresh data New visual New measure Insert More visuals New measure Publish

Clipboard Data Queries Insert Calculators Share

Relative method  
17.76/2 = 8.88 Male group: 9.43/8.88 = 1.06  
17.76/5 = 3.55 Group of 0 children: 7.10/3.55 = 2

Filters Visualizations Fields

Search

Filters on this visual

- charges is (All)
- children is (All)
- region is (All)
- sex is (All)
- smoker is (All)

Add data fields here

Analysis type Relative

Revert to default

Filters on this page

Add data fields here

Filters on all pages

Add data fields here

Tree

Data bars

Category labels

Data labels

Tree header

Conditional formatting

Title Off

Background On

Lock aspect Off

children

0 charges 7,098,070.00

1 4,124,899.67

2 3,617,655.30

3 2,410,784.98

charges 17,755,824.99

A small **mistake** at that is the number of categories in the variable Children is 6, not 5.  
However, such change in the value will not alter the final outcome that customers with 0 child associate with the highest weight, if using the relative method.

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sale information BI report Power BI Desktop

Yong Liu

File Home Insert Modeling View Help Format Data / Drill

Cut Copy Paste Get data Excel Power BI datasets Server data sources Transform Refresh data New visual Load box More visuals Insert New measure Quick measure Calculations Share

Clipboard Data Queries Insert Calculations Share

Relative method

$17.76/2 = 8.88$  Male group:  $9.43/8.88 = 1.06$

$17.76/5 = 3.55$  Group of 0 children:  $7.10/3.55 = 2$

sex

male  
9,434,763.80

female  
8,321,061.19

charges  
17,755,824.99

Filters

Visualizations

Fields

Search

General

Title Off

Background On

Lock aspect Off

Border Off

Shadow Off

Visual he... Off

Search

Search

age

bmi

charges

children

region

sex

smoker

payments in CSV

time series forcas...

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105% 30/12/2020

This screenshot shows the Power BI Desktop interface. In the center, there is a visualization titled "Relative method" showing a comparison between male and female groups. The visualization includes a table with two rows: one for males (17.76/2 = 8.88, Male group: 9.43/8.88 = 1.06) and one for females (17.76/5 = 3.55, Group of 0 children: 7.10/3.55 = 2). Below the table, there are buttons for font style, size, and other presentation options. To the left of the visualization, there is a hierarchical tree view showing the structure of the data, with "sex" at the top level, followed by "male" and "female". The "male" node is expanded, showing its value of 9,434,763.80. At the bottom left, there is a summary of total charges: 17,755,824.99. On the right side of the screen, there are three main sections: "Filters", "Visualizations", and "Fields". The "Filters" section contains settings for title, background, border, shadow, and visual height. The "Visualizations" section contains search and general settings. The "Fields" section lists various fields such as age, bmi, charges, children, region, sex, smoker, payments in CSV, and time series forcas..., each with an off/on toggle switch.

sale information BI report Power BI Desktop

Yong Lu

File Home Insert Modeling View Help Format Data / Drill

Cut Copy Paste Get data from clipboard Excel Power BI datasets SQL Server Enter data from recent sources Transform refresh data New visual Insert More visual New measure Quick measure Publish

Queries Data Insert Calculations Share

Relative method

17.76/2 = 8.88 Male group: 9.43/8.88 = 1.06

17.76/5 = 3.55 Group of 0 children: 7.10/3.55 = 2

Filters

Search

Filters on this visual

- charges is (All)
- children is (All)
- region is (All)
- sex is (All)
- smoker is (All)

Add data fields here

Analysis type

Relative

Revert to default

Filters on this page

Add data fields here

Filters on all pages

Add data fields here

Visualizations

Search

Medical\_Cost

- age
- bmi
- charges
- children
- region
- sex
- smoker

payments in CSV

time series forecast

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Windows Taskbar

10:59 30/12/2020

sale information BI report Power BI Desktop

Yong Liu

File Home Insert Modeling View Help Format Data / Drill

Cut Copy Paste Get data Excel Power BI datasets Server Enter data sources Transform Refresh data New visual Insert New measure Quick measure Publish

Clipboard Data Queries Insert Calculations Share

Relative method  
17.76/2 = 8.88 Male group: 9.43/8.88 = 1.06  
17.76/5 = 3.55 Group of 0 children: 7.10/3.55 = 2

Filters Visualizations Fields

Search

Filters on this visual

- charges is (All)
- children is (All)
- region is (All)
- sex is (All)
- smoker is (All)

Analyze

Explain by

- children
- region
- smoker
- sex

Add data fields here

Filters on this page

Add data fields here

Drill through

Cross-report Off

Keep all filters On

Filters on all pages

Add data fields here

Toolips

Add data fields here

Medical.Cost

- age
- bmi
- charges
- children
- region
- sex
- smoker
- sex

payments in CSV

time series forcas...

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Windows Taskbar

sale information BI report Power BI Desktop

Yong Liu

Home Insert Modeling View Help Format Data / Drill

File Cut Copy Get data Excel Power BI datasets Server Enter data sources Transform Refresh data New visual Text box More visuals New measure Quick measure Publish

Clipboard Data Queries Insert Calculators Share

Relative method

$17.76/2 = 8.88$  Male group:  $9.43/8.88 = 1.06$

$17.76/5 = 3.55$  Group of 0 children:  $7.10/3.55 = 2$

bmi

charges

17,755,824.99

32.3  
183,300.75

38.06  
178,799.84

31.35  
143,772.03

28.31  
143,651.82

Filters

Visualizations

Fields

Search

Filters on this visual

- bmi is (All)
- charges is (All)
- children is (All)
- region is (All)
- sex is (All)
- smoker is (All)

Analyze

- charges
- Explain by
- bmi
- children
- region
- sex
- smoker

Add data fields here

ToolTips

Add data fields here

Filters on this page

Add data fields here

Drill through

Cross-report

Off

Keep all filters

On

Add drill-through fields here

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Page 7 of 7

11:00 10/17/2020

The screenshot shows a Microsoft Power BI Desktop interface. On the left, there's a navigation pane with icons for Home, Insert, Modeling, View, Help, Format, Data / Drill, File, and various clipboard and data-related tools. The main workspace contains a bar chart titled 'bmi' with values for 'charges'. A tooltip for the top bar shows '32.3 183,300.75'. Below the chart, a 'Relative method' section displays two calculations: '17.76/2 = 8.88' followed by 'Male group: 9.43/8.88 = 1.06' and '17.76/5 = 3.55' followed by 'Group of 0 children: 7.10/3.55 = 2'. To the right, the 'Visualizations' pane is open, showing a tree view of fields: 'Medical.Cost' (with 'age', 'bmi', 'charges', 'children', 'region', 'sex', 'smoker'), 'payments in CSV', and 'time series forcas...'. The 'Filters' pane is also visible, listing filters for each field. At the bottom, there are page navigation buttons from 'Page 1' to 'Page 7', and a status bar showing the time '11:00' and date '10/17/2020'.

sale information BI report - Power BI Desktop

Yong Liu

Home Insert Modeling View Help Format Data / Drill

File Cut Copy Get data Excel Power BI datasets Server Enter data sources Recent queries Transform Refresh data New visual Text box More visuals New measure Quick measure Publish

Clipboard Data Queries Insert Calculators Share

Relative method  
17.76/2 = 8.88 Male group: 9.43/8.88 = 1.06  
17.76/5 = 3.55 Group of 0 children: 7.10/3.55 = 2

Filters Visualizations Fields

Search

Filters on this visual

- bmi is (All)
- charges is (All)
- children is (All)
- region is (All)
- sex is (All)
- smoker is (All)

Analyze

- charges
- Explain by
- children
- region
- smoker
- sex
- bmi

Add data fields here

ToolTips

Add data fields here

Filters on this page

Add data fields here

Drill through

Cross-report

Off

Keep all filters

On

Add drill-through fields here

charges

children

region

sex

smoker

bmi

age

charges

children

region

sex

smoker

payments in CSV

time series forecast

Page 1 Page 2 Page 3 Page 4 Page 5 Page 6 Page 7

Page 7 of 7

Windows Taskbar

sale information BI report - Power BI Desktop

Yong Lu

File Home Insert Modeling View Help Format Data / Drill

Clipboard Data Queries Insert Calculations Share

Relative method

17.76/2 = 8.88 Male group: 9.43/8.88 = 1.06

17.76/5 = 3.55 Group of 0 children: 7.10/3.55 = 2

bmi charges

17,755,824.99

20.7 1,242.82  
20.3 1,242.26  
53.13 1,163.46  
43.01 1,149.40

Filters Visualizations Fields

Search

Filters on this visual

- bmi is (All)
- charges is (All)
- children is (All)
- region is (All)
- sex is (All)
- smoker is (All)

Analyze

- charges

Explain by

- bmi
- children
- region
- sex
- smoker

ToolTips

Add data fields here

Filters on this page

Add data fields here

Drill through

Cross-report

Off

Keep all filters

On

Add drill-through fields here

Page 1 Page 2 Page 3 Page 4 Page 5 Page 6 Page 7

sale information BI report - Power BI Desktop

Yong Liu

File Home Insert Modeling View Help Format Data / Drill

Cut Copy Paste Get data Excel Power BI datasets Server Enter data Recent sources Transform refresh data New visual Text box More visuals Insert New measure Quick measure Calculations Share

bmi charges

Relative method

$17.76/2 = 8.88$  Male group:  $9.43/8.88 = 1.06$

$17.76/5 = 3.55$  Group of 0 children:  $7.10/3.55 = 2$

High value

Low value

children region sex smoker

Filters

Visualizations

Fields

Search

Filters on this visual

- bmi is (All)
- charges is (All)
- children is (All)
- region is (All)
- sex is (All)
- smoker is (All)

Analyze

Explain by

ToolTips

Add data fields here

Filters on this page

Drill through

Cross-report

Off

Keep all filters

On

Add drill-through fields here

Page 1 Page 2 Page 3 Page 4 Page 5 Page 6 Page 7

Page 7 of 7

11:00 30/12/2020

This screenshot shows the Microsoft Power BI Desktop application. The main area displays a data visualization titled 'bmi' with a relative method calculation. The visualization shows the following data points:

- $17.76/2 = 8.88$  Male group:  $9.43/8.88 = 1.06$
- $17.76/5 = 3.55$  Group of 0 children:  $7.10/3.55 = 2$

A tooltip for the value '43.01' is open, showing 'High value' and 'Low value' options, along with other fields: 'children', 'region', 'sex', and 'smoker'. The 'Filters' pane on the right lists various fields like 'bmi', 'charges', 'children', etc., with some checked. The 'Visualizations' and 'Fields' panes are also visible.

sale information BI report - Power BI Desktop

Yong Liu

File Home Insert Modeling View Help Format Data / Drill

Clipboard Data

Get data Excel Power BI datasets Server Enter data sources Refresh data Transform data New visual Text box More visuals Insert New measure Quick measure Calculations Share

bmi children charges

Relative method

$17.76/2 = 8.88$  Male group:  $9.43/8.88 = 1.06$

$17.76/5 = 3.55$  Group of 0 children:  $7.10/3.55 = 2$

Filters

Visualizations Fields

Medical\_Cost

analyze Explain by

charges children region sex smoker sex

age bmi charges children region sex smoker payments in CSV time series forcas...

Add data fields here

Toolips

Add data fields here

Drill through

Cross-report

Off

Keep all filters

On

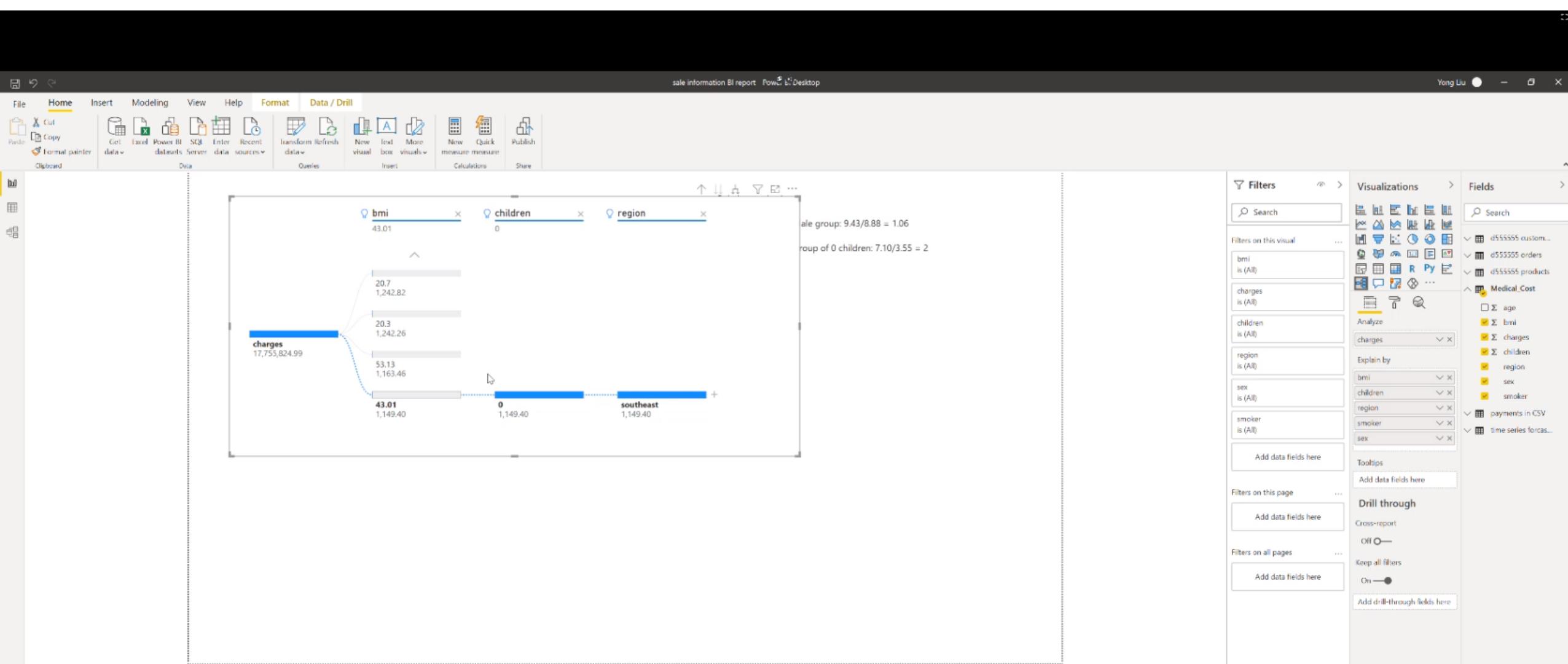
Add drill-through fields here

Page 1 Page 2 Page 3 Page 4 Page 5 Page 6 Page 7

Page 7 of 7

Windows Taskbar

11:00 30/12/2020



sale information BI report - Power BI Desktop

Yong Liu

File Insert Modeling View Help Format Data / Drill

Home

Cut Copy Paste Get data Excel Power BI datasets Server Enter data sources Transform Refresh data New visual Text box More visuals New measure Quick measure Publish

Clipboard Data Queries Inserts Calculators Share

More options

bmi region

Relative method

$17.76/2 = 8.88$  Male group:  $9.43/8.88 = 1.06$

$17.76/5 = 3.55$  Group of 0 children:  $7.10/3.55 = 2$

charges

17,755,824.99

32.3 183,300.75

38.06 178,799.84

31.35 143,772.03

northeast 125,466.56

northwest 40,141.03

southwest 17,693.16

Filters

Visualizations

Fields

Search

Filters on this visual

bmi is (All)

charges is (All)

children is (All)

region is (All)

sex is (All)

smoker is (All)

Analyze by

charges

Explain by

age

bmi

children

region

sex

smoker

sex

Add data fields here

ToolTips

Add data fields here

Filters on this page

Add data fields here

Drill through

Cross-report

Off

Keep all filters

On

Add drill-through fields here

Page 1 Page 2 Page 3 Page 4 Page 5 Page 6 Page 7

Page 7 of 7

11:01 30/12/2020

sale information BI report - Power BI Desktop

Yong Liu

File Home Insert Modeling View Help Format Data / Drill

Clipboard Data

Get data Excel Power BI datasets Server data sources Transform Refresh data New visual Load box More visuals Insert Calculations Share

bmi region charges

method

= 8.88 Male group:  $9.43/8.88 = 1.06$

= 3.55 Group of 0 children:  $7.10/3.55 = 2$

Filters

Visualizations

Fields

Export data Show as a table Remove Spotlight Sort descending Sort ascending Sort by

Search

Filters on this visual

bmi is (All)

charges is (All)

children is (All)

region is (All)

sex is (All)

smoker is (All)

Add data fields here

ToolTips

Add data fields here

Filters on this page

Add data fields here

Drill through

Cross-report Off

Keep all filters

On Add drill-through fields here

Page 1 Page 2 Page 3 Page 4 Page 5 Page 6 Page 7

Page 7 of 7

11:01 30/12/2020

sale information BI report Power BI Desktop

Yong Lu

File Home Insert Modeling View Help

Get data Excel Power BI datasets Server Enter data Recent sources Transform data New visual Text box More visuals New measure Quick measure Publish

Queries Insert Calculations Share

Common data sources

- Excel
- Power BI datasets
- Power BI dataflows
- SQL Server
- Analysis Services
- Text/CSV
- Web
- OData feed
- Blank query
- Power BI Template Apps
- More...

Build visuals with your data

Select or drag fields from the Fields pane onto the report canvas.

Filters

Visualizations

Fields

Values

Drill through

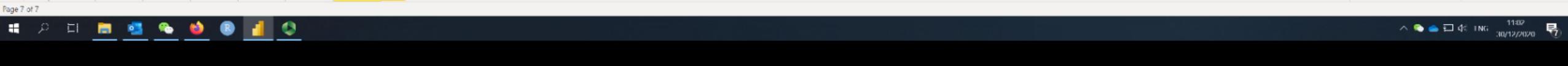
Cross-report

Keep all filters

On

Add drill-through fields here

Page 1 Page 2 Page 3 Page 4 Page 5 Page 6 Page 7



sale information BI report - Power BI Desktop

Yong Liu

Open

Search Power BI

Organize + New folder

Name Date modified Type Size

This PC

- key influencer analysis.csv
- Medical\_Cost.csv
- clothes review.csv
- time series forecast dataset.csv
- payments in CSV.csv
- useful link.txt

Desktop

Documents

Downloads

Music

Pictures

Videos

Aalto HD (C:)

USB Drive (D:)

luy13 (Workdrive)

data (Home.org)

File name:  Text Files (\*.txt;\*.csv;\*.prn)

Open Cancel

Build visuals with your data  
drag fields from the Fields pane onto the report canvas.

Filters

Visualizations

Fields

Add drill-through fields here

Off On

Keep all filters

Drill through

Cross-report

Off On

Keep all filters

On

Medical\_Cost

- d55555 custom...
- d55555 orders
- d55555 products
- Medical\_Cost
- age
- bmi
- charges
- children
- region
- sex
- smoker
- payments in CSV
- time series forcas...

sale information BI report Power BI Desktop

Yong Liu

File Home Insert Modeling View Help

Cut Copy Paste Get data Power BI datasets Server Enter data sources Transform Refresh data New visual Text box More visuals New measure Quick measure Calculators Publish

Clipboard Data Queries Insert Share

key influencer analysis.csv

File Origin Delimiter Data Type Detection

1252: Western European (Windows) Comma Based on first 200 rows

| ID | helpful_count | tourism  | overall_rating | value_rating | rooms_rating | location_rating | cleanliness_rating | service_rating | ow  |
|----|---------------|----------|----------------|--------------|--------------|-----------------|--------------------|----------------|-----|
| 1  | 8             | BUSINESS | 5              | 4            | 3            | 5               | 3                  | 3              | 2 Y |
| 2  | 2             | Solo     | 2              | 2            | 2            | 5               | 1                  | 2              | 2 Y |
| 3  | 1             | COUPLES  | 2              | 2            | 4            | 5               | 1                  | 4              | Y   |
| 4  | 0             | BUSINESS | 3              | 2            | 1            | 5               | 3                  | 2              | Y   |
| 5  | 2             | BUSINESS | 3              | 1            | 1            | 4               | 3                  | 2              | 2 Y |
| 6  | 1             | Solo     | 3              | 3            | 3            | 4               | 4                  | 2              | Y   |
| 7  | 1             | FAMILY   | 4              | 3            | 3            | 4               | 5                  | 5              | 5 Y |
| 8  | 1             | COUPLES  | 5              | 5            | 5            | 3               | 5                  | 5              | 5 Y |
| 9  | 6             | Solo     | 3              | 3            | 3            | 5               | 3                  | 2              | Y   |
| 10 | 0             | COUPLES  | 3              | 3            | 3            | 3               | 4                  | 3              | Y   |
| 11 | 1             | BUSINESS | 3              | 3            | 3            | 5               | 4                  | 4              | Y   |
| 12 | 1             | COUPLES  | 2              | 3            | 1            | 5               | 3                  | 2              | Y   |
| 13 | 0             | BUSINESS | 4              | 3            | 4            | 5               | 4                  | 4              | Y   |
| 14 | 2             | COUPLES  | 5              | 5            | 5            | 5               | 4                  | 5              | Y   |
| 15 | 0             | COUPLES  | 4              | 3            | 4            | 4               | 5                  | 4              | Y   |
| 16 | 0             | Solo     | 4              | 4            | 3            | 4               | 5                  | 5              | 5 Y |
| 17 | 1             | COUPLES  | 3              | 4            | 3            | 4               | 3                  | 4              | Y   |
| 18 | 0             | BUSINESS | 4              | 2            | 4            | 5               | 5                  | 2              | Y   |
| 19 | 1             | BUSINESS | 2              | 2            | 1            | 5               | 2                  | 1              | Y   |
| 20 | 0             | Solo     | 4              | 4            | 3            | 3               | 3                  | 3              | 3 Y |

Select or drag

Load Transform Data Cancel

Filters Visualizations Fields

Search

Add data fields here

Filters on all pages Add data fields here

Values Add data fields here

Drill through

Cross-report

Off On Keep all filters

Add drill-through fields here

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sale information BI report - Power BI Desktop

Yong Liu

**Table tools**

Name: key influencer anal...

Mark as data table | Manage relationships | New measure | Quick measure column | New table

Structures | Calculations

ID helpful\_count tourism overall\_rating value\_rating rooms\_rating location\_rating cleanliness\_rating service\_rating owner\_replied city

| ID   | helpful_count | tourism  | overall_rating | value_rating | rooms_rating | location_rating | cleanliness_rating | service_rating | owner_replied | city             |
|------|---------------|----------|----------------|--------------|--------------|-----------------|--------------------|----------------|---------------|------------------|
| 88   | 0             | FRIENDS  | 5              | 5            | 5            | 5               | 5                  | 5              | Y             | Helsinki_Uusimaa |
| 98   | 0             | COUPLES  | 5              | 5            | 5            | 5               | 5                  | 5              | Y             | Helsinki_Uusimaa |
| 120  | 0             | BUSINESS | 5              | 5            | 5            | 5               | 5                  | 5              | Y             | Helsinki_Uusimaa |
| 122  | 0             | COUPLES  | 5              | 5            | 5            | 5               | 5                  | 5              | Y             | Helsinki_Uusimaa |
| 129  | 0             | FRIENDS  | 5              | 4            | 5            | 5               | 5                  | 5              | Y             | Helsinki_Uusimaa |
| 178  | 0             | Solo     | 5              | 3            | 5            | 5               | 5                  | 5              | Y             | Helsinki_Uusimaa |
| 192  | 0             | FAMILY   | 5              | 5            | 5            | 5               | 5                  | 5              | Y             | Helsinki_Uusimaa |
| 229  | 0             | BUSINESS | 5              | 5            | 5            | 5               | 5                  | 5              | Y             | Helsinki_Uusimaa |
| 245  | 0             | COUPLES  | 5              | 5            | 5            | 5               | 5                  | 5              | Y             | Helsinki_Uusimaa |
| 268  | 0             | BUSINESS | 5              | 4            | 5            | 5               | 5                  | 5              | Y             | Helsinki_Uusimaa |
| 296  | 0             | COUPLES  | 5              | 4            | 5            | 5               | 5                  | 5              | Y             | Helsinki_Uusimaa |
| 308  | 0             | COUPLES  | 5              | 4            | 5            | 5               | 5                  | 5              | Y             | Helsinki_Uusimaa |
| 367  | 0             | COUPLES  | 5              | 5            | 5            | 5               | 5                  | 5              | Y             | Helsinki_Uusimaa |
| 448  | 0             | FRIENDS  | 5              | 5            | 5            | 5               | 5                  | 5              | Y             | Helsinki_Uusimaa |
| 894  | 0             | FRIENDS  | 5              | 5            | 5            | 5               | 5                  | 5              | N             | Helsinki_Uusimaa |
| 1046 | 0             | FAMILY   | 5              | 4            | 5            | 5               | 5                  | 5              | N             | Helsinki_Uusimaa |
| 1047 | 0             | COUPLES  | 5              | 5            | 5            | 5               | 5                  | 5              | N             | Helsinki_Uusimaa |
| 1099 | 0             | COUPLES  | 5              | 4            | 5            | 5               | 5                  | 5              | N             | Helsinki_Uusimaa |
| 1142 | 0             | BUSINESS | 5              | 5            | 5            | 5               | 5                  | 5              | N             | Helsinki_Uusimaa |
| 1190 | 0             | COUPLES  | 5              | 5            | 5            | 5               | 5                  | 5              | N             | Helsinki_Uusimaa |
| 1191 | 0             | COUPLES  | 5              | 5            | 5            | 5               | 5                  | 5              | N             | Helsinki_Uusimaa |
| 1192 | 0             | FRIENDS  | 5              | 5            | 5            | 5               | 5                  | 5              | N             | Helsinki_Uusimaa |
| 1197 | 0             | FRIENDS  | 5              | 5            | 5            | 5               | 5                  | 5              | N             | Helsinki_Uusimaa |
| 1228 | 0             | COUPLES  | 5              | 5            | 5            | 5               | 5                  | 5              | N             | Helsinki_Uusimaa |
| 1250 | 0             | BUSINESS | 5              | 5            | 5            | 5               | 5                  | 5              | N             | Helsinki_Uusimaa |
| 1279 | 0             | COUPLES  | 5              | 4            | 5            | 5               | 5                  | 5              | N             | Helsinki_Uusimaa |
| 1311 | 0             | BUSINESS | 5              | 5            | 5            | 5               | 5                  | 5              | N             | Helsinki_Uusimaa |
| 1328 | 0             | COUPLES  | 5              | 5            | 5            | 5               | 5                  | 5              | N             | Helsinki_Uusimaa |
| 1360 | 0             | FRIENDS  | 5              | 5            | 5            | 5               | 5                  | 5              | N             | Helsinki_Uusimaa |
| 1374 | 0             | Solo     | 5              | 5            | 5            | 5               | 5                  | 5              | N             | Helsinki_Uusimaa |
| 1393 | 0             | FAMILY   | 5              | 5            | 5            | 5               | 5                  | 5              | N             | Helsinki_Uusimaa |
| 1412 | 0             | COUPLES  | 5              | 5            | 5            | 5               | 5                  | 5              | N             | Helsinki_Uusimaa |
| 1438 | 0             | COUPLES  | 5              | 5            | 5            | 5               | 5                  | 5              | N             | Helsinki_Uusimaa |
| 1477 | 0             | COUPLES  | 5              | 5            | 5            | 5               | 5                  | 5              | N             | Helsinki_Uusimaa |
| 1488 | 0             | COUPLES  | 5              | 5            | 5            | 5               | 5                  | 5              | N             | Helsinki_Uusimaa |
| 1517 | 0             | COUPLES  | 5              | 4            | 5            | 5               | 5                  | 5              | N             | Helsinki_Uusimaa |
| 1568 | 0             | FAMILY   | 5              | 5            | 5            | 5               | 5                  | 5              | N             | Helsinki_Uusimaa |
| 1577 | 0             | Solo     | 5              | 4            | 5            | 5               | 5                  | 5              | N             | Helsinki_Uusimaa |

Table: key influencer analysis (2,000 rows)

Fields

Search

- d55555 custom...
- d55555 orders
- d55555 products
- key influencer an...
- city
- cleanliness\_rating
- helpful\_count
- ID
- location\_rating
- overall\_rating
- owner\_replied
- rooms\_rating
- service\_rating
- tourism
- value\_rating
- Medical\_Cost
- payments in CSV
- time series forcas...

sale information BI report - Power BI Desktop

Yong Liu

File Home Insert Modeling View Help

Clipboard Data Queries Insert Calculators Share

Get data Excel Power BI datasets SQL Server Enter data sources Transform Refresh data New visual Text box More visuals New measure Quick measure Publish

Build visuals with your data

Select or drag fields from the Fields pane onto the report canvas.

Filters

Visualizations

Fields

Values

Drill through

Cross-report

Off

Keep all filters

On

Add drill-through fields here

Filters on this page

Add data fields here

Filters on all pages

Add data fields here

Search

Search

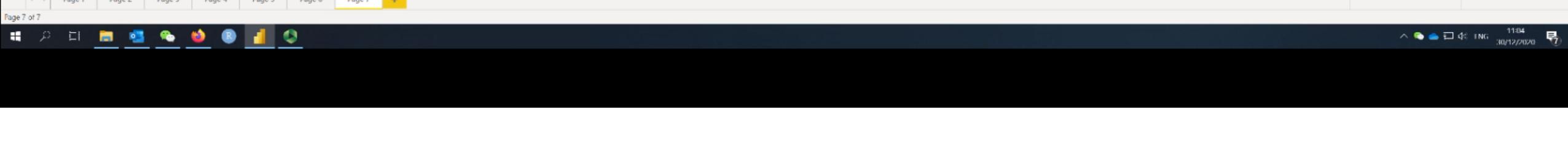
Key influencers

d55555 custom...  
d55555 orders  
d55555 products  
key influencer en...

city  
cleanliness\_...  
helpful\_count  
ID  
location\_rat...  
overall\_rating  
owner\_repli...  
rooms\_rating  
service\_rat...  
tourism  
value\_rating

Medical\_Cost  
payments in CSV  
time series forcas...

Page 1 Page 2 Page 3 Page 4 Page 5 Page 6 Page 7



sale information BI report Power BI Desktop

Yong Liu

File Home Insert Modeling View Help Format Data / Drill

Cut Copy Paste Get data Fixed Power BI datasets Server Enter data sources Refresh data Transform data New visual Text box More visuals Insert New measure Quick measure Calculations Share Publish

Clipboard Data Queries Insert Calculations Share

Select or drag fields to populate this visual

The visualization area displays a bubble chart with five data points. Each point consists of a grey circle of varying sizes connected by a thin grey line to a horizontal grey bar. The bars are positioned at different heights. The chart is surrounded by a dotted border.

**Filters**

- Search:
- Filters on this visual: Add data fields here
- Filters on this page: Add data fields here
- Filters on all pages: Add data fields here
- Analyze: Add data fields here
- Explain by: Add data fields here
- Expand by: Add data fields here
- Drill through:
  - Off
  - Keep all filters
  - On  Add drill-through fields here

**Visualizations**

- d55555 custom...
- d55555 orders
- d55555 products
- key influencer en...
- cleanliness\_...
- helpCount
- ID
- location\_rat...
- overall\_rating
- owner\_repli...
- rooms\_rating
- service\_rat...
- tourism
- value\_rating

**Fields**

- Search:
- Medical\_Cost
- payments in CSV
- time series forcas...

sale information BI report - Power BI Desktop

Yong Liu

File Home Insert Modeling View Help Format Data / Drill

Cut Copy Get data Fixed Power BI datasets Server Enter data sources Transform refresh data New visual Text box More visuals New measure Quick measure Calculators Publish

Clipboard Data Queries Insert Share

Select or drag fields to populate this visual

Filters Visualizations Fields

Search

Add data fields here

Filters on this visual

Filters on this page

Filters on all pages

Analyze

Add data fields here

Explain by

Add data fields here

Expand by

Add data fields here

Drill through

Cross-report

Off

Keep all filters

On

Add drill-through fields here

Overall rating

cleanliness\_rating

helpful\_count

ID

location\_rating

overall\_rating

owner\_response

rooms\_rating

service\_rating

tourism

value\_rating

Medical\_Cost

payments in CSV

time series forecast

Page 1 Page 2 Page 3 Page 4 Page 5 Page 6 Page 7

sale information BI report - Power BI Desktop

Yong Liu

File Home Insert Modeling View Help Format Data / Drill Table tools Column tools

Name: location\_rating Data type: Whole number Summation: Sum Data category: Uncategorized

Sort by column Data groups Manage relationships New column

Properties

Key influencers Top segments

What influences overall\_rating to Increase ?

When... ...the average of overall\_rating increases by

location\_rating is more than 4 → 0.82

value\_rating goes up 1.05 → 0.38

rooms\_rating goes up 1.07 → 0.27

service\_rating goes up 1.05 → 0.19

cleanliness\_rating goes up 0.95 → 0.16

overall\_rating is more likely to increase when location\_rating is more than 4 than otherwise (on average).

Average of overall\_rating

Average (excluding selected): 3.56

location\_rating (bins)

Only show values that are influencers

Filters

Visualizations

Fields

Search

Filters on this visual

city is (All)

overall\_rating is (All)

Add data fields here

Analyze

overall\_rating

Filters on this page

Add data fields here

Explain by

city

cleanliness\_rating

location\_rating

rooms\_rating

service\_rating

value\_rating

Filters on all pages

Add data fields here

Expand by

Add data fields here

Drill through

Cross-report

Off

Keep all filters

On

Add drill through fields here

Page 1 Page 2 Page 3 Page 4 Page 5 Page 6 Page 7

Page 7 of 7

11:04 30/12/2020

sale information BI report Power BI Desktop

Yong Liu

**File Home Insert Modeling View Help Format Data / Drill Table tools Column tools**

**Name:** location\_rating **Format:** Whole number **Summarization:** Sum **Data category:** Uncategorized

**Data type:** Whole number **Sort by column:** Sort by column **Data groups:** Data groups **Manage relationships:** Relationships **New column:** New column **Calculations:** Calculations

**Key influencers Top segments**

What influences overall\_rating to Increase ?

When... ...the average of overall\_rating increases by

- location\_rating is more than 4 → 0.82
- value\_rating goes up 1.05 → 0.38
- rooms\_rating goes up 1.07 → 0.27
- service\_rating goes up 1.05 → 0.19
- cleanliness\_rating goes up 0.95 → 0.16

← overall\_rating is more likely to increase when location\_rating is more than 4 than otherwise (on average).

Average of overall\_rating

| location_rating (bins) | Average of overall_rating |
|------------------------|---------------------------|
| 3 or less              | 3.56                      |
| 3 - 4                  | 4.38                      |
| more than 4            | 4.82                      |

location\_rating (bins)  
Only show values that are influencers

**Filters**

Search:

Filters on this visual

- city is (All)
- overall\_rating is (All)

Add data fields here

Analyze

overall\_rating

Filters on this page

Add data fields here

Explain by

city

overall\_rating

cleanliness\_rating

location\_rating

rooms\_rating

service\_rating

value\_rating

Filters on all pages

Add data fields here

Expand by

Add data fields here

Drill through

Cross-report

Off

Keep all filters

On

Add drill through fields here

**Visualizations**

Search:

- d55555 custom...
- d55555 orders
- d55555 products
- key influencer an...
- city
- overall\_rating
- owner\_repli...
- rooms\_rating
- service\_rati...
- tourism
- value\_rating
- Medical\_Cost
- payments in CSV
- time series forcas...

**Fields**

Search:

- d55555 custom...
- d55555 orders
- d55555 products
- key influencer an...
- city
- overall\_rating
- owner\_repli...
- rooms\_rating
- service\_rati...
- tourism
- value\_rating
- Medical\_Cost
- payments in CSV
- time series forcas...

sale information BI report Power BI Desktop

Yong Liu

File Home Insert Modeling View Help Format Data / Drill Table tools Column tools

Name: location\_rating Format: Whole number  
Data type: Whole number Sum: \$ 0 %

Summarization: Sum Data category: Uncategorized Sort by column: Sort Groups: Manage relationships: New column: Calculations:

Structure: Formatting: Properties:

Key influencers Top segments

What influences overall\_rating to Increase ?

When... ...the average of overall\_rating increases by

- location\_rating is more than 4 → 0.82
- value\_rating goes up 1.05 → 0.38
- rooms\_rating goes up 1.07 → 0.27
- service\_rating goes up 1.05 → 0.19
- cleanliness\_rating goes up 0.95 → 0.16

On average when value\_rating increases, overall\_rating also increases.

Average of overall\_rating vs value\_rating

Filters: Search: Filters on this visual: city is (All), overall\_rating is (All). Add data fields here. Explain by: city, cleanliness\_rating, location\_rating, rooms\_rating, service\_rating, value\_rating. Filters on this page: Add data fields here. Filters on all pages: Add data fields here. Expand by: Add data fields here. Drill through: Cross-report Off, Keep all filters On. Add drill through fields here.

Visualizations: Fields: Search: d55555 custom..., d55555 orders, d55555 products, key influencer an..., city, overall\_rating, helpful\_count, ID, location\_rating, overall\_rating, owner\_repl..., cleanliness\_rating, rooms\_rating, service\_rating, tourism, value\_rating, Medical\_Cost, payments in CSV, time series forecas...

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Yong Liu

File Home Insert Modeling View Help Format Data / Drill Table tools Column tools

Name: location\_rating Format: Whole number Data type: Whole number \$ % Sum Data category: Uncategorized

Summarization Sort by column Data groups Manage relationships New column

Sort Groups Relationships Calculations

Key influencers Top segments

What influences owner\_replied to be N ?

When... the likelihood of owner\_replied being N increases by

city is Saariselka\_Lapland 1.16x

city is Yllasjarvi\_Lapland 1.35x

city is Iso\_Syote\_Lapland 1.34x

city is Luosto\_Lapland 1.34x

city is Muonio\_Lapland 1.31x

← owner\_replied is more likely to be N when city is Saariselka\_Lapland than otherwise (on average).

Average reply using selected: 77.78%

%owner\_replied is N

city

Only show values that are influencers

Filters

Visualizations

Fields

Search

Filters on this visual

city is (All)

owner\_replied is (All)

Add data fields here

Analyze

owner\_replied

Filters on this page

Add data fields here

Explain by

city

cleanliness\_rating

location\_rating

rooms\_rating

service\_rating

value\_rating

Filters on all pages

Add data fields here

Expand by

Add data fields here

Drill through

Cross-report

Off

Keep all filters

On

Add drill through fields here

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**Key influencers Top segments**

What influences owner\_replied to be N

When...

...the likelihood of owner\_replied being N increases by

city is Saariselka\_Lapland 1.36x

city is Yllasjarvi\_Lapland 1.35x

city is Iso\_Syote\_Lapland 1.34x

city is Luosto\_Lapland 1.34x

city is Muonio\_Lapland 1.31x

city is Akaslompolo\_Lapland 1.27x

city is Rovaniemi\_Lapland 1.22x

city is Levi\_Lapland 1.16x

Average owner\_replied is N: 75.78%

%owner\_replied is N

Only show values that are influencers

**Filters**

- city is (All)
- owner\_replied is (All)

**Visualizations**

- Analyze owner\_replied
- Explain by city, cleanliness\_rating, location\_rating, rooms\_rating, service\_rating, value\_rating, overall\_rating

**Fields**

- d55555 custom...
- d55555 orders
- d55555 products
- key influencer an...
- city
- cleanliness\_...
- helpful\_count
- ID
- location\_rat...
- overall\_rating
- owner\_replied
- rooms\_rating
- service\_rat...
- tourism
- value\_rating
- overall\_rating
- Medical\_Cost
- payments in CSV
- time series forac...

Drill through

Cross-import

Off

Keep all filters

On

Add drill-through fields here

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Yong Liu

**Key influencers Top segments**

What influences owner\_replied to be Y

When...

- city is Vantaa\_Uusimaa: ...the likelihood of owner\_replied being Y increases by 2.92x
- city is Oulu\_Northern\_Ostrobothnia: 2.70x
- city is Espoo\_Uusimaa: 2.34x
- value\_rating is 4 or less: 1.53x
- overall\_rating is 4 or less: 1.43x
- city is Helsinki\_Uusimaa: 1.19x

← owner\_replied is more likely to be Y when city is Vantaa\_Uusimaa than otherwise (on average).

Yowner\_replied is Y

| city                       | % owner_replied is Y |
|----------------------------|----------------------|
| Hameenlinna_Turku          | ~98%                 |
| Kirkkonummi_Uusi_Lahti     | ~98%                 |
| Pietarsaari_Southeast      | ~98%                 |
| Oulu_Northern_Ostrobothnia | ~65%                 |
| Vantaa_Uusimaa             | ~58%                 |
| Espoo_Uusimaa              | ~55%                 |
| Kuopio_West_Taiga          | ~50%                 |
| Sodankyla_Lapland          | ~50%                 |
| Pori_Satakunta             | ~40%                 |
| Turku_Southwest_Finland    | ~35%                 |
| Helsinki_Uusimaa           | ~30%                 |
| Maantali_Southern_Uusimaa  | ~28%                 |
| Karelia_Lapland            | ~25%                 |
| Pernaja_Uusimaa            | ~25%                 |
| Salla_Lapland              | ~25%                 |
| Rovaniemi_Lapland          | ~20%                 |

Average excluding selected: 22.07%

Only show values that are influencers

**Filters**

- city is (All)
- owner\_replied is (All)
- Add data fields here

**Visualizations**

- key influencer analysis
- city
- cleanliness\_rating
- helpful\_count
- ID
- location\_rating
- overall\_rating
- owner\_replied
- rooms\_rating
- service\_rating
- value\_rating
- overall\_rating
- Medical\_Cost
- payments\_in\_CSV
- time series forecast

**Fields**

- d555555 custom
- d555555 orders
- d555555 products
- key influencer analysis
- city
- cleanliness\_rating
- helpful\_count
- ID
- location\_rating
- overall\_rating
- owner\_replied
- rooms\_rating
- service\_rating
- value\_rating
- Medical\_Cost
- payments\_in\_CSV
- time series forecast

**Drill through**

Cross-report: Off

Keep all filters

On

Add drill-through fields here

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File Home Insert Modeling View Help Format Data / Drill Table tools Column tools

Name: location\_rating Format: Whole number \$ % Data category: Uncategorized

Data type: Whole number

Structure Formulas Properties

Sort by column Data groups Manage relationships New column

Key influencers Top segments

When is owner\_replied more likely to be Y ?

We found 2 segments and ranked them by % owner\_replied is Y and population size. Select a segment to see more details.

64.5% 64.5%

Segment 1 Segment 2

% owner\_replied is Y 64.5% 31.8%

Population count 138 606

Filters Visualizations Fields

Search

Filters on this visual

- city is (All)
- owner\_replied is (All)

Add data fields here

Filters on this page

Add data fields here

Filters on all pages

Add data fields here

Analyze

- owner\_replied

Explain by

- city
- cleanliness\_rating
- location\_rating
- rooms\_rating
- service\_rating
- value\_rating
- overall\_rating

Expand by

Drill through

Cross-report

Off —

Keep all filters

On —

Add drill-through fields here

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| Segment   | % owner_replied is Y | Population count |
|-----------|----------------------|------------------|
| Segment 1 | 64.5%                | 138              |
| Segment 2 | 31.8%                | 606              |

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File Home Insert Modeling View Help Format Data / Drill Table tools Column tools

Name: location\_rating Format: Whole number  
Data type: Whole number \$ % Sort by column Data category: Uncategorized

Summarization: Sum Sort Groups Relationships New column

Structure Formulas Properties

Key influencers Top segments

When is owner\_replied more likely to be Y ?

64.5% 31.8%

Segment 1 city is Vantaa\_Uusimaa

In segment 1, 64.5% of owner\_replied is Y. This is 39 percentage points higher than average (25.0%).

Segment 1 Overall 64.5% 25.0%

Segment 1 contains 138 data points (6.9% of the data).

Segment 1 Other

Filters Visualizations Fields

Search

Filters on this visual

city is (All)

owner\_replied is (All)

Add data fields here

Filters on this page

Add data fields here

Filters on all pages

Add data fields here

Analyze

owner\_replied

Explain by

city cleanliness\_rating location\_rating rooms\_rating service\_rating value\_rating overall\_rating

ID

location\_rating overall\_rating owner\_replied cleanliness\_rating helpful\_count rooms\_rating service\_rating value\_rating

drillthrough

Cross-report

Off

Keep all filters

On

Add drill-through fields here

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Yong Liu

File Home Insert Modeling View Help Format Data / Drill Table tools Column tools

Name: location rating Format: Whole number Sum Data category: Uncategorized

Data type: Whole number \$ % 0 0 Sort by column Data groups Manage relationships New column

Structure Formatting Properties

Key influencers Top segments

When is owner\_replied more likely to be Y

64.5% 31.8%

Segment 2

In segment 2, 31.8% of owner\_replied is Y. This is 7 percentage points higher than average (25.0%).

Segment 2 31.8% Overall 25.0%

Segment 2 contains 606 data points (30.3% of the data).

Segment 2 Other

Filters Visualizations Fields

Search

Filters on this visual

city is (All)

owner\_replied is (All)

Add data fields here

Filters on this page

Add data fields here

Filters on all pages

Add data fields here

Analyze

owner\_replied

Explain by

city

cleanliness\_rating

location\_rating

rooms\_rating

service\_rating

value\_rating

overall\_rating

Expand by

Add data fields here

Drill through

Cross-report

Off

Keep all filters

On

Add drill-through fields here

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Yong Liu

**Key influencers Top segments**

What influences owner\_replied to be Y ?

When...

...the likelihood of owner\_replied being Y increases by

city is Vantaa\_Uusimaa → 2.92x

city is Oulu\_Northern\_Ostrobothnia → 2.70x

city is Espoo\_Uusimaa → 2.34x

value\_rating is 4 or less → 1.53x

overall\_rating is 4 or less → 1.43x

city is Helsinki\_Uusimaa → 1.19x

owner\_replied is more likely to be Y when city is Vantaa\_Uusimaa than otherwise (on average).

Percentage of owner\_replied being Y by city:

| city                 | Percentage |
|----------------------|------------|
| Hameenlinna_Tavastia | ~100%      |
| Kirkkonummi_Uusi     | ~100%      |
| Rantaanomi_Southe    | ~100%      |
| Oulu_Northern_Ost    | ~68%       |
| Vantaa_Uusimaa       | ~62%       |
| Espoo_Uusimaa        | ~55%       |
| Kauvoja_Kymenlaa     | ~50%       |
| Kuopio_Wild_Tigra    | ~50%       |
| Sodankyla_Lapland    | ~50%       |
| Turku_Southwest_Fi   | ~35%       |
| Hielinkil_Uusimaa    | ~30%       |
| Naanala_Southerne    | ~28%       |
| Karelia_Lapland      | ~25%       |
| Porvoo_Uusimaa       | ~25%       |
| Salla_Lapland        | ~25%       |
| Rovaniemi_Lapland    | ~20%       |

Average owner\_replied being Y: 22.07%

Only show values that are influencers

**Filters**

- Search:
- Filters on this visual:
  - city (is (All))
  - owner\_replied (is (All))
- Add data fields here

**Visualizations**

- Search:
- key influencer analysis
- Analyze:
  - owner\_replied
- Filters on this page:
  - Add data fields here
- Explain by:
  - city
  - cleanliness\_rating
  - location\_rating
  - rooms\_rating
  - service\_rating
  - value\_rating
  - overall\_rating
- Filters on all pages:
  - Add data fields here

**Fields**

- Search:
- Filters on this visual:
  - d55555 custom...
  - d55555 orders
  - d55555 products
- key influencer analysis:
  - city
  - cleanliness...
  - helpful\_count
  - ID
  - location\_rat...
  - overall\_rati...
  - owner\_repli...
  - rooms\_rati...
  - service\_rati...
  - tourism
  - value\_rati...
- Analyze:
  - owner\_replied
- Filters on this page:
  - Add data fields here
- Explain by:
  - city
  - cleanliness\_rating
  - location\_rating
  - rooms\_rating
  - service\_rating
  - value\_rating
  - overall\_rating
- Filters on all pages:
  - Add data fields here
- Expand by:
  - Add data fields here
- Drill through:
  - Cross-report
  - Off
  - Keep all filters
  - On
  - Add drill-through fields here

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