

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

Power BI Days, Dakar

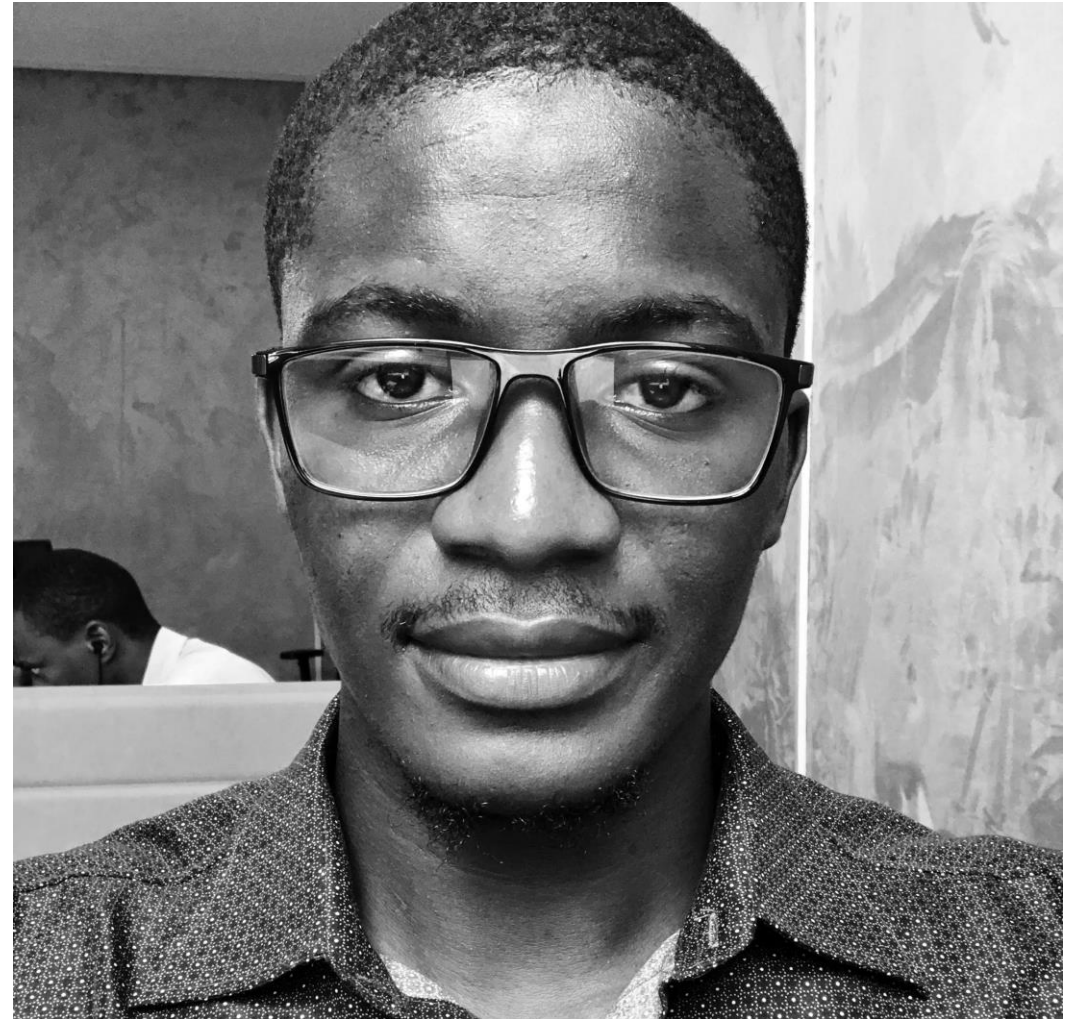
Elhadji Malang Diedhiou

02/29/2020

# Elhadji Malang Diedhiou

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



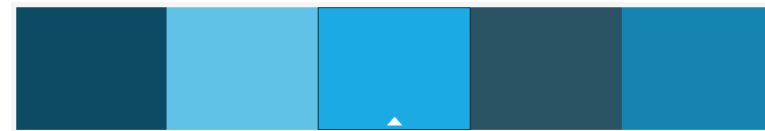


# Chose a color palette

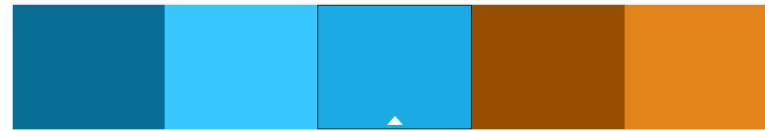
Main	Highlight
Color 2	Color 3
Border	Title



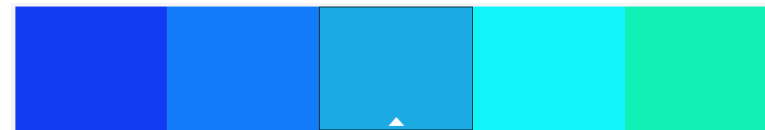
# Apply Color Harmony Rule



Monochromatic



Complementary



Analogous



Triadic



# Color Palette Tools

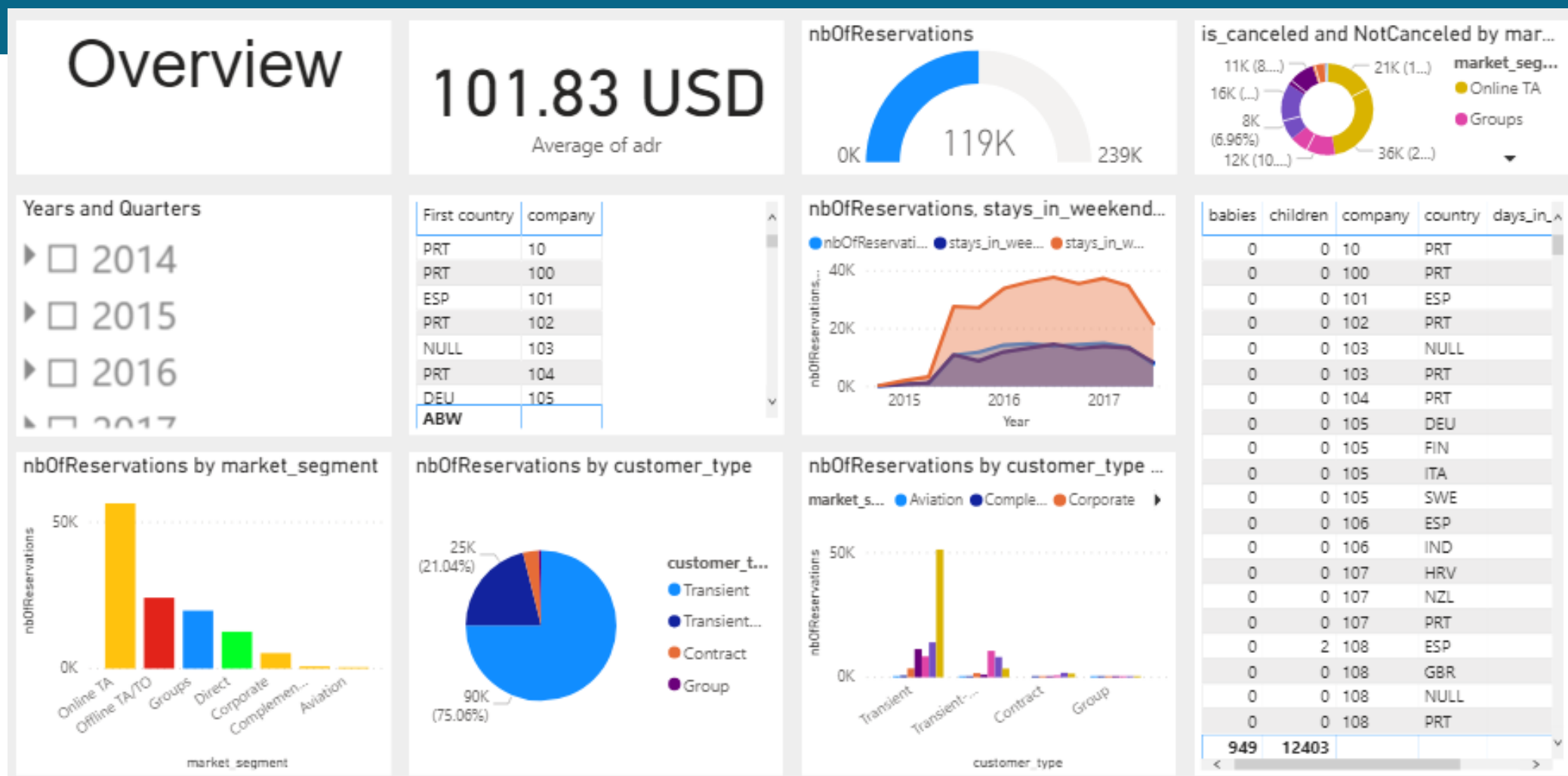
Adobe Colors

Coolers.co

ColorHexa

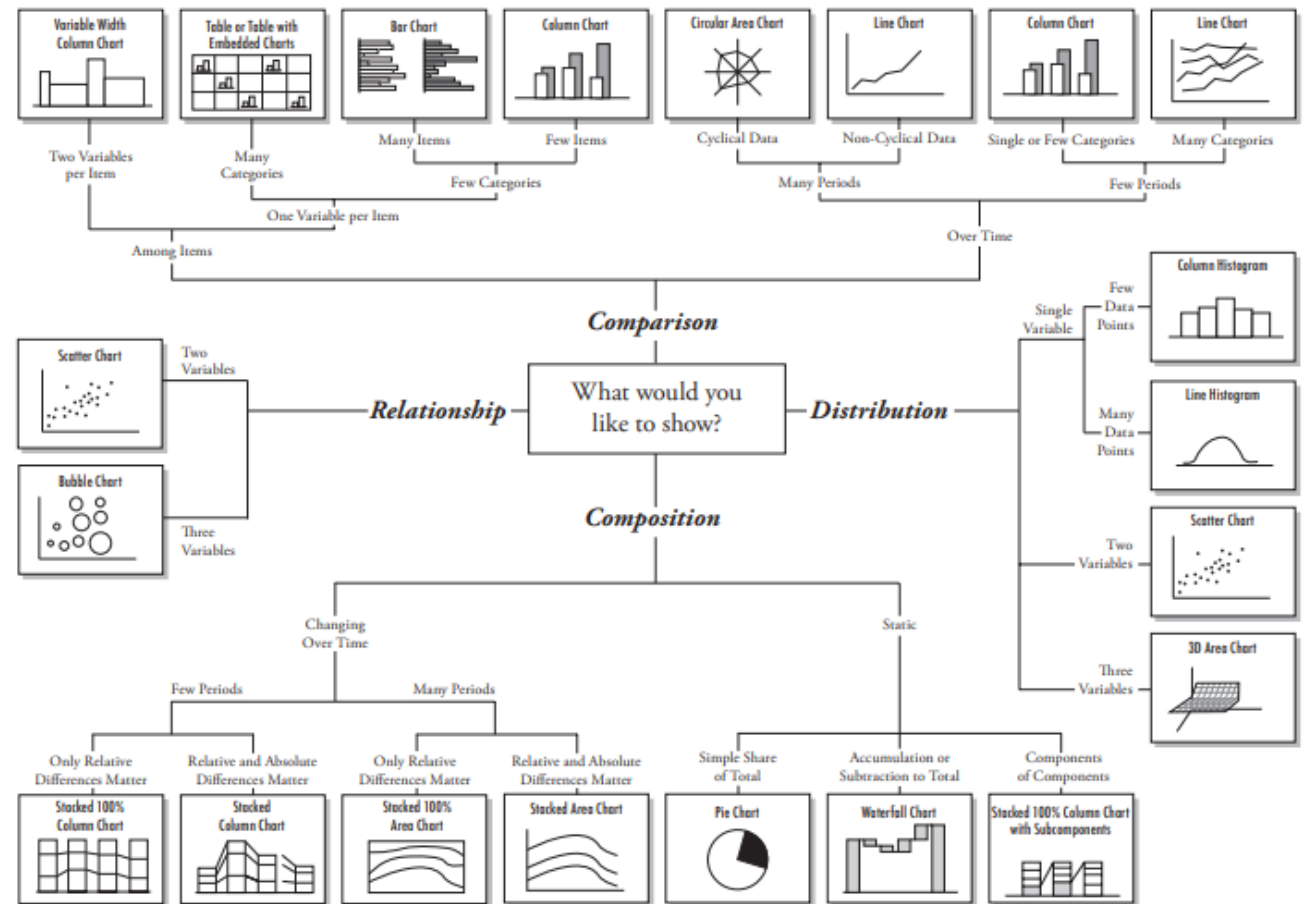
Powerbi.tips Theme Generator

# Don't go too far with the visuals





# Chose the best visuals for your metrics

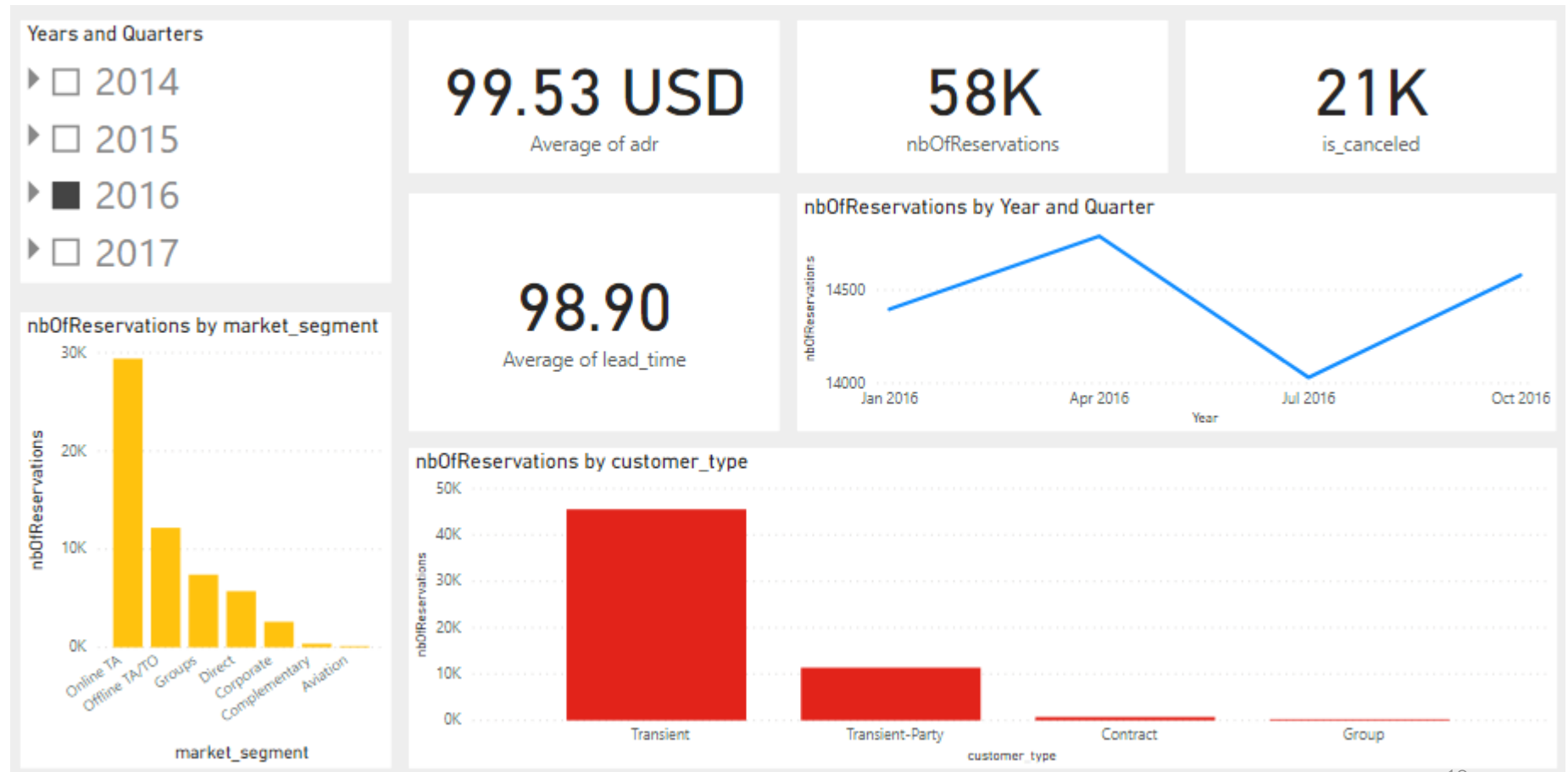


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# Contextual presentation: interactions between visuals



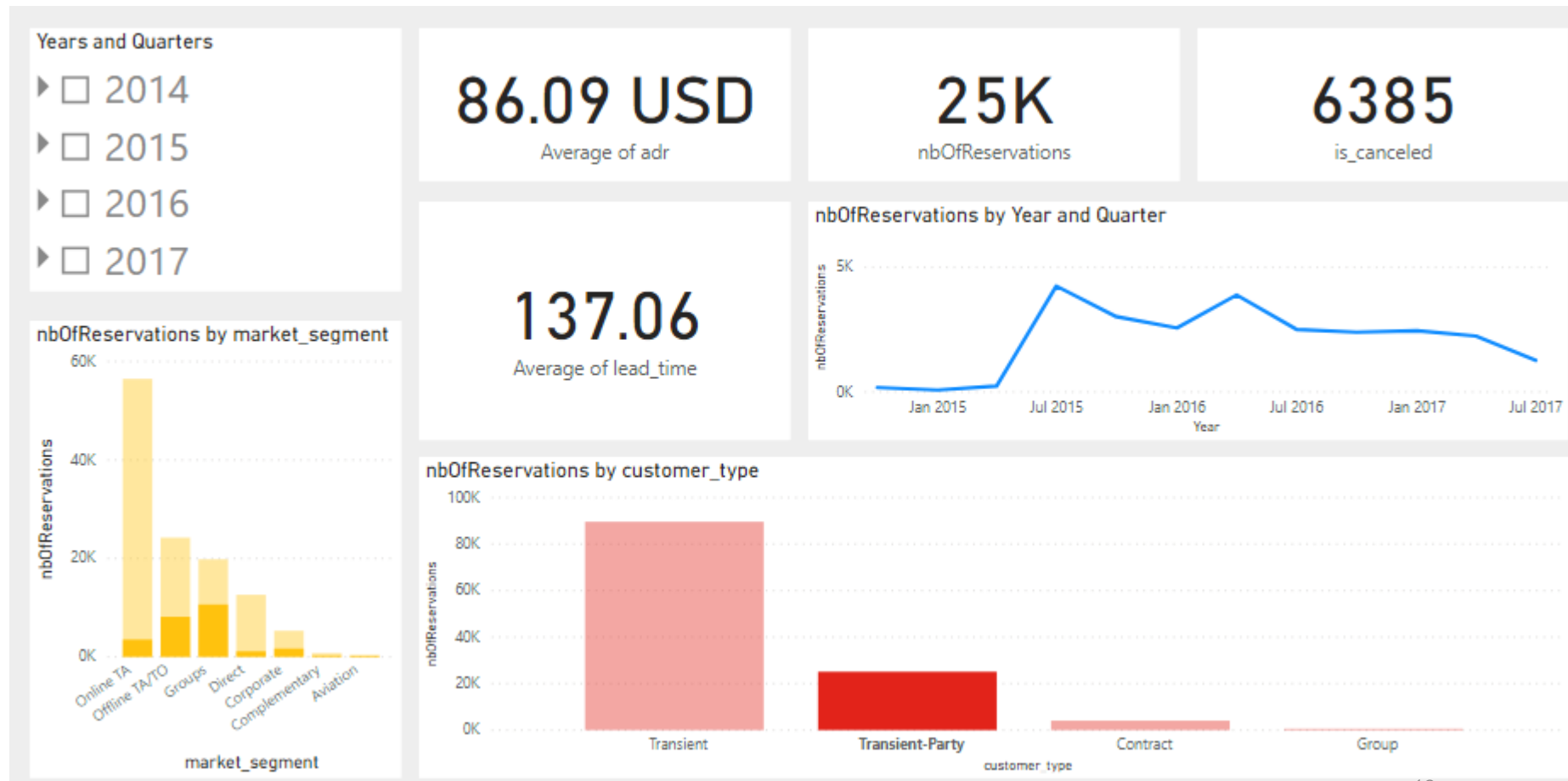
CROSS FILTERING



# Contextual presentation: interactions between visuals



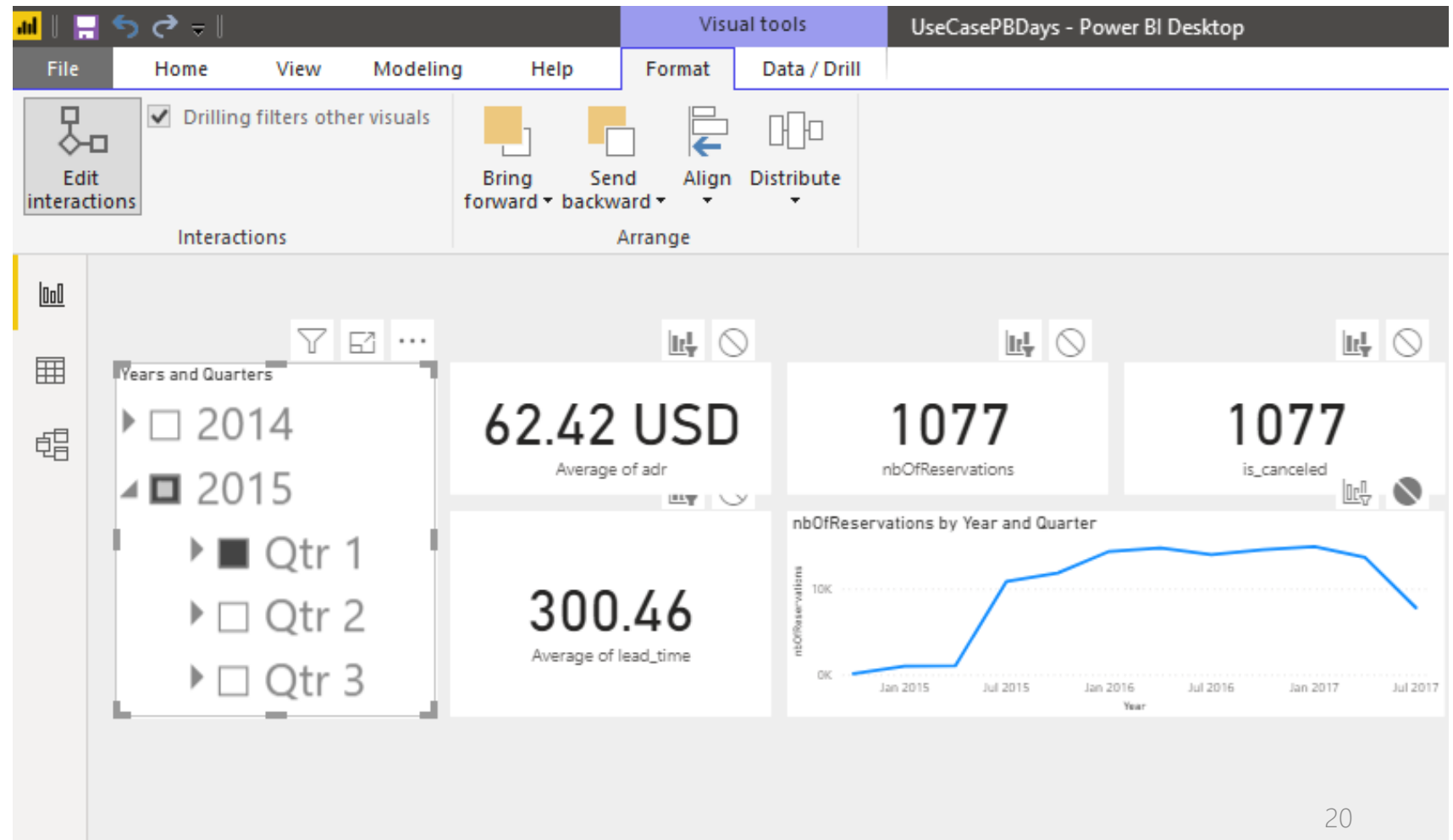
## HIGHLIGHTS



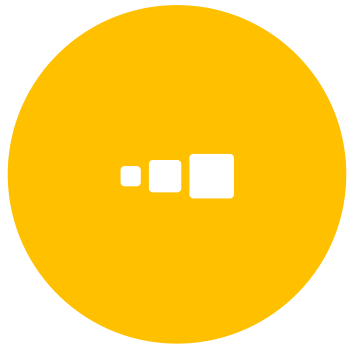
# Contextual presentation: interactions between visuals



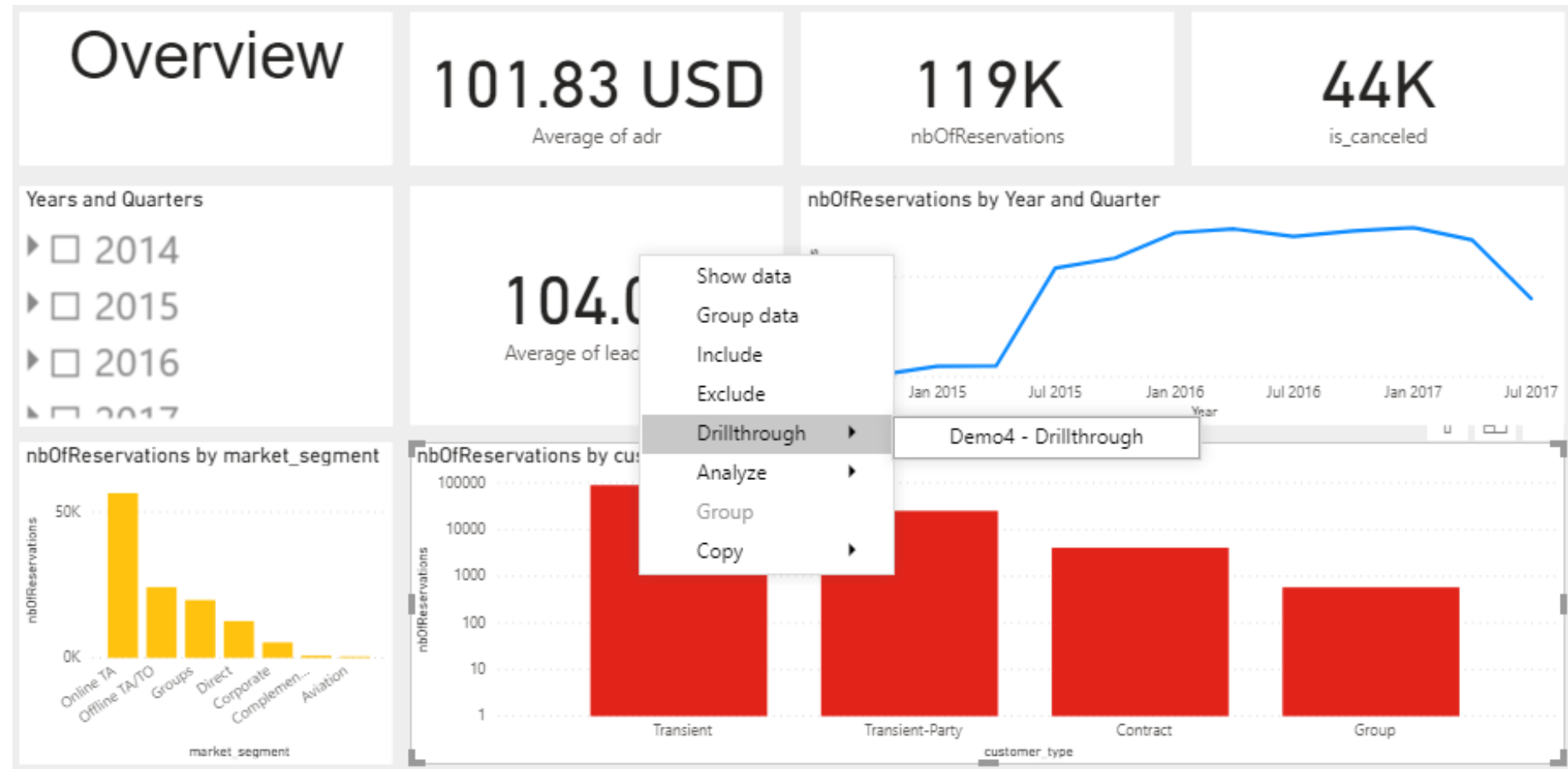
DISABLE  
INTERACTIONS



# Contextual presentation: interactions between visuals



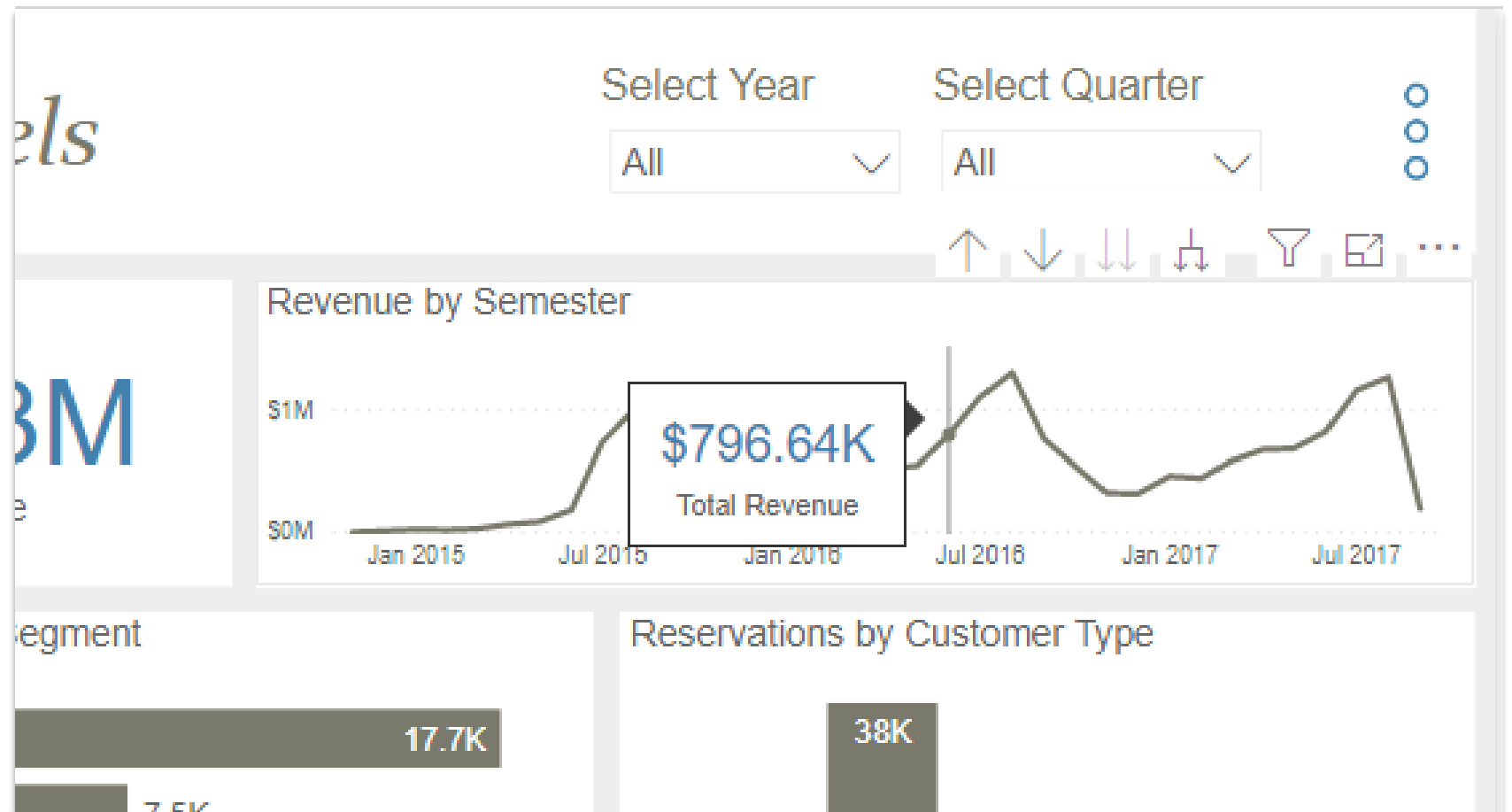
DRILL THROUGH  
FILTERS



# Contextual presentation: interactions between visuals



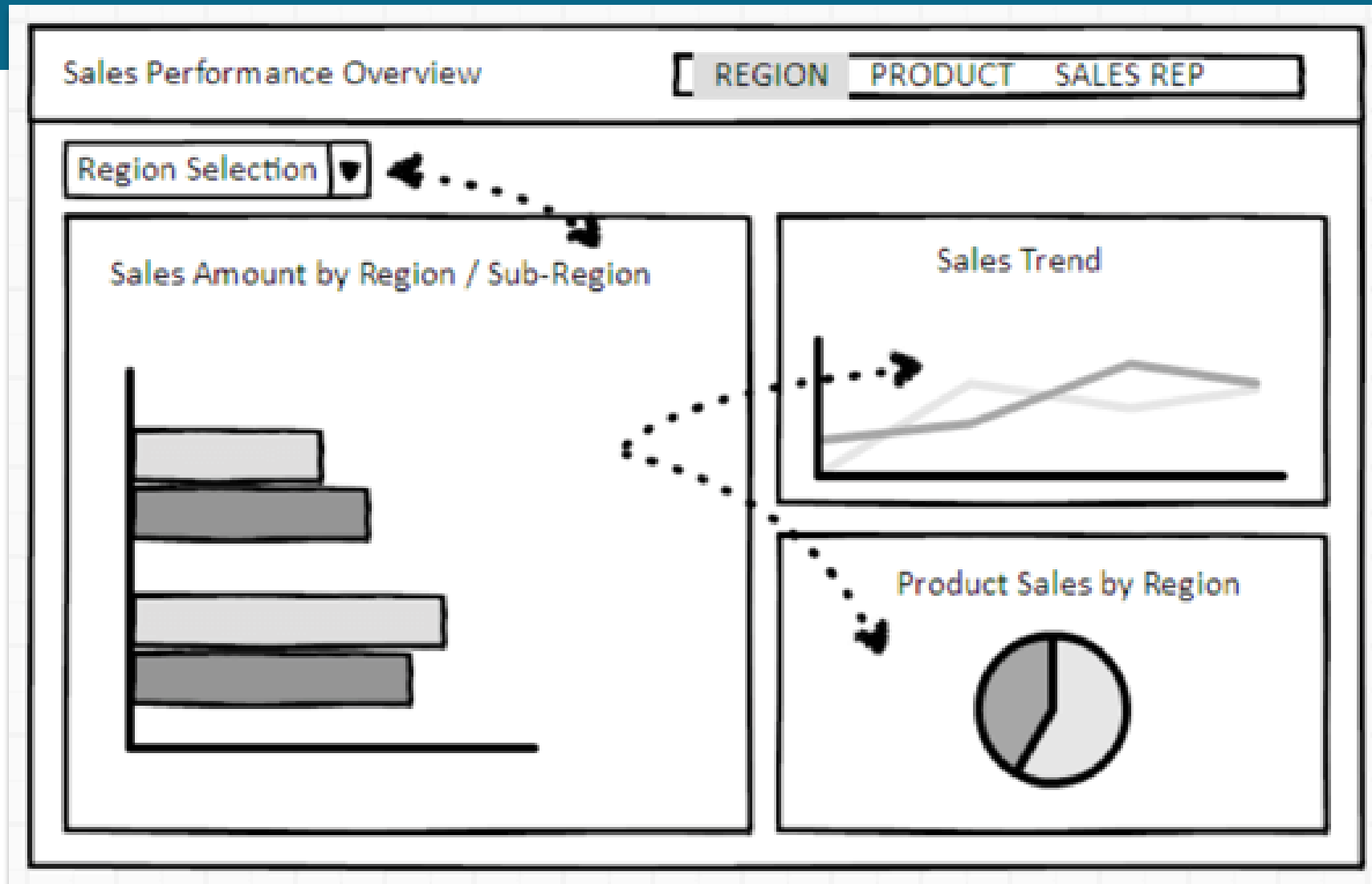
TOOLTIPS



# 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

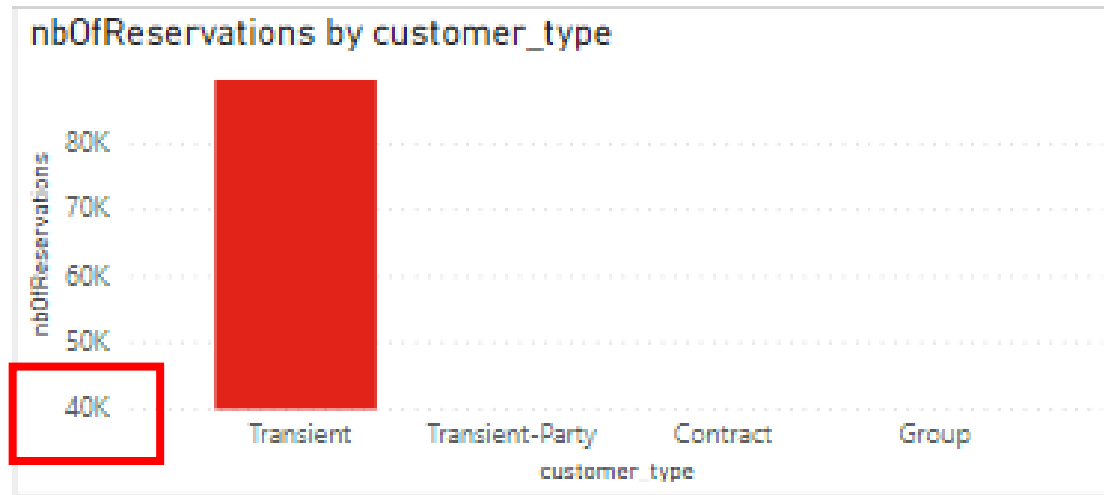


Format data colors

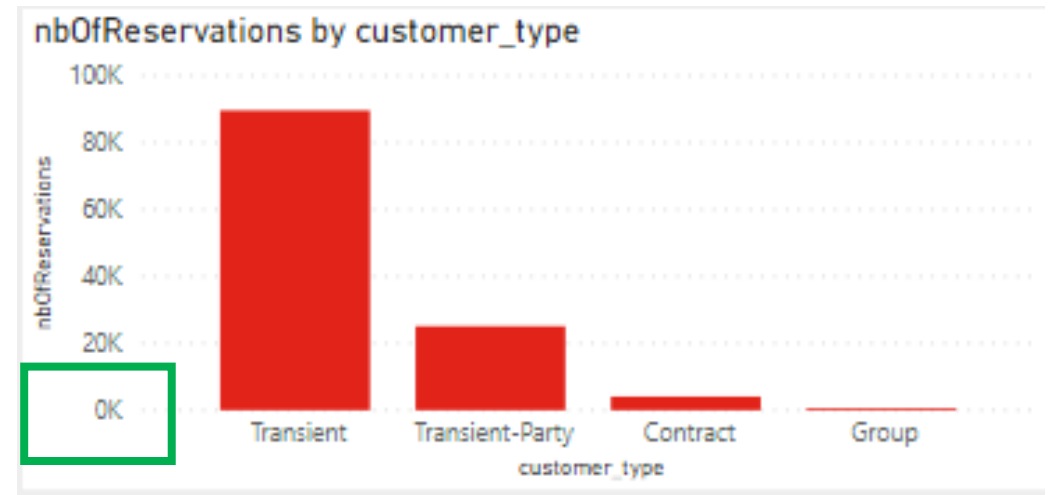


Use labels

# Data presentation best practices



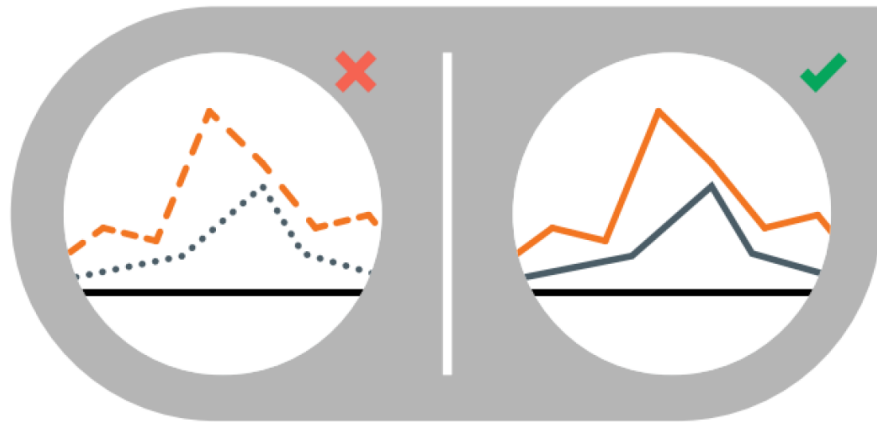
*Bad Y-axis Range - Does not start at 0*



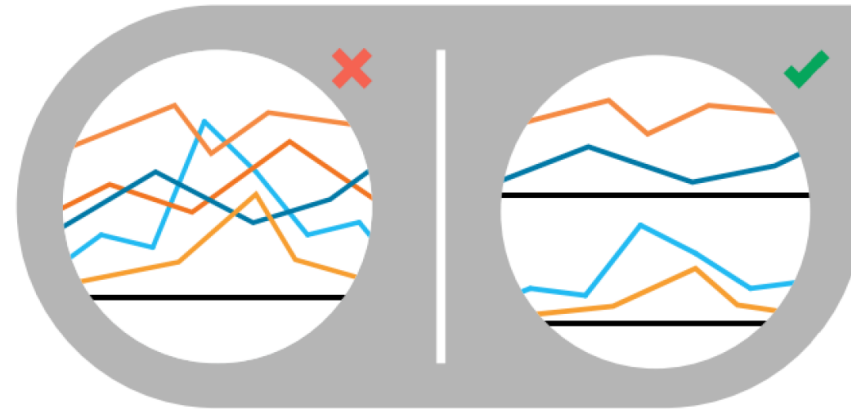
*Good Y-axis Range - Starts at 0*

# Data presentation best practices

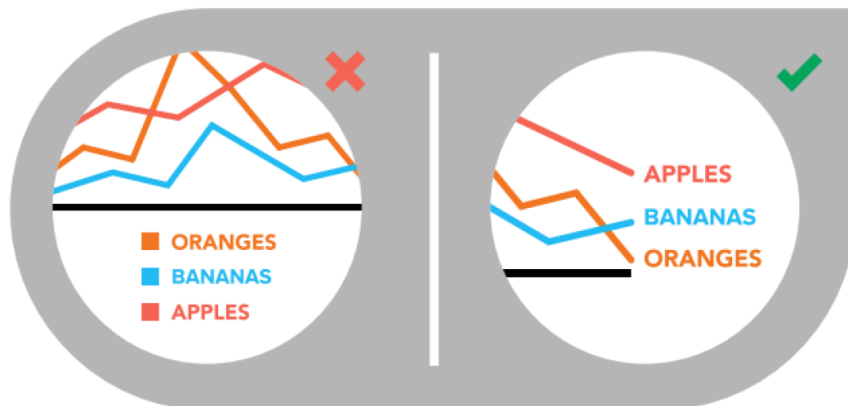
Use solid lines only



Don't plot more than 4 lines

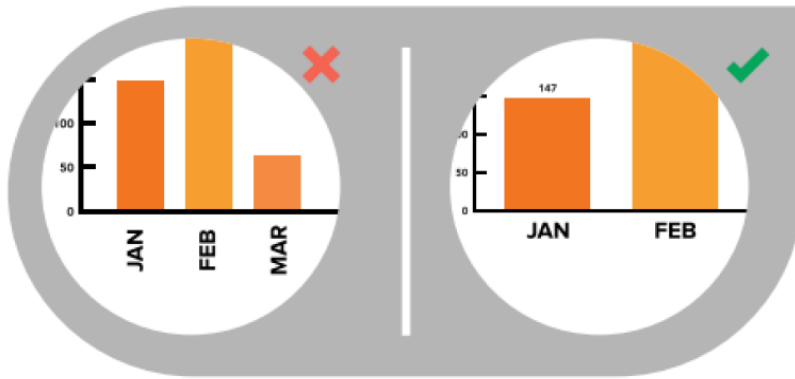


Label lines directly

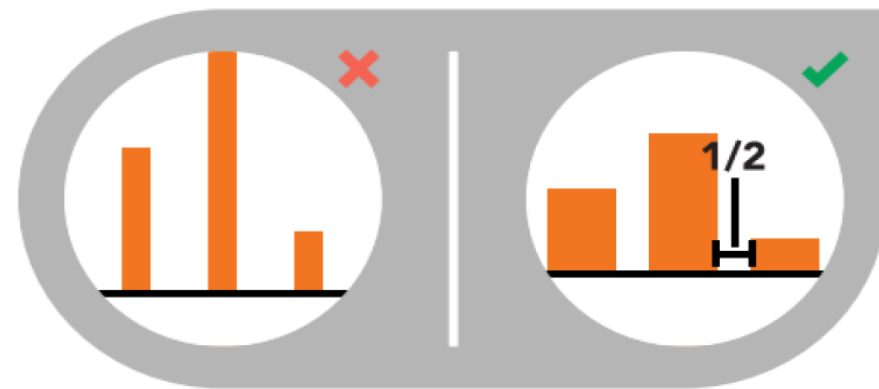


# Data presentation best practices

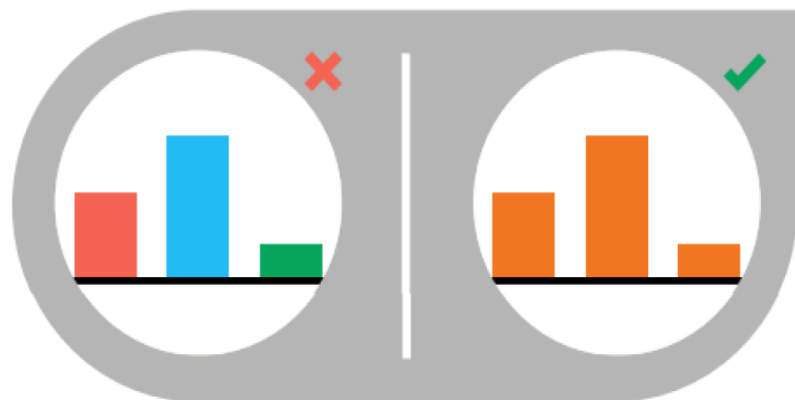
Use horizontal label



Space bars appropriately

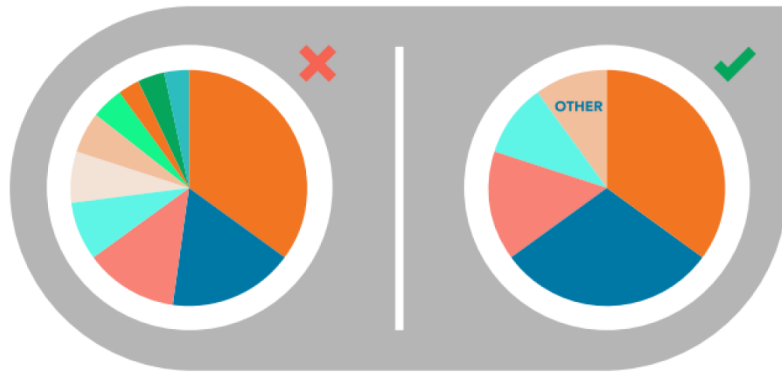


Use consistent colors

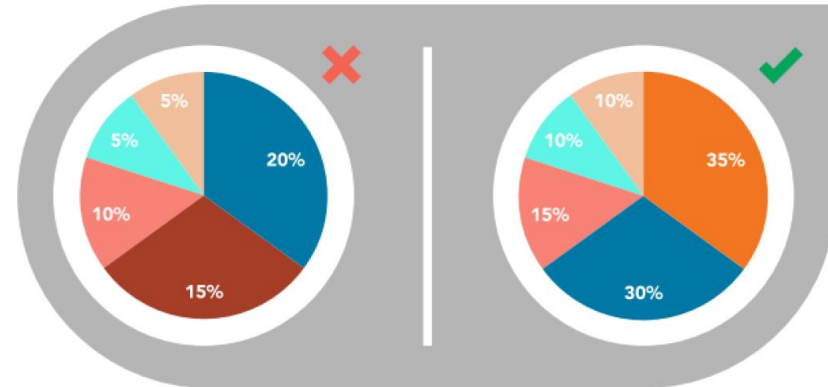


# Data presentation best practices

Don't use a pie chart for comparison

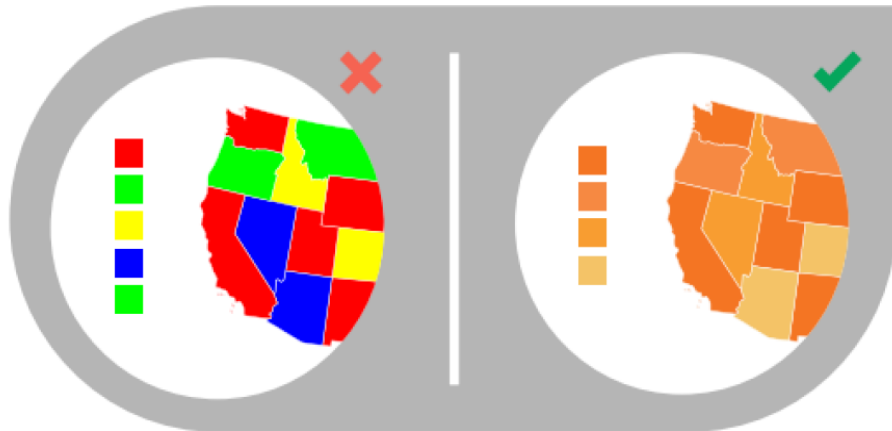


Data must add up to 100%

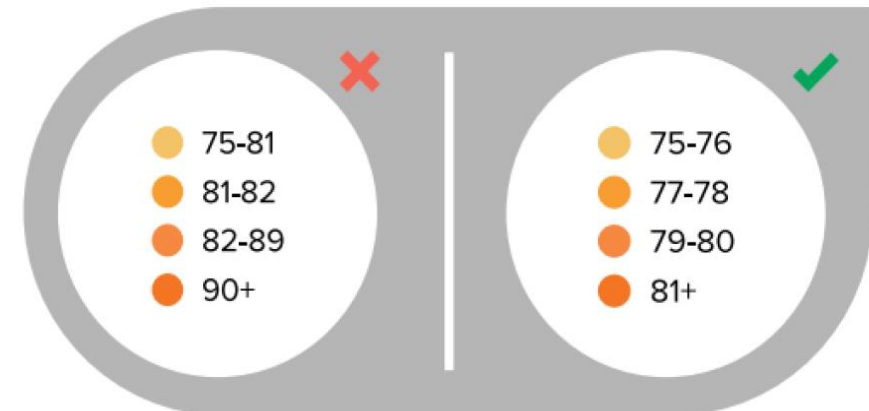


# Data presentation best practices

Select colors appropriately



Choose appropriate data ranges



# Facilitate navigation in the report







**THANK YOU!**

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