

Power BI has several useful **storytelling features**, that can tie together not only individual charts and graphs, but that can also allow users to navigate through multiple pages to discover exactly the level of detail they want from the data.

## What is data storytelling

**Data storytelling** is very similar to human storytelling but provides the added benefits of deeper insights and supporting evidence through graphs and charts. Through data storytelling, complicated information is simplified so that your audience can engage with your content and make critical decisions quicker and more confidently.

Constructing a data story that moves a person to take action can be a very powerful tool. Effective data storytelling can have a positive impact on people and your organization. Some benefits of successful data storytelling include:

- Adding value to your data and insights.
- Interpreting complex information and highlighting essential key points for the audience.
- Providing a human touch to your data.
- Offering value to your audience and industry.
- Building credibility as an industry and topic thought leader.

Data visualization plays a significant role in determining how receptive your audience is to receiving complex information. Data visualization helps transform boundless amounts of data into something simpler and digestible. Here, you can supply the visuals needed to support your story. Effective data visualizations can help:

- Reveal patterns, trends, and findings from an unbiased viewpoint.
- Provide context, interpret results, and articulate insights.
- Streamline data so your audience can process information.
- Improve audience engagement.

There are two types of data visualization to explore when crafting your data story: explanatory and exploratory. Explanatory visuals, also known as informative, deliver specific aspects or the entire story to the audience. On the other hand, exploratory visuals are used when you're unsure what questions you need to answer with the data you collected.

The best approach to data storytelling is featuring the right data in the right visual format. If there are too many images in your story, it becomes more of an infographic, lacking the context needed to be engaging. When telling a story, you need to create a narrative and know when to bring in data, when to highlight complex numbers, and when to just offer a written explanation.

You can use the **Bookmarks**, **Buttons**, and **Selections** features in Power BI Desktop to make your report more compelling, interactive, and simpler for users to navigate.

- **Bookmarks** - Capture the currently configured view of a report page so you can quickly return to that view later. You can use bookmarks for different reasons. For example, you can use them to keep track of your own progress when creating reports. You can also use them to build a PowerPoint-like presentation that goes through the bookmarks in order, thereby telling a story with your report.
- **Buttons** - Create a more interactive experience for the report users. With the addition of buttons that have assigned actions, your report behaves similar to an app, where users can hover, select, and interact more with the content.

- **Selections** - Allow you to determine what items in the report are visible and what items are hidden. Selections are used alongside bookmarks and buttons.

Consider a situation where you have designed a report page and want to have a second page that looks almost the same, except that one of the visuals will be different. Rather than creating a second page and manually making changes, you can use a combination of selections, bookmarks, and buttons to switch between the two visuals on one page.

### Configuring drill through

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◀ Additional materials

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Exercise 23 - Configuring drill through ▶

Olet kirjautunut nimellä Janne Bragge. (Kirjaudu ulos)

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