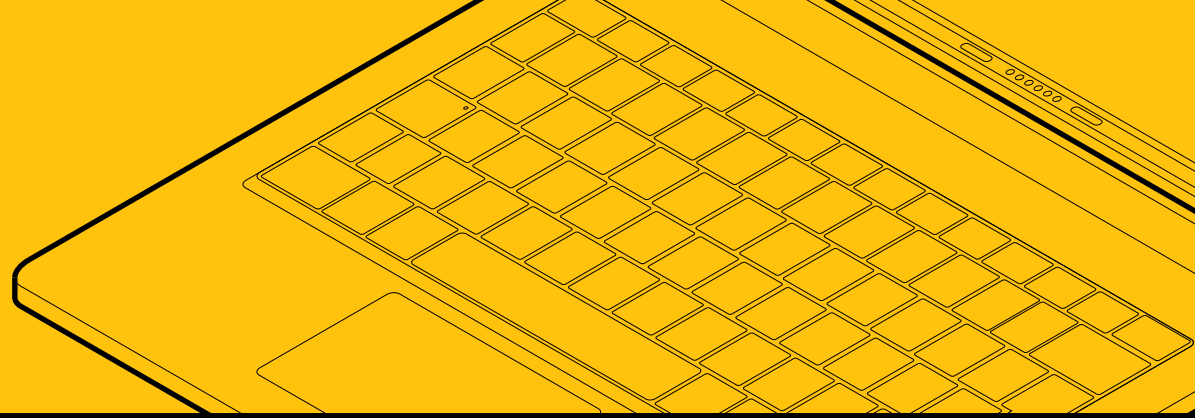
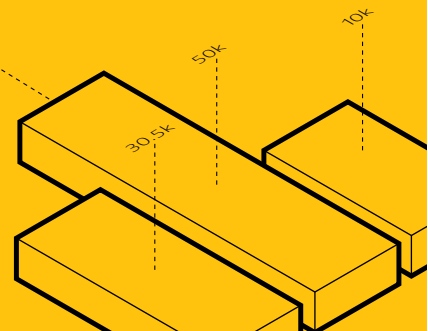


Microsoft Power BI



The DIY Guide to Dazzling Data

It's never been easier to delight colleagues, dazzle bosses, and boost your value in the workplace.



Introduction

Data is the lifeblood of today's corporate world. Organizations capture more data than ever before, on every aspect of the business. Data analysis has taken center stage as a driver of success.

As a data analyst, your executive team relies on you to collect critical data from multiple sources, clean it, shape it, and present insights that drive critical business decisions. With Microsoft Power BI, you don't have to be a master storyteller to tell amazing stories with data. Within minutes, you can create an end-to-end data journey that leads to stunning visualizations your stakeholders can easily understand and use.

In this guide, you will discover how Power BI allows you to analyze data more quickly and easily than ever before. Even better, you will learn how to create dashboards that empower your data end users with DIY insights they can use whenever, wherever.

Read on to start dominating the complex data streams that shape the future of your business.

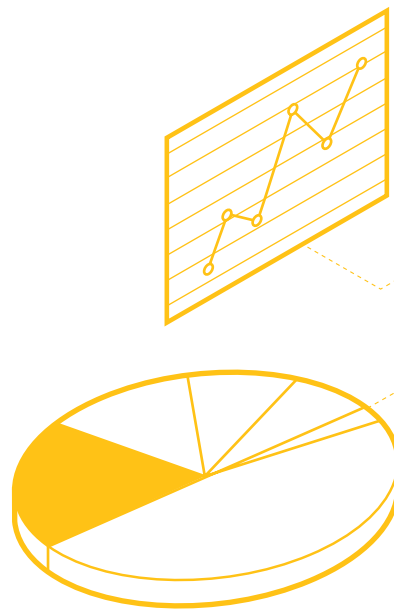


Table of Contents

Part One: A Better Way to Better Data

Reclaim hours in your busy day when you discover how Power BI allows you to easily collect, transform, clean, and shape your data.

Page 4 – Connect to ALL Your Data with Ease

Page 6 – Transform and Clean Your Data in Less Time

Page 7 – Create Robust Data Models Intuitively

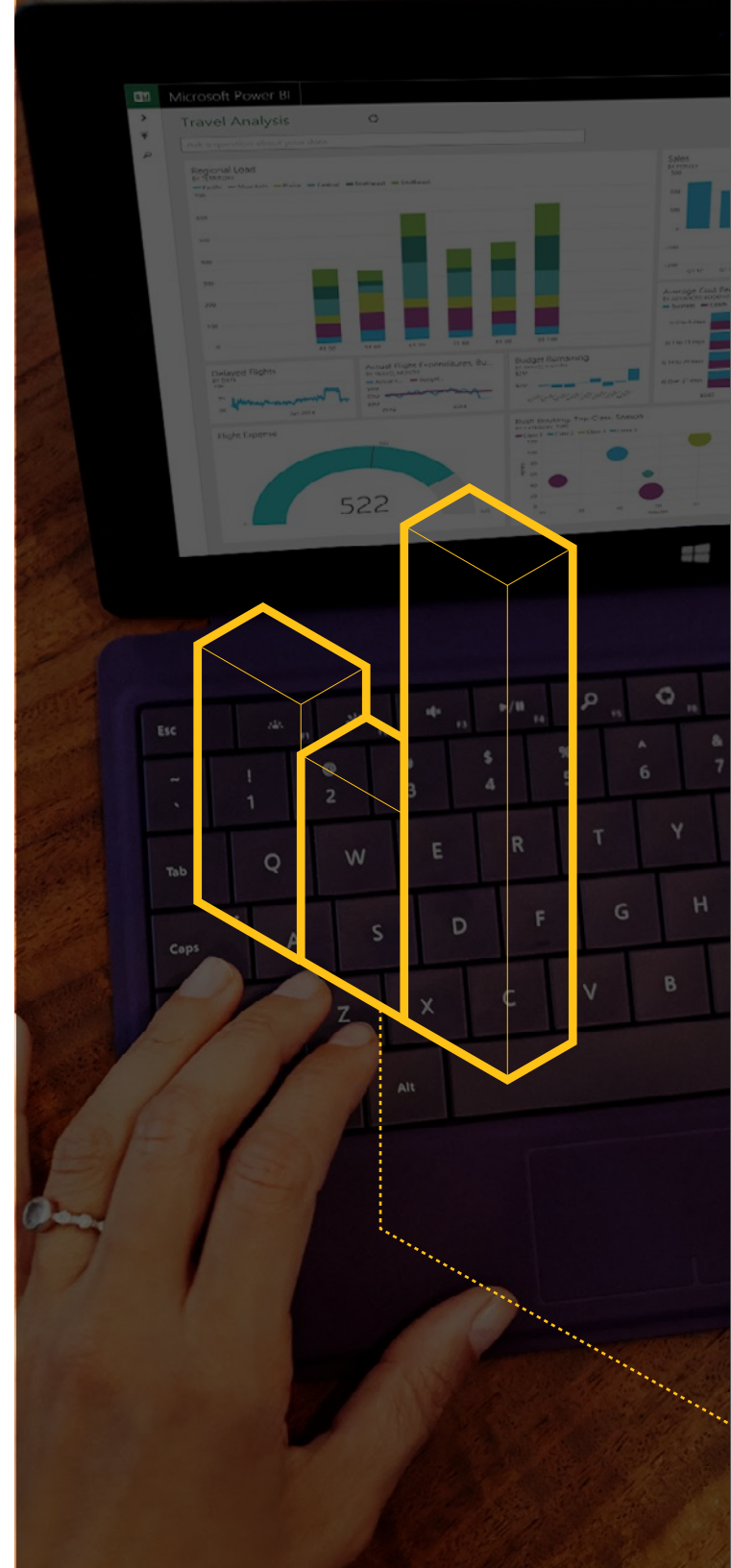
Part Two: Bring Your Data to Life

Create and share rich, interactive visuals that allow your stakeholders to stay in the know, spot trends in real time, and push your business further.

Page 9 – Creating Stunning Interactive Reports in Seconds

Page 10 – Dazzle Executives in Real Time

Page 12 – Empower Stakeholders to Dazzle Their Data Through Sharing



Part One:

A Better Way to Better Data

Quickly and easily compile and analyze data from multiple sources

Part One:

A Better Way to Better Data

Connect to ALL Your Data with Ease

Your business generates a mountain of information from a wide variety of sources. It may seem like you spend more time searching for and compiling data than you spend on actual analysis.

With Power BI, you can gather all your critical data in one place. Spend less time searching and more time on the analytics and insights that matter to you and your company. Power BI is designed to work with a wide variety of data sources:

- Data from Excel and Power BI Desktop files
- SaaS applications such as Google Analytics, Salesforce, and many more
- Databases and other datasets, such as Azure SQL Database, and SQL Server Analysis Services tabular data

It doesn't matter if your data is on-premises, in the cloud, or is hosted on a public domain. Power BI lets you connect to it and put it to work for you. See how it works with an external data source like Quickbooks Online.

[Watch Video](#)



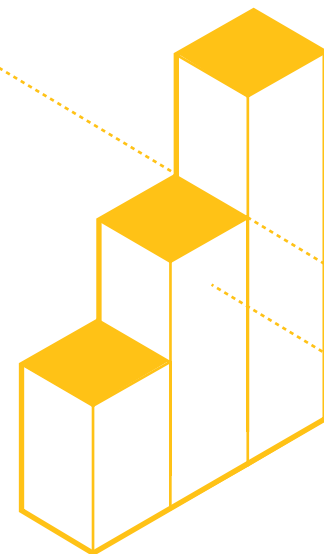
Part One:

A Better Way to Better Data

Connect to **ALL Your Data with Ease** (Continued)

It doesn't matter if your data is on-premises, in the cloud, or is hosted on a public domain. You can connect to all your data through Power BI and put it to work for you.

Don't want your data in the cloud? No problem. Power BI offers live connectivity to on-premises data that lives inside your organization.



Part One:

A Better Way to Better Data

Transform and Clean Your Data in Less Time

Getting data ready to analyze can be a time-consuming chore. Power BI makes it much simpler.

Take back hours in your day by using Power BI's intuitive interface to perform all your data cleanup, shaping, and modeling.

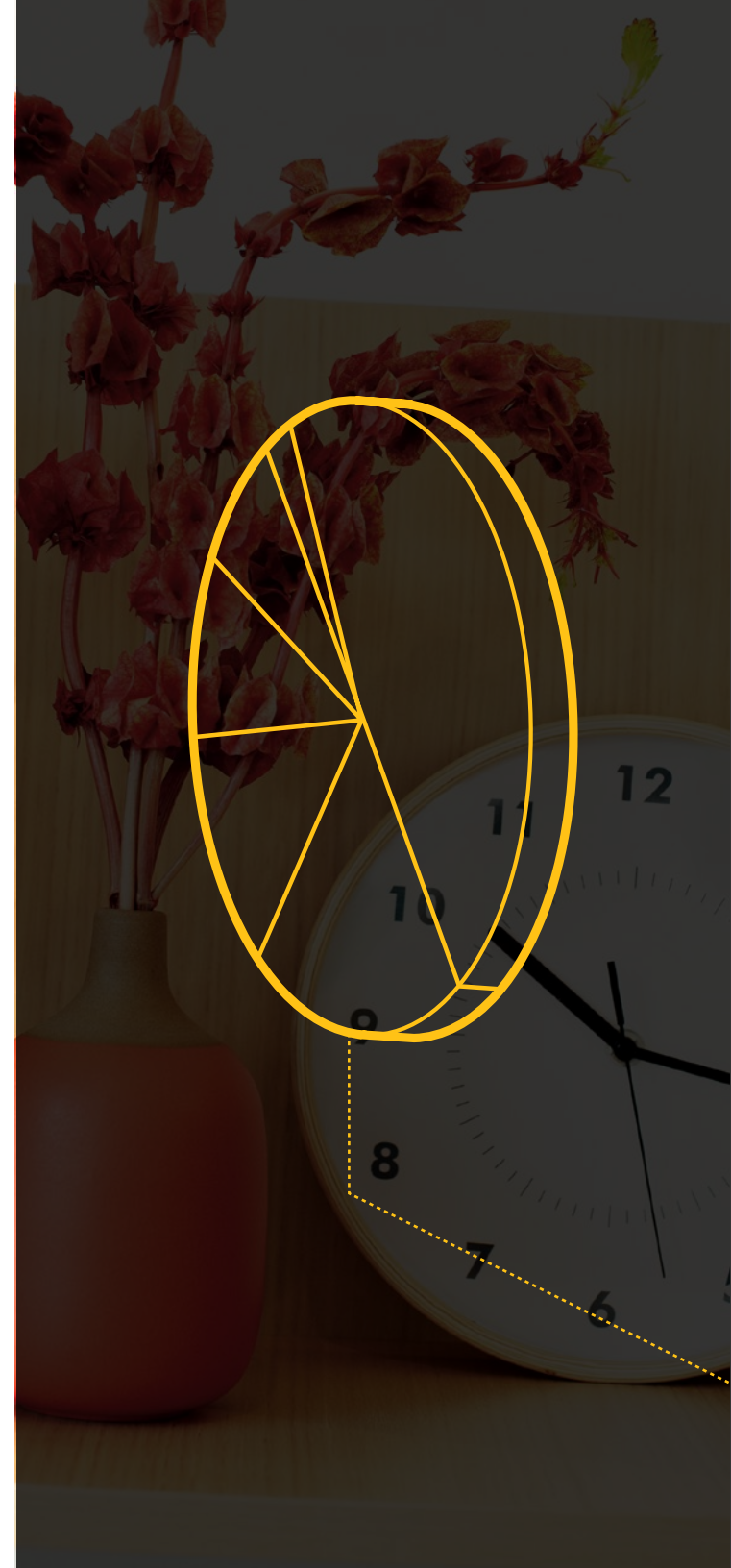
Power BI integrates with proven Microsoft technologies such as Excel, and you can also use the powerful Query Editor to build queries and transform your data using natural language.

What to do with all the time you save?

Why not use Power BI to find a movie to watch?

Check out the video below to discover how Power BI's Query Editor allows you to transform data from IMDB's top 250 movie rankings into compelling visuals.

[Watch Video](#)



Part One:

A Better Way to Better Data

Create Robust Data Models Intuitively

Power BI is a powerful, flexible tool that makes it easier to shape your world of data. You can effortlessly create robust data models, then use Power BI's visualization tools to create stunning interactive reports.

Now that you've connected to all your data and shaped it to build robust data models, read on to discover how to bring your data to life.

Seen enough?

Everything you've seen to this point can be accomplished in Power BI Desktop – an elegant end-to-end solution for building analytics for the Power BI Service. Get started for free and begin crafting your own data stories today.

[Download Power BI Desktop](#) for free and start crafting your own data stories today.

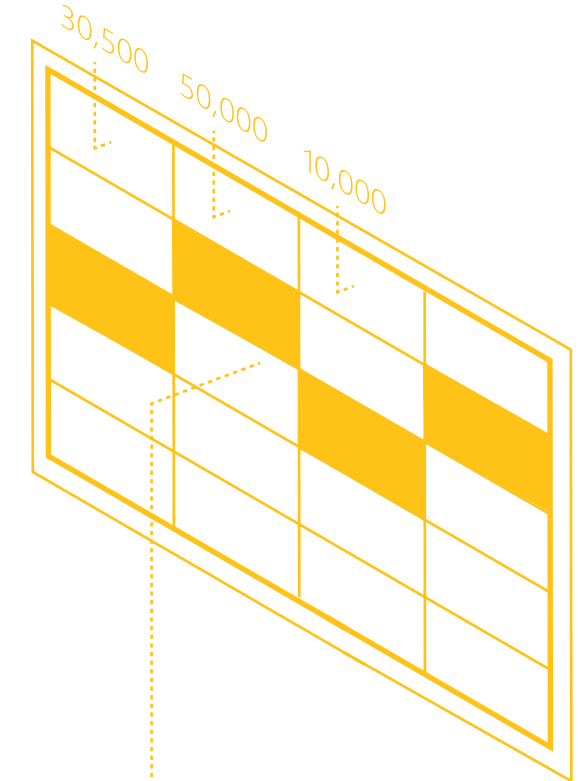
Prefer to watch Power BI in action rather than read about it?

Check out the video below for a high-level overview of Power BI Desktop.

[Watch Video](#)

Learn how to build stunning reports using Power BI Desktop.

[Watch Video](#)



A group of people in a meeting, with a woman in the foreground pointing at a whiteboard. The whiteboard displays several colorful, elongated shapes, possibly representing data points or a chart. The scene is dimly lit, with the whiteboard being the primary light source.

Part Two:

Bring Your Data to Life

Create and share intuitive visualizations that tell your data's story

Part Two:

Bring Your Data to Life

Creating Stunning Interactive Reports in Seconds

Imagine asking, “Which territory had the lowest lead-to-close ratio last month?” and getting a stunning, interactive visualization as an answer. Ask questions using your natural language with Power BI. Get the charts and graphs you want as your answer.

Want to target your most profitable customers?

Just ask.

Need to know how many new leads your campaign generated today?

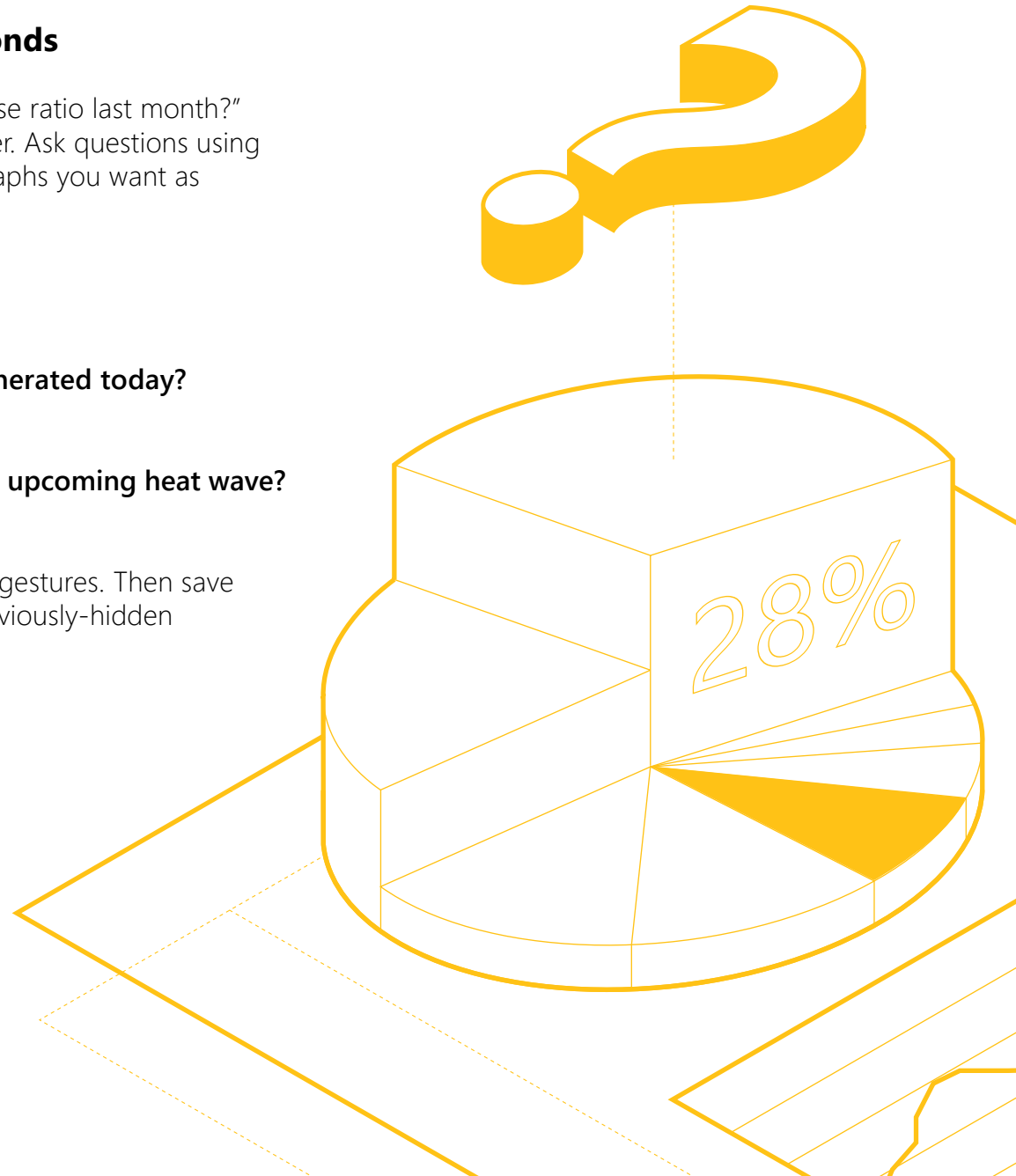
Just ask.

Which products need to be in your inventory before the upcoming heat wave?

Just ask.

You can also craft data stories using simple drag-and-drop gestures. Then save your insights as beautiful, interactive reports that reveal previously-hidden stories in your data.

Watch Video



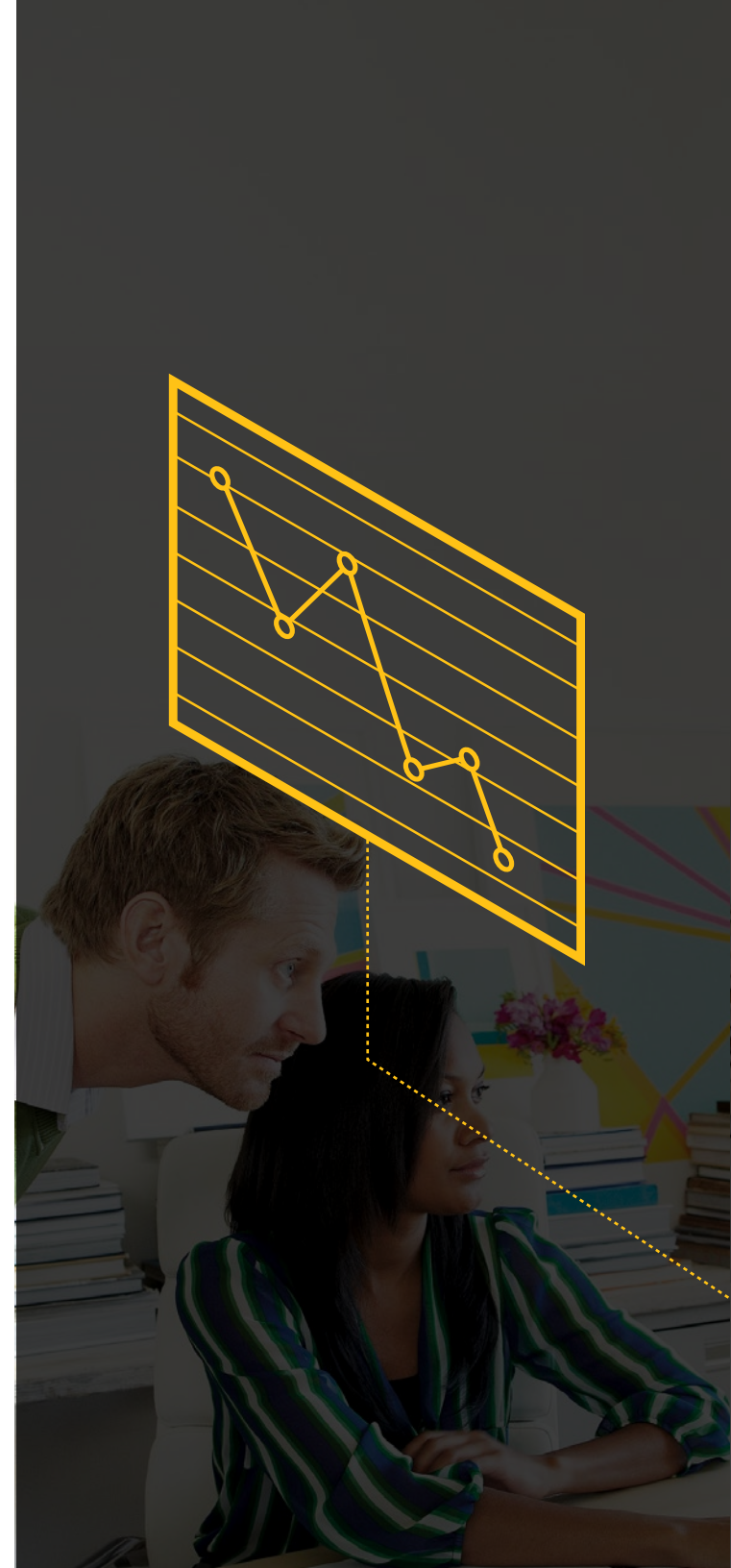
Part Two:
Bring Your Data to Life

Dazzle Executives in Real Time

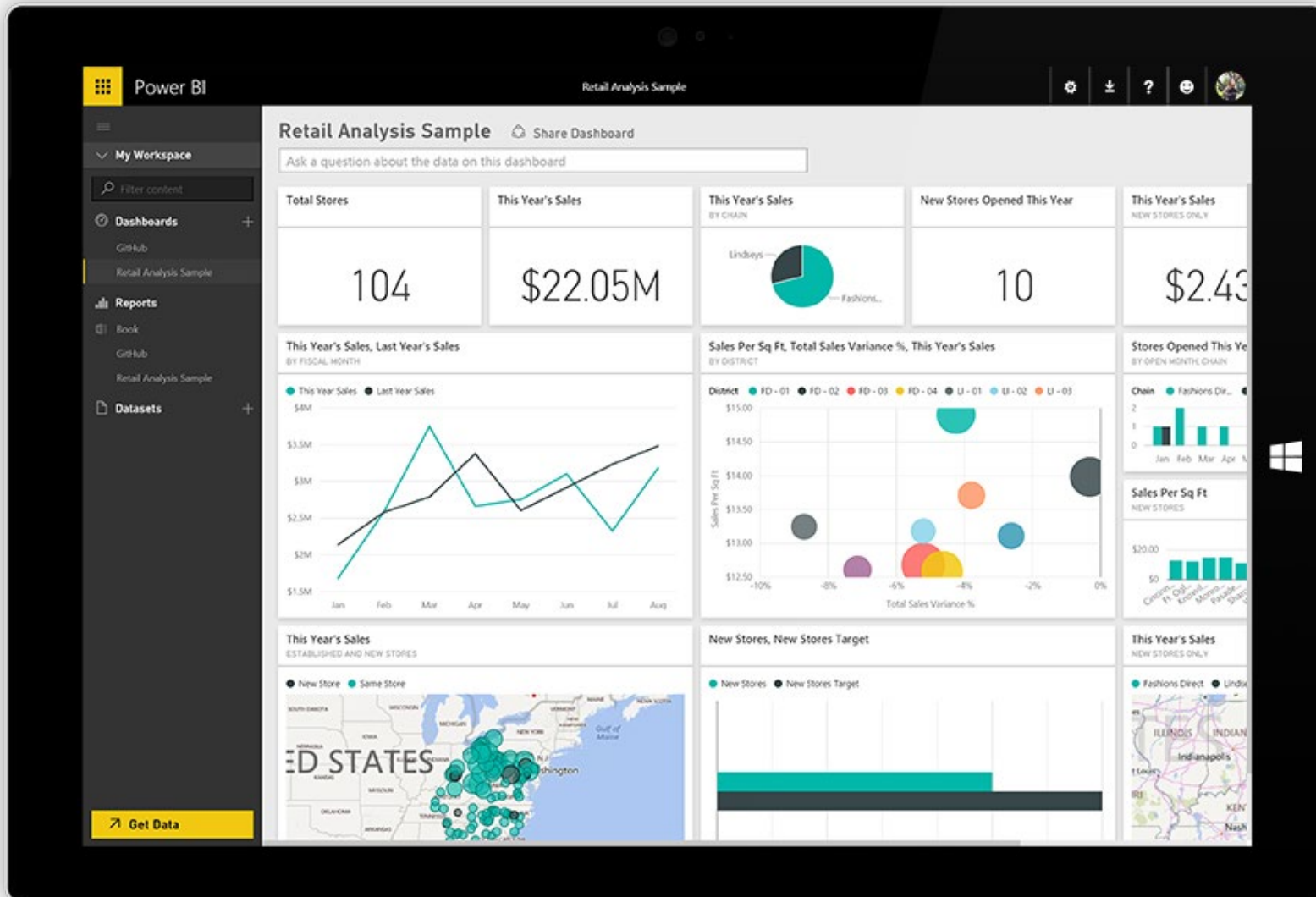
The moment you make a connection with your data, whether it's in the cloud or on-premises, you can schedule automatic refreshes for that data. There's no need to manually refresh every time you need new data. You can schedule refreshes to occur every week, day, even on the hour.

Imagine the look on your executive's faces when they see the charts and graphs on their personalized dashboard change as new data rolls in.

And speaking of personalized dashboards...



Part Two:
Bring Your Data to Life



Part Two:

Bring Your Data to Life

Empower Stakeholders to Share Dazzling Data

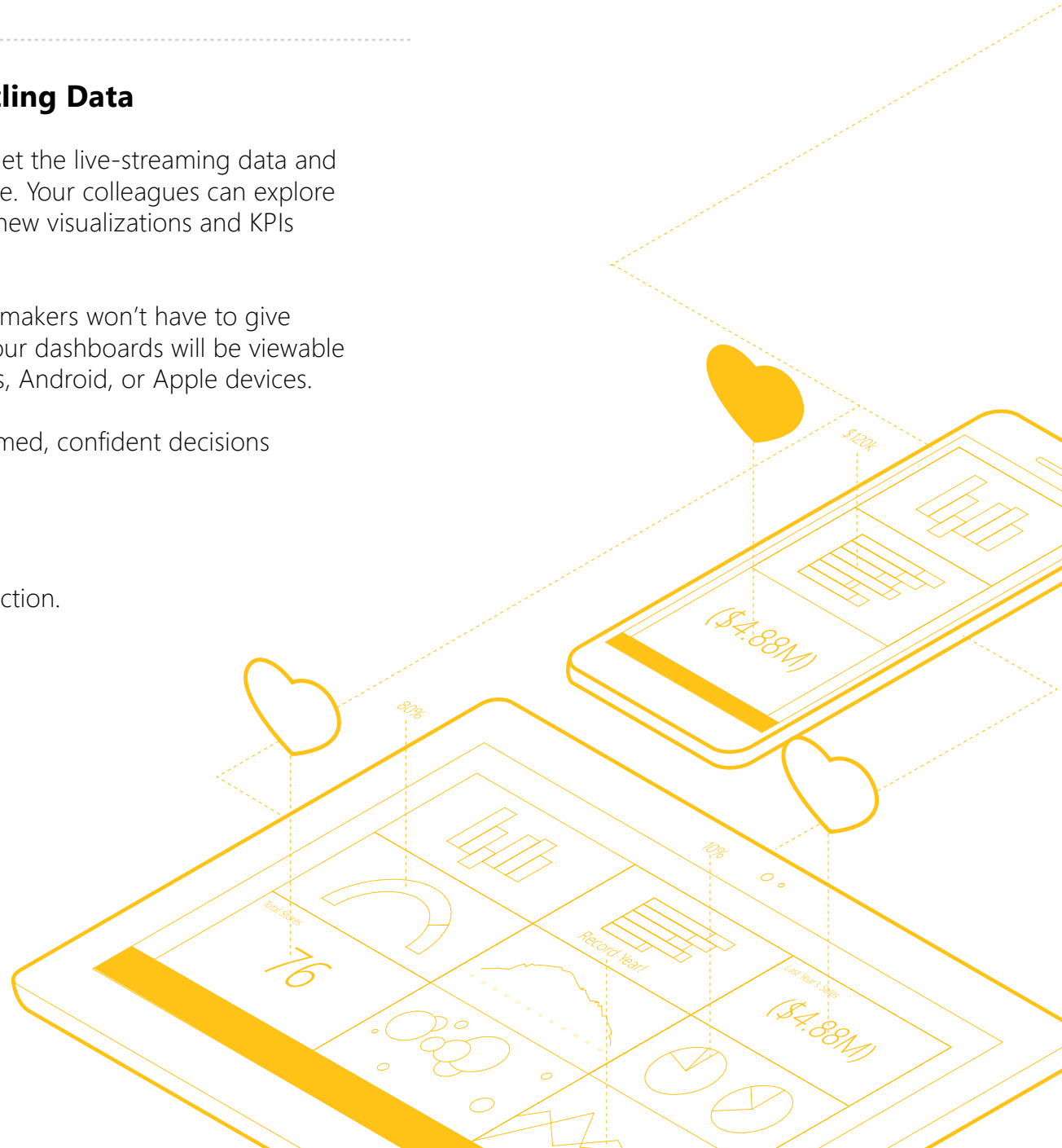
With personalized dashboards, your end-users get the live-streaming data and visualizations they need, all collected in one place. Your colleagues can explore and discover new insight, and they can also pin new visualizations and KPIs to your dashboards to monitor performance.

And your executives, stakeholders, and decision makers won't have to give up access to the data when they're on the go. Your dashboards will be viewable on phones and tablets, whether they're Windows, Android, or Apple devices.

You can be the person who enables timely, informed, confident decisions at your company.

And you can get started for free.

See the Power BI [end-to-end data journey](#) in action.



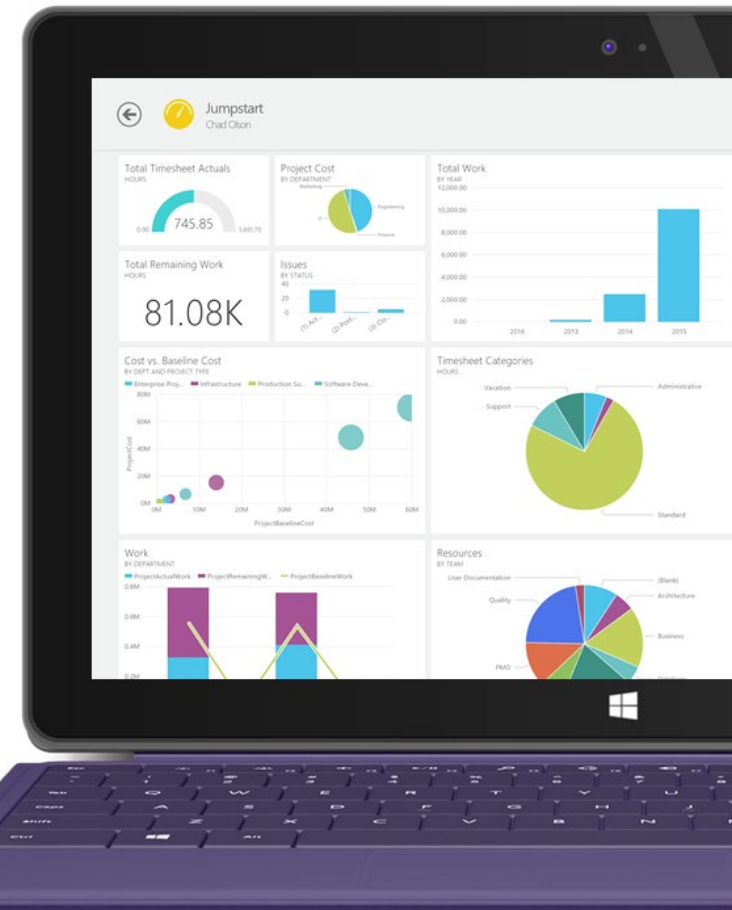
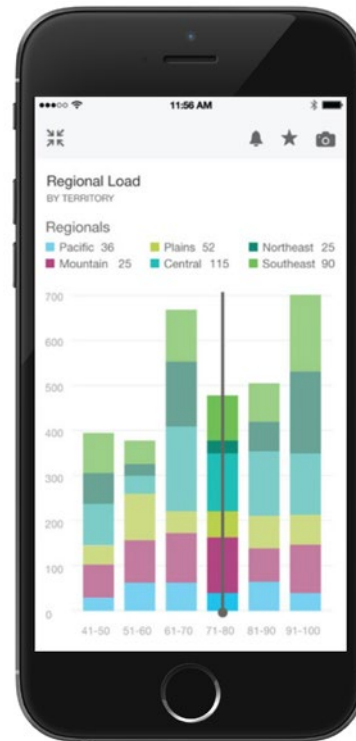
Start Dazzling your Data

Power BI Desktop and Power BI Service combine to form an elegant end-to-end data journey that allows data analysts to create amazing visual representations that data consumers can immediately put to use.

Download Power BI Desktop for free and create stunning data visualizations in minutes.

Download Now

Then, help your stakeholders dazzle their data, too. Encourage your colleagues to sign up for free at powerbi.microsoft.com so they can access and act upon the amazing data you share with them.



Microsoft Power BI

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