Introduction to key influencers

TREND ANALYSIS IN POWER BI

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What are "key influencers"?

Definition

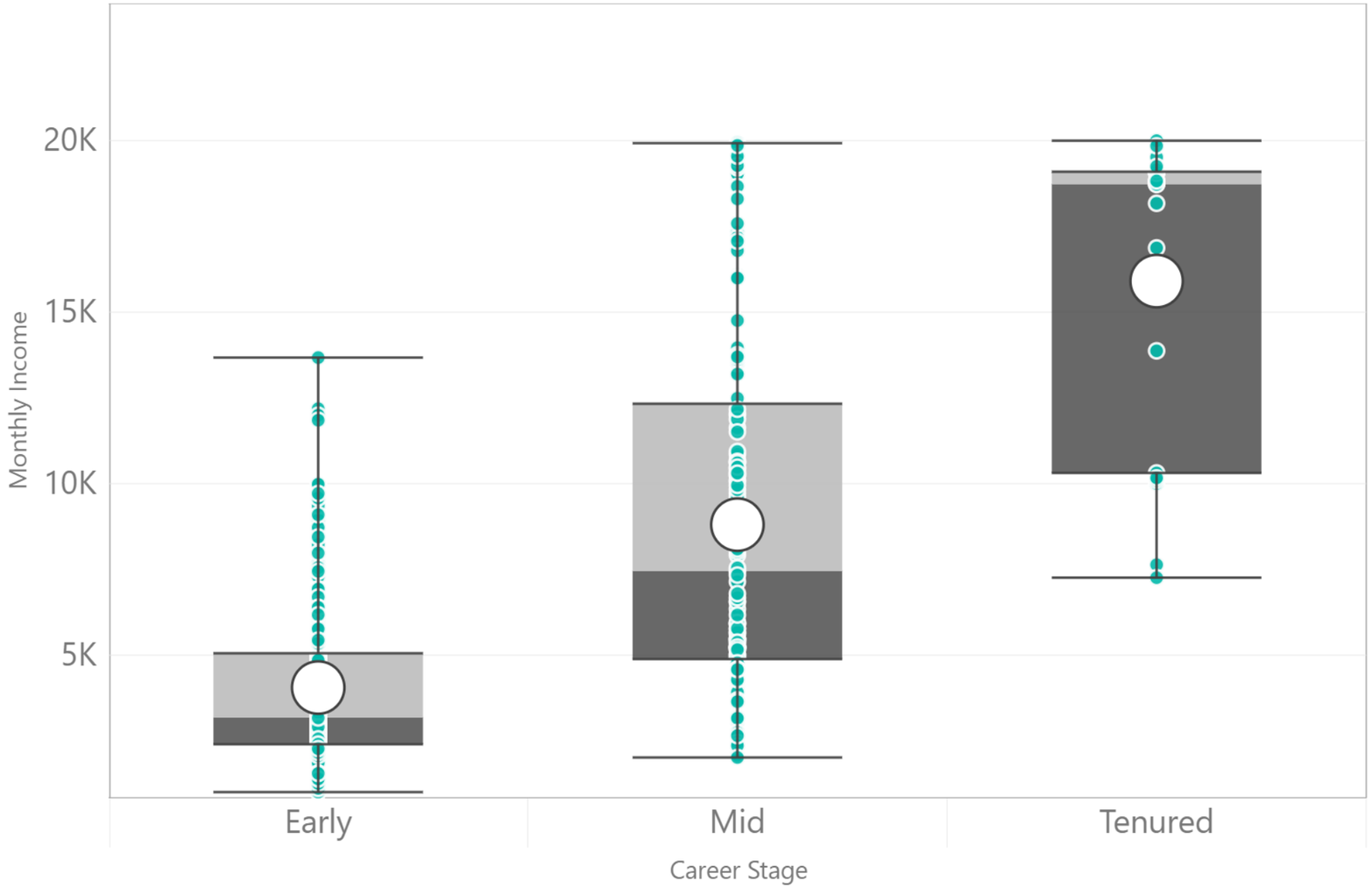
Explanatory variables which cause a significant change in the characteristic of a target variable.

Use Cases

- Determine major drivers of a metric
- Compare the relative importance of variables
- Explore relationships between a target and another variable

[1] https://docs.microsoft.com/en-us/power-bi/visuals/power-bi-visualization-influencers

What are "key influencers"?



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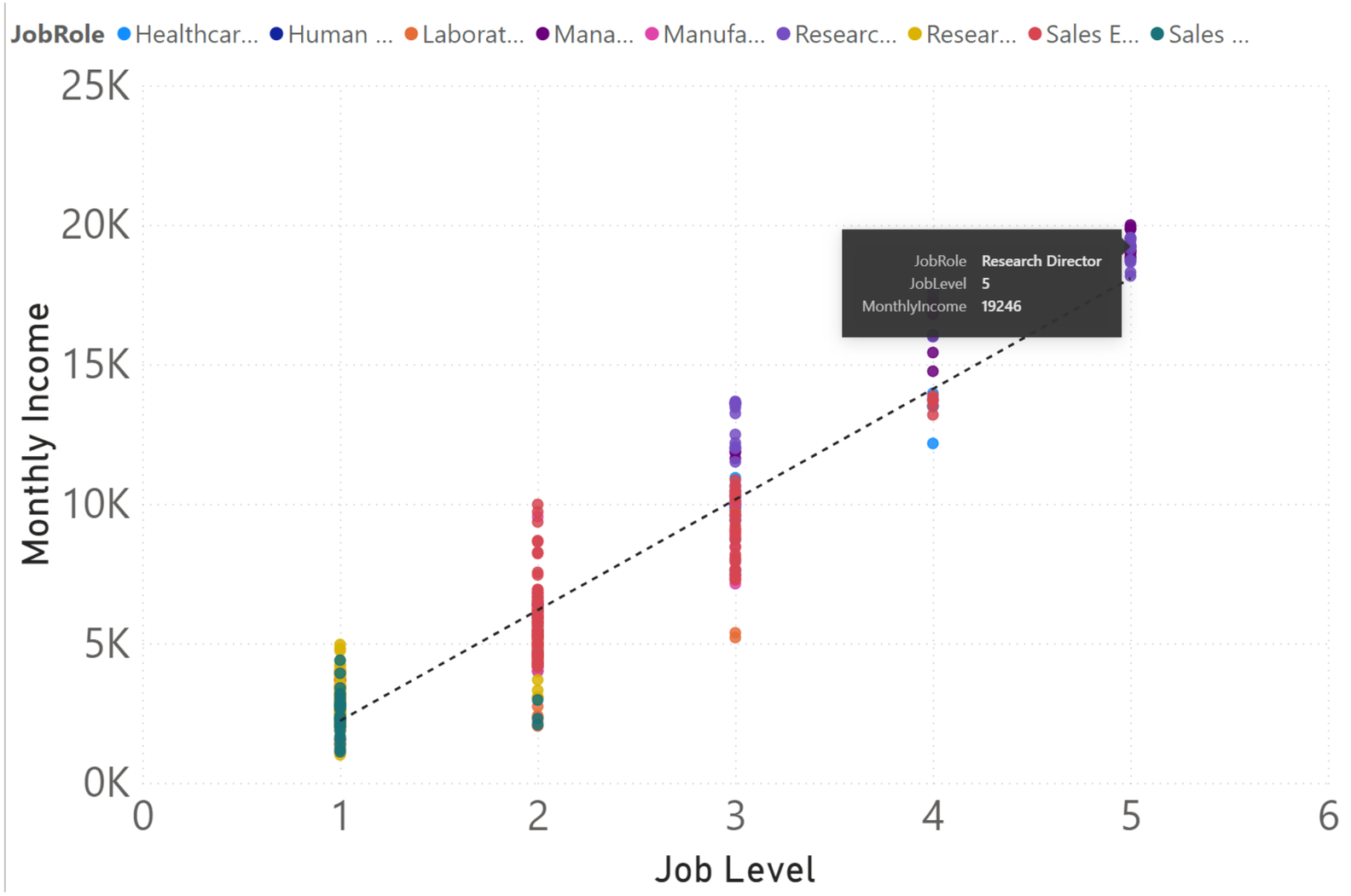
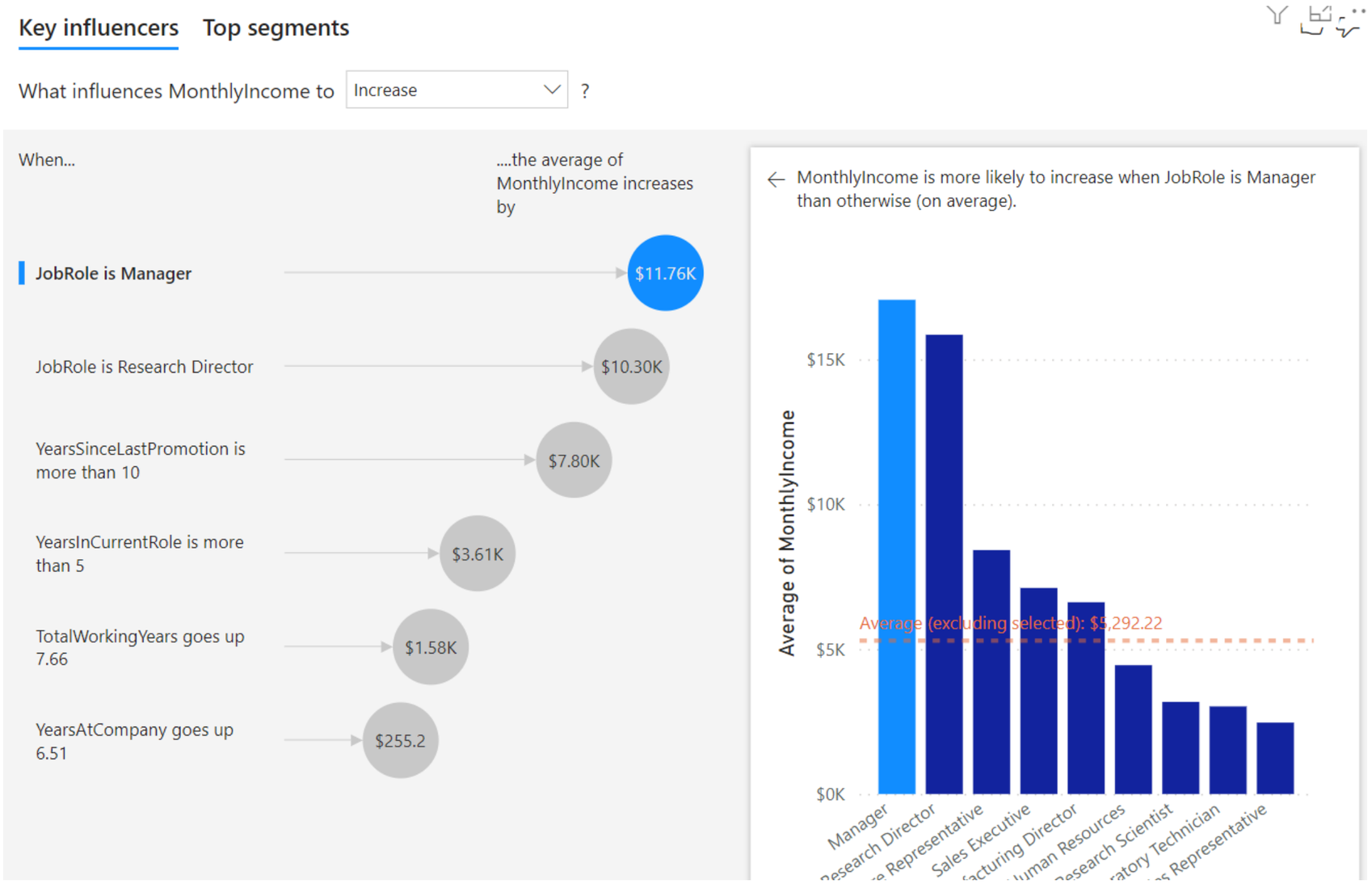


Key influencer visualization



Key influencer visualization

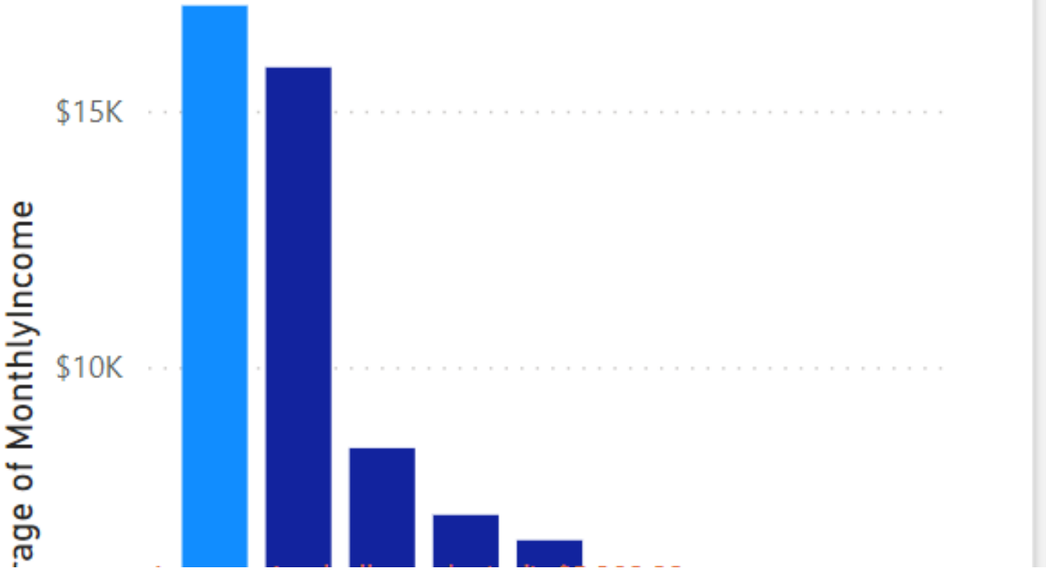
Key influencers | Top segments

What influences MonthlyIncome to Increase ?

When... | ....the average of MonthlyIncome increases by

- **JobRole is Manager** → $11.76K
- JobRole is Research Director → $10.30K
- YearsSinceLastPromotion is more than 10 → $7.80K
- YearsInCurrentRole is more than 5 → $3.61K

MonthlyIncome is more likely to increase when JobRole is Manager than otherwise (on average).



Reasons why key influencers are not found

- Problem: explanatory fields have too many categories

Action: transform variable into categories

- Problem: there aren't enough observations to derive patterns

Action: increase the sample size or find new data

- There are simply no key influencers

Action: explore other explanatory variables

Let's practice!

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Using key influencers in Power BI

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Let's practice!

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Congratulations!

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Trend Analysis in Power BI

Time series

- Extracting variables
- Line charts
- Period-over-period changes
- Rolling average

Influence of variables

- Decomposition trees
- Key influencers

See you again!

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