



THE GOOD  
THE BAD  
& THE UGLY

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@Augustin\_DB



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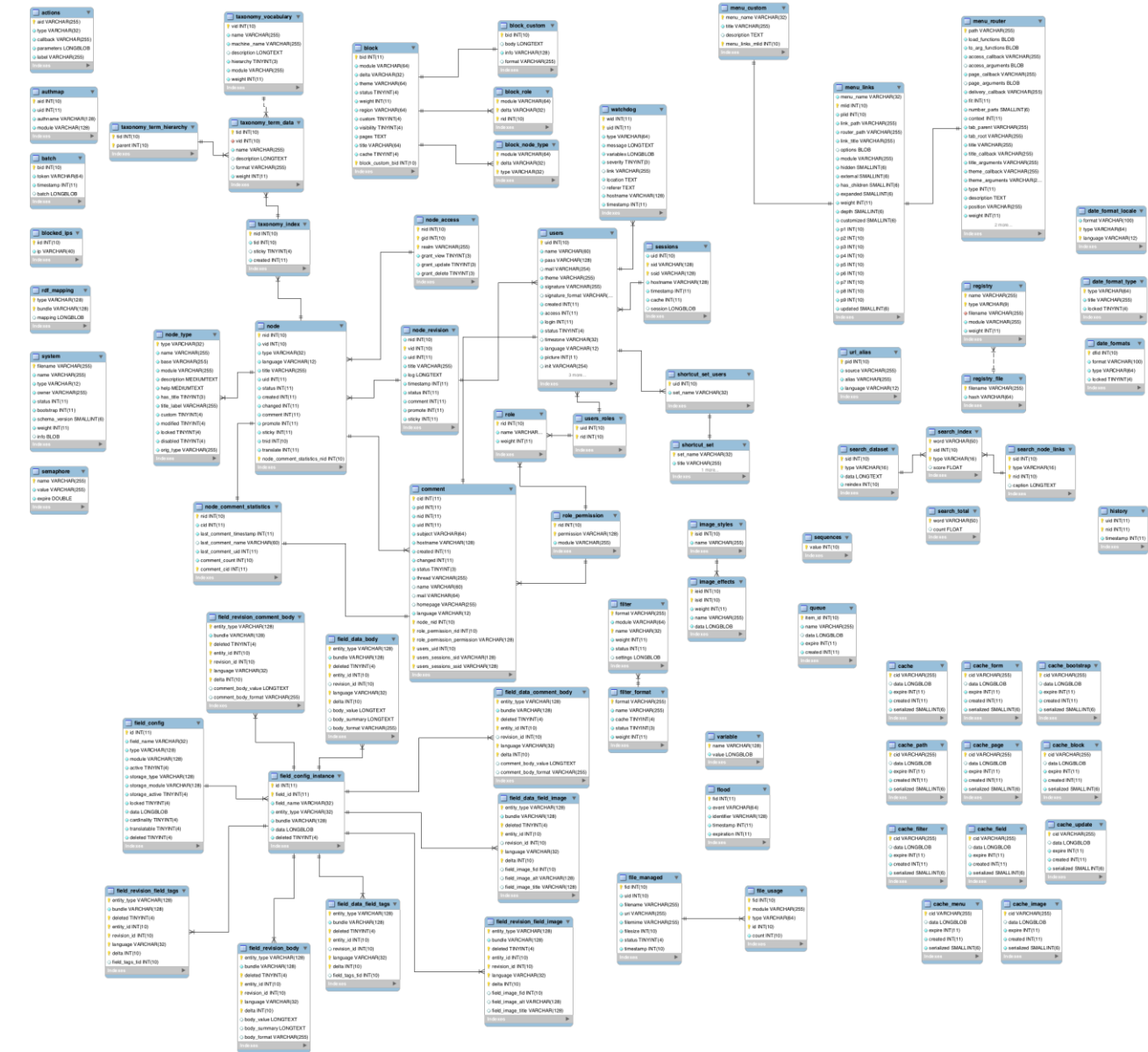
Data Jazzers  
PowerPlatformUserGroupStuttgart

- Director Analytics CoE
- 10+ years of experience with and around **Data**
- Working with Power BI since Private Preview version (2014)
- Microsoft Certified Trainer / Data Analyst
- Conference Speaker, UG Leader, Podcast Host

**THE GOOD**

**BETTER SAFE THAN SORRY**

***“What data you need for your report?”***



# DATA PREPARATION

Ask yourself this questions, before developing a report:

***“Who is going to use this dashboard?”***

***“What are the key metrics the audience wants from this dashboard?”***

***“What level of detail is really required for the audience”***

# DATA PREPARATION

Direct Query

**Import**

Live Connection

*Hybrid*

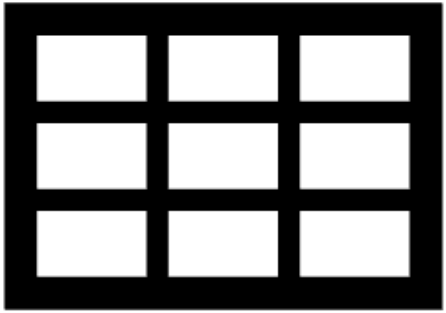
*Streaming*

*Composite Model*

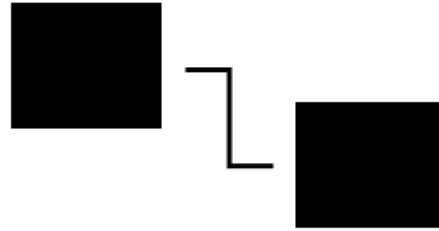
**THE BAD**  
**AIN'T NOBODY GOT TIME FOR THAT**

# MODELING

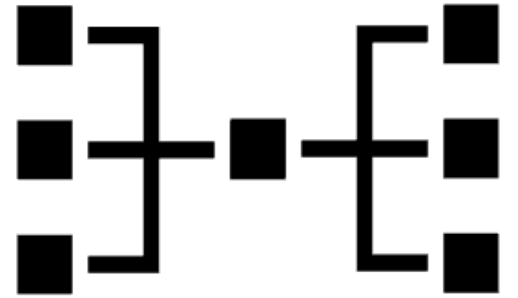
Flat Model



Master/Detail



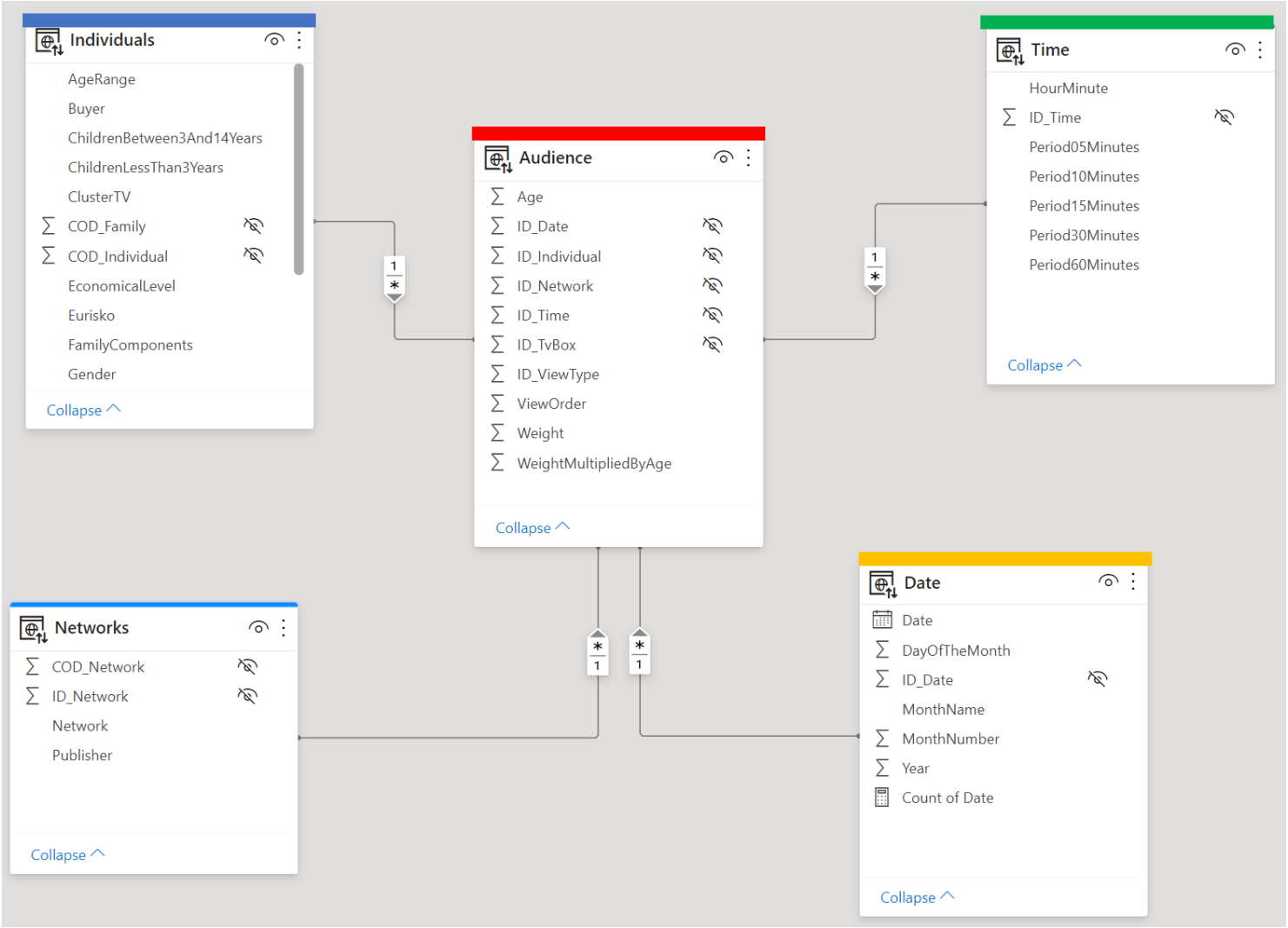
Dimensional





# MODELING

Audience	
FamilyComponents	
Gender	
Geography	
GeographyRegion	
HasMoreThan4Years	
HourMinute	
Σ ID_Date	
Σ ID_Individual	
Σ ID_Network	
Σ ID_Time	
Σ ID_TvBox	
Σ ID_ViewType	
Inhabitants	
Instruction	
MonthName	
Σ MonthNumber	
Network	
Period05Minutes	
Period10Minutes	
Period15Minutes	
Period30Minutes	
Period60Minutes	
Publisher	
Σ ViewOrder	

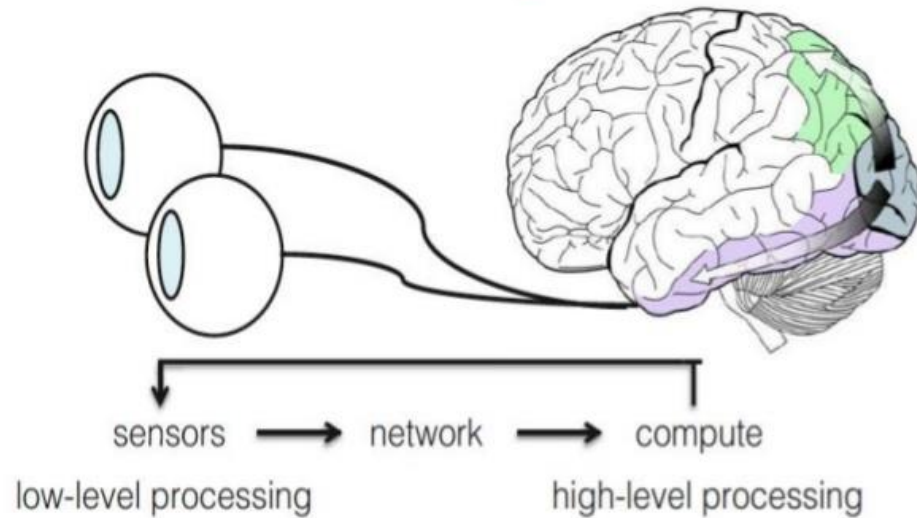


**THE UGLY**

**I MIGHT STILL BE UGLY, BUT I USED TO BE UGLIER**

# DESIGN

Nearly half of a human brain is dedicated to vision – it is our strongest human sense ...

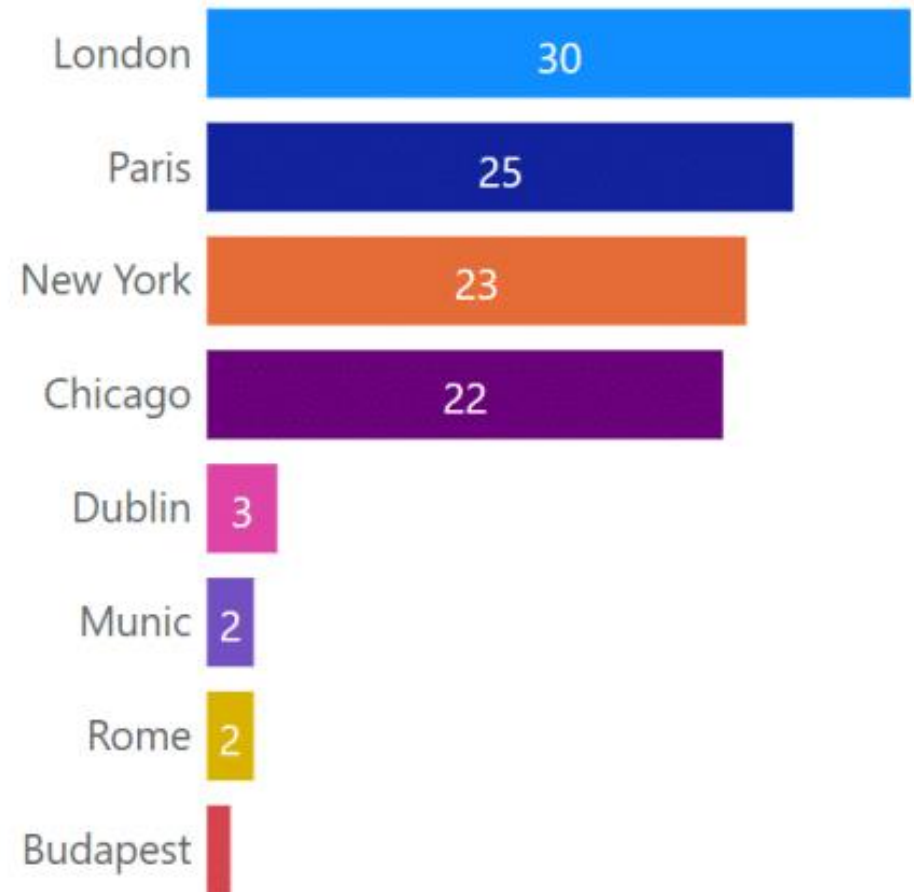
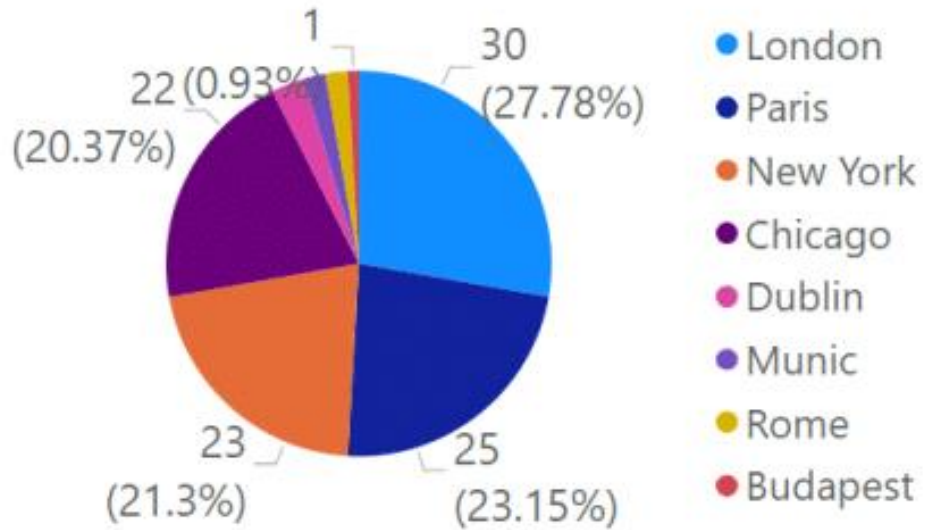


... and it is **MORE** effective at remembering.

	IMMEDIATE RECALL	AFTER 3 DAYS
PICTURE	98%	65%
SOUND (SPEECH)	90%	10%

# DESIGN – choice of charts

## 3<sup>rd</sup> City by Revenue?!?



# DESIGN – context is a King

## How was our last Quarter?

YTD Sales

**\$3,105K**

Budget: \$2,500K

YTD Volume

**12,789**

Forecast: 15,000

YTD Margin

**3.6%**

Prev Year: 4.7%

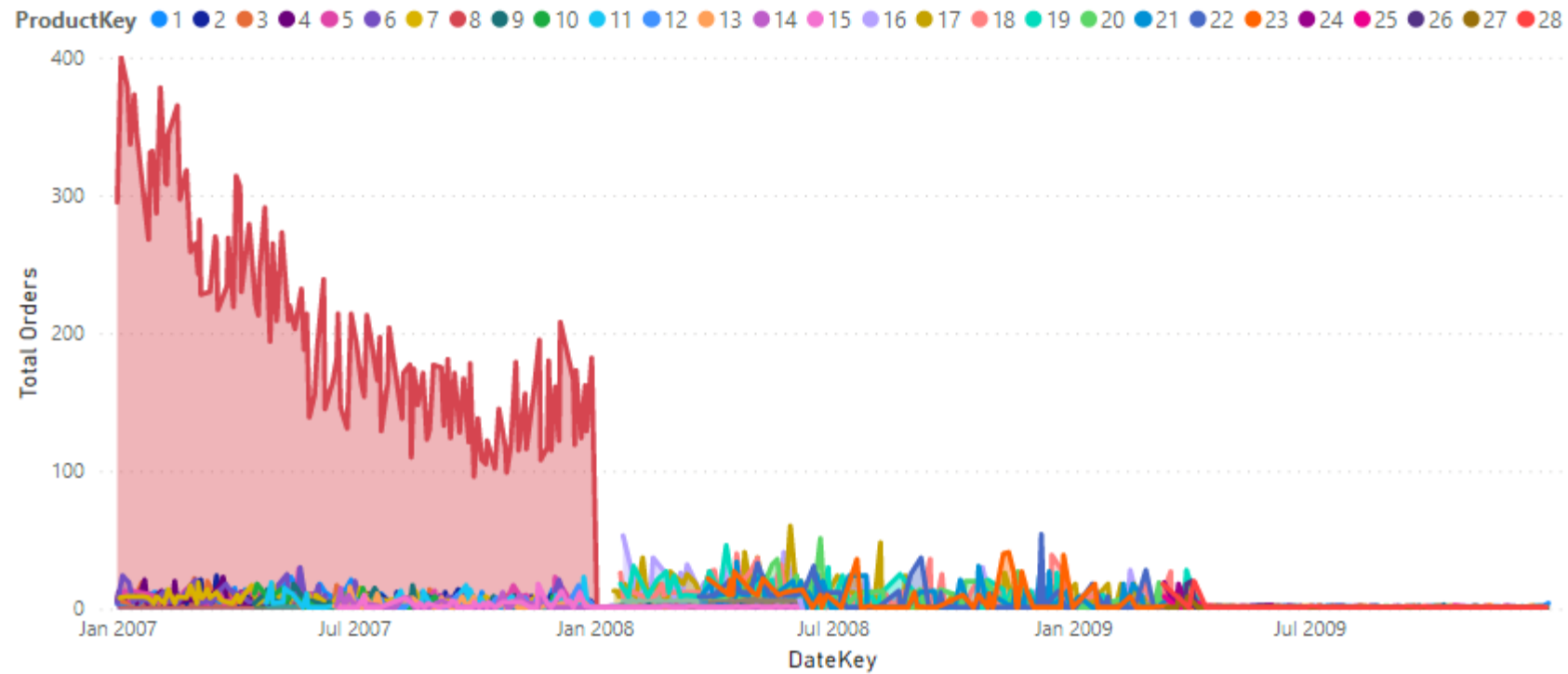
Total Customers

**11,008**

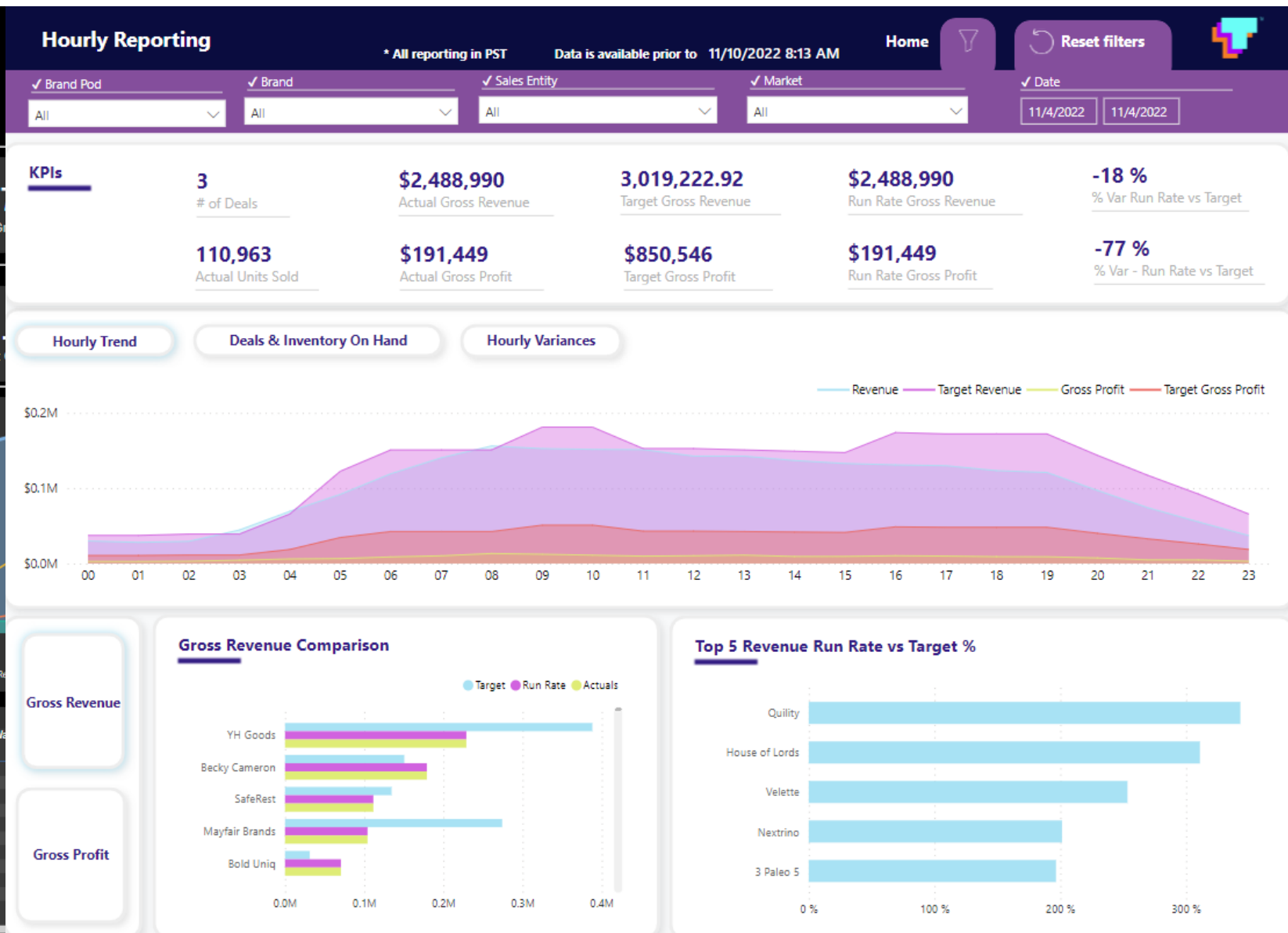
Prev Year: 10,350

# DESIGN – readability

Total Orders by DateKey and ProductKey



# DESIGN – just feels better 😊



Let's stay in touch



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Data Jazzers

*Thank  
You!*