

**CONCEPT** We live in a data-driven culture, where company decisions occur based on facts, not opinions. People need real data to make decisions. Working colleagues send all types of reports, spreadsheets, emails with charts, and even printed handouts. When data and information is gathered, it is necessary to interpret what is relevant to support everyday business operations. Utilizing Power BI can consolidate your data into a useful report.



## BACKGROUND

Power BI is a tool which can help both IT personnel and general business users create dynamic and engaging data dashboards to communicate trends with their team. These reports assist data-driven decisions and also share insights within their companies.

### FOR A POWER BI BUSINESS USER, THE FIVE BUILDING BLOCKS ARE:

- 1.) visualizations: a type of chart built by Power BI designers/users.
- 2.) dashboard: a single screen with interactive visuals, text, and graphics.
- 3.) reports: one or more pages of interactive visuals, text, and graphics. Together they make up a single report.
- 4.) apps: a way for designers to bundle and share related dashboards and reports together.
- 5.) datasets: contain the data.

## APPLICATION

### WHY USE A POWER BI DASHBOARD?

- To quickly see organized information needed to make decisions.
- To monitor the most-important business information.
- To ensure uniformity among colleagues that everyone is viewing the same information and using the same data.
- To monitor the health of a business product, business unit or marketing campaign.