**Power BI - Story Telling**

1. Start with a purpose. (Intro - Analyze - Insights - Actions)
2. Highlight Key Metrics: Show important numbers or KPIs.
3. Flow Design: guide users step by step using pages, buttons etc.
4. Make it interactive: Show slicers/filters to explore the data.
5. Keep it clean and organized.
6. Tell the ‘Why’: Don’t just show trends → Explain causes, comparisons.
7. Finish with some insight.
8. Know your audience.

**Gaining Advanced Insights**

1. **Smart Narrative:** It uses AI to auto-generate textual summaries of data visuals or entire report pages.
2. **Decomposition Tree:** It is a visual that allows you to drill-down into data and find out which dimensions contribute most to a measure.
   1. Go to visualizations pane
   2. Click the DT icon
   3. Dragon the following fields in the EXPLAIN BY section:
3. Region
4. Product
5. Subscription
6. Gender/Churn
7. **Key Influencer:** This AI Visual identifies which factors most influence a selected outcome variable.

Analyze - Churn

Explain By - Tenure, Monthly Charges, Subscription Type, Age, Gender.