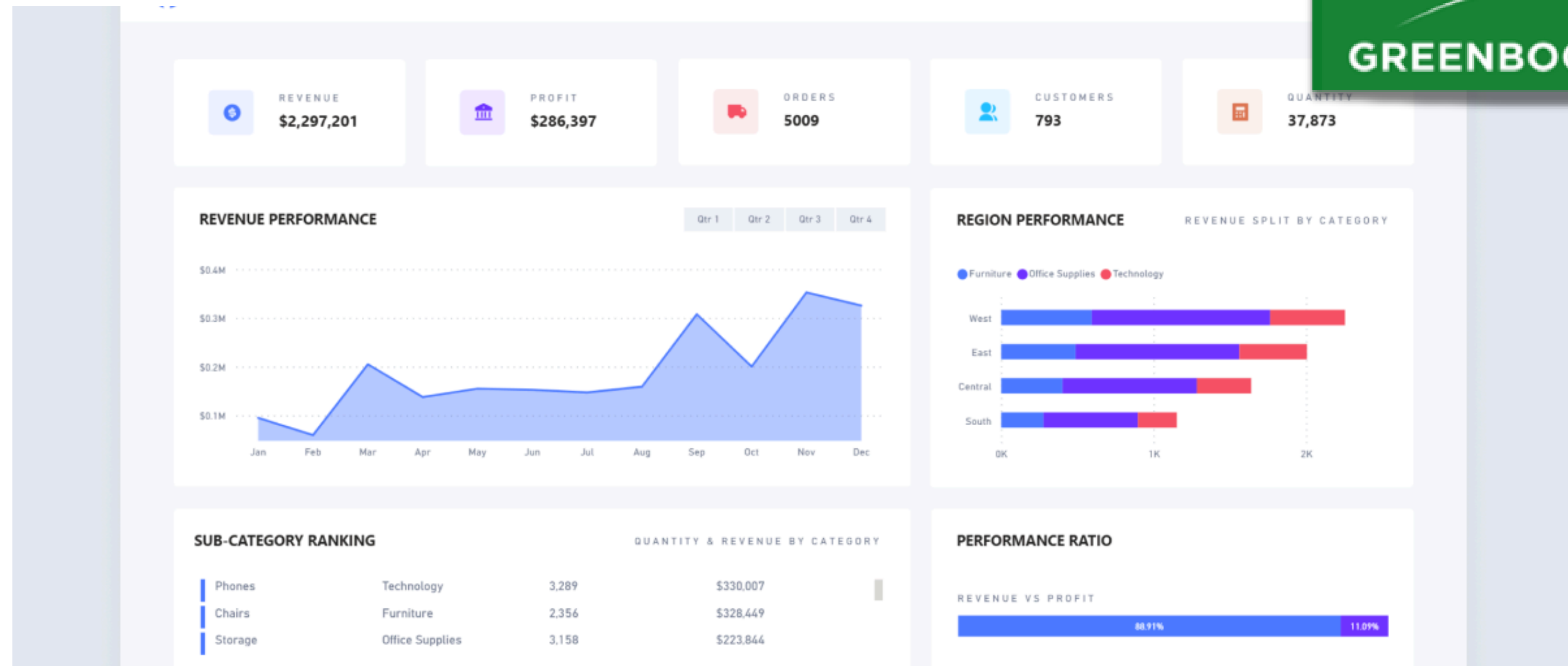# ADVANCED REPORT DESIGN PRINCIPLES

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Power BI

2024

WHY

Definition: Advanced report design focuses on creating visually appealing, intuitive, and insightful reports.
- Enhances user experience and helps in making data-driven decisions.
- Objective: Present data in a clear, interactive, and meaningful way.

3. Utilize Best Practices for Custom Report Navigation, Report Tooltips, and Drill-Through Options
   - Custom report navigation allows users to jump between different report sections, adding interactivity.
   - Tooltips provide additional information when hovering over data points, adding context without cluttering the main visuals.
   - Drill-through options allow users to click on a data point to see detailed data, enabling deeper analysis without overwhelming the initial view.

1. Understand the Importance of Data Storytelling
   - Data storytelling is about **transforming raw data into meaningful narratives** to help users understand key insights.
   - Effective storytelling requires clear communication of data trends, comparisons, and insights.
   - **Visuals**, supported by concise explanations, make data more impactful and actionable.

2. **Plan Report Layout, User Interface, and Flow**
   - Layout should follow a logical flow, **guiding users** through data step by step.
   - A clean, intuitive user interface (UI) ensures that **reports are user-friendly**.
   - Use visual hierarchy (**size, color, positioning**) to emphasize the most important data.
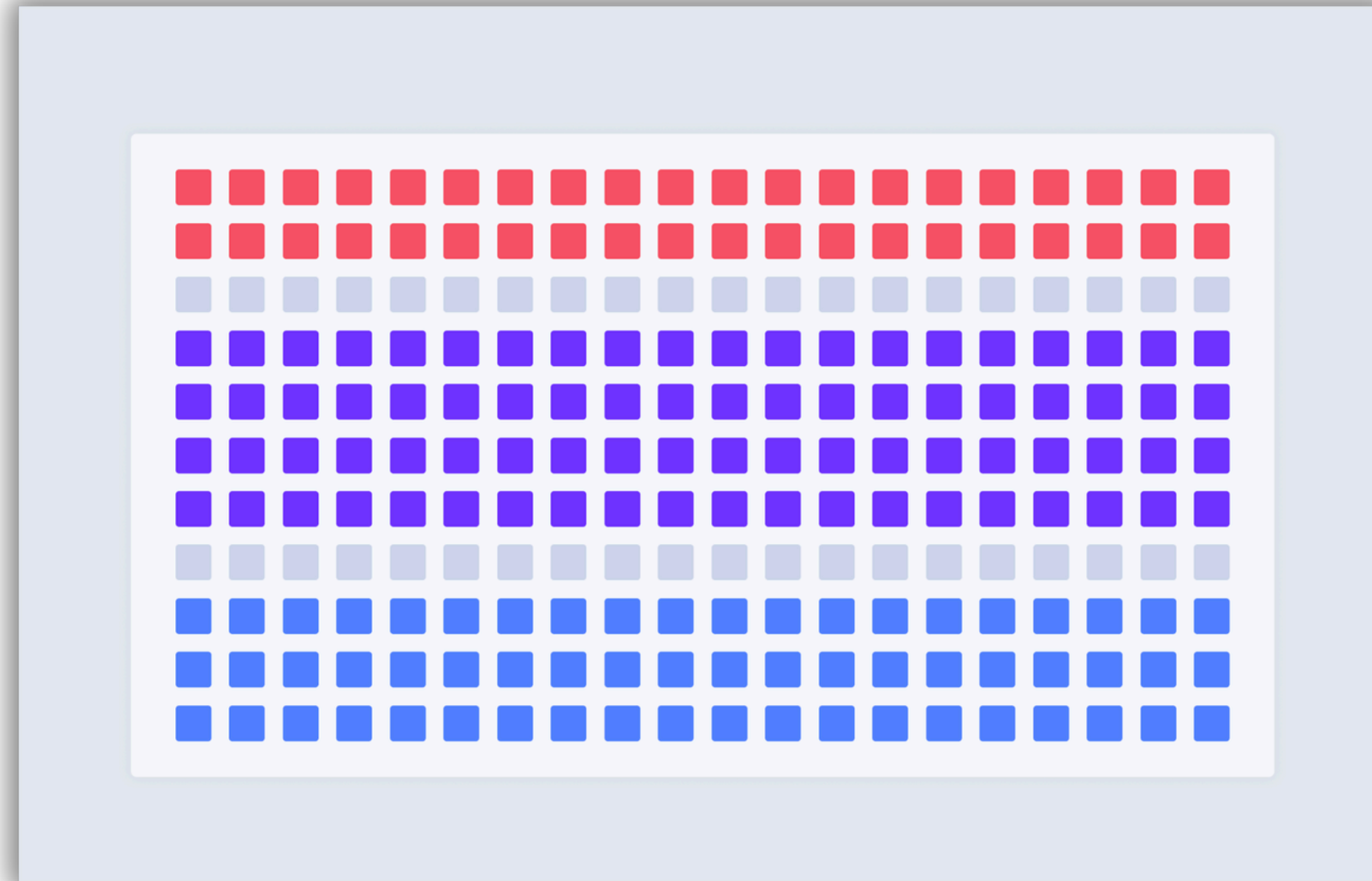   - Keep the design **consistent** to avoid confusing the audience.

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Positioning of Visuals

Top
The top of a dashboard should include high-level insights represented as visuals such as KPIs or Gauges and are best kept to 2-3 squares as demonstrated by the red section in the canvas grid above.

Middle
The middle of a dashboard should represent trend-based data including activity-based metrics, and visuals that demonstrate data over time. This section is best suited for larger visuals and is best kept to 4-6 squares as demonstrated by the purple section in the canvas grid above.

Bottom

The bottom of a dashboard is reserved for granular metrics such as specific KPIs, or Tables, and is best kept to 3-4 squares as demonstrated by the blue section in the canvas grid above.

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TIPS

Tip #1 - Ensure you're visualizing 6-10 insights per page

Tip #2 - Match the right insights with the correct visual(Comparison -> Bar Chart)

Tip #3 - Use a logical layout and group related metrics (KPI,with KPI and to the Top)

Tip #4 - Ensure the correct sizing of visuals (KPI small, Bar Chart large)

Tip #5 - Apply suitable margin & padding

Tip #6 - Apply a visual hierarchy (Statistic bold and to the Top)

Tip #7 - Add clear headings and labels

Tip #8 - Use a Color Palette

Tip #9 - Use a consistent theme

Tip #10 - Use distinguishable colors with enough contrast

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ADVANCED REPORT DESIGN PRINCIPLES

THANK YOU!

AND : HTTPS://WWW.NUMERRO.IO/GUIDES/THE-COMPLETE-GUIDE-TO-DESIGNING-POWER-BI-REPORTS

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