

# Reduce cognitive load

DATA VISUALIZATION IN POWER BI

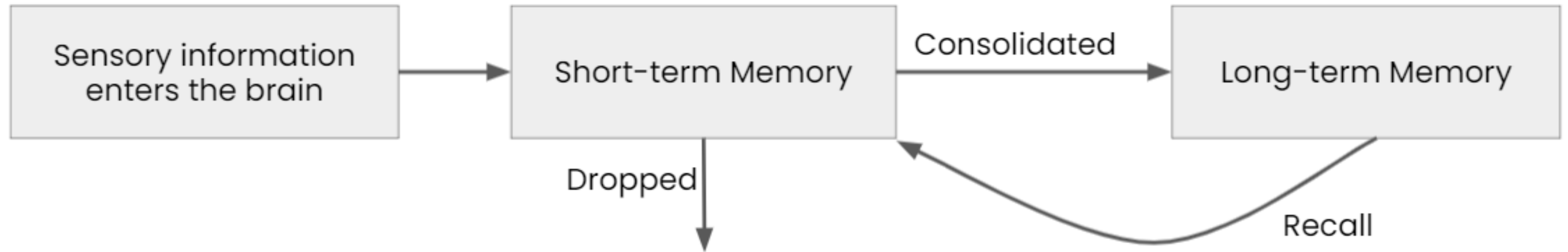


**Iason Prassides**

Content Developer at DataCamp

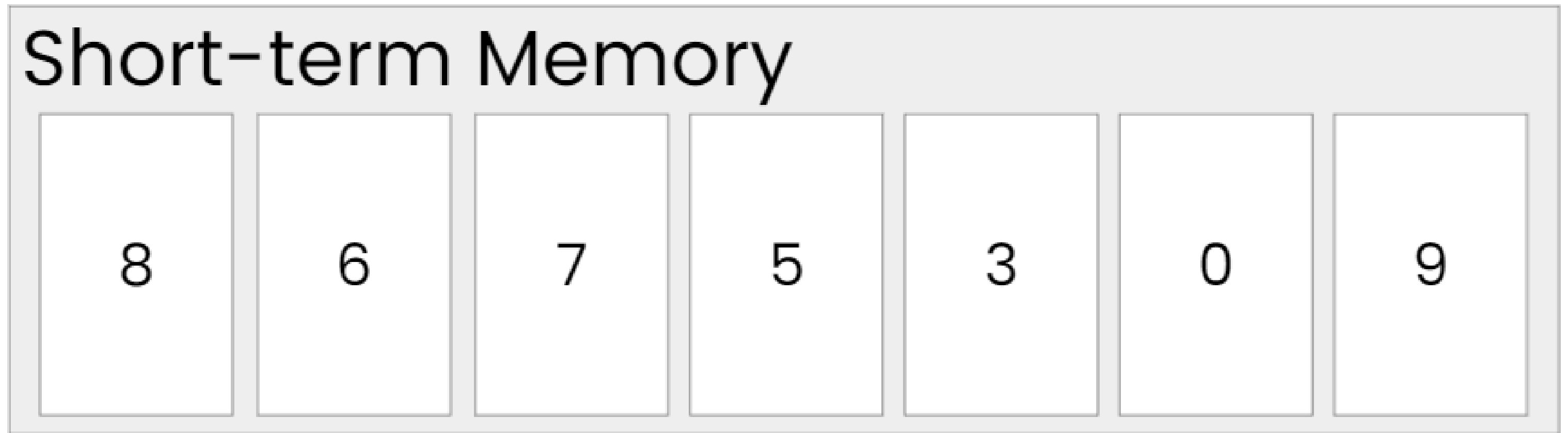
# Short-term memory

This is a simplified version of the way humans process signals.



# The "magical number seven"

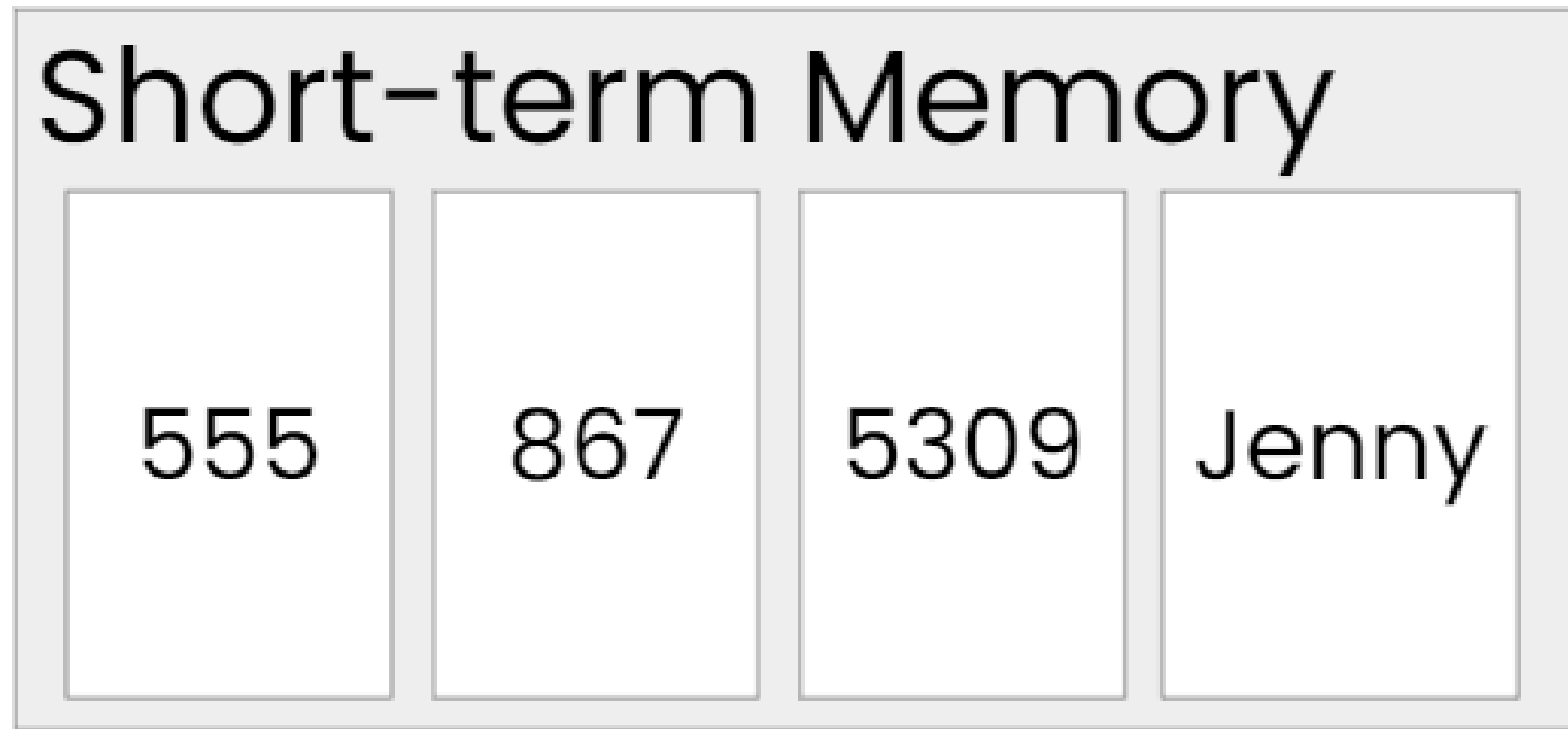
George Miller's research discovered that humans can tend to hold seven (plus or minus two) pieces of information at a time in short-term memory.



<sup>1</sup> Miller, G. A. (1956). The magical number seven, plus or minus two: Some limits on our capacity for processing information. *Psychological Review*, 63(2), 81-97.

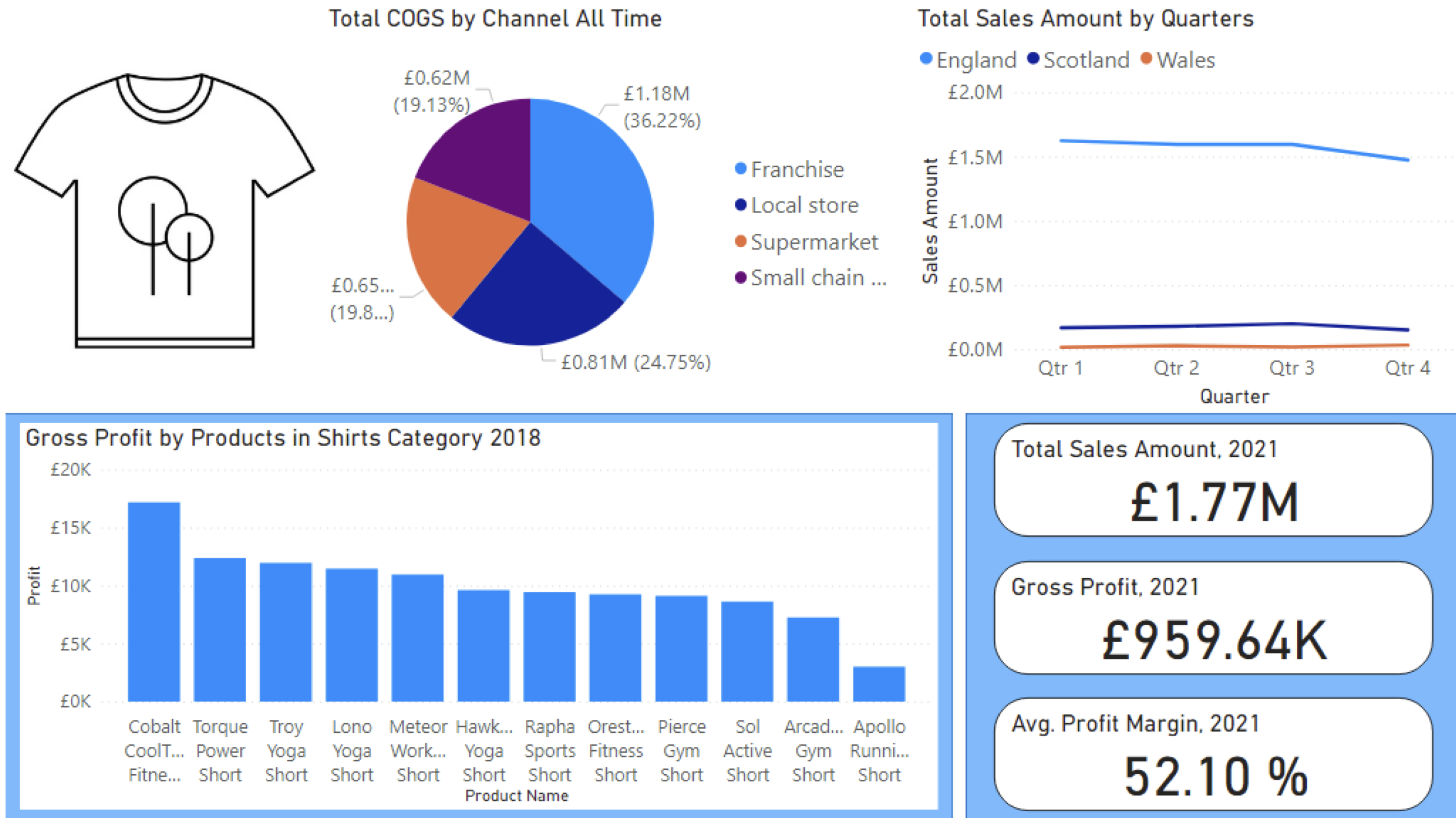
# Or maybe 4?

Further research indicates that this may be closer to 4 +/- 1 but that we can "chunk" information together.



<sup>1</sup> Cowan, N (2001). The magical number 4 in short-term memory: a reconsideration of mental storage capacity. Behavioral Brain Science, 24(1), 87-114.

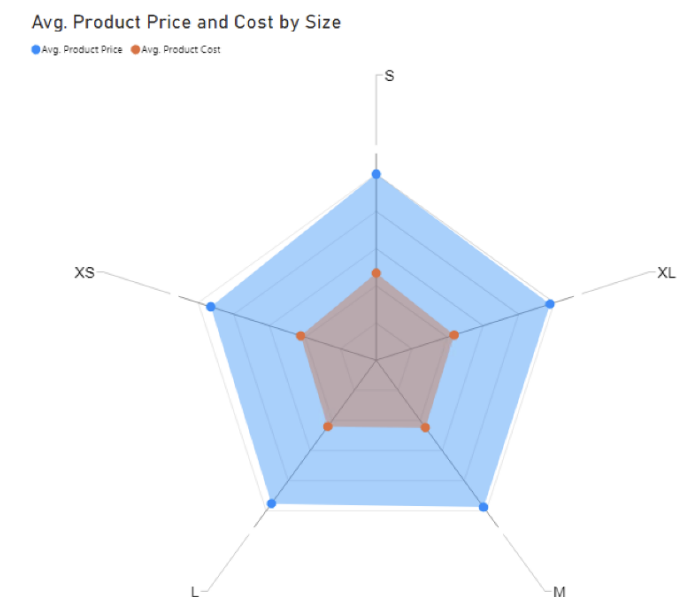
# Cognitive load



# Reducing cognitive load

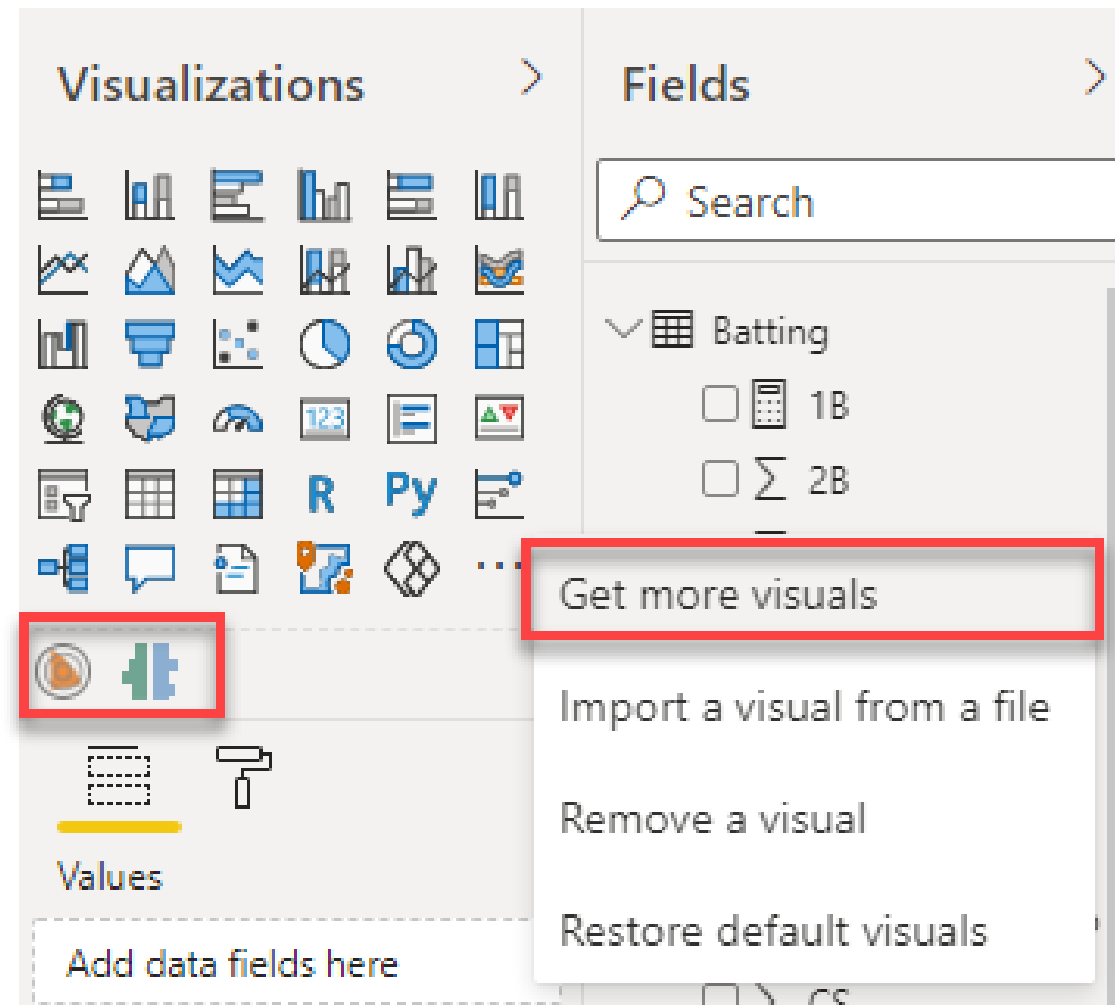
Quick wins in reducing cognitive load:

1. Tailor the page to your audience
2. Focus on one story per report page
3. Strike the balance between information-rich visuals and confusing the audience



# Custom visuals in Power BI

Custom visuals can be loaded into a Power BI report.



# Microsoft AppSource

Microsoft AppSource is a centralized marketplace for Power BI custom visuals.

## Power BI Visuals

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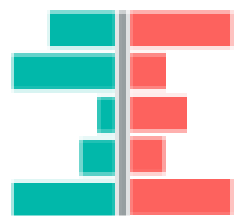
Category

Editor's Picks

All

Advanced Analytics

Data Visualizations



Tornado chart 

Comparing the relative importance of variables between two groups

★★★★☆

Add



# Thinking of our audience

## Chief Commercial Officer (CCO)

- Executive-level role
- Responsibilities related to
  - Marketing
  - Sales
  - Product development
- Report to CEO the commercial success of the business.
- Threads Ltd CCO requires information related to financial performance.



# Let's practice!

DATA VISUALIZATION IN POWER BI

# Combination charts and custom visuals

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