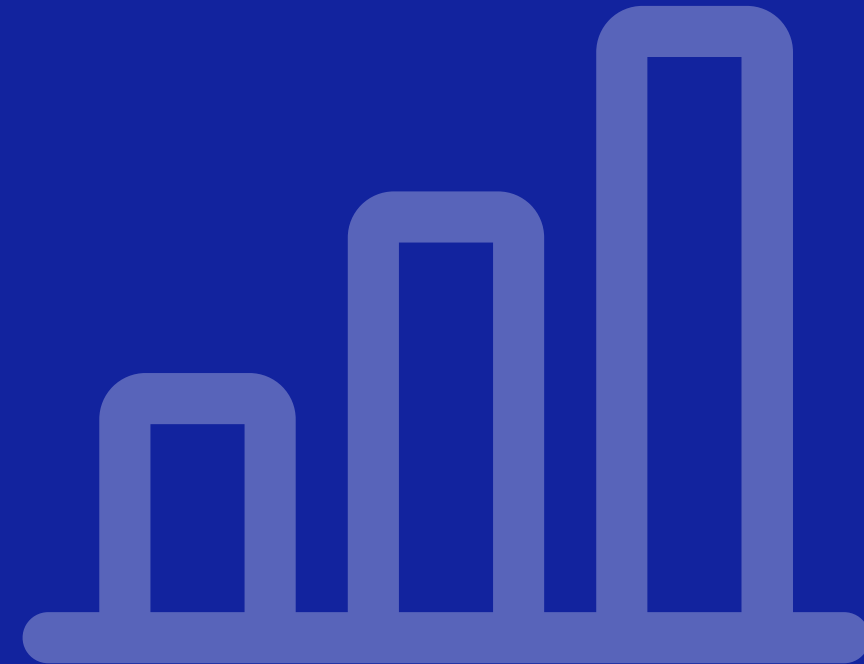


Data visualisatie masterclass

Daan Oosters





Power BI

Data visualisatie

masterclass

9 MAART 2024



Daan Oosters

BI & Analytics consultant | Power BI | Rotterdam

Data visualisatie | Governance | Sogeti

www.linkedin.com/in/daanoosters




Programma

INTRODUCTIE	5 MIN.
WAT JE BETER NIET KUNT DOEN	5 MIN.
POWER BI DESIGN CHECKLIST	40 MIN.
AFSLUITING	5 MIN.



Focus is data visualisatie

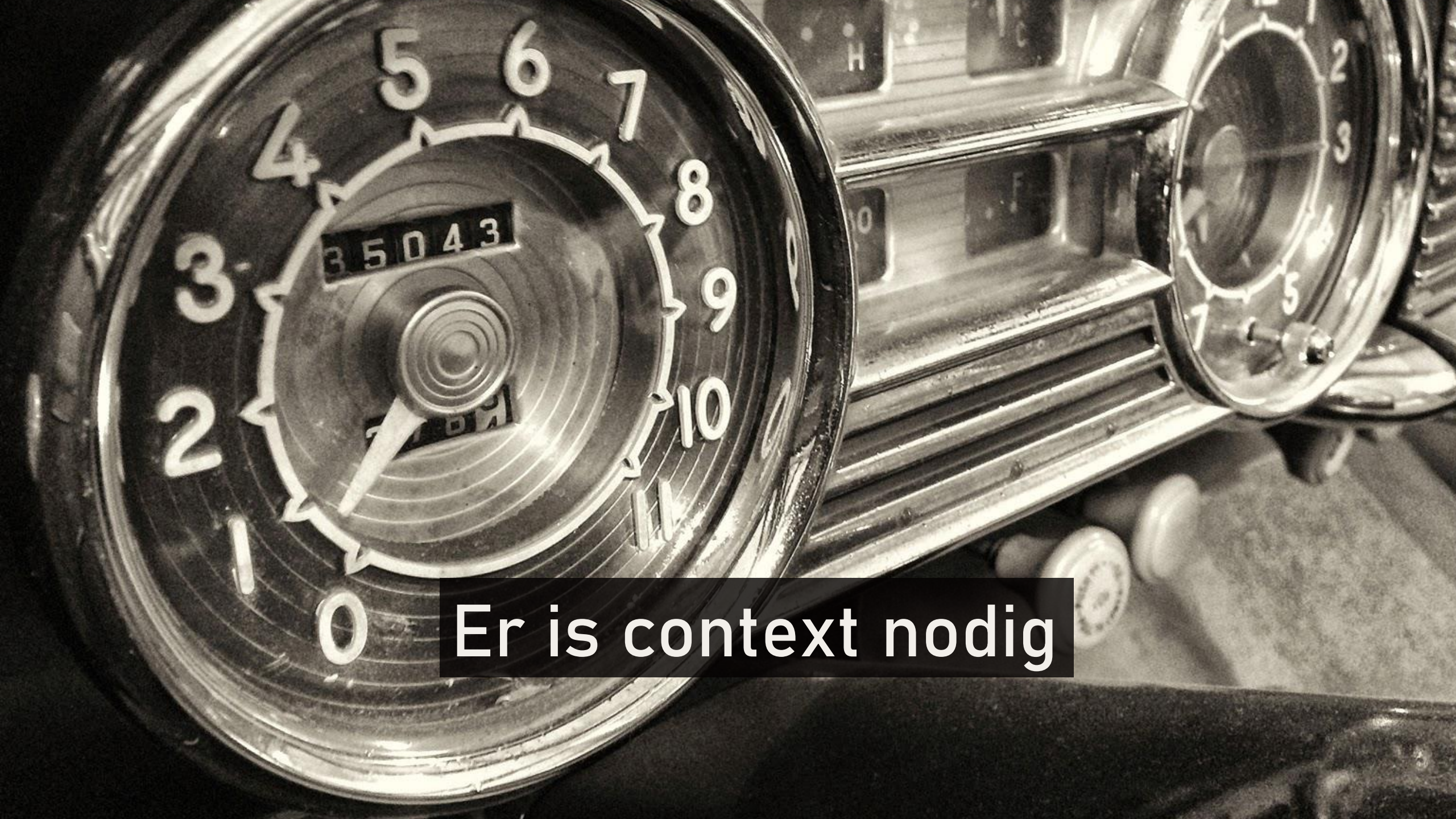


A person is shown from the chest down, sitting and reading an open book. The scene is dimly lit, with the primary light source coming from the book's pages, which are brightly illuminated. The person's hands are visible, holding the book open. The background is dark and out of focus, suggesting an indoor setting like a library or a study.

**Wat is je verhaal?
Hoe kun je impact maken?**

Getallen an sich hebben geen betekenis

2504	2487	2470	2284	2287	3 6
2334	2317	2300	2113	2096	3
2164	2147	2130	1942	1925	
194	1977	1959	1771	1754	
22	1805	1788	1599	15	
	1633	1616	1426		
	1461	1444	1253		



Er is context nodig



**Wat je
beter niet
kunt
doen...**



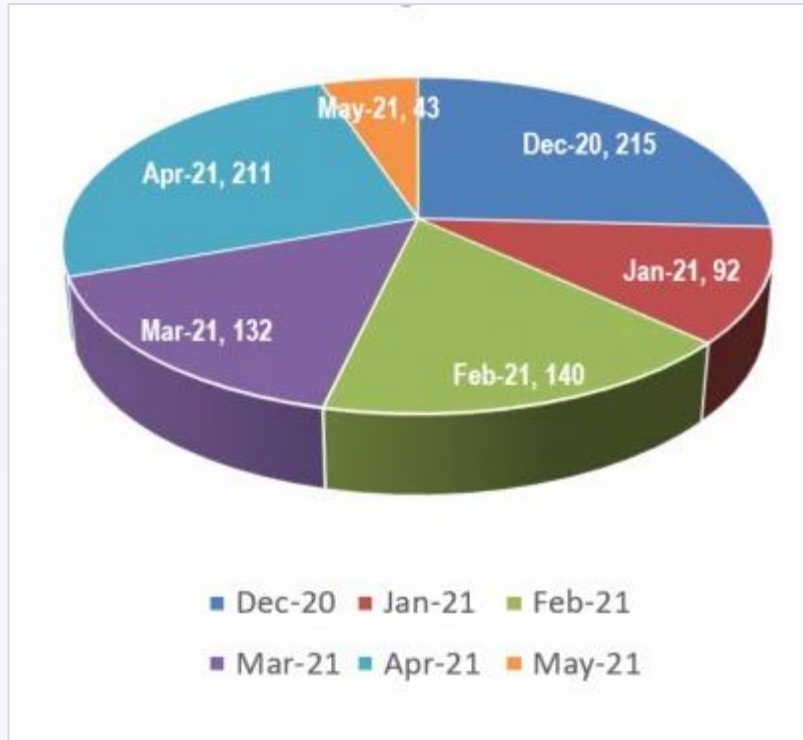


SLECHT IDEE



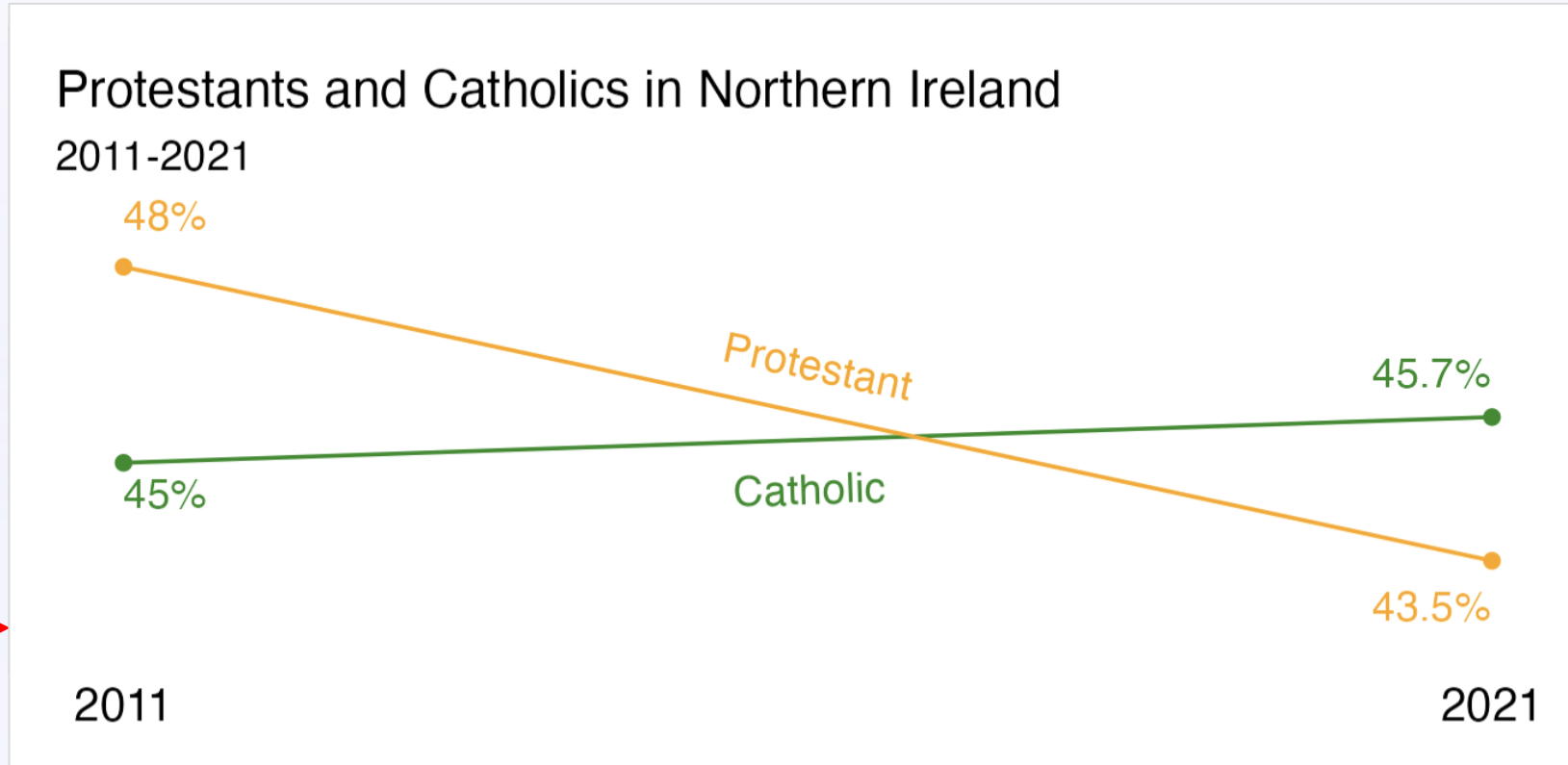


SLECHT IDEE



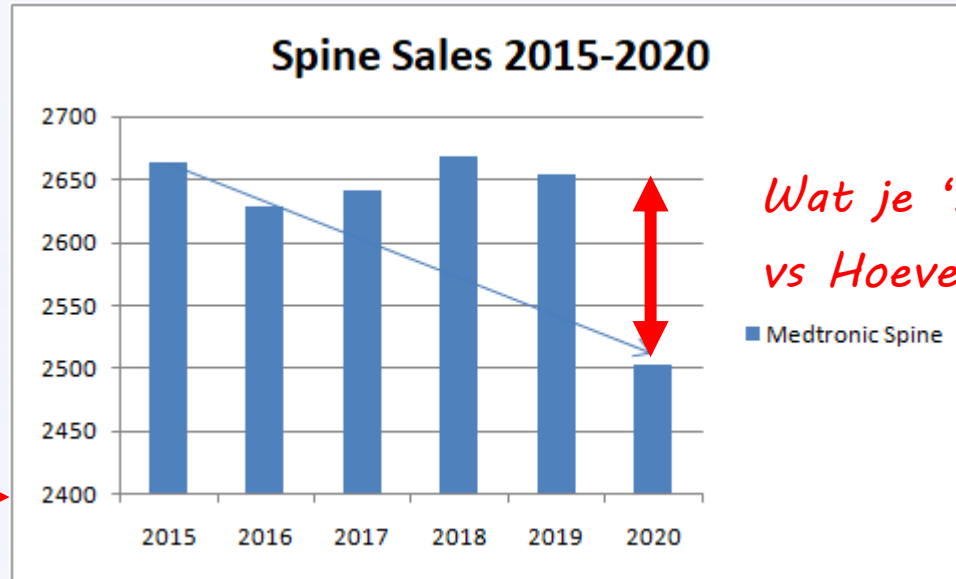


SLECHT IDEE





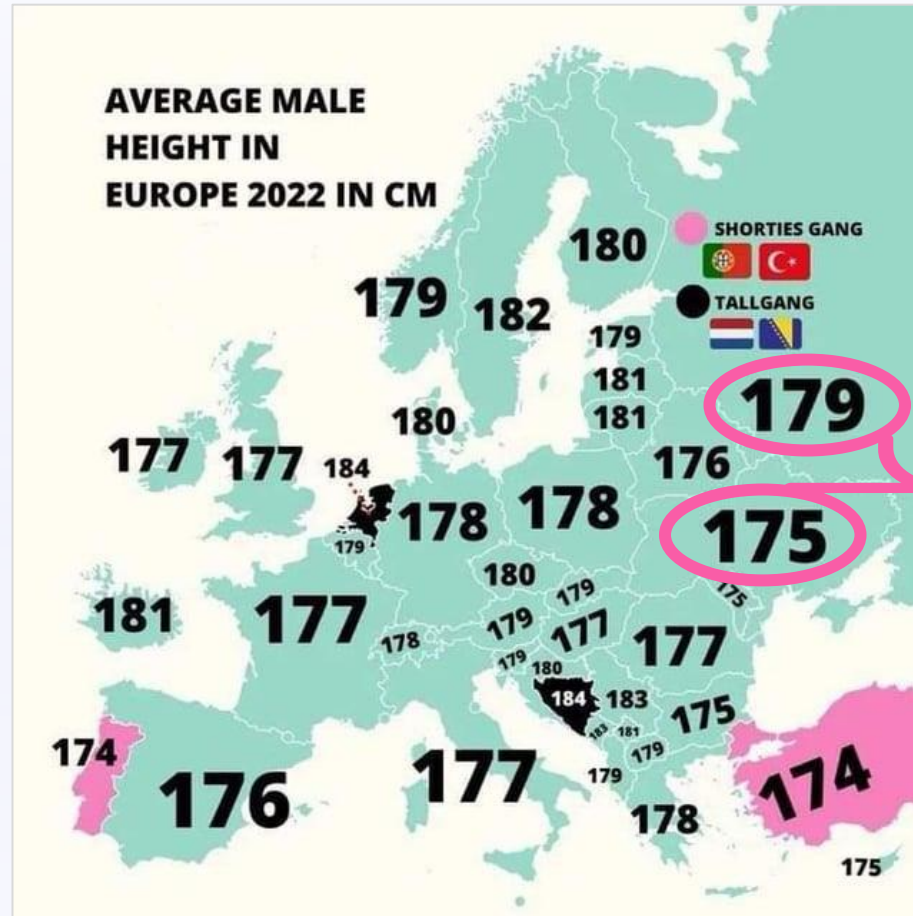
SLECHT IDEE



*Wat je 'ziet'... (de helft)
vs Hoeveel het IS... (ca 6%)*



SLECHT IDEE



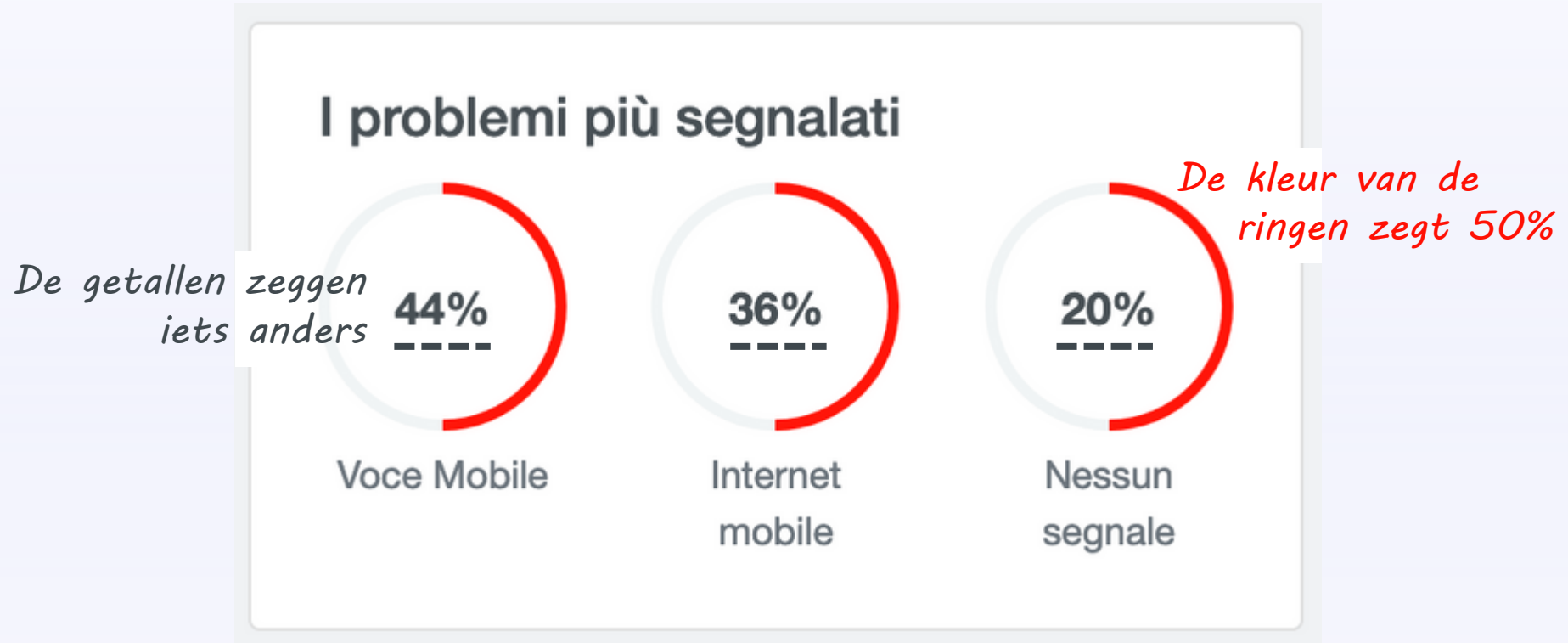
Ook de grootte (fontsize) van de getallen, wekt een bepaalde suggestie...

De laagste waarde heeft een afwijkende kleur...

En de hoogste waarde dan...?

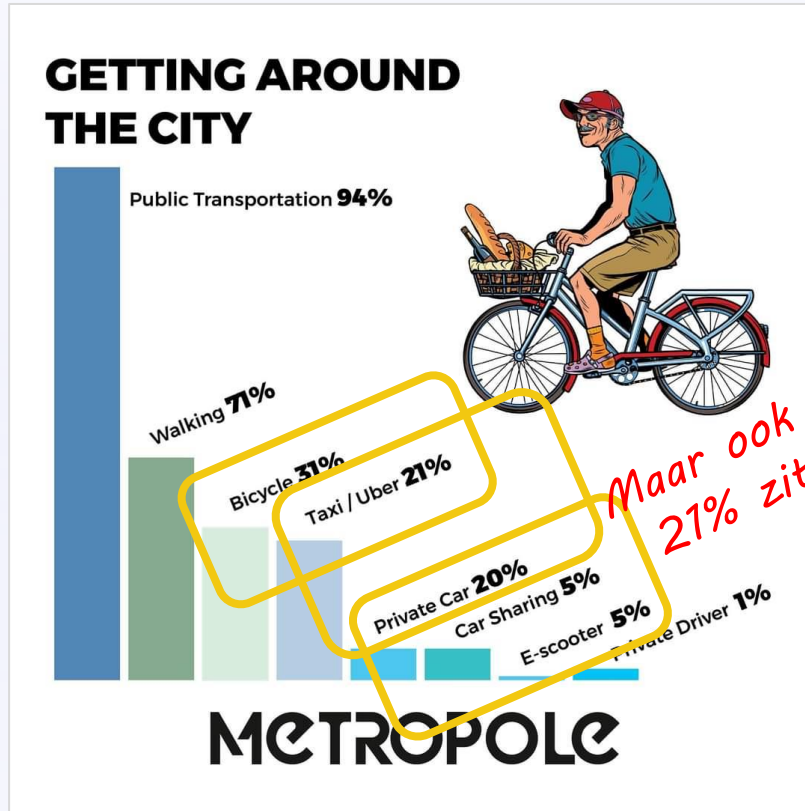


SLECHT IDEE





SLECHT IDEE



*Maar ook tussen 20% en 40% afstand...
21% zit veel de 5% balk...?
Net zo hoog als de 20% balk...?*



SLECHT IDEE





OP ZOEK NAAR MEER IDEEËN?

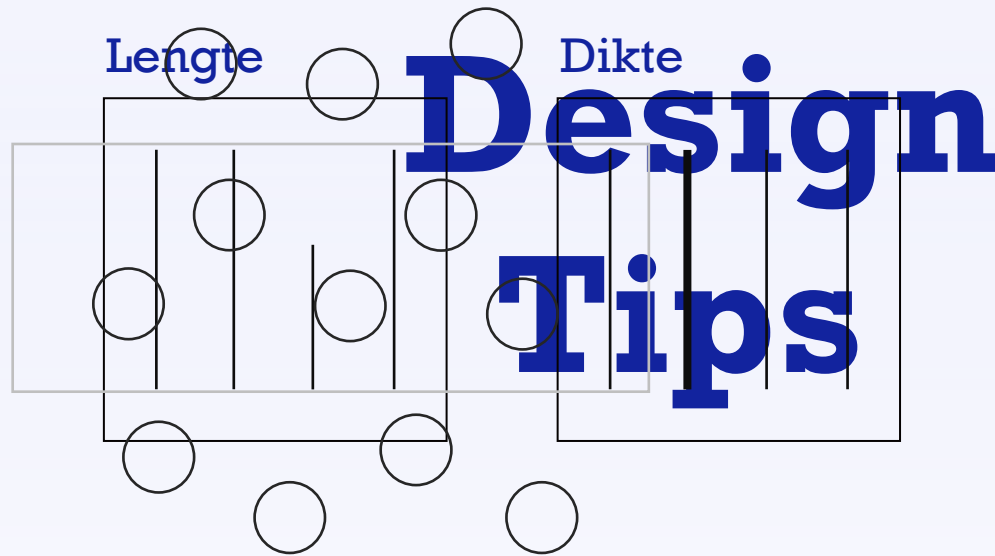
Reddit heeft het allemaal!

 www.reddit.com/r/dataisugly/

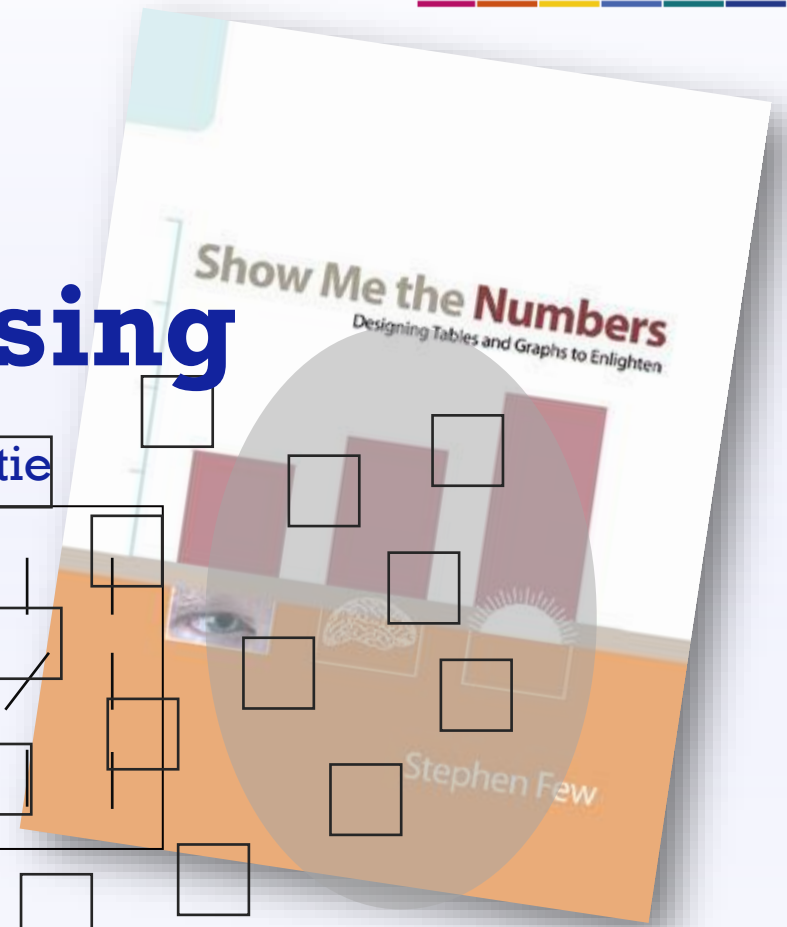
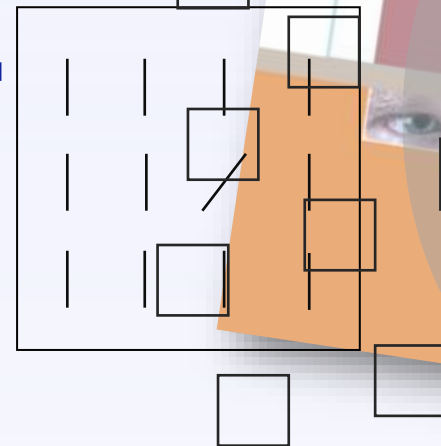
 www.reddit.com/r/dataisbeautiful/

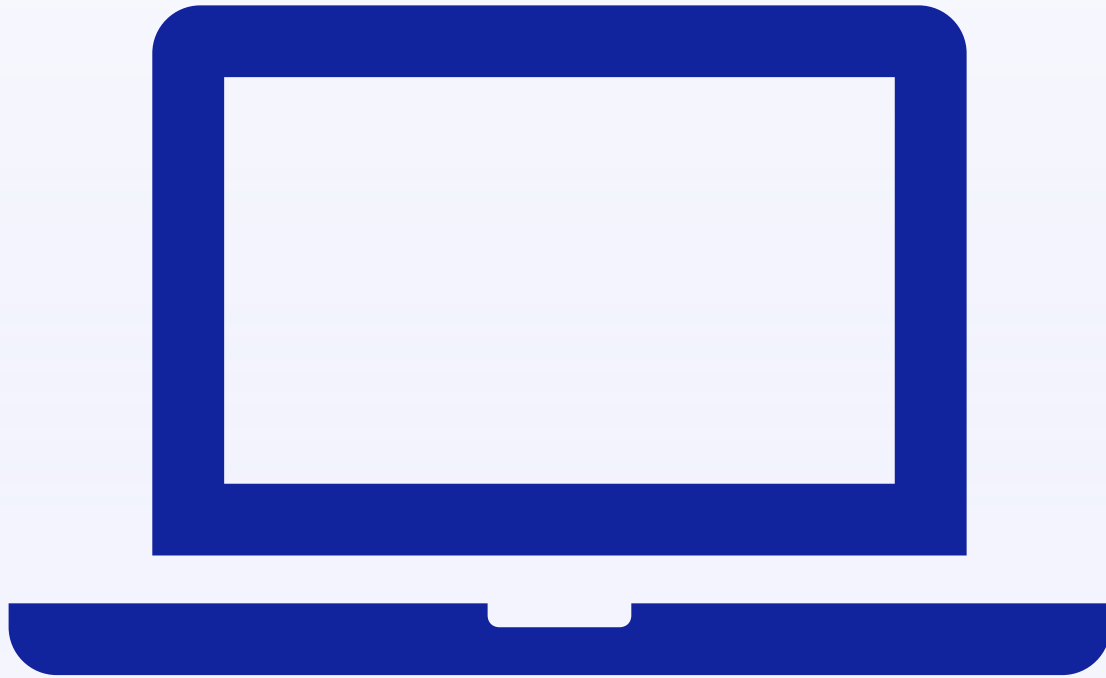


Gestalt principes Pre-a Power BI Blessing



Oriëntatie





**Tijd voor
actie!**



POWER BI VISUALISATIE MASTERCLASS

INHOUD

1. Bepaal je doelgroep
2. Houd het simpel
3. Wees helder en consistent
4. Benadruk relevante informatie
5. Geef context
6. Gebruik kleuren verstandig
7. Kies de juiste visualisatie



Erasmus shop

opgericht 2007

6

Stores

110

Employees

66K

Customers

5,14%

Sick leave

YearTxt
 2023
 2024

Month
 Select all

jan

feb

mrt

apr

mei

jun

jul

aug

sep

okt

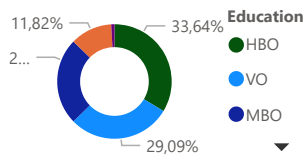
nov

dec

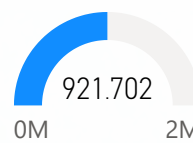
Sales Amount by Store Name



Count of Employee Key by Education



Revenue



413.180,60

Gross profit

970.315,19

Sales amount target

40,63%

Margin %

8407

Quantity

508.521

Sales Costs

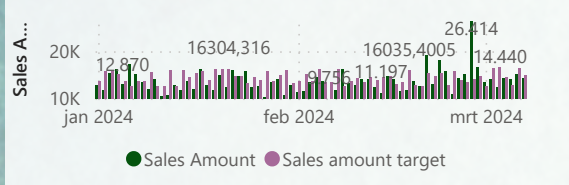
349.614,63

Online Sales

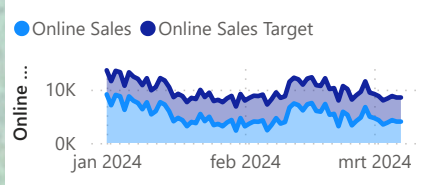
1,43%

Online Conversie

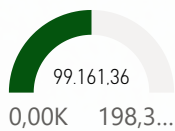
Revenue by Date



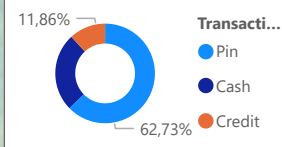
Online Sales and Online Sales Target by Date



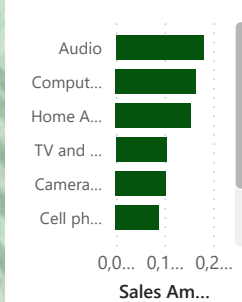
Stock volume



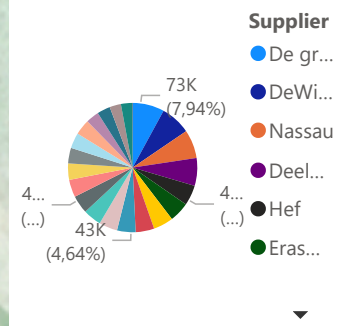
Count of Saleld by TransactionType



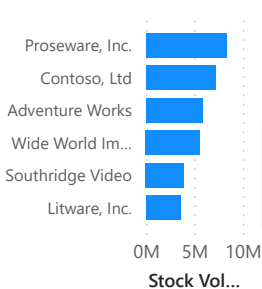
Sales Amount by Category



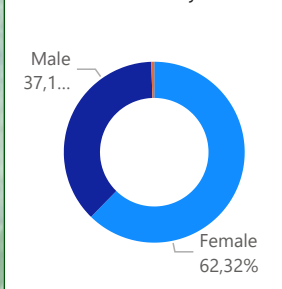
Sales Amount by Supplier



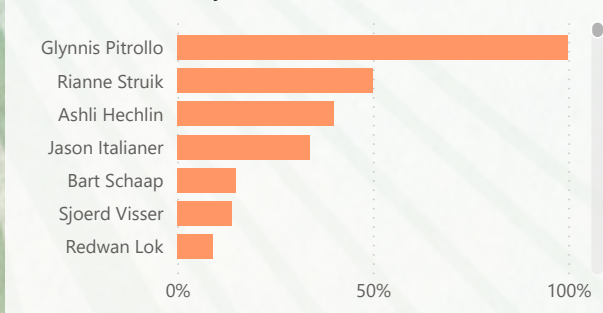
Stock Volume per Brand



Sum of sick leave % by Gender

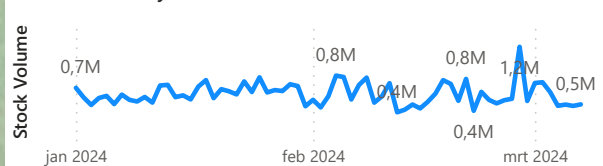


Sum of sick leave % by Full Name



Full Name	Education	Gender	Role	Sales Amount
Jennifer de Jonge	VO	Female	Cashier	35.436
Jolanda Eisma	HBO	Female	Cashier	29.583
Eveline Zoom	HBO	Female	Cashier	28.346
Kristo Moreing	MBO	Male	Cashier	23.873
Michiel de Bruijn	HBO	Male	Cashier	23.762
Teddy Baden	VO	Male	Cashier	23.423
Liesbeth Sinke	MBO	Female	Cashier	23.344
Merell Esby	MBO	Male	Cashier	21.250
Jasmijn Wijnands	VO	Female	Cashier	18.144
Chrysler Ambrus	VO	Female	Cashier	16.903
Padgett Ackred	VO	Male	Cashier	14.861
Rob van Diik	VO	Male	Cashier	14.817
Total				574.657

Stock Volume by Date



POWER BI VISUALISATIE MASTERCLASS

1. Bepaal je doelgroep



- We hebben de neiging teveel informatie in op een pagina te willen zetten
- Je kunt niet alles monitoren (e.g. operations, voorraad, hr, finance)
- Verdeel en heers: maak aparte rapporten per doelgroep (afdeling, project)
- Veel info is niet belangrijk, laat dit achterwege!
- Zorg voor de beste oplossing, ondanks dat de klant anders wil
- Weet wat de business wakker houdt s'-nachts



Erasmus shop

opgericht 2007

6
Stores

110
Employees

66K
Customers

5,14%
Sick leave

YearTxt

2023

2024

Month

Select all

jan

feb

mrt

apr

mei

jun

jul

aug

sep

okt

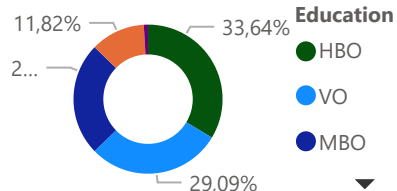
nov

dec

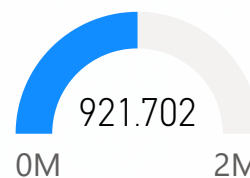
Sales Amount by Store Name



Count of Employee Key by Education



Revenue



413.180,60
Gross profit

970.315,19
Sales amount target

40,63%
Margin %

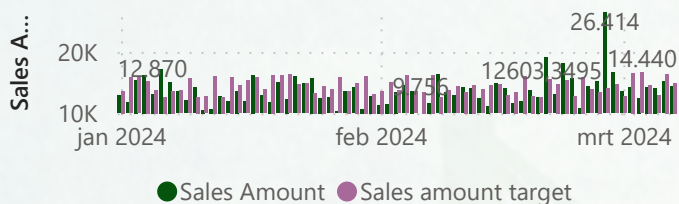
8407
Quantity

508.521
Sales Costs

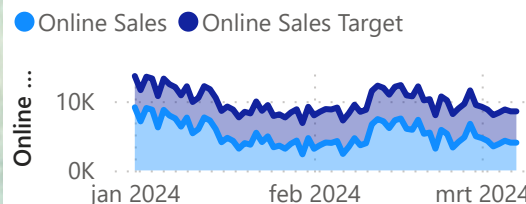
349.614,63
Online Sales

1,43%
Online Conversie

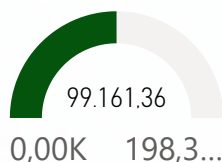
Revenue by Date



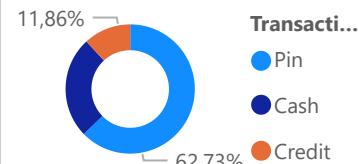
Online Sales and Online Sales Target by Date



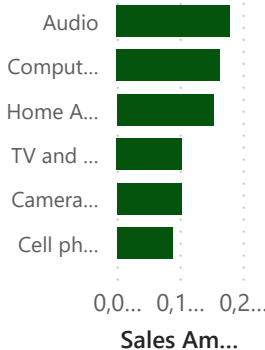
Stock volume



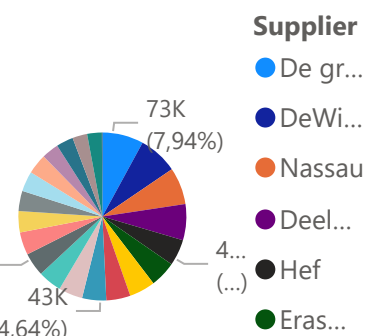
Count of Saleld by TransactionType



Sales Amount by Category



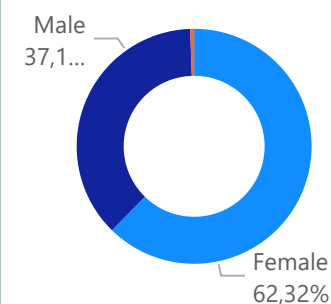
Sales Amount by Supplier



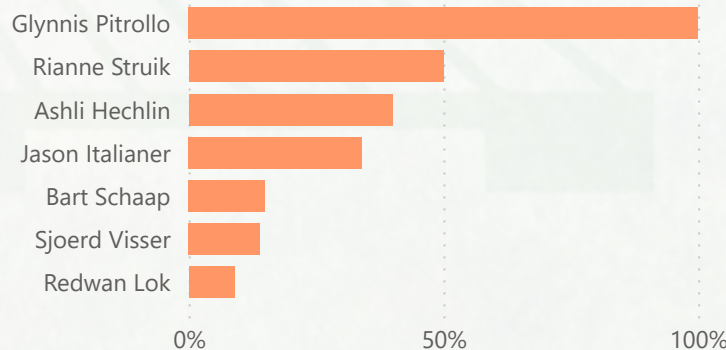
Stock Volume per Brand



Sum of sick leave % by Gender

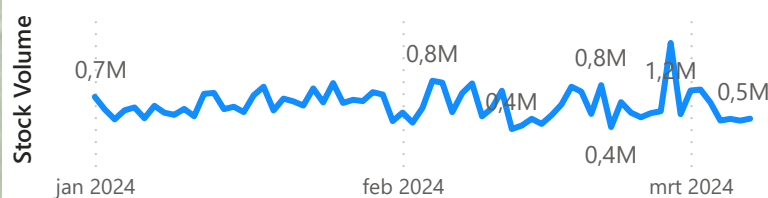


Sum of sick leave % by Full Name



Full Name	Education	Gender	Role	Sales Amount
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Jolanda Eisma	HBO	Female	Cashier	29.583
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Teddy Baden	VO	Male	Cashier	23.423
Liesbeth Sinke	MBO	Female	Cashier	23.344
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Jasmijn Wijnands	VO	Female	Cashier	18.144
Chrysler Ambrus	VO	Female	Cashier	16.903
Padgett Ackred	VO	Male	Cashier	14.861
Rob van Diik	VO	Male	Cashier	14.817
Total				574.657

Stock Volume by Date



Erasmus shop

opgericht 2007

~~6~~
Stores

~~110~~
Employees

~~66K~~
Customers

~~5,14%~~
Sick leave

YearTxt

2023

2024

Month

Select all

jan

feb

mrt

apr

mei

jun

jul

aug

sep

okt

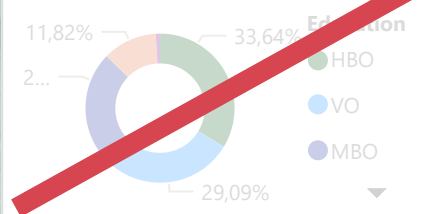
nov

dec

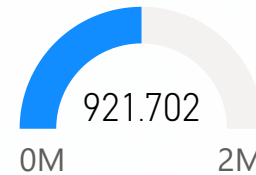
Sales Amount by Store Name



Count of Employee Key by Education



Revenue



413.180,60
Gross profit

970.315,19
Sales amount target

40,63%
Margin %

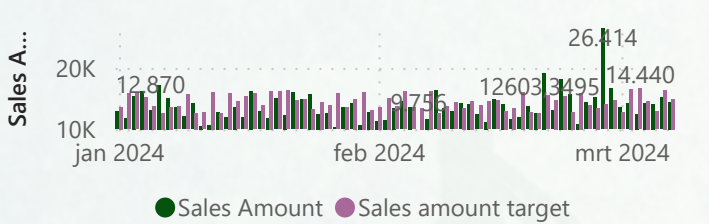
8407
Quantity

508.521
Sales Costs

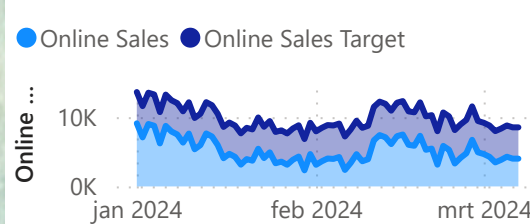
349.614,63
Online Sales

1,43%
Online Conversie

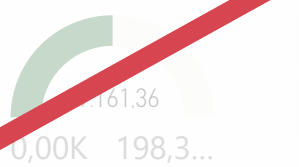
Revenue by Date



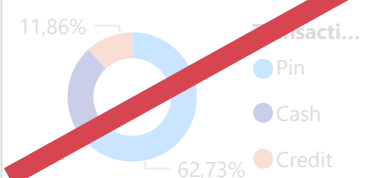
Online Sales and Online Sales Target by Date



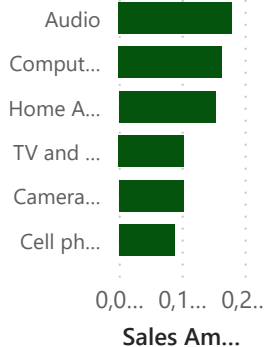
Stock volume



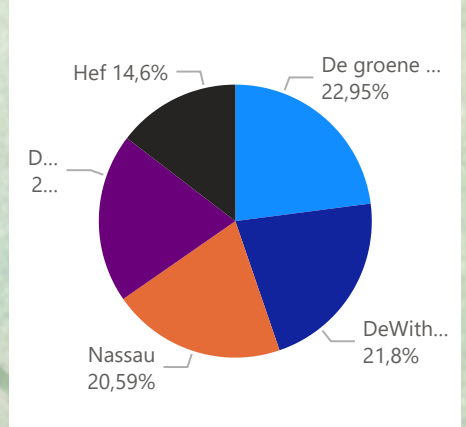
Count of Saleld by TransactionType



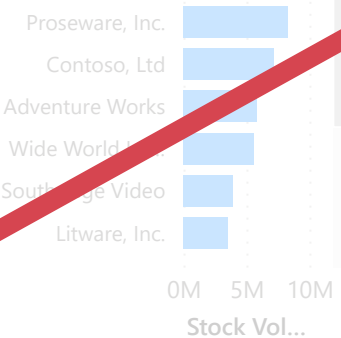
Sales Amount by Category



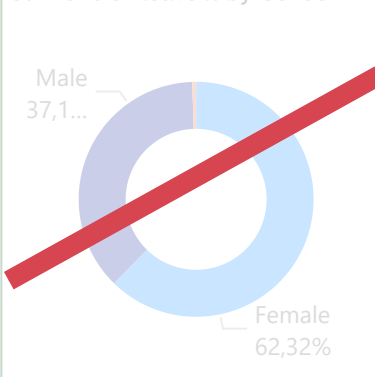
Top 5 Sales Amount by Supplier



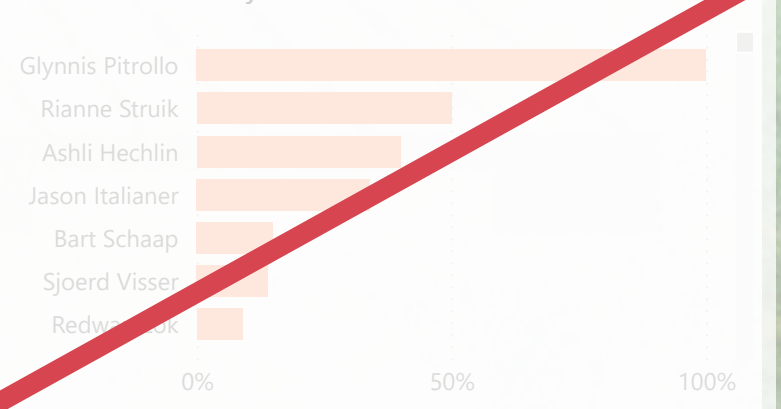
Stock Volume per Brand



Sum of sick leave % by Gender

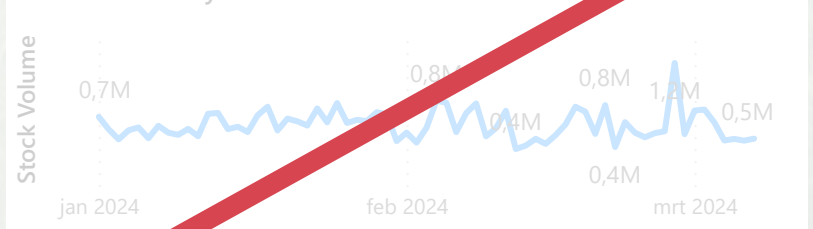


Sum of sick leave % by Full Name



Full Name	Education	Gender	Role	Sales Amount
Jennifer de Jonge	VO	Female	Cashier	35.436
Jolanda Eisma	HBO	Female	Cashier	29.583
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Liesbeth Sinke	MBO	Female	Cashier	23.344
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Chrysler Ambrus	VO	Female	Cashier	16.903
Padgett Ackred	VO	Male	Cashier	14.861
Rob van Dijk	VO	Male	Cashier	14.817
Total				574.657

Stock Volume by Date





Erasmus shop

opgericht 2007

YearTxt

2023

2024

Month

Select all

jan

feb

mrt

apr

mei

jun

jul

aug

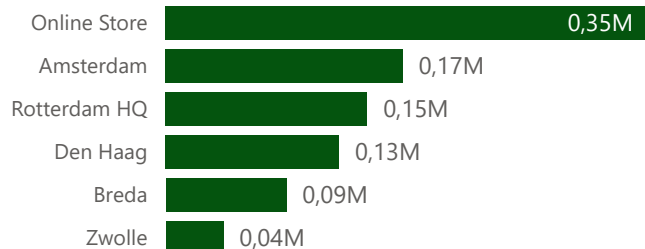
sep

okt

nov

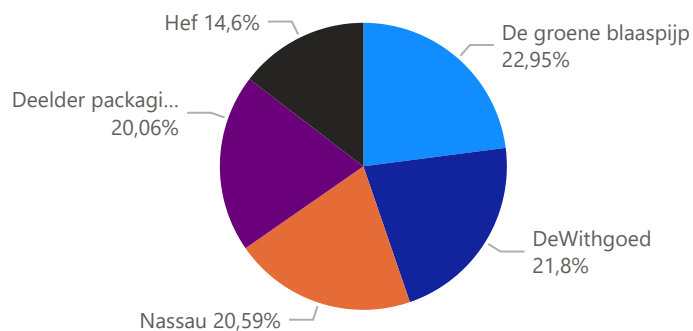
dec

Sales Amount by Store Name

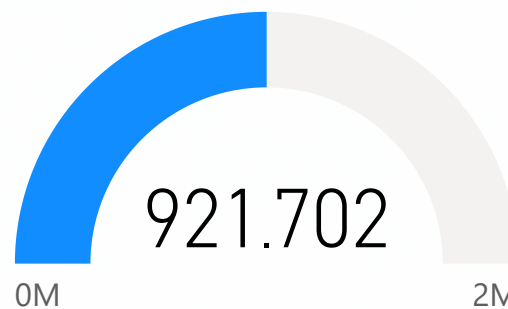


Sales Amount

Top 5 Sales Amount by Supplier



Revenue



413.180,60
Gross profit

970.315,19
Sales amount target

40,63%
Margin %

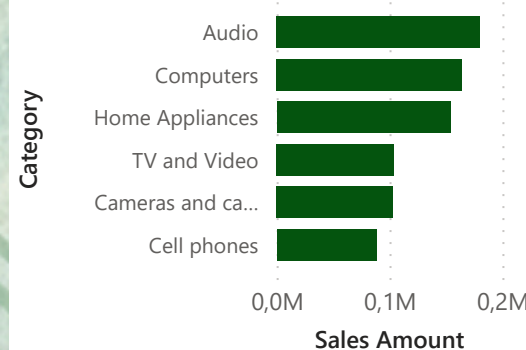
8407
Quantity

508.521
Sales Costs

349.614,63
Online Sales

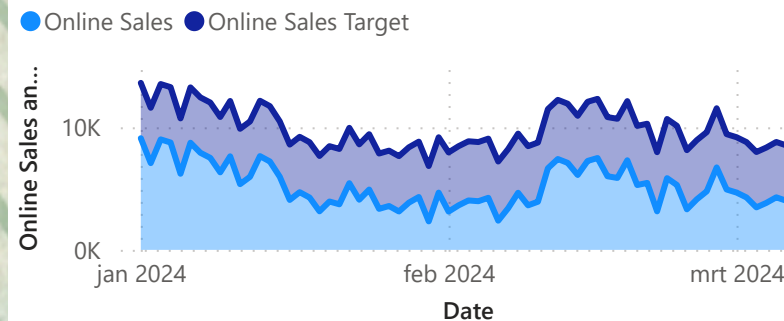
1,43%
Online Conversie

Sales Amount by Category

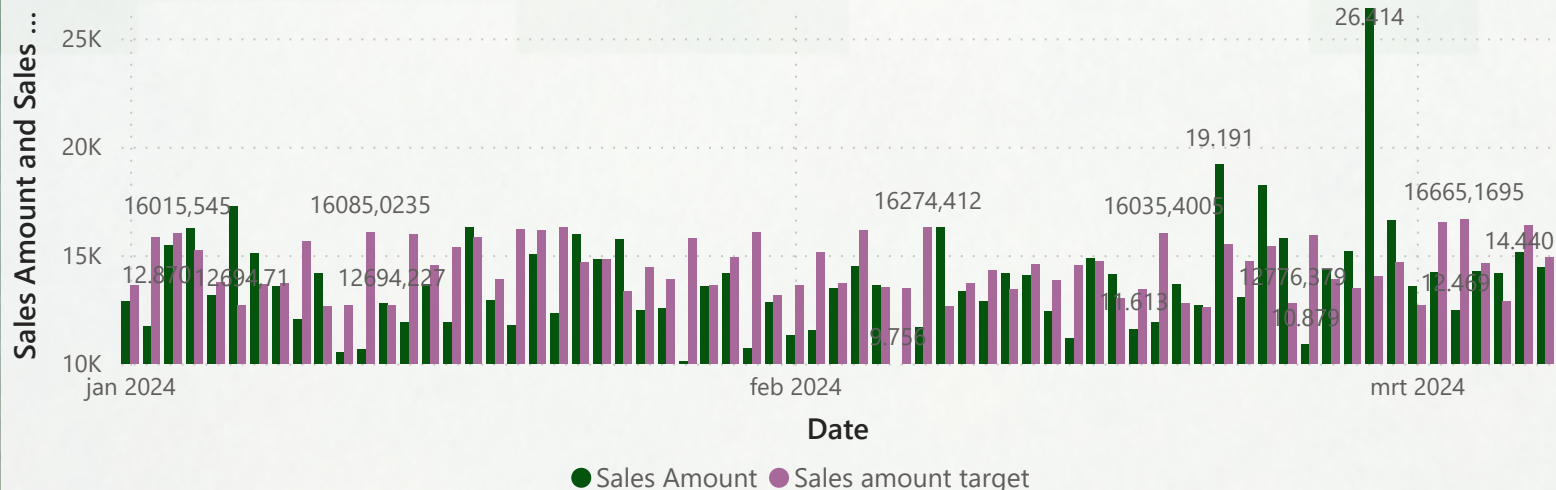


Full Name	Education	Gender	Role	Sales Amount
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Teddy Baden	VO	Male	Cashier	23.423
Liesbeth Sinke	MBO	Female	Cashier	23.344
Total				574.657

Online Sales and Online Sales Target by Date



Revenue by Date



POWER BI VISUALISATIE MASTERCLASS

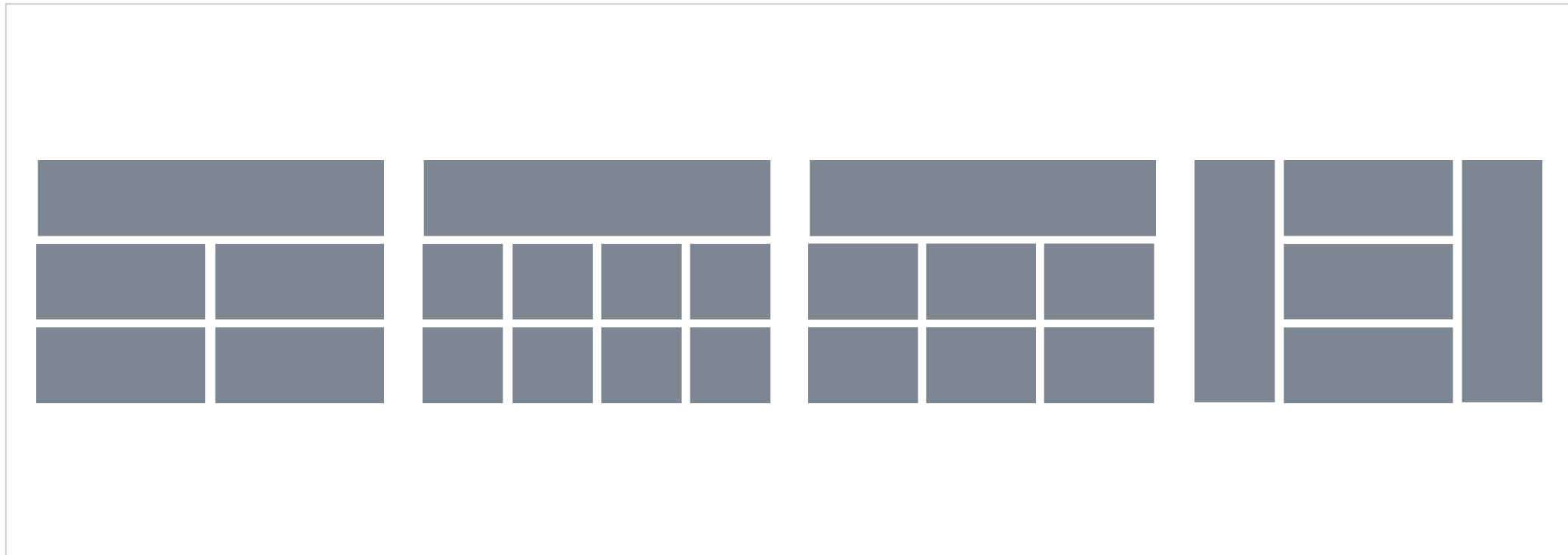
2. Houd het simpel

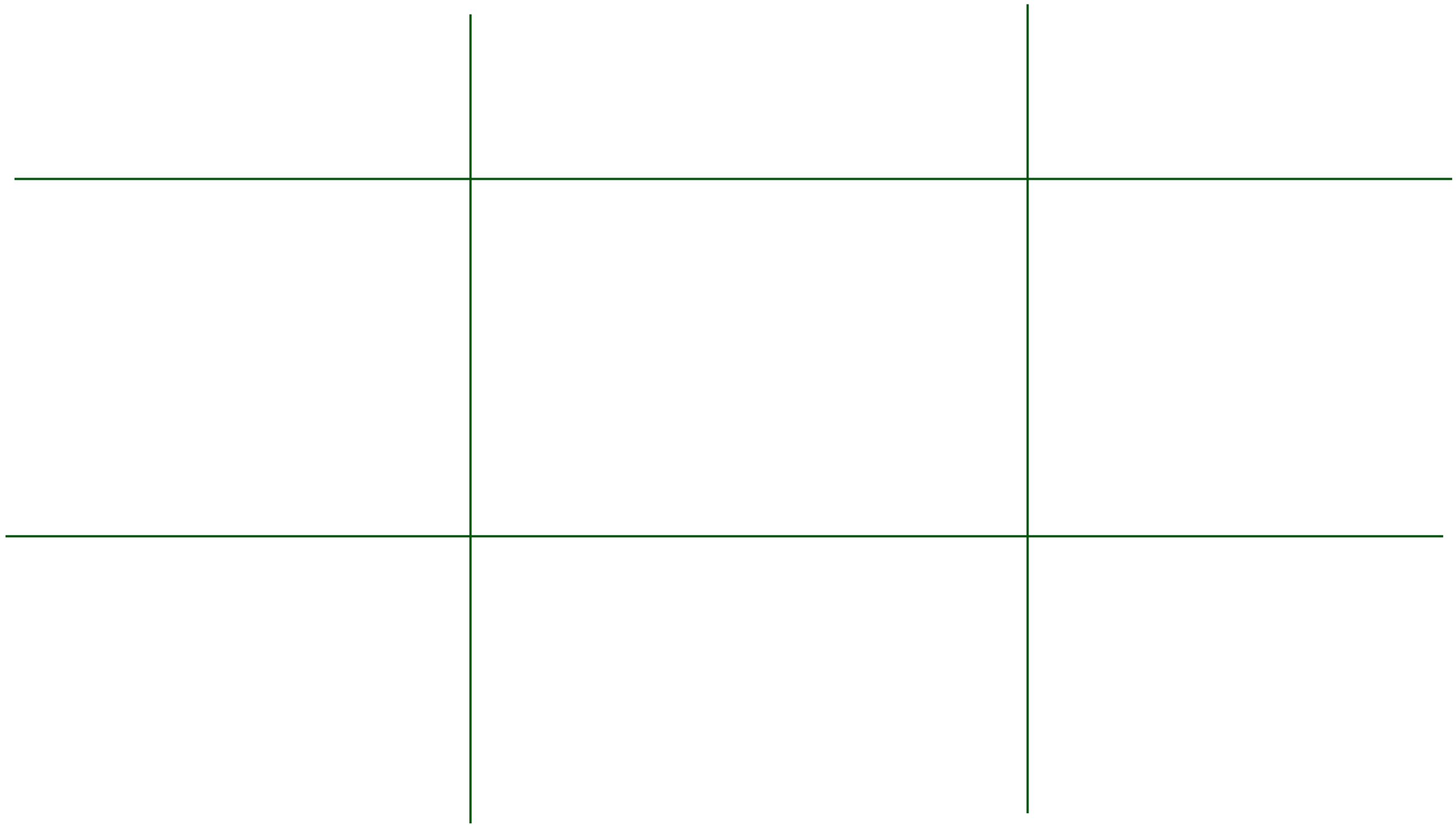


- Vermijd scrollbars
- Kies de juiste pagina afmeting (w 1.600 x h 900)
- Verwijder alle overbodige elementen zoals:
 - Achtergronden
 - Schaduw/3D effecten
 - Lijnen/strepen
 - Logos en afbeeldingen
 - Vermijd **Vet** or *Italic* typografie
- Zorg voor goede uitlijning van grafieken

POWER BI VISUALISATIE MASTERCLASS

2. Houd het simpel: uitlijning visualisaties





Erasmus shop

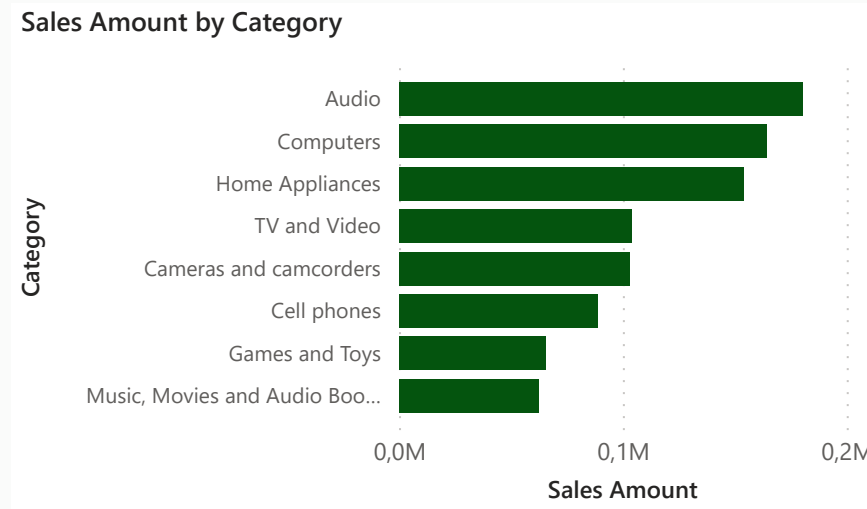
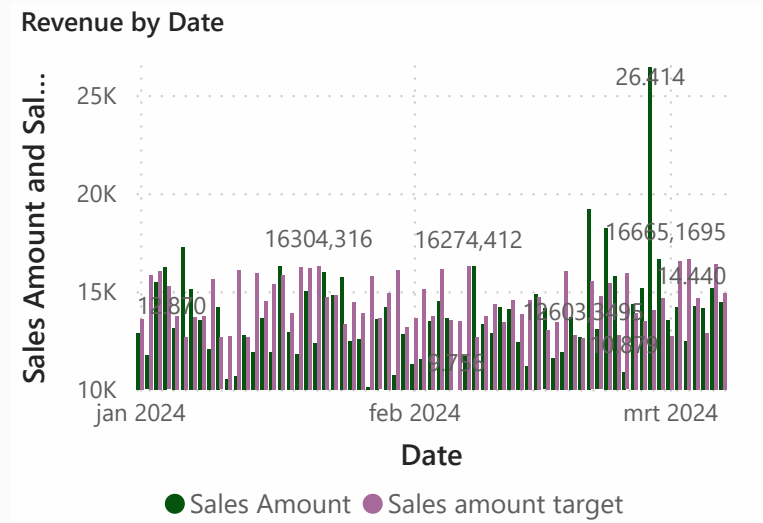
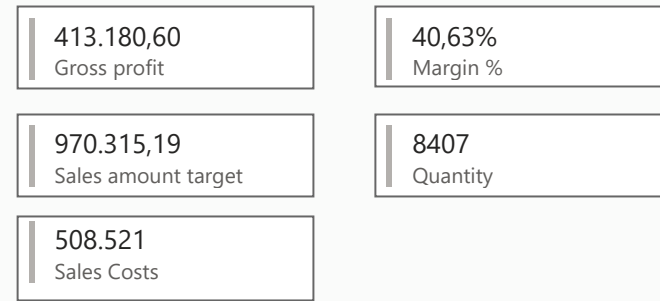
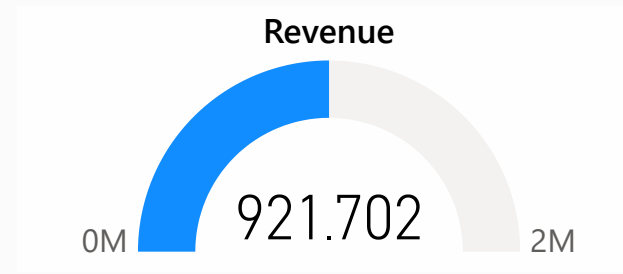
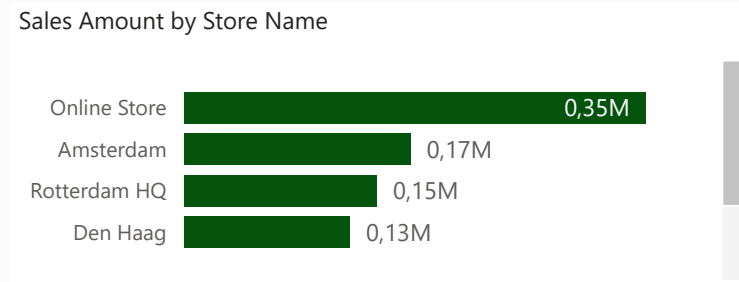
opgericht 2007

YearTxt

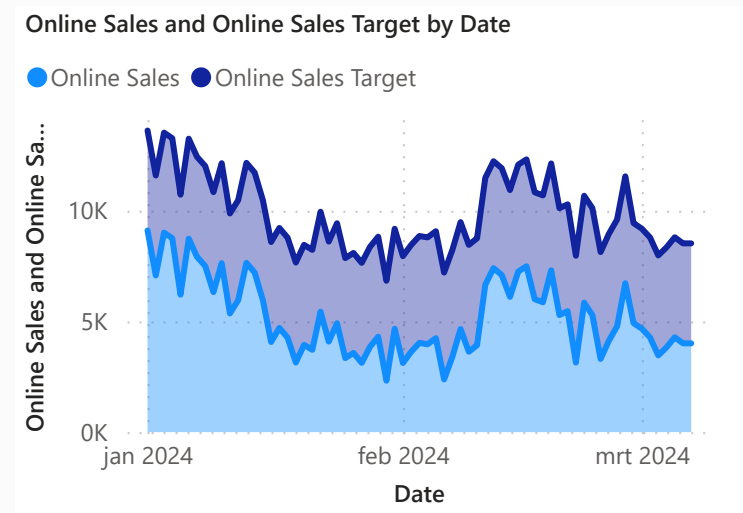
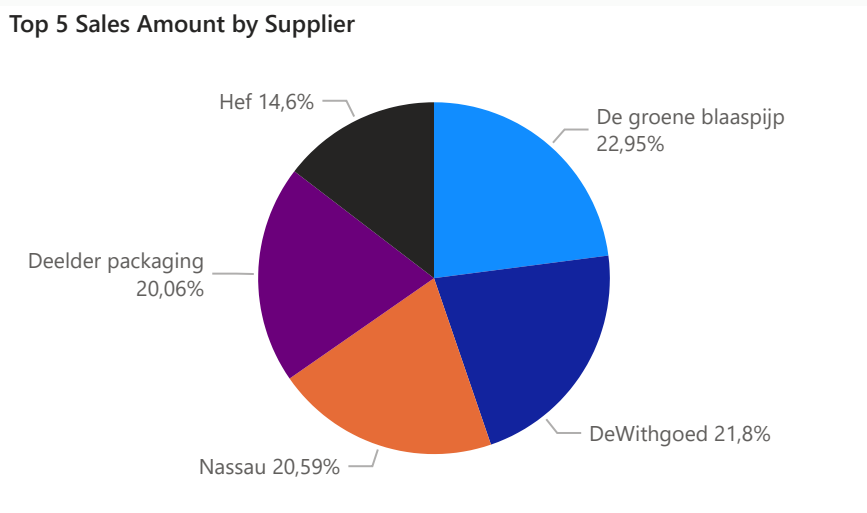
- 2023
- 2024

Month

- Select all
- jan
- feb
- mrt
- apr
- mei
- jun
- jul
- aug
- sep
- okt
- nov
- dec



Full Name	Education	Gender	Role	Sales Amount
Carla Barmby	HBO	Female	Store Manager	5.20
Celine van Gelder	VO	Female	Cashier	11.73
Chris Eskes	MBO	Male	Cashier	11.82
Chrysler Ambrus	VO	Female	Cashier	16.90
Demetris O'Kennedy	HBO	Male	Inventory Manager	30
Eleen Jenno	VO	Female	Cashier	7.49
Eline Mooij	VO	Female	Cashier	6.89
Erik de Vries	VO	Male	Cashier	7.52
Erinna Quarterman	VO	Female	Cashier	14.44
Total				574.65



POWER BI VISUALISATIE MASTERCLASS

3. Helder en consistent

- Gebruik voor eenzelfde soort data, dezelfde visualisatie
- Verwacht niet dat gebruikers alles begrijpen in je rapport
- Gebruik altijd legenda's
- Vermijd afkortingen (of leg ze uit)
- Wees consistent in:
 - Typen grafieken
 - Grafiek titels, kleuren, as-labels, font types en -grootten, slicers, ect.

Erasmus shop

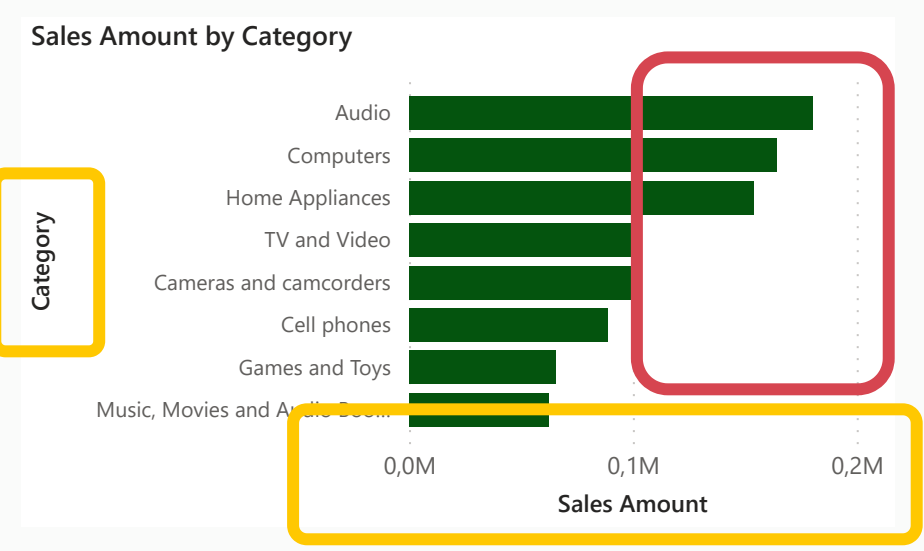
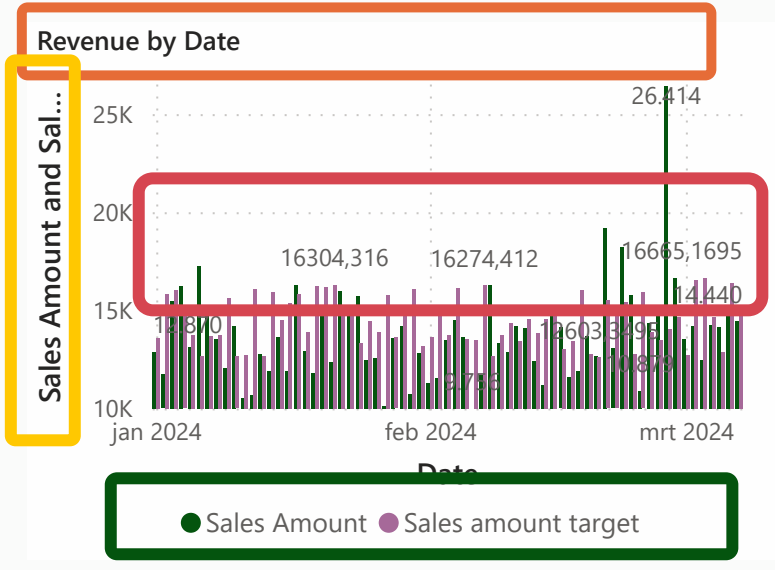
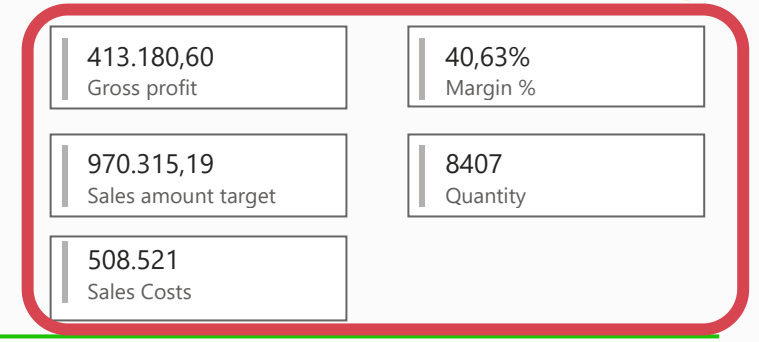
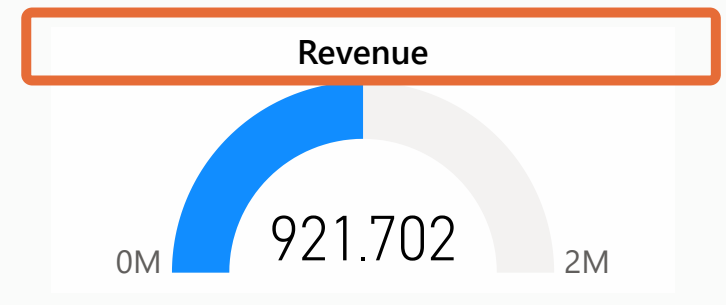
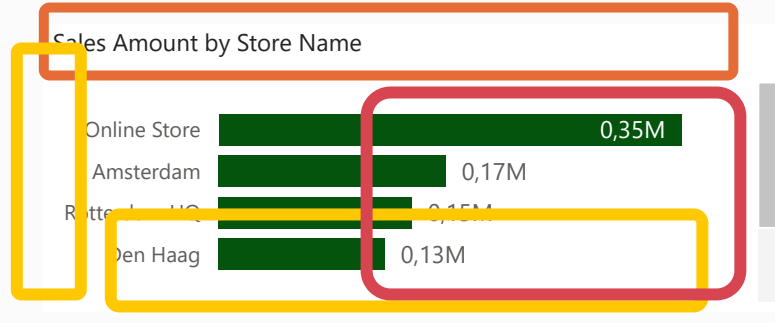
opgericht 2007

YearTxt

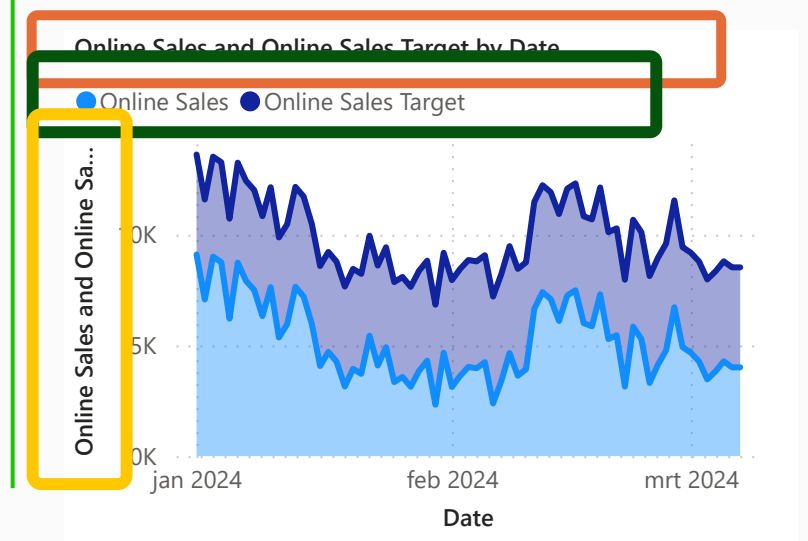
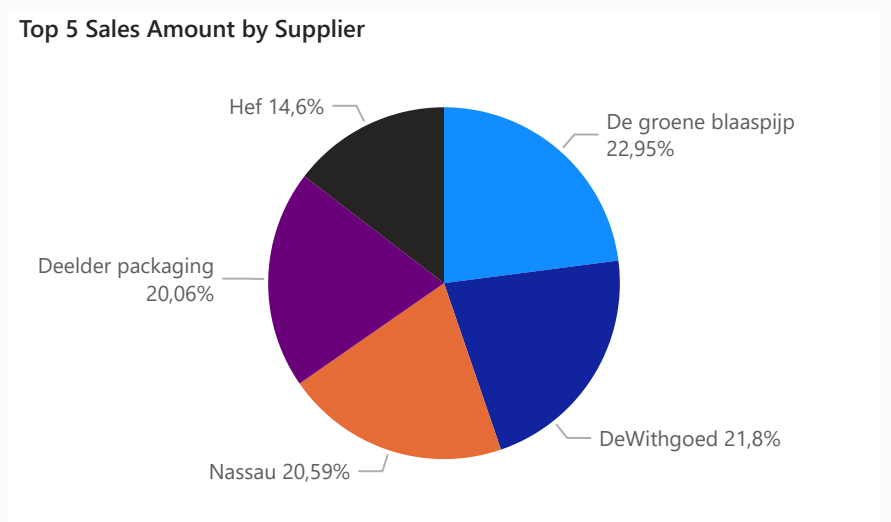
- 2023
- 2024

Month

- Select all
- jan
- feb
- mrt
- apr
- mei
- jun
- jul
- aug
- sep
- okt
- nov
- dec



Full Name	Education	Gender	Role	Sales Amount
Carla Barmby	HBO	Female	Store Manager	5.201
Celine van Gelder	VO	Female	Cashier	11.731
Chris Eskes	MBO	Male	Cashier	11.821
Chrysler Ambrus	VO	Female	Cashier	16.901
Demetris O'Kennedy	HBO	Male	Inventory Manager	30.101
Eleen Jenno	VO	Female	Cashier	7.491
Eline Mooij	VO	Female	Cashier	6.891
Erik de Vries	VO	Male	Cashier	7.521
Erinna Quarterman	VO	Female	Cashier	14.441
Total				574.651



← Inconsistente grafiektitels
Inconsistente datalabels
Inconsistente legenda positionering
Inconsistente as opmaak



Erasmus shop

opgericht 2007

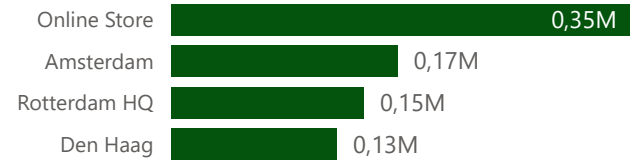
Jaar

- 2023
- 2024

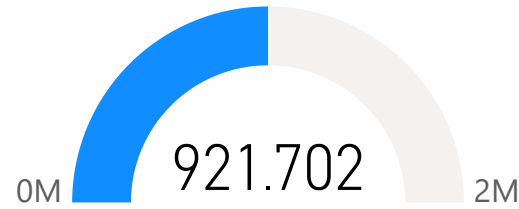
Maand

- Select all
- jan
- feb
- mrt
- apr
- mei
- jun
- jul
- aug
- sep
- okt
- nov
- dec

Omzet per shop



Omzet



508.521
Sales Costs

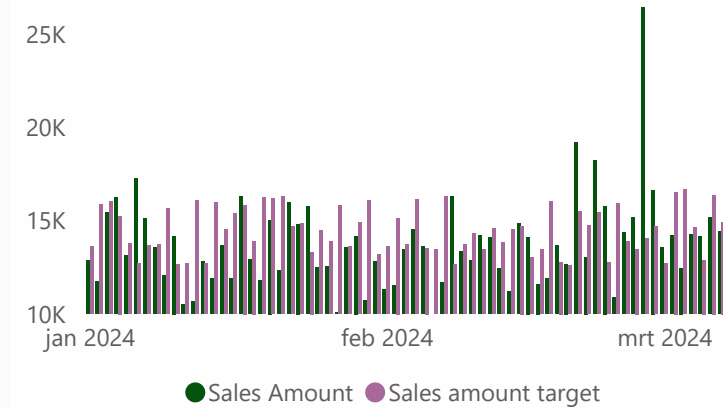
40,63%
Margin %

413.180,60
Gross profit

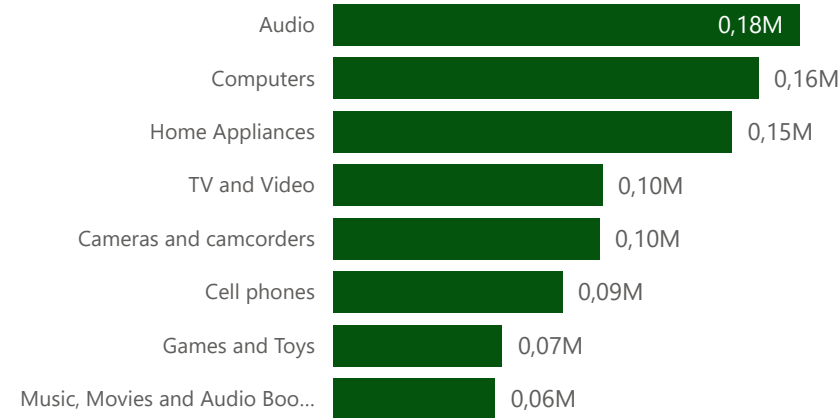
8407
Quantity

Totale omzet per dag

Ten opzichte van doelstelling



Omzet per productcategorie



349.614,63
Online Sales

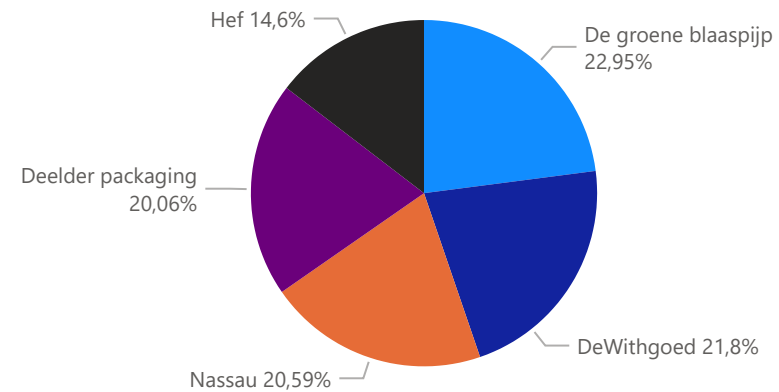
1,43%
Online Conversie

Sales toppers

Totale omzet

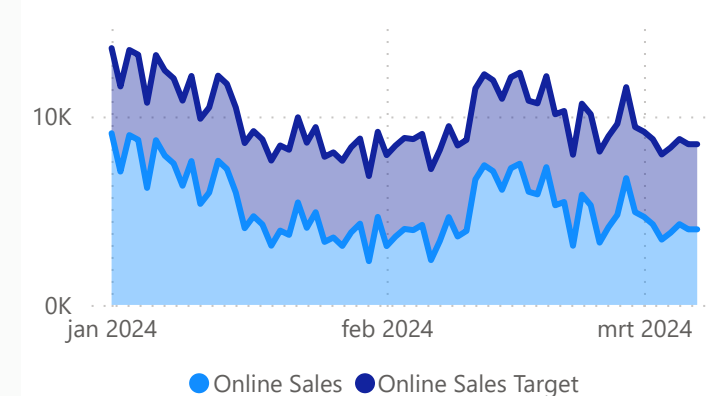
Full Name	Education	Gender	Role	Omzet
Carla Barmby	HBO	Female	Store Manager	5.201
Celine van Gelder	VO	Female	Cashier	11.731
Chris Eskes	MBO	Male	Cashier	11.821
Chrysler Ambrus	VO	Female	Cashier	16.901
Demetris O'Kennedy	HBO	Male	Inventory Manager	301
Eleen Jenno	VO	Female	Cashier	7.491
Eline Mooij	VO	Female	Cashier	6.891
Total				574.651

Top 5 leveranciers met meeste omzet



Online omzet per dag

Ten opzichte van doelstelling



POWER BI VISUALISATIE MASTERCLASS

4. Benadruk relevante informatie



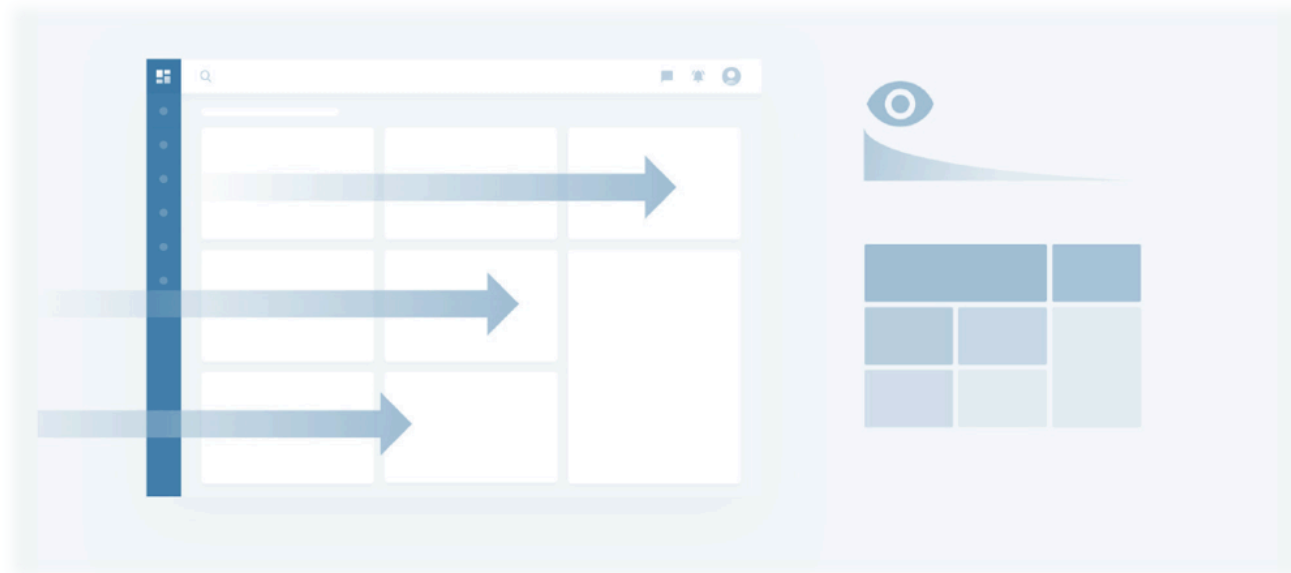
- Niet alle informatie is even belangrijk
- Gebruik een links-naar-rechts, boven-naar-beneden leesvolgorde
- Beperk beschrijvingen en filters tot een minimum
- Wees heel voorzichtig met custom visuals

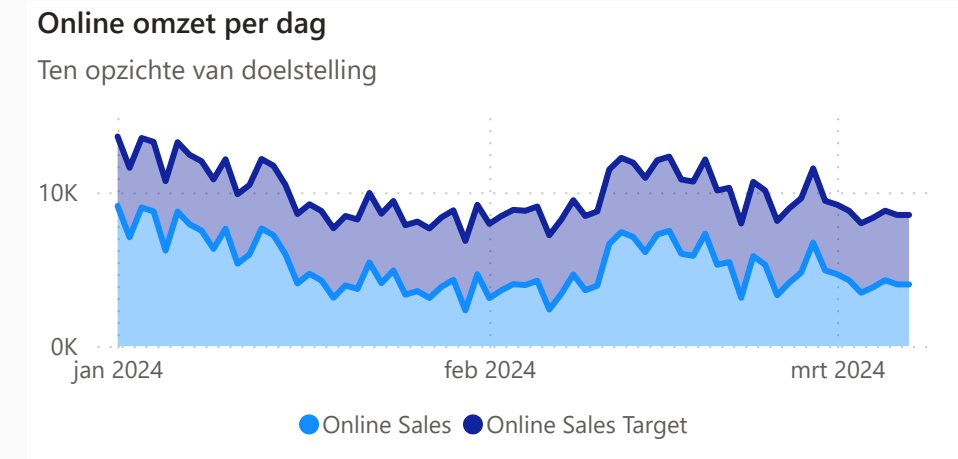
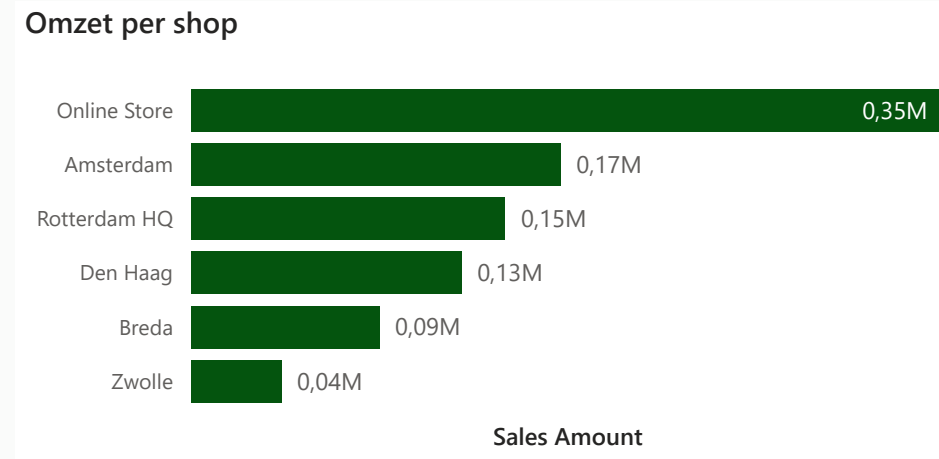
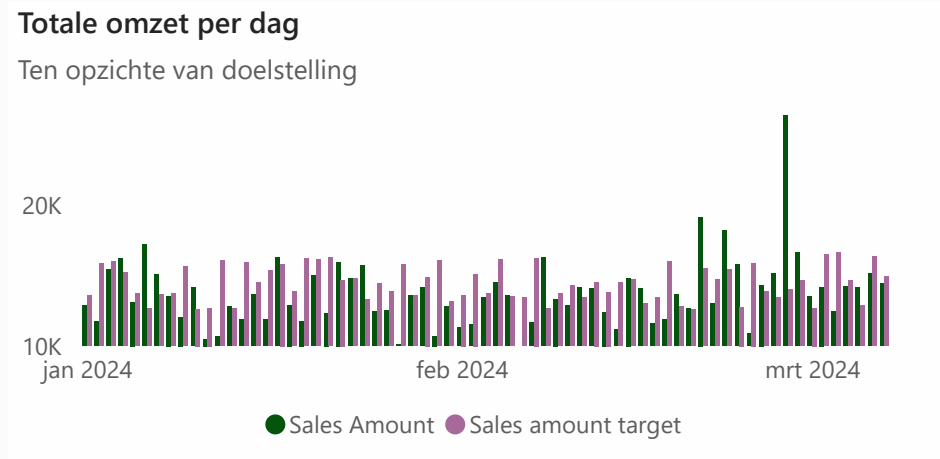
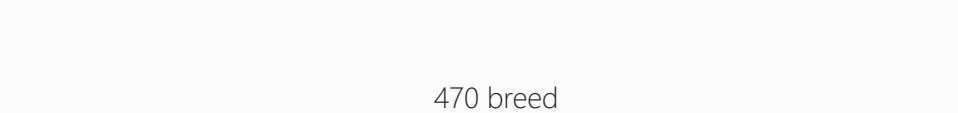
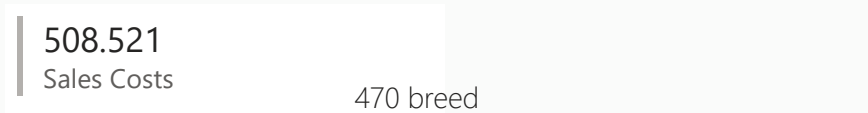
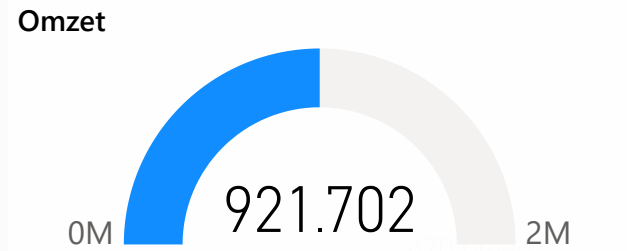
POWER BI VISUALISATIE MASTERCLASS

4. Leesrichting



Het belangrijkste linksboven, naar minder belangrijk rechtsonder

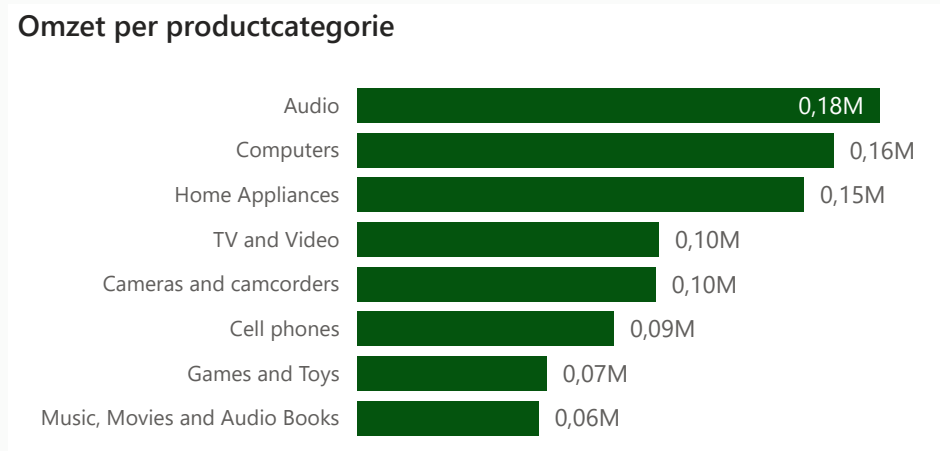




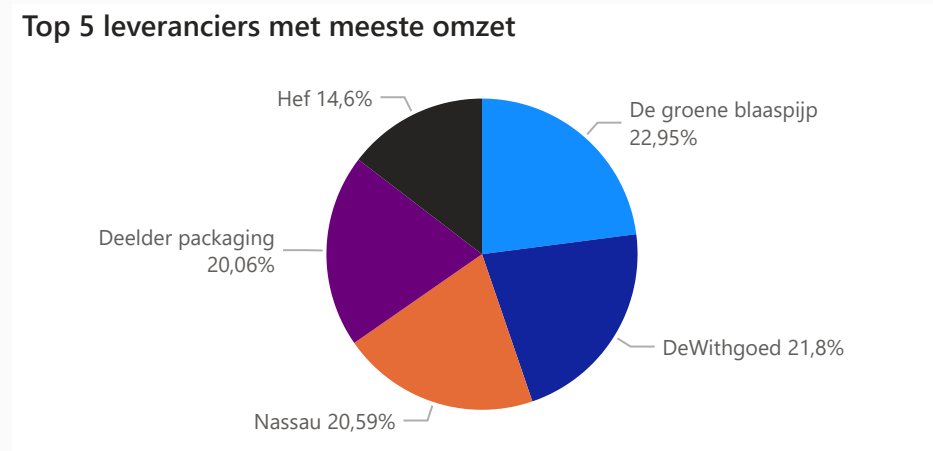
470 breed

470 breed

470 breed



229 hoog



229 hoog

Sales toppers

Totale omzet

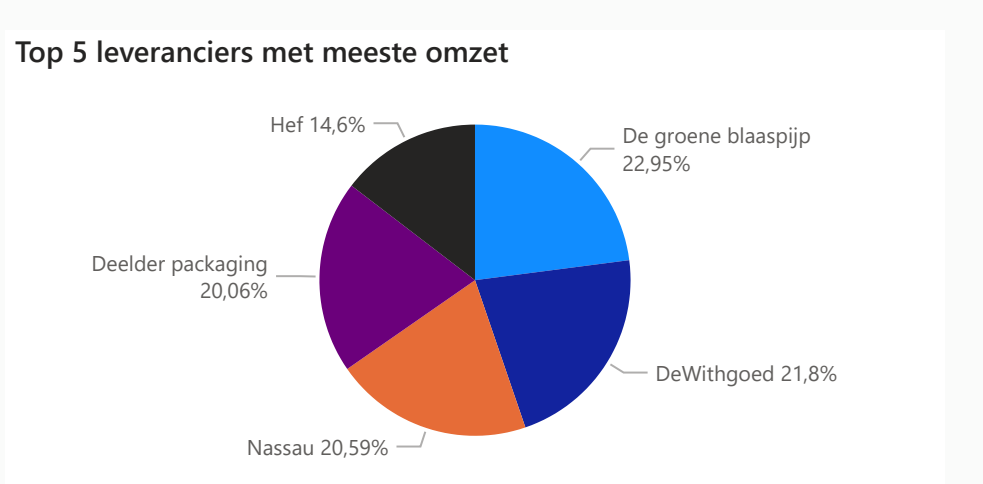
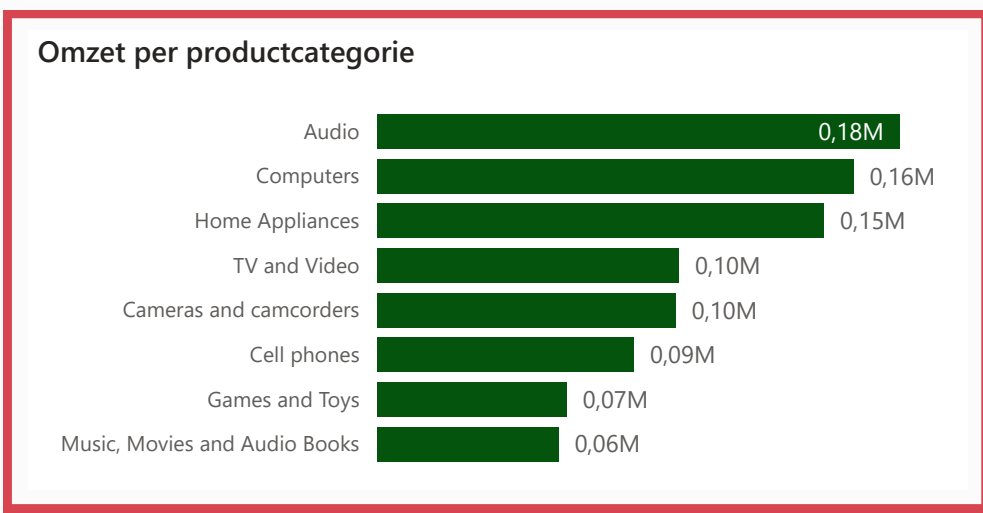
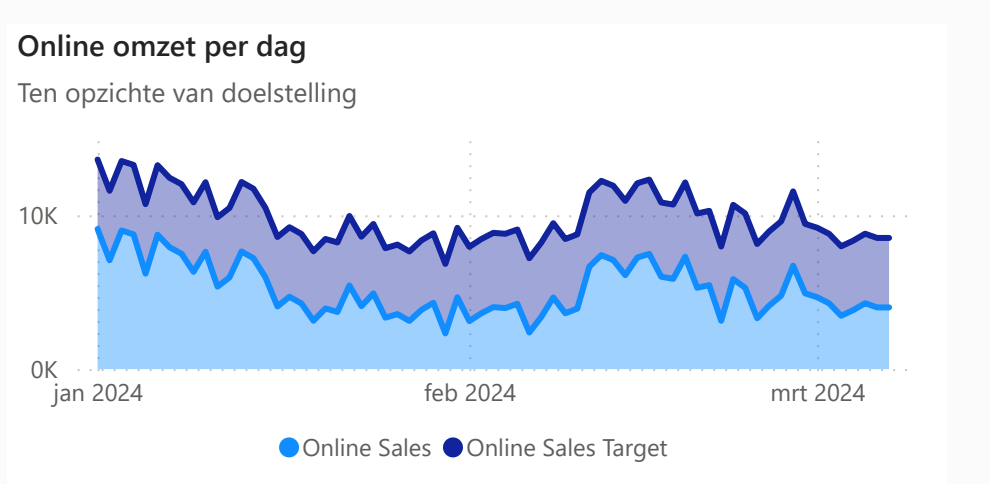
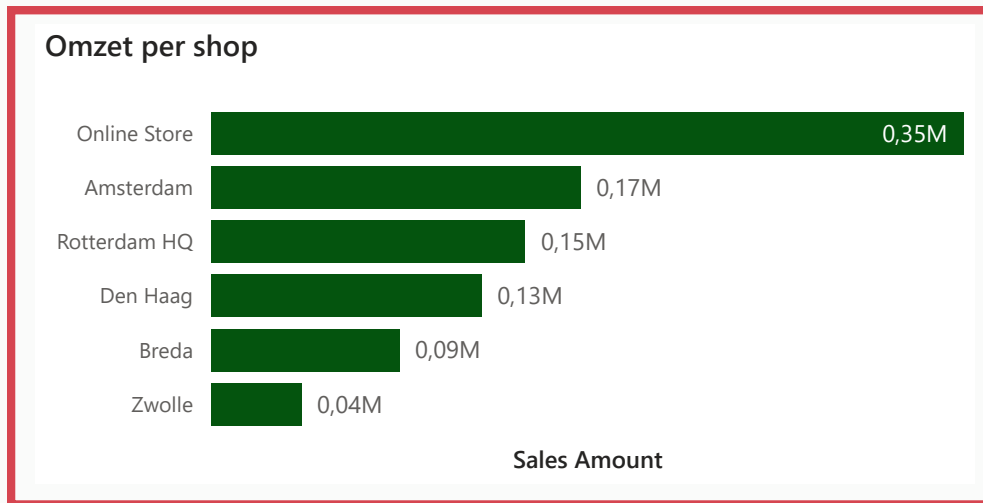
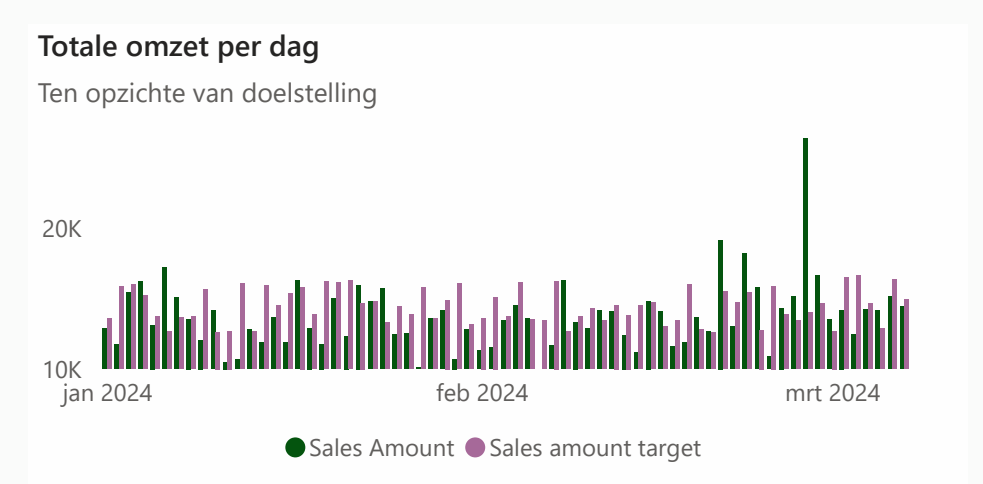
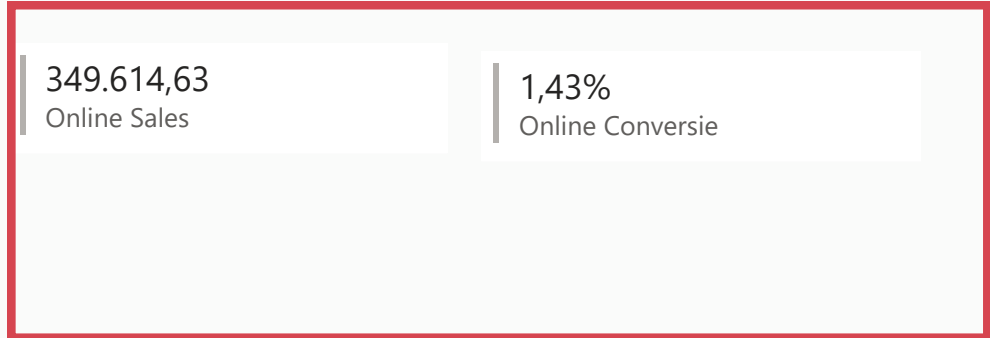
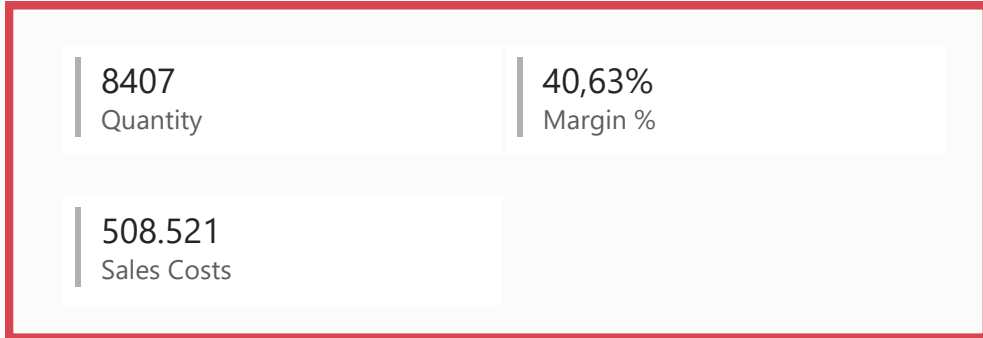
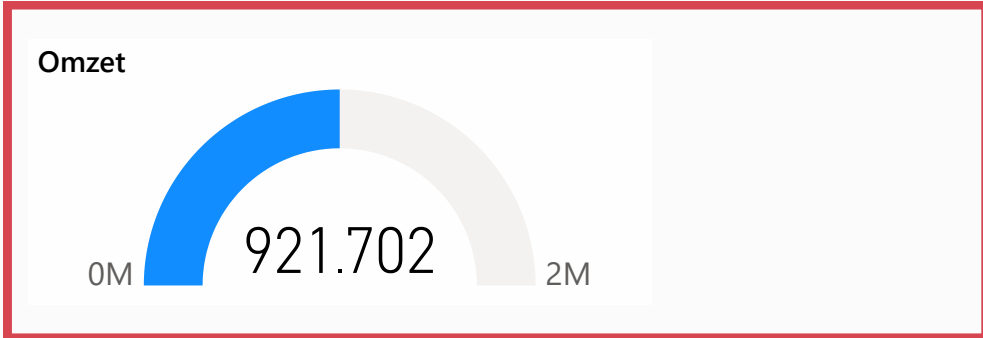
Full Name	Education	Gender	Role	Omzet
Carla Barmby	HBO	Female	Store Manager	5.205
Celine van Gelder	VO	Female	Cashier	11.737
Chris Eskes	MBO	Male	Cashier	11.820
Chrysler Ambrus	VO	Female	Cashier	16.903
Demetris O'Kennedy	HBO	Male	Inventory Manager	305
Eleen Jenno	VO	Female	Cashier	7.492
Eline Mooij	VO	Female	Cashier	6.894
Total				574.657



POWER BI VISUALISATIE MASTERCLASS

5. Voeg context toe

- Cijfers an sich hebben geen betekenis, er is context nodig
- Vergelijk een measure altijd met een doelstelling (target) of historische waarde
- Geef het verschil weer (daling = 6%, stijging = 2%)
- Rond getallen af (484.495 = 484K)
- Hou het feitelijk, geen suggestieve informatie



Sales toppers

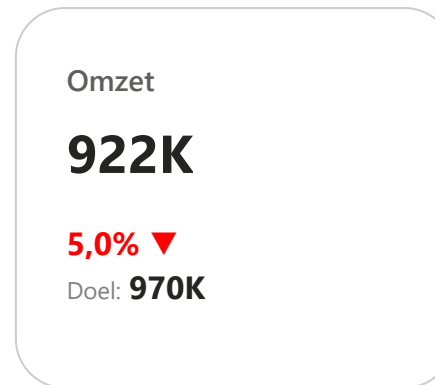
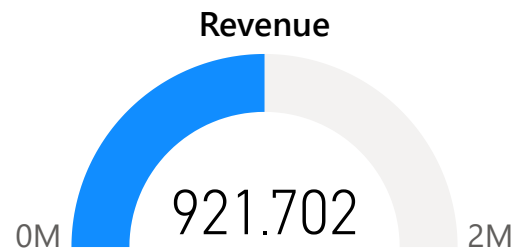
Totale omzet

Full Name	Education	Gender	Role	Omzet
Carla Barmby	HBO	Female	Store Manager	5.205
Celine van Gelder	VO	Female	Cashier	11.737
Chris Eskes	MBO	Male	Cashier	11.820
Chrysler Ambrus	VO	Female	Cashier	16.903
Demetris O'Kennedy	HBO	Male	Inventory Manager	305
Eleen Jenno	VO	Female	Cashier	7.492
Eline Mooij	VO	Female	Cashier	6.894
Total				574.657

POWER BI VISUALISATIE MASTERCLASS

5. Voeg context toe

Actual, doelstelling, verschil



POWER BI VISUALISATIE MASTERCLASS

5. Voeg context toe

Actual, doelstelling, verschil

508.521
Sales Costs

8407
Quantity

40,63%
Margin %

Sales Costs

509K

5,0% ▼

Doel: **582K**

Aantal items verkocht

8.407

100,0% ▲

Vorige maand --

Marge

40,63%

50,0% ▲

Doel: **20,3%**

POWER BI VISUALISATIE MASTERCLASS

5. Voeg context toe

Actual, doelstelling, verschil

349.614,63
Online Sales

1,43%
Online Conversie

Online omzet

350K

11,0% ▲

Doel: **311,30K**

Online Conversie

1,43%

-4,6% ▼

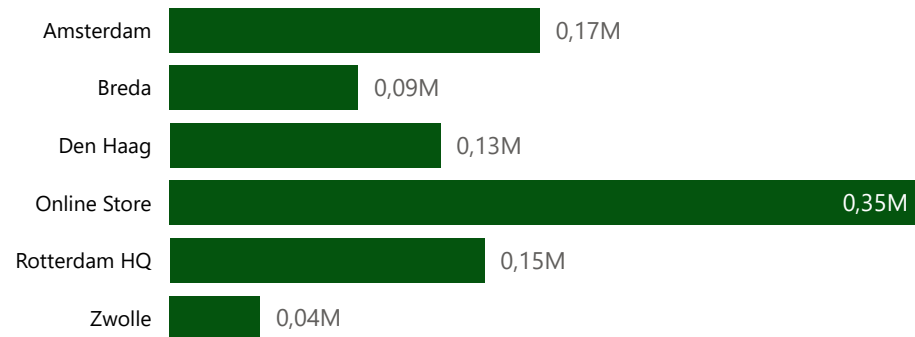
Doel: **1,50%**

POWER BI VISUALISATIE MASTERCLASS

5. Voeg context toe

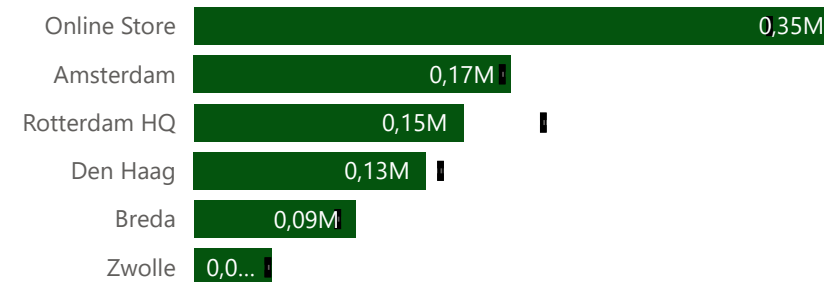
Een bar chart, verrijkt met targets!

Omzet per shop



Omzet per shop

Ten opzichte van doelstelling

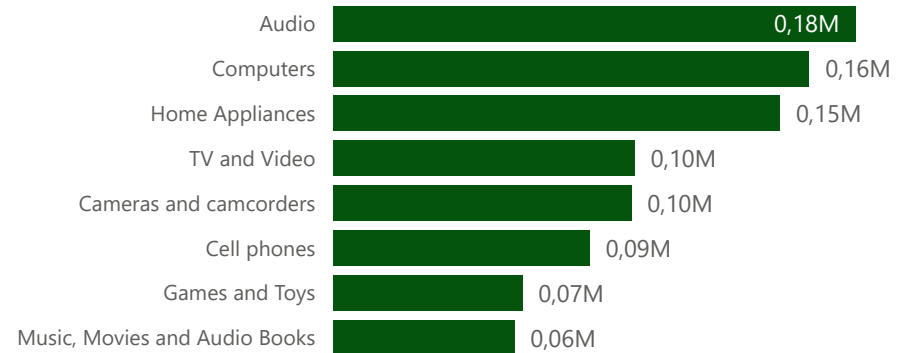


POWER BI VISUALISATIE MASTERCLASS

5. Voeg context toe

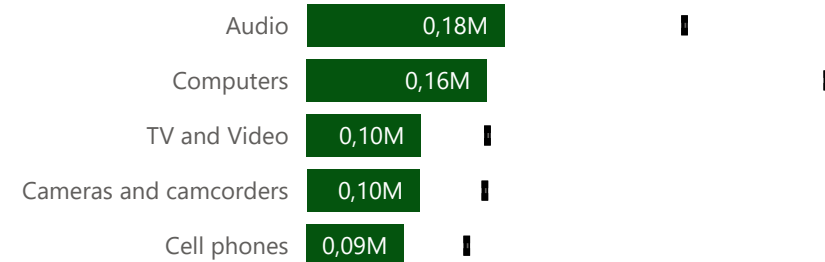
Een bar chart, verrijkt met targets!

Omzet per productcategorie



Omzet per productcategorie

Ten opzichte van doelstelling



Omzet

922K

5,0% ▼

Doel: **970K**

Verkoopkosten

509K

5,0% ▼

Doel: **582K**

Aantal items verkocht

8.407

55,1% ▲

Vorige maand **3.771**

Marge

40,63%

50,0% ▲

Doel: **20,3%**

Online omzet

350K

11,0% ▲

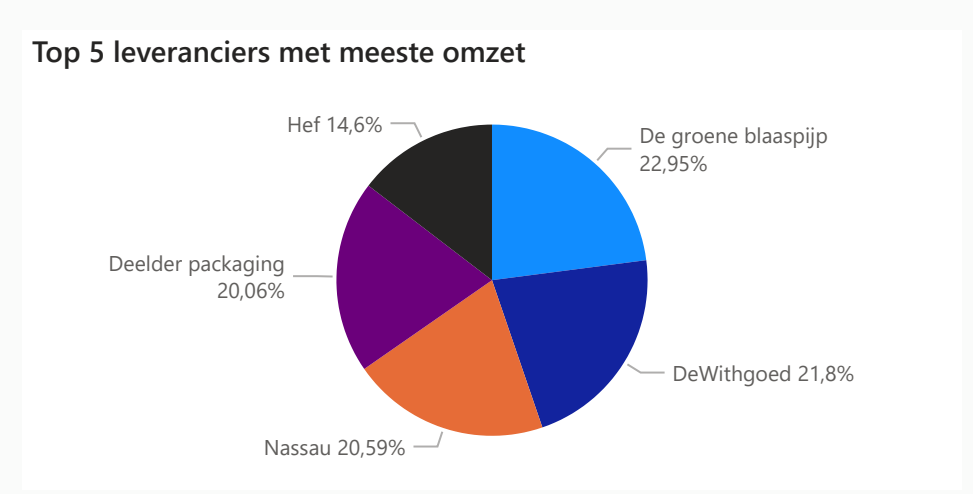
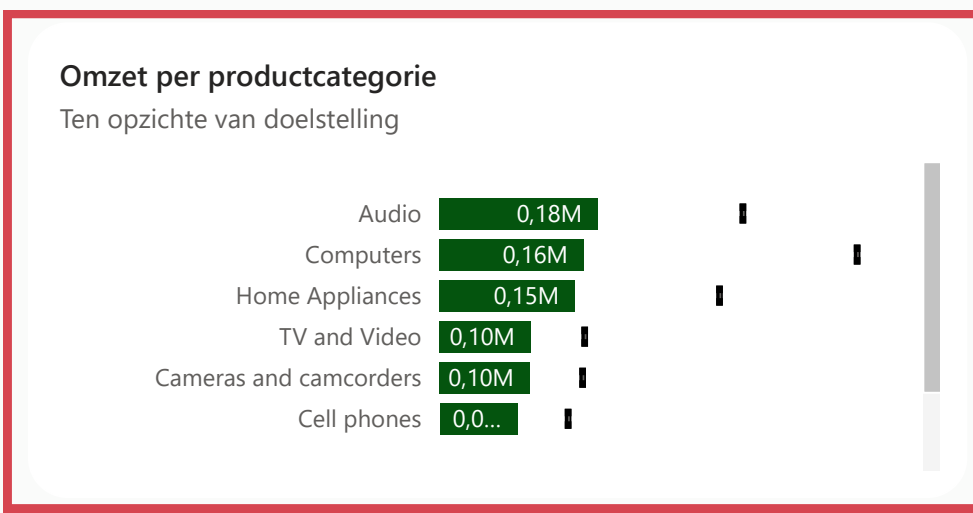
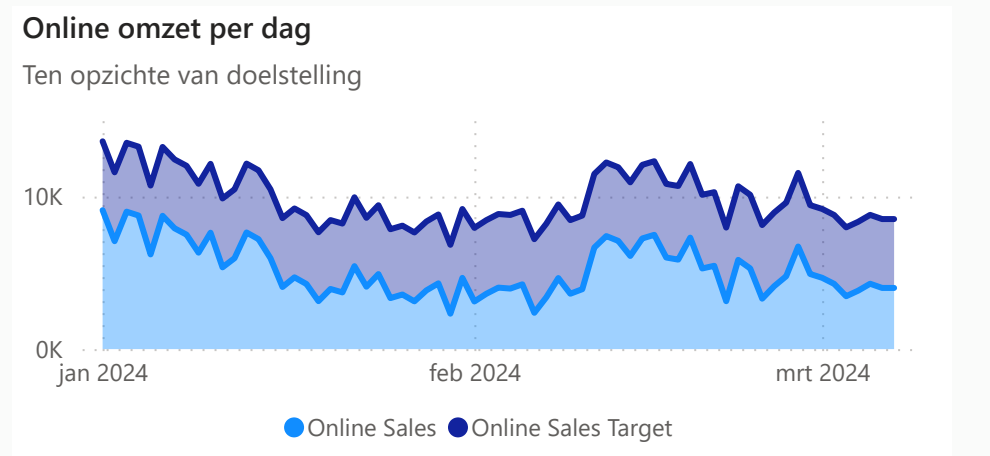
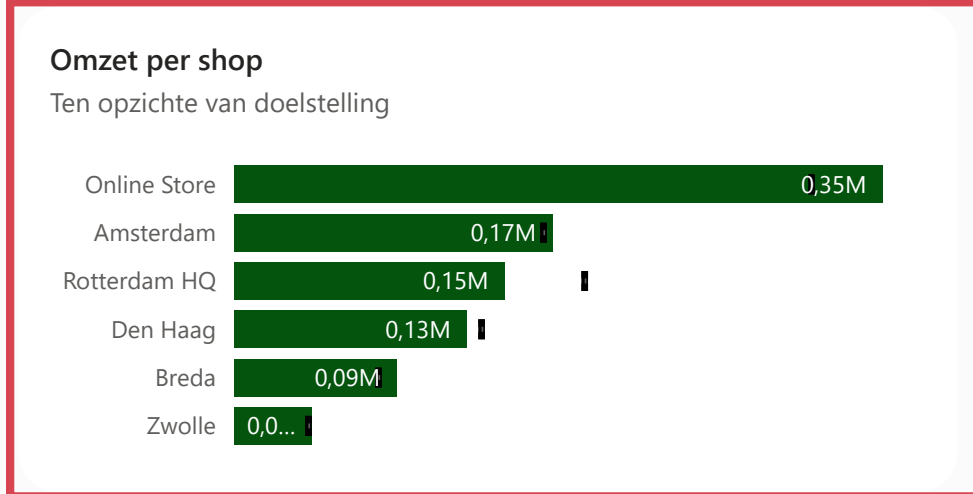
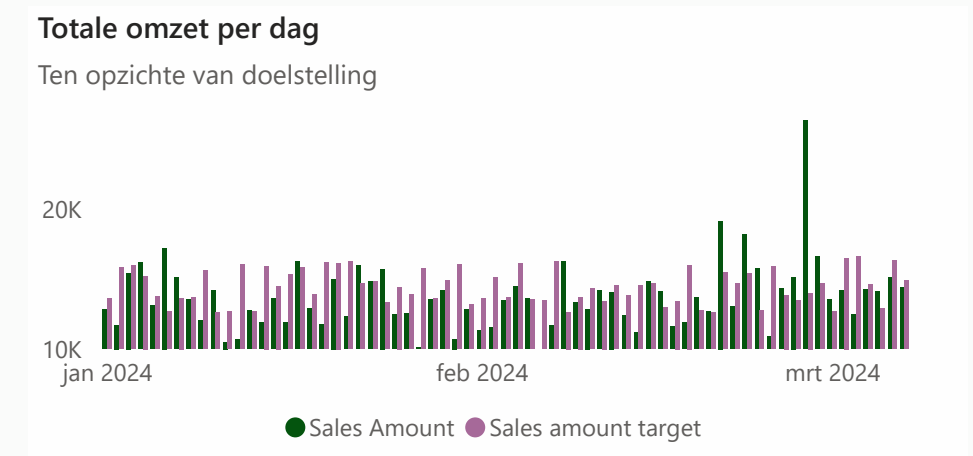
Doel: **311,30K**

Online Conversie

1,43%

-4,6% ▼

Doel: **1,50%**



Sales toppers

Totale omzet

Full Name	Education	Gender	Role	Omzet
Carla Barmby	HBO	Female	Store Manager	5.205
Celine van Gelder	VO	Female	Cashier	11.737
Chris Eskes	MBO	Male	Cashier	11.820
Chrysler Ambrus	VO	Female	Cashier	16.903
Demetris O'Kennedy	HBO	Male	Inventory Manager	305
Eleen Jenno	VO	Female	Cashier	7.492
Eline Mooij	VO	Female	Cashier	6.894
Total				574.657

POWER BI VISUALISATIE MASTERCLASS

6. Gebruik kleuren verstandig

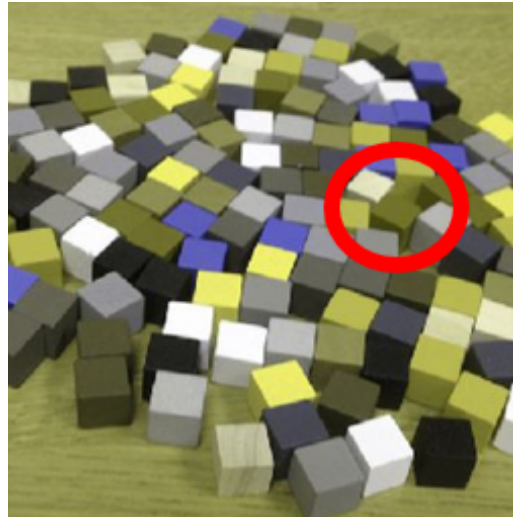
- Kleuren zijn niet decoratief!
- Kleuren helpen een boodschap over te brengen
- De kleuren Rood en Groen hebben betekenis
- Minimaliseer het aantal kleuren in je dashboard
- Denk aan kleurenblinden

POWER BI VISUALISATIE MASTERCLASS

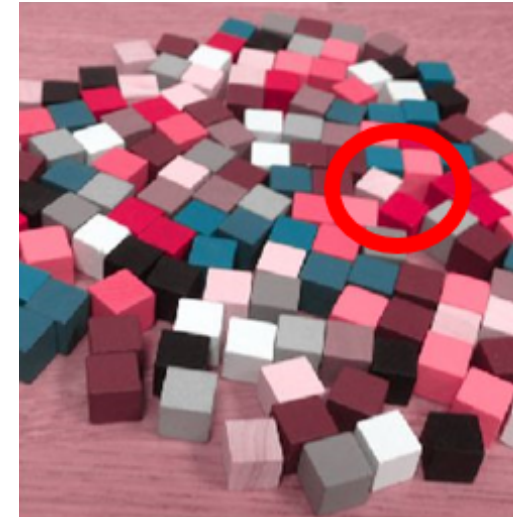
6. Kleurenblind



Normaal zicht



Deuteranopia



Tritanopia

Omzet

922K

5,0% ▼

Doel: **970K**

Verkoopkosten

509K

5,0% ▼

Doel: **582K**

Aantal items verkocht

8.407

55,1% ▲

Vorige maand **3.771**

Marge

40,63%

50,0% ▲

Doel: **20,3%**

Online omzet

350K

11,0% ▲

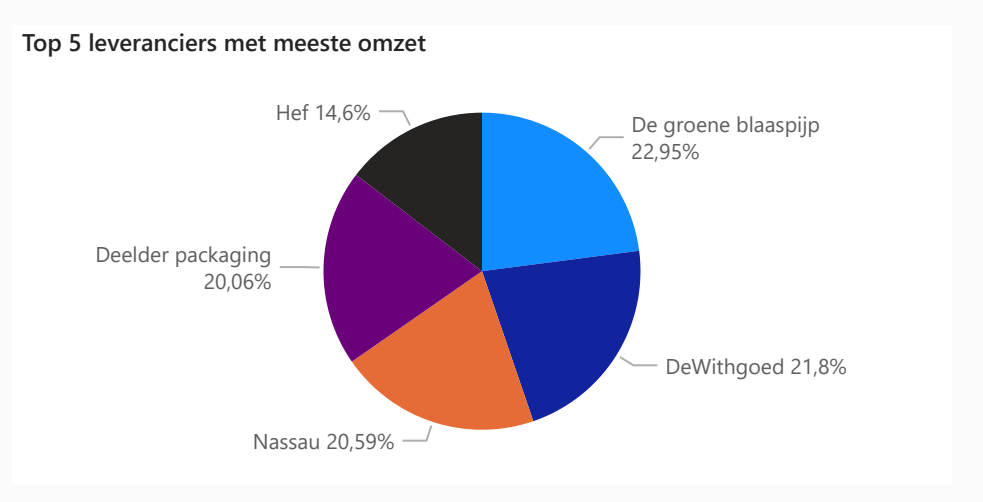
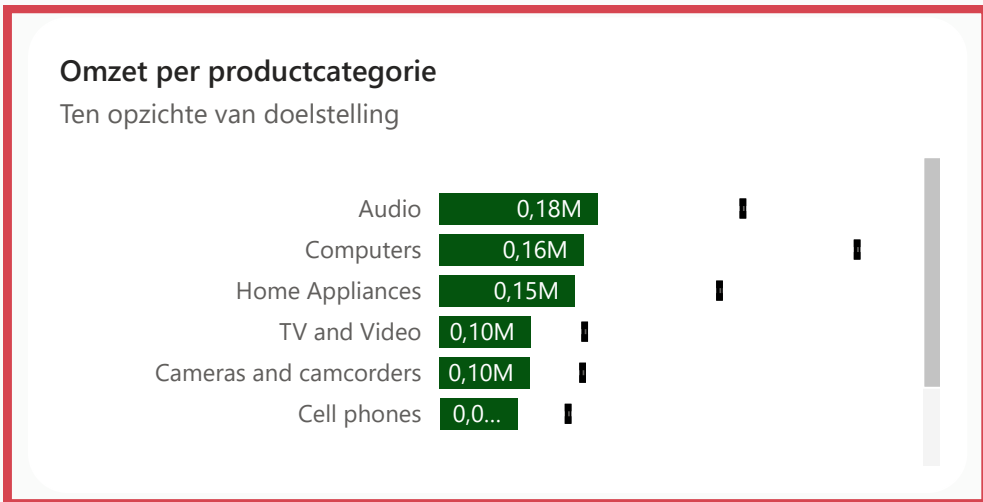
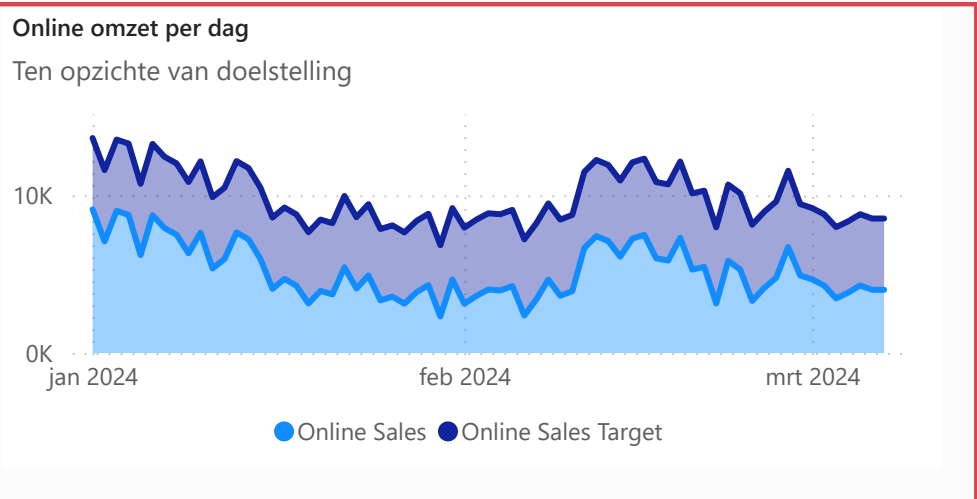
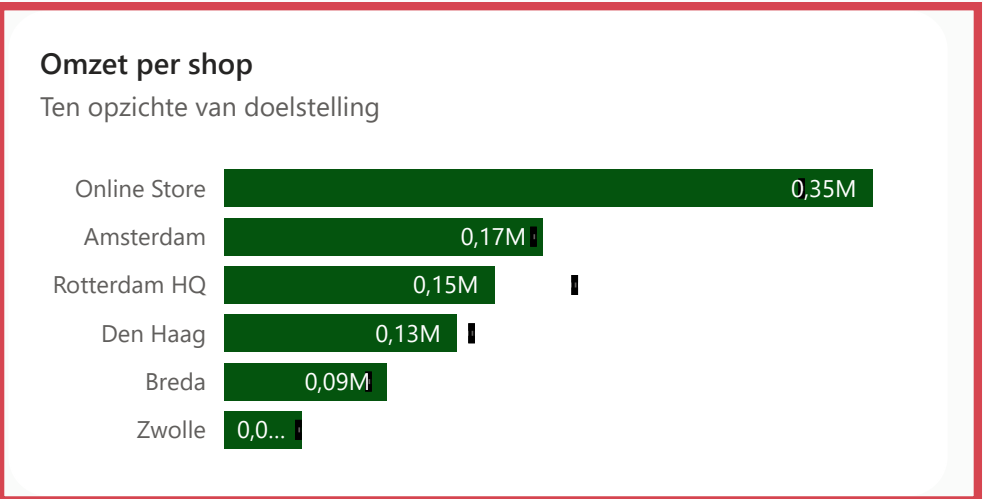
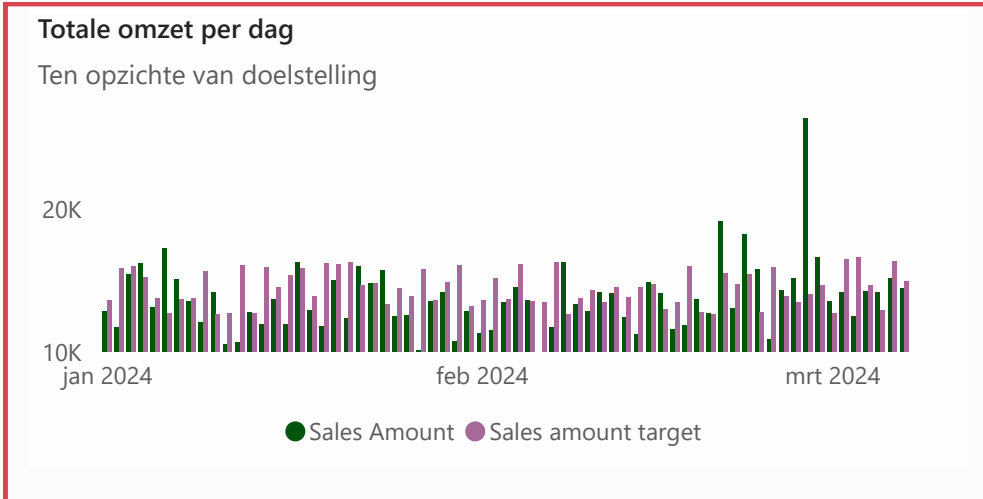
Doel: **311,30K**

Online Conversie

1,43%

-4,6% ▼

Doel: **1,50%**



Sales toppers

Totale omzet

Full Name	Education	Gender	Role	Omzet
Carla Barmby	HBO	Female	Store Manager	5.205
Celine van Gelder	VO	Female	Cashier	11.737
Chris Eskes	MBO	Male	Cashier	11.820
Chrysler Ambrus	VO	Female	Cashier	16.903
Demetris O'Kennedy	HBO	Male	Inventory Manager	305
Eleen Jenno	VO	Female	Cashier	7.492
Eline Mooij	VO	Female	Cashier	6.894
...
Total				574.657

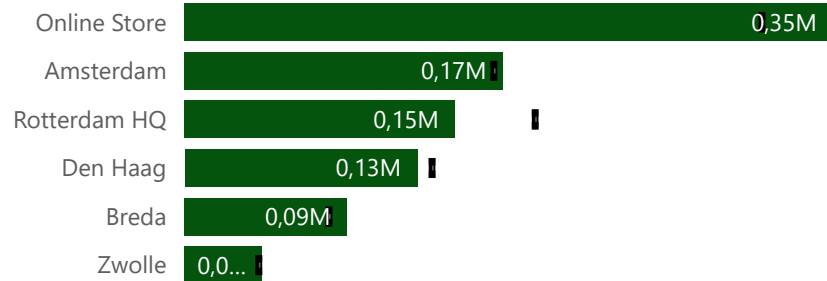
POWER BI VISUALISATIE MASTERCLASS

6. Gebruik kleuren verstandig

Slim gebruik van signaleringskleuren

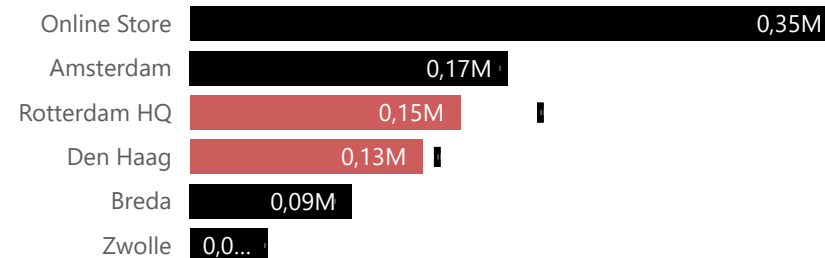
Omzet per shop

Ten opzichte van doelstelling



Omzet per shop

Ten opzichte van doelstelling



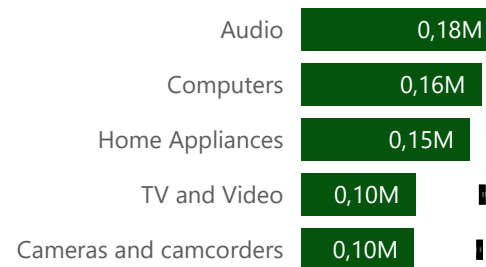
POWER BI VISUALISATIE MASTERCLASS

6. Gebruik kleuren verstandig

Slim gebruik van signaleringskleuren

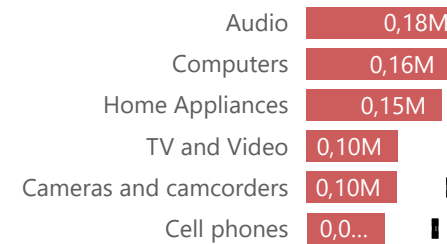
Omzet per productcategorie

Ten opzichte van doelstelling



Omzet per productcategorie

Ten opzichte van doelstelling



Omzet

922K

5,0% ▼

Doel: **970K**

Verkoopkosten

509K

5,0% ▼

Doel: **582K**

Aantal items verkocht

8.407

55,1% ▲

Vorige maand **3.771**

Marge

40,63%

50,0% ▲

Doel: **20,3%**

Online omzet

350K

11,0% ▲

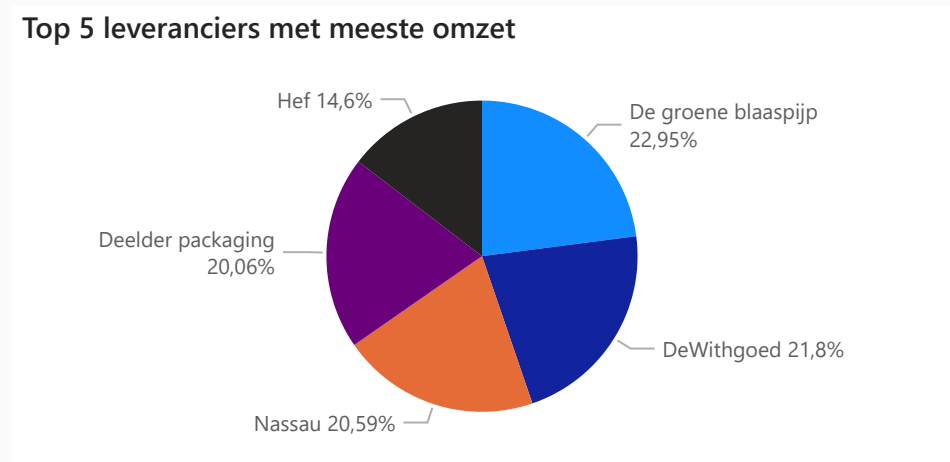
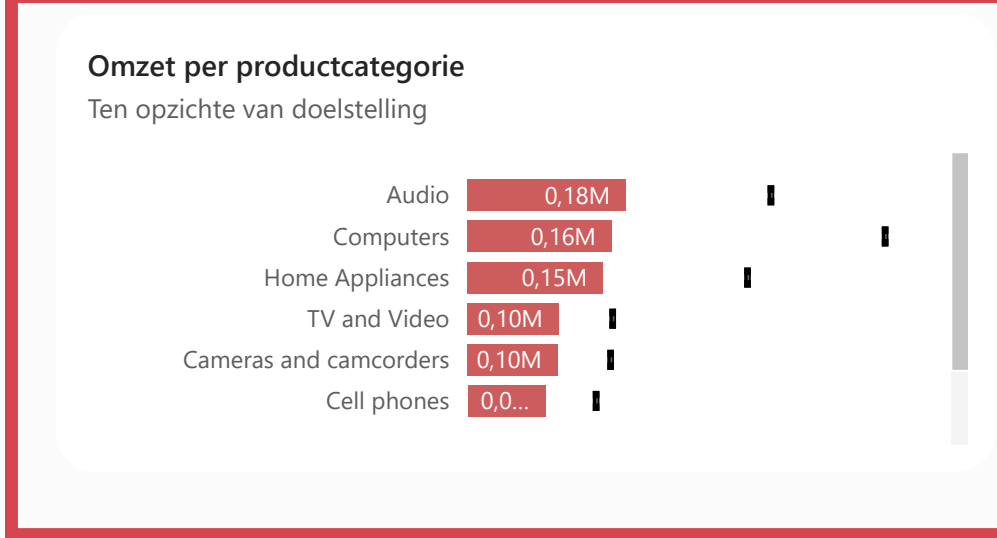
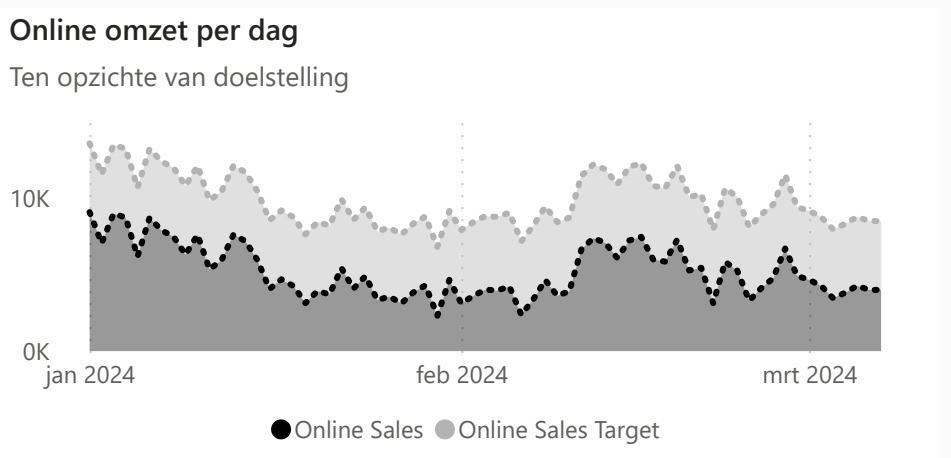
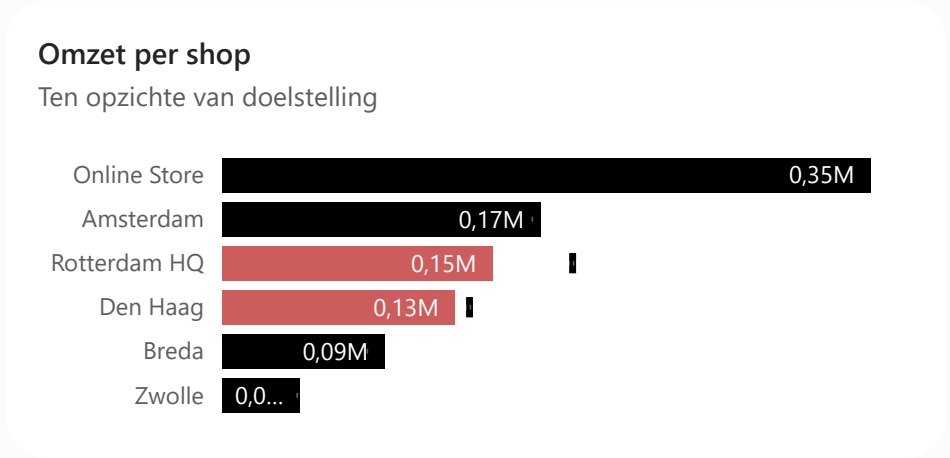
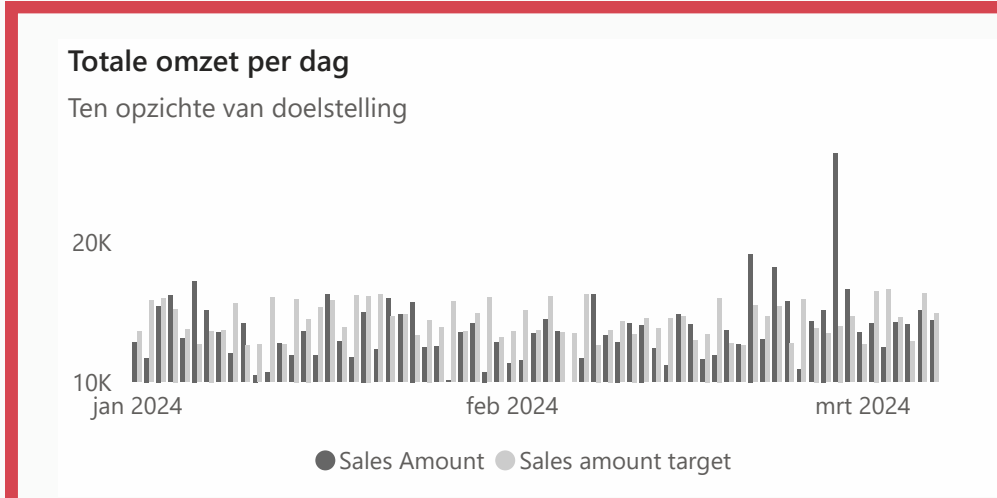
Doel: **311,30K**

Online Conversie

1,43%

-4,6% ▼

Doel: **1,50%**



Sales toppers

Totale omzet

Full Name	Education	Gender	Role	Omzet
Carla Barmby	HBO	Female	Store Manager	5.205
Celine van Gelder	VO	Female	Cashier	11.737
Chris Eskes	MBO	Male	Cashier	11.820
Chrysler Ambrus	VO	Female	Cashier	16.903
Demetris O'Kennedy	HBO	Male	Inventory Manager	305
Elan Jans	VO	Female	Cashier	7.400
Total				574.657



POWER BI VISUALISATIE MASTERCLASS

7. Kies de juiste visualisatie

- Bepaal het type informatie en bijbehorende visualisatie (e.g. vergelijking, ontwikkeling over tijd,...)
- Het is geen kwestie van smaak of mening: er zijn regels voor!

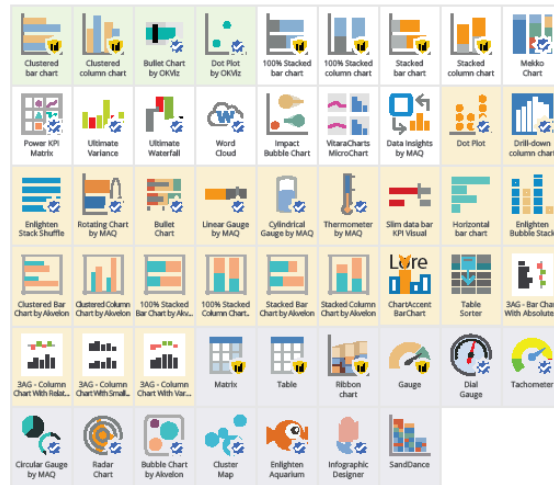
POWER BI VISUALISATIE MASTERCLASS

7. Visual reference card

- Go to <https://www.sqlbi.com> to download the latest version

COMPARISON

To compare the magnitude of measures



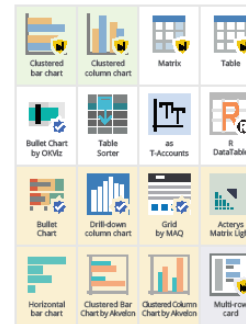
CHANGE OVER TIME

To display the changing trend of measures



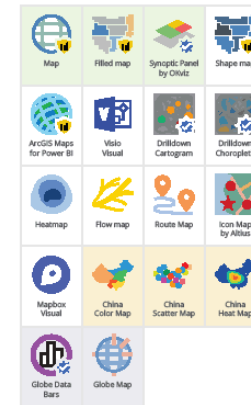
RANKING

To rank measures in an order



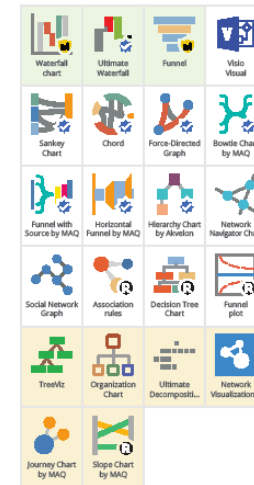
SPATIAL

To display measures over spatial maps



FLOW

To display a flow or dynamic relations



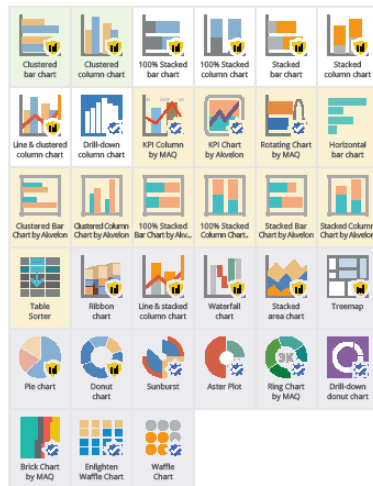
POWER BI VISUALISATIE MASTERCLASS

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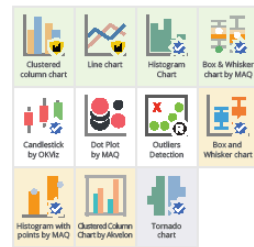
PART-TO-WHOLE

To identify the parts making up a measure total



DISTRIBUTION

To display the distribution of values



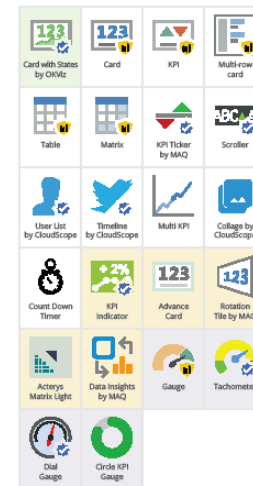
CORRELATION

To show correlations between measures



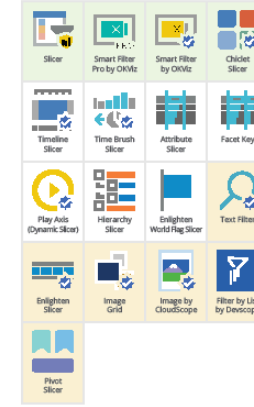
SINGLE

To present single values



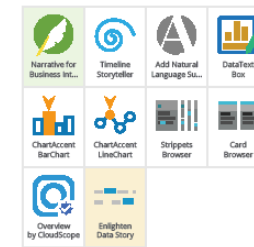
FILTER

To control report filters

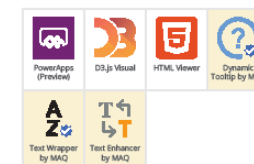


NARRATIVE

To tell a story with data



MISCELLANEOUS



Omzet

922K

5,0% ▼

Doel: **970K**

Verkoopkosten

509K

5,0% ▼

Doel: **582K**

Aantal items verkocht

8.407

55,1% ▲

Vorige maand **3.771**

Marge

40,63%

50,0% ▲

Doel: **20,3%**

Online omzet

350K

11,0% ▲

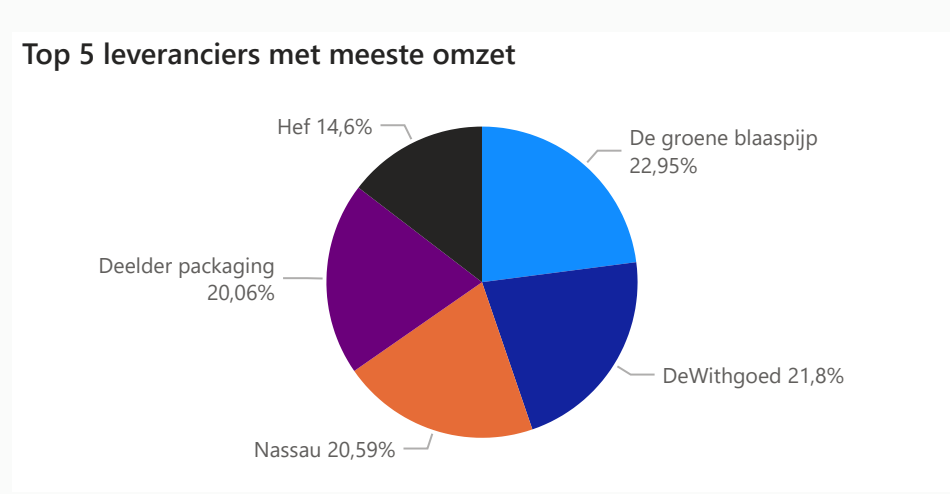
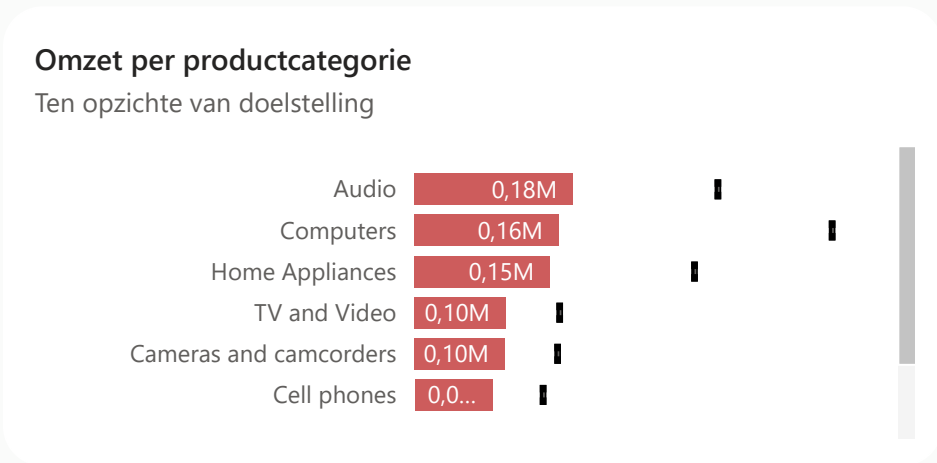
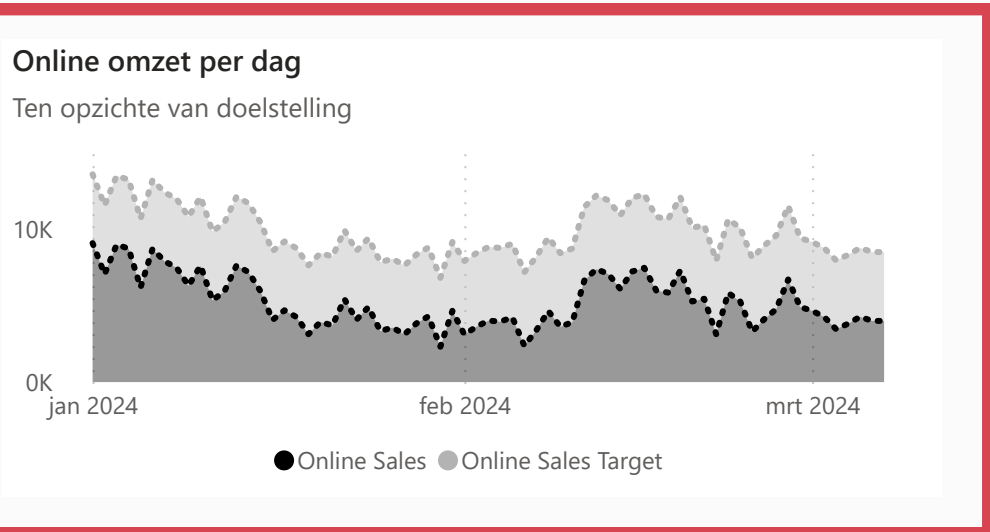
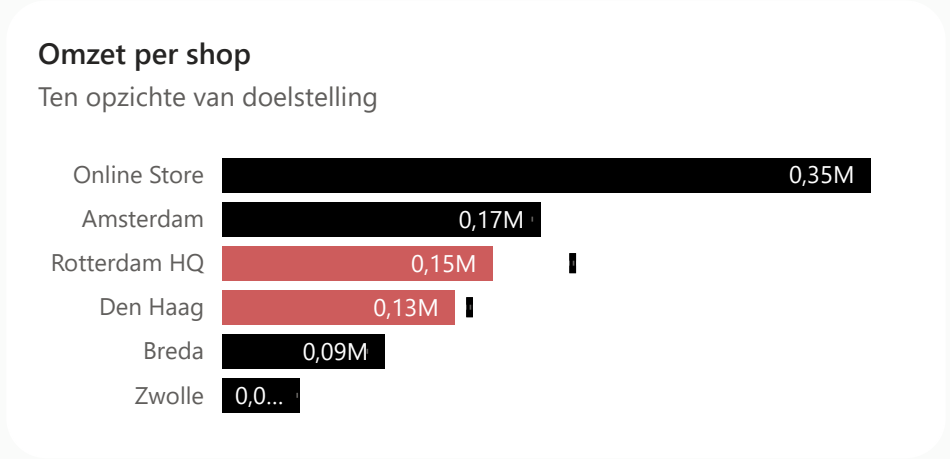
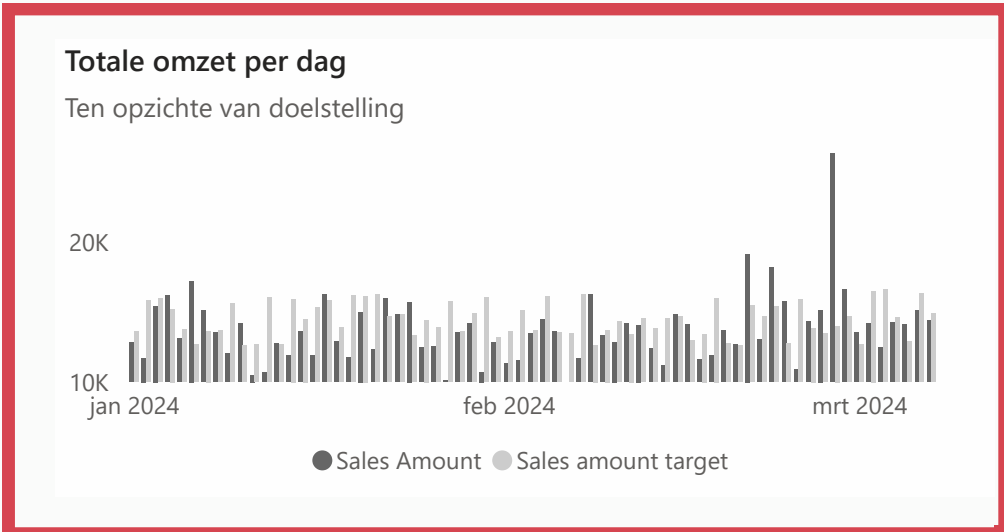
Doel: **311,30K**

Online Conversie

1,43%

-4,6% ▼

Doel: **1,50%**



Sales toppers

Totale omzet

Full Name	Education	Gender	Role	Omzet
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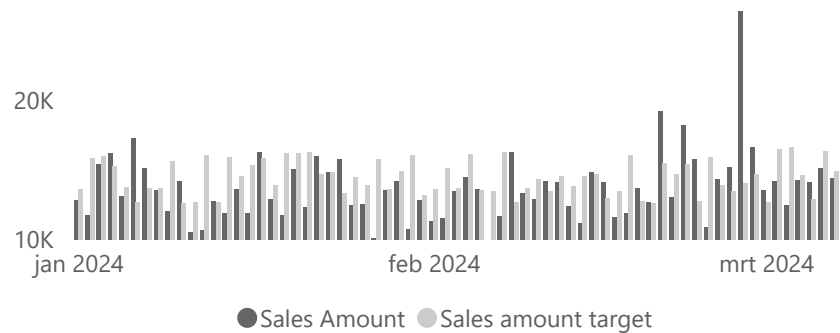
POWER BI VISUALISATIE MASTERCLASS

7. Kies de juiste visualisatie

Een gestapelde line chart is gebruikt, waarom?

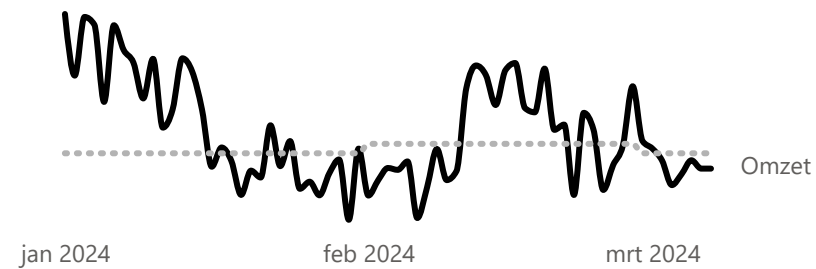
Totale omzet per dag

Ten opzichte van doelstelling



Totale omzet per dag

Ten opzichte doelstelling



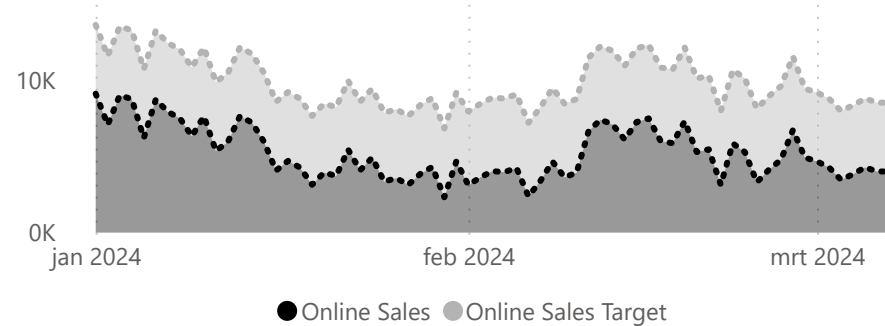
POWER BI VISUALISATIE MASTERCLASS

7. Kies de juiste visualisatie

Een stacked linechart is niet zo'n goed idee

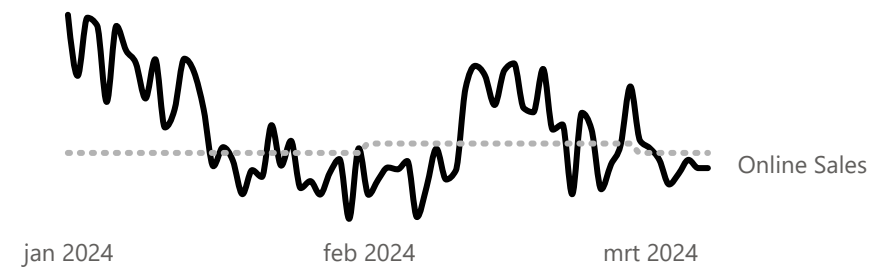
Online omzet per dag

Ten opzichte van doelstelling



Online omzet per dag

Ten opzichte van doelstelling

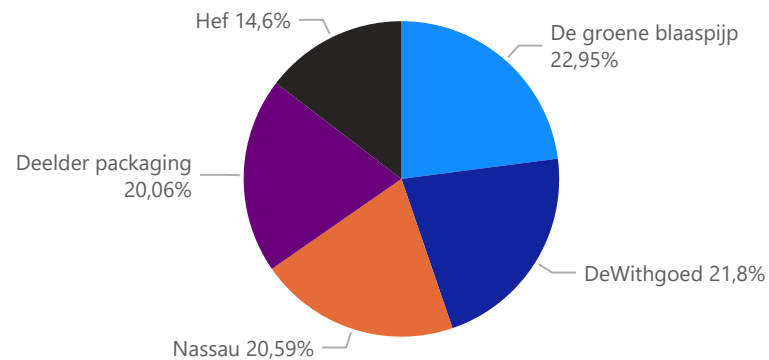


POWER BI VISUALISATIE MASTERCLASS

7. Kies de juiste visualisatie

Een pie chart is gebruikt, waarom?

Top 5 leveranciers met meeste omzet



Top 5 leveranciers met meeste omzet

Totale omzet

#	Leverancier	Omzet	Trend huidig jaar
1	De groene blaaspijp	73.213	
2	DeWithgoed	69.557	
3	Nassau	65.686	
4	Deelder packaging	63.999	
5	Hef	46.596	

POWER BI VISUALISATIE MASTERCLASS

7. Kies de juiste visualisatie

Een tabel met veel irrelevante informatie wordt hier gebruikt.

Top 5 Sales medewerkers met meeste omzet

Totale omzet

Full Name	Education	Gender	Role	Omzet
Jennifer de Jonge	VO	Female	Cashier	35.436
Jolanda Eisma	HBO	Female	Cashier	29.583
Eveline Zoom	HBO	Female	Cashier	28.346
Kristo Moreing	MBO	Male	Cashier	23.873
Michiel de Bruijn	HBO	Male	Cashier	23.762

Top 5 Sales medewerkers met meeste omzet

Totale omzet

#	Verkoopmedewerker	Omzet	Trend dit jaar
1	Online Channel	347.045	
2	Jennifer de Jonge	35.436	
3	Jolanda Eisma	29.583	
4	Eveline Zoom	28.346	
5	Kristo Moreing	23.873	

Omzet

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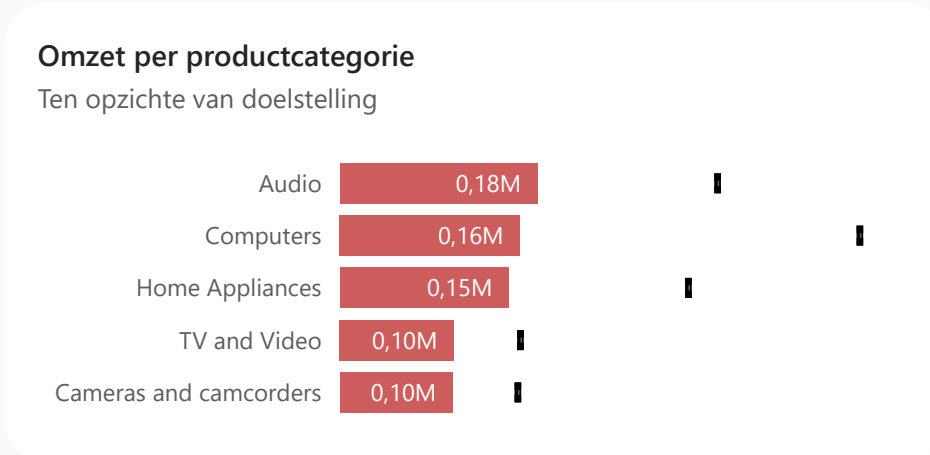
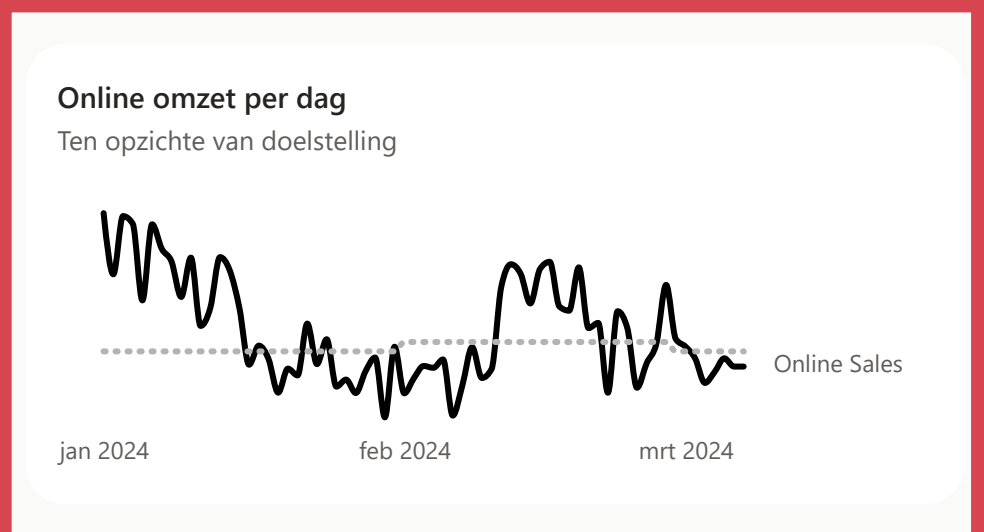
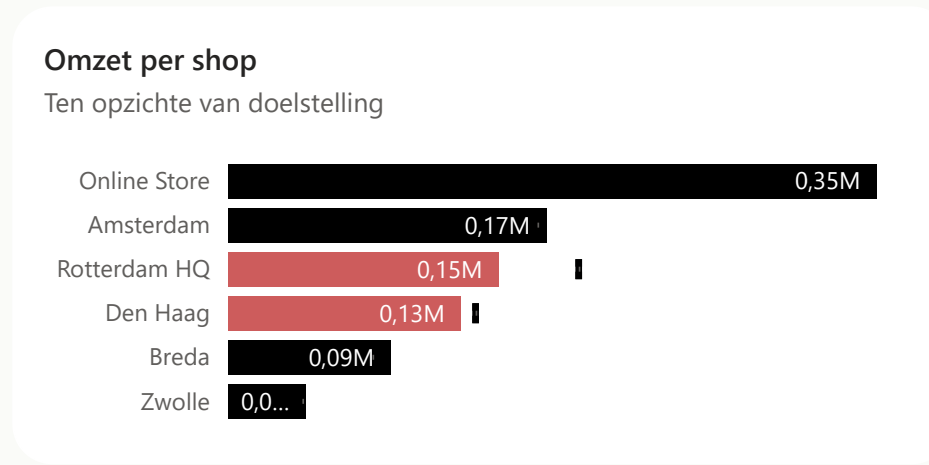
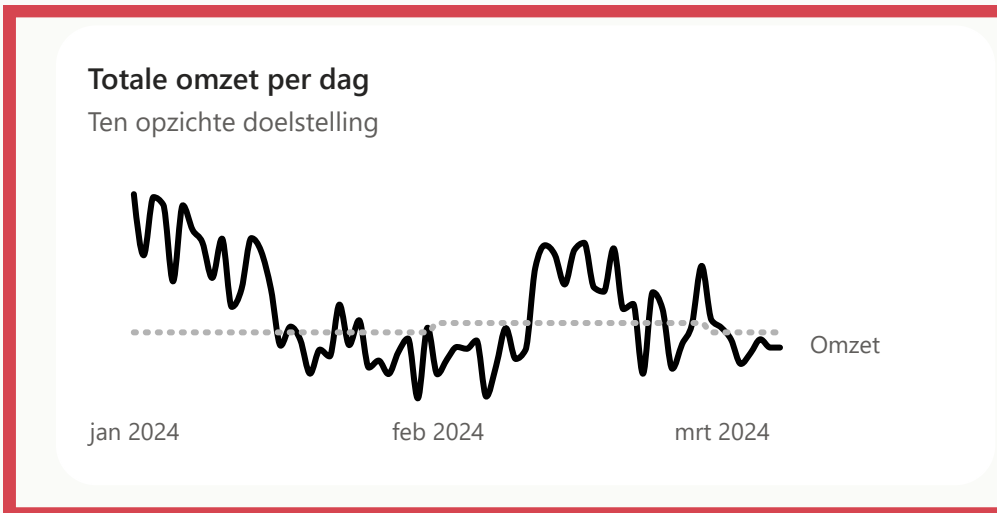
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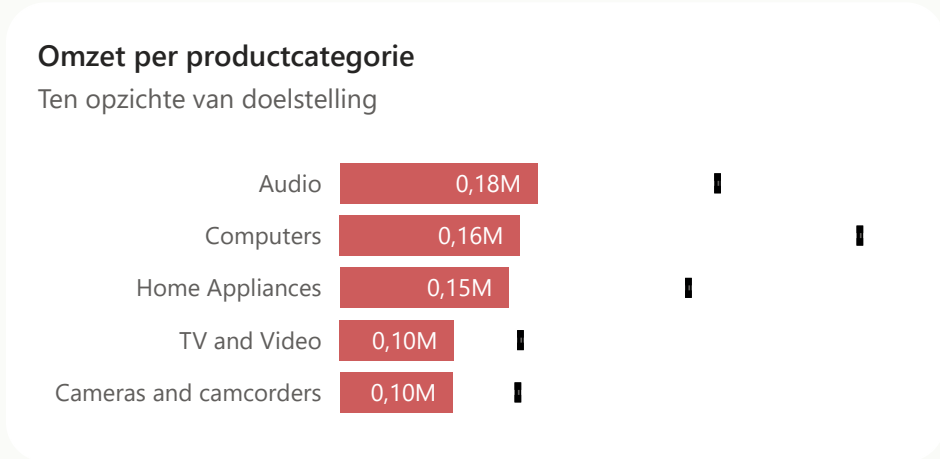
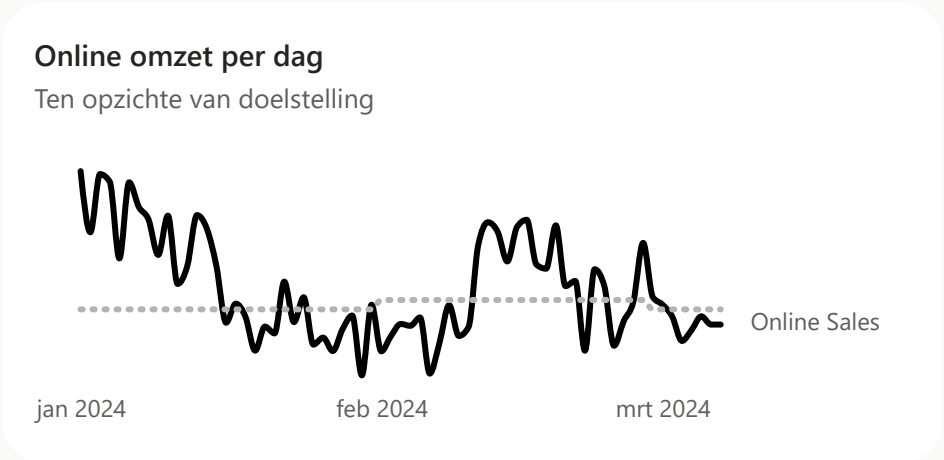
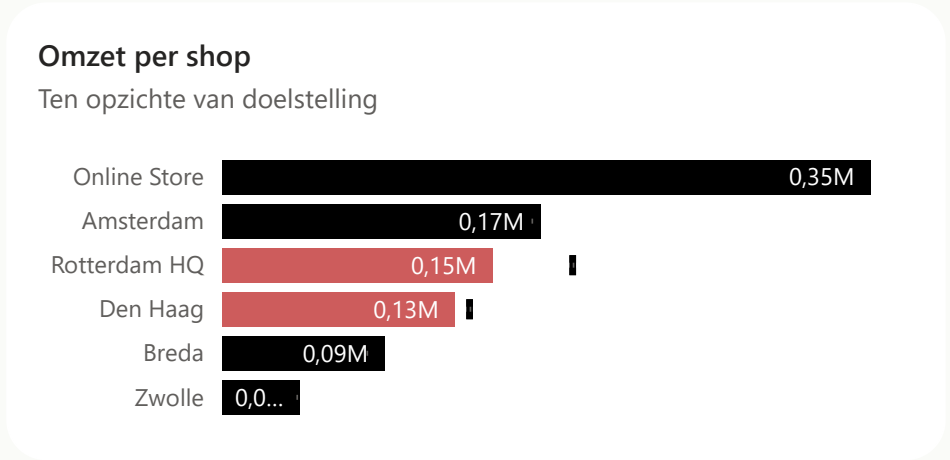
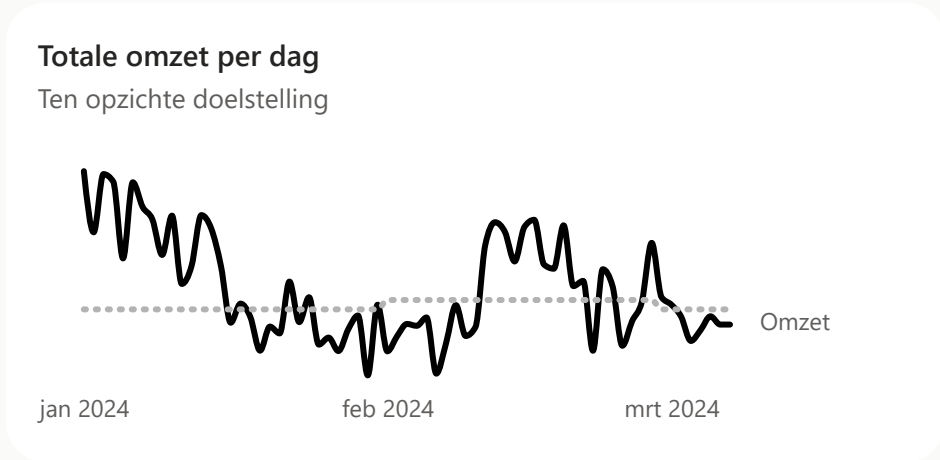
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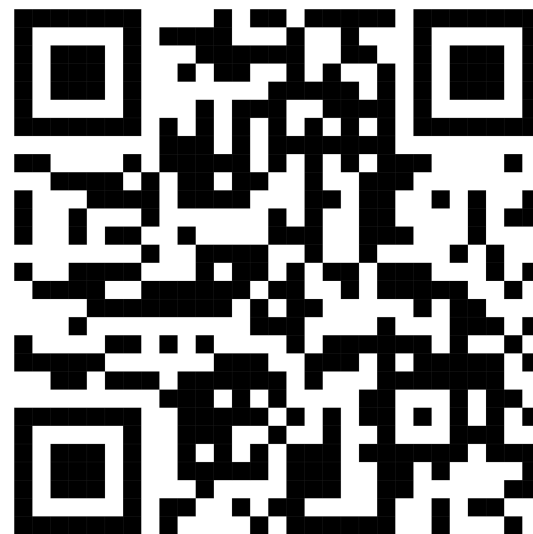
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POWER BI VISUALISATIE MASTERCLASS

Op een laagdrempelige manier meer weten over Power BI?

Luister naar de Power Hour Podcast!



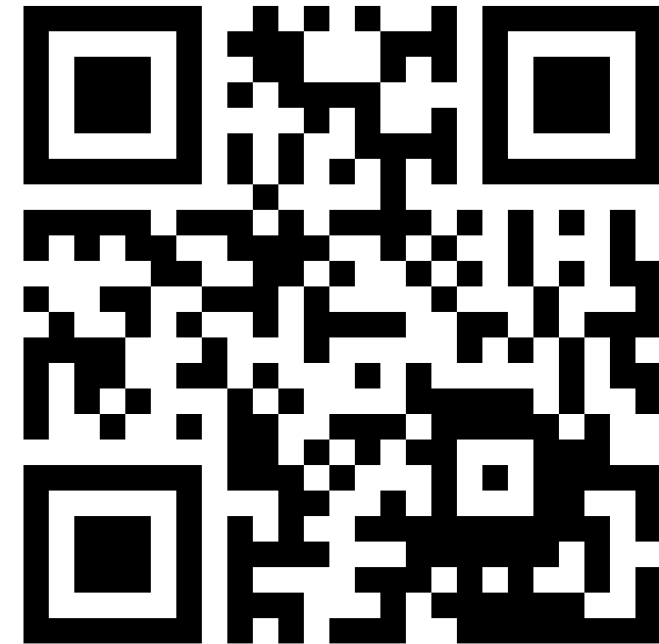
Beschikbaar via jouw favoriete Podcast platform

9 maart 2024 | Daan Oosters

Session evaluation



Event evaluation



Platinum
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 **Kimura**

 **plainwater**
de kracht van heldere data

KASPAROV
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 **rockfeather**

 **Dynamic**
People

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RESPONSIVE

Brons
partners

Hso

macaw

iqbs

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BUSINESS INTELLIGENCE

Quanto
collective analytics

ilionx

valcon

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partners

broadwick
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THE
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COOKS

 **Tabular Editor**

 **Datamanzi**

Power BI
Connector by DAVISTA

MINOVA

 **AZURRO** FINANCE

 **DATA KINGDOM**

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INFORMATIESPECIALISTEN

DashData.

VisionBI 
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 **easydash**