



Advanced Visual Crafting

Section 1: Learn

What is Advanced Visual Crafting?

Advanced visual crafting in Power BI involves enhancing standard visualizations by using advanced formatting, custom visuals, and interactivity techniques. It allows users to create more engaging, insightful, and interactive reports.

Why Use Advanced Visual Crafting?

- **Enhances Storytelling:** Makes reports more visually appealing and easier to understand.
- **Improves User Experience:** Enables interactive elements like tooltips, drill-throughs, and slicers.
- **Optimizes Data Representation:** Helps highlight key insights effectively.
- **Supports Customization:** Allows tailoring charts and dashboards as per business needs.

Key Techniques for Advanced Visual Crafting

Feature	Description
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Feature	Description
Conditional Formatting	<i>Changes colors or styles based on values.</i>
Drill-throughs	<i>Allows users to explore detailed data by clicking visuals.</i>
Custom Tooltips	<i>Displays additional data on hover.</i>
Bookmarks	<i>Creates interactive navigation across reports.</i>
Dynamic Titles	<i>Updates chart titles based on user selection.</i>
Custom Visuals	<i>Enables third-party or custom-built visuals.</i>

How Advanced Visuals Work in Power BI?

1. **Apply Conditional Formatting** → *Change colors based on value thresholds.*
2. **Enable Drill-throughs** → *Let users click on charts to open detailed views.*
3. **Use Dynamic Titles & Labels** → *Make charts more informative.*
4. **Implement Bookmarks** → *Save different report views for easy navigation.*
5. **Enhance Reports with Custom Tooltips** → *Show additional insights interactively.*



A Brief History

Power BI started with *basic visualizations*, but with evolving business intelligence needs, Microsoft introduced *advanced customization features* like *conditional formatting*, *bookmarks*, and *custom visuals* to enhance user experience.

Section 2: Practice

Implementing Advanced Visuals in Power BI

Step 1: Using Conditional Formatting

1. *Select a Bar Chart.*
2. *Click on Format Pane > Data Colors.*
3. *Choose Conditional Formatting and set colors based on values.*
4. *Apply rules like green for high values, red for low values.*

Step 2: Creating a Drill-through Page

1. *Create a new page in Power BI.*
2. *Add a visualization (e.g., Table of Sales Data).*
3. *Drag a category field to the Drill-through well.*
4. *Users can now right-click on a category in a main report and open a detailed view.*



Step 3: Adding Custom Tooltips

1. *Click on Visualization Pane > Tooltip.*
2. *Enable Report Page Tooltip.*
3. *Create a new tooltip page and add supporting visuals.*
4. *Hover over the main report to see additional insights.*

Example: Creating an Interactive Sales Dashboard

1. *Add a clustered column chart showing total sales by region.*
2. *Use conditional formatting to highlight regions with low sales.*
3. *Enable drill-through so users can click a region for detailed sales data.*
4. *Add a slicer to filter data by year.*
5. *Create a dynamic title that updates based on selected year.*

Section 3: Know More

Frequently Asked Questions

1. *What is the purpose of conditional formatting?*

Conditional formatting helps highlight key data trends using colors, making reports visually engaging.



2. How do drill-throughs improve reports?

Drill-throughs allow users to click on a category and see detailed data, making reports more interactive.

3. Can I add custom visuals to Power BI?

Yes! Power BI allows adding third-party visuals from AppSource or custom-built visuals.

4. What is a bookmark in Power BI?

Bookmarks save different report views, allowing users to switch between insights easily.

5. How do dynamic titles work?

Dynamic titles change based on user selection, making reports more context-aware.

6. What are tooltips, and why are they useful?

Tooltips provide extra information on hover, improving report readability without cluttering visuals.

These notes will help you craft advanced visualizations in Power BI, making your reports more dynamic, interactive, and insightful!