

Improve the Visual Appeal of Your Reports: Tips and Best Practices

Power BI Days, Dakar

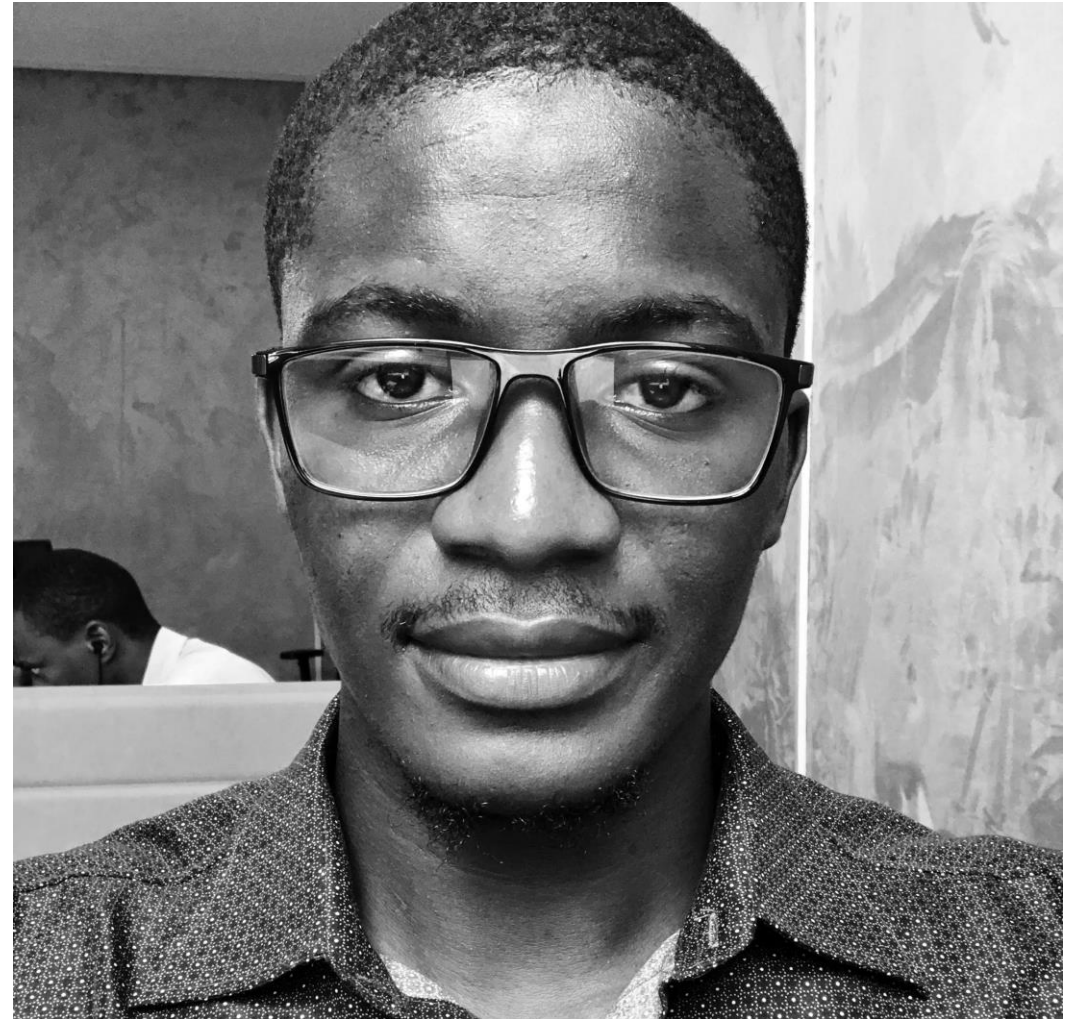
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02/29/2020

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Microsoft 365 Specialist, Data Enthusiast

In my daily work I am helping businesses to increase efficiency, using Microsoft collaboration softwares. I am passionate in learning and sharing. What drives me is the belief that we rise by lifting others. I am also a Data Enthusiast who can convert cups of coffee into code ☕️.



Present your data in a meaningful
and relevant way



Think of the message rather than the graphics



Audience: Who will be your report consumers?



Metrics: What to analyze and how to measure it?



Presentation: How to present the data after choosing the best visuals?

Design Process



DEFINE



MOCK-UP



BUILD



SHARE

Design Process



DEFINE

Interview the business owners to find the purpose or aim of the Analysis



MOCK-UP

Understand why you are investigating and what measures you have to use to do this Analysis



BUILD

Use a metrics spreadsheet to gather the information



SHARE

Design Process



DEFINE

Think about the dashboard composition



MOCK-
UP

Chose the best visuals for the metrics



BUILD

Use wireframes to mock-up the dashboard



SHARE

Design Process



DEFINE

Connect the report to the data sources



MOCK-UP

Cleanse and process the data

Interpret the results



BUILD

Add data visualization



SHARE

Design Process



DEFINE

Publish the report to Power BI service



MOCK-UP

Share the report within the organization



BUILD

Share the report outside the organization



SHARE

Update the report (Ad-Hoc or Automatic)

Avoid data overload



Avoid Data Overload



Remove columns you are not going to use in your report.



Turn off 'Enable Load' for queries/tables that you don't need in the Data Model

Design user-
friendly reports



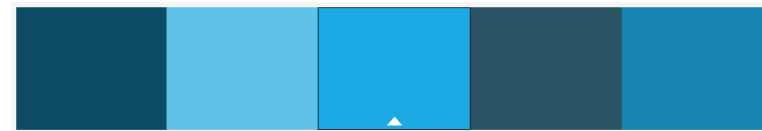


Chose a color palette

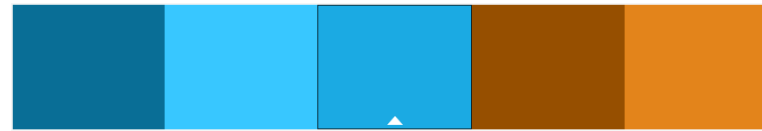
Main	Highlight
Color 2	Color 3
Border	Title



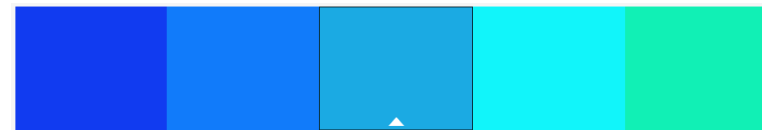
Apply Color Harmony Rule



Monochromatic



Complementary



Analogous



Triadic



Color Palette Tools

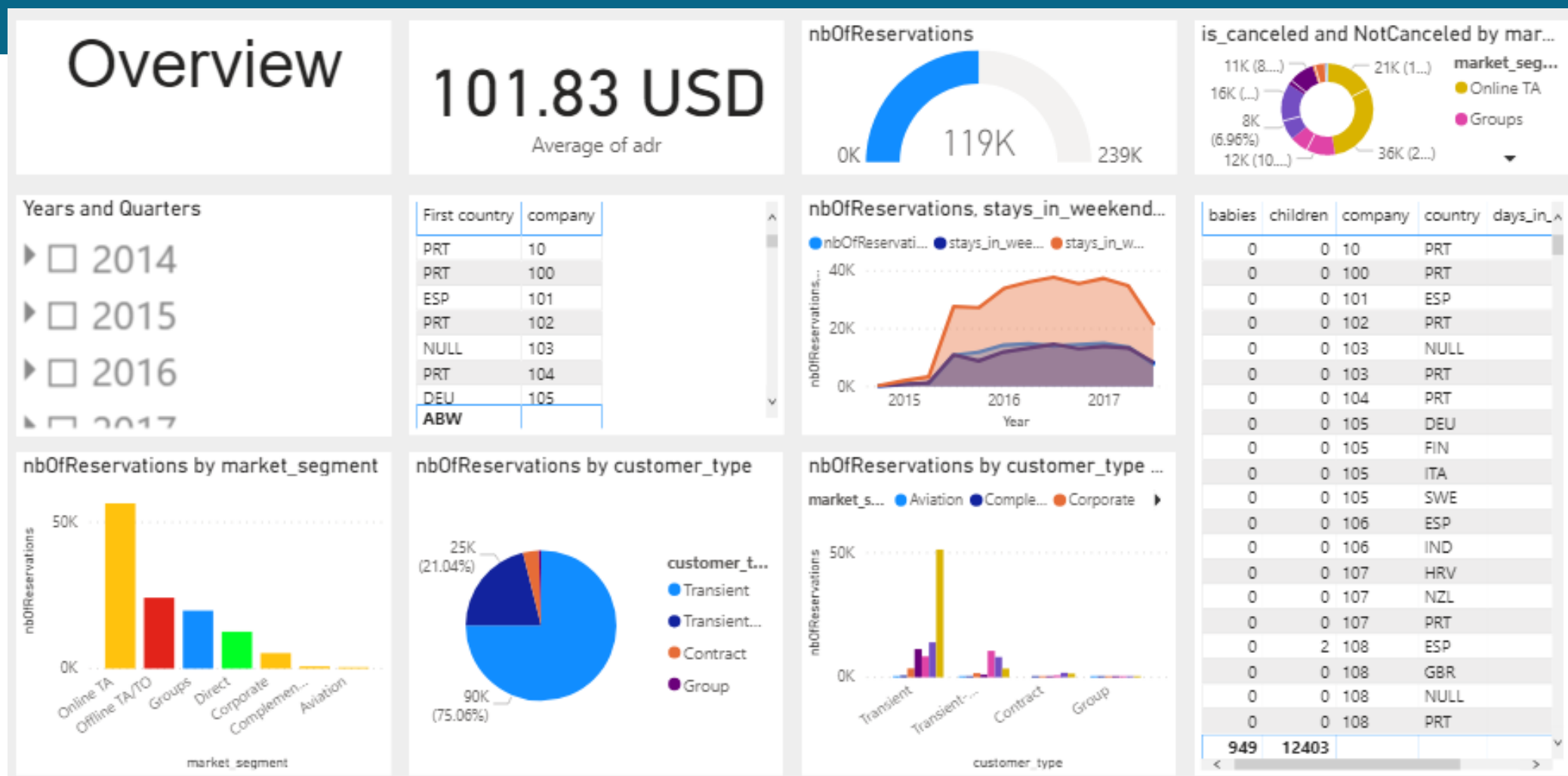
[Adobe Colors](#)

[Colors.co](#)

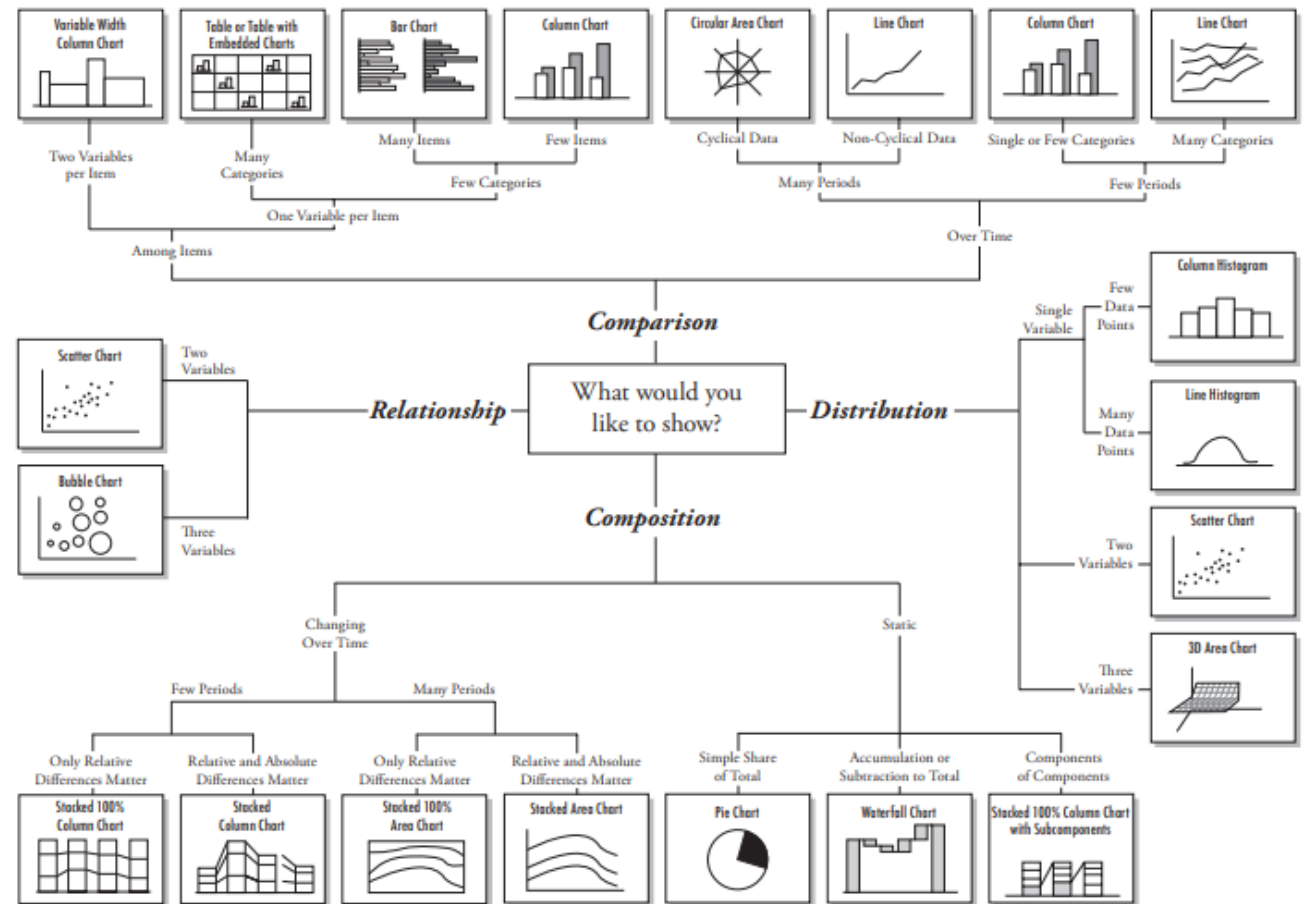
[ColorHexa](#)

[Powerbi.tips Theme Generator](#)

Don't go too far with the visuals



Chose the best visuals for your metrics

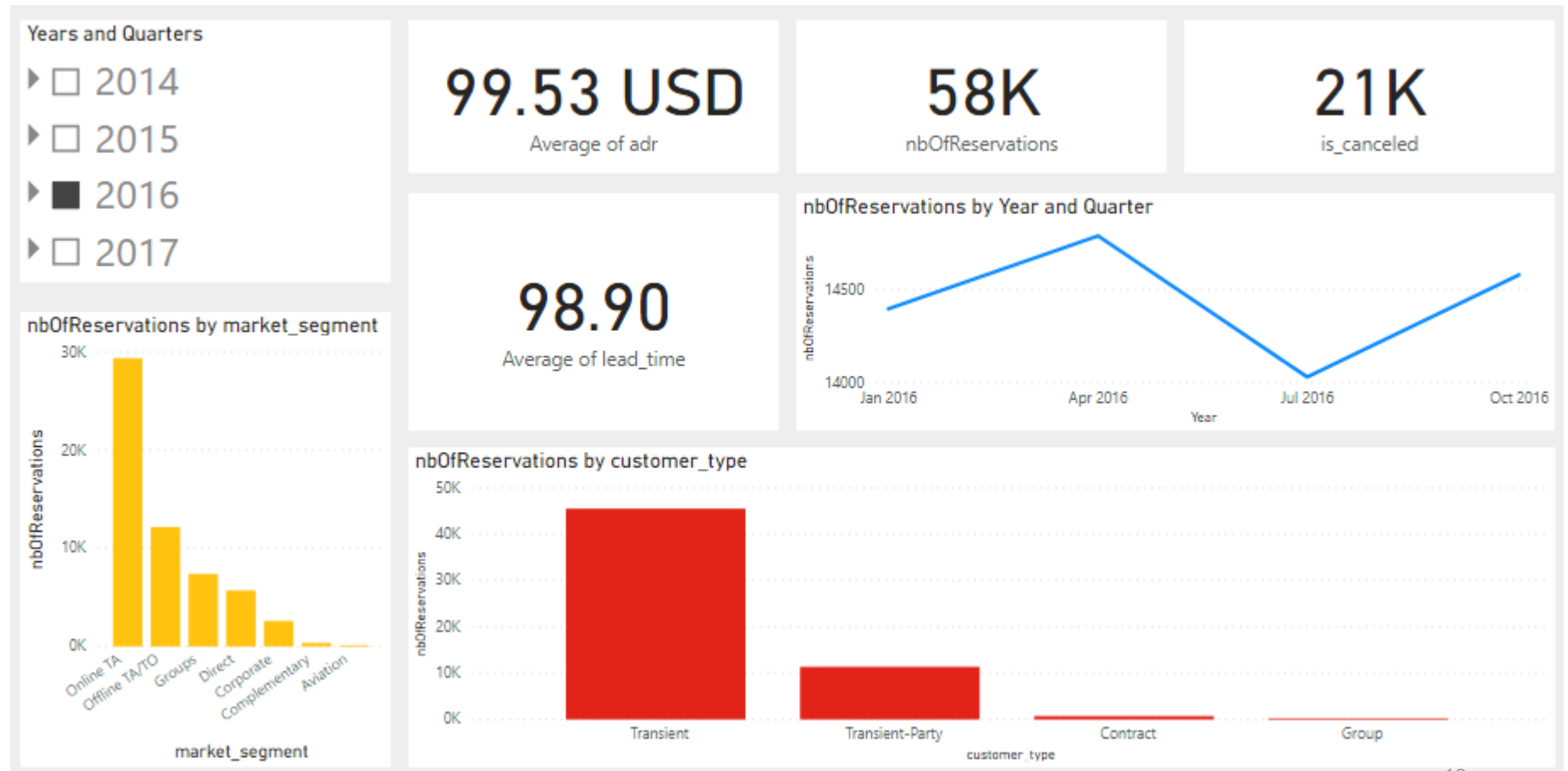


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Contextual presentation: interactions between visuals



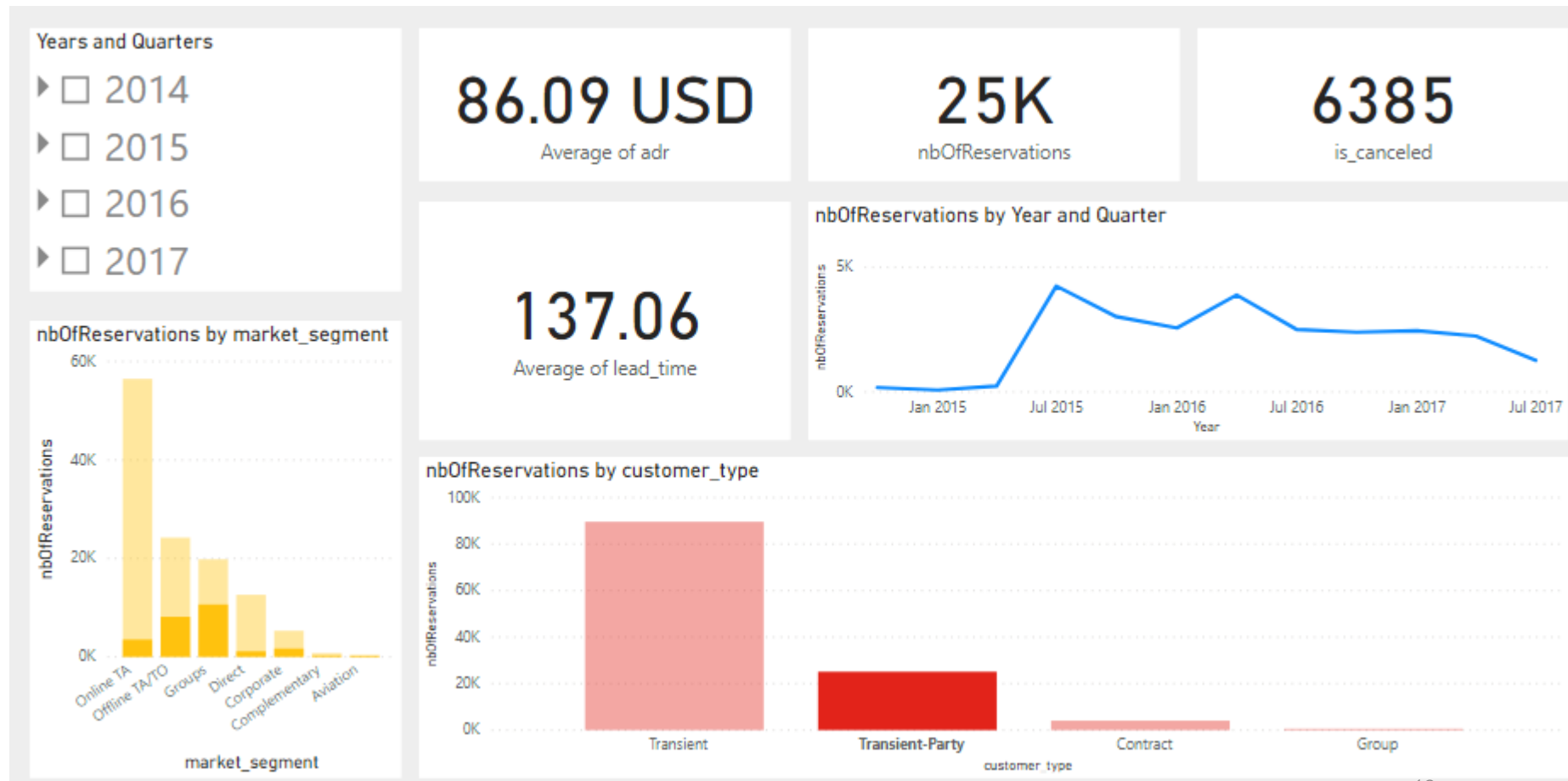
CROSS FILTERING



Contextual presentation: interactions between visuals



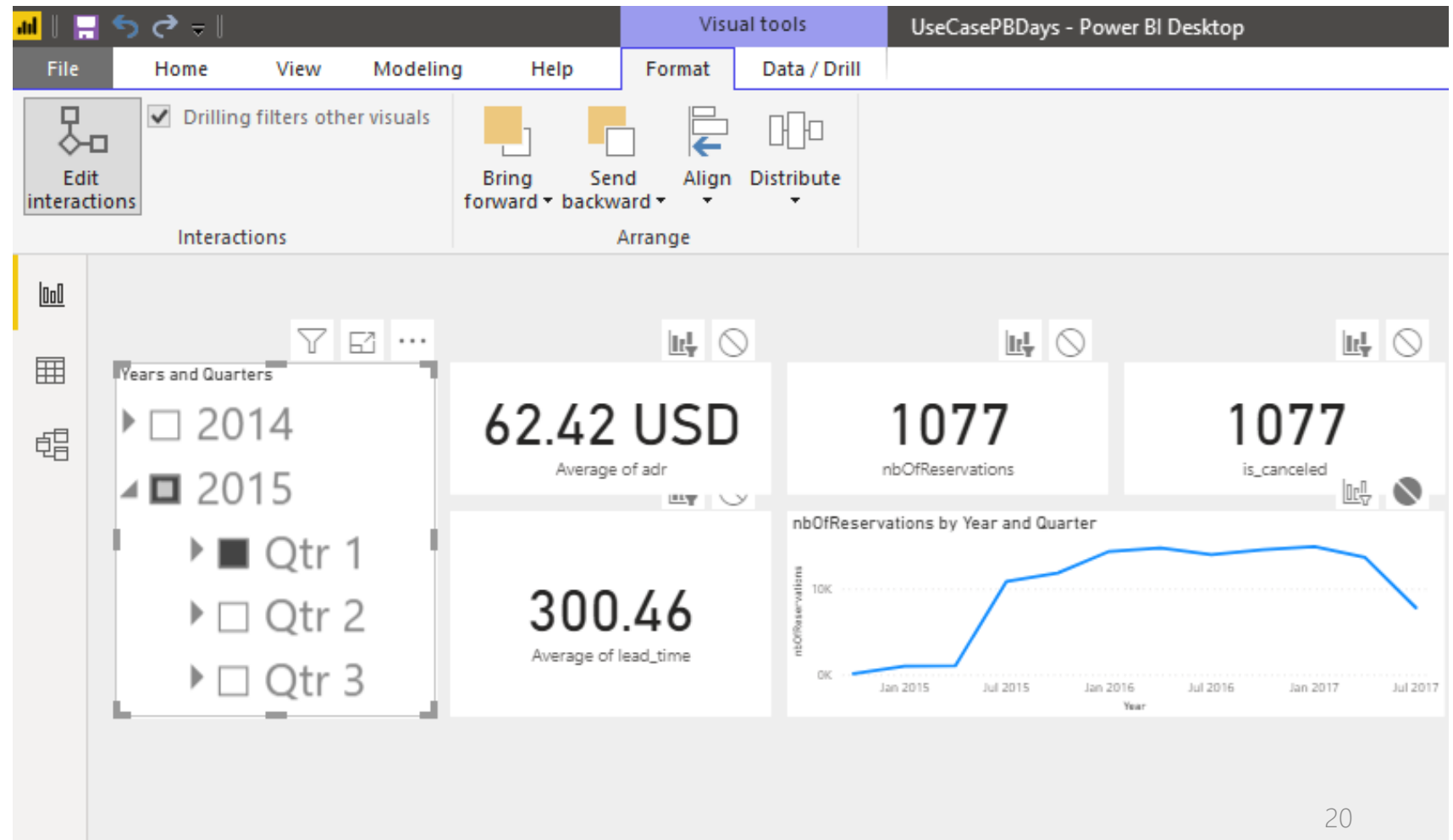
HIGHLIGHTS



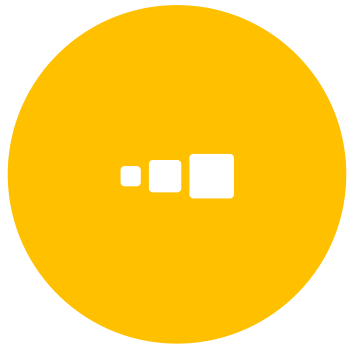
Contextual presentation: interactions between visuals



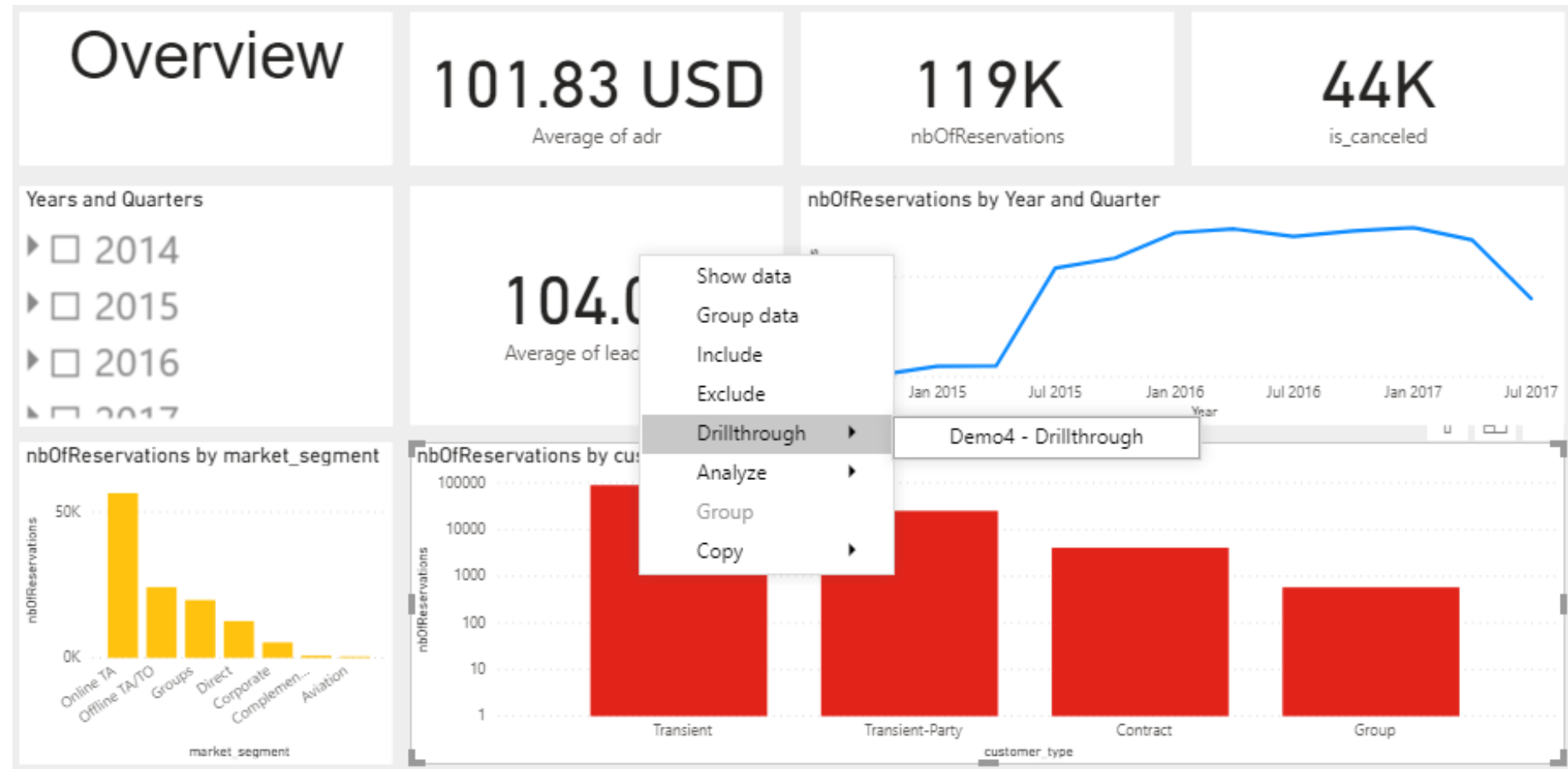
DISABLE
INTERACTIONS



Contextual presentation: interactions between visuals



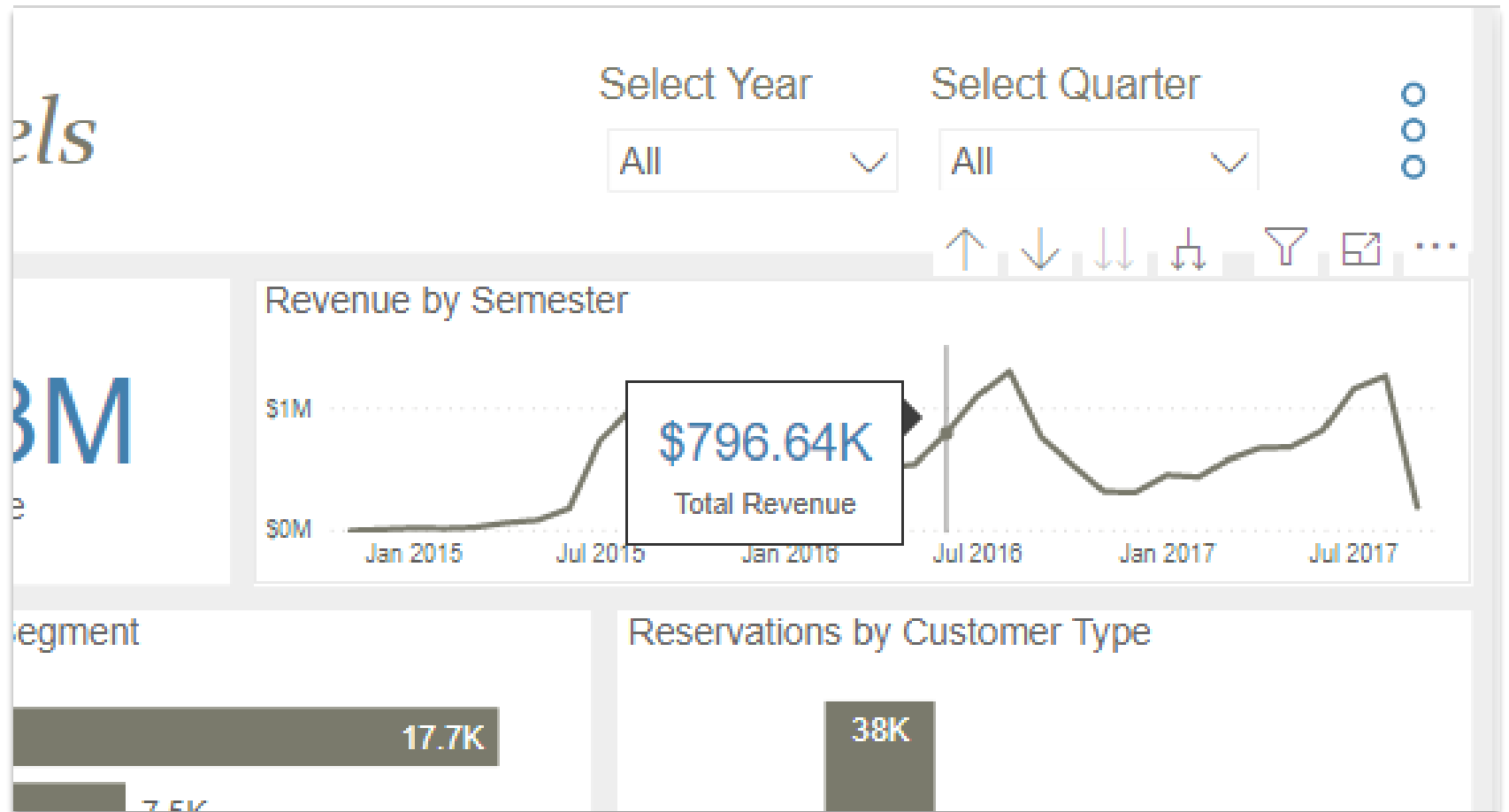
DRILL THROUGH
FILTERS



Contextual presentation: interactions between visuals



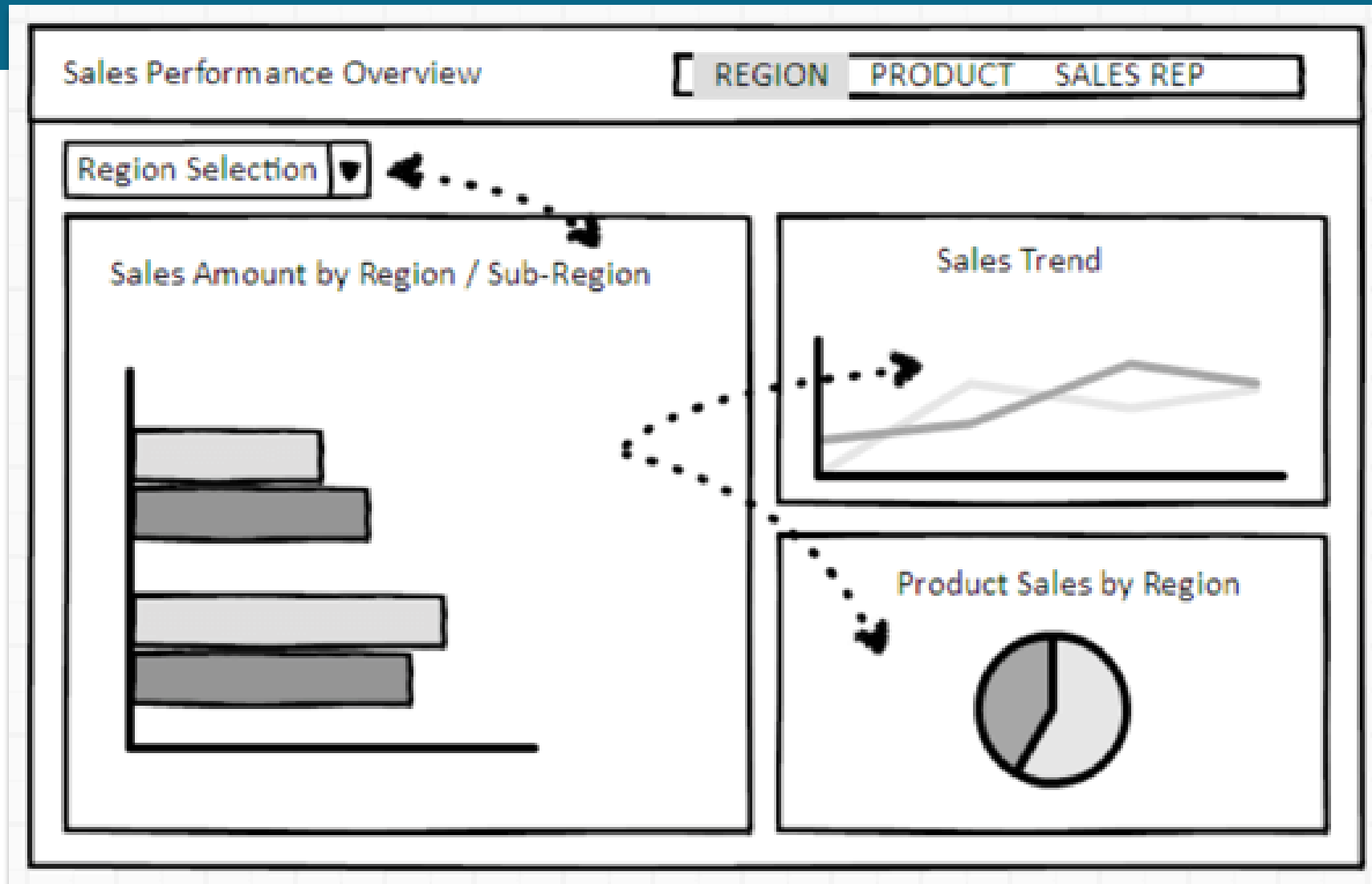
TOOLTIPS



Best practices



Draft a wireframe



Chose colors in a consistent and meaningful way



Improve the formatting of visuals



Format the title so that it stands out and is easy to read

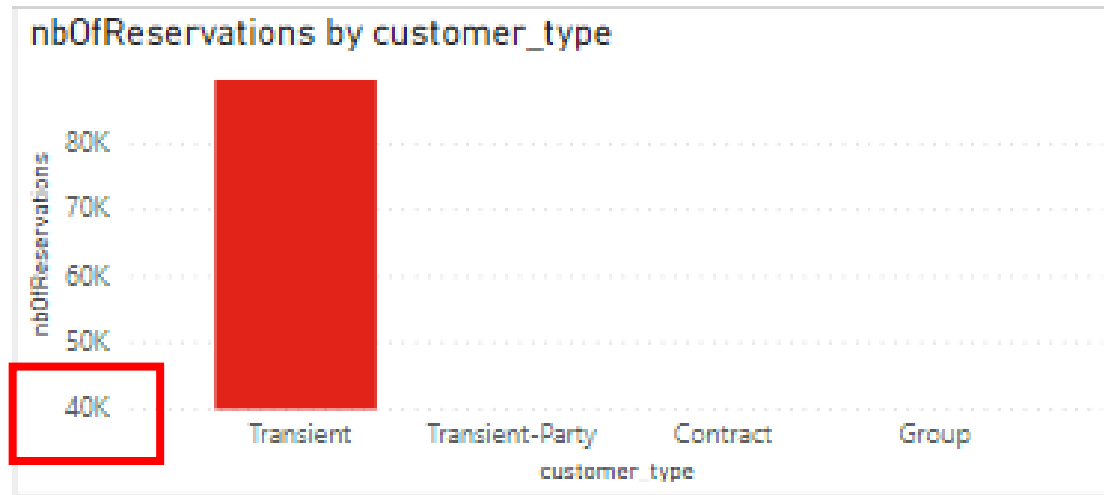


Format data colors

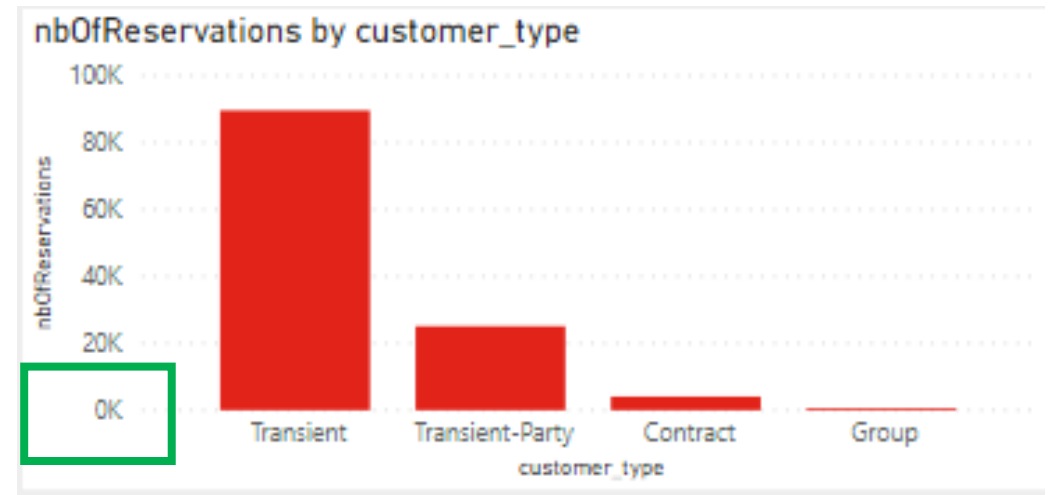


Use labels

Data presentation best practices



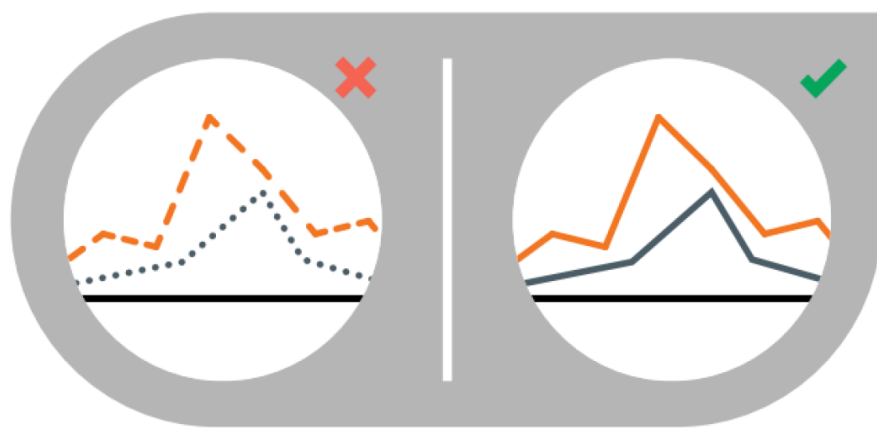
Bad Y-axis Range - Does not start at 0



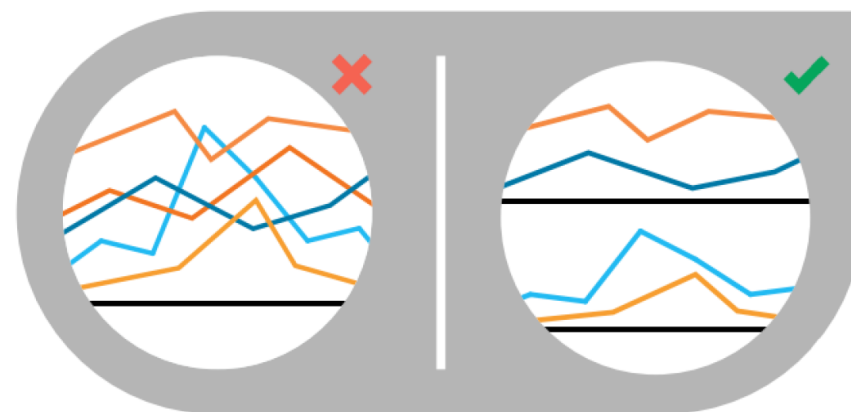
Good Y-axis Range - Starts at 0

Data presentation best practices

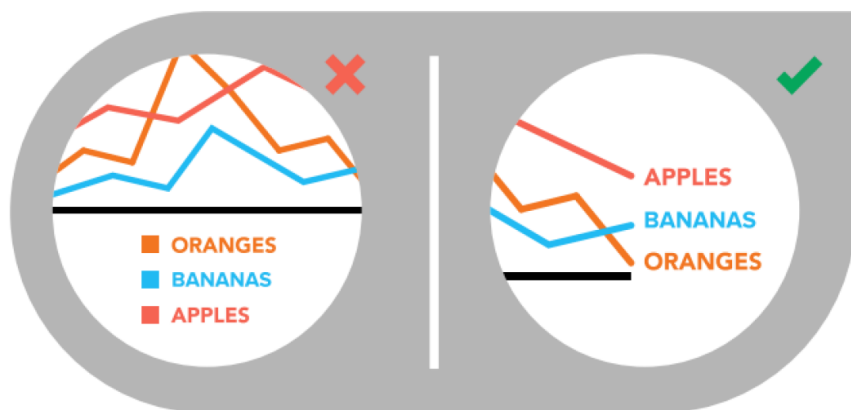
Use solid lines only



Don't plot more than 4 lines

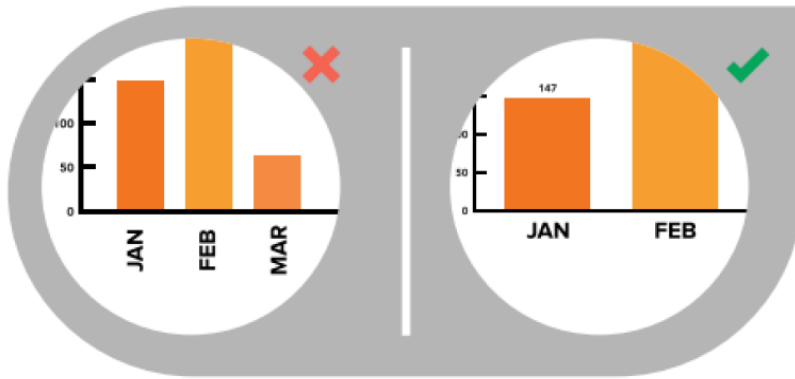


Label lines directly

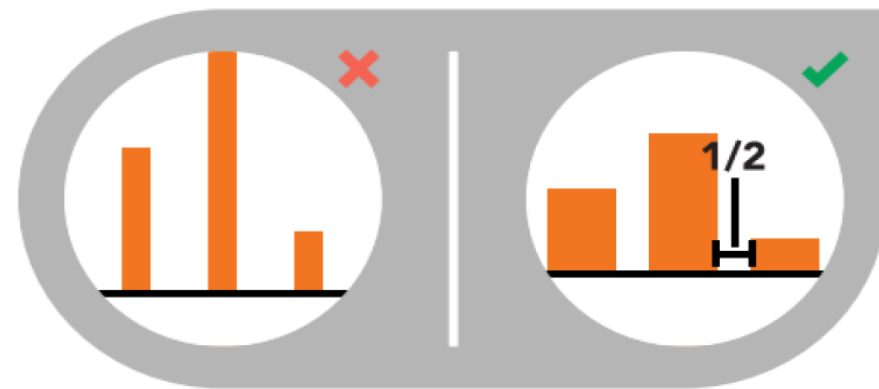


Data presentation best practices

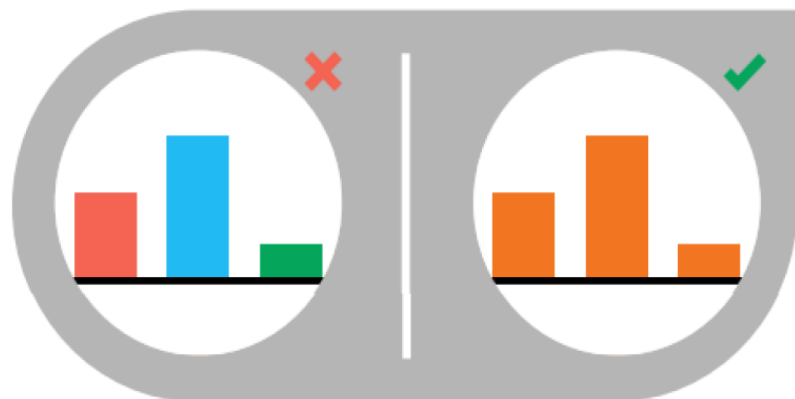
Use horizontal label



Space bars appropriately

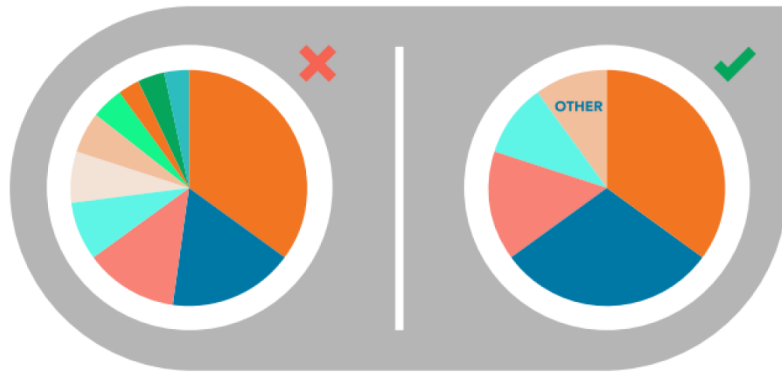


Use consistent colors

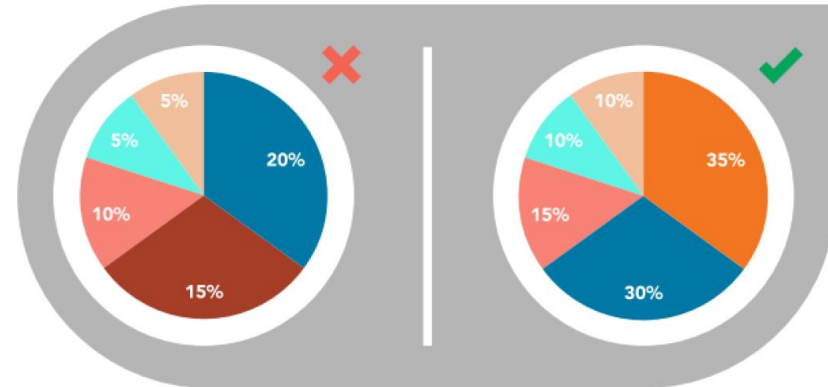


Data presentation best practices

Don't use a pie chart for comparison

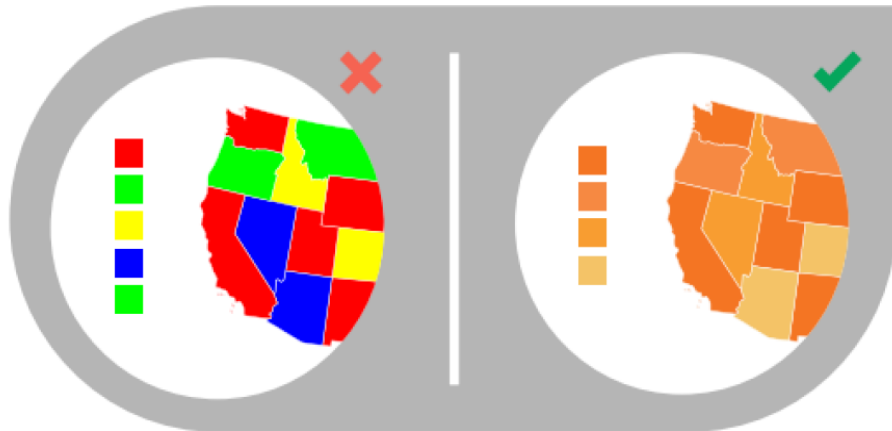


Data must add up to 100%

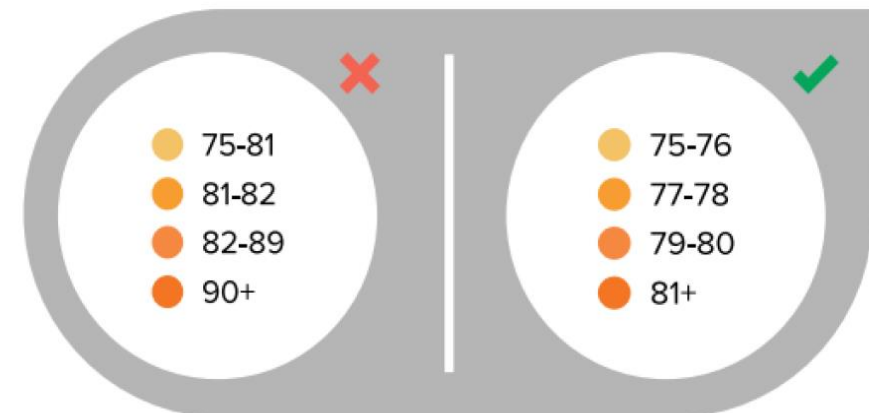


Data presentation best practices

Select colors appropriately



Choose appropriate data ranges



Facilitate navigation in the report





THANK YOU!

- [Relax Hotels Use Case Report](#)
- [GitHub Repository](#)