

# Less is more

DATA VISUALIZATION IN POWER BI



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# Keys to good visual design

Before adding something to a dashboard:

- Does this contribute to the story?
- Is this the right visual element?
- Is this visual element necessary?

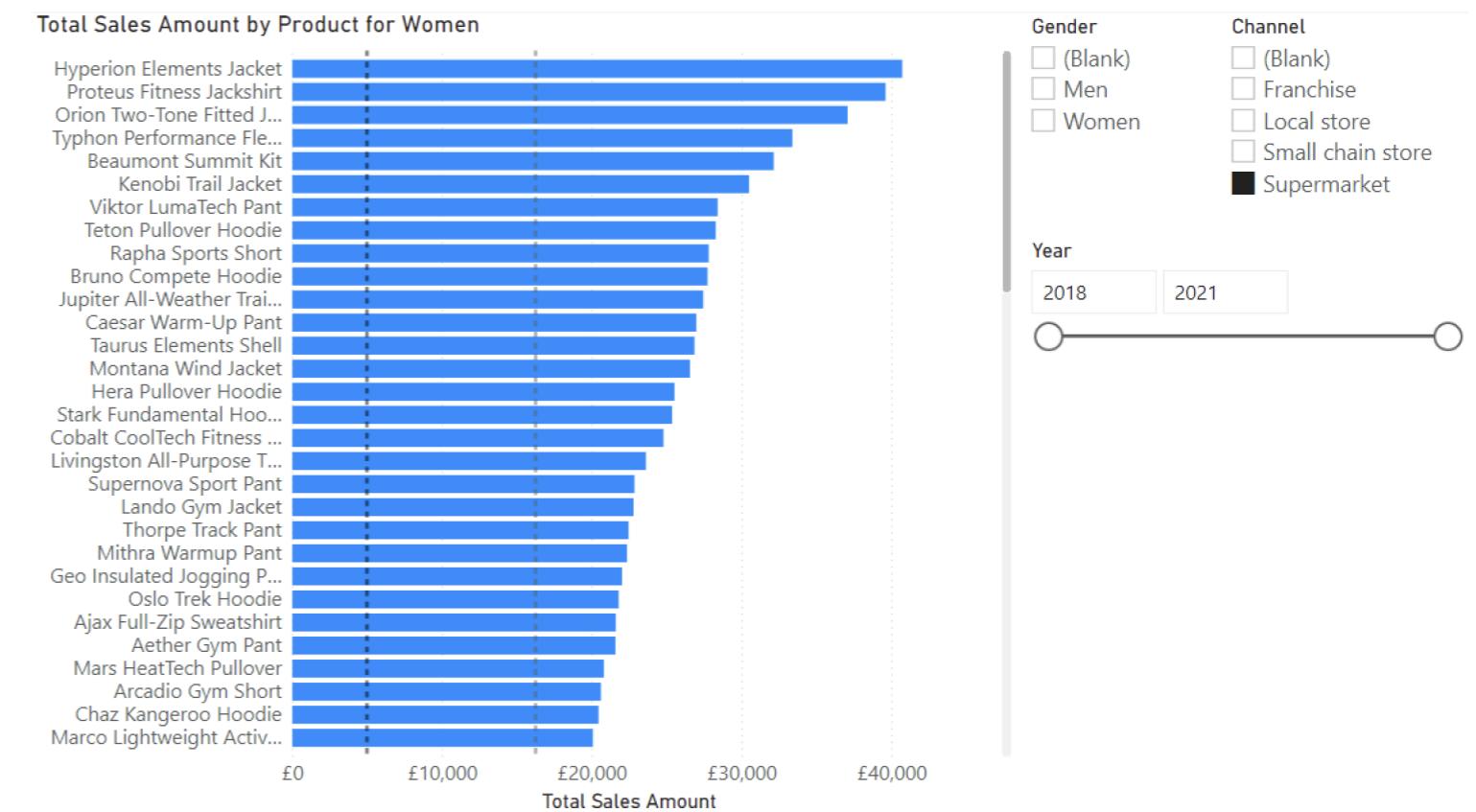
# Promoting the story

- What story am I trying to tell?
- Does this new visual align with the story?
- Will my audience see it that way?

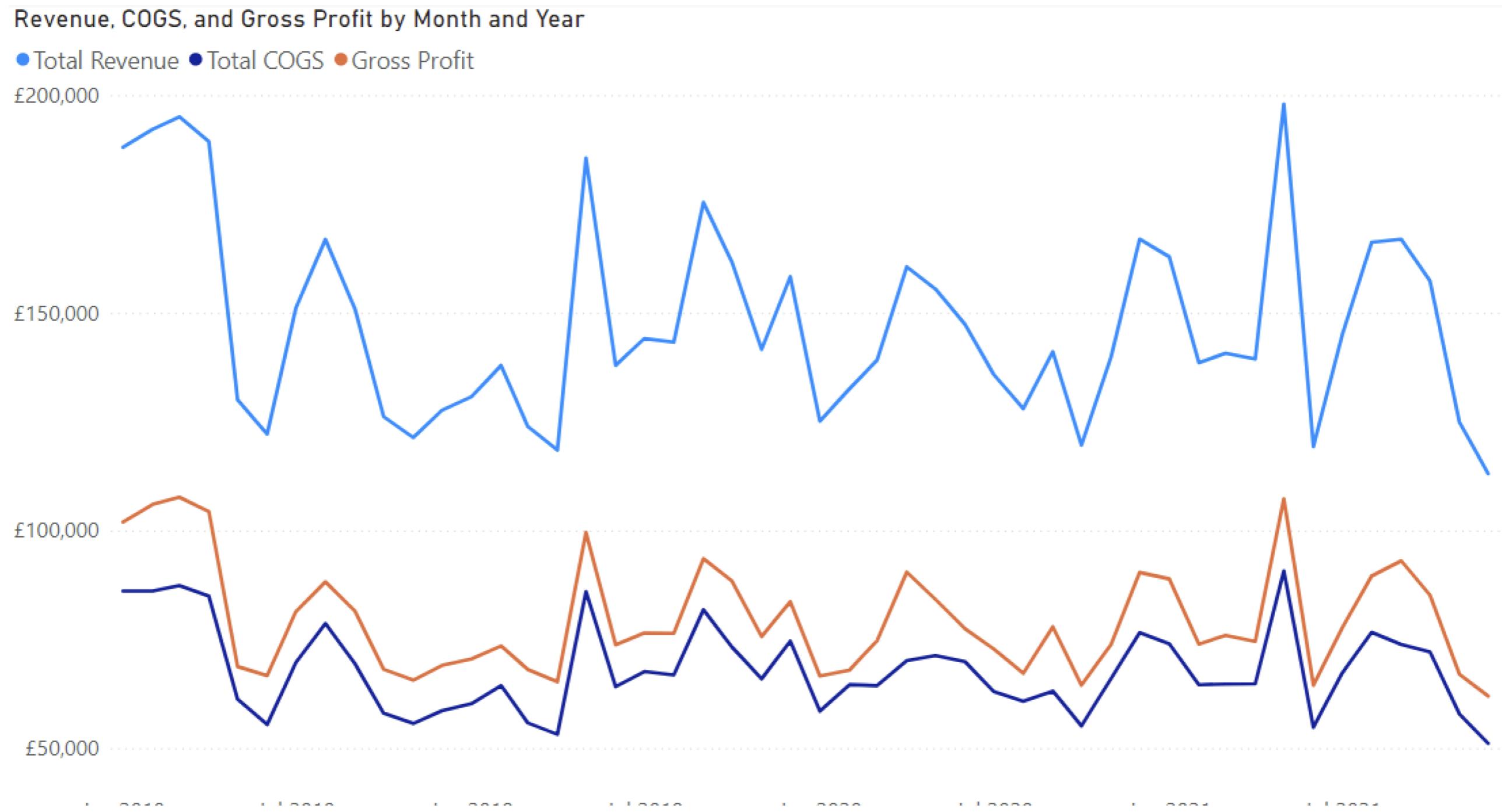


# Story-telling in a world of choices

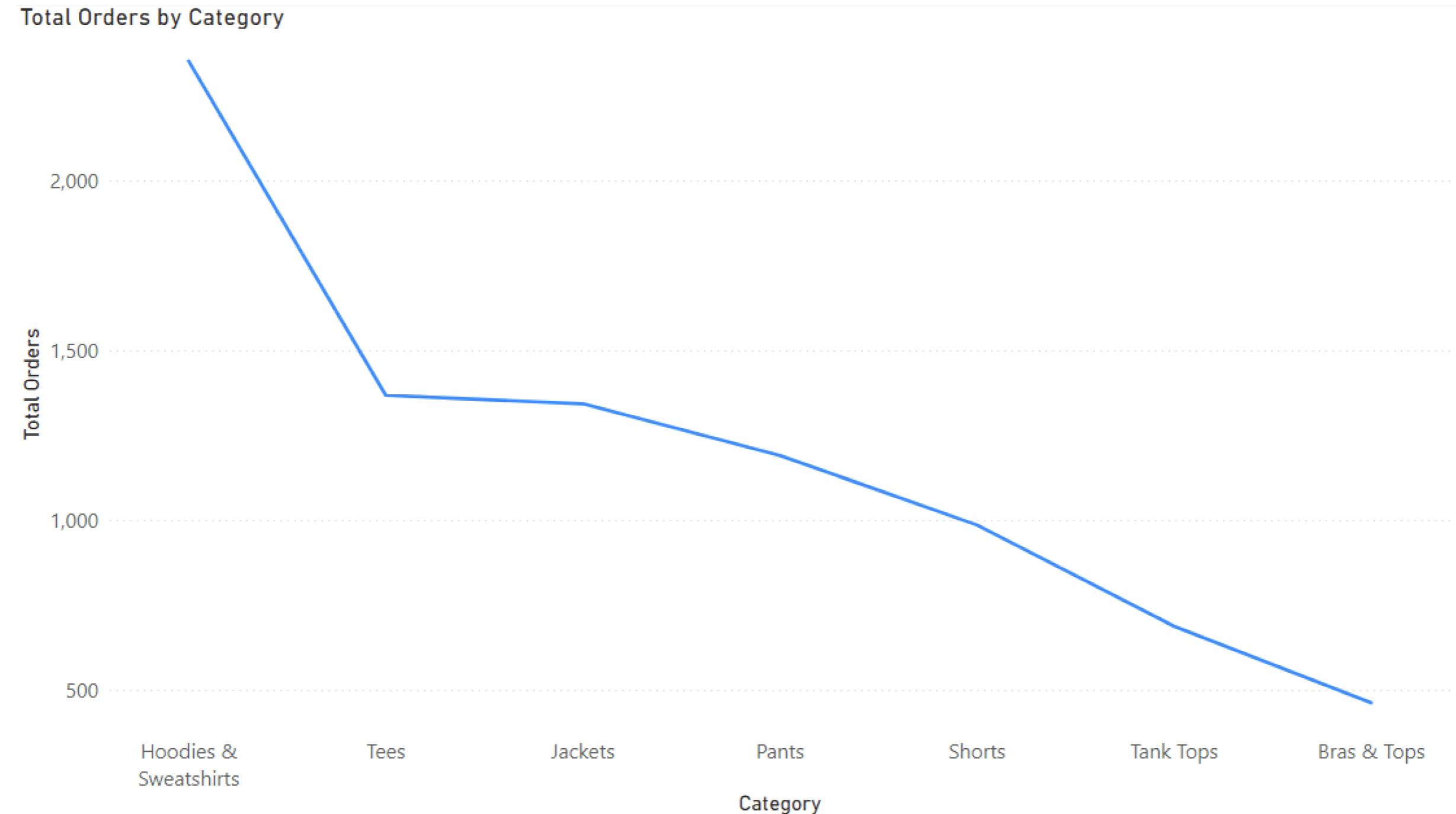
- Filters and slicers give users flexibility
- Flexibility limits your control
- Understand user needs and the types of stories they can pull from the data



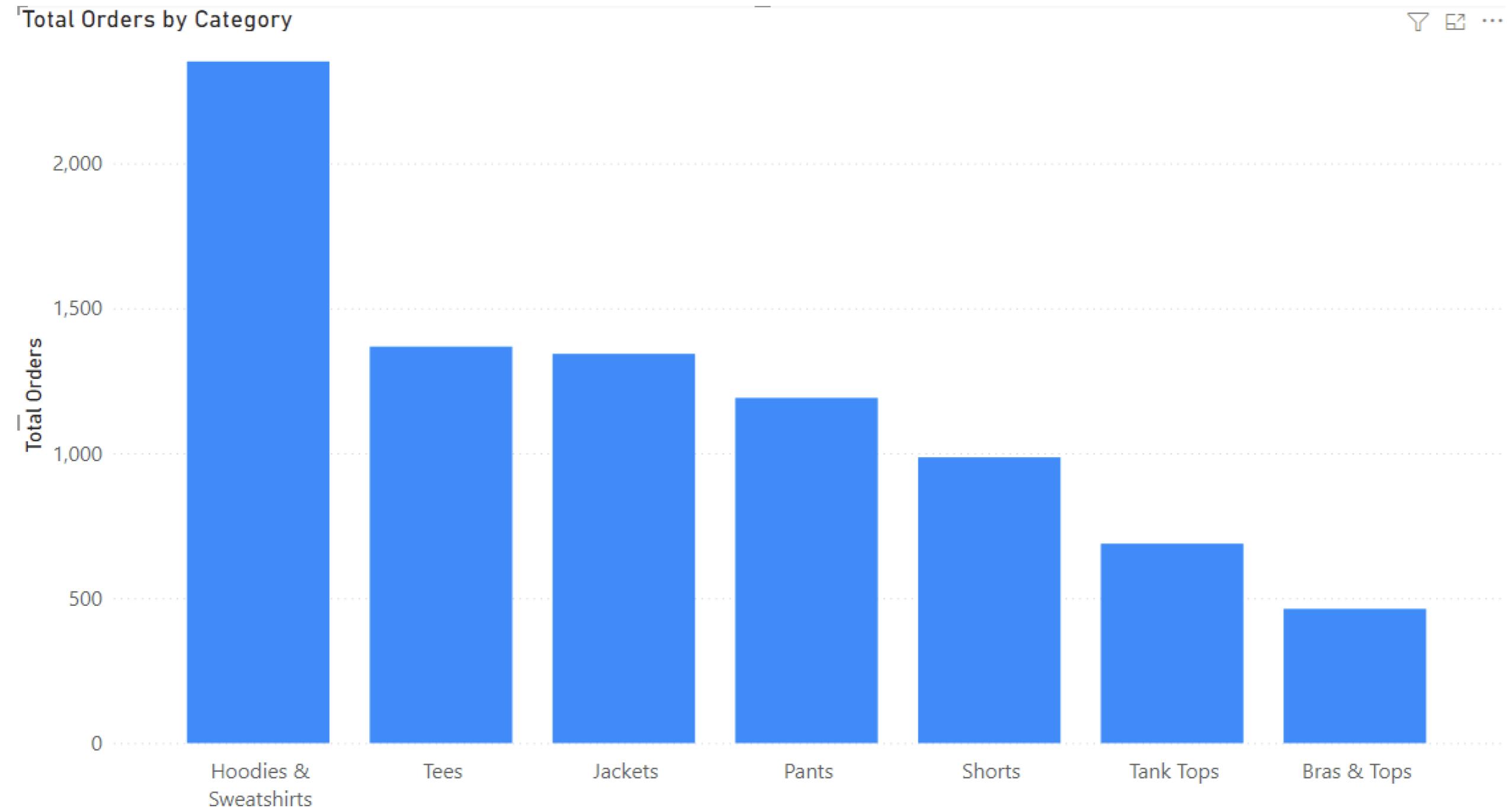
# Choosing the right visual element



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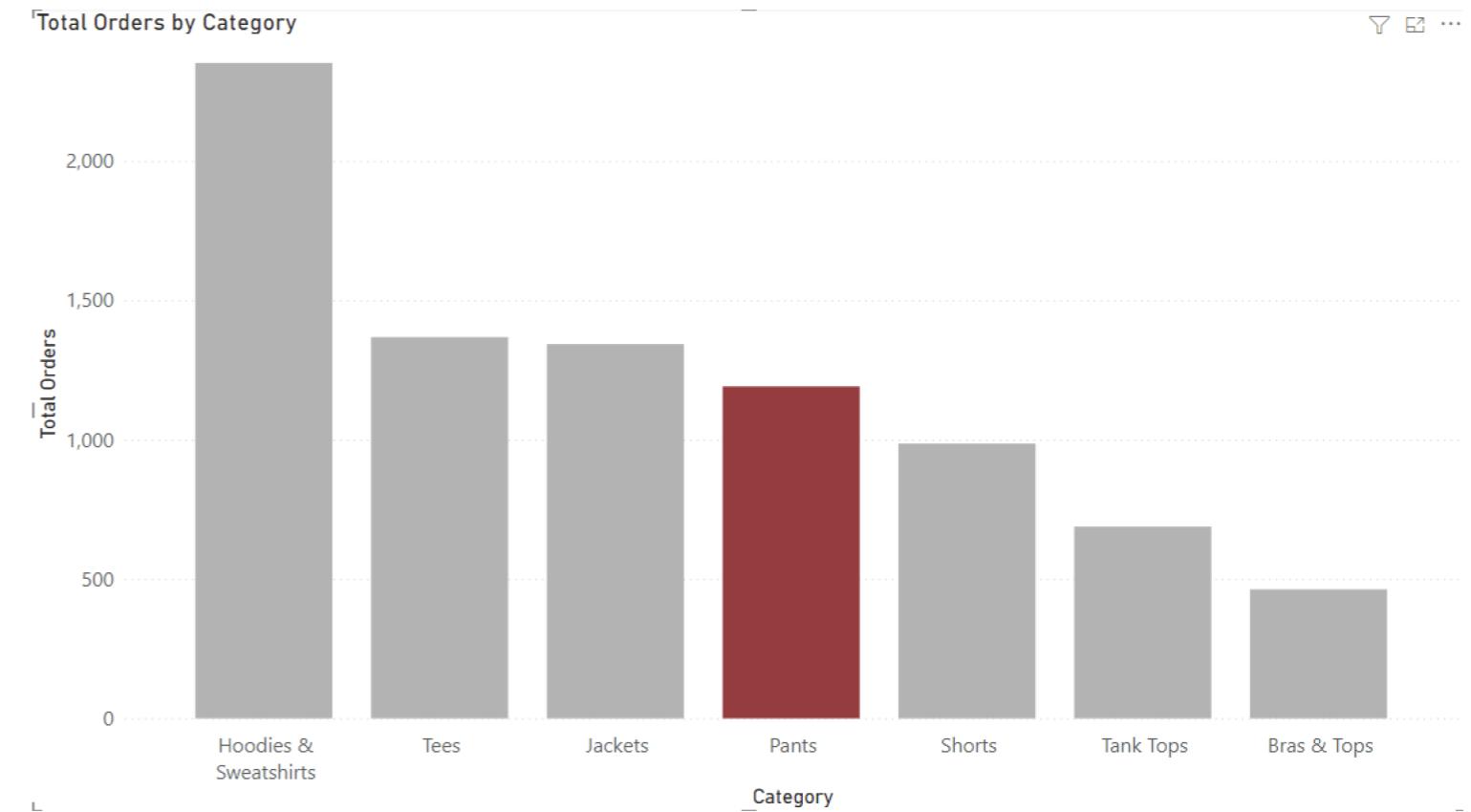


# Choosing the right visual element



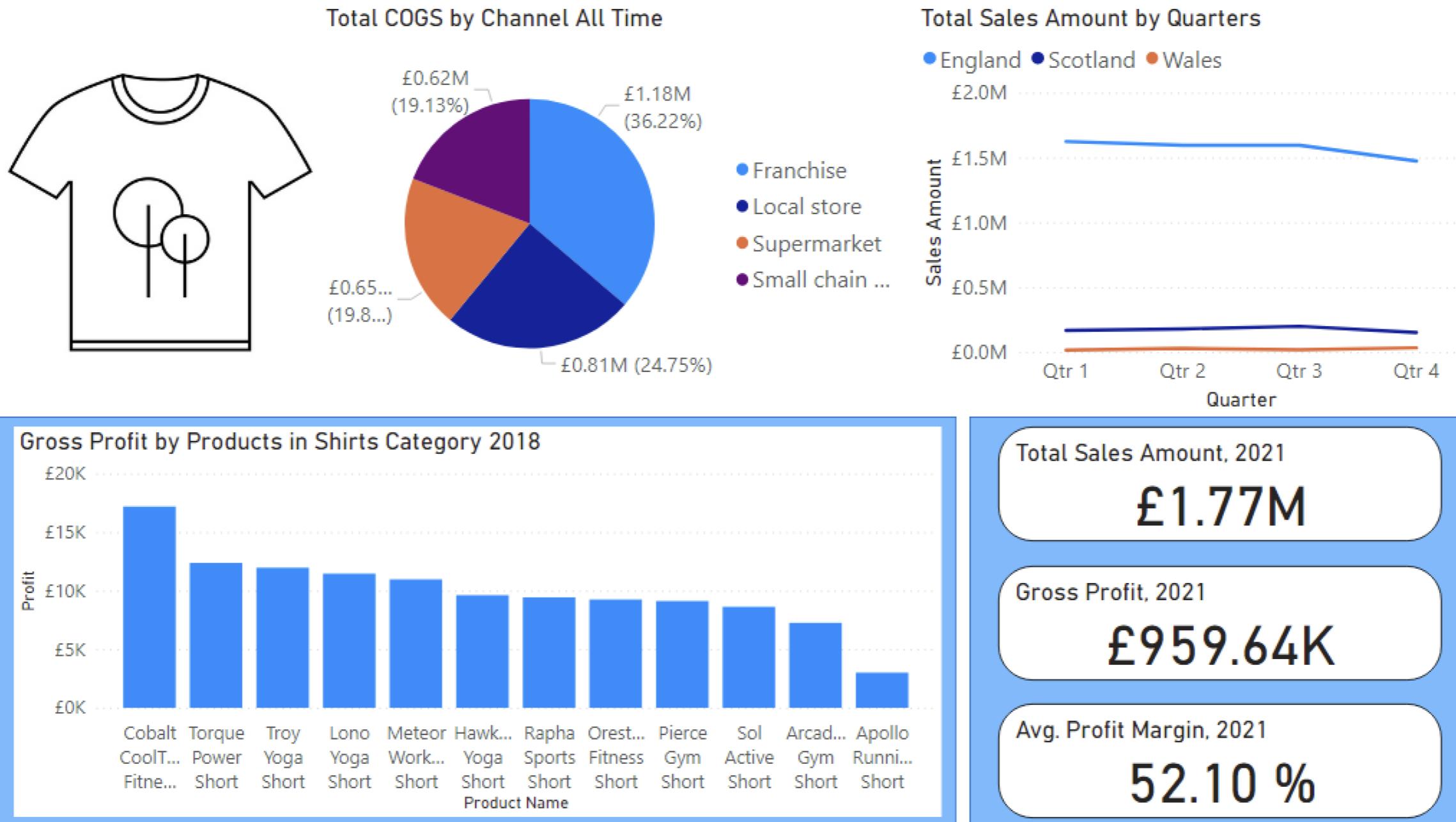
# Color as an emphasis

- Color is a "pre-attentive attribute"
- Use neutral colors for bars
- Pick **one** emphasis color
- Color is a garnish

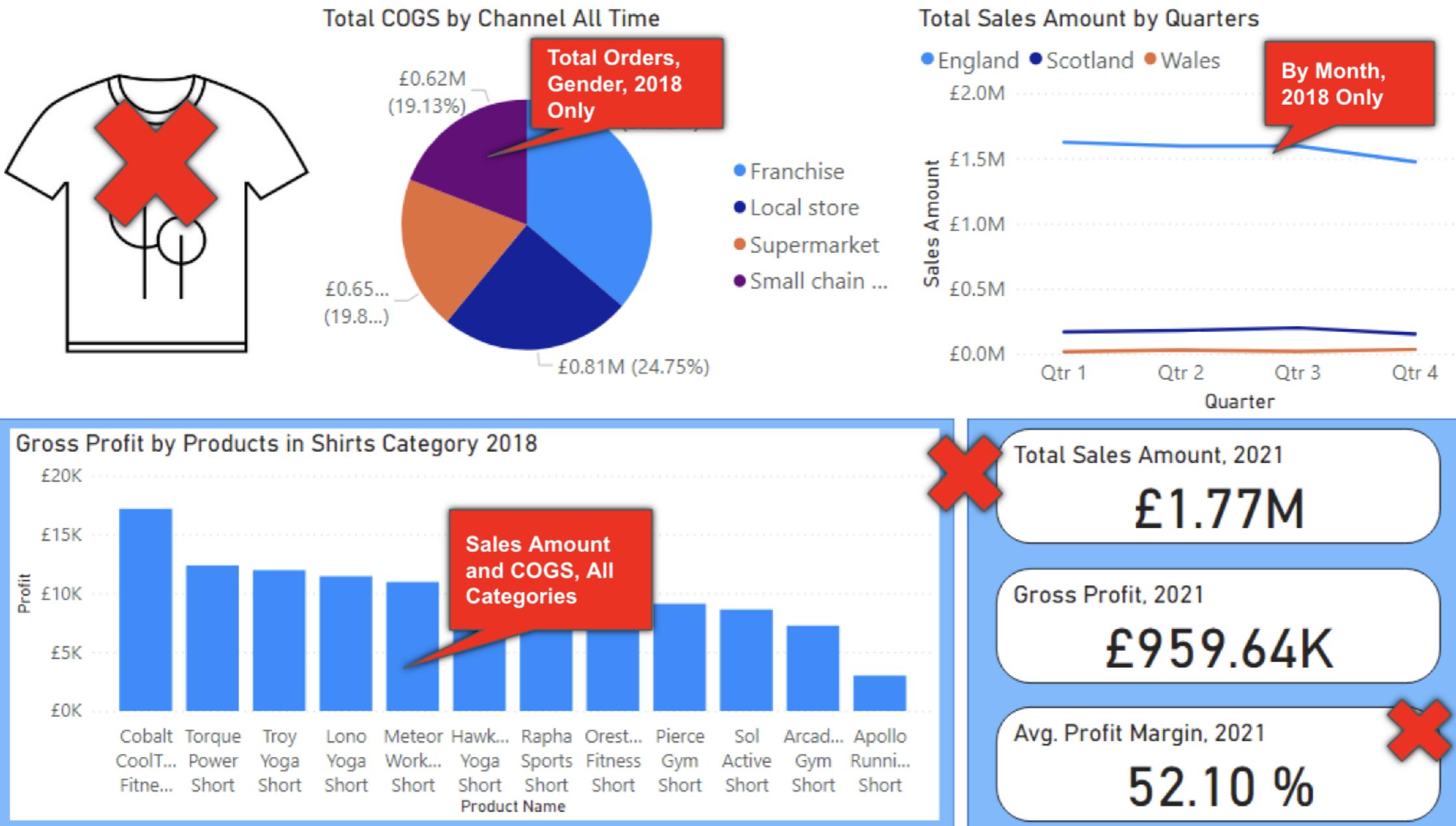


# The importance of negative space

# De-cluttering a dashboard



# De-cluttering a dashboard

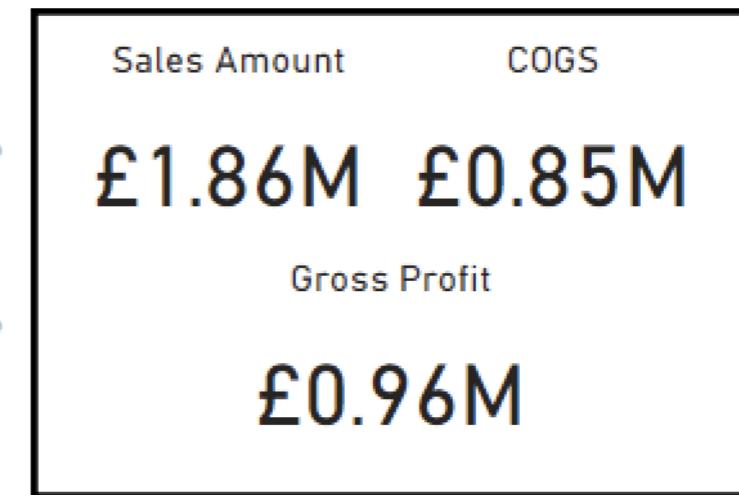


# A Less Cluttered Dashboard

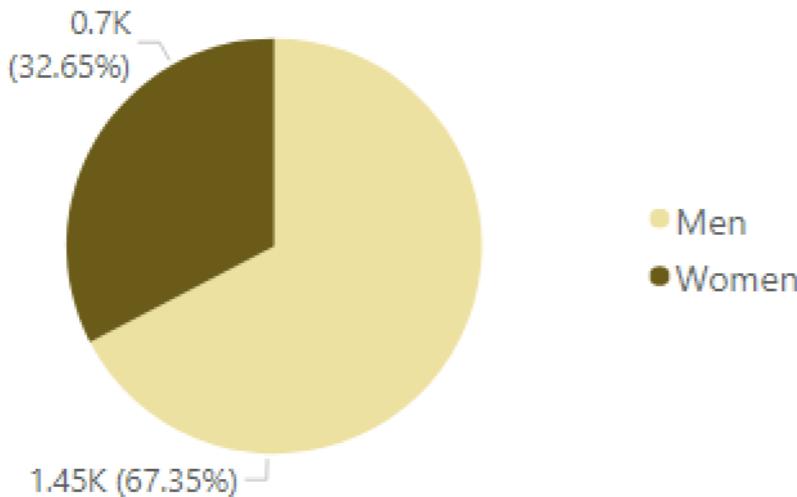
Total Sales Amount and Avg. Profit Margin by Month, 2018



Financial Totals, 2018



Total Orders by Gender, 2018



Total Sales Amount and COGS by Category, 2018



# Thinking of our audience

## CCO persona

- Which product sizes are selling well and which channels are buying them?
- How well is the company meeting expectations?



# **Let's practice!**

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# Shares, gauges, and KPIs

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# **Let's practice!**

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# Congratulations!

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# Data visualization in Power BI

## Chapter 1

- Know your audience
- Dashboards vs. pixel-perfect reports

## Chapter 3

- Reducing cognitive load

## Chapter 2

- Evoking an emotional response

## Chapter 4

- Good visual design
- Effective use of colors
- De-clutter a dashboard

# What's next?

- User-Oriented Design in Power BI
- Reports in Power BI
- Report Design in Power BI

# Congratulations again!

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