



SENTURUS

Putting the Visual in Power BI Visualizations

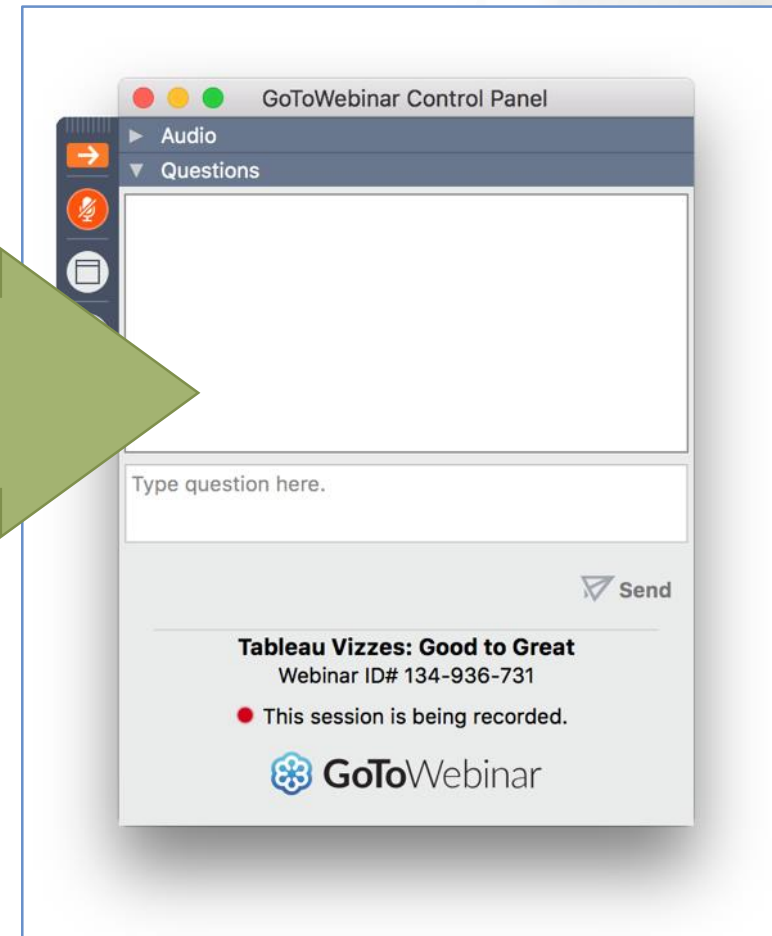


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SHEDDING LIGHT ON CLOUD BI OPTIONS
Amazon. IBM Cognos Cloud. Microsoft Power BI Service. Tableau Online.
Azure.



BUSINESS
STRATEGY



IBM COGNOS REPORTING TOOLS: FEATURE SET COMPARISON
Visual Reference Guide



FEATURES



A COMPARISON OF POWER BI, TABLEAU & COGNOS
Differentiators Demo'd



FEATURES



Agenda

Introductions

Putting the visual in visualizations

Senturus overview

Additional resources

Q&A



Overview

Reports versus visualizations

Beyond text

Making data useful

Targeted visualizations

Demos



Introductions

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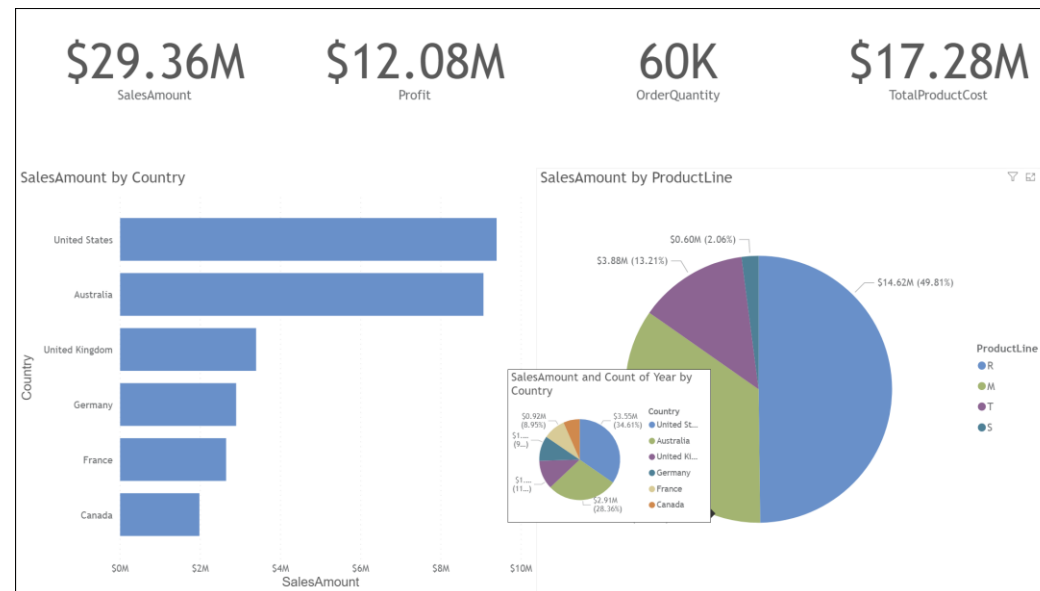
Poll

How often do you choose a table or matrix visualization to show your data?

- All the time
- More than half
- About half
- Less than half
- Rarely

Reporting versus visualizations

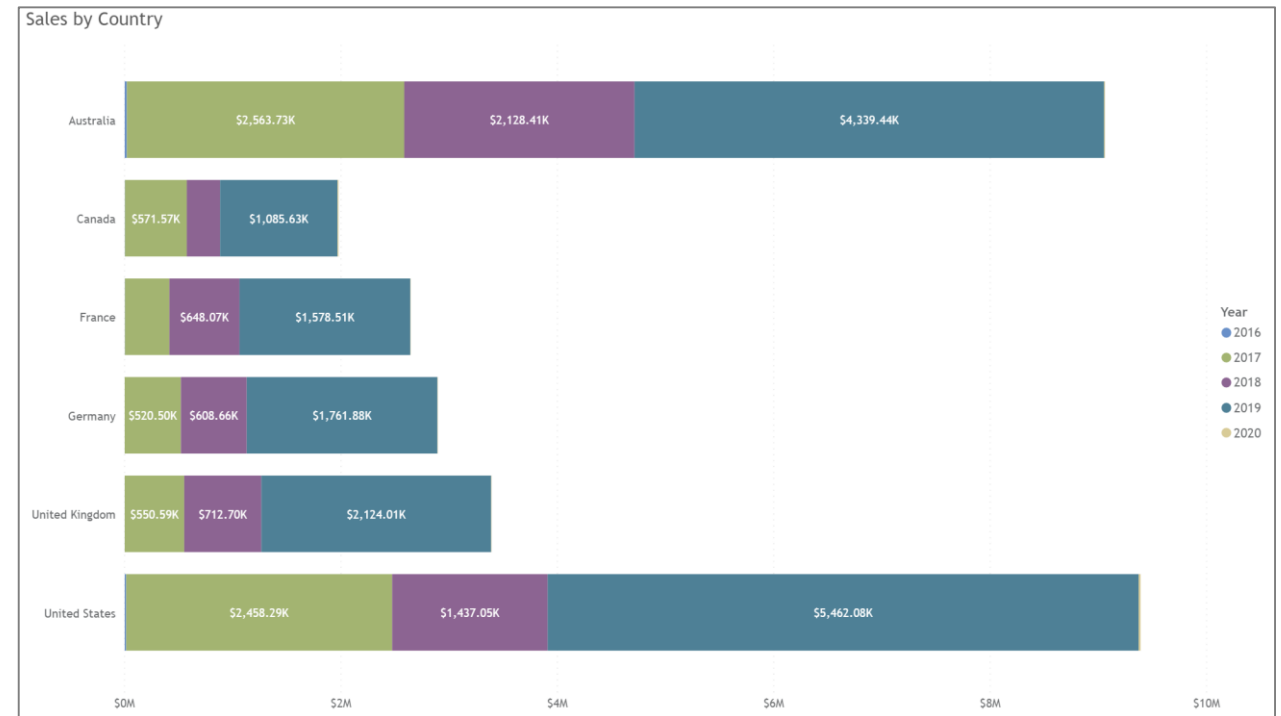
- The difference between looking at data and seeing data
- Reports can be an overload of numbers losing meaning
- Visualizations can help showcase patterns and trends



Moving beyond text

Overloading a user with text results takes away from the message of the data.

Country	CalendarYear	SalesAmount
Australia	2016	\$20,909.78
Australia	2017	\$2,563,732.25
Australia	2018	\$2,128,407.46
Australia	2019	\$4,339,443.38
Australia	2020	\$8,507.72
Canada	2016	\$3,578.27
Canada	2017	\$571,571.80
Canada	2018	\$307,604.52
Canada	2019	\$1,085,632.65
Canada	2020	\$9,457.62
France	2016	\$3,399.99
France	2017	\$410,845.33
France	2018	\$648,065.54
France	2019	\$1,578,511.80
France	2020	\$3,195.06
Germany	2017	\$520,500.16
Germany	2018	\$608,657.98
Germany	2019	\$1,761,876.36
Germany	2020	\$3,277.83
United Kingdom	2016	\$699.10
United Kingdom	2017	\$550,591.22
United Kingdom	2018	\$712,700.96
United Kingdom	2019	\$2,124,007.29
United Kingdom	2020	\$3,713.64
United States	2016	\$14,833.90
United States	2017	\$2,458,285.17
United States	2018	\$1,437,048.73
United States	2019	\$5,462,078.86
United States	2020	\$17,542.85
Total		\$29,358,677.22



Targeted formats



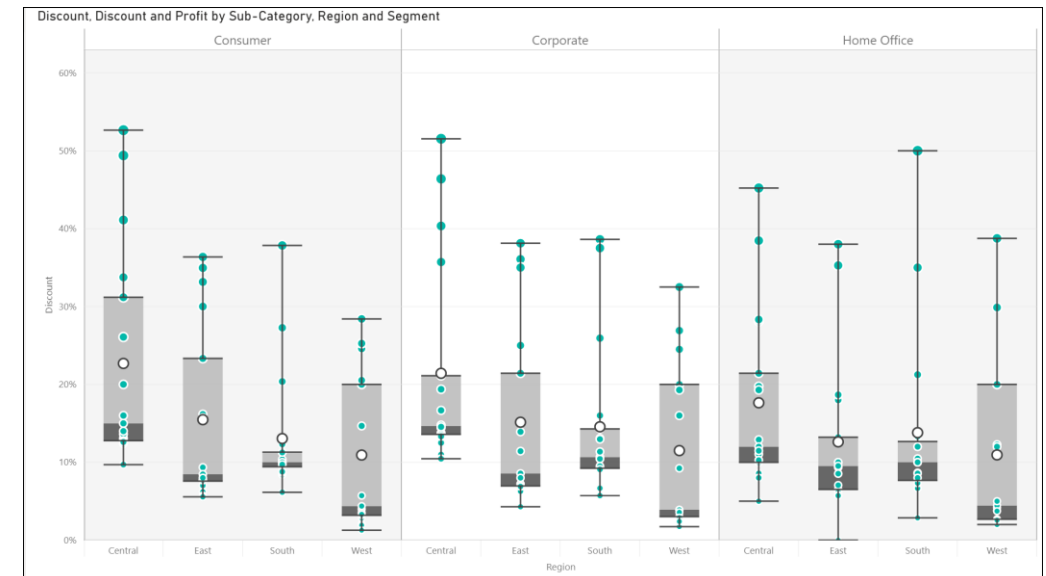
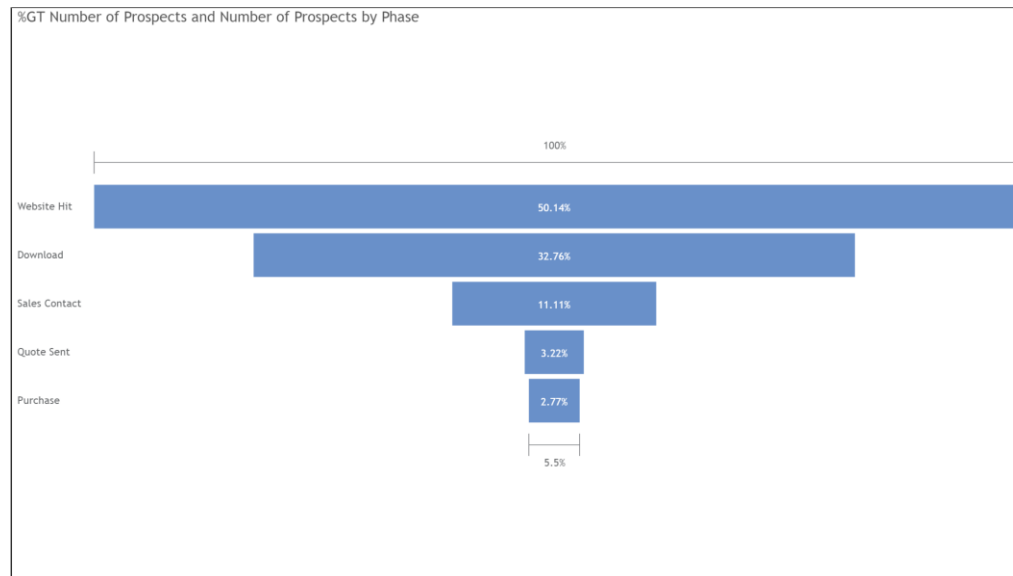
Making data useful

- Number one success factor of any tool, is user acceptance and usage
- Information needs to be:
 - Relevant
 - Accurate
 - Timely
 - Well-understood



Targeted formats

- Knowing the end user, helps determine the visualization format
- Let the data guide the final form of the visualization



Power BI - demo

New Power BI class

Creating Reports & Visualizations, Intermediate & Advanced

Instructor-led online class

Learn how to truly enhance analytics capabilities and harness the power of the Power BI solution.

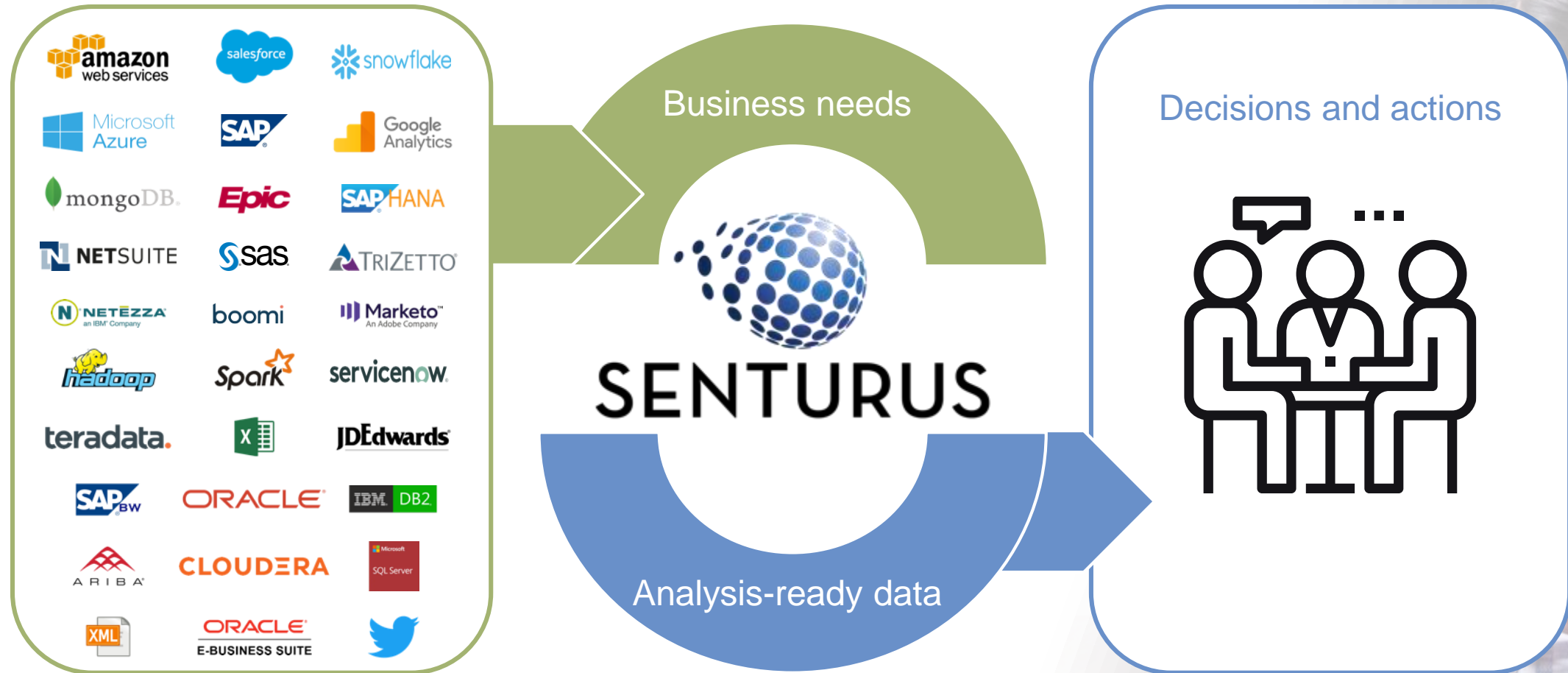
December 17, 2020

<https://senturus.com/?p=12967>

The authority in business intelligence

Exclusively focused on BI,
Senturus is unrivaled in its
expertise across the BI stack.

Bridging the data and decisioning gap



Full spectrum BI services

Dashboards, reporting and visualizations

Data preparation and modern data warehousing

Hybrid BI environments (migrations, security, etc.)

Software to enable bimodal BI and platform migrations

BI support retainer (expertise on demand)

Training and mentoring

A long, strong history of success

19+ years

1300+ clients

2500+ projects



Expand your knowledge

Find more resources
on the Senturus website:

senturus.com/senturus-resources

Upcoming event

Snowflake: 7 Tips for Cost-Effective Performance

Get to know Snowflake and its advantages for Power BI and Tableau

Thursday, Nov. 12, 2020, 11am PT/2pm ET

<https://senturus.com/?p=12897>



Complete BI training



Power BI



Tailored group sessions



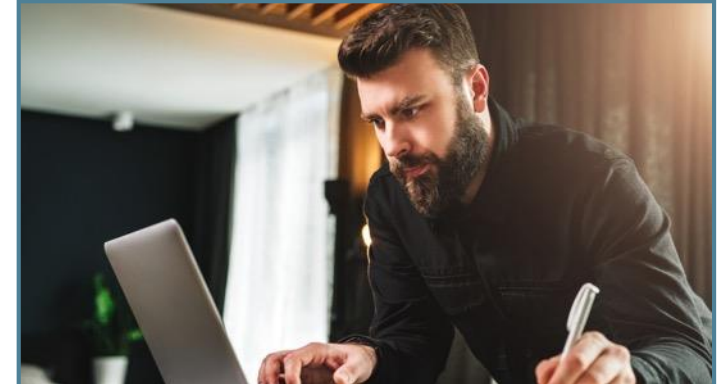
Mentoring



Instructor-led online courses



Self-paced learning



More additional resources

Unbiased product reviews



Technical tips



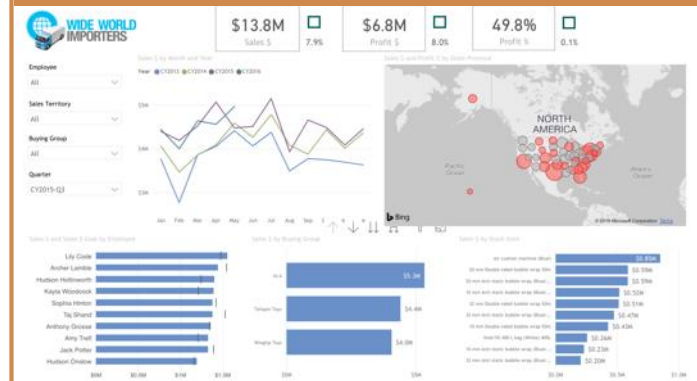
Insider viewpoints



More on this subject



Product demos



Upcoming events

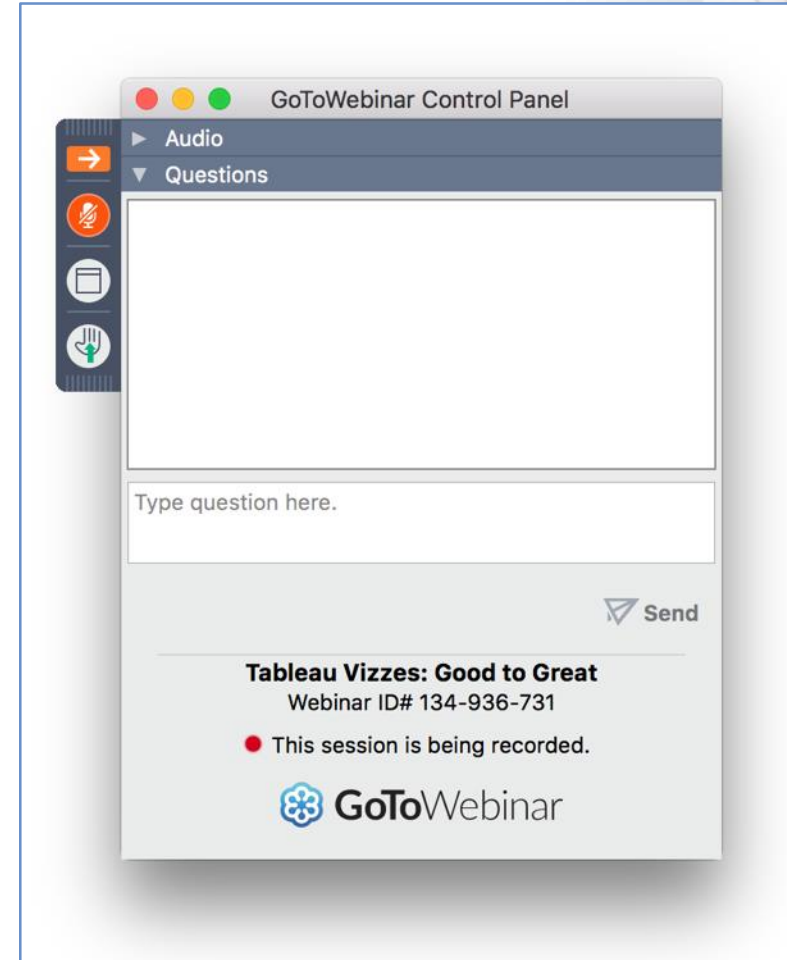


Q & A

If your question or issue is broader than what we are able to answer today, contact us at:

info@senturus.com

and we will set up a free consultation.



Thank You



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