

Reduce cognitive load

DATA VISUALIZATION IN POWER BI

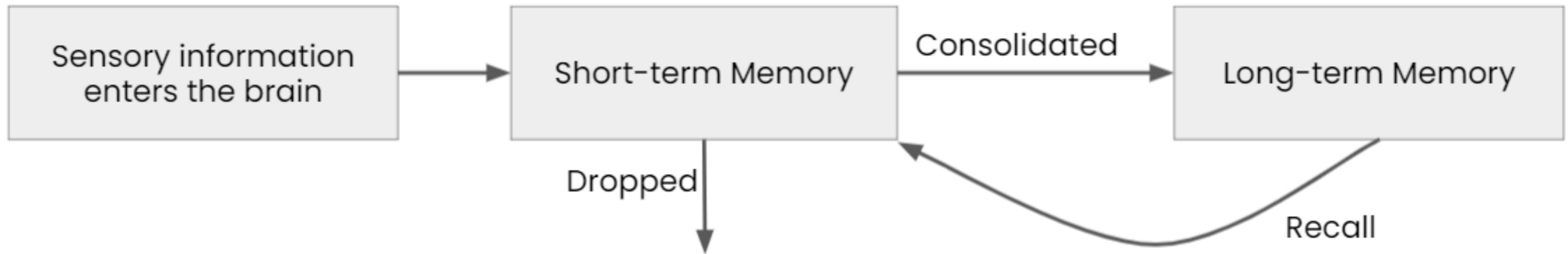


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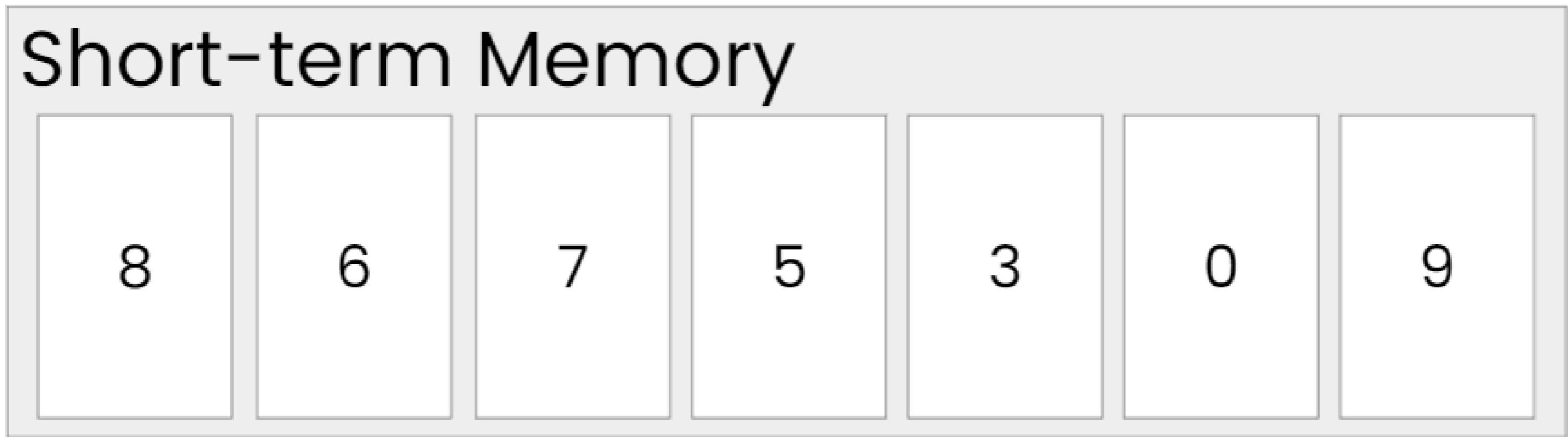
Short-term memory

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



The "magical number seven"

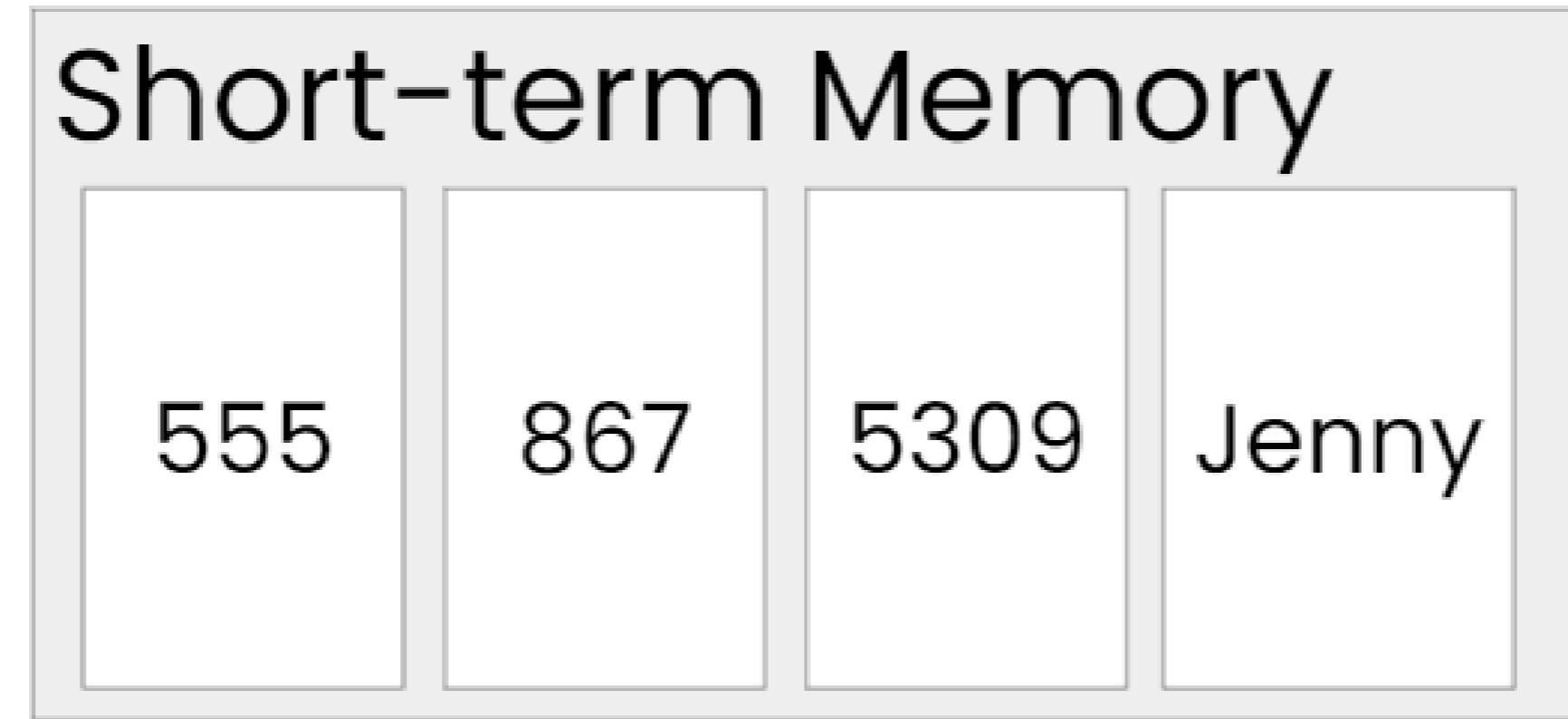
George Miller's research discovered that humans can tend to hold seven (plus or minus two) pieces of information at a time in short-term memory.



¹ 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.

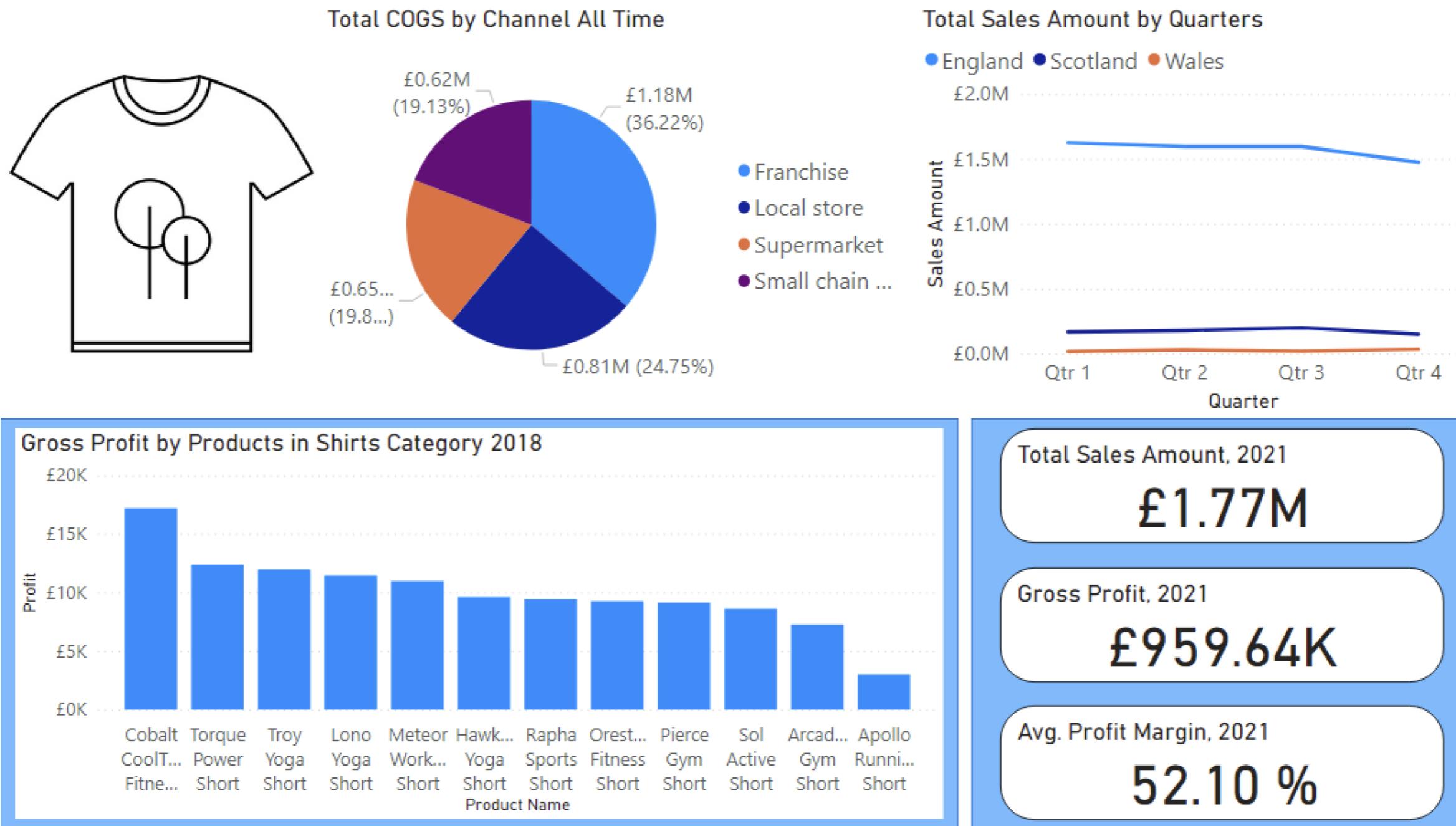
Or maybe 4?

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



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

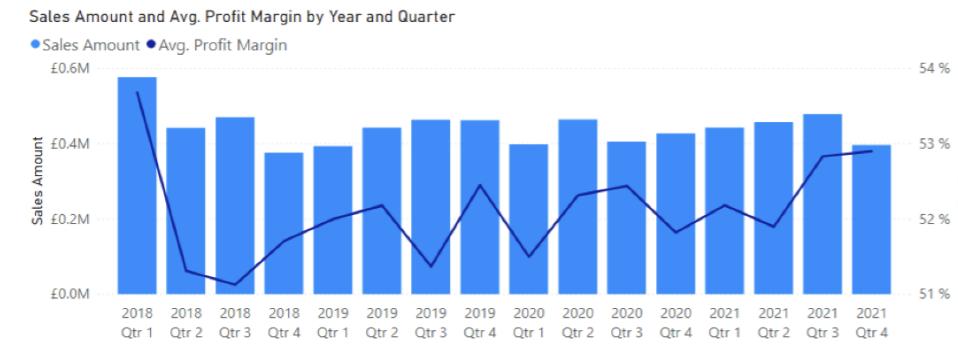
Cognitive load



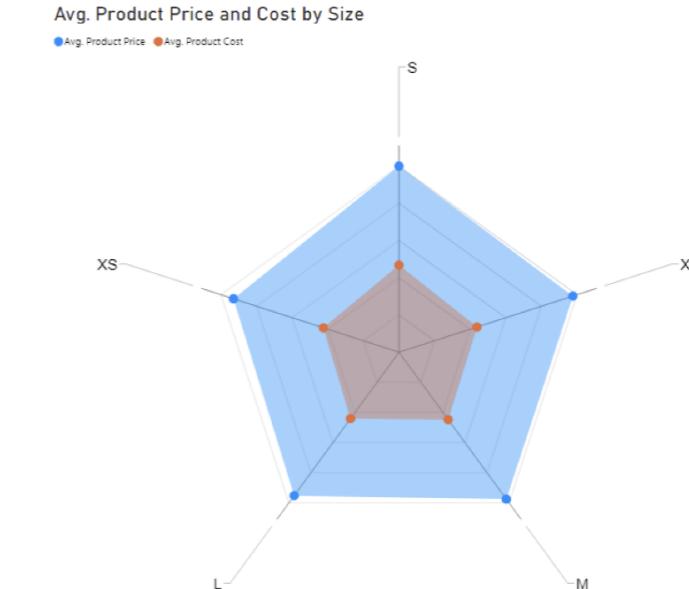
Reducing cognitive load

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

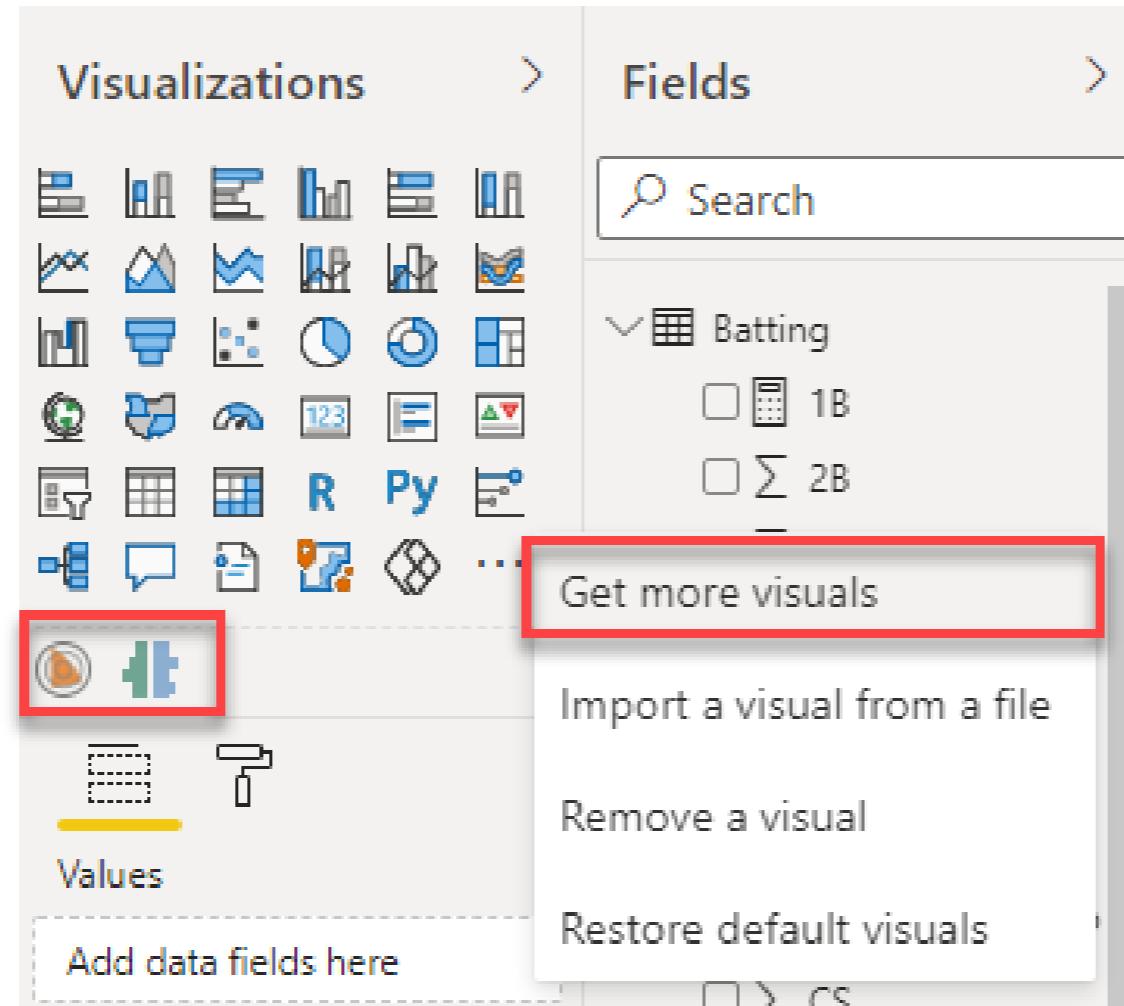


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Orange	£37.82	£17.81
Purple	£36.19	£16.06
Green	£36.05	£16.73
Red	£34.90	£15.86
Pink	£34.83	£16.78
Blue	£33.93	£15.37
Black	£33.72	£15.63
Yellow	£33.40	£15.37
Gray	£32.68	£14.98
White	£31.46	£13.96
Lavender	£29.33	£13.69
Brown	£26.02	£12.34



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.

X

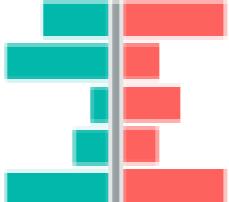
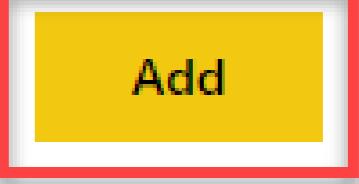
Power BI Visuals

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tornado 

Sort by: Recommended ▾

Category	Visual Name	Description	Action
Editor's Picks	 Tornado chart 	Comparing the relative importance of variables between two groups	
All			
Advanced Analytics			
Data Visualizations			

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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Let's practice!

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