



# **Power BI Solution Showcase**

## **Design Guide**

**Prepared by**  
**Data Maru**

# 3 STEPS

to evaluate your Power BI  
Solution Showcase



**Business  
Value**



**Data  
Compliance**



**Design  
Guideline**

# Describe how your showcase solve customer problems

It is important to address the following items when you submit your showcase:

## Business Problem

[Example]

To achieve better corporate performance and enable the ability to take timely actions to keep the business on track to meet goals, management needs to get a view of the current status, and performance relative to the annual goals.

## Business Solution

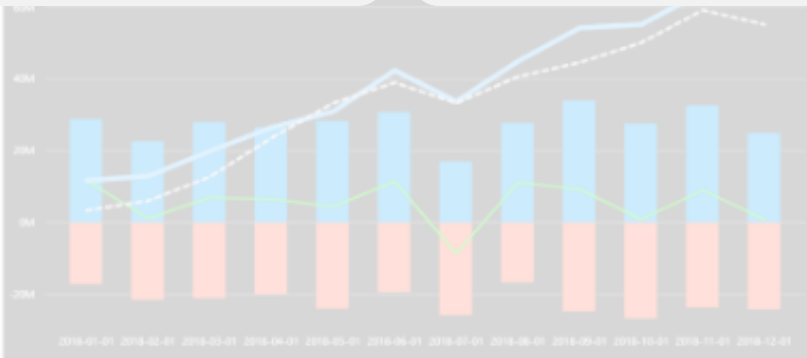
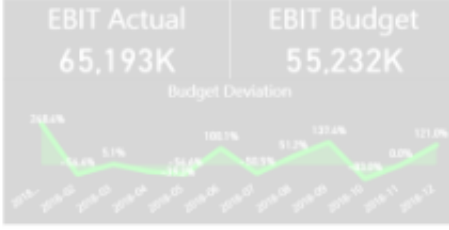
[Example]

The ability to see the annual goal along with key performance indicators and sub-indicators, and how they are performing against targets is a powerful way to provide insights into company performance.

## Target Audience

[Example]

This is a dashboard aimed at management. It provides a quick glance at current status and allows managers to understand and ask the right questions to enable them to take actions to improve performance.



# Data Compliance

Your showcase **should not** contain

Confidential or Personally Identifiable Information (PII) that could be used to identify any real person or company; name, email, address, etc.

Proprietary Information without written permission from the customer or business to share the customer logo, product information, or data publicly.

External data sources or Direct Queries

R visuals or any visuals that will not display properly in Publish to Web.

Relative dates (Next/Last) that will break when the time period has passed.

Name	Email	IP address	City
John Doe	johndoe@outlook.com	65.154.51.250	Redmond
John Doe	johndoe@outlook.com	65.154.51.251	Redmond
John Doe	johndoe@outlook.com	65.154.51.252	Redmond
John Doe	johndoe@outlook.com	65.154.51.253	Redmond
John Doe	johndoe@outlook.com	65.154.51.254	Redmond
John Doe	johndoe@outlook.com	65.154.51.255	Redmond
John Doe	johndoe@outlook.com	65.154.51.256	Redmond
John Doe	johndoe@outlook.com	65.154.51.257	Redmond
John Doe	johndoe@outlook.com	65.154.51.258	Redmond



SQL Server database

Server

Database (optional)

Data Connectivity mode ☐

☒ Import

☐ DirectQuery



# Design visually stunning Power BI reports

We evaluate your showcase based on the following criteria:

## Data Visualization

- Visualization Selections
- Legend/Label Guides
- Axis/Gridline Guides
- Title Guides
- Data Type Guides
- Data Format Guides

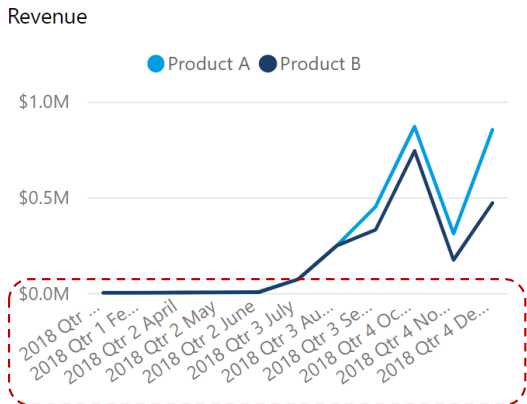
## UI/UX Design

- Color Usage
- Branding
- Visualization Balance
- Data Distribution
- Layout and Margins
- Text Consistency

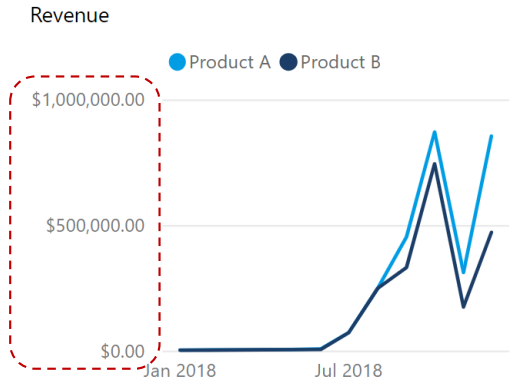
## Power BI Proficiency

- Tooltips
- Drill-downs
- Conditional Formatting
- Bookmarks
- Visual Interactions
- Filters/Slicers
- Buttons/Images

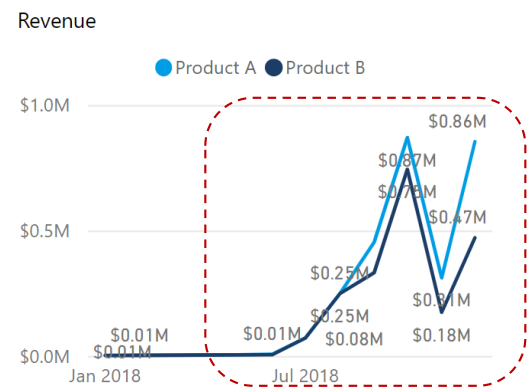
# A few examples to avoid



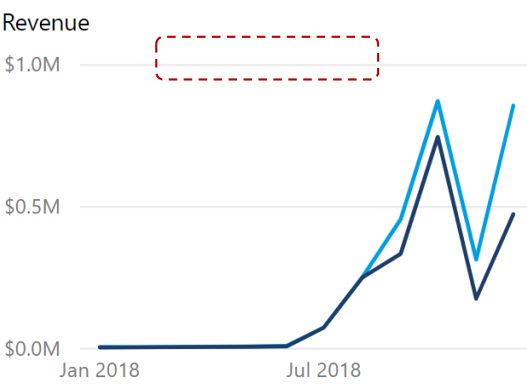
- \* Labels on x axis are difficult to read
- \* Decide if the x axis is categorical or continuous



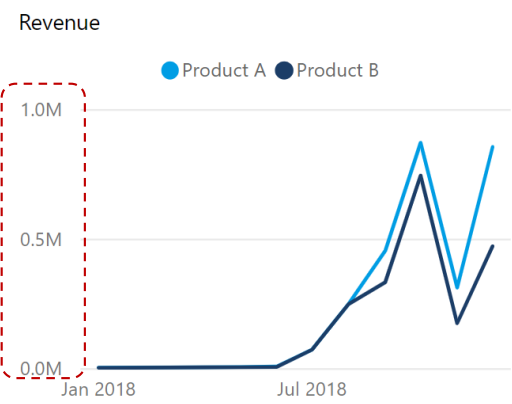
- \* Shorten decimals/zero display
- \* Display unit on y axis should be auto



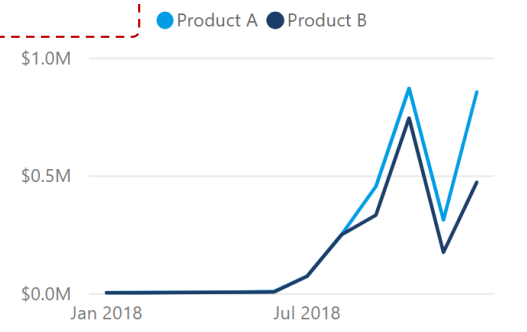
- \* Too many data labels
- \* No need to show y axis when data labels are enabled



- \* Legend is missing



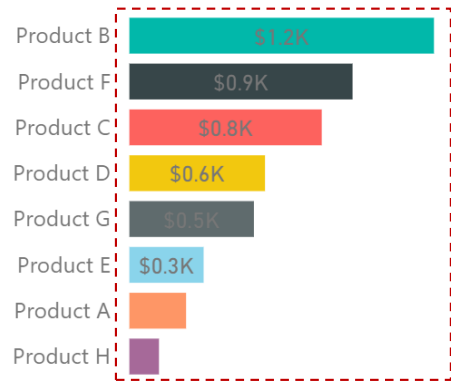
- \* Data format (in this example, currency), should be applied



- \* Title should be used unless it is really clear what the visual depicts

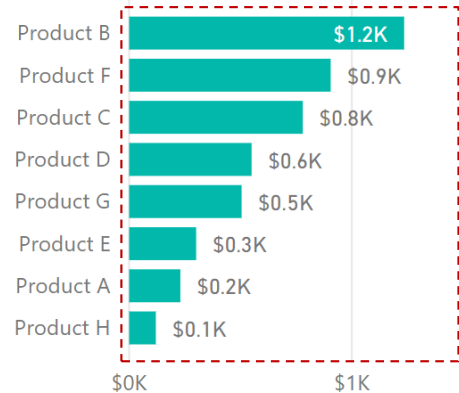
# A few examples to avoid

Revenue by Product



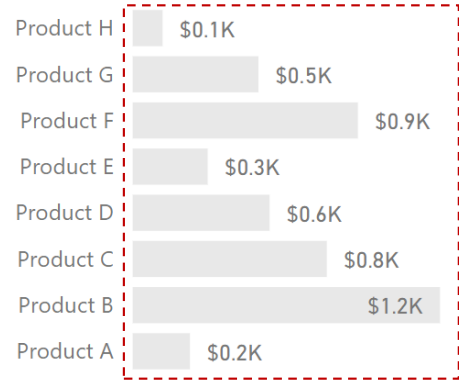
\* Too many colors for same category

Sum of Revenue by Product



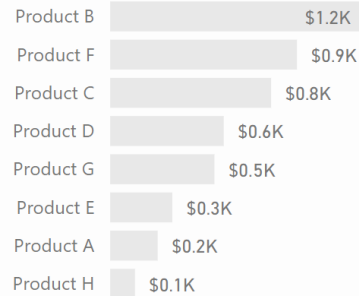
\* Use your own color and color pairings

Revenue by Product



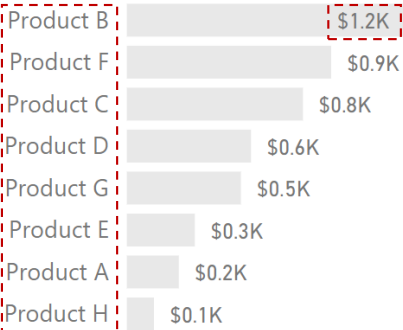
\* Sort descending by measure

Revenue by Product



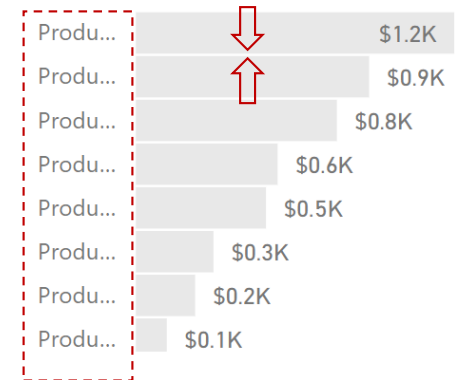
\* Layout and margin should be aligned

Revenue by Product



\* Needs consistent text sizes and fonts

Revenue by Product

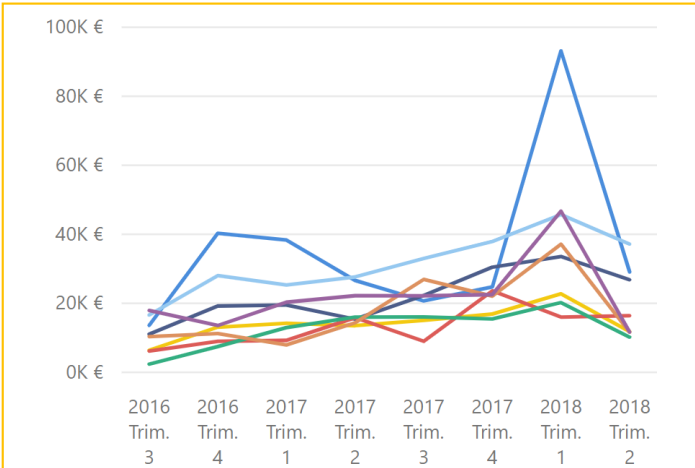


\* Labels on y axis are difficult to read.  
\* Inner padding is too narrow

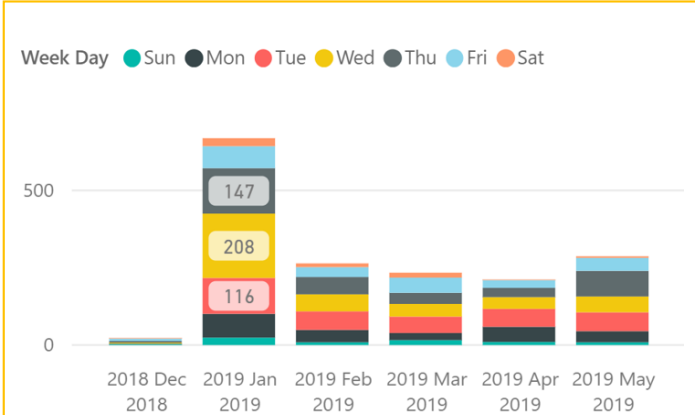
# More examples to avoid



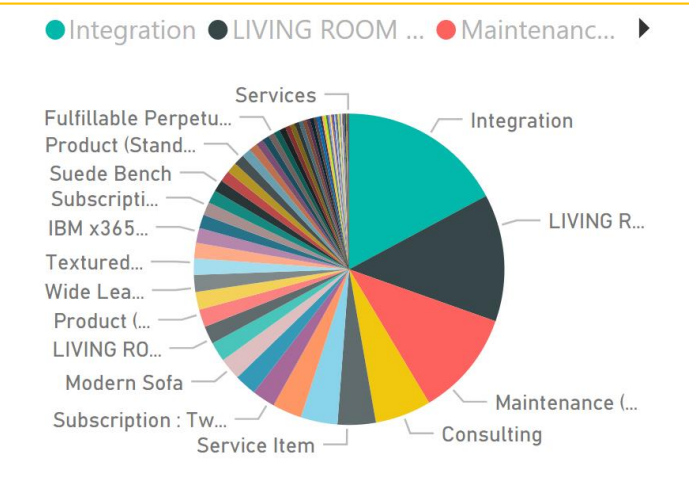
\* Map (bubble size should be adjusted)



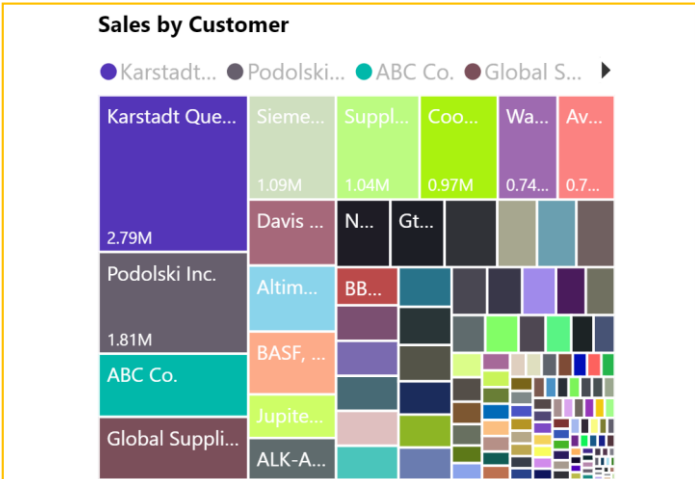
\* Line chart (too many lines & labels on x axis – they need to be concatenated)



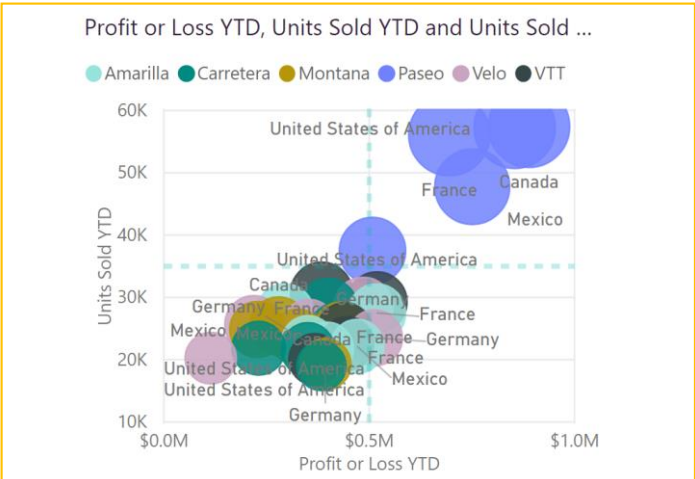
\* Stacked column chart (difficult to see the trends/changes by weekday)



\* Pie chart (too many items & colors)



\* Treemap (too many items & colors)

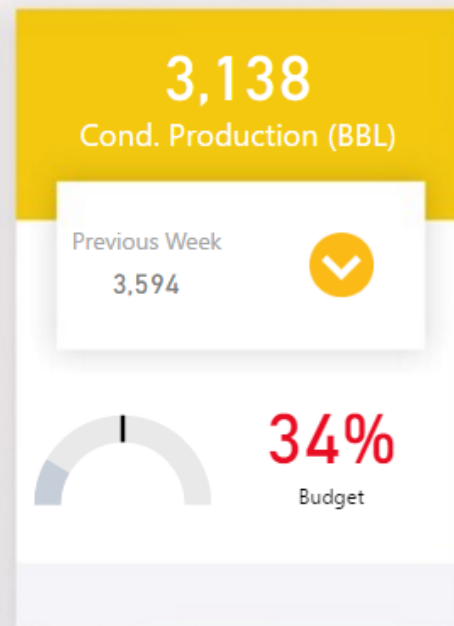
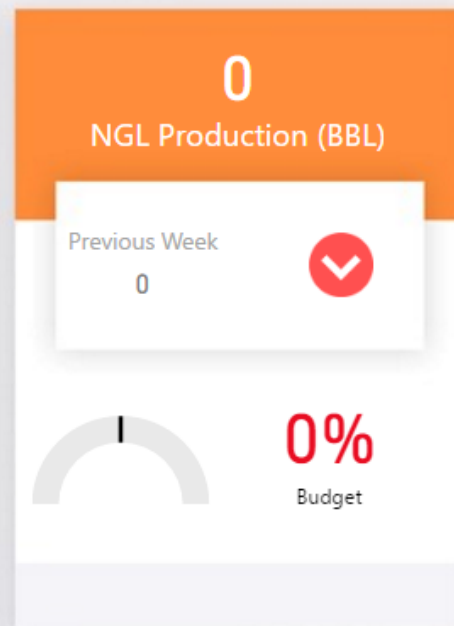
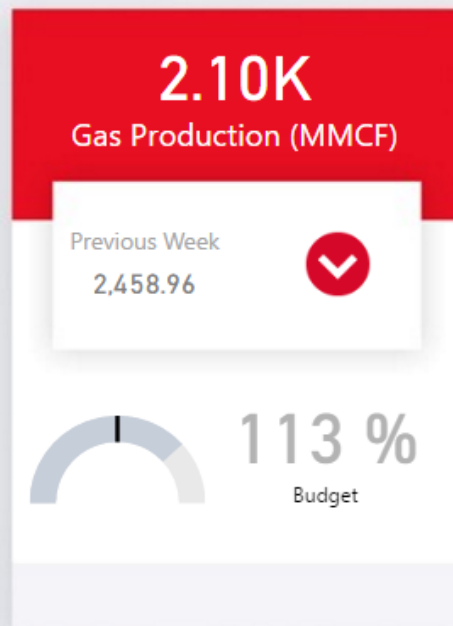
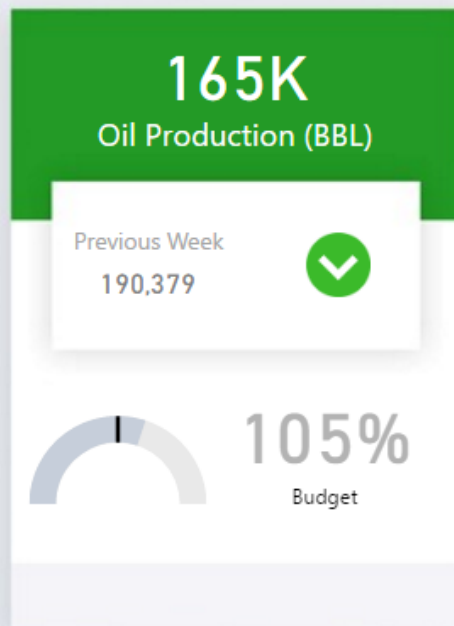
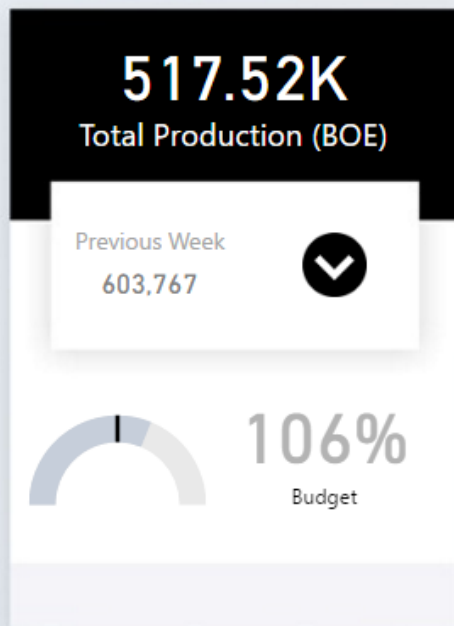


\* Scatter chart (too many items & colors)



The background of the slide is white with several large, overlapping yellow circles and smaller yellow dots scattered across the top and right sides, creating a bubbly, abstract design.

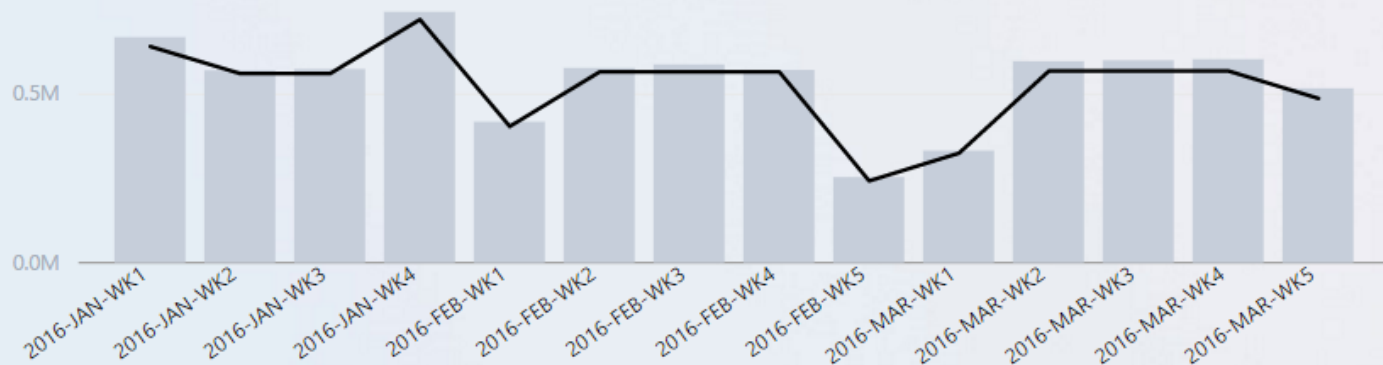
# **World-class Partner Showcase Examples**



Production Sales Me...

All

● Total Production/Sales ● Total Budget



Total Production	Oil	Gas	NGL	Condensate
TOP 5 GAINS BY PROSPECTS		BOTTOM 5 LOSSES BY PROSPECTS		
Prospect33	0.17M	Prospect91	5.7	
Prospect2	0.06M	Prospect106	12.7	
Prospect81	0.05M	Prospect115	40.2	
Prospect95	0.03M	Prospect4	45.9	
Prospect76	0.02M	Prospect54	73.4	

BOTTOM 5 LOSSES BY PROSPECTS

Prospect91

5.7

Prospect106

12.7

Prospect115

40.2

Prospect4

45.9

Prospect54

73.4



# CUSTOMER SEGMENTATION DETAIL DASHBOARD

INFOCEPTS

As of Date: December, 2016

Year 2014 2015 2016 [Clear All Filter](#)



**\$115M**

Total Sales



**\$43M**

Total Profits



**\$116M**

Sales LY



**-0.7 %**

% Growth to...

**33**

Top Client's

**6**

Bottom Client's

**4,004**

Top Region

**1,188**

Mid Region

**767**

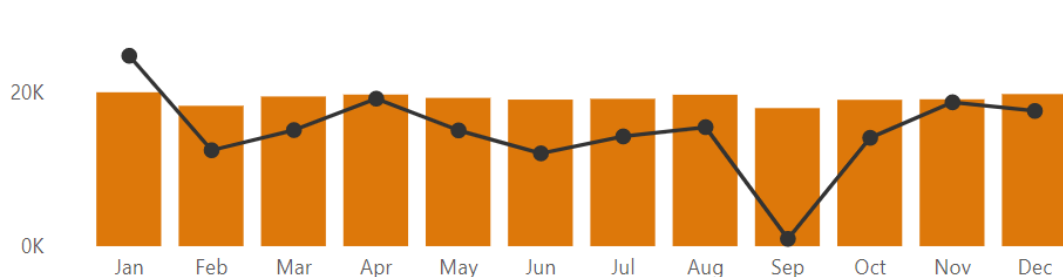
Lower Region

CUSTOMER SALES GROUP ANALYSIS

REGION-WISE TRANSACTIONS

## REGION-WISE AVERAGE SALES ANALYSIS BY MONTH

● Avg Sales ● Avg Profits



Region Group

- ☐ Select all
- ☐ Lower Regions
- ☐ Mid Regions
- ☐ Top Regions

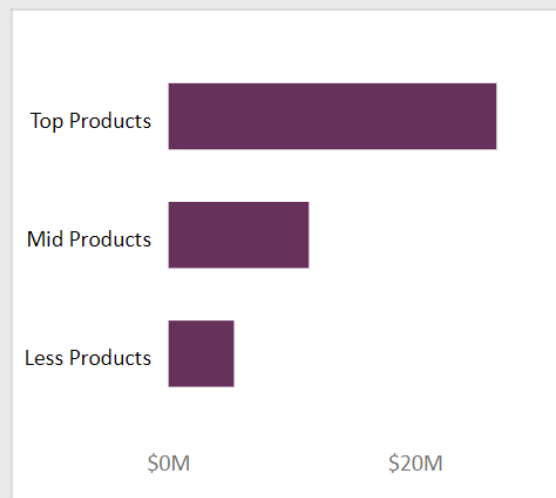
## PRODUCT-WISE SALES ANALYSIS



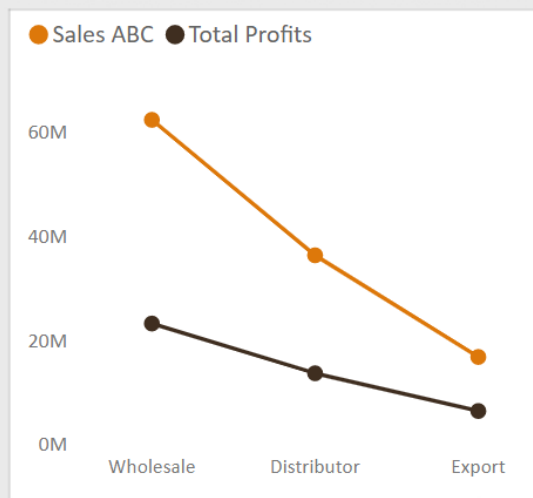
## CUSTOMER SPECIFIC GROWTH & PROFIT STATISTIC

Customer Names	Transactions	Total Profits	% Growth to LY	Profit Margin
OHTA'S Corp	130	\$1.00M	-4.8 %	39 %
Apollo Ltd	132	\$1.03M	-5.7 %	39 %
Linde	113	\$0.97M	1.0 %	39 %
Weimei Corp	123	\$1.02M	11.6 %	39 %
Eminence Corp	151	\$1.13M	15.7 %	38 %
Pure Group	118	\$0.91M	-17.3 %	37 %
OUR Ltd	136	\$1.06M	2.7 %	37 %

## PRODUCT GROUPS PROFIT STORY



## CHANNEL SPECIFIC SALES & PROFIT





AUDIX  
MICROPHONES

## SUMMARY

Country

All

City

All

Company

All

Manufacturer

All

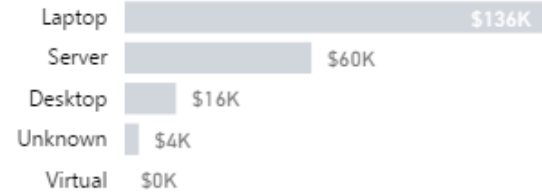
OS

All

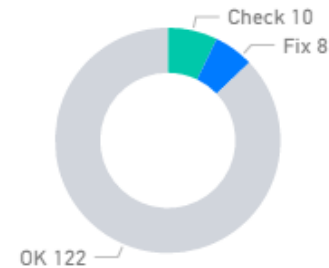
# \$217K

Estimated Replacement Cost

### Replacement Cost by Type



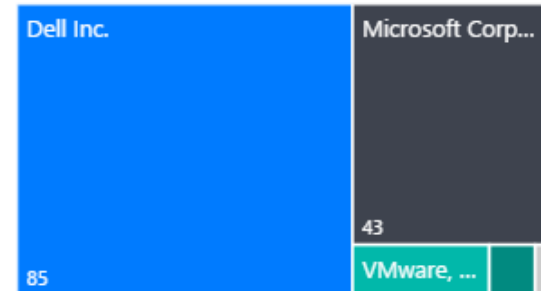
### Health Summary



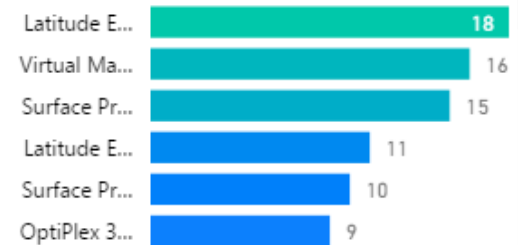
### Warranty Expiration

WarrantyStatus	Count of Machine Name
Expired	54
N/A	52
Expires > 90 Days	33
Expires < 90 Days	1

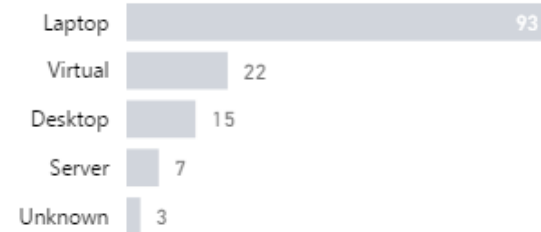
### Machines by Manufacturer



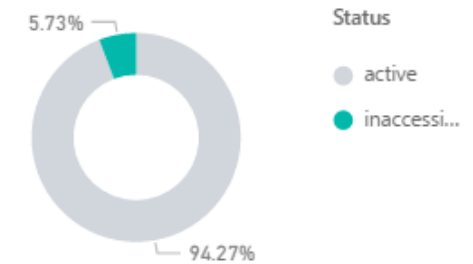
### Machines by Model



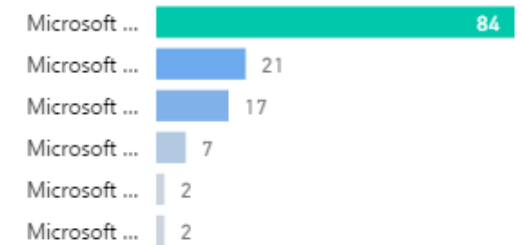
### Machines by Type



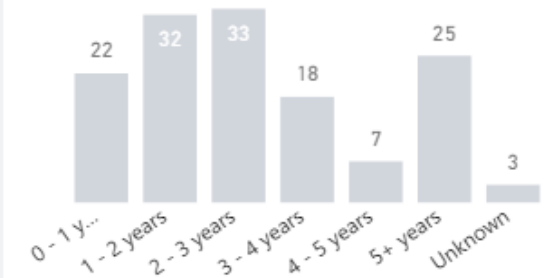
### Machines by Status



### Machines by O/S



### Machines by Age Range



1.10M

Total Plays

305K

Total Listeners

1.61K

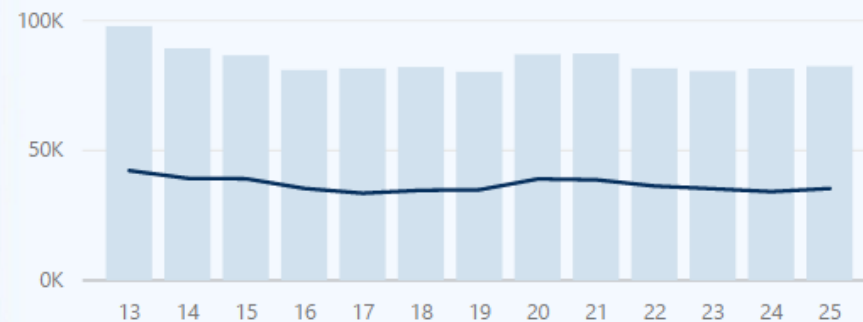
Followers

73

Total Artists

### Total Plays and Total Listeners by Day

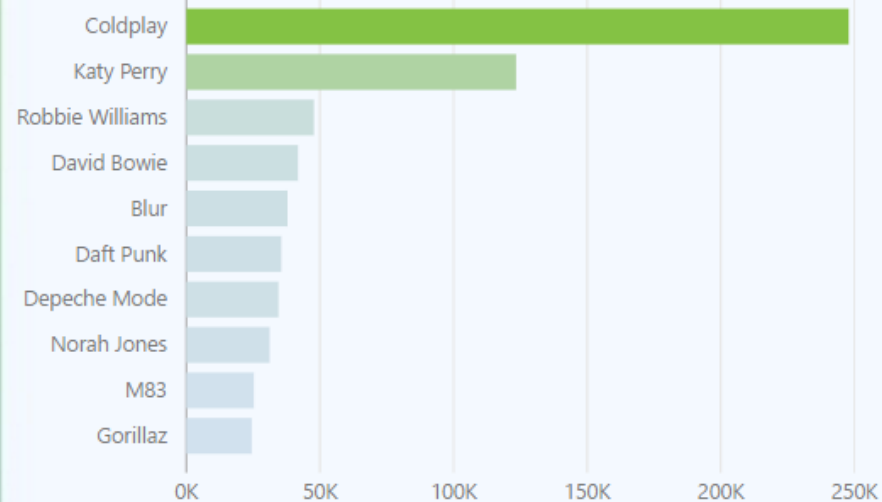
Total Plays Total Listeners



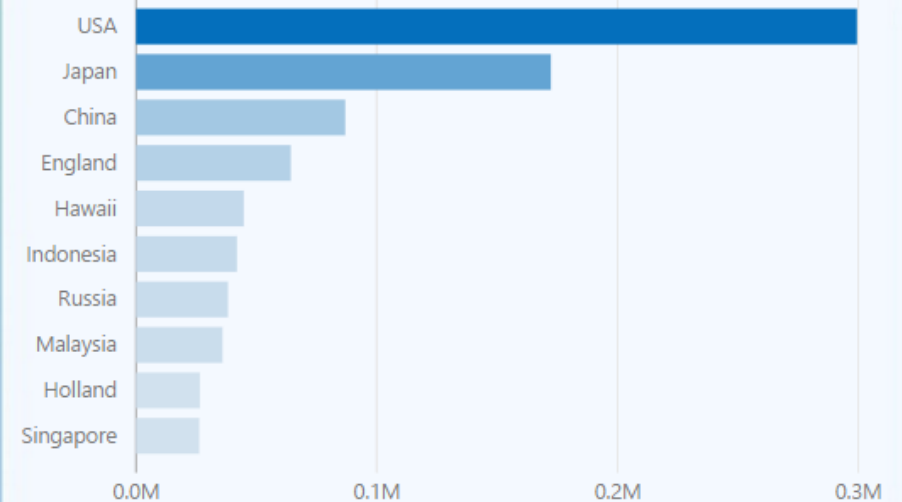
### Total Plays by Day + Forecast



### Top 10 Artists



### Top 10 Cities



# KEY LEAVE PATTERNS

PATTERNS OF EMPLOYEE SICK LEAVE NOT DUE TO WORK INJURY



Fiscal Year

Multiple Selected

Department

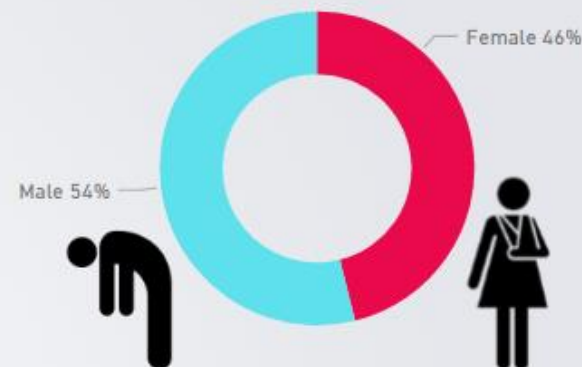
All

Years At Company

All



  
**21K**  
**DAYS**  
OF LEAVE



## OVER TIME ANALYSIS

Sick Leave Per FTE



Monthly Annual Leave

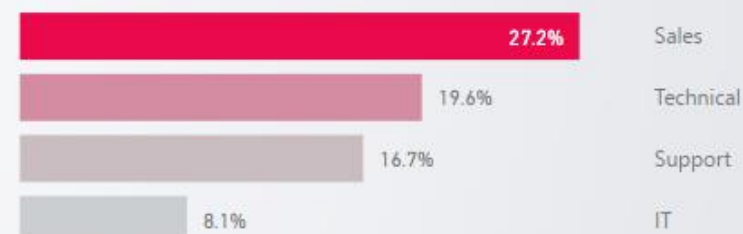
Days Annual Leave Year Over Year Growth



Basic demographic and socio-economic profiles of employees who had taken the aforesaid sick leave(s) and information on their sick leave(s) were presented. The enquiry on "worker displacement" was to obtain information on the characteristics of displaced workers. Basic demographic and socio-economic profiles of the displaced workers, and the characteristics of their lost job were presented.

## BREAKDOWN

%GT Days Annual Leave and Days Annual Leave



Employee Sick Leave Taken by FY





**More questions?**

**[pbiptnr@microsoft.com](mailto:pbiptnr@microsoft.com)**