

Introduction to key influencers

TREND ANALYSIS IN POWER BI



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What are "key influencers"?

Definition

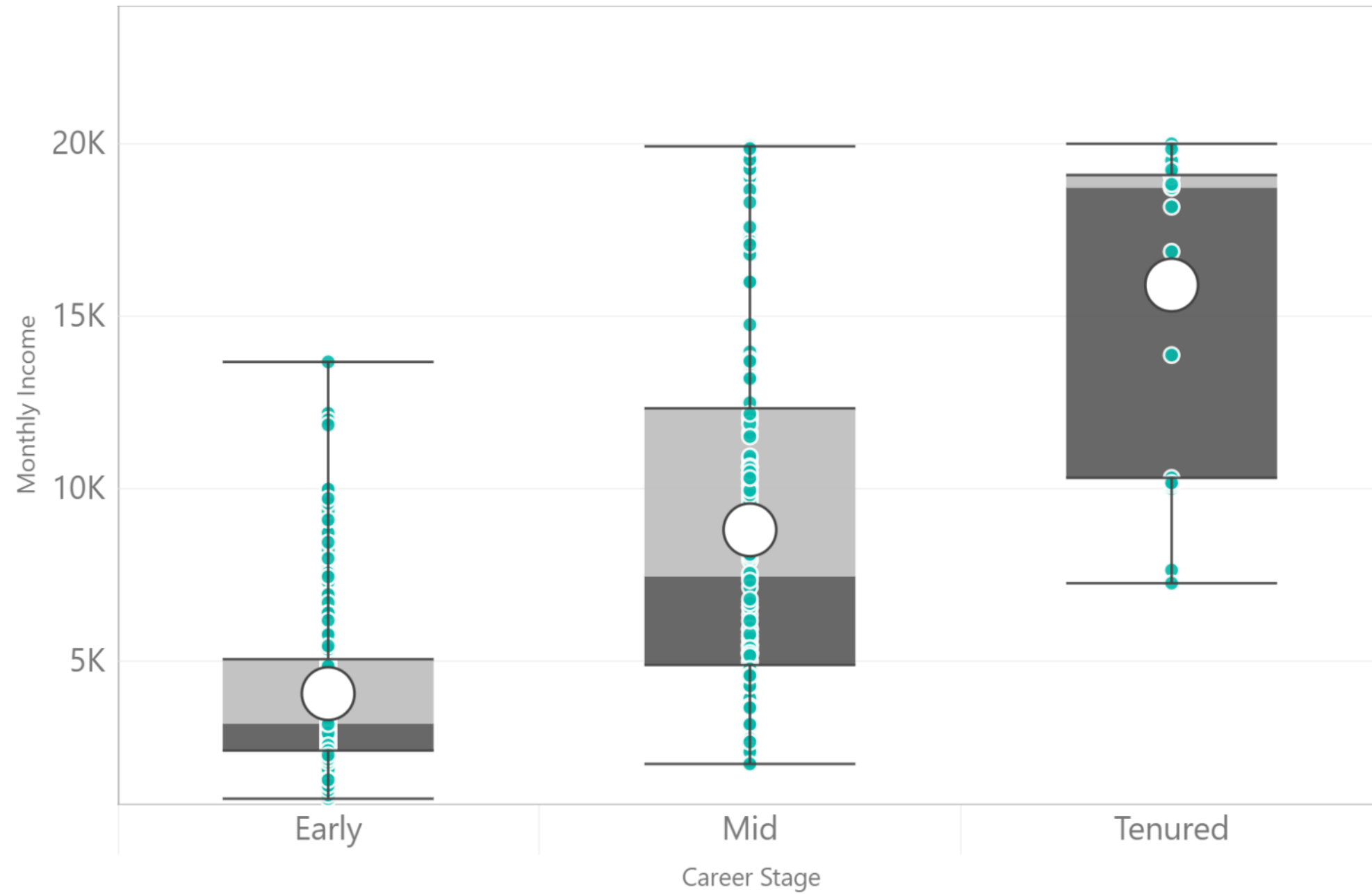
Explanatory variables which cause a significant change in the characteristic of a target variable.

Use Cases

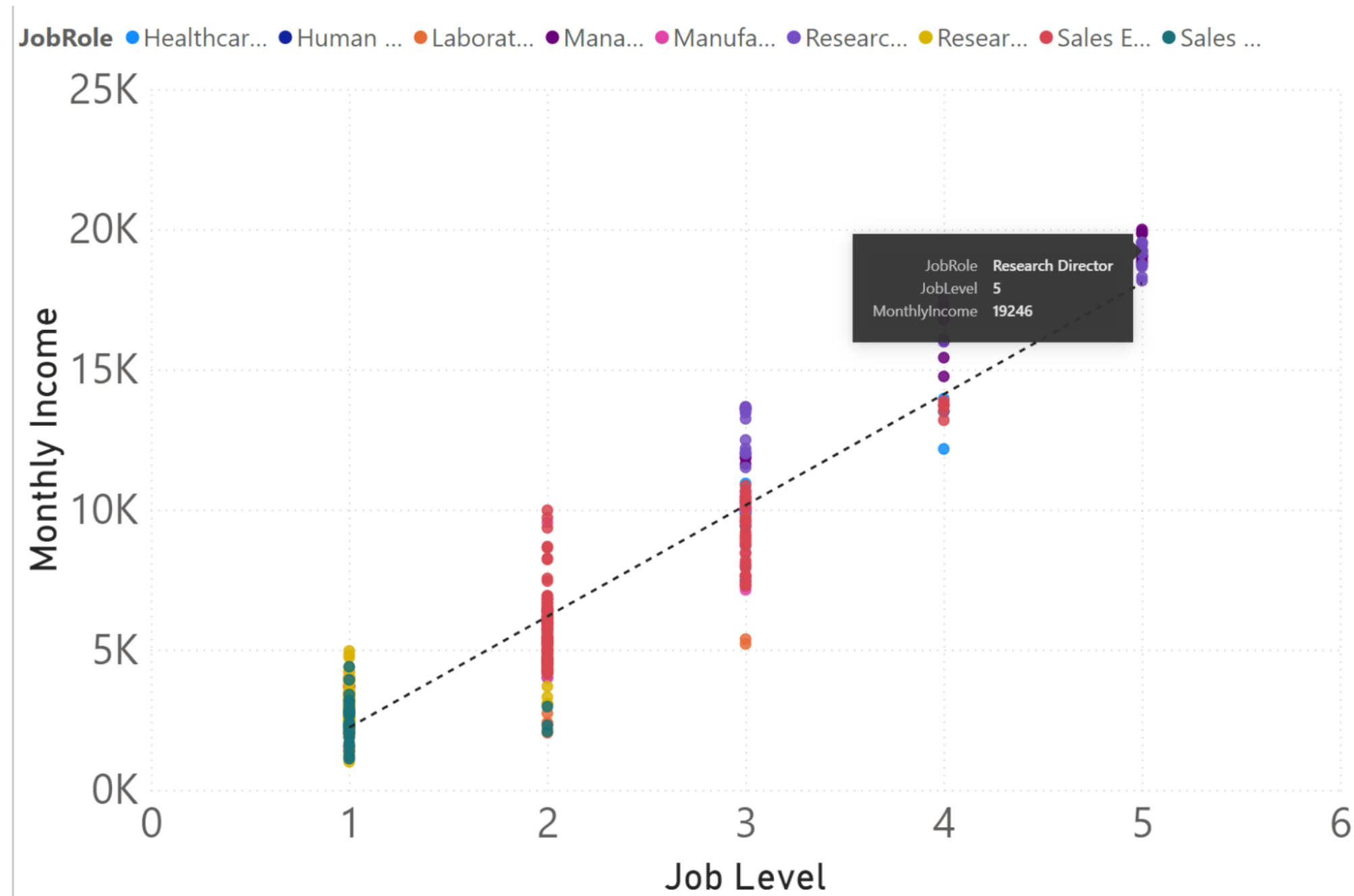
- Determine major drivers of a metric
- Compare the relative importance of variables
- Explore relationships between a target and another variable

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

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Key influencer visualization

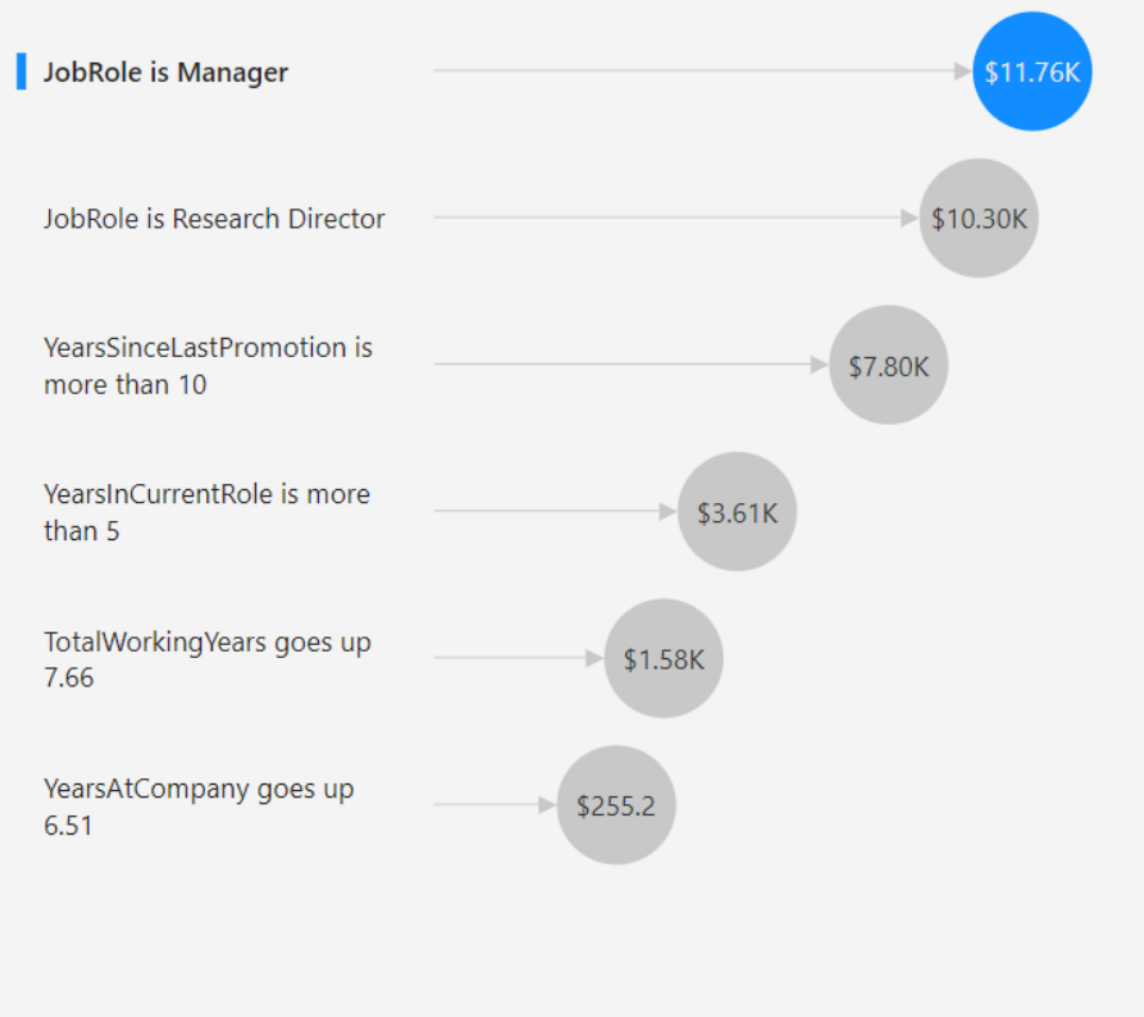
Key influencers Top segments



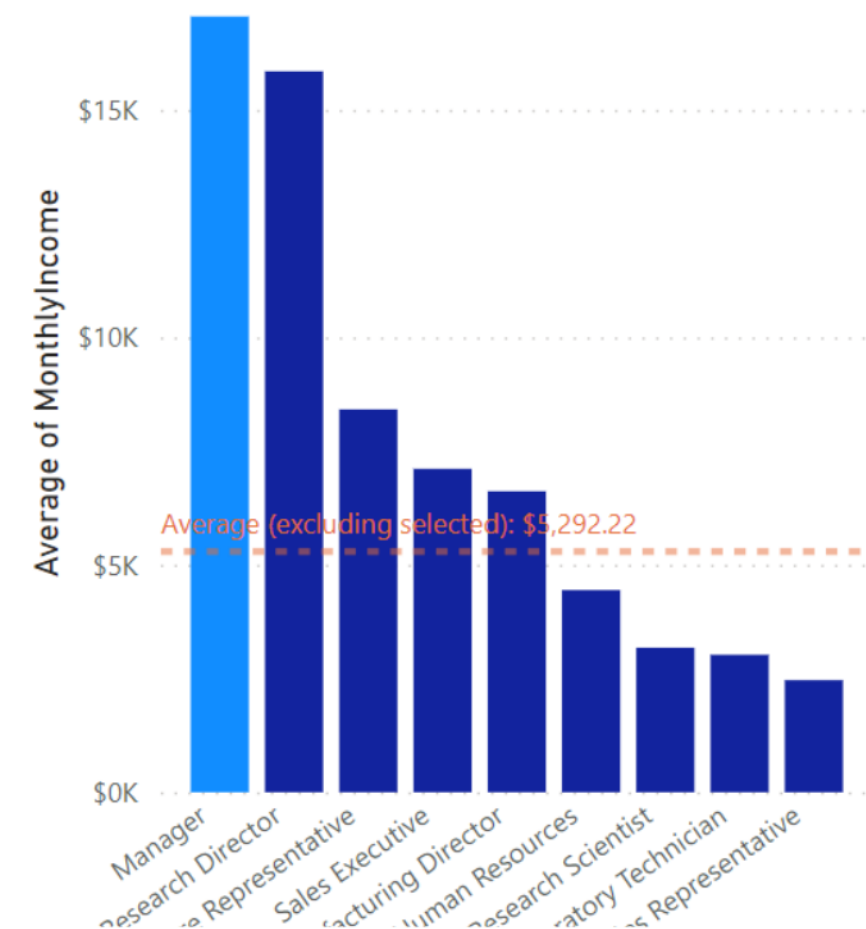
What influences MonthlyIncome to ?

When...

...the average of
MonthlyIncome increases
by



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



Key influencer visualization

Key influencers Top segments

What influences MonthlyIncome to ?

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).

Age of MonthlyIncome

\$15K

\$10K

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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