

Visualizing Data for Non-Data Experts

Making Reports Accessible to All

Valerie Junk



A big thank you to our amazing partners

sogeti
Part of Capgemini

webdashboard

plainwater
de kracht van heldere data

iq̄bs

**KASPAROV
FINANCE & BI**

Kimura

S Sifters

creates.

valcon

Tabular Editor

**GET
RESPONSIVE**

**9Δ nine
altitudes**

**ONE
PORTAL**

ilionx
experts in eenvoud

DATAKINGDOM

**POWERBI WHITE LABEL
.COM**

**DE DATA
GENERATIE**

**THE
DATA
COOKS**

mountdata
guide to impact

sopra steria

Boom Insights
DATA-DRIVEN DECISION MAKING

dexs

dashData
power to your people

raedt-BI

easydash

MINOVA
Management Information Consulting

SIGNON
ICT TRAININGEN +

**ANOTHER
DIMENSION**
YOUR PORTAL TO DATA CLARITY

Fabri Code </>

**Azurro
Finance**

**Power BI
Connector** by DAVISTA

Quanto
collective analytics

Thanks

Visualizing Data for Non-Data Experts

Making Reports Accessible to All

How it started

**SPENT HOURS
BUILDING AN
AWESOME
REPORT**

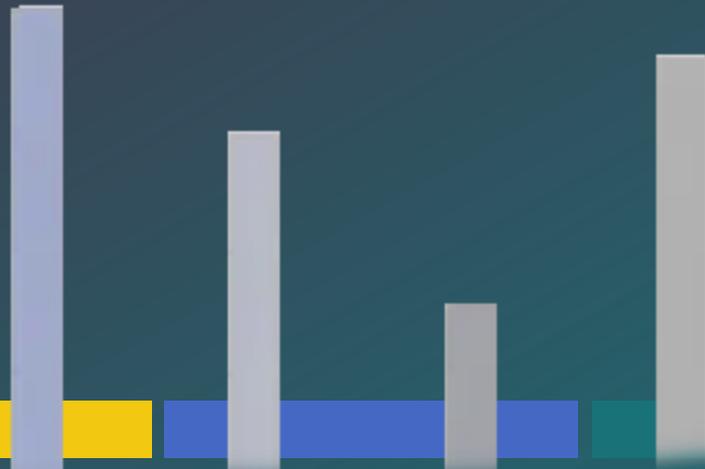
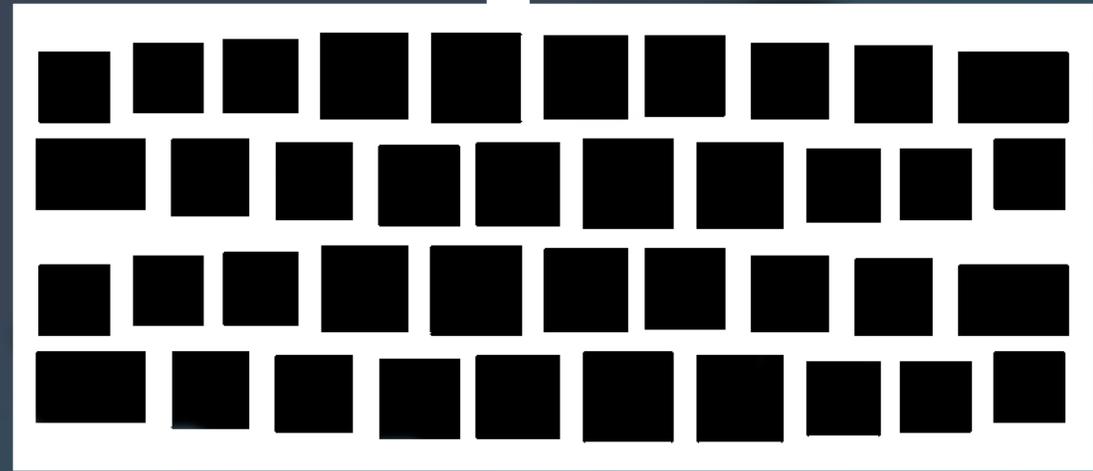
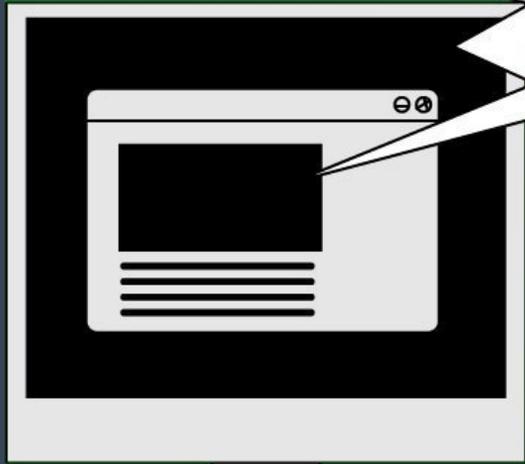


**NO ONE
USES IT**



What I realized

Sales Target
Hit 3 Times in
2025





Valerie Junk

PorcuBI

- Data Visualization & Storytelling
- Change Management
- Trainer

in valeriejunk

 porcubi



Power BI – Design & Accessibility

Intuitive Design

- End-user oriented
- Simple & informative

Accessibility

- Keyboard navigation & Tab order
 - Screen reader & Alt text
 - High Contrast, Focus Mode & Spotlight
 - Color ratio & Themes
- 

Intuitive Design...

...the end user just doesn't get it



Design for the audience

- **Who** is the audience?
- What is the **experience** level?
- What **actions** do they want to take and why?
- What's the **process**?
- How is the report **used**?



The perfect visual

I just want an idea of what's happening.



I like tables but my coworker prefers visuals.

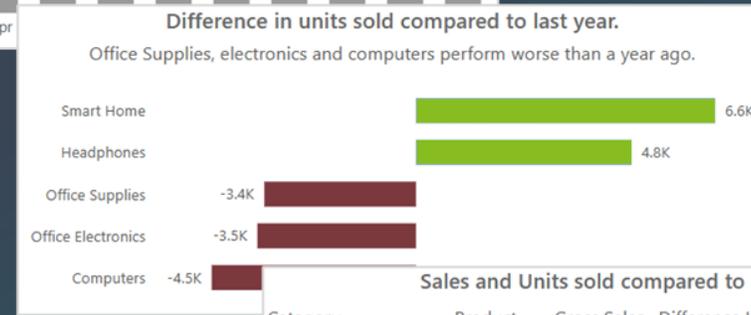


This table provides a detailed view of the sales data, including a 'This Year Sales' column and a 'bar' column with a small bar chart for each row. The data is as follows:

Territory	This Year Sales	bar
OH	€ 5,451,045	
PA	€ 4,891,246	
WV	€ 3,546,443	
NC	€ 2,214,548	
MD	€ 1,753,042	
VA	€ 1,549,656	
Total	€ 22,051,952	€ 22,051,952

Purpose leads design

A visual without
purpose does not add
value to a report



Sales and Units sold compared to last year

Category	Product	Gross Sales	Difference LY	Units Sold	Difference LY
Office Supplies	Product 1	1,207,950		4,353	
Computers	Product 5	25,932		2,161	
Office Electronics	Product 4	92,538		5,207	
	Product 2	1,782,414		3,763	
	Product 6	991,636		6,071	

Simple & Informative

Sales Difference TY vs LY by Product				
Category	Gross Sales	Difference LY	Units Sold	Difference LY
Office Electronics				
Product 4	€ 15,468,394	-583,396.53	88,790	-31,303.00
Product 6	€ 12,043,158	1,804,151.16	40,983	-15,084.50
Product 5	€ 10,276,638	5,093,043.05	51,091	-2,640.50
Product 1	€ 7,302,443	-502,078.43	47,291	-8,067.50
Product 2	€ 7,082,499	-313,509.85	30,822	-10,722.00
Product 3	€ 5,204,885	-1,438,575.67	33,837	-16,389.00
Headphones				

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Smart Formatting

2025 Sales Report

	Sales TY	Sales LY	Sales YoY	Quantity TY	Quantity LY	Difference
Jan	€ 2.867,46	€ 3.073,44	▼ -6,70%	46	28	28
Feb	€ 395,70	€ 10.455,49	▼ -96,22%	9	37	37
Mar	€ 4.312,97	€ 602,10	▲ 616,32%	61	18	18
Apr	€ 1.051,91	€ 727,15	▼ 44,66%	23	38	38
May	€ 3.946,97	€ 3.611,28	▼ 9,30%	72	59	59
Jun	€ 2.827,69	€ 1.569,62	▼ 80,15%	27	38	38
Jul	€ 1.908,18	€ 3.763,09	▼ -49,29%	42	82	82
Aug	€ 5.119,11	€ 1.134,45	▲ 351,24%	64	20	20
Sep	€ 2.754,67	€ 4.722,37	▼ -41,67%	139	83	83
Oct	€ 3.118,06	€ 4.539,13	▼ -31,31%	44	70	70
Nov	€ 7.786,46	€ 1.778,50	▲ 337,81%	124	31	31
Dec	€ 1.994,75	€ 3.970,27	▼ -49,76%	43	104	104
Total	€ 38.083,93	€ 39.946,89	-4,66%	694	608	608

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Jun	€ 2,827.69	€ 1,569.62	80.15%	27	38	-11
Jul	€ 1,908.18	€ 3,763.09	▼ -49.29%	42	82	-40
Aug	€ 5,119.11	€ 1,134.45	351.24%	64	20	44
Sep	€ 2,754.67	€ 4,722.37	▼ -41.67%	139	83	56
Oct	€ 3,118.06	€ 4,539.13	▼ -31.31%	44	70	-26
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Smart Formatting

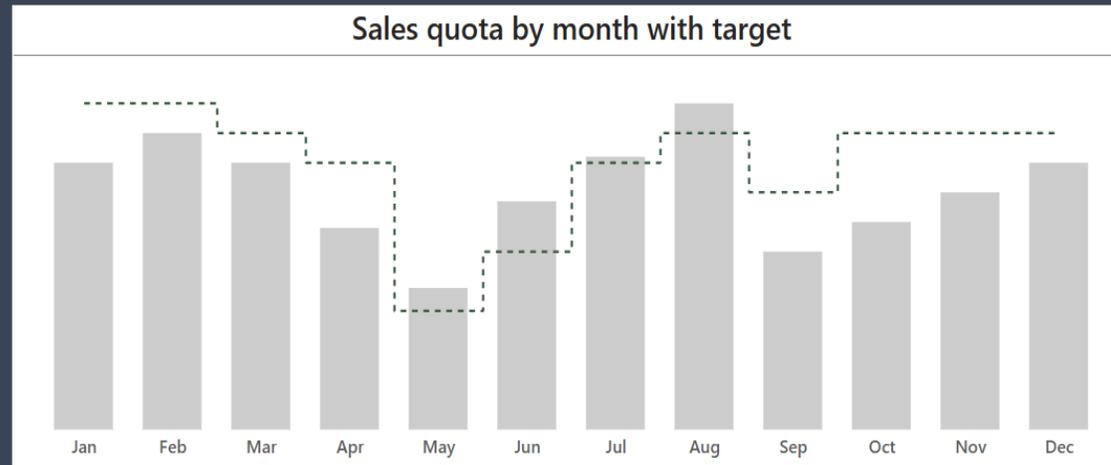
	Conditional Formatting			No Formatting		
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Meaningful (Sub)titles

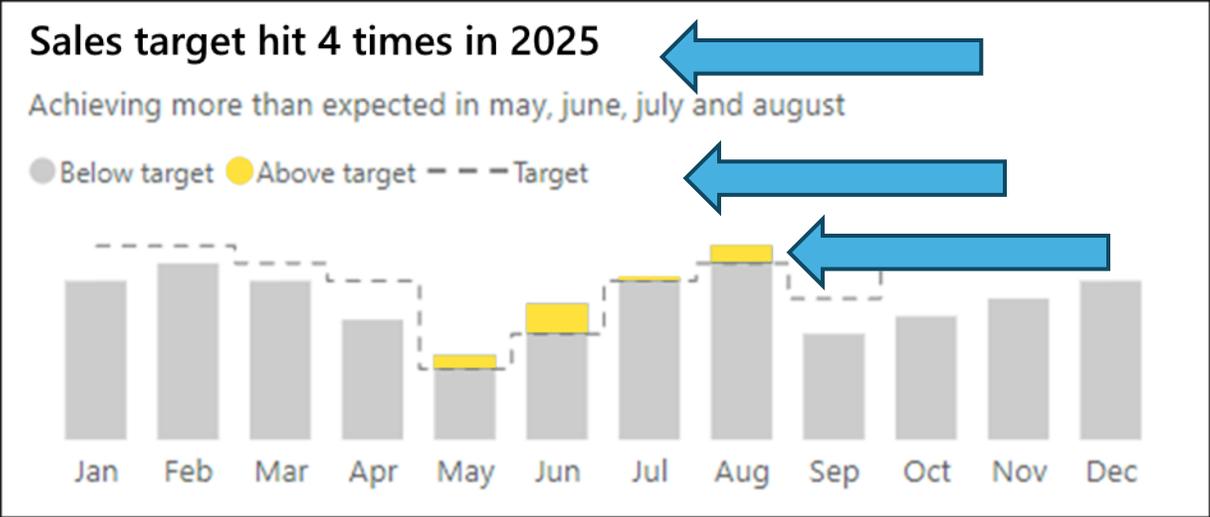
- Provide context
- Guide the end-user
- Audience does not need to analyze data



Adding Context



Adding Context

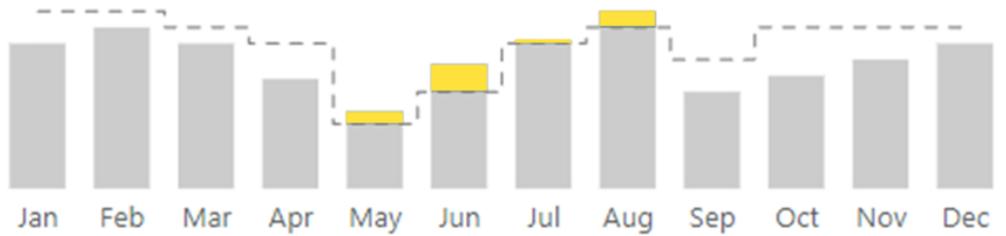


Simplify

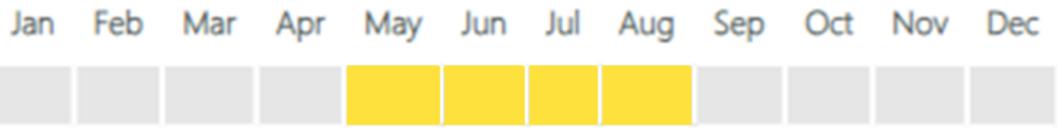
Sales target hit 4 times in 2025

Achieving more than expected in may, june, july and august

● Below target ● Above target - - - Target



Sales target hit 4 times in 2025



Highlight



Highlight



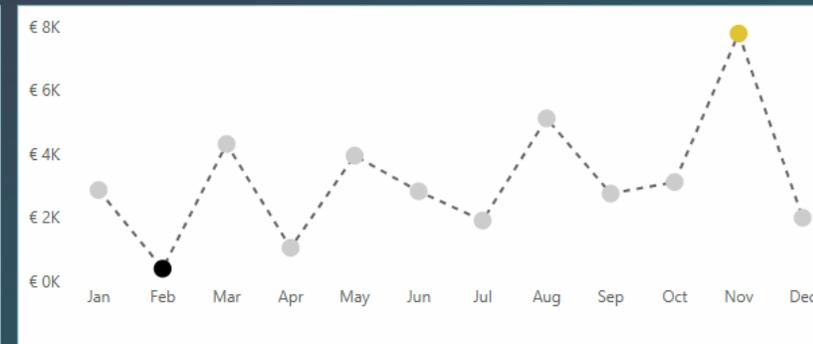
What's important?

2025 Sales Report

Month	Sales TY	Sales LY
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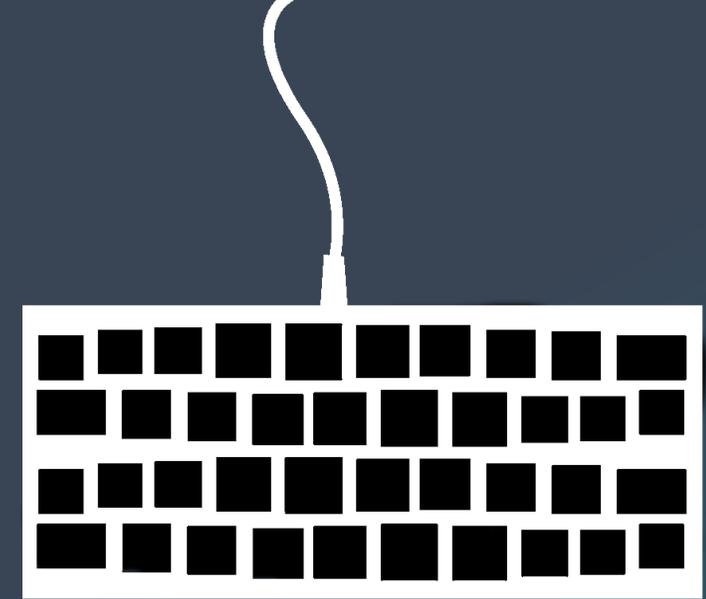
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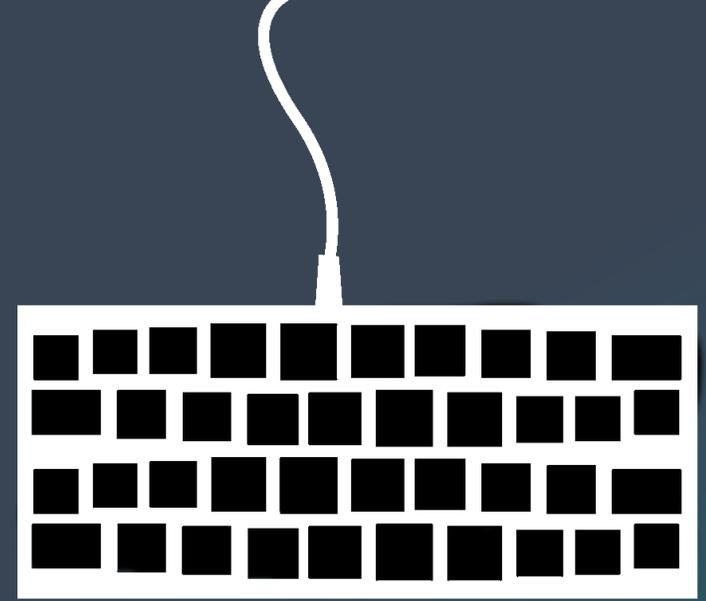


Power BI – Accessibility

Accessibility

- Keyboard navigation & Tab order
- Screen reader & Alt text
- High Contrast, Focus Mode & Spotlight
- Color ratio & Themes





Keyboard Navigation



Sales Overview 2024

Quarter

Select all

Q-1

Q-2

Q-3

Q-4

Country

All

Category

All

Sales TY

€ 147.77M

Last Year: € 146.07M (+1,70 M)

Cost of Goods Sold

€ 79.30M

Last Year: € 101.83M

Gross Margin

€ 68.48M

Last Year: € 44.24M

Units Sold

861.13K

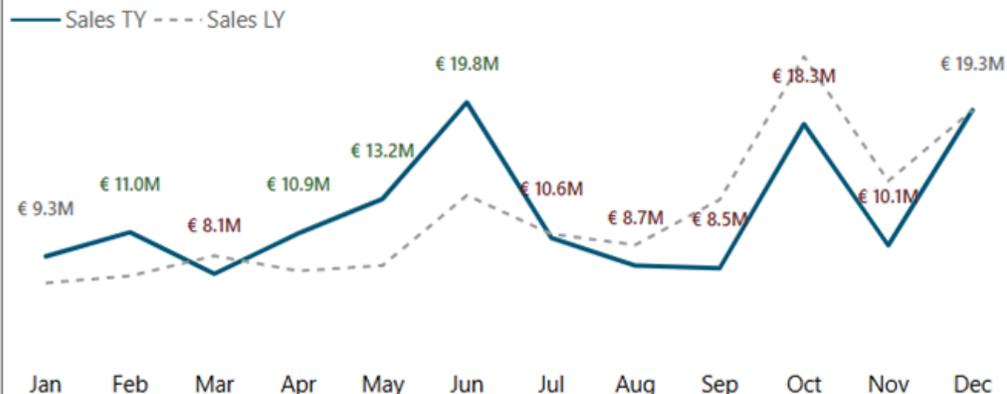
Last Year: 1.13M (-264,7K)

Operating Expenses

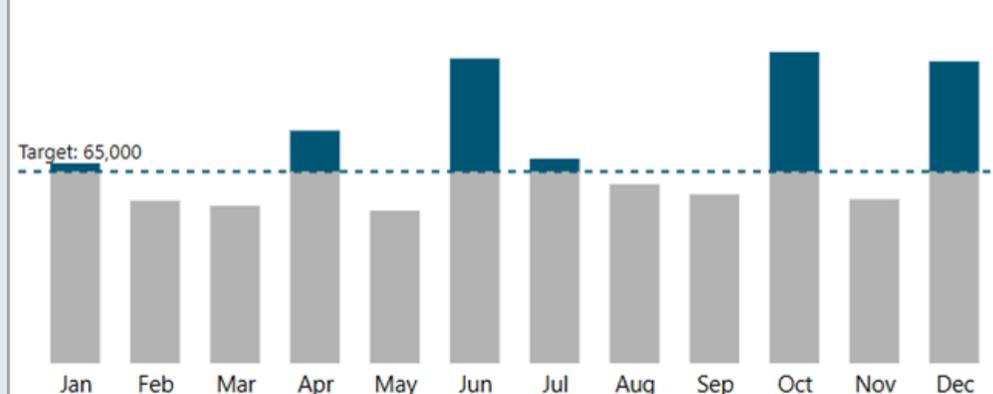
€ 51K

Last Year: € 68K

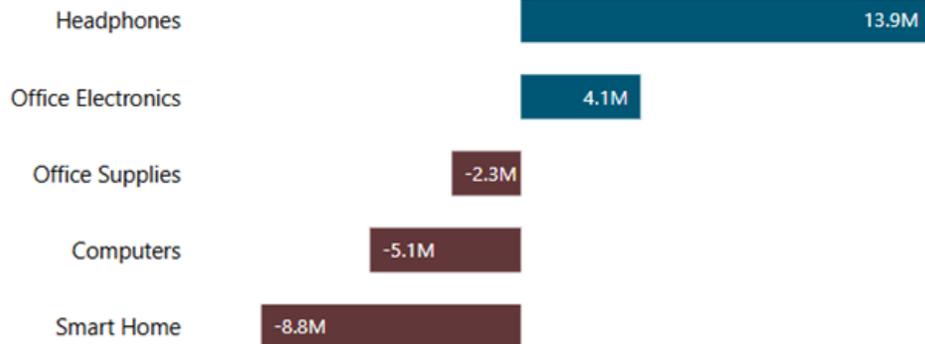
Sales TY vs LY



Units Sold vs. Target



Sales Difference by Category



Sales Difference by Category

Category	Product	Gross Sales	Difference LY	Units Sold	Difference LY
Office Electronics	Product 4	€ 15,468,394		88,790	
	Product 6	€ 12,043,158		40,983	
	Product 5	€ 10,276,638		51,091	
	Product 1	€ 7,302,443		47,291	
	Product 2	€ 7,082,499		30,822	
Headphones	Product 3	€ 5,204,885		33,837	
	Product 4	€ 9,216,325		66,660	
	Product 1	€ 8,318,254		40,526	
	Product 6	€ 7,796,254		36,423	
	Product 2	€ 6,714,356		35,384	

Sales Overview 2024

Quarter

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Q-1

Q-2

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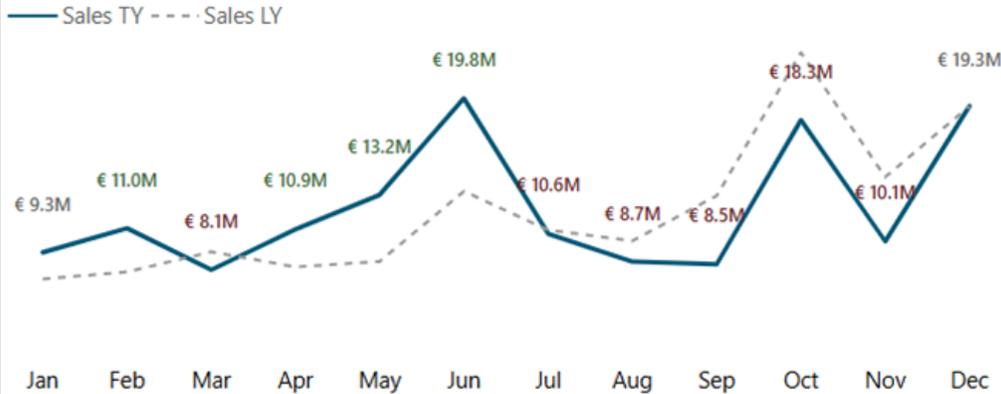
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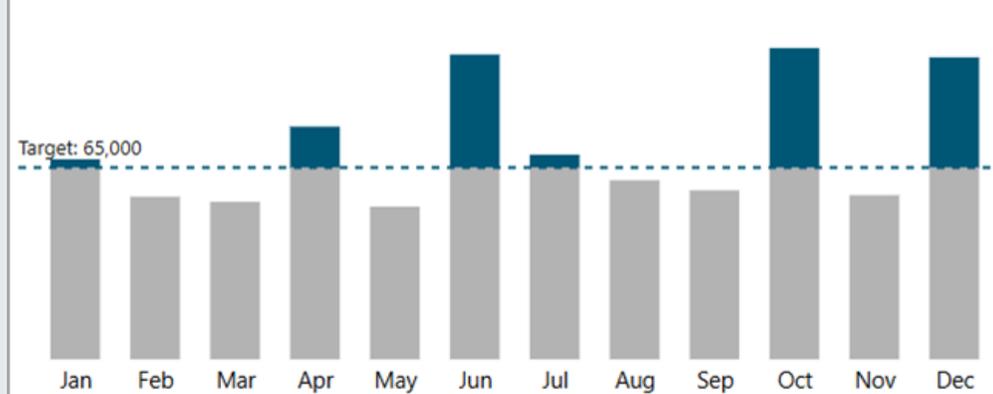
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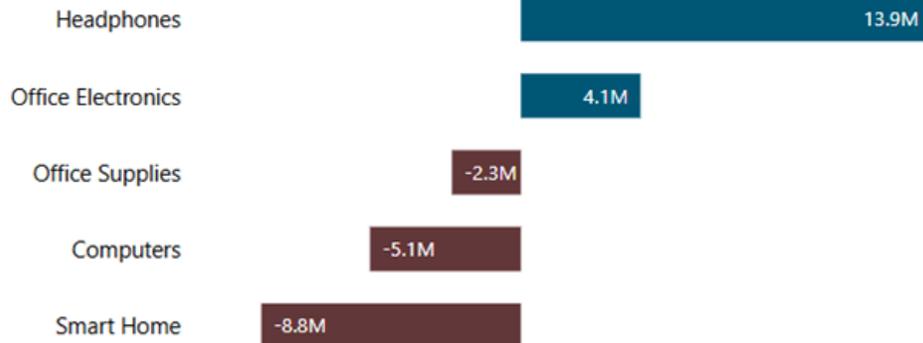
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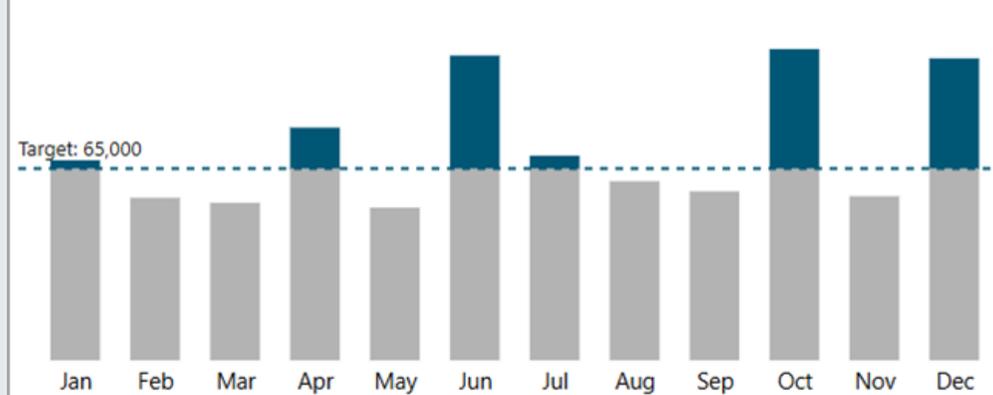
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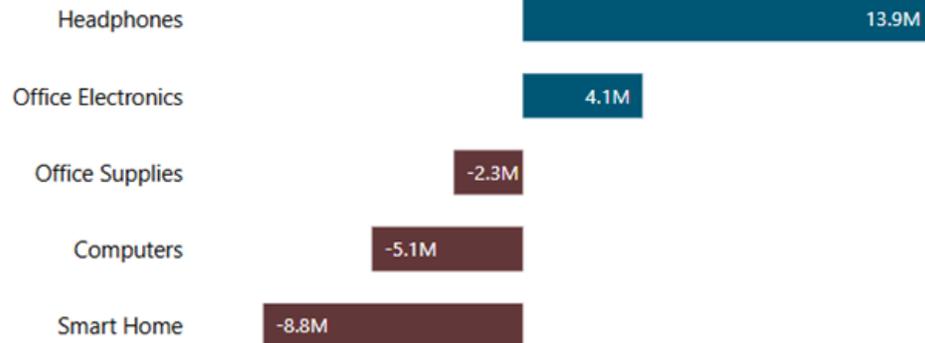
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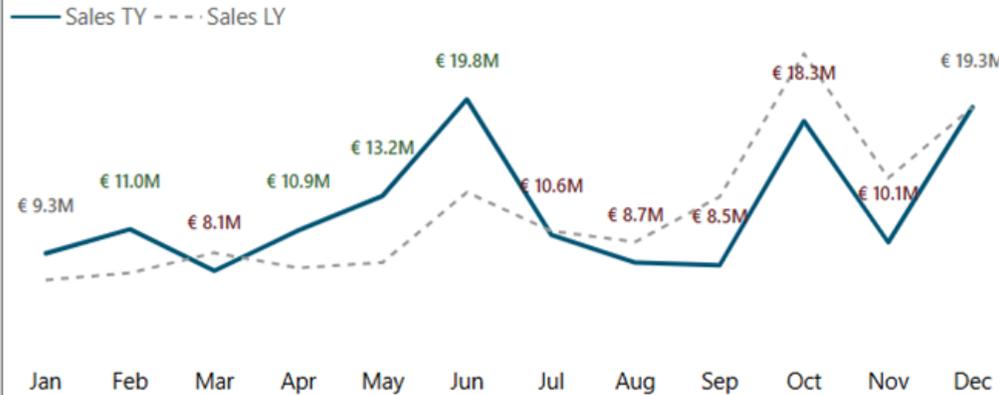
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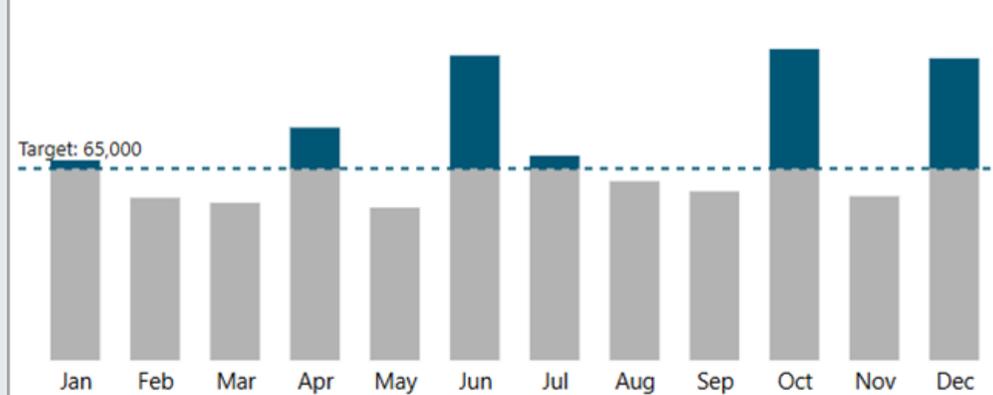
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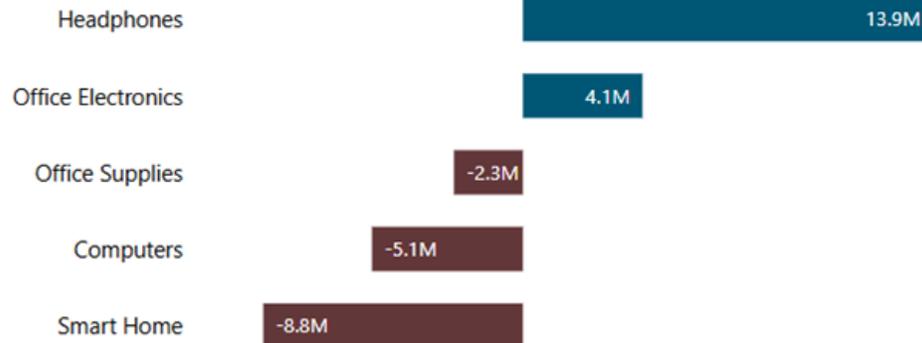
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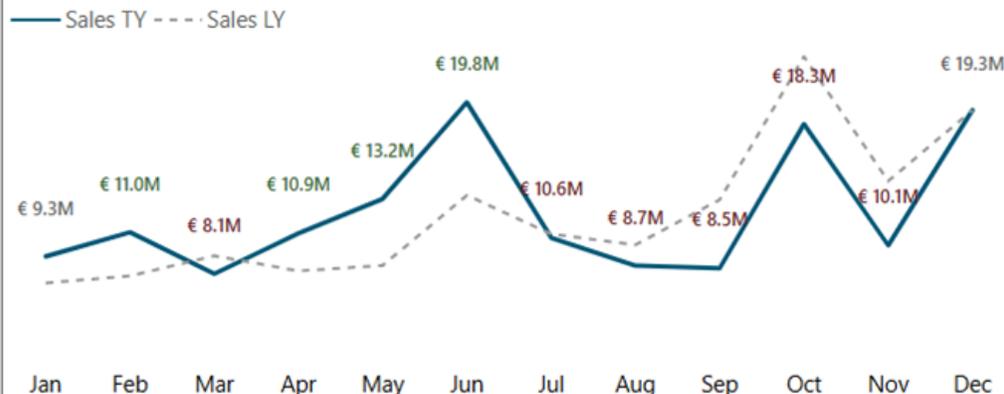
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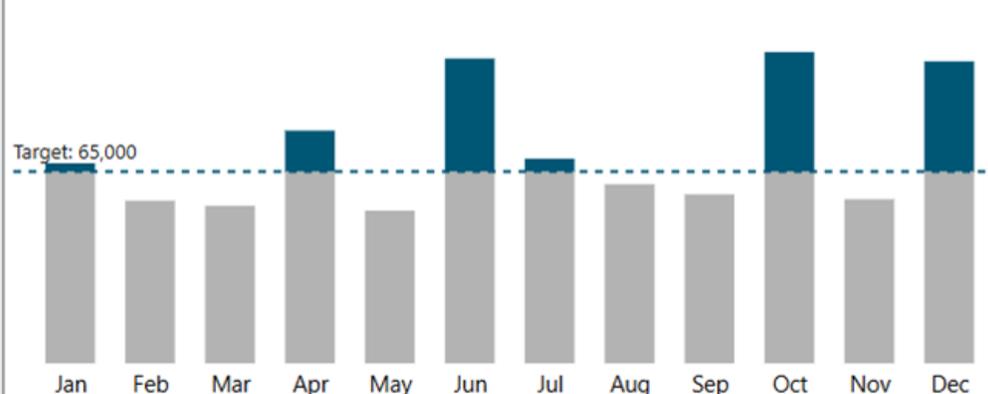
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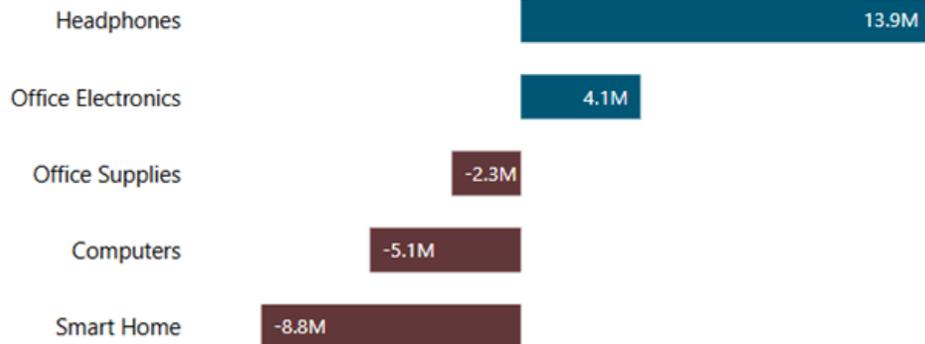
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Cost of Goods Sold

€ 79.30M

Last Year: € 101.83M

Gross Margin

€ 68.48M

Last Year: € 44.24M

Units Sold

861.13K

Last Year: 1.13M (-264,7K)

Operating Expenses

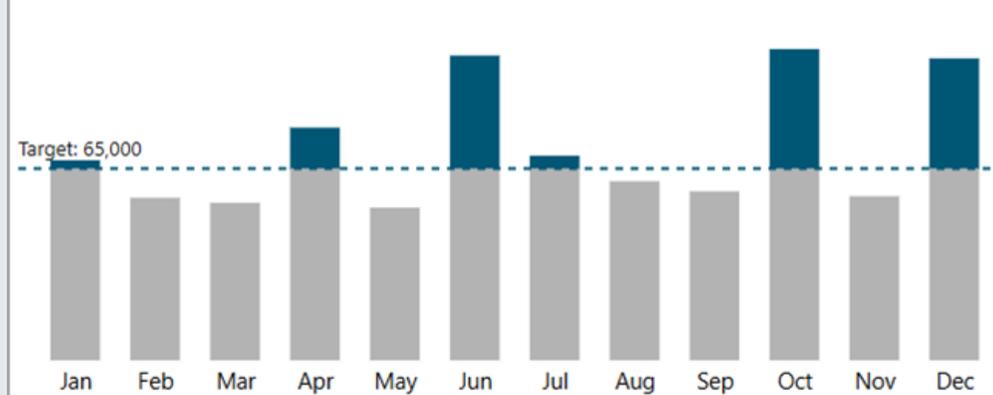
€ 51K

Last Year: € 68K

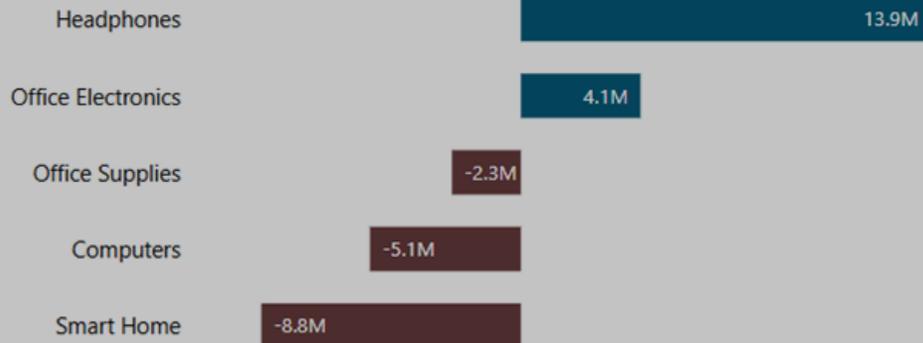
Sales TY vs LY



Units Sold vs. Target



Sales Difference by Category



Sales Difference by Category

Category	Product	Gross Sales	Difference LY	Units Sold	Difference LY
Office Electronics	Product 4	€ 15,468,394		88,790	
	Product 6	€ 12,043,158		40,983	
	Product 5	€ 10,276,638		51,091	
	Product 1	€ 7,302,443		47,291	
	Product 2	€ 7,082,499		30,822	
Headphones	Product 3	€ 5,204,885		33,837	
	Product 4	€ 9,216,325		66,660	
	Product 1	€ 8,318,254		40,526	
	Product 6	€ 7,796,254		36,423	
	Product 2	€ 6,714,356		25,384	

Sales Overview 2024

Quarter

Select all

Q-1

Q-2

Q-3

Q-4

Country

All

Category

All

Sales TY

€ 147.77M

Last Year: € 146.07M (+1,70 M)

Cost of Goods Sold

€ 79.30M

Last Year: € 101.83M

Gross Margin

€ 68.48M

Last Year: € 44.24M

Units Sold

861.13K

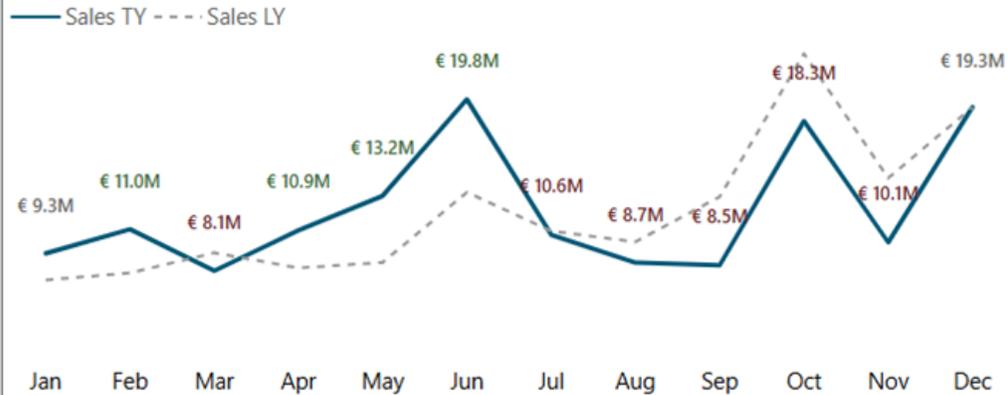
Last Year: 1.13M (-264,7K)

Operating Expenses

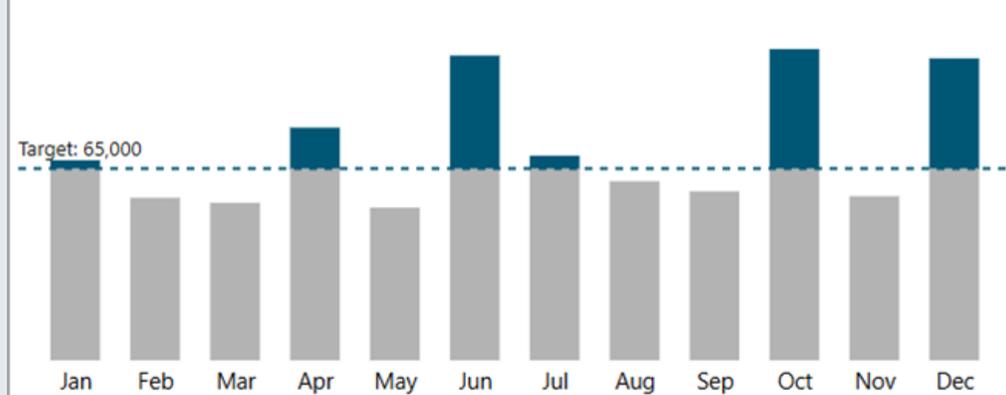
€ 51K

Last Year: € 68K

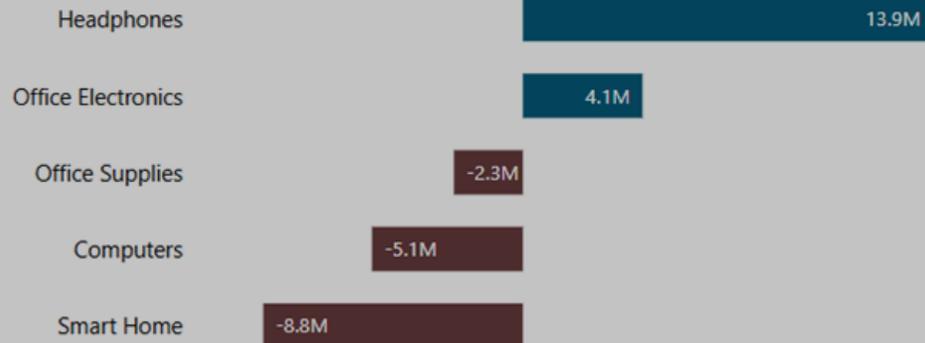
Sales TY vs LY



Units Sold vs. Target



Sales Difference by Category



Sales Difference by Category

Category	Product	Gross Sales	Difference LY	Units Sold	Difference LY
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	Product 1	€ 8,318,254		40,526	
	Product 6	€ 7,796,254		36,423	
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Sales Overview 2024

Quarter

Select all

Q-1

Q-2

Q-3

Q-4

Country

All

Category

All

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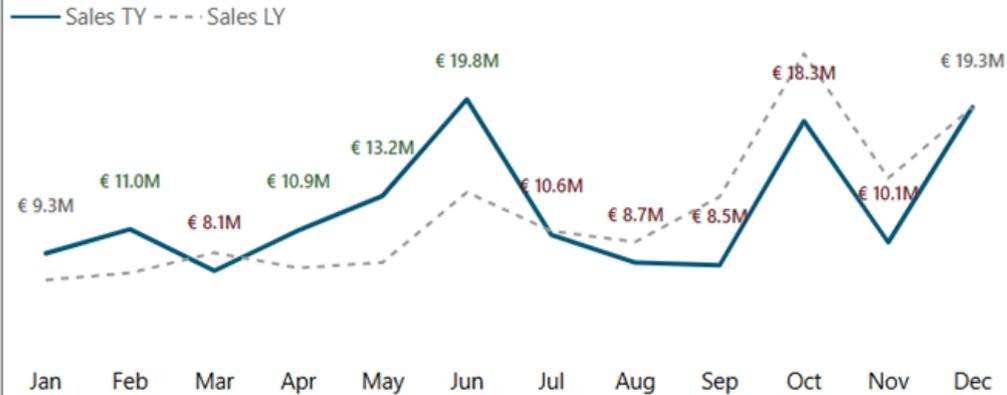
Last Year: 1.13M (-264,7K)

Operating Expenses

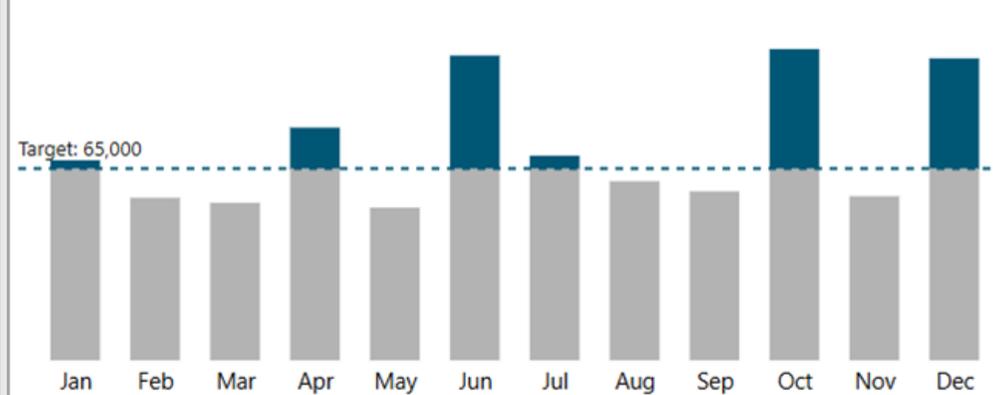
€ 51K

Last Year: € 68K

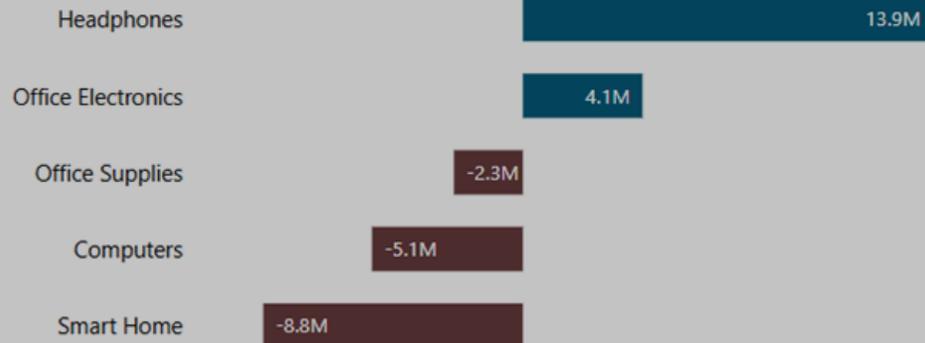
Sales TY vs LY



Units Sold vs. Target



Sales Difference by Category



Sales Difference by Category

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	Product 4	€ 9,216,325		66,660	
	Product 1	€ 8,318,254		40,526	
	Product 6	€ 7,796,254		36,423	
	Product 2	€ 6,714,356		25,384	

Sales Overview 2024

Quarter

Select all Q-1 Q-2 Q-3 Q-4

Country

All

Category

All

Sales TY

€ 147.77M

Last Year: € 146.07M (+1,70 M)

Cost of Goods Sold

€ 79.30M

Last Year: € 101.83M

Gross Margin

€ 68.48M

Last Year: € 44.24M

Units Sold

861.13K

Last Year: 1.13M (-264,7K)

Operating Expenses

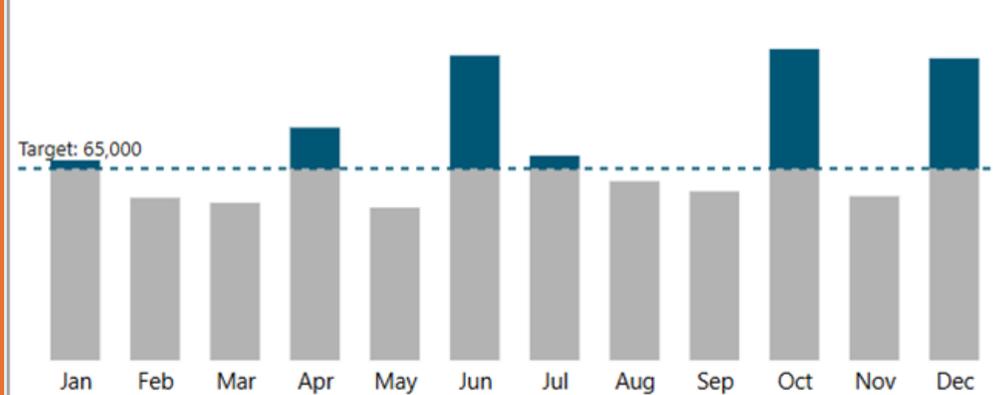
€ 51K

Last Year: € 68K

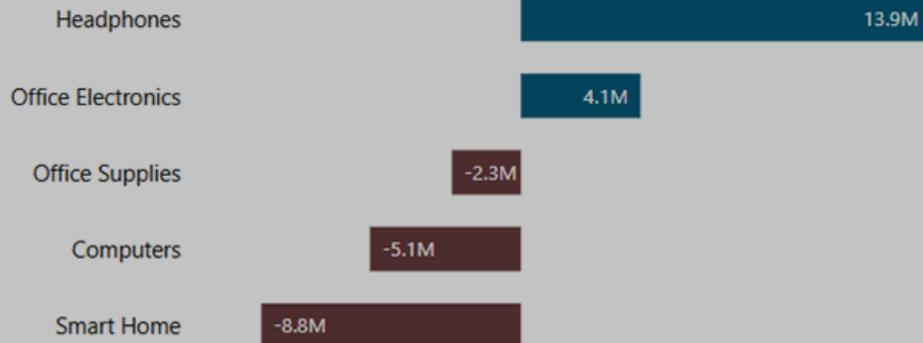
Sales TY vs LY



Units Sold vs. Target



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	Product 1	€ 8,318,254		40,526	
	Product 6	€ 7,796,254		36,423	
	Product 2	€ 6,714,356		25,384	

1

7

2

5

6

Overview 2024

Quarter

Select all

Q-1

Q-2

Q-3

Q-4

Country

All

Category

All

Sales TY

€ 147.77M

Last Year: € 146.07M (+1,70 M)

Cost of Goods Sold

€ 79.30M

Last Year: € 101.83M

Gross Margin

€ 68.47M

Last Year: € 44.94M

Units Sold

861.13K

Last Year: 1.13M (-264,7K)

Operating Expenses

€ 51K

Last Year: € 68K

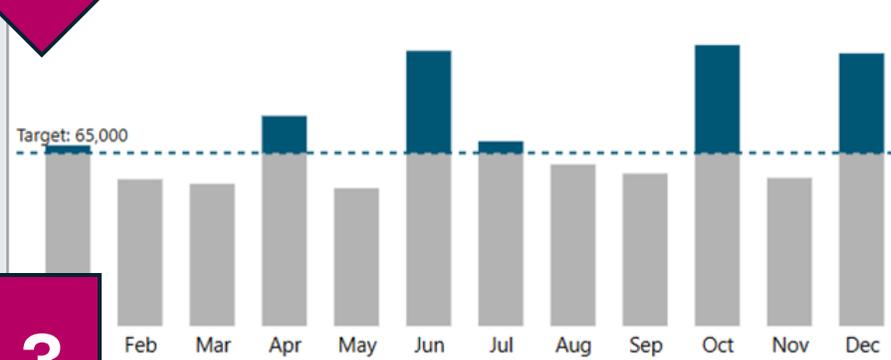
8

Sales TY vs LY



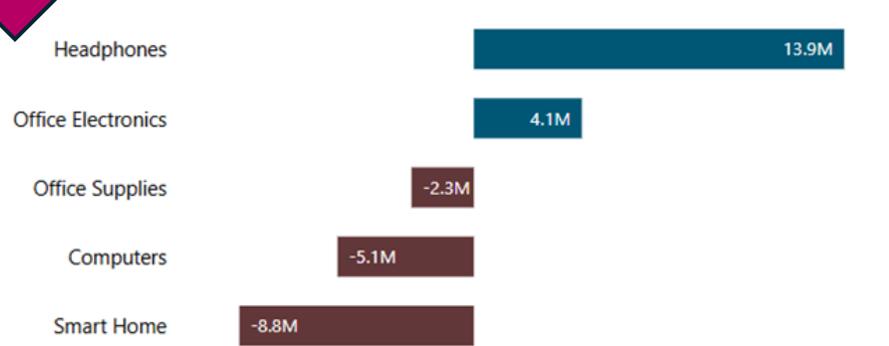
9

Units Sold vs. Target



4

Sales Difference by Category



3

Sales Difference by Category

Category	Product	Gross Sales	Difference LY	Units Sold	Difference LY
Office Electronics	Product 4	€ 15,468,394		88,790	
	Product 6	€ 12,043,158		40,983	
	Product 5	€ 10,276,638		51,091	
	Product 1	€ 7,302,443		47,291	
	Product 2	€ 7,082,499		30,822	
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	Product 1	€ 8,318,254		40,526	
	Product 6	€ 7,796,254		36,423	
	Product 2	€ 6,714,356		35,384	

Keyboard Navigation

All elements can be navigated using keyboard shortcuts

Shift + ? = Overview shortcuts

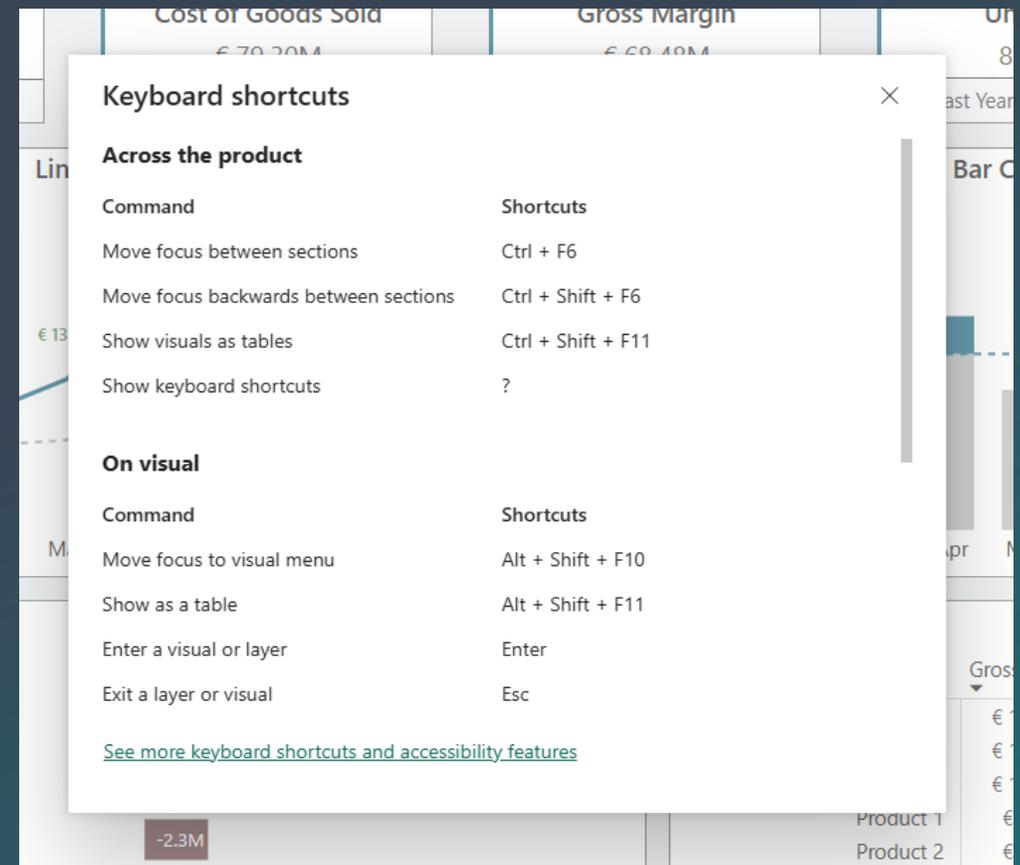
Ctrl + F6 = Move between sections

Enter = Enter/Exit a visual

Ctrl + Space = Multi-select data points

Ctrl Shift C = Unselect all filter selections.

Ctrl + Shift + F11 = Show visuals as tables



Tab Order

- View → Selection → Tab order
- Drag and Drop
- Hide elements

The screenshot shows a Power BI report interface. At the top, there's a header with the name 'Valerie Junk'. Below the header, there are several toolbars: 'Bookmarks', 'Sync slicers', 'Selection', 'Page visuals', and 'Performance analyzer'. The main content area displays two cards: 'Units Sold' with a value of 861.13K and 'Operating Expenses' with a value of € 51K. Below these cards is a bar chart titled 'Units Sold vs. Target'. On the right side, the 'Selection' pane is open, showing a list of elements in the report. The 'Tab order' tab is selected, and a large pink arrow points to it. The list of elements includes 'Layer order', 'Style', 'Card (new)', 'Year', 'Sales Difference TY vs...', 'Text box', and another 'Text box'.

Units Sold	Operating Expenses
861.13K	€ 51K
Last Year: 1.13M (-264,7K)	Last Year: € 68K

1

2

3

4

5

6

7

Sales Overview 2024

Quarter

Select all

Q-1

Q-2

Q-3

Q-4

Country

All

Category

All

Sales TY

€ 147.77M

Last Year: € 146.07M (+1,70 M)

Cost of Goods Sold

€ 79.30M

Last Year: € 101.83M

Gross Margin

€ 68.48M

Last Year: € 44.24M

Units Sold

861.13K

Last Year: 1.13M (-264,7K)

Operating Expenses

€ 51K

Last Year: € 68K

8

Selection

Layer order

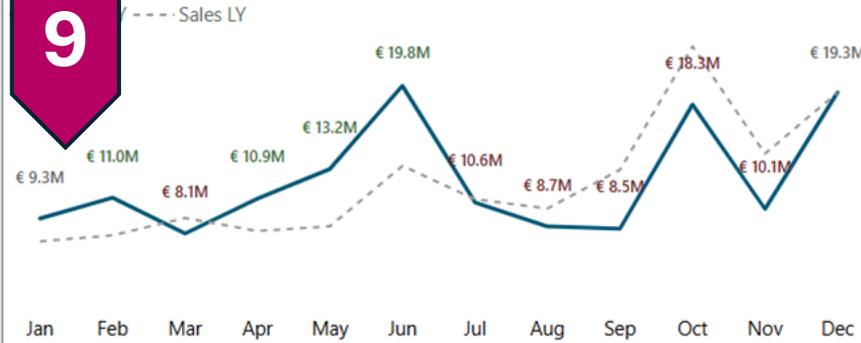
Tab order

- 1 Header
- 2 Text box: Quarter
- 3 Filter: Quarter
- 4 Text box: Country
- 5 Filter: Country
- 6 Text box: Category
- 7 Filter: Category
- 8 Card Visual
- 9 Line Chart: Sales TY vs LY
- 10 Bar Chart: Units Sold vs. Target
- 11 Bar Chart: Sales Diff
- 12 Table: Sales Diff

- Shape divider
- Background Shape

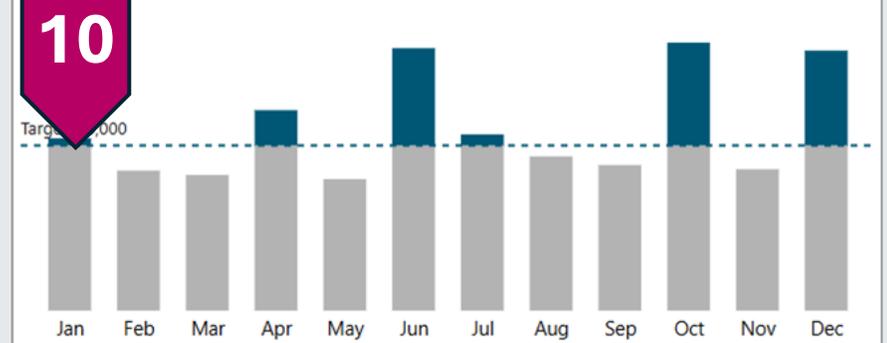
9

Sales TY vs LY



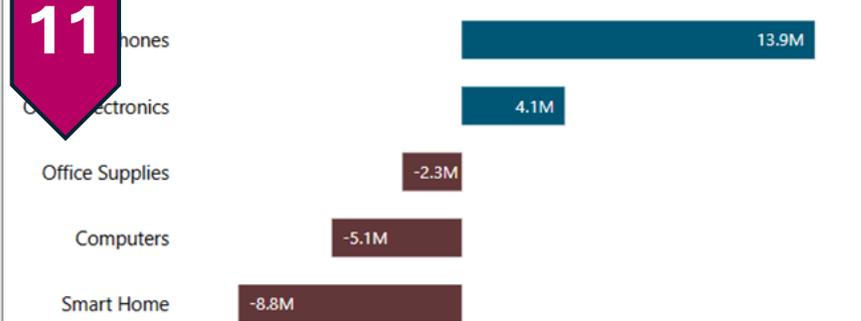
10

Units Sold vs. Target



11

Sales Difference by Category

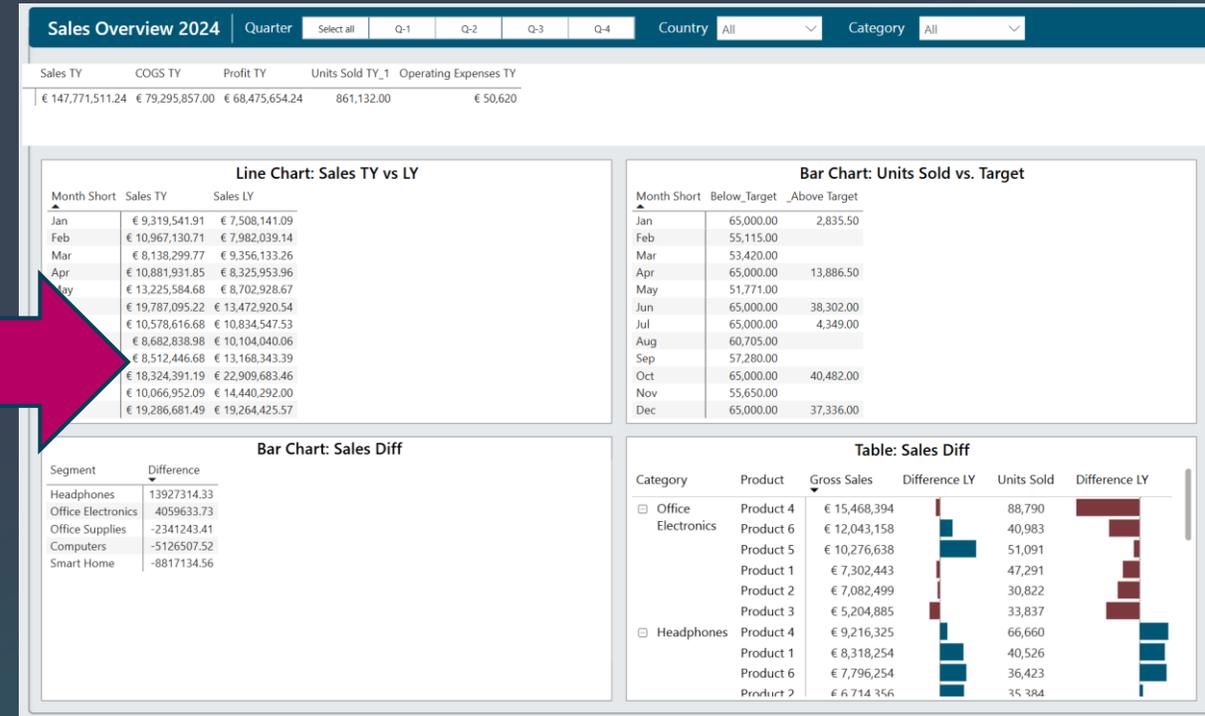
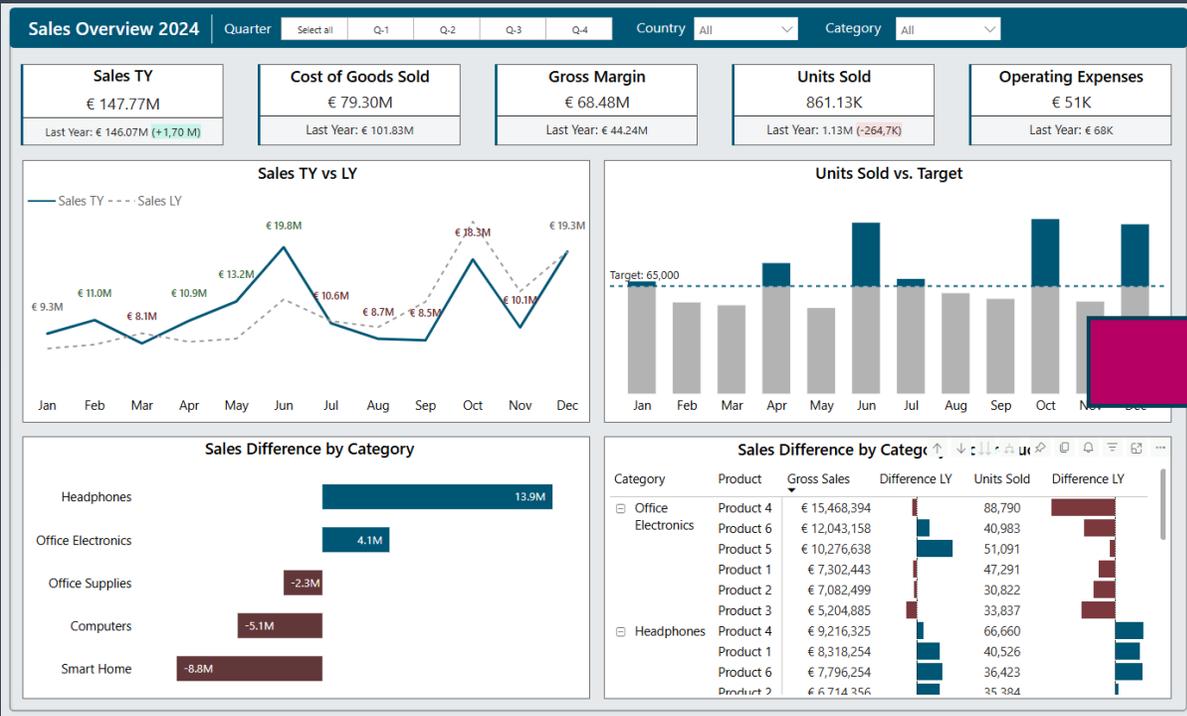


12

Sales Difference by Category

Product	Gross Sales	Difference LY	Units Sold	Difference LY
Product 4	€ 15,468,394		88,790	
Product 6	€ 12,043,158		40,983	
Product 5	€ 10,276,638		51,091	
Product 1	€ 7,302,443		47,291	
Product 2	€ 7,082,499		30,822	
Product 3	€ 5,204,885		33,837	
Product 4	€ 9,216,325		66,660	
Product 1	€ 8,318,254		40,526	
Product 6	€ 7,796,254		36,423	
Product 2	€ 6,714,356		35,384	

Ctrl + Shift + F11 = Show visuals as tables



In Preview Visuals

Sales Overview 2024		Quarter		
		Select all	Q-1	Q-2
Sales TY	Cost of Goods Sold			
€ 147.77M	€ 79.30M			
Last Year: € 146.07M (+1,70 M)	Last Year: € 101.83M			



Sales Overview 2024		
Sales TY	COGS TY	
€ 147,771,511.24	€ 79,295,857.00	€

Screen Reader



Screen Reader Compatibility

- **When a report consumer navigates to a visual, the screen reader will read out:**
 - **the title**
 - **visual type**
 - **any alt text (if set)**



What is read?



Shape with text



“img”



Shape and text box grouped



“2 items grouping, text box”



Text box

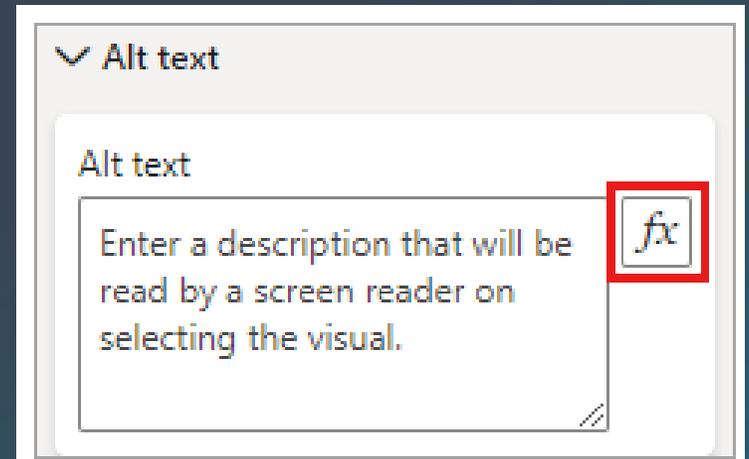


“Sales Data”



Alternative Text

- Read by screen readers.
- Meaningful information about the element.
- Max 250 characters.
- Use DAX to make it dynamic.



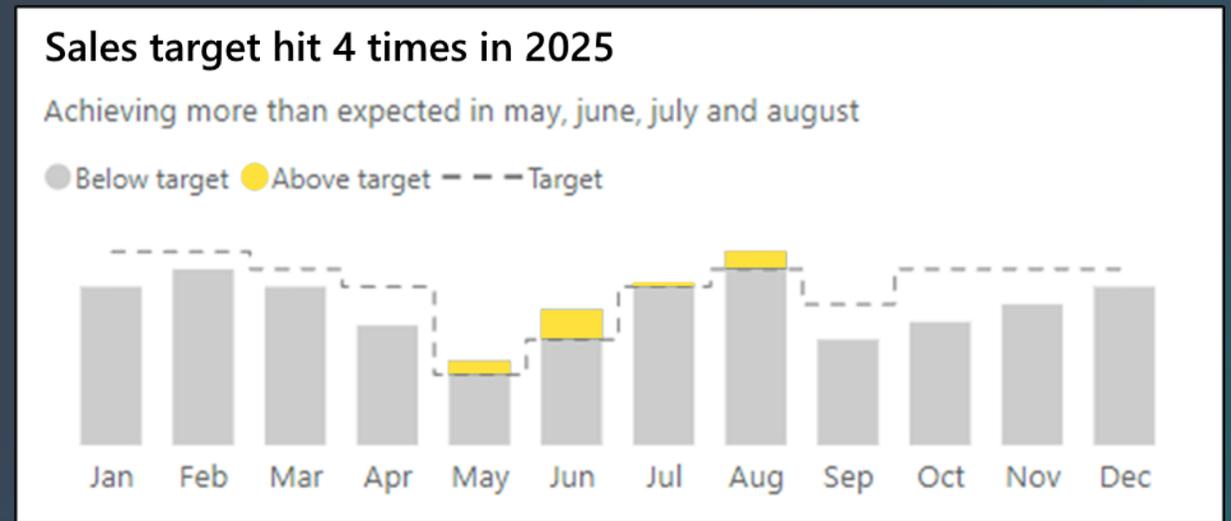
Reuse dynamic (sub)titles

▼ Alt text

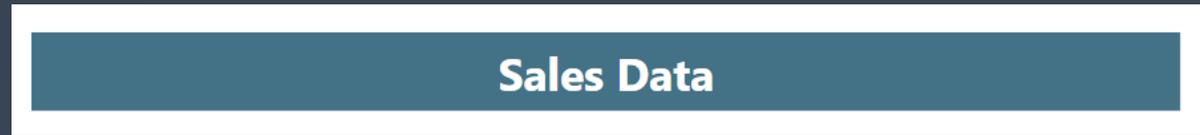
Alt text

Enter a description that will be read by a screen reader on selecting the visual.

fx



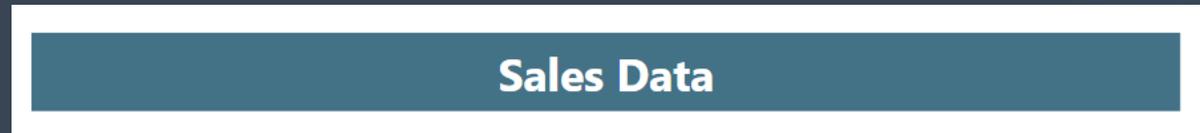
Effect of Alternative Text



Shape with text



“img”



Shape with text & alt text “Sales Data”



“Sales Data img”

High-contrast Color View

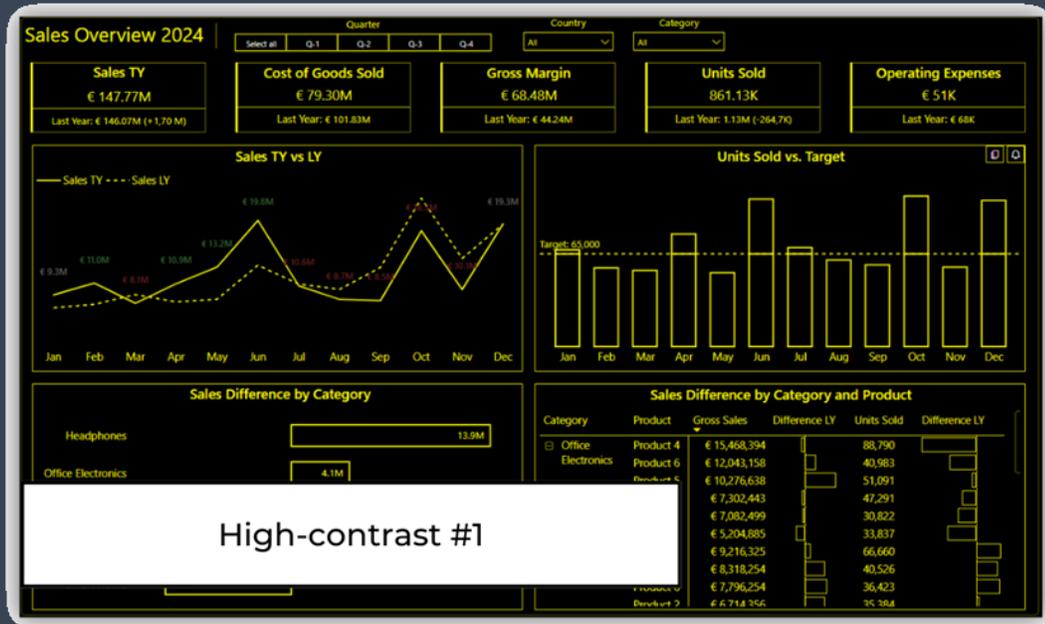


High Contrast View

4 standard high-contrast support for reports

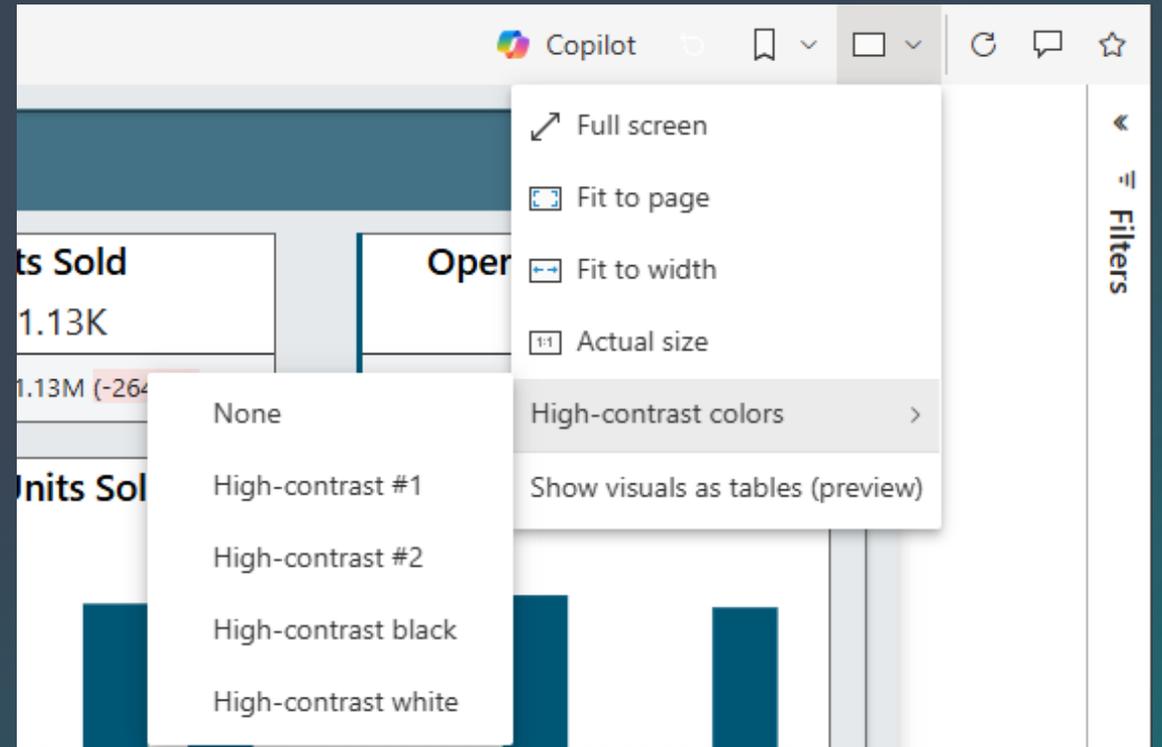
- High-contrast #1
- High-contrast #2
- High-contrast Black
- High-contrast White





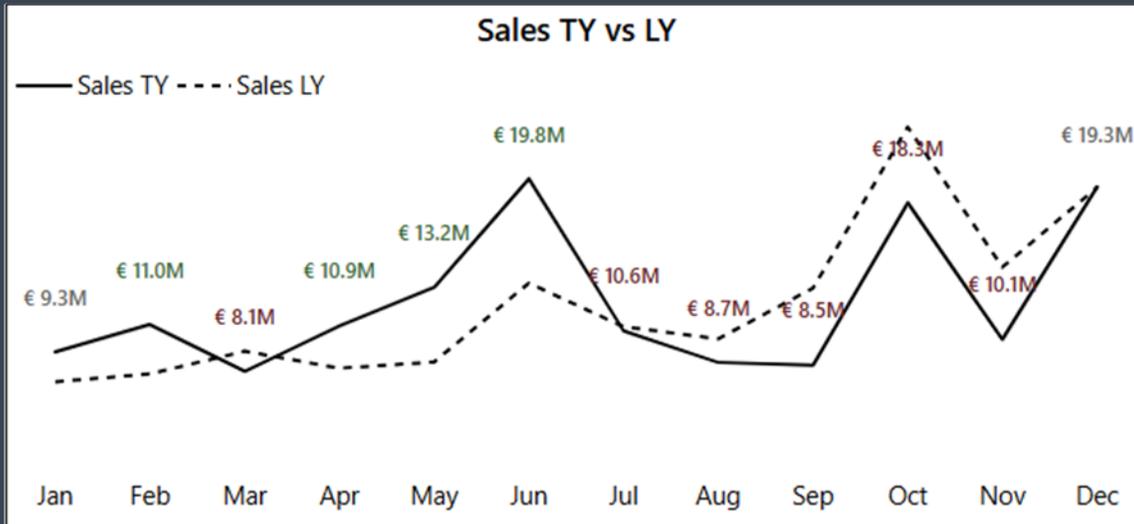
High Contrast View

- You can set the view in Power BI (online).
- "View" button -> "High-contrast colors."



Word of Warning

Conditional formatting is not affected!



Spotlight

Focus mode

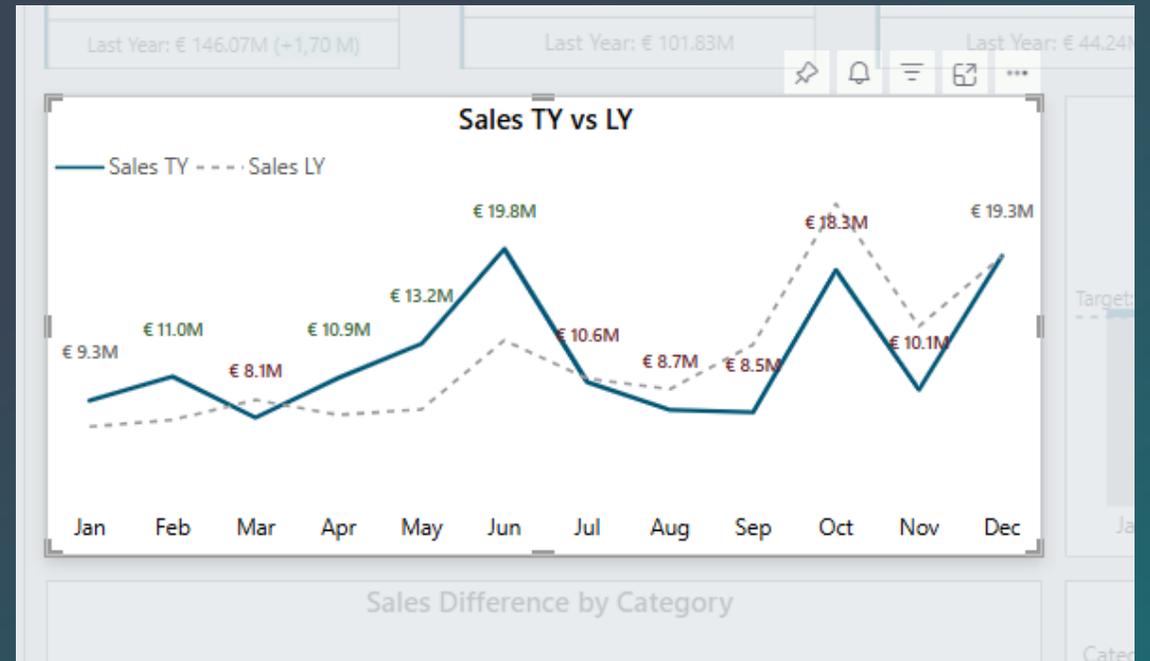
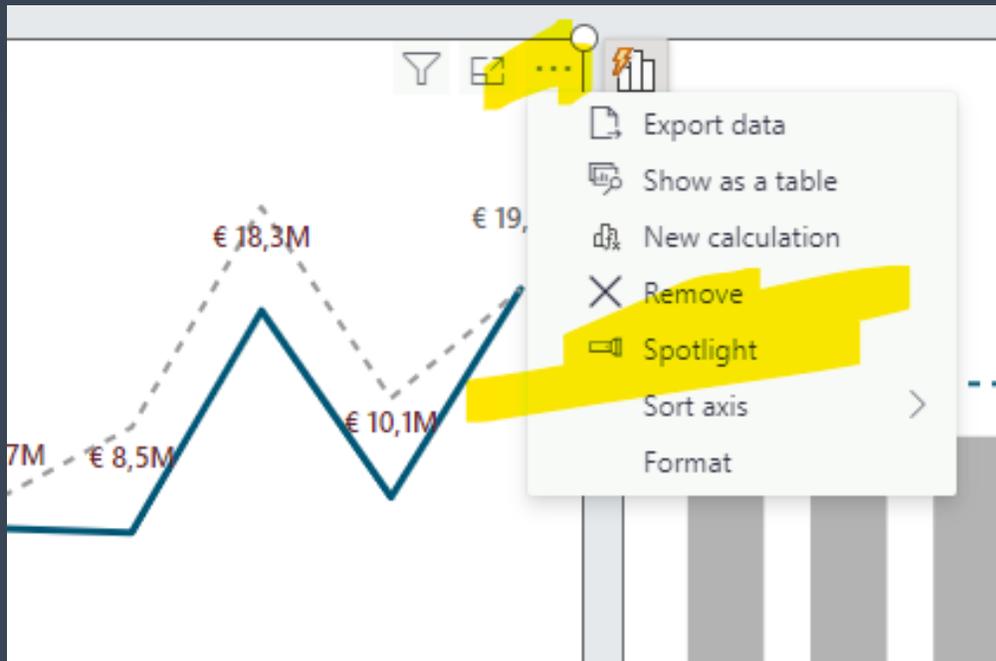
Show data table

Can be done
by the user!



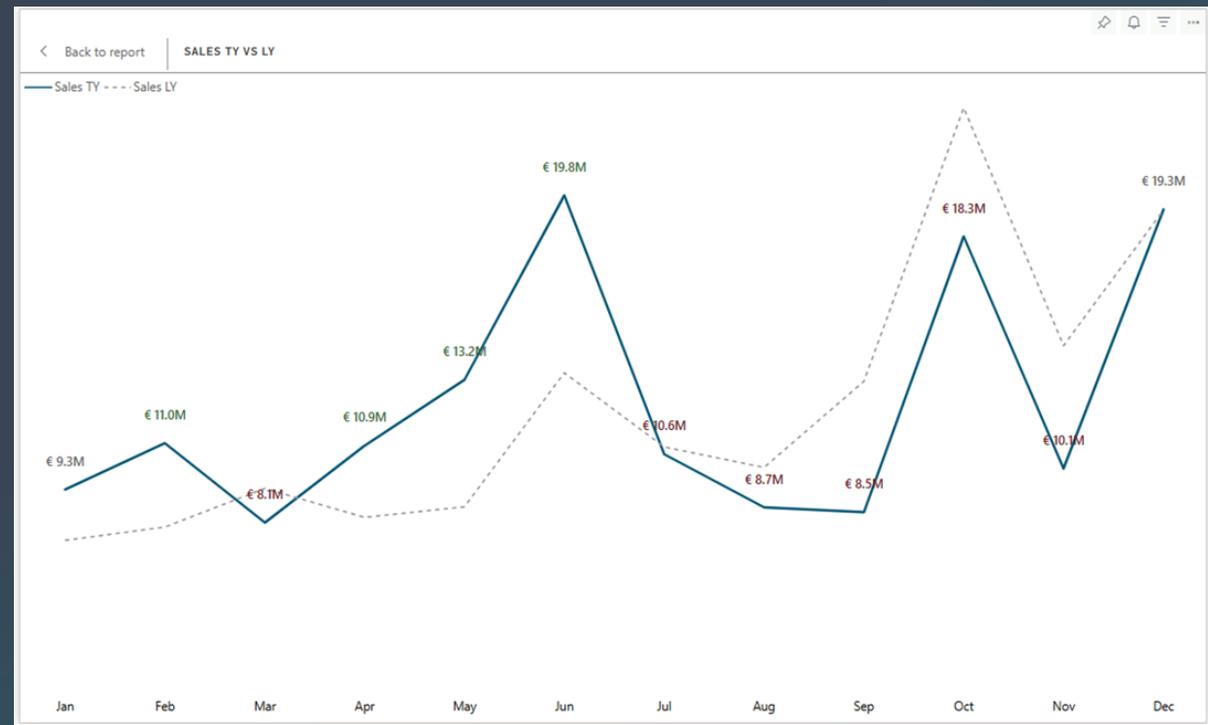
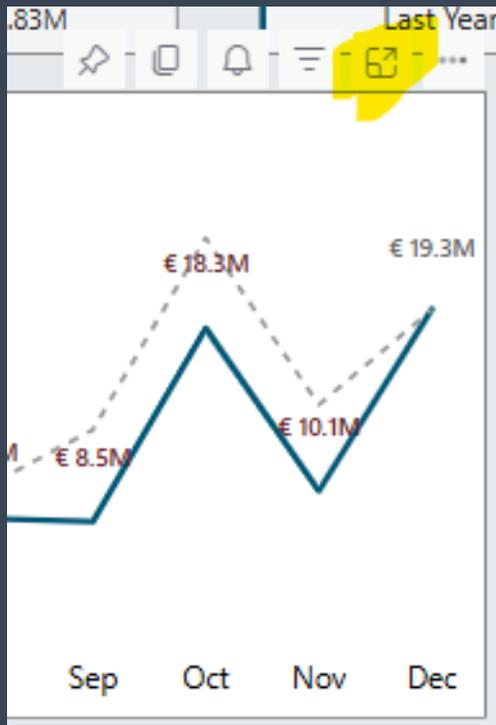
Spotlight

Focus on 1 visual in a report



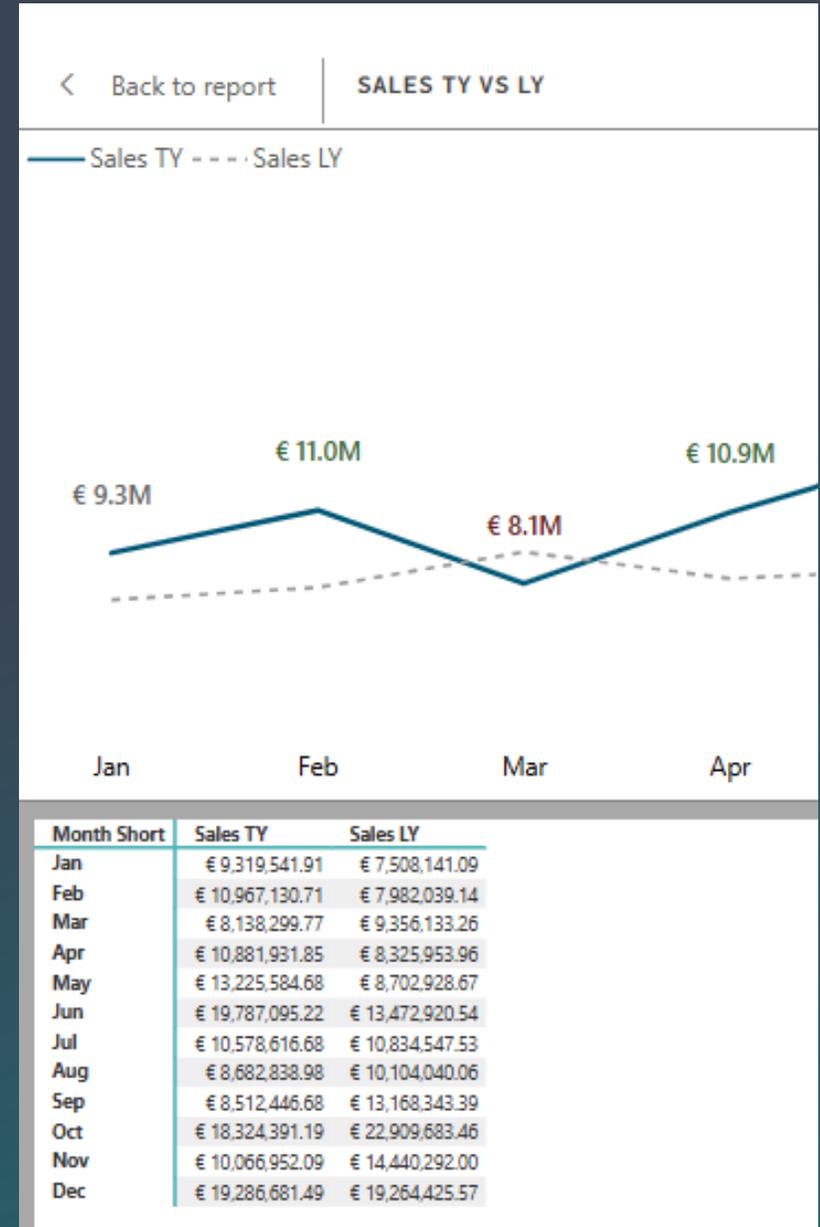
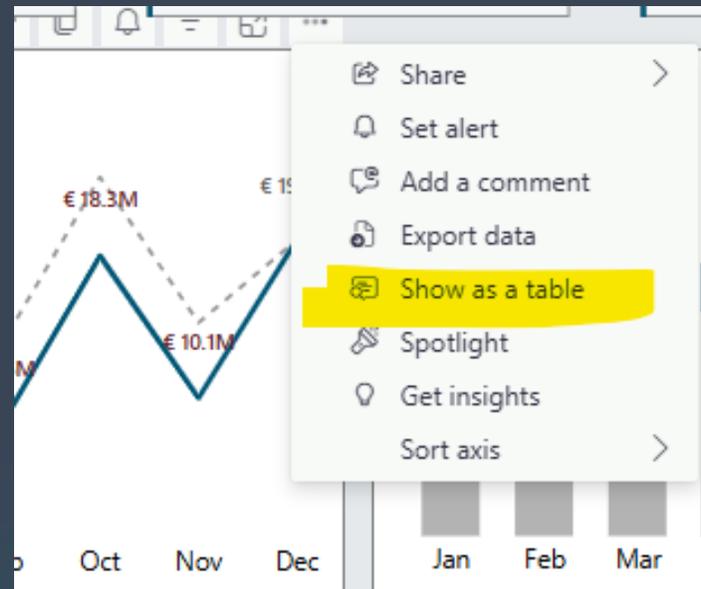
Focus Mode

New window to view visual



Show as Table

- Visual and table combined
- Alt + Shift + F11 for screen-reader friendly view



Colors & Accessibility Themes



Which colors can I choose?

Background & text contrast ratio at least 4.5:1

- The lighter color (background) is 4.5 times brighter than the darker color (text).
- The text is distinguishable from the background

My text color is #B3B3B3 at 12 px and regular weight

My background color is #FFFFFF

My design must be AAA compliant

<p>Fails AAA</p> <p>Required contrast ratio: 7</p> <p>Your contrast ratio: 2.1</p>	<p>Passes AAA</p> <p>if you change background color to #282828</p> <p>New contrast ratio: 7.03</p>	<p>Passes AAA</p> <p>if you change text color to #595959</p> <p>New contrast ratio: 7</p>
---	---	--

or

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation...

Color check

Squint test

- Turn down the brightness of screen
- Do you still see the most important information?

Check with the end-user

<https://www.color-blindness.com/coblis-color-blindness-simulator/>

try it out, I hope you like it.

Drag and drop or paste your file in the area below or: Power BI Dashboard .png

Trichromatic view: *Anomalous Trichromacy:* *Dichromatic view:* *Monochromatic view:*

Normal Red-Weak/Protanomaly Red-Blind/Protanopia Monochromacy/Achromatopsia

Green-Weak/Deuteranomaly Green-Blind/Deuteranopia Blue Cone Monochromacy

Blue-Weak/Tritanomaly Blue-Blind/Tritanopia

Use lens to compare with normal view: No Lens Normal Lens Inverse Lens

[Reset View](#) [Open simulated image in new window](#)

Sales Overview 2024 Quarter: Q-1 Q-2 Q-3 Q-4 Country: Category:

Metric	Value	Last Year
Sales TY	€ 147.77M	€ 146.07M (+1.70 M)
Cost of Goods Sold	€ 79.30M	€ 101.83M
Gross Margin	€ 68.48M	€ 44.24M
Units Sold	861.13K	1.13M (-264,7K)
Operating Expenses	€ 51K	€ 68K

Line Chart: Sales TY vs LY

Month	Sales TY (€)	Sales LY (€)
Jan	9.3M	11.0M
Feb	8.9M	8.9M
Mar	10.9M	10.9M
Apr	13.2M	13.2M
May	18.8M	18.8M
Jun	10.6M	10.6M
Jul	8.7M	8.7M
Aug	8.3M	8.3M
Sep	18.3M	18.3M
Oct	10.1M	10.1M
Nov	19.3M	19.3M
Dec	19.3M	19.3M

Bar Chart: Units Sold vs. Target

Month	Units Sold	Target
Jan	65,000	65,000
Feb	65,000	65,000
Mar	65,000	65,000
Apr	65,000	65,000
May	65,000	65,000
Jun	65,000	65,000
Jul	65,000	65,000
Aug	65,000	65,000
Sep	65,000	65,000
Oct	65,000	65,000
Nov	65,000	65,000
Dec	65,000	65,000

Bar Chart: Sales Diff

Category	Sales Diff (€)
Headphones	13.9M
Office Electronics	4.1M
Office Supplies	-2.3M
Computers	-5.1M
Smart Home	-8.8M

Table: Sales Diff

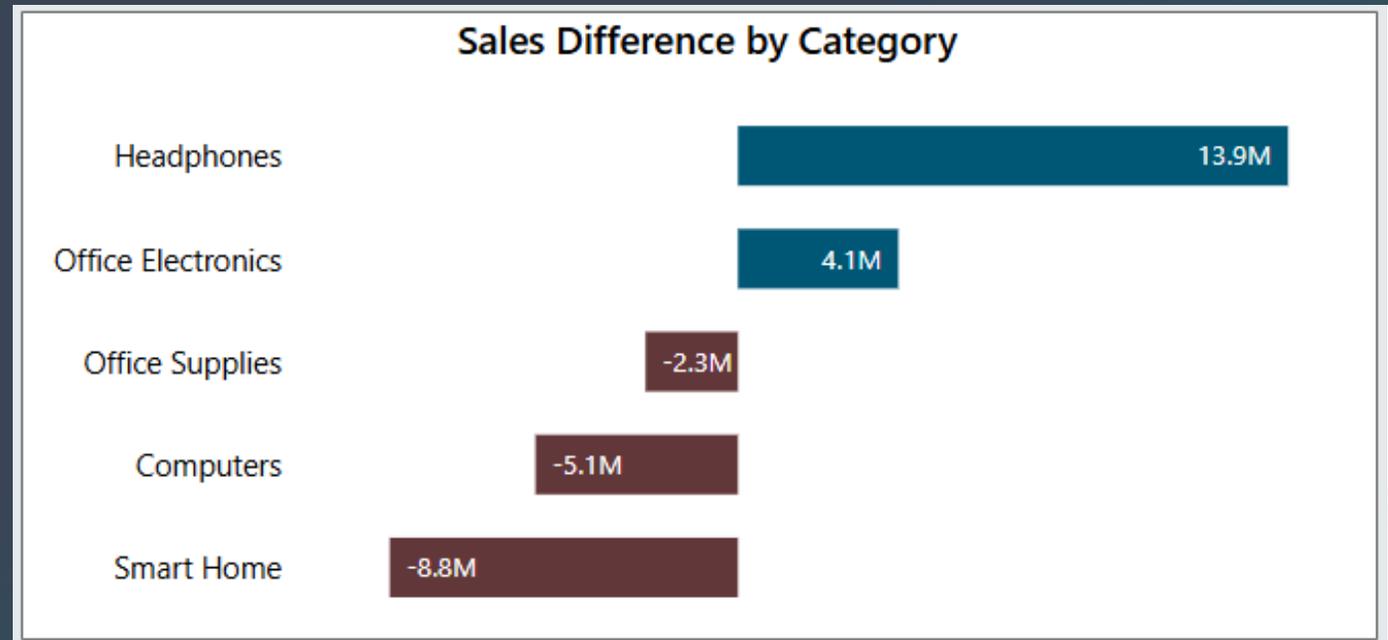
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	Product 1	€ 8,318,254		40,526	
	Product 6	€ 7,796,254		36,423	
	Product 2	€ 6,718,356		35,384	

www.color-blindness.com

Don't rely on color only

Difficult color combinations

- green and red
- green and brown
- blue and purple
- green and blue
- light green and yellow
- blue and grey
- green and grey
- green and black



Accessibility Themes



Takeaway

- Get to know the audience
- Provide context & meaning
- Accessibility is not a buzzword
 - Do not just use color to convey information
 - Check the tab order



Valerie Junk

PorcuBI



Please rate this session!

