

Assignment Project Exam Help

INF5709

Introduction to Business Analytics

<https://powcoder.com>

Week 5: Data Visualization and
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Exploration 2

(T2 2022)

Agenda

- Recap on Week 4 topic
- **Assignment Project Exam Help**
- Dashboard Best Practice
<https://powcoder.com>
- Demo with Power BI Desktop & Power BI Service
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Power BI Component

- Power BI Desktop
- Power BI Service (Power BI.com)
- Power BI Mobile



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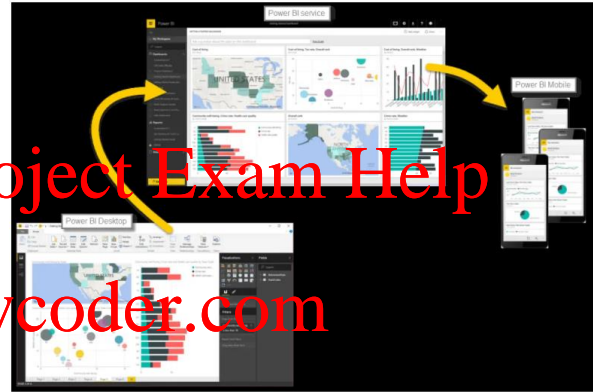
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(Source: Microsoft)

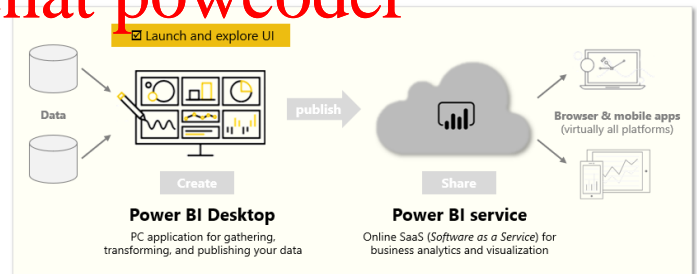
Workflow in Power BI

1. Bring data into Power BI Desktop, and create a report.
2. Publish to the Power BI service, where you can create new visualizations or build dashboards.
3. Share dashboards with others, especially people who are on the go.
4. View and interact with shared dashboards and reports in Power BI Mobile apps.



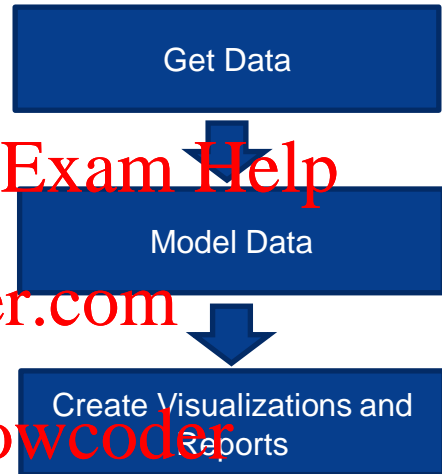
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Power BI Desktop

- An authoring tool used to create Power BI models and reports
- It enables you to:
 - Connect to data, including multiple data sources
 - Shape the data with queries that build insightful, compelling data models
 - Use the data models to create visualizations and reports



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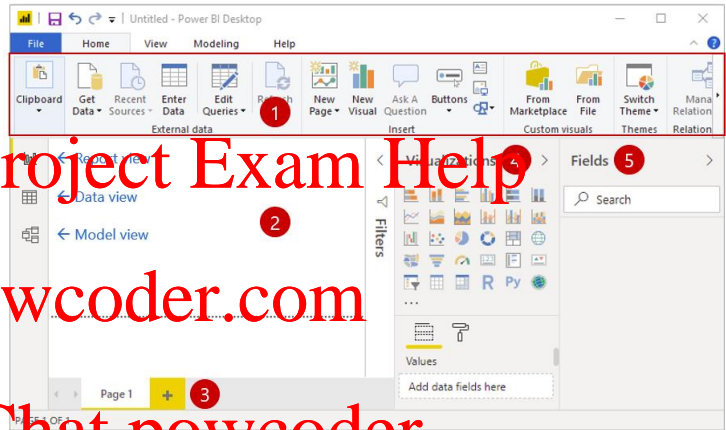
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Power BI Desktop

- Two important Power BI engines

➤ Power Query Editor

➤ Data Model (relationship + DAX)



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Building Blocks of Power BI

- Visualizations
- Datasets
- Reports
- Dashboards
- Tiles



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Quiz Time

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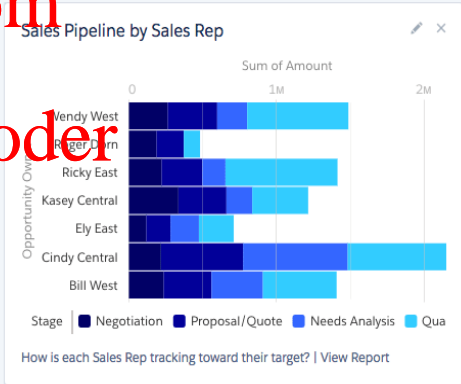
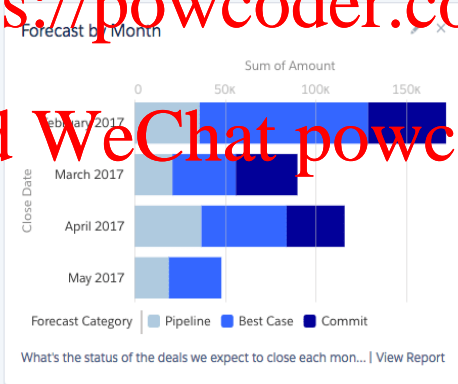
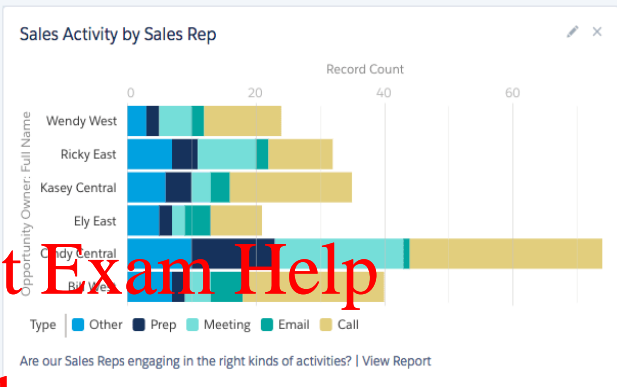
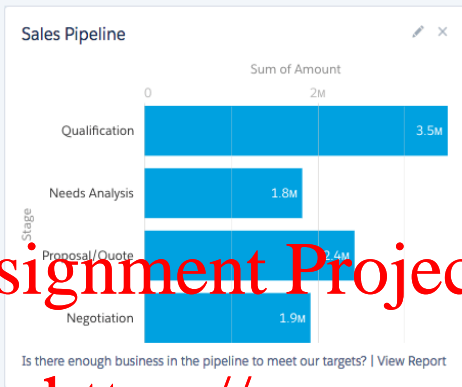
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Room name: **5700**

What is a Assignment Project Exam Help Dashboard?

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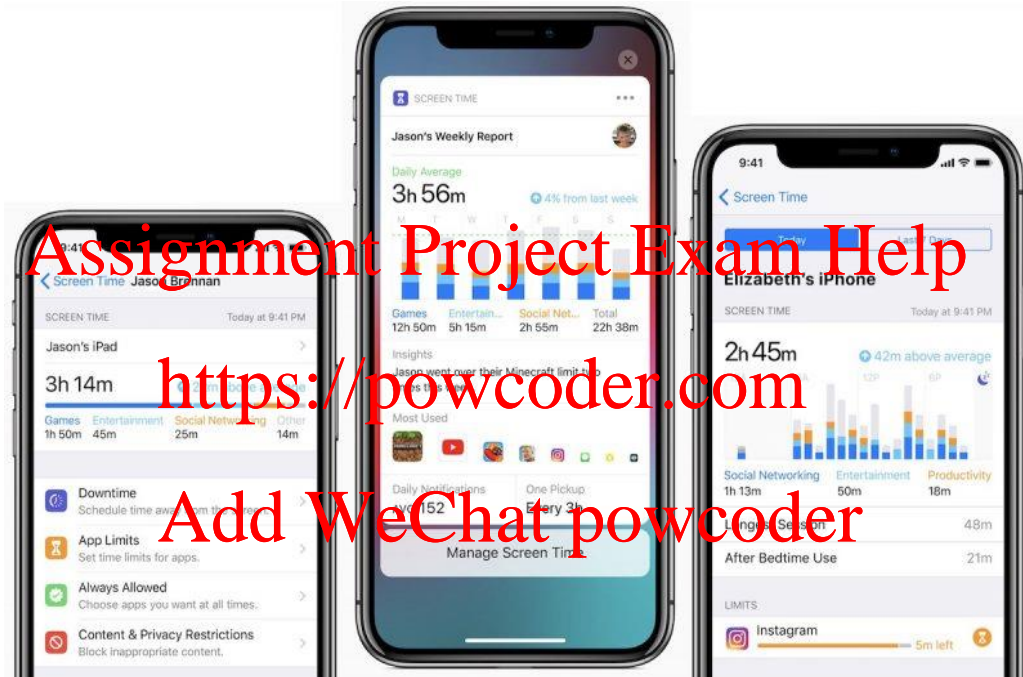
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Dashboards Best Practice

- Step 1: Objectives
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- Step 2: Sketch
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Step 3: Prototype and Refine

Step 1: Objectives

- Establish the **metrics** that will be displayed
 - Identify **who** should have access to the information
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OBJECTIVES



Which Metrics to Use

- Connect to firm's overall strategy
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- **<https://powcoder.com>**
Involvement of management team

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Who is Your Audience

- Ask yourself, who am I designing this for?

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- Level of expertise with the subject matter and data

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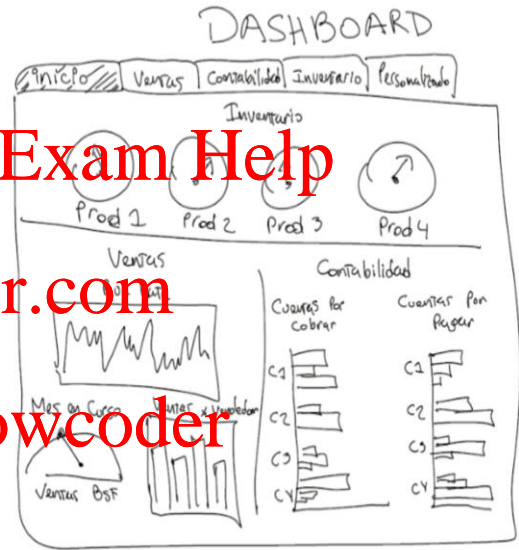
Step 2: Sketch

- Consider display size

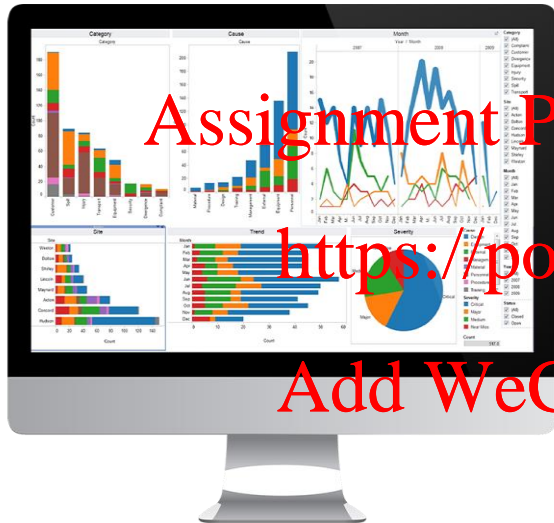
- Leverage the sweetspot

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- Limit the number of views and colours



Consider Display Size

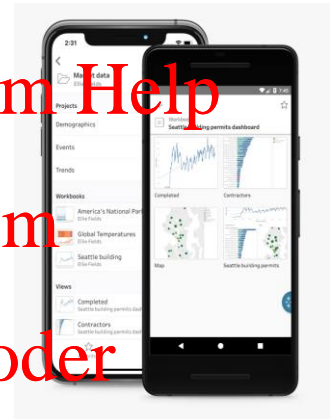


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VS.

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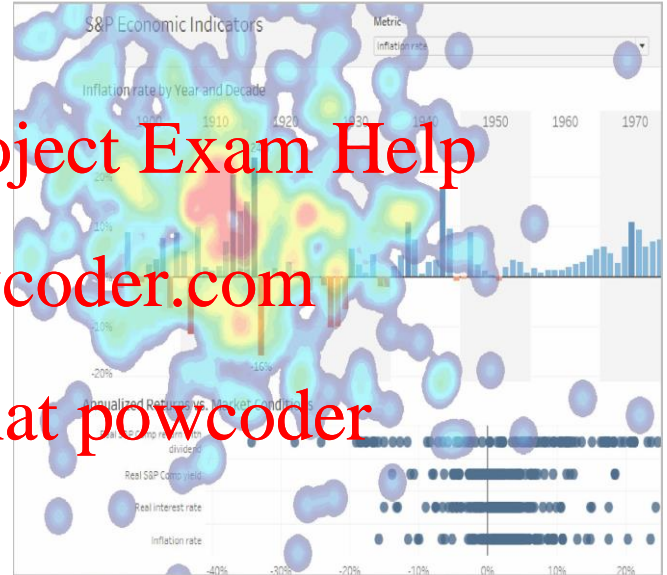
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Leverage the Sweetspot

- Have a sensible “flow” and a logical layout of different pieces of information

- Most viewers scan web content starting at the top left of a web page



Limit the number of views and colors (1)

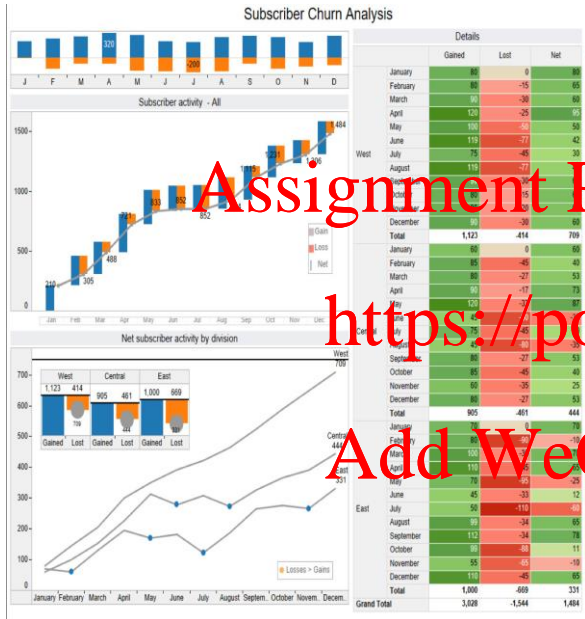
- In general, stick to **three or four views**

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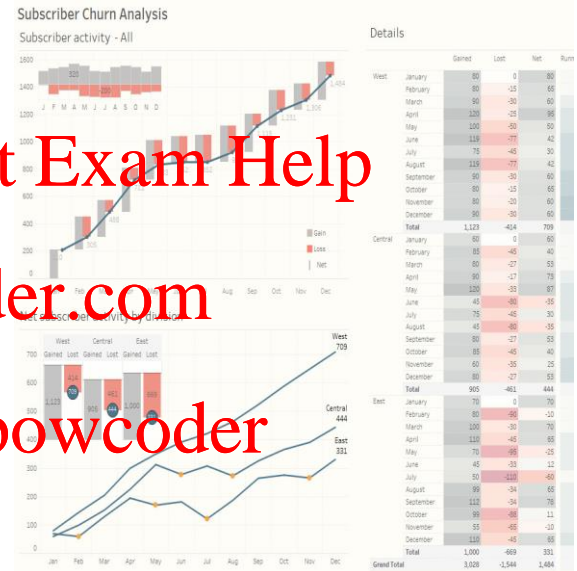
- **Use a story** — a sequence of visualizations that work together to guide the viewer through information

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Limit the number of views and colors (2)



Before

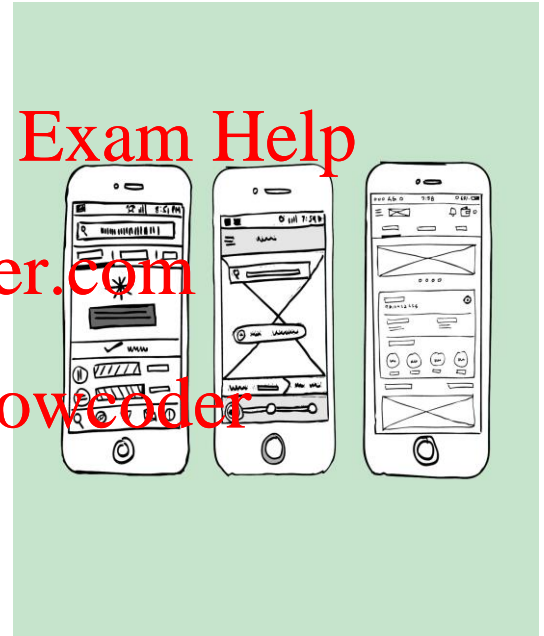


After

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vs.
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Step 3: Prototype and Refine

- Eliminate clutter
- Add dynamic features to encourage exploration
- Maximize the context for both the metrics and the dashboard overall



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Eliminate clutter

Complaints Dashboard

Total Complaints: Closed 288 Open 39 Total 327

Date Received

1/1/2015

Source Type

(All)

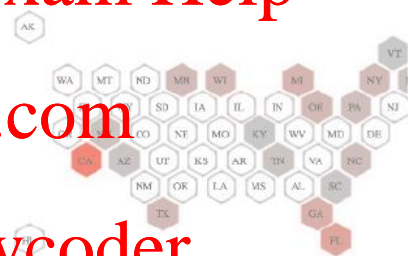
Show Open/Closed

All

Complaints by Month



Open Complaints by State



Complaints by Reason



Complaints by Party (click to filter)



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Add Dynamic Features to Encourage Exploration

- Filters (Slicers)

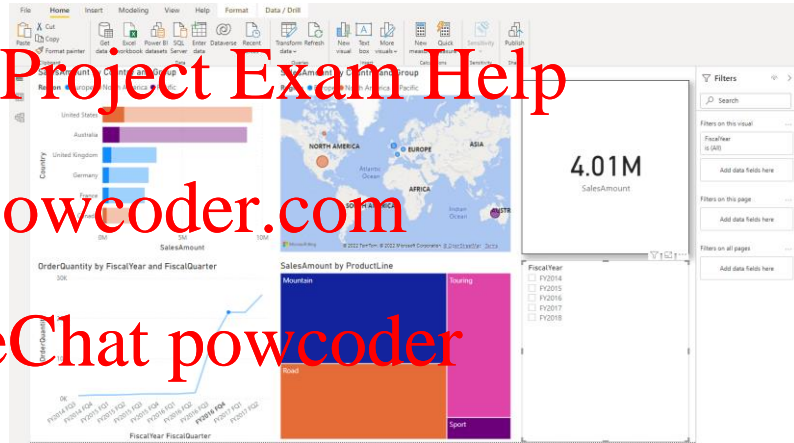
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- Interaction between figures

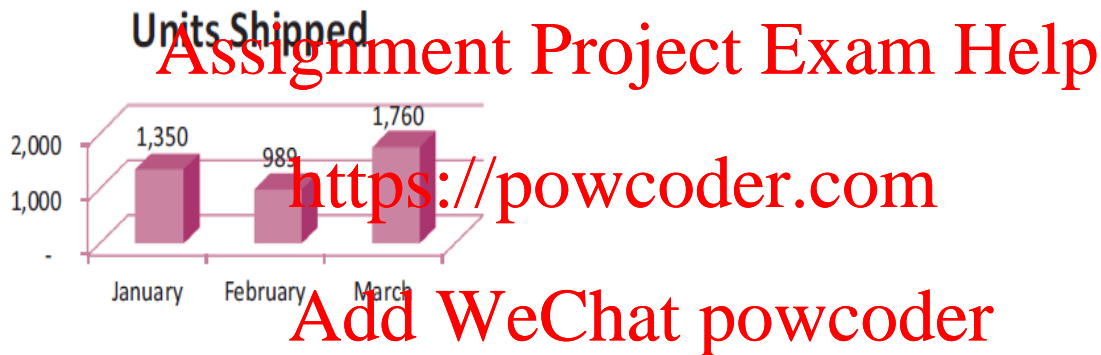
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- Hierarchies



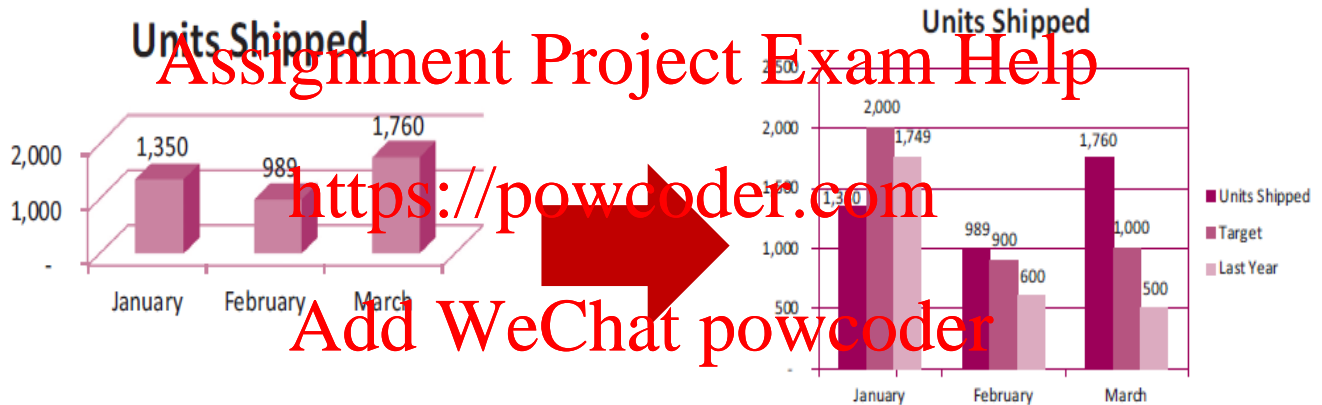
Maximize the context for both the metrics and the dashboard overall (1)



A typical dashboard display. It's better than showing just a single month factoid, but so what? Relative to what?

Sourced from Allio (2012)

Maximize the context for both the metrics and the dashboard overall (2)

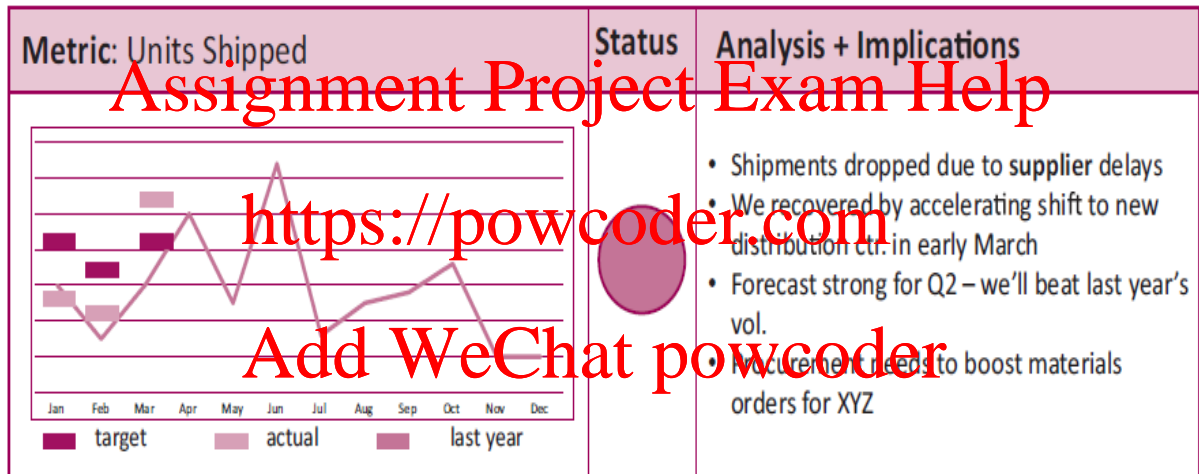


A typical dashboard display. It's better than showing just a single month factoid, but so what? Relative to what?

Better: this display sets performance in the context of both target and last year...

Sourced from Allio (2012)

Maximize the context for both the metrics and the dashboard overall (3)



Even better: this display offers a broader view of trends, adds management's judgment, and offers actionable insight...

Sourced from Allio (2012)

Expect Dashboard to Change, Evolve and Mature

| Dimension | Description: in our organization, we have... | Status |
|----------------|--|--------|
| Metrics | tightly aligned indicators/metrics with strategy, prioritized, balanced | |
| Audience | communicated who the dashboard is designed for, and how it's used | |
| Data Capacity | invested in data collection, infrastructure, analysis, management | |
| Stakeholders | involved key staff and stakeholders in metrics design & progress reporting | |
| Design | structured a succinct, accessible display; included management judgement | |
| Process | formalized key dashboard processes: when it's updated, presented, modified | |
| Accountability | assigned responsibility for managing dashboard content and process | |
| Effectiveness | used the dashboard to trigger strategic analysis, discussion, decisionmaking | |

Sourced from Allio (2012)

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Questions?

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