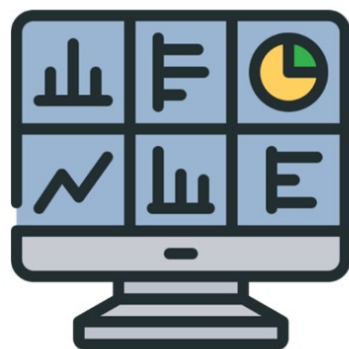




HAVENS

CONSULTING



Demystifying Visualizations and Enhancing Report Design in Power BI

Introducing Power BI Reporting

Power BI Desktop

- **Power BI Desktop is:**

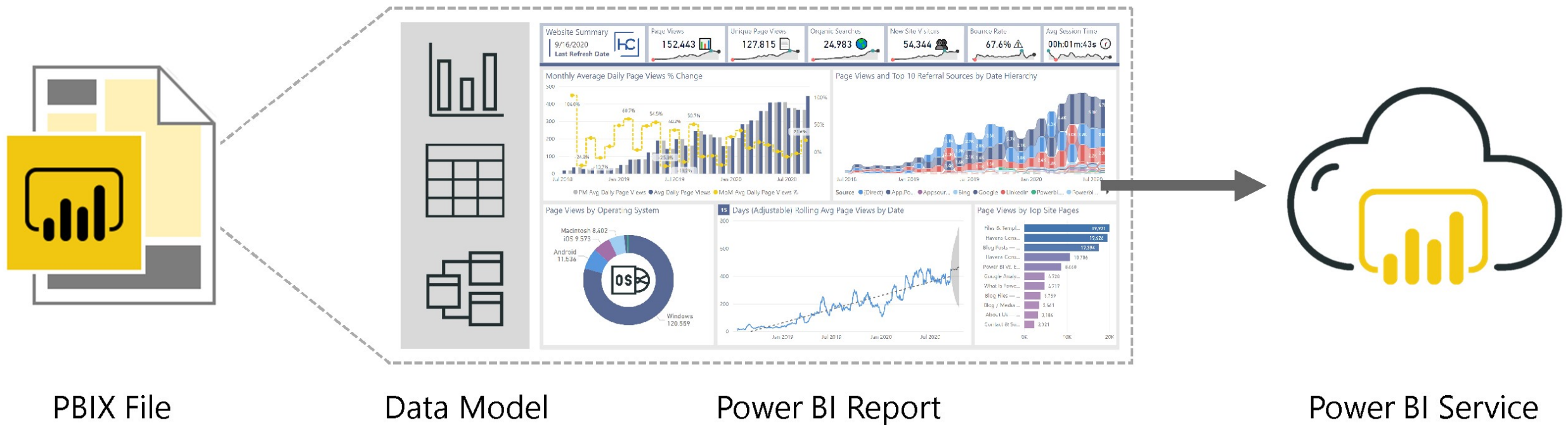
- A versatile report authoring and modeling tool
- A companion application to the **Power BI Service**
- Downloadable for free as a 32- or 64-bit desktop application
- Supported for Windows only
- Intended for use by report and model developers
- Also receives (*at least*) monthly feature updates



Introducing Power BI

Power BI Desktop

- Power BI Desktop produces a single file that has a **PBIX** extension
 - The file is intended to be published to the Power BI Service



Licensed

9/16/2020

Last Refresh Date



Page Views

152,430



Unique Page Views

127,804



Organic Searches

24,979



New Site Visitors

54,338



Bounce Rate

67.6%

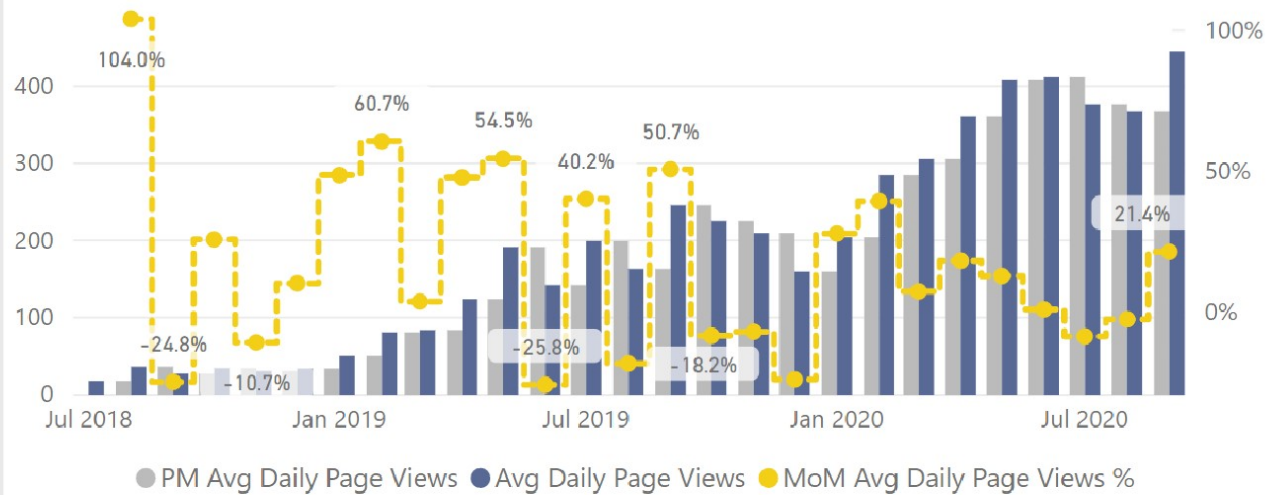


Avg Session Time

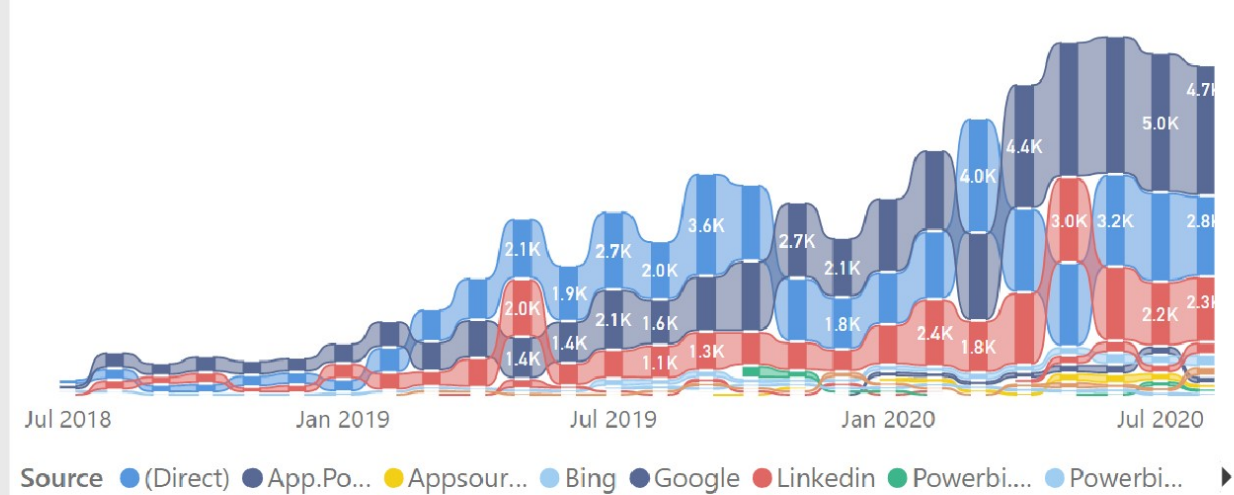
00h:01m:43s



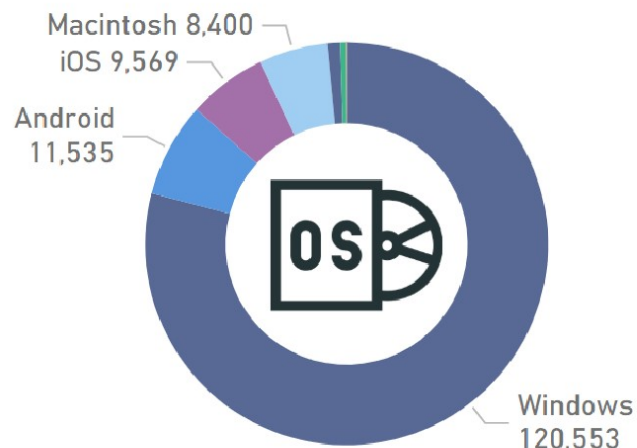
Monthly Average Daily Page Views % Change



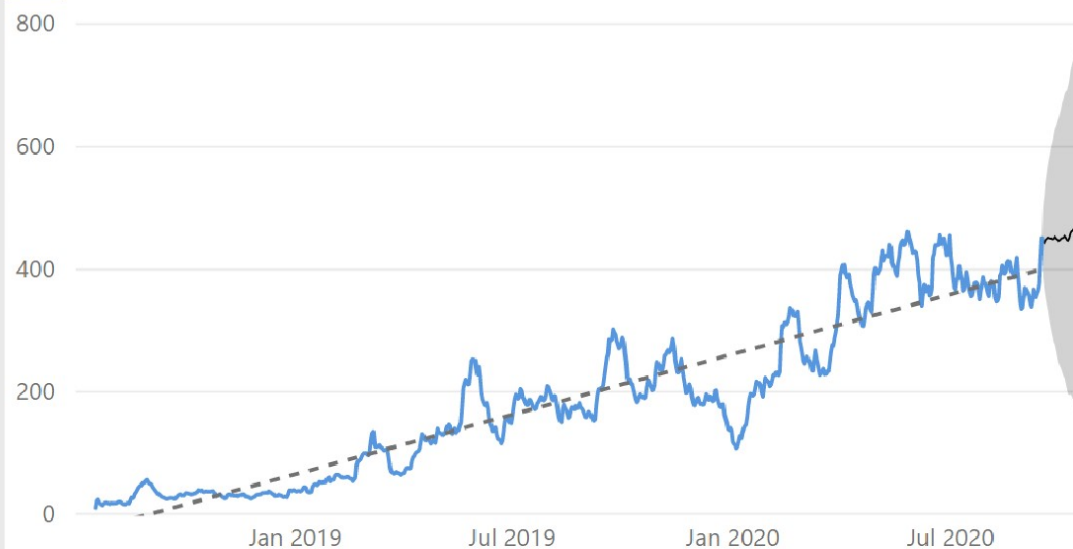
Page Views and Top 10 Referral Sources by Date Hierarchy



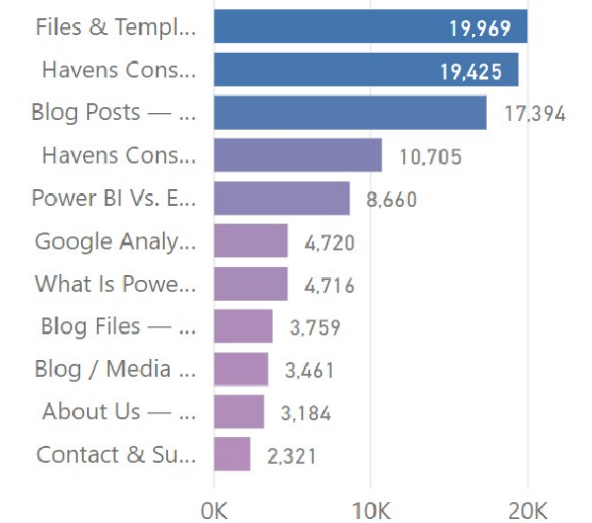
Page Views by Operating System



15 Days (Adjustable) Rolling Avg Page Views by Date



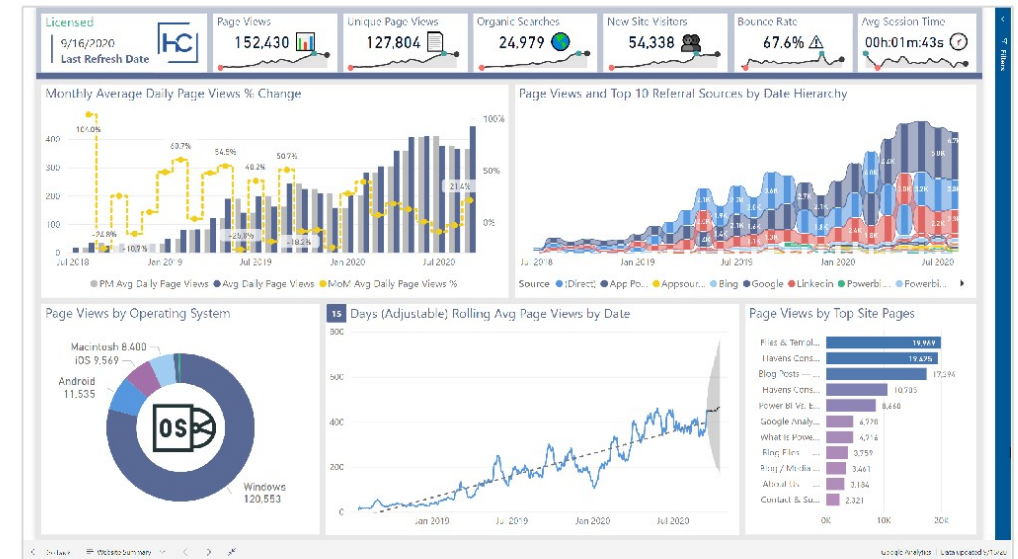
Page Views by Top Site Pages



Introducing Power BI

Reports

- A **report** is a set of visuals and report objects – designed to allow users to *explore* and *interact with data*
- **User interactions** include:
 - Slicing, filtering, and visual cross-filtering
 - Sorting (*visuals*)
 - Drill down/up (*visuals*), drill through (*pages*)
 - Page navigation
 - Bookmarks, focus mode, spotlight, AI insights
- Can be developed in *Power BI Desktop* – or the *Power BI service*
- Can be shared





Ask a question about your data

Opportunity Count

487

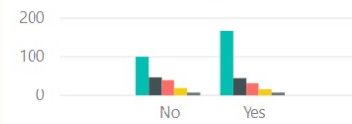
Opportunity Count BY PARTNER DRIVEN, OPPORTUNITY...

Opport... Small Medium Large

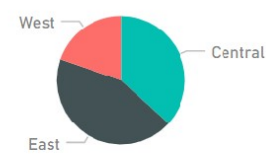


Opportunity Count BY PARTNER DRIVEN, SALES STAGE

Sales St... Lead Qualify Solution



Opportunity Count BY REGION

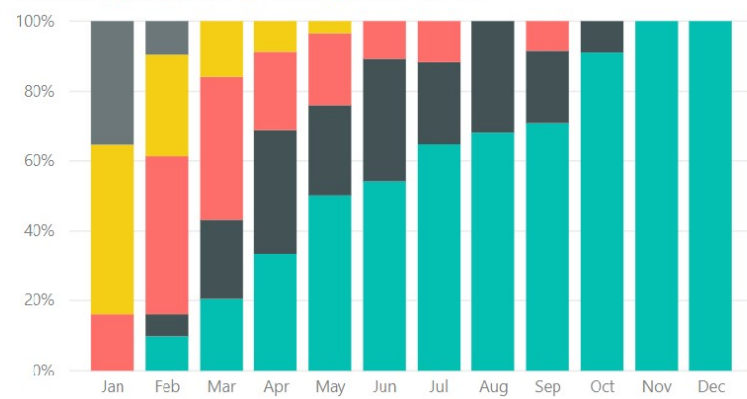


Revenue

\$2bn

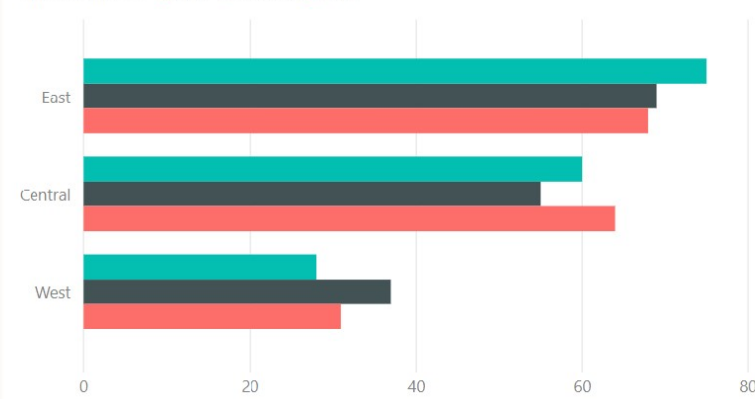
Opportunity Count BY MONTH, SALES STAGE

Sales Stage Lead Qualify Solution Proposal Finalize

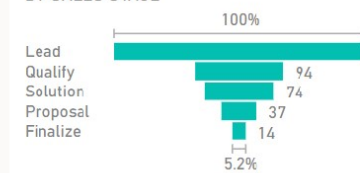


Opportunity Count BY REGION, OPPORTUNITY SIZE

Opportunity Size Small Medium Large



Opportunity Count BY SALES STAGE



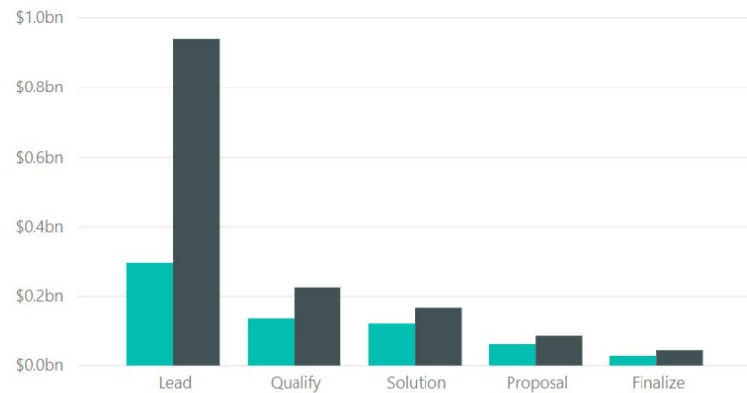
Average Revenue BY PARTNER DRIVEN, OPPORTUNITY...

Opport... Small Medium Large



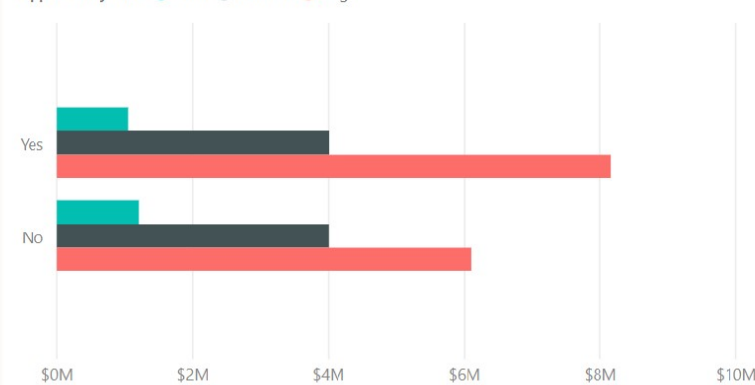
Revenue BY SALES STAGE, PARTNER DRIVEN

Partner Driven No Yes



Average Revenue BY PARTNER DRIVEN, OPPORTUNITY SIZE

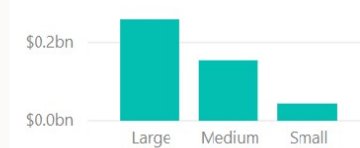
Opportunity Size Small Medium Large



Factored Revenue

\$461M

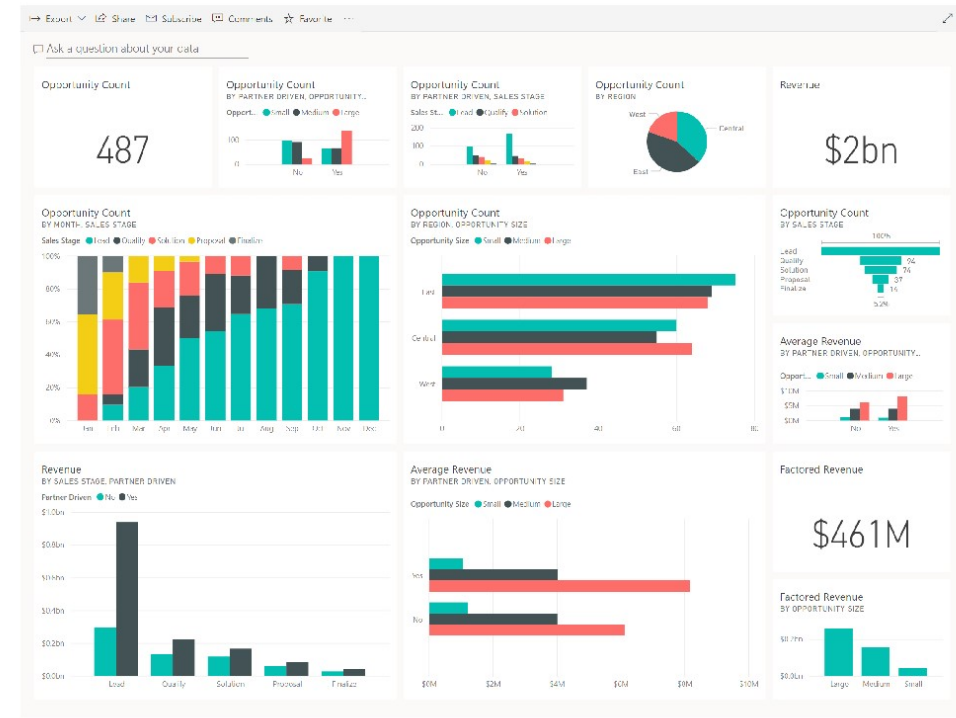
Factored Revenue BY OPPORTUNITY SIZE



Introducing Power BI

Dashboards

- A Power BI **dashboard** is an *entryway* into underlying reports and datasets – and are intended to monitor data at-a-glance
- Displays a selected set of tiles on a single page
 - Tiles deliver up-to-date data from underlying datasets – and do not require refresh
- Can be created by pinning visuals from one or more *reports and* datasets
- Can include the *Q&A experience*
- Can be *shared*



HC

Power BI

Google Analytics

Google Analytics | Data updated 9/16/20

New look on

Search

Pages

Export

Share

Subscribe

Comments

Chat in Teams

Favorite

Reset to default

Bookmarks

View

Home

Favorites

Recent

Apps

Shared with me

Learn

Workspaces

Google Analytics

Dashboards

Reports

Google Analytics

Workbooks

Datasets

Dataflows

Website Summary

Day/Time Details

Map Analytics

Key Influencers

Decomposition Tree

Site Speed

Licensed

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Monthly Average Daily Page Views % Change



Month	PM Avg Daily Page Views	Avg Daily Page Views	MoM Avg Daily Page Views %
Jul 2018	~20	~20	~0%
Jan 2019	~50	~50	~10.7%
Jul 2019	~150	~150	~25.8%
Jan 2020	~250	~250	~18.2%
Jul 2020	~350	~350	~21.4%

Page Views and Top 10 Referral Sources by Date Hierarchy



Source	Direct	App.Po...	Appsour...	Bing	Google	Linkedin	Powerbi...	Powerbi...
Jul 2018	~1.4K	~1.4K	~1.4K	~1.4K	~1.4K	~1.4K	~1.4K	~1.4K
Jan 2019	~2.1K	~2.1K	~2.1K	~2.1K	~2.1K	~2.1K	~2.1K	~2.1K
Jul 2019	~2.7K	~2.7K	~2.7K	~2.7K	~2.7K	~2.7K	~2.7K	~2.7K
Jan 2020	~3.6K	~3.6K	~3.6K	~3.6K	~3.6K	~3.6K	~3.6K	~3.6K
Jul 2020	~4.4K	~4.4K	~4.4K	~4.4K	~4.4K	~4.4K	~4.4K	~4.4K

Page Views by Operating System



OS	Page Views
Windows	120,553
Android	11,535
iOS	9,569
Macintosh	8,400

15 Days (Adjustable) Rolling Avg Page Views by Date



Page Views by Top Site Pages



Page	Page Views
Files & Templ...	19,969
Havens Cons...	19,425
Blog Posts — ...	17,394
Havens Cons...	10,705
Power BI Vs. E...	8,660
Google Analy...	4,720
What Is Powe...	4,716
Blog Files — ...	3,759
Blog / Media ...	3,461
About Us — ...	3,184
Contact & Su...	2,321

Filters

Search

Filters on this page

Visitor Source is (All)

Visitor Medium is (All)

Filters on all pages

Date is (All)

Month is (All)

Quarter is (All)

Year is (All)

Continent is (All)

Country is (All)

State/Region is (All)

City is (All)

Page Title is (All)

Visitor O/S is (All)

Visitor Language is (All)

Hour Visited AM/PM is (All)

Get data