

MARKETING (SALES) DATA ANALYSIS WITH POWER BI

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Masaryk University, Brno, 2022

Power BI products

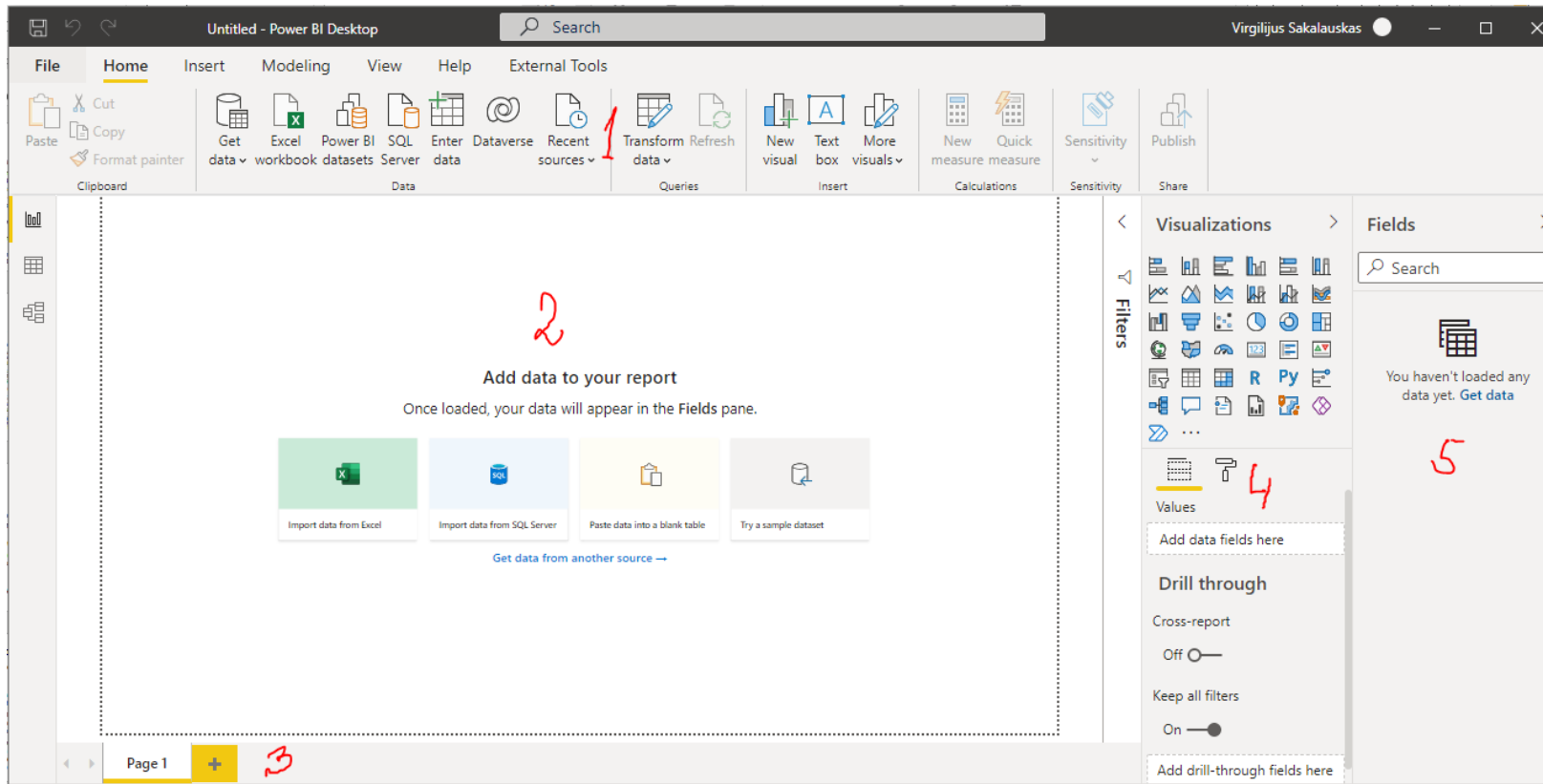
- [HTTPS://POWERBI.MICROSOFT.COM/EN-US/](https://powerbi.microsoft.com/en-us/)
- Choose “Start free” and a link below
- - **Power BI Desktop**
- Create rich, interactive reports with visual analytics at your fingertips—for free.

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Data modeling and visualizations options

- In Power BI Desktop, you will begin to build reports in the Report view. You will be working in five main areas:



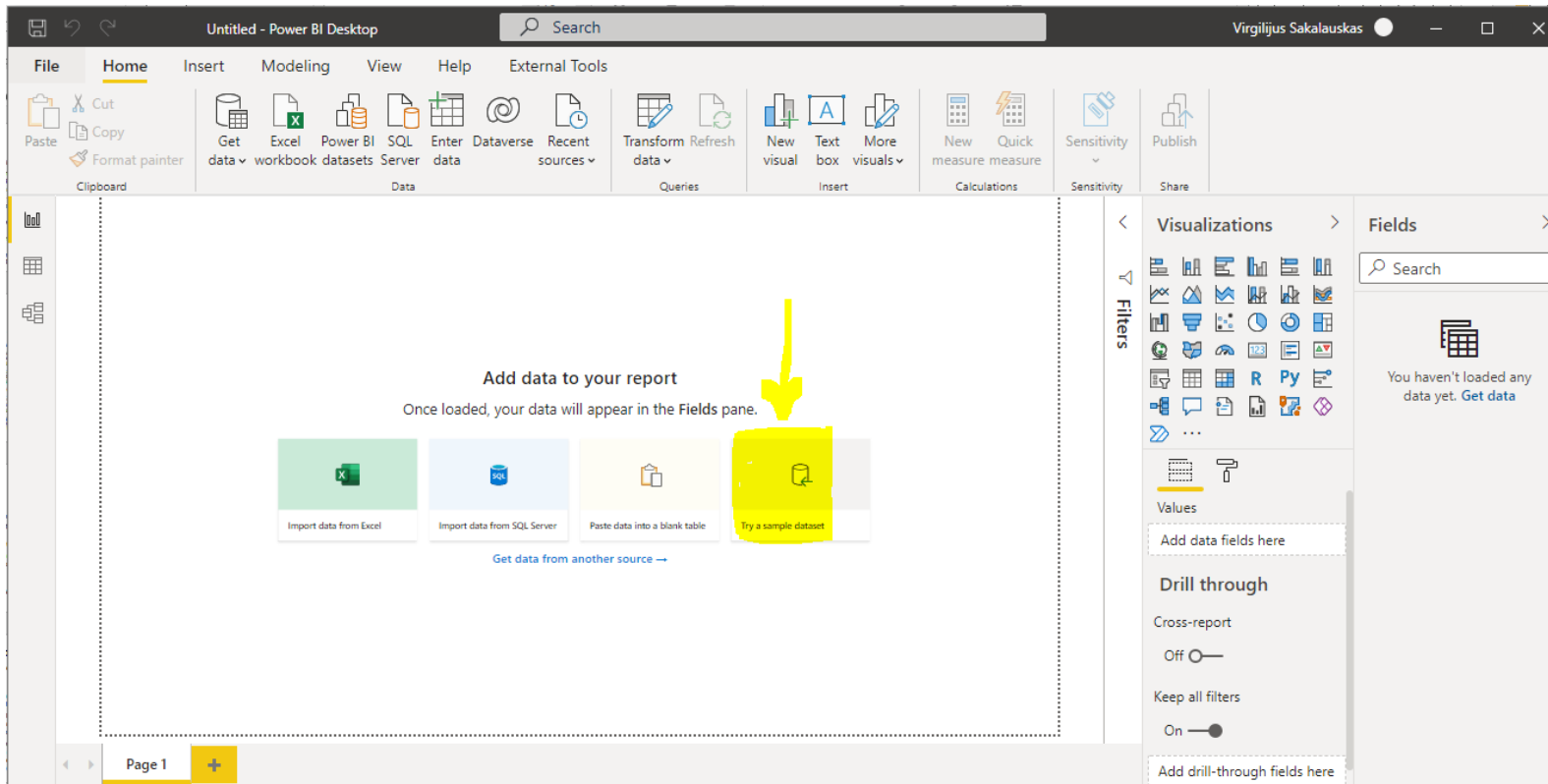
1. **Ribbon** - Displays common tasks that are associated with reports and visualizations.
2. **Report view**, where visualizations are created and arranged. The **Data view** allows you to view all of your data available in your report. **The Model view** allows you to visually set the relationship between tables or elements.
3. **Pages tab** - Located along the bottom of the page, this area is where you would select or add a report page.
4. **Visualizations pane** - Where you can change visualizations, customize colors or axes, apply filters, drag fields, and more.
5. **Fields pane** - Where query elements and filters can be dragged onto the Report view or dragged to the Filters area of the Visualizations pane.

Tasks for getting acquainted to Power BI

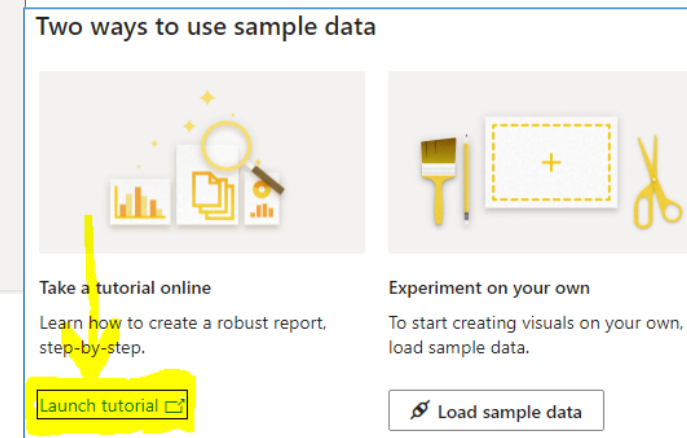
1. Tutorial 1
2. Tutorial 2
3. Tutorial 3

Tutorial No.1 – using the sample dataset

- <https://docs.microsoft.com/lt-lt/power-bi/create-reports/desktop-excel-stunning-report>
- Press button “Try a sample dataset”

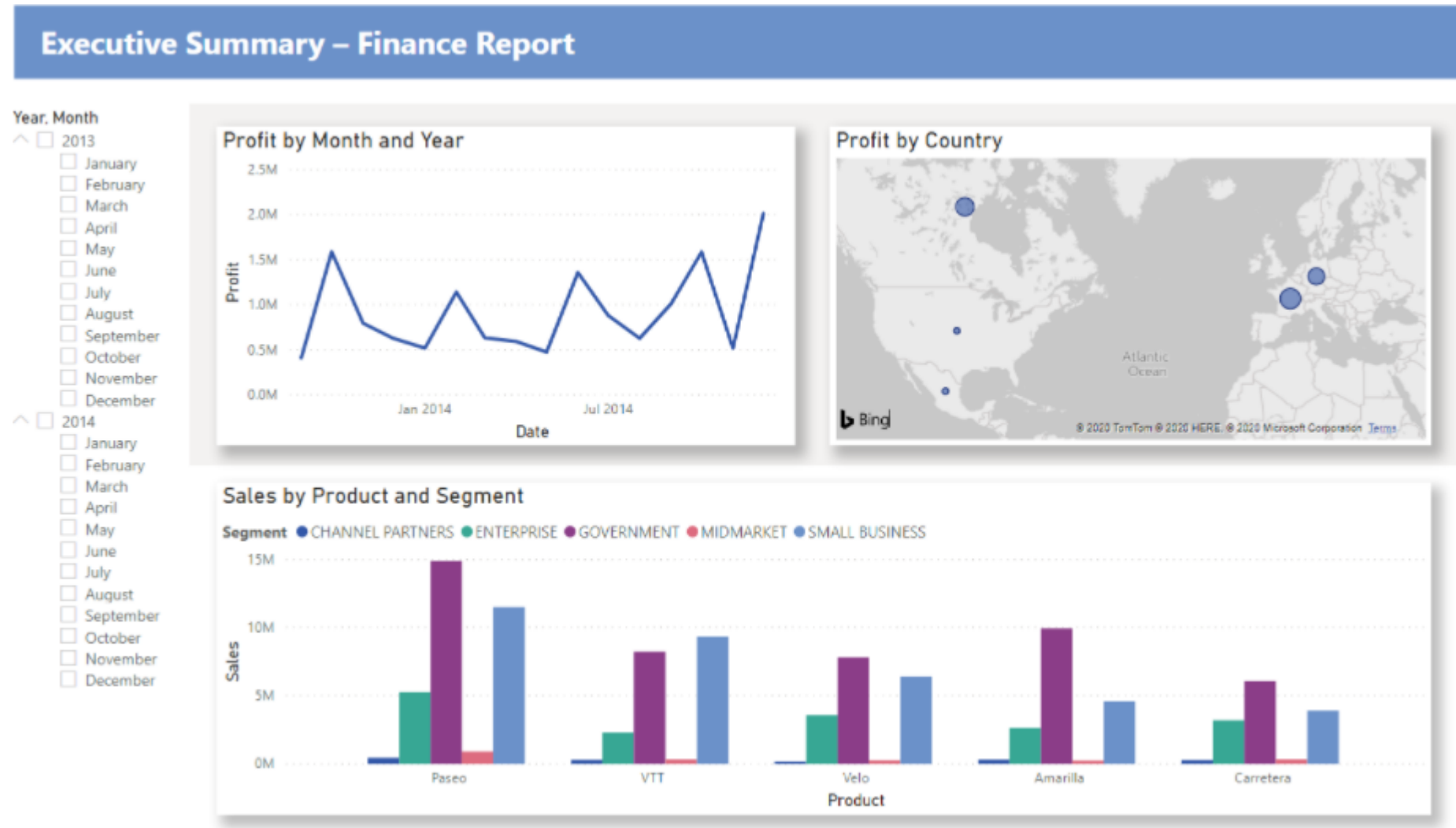


Then “Launch tutorial”



Result of the Tutorial 1 to be achieved

Following the tutorial description build your first report and upload it to Moodle.



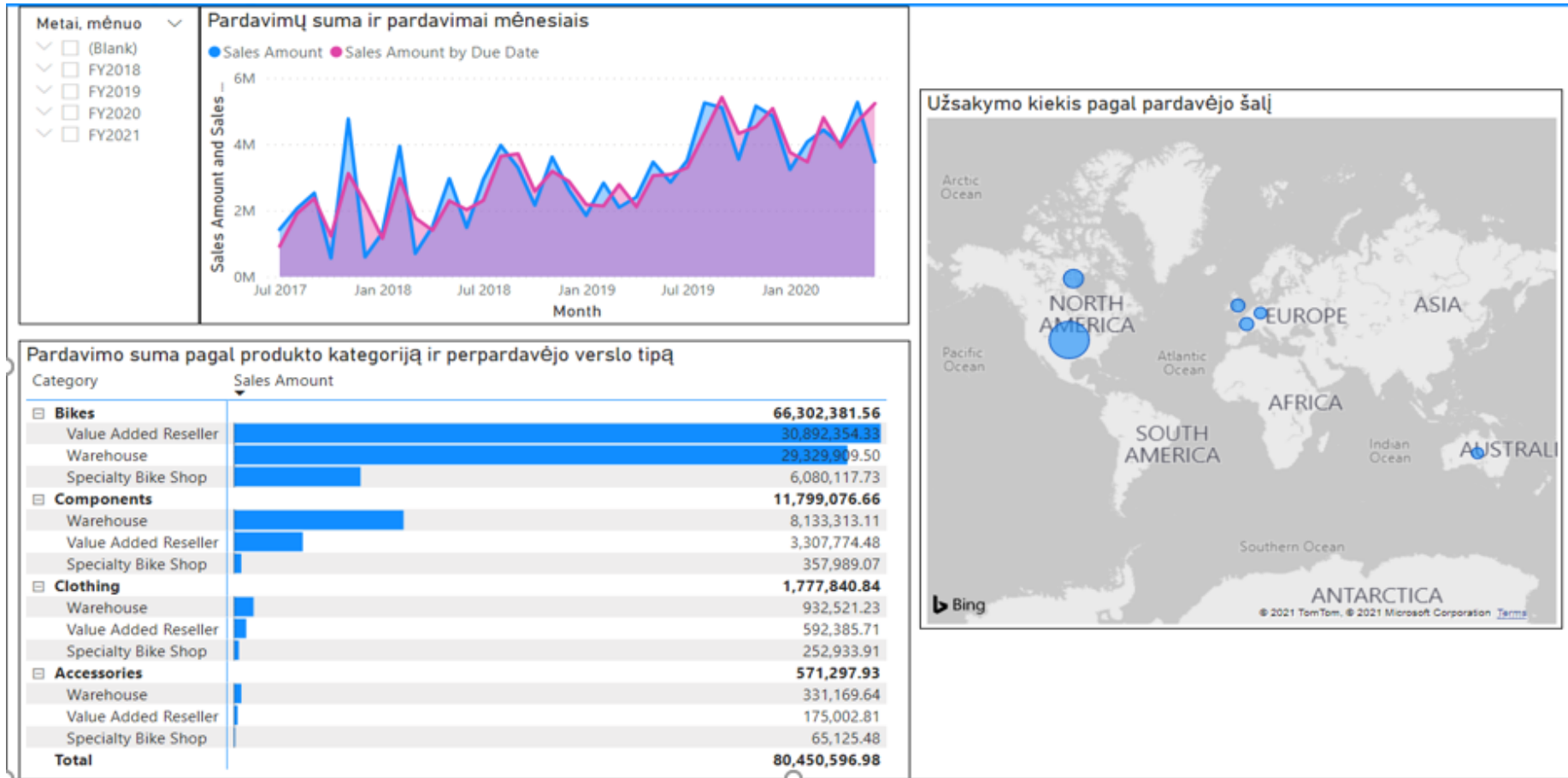
Tutorial No.2

- Open link:
- <https://docs.microsoft.com/en-us/power-bi/create-reports/desktop-dimensional-model-report>

[Tutorial: From dimensional model to stunning report in Power BI Desktop - Power BI | Microsoft Docs](https://docs.microsoft.com/en-us/power-bi/create-reports/desktop-dimensional-model-report)

- Build the Sales report (see the picture) from **AdventureWorks Sales.xlsx file**. In this tutorial, you'll learn to:
 - Prepare your data with a few transformations
 - Build a report with a title, three visuals, and a slicer
 - Publish your report to the *Power BI service* so you can share it with your colleagues

Result of the Tutorial 2 to be achieved



Tutorial 3

- <https://www.youtube.com/watch?v=9nWnvAudCm0&list=PLyWe5-Lx84g2TO3XWlu1TeAVoATmk4AZR&index=9>
- File for making the two tasks of the tutorial: 1a AI Visuals – start
 1. Insights Demo from "AI in a Day" [Power BI Tutorial]
 2. Q & A Demo from "AI in a Day" [Power BI Tutorial]