

# Getting an emotional response

DATA VISUALIZATION IN POWER BI

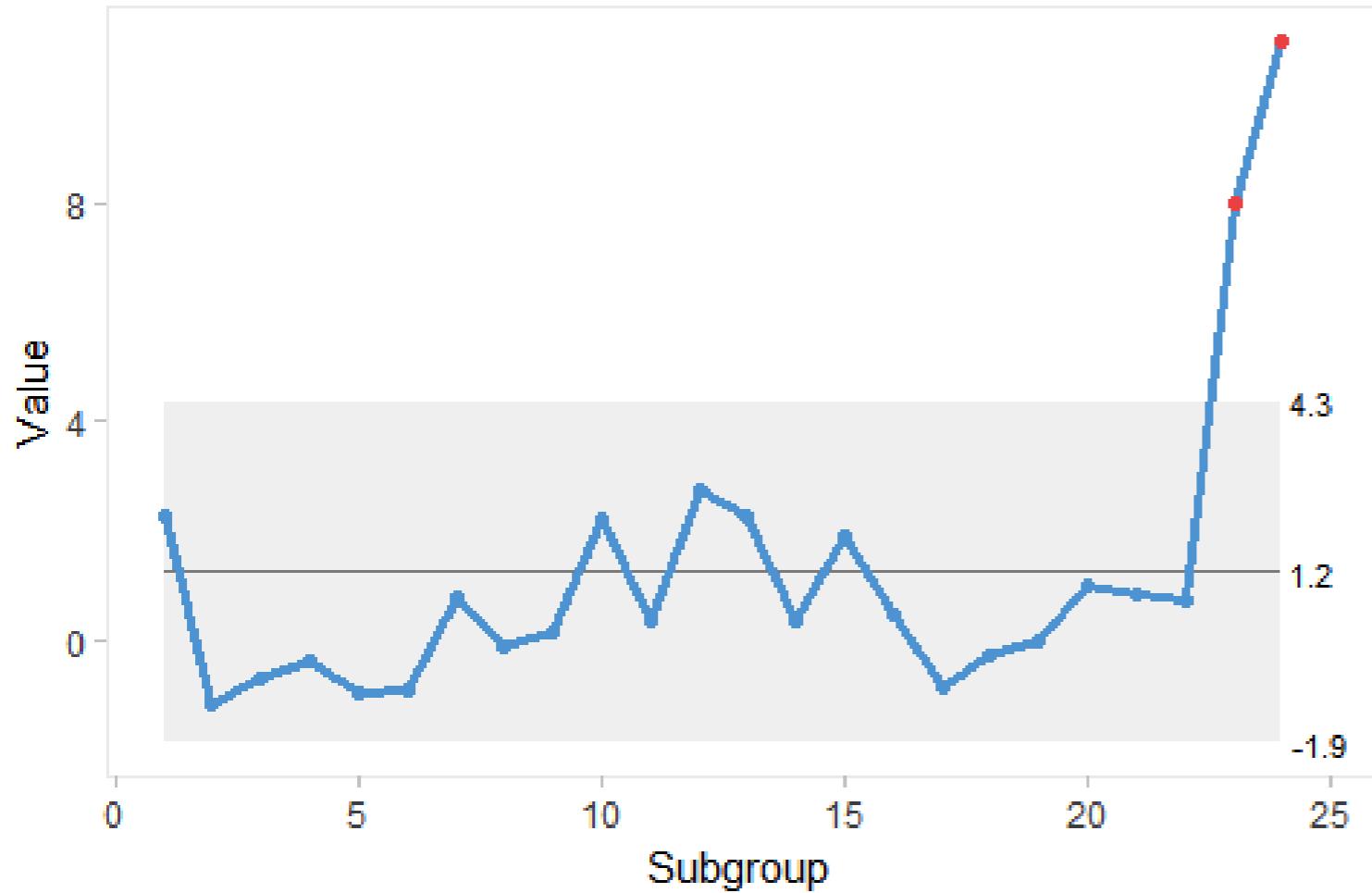


**Iason Prassides**

Content Developer at DataCamp

# Have you hit the right audience?

## Process Control Chart

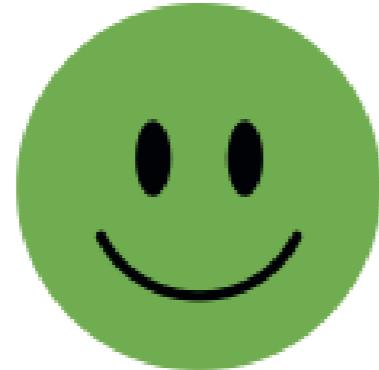


## Context

- Show the bore depth on drilled machinery versus ideal
- If this is outside the acceptable (grey) zone, we have permanently damaged the product
- You are a specialist responsible for managing this drill press

# Emotion engagement

## Why I'm Happy



- Everything on the dashboard looks fine
- Do not need to perform any action (or can perform a positive action)

## Why I'm Angry



- Something has gone wrong
- Need to act in response to this issue

# Emotion engagement



## Worst case: zero emotional response

- Dashboard not relevant to the user

# Our audience

## Product Manager

- Main focus is:
  - product success
  - product development
- Obtaining information on product performance is vital
- Product manager at Threads Ltd has a large team:
  - Any reports will be shared



# **Let's practice!**

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# Bar charts and small multiples

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