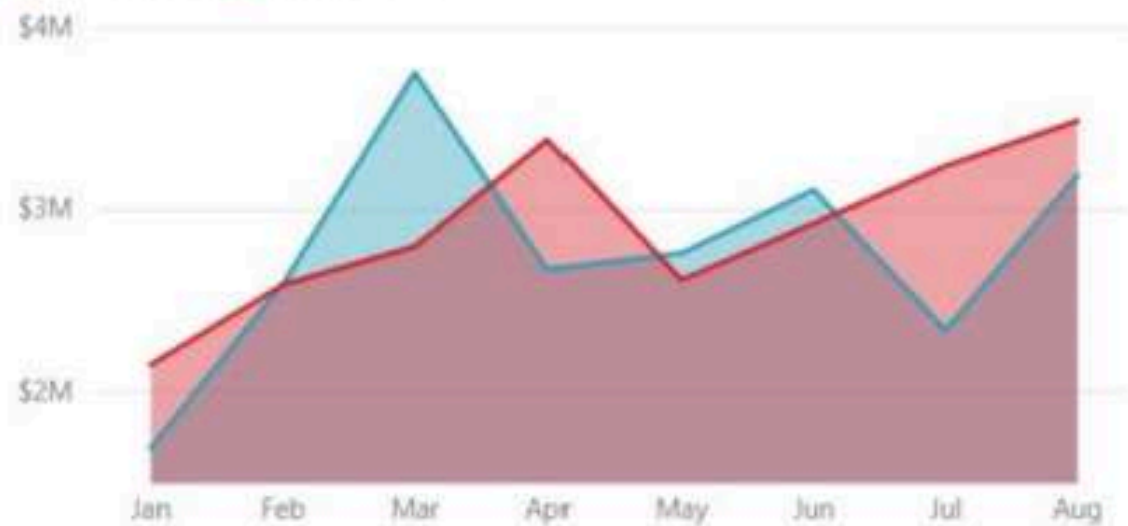


VISUALIZATION IN POWER BI

Area charts: Basic (Layered) and Stacked

This Year Sales and Last Year Sales by FiscalMonth

● This Year Sales ● Last Year Sales



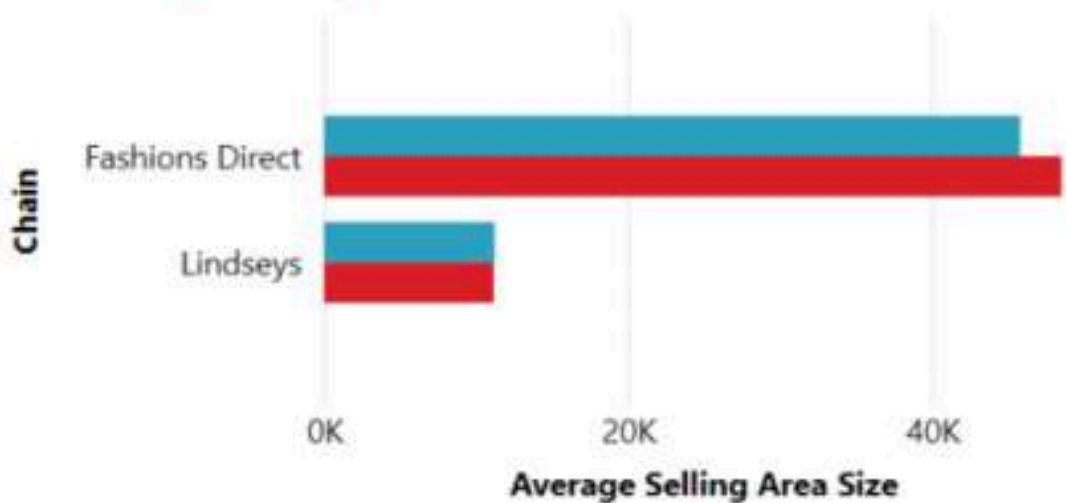
The background chart is based on the line chart with the area feature. The only and

Total Sales Variance % by FiscalMonth



Average Selling Area Size by Store Type, Chain

Store Type ● New Store ● Same Store



Bar charts are the standard for looking at a specific value across different categories.

This Year Sales, Last Year Sales and Total Sales Variance % by Month

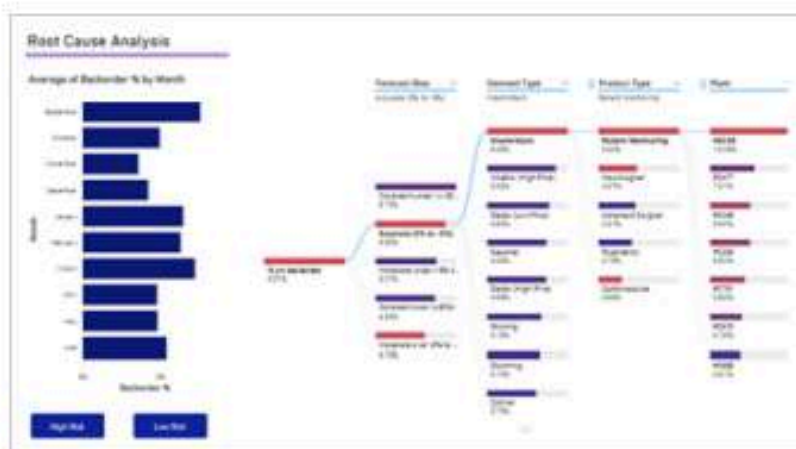


A combo chart combines a column chart and a line chart. Combining the two charts into one lets you make a quicker comparison of the data. Combo charts can have one or two Y axes, so be sure to look closely.

Combo charts are a great choice:

- When you have a line chart and a column chart with the same X axis.
- To compare multiple measures with different value ranges.
- To illustrate the correlation between two measures in one visual.
- To check whether one measure meets the target which is defined by another measure.
- To conserve canvas space.

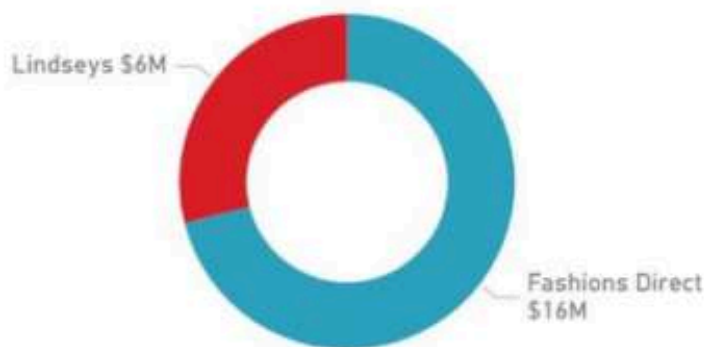
Decomposition tree



The decomposition tree visual lets you visualize data across multiple dimensions. It automatically aggregates data and enables drilling down into your dimensions

Doughnut charts

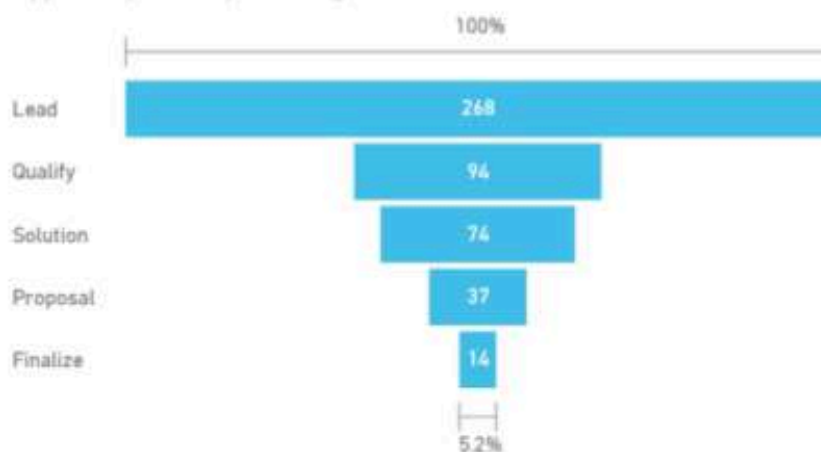
This Year Sales by Chain



Doughnut charts are similar to pie charts. They show the relationship of parts to a whole. The only difference is that the center is blank and allows space for a label or icon.

Funnel charts

Opportunity Count by Sales Stage



Funnels help visualize a process that has stages, and items flow sequentially from one stage to the next. One example is a sales process that starts with leads and ends with purchase fulfillment.

For example, a sales funnel that tracks customers through stages: Lead > Qualified Lead > Prospect > Contract > Close. At a glance, the shape of the funnel conveys the health of the process you're tracking. Each funnel stage represents a percentage of the total. So, in most cases, a funnel chart is shaped like a funnel -- with the first stage being the largest, and each subsequent stage smaller than its predecessor. A pear-shaped funnel is also useful -- it can identify a problem in the process. But typically, the first stage, the "intake" stage, is the largest.

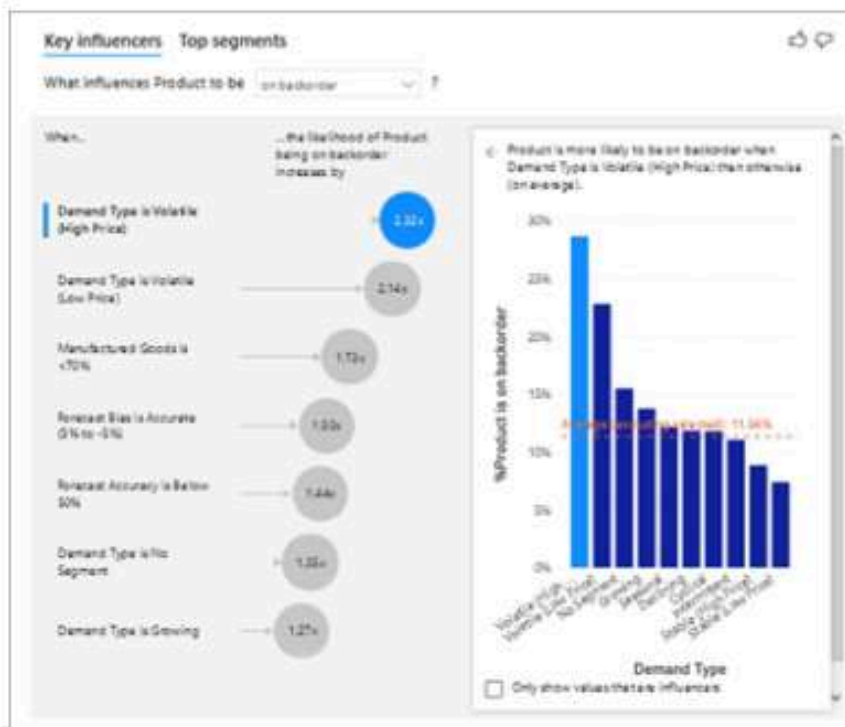
process, but typically, the first stage, the "make" stage, is the largest.

Gauge charts

Average of Gross Sales



Key influencers chart



A key influencer chart displays the major contributors to a selected result or value.

Key influencers are a great choice to help you understand the factors that

influence a key metric. For example, ***what influences customers to place a second order*** or ***why were sales so high last June***.

Total Units This Year and Total Units Last Year by Month



A Key Performance Indicator (KPI) is a visual cue that communicates the amount of progress made toward a measurable goal.

KPIs are a great choice:

- To measure progress (what am I ahead or behind on?).
- To measure distance to a metric (how far ahead or behind am I?).

Line charts

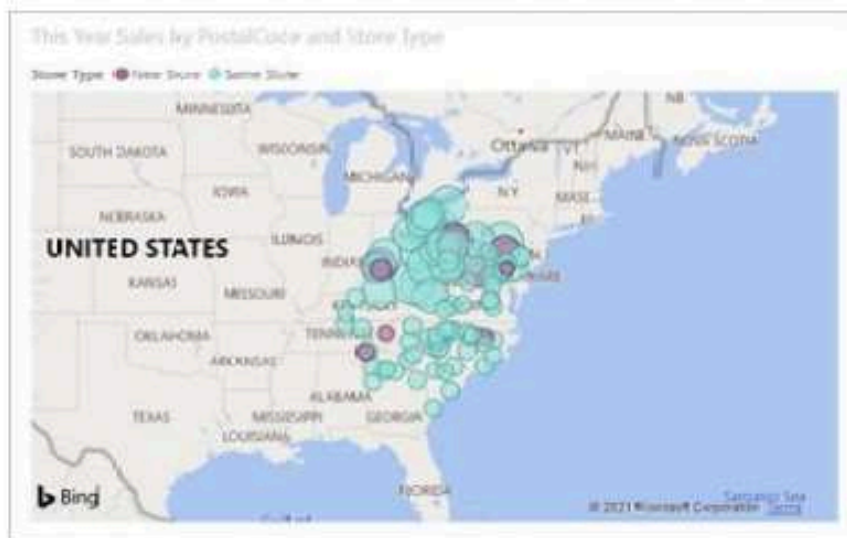
This Year Sales and Last Year Sales by FiscalMonth



Line charts emphasize the overall shape of an entire series of values, usually over time.

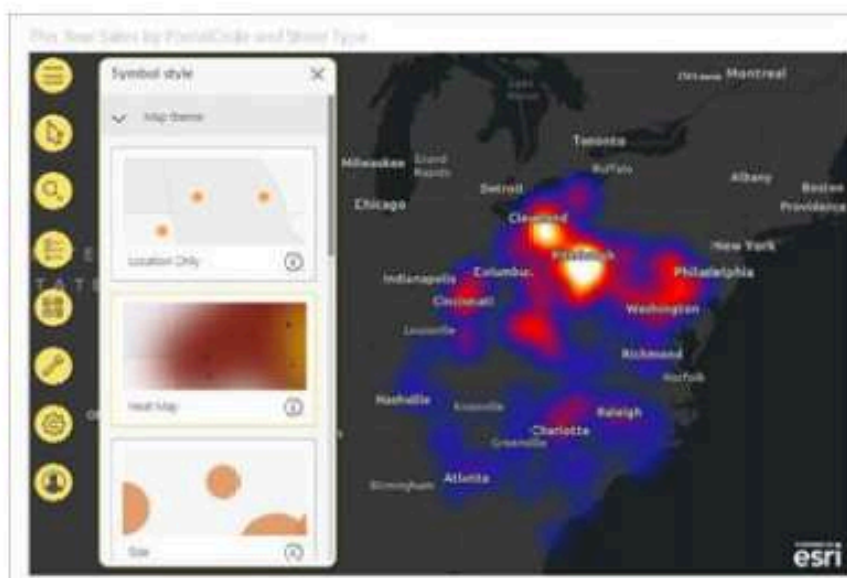
Maps

Basic map



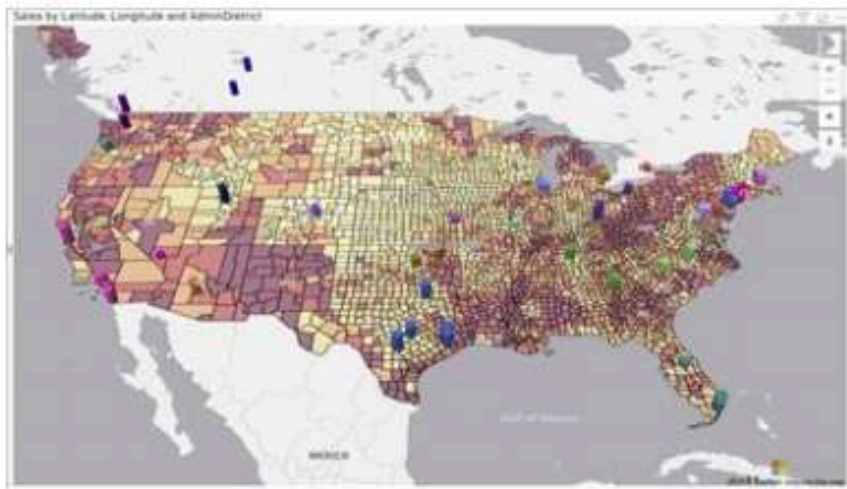
Use a basic map to associate both categorical and quantitative information with spatial locations.

ArcGIS map



The combination of ArcGIS maps and Power BI takes mapping beyond the presentation of points on a map to a whole new level. The available options for base maps, location types, themes, symbol styles, and reference layers creates gorgeous informative map visuals. The combination of authoritative data layers (such as census data) on a map with spatial analysis conveys a deeper understanding of the data in your visual.

Azure map



Tip

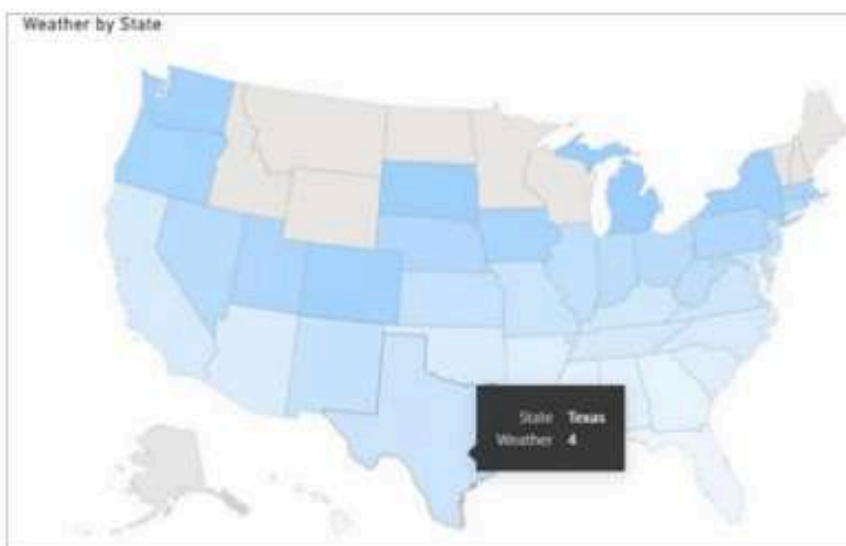
Used to associate both categorical and quantitative information with spatial locations.

Filled map (Choropleth)



A filled map uses shading or tinting or patterns to display how a value differs in proportion across a geography or region. Quickly display these relative differences with shading that ranges from light (less-frequent/lower) to dark (more-frequent/more).

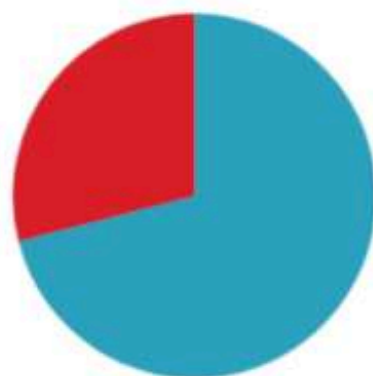
Shape map



Shape maps compare regions on a map using color. A shape map can't show precise geographical locations of data points on a map. Instead, its main purpose is to show relative comparisons of regions on a map by coloring them differently..

Pie charts

This Year Sales by Chain



Chain ● Fashions Direct ● Lindseys

Pie charts show the relationship of parts to a whole.

Power Apps visual

Customer
Fusion Tomo

Fusion Tomo

Account Manager
Elisabeth Iversen

In FastTrack Program
☒

Sales Region
Northwest

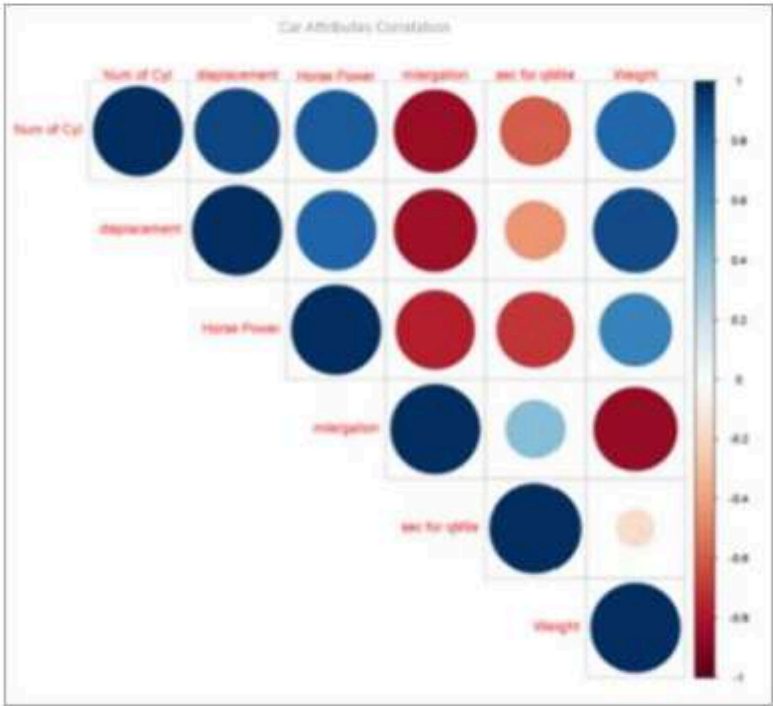
Contact Sales Team
Request call with customer

Estimated Value
\$458,707

Submit

Report designers can create a Power App and embed it into a Power BI report as a visual. Consumers can interact with that visual within the Power BI report.

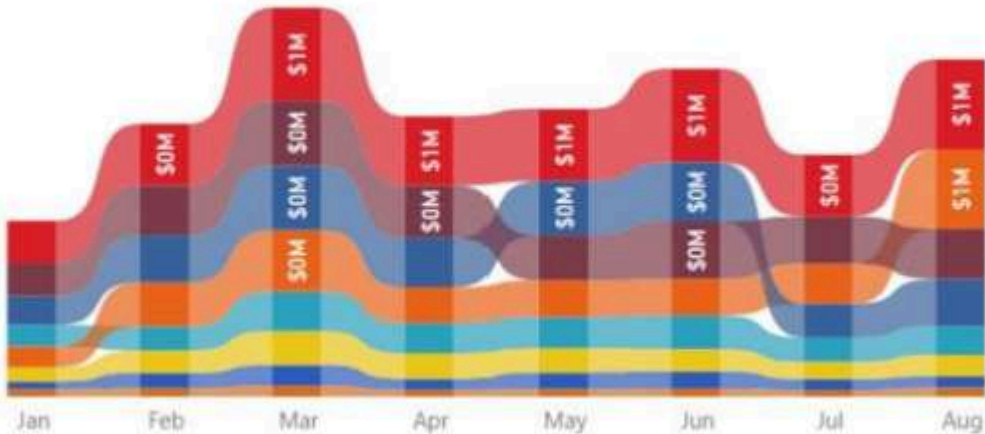
R script visuals



Ribbon chart

This Year Sales by FiscalMonth and Category

Category 010-Womens 020-Mens 030-Kids 040-Juniors 060-Intimate 070-Hosiery

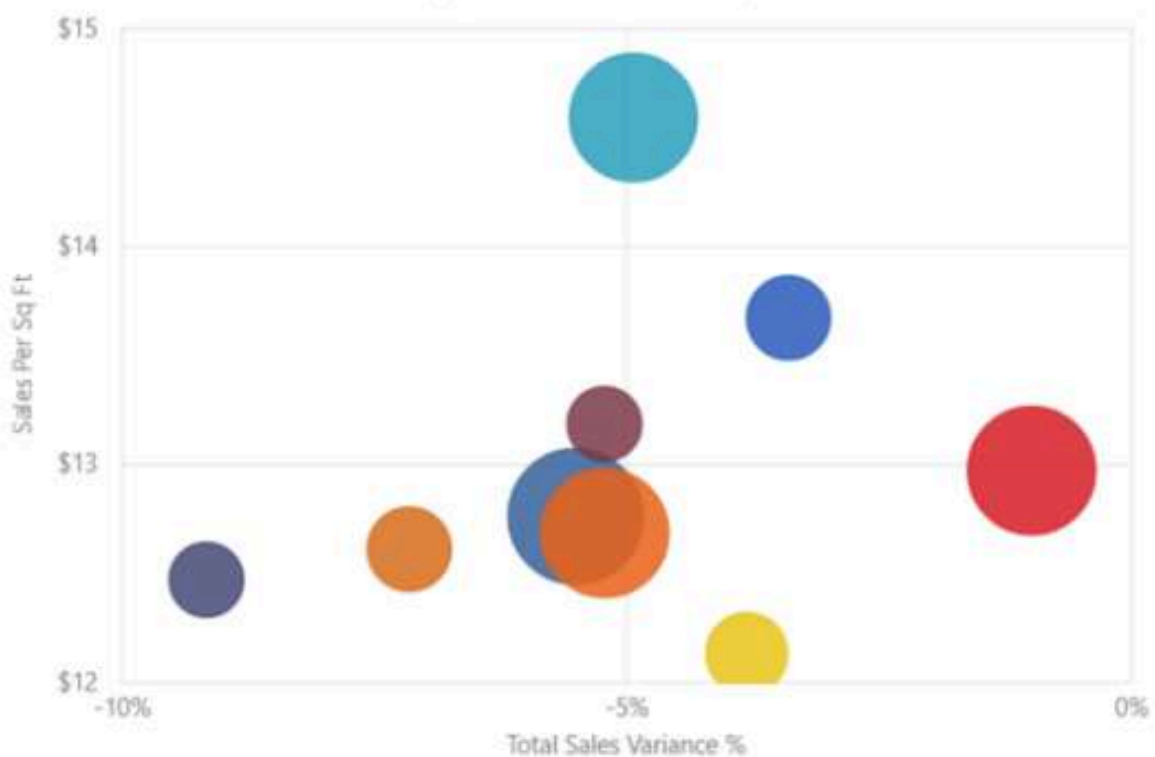


Total Sales Variance % and Sales Per Sq Ft by District



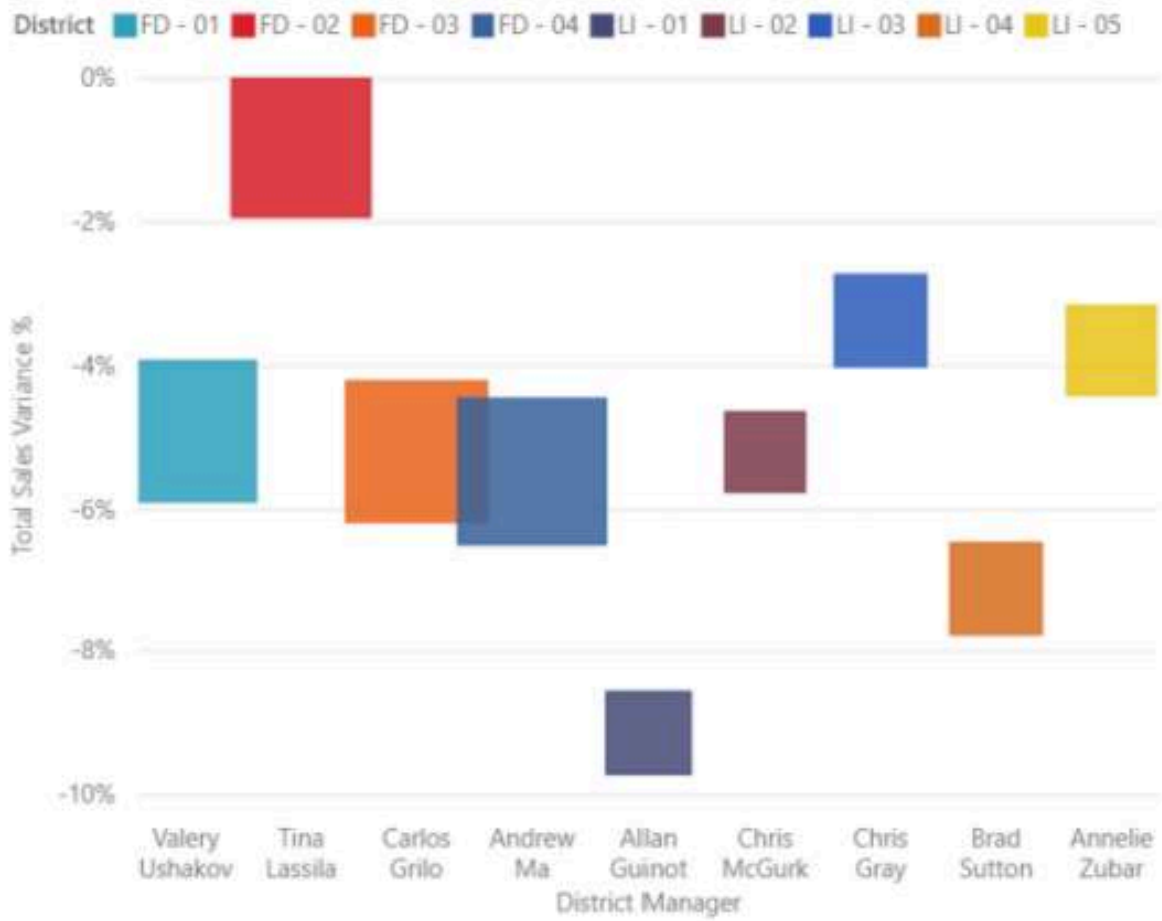
A bubble chart replaces data points with bubbles, with the bubble size representing an additional dimension of the data.

Total Sales Variance %, Sales Per Sq Ft and This Year Sales by District

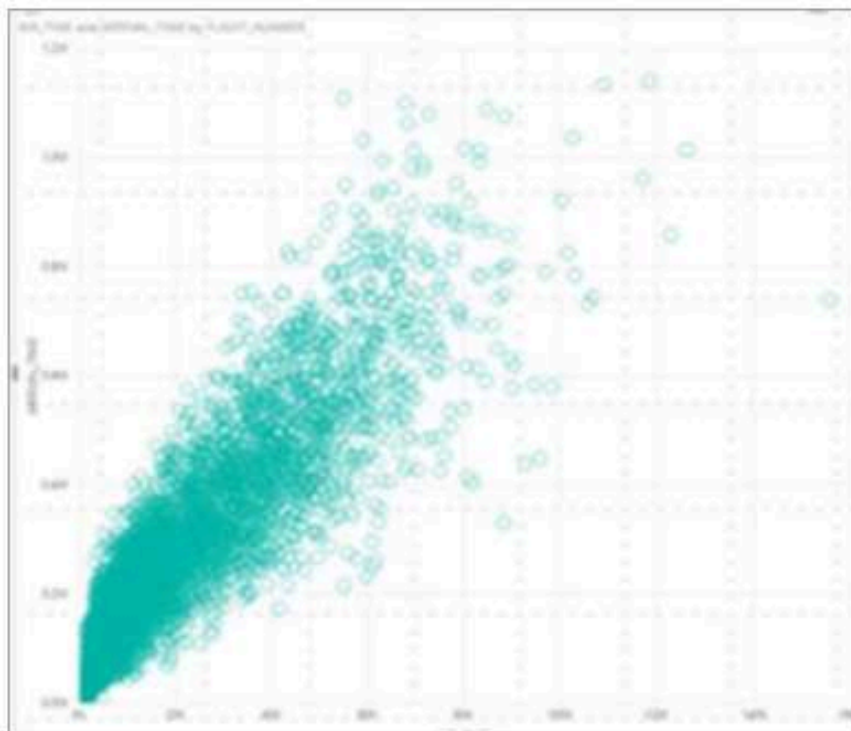


DISTRICT MANAGER'S CONTRIBUTION TO THE DISTRICT'S SALES VARIANCE

Total Sales Variance % and This Year Sales by District and District Manager



Scatter-high density



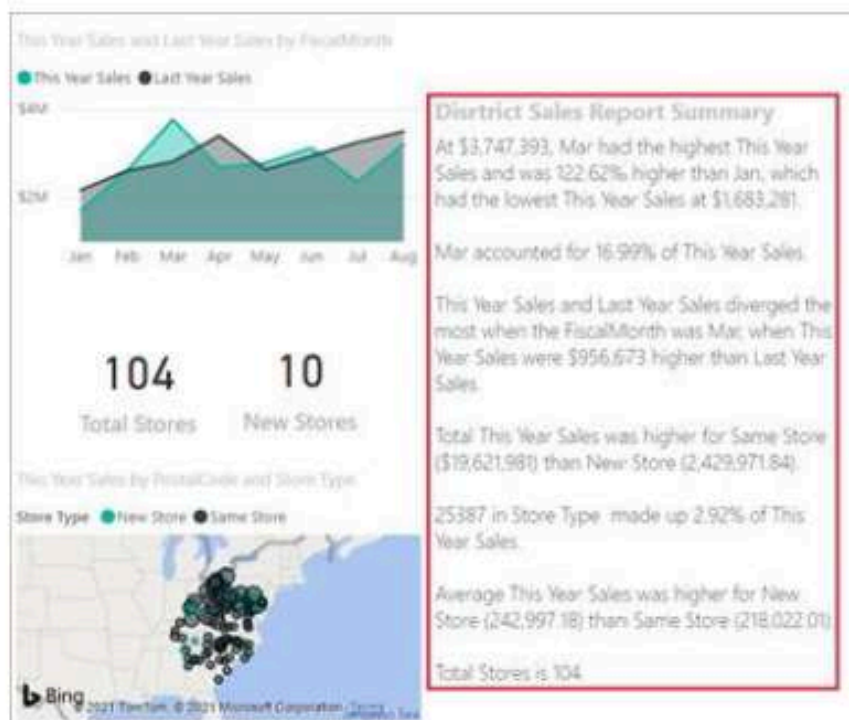
By definition, high-density data is sampled to create visuals reasonably quickly that are responsive to interactivity. High-density sampling uses an algorithm that eliminates overlapping points, and ensures that all points in the data set are represented in the visual. It doesn't just plot a representative sample of the data.

This ensures the best combination of responsiveness, representation, and clear preservation of important points in the overall data set.

Slicers



Smart narrative



The Smart narrative adds text to reports to point out trends, key takeaways, and add explanations and context. The text helps users to understand the data and identify the important findings quickly.

Treemaps

Total Units Last Year by Category



Treemaps are charts of colored rectangles, with size representing value. They can be hierarchical, with rectangles nested within the main rectangles. The space inside each rectangle is allocated based on the value being measured. And the rectangles are arranged in size from top left (largest) to bottom right (smallest).

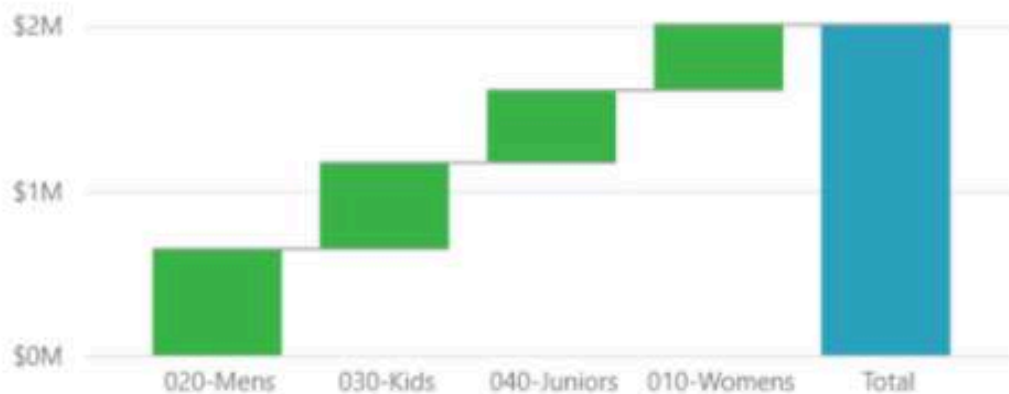
Treemaps are a great choice:

- To display large amounts of hierarchical data.
- When a bar chart can't effectively handle the large number of values.
- To show the proportions between each part and the whole.
- To show the pattern of the distribution of the measure across each level of categories in the hierarchy.
- To show attributes using size and color coding.
- To spot patterns, outliers, most-important contributors, and exceptions.

Waterfall charts

Total Units Last Year by Category

● Increase ● Decrease ● Total



A waterfall chart shows a running total as values are added or subtracted. It's useful for understanding how an initial value (for example, net income) is affected by a series of positive and negative changes.

The columns are color coded so you can quickly tell increases and decreases. The initial and the final value columns often start on the horizontal axis, while the intermediate values are floating columns. Because of this "look", waterfall charts are also called bridge charts.

Waterfall charts are a great choice:

- When you have changes for the measure across time or across different categories.
- To audit the major changes contributing to the total value.
- To plot your company's annual profit by showing various sources of revenue and arrive at the total profit (or loss).
- To illustrate the beginning and the ending headcount for your company in a year.
- To visualize how much money you make and spend each month, and the running balance for your account.