PROJECT SPECIFICATION

Building a PowerBI Report

Business Questions & Insights

CRITERIA	MEETS SPECIFICATIONS
The student has used the provided data model and appropriate data visualizations to address the CEO's separate questions about differences in average daily steps over time and reviews between the Lapdog and Lapcat devices.	• Report includes at least one visual highlighting the difference (if any) in average daily steps between the Lapcat and Lapdog devices over time. • Report includes at least one visual highlighting the difference (if any) between Lapdog and Lapcat ratings.
The student has demonstrated comfort with a variety of	• Report includes a second page focused on visualizations related specifically to the pets dataset. • Report includes a third page focused on visualizations related specifically to the families

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common data visualizations.	- dataset. - These pages include at least one example of each of these seven visualizations: Bar chart, line chart, table/matrix, donut chart, card, scatter plot, and bubble map.

Layout & Report Design

CRITERIA	MEETS SPECIFICATIONS
Using the provided marketing collateral, the student has designed a layout and theme that meets the Chief Marketing Officer's branding expectations.	Report includes a custom Power BI theme that incorporates the provided branding colors, as well as the Waggle logo in a banner or header.
The student has designed a report that exercises careful attention to color consistency and web accessibility standards.	- Report colors are consistent from start to finish, with the same color being used consistently for the same concept. Example: If the color green is selected to represent Lapdog data callouts on page one, that color does not randomly switch to purple on the next page. - Also, appropriate color layering is used so that text and data points can be easily distinguished from

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	any background colors that might be used.
The student has designed a report that is logically ordered and intuitively designed, given the provided datasets.	Report includes three pages, with the first focusing on the CEO's driving business questions, the second focusing on pet demographics, and the third focusing on family and/or household insights.

Interactivity & Filtering

CRITERIA	MEETS SPECIFICATIONS
The student has mastered the slicer visualization, creating at least five slicers in the report that demonstrate competence with its different options and settings.	• Report includes at least five slicers on each page that users can use to filter the report. • Report includes at least one example of each of the following slicer types: A drop-down slicer, a slider slicer, a hierarchy slicer, a slicer with a search box, and a slicer with "select all" enabled.

Controls & Navigation

CRITERIA	MEETS SPECIFICATIONS
The student has provided at least two examples of Power BI's bookmark capability.	• Report includes at least one bookmark that swaps one visual out with a different visual (visuals are allowed to be the same type but must have a different attribute). • The buttons for triggering the bookmarks indicate which bookmark is active or inactive. • Report includes at least one bookmark that resets all filters on a page to their default state. • The button(s) for triggering the filter reset must alert the user by changing size or color when users hover.
The student has included multiple examples of buttons that can be used as navigation or bookmark triggers.	• Report includes at least two buttons that can be used to navigate the report. • Report demonstrates that students understand the core formatting capabilities of buttons. All buttons should respond to interaction when the user hovers over them by changing color and slightly changing size or thickness.

Suggestions to Make Your Project Stand Out!

1. A standout use of bookmarks would be if the pet page uses the provided marketing images as bookmark triggers to switch between a dog view and a cat view. This means that when users trigger the cat view, all data on the page (including values in slicers) should contain only cat data, and the same goes for the dog data.
2. A standout report would correctly incorporate the drill-through feature. The Chief Marketing Officer did not formally submit this request, but she would be very impressed if the report included a table with a list of all families who have used the trackers and if she could drill into each family and see a page with a quick overview of that household, including where they live, their annual

income, how many pets they own, the names and ages of their pets, the breeds of their pets, and what they thought of the devices they tested, with comments.

3. A standout report would go beyond simply having a bubble chart. The product team was really impressed by this feature and they would love it if you could expand on the idea. They have requested the ability to drill-down into the map, specifically drilling from the state into the zip codes that make up the state. They are curious if, when they hover over a bubble, the tooltip could tell them the following things about the data point in question: Total number of families, total number of pets, average household income, average annual pet spend, and average number of pets per family.