BIO | Introduction

Enterium
Currently as Head of Business Intelligence

Microsoft Power BI Community Representative
International team assisting to improve the Power BI core visuals

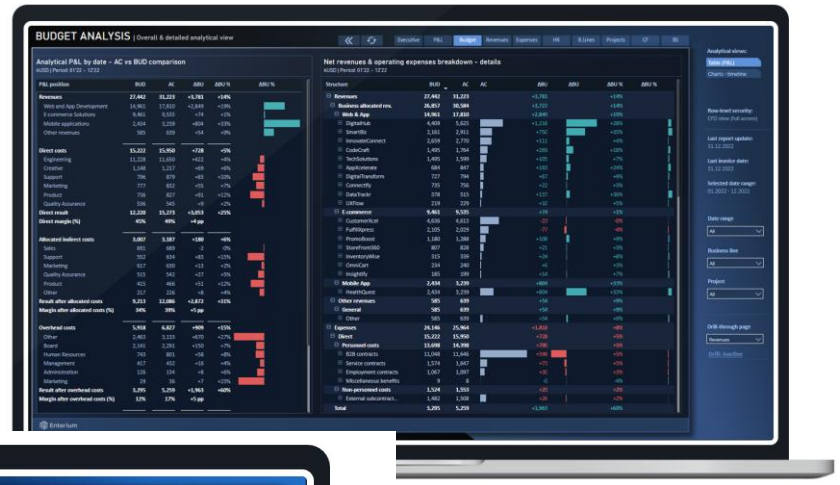
Enterprise DNA Platform Expert status

IBCS® Certified Analyst
International Business Communication Standards certification

Content Creator
Over 400 produced Power-BI related Linkedin pieces of content

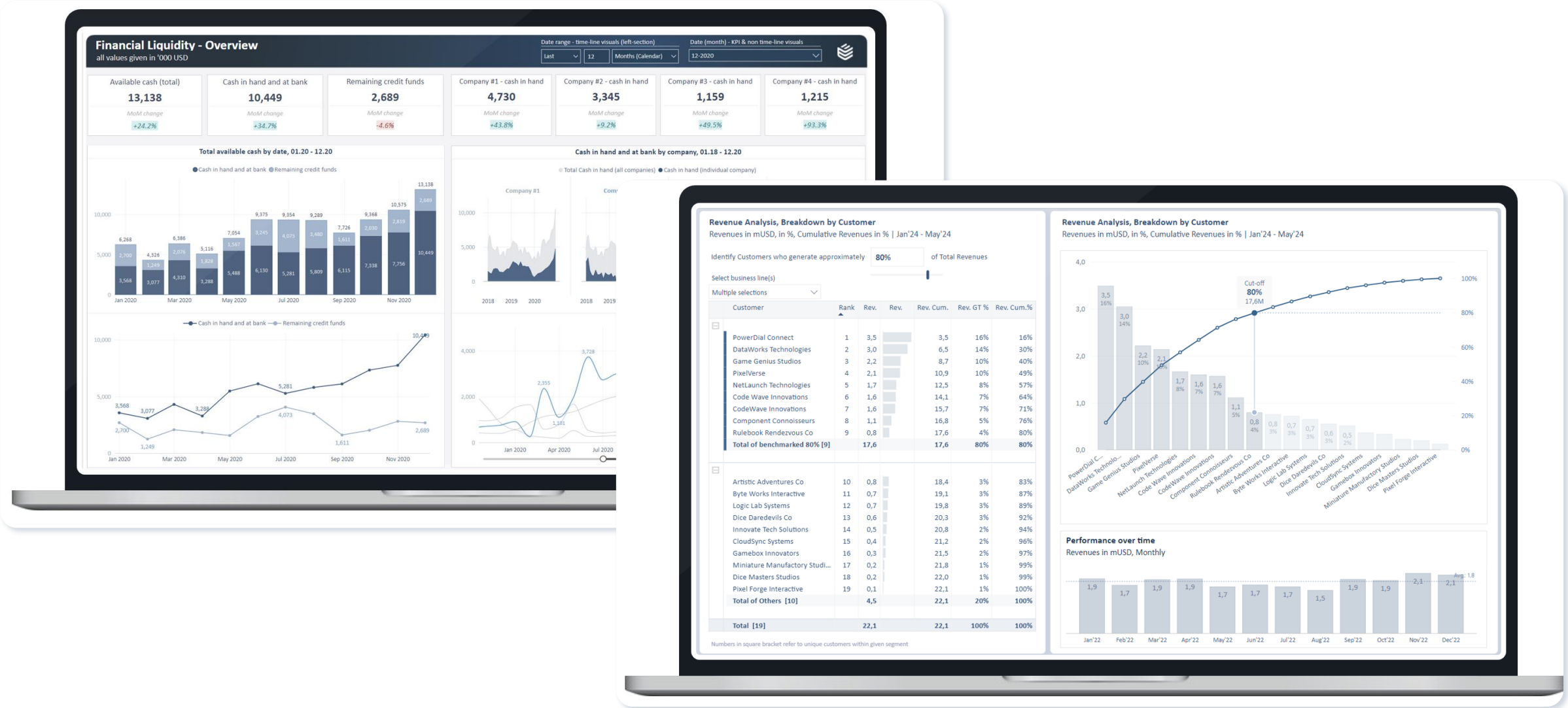
BIO | Introduction | Sample Dark-Theme

GUSTAW DUDEK 2024



Sample Report - Introduction

Given reports may include only a range of following elements



Front-End Techniques in Power BI: Formatting and Design

I would like to clarify that I have no affiliation with any third-party entities, individuals, or companies mentioned in this presentation. Any reference to specific persons is made solely because I genuinely believe their content and the knowledge they share are valuable. Similarly, references to products stem from my professional use of these tools and/or my recognition of the potential and functionality they offer in certain applications. All opinions expressed are my own and do not represent any endorsement or partnership.

The examples presented in this presentation reflect my individual interpretation of various standards and information related to data visualization. Some visualizations (charts, tables) may be inspired by publicly available materials, including those from IBCS and publications by Nick Desbarats. However, due to various factors, they do not fully represent the principles outlined by these sources and may appear in modified forms or structures, which are the result of my own creative approach.

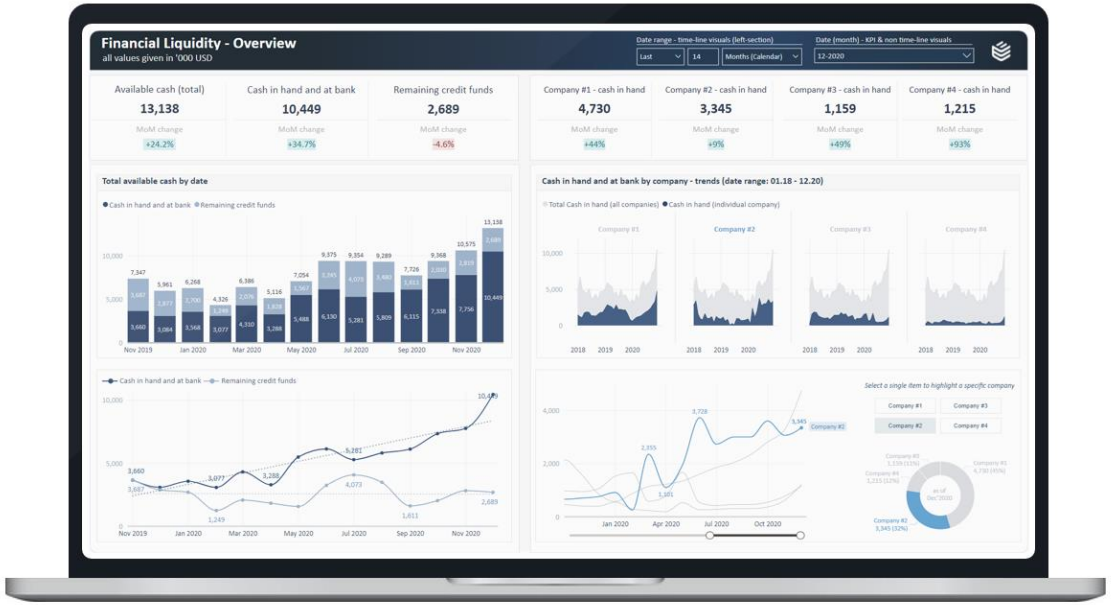
General list of Important PBI-related fields

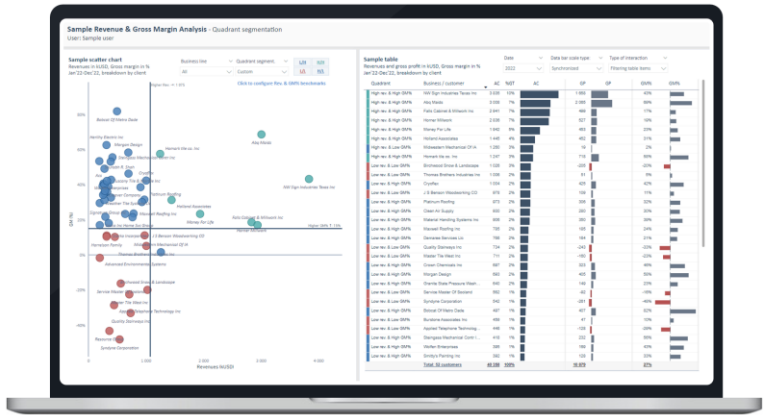
Based on my personal experience

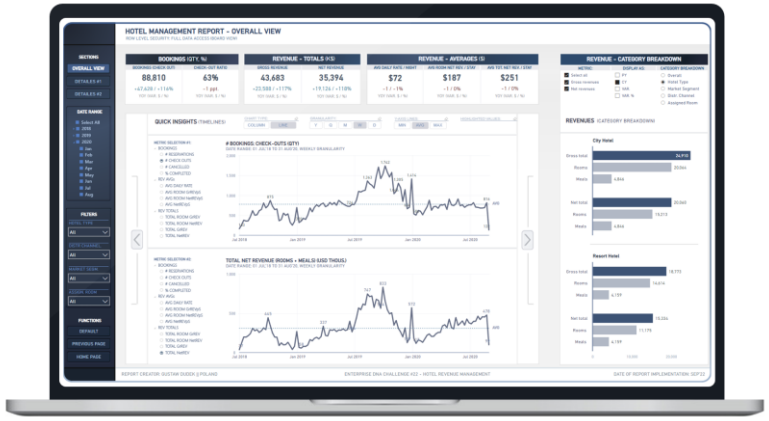
- **General Data-vis ‚benchmarks' and rules (not Power BI specific)** *e.g. understanding analyzed data metrics (incl. KPIs) that should be displayed, knowing general „good" practices*
- **Report Structure, including:**
  - Layout / Chart Selection / UI components selection *(navigation, slicers etc.)*
- **Selected Power Bi Fuctionalities, including:**
  - Conditional Formatting
  - Field Parameters
  - Interactions and slicer synchronization
  - Dynamic Text *(titles, annotations etc.)*
  - Bookmarks *(navigation, view change, drill-through)*
  - Dynamic Formats
- **Chart Enhancements** *(through DAX and Power BI functionalities)*
- **Design Enhacements** *(implementation of specific formatting options for given visualizations)*
- **Other** *(effective Date / Calendar Table, calculation groups etc.)*

BIO | Introduction | Sample Light-Theme

GUSTAW DUDEK 2024







Conditional Formatting

Conditional Formatting – Sample Report

Revenue Analysis, Breakdown by Customer

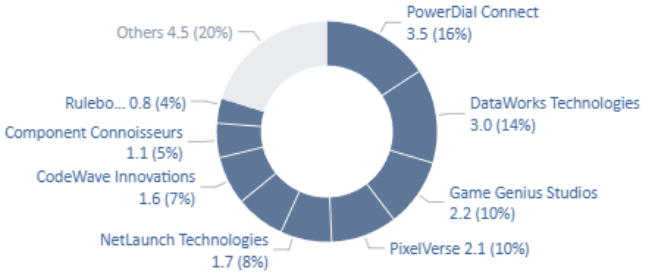
Revenues in mUSD, in %, Cumulative Revenues in % | Jan'24 - May'24

Identify Customers who generate approximately **80%** of Total Revenues

Select business line(s)

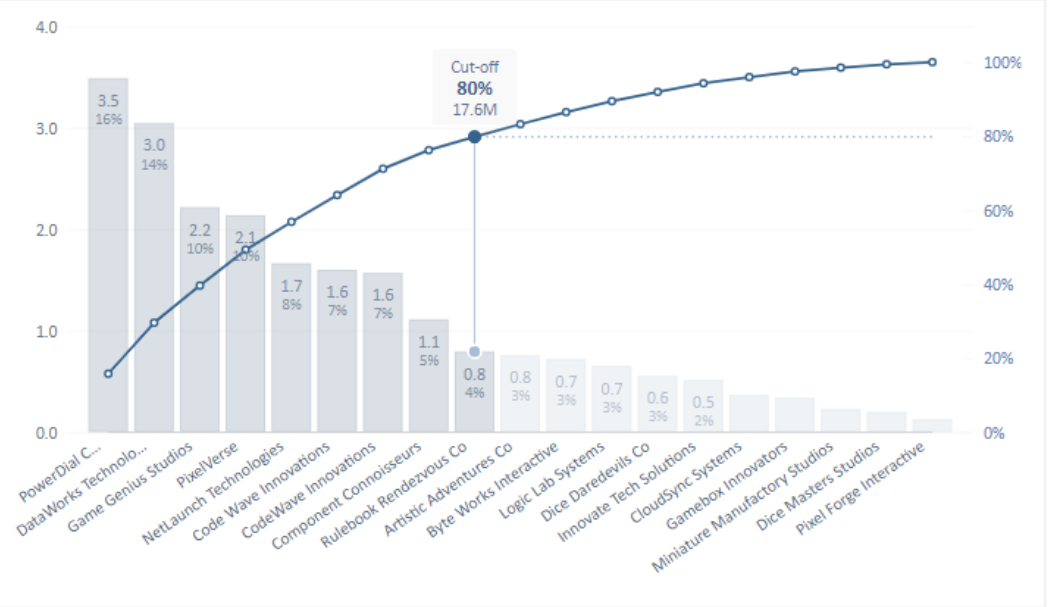
Multiple selections

Customer	Rank	Rev.	Rev. GT%	Rev. Cum.	Rev. Cum %
PowerDial Connect	1	3.5	16%	3.5	16%
DataWorks Technologies	2	3.0	14%	6.5	30%
Game Genius Studios	3	2.2	10%	8.7	40%
PixelVerse	4	2.1	10%	10.9	49%
NetLaunch Technologies	5	1.7	8%	12.5	57%
Code Wave Innovations	6	1.6	7%	14.1	64%
CodeWave Innovations	7	1.6	7%	15.7	71%
Component Connoisseurs	8	1.1	5%	16.8	76%
Rulebook Rendezvous Co	9	0.8	4%	17.6	80%
Others	10	4.5	20%	22.1	100%
		22.1	**100%**	**22.1**	**100%**



Revenue Analysis, Breakdown by Customer

Revenues in mUSD, in %, Cumulative Revenues in % | Jan'24 - May'24



Performance over time

Revenues in mUSD, Monthly

Conditional Formatting – Sample Report

Revenue Analysis, Breakdown by Customer

Revenues in mUSD, in %, Cumulative Revenues in % | Jan'24 - May'24

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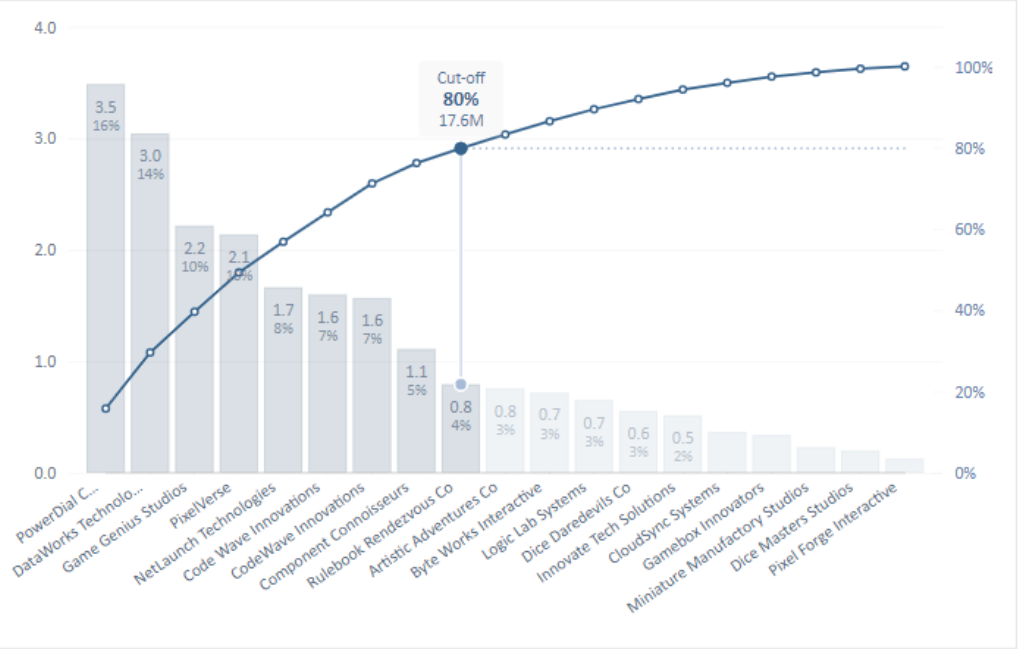
DataWorks Technologies	2	3.0		6.5	14%	30%
Game Genius Studios	3	2.2		8.7	10%	40%
PixelVerse	4	2.1		10.9	10%	49%
NetLaunch Technologies	5	1.7		12.5	8%	57%
Code Wave Innovations	6	1.6		14.1	7%	64%
CodeWave Innovations	7	1.6		15.7	7%	71%
Component Connoisseurs	8	1.1		16.8	5%	76%
Rulebook Rendezvous Co	9	0.8		17.6	4%	80%
Total of benchmarked 80% [9]		**17.6**		**17.6**	**80%**	**80%**
Artistic Adventures Co	10	0.8		18.4	3%	83%
Byte Works Interactive	11	0.7		19.1	3%	87%
Logic Lab Systems	12	0.7		19.8	3%	89%
Dice Daredevils Co	13	0.6		20.3	3%	92%
Innovate Tech Solutions	14	0.5		20.8	2%	94%
CloudSync Systems	15	0.4		21.2	2%	96%
Gamebox Innovators	16	0.3		21.5	2%	97%
Miniature Manufactory Studi...	17	0.2		21.8	1%	99%
Dice Masters Studios	18	0.2		22.0	1%	99%
Pixel Forge Interactive	19	0.1		22.1	1%	100%
Total of Others [10]		**4.5**		**22.1**	**20%**	**100%**
Total [19]		**22.1**		**22.1**	**100%**	**100%**

Numbers in square bracket refer to unique customers within given segment

Revenue Analysis, Breakdown by Customer

Revenues in mUSD, in %, Cumulative Revenues in % | Jan'24 - May'24



Performance over time

Revenues in mUSD, Monthly

Conditional Formatting – Sample Report

GUSTAW DUDEK 2024

BUDGET ANALYSIS | Analytical P&L, Result levels

Sections: Executive | P&L | Revenues | Expenses | HR | B.Lines | Projects | CF | BS

Analytical views:
Table (P&L)
Charts - timeline

Row-level security:
CFO view (full access)

Last report update:
31.12.2022

Last invoice date:
31.12.2022

Selected date range:
01.2022 - 12.2022

Date range: All

Business line: All

Project: All

Drill-through page: Revenues

Drill: inactive

P&L metrics (in kUSD, margins in %)

2022, AC and BU and ΔBU, revenues breakdown by business line, costs breakdown by department

B. Line / department	BUD	AC	AC	ΔBU	ΔBU
Revenues	**27 442**	**31 223**		**+3 781**	
Web and App Development	14 961	17 810		+2 849	
E-commerce Solutions	9 461	9 535		+74	
Mobile applications	2 434	3 239		+804	
Other revenues	585	639		+54	
Direct costs	**15 222**	**15 950**		**+728**	
Engineering	11 228	11 650		+422	
Creative	1 148	1 217		+69	
Support	796	879		+83	
Marketing	777	832		+55	
Product	736	827		+91	
Quality Assurance	536	545		+9	
Direct result	**12 220**	**15 273**		**+3 053**	
Direct margin (%)	**45%**	**49%**		**+4 pp**	
Allocated indirect costs	**3 007**	**3 187**		**+180**	
Sales	691	689		-2	
Support	552	634		+83	
Marketing	617	630		+13	
Quality Assurance	515	542		+27	
Product	415	466		+51	
Other	217	226		+8	
Result after allocated costs	**9 213**	**12 086**		**+2 872**	
Margin after allocated costs (%)	**34%**	**39%**		**+5 pp**	
Overhead costs	**5 918**	**6 827**		**+909**	
Board	2 141	2 291		+150	
Human Resources	743	801		+58	
Management	417	432		+16	
Administration	126	134		+8	
Marketing	29	36		+7	
Other	2 463	3 133		+670	
Result after overhead costs	**3 295**	**5 259**		**+1 963**	
Margin after overhead costs (%)	**12%**	**17%**		**+5 pp**	

Revenues (in kUSD)

2022, AC and BU and ΔBU, breakdown by business line, project, client

Structure	BUD	AC	AC	ΔBU	ΔBU	ΔBU%	ΔBU%
Web & App	**14 961**	**17 810**		**+2 849**		**+19%**	
DigitalHub	4 409	5 625		+1 216		+28%	
SmartBiz	2 161	2 911		+750		+35%	
InnovateConnect	2 659	2 770		+111		+4%	
CodeCraft	1 495	1 764		+269		+18%	
TechSolutions	1 495	1 599		+105		+7%	
AppXcelerate	684	847		+163		+24%	
DigitalTransform	727	794		+67		+9%	
Connectify	735	756		+22		+3%	
DataTrackr	378	515		+137		+36%	
UXFlow	219	229		+10		+5%	
E-commerce	**9 461**	**9 535**		**+74**		**+1%**	
Total revenues	**27 442**	**31 223**		**+3 781**		**+14%**	

Expenses (in kUSD)

2022, AC and BU and ΔBU, breakdown by type

Structure	BUD	AC	AC	ΔBU	ΔBU	ΔBU%	ΔBU%
Direct	**15 222**	**15 950**		**+728**		**+5%**	
Personnel costs	**13 698**	**14 398**		**+700**		**+5%**	
B2B contracts	11 048	11 646		+598		+5%	
Service contracts	1 574	1 647		+73		+5%	
Employment contracts	1 067	1 097		+30		+3%	
Miscellaneous benefits	9	8		-0		-4%	
Non-personnel costs	**1 524**	**1 553**		**+29**		**+2%**	
External subcontractors	1 482	1 508		+26		+2%	
Representation and advertising costs	12	13		+1		+5%	
Commissions, kickbacks	8	10		+2		+27%	
Miscellaneous	9	10		+0		+1%	
Office rent	6	6		-0		-3%	
Business travels	5	5		+0		+10%	
Licensing and subscription services	1	1		+0		+13%	
Food and beverage expenses	0	0		-0		-4%	
G&A	**5 918**	**6 827**		**+909**		**+15%**	
Personnel costs	**3 190**	**3 444**		**+254**		**+8%**	
B2B contracts	2 319	2 535		+216		+9%	
Total expenses	**24 146**	**25 964**		**+1 818**		**+8%**	

Conditional Formatting – Sample Report

GUSTAW DUDEK 2024

Financial Liquidity - Overview

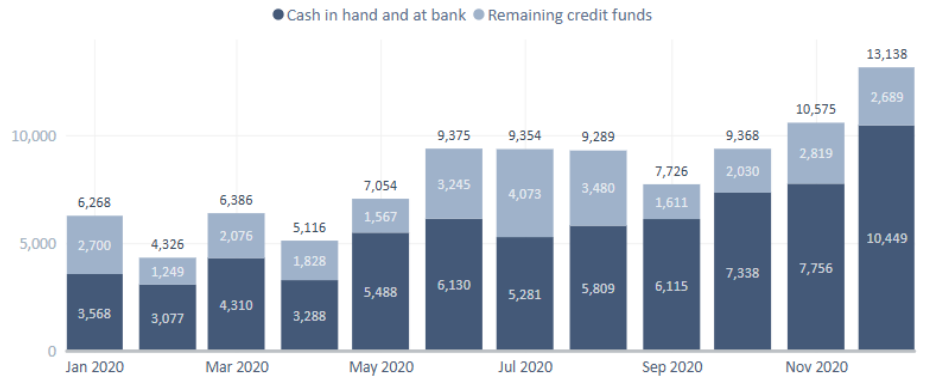
all values given in '000 USD

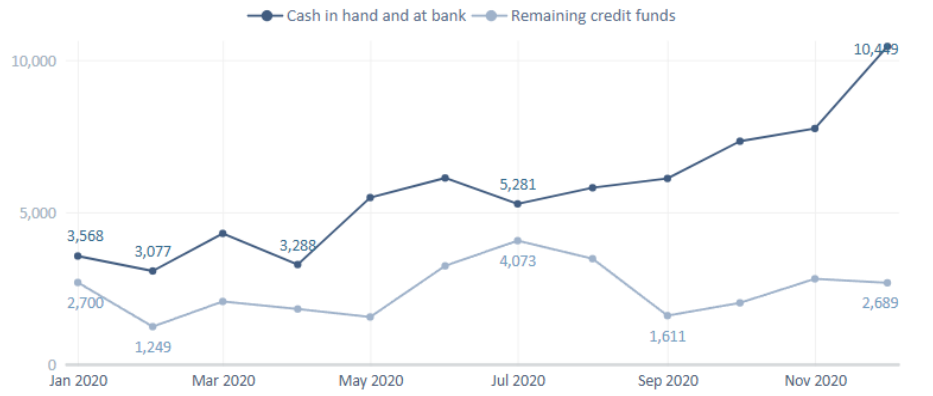
Date range - time-line visuals (left-section): Last | 12 | Months (Calendar)

Date (month) - KPI & non time-line visuals: 12-2020

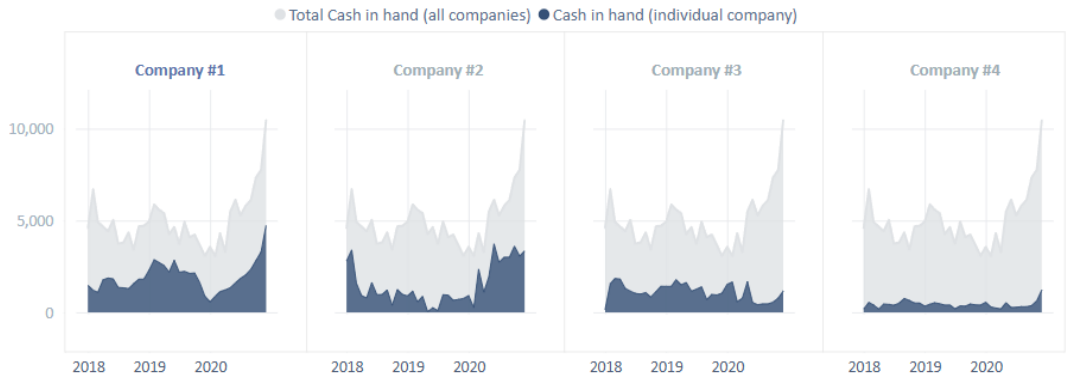
Available cash (total)	Cash in hand and at bank	Remaining credit funds	Company #1 - cash in hand	Company #2 - cash in hand	Company #3 - cash in hand	Company #4 - cash in hand
13,138	10,449	2,689	4,730	3,345	1,159	1,215
MoM change	MoM change	MoM change	MoM change	MoM change	MoM change	MoM change
+24%	+35%	-5%	+44%	+9%	+49%	+93%

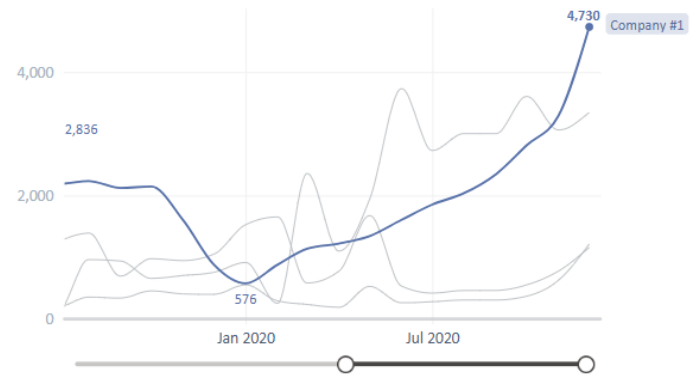
Total available cash by date, 01.20 - 12.20





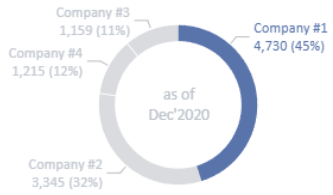
Cash in hand and at bank by company, 01.18 - 12.20





Select a single item to highlight a specific company

Company #1 | Company #3
Company #2 | Company #4



Conditional Formatting – Sample Report

Revenue & Gross Margin Analysis

Quadrant Analysis

Quadrant Analysis

Revenues in kUSD, Gross margin in %
Jan'22-Dec'22, breakdown by client

Business line: All
Quadrant segment.: Average
L/H | H/H | L/L | H/L

Metric Overview

Revenues and gross profit in kUSD, Gross margin in %
Jan'22-Dec'22, breakdown by client

Date: 2022
Data bar scale type: Synchronized
Type of interaction: Highlighting table items

Business / customer	Quadrant	AC	%GT	AC	GP	GP	GM%	GM%
Construction supply		**20,330**	**50%**		**5,836**		**29%**	
NW Sign Industries Texas Inc	High rev. & High GM%	3,835	10%		1,658		43%	
Horner Millwork	High rev. & Low GM%	2,836	7%		527		19%	
Money For Life	High rev. & Low GM%	1,942	5%		453		23%	
Holland Associates	High rev. & High GM%	1,445	4%		452		31%	
J S Benson Woodworking CO	High rev. & Low GM%	978	2%		109		11%	
Platinum Roofing	High rev. & High GM%	973	2%		306		32%	
Clean Air Supply	High rev. & High GM%	930	2%		280		30%	
Maxwell Roofing Inc	High rev. & Low GM%	785	2%		185		24%	
Demaree Services Llc	High rev. & Low GM%	766	2%		164		21%	
Master Tile West Inc	Low rev. & Low GM%	711	2%		-160		-23%	
Bobcat Of Metro Dade	Low rev. & High GM%	497	1%		407		82%	
Burstone Associates Inc	Low rev. & Low GM%	459	1%		47		10%	
Dynamic Piping Corp	Low rev. & High GM%	387	1%		206		53%	
Tuscany Tile & Marble Inc	Low rev. & High GM%	344	1%		134		39%	
Trainland	Low rev. & High GM%	327	1%		117		36%	
Acs	Low rev. & High GM%	321	1%		135		42%	
Starko Incorporated	Low rev. & Low GM%	317	1%		35		11%	
American Telephone Commu...	Low rev. & High GM%	286	1%		104		36%	
Signature Group Inc	Low rev. & High GM%	280	1%		88		31%	
Clan Of The I-Man Productions	Low rev. & High GM%	278	1%		111		40%	
MK Construction	Low rev. & High GM%	275	1%		97		35%	
Remax Associates	Low rev. & High GM%	262	1%		107		41%	
Cleaver Company	Low rev. & High GM%	255	1%		87		34%	
Modern Construction Svc	Low rev. & High GM%	248	1%		97		39%	
Advanced Environmental Sy...	Low rev. & Low GM%	198	0%		-3		-2%	
Secco Inc Home Svc Group	Low rev. & Low GM%	197	0%		33		17%	
Weather Tite Systems Llc	Low rev. & High GM%	196	0%		58		30%	
Interior design		**20,028**	**50%**		**5,043**		**25%**	
Abq Maids	High rev. & High GM%	3,008	7%		2,065		69%	
Total: 52 customers		**40,358**	**100%**		**10,879**		**27%**	

Conditional Formatting – Sample Report

GUSTAW DUDEK 2024

Power BI - Content production | Linkedin

Date Range: 7/1/2022 – 11/11/2024

Format: All

Details: All

Clear to restore origin settings

Posts, views, reactions

Jul'22..Nov'24, monthly, by post's release date

M Q Y

Posts / publications (as #)

Total: 419

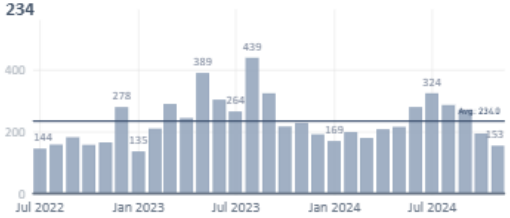
Include detailed break.: No Yes

Average Views per post in a given period (by post's release date)

Avg. 20.6K

Average Reactions per post in a given period (by post's release date)

Avg. 234



Posts / publications - details

Jul'22..Nov'24, sorted by release date (↓)

Tabular view: Compressed | Extended

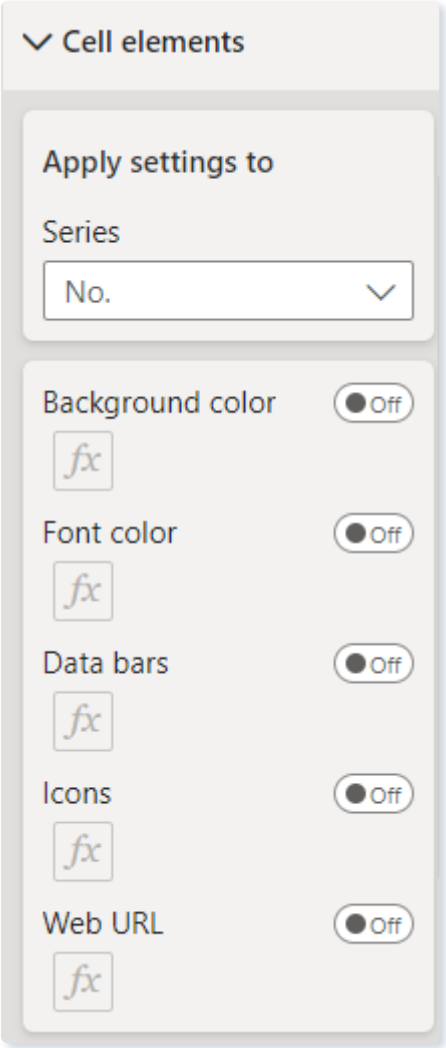
Sort items by: Release date | Views | Reactions | R/V

Search by title (insert partial phrase)

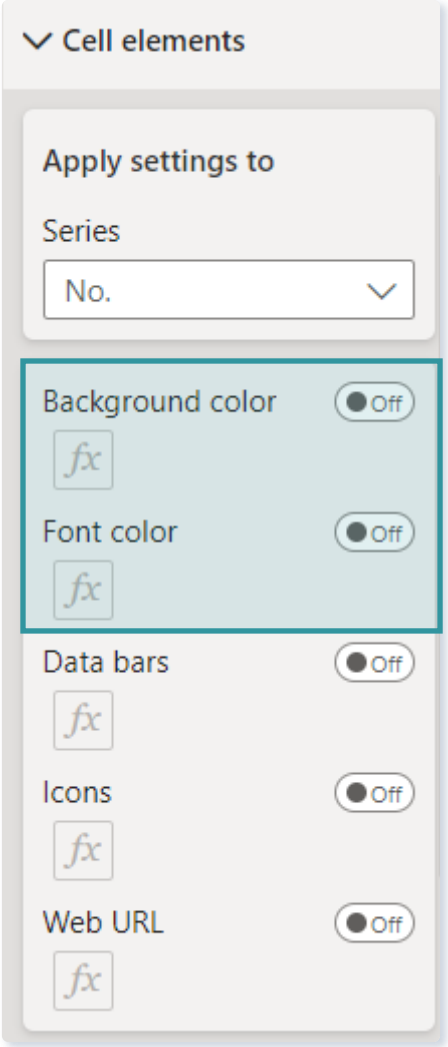
No.	Release date	Period	Format	Details	Topic	# Views	# Reactions	R/V Ratio
1	10.11.2024	11'24	PNG	✓	Data Tables Design - external blog article recommendation	10,320	107	1.0%
2	09.11.2024	11'24	PNG		35k Audience announcement - milestone tracker	10,461	229	2.2%
3	08.11.2024	11'24	GIF		Page Navigator - sample design and functionality	10,383	110	1.1%
4	07.11.2024	11'24	PNG	✓	Structure of a new card - different components	9,221	119	1.3%
5	05.11.2024	11'24	PNG	✓	Live with Reid Havens - Practical Front-End Tips for Reporting - announcement	12,502	233	1.9%
6	04.11.2024	11'24	GIF		Three modes of tilers - filter, higlight, exclude + SVG-based table	17,116	218	1.3%
7	03.11.2024	11'24	GIF		Smart narrative - dynamic currency and date selection	11,029	111	1.0%
8	02.11.2024	11'24	PNG		New List Slicer - not visible in PBI service (trouble with visibility)	6,938	27	0.4%
9	01.11.2024	11'24	GIF	✓	New Tile Slicer - additional selection icon	13,741	226	1.6%
10	31.10.2024	10'24	GIF	✓	New List Slicer - announcement - kept width consistency	23,191	116	0.5%
11	30.10.2024	10'24	PNG	✓	Action dosts using SVG and Icon conditional formatting	17,121	237	1.4%
12	29.10.2024	10'24	PNG	✓	Marker Borders - some consideration, announcement	10,096	156	1.5%
13	28.10.2024	10'24	GIF	✓	Milestone tracker - line chart, cummulative totals, reference labels	20,766	332	1.6%
14	27.10.2024	10'24	PNG	✓	New List Slicer - announcement	15,936	187	1.2%
15	24.10.2024	10'24	PNG		Various layouts of new tile slicer	18,251	272	1.5%
16	23.10.2024	10'24	PDF	✓	Clear filter button - two approaches (bookmark and native button)	14,511	114	0.8%
17	21.10.2024	10'24	PNG	✓	Live with Hugo Venturini - announcement	4,561	26	0.6%
18	20.10.2024	10'24	PNG		Recommended idividuals (community) to follow under Data vis. Category	26,043	201	0.8%
19	18.10.2024	10'24	GIF		SVG-based scatter chart - quiz (answer)	22,200	250	1.1%
20	16.10.2024	10'24	GIF	✓	Tabular layout of a new slicer (rounded shapes)	10,888	171	1.6%
21	13.10.2024	10'24	GIF		SVG-based scatter chart - quiz (question)	31,900	290	0.9%
22	11.10.2024	10'24	GIF		Slicer selection text within the custom tooltip	18,375	257	1.4%
23	08.10.2024	10'24	PNG		Dark - theme reports - showcase	9,638	104	1.1%
24	06.10.2024	10'24	PNG		Favicon TOP ranking - announcement	7,839	85	1.1%
25	04.10.2024	10'24	GIF		Interactions: New card + New slicer + drop-down list	44,839	378	0.8%
26	02.10.2024	10'24	PNG		KPI cards + period selector - alternative layouts (different alignments)	7,888	115	1.5%
27	30.09.2024	09'24	PNG		Sample design of pop-up window (based on bookmark)	9,344	98	1.0%
28	27.09.2024	09'24	PNG		Structure of a new card: different sections, reference labels etc.	11,350	99	0.9%
29	23.09.2024	09'24	GIF		Various extra funtionalitites in tables: bookmark, sorting order, searchbox	14,292	180	1.3%
						8,073,988	**91,574**	**1.1%**

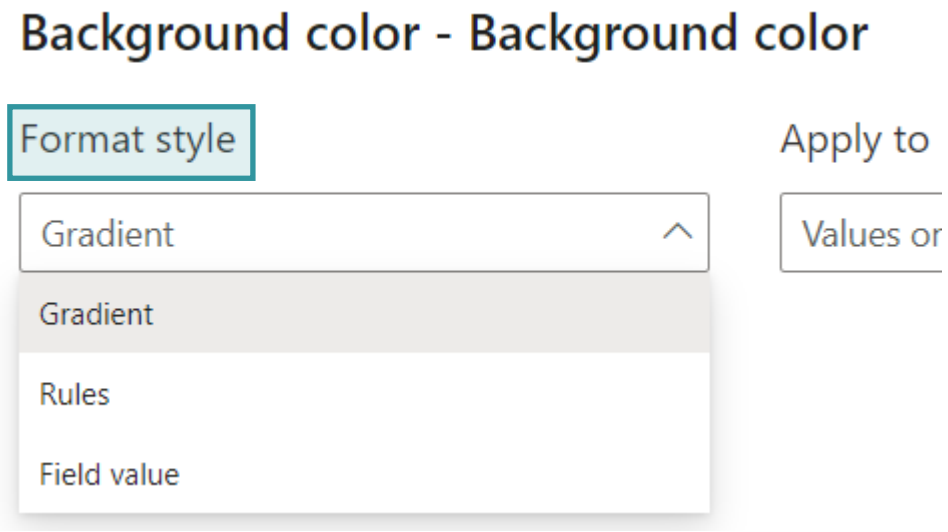
Conditional Formatting – Sample Report

Conditional Formatting – types

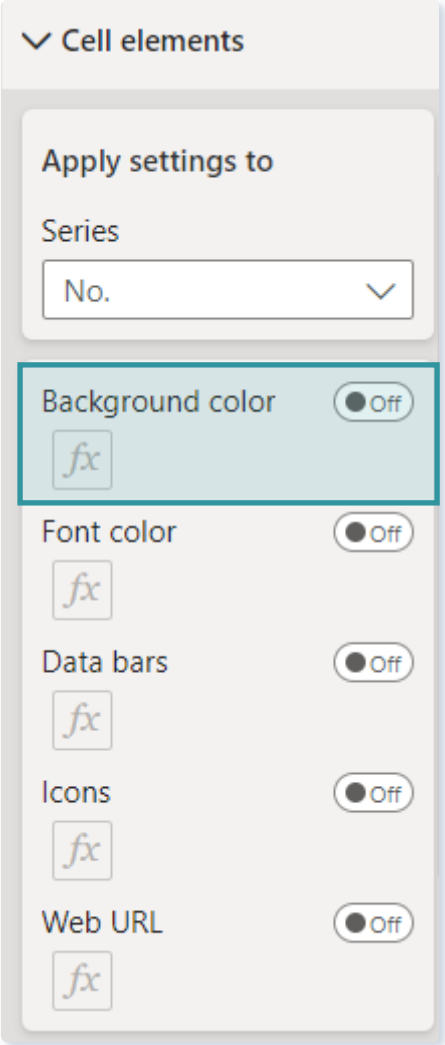


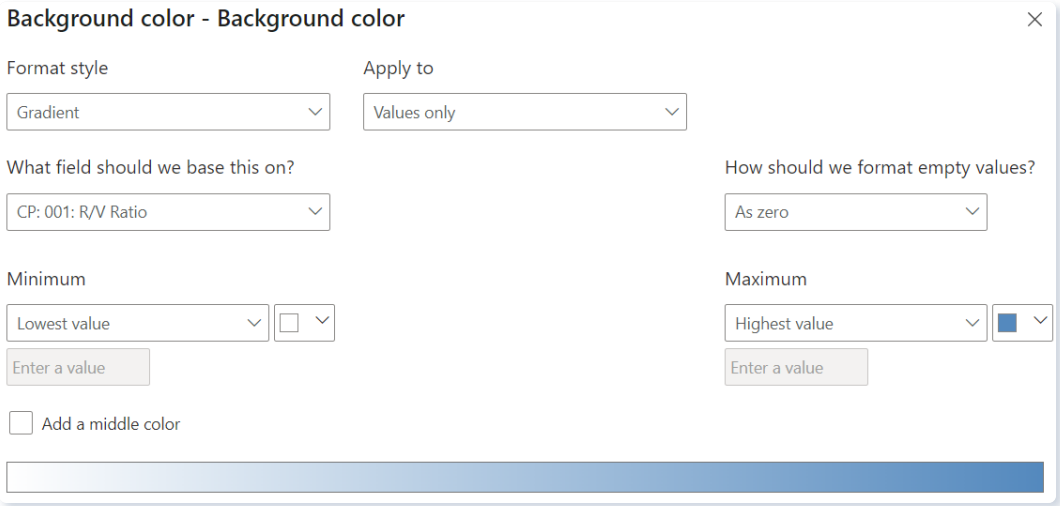
Conditional Formatting – types

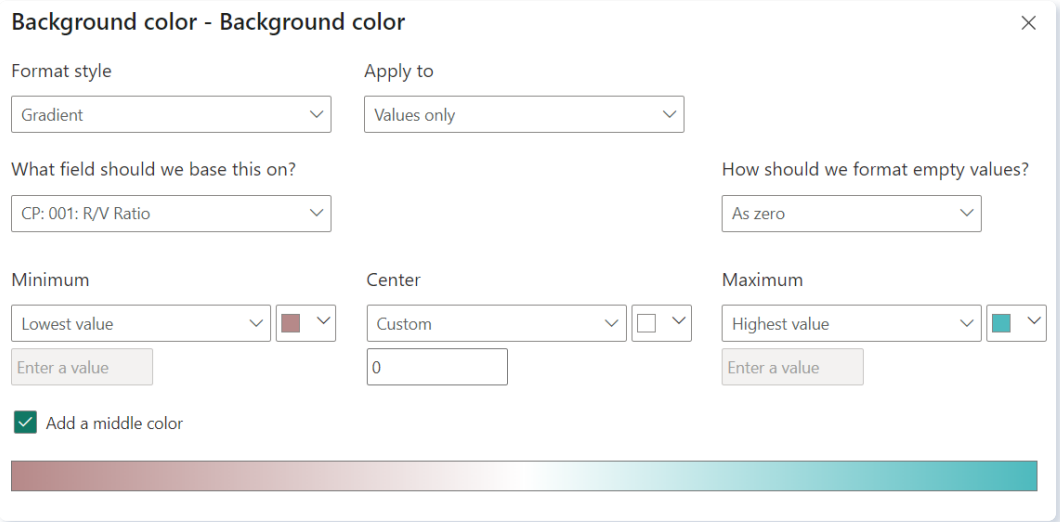




Conditional Formatting – Heat-map







Conditional Formatting – Heat-map

Number of calls (as #)

Jan'22..Jun'22, breakdown by person and period

Person	Jan'22	Feb'22	Mar'22	Apr'22	May'22	Jun'22	Total
Nicole Gardner	842	726	660	618	772	412	**4 030**
Mathew Oliver	392	424	646	332	490	448	**2 732**
Sean Rush	340	296	376	370	256	298	**1 936**
Melissa Snyder	552	524	594	116	88	54	**1 928**
Natalie Miller	210	228	226	408	472	248	**1 792**
Donna Hahn	108	128	238	410	620	230	**1 734**
Zainab Horne	238	314	338	228	78	324	**1 520**
Leon Garcia	262	202	314	178	202	192	**1 350**
Amy Stewart	236	254	232	198	198	140	**1 258**
Richard Jennings	250	238	224	214	172	140	**1 238**
Dennis Smith	146	156	192	274	250	146	**1 164**
Joseph Rogers	188	180	192	176	180	74	**990**
Cindy Anderson	116	124	200	100	136	172	**848**
David Moore	196	142	154	102	150	86	**830**
Marvin Deleon	124	98	158	166	116	158	**820**
Andrew Herrera	152	136	146	128	150	74	**786**
Kaitlin Dalton	58	42	80	58	52	54	**344**
Crystal Mills	22	22	24	10	62	146	**286**
Michael Richards	22	6	8	78	74	80	**268**
Anthony Wagner	30	12	20	64	36	70	**232**
Heidi Proctor	6	10	4	4	6	2	**32**
Total	**4 490**	**4 262**	**5 026**	**4 232**	**4 560**	**3 548**	**26 118**

Number of calls (as #)

Jan'22..Jun'22, breakdown by person and period

Person	Jan'22	Feb'22	Mar'22	Apr'22	May'22	Jun'22	Total
Nicole Gardner	842	726	660	618	772	412	**4 030**
Mathew Oliver	392	424	646	332	490	448	**2 732**
Sean Rush	340	296	376	370	256	298	**1 936**
Melissa Snyder	552	524	594	116	88	54	**1 928**
Natalie Miller	210	228	226	408	472	248	**1 792**
Donna Hahn	108	128	238	410	620	230	**1 734**
Zainab Horne	238	314	338	228	78	324	**1 520**
Leon Garcia	262	202	314	178	202	192	**1 350**
Amy Stewart	236	254	232	198	198	140	**1 258**
Richard Jennings	250	238	224	214	172	140	**1 238**
Dennis Smith	146	156	192	274	250	146	**1 164**
Joseph Rogers	188	180	192	176	180	74	**990**
Cindy Anderson	116	124	200	100	136	172	**848**
David Moore	196	142	154	102	150	86	**830**
Marvin Deleon	124	98	158	166	116	158	**820**
Andrew Herrera	152	136	146	128	150	74	**786**
Kaitlin Dalton	58	42	80	58	52	54	**344**
Crystal Mills	22	22	24	10	62	146	**286**
Michael Richards	22	6	8	78	74	80	**268**
Anthony Wagner	30	12	20	64	36	70	**232**
Heidi Proctor	6	10	4	4	6	2	**32**
Total	**4 490**	**4 262**	**5 026**	**4 232**	**4 560**	**3 548**	**26 118**

Conditional Formatting – Heat-map

Revenues , in kUSD
2022

On | Off

Customer	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
DigitalHub	232	372	451	401	395	484	422	445	564	516	663	680	**5,625**
CustomerXcel	825	455	496	422	363	293	288	235	302	247	358	330	**4,613**
HealthQuest	22	80	149	203	217	300	296	310	359	392	437	475	**3,239**
SmartBiz	197	255	275	234	306	285	306	253	300	223	131	145	**2,911**
InnovateConnect	146	255	279	429	253	254	234	198	169	162	196	196	**2,770**
FulfillXpress	73	136	174	126	189	214	219	157	226	245	138	130	**2,029**
CodeCraft	290	83	90	122	95	116	95	95	164	145	234	234	**1,764**
TechSolutions	121	118	128	91	115	103	117	87	209	215	150	146	**1,599**
PromoBoost	69	81	94	80	134	137	133	140	132	117	75	95	**1,288**
AppXcelerate	73	72	43	69	64	39	59	88	69	72	109	91	**847**
StoreFront360	94	168	180	94	55	39	45	43	64	17	14	15	**828**
DigitalTransform	23	44	35	64	27	6							
Total	**2,412**	**2,392**	**2,701**	**2,628**	**2,431**	**2,54**							

Revenues , in kUSD
2022

On | Off

Customer	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
DigitalHub	232.4	371.7	450.9	401.4	394.6	483.6	421.6	444.8	563.8	516.1	663.4	680.4	**5,624.6**
CustomerXcel	825.5	454.8	496.3	421.9	362.7	292.8	287.6	234.7	302.1	246.6	358.3	330.0	**4,613.4**
HealthQuest	22.3	80.3	148.5	202.6	216.9	299.6	296.0	310.0	359.1	391.5	436.5	475.1	**3,238.5**
SmartBiz	196.6	255.3	275.4	233.8	306.4	285.0	306.2	253.3	300.1	223.1	130.8	144.9	**2,910.9**
InnovateConnect	146.0	254.9	278.6	429.1	252.8	253.6	233.6	197.9	169.2	161.5	196.5	196.5	**2,770.3**
FulfillXpress	73.0	136.1	174.5	125.9	189.0	214.0	219.0	157.3	226.5	245.3	137.7	130.2	**2,028.5**
CodeCraft	290.0	83.0	90.3	122.4	94.5	116.2	95.0	95.4	163.9	144.7	234.1	234.1	**1,763.6**
TechSolutions	121.1	117.5	127.6	90.9	115.4	102.6	117.3	87.2	208.7	214.5	150.2	146.4	**1,599.4**
PromoBoost	68.8	81.5	93.5	80.0	133.8	137.5	133.0	140.3	132.3	117.5	75.2	94.7	**1,287.9**
AppXcelerate	73.4	71.8	43.2	69.0	64.5	38.9	58.6	88.0	68.5	71.5	108.8	90.7	**846.9**
StoreFront360	93.6	168.1	180.0	94.1	55.5	39.4	44.8	43.2	63.8	16.6	13.6	15.3	**828.0**
DigitalTransform	22.9	44.3	34.6	64.4	26.8	62.8	52.8	59.2	70.8	80.2	144.8	130.3	**794.0**
Total	**2,412.4**	**2,392.4**	**2,700.6**	**2,627.7**	**2,431.4**	**2,547.1**	**2,498.5**	**2,338.9**	**2,839.0**	**2,698.1**	**2,860.6**	**2,876.3**	**31,223.0**

Conditional Formatting – Heat-map

Revenues , in kUSD

2022

On Off

Customer	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
DigitalHub	232.4	371.7	450.9	401.4	394.6	483.6	421.6	444.8	563.8	516.1	663.4	680.4	**5,624.6**
CustomerXcel	825.5	454.8	496.3	421.9	362.7	292.8	287.6	234.7	302.1	246.6	358.3	330.0	**4,613.4**
HealthQuest	22.3	80.3	148.5	202.6	216.9	299.6	296.0	310.0	359.1	391.5	436.5	475.1	**3,238.5**
SmartBiz	196.6	255.3	275.4	233.8	306.4	285.0	306.2	253.3	300.1	223.1	130.8	144.9	**2,910.9**
InnovateConnect	146.0	254.9	278.6	429.1	252.8	253.6	233.6	197.9	169.2	161.5	196.5	196.5	**2,770.3**
FulfillXpress	73.0	136.1	174.5	125.9	189.0	214.0	219.0	157.3	226.5	245.3	137.7	130.2	**2,028.5**
CodeCraft	290.0	83.0	90.3	122.4	94.5	116.2	95.0	95.4	163.9	144.7	234.1	234.1	**1,763.6**
TechSolutions	121.1	117.5	127.6	90.9	115.4	102.6	117.3	87.2	208.7	214.5	150.2	146.4	**1,599.4**
PromoBoost	68.8	81.5	93.5	80.0	133.8	137.5	133.0	140.3	132.3	117.5	75.2	94.7	**1,287.9**
AppXcelerate	73.4	71.8	43.2	69.0	64.5	38.9	58.6	88.0	68.5	71.5	108.8	90.7	**846.9**
StoreFront360	93.6	168.1	180.0	94.1	55.5	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
DigitalTransform	22.9	44.3	34.6	64.4	2	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Total	**2,412.4**	**2,392.4**	**2,700.6**	**2,627.7**	**2,43**	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

Revenues , in kUSD

2022

On Off

Customer	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
AppXcelerate	73	72	43	69	64	39	59	88	69	72	109	91	**847**
CodeCraft	290	83	90	122	95	116	95	95	164	145	234	234	**1,764**
Connectify	66	67	65	65	63	60	72	59	55	104	42	38	**756**
CustomerXcel	825	455	496	422	363	293	288	235	302	247	358	330	**4,613**
DataTrackr	34	37	38	43	37	38	56	45	43	44	50	50	**515**
DigitalHub	232	372	451	401	395	484	422	445	564	516	663	680	**5,625**
DigitalTransform	23	44	35	64	27	63	53	59	71	80	145	130	**794**
FulfillXpress	73	136	174	126	189	214	219	157	226	245	138	130	**2,029**
HealthQuest	22	80	149	203	217	300	296	310	359	392	437	475	**3,239**
InnovateConnect	146	255	279	429	253	254	234	198	169	162	196	196	**2,770**
Insightify	15	16	14	16	13	19	16	18	17	19	19	18	**199**
InventoryWise	11	32	37	39	34	36	20	38	24	23	23	23	**339**
Total	**2,412**	**2,392**	**2,701**	**2,628**	**2,431**	**2,547**	**2,499**	**2,339**	**2,839**	**2,698**	**2,861**	**2,876**	**31,223**

Conditional Formatting – Heat-map

Revenues , in kUSD

2022

On Off

Customer	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
DigitalHub	232.4	371.7	450.9	401.4	394.6	483.6	421.6	444.8	563.8	516.1	663.4	680.4	**5,624.6**
CustomerXcel	825.5	454.8	496.3	421.9	362.7	292.8	287.6	234.7	302.1	246.6	358.3	330.0	**4,613.4**
HealthQuest	22.3	80.3	148.5	202.6	216.9	299.6	296.0	310.0	359.1	391.5	436.5	475.1	**3,238.5**
SmartBiz	196.6	255.3	275.4	233.8	306.4	285.0	306.2	253.3	300.1	223.1	130.8	144.9	**2,910.9**
InnovateConnect	146.0	254.9	278.6	429.1	252.8	253.6	233.6	197.9	169.2	161.5	196.5	196.5	**2,770.3**
FulfillXpress	73.0	136.1	174.5	125.9	189.0	214.0	219.0	157.3	226.5	245.3	137.7	130.2	**2,028.5**
CodeCraft	290.0	83.0	90.3	122.4	94.5	116.2	95.0	95.4	163.9	144.7	234.1	234.1	**1,763.6**
TechSolutions	121.1	117.5	127.6	90.9	115.4	102.6	117.3	87.2	208.7	214.5	150.2	146.4	**1,599.4**
PromoBoost	68.8	81.5	93.5	80.0	133.8	137.5	133.0	140.3	132.3	117.5	75.2	94.7	**1,287.9**
AppXcelerate	73.4	71.8	43.2	69.0	64.5	38.9	58.6	88.0	68.5	71.5	108.8	90.7	**846.9**
StoreFront360	93.6	168.1	180.0	94.1	55.5	39.4	44.8	43.2	63.8	16.6	13.6	15.3	**828.0**
DigitalTransform	22.9	44.3	34.6	64.4	26.8	62							
Total	**2,412.4**	**2,392.4**	**2,700.6**	**2,627.7**	**2,431.4**	**2,547**							

Values

001: Parameter: Heat map selection

Revenues , in kUSD

2022

On Off

Customer	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
AppXcelerate	73.4	71.8	43.2	69.0	64.5	38.9	58.6	88.0	68.5	71.5	108.8	90.7	**846.9**
CodeCraft	290.0	83.0	90.3	122.4	94.5	116.2	95.0	95.4	163.9	144.7	234.1	234.1	**1,763.6**
Connectify	65.6	66.6	64.6	64.6	63.4	60.1	72.5	59.1	55.2	104.4	42.2	38.2	**756.4**
CustomerXcel	825.5	454.8	496.3	421.9	362.7	292.8	287.6	234.7	302.1	246.6	358.3	330.0	**4,613.4**
DataTrackr	34.1	36.8	38.0	43.1	37.2	38.1	56.0	44.8	43.4	43.9	49.9	49.9	**515.2**
DigitalHub	232.4	371.7	450.9	401.4	394.6	483.6	421.6	444.8	563.8	516.1	663.4	680.4	**5,624.6**
DigitalTransform	22.9	44.3	34.6	64.4	26.8	62.8	52.8	59.2	70.8	80.2	144.8	130.3	**794.0**
FulfillXpress	73.0	136.1	174.5	125.9	189.0	214.0	219.0	157.3	226.5	245.3	137.7	130.2	**2,028.5**
HealthQuest	22.3	80.3	148.5	202.6	216.9	299.6	296.0	310.0	359.1	391.5	436.5	475.1	**3,238.5**
InnovateConnect	146.0	254.9	278.6	429.1	252.8	253.6	233.6	197.9	169.2	161.5	196.5	196.5	**2,770.3**
Insightify	14.6	15.7	14.2	15.7	13.1	19.0	16.4	17.7	17.0	19.0	19.0	17.7	**199.0**
InventoryWise	11.1	32.3	36.7	38.9	33.9	35.6	19.6	38.1	23.5	23.0	23.0	23.0	**338.8**
Total	**2,412.4**	**2,392.4**	**2,700.6**	**2,627.7**	**2,431.4**	**2,547.1**	**2,498.5**	**2,338.9**	**2,839.0**	**2,698.1**	**2,860.6**	**2,876.3**	**31,223.0**

Conditional Formatting – Heat-map

Number of calls (as #) by day of week & hour

Jan'20..Dec'22, Placeholder for the additional text

Heat Map on/off

Hour | Day	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
09:00 - 09:59	916	892	770	660	828	830	768	5 664
10:00 - 10:59	1 666	1 768	1 562	1 470	1 440	934	772	9 612
11:00 - 11:59	3 760	4 366	4 144	4 196	3 690	748	222	21 126
12:00 - 12:59	5 718	6 096	5 660	5 608	5 252	1 074	466	29 874
13:00 - 13:59	5 380	5 676	5 156	5 618	5 124	970	368	28 292
14:00 - 14:59	4 834	4 960	4 454	4 388	4 492	866	386	24 380
15:00 - 15:59	3 716	3 542	3 470	3 414	3 518	586	392	18 638
16:00 - 16:59	2 830	3 040	2 596	2 786	2 692	480	342	14 766
17:00 - 17:59	2 746	2 498	2 368	2 816	2 386	346	262	13 422
18:00 - 18:59	3 216	2 660	3 176	2 874	2 440	378	364	15 108
19:00 - 19:59	3 184	3 130	2 910	2 536	2 102	346	330	14 538
20:00 - 20:59	2 828	2 454	2 470	1 804	1 562	416	412	11 946
21:00 - 21:59	2 380	1 550	2 062	1 262	1 194	738	768	9 954
22:00 - 22:59	476	478	360	346	406	378	322	2 766
Total	43 650	43 110	41 158	39 778	37 126	9 090	6 174	220 086

Number of calls (as #) by day of week & hour

Jan'20..Dec'22, Placeholder for the additional text

Heat Map on/off

Hour | Day	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
09:00 - 09:59	916	892	770	660	828	830	768	5 664
10:00 - 10:59	1 666	1 768	1 562	1 470	1 440	934	772	9 612
11:00 - 11:59	3 760	4 366	4 144	4 196	3 690	748	222	21 126
12:00 - 12:59	5 718	6 096	5 660	5 608	5 252	1 074	466	29 874
13:00 - 13:59	5 380	5 676	5 156	5 618	5 124	970	368	28 292
14:00 - 14:59	4 834	4 960	4 454	4 388	4 492	866	386	24 380
15:00 - 15:59	3 716	3 542	3 470	3 414	3 518	586	392	18 638
16:00 - 16:59	2 830	3 040	2 596	2 786	2 692	480	342	14 766
17:00 - 17:59	2 746	2 498	2 368	2 816	2 386	346	262	13 422
18:00 - 18:59	3 216	2 660	3 176	2 874	2 440	378	364	15 108
19:00 - 19:59	3 184	3 130	2 910	2 536	2 102	346	330	14 538
20:00 - 20:59	2 828	2 454	2 470	1 804	1 562	416	412	11 946
21:00 - 21:59	2 380	1 550	2 062	1 262	1 194	738	768	9 954
22:00 - 22:59	476	478	360	346	406	378	322	2 766
Total	43 650	43 110	41 158	39 778	37 126	9 090	6 174	220 086

Conditional Formatting – Heat-map

Number of calls (as #) by day of week & hour

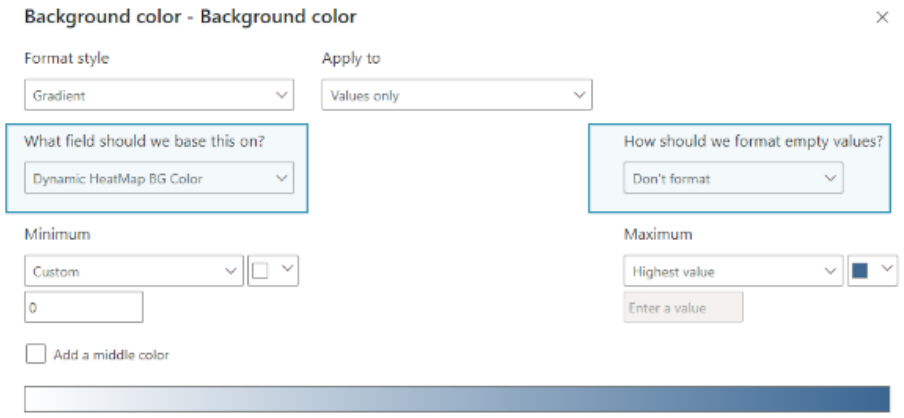
Jan'20..Dec'22, Placeholder for the additional text

Heat Map on/off

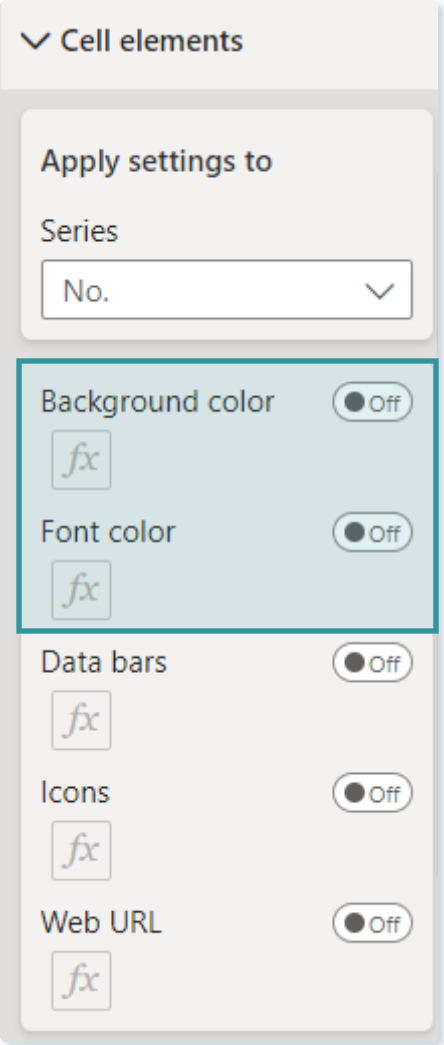
Hour | Day	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
09:00 - 09:59	916	892	770	660	828	830	768	5 664
10:00 - 10:59	1 666	1 768	1 562	1 470	1 440	934	772	9 612
11:00 - 11:59	3 760	4 366	4 144	4 196	3 690	748	222	21 126
12:00 - 12:59	5 718	6 096	5 660	5 608	5 252	1 074	466	29 874
13:00 - 13:59	5 380	5 676	5 156	5 618	5 124	970	368	28 292
14:00 - 14:59	4 834	4 960	4 454	4 388	4 492	866	386	24 380
15:00 - 15:59	3 716	3 542	3 470	3 414	3 518	586	392	18 638
16:00 - 16:59	2 830	3 040	2 596	2 786	2 692	480	342	14 766
17:00 - 17:59	2 746	2 498	2 368	2 816	2 386	346	262	13 422
18:00 - 18:59	3 216	2 660	3 176	2 874	2 440	378	364	15 108
19:00 - 19:59	3 184	3 130	2 910	2 536	2 102	346	330	14 538
20:00 - 20:59	2 828	2 454	2 470	1 804	1 562	416	412	11 946
21:00 - 21:59	2 380	1 550	2 062	1 262	1 194	738	768	9 954
22:00 - 22:59	476	478	360	346	406	378	322	2 766
Total	43 650	43 110	41 158	39 778	37 126	9 090	6 174	220 086

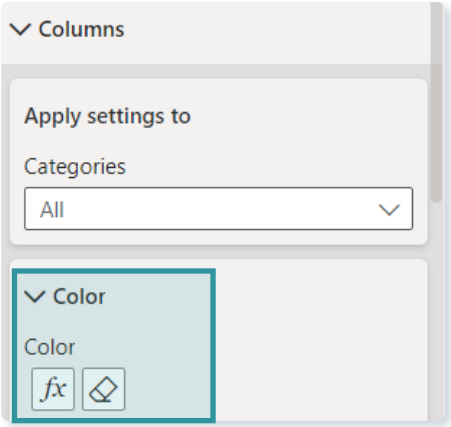
	ID	Name
1	1	Heat Map on/off

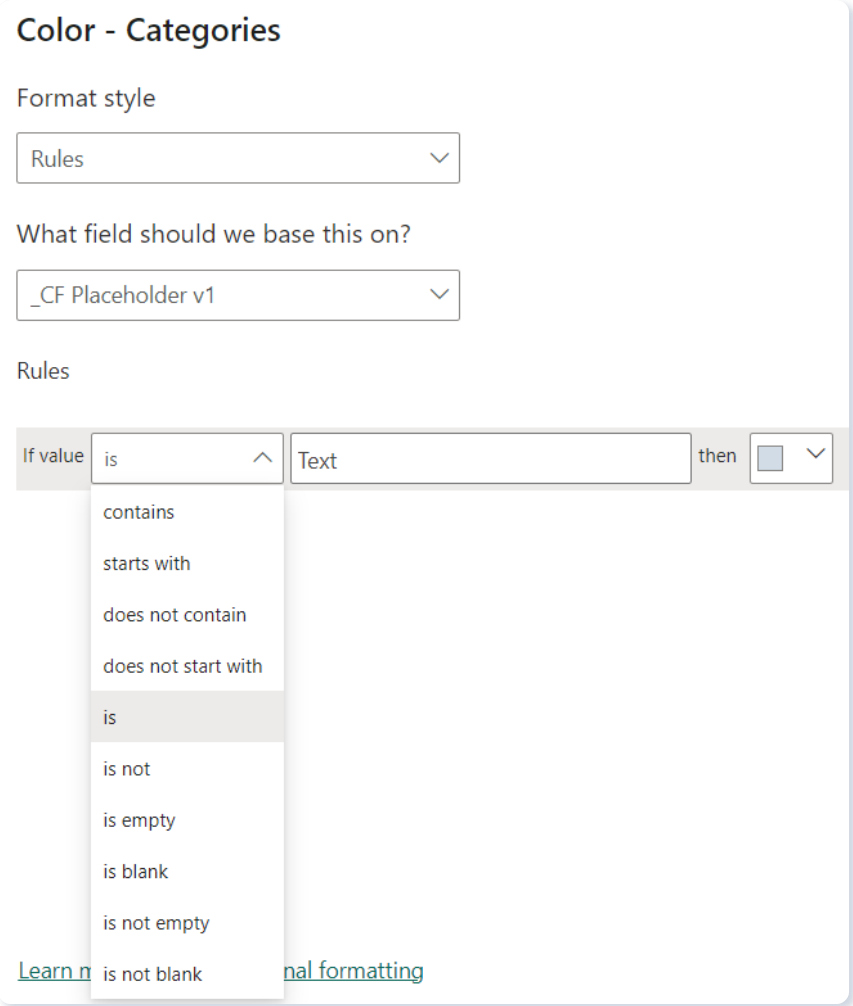
```
Dynamic HeatMap BG Color =

VAR __HeatMap = ISFILTERED ( 'Heat Map toggl'[Name] )

VAR __Result =
    SWITCH (
        TRUE(),
            __HeatMap, [Main Metric],
            BLANK()
    )

RETURN __Result
```



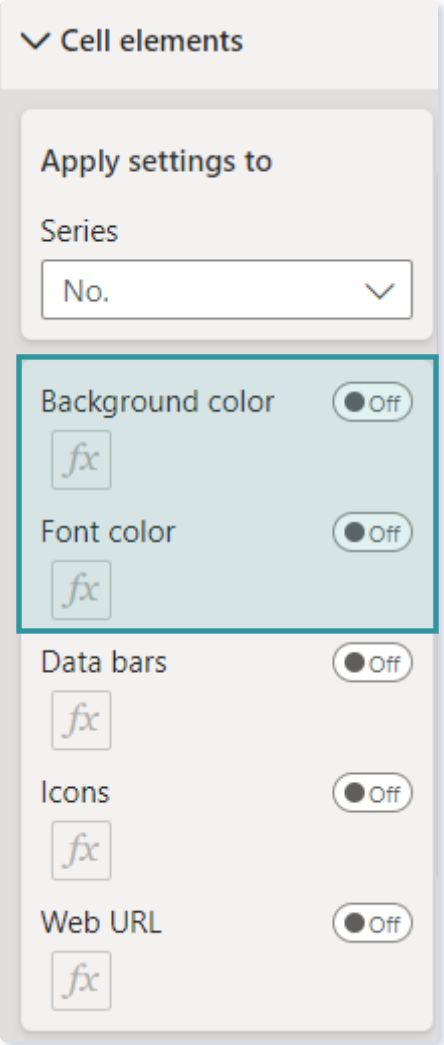
Conditional Formatting – BG / Font Color

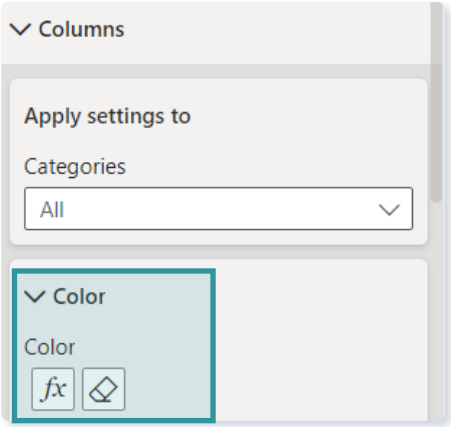




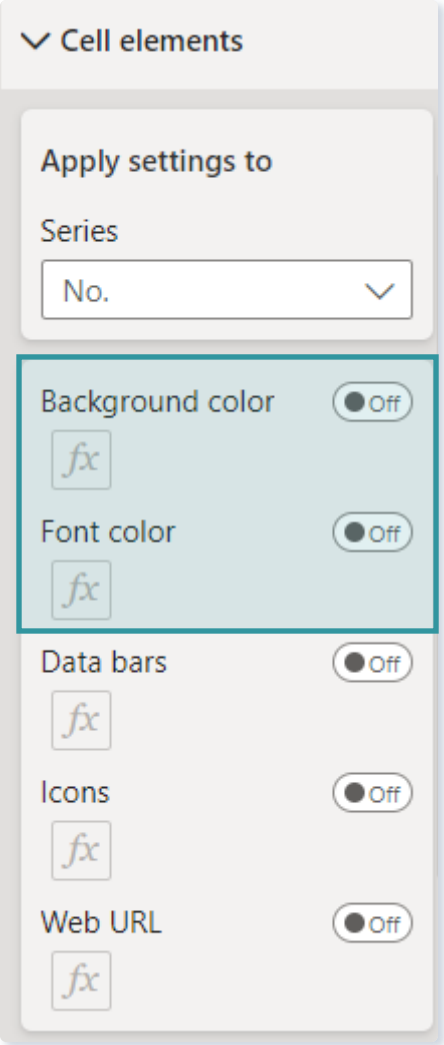


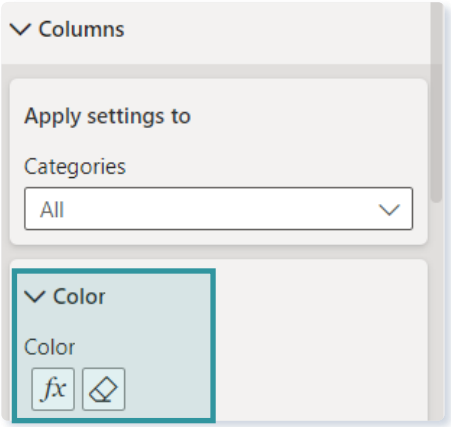
Conditional Formatting – BG / Font Color

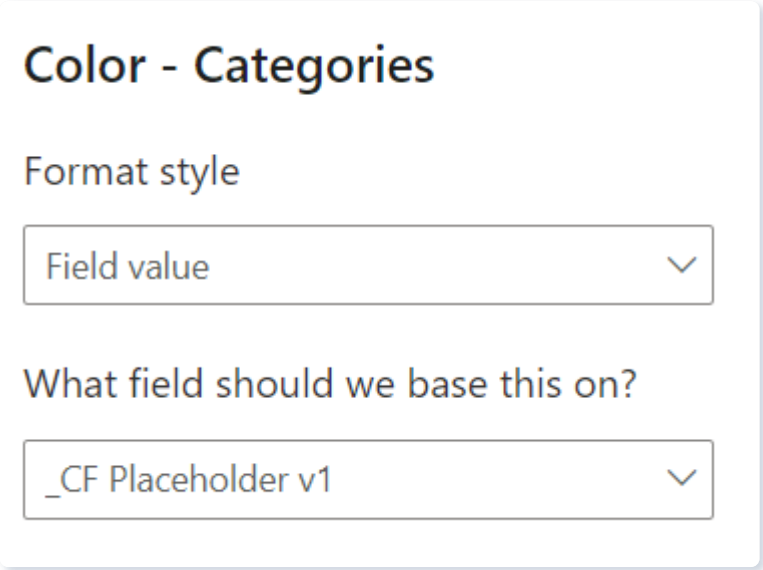




Conditional Formatting – BG / Font Color



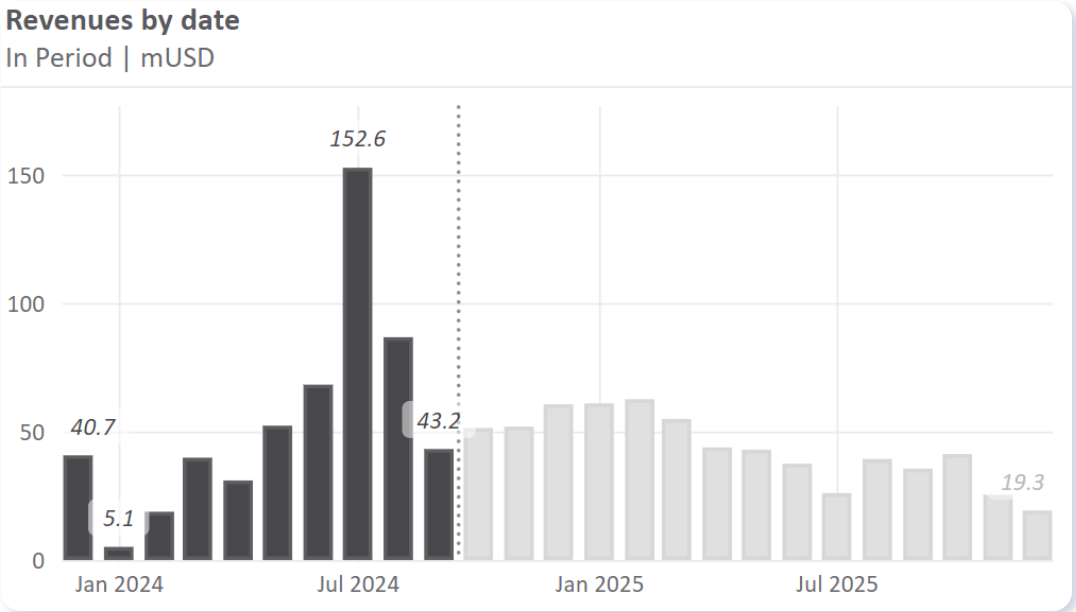




Timeline Chart – Conditional Formatting – Calc.G.

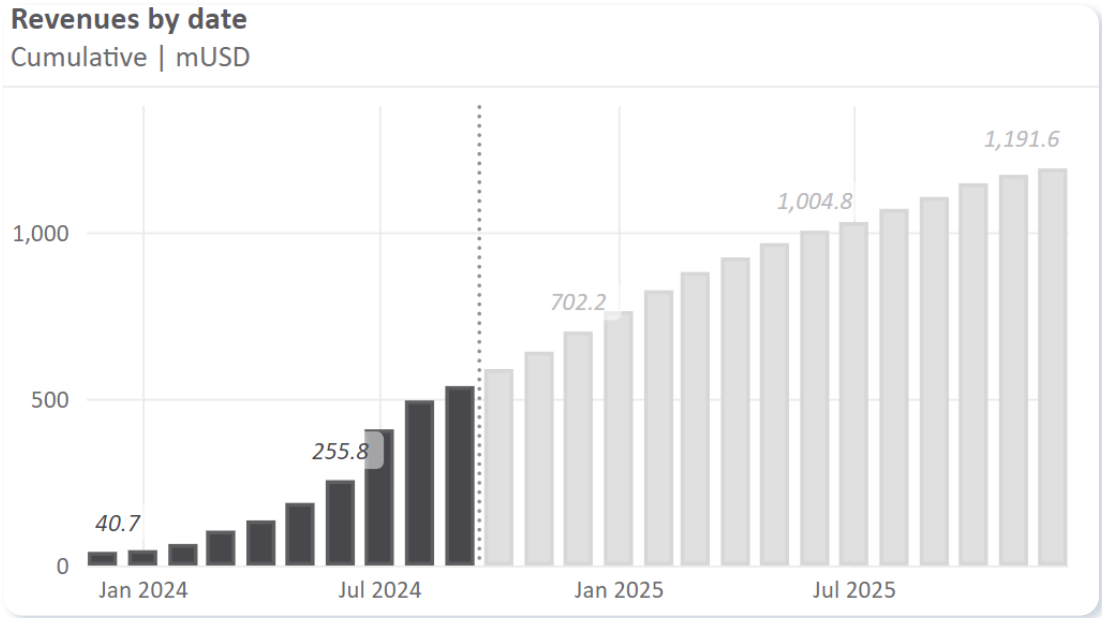
Calculation Type

In Period



Calculation Type

Cumulative



Timeline Chart – Conditional Formatting – Calc.G.

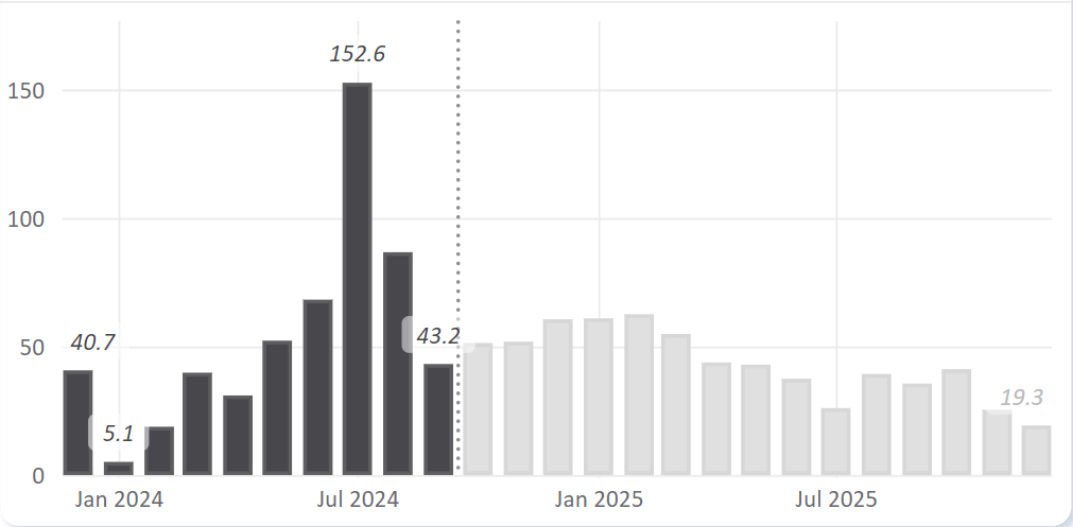
GUSTAW DUDEK 2024

Calculation Type

In Period

Revenues by date

In Period | mUSD



Apply settings to

Categories

All

Color

Color

Transparency

0 %

Color - Categories

Format style

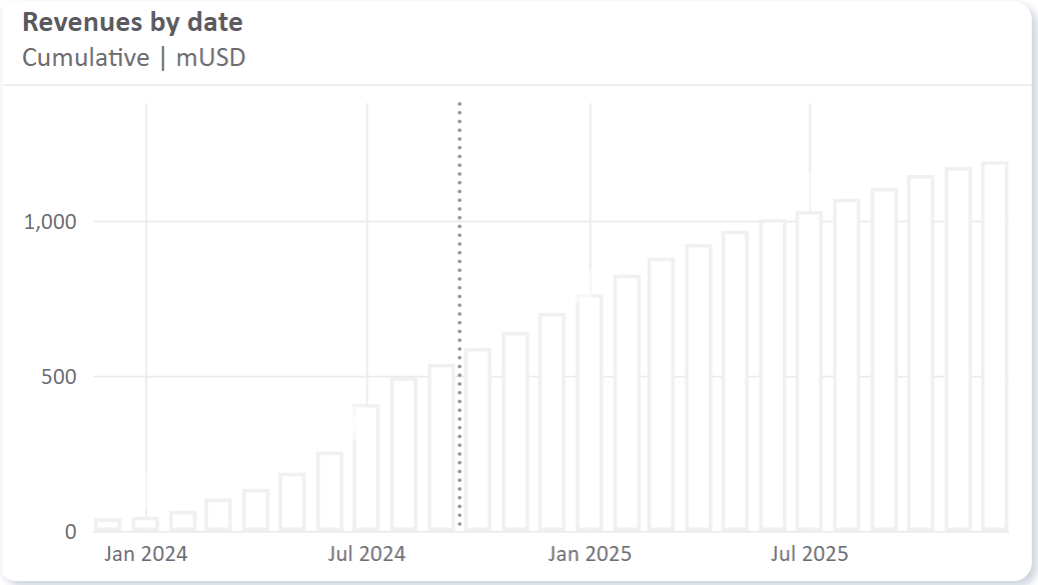
Field value

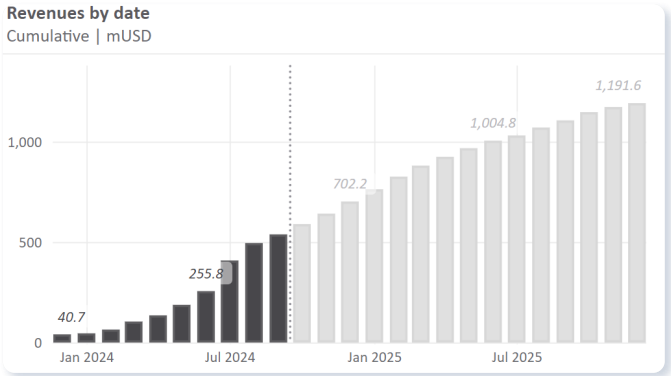
What field should we base this on?

_CF Placeholder v1

```
_CF Placeholder v1 = "#ffffff"
```

Timeline Chart – Conditional Formatting – Calc.G.

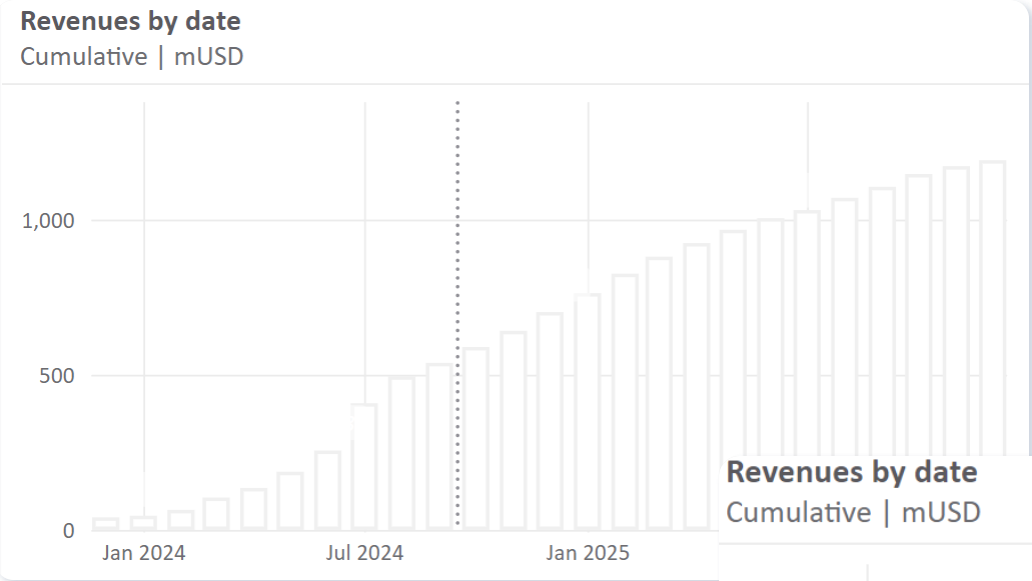


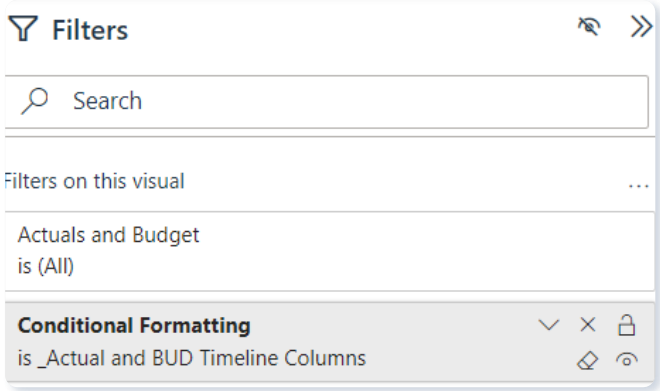


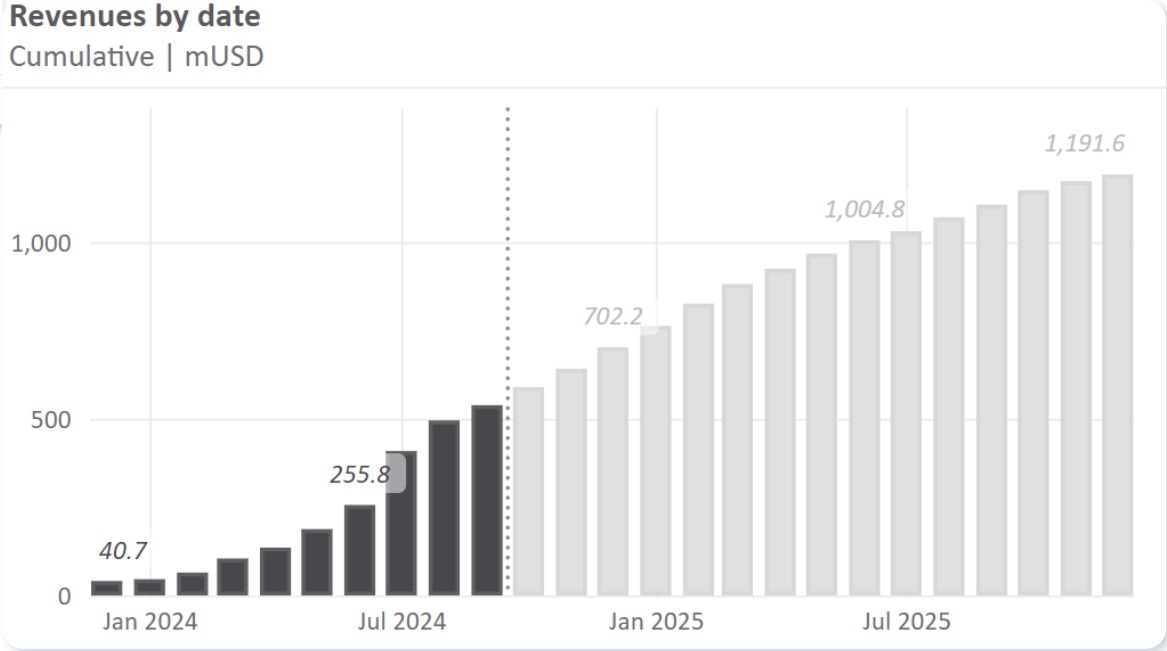
- _CG Conditional Formatting
  - Conditional Formatting
  - Calculation items (7)
    - _Actual and BUD Timeline Columns

```
_Actual and BUD Timeline Columns =

VAR __Max_Data = [_Border Date | Main]

VAR __Data =  MAX ( DIM_BI_Presentation_Date[Start of Month] )


VAR __Result =
    SWITCH (
        TRUE(),
            ISSELECTEDMEASURE ([_CF Placeholder v1]),
                SWITCH (
                    TRUE(),
                        __Data > __Max_Data,
                        "#E0E0E0",
                        "#48474B"

                ),
            ISSELECTEDMEASURE ([_CF Placeholder v1.2]),
                SWITCH (
                    TRUE(),
                        __Data > __Max_Data,
                        "#BCBBBF",
                        "#48474B"

                ),
            SELECTEDMEASURE()
    )

RETURN __Result
```

Timeline Chart – Conditional Formatting – Calc.G.

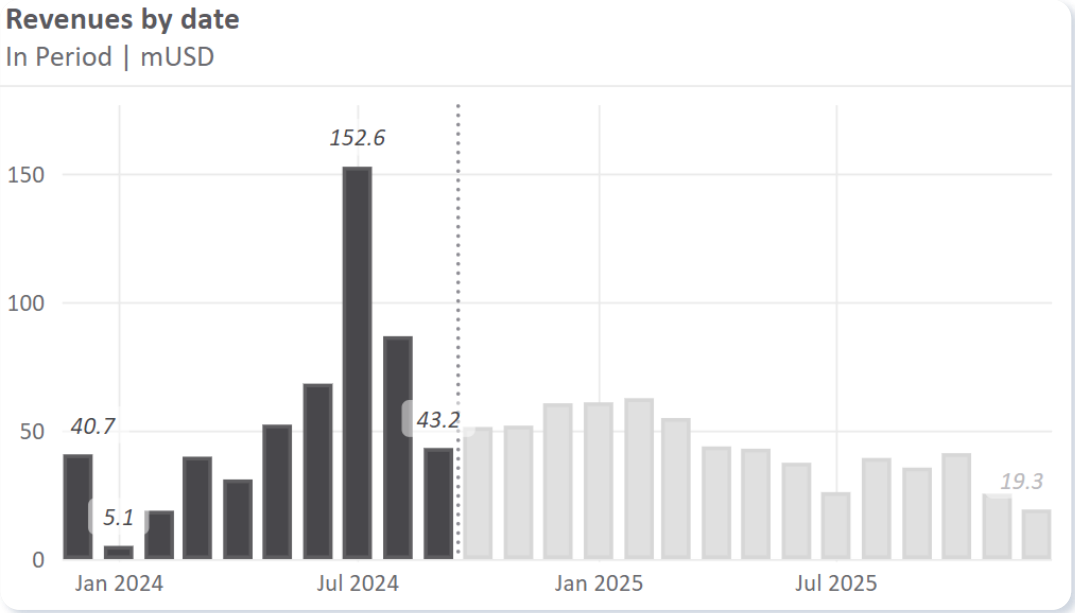


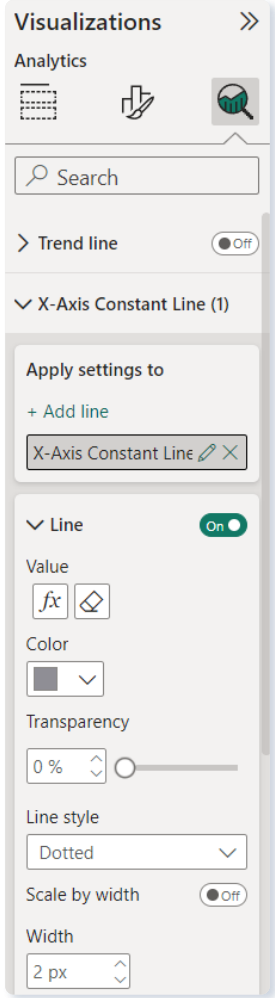




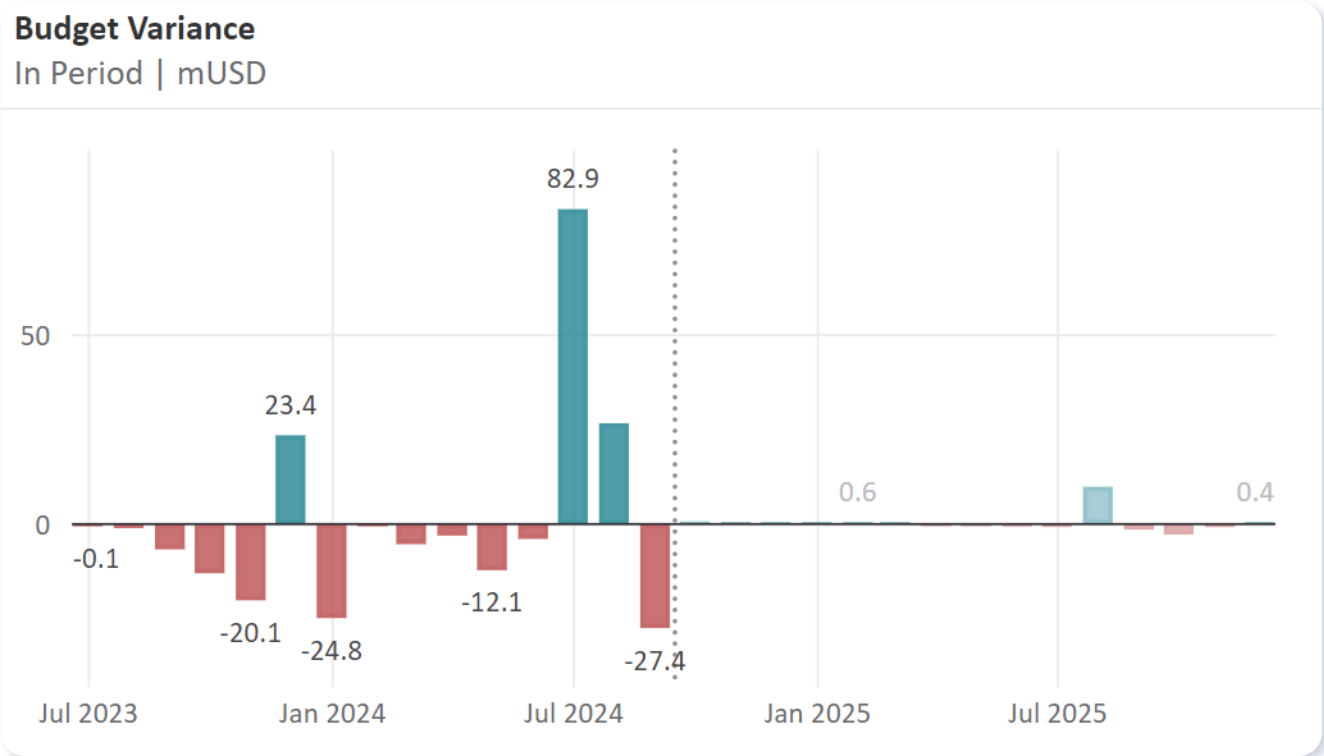
Timeline Chart – Conditional Formatting – Calc.G.

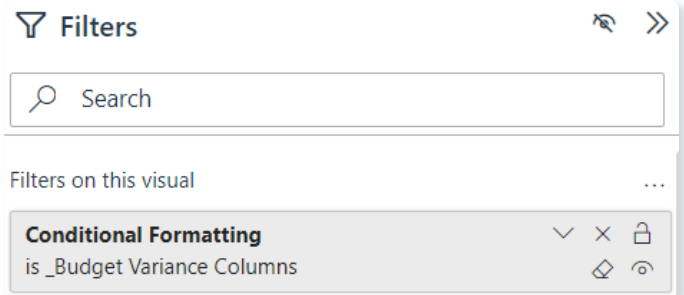

```
_Border Date - Centered =

MAX ( DIM_Bi_Date_Fragmentator[Start of Month] ) + 15

```





Timeline Chart – Conditional Formatting – Calc.G.






```
_Budget Variance Columns =

VAR __Max_Date = [_Border Date | Main]
VAR __Date =    MAX ( DIM_BI_Presentation_Date[Start of Month] )
VAR __Value =   [_Bud Variance]


VAR __Result =
    SWITCH (
        TRUE(),
            ISSELECTEDMEASURE ([_CF Placeholder v1]),
                SWITCH (
                    TRUE(),
                        __Date > __Max_Date,
                            SWITCH (
                                TRUE(),
                                    __Value >=0,
                                    "#308C9A80",
                                    "#C05B5B80"
                            ),
                            SWITCH (
                                TRUE(),
                                    __Value >=0,
                                    "#308C9A",
                                    "#C05B5B"
                            )
                ),
            ISSELECTEDMEASURE ([_CF Placeholder v1.2]),
                SWITCH (
                    TRUE(),
                        __Date > __Max_Date,
                        "#BCBBBF",
                        "#48474B"


                ),
            SELECTEDMEASURE()
    )

RETURN   Result
```

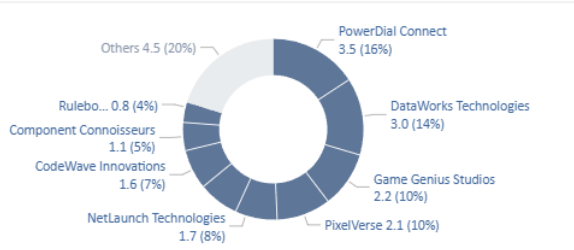
Timeline Chart – Label Density

Revenue Analysis, Breakdown by Customer
Revenues in mUSD, in %, Cumulative Revenues in % | Jan'24 - May'24

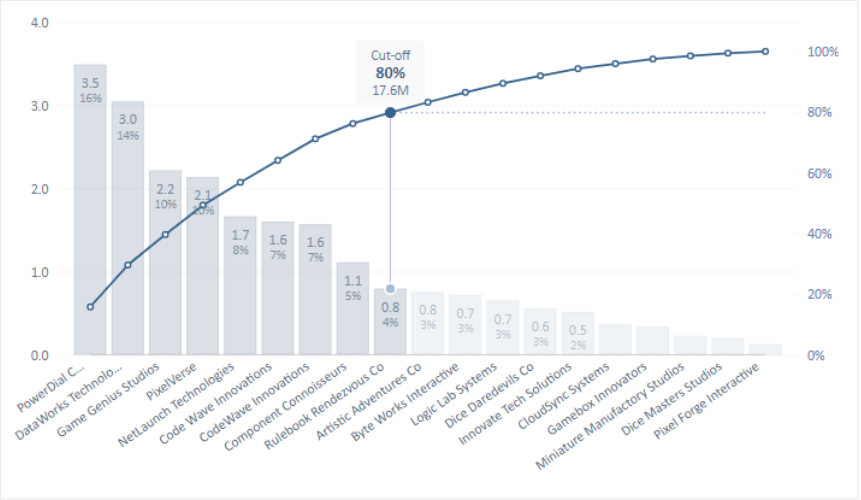
Identify Customers who generate approximately **80%** of Total Revenues

Select business line(s)
Multiple selections

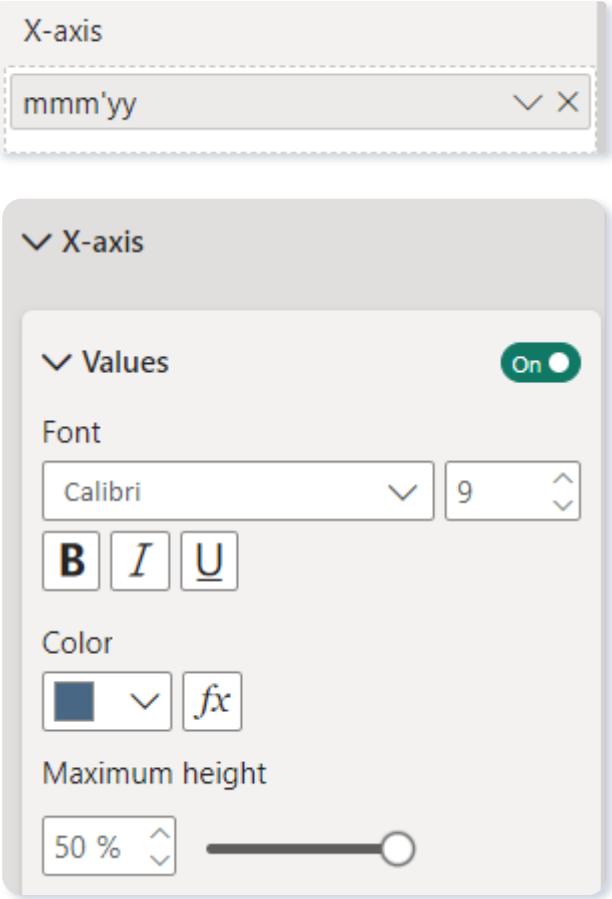
Customer	Rank	Rev.	Rev. GT%	Rev. Cum.	Rev. Cum %
PowerDial Connect	1	3.5	16%	3.5	16%
DataWorks Technologies	2	3.0	14%	6.5	30%
Game Genius Studios	3	2.2	10%	8.7	40%
PixelVerse	4	2.1	10%	10.9	49%
NetLaunch Technologies	5	1.7	8%	12.5	57%
Code Wave Innovations	6	1.6	7%	14.1	64%
CodeWave Innovations	7	1.6	7%	15.7	71%
Component Connoisseurs	8	1.1	5%	16.8	76%
Rulebook Rendezvous Co	9	0.8	4%	17.6	80%
Others	10	4.5	20%	22.1	100%
		22.1	**100%**	**22.1**	**100%**



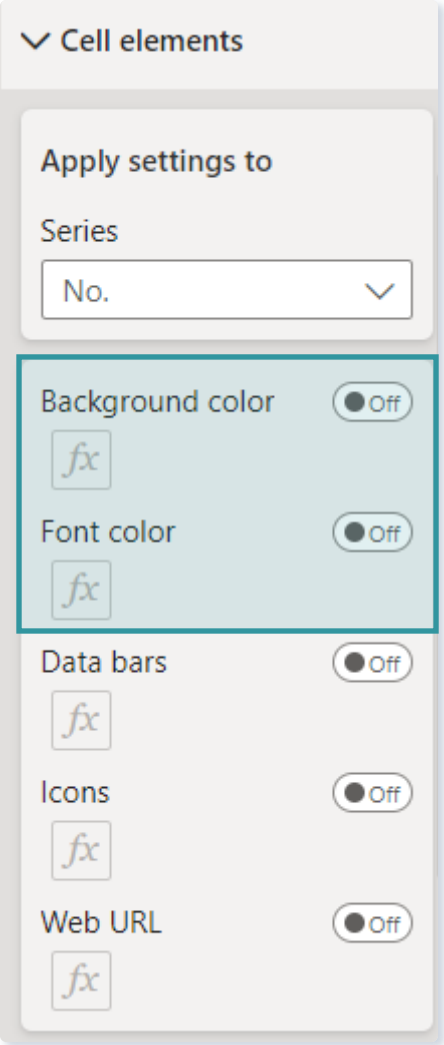
Revenue Analysis, Breakdown by Customer
Revenues in mUSD, in %, Cumulative Revenues in % | Jan'24 - May'24

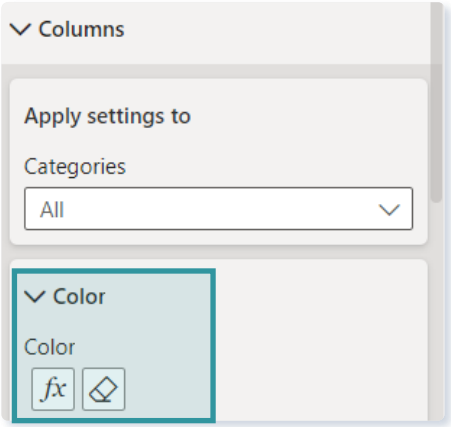


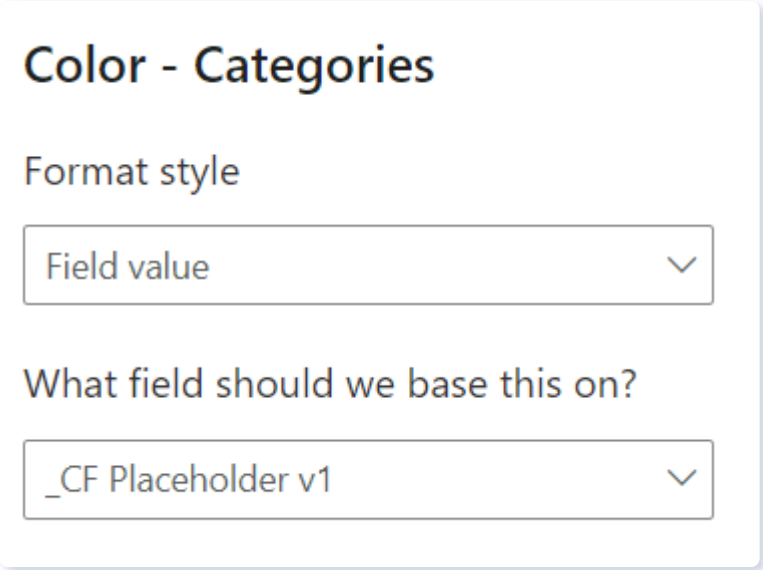
Performance over time
Revenues in mUSD, Monthly



Conditional Formatting – BG / Font Color







Conditional Formatting – BG / Font Color

Revenues
Sample Date | Other information
70.8M
PY: 56.9M +13.9M | +24.3% ▲
BD: 71.1M -290.3K | -0.4% ▼

Gross Profit
Sample Date | Other information
18.9M
PY: 16.3M +2.5M | +15.6% ▲
BD: 16.6M +2.3M | +14.0% ▲

Gross Margin
Sample Date | Other information
26.7%
PY: 28.7% -2.0pp ▼
BD: 23.3% +3.4pp ▲

Direct Costs
Sample Date | Other information
51.9M
PY: 40.6M +11.3M | +27.9% ▲
BD: 54.5M -2.6M | -4.8% ▼

Revenues
Sample Date | Other information
AC: **70.8M**
PY: 56.9M +13.9M | +24.3% ▲
BD: 71.1M -290.3K | -0.4% ▼

Gross Margin
Sample Date | Other information
AC: **26.7%**
PY: 28.7% -2.0pp ▼
BD: 23.3% +3.4pp ▲

Revenues
70.8M
PY: 56.9M +13.9M | +24.3% ▲
BD: 71.1M -290.3K | -0.4% ▼

Direct Costs
51.9M
PY: 40.6M +11.3M | +27.9% ▲
BD: 54.5M -2.6M | -4.8% ▼

Gross Profit
18.9M
PY: 16.3M +2.5M | +15.6% ▲
BD: 16.6M +2.3M | +14.0% ▲

Gross Margin
26.7%
PY: 28.7% -2.0pp ▼
BD: 23.3% +3.4pp ▲

Direct Costs
Sample Date | Other information
51.9M
PY: 40.6M +11.3M | +27.9% ▲
BD: 54.5M -2.6M | -4.8% ▼

Revenues
70.8M
PY: 56.9M +13.9M | +24.3% ▲
BD: 71.1M -290.3K | -0.4% ▼

Gross Profit
18.9M
PY: 16.3M +2.5M | +15.6% ▲
BD: 16.6M +2.3M | +14.0% ▲

Gross Margin
Sample Date | Other information

AC:	PY:	BD:
26.7%	28.7%	23.3%
	-2.0pp ▼	+3.4pp ▲

Conditional Formatting – BG / Font Color

Revenues

Sample Date | Other information

70.8M

PY: 56.9M +13.9M | +24.3% ▲

BD: 71.1M -290.3K | -0.4% ▼

Detail On

Data

_BD Metric Switch Variance KPI Card

Font

Calibri 15

B I U

Font color

fx

Color

fx

Transparency

100 %

Font color - Select label

Format style

Field value

What field should we base this on?

_BD Metric Switch Variance KPI Card CF

Conditional Formatting – BG / Font Color

Revenues

Sample Date | Other information

70.8M

PY: 56.9M **+13.9M** | **+24.3%** ▲

BD: 71.1M **-290.3K** | **-0.4%** ▼

```
_BD Metric Switch Variance KPI Card CF = // does not include expense category reverse sign

// Fetch the absolute variance and color values for different scenarios
VAR __Metric_abs =     [_BD Metric Switch abs Var]
VAR __Color_Positive = [_Positive Variance color]
VAR __Color_Negative = [_Negative Variance color]
VAR __Color_Neutral =  [_Neutral Variance color]

// Main result calculation to determine the color based on variance
VAR __Result =
    SWITCH (
        TRUE(),

        // Positive variance: Use the positive color
        __Metric_abs > 0, __Color_Positive,

        // Negative variance: Use the negative color
        __Metric_abs < 0, __Color_Negative,

        // Neutral variance (exactly zero): Use the neutral color
        __Metric_abs = 0, __Color_Neutral
    )

RETURN __Result
```

Conditional Formatting – BG / Font Color

Revenues

Sample Date | Other information

70.8M

PY: 56.9M +13.9M | +24.3% ▲

BD: 71.1M -290.3K | -0.4% ▼

Direct Costs

Sample Date | Other information

51.9M

PY: 40.6M +11.3M | +27.9% ▲

BD: 54.5M -2.6M | -4.8% ▼

Direct Costs

Sample Date | Other information

51.9M

PY: 40.6M +11.3M | +27.9% ▲

BD: 54.5M -2.6M | -4.8% ▼

```
_BD Metric Switch Variance KPI Card CF Proper =

// Fetch the absolute variance and color values for different scenarios
VAR __Metric_abs =     [_BD Metric Switch abs Var]
VAR __Color_Positive = [_Positive Variance color]
VAR __Color_Negative = [_Negative Variance color]
VAR __Color_Neutral =  [_Neutral Variance color]

// Check if the metric is a cost item based on the 'Type' column in the metric table
VAR __Is_Cost = SELECTEDVALUE( 'Switch Display Metric'[Type] ) = "Negative"

// Main result calculation to determine the color based on variance
VAR __Result =
    SWITCH (
        TRUE(),

        // If the item is a cost item, reverse the logic (positive variance is bad, negative is good)
        __Is_Cost && __Metric_abs > 0, __Color_Negative,
        __Is_Cost && __Metric_abs < 0, __Color_Positive,

        // For non-cost items, use the standard logic (positive variance is good, negative is bad)
        NOT(__Is_Cost) && __Metric_abs > 0, __Color_Positive,
        NOT(__Is_Cost) && __Metric_abs < 0, __Color_Negative,

        // Neutral variance (exactly zero): Use the neutral color
        __Metric_abs = 0, __Color_Neutral
    )

RETURN __Result
```

Conditional Formatting – BG / Font Color

Revenues

Sample Date | Other information

Service	Transport	Warehousing
30.3M	30.2M	10.2M
PY: 24.1M +6.2M | +25.7% BD: 30.4M -96.8K | -0.3%	PY: 25.1M +5.1M | +20.5% BD: 30.9M -645.9K | -2.1%	PY: 7.7M +2.5M | +32.6% BD: 9.8M +452.4K | +4.6%

Revenues

Sample Date | Other information

Service	30.3M	PY: 24.1M +6.2M | +25.7%
Transport	30.2M	PY: 25.1M +5.1M | +20.5%
Warehousing	10.2M	PY: 7.7M +2.5M | +32.6%

Revenues

Sample Date

Service

30.3M

PY: 24.1M +6.2M \| +25.7%

BD: 30.4M -96.8K \| -0.3%

Transport

30.2M

PY: 25.1M +5.1M \| +20.5%

BD: 30.9M -645.9K \| -2.1%

Warehousing

10.2M

PY: 7.7M +2.5M \| +32.6%

BD: 9.8M +452.4K \| +4.6%

Conditional Formatting – BG / Font Color

Select a single metric and time period

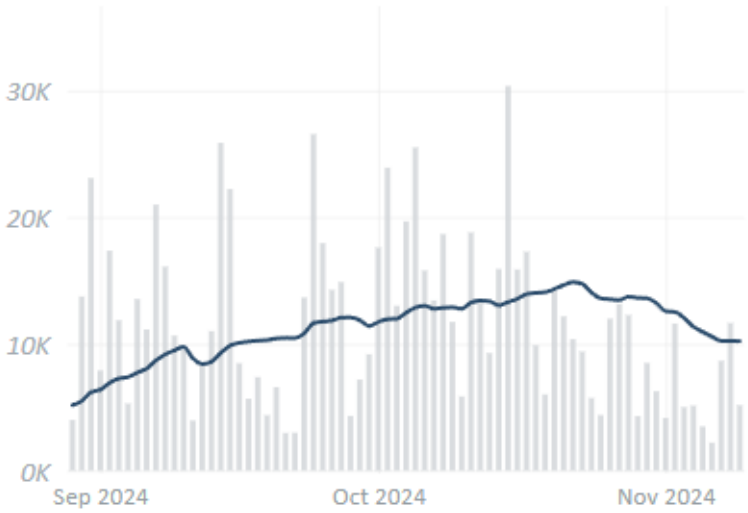
Impressions

7D | 14D | 30D | **90D** | 180D | TY | LTM | ALL

Total Impressions

854.1K -84.2K | -9.0% ▼

938.3K (Prior 90 days)



In Period — 30 Days MA

Select a single metric and time period

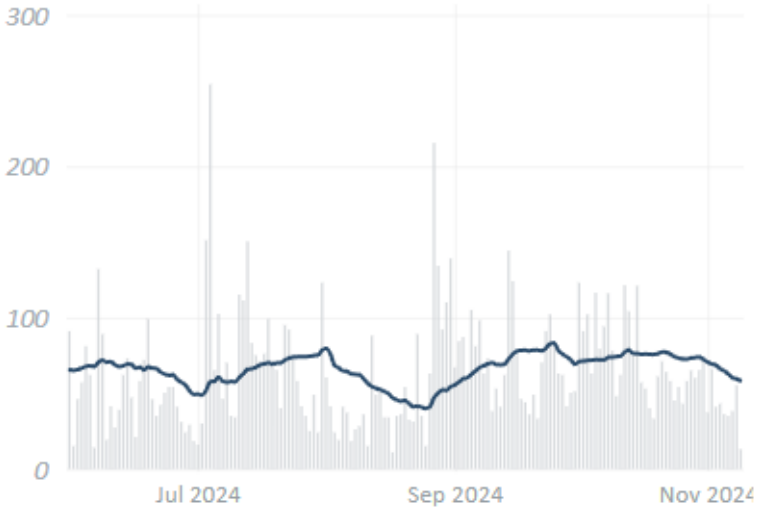
New Followers

7D | 14D | 30D | 90D | **180D** | TY | LTM | ALL

Total New Followers

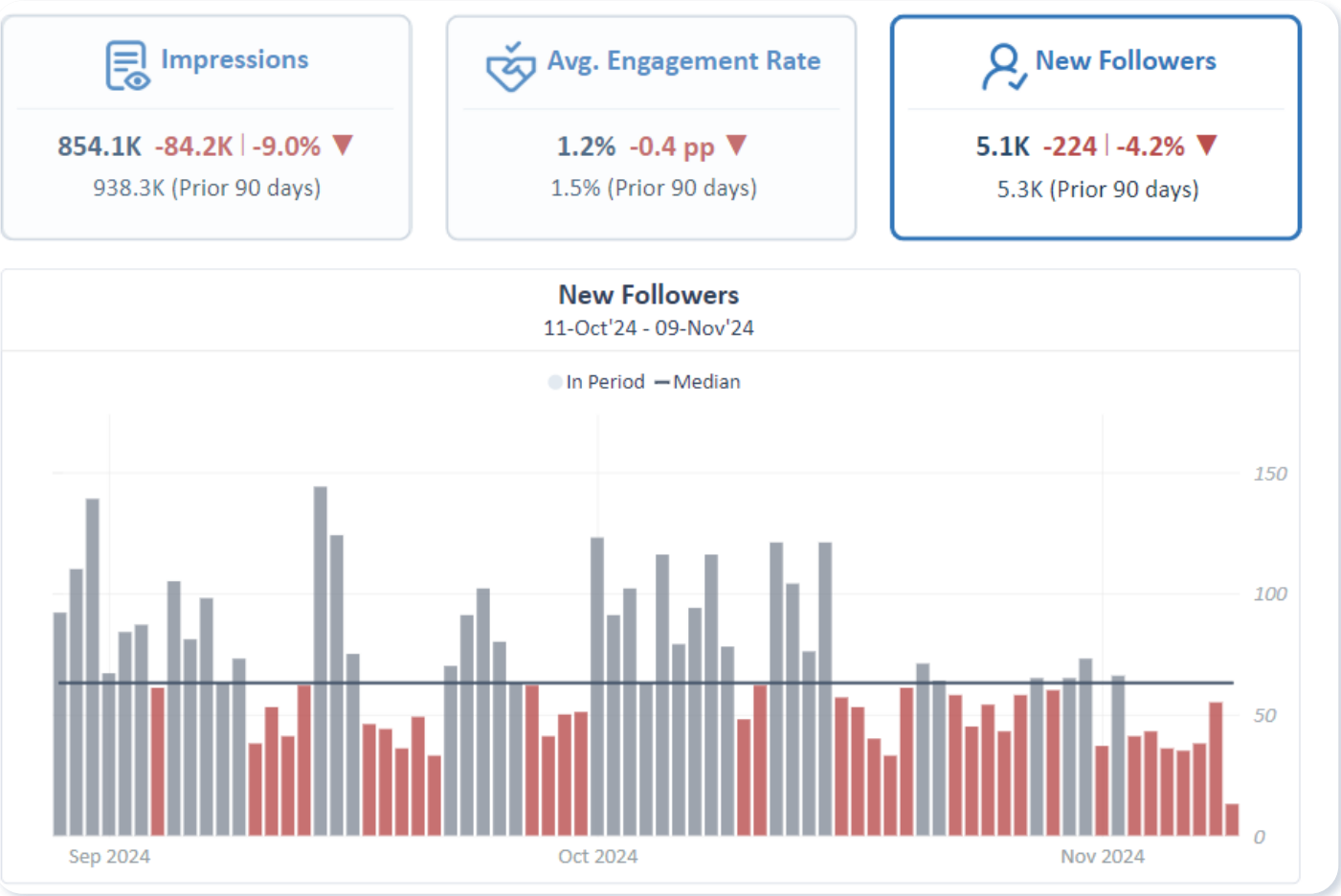
10.4K +2.3K | +28.7% ▲

8.1K (Prior 180 days)

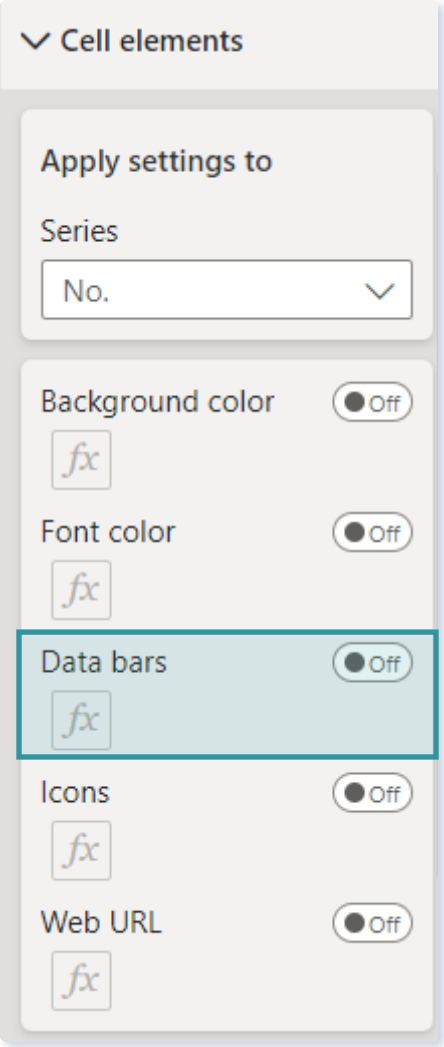


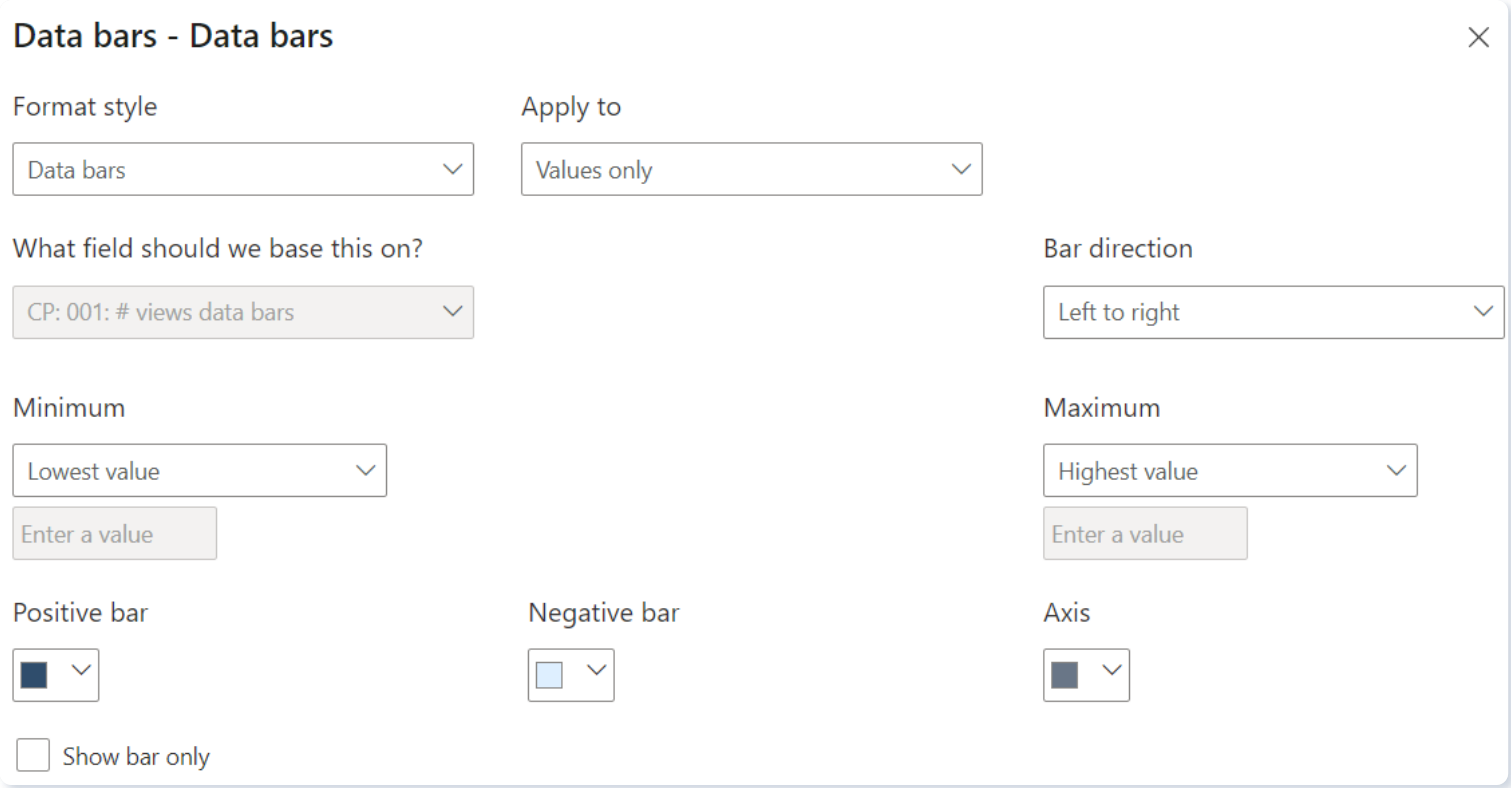
In Period — 30 Days MA

Conditional Formatting – BG / Font Color

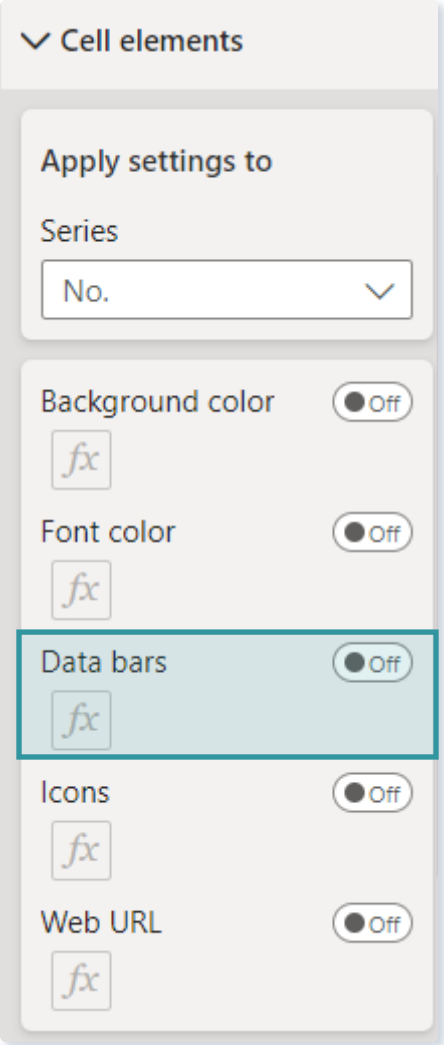


Conditional Formatting – Data Bars





Conditional Formatting – Data Bars



Posts / publications - details

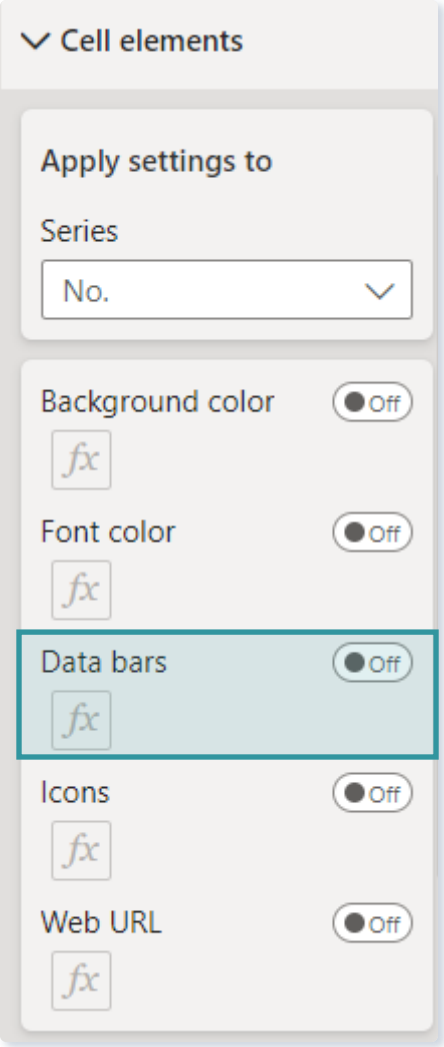
Jul'22..Nov'24, sorted by # posts (↓)

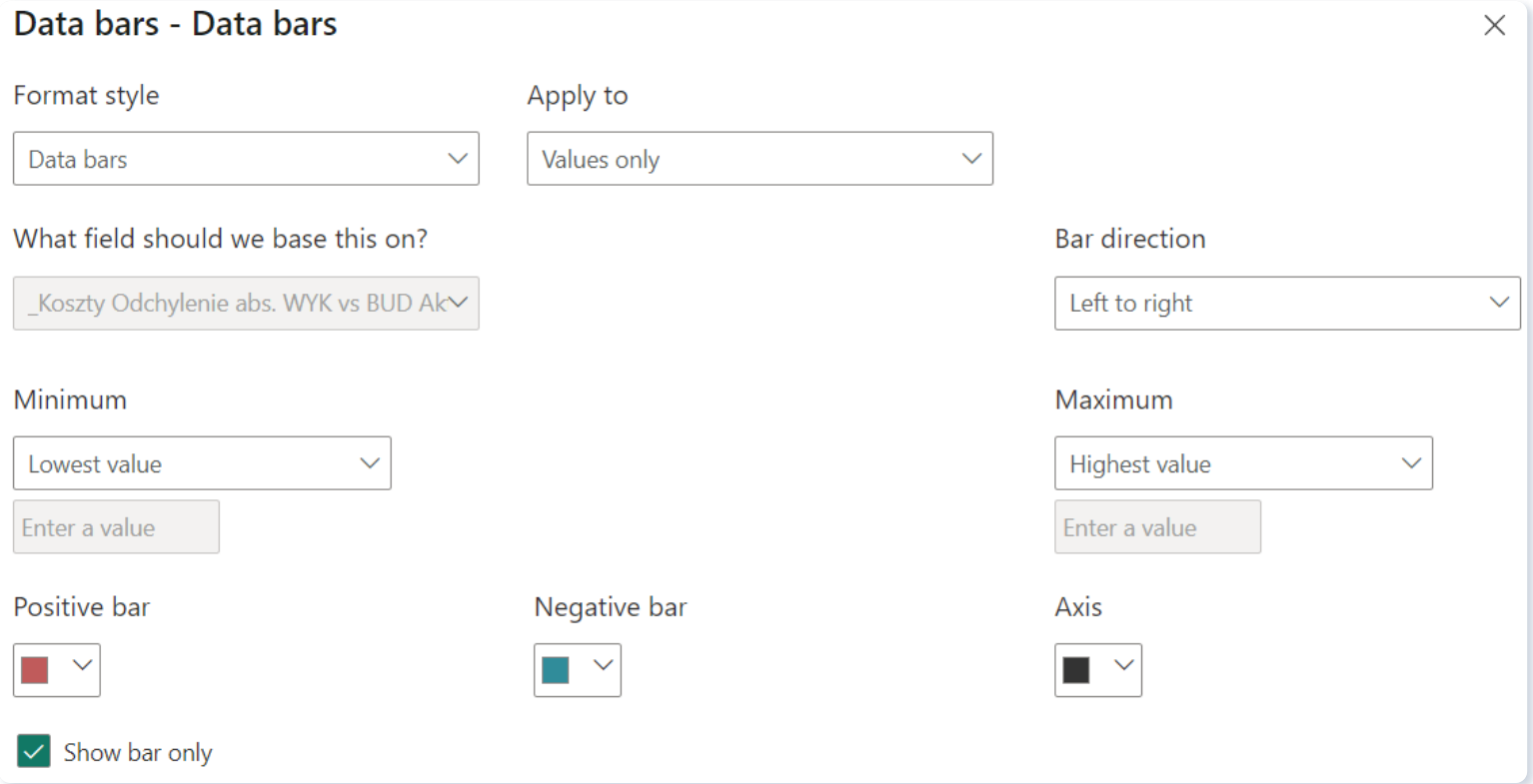
Tabular view: Compressed | Extended

Sort items by: Release date | Views | Reactions | R/V

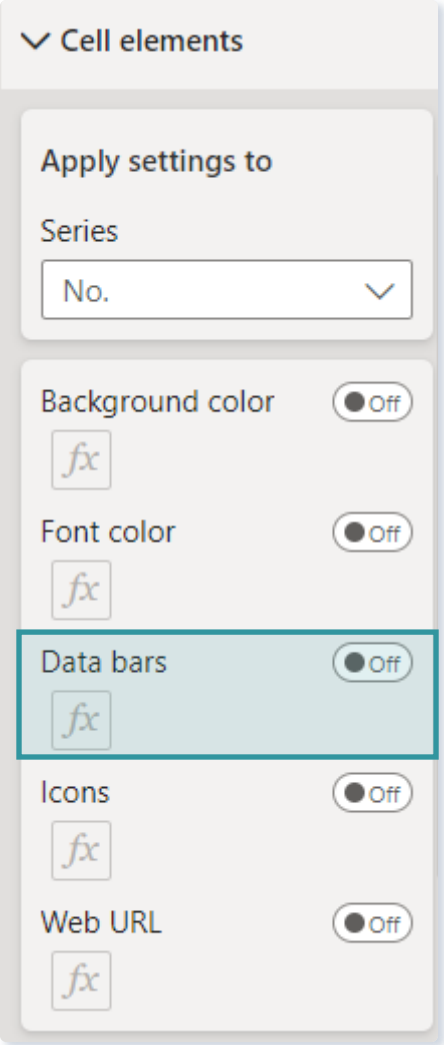
No.	Release date	Period	Format	Details	Topic	# Views	# Views	# Reactions	# Reactions	R/V Ratio
1	20.05.2023	05'23	GIF		Line chart with variance "bridge" between current and py points	151,073		1,561		1.0%
2	11.04.2023	04'23	PDF	✓	KPI card - formatting options	103,352		1,006		1.0%
3	09.11.2023	11'23	GIF		Higlighting forecasted (future) periods in column and line chart (conditional formatting)	80,091		761		1.0%
4	02.07.2024	07'24	PNG		Presentation of 6 sample light-theme dashboards	77,332		780		1.0%
5	06.03.2023	03'23	PNG	✓	Chart selection - comparison of six charts	70,246		807		1.1%
6	29.06.2023	06'23	GIF		Dynamic heat-map formatting using HSLA coding	68,253		850		1.2%
7	30.08.2022	08'22	PNG		Financial Ligudity - report presentation	62,572		567		0.9%
8	16.02.2023	02'23	GIF		Dynamic TOPn (Table top + others)	62,489		723		1.2%
9	23.11.2023	11'23	GIF		New native slicer and 'customized' calendar layout (dax-based)	62,115		711		1.1%
10	14.09.2024	09'24	GIF	✓	Displaying dynamic date period and prior period v2 - bands	56,844		846		1.5%
11	09.08.2023	08'23	PDF	✓	List of core visuals - recommendations	53,631		479		0.9%
12	01.08.2023	08'23	GIF		Dynamic vertical bands in scatter chart using the line chart	52,589		766		1.5%
13	17.05.2023	05'23	GIF		SVG implementation in native matrix table	52,150		455		0.9%
14	12.08.2024	08'24	PNG		2nd MVP nomination rejection - announcement	51,869		417		0.8%
15	24.09.2022	09'22	GIF	✓	Grouping objects - simple way to speed bookmark functionality	50,751		511		1.0%
16	07.08.2023	08'23	GIF		Scenario comparison and variance display using bar chart	50,413		509		1.0%
17	27.09.2023	09'23	PDF	✓	Dynamic date granularity (M/Q/Y) with field parameter	49,372		627		1.3%
18	13.05.2024	05'24	GIF	✓	New native slicer and 'Tabular' Layout	49,260		512		1.0%
19	26.07.2024	07'24	GIF		KPI Card with trend and moving average and date period selection v1	49,003		616		1.3%
20	05.05.2023	05'23	GIF		Simple waterfall custom visual	45,981		441		1.0%
21	03.08.2023	08'23	PDF	✓	Multiple applications of field parameters	45,519		428		0.9%
22	08.12.2023	12'23	GIF	✓	Counter of active (applied filters)	45,476		718		1.6%

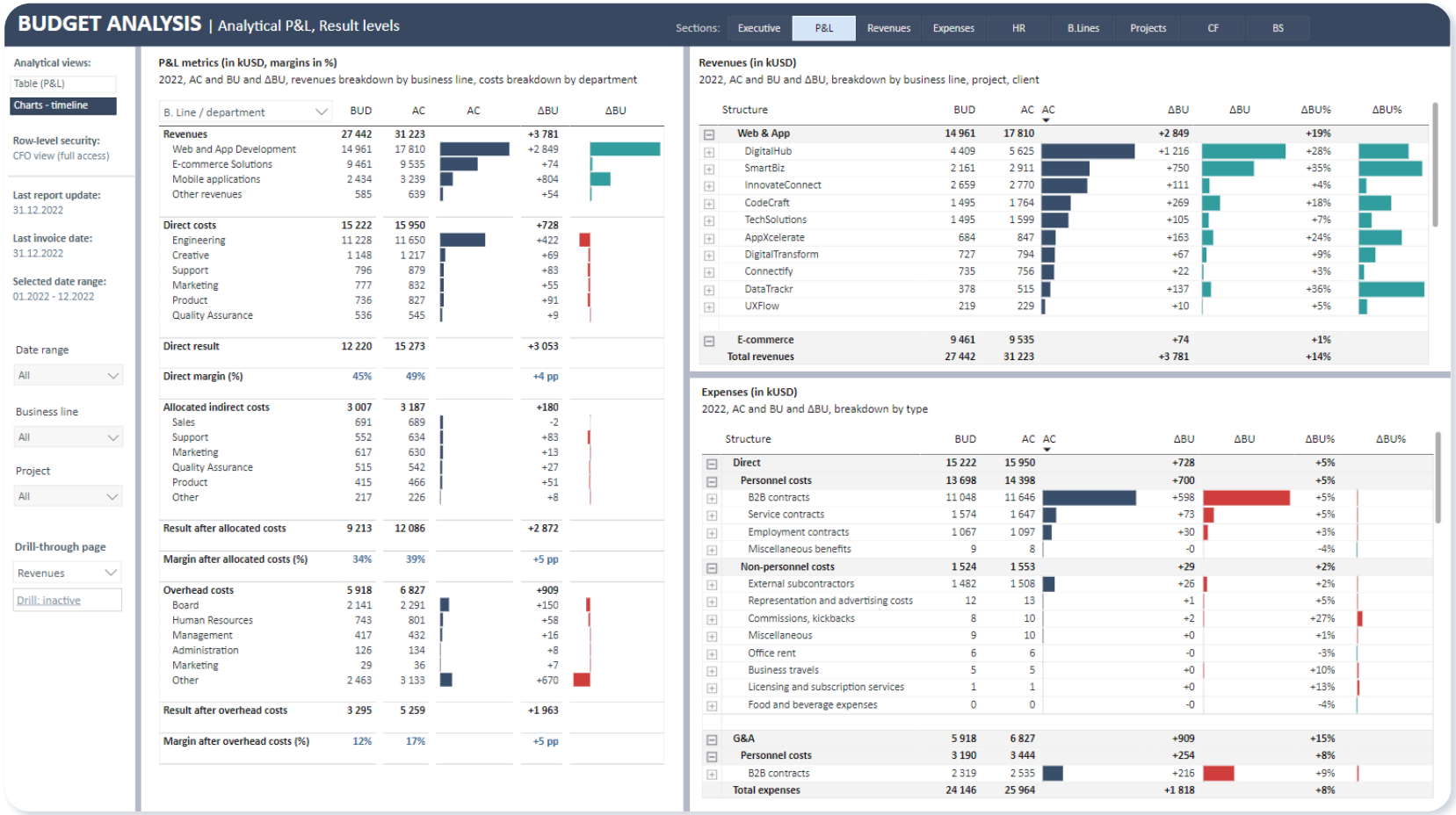
Conditional Formatting – Data Bars





Conditional Formatting – Data Bars





BUDGET ANALYSIS | Analytical P&L, Result levels

Sections: Executive | P&L | Revenues | Expenses | HR | B.Lines | Projects | CF | BS

Analytical views: Table (P&L) | Charts - timeline

Row-level security: CFO view (full access)

Last report update: 31.12.2022

Last invoice date: 31.12.2022

Selected date range: 01.2022 - 12.2022

Date range: All

Business line: All

Project: All

Drill-through page: Revenues

Drill: inactive

P&L metrics (in kUSD, margins in %)

2022, AC and BU and ΔBU, revenues breakdown by business line, costs breakdown by department

B. Line / department	BUD	AC	AC	ΔBU	ΔBU
Revenues	**27 442**	**31 223**		**+3 781**	
Web and App Development	14 961	17 810		+2 849	
E-commerce Solutions	9 461	9 535		+74	
Mobile applications	2 434	3 239		+804	
Other revenues	585	639		+54	
Direct costs	**15 222**	**15 950**		**+728**	
Engineering	11 228	11 650		+422	
Creative	1 148	1 217		+69	
Support	796	879		+83	
Marketing	777	832		+55	
Product	736	827		+91	
Quality Assurance	536	545		+9	
Direct result	**12 220**	**15 273**		**+3 053**	
Direct margin (%)	**45%**	**49%**		**+4 pp**	
Allocated indirect costs	**3 007**	**3 187**		**+180**	
Sales	691	689		-2	
Support	552	634		+83	
Marketing	617	630		+13	
Quality Assurance	515	542		+27	
Product	415	466		+51	
Other	217	226		+8	
Result after allocated costs	**9 213**	**12 086**		**+2 872**	
Margin after allocated costs (%)	**34%**	**39%**		**+5 pp**	
Overhead costs	**5 918**	**6 827**		**+909**	
Board	2 141	2 291		+150	
Human Resources	743	801		+58	
Management	417	432		+16	
Administration	126	134		+8	
Marketing	29	36		+7	
Other	2 463	3 133		+670	
Result after overhead costs	**3 295**	**5 259**		**+1 963**	
Margin after overhead costs (%)	**12%**	**17%**		**+5 pp**	

Revenues (in kUSD)

2022, AC and BU and ΔBU, breakdown by business line, project, client

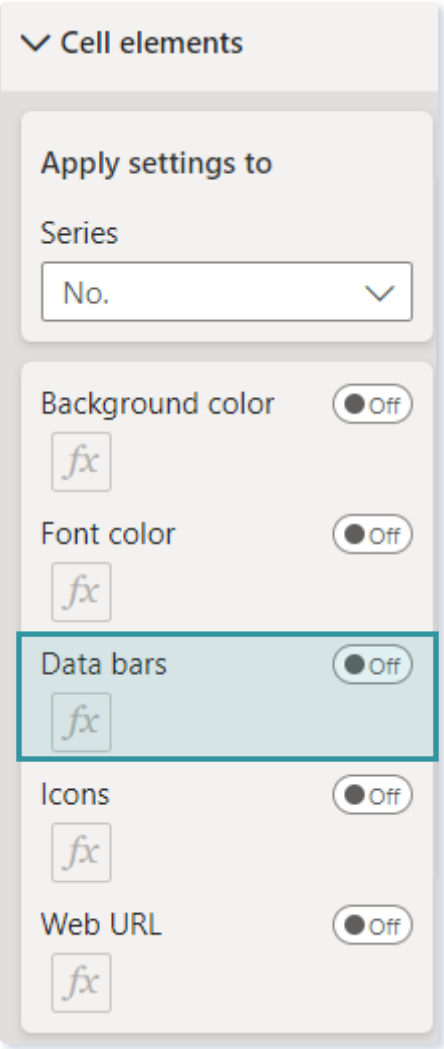
Structure	BUD	AC	AC	ΔBU	ΔBU	ΔBU%	ΔBU%
Web & App	**14 961**	**17 810**		**+2 849**		**+19%**	
DigitalHub	4 409	5 625		+1 216		+28%	
SmartBiz	2 161	2 911		+750		+35%	
InnovateConnect	2 659	2 770		+111		+4%	
CodeCraft	1 495	1 764		+269		+18%	
TechSolutions	1 495	1 599		+105		+7%	
AppXcelerate	684	847		+163		+24%	
DigitalTransform	727	794		+67		+9%	
Connectify	735	756		+22		+3%	
DataTrackr	378	515		+137		+36%	
UXFlow	219	229		+10		+5%	
E-commerce	**9 461**	**9 535**		**+74**		**+1%**	
Total revenues	**27 442**	**31 223**		**+3 781**		**+14%**	

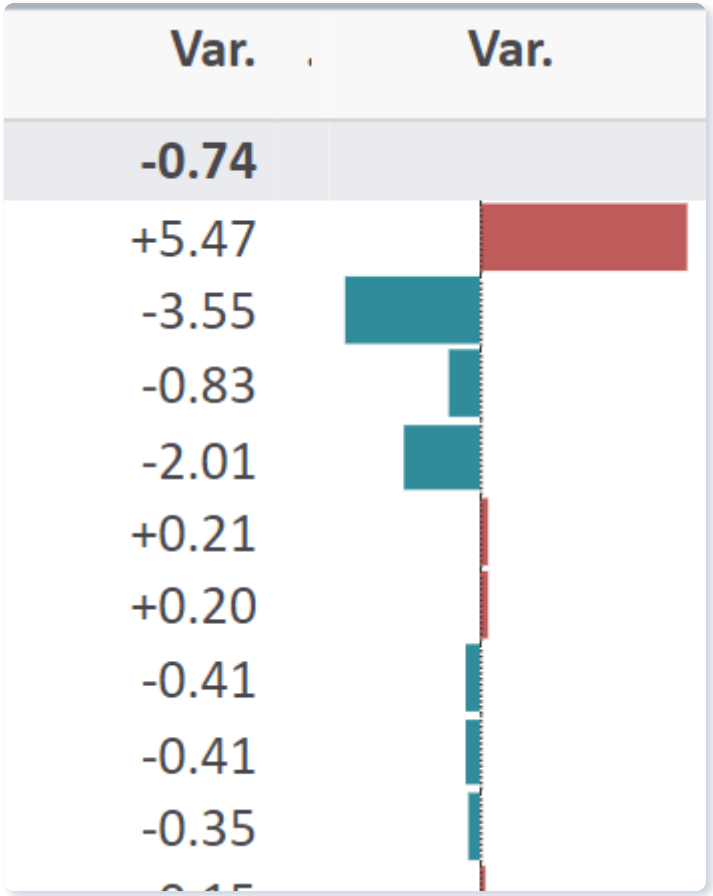
Expenses (in kUSD)

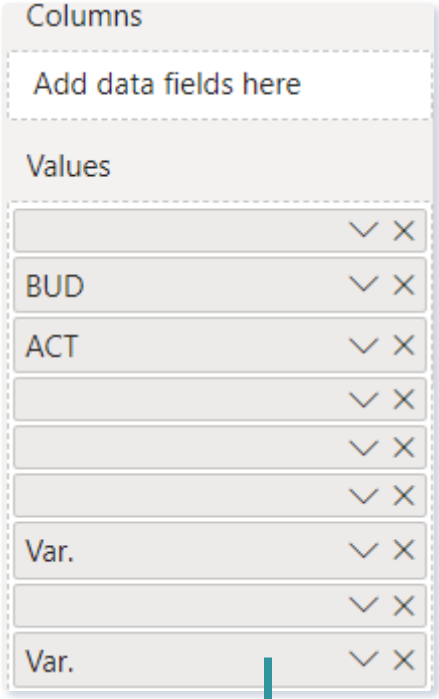
2022, AC and BU and ΔBU, breakdown by type

Structure	BUD	AC	AC	ΔBU	ΔBU	ΔBU%	ΔBU%
Direct	**15 222**	**15 950**		**+728**		**+5%**	
Personnel costs	**13 698**	**14 398**		**+700**		**+5%**	
B2B contracts	11 048	11 646		+598		+5%	
Service contracts	1 574	1 647		+73		+5%	
Employment contracts	1 067	1 097		+30		+3%	
Miscellaneous benefits	9	8		-0		-4%	
Non-personnel costs	**1 524**	**1 553**		**+29**		**+2%**	
External subcontractors	1 482	1 508		+26		+2%	
Representation and advertising costs	12	13		+1		+5%	
Commissions, kickbacks	8	10		+2		+27%	
Miscellaneous	9	10		+0		+1%	
Office rent	6	6		-0		-3%	
Business travels	5	5		+0		+10%	
Licensing and subscription services	1	1		+0		+13%	
Food and beverage expenses	0	0		-0		-4%	
G&A	**5 918**	**6 827**		**+909**		**+15%**	
Personnel costs	**3 190**	**3 444**		**+254**		**+8%**	
B2B contracts	2 319	2 535		+216		+9%	
Total expenses	**24 146**	**25 964**		**+1 818**		**+8%**	

Conditional Formatting – Data Bars







Conditional Formatting – Data Bars

1

Revenues (in kUSD)
2022, AC and BU and ΔBU, breakdown by project

Project	BUD	AC	AC	ΔBU, ΔBU%
DigitalHub	4 409	5 625		▲ +1 216 | +28%
CustomerXcel	4 636	4 613		▼ -23 | 0%
HealthQuest	2 434	3 239		▲ +804 | +33%
SmartBiz	2 161	2 911		▲ +750 | +35%
InnovateConnect	2 659	2 770		▲ +111 | +4%
FulfillXpress	2 105	2 029		▼ -77 | -4%
Total	**27 442**	**31 223**		**▲ +3 781 | +14%**

Concatenated labels:
an icon
& absolute variance
& „ | "
& relative variance

2

Revenues (in kUSD)
2022, AC and BU and ΔBU, breakdown by project

Project	BUD	AC	AC	ΔBU	ΔBU%
DigitalHub	4 409	5 625		+1 216	+28%
CustomerXcel	4 636	4 613		-23	-0%
HealthQuest	2 434	3 239		+804	+33%
SmartBiz	2 161	2 911		+750	+35%
InnovateConnect	2 659	2 770		+111	+4%
FulfillXpress	2 105	2 029		-77	-4%
Total	**27 442**	**31 223**		**+3 781**	**+14%**

Metrics as separate measures

3

Revenues (in kUSD)
2022, AC and BU and ΔBU, breakdown by project

Project	BUD	AC	AC	ΔBU	ΔBU	ΔBU%	ΔBU%
DigitalHub	4 409	5 625		+1 216		+28%	
CustomerXcel	4 636	4 613		-23		-0%	
HealthQuest	2 434	3 239		+804		+33%	
SmartBiz	2 161	2 911		+750		+35%	
InnovateConnect	2 659	2 770		+111		+4%	
FulfillXpress	2 105	2 029		-77		-4%	
Total	**27 442**	**31 223**		**+3 781**		**+14%**	

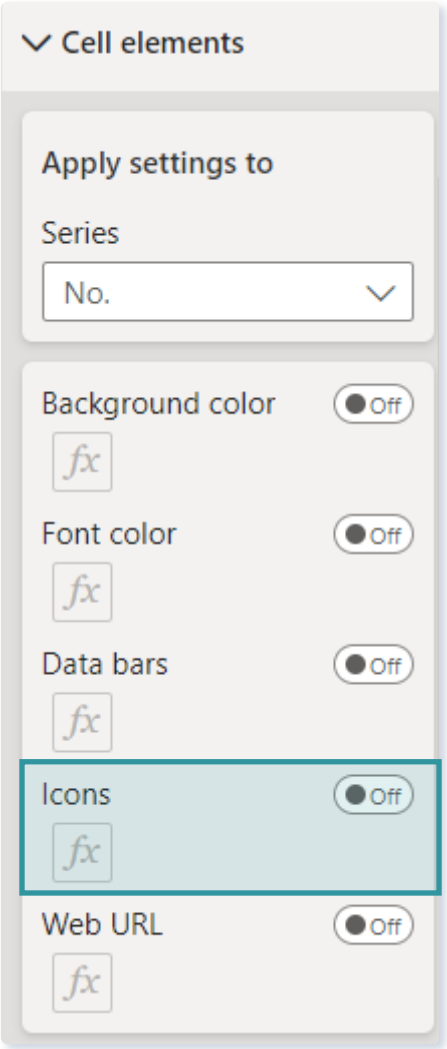
Metrics as separate measures + additional data bars

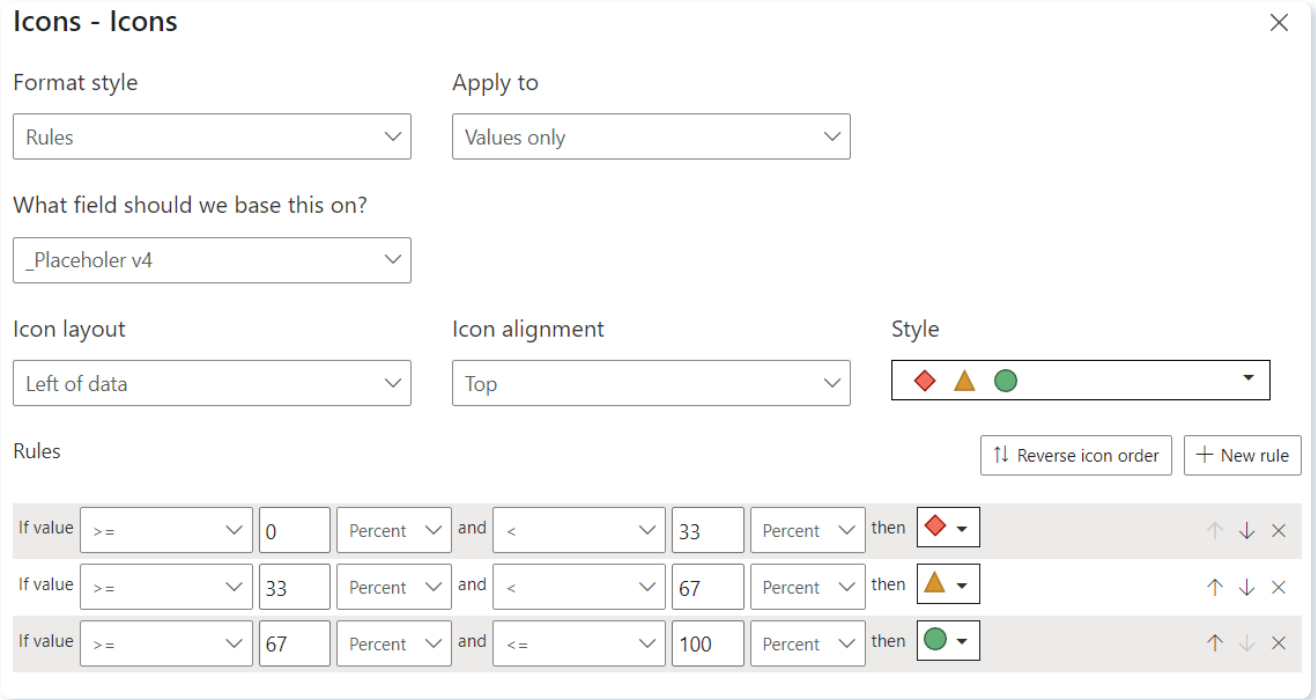
Revenues
Sample Date | Other information

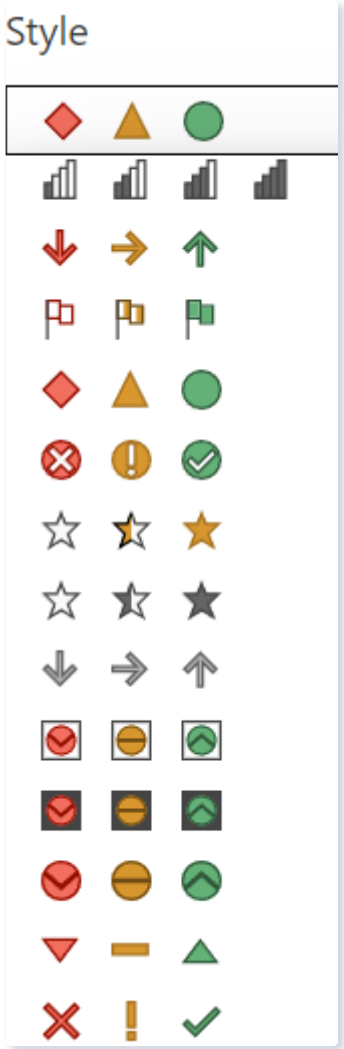
70.8M

PY: 56.9M **+13.9M | +24.3% ▲**
BD: 71.1M **-290.3K | -0.4% ▼**

Conditional Formatting - Icons







Conditional Formatting - Icons

Client	Revenues	Gross Margin
B & B Machinery Movers Inc	20.9K	75.2%
Ver-Tech Elevator CO	946.5K	66.4%
Lordon Associates Inc	58.4K	53.3%
Elevator Specialists Inc	364.0K	53.1%
Mc Leod Trucking & Rigging CO	549.8K	50.0%
Oxford Engineering CO	20.9K	47.7%
Seither & Cherry-Quad Cities	4,111.8K	45.6%
Connecticut Tank Removal Inc	1,699.8K	34.4%
Mc Carthy Industrial Svc Corp	70.4K	33.3%
Industrial Logistics Svc	468.2K	33.1%
Deyco Inc	30,909.1K	32.8%
Sullivan Associates	104.6K	27.2%
Access-Ability	3,186.4K	20.0%
Westshore Data Inc	28,081.2K	15.3%
General Elevator Sales & Svc	23.8K	3.8%
K & D Industries West Inc	42.4K	2.9%
M & J Elevator Refinishing Inc	17.1K	-1.6%
Atlantic Elevators Of VA	17.8K	-1.9%
Accumar Corp	26.0K	-2.0%
R & D Data Products Inc	18.9K	-3.8%
Petroleum Engineering Inc	16.9K	-7.6%
Arrow Elevator Inc	22.2K	-8.9%
Total	**70,776.9K**	**26.7%**

Apply settings to

Series

Gross Margin

Background color — Off

Font color — Off

Data bars — Off

Icons — On

Web URL — Off

Icons - Icons

Format style: Field value

Apply to: Values and totals

What field should we base this on?: _Circle SVG Sample

Icon layout: Right of data

Icon alignment: Middle

Conditional Formatting - Icons


```
_Circle SVG Sample =

VAR __Negative_Color =      "#B94D4D"
VAR __Positive_Color =      "#008E96"
VAR __Transparent_Color =   "#00000000"

VAR __Metric = [A AC Gross Margin]
VAR __Metric_Sign =
    REPLACE (
        SWITCH (
            TRUE(),
                __Metric <= 0.1, __Negative_Color,
                __Metric >= 0.4, __Positive_Color,
                __Transparent_Color
        ),
        1, 1, "%23"
    )

VAR __Opacity_Level =
    SWITCH (
        TRUE(),
            __Metric <= -0.05,  1.0,
            __Metric <= -0.0,   0.50,
            __Metric <=  0.1,   0.10,
            __Metric >=  0.60,  1.0,
            __Metric >=  0.50,  0.50,
            __Metric >=  0.40,  0.10,
            1
    )

VAR _svgBase =
    "data:image/svg+xml;utf8,
    <svg
        xmlns='http://www.w3.org/2000/svg'
        width='24'
        height='24'
        viewBox='0 0 24 24'
    >"

VAR __SVG_Circle =
    "<path
        d='M7 3.34a10 10 0 1 1 -4.995 8.984l-.005 -.324l.005 -.324a10 10 0 0 1 4.995 -8.336z'
        fill=           '" & __Metric_Sign & "'
        fill-opacity=   '" & __Opacity_Level & "'
        stroke=         '" & __Metric_Sign & "'
        stroke-opacity= '" & __Opacity_Level & "'
        stroke-width='1'
    />"

VAR __svg_END = "</svg>"

VAR __SVG_Result =
    _svgBase & __SVG_Circle & __svg_END

VAR __Result = __SVG_Result

RETURN __Result
```

Conditional Formatting - Icons

Project	BUD	ACT	Var.	Var.
	119.17	**128.54**	**+9.37**	
Item 1	31.54	49.73	+18.19	
Item 2	24.41	20.49	-3.92	
Item 3	13.64	17.64	+4.00	
Item 4	8.51	4.93	-3.58	
Item 5	8.15	6.95	-1.20	
....	4.50		-4.50	
	3.91	4.02	+0.11	
	3.58	3.33	-0.25	
	3.31	2.94	-0.37	
	3.00	3.41	+0.41	
	2.46		-2.46	
	2.40	2.01	-0.39	
	2.37	0.54	-1.82	
	1.83	1.74	-0.09	
	1.77	0.03	-1.74	
	1.01	1.30	+0.29	
	0.71	0.53	-0.17	
	0.67	0.99	+0.31	
	0.31	0.12	-0.19	
	0.26	0.29	+0.03	
Total	**318.90**	**523.21**	**+204.30**	

Conditional Formatting - Icons


```
_CF Expenses Action Dot =
VAR __Negative_Color =      "#B94D4D"
VAR __Warning_Color =       "#DBBC79"
VAR __Positive_Color =      "#008E96"
VAR __Transparent_Color =   "#00000000"

VAR __Expenses_Actuals =    [_Expenses INV Net]
VAR __Expenses_Budget =     [_Expenses BUD Latest]

VAR __Condition_1 =

        ( ISBLANK ( __Expenses_Actuals )          || __Expenses_Actuals = 0 ) &&
        ( NOT ( ISBLANK ( __Expenses_Budget ) )   || __Expenses_Budget <> 0 )

VAR __Condition_2 =

        ( ISBLANK ( __Expenses_Budget )           || __Expenses_Budget = 0 ) &&
        ( NOT ( ISBLANK ( __Expenses_Actuals ) )  || __Expenses_Actuals <> 0 )

VAR __Metric_Sign =
    REPLACE (
        SWITCH (
            TRUE(),
                __Condition_1, __Negative_Color,
                __Condition_2, __Warning_Color,
                __Transparent_Color
        ),
        1, 1, "%23"
    )

VAR _svgBase =
    "data:image/svg+xml;utf8,
    <svg
        xmlns='http://www.w3.org/2000/svg'
        width='24'
        height='24'
        viewBox='0 0 24 24'
    >"

VAR __SVG_Circle =
    "<path
        d='M7 3.34a10 10 0 1 1 -4.995 8.984l-.005 -.324l.005 -.324a10 10 0 0 0 1 4.995 -8.336z'
        fill=           '" & __Metric_Sign & "'
        fill-opacity=   '0.8'
        stroke=         '" & __Metric_Sign & "'
        stroke-opacity= '1'
        stroke-width='1'
    />"

VAR __svg_END = "</svg>"

VAR __SVG_Result =
    _svgBase & __SVG_Circle & __svg_END

VAR __Result = __SVG_Result

RETURN __Result
```

Conditional Formatting - Icons

Title Placeholder

Subtitle Placeholder

KPI	Sports equip.	Sportswear	Nutri. & Supps.	Total
Gross Profit %	58,8%	70,3%	44,8%	**61,8%**
EBIT %	30,3%	45,7%	-30,9%	**29,9%**
Net Result %	25,7%	40,2%	-38,7%	**24,6%**

KPI	Sports equip.	Sportswear	Nutri. & Supps.	Total
Gross Profit %	58,8%	70,3%	44,8%	**61,8%**
EBIT %	30,3%	45,7%	-30,9%	**29,9%**
Net Result %	25,7%	40,2%	-38,7%	**24,6%**

KPI	Sports equip.	Sportswear	Nutri. & Supps.	Total
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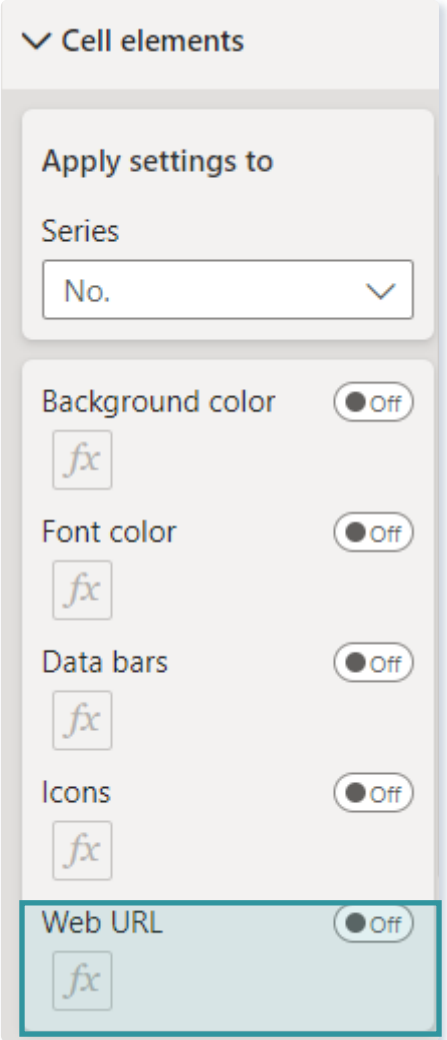
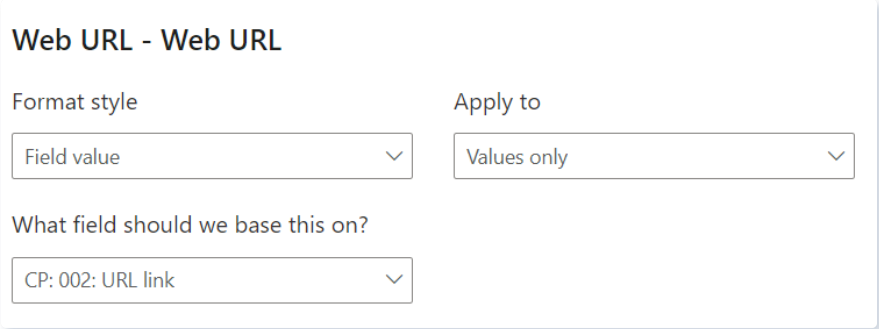
KPI	Sports equip.	Sportswear	Nutri. & Supps.	Total
Gross Profit %	58,8%	70,3%	44,8%	**61,8%**
EBIT %	30,3%	45,7%	-30,9%	**29,9%**
Net Result %	25,7%	40,2%	-38,7%	**24,6%**

Conditional Formatting – Web Url





Posts / publications - details

Tabular view: Compressed | Extended

Sort items by: Release date

Jul'22..Nov'24, sorted by release date (↓)

No.	Release date	Period	Format	Details	Topic	# Views
1	10.11.2024	11'24	PNG	✓	Data Tables Design - external blog article recommendation	10,320
2	09.11.2024	11'24	PNG		35k Audience announcement - milestone tracker	10,461
3	08.11.2024	11'24	GIF		Page Navigator - sample design and functionality	10,383
4	07.11.2024	11'24	PNG	✓	Structure of a new card - different components	9,221
5	05.11.2024	11'24	PNG	✓	Live with Reid Havens - Practical Front-End Tips for Reporting - announcement	12,502
6	04.11.2024	11'24	GIF		Three modes of tilers - filter, higlight, exclude + SVG-based table	17,116
7	03.11.2024	11'24	GIF		Smart narrative - dynamic currency and date selection	11,029
8	02.11.2024	11'24	PNG		New List Slicer - not visible in PBI service (trouble with visibility)	6,938
9	01.11.2024	11'24	GIF	✓	New Tile Slicer - additional selection icon	13,741
10	31.10.2024	10'24	GIF	✓	New List Slicer - announcement - kept width consistency	23,191

Source of Knowledge & Inspriation

Source of Knowledge & Inspiration

Source of Knowledge / Inspiration

Data-vis Sources
(Non-Power BI specific)

Community
(Power BI specific)

Platforms
(Non-Power BI specific)

Source of Knowledge & Inspiration

Source of Knowledge / Inspiration

Data-vis Sources (Non-Power BI specific)

Community (Power BI specific)

Platforms (Non-Power BI specific)

Listed in no particular order

- **DR. ROLF HICHERT, PROF. | DR. JÜRGEN FAISST** (IBCS)
- **Nick Desbarats** (Practical Charts)
- **Steve Wexler** (Data Revelations)
- **Cole Nussbaumer Knaflic** (Storytelling with Data)

Source of Knowledge / Inspiration

Data-vis Sources
(Non-Power BI specific)

INTERNATIONAL BUSINESS COMMUNICATION STANDARDS

DR. ROLF HICHERT, PROF

DR. JÜRGEN FAISST

Source of Knowledge / Inspiration

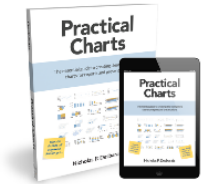
Data-vis Sources (Non-Power BI specific)

Nick Desbarats

(Practical Charts)

Books by Nick Desbarats

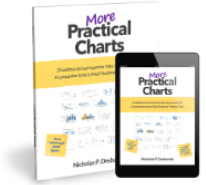
...or take the *Practical Charts* and/or *Practical Dashboards* course in an upcoming open registration workshop.



Practical Charts

Nick Desbarats' groundbreaking book that enables readers to create charts like someone with years of data visualization experience, but in just a few days.

Official book page and purchase info



More Practical Charts

An optional companion book to *Practical Charts* that covers 20 more "advanced" chart types, such as scatter plots, histograms and chart types for showing cyclical time series data.

Official book page and purchase info

Practical Dashboards

Coming in late 2024. To be notified when the exact publication date of Practical Dashboards *is announced, subscribe to Nick's email list.*

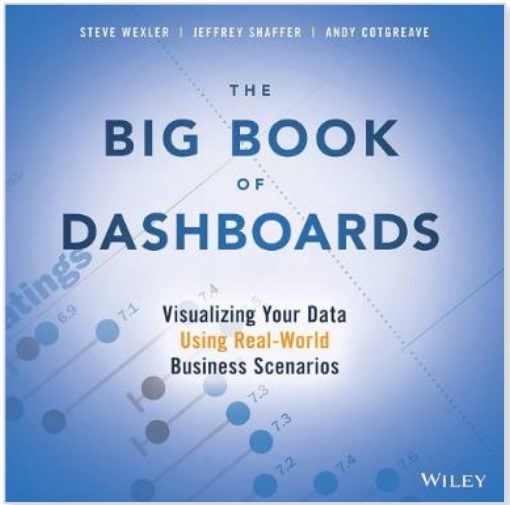
Nick Desbarats' groundbreaking book that uncovers the real reasons why so many dashboards fail to deliver real value, and that enables dashboard creators to design dashboards that users actually like.

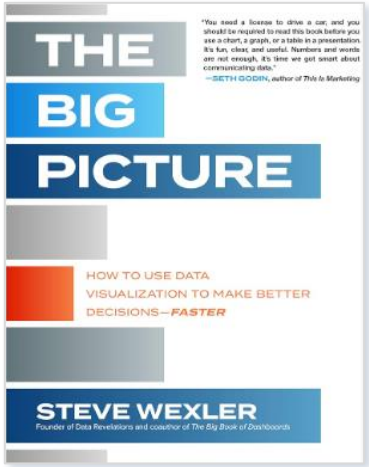
Source of Knowledge / Inspiration

Data-vis Sources
(Non-Power BI specific)

Steve Wexler

(Data Revelations)





Source of Knowledge / Inspiration

Data-vis Sources
(Non-Power BI specific)

Cole Nussbaumer (Storytelling with Data)

Source of Knowledge & Inspiration

Source of Knowledge / Inspiration

Data-vis Sources
(Non-Power BI specific)

Community
(Power BI specific)

Platforms
(Non-Power BI specific)

- General Power BI
- Data Visualization
- DAX
- PQ (Power Query)
- Other

Source of Knowledge & Inspiration

Listed in no particular order

General Power BI Community (Power BI specific)

Brian Julius

Kurt Buhler

Andre Fomin

Injae Park

Chandeep Chhabra

Ruth Pozuelo Martinez

Reid Havens

Maxim Anatsko

Source of Knowledge & Inspiration

Listed in no particular order

Data Visualization Community (Power BI specific)

Alexandru Badiu

Miguel Myers

Carlos Barboza

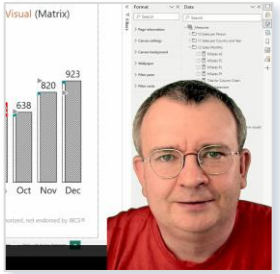
Claudio Trombini

Armand van Amersfoort

Sean Chandler

Gerard Duggan

Andrzej Leszkiewicz



Source of Knowledge / Inspiration

Listed in no particular order

Data Visualization - SVG Community (Power BI specific)

Daniel Marsh-Patrick

Kerry Kolosko

Kurt Buhler

Source of Knowledge / Inspiration

Listed in no particular order

Data Visualization - Deneb Community (Power BI specific)

Daniel Marsh-Patrick

Greg Philps

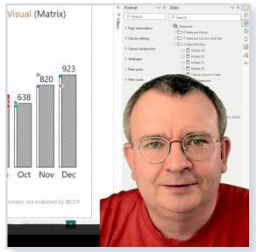
Kerry Kolosko

Davide Bacci

Imran Haq

Madison Giammaria

Andrzej Leszkiewicz



Ben Ferry

José Rafael Escalante (Spanish)

Source of Knowledge / Inspiration

Data Visualization - Maps
Community
(Power BI specific)

Paul Lucassen

Other – Calculation Groups
Community
(Power BI specific)

Other– Paginated Reports
Community
(Power BI specific)

Sue Bayes

Bernat Agulló Roselló

Parvinder (Parv) Chana

Source of Knowledge / Inspiration

Listed in no particular order

DAX / PQ
Paginated Reports
Community
(Power BI specific)

Brian Julius

Melissa de Korte

Rick de Groot

SQLBI (Marco Russo & Alberto Ferrari)

Greg Deckler

Sam McKay

Chandeep Chhabra

Antriksh Sharma

Source of Knowledge & Inspiration

Source of Knowledge / Inspiration

Data-vis Sources
(Non-Power BI specific)

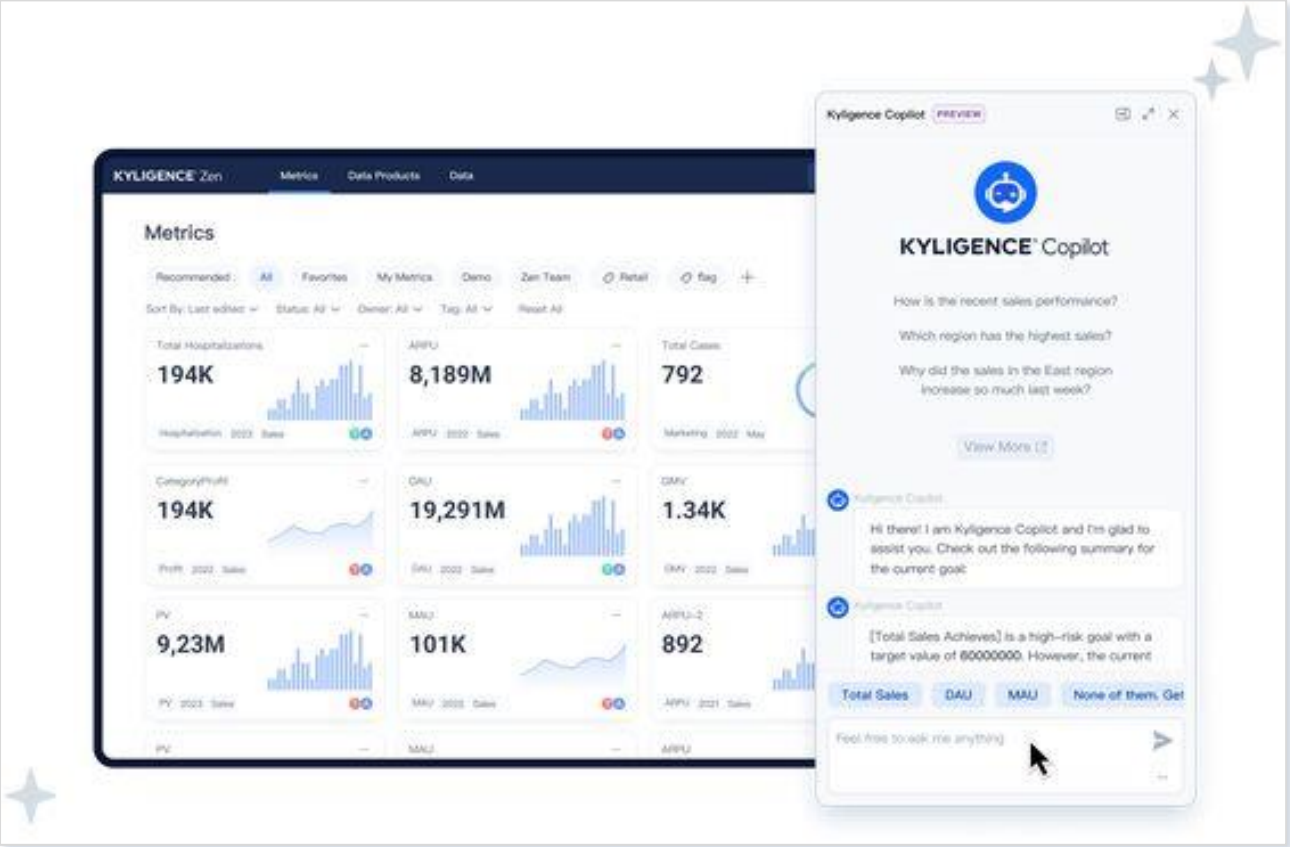
Community
(Power BI specific)

Platforms
(Non-Power BI specific)

- **Dribble**
- **Pinterest**

Selected Designs showcased on Dribble/Pinterest

We should take into consideration that some of presented design practices available on these Platforms might not be aligned with other sources of knowledge in the field of data-vis. In many cases – it can be considered as ‚inpirational' content where selected features seems to be practical/interesting from the data vis. perspective.



kyligence.io

Kyligence AI-Powered Self-Service Analytics Metrics Platform

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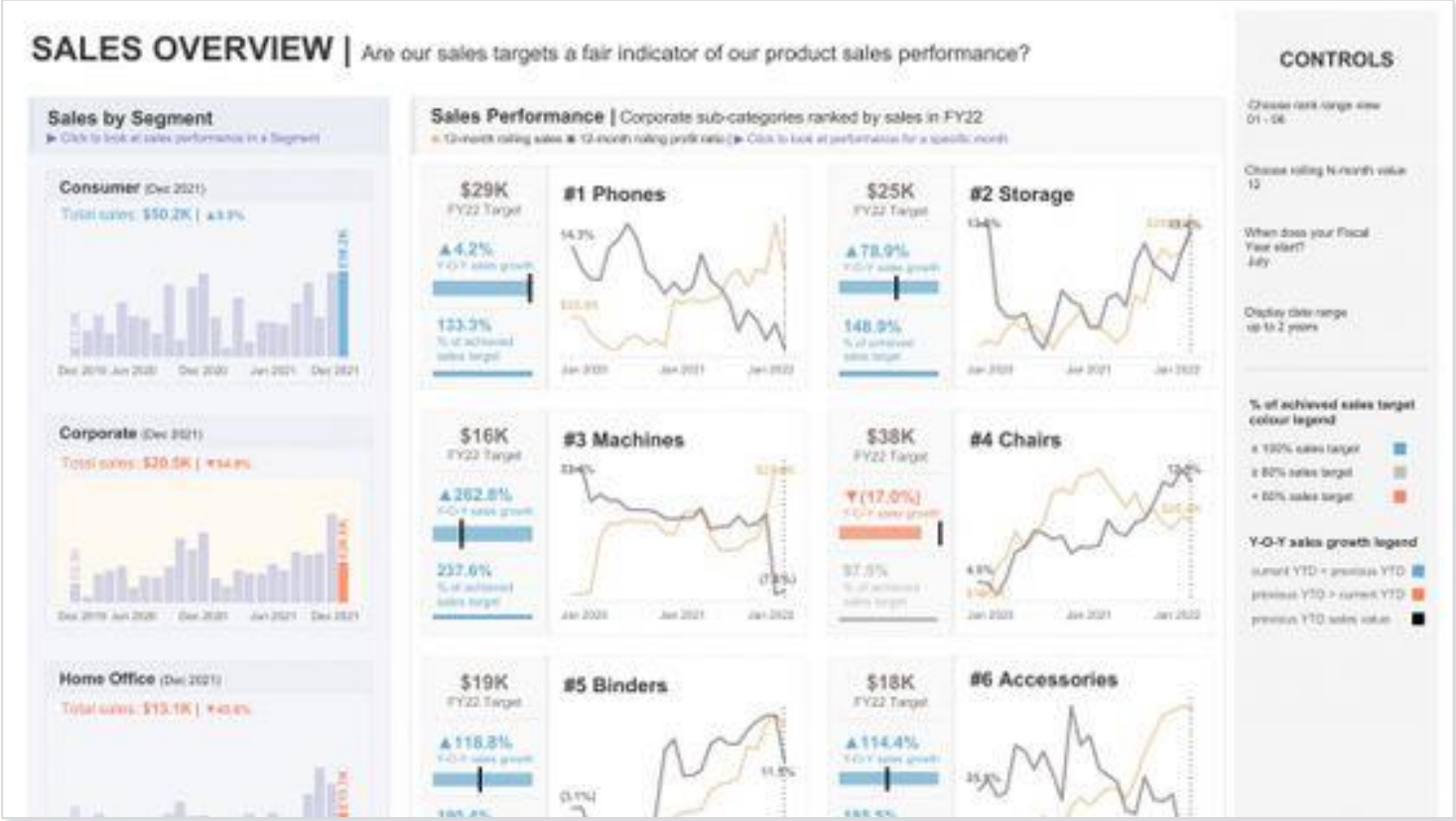

tableau.com

Tableau Dashboard Showcase

Selected Designs showcased on Dribble/Pinterest

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dribbble.com

Data Analytics Dashboard

Selected Designs showcased on Dribble/Pinterest

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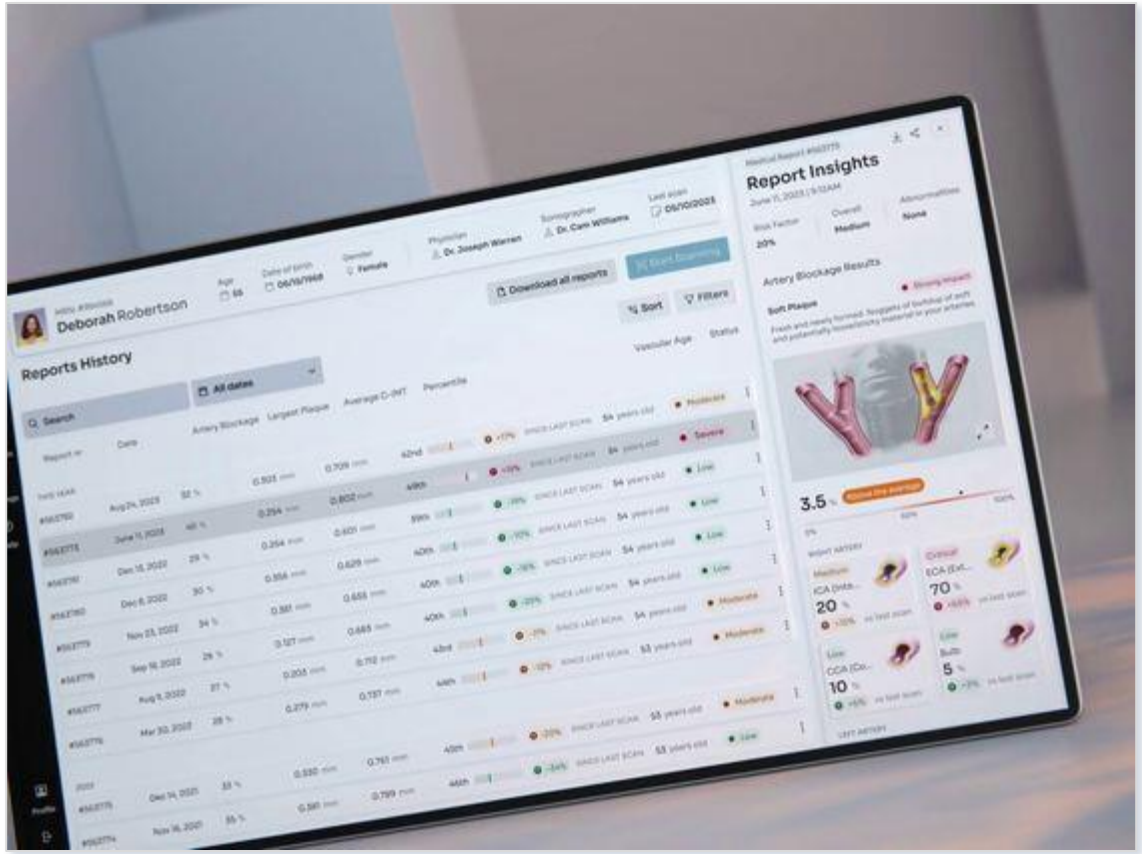


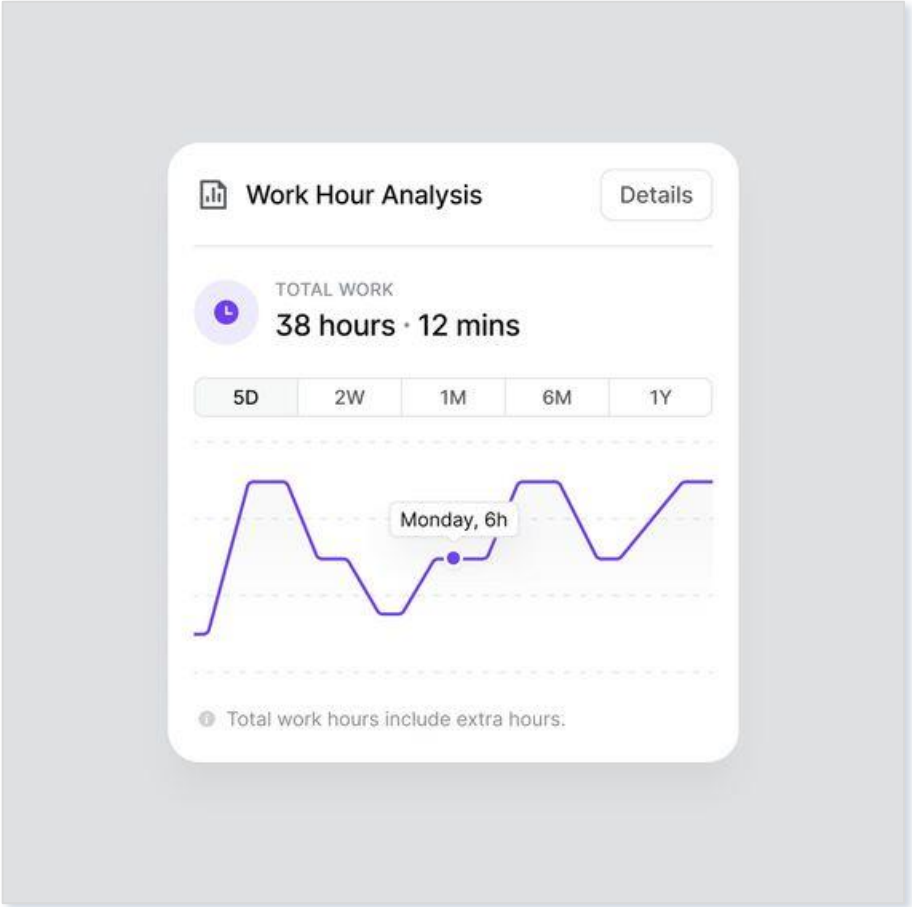
dribbble.com

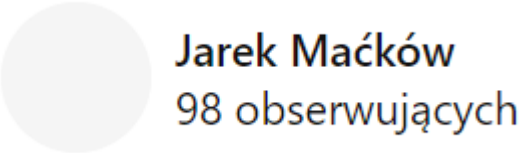
Vasolabs - Scanning Report Overview Dashboard

Source of Knowledge & Inspiration

Selected Designs showcased on Dribble/Pinterest

We should take into consideration that some of presented design practices available on these Platforms might not be aligned with other sources of knowledge in the field of data-vis. In many cases – it can be considered as ‚inpirational' content where selected features seems to be practical/interesting from the data vis. perspective.





Source of Knowledge & Inspiration

Selected Designs showcased on Dribble/Pinterest

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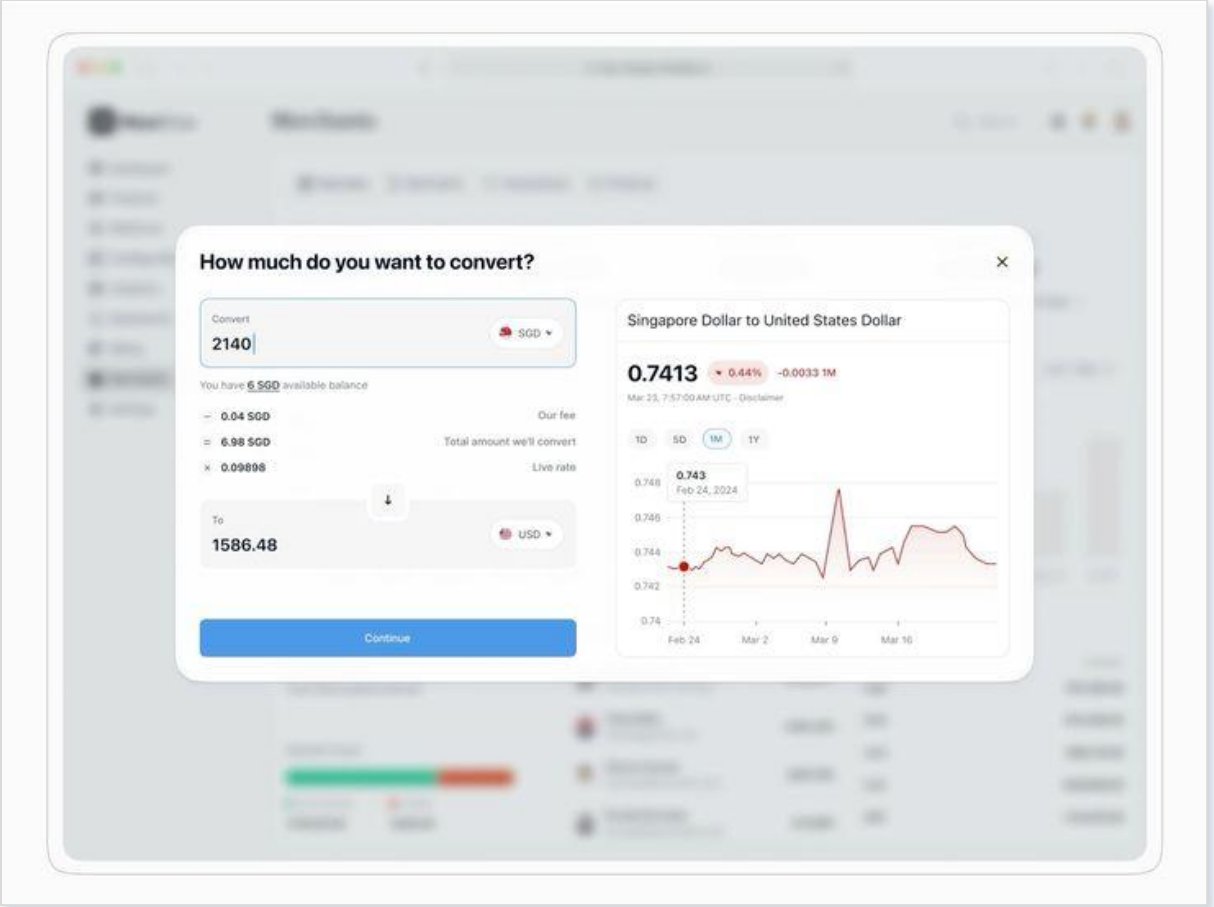
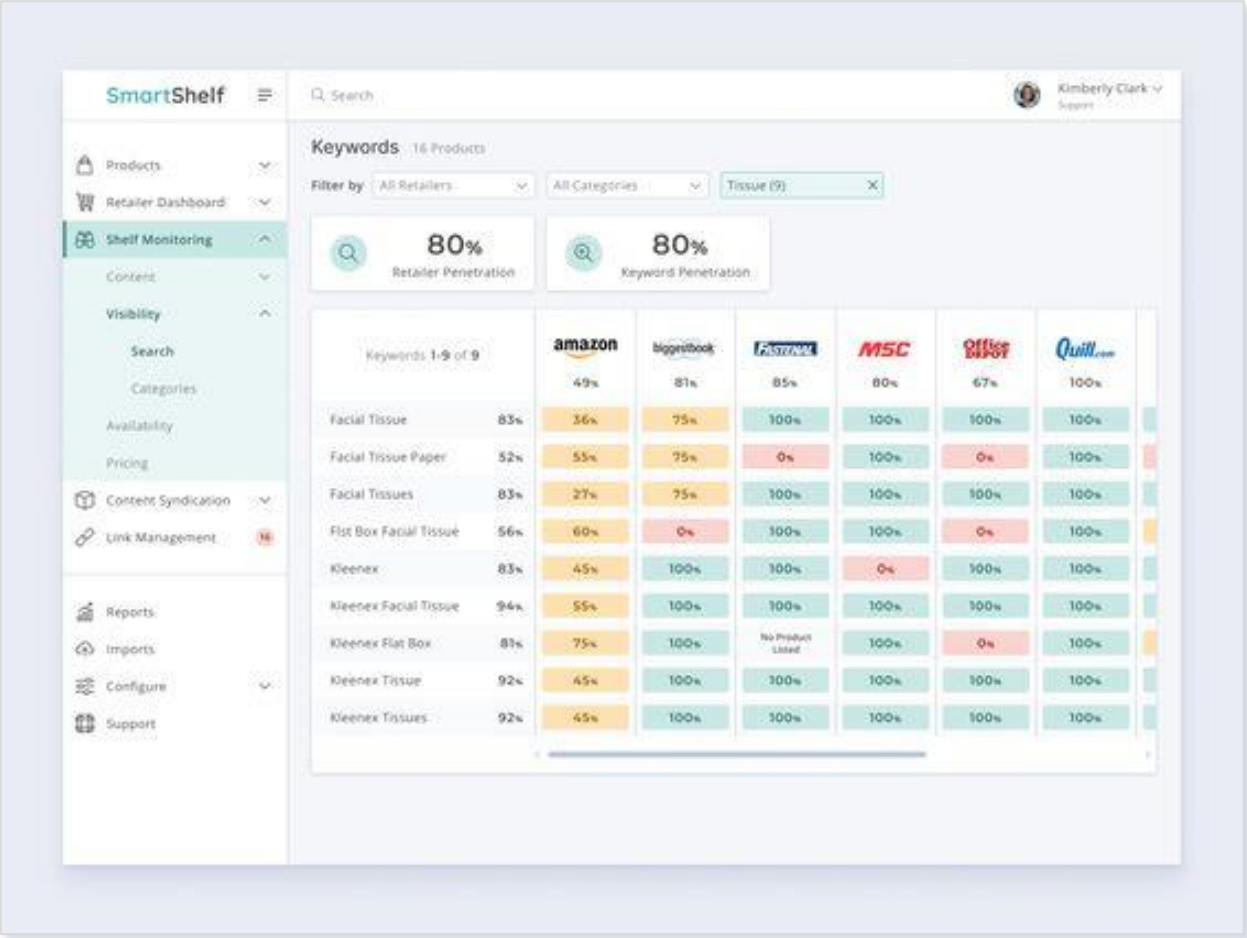


subdesign
22 obserwujących

Source of Knowledge & Inspiration

Selected Designs showcased on Dribble/Pinterest

We should take into consideration that some of presented design practices available on these Platforms might not be aligned with other sources of knowledge in the field of data-vis. In many cases – it can be considered as ‚inpirational' content where selected features seems to be practical/interesting from the data vis. perspective.



dribbble.com

Dashboard

Selected Designs showcased on Dribble/Pinterest

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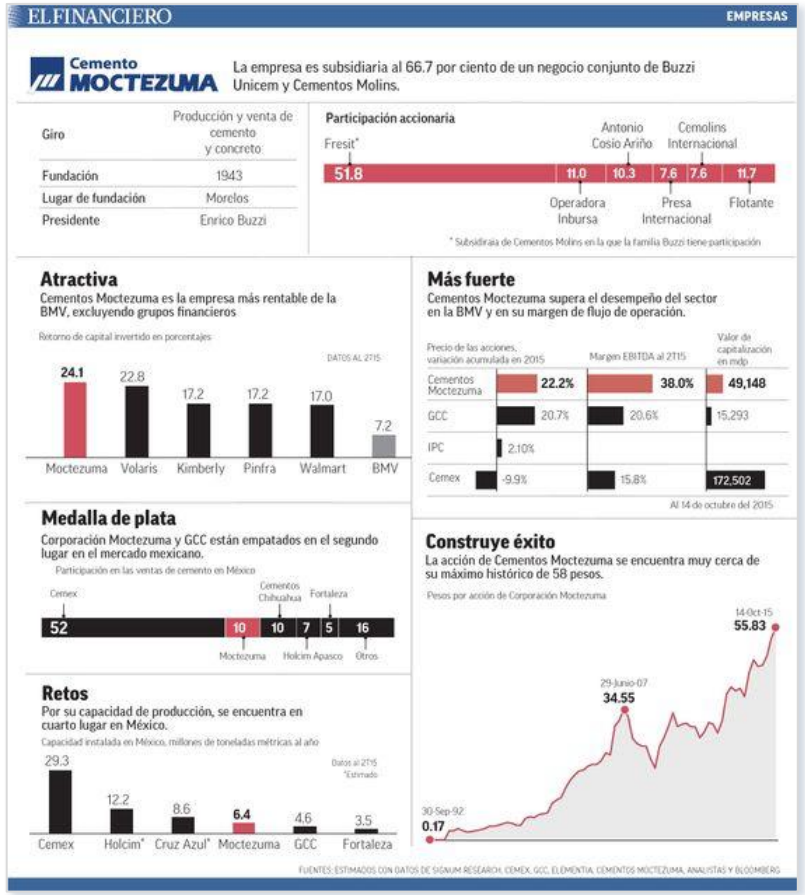
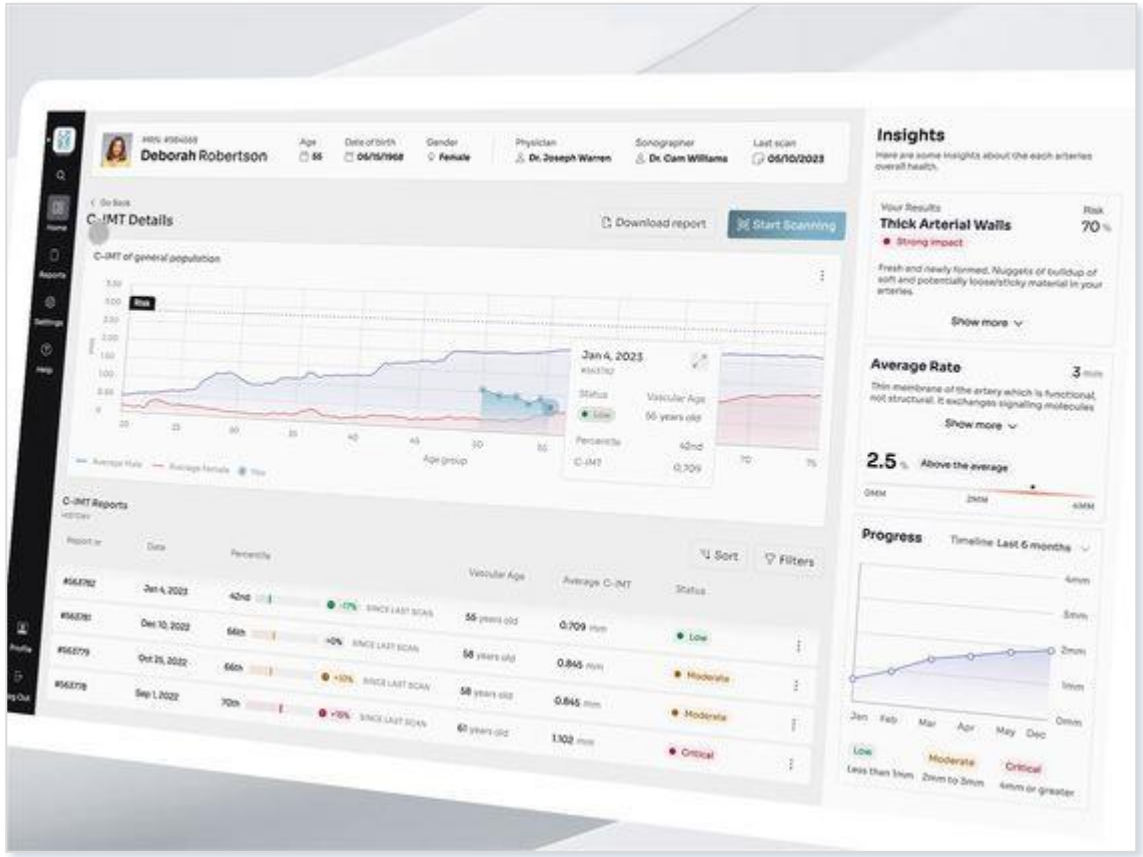


El Financiero
2,2tys. obserwujących

Selected Designs showcased on Dribble/Pinterest

We should take into consideration that some of presented design practices available on these Platforms might not be aligned with other sources of knowledge in the field of data-vis. In many cases – it can be considered as ‚inpirational' content where selected features seems to be practical/interesting from the data vis. perspective.



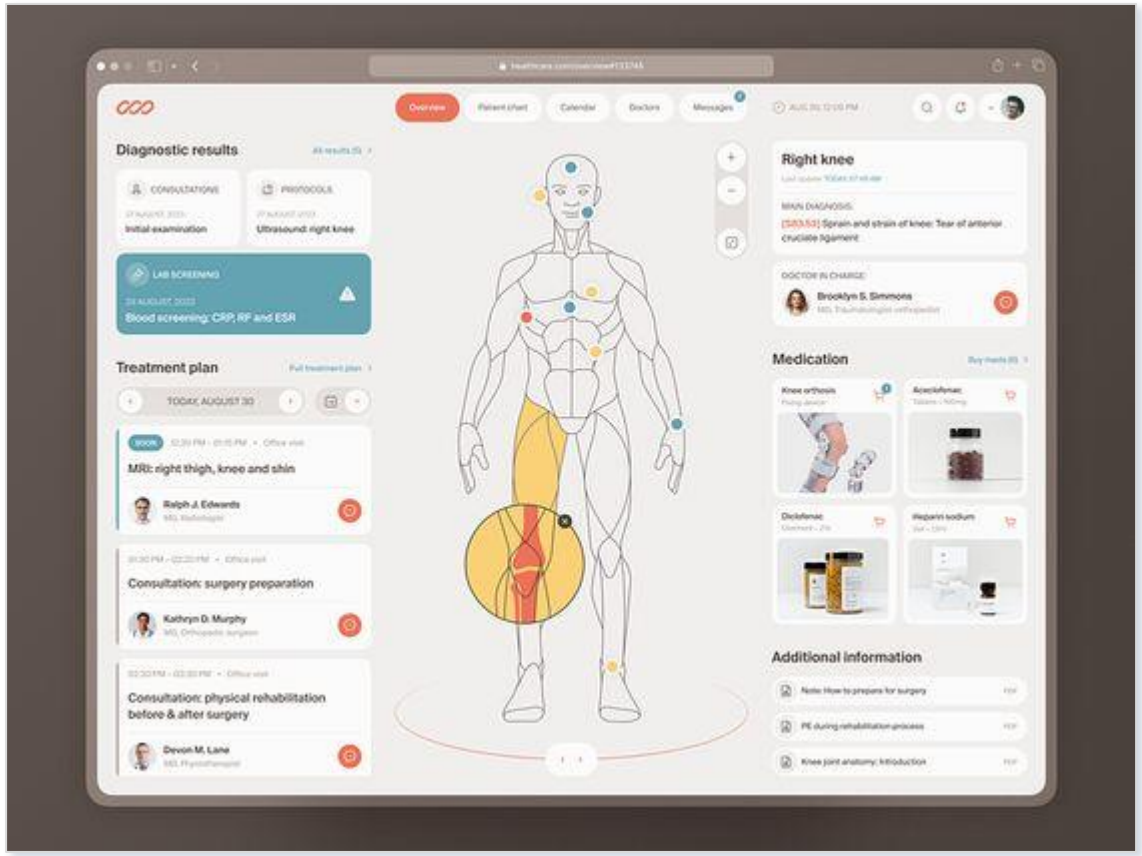
dribbble.com

Patient Dashboard Scanning Overview

Source of Knowledge & Inspiration

Selected Designs showcased on Dribble/Pinterest

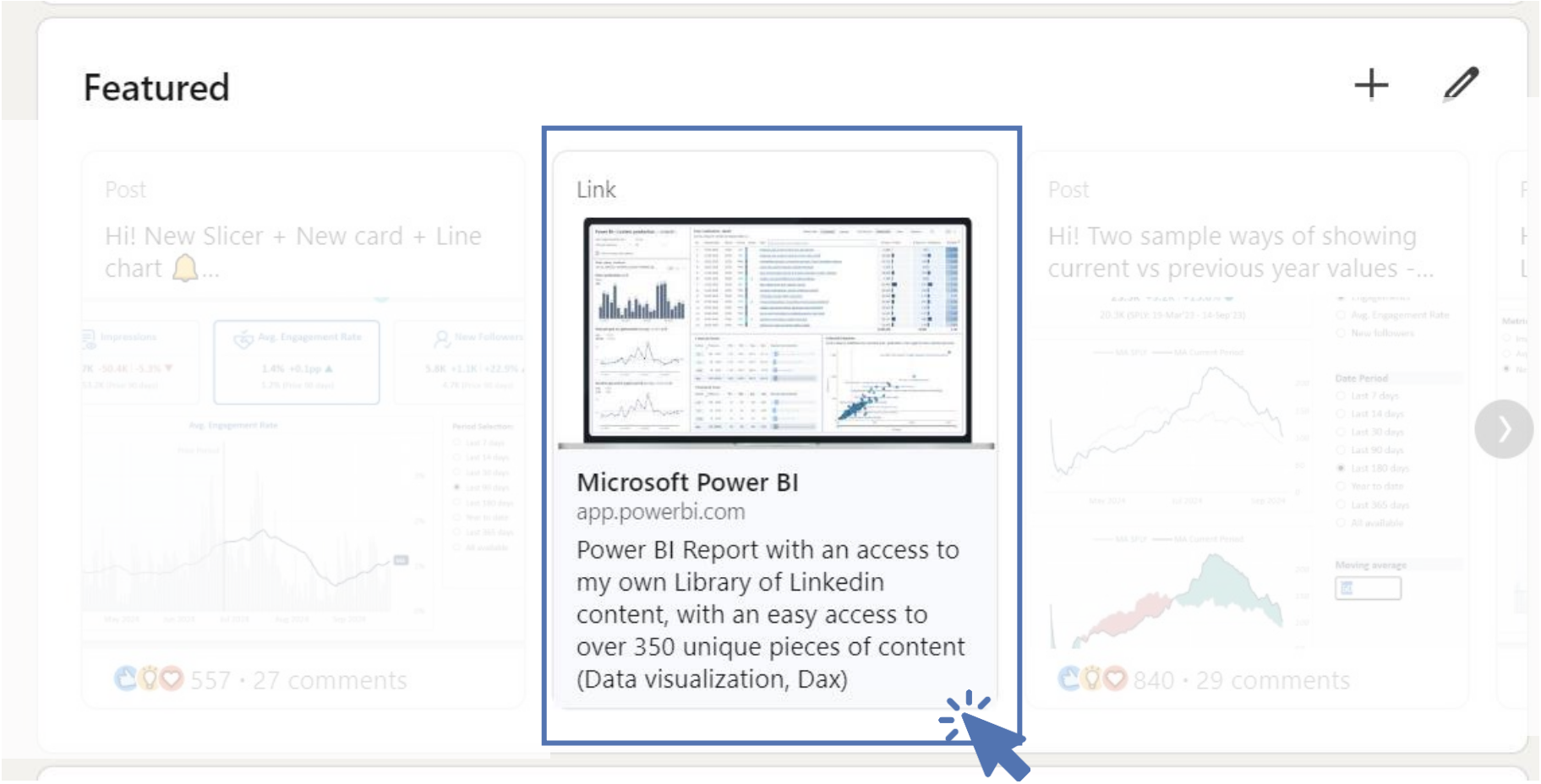
We should take into consideration that some of presented design practices available on these Platforms might not be aligned with other sources of knowledge in the field of data-vis. In many cases – it can be considered as ‚inpirational' content where selected features seems to be practical/interesting from the data vis. perspective.



Dribbble
1,6mln obserwujących

Last but not least

Linkedin Content Library Report

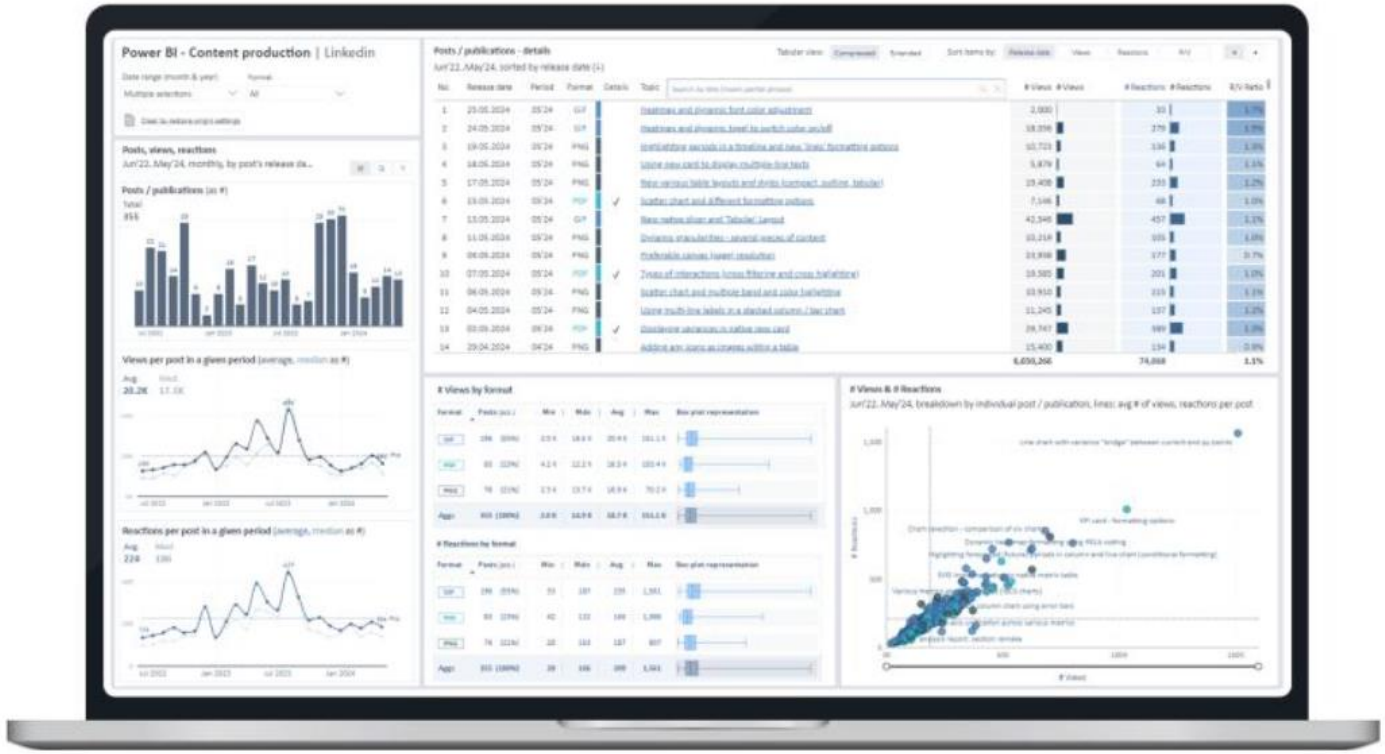


Linkedin Content Library Report

(How to activate)

Media

[redacted]



Microsoft Power BI

Power BI Report with an access to my own Library of Linkedin content, with an easy access to over 350 unique pieces of content (Data visualization, Dax)

View

Thank You!

Keep up doing phenomenal work!