

POWER BI



15 Ways to Design KPIs



Sayali Fegade



1

Quantity

37K

Sales

\$14M

Profit

\$108K



Horizontal minimalist design

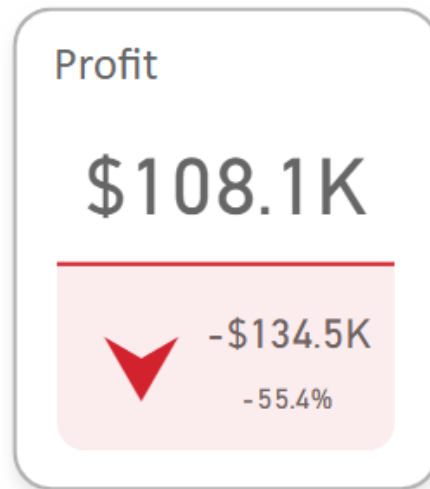
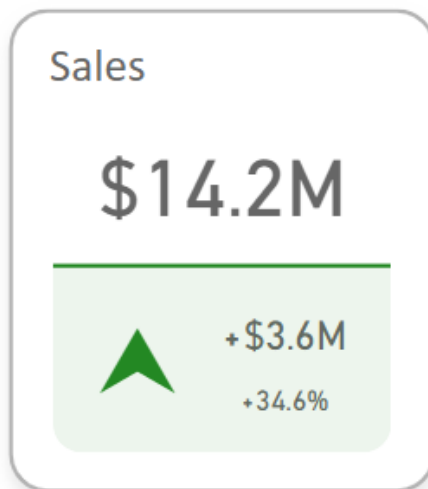
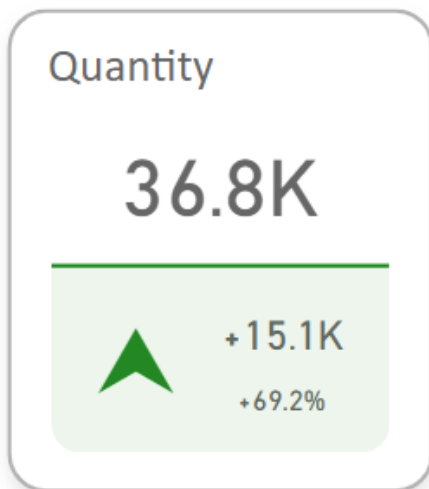


Key numbers in BAN format



Historical trend in background

2



Tall compact design

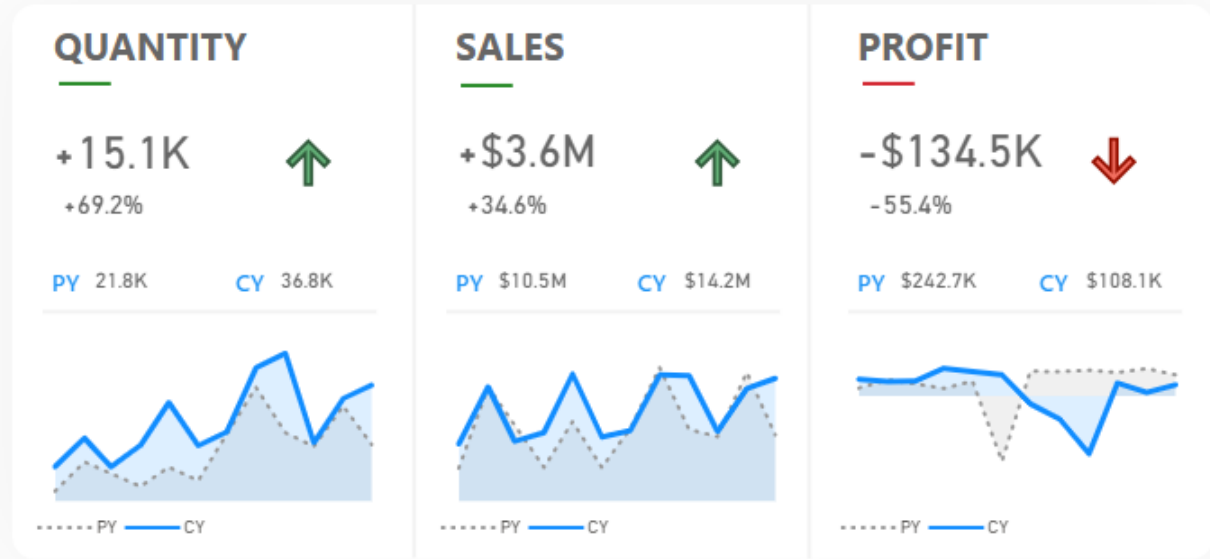


Key variance numbers



Variance emphasis through Color & Arrow

3



Extra tall design

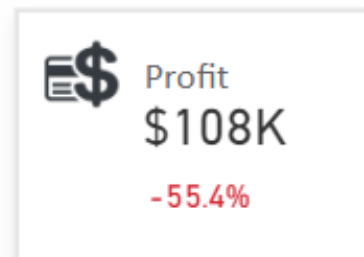
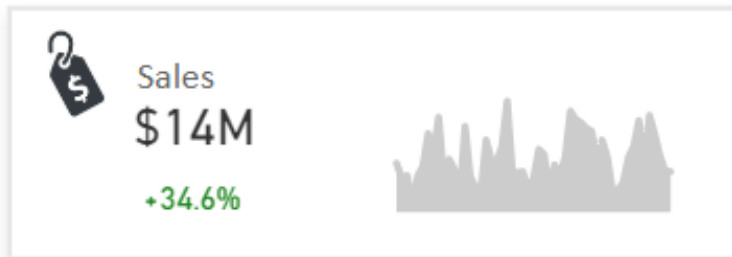


Single box divided for KPIs



Trend comparison – CY us PY

4



Wide minimalist design




Variance highlight through Color



Trend performance

5

 Quantity
36.8K

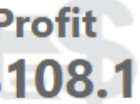
▲ +69.2%
vs PY



 Sales
\$14.2M

▲ +34.6%
vs PY



 Profit
\$108.1K

▼ -55.4%
vs PY



➤ Extra wide design with vertical KPI stacking

➤ Min/Max highlighted in historical trend

➤ Key numbers in BAN format

6

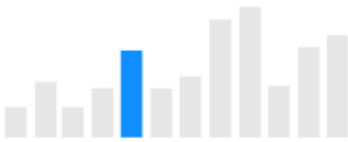
Month

May

Quantity
May, 2019

4K

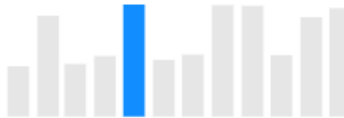
↑ +77.0%



Sales
May, 2019

\$1.6M

↑ +85.3%



Profit
May, 2019

\$46.1K

↓ -12.1%



Extra tall design

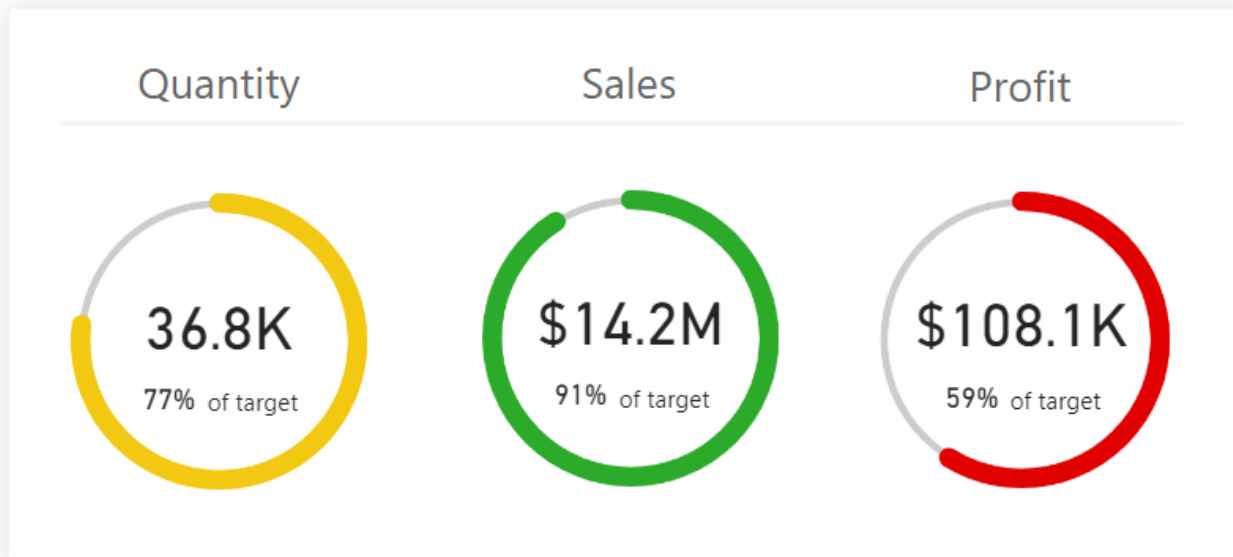


Selected month highlighted



Variance emphasis through Color & Arrow

7

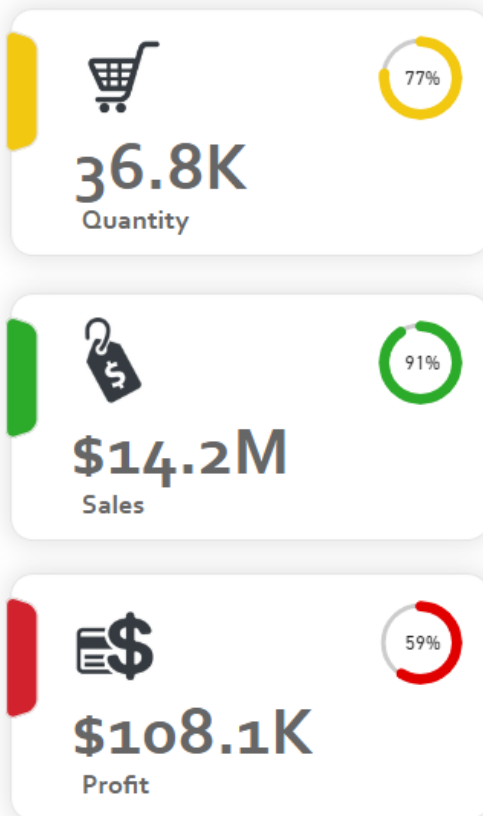


Minimalist design



Performance vs target highlighted

8



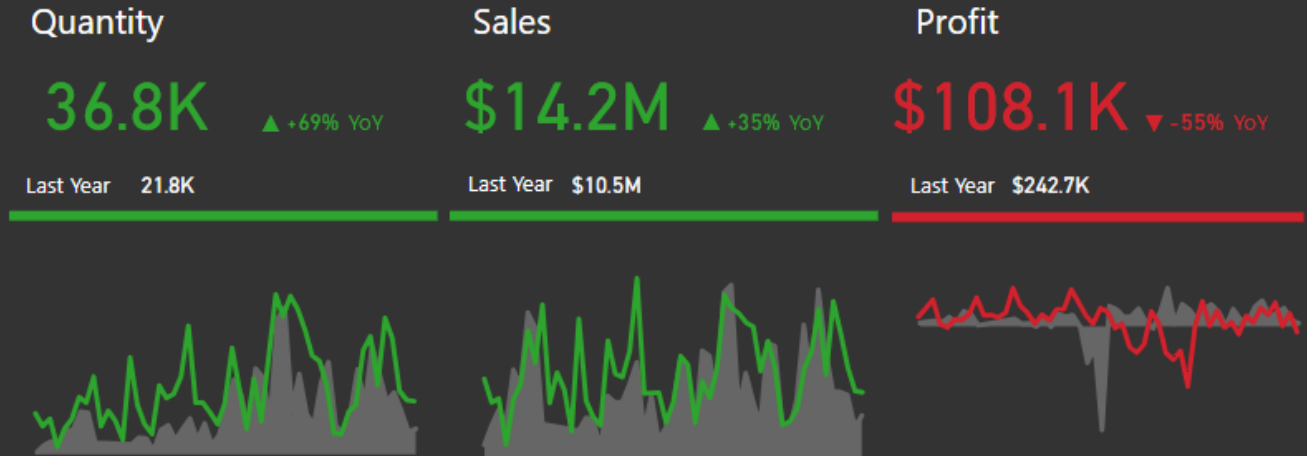
Compact card format



Band color indicating KPI performance



Target achievement highlighted through donut chart



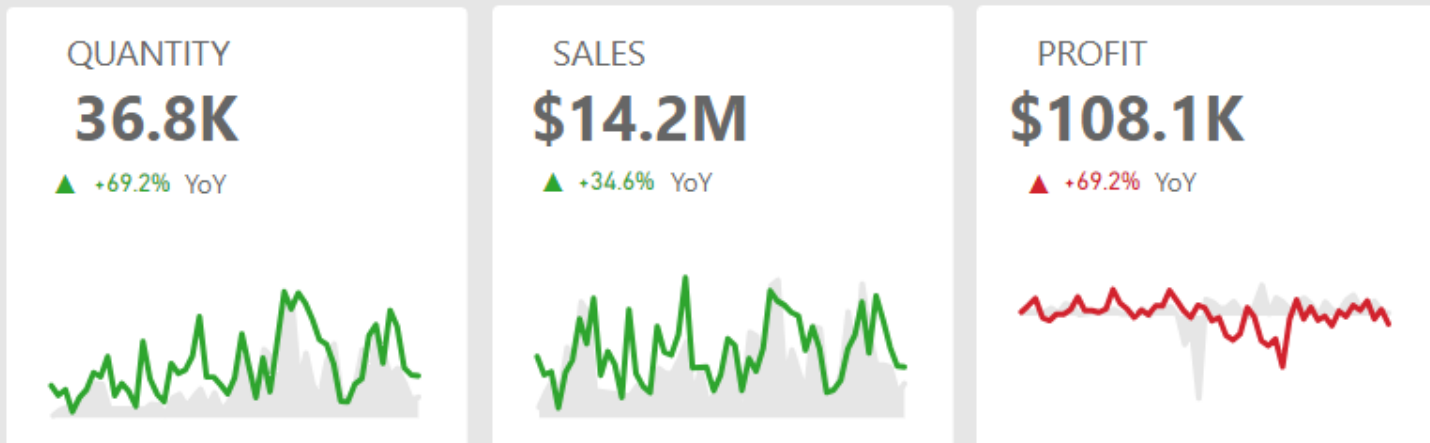
Dark theme



Variance emphasis through Color



YoY trend comparison



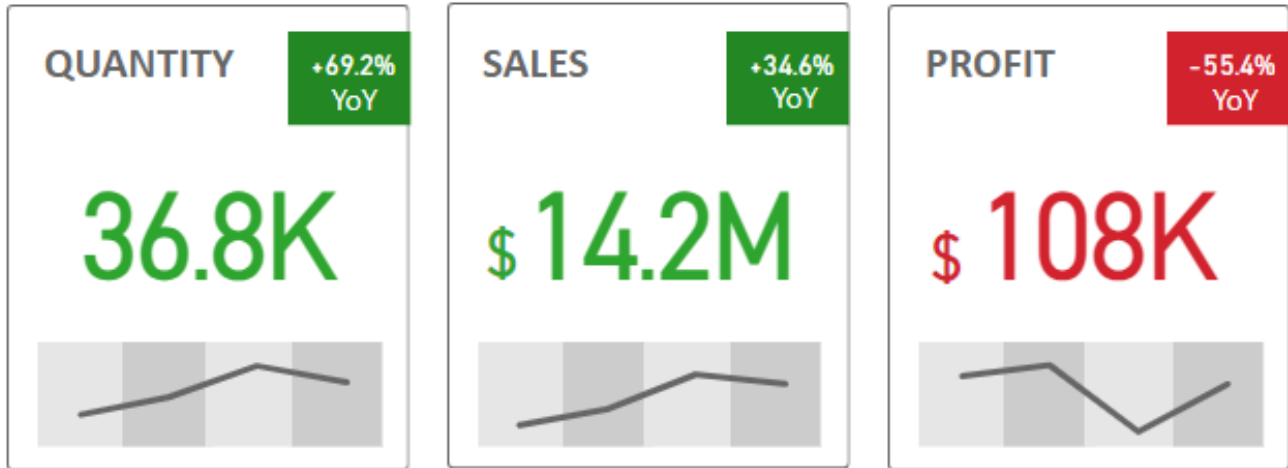
Square box design



Variance details through Color & Arrow



YoY trend comparison



Tall design



Key numbers in BAN format colored by variance



Quarterly trend

12

QUANTITY

36.8K

VS LAST YEAR +69.2% | ↑ 15.1K

SALES

\$14.2M

VS LAST YEAR +34.6% | ↑ \$3.6M

PROFIT

\$108.1K

VS LAST YEAR -55.4% | ↓ \$134.5K



Squarish box design



Box colored by variance



Key variance stats in bottom row

QUANTITY

36.8K | +69.2% vs LY

SALES

\$14.2M | +34.6% vs LY

PROFIT

\$108.1K | -55.4% vs LY

Minimalist design



Negative variance colored

Quantity

▲ 69%

This Year
36.8K

Last Year
21.8K

Sales

▲ 35%

This Year
\$14.2M

Last Year
\$10.5M

Profit

▼ 55%

This Year
\$108.1K

Last Year
\$242.7K



Wide 'ticker' design



Emphasis on variance



Neutral blue to highlight negative variances in red



36.8K

Quantity

▲ 69.2%



\$14.2M

Sales

▲ 34.6%



\$108.1K

Profit

▼ 55.4%



Key numbers in BAN format



Variance details through Color & Arrow