



Zero to beautiful:

6 Ways Companies Can Illustrate Data Using Microsoft Power BI

No matter which segment your business is in, the ability to create articulate presentations that effectively convey the meaning of data and help your audience connect with information in a meaningful way is essential.

How essential? Enough to impact your bottom line. It is anticipated that by 2020 nearly \$430B will be gained in extra productivity by businesses who are able to analyze all relevant data and deliver actionable information.⁽¹⁾

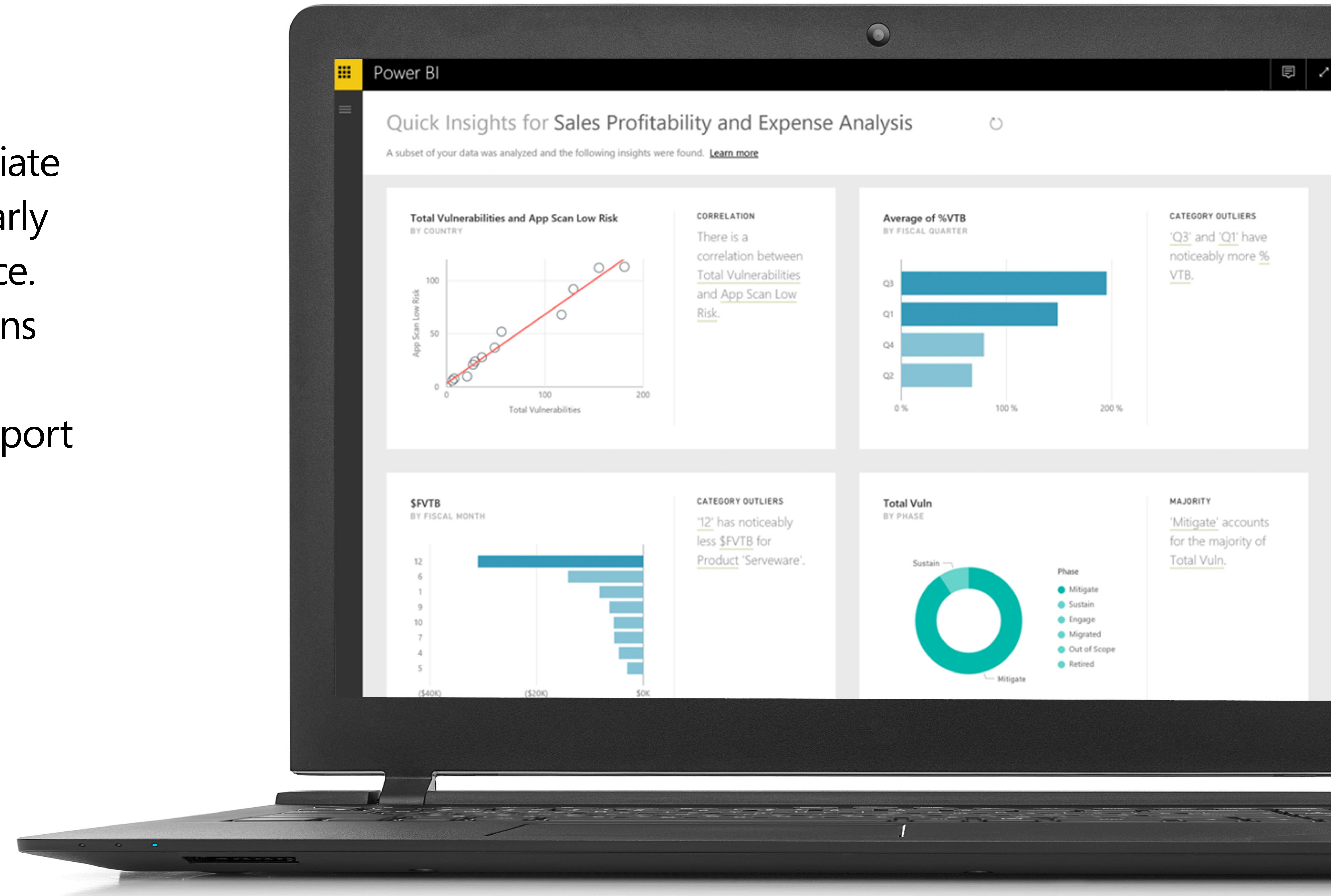
With Power BI in your toolbox, you can easily synthesize best practices and team strategies, choose charts and data sources, and share insights, explorative and interesting stories—all through visualizations that delve deeper into the stories behind your data.

Ready to jump in? Here are six ways you can use Microsoft Power BI to help you better visualize your data.

⁽¹⁾ IDC “Futurescape Worldwide Big Data and Analytics 2016 Predictions.” November, 2015.

#1 – Build Your Dream Dashboard

Business decision makers appreciate clear and concise reporting that quickly tells a company's informational stories, while data analysts appreciate a comprehensive, visual dashboard that can clearly organize information in one multifunctional place. Through its live dashboards and rich visualizations of data that live on a freeform drag-and-drop canvas, Power BI can be fully customized to support the data visualization needs of any member of your organization.



It only takes a few seconds to get started illustrating and monitoring data on a Microsoft Power BI dashboard, and you can begin with out-of-the-box configurations for services like Microsoft Excel, Google Analytics, Salesforce, and Microsoft Dynamics. Create multiple dashboards to serve up different facets of your data first.

Microsoft Power BI Highlights:

- Dashboards are an entryway to data sets that fuel reports.
- Display prioritized visualizations illustrating top KPIs on a “featured” dashboard.
- Monitor your business with key metrics at a glance.
- Customize and interact with your data as it changes in real time.
- Set alerts to be notified when certain conditions are met.
- Combine multiple data sources to illustrate data’s larger implications.

#2 – Harness The Power Of Cloud-Based BI

Businesses looking to increase productivity, foster collaboration, or bolster operational efficiency and reduce costs can benefit from an agile, cloud-based BI solution that delivers advanced analytics on a constant basis. With Microsoft Power BI running on the Microsoft Azure cloud, users can connect to real-time data and, in turn, improve and accelerate collaboration, communication, and decision making.



Cloud-based business solutions provide a platform for constant innovation and real-time updates, so you can have complete confidence in the accuracy and efficacy of the technology fueling your dashboards. Cloud-based BI also powers a 360-degree view of your business units, so everyone in your organization can connect to hundreds of data sources, analyze, communicate, and act.



#3 – Connect The Data That Matters

When it comes to using data to tell a cohesive story about your business, colorful callouts make for a better amalgamation of highlight moments.

Microsoft Power BI allows you to easily connect and aggregate data from a variety of sources, from inside your organization or in conjunction with the third-party providers your business utilizes. Incorporate the sources that matter most to your data story to clearly present the bigger picture.



More sources are added to Microsoft Power BI every month.
Here are some you can integrate now.



Adobe Analytics



Microsoft Excel



Facebook



Mail Chimp



Google Analytics



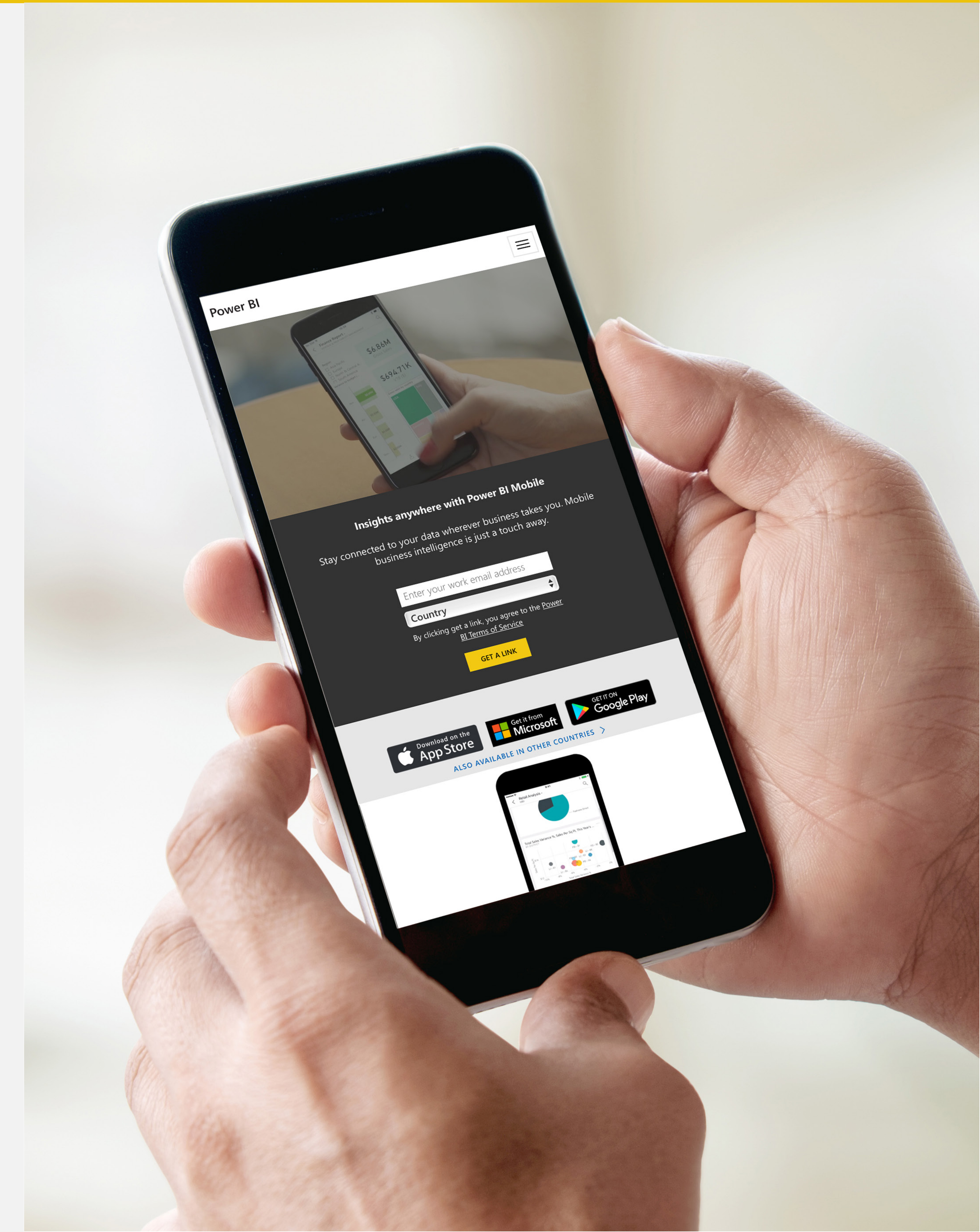
Oracle



Salesforce

#4 – Take Visualizations With You Everywhere

Stay connected to your data and easily share insights at offsite meetings and spontaneous brainstorming sessions with the Microsoft Power BI app, which can be easily downloaded on your Android or iOS smartphone or tablet. View and modify dashboards and reports anywhere, and take advantage of a touch-optimized experience and real-time alerts that you can fully customize.



Mobile internet usage surpassed desktop usage for the first time in 2016, and there are more than 3.5 billion mobile users online. You can now interact with your data on your Android or iOS mobile device—even your smartwatch—and share it with collaborators to seamlessly access on their own mobile devices.

<https://www.statista.com/topics/779/mobile-internet/>



#5 – Easily Collaborate To Get The Best Results

Getting feedback on your visualizations is an important part of conveying your data's message.

Use the Microsoft Power BI mobile app to easily collaborate with coworkers and generate meaningful reports and dashboards, annotate on-the-go, build internal and client-facing apps, or publish to the web to interact with a greater audience.





[Visit https://powerbi.microsoft.com/en-us/blog/tag/collaboration/](https://powerbi.microsoft.com/en-us/blog/tag/collaboration/)
[for more about sharing with Power BI.](#)

#6 – Customize Your Content

Write custom visuals in TypeScript for use within the Power BI reports that fuel your dashboards. Use the Power BI API to push data into a dataset, and reflect it in tiles on your dashboard and in visuals within your report. Get creative with your data integrations on a flexible platform that's open to experimentation.



An important part of storytelling, even with data, is being able to present ideas that are unique. Power BI can help identify a story through visualized data that identifies truths within a business, and then relate those stories to the bigger picture and point to larger business implications. Use your reports and dashboards to dive into data and analytics that convey your organization's most important stories.



Keep learning

To delve deeper into the variety of data visualizations:

[Collaborate with Power BI](#)

[Learn How Data Will Influence The Future of Storytelling](#)

[Make Sure Your Data Travels As Well As You Do With Power BI Mobile](#)

Interested in learning more about how Microsoft Power BI can enhance your business through powerful data visualization tools? [Start your free trial today.](#)