

Van Data naar Dashboard powered by AI

Power BI Best Practices

Bas Schuurmans

valcon

A big thank you to our *amazing partners*



Thanks

A big thank you to our amazing partners

sogeti
Part of Capgemini

webdashboard

plainwater
de kracht van heldere data

iqbs

**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



2005



2025

?



Bas Schuurmans

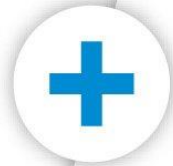
Senior Principal – Frontend Lead Data Insights

Van Data naar Dashboard Powered by AI

PowerBI Best Practices



POWER BI





WARNING



This presentation contains graphic images
that some viewers may find disturbing



2005



2025

?



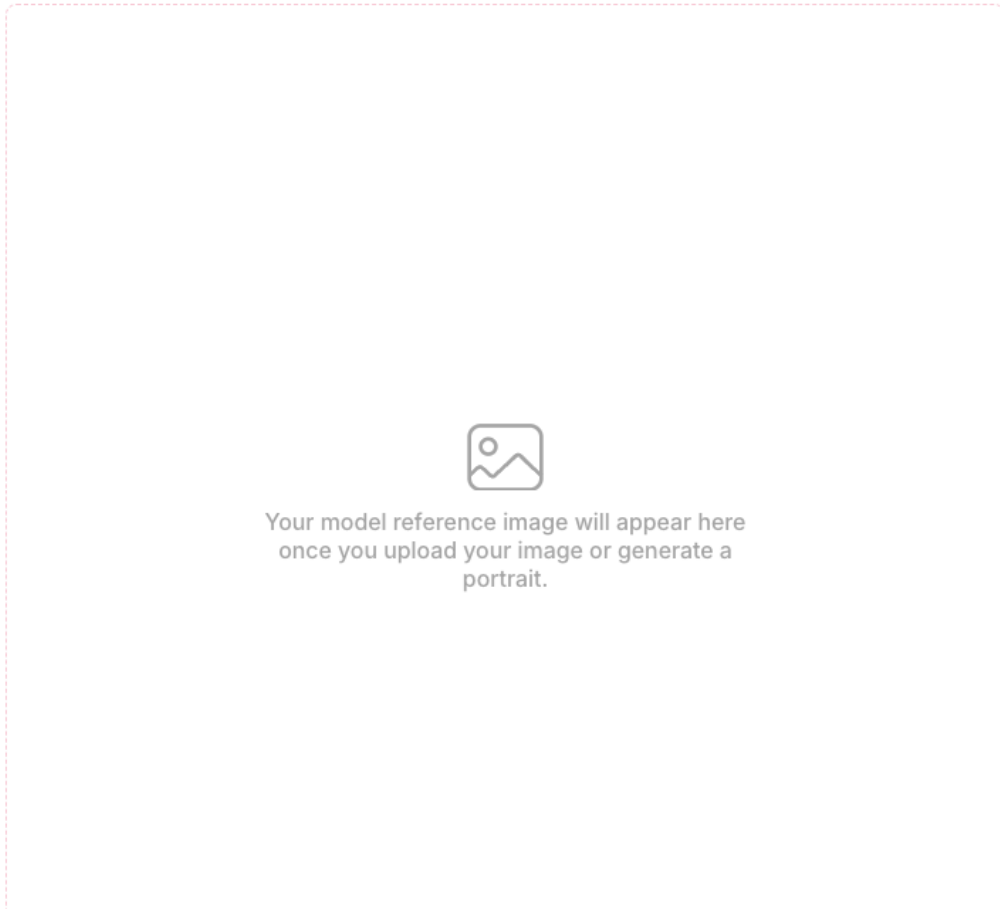
apob.ai





apob.ai




apob.ai




Click to upload image
Upload your own image as your model's reference image


AI influencer generator
Use apob ai influencer master to generate your model's reference image

Upload image 

Follow our image guideline and use your own image to train your first personalized model.

Next

0 / 32

0 / 512

Public:

Create your image model now



SNEAKER FAQTORY

A VALCON COMPANY



The Sneaker Factory is a fictitious company created and developed by Valcon. It offers a complete, fake, dataset, which can be used if a random dataset is needed. Currently, it is for example used in the data academy, where new colleagues learn the data engineering and data analytics steps followed in a project.



Sneaker Faqtory

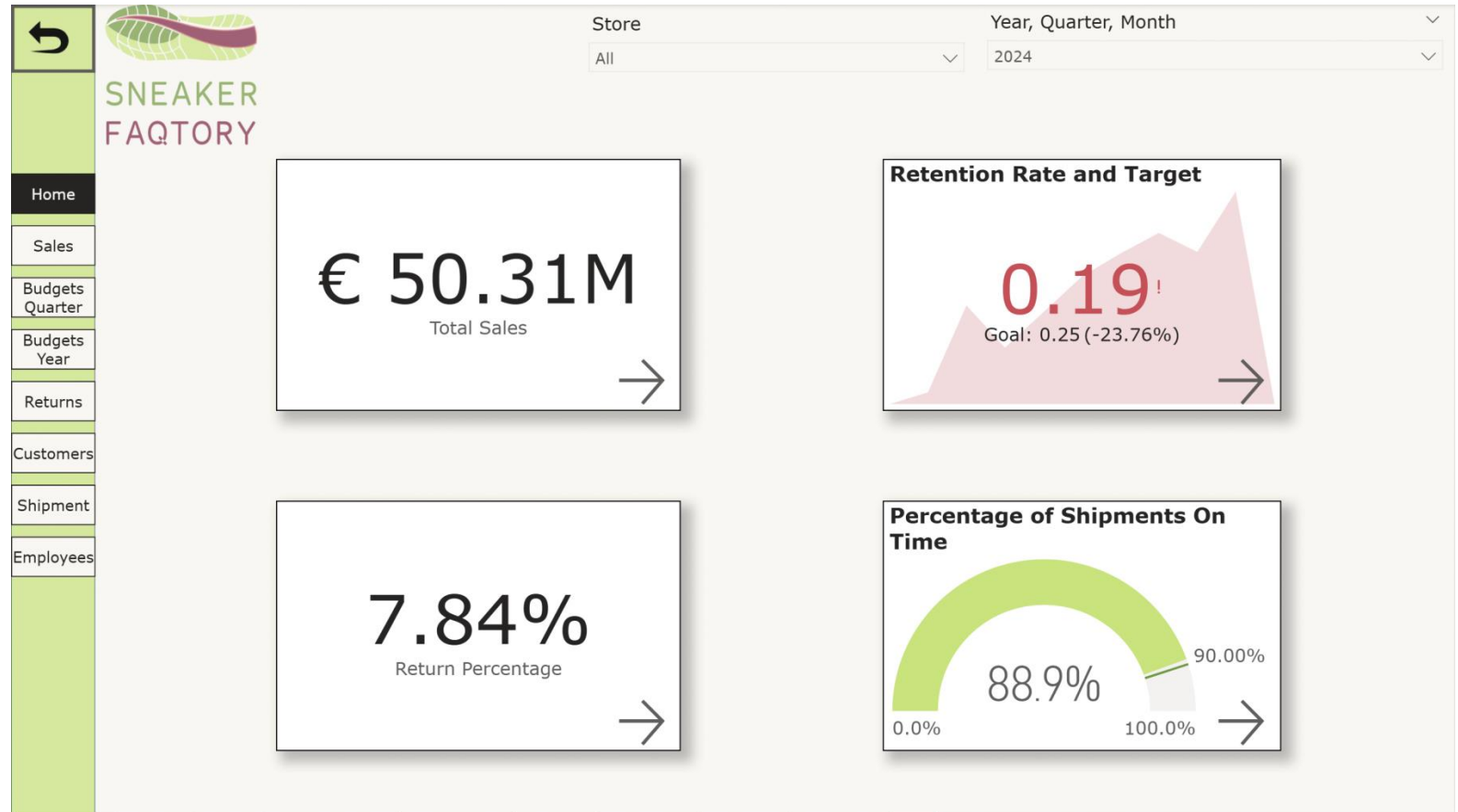


Case

SNEAKER FAQTORY

Design a dashboard for management it should contains:

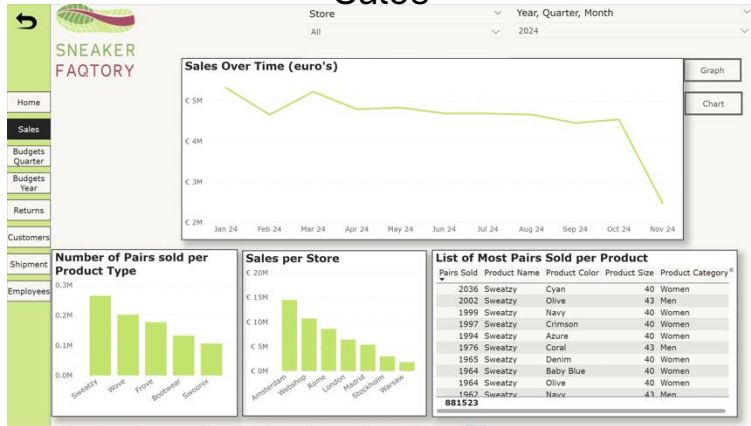
- Corporate identity
- Landing page
- Sales
- Budget
- Returns
- Customers
- Shipment
- Employees
- Page Navigation
- Filters / Slicers



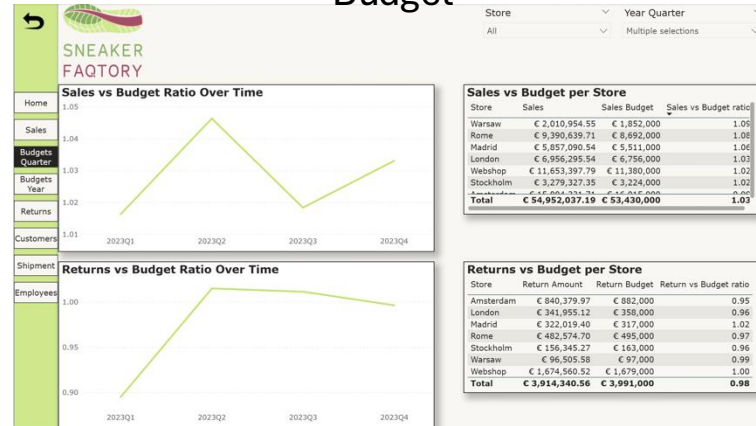
Case

SNEAKER FAQTORY

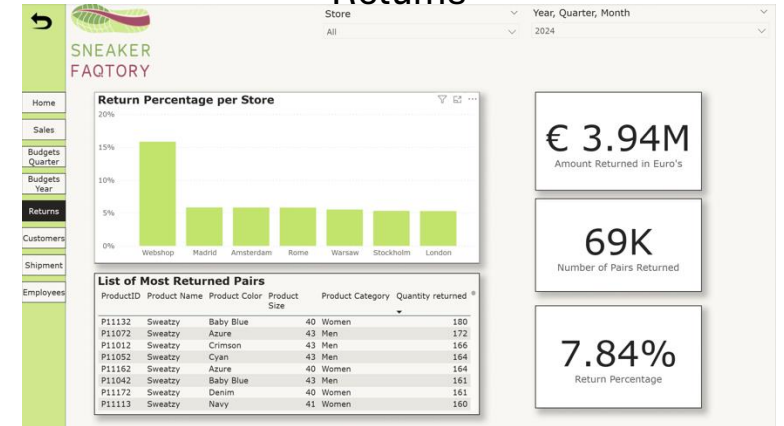
Sales



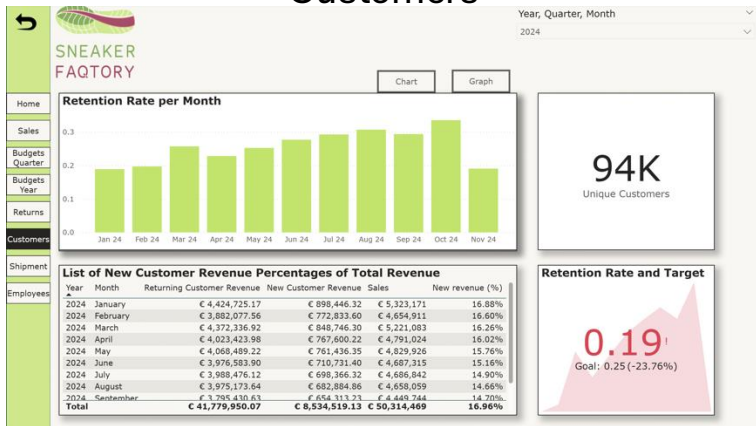
Budget



Returns



Customers



Shipment



Employees





SNEAKER FAQTORY

Corporate Identity

Landing page

Default page

Transform Data

Data Modeling



SNEAKER FAQTORY

DAX

Landing page

Report page

Documentation

Data Story Telling



Corporate Identity





khroma

Design with *colors you love.*

Khroma uses AI to learn which colors you like and creates limitless palettes for you to discover, search, and save.


Generate


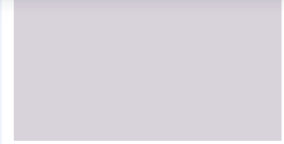

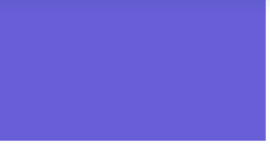








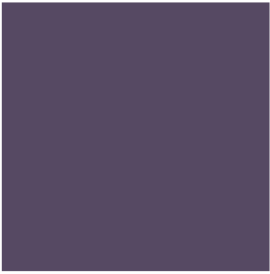
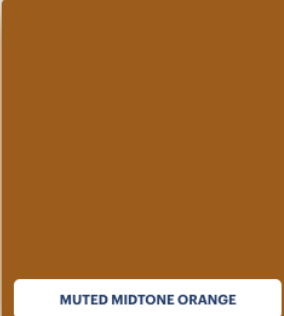
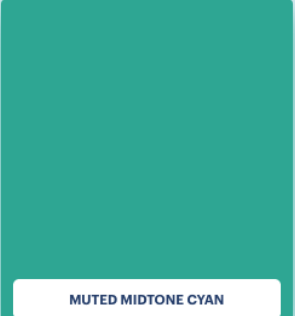

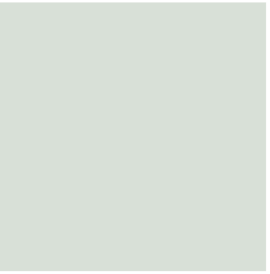



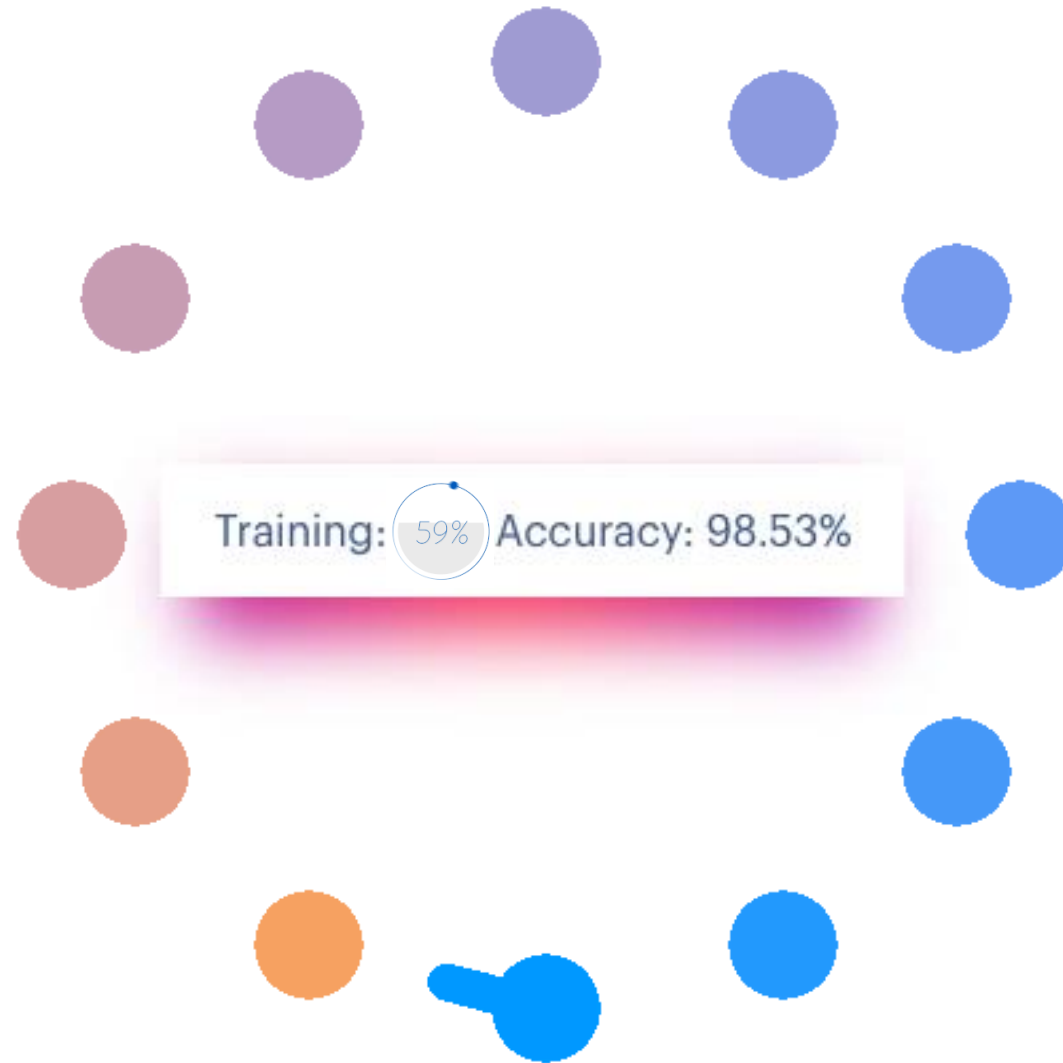


Corporate Identity

Choose a set of your favorite 50 colors

BETA  0 colors left [Start Training](#)

| | | | | | |
|--|--|--|---|---|--|
|  RICH DARK BLUE |  NEUTRAL LIGHT MAGENTA |  RICH MIDTONE ORANGE |  MUTED MIDTONE BLUE |  PALE MIDTONE CYAN |  RICH DARK YELLOW |
|  PALE MIDTONE VIOLET |  RICH DARK YELLOW |  PALE MIDTONE MAGENTA |  PALE MIDTONE RED |  PALE MIDTONE RED |  MUTED MIDTONE RED |
|  NEUTRAL MIDTONE VIOLET |  MUTED MIDTONE ORANGE |  MUTED MIDTONE CYAN |  RICH LIGHT GREEN |  NEUTRAL LIGHT GREEN |  RICH DARK BLUE |



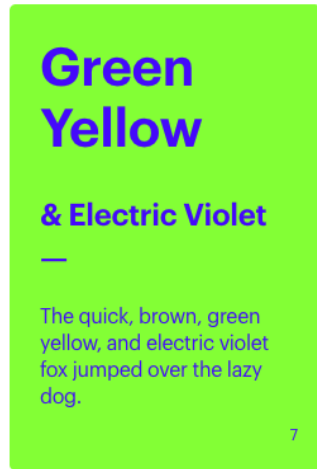


Corporate Identity

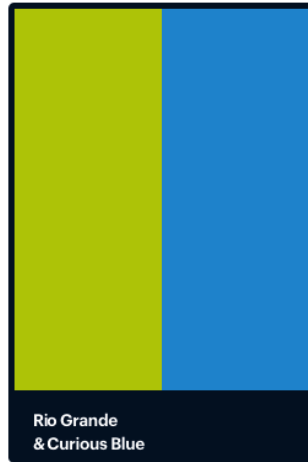
<https://www.khroma.co>



Text



Poster



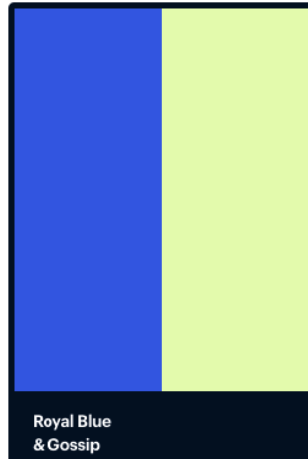
Gradient



Image










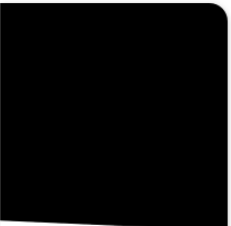






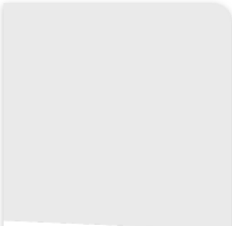
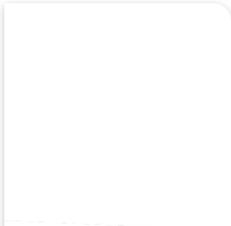
Palette



Corporate Identity

Color Palette

PALLETTE

| | | | | | | | | |
|--|--|---|---|--|---|---|--|---|
|  <p>Hunter #335F35 rgba(51,95,53,1);</p> |  <p>Fern #467643 rgba(70,118,67,1);</p> |  <p>Grass (Logo 1) #5B934E rgba(91,147,78,1);</p> |  <p>Dollar bill #81B04C rgba(129,176,76,1);</p> |  <p>Spring (Logo 2) #85AE7B rgba(133,173,123,1);</p> |  <p>Orange #F89801 rgba(248,152,1,1);</p> |  <p>Topaz #FFBF73 rgba(255,191,115,1);</p> | | |
|  <p>Black #000000 rgba(0,0,0,1);</p> |  <p>Medium jungle green #2E2E2E rgba(46,46,46,1);</p> |  <p>Outer Space #484848 rgba(72,72,72,1);</p> |  <p>Taupe Gray #7F7F7F rgba(127,127,127,1);</p> |  <p>Gray #BFBFBF rgba(191,191,191,1);</p> |  <p>Pastel gray #CBCBCB rgba(203,203,203,1);</p> |  <p>Gainsboro #D9D9D9 rgba(217,217,217,1);</p> |  <p>Platinum #EAEAEA rgba(234,234,234,1);</p> |  <p>White #FFFFFF rgba(255,255,255,1);</p> |

Corporate Identity

Font matters



AaBbCc AaBbCc

| | |
|-------------------------|--------------------------|
| Primaire titel | (Arial 20px Bold) |
| Caption-grafiek | (Arial 16 px) |
| Algemene tekst | (Arial 14px) |
| Secondaire titel | (Arial 12px Bold) |
| Tertiaire titel | (Arial 10px Bold) |
| As-waarden | (Arial 12px) |
| Kleine tekst | (Arial 9px) |

Case

SNEAKER FAQTORY



SNEAKER FAQTORY

✓ Corporate Identity

Landing page

Default page

Transform Data

Data Modeling



SNEAKER FAQTORY

DAX

Landing page

Report page

Documentation

Data Story Telling





Better Design Flexibility

Advanced design tools, Custom typography and detailed UI elements

Collaboration & Real-Time Editing

Cloud-based

Prototyping & Interactivity

Cross-Platform & Accessibilty

Reusable Components & Design Systems

Better Export Options

SVG, PNG, PDF



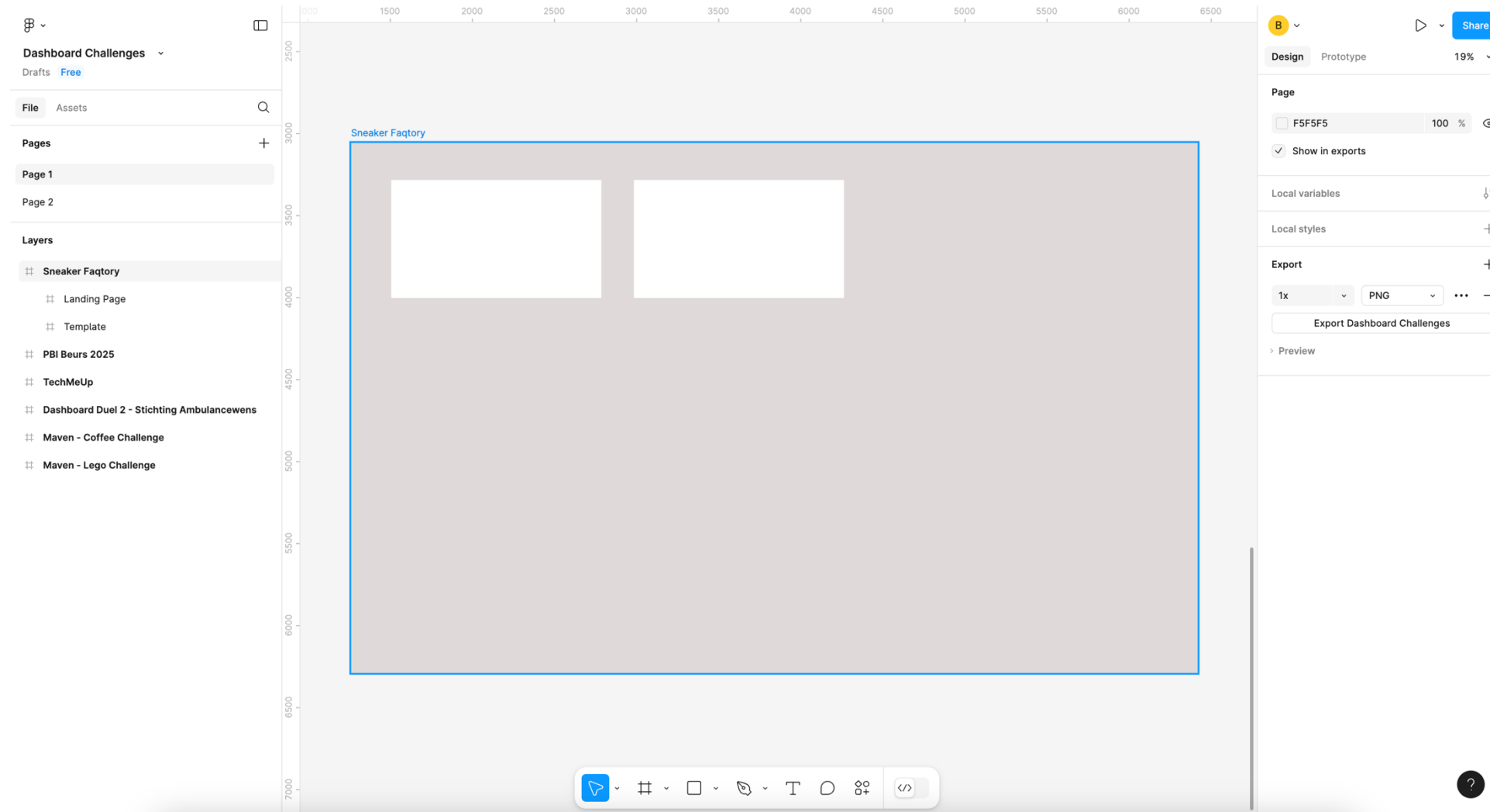
Simple Slides

Offline Acces

Quick Business presentation

Landings page

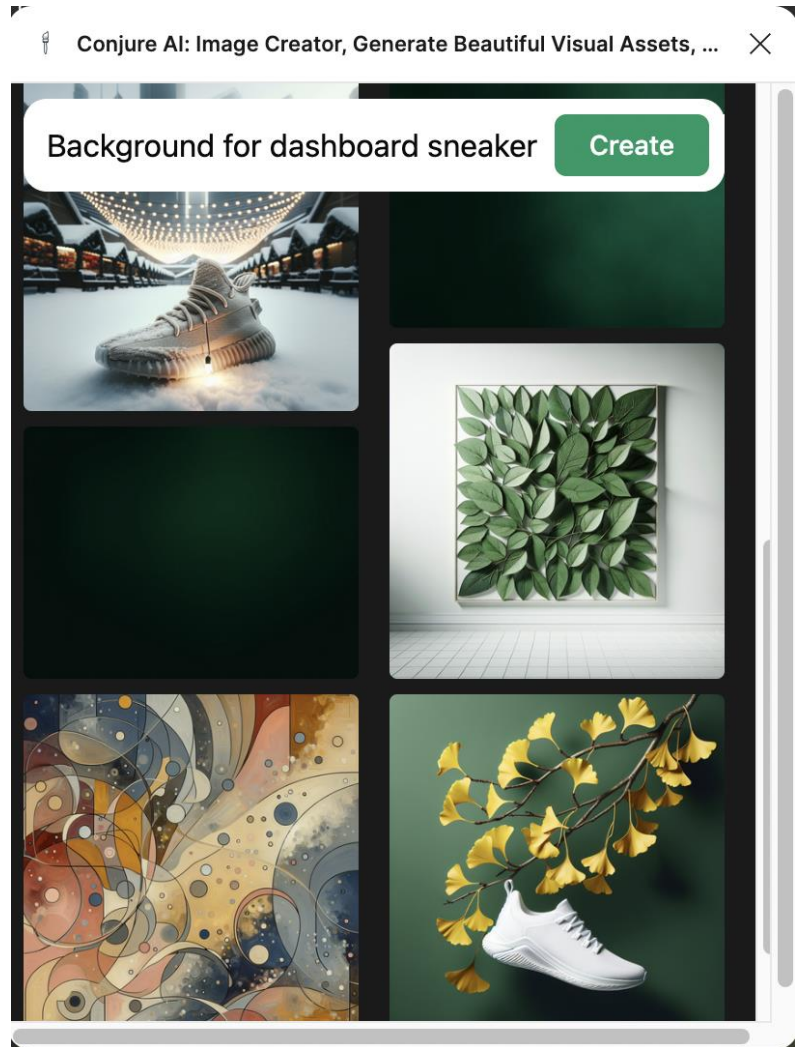
Figma





Landings page

Figma; AI Image generator



Minimal and modern still life composition of white athletic sneakers hanging from a branch of ginko, green backdrop





Landings page

Figma; AI Image generator

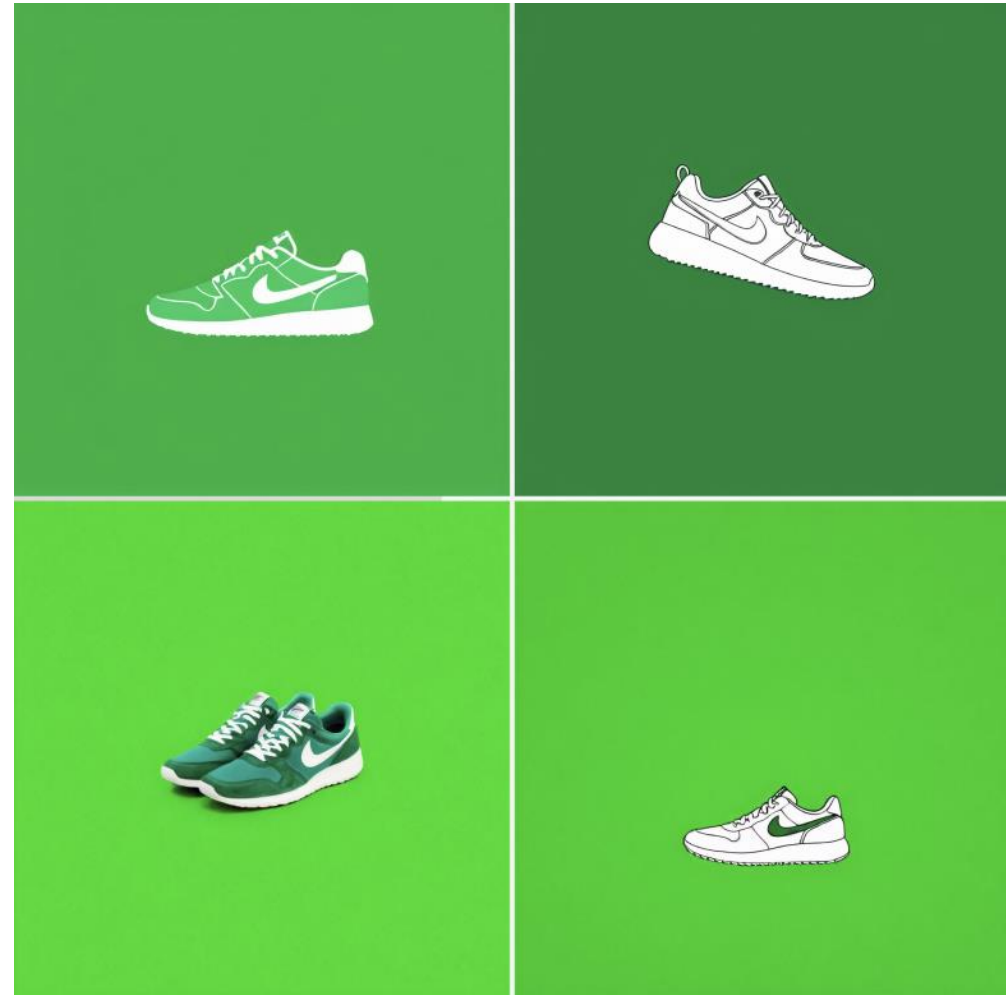
AI image generator by Freepik

A background with a sneaker in the center that is sustainable and green background

oil painting photo water color concept art 3d painting wildlife photo

street photo illustration digital art sketch art Refresh suggestions

FREEPIK Orientation: 16/16 Making magic





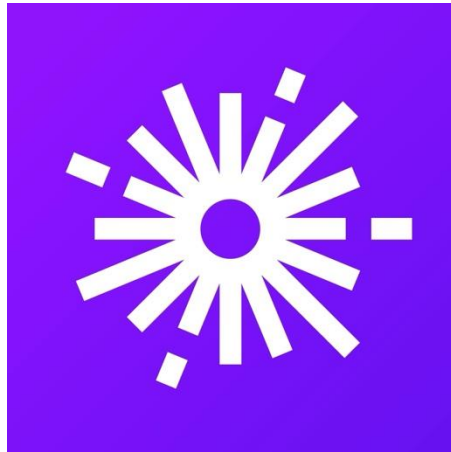
Landings page

AI Image generation model

Flux 1.1 Pro

- Enhanced Speed
- Improved Image Quality
- High-Resolution Support





<https://piclumen.com>



LE CHAT
MISTRAL

<https://chat.mistral.ai/>



Landings page

AI Image generation model

DALL-E 3 Model

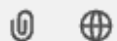
- Better Prompt Adherence
- Higher Image Quality
- Integration ChatGPT





Waar kan ik je mee helpen?

Maak een afbeelding als achtergrond voor mijn dashboard formaat 1280px bij 720px verhouding 16:9 met als onderwerp een Sneaker Schoen die groot in het midden staat met een achtergrond die sustainable uitstraalt



Maak een afbeelding

Gegevens analyseren

Afbeeldingen analyseren

Meer





Landings page

ChatGPT



ChatGPT



Je hebt de limiet voor het maken van afbeeldingen bereikt.
Upgrade naar ChatGPT Plus of probeer het opnieuw morgen na 14:39.

[Abonneer je op Plus](#)



Bericht naar ChatGPT





Landings page

ChatGPT



ChatGPT

een andere schoen met een rustigere achtergrond in de juiste verhouding 16;9





Landings page

ChatGPT



ChatGPT



deze laatste is perfect kwa afmeting. kun je er een etalage foto van maken. waarin er 5 schoenen gepresenteerd worden en wij vanaf buiten naar binnen kijken



Landings page

ChatGPT



ChatGPT

deze laatste is perfect kwa afmeting. kun je er een etalage foto van maken. waarin er 5 schoenen gepresenteerd worden en wij vanaf buiten naar binnen kijken





kun je een plek maken waar ik het logo van de winkel groot in kan plaatsen



kun je een plek maken waar ik het logo van de winkel groot in kan plaatsen





Landings page

ChatGPT



ChatGPT



perfect kun je de tekst store weghalen de rest van de afbeelding moet hetzelfde blijven



Landings page

ChatGPT



ChatGPT



perfect kun je de tekst store weghalen de rest van de afbeelding moet hetzelfde blijven



Ik kan dat niet direct aanpassen, maar je kunt dit eenvoudig doen met een fotobewerkingsprogramma zoals Photoshop of Canva. Wil je dat ik je help met instructies om de tekst zelf te verwijderen? 😊




Sneaker Faqtory



AaBbCc AaBbCc


Primaire titel (Arial 20px Bold)
Caption-grafiek (Arial 16 px)
Algemene tekst (Arial 14px)
Secundaire titel (Arial 12px Bold)
Tussentitels (Arial 10px Bold)
Aanvoegsel (Arial 12px)
Kleinste tekst (Arial 10px)





SNEAKER FAQTORY

- ✓ Corporate Identity
- ✓ Landing page
- Default page
- Transform Data
- Data Modeling



SNEAKER FAQTORY

- DAX
- Landing page
- Report page
- Documentation
- Data Story Telling

Sneaker Faqtory

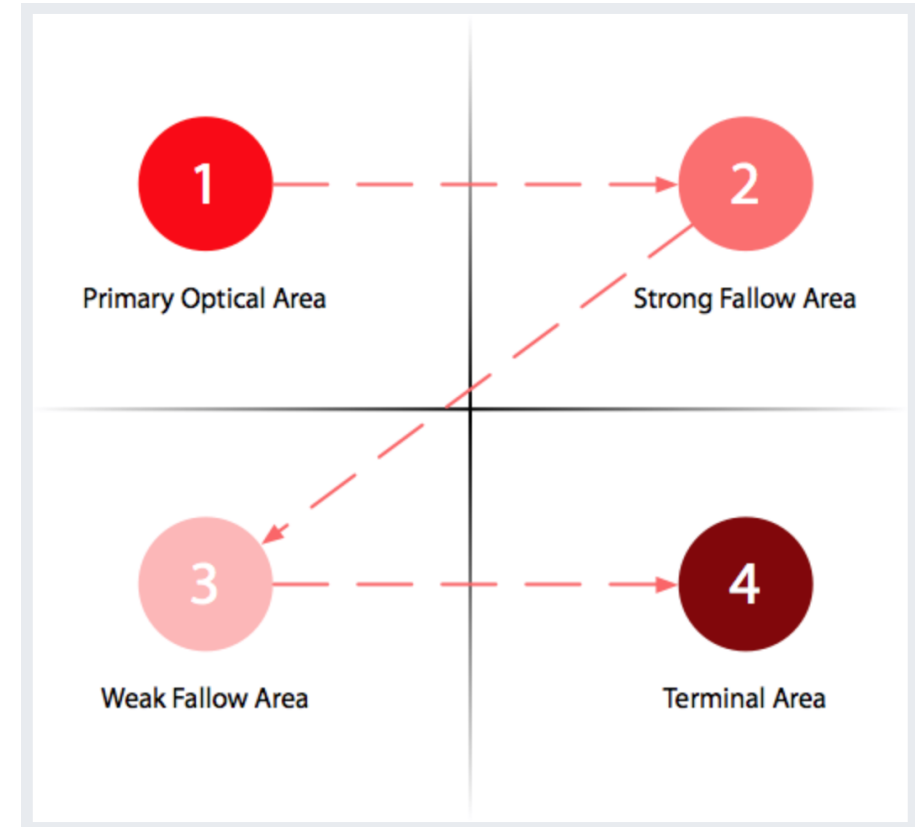


AaBbCc AaBbCc

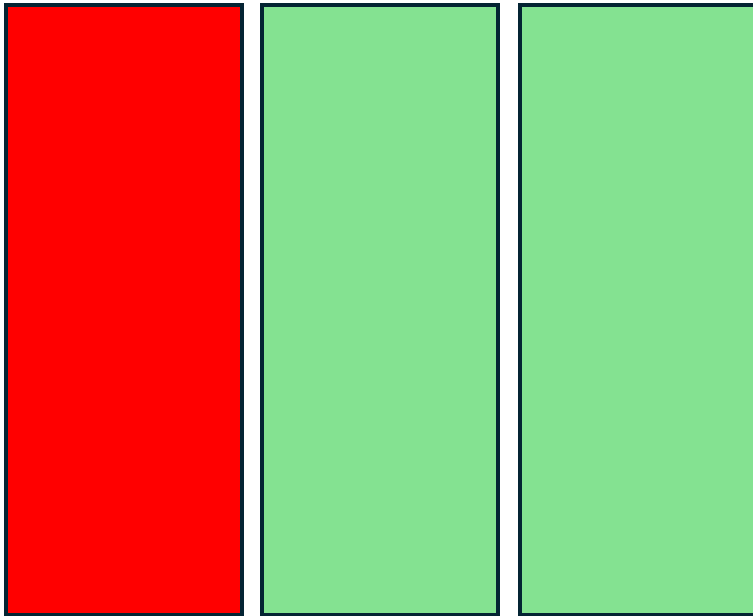
Primaire titel (Arial 20px Bold)
Caption-grafiek (Arial 16 px)
Algemene tekst (Arial 14px)
Secondaire titel (Arial 12px Bold)
Tussentitels (Arial 10px Bold)
Aanvoegzels (Arial 12px)
Kleine tekst (Arial 10px)



The top-left corner gets the attention first.



Right



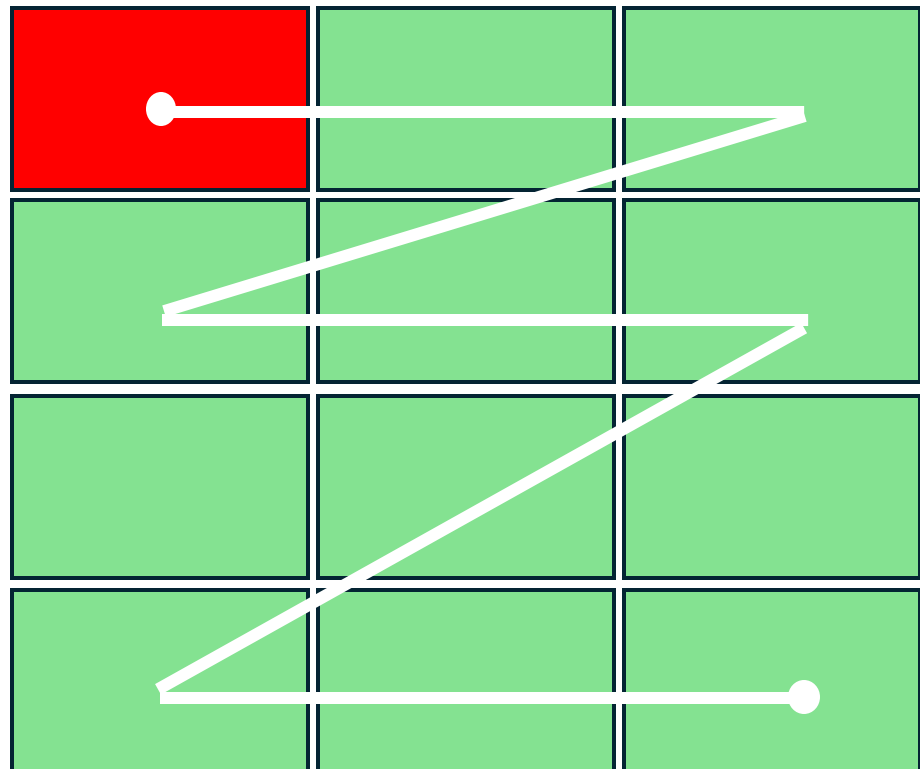
Down



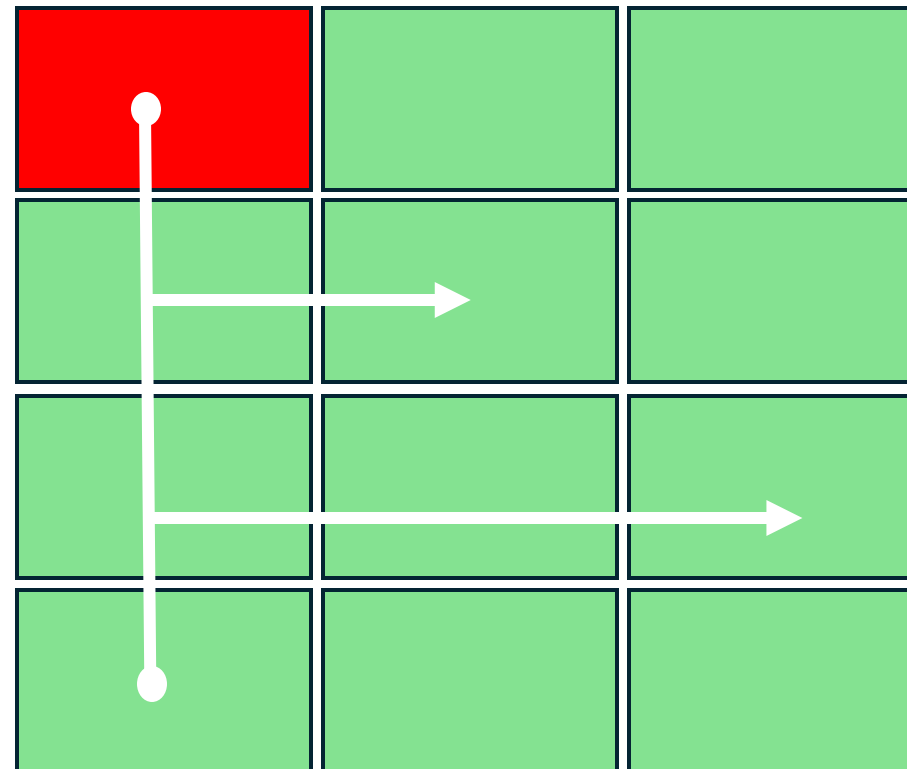
Structure

Zoom & Filter

Z

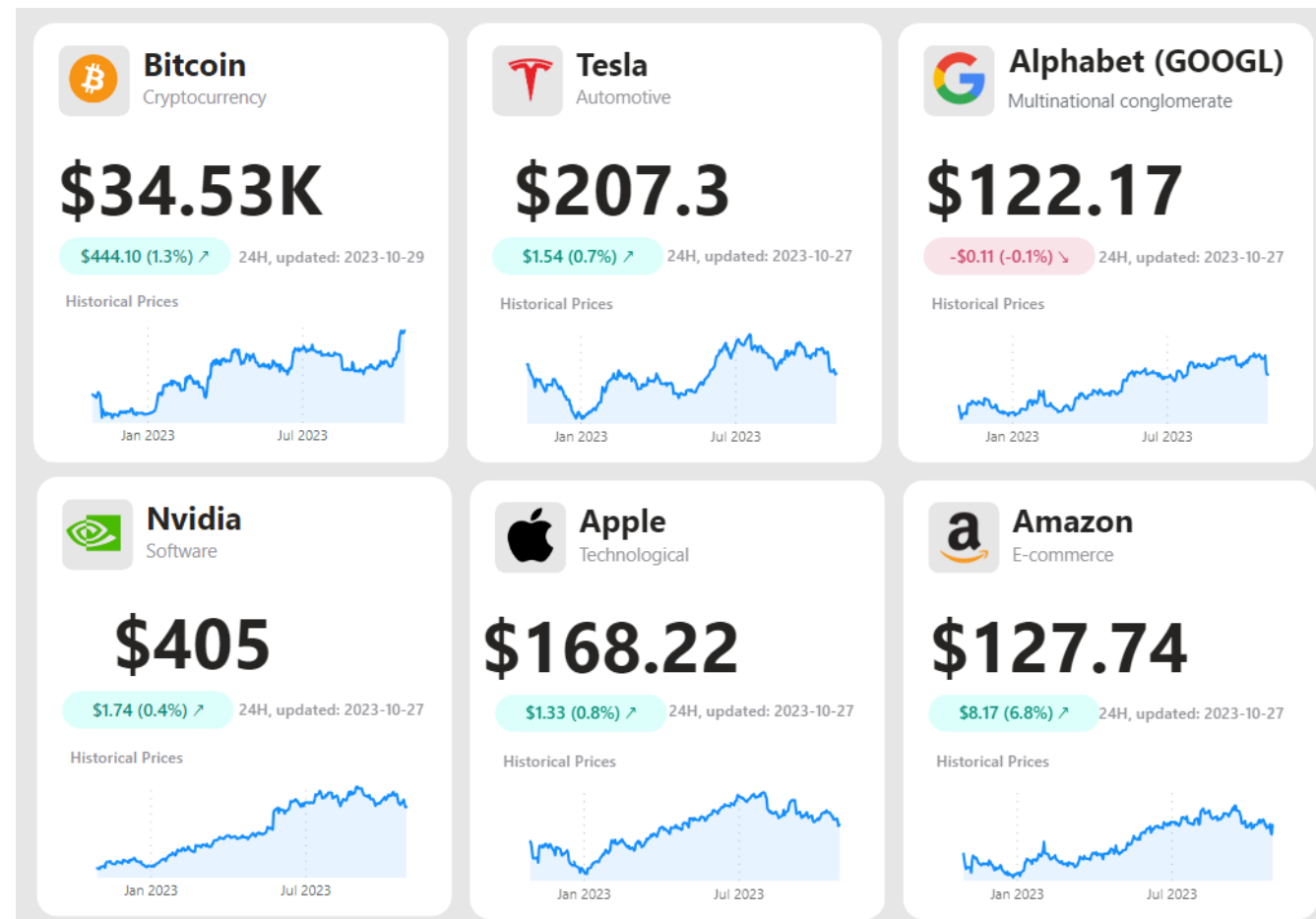
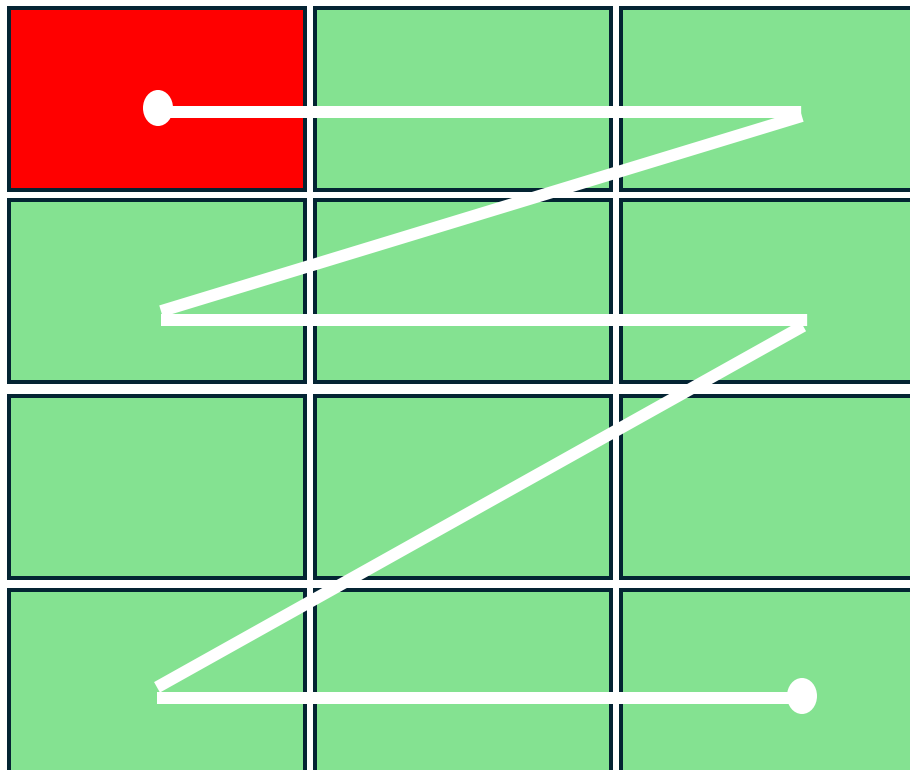


F



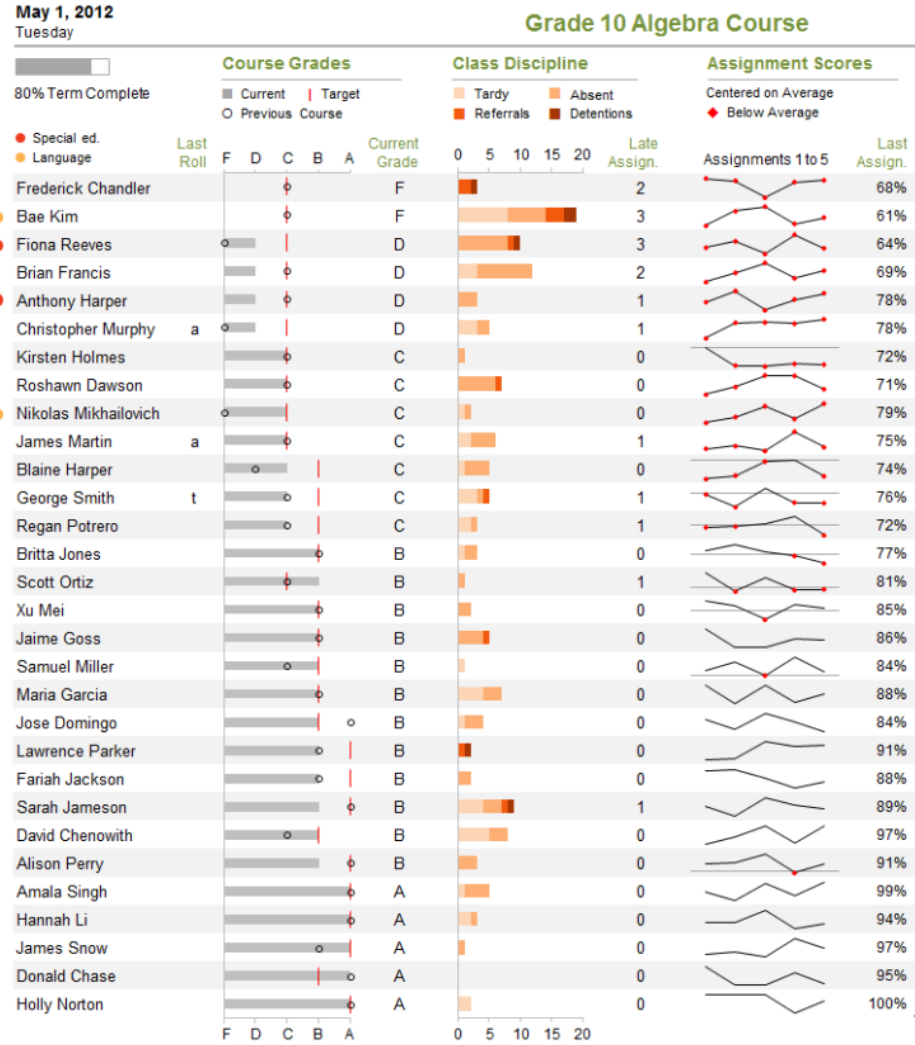
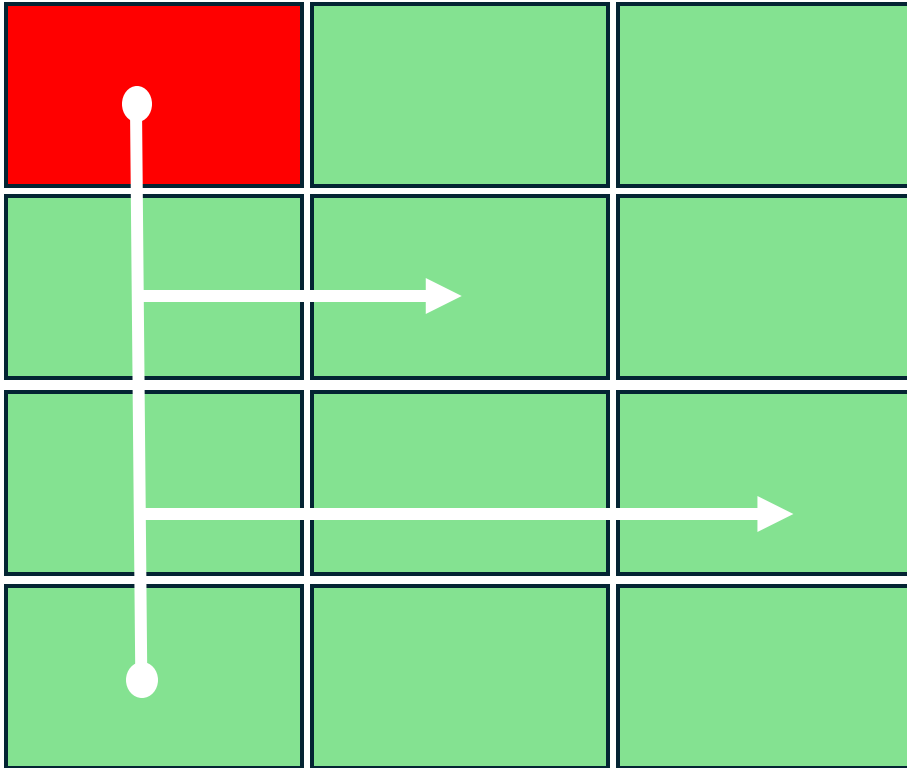
Structure

Zoom



Structure

Filter



K eep

I. t

S. uper

S. imple

C. ontrast

Contrast is a dynamite design principle that creates powerfull visual spread and helps to draw attention

R. epetition

Repeated use of shape, color or other elements lends regularity and rythmic poetry

A. lignment

Within the depths of alignment lives the integrity of design. It lends wholeness, nothing lacking, nothing broken

P. roximity

Proximity is all about projecting wholeness. It is the easiest way to achieve unity



Default page



ChatGPT



Ik ben een Power BI Developer.
Wat staat er allemaal op een rapport en wat is daarbij belangrijk?

Titel en KPI's

Kleuren en branding

Duidelijke titels & labels

Pagina-indeling

Filters & slicers

Datamodellering (Star Schema)

DAX-measures

Drill-through & drill-downs

Prestaties optimaliseren

Visualisaties

Bookmarks & knoppen

Leegte vermijden

Ververs datum

Filter selectie

Contact knop

Filter pane

Tooltips

...

Default page

Items

- Logo
- Page Navigation
- Page Title
- Page Filter
- Slicers
- Refresh Date





SNEAKER FACTORY

Title

07-03-2025



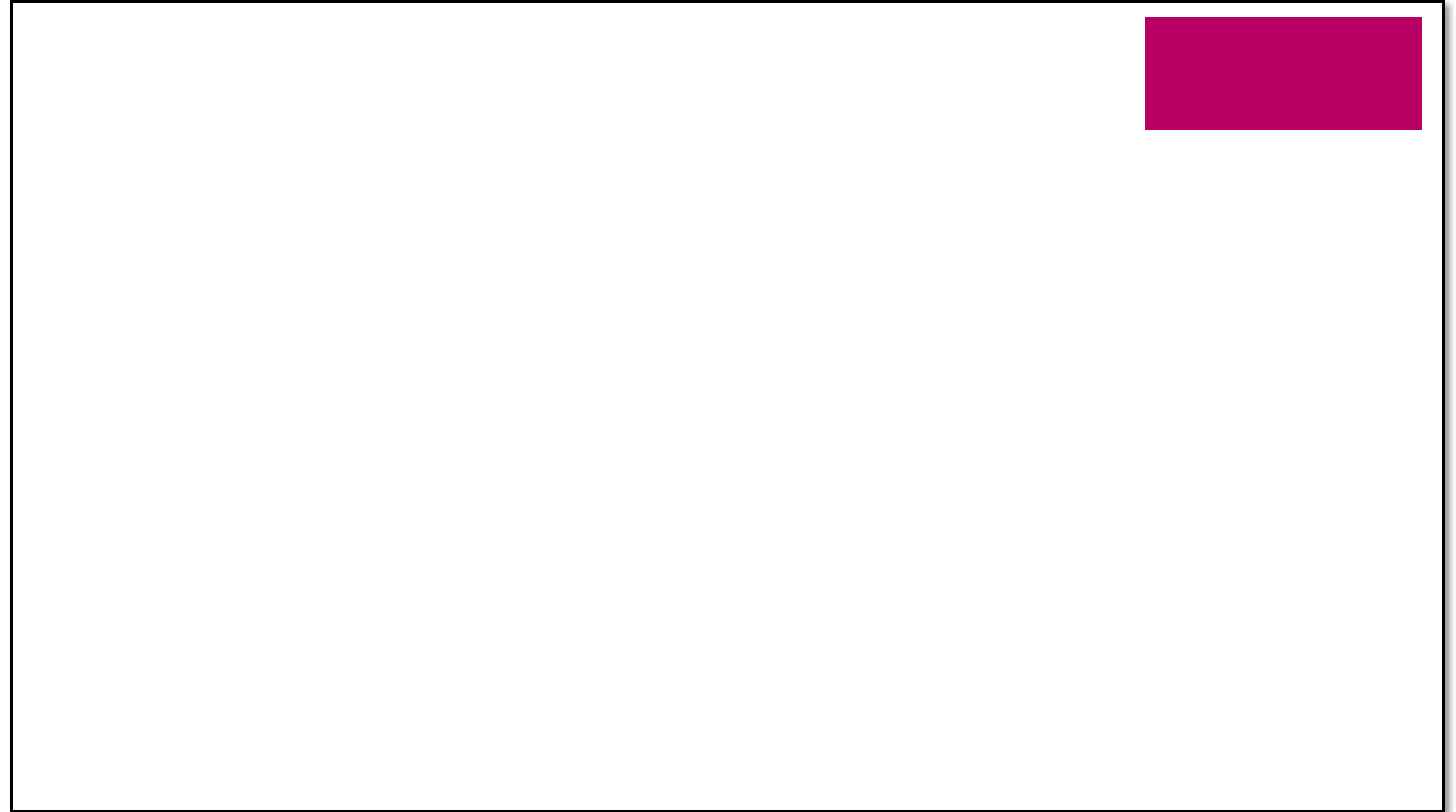
StoreName 

All 

Default page

Logo

- Logo
- Page Navigation
- Page Title
- Page Filter
- Slicers
- Refresh Date



Default page

Page Navigation

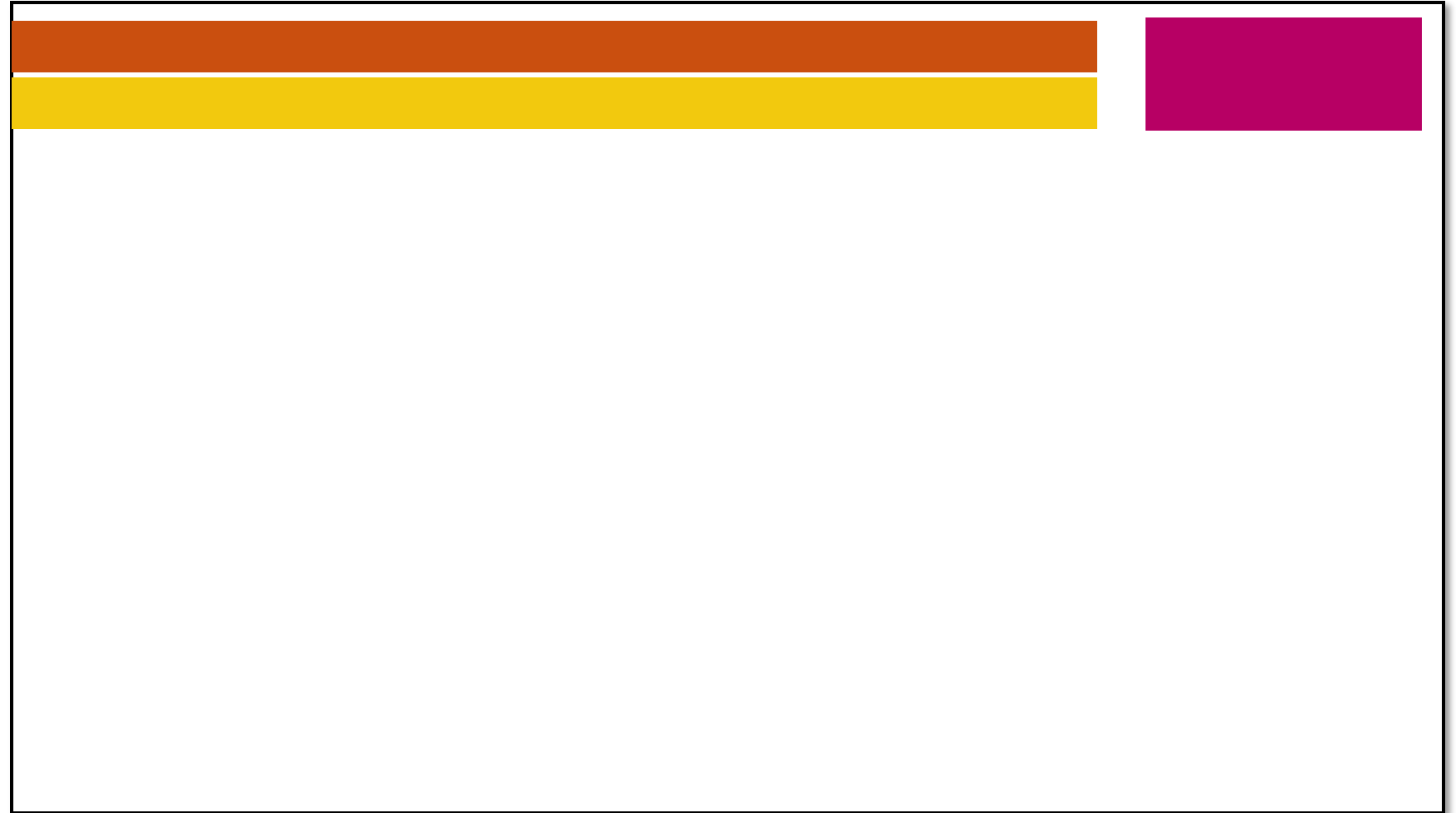
- Logo
- **Page Navigation**
- Page Title
- Page Filter
- Slicers
- Refresh Date



Default page

Page Title

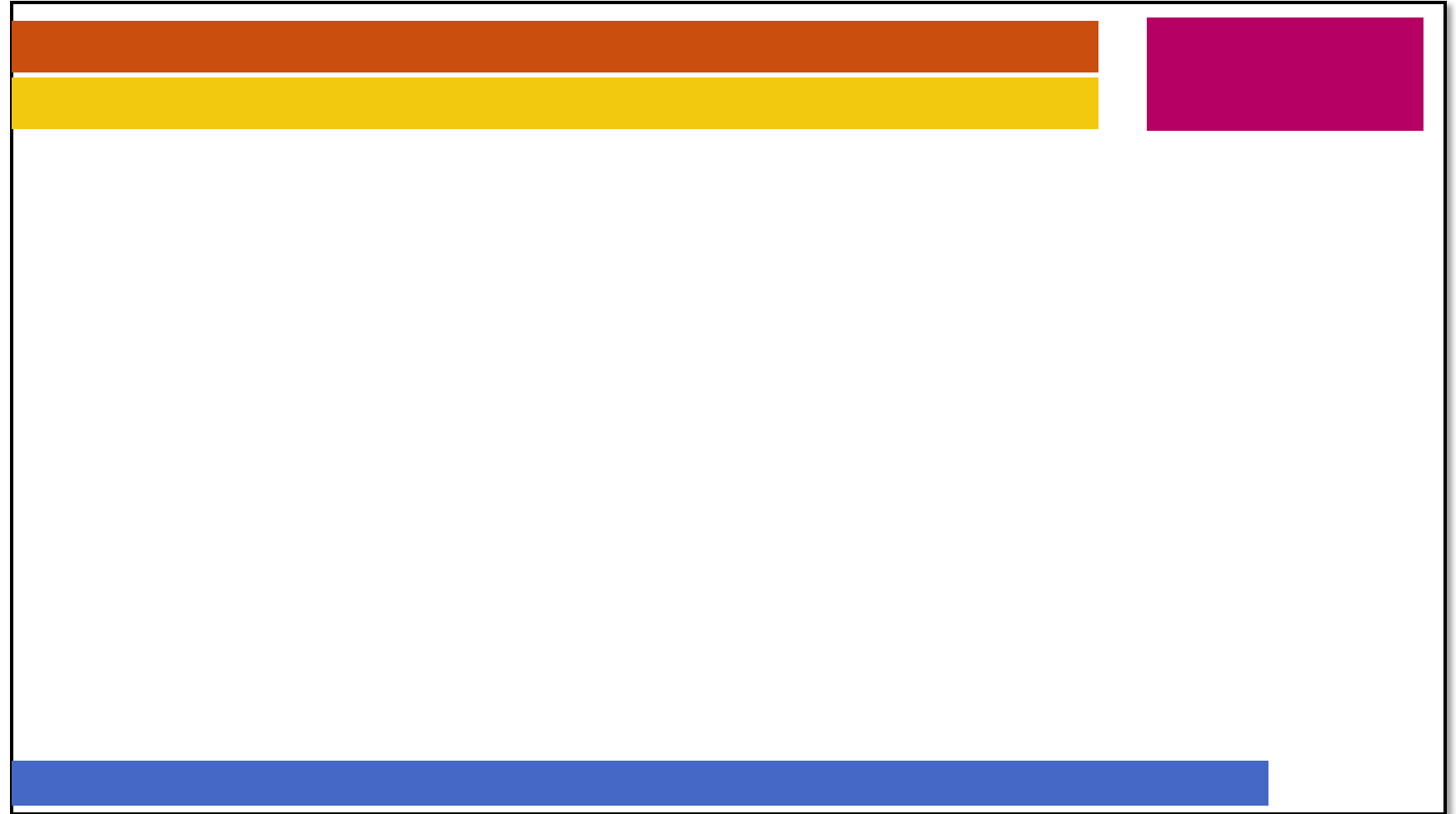
- Logo
- Page Navigation
- Page Title
- Page Filter
- Slicers
- Refresh Date



Default page

Page Filter

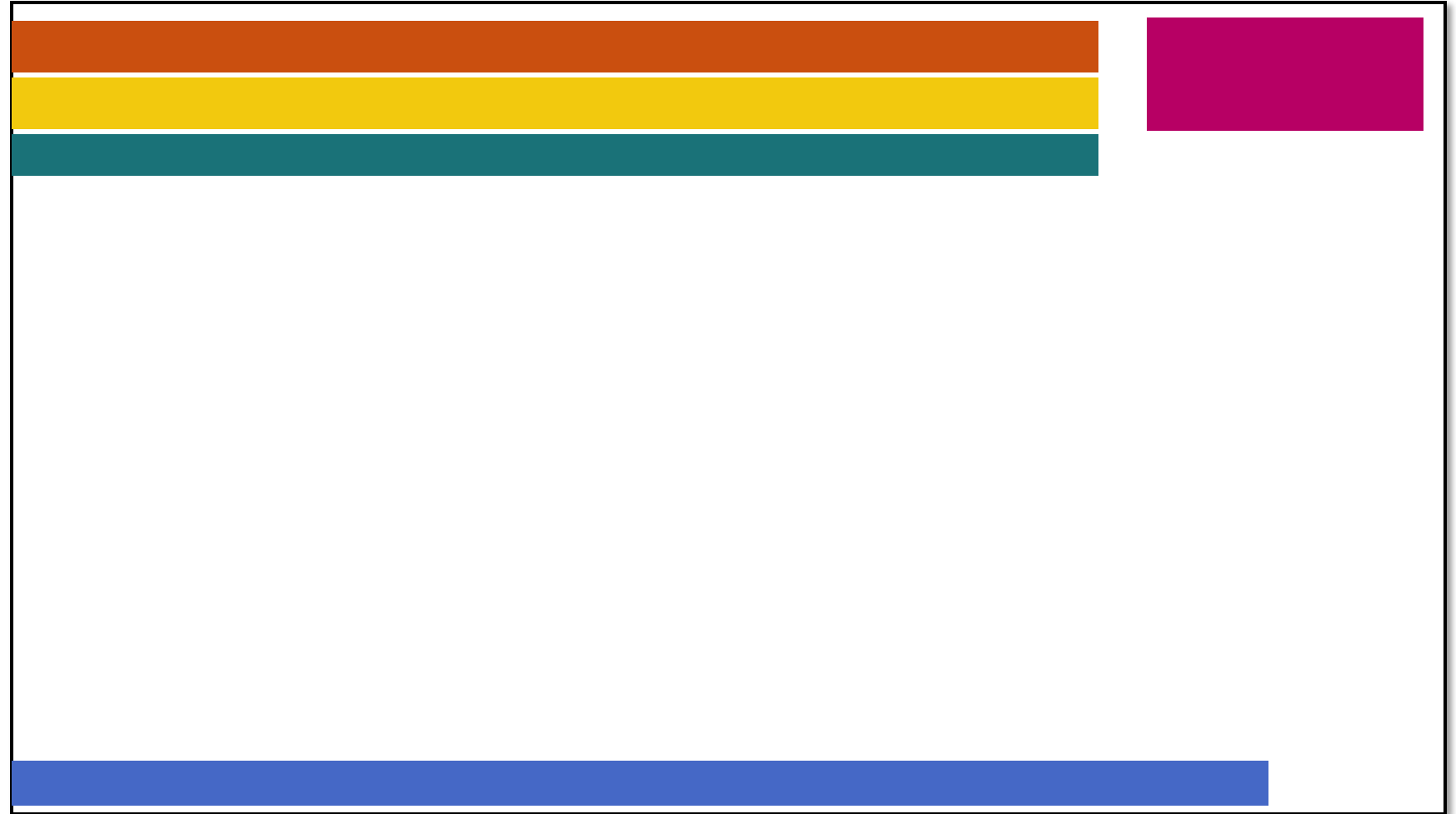
- Logo
- Page Navigation
- Page Title
- **Page Filter**
- Slicers
- Refresh Date



Default page

Slicers

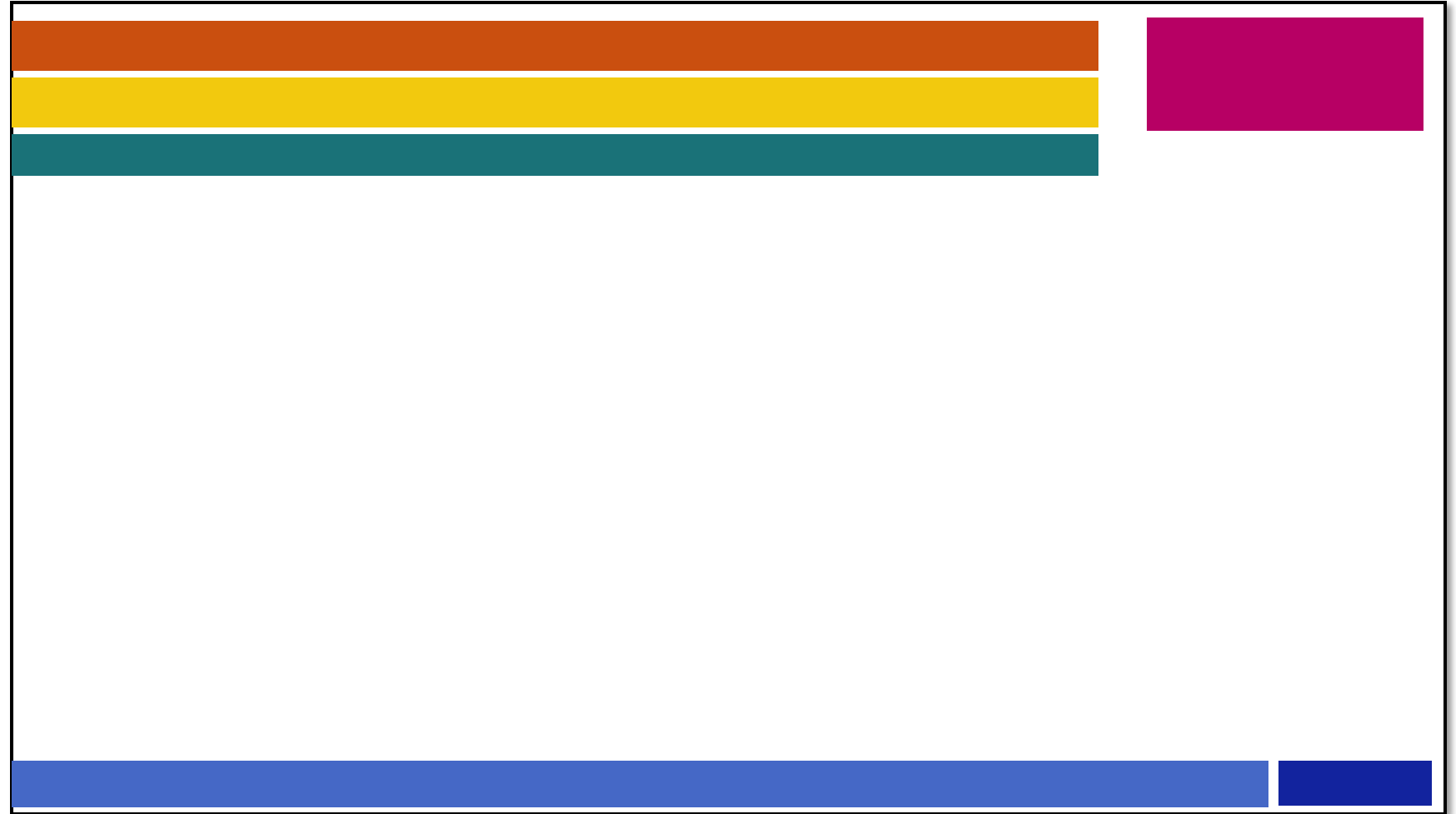
- Logo
- Page Navigation
- Page Title
- Page Filter
- **Slicers**
- Refresh Date



Default page

Refresh Date

- Logo
- Page Navigation
- Page Title
- Page Filter
- Slicers
- Refresh Date



Default page

- Logo
- Page Navigation
- Page Title
- Page Filter
- Slicers
- Refresh Date



Default page

Logo

- Page Navigation
- Page Title
- Page Filter
- Slicers
- Refresh Date



Default page

- Logo
- Page Navigation
 - Page Title
 - Page Filter
 - Slicers
 - Refresh Date



Default page

- Logo
- Page Navigation
- Page Title
 - Page Filter
 - Slicers
 - Refresh Date



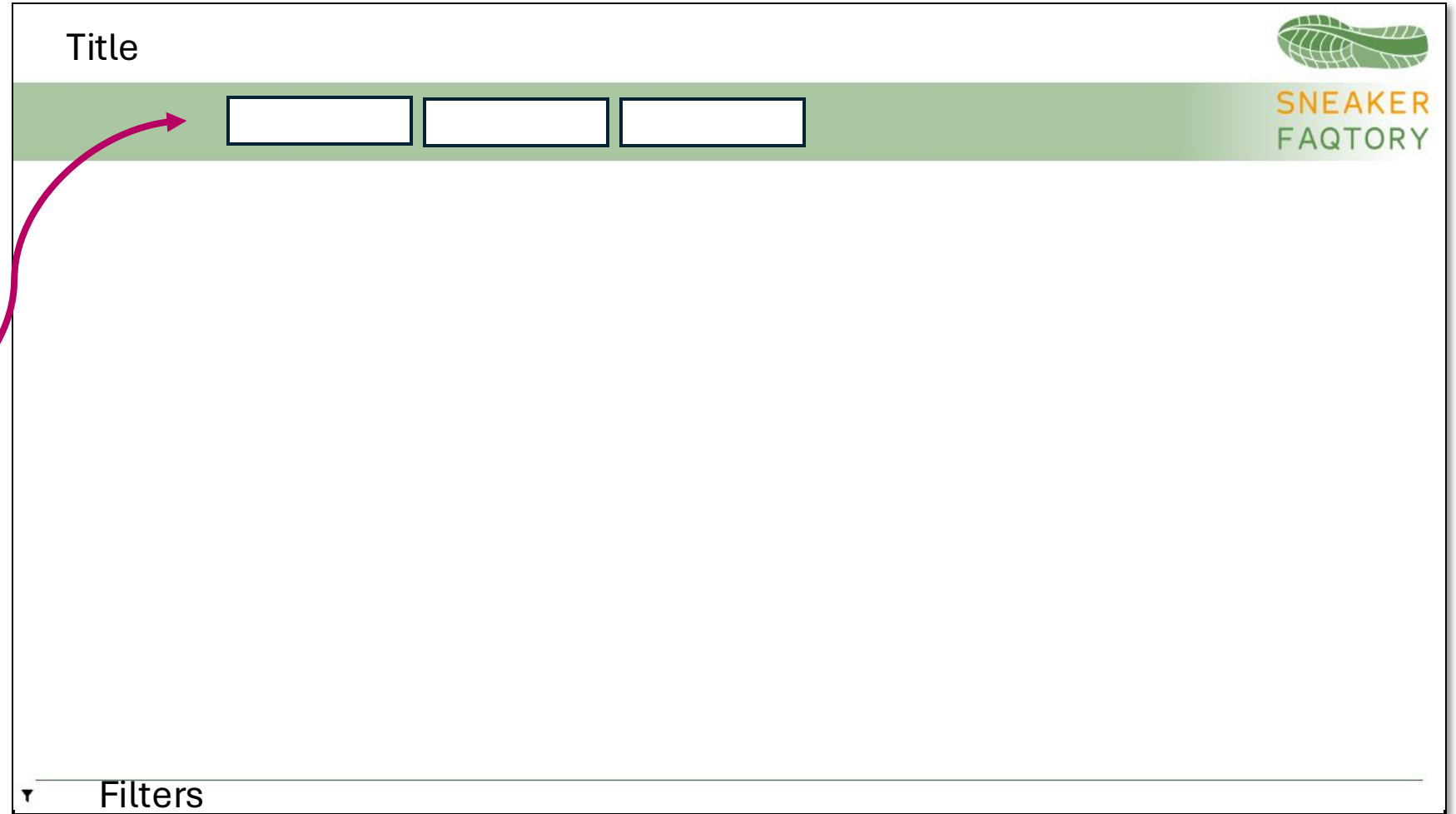
Default page

- Logo
- Page Navigation
- Page Title
- Page Filter
 - Slicers
 - Refresh Date



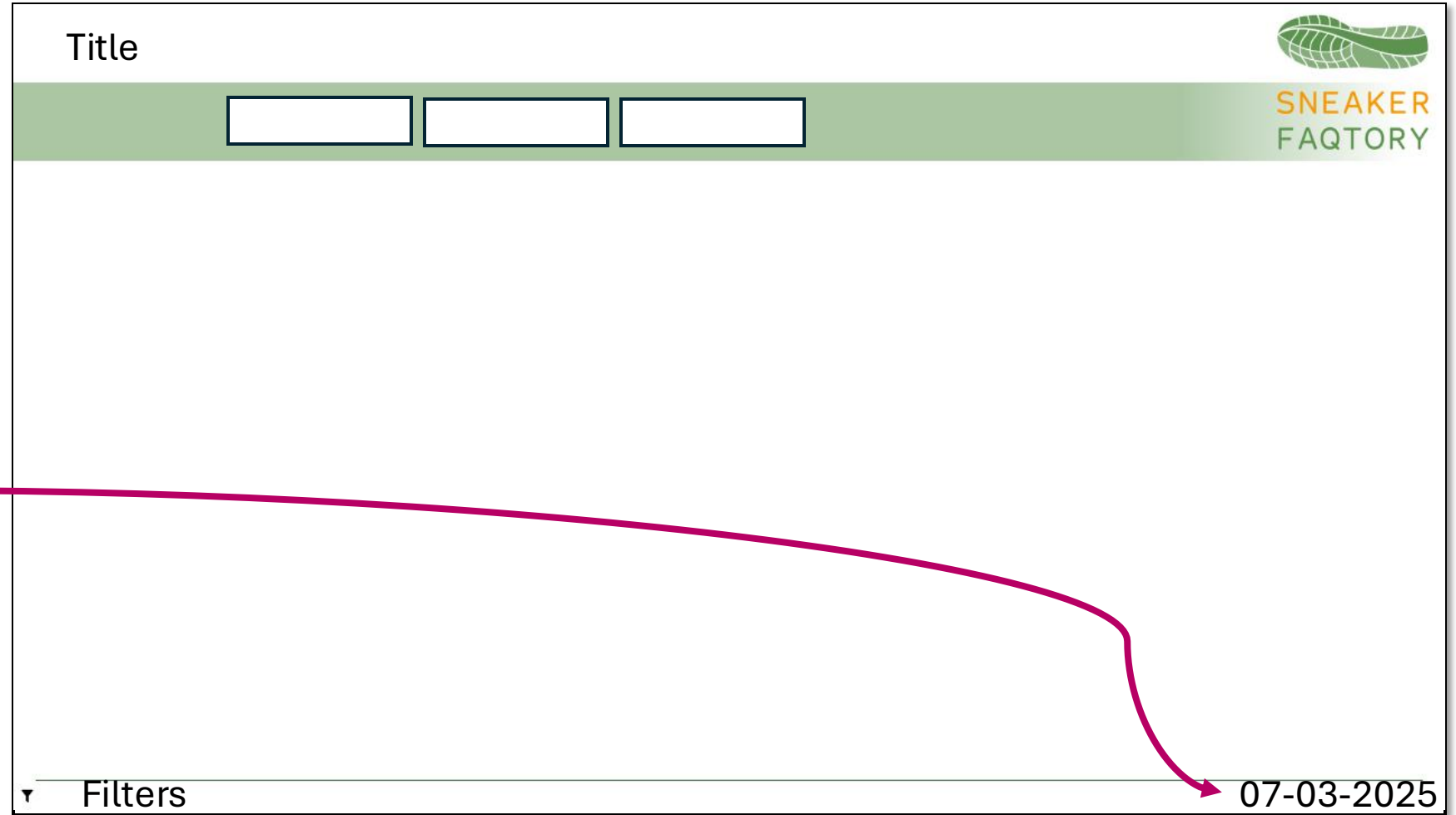
Default page

- Logo
- Page Navigation
- Page Title
- Page Filter
- Slicers
- Refresh Date



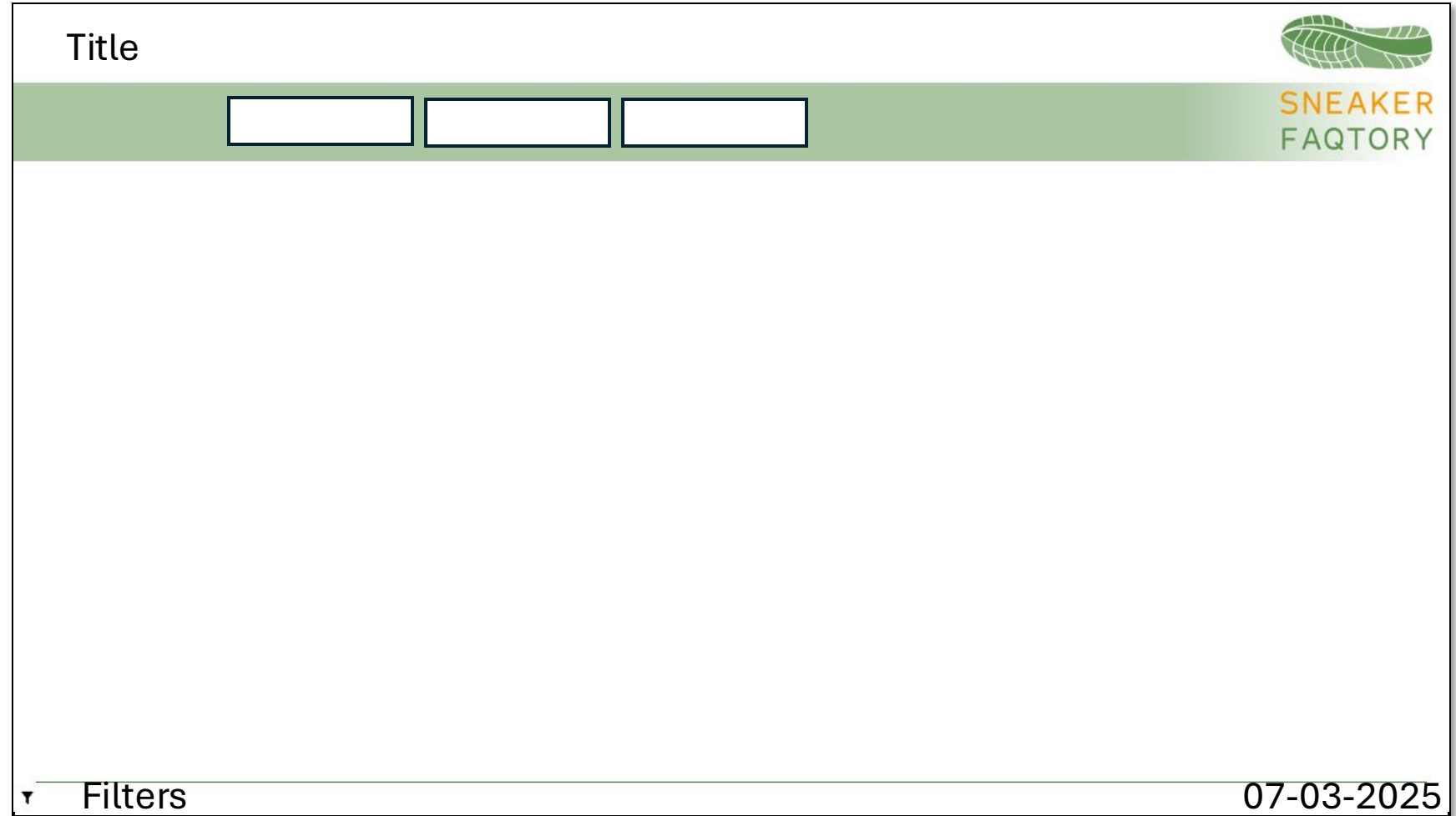
Default page

- Logo
- Page Navigation
- Page Title
- Page Filter
- Slicers
- Refresh Date



Default page

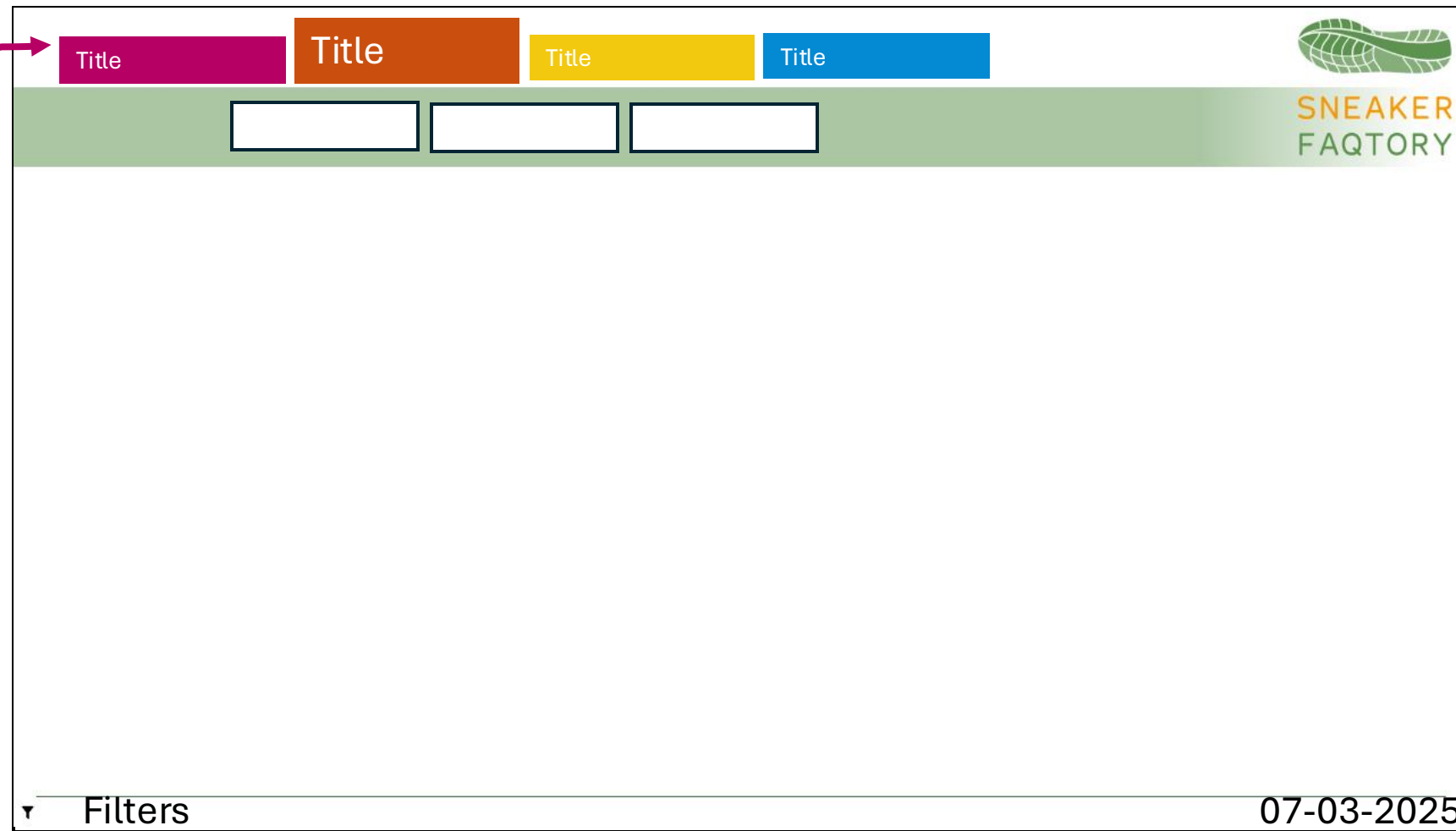
- Logo
- Page Navigation
- Page Title
- Page Filter
- Slicers
- Refresh Date



The screenshot shows a report page layout with a light green header bar. On the left, the word "Title" is positioned above three empty rectangular boxes. On the right, there is a logo of a sneaker sole and the text "SNEAKER FAQTOY". At the bottom left, there is a "Filters" section with a downward arrow. At the bottom right, the date "07-03-2025" is displayed.

Default page

- ✓ Logo
- ✓ Page Navigation
- ✓ Page Title
- ✓ Page Filter
- ✓ Slicers
- ✓ Refresh Date



Default page


Sneaker Factory



AaBbCc AaBbCc

Primaire titel (Arial 20px Bold)
Caption-grafiek (Arial 16 px)
Algemene tekst (Arial 14px)
Secondaire titel (Arial 12px Bold)
Tertiaire titel (Arial 10px Bold)
AS-waarden (Arial 12px)
Keine tekst (Arial 9px)






- ✓ Corporate Identity
- ✓ Landing page
- ✓ Default page

Transform Data

Data Modeling



DAX

Landing page

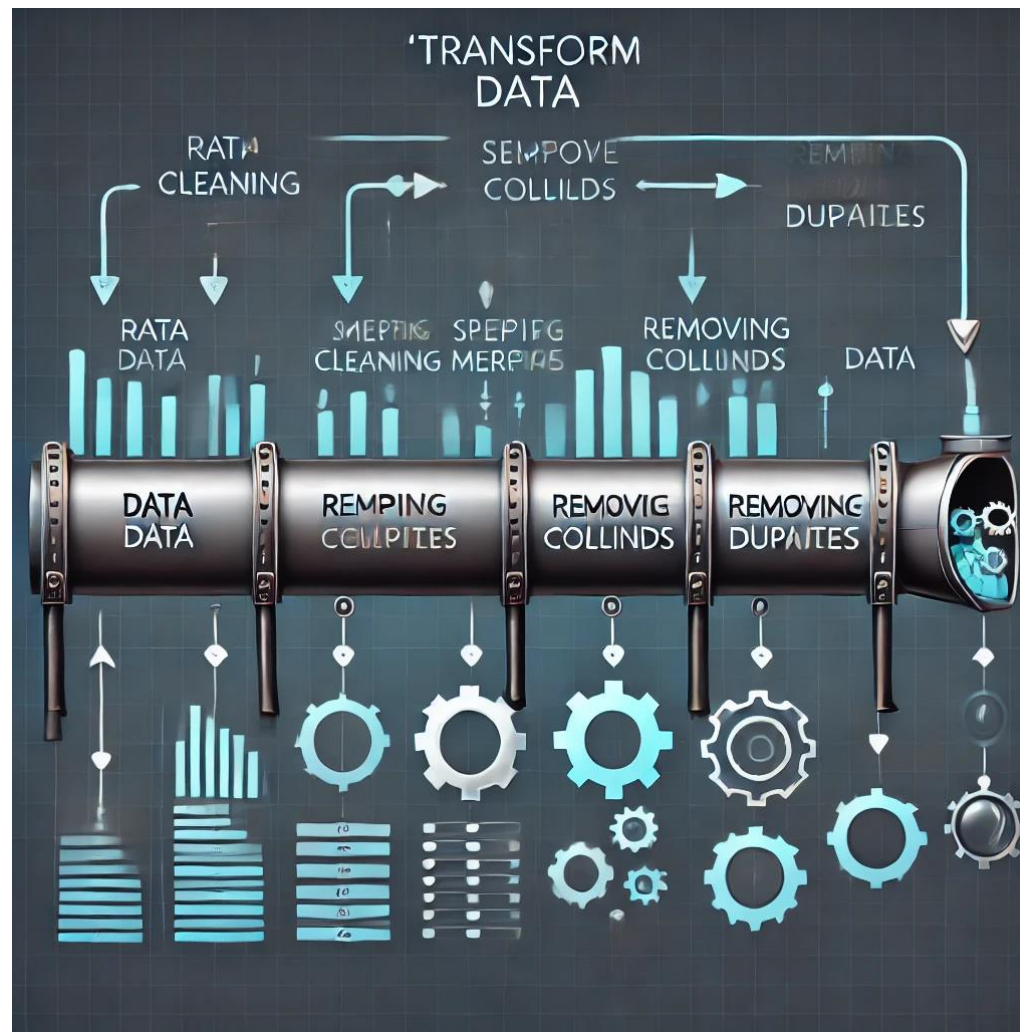
Report page

Documentation

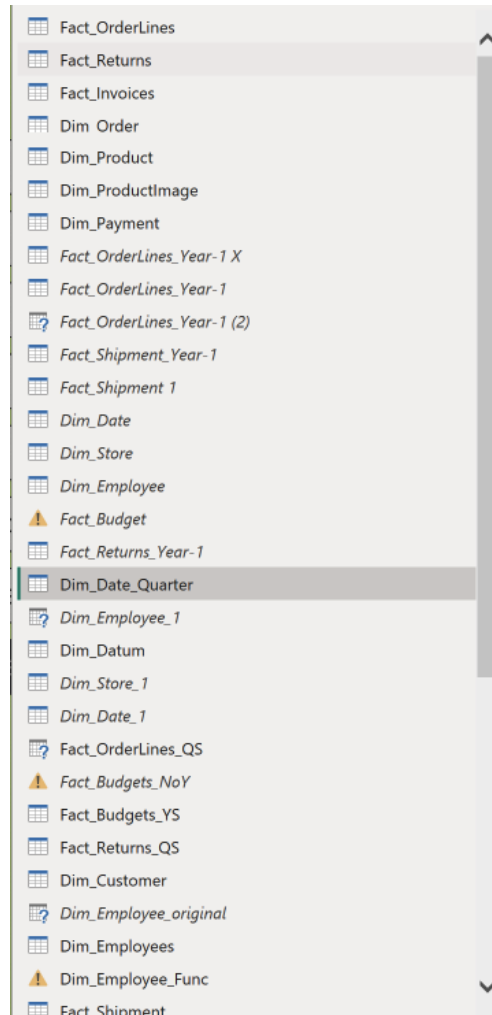
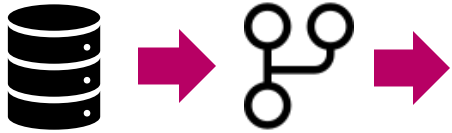
Data Story Telling



Transform Data



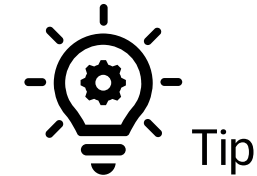
Transform Data



- Structure
- Folders
- Extra Queries?
- Naming Convention



```
let
    Source = PowerPlatform.Dataflows(null),
    Workspaces = Source{[Id="Workspaces"]}[Data],
    #"02ebfa58-1c13-48fa-b8ed-f23252b48cca" = Workspaces{[workspaceId="02ebfa58-1c13-48fa-b8ed-f23252b48cca"]}[Data],
    #"fe8f9141-afe2-46b8-bedf-155f06584cdd" = #"02ebfa58-1c13-48fa-b8ed-f23252b48cca"{[dataflowId="fe8f9141-afe2-46b8-bedf-155f06584cdd"]}[Data],
    #"Fact_OrderLines_Year-1_" = #"fe8f9141-afe2-46b8-bedf-155f06584cdd"{[entity="Fact_OrderLines_Year-1",version=""]}[Data]
in
    #"Fact_OrderLines_Year-1_"
```



Transform Data



- Parameters
- WorkspaceID
- DataflowID

Manage Parameters

New

- WorkspaceID
- DataflowID

Name: WorkspaceID

Description: DV | Development
TA | Test Acceptation
PR | Production

Required

Type: Text

Suggested Values: List of values

| | |
|---|--|
| 1 | DV 02ebfa58-1c13-48fa-b8ed-f23252b48cca |
| 2 | TA Tbc4c3086-bbaa-4c91-92fd-28bd5ead32b4 |
| 3 | PR 4bc4165e-0666-4916-a15c-ecf84fa444c5 |
| + | |

Default Value: DV | 02ebfa58-1c13-48fa-b8ed-f23252b48cca

Current Value: DV | 02ebfa58-1c13-48fa-b8ed-f23252b48cca

OK Cancel

Transform Data

Parameters

Extract

- StoreBudget_Extract
-_Extract

```

let
    Source = PowerPlatform.Dataflows(null),
    Workspaces = Source{[Id="Workspaces"]}[Data],
    #"02ebfa58-1c13-48fa-b8ed-f23252b48cca" = Workspaces{[workspaceId="02ebfa58-1c13-48fa-b8ed-f23252b48cca"]}[Data],
    #"fe8f9141-afe2-46b8-bedf-155f06584cdd" = #"02ebfa58-1c13-48fa-b8ed-f23252b48cca"{[dataflowId="fe8f9141-afe2-46b8-bedf-155f06584cdd"]}[Data],
    StoreBudget = #"fe8f9141-afe2-46b8-bedf-155f06584cdd"{[entity="StoreBudget",version=""]}[Data]
in
    StoreBudget
    
```

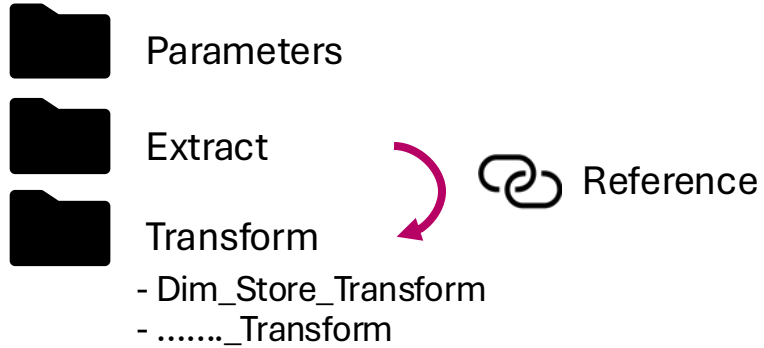
| | |
|---|--|
| 1 | DV 02ebfa58-1c13-48fa-b8ed-f23252b48cca |
| 2 | TA Tbc4c3086-bbaa-4c91-92fd-28bd5ead32b4 |
| 3 | PR 4bc4165e-0666-4916-a15c-ecf84fa444c5 |

```

let
    WorkspaceID = Text.Middle("#WorkspaceID",5,60),
    DataflowID = Text.Middle("#DataflowID",5,60),

    Source = PowerPlatform.Dataflows(null),
    Workspaces = Source { [Id = "Workspaces"] }[Data],
    #"A" = Workspaces{ [workspaceId = WorkspaceID] }[Data],
    #"B" = #"A" { [dataflowId = DataflowID] }[Data],
    StoreBudget = #"B" { [entity = "StoreBudget",version=""] }[Data]
in
    StoreBudget
    
```

Transform Data

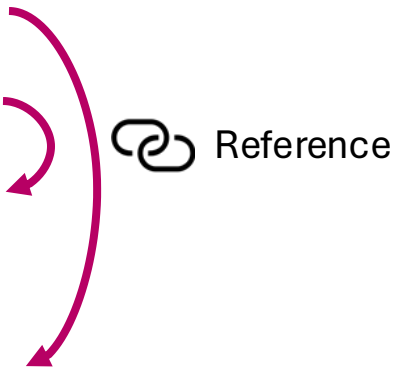


| Dim_Store_Extract | | |
|--------------------------|----------------------------|-----------------------|
| A ^B C StoreID | A ^B C StoreName | A ^B C City |
| Valid 100% | Valid 100% | Valid |
| Error 0% | Error 0% | Error |
| Empty 0% | Empty 0% | Empty |
| 1 ST01 | Amsterdam | Amsterdam |
| 2 ST02 | Stockholm | Stockholm |
| 3 ST03 | London | London |
| 4 ST04 | Warsaw | Warsaw |
| 5 ST05 | Rome | Rome |
| 6 ST06 | Madrid | Madrid |
| 7 ST07 | Webshop | |

| APPLIED STEPS | |
|--------------------------|----|
| Source | |
| Added Custom | ⚙️ |
| Added Ccnditional Column | ⚙️ |
| Removed Columns | |
| Renamed Columns | |
| Changed Type | |
| Duplicated Column | |
| Replaced Value | ⚙️ |
| Replaced Value1 | ⚙️ |
| Renamed Columns1 | |

Transform Data

- Parameters
- Extract
- Transform
- Load
 - Dim_Store
 - ...
 - Fact_Orderlines
 -



| = Dim_Store_Transform | | | | | |
|-----------------------|--------------------------|--|----------------------------|--|-----------------------|
| | A ^B C StoreID | | A ^B C StoreName | | A ^B C City |
| | Valid 100% | | Valid 100% | | Valid 100% |
| | Error 0% | | Error 0% | | Error 0% |
| | Empty 0% | | Empty 0% | | Empty 0% |
| 1 | ST01 | | Amsterdam | | Amsterdam |
| 2 | ST02 | | Stockholm | | Stockholm |

| = #"Fact_OrderLines_Year-1_Extract" | | | | | | |
|-------------------------------------|------------------------------|--|--------------------------|--|------------|--|
| | A ^B C OrderLineID | | A ^B C OrderID | | OrderDate | |
| | Valid 100% | | Valid 100% | | Valid 100% | |
| | Error 0% | | Error 0% | | Error 0% | |
| | Empty 0% | | Empty 0% | | Empty 0% | |
| 1 | ODL14387343 | | O16563993 | | 1/1/20 | |
| 2 | ODL14387350 | | O16564002 | | 1/1/20 | |
| 3 | ODL14387349 | | O16564001 | | 1/1/20 | |

Transform Data



Parameters

Extract

Transform

Load

Equal to Source
1 one 1

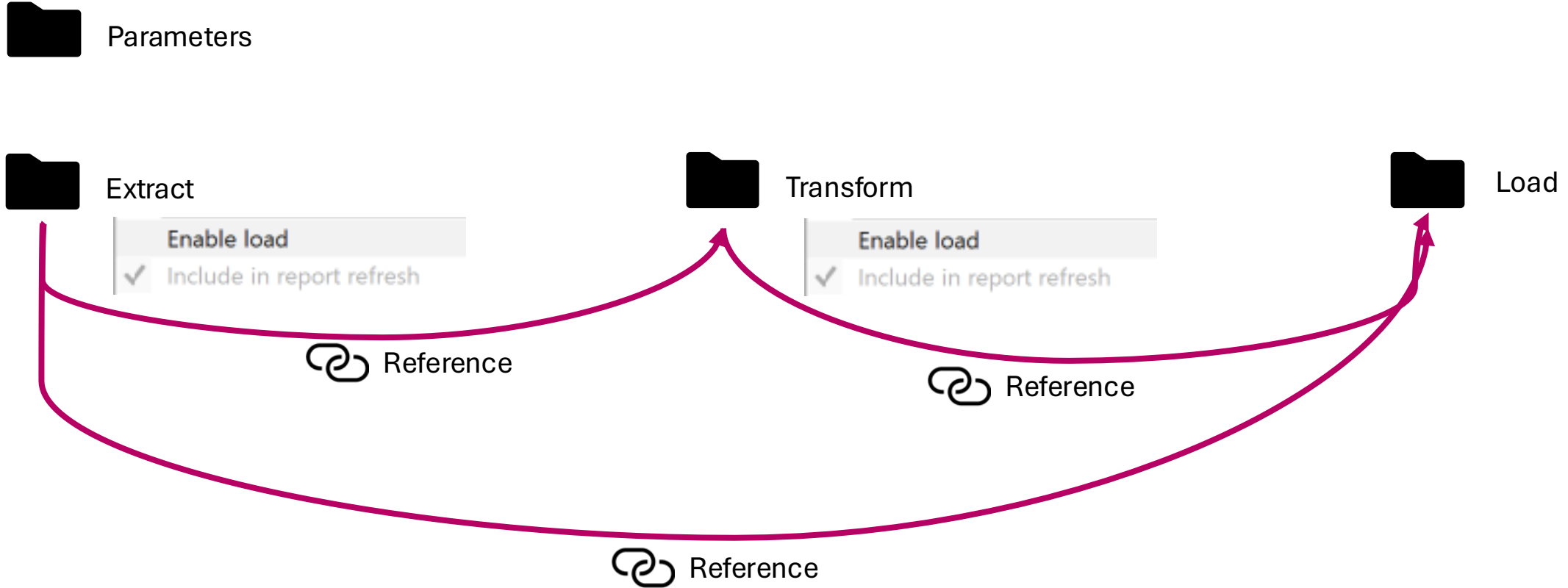
Data Transformations
(preferably in database)

Actual table
used in report

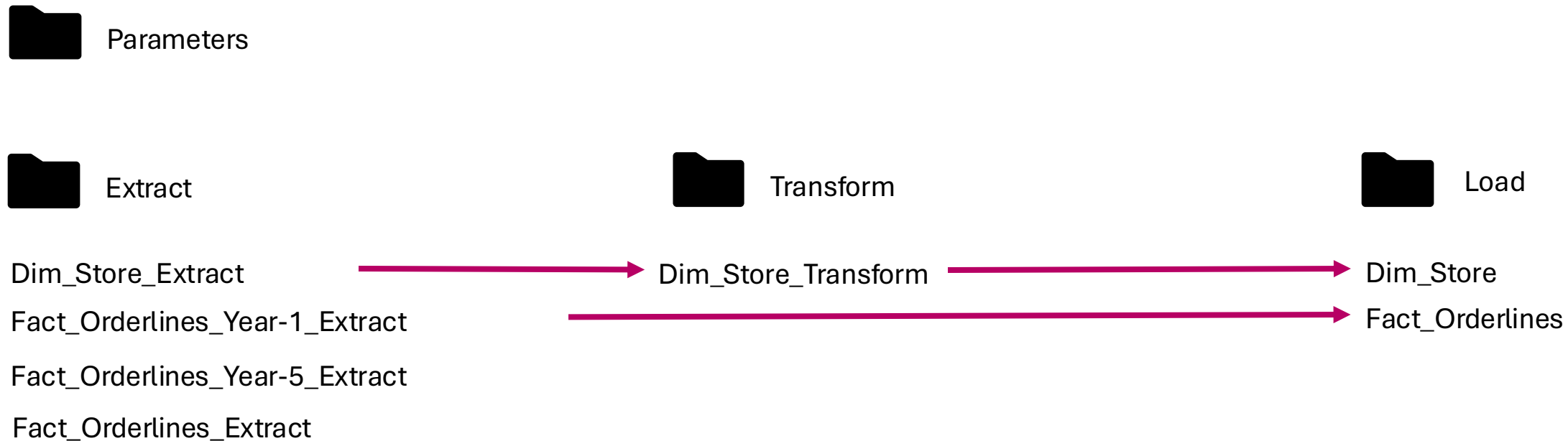
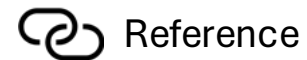
Good for P.O.C in PBI !

Transform Data

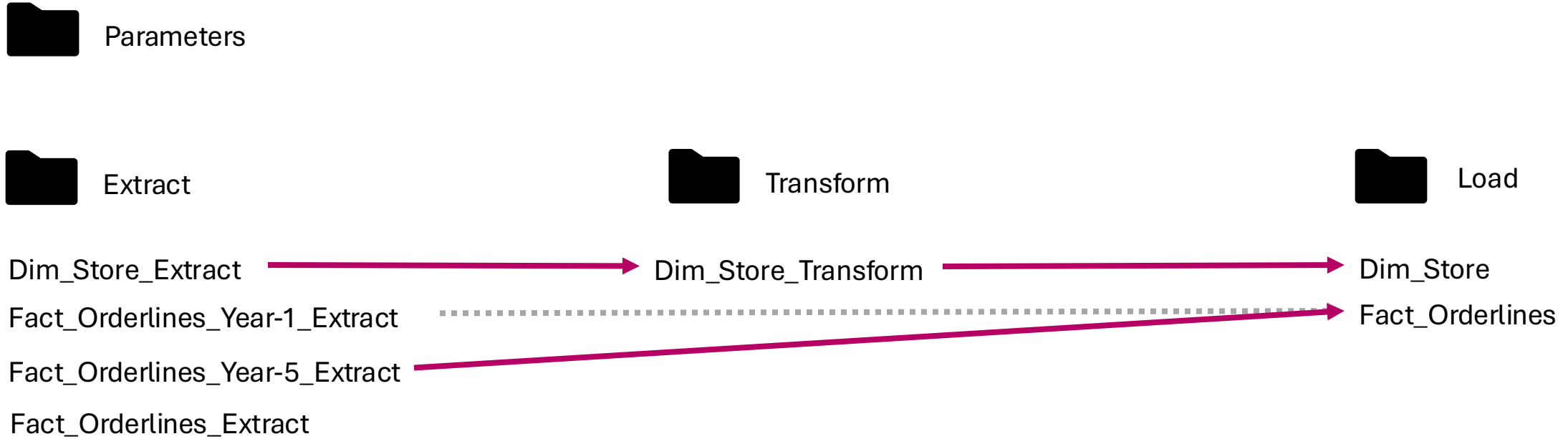
 Reference



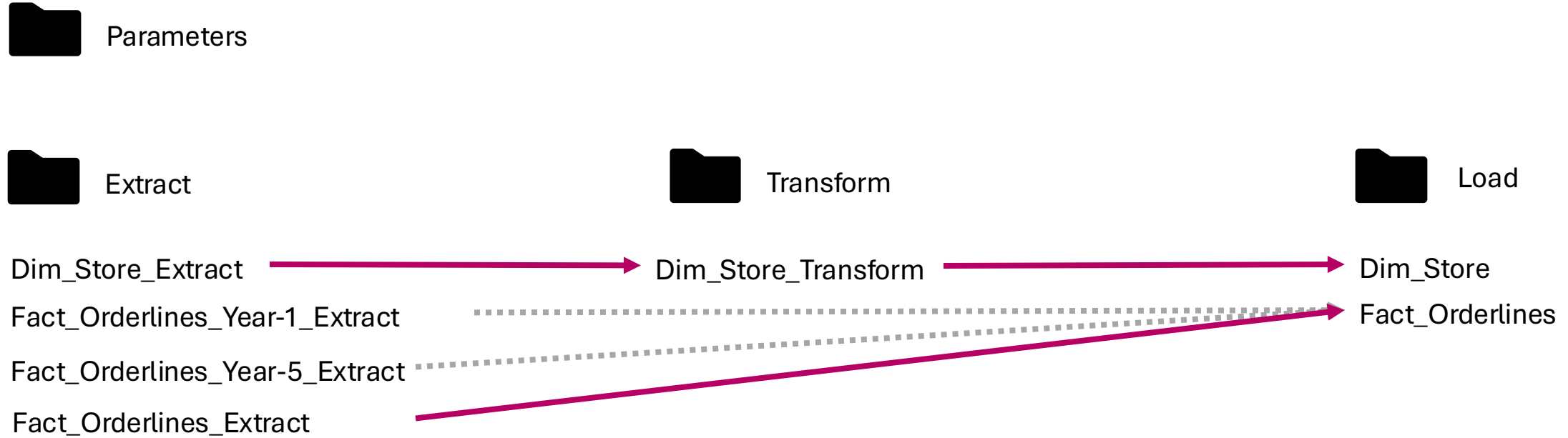
Transform Data



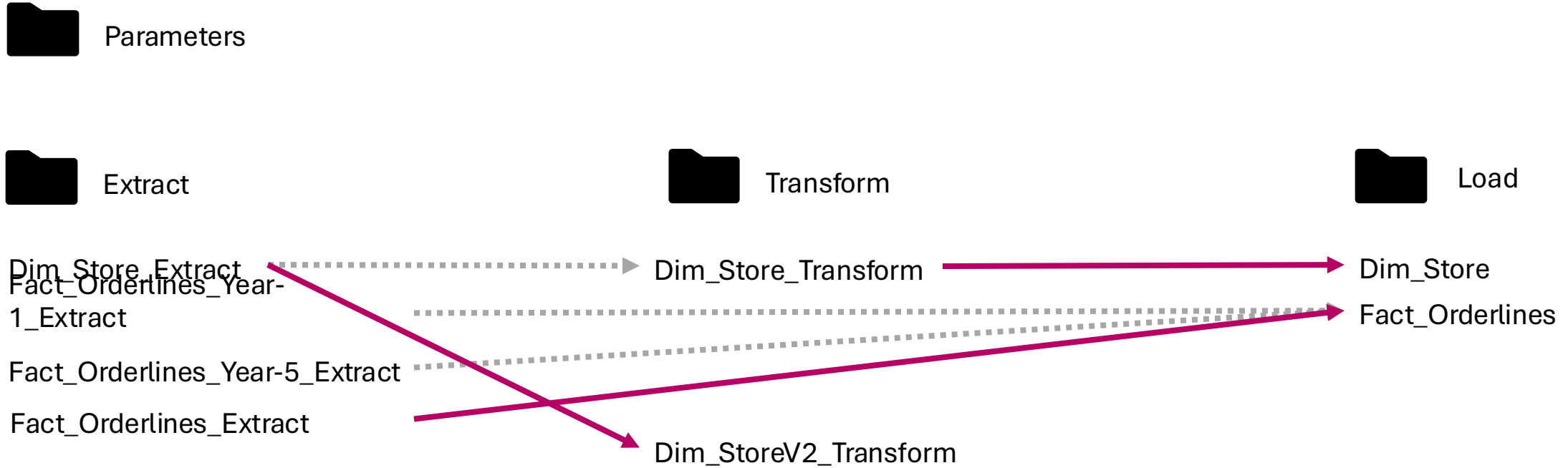
Transform Data



Transform Data

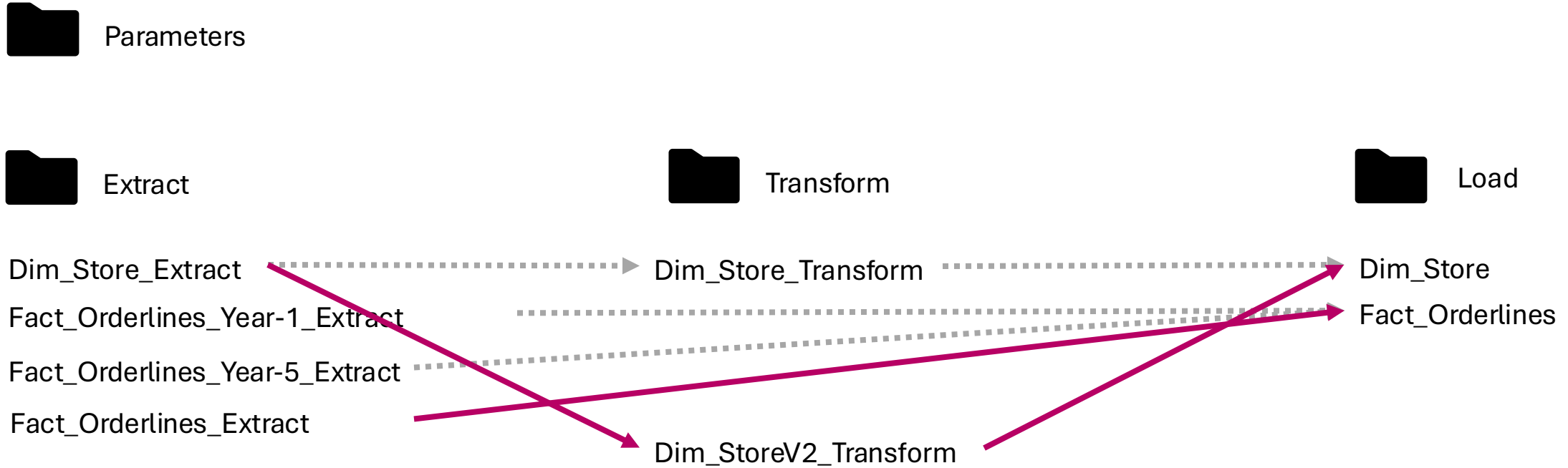


Transform Data

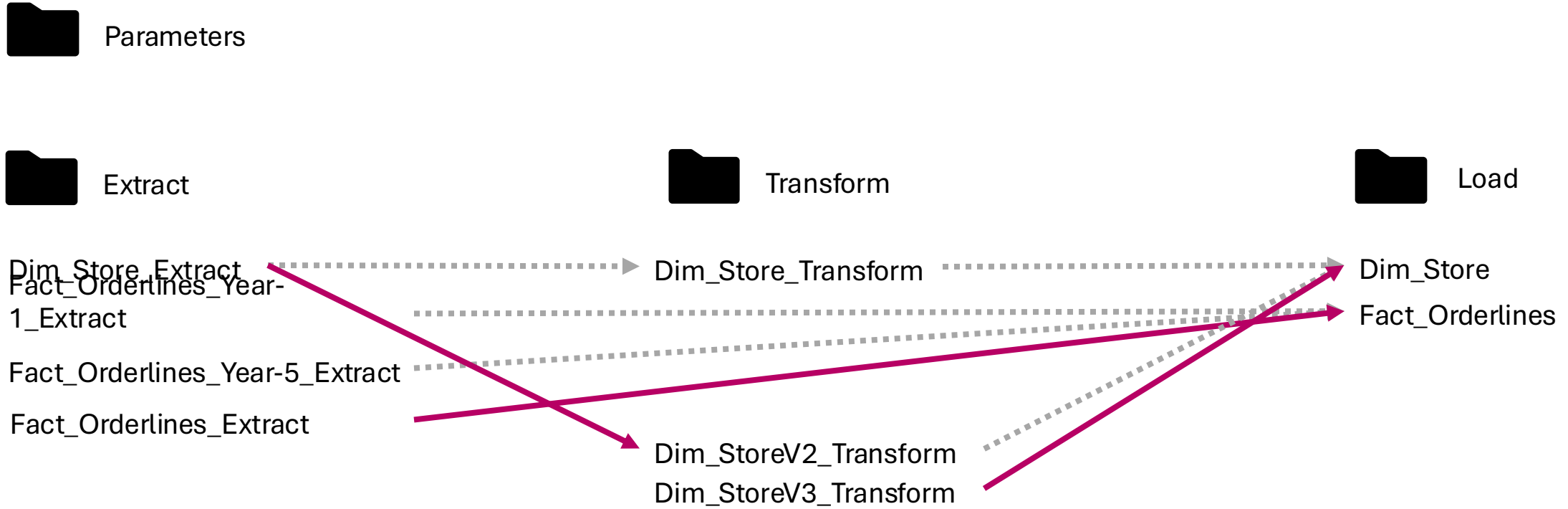


Transform Data

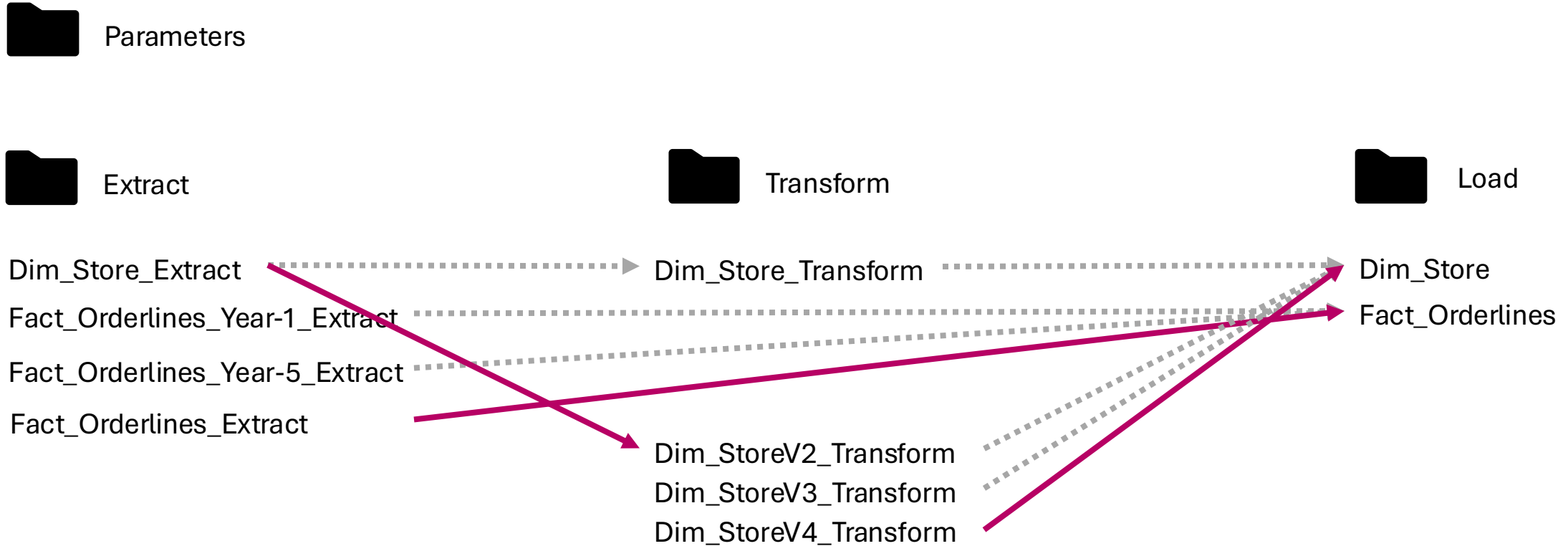
 Reference



Transform Data



Transform Data



Transform Data

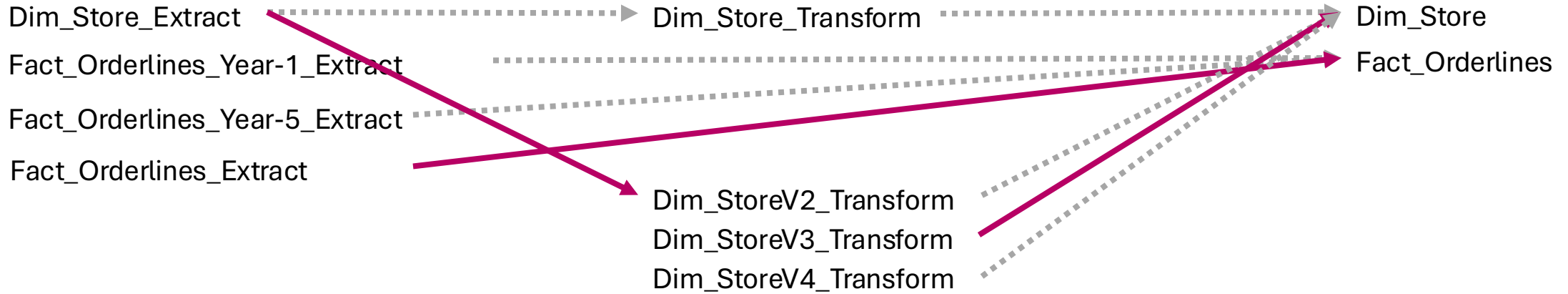


Parameters

Extract

Transform

Load



Transform Data



Parameters

Extract

Transform

Load

Dim_Store_Extract
Fact_Orderlines_Year-1_Extract

Fact_Orderlines_Year-5_Extract

Fact_Orderlines_Extract

Fact_Orderlines_Extract

Budget_Extract

Dim_Store_Transform

Dim_StoreV2_Transform

Dim_StoreV3_Transform

Dim_StoreV4_Transform

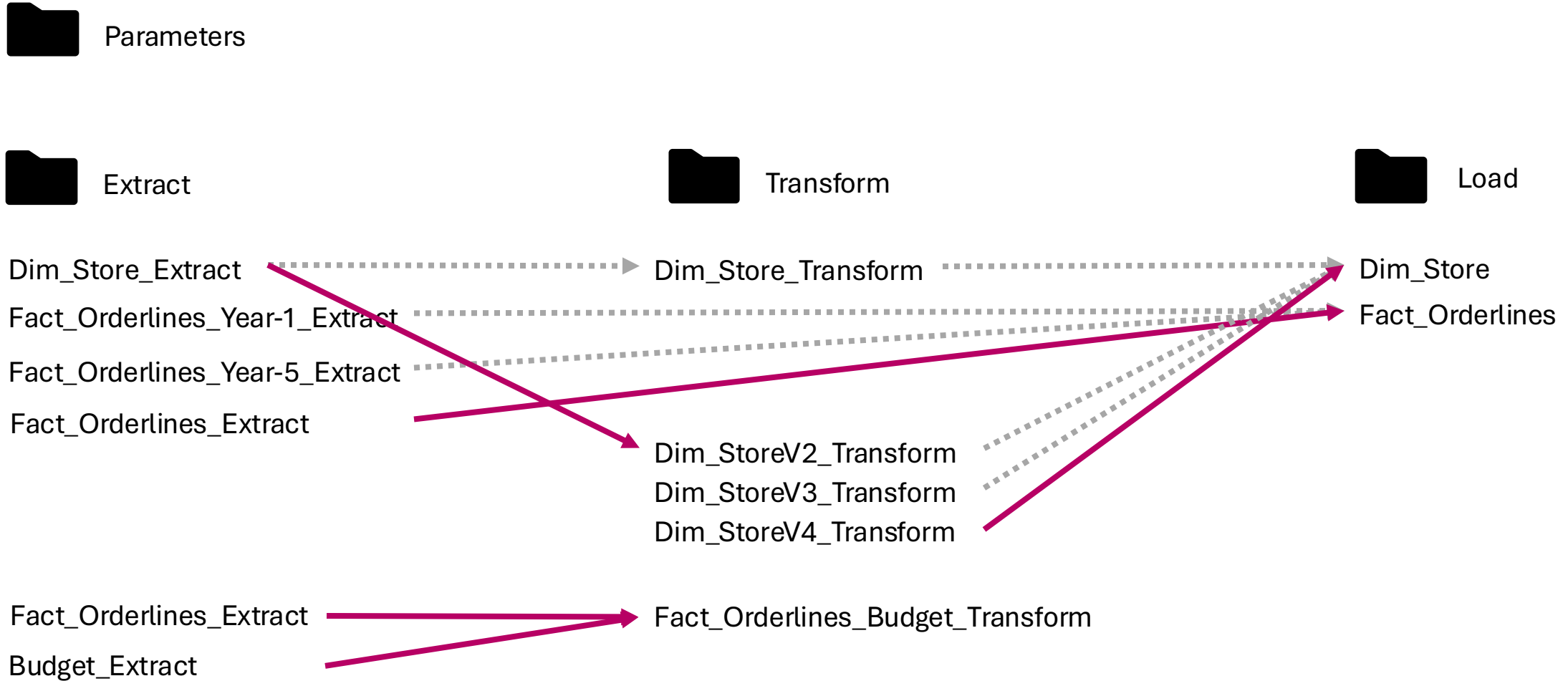
Fact_Orderlines_Budget_Transform

Dim_Store

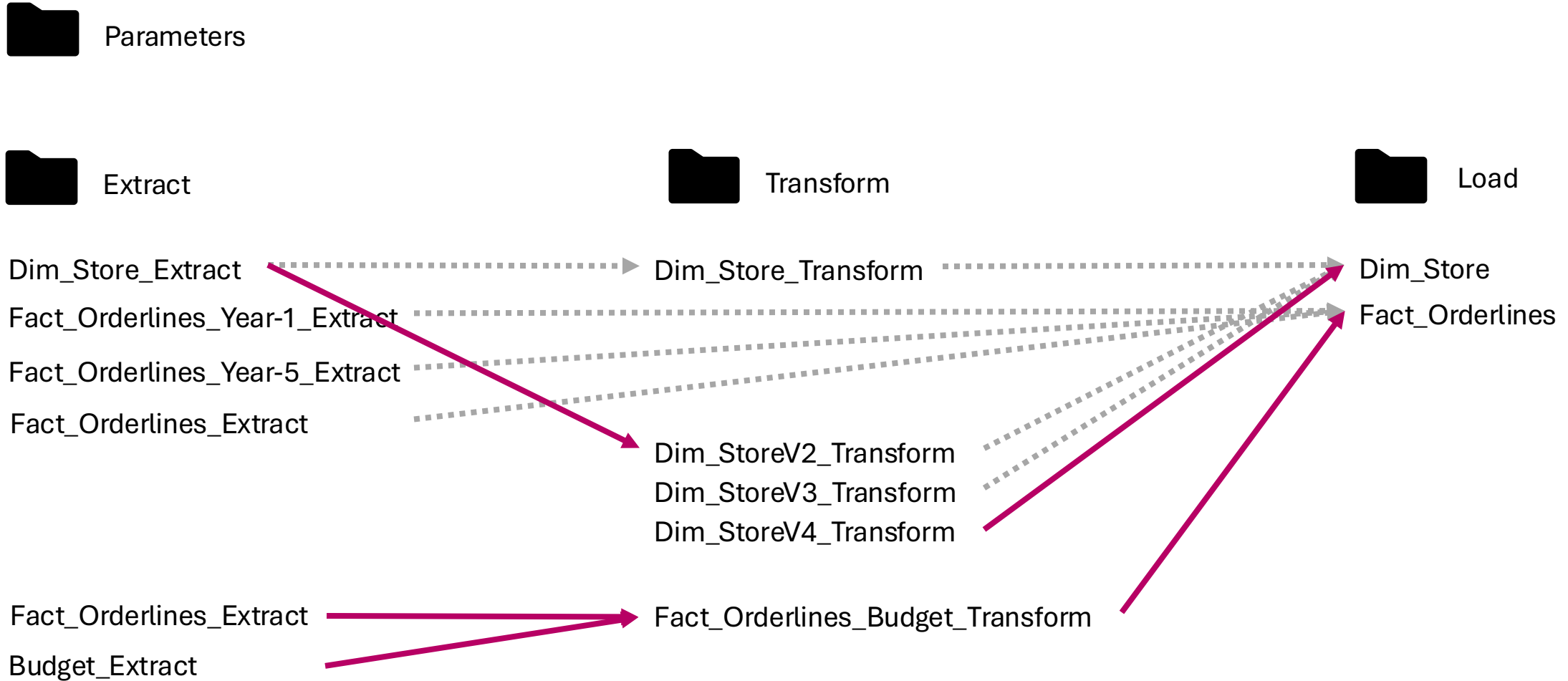
Fact_Orderlines



Transform Data

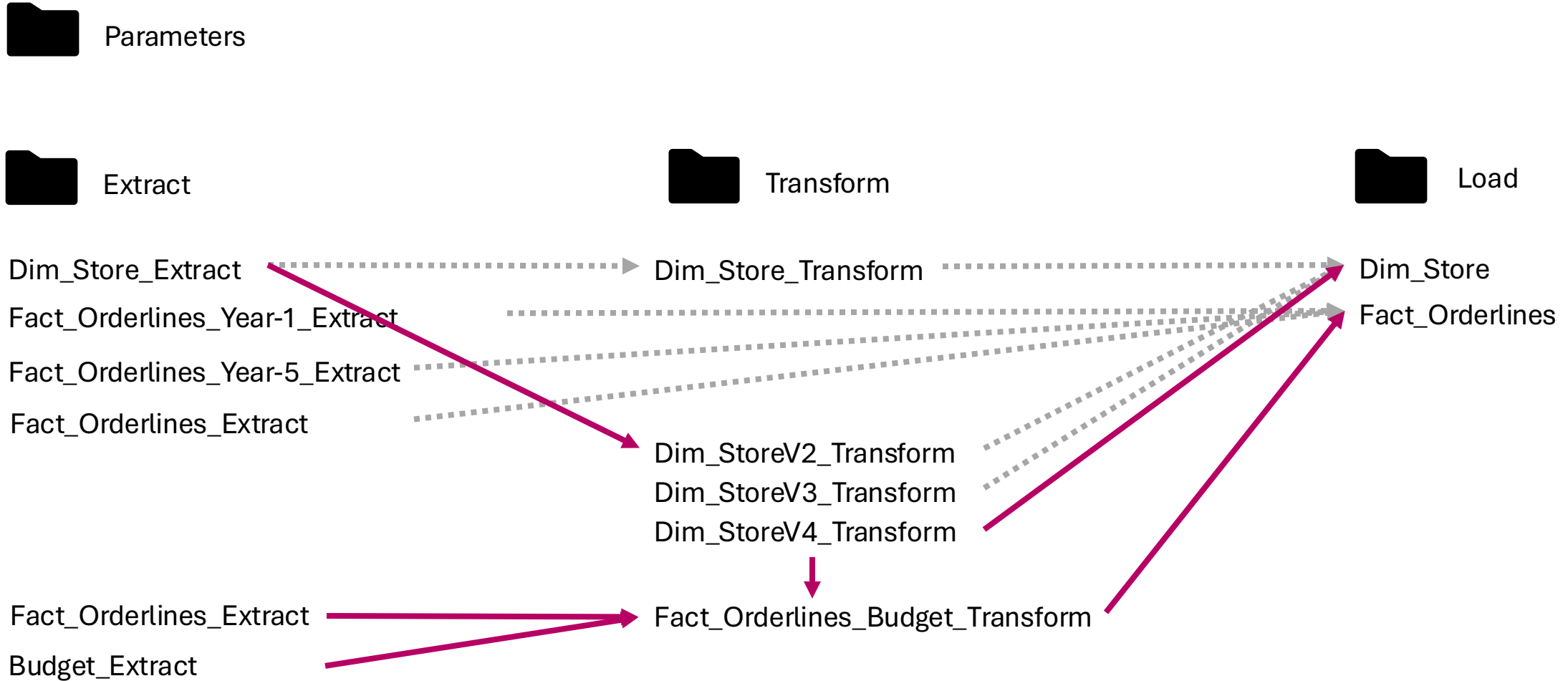


Transform Data



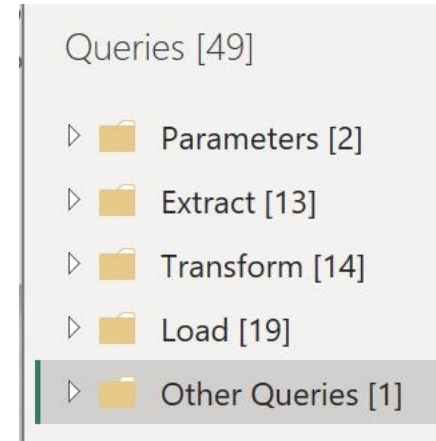
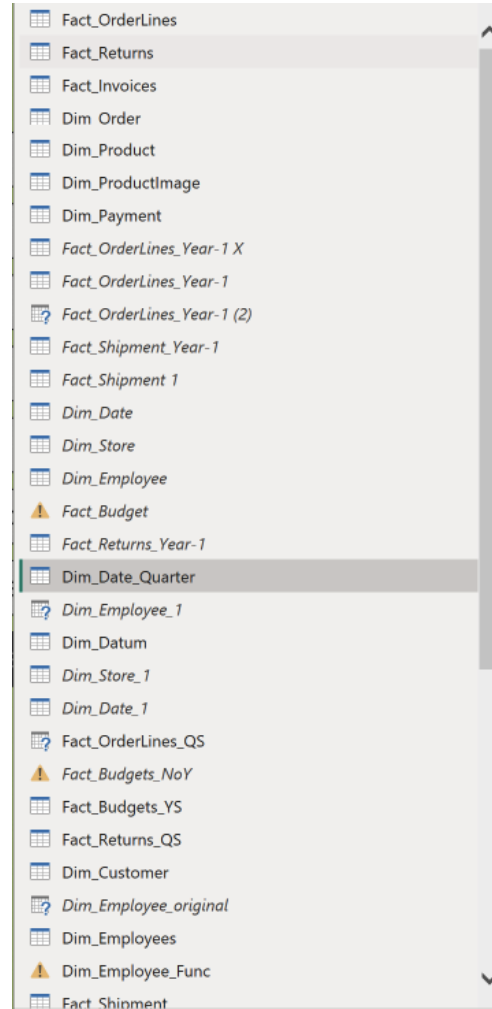
Transform Data

 Reference



Transform Data

- Parameters
- Extract
- Transform
- Load
- Other Queries
- _Measures
-



 SNEAKER FAQTOY

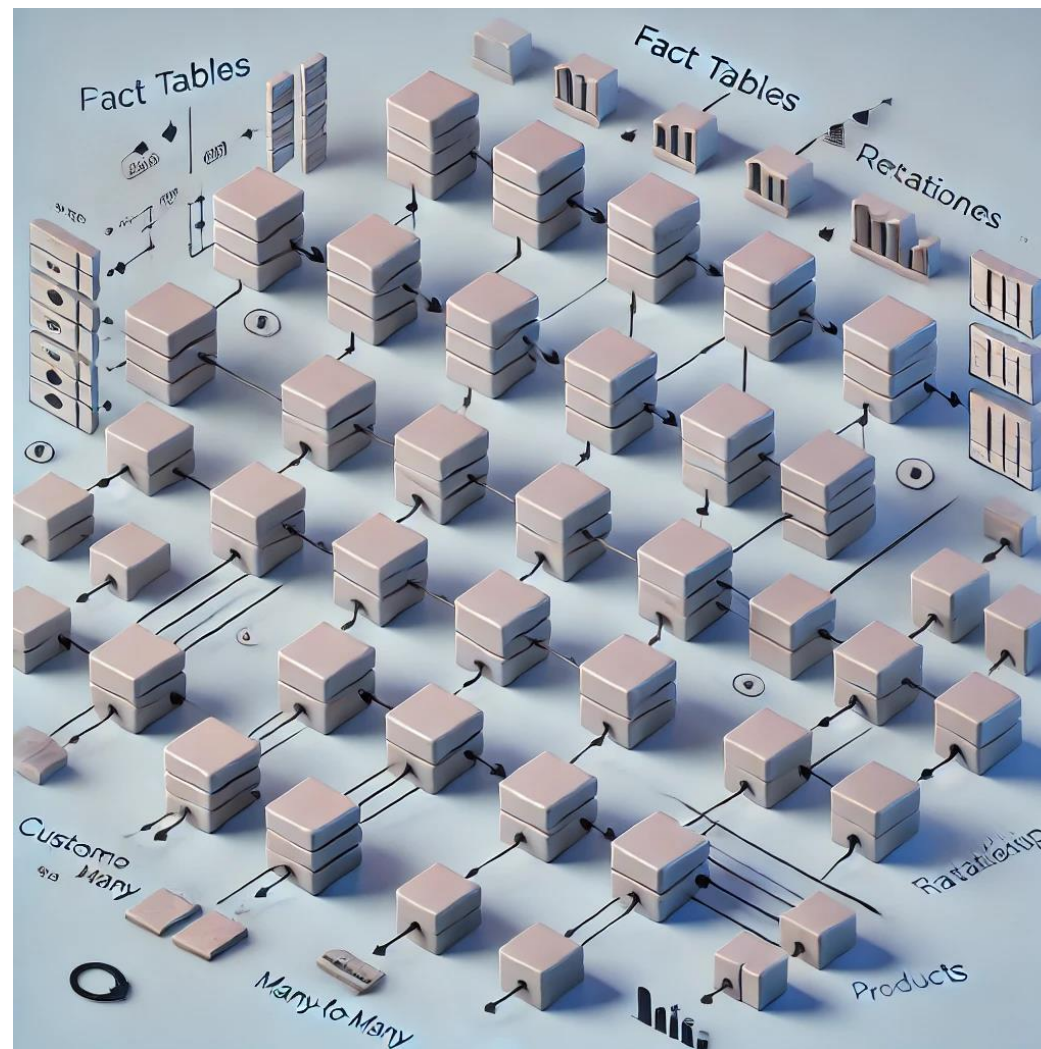
- ✓ Corporate Identity
- ✓ Landing page
- ✓ Default page
- ✓ Transform Data
- Data Modeling

 SNEAKER FAQTOY

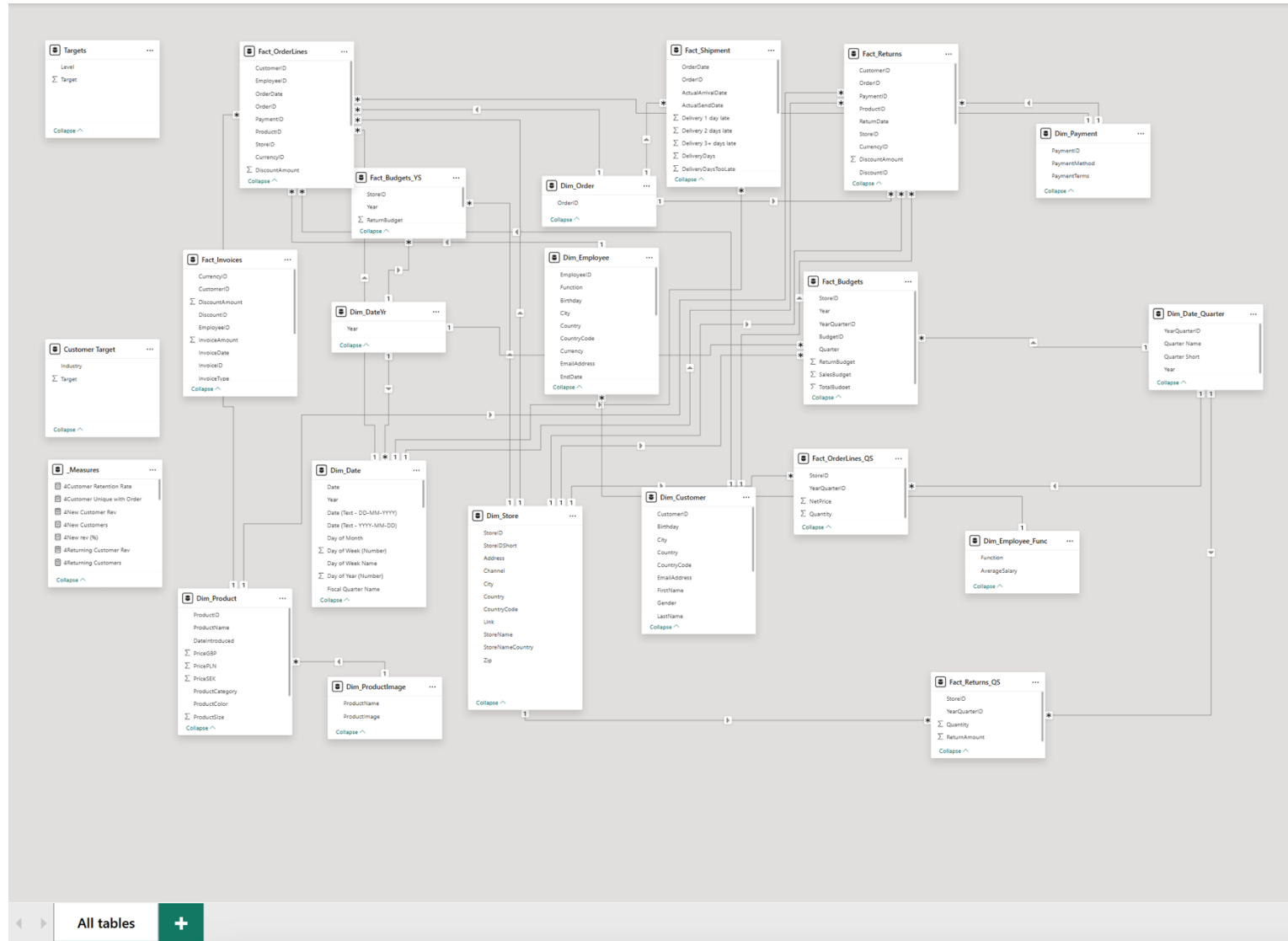
- DAX
- Landing page
- Report page
- Documentation
- Data Story Telling



Data Modeling



Data Modeling



Data Modeling

Properties

Cards

Show the database in the header when applicable

Yes

Show related fields when card is collapsed

Yes

Pin related fields to top of card

Yes

Add related tables

New measure

New column

Refresh data

Edit query

Manage relationships

Incremental refresh

Manage aggregations

Select columns

Select measures

Delete from model

Hide in report view

Unhide all

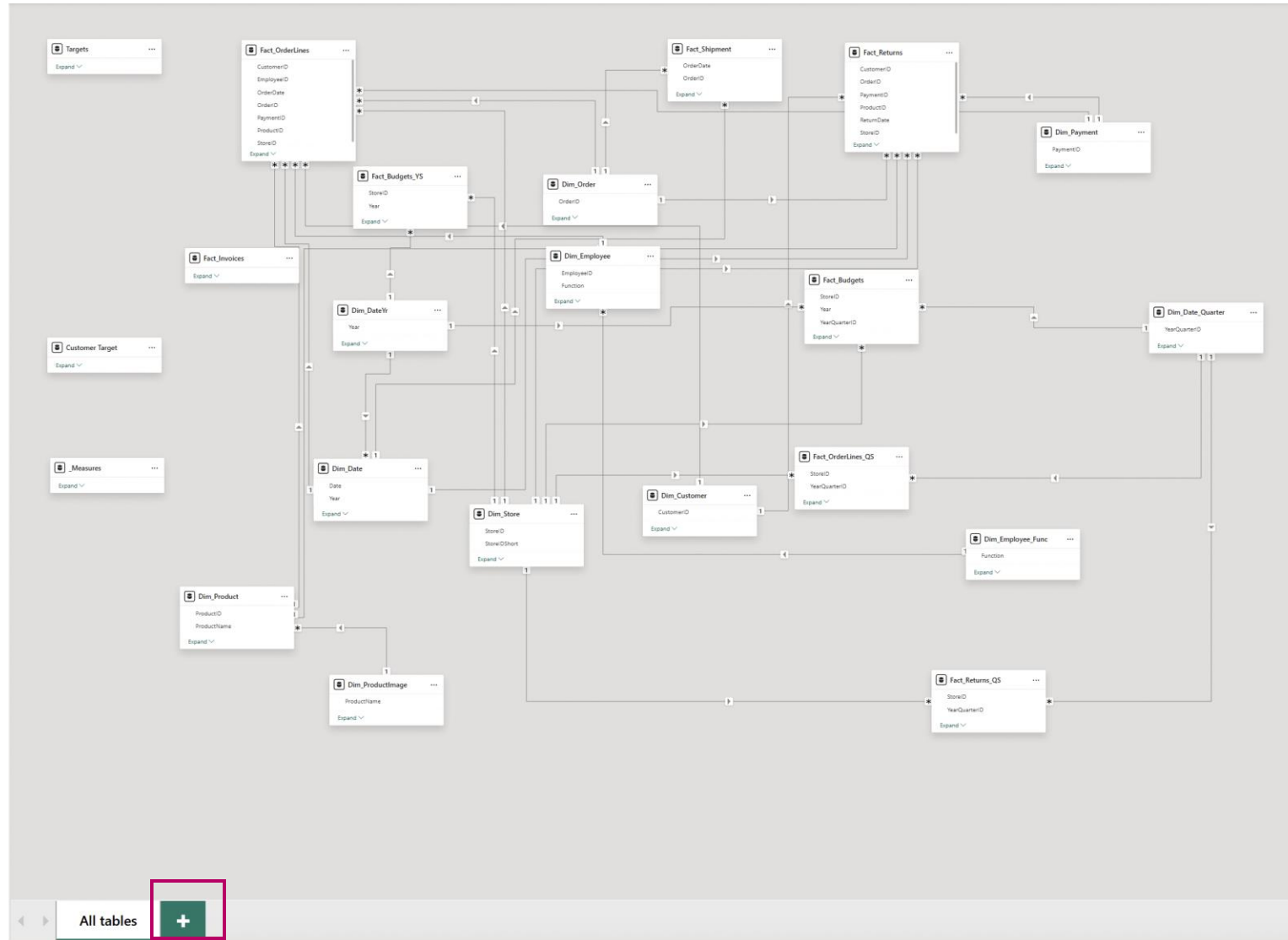
Collapse all

Expand all

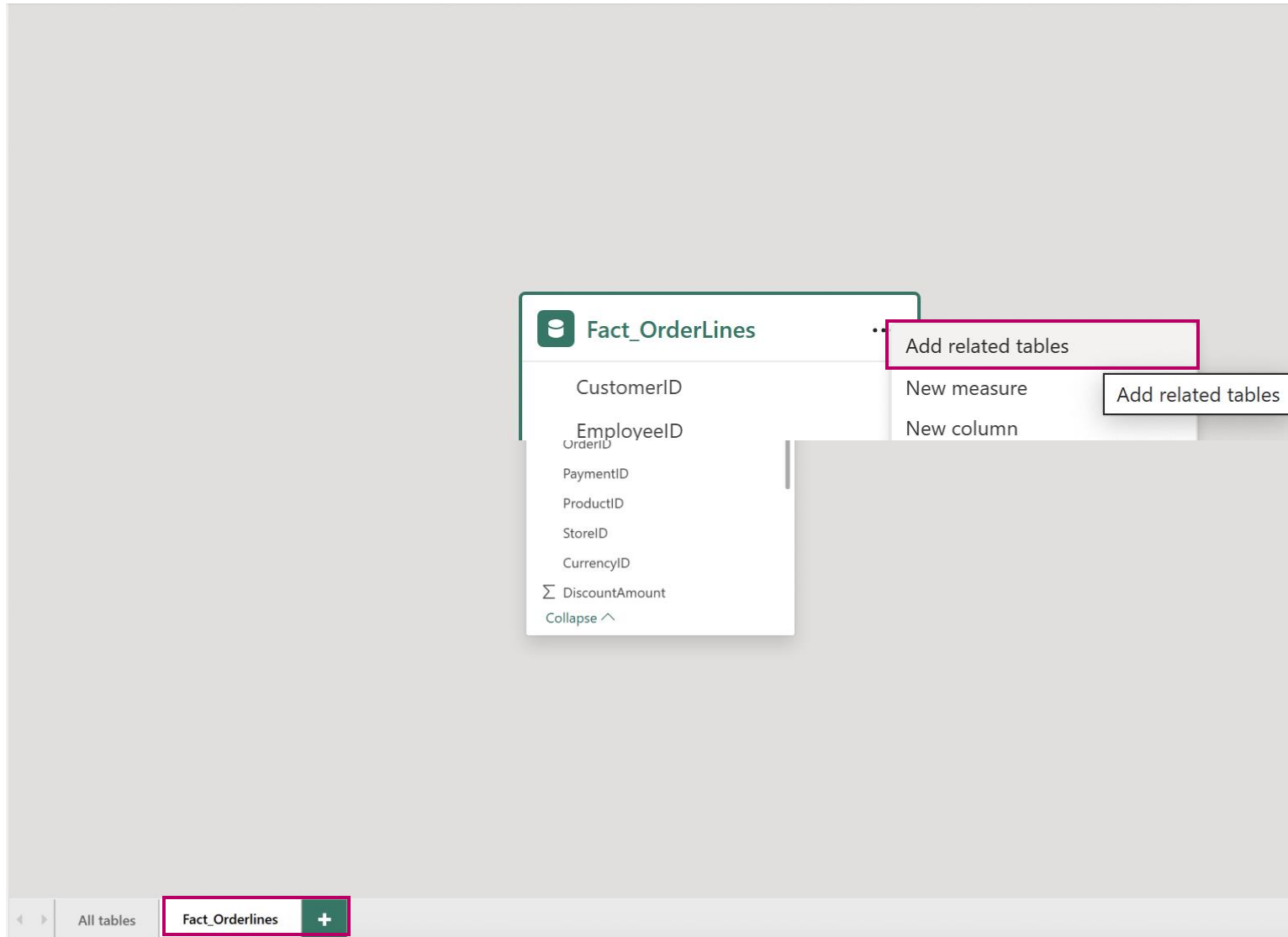
All tables +

Collapse all

Data Modeling



Data Modeling



The screenshot displays the Power BI Data Model view. A table named 'Fact_OrderLines' is selected, and its context menu is open. The menu items are:

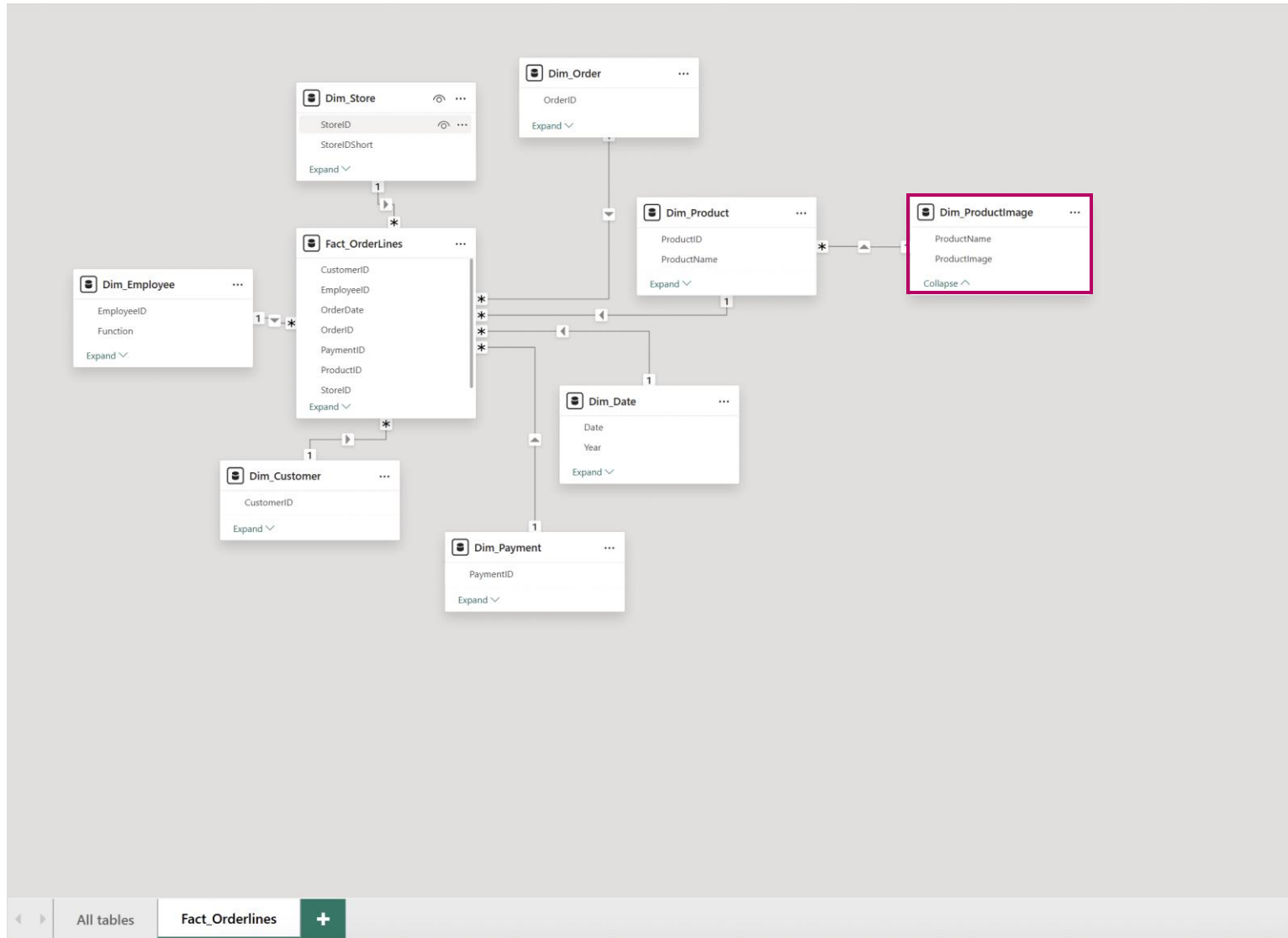
- Add related tables (highlighted with a red box)
- New measure
- New column

The table's columns are listed below the menu:

- CustomerID
- EmployeeID
- OrderID
- PaymentID
- ProductID
- StoreID
- CurrencyID
- Σ DiscountAmount
- Collapse ^

At the bottom of the screen, the 'Fact_OrderLines' table is highlighted in the 'All tables' pane, with a red box around the '+' icon next to it.

Data Modeling



Data Modeling

Properties » **Data** »

General

Name: Fact_OrderLines

Description: Enter a description

Synonyms: fact order line, Fact_OrderLines, order line

Row label: Select a row label

Key column: Select a column with unique values

Is hidden: No

Is featured table: No

Advanced

Tables Model

Search

- Dim_Order
- Dim_Payment
- Dim_Product
- Dim_ProductImage
- Dim_Store
- Fact_Budgets
- Fact_Budgets_YS
- Fact_Invoices
- Fact_OrderLines**
 - CurrencyID
 - CustomerID
 - DiscountAmount
 - DiscountID
 - EmployeeID
 - NetPrice
 - OrderDate
 - OrderID
 - OrderLineID
 - PaymentID
 - ProductID
 - Quantity
 - StoreID
 - Timestamp
 - UnitPrice
- Fact_OrderLines_QS
- Fact>Returns
- Fact>Returns_QS
- Fact_Shipment
- Targets

Properties » **Data** »

General

Description: Enter a description

Synonyms: Enter a comma-separated list of synonyms for Q&A

Display folder: **_ID**

Is hidden: No

Formatting

Data type: Text

Format: Text

Advanced

Tables Model

Search

- Dim_Order
- Dim_Payment
- Dim_Product
- Dim_ProductImage
- Dim_Store
- Fact_Budgets
- Fact_Budgets_YS
- Fact_Invoices
- Fact_OrderLines
 - _ID**
 - CurrencyID
 - CustomerID
 - DiscountID
 - EmployeeID
 - OrderID
 - OrderLineID
 - PaymentID
 - ProductID
 - StoreID
 - DiscountAmount
 - NetPrice
 - OrderDate
 - Quantity
 - Timestamp
 - UnitPrice
- Fact_OrderLines_QS
- Fact>Returns
- Fact>Returns_QS
- Fact_Shipment



Data Modeling

Description

Enter a description



Create with Copilot (preview)

Content created by AI may not be accurate or appropriate, so review it carefully. [Read terms](#)



- ✓ Corporate Identity
- ✓ Landing page
- ✓ Default page
- ✓ Transform Data
- ✓ Data Modeling



- DAX
- Landing page
- Report page
- Documentation
- Data Story Telling



DAX



DAX

Implicit vs Explicit

Implicit Measures

Explicit Measures

Ease of creation

Drag and drop

Manual creation

DAX Knowledge

None

Needed

Customization

Limited Basic Aggregations

Fully customizable

Consistency

Based on visual filters

Uniform calculations

Reusability

Difficult

Yes

Transparency

Hard tot track

Defined in the model

Scalability

Less

Good

Control over filters

Manually

Embedded In the measure



DAX

Where do we use DAX for?

Creating Calculated Columns

- Used to add new data to a table based on existing data.

- Example:

```
DAX Kopiëren Bewerken  
  
FullName = Customers[FirstName] & " " & Customers[LastName]
```

Building Aggregations and Summaries

- Functions like `SUMX`, `AVERAGE`, and `COUNTROWS` help in data aggregation.

- Example:

```
DAX Kopiëren Bewerken  
  
AvgOrderValue = AVERAGE(Sales[OrderAmount])
```

Creating Measures

- Used for dynamic calculations that adjust based on filters.

- Example:

```
DAX Kopiëren Bewerken  
  
TotalSales = SUM(Sales[Amount])
```

Time Intelligence Calculations

- Helps analyze data over time (YTD, MTD, previous year comparisons).

- Example:

```
DAX Kopiëren Bewerken  
  
SalesYTD = TOTALYTD(SUM(Sales[Amount]), Sales[Date])
```



DAX

Where do we use DAX for?

Relationships & Context Manipulation

- Functions like `RELATED`, `RELATEDTABLE`, and `USERELATIONSHIP` help work across tables.
- Example:

```
DAX Kopiëren Bewerken  
  
RelatedCategory = RELATED(Categories[CategoryName])
```

Filtering and Conditional Logic

- Used to apply dynamic filters and conditions.
- Example:

```
DAX Kopiëren Bewerken  
  
HighValueCustomers = CALCULATE(SUM(Sales[Amount]), Sales[Amount] > 1000)
```

What else.....

DAX

Where do we use DAX for?

Titles

```
1 01 Page Title = "Titel for the page"
```

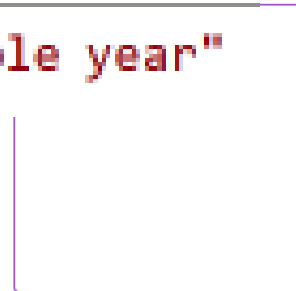
Custom Labels

```
1 Label for measure= [EmployeeSalesPercentage] & "for the whole year"
```



Tip

Make use of a extra space with unicode



NO-BREAK SPACE

Codepoint U+00A0

Copy to the clipboard

COPY

DAX

How to organize your measures

- Measures
 - 4New rev (%)
 - Average Years Employed
 - Budgets
 - CRR
 - EmployeeSalesPercentage
 - Number of Orders
 - Returns
 - Sales Numbers
 - Shipment
 - Test123
 - TESTRepeatCustomers
 - UniqueEmployeesPerStore
 - UniqueEmployeesWithSales













- Measures
 - 00 General
 - Formatting
 - Titles
 - 01 Sales
 - 02 Budget
 - 03 Returns
 - 04 Customers
 - 05 Shipment
 - 06 Employees

Display folder

00 General\Formatting

DAX

How to organize your measures

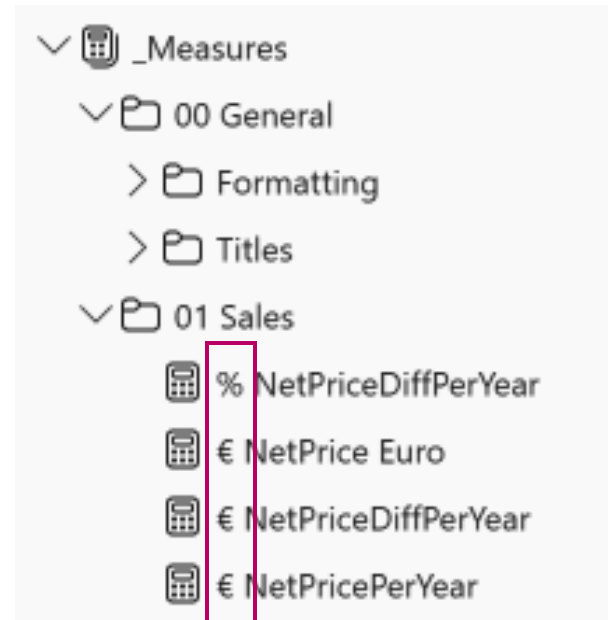
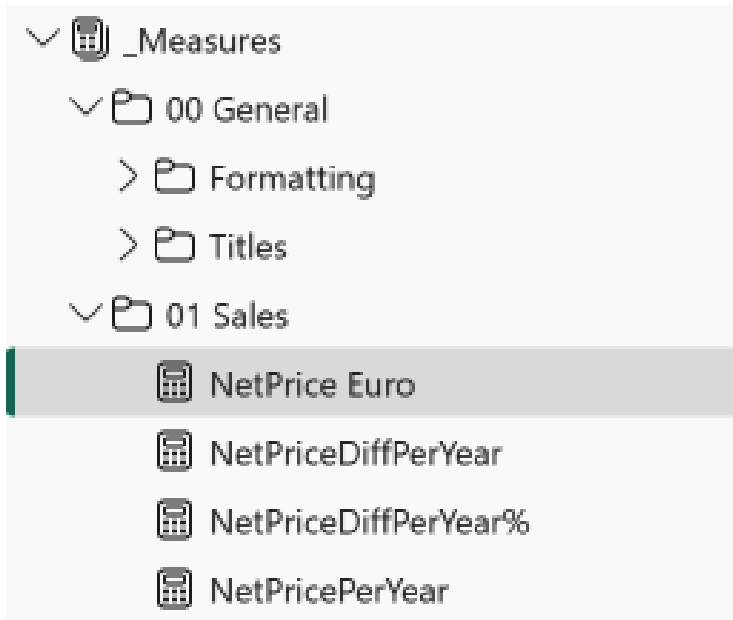
- ✓  _Measures
 - ✓  00 General
 - >  Formatting
 - >  Titles
 - ✓  01 Sales
 -  NetPrice Euro
 -  NetPriceDiffPerYear
 -  NetPriceDiffPerYear%
 -  NetPricePerYear
 - ✓  02 Budget
 -  NetPrice Euro
 -  ReturnBudgetYr

Display folder

01 Sales;02 Budget

DAX

How to organize your measures



DAX

How to organize your measures

```

1 4New Customers =
2
3 VAR currentCustomers = VALUES('Fact_OrderLines'[CustomerID])
4 VAR currentDate = FIRSTDATE('Dim_Date'[Date])
5
6 VAR pastCustomers = CALCULATETABLE(VALUES('Fact_OrderLines'[CustomerID]), ALL('Dim_Date'), 'Fact_OrderLines'[OrderDate] < currentDate )
7 VAR newCustomers = EXCEPT(currentCustomers, pastCustomers)
8
9 RETURN COUNTROWS( newCustomers )

```

```

1 # New Customers =
2
3 VAR _currentCustomers = VALUES('Fact_OrderLines'[CustomerID])
4 VAR _currentDate = FIRSTDATE('Dim_Date'[Date]) //Haalt de eerste datum op
5 VAR _pastCustomers = CALCULATETABLE(VALUES('Fact_OrderLines'[CustomerID]), ALL('Dim_Date'), 'Fact_OrderLines'[OrderDate] < _currentDate )
6 VAR _newCustomers = EXCEPT(_currentCustomers, _pastCustomers)
7 VAR _Return = COUNTROWS( _newCustomers )
8
9 RETURN
10
11 _Return

```

DAX

DAX Studio Filter Dump



DAX
STUDIO

Define Filter Dump Measure

Define Filter Dump Measure (All tables)

Define All Measures

Define All Measures (All tables)

Show Objects That Reference Table

Hide Hidden Objects

Preview Data

```
DUMP FILTER =
VAR MaxFilters = 3 // Maximum number of items displayed
VAR FilterResult = // Filter result

IF (
    ISFILTERED ( <Table Name[ Column Name] > ), // Table[Column] of the filtered value
    VAR __f = FILTERS ( <Table Name[ Column Name] > ) // Filter variable
    VAR __r = COUNTROWS ( __f ) // Count the rows of the filtered selection
    VAR __t = TOPN ( MaxFilters, __f, <Table Name[ Column Name] > ) //
    VAR __d = CONCATENATEX ( __t, <Table Name[ Column Name] >, " " ) //Concatenate all selections in
    // to a string
    VAR __x = "<Name> = " & __d & IF( __r > MaxFilters, ", ... [" & __r - MaxFilters & "]" ) & " "
    // Name of filter, and checks the number of MAXfilters value and shows how
    // many more you have selected
    RETURN __x & UNICHAR(13) & UNICHAR(10) // Returns what you see on the screen
)

& IF (
    .....Repeat the code above .....
)

RETURN
IF ( FilterResult=BLANK(), " ", FilterResult ) // shows empty when nothing is selected
```




DAX

How to organize your measures

Description

 Create with Copilot (preview)

Content created by AI may not be accurate or appropriate, so review it carefully. [Read terms](#)



DAX

Chat GPT prompts for DAX

OPTIMIZING STRUCTURE

Goal

Streamline and simplify complex DAX expressions

Focus on:

- Nested calculations
- Long formulas
- Redundant measures

Example prompt:

“Simplify this DAX measure:
[Paste your query here]”

DEBUGGING ERRORS

Goal

Identify and fix common DAX syntax errors

Check for:

- Mismatched parentheses
- Incorrect function usage
- Column/table references

Example prompt:

“Debug this DAX query and explain the error:[Paste your query here]”

PERFORMANCE TUNING

Goal

Enhance query speed and efficiency

Consider:

- `Filter propagation
- Context transitions
- Appropriate use of variables

Example prompt:

“How can i optimize this DAX measure for better performance?:
[Paste your query here]”



DAX

Chat GPT prompts for DAX

LEARNING FUNCTIONS

Goal

Expand your DAX vocabulary and Capabilities

Explore:

- Time Intelligence
- Statistical functions
- Advanced aggregations

Example prompt:

“Explain how to use the DATEADD function in dax with an example for calculation year-over-year growth”

BEST PRACTICES

Goal

Align your queries with DAX best Practices

Areas:

- Naming conventions
- Comments
- Formatting
- Code organization

Example prompt:

“Provide guidelines for naming DAX measures and columns according to best practices”

UNDERSTAND DAX CONCEPTS

Goal

Deepen your grasp of DAX Fundamentals

Focus on:

- Evaluation contexts
- Filter contexts
- Row contexts

Example prompt:

“Explain the difference between row context and filter context in DAX, with examples.”



DAX

Chat GPT prompts for DAX

GENERATING IDEAS FOR MEASURES

Applications:

- KPI's
- Complex Calculations
- Business-specific metrics

Example prompt:

“Suggest 5 DAX measures for analyzing customer retention in a e-commerce dataset”

Tips for effective prompts:

- Provide context about your business and data structure
- Specify any particular goals or challenges you're addressing
- Ask for explanations alongside the suggested measures
- Request variations for different business scenarios



DAX

Chat GPT prompts for DAX

1. Total Customers

This measure calculates the number of unique customers in the dataset.

DAX

[Kopiëren](#) [Bewerken](#)

```
Total Customers = DISTINCTCOUNT(Orders[CustomerID])
```

2. Returning Customers

This measure counts the number of customers who have made more than one purchase.

DAX

[Kopiëren](#) [Bewerken](#)

```
Returning Customers =  
CALCULATE(  
    DISTINCTCOUNT(Orders[CustomerID]),  
    FILTER(  
        VALUES(Orders[CustomerID]),  
        CALCULATE(COUNT(Orders[OrderID])) > 1  
    )  
)
```



DAX

Chat GPT prompts for DAX

3. Customer Retention Rate

This measure calculates the percentage of customers who made a purchase in the previous period and returned in the current period.

```
DAX Kopiëren Bewerken  
  
Customer Retention Rate =  
VAR PrevPeriodCustomers =  
    CALCULATE(  
        DISTINCTCOUNT(Orders[CustomerID]),  
        DATEADD(Orders[OrderDate], -1, MONTH)  
    )  
VAR RetainedCustomers =  
    CALCULATE(  
        DISTINCTCOUNT(Orders[CustomerID]),  
        Orders[CustomerID] IN  
        FILTER(  
            VALUES(Orders[CustomerID]),  
            CALCULATE(  
                DISTINCTCOUNT(Orders[CustomerID]),  
                DATEADD(Orders[OrderDate], -1, MONTH)  
            ) > 0  
        )  
    )  
RETURN  
IF(PrevPeriodCustomers = 0, BLANK(), RetainedCustomers / PrevPeriodCustomers)
```



DAX

Chat GPT prompts for DAX

4. Churned Customers

This measure identifies customers who purchased in the previous period but did not return in the current period.

```
DAX Kopiëren Bewerken  
  
Churned Customers =  
VAR PrevPeriodCustomers =  
    CALCULATE(  
        DISTINCTCOUNT(Orders[CustomerID]),  
        DATEADD(Orders[OrderDate], -1, MONTH)  
    )  
VAR RetainedCustomers =  
    CALCULATE(  
        DISTINCTCOUNT(Orders[CustomerID]),  
        Orders[CustomerID] IN  
        FILTER(  
            VALUES(Orders[CustomerID]),  
            CALCULATE(  
                DISTINCTCOUNT(Orders[CustomerID]),  
                DATEADD(Orders[OrderDate], -1, MONTH)  
            ) > 0  
        )  
    )  
RETURN  
PrevPeriodCustomers - RetainedCustomers
```

5. Customer Lifetime Value (CLV)

This measure estimates the average revenue generated per customer over their lifetime.

```
DAX Kopiëren Bewerken  
  
Customer Lifetime Value =  
DIVIDE(  
    SUM(Orders[TotalSales]),  
    DISTINCTCOUNT(Orders[CustomerID])  
)
```

Write DAX Faster!

Select all:

CTRL + SHIFT + [L]

Function Suggestions:

CTRL + SPACE

Move line UP/DOWN:

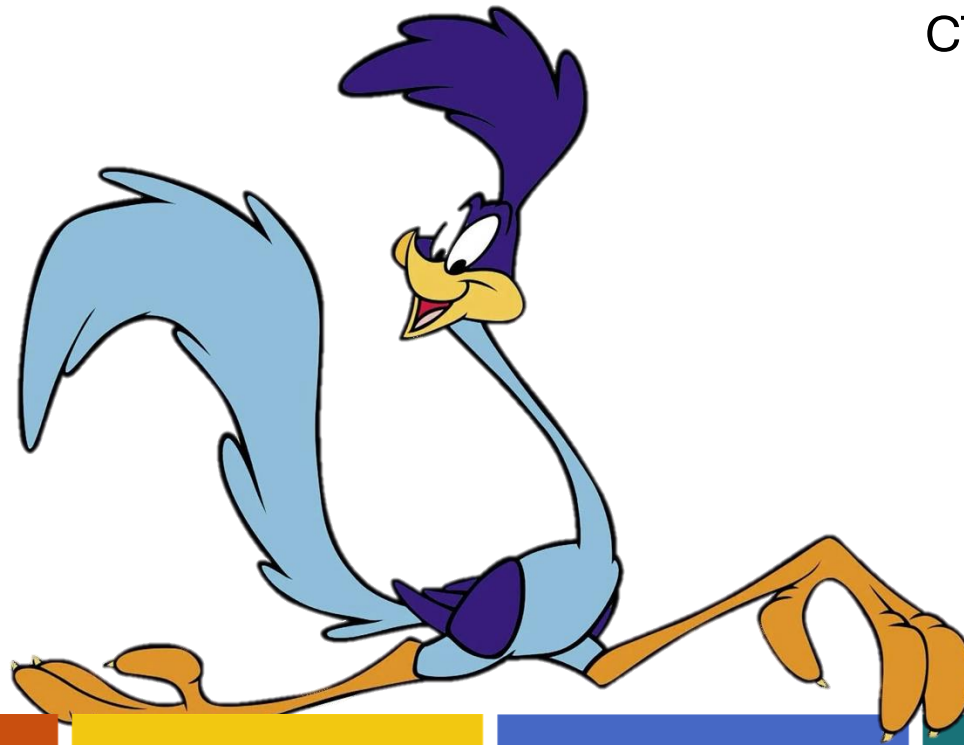
ALT + UP / DOWN

Commenting:

CTRL + [/]

Find Next With:

CTRL + [D]



Case

SNEAKER FAQTORY



SNEAKER FAQTORY

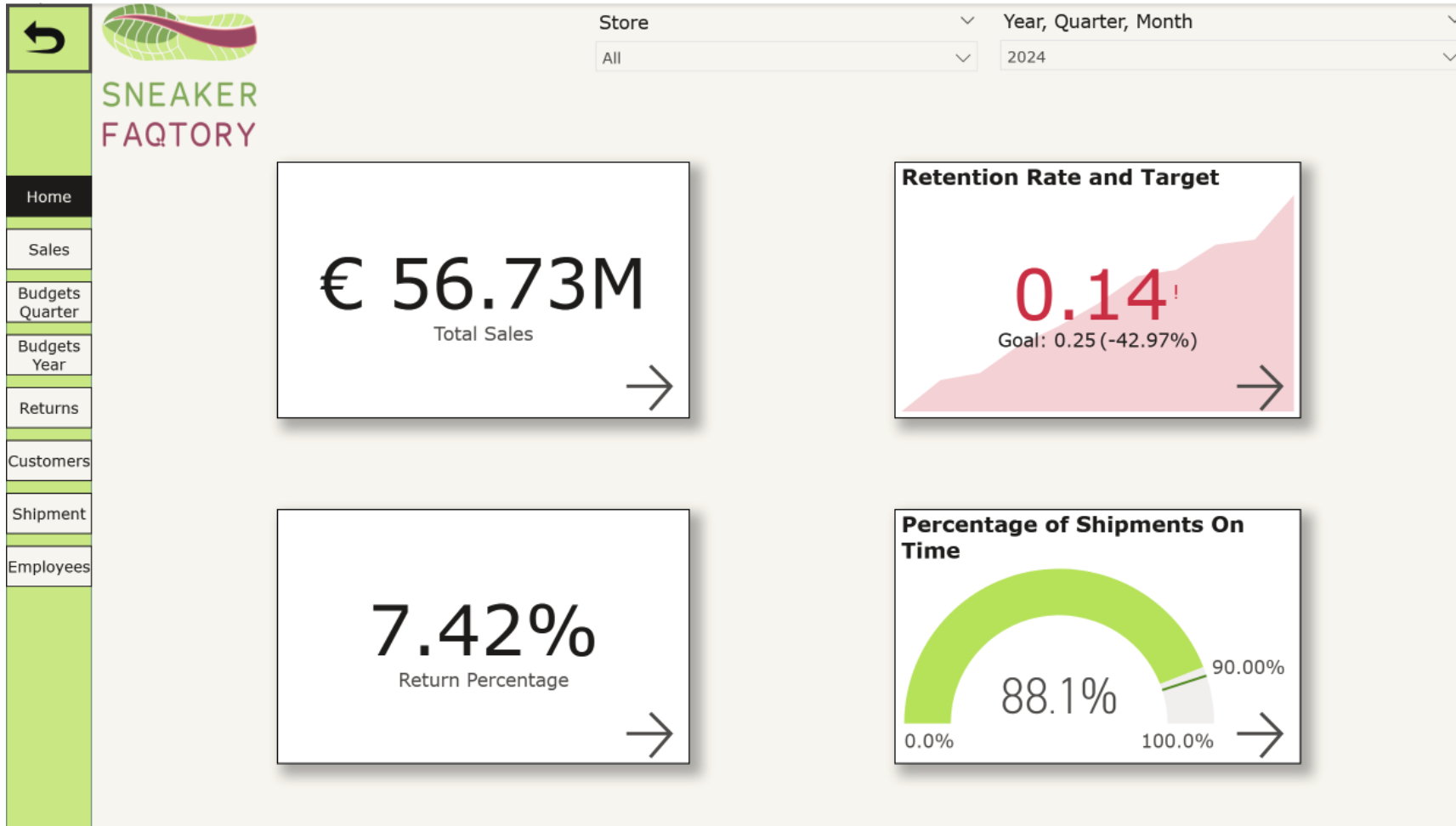
- ✓ Corporate Identity
- ✓ Landing page
- ✓ Default page
- ✓ Transform Data
- ✓ Data Modeling



SNEAKER FAQTORY

- ✓ DAX
- Landing page
- Report page
- Documentation
- Data Story Telling

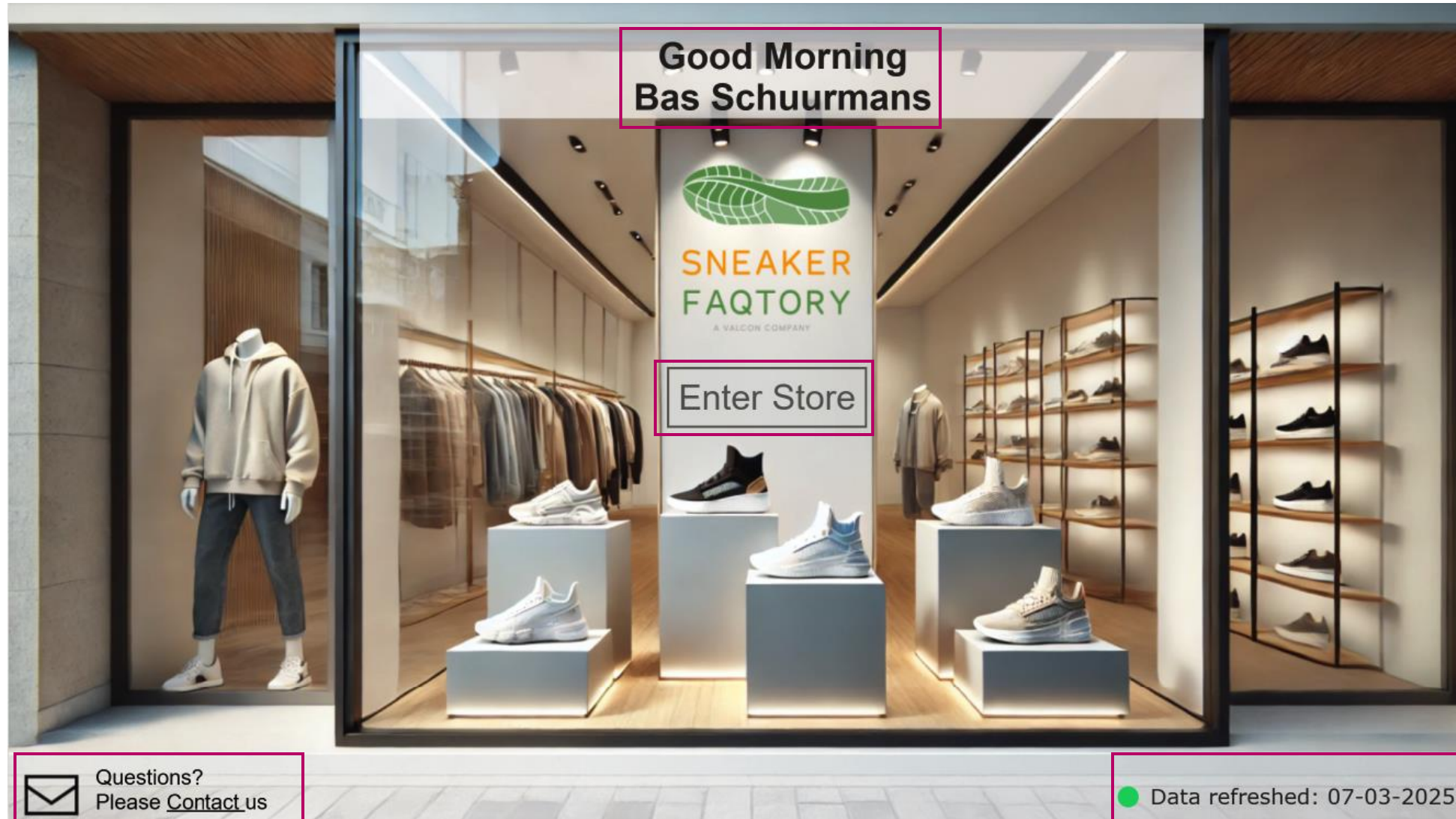
Landingspage



Landingspage



Landingspage



Landingspage

Welcome text



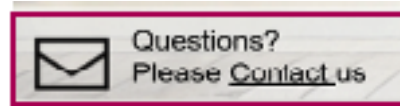
Good Afternoon
Bas Schuurmans

```
1 WelcomeText =
2 VAR _CurrentUser = USERNAME()
3 VAR AtSignPosition = FIND("@", _CurrentUser)
4 VAR UserNameParts = SUBSTITUTE(LEFT(_CurrentUser, AtSignPosition - 1), ".", " ")
5 VAR FirstName = UPPER(LEFT(UserNameParts, 1)) & LOWER(RIGHT(LEFT(UserNameParts, FIND(" ", UserNameParts) - 1), LEN(LEFT(UserNameParts, FIND(" ",
  UserNameParts) - 1)) - 1))
6 VAR LastName = UPPER(LEFT(RIGHT(UserNameParts, LEN(UserNameParts) - FIND(" ", UserNameParts)), 1)) & LOWER(RIGHT(RIGHT(UserNameParts, LEN
  (UserNameParts) - FIND(" ", UserNameParts)), LEN(RIGHT(UserNameParts, LEN(UserNameParts) - FIND(" ", UserNameParts))) - 1))
7 VAR _Username = FirstName & " " & LastName
8 VAR TimeOfDay = HOUR ( NOW () )
9 VAR Greeting =
10 SWITCH (
11     TRUE (),
12     TimeOfDay <= 12, "Good Morning",
13     TimeOfDay <= 18, "Good Afternoon",
14     "Good Evening"
15 )
16
17 VAR _Return = Greeting & UNICHAR(10) & _Username
18 VAR _Dummy = Greeting & UNICHAR(10) & "Bas Schuurmans"
19 RETURN
20
21 _Dummy
```



Landingspage

Contact



Use the  insert link on the text “Contact”.

This is a **mailto link** format, part of the **URI (Uniform Resource Identifier) scheme**. Specifically, the **mailto:** scheme is used to create hyperlinks that open the user's default email client with pre-filled fields like the recipient's email address, subject, and body text.

Let's break it down:

- `mailto:info@Sneakerfactory.nl` — sets the recipient's email.
- `?subject=Vraag%20Sneaker%20Faqtory%20Dashboard` — sets the subject line (with `%20` representing spaces).
- `&body=...` — pre-fills the body of the email. Line breaks are encoded as `%0A`.

```
mailto:info@Sneakerfactory.nl?subject=Vraag%20Sneaker%20Faqtory%20Dashboard&body=
Beste%20lezer%2C%0A%0A
Dank%20voor%20je%20vraag%21%20We%20proberen%20je%20vraag%20zo%20snel%20mogelijk%20te%20beantwoorden.%20%0A%0A
Wanneer%20je%20vraag%20inhoudelijk%20over%20de%20getoonde%20data%20of%20de%20werking%20van%20het%20dashboard%20gaat%2C%20zou%20je%20
dan%20een%20of%20meerdere%20screenshots%20kunnen%20toevoegen%3F%20Daarmee%20kunnen%20wij%20jou%20sneller%20van%20dienst%20zijn.%0A%0A
Alvast%20dank%21%0A
Team%20BI%20Sneaker%20Faqtory
```

Landingspage

Contact

Van: Bas Schuurmans (bas.schuurmans@valcon.com)  

Naar: CC BCC 

Onderwerp: Sneaker Faqtory Dashboard Urgentie 

   | Aptos 12      |      

Beste lezer,

Dank voor je vraag! We proberen je vraag zo snel mogelijk te beantwoorden

Wanneer je vraag inhoudelijk over de getoonde data of de werking van het dashboard gaat, zou je dan een of meerdere screenshots kunnen toevoegen?

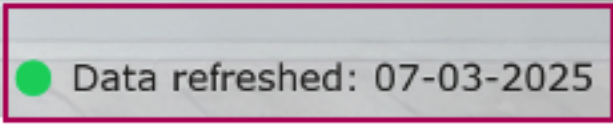
Daarmee kunnen wij jou sneller van dienst zijn.

Alvast dank!

Team BI Sneaker Factory

Landingspage

Refresh date



● Data refreshed: 07-03-2025

```
1 Last Refresh Succesvol =
2 VAR _Blank = ""
3 VAR _Tekst = "● Data refreshed"
4 VAR _Date = FORMAT(SELECTEDVALUE(LATEST_PIPELINE_REFRESH[END_DTS]), "dd-mmm-yyyy", "nl-NL")
5 VAR _Refreshdate = _Tekst & _Date
6 VAR _ETLSucces = [ETL Succesvol Check]
7
8 VAR _Return = SWITCH(_ETLSucces, "Ja", _Refreshdate, _Blank)
9
10 RETURN
11
12 _Return
```


Case

SNEAKER FAQTORY



SNEAKER FAQTORY

- ✓ Corporate Identity
- ✓ Landing page
- ✓ Default page
- ✓ Transform Data
- ✓ Data Modeling



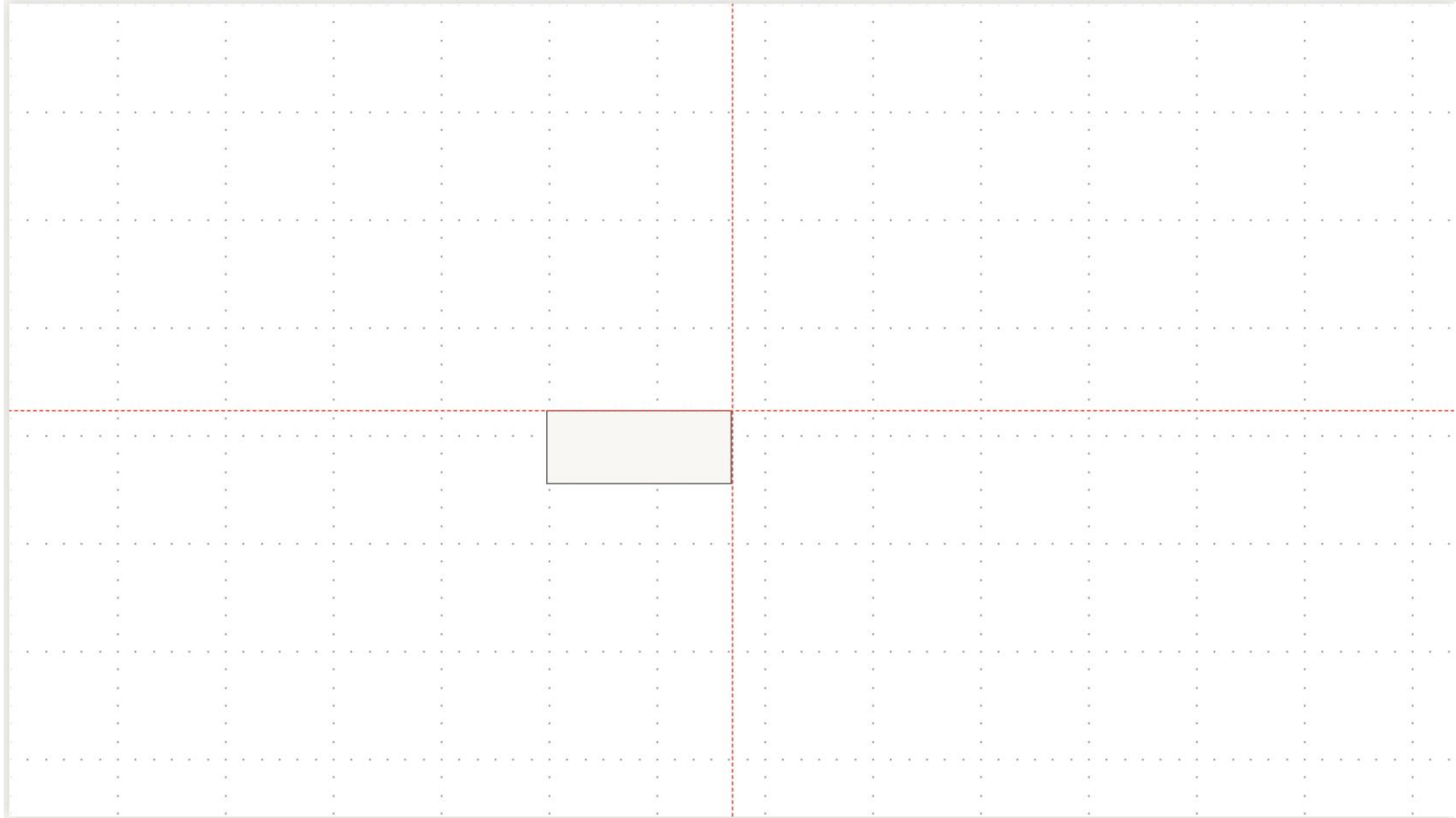
SNEAKER FAQTORY

- ✓ DAX
- ✓ Landing page
- Report page
- Documentation
- Data Story Telling

Report Page

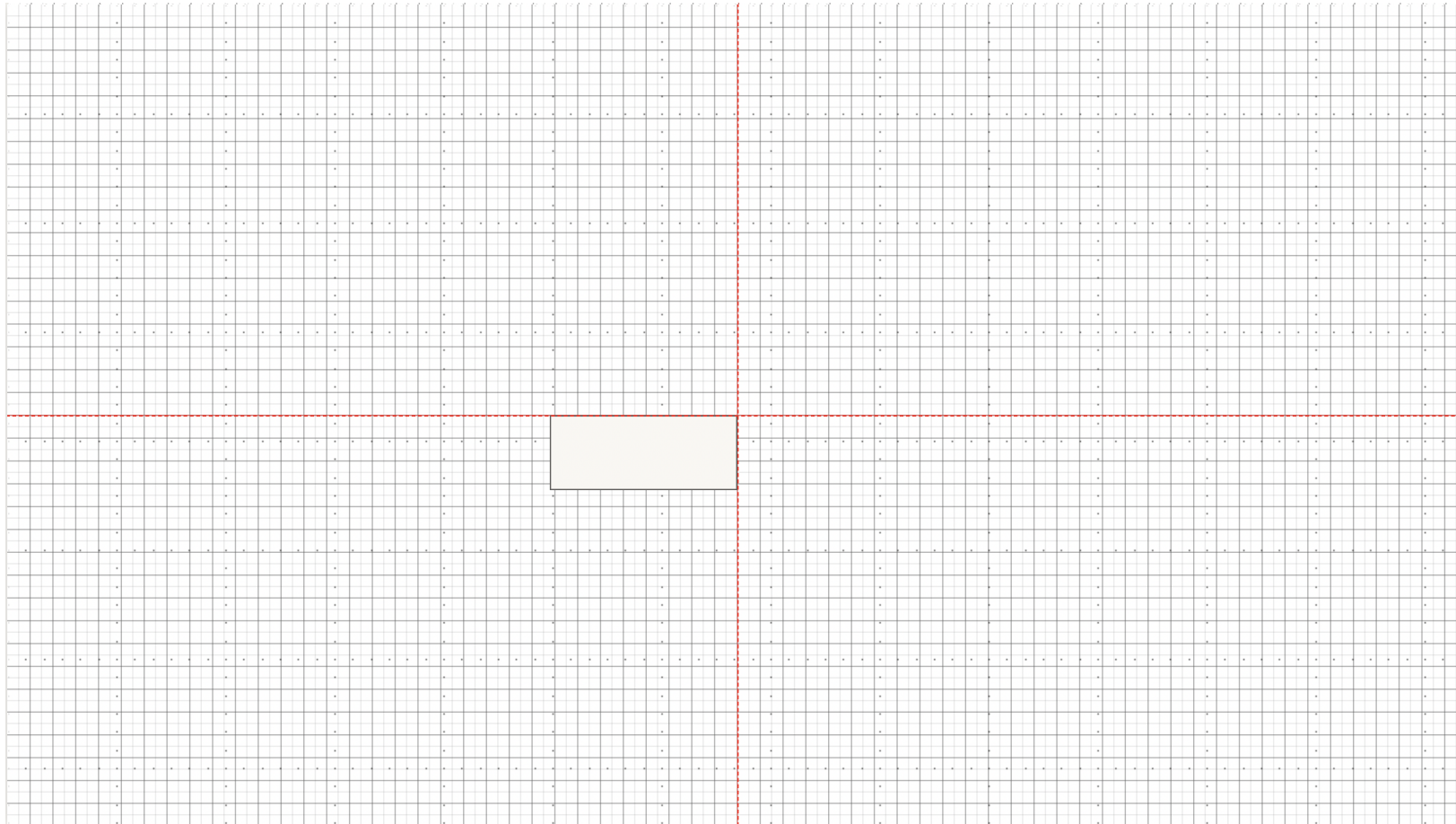
Gridlines in PBI

- Gridlines
 - Snap to grid
 - Lock objects
- Page options




Report Page

Grid image as temporarily background



Report Page

Grid lines with actual shapes (min width of 12px)

| SNEAKER FACTORY | | |
|---|--|--|
|  | | |
| | | |



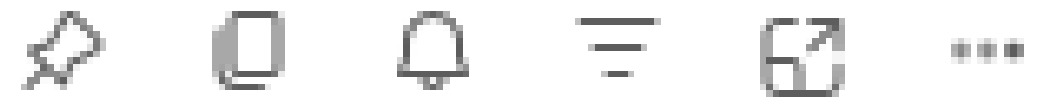
Report Page

Grid calculations manual in excel

| | | | | | | | | |
|----|-----|-----|-----|-----|-----|------|------|--|
| | | | | | | | | |
| 20 | 410 | 10 | 410 | 10 | 410 | 10 | 1280 | |
| | | | | | | | | |
| | | 430 | 440 | 850 | 860 | 1270 | 1280 | |
| | | | | | | | | |

Report Page

80% of the developers forget 20% only do it



Format ... >>

Search

Visual Properties ...

> Data format

Header icons

Icons

- Visual information
- Visual warning
- Visual error
- Drill on dropdown
- Drill up
- Drill down
- Show next level

- Expand to next level
- Pin
- Focus mode
- See data layout
- More options
- Filter
- Help tooltip
- Smart narrative

```
"visualHeader": [
  {
    "show": true,
    "background": {
      "border": {
        "transparency": 0,
        "foreground": {
          "showVisualInformationButton": false,
          "showVisualWarningButton": false,
          "showVisualErrorButton": false,
          "showDrillRoleSelector": false,
          "showDrillUpButton": false,
          "showDrillToggleButton": false,
          "showDrillDownLevelButton": false,
          "showDrillDownExpandButton": false,
          "showPinButton": false,
          "showFocusModeButton": true,
          "showFilterRestatementButton": false,
          "showSeeDataLayoutToggleButton": false,
          "showOptionsMenu": false,
          "showTooltipButton": false,
          "showCommentButton": false,
          "showPersonalizeVisualButton": false,
          "showSmartNarrativeButton": false
        }
      }
    }
  }
]
```

Report Page

Icons

Your Kits Docs Plans Support Podcast

All Icons FA Pro Brands Free

Featured 6.7.2

ICON PACKS

- Brands 17
- Classic 996
- Duotone 996
- Sharp 996
- Sharp Duotone 996

STYLE

- Solid 996
- Regular 996
- Light 996
- Thin 996

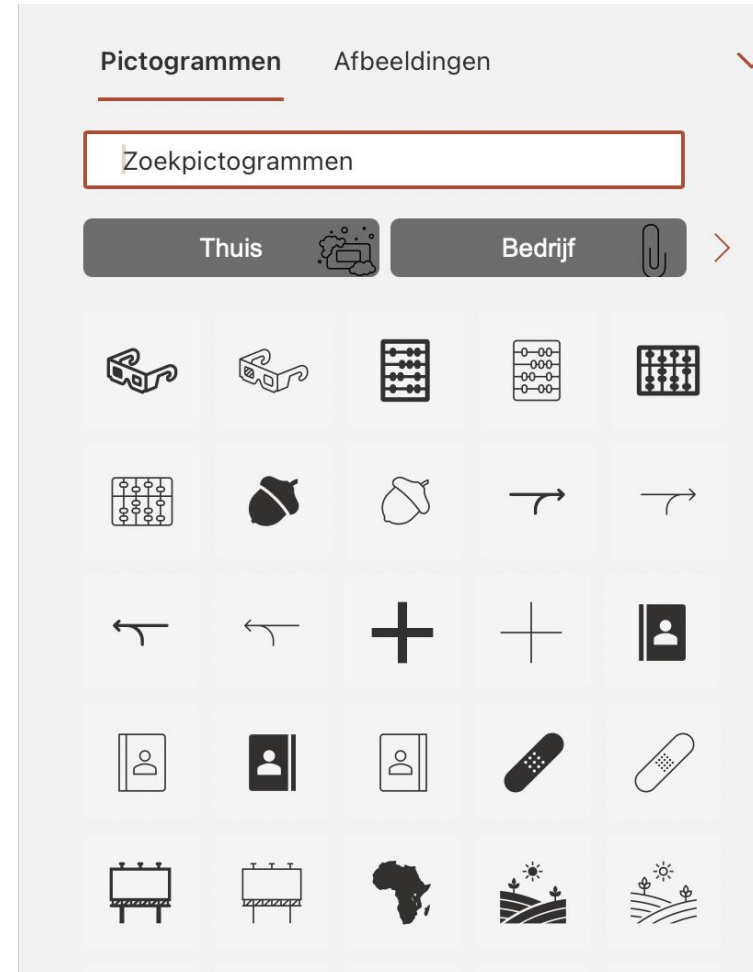
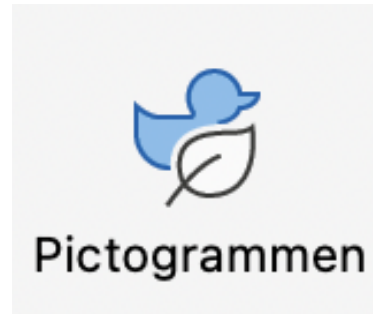
4.001 Icons "HOME" x RESET Page 1 of 20

| | | | | | |
|---------------|-------------|---------------|-------------|---------------|-------------|
| house | house | house | house | house | house |
| house | house | house | house | house | house |
| house | house | house | house | house-user | house-heart |
| house-chimney | house-blank | house-user | house-heart | house-chimney | house-blank |
| house-user | house-heart | house-chimney | house-blank | house-user | house-heart |
| house-chimney | house-blank | house-user | house-heart | house-chimney | house-blank |
| house-user | house-heart | house-chimney | house-blank | house-user | house-heart |

Help

Report Page

Icons



Report Page

Tooltip



```
1 !Tooltip = "W"
```

```
1 !Transparant = "#FFFFFF00"
```



▼ Callout value

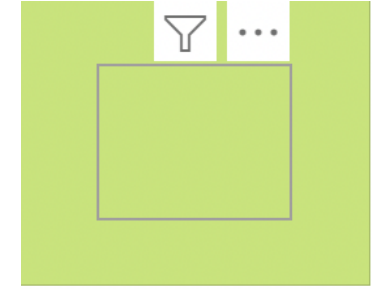
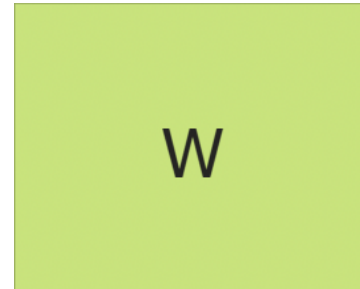
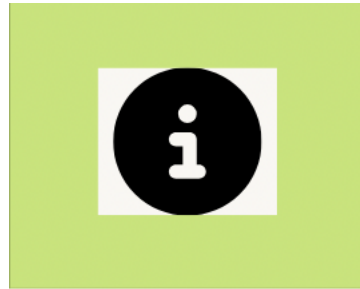
Font

Verdana ▼ 45

B *I* U

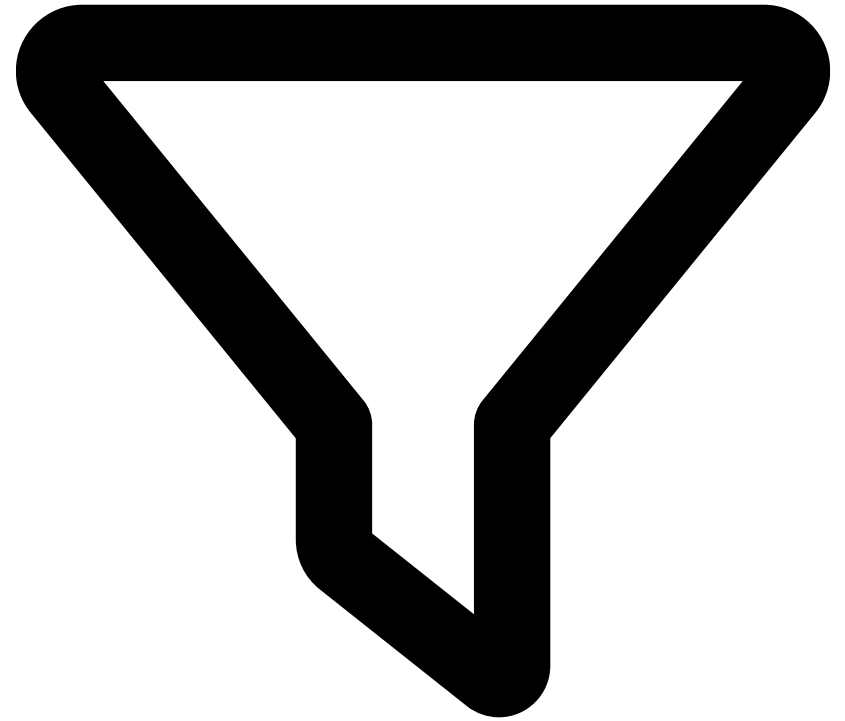
Color

fx



Report Page

Filters / Slicers / Menu





Report Page

Filters / Slicers / Menu

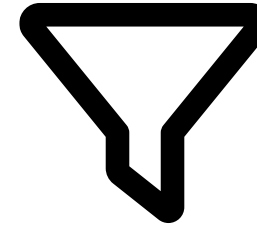


✓ Advantages:

- Full control over the interface
- Preset filter combinations possible
- specific data view with one click
- User-friendly
- Control over interactions

✗ Disadvantages:

- Manual maintenance
- No dynamic filtering
- Can become complex



✓ Advantages:



- Easy to use
- Automatic interaction
- Applicable at different levels
- Low maintenance
- Easily expandable


✗ Disadvantages:

- Limited visual control
- Less intuitive for some end-users
- No preset filter scenarios

Report Page

Filters / Slicers / Menu

Filters  

 Search

Filters on this visual ...

Add data fields here

Filters on this page ...

Add data fields here

Filters on all pages ...

Add data fields here

Filters on all pages ...

ProductName
is (All)

StoreName
is (All)

Add data fields here

Filters on all pages ...


ProductName
is Frove

StoreName
is (All)

Add data fields here

Report Page

Filters / Slicers / Menu

 Customize current theme

Customize theme

- Name and colors
- Text
- Visuals
- Page
- Filter pane**

Filter pane


Available filter cards

Applied filter cards


Applied filter cards

Format filter cards that have been applied to visuals.


Background color

 ▼

Transparency

0 % ▲▼ 

Font and icon color

 ▼

Font size

9 pt ▲▼

[Reset to default](#)



Report Page

JSON



Report Page

JSON

```
{
  "name": "Sneaker Factory 2025 v1.9 07-03-2025",
  "dataColors": {
    "background": "#FFFFFF",
    "good": "#00FF43",
    "neutral": "#D9B300",
    "bad": "#D64554",
    "null": "#FFFFFF",
    "minimum": "#118DFF",
    "center": "#D9B300",
    "maximum": "#00EEEE",
    "hyperlink": "#0078D4",
    "visitedHyperlink": "#0078D4",
    "visualStyles": {
      "": {
        "Comments": {
          "note": "COMMENT SECTION FOR DEVELOPERS",
          "v1.9 07-03-2024 BAS": "Added shape with fontfamily ",
          "v1.8 15-08-2024 BAS": "Removed property Datapoint for showing deafuldt datacolors, and fixed minor issues ",
          "v1.7 08-08-2024 BAS": "Updated Matrix visual to latest standards",
          "v1.6 08-08-2024 BAS": "Added default select all active in slicer",
          "v1.5 05-07-2024 BAS": "Added default subtitle text: ⓘ Drill-down voor meer details",
          "v1.4 04-07-2024 BAS": "Defined Gauge and lineClusteredColumnComboChart as visuals, fixed all fontfamilies",
          "v1.3 04-07-2024 BAS": "Removed Background from header Multirowcard",
          "v1.2 03-07-2024 BAS": "MultiRowCard defined as visual",
          "v1.1 02-07-2024 BAS": "Changed lettertype for filter pane",
          "v1.0 28-06-2024 BAS": "Removed background for all titles as NO FILL was no option to put in"
        }
      }
    }
  },
  "gauge": {
    "lineClusteredColumnComboChart": {
      "multiRowCard": {
        "pivotTable": {
          "card": {
            "lineChart": {
              "slicer": {
                "hundredPercentStackedBarChart": {
                  "hundredPercentStackedColumnChart": {
                    "hundredPercentStackedColumnChart": {
                      "areaChart": {
```

Customize theme

| Name and colors | Name and colors |
|-----------------|-----------------|
| Name and colors | Advanced |
| Text | |

Name and colors

Name

Report Page

JSON



HOME

TUTORIAL

FAQ

TIP US

IMPRINT



CONVERT YOUR IMAGES TO BASE64 - 100% FREE

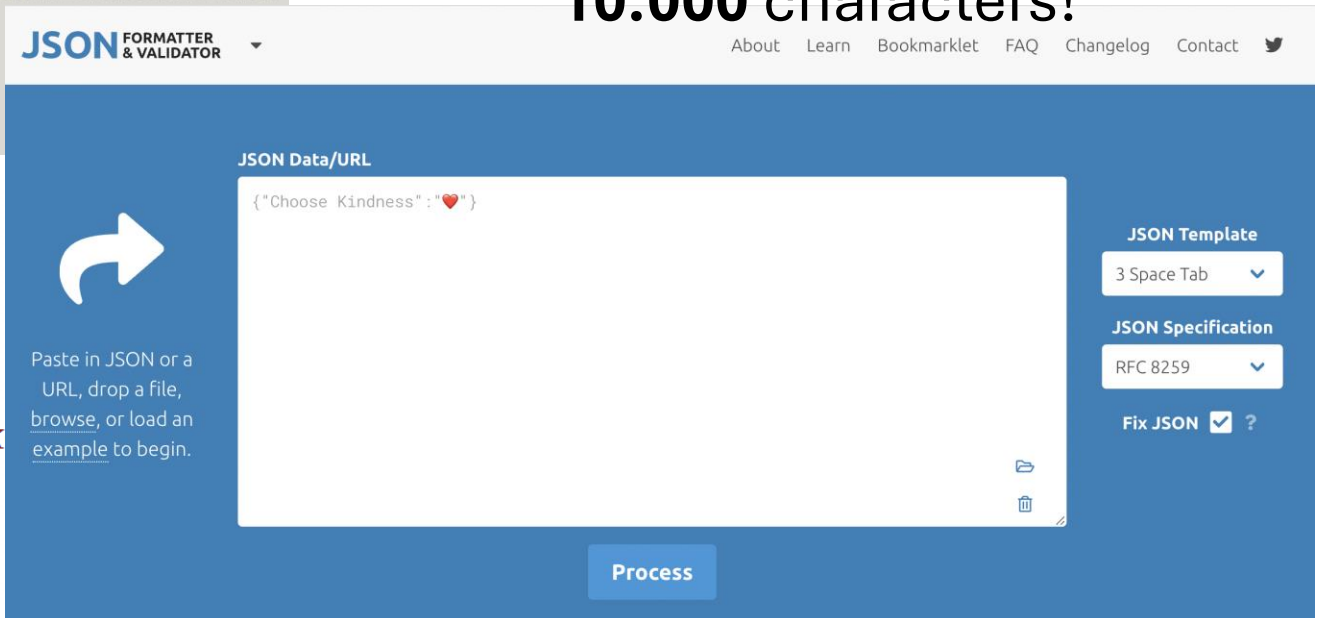
DRAG & DROP IMAGES ANYWHERE

OR CLICK HERE

Power Query is limited to **32,766** characters per cell

A small icon takes up over **10.000** characters!

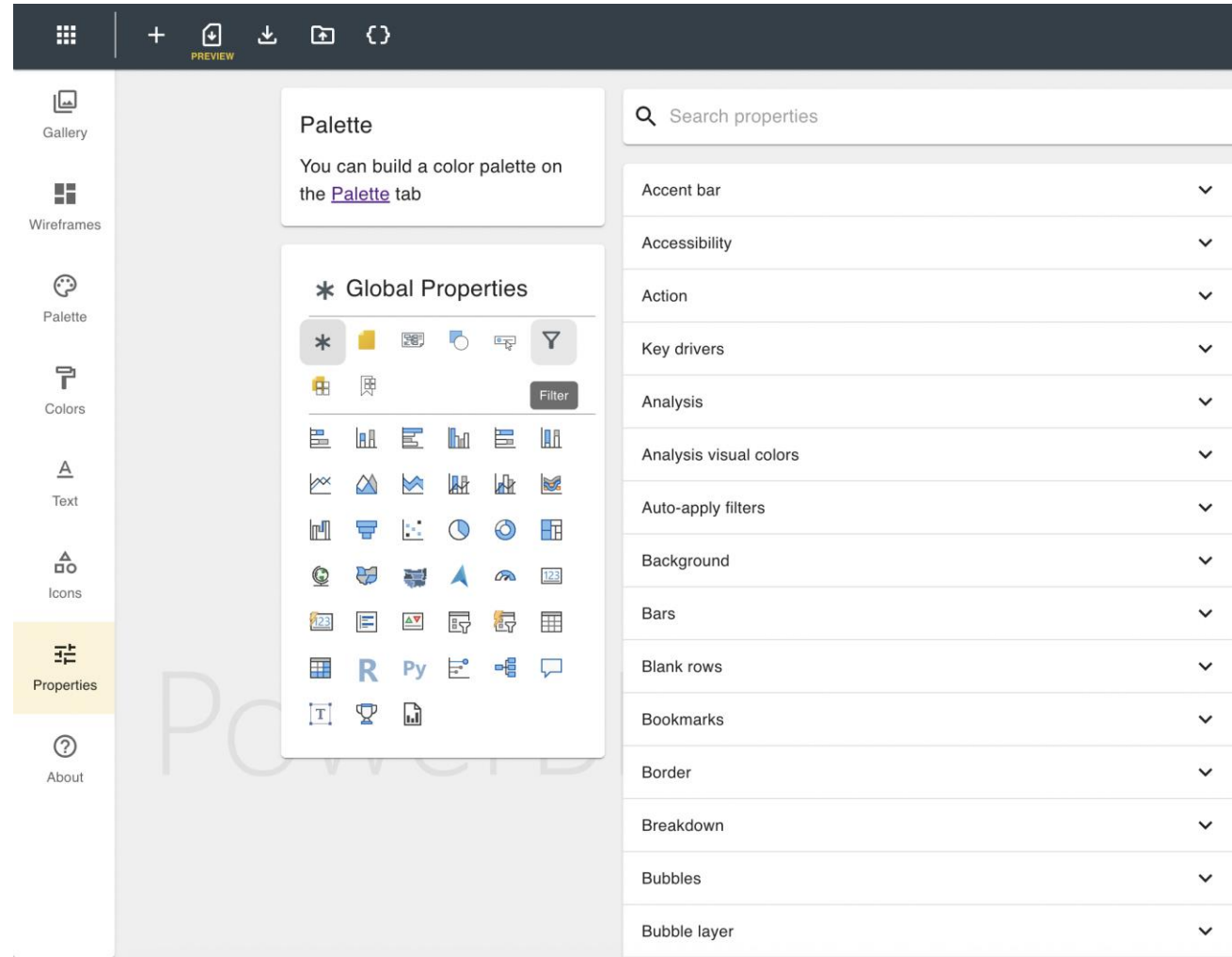
```
1,1  
"background": [  
  {  
    "transparency": 0,  
    "image": {  
      "name": "Background",  
      "scaling": "Fit",  
      "url": "data:image/png;base64,iVBORw0K" }  
    }  
  ]  
}
```



The screenshot shows the JSON FORMATTER & VALIDATOR website. The main area has a large white arrow pointing right with the text: "Paste in JSON or a URL, drop a file, browse, or load an example to begin." Below this is a large text input field containing the JSON: {"Choose Kindness": "❤️"}. To the right of the input field are settings for "JSON Template" (set to "3 Space Tab") and "JSON Specification" (set to "RFC 8259"). There is a "Process" button at the bottom of the input area.

Report Page

JSON



The screenshot shows the Power BI report page interface. On the left is a navigation pane with icons for Gallery, Wireframes, Palette, Colors, Text, Icons, Properties (highlighted), and About. The main area is divided into three sections:

- Palette:** A text box stating "You can build a color palette on the [Palette](#) tab".
- * Global Properties:** A grid of icons representing various visual elements, with a "Filter" button.
- Search properties:** A search bar with the text "Search properties".

Below the search bar is a list of property categories, each with a dropdown arrow:

- Accent bar
- Accessibility
- Action
- Key drivers
- Analysis
- Analysis visual colors
- Auto-apply filters
- Background
- Bars
- Blank rows
- Bookmarks
- Border
- Breakdown
- Bubbles
- Bubble layer



HOME
Color Palette

i Hover the icons for preview



Global Level
Optional Global Level
Page/Canvas

(Stacked) Bar Chart
(Stacked) Column Chart
Clustered Bar Chart
Clustered Column Chart
100% Stacked Bar Chart
100% Stacked Column Chart

Line Chart
Area Chart
Stacked Area Chart
Line and Stacked Column Chart
Line and Clustered Column Chart
Ribbon Chart

Power BI Theme Generator

for download AND upload of individual theme files

free • without registration • regular updates with new features

In our daily project work with Microsoft Power BI at POINT. Consulting we saw the need for a theme generator that could handle not only the download but also the upload of individualized themes. So we built it.

Uploading theme files makes it possible to use themes that have already been created as a basis for re-editing. Adjustments of color, style or corporate identity for a large number of existing themes are thus easily possible without having to create all themes from scratch.

Thus, the adaptation efforts for the revision of existing themes are reduced to a fraction with the Power BI Theme Generator from POINT. We are now making this generator available free of charge with the "themes.pbix by POINT." project.

Report Page

JSON

Report theme name

> Visual Styles

> Data Colors

> Theme Icons 

> Text Classes

> Global Styles

> Base Colors



Power BI Theme Generator

The simplest and most powerful way to generate PBI JSON Themes in the web.

With our Theme Generator for Power BI, we do all the heavy weight lifting; we designed this generator to **remove all the effort** in choosing between hundreds of different properties; we already did that for you!

Set your colours, create and apply your next awesome Power BI theme.

① **Set colors from** ② **Create JSON Theme** ③ **Download PBIT & Apply**

 SNEAKER FAQTORY

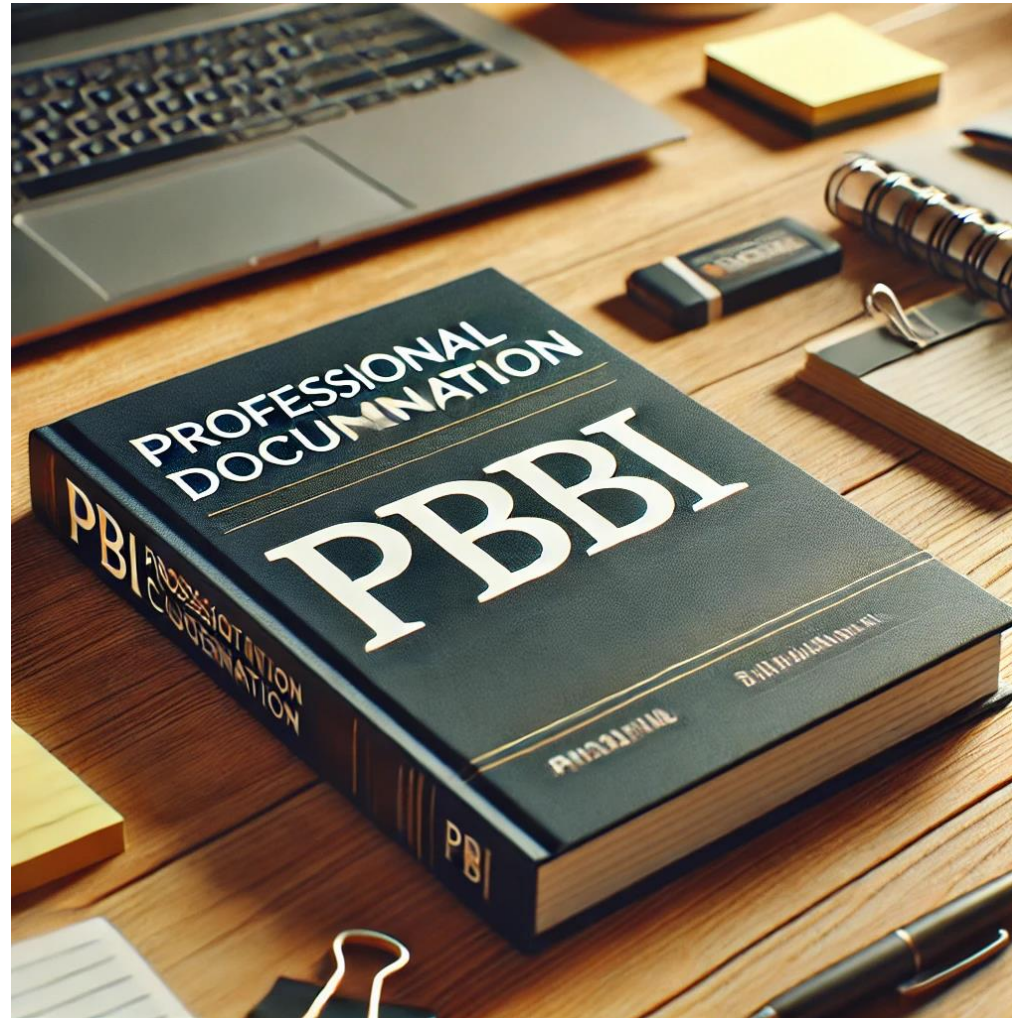
- ✓ Corporate Identity
- ✓ Landing page
- ✓ Default page
- ✓ Transform Data
- ✓ Data Modeling

 SNEAKER FAQTORY

- ✓ DAX
- ✓ Landing page
- ✓ Report page
- Documentation
- Data Story Telling



Documentation



Documentation


Sneaker Faqtory




AaBbCc AaBbCc

Primaire titel (Arial 20px Bold)
Caption-grafiek (Arial 16 px)
Algemene tekst (Arial 14px)
Secundaire titel (Arial 12px Bold)
Tertiaire titel (Arial 10px Bold)
As-waarden (Arial 12px)
Kleine tekst (Arial 8px)






Colors
Example pages



Placement

| | | | | | | |
|--------------|-------------------|---------------|--------------|--------------|-------------|--------------|
| 1. Menu | | Button | Height 70 | Width 70 | X-pos 0 | Y-pos 70 |
| 1. Back | | Button | Height 70 | Width 70 | X-pos 0 | Y-pos 70 |
| 2. Page Name | 16pt Bold Left | Card Title | Height 40 | Width 445 | X-pos 70 | Y-pos 70 |
| 2. Subtitel | 14pt Left | Card Title | Height 30 | Width 445 | X-pos 70 | Y-pos 110 |



Best Practices

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 SNEAKER FAQATORY

- ✓ Corporate Identity
- ✓ Landing page
- ✓ Default page
- ✓ Transform Data
- ✓ Data Modeling

 SNEAKER FAQATORY

- ✓ DAX
- ✓ Landing page
- ✓ Report page
- ✓ Documentation
- Data Story Telling

Artificial vs Human Intelligence

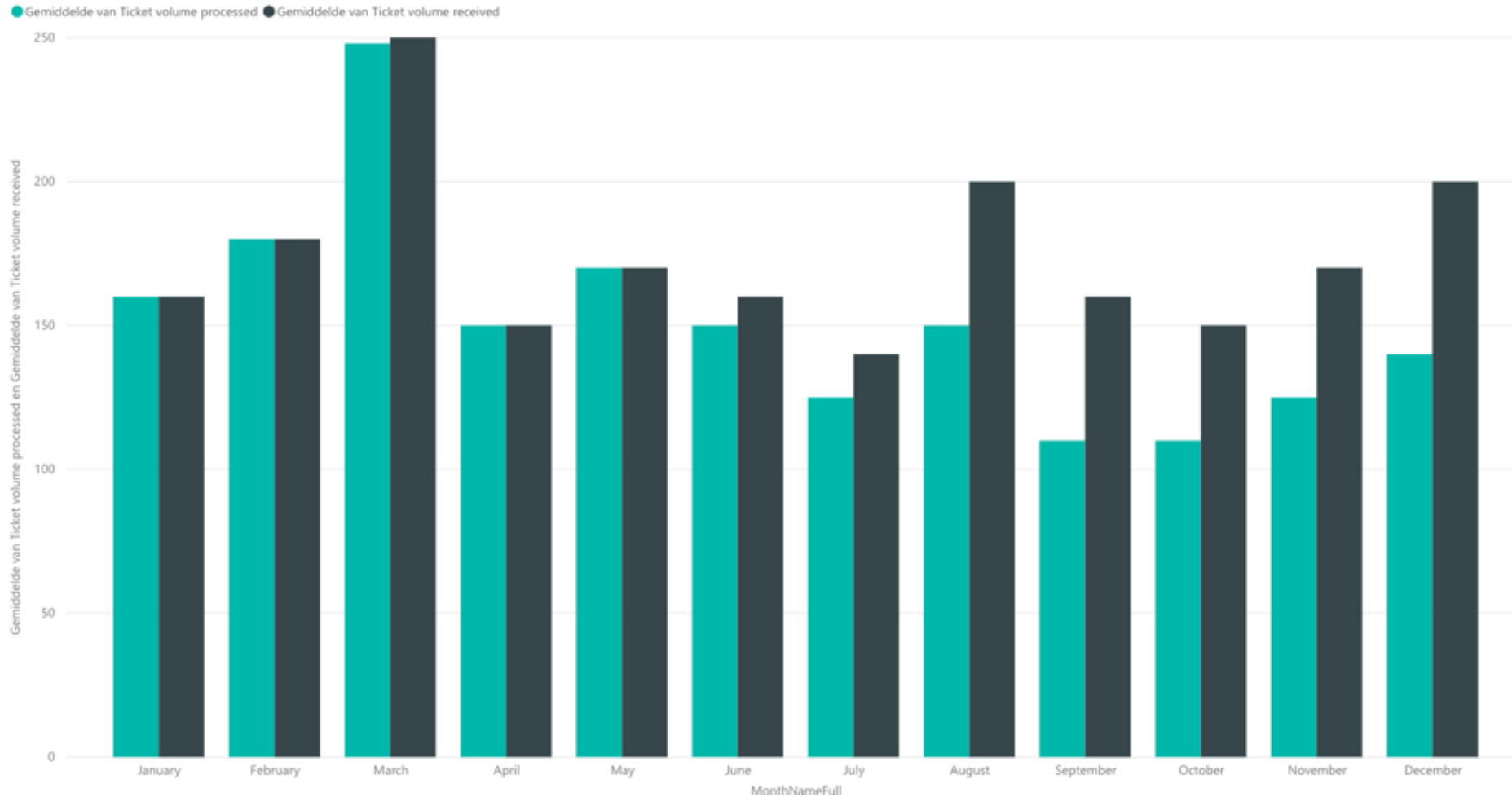




Artificial vs Human Intelligence

Context: Servicedesk Department: average tickets received and processed for a year

Gemiddelde van Ticket volume processed en Gemiddelde van Ticket volume received per MonthNameFull



ChatGPT



Service Desk Performance Analysis

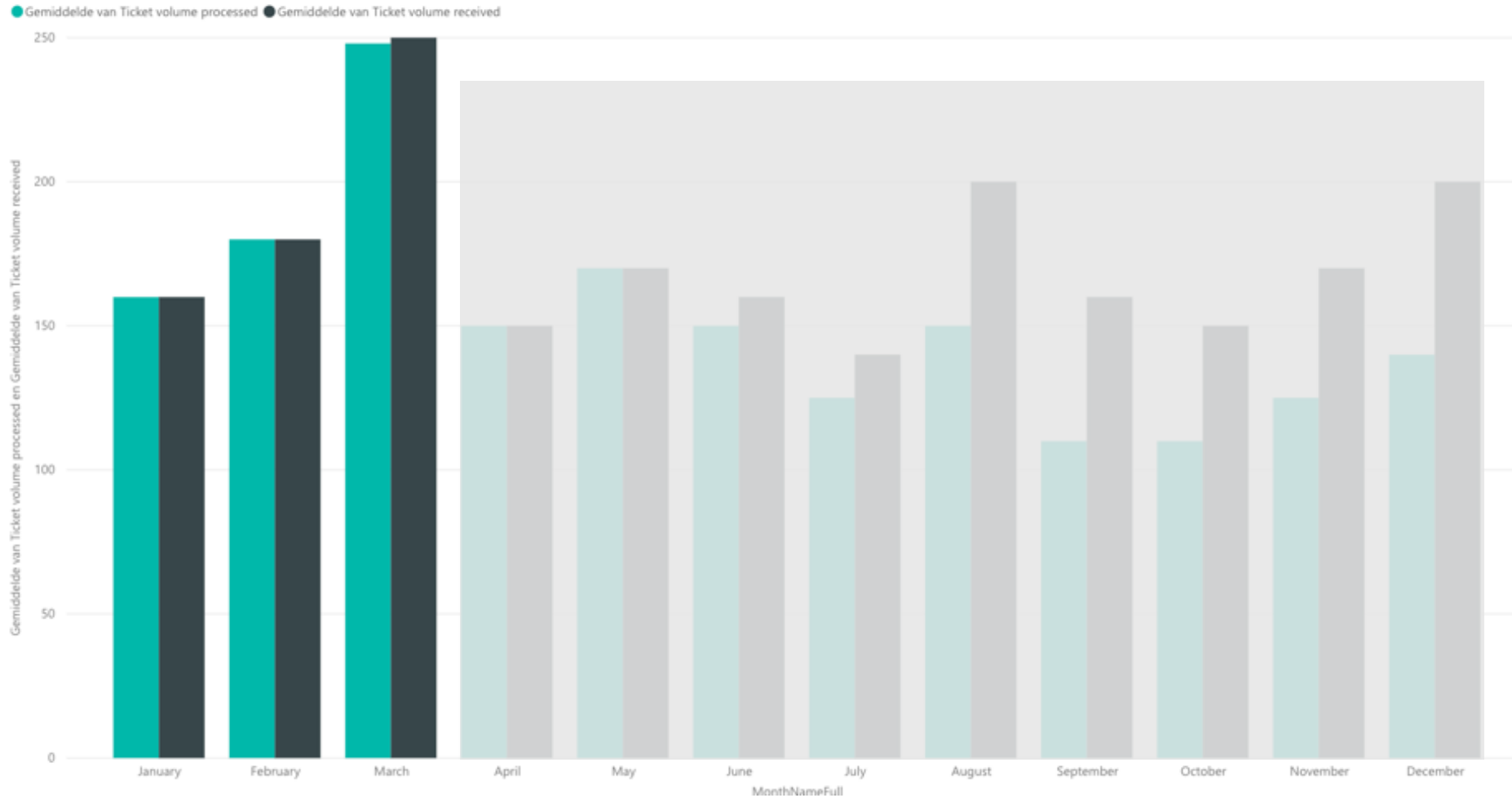


Average Tickets Received vs Processed (Yearly Overview)
By: ChatGPT

Monthly Ticket Volume Analysis

Q1: January to March

Gemiddelde van Ticket volume processed en Gemiddelde van Ticket volume received per MonthNameFull



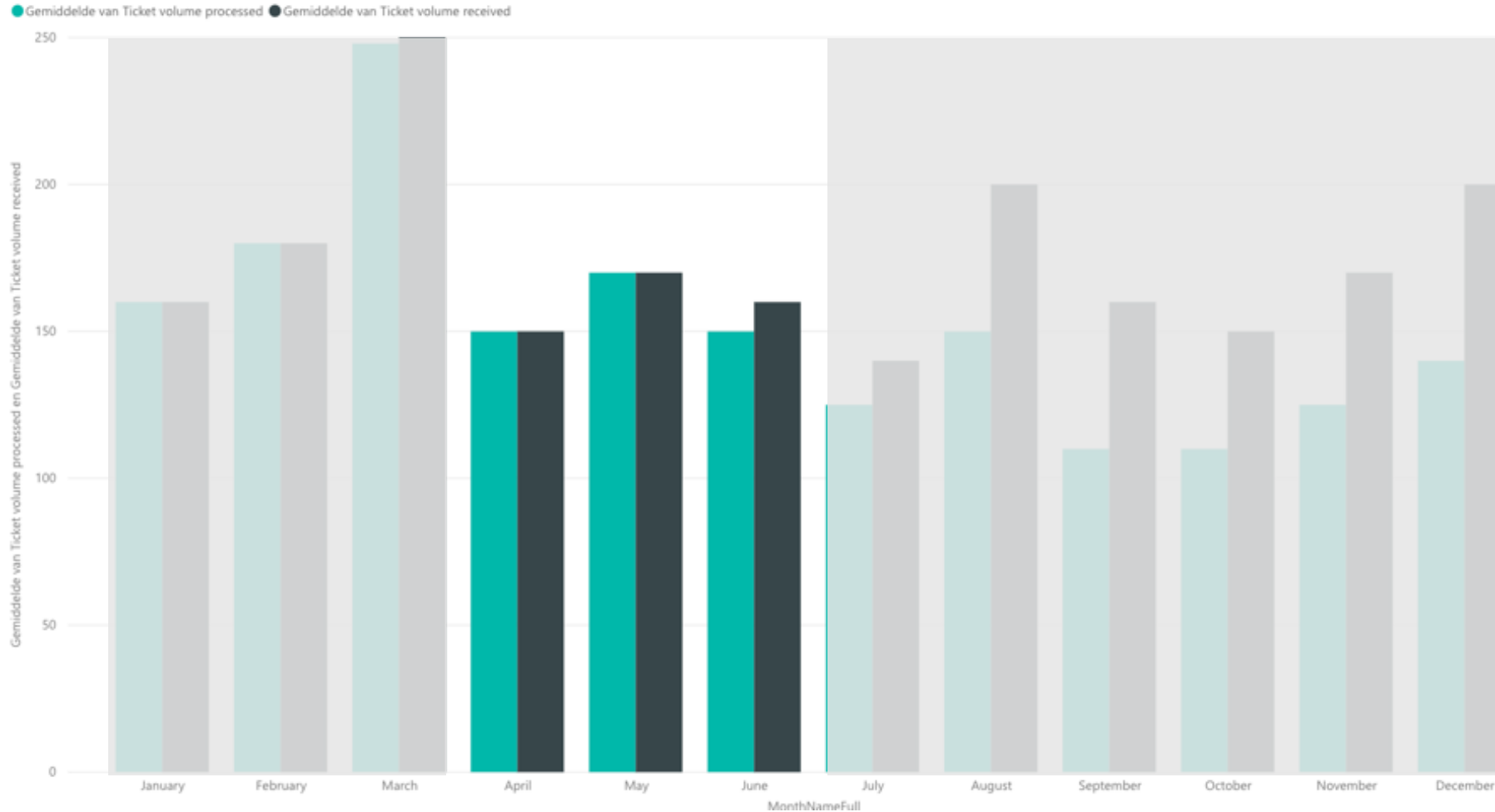
Januari – Februari
Tickets processed slightly higher than received

March
Significant spike for received tickets, highest for the year. Processed tickets increase but not as much.

Monthly Ticket Volume Analysis

Q2: April to June

Gemiddelde van Ticket volume processed en Gemiddelde van Ticket volume received per MonthNameFull



April
Substantial drop in both metrics from March. Processed tickets slightly higher

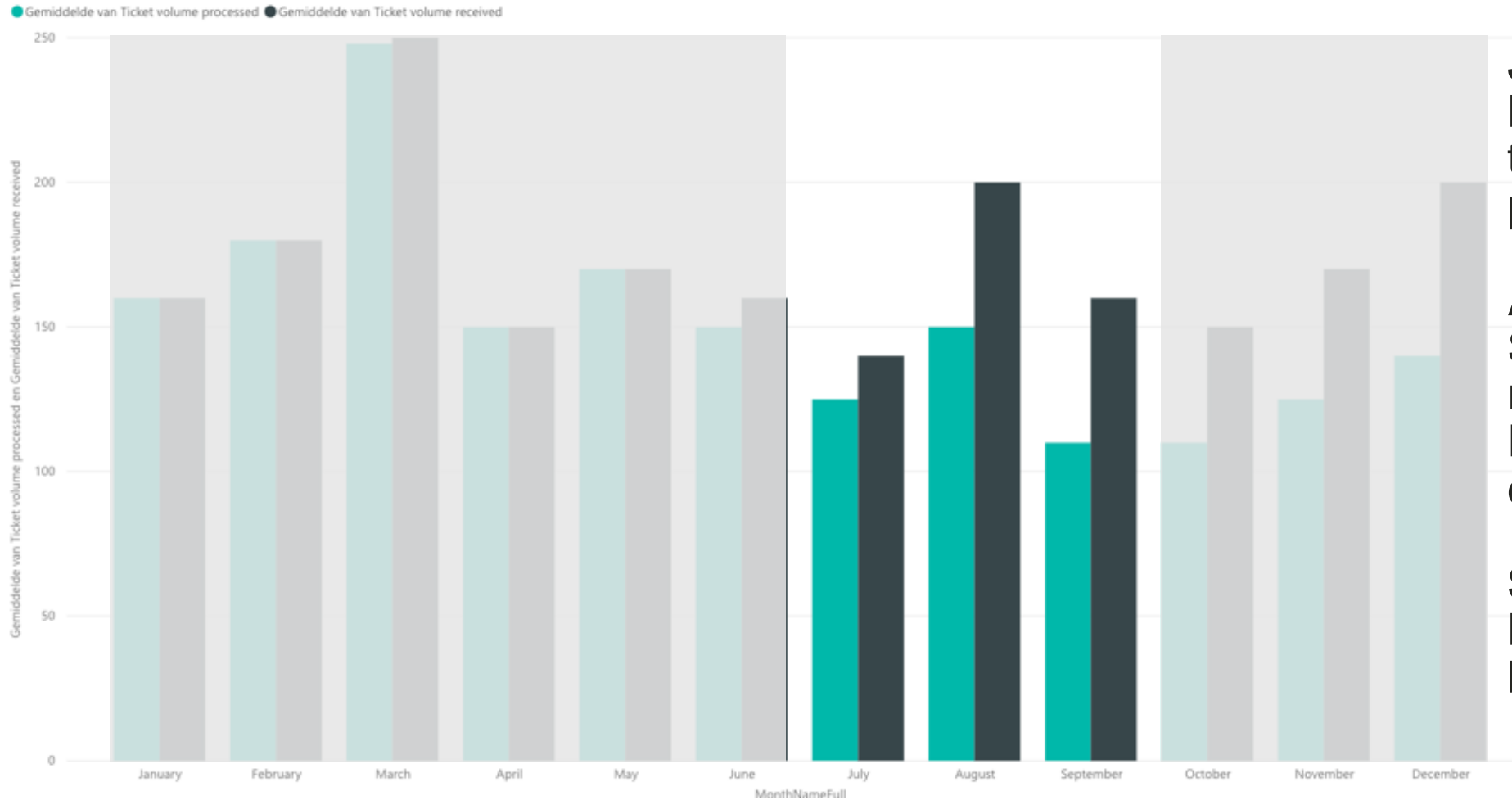
May
Stable levels for both received and processed tickets.

June
Tickets received higher than processed, indicating inefficient handling

Monthly Ticket Volume Analysis

Q3: July to September

Gemiddelde van Ticket volume processed en Gemiddelde van Ticket volume received per MonthNameFull



July

Lowest received tickets for the year, moderate processing.

August

Second highest peak in received tickets. Processing increases but doesn't match.

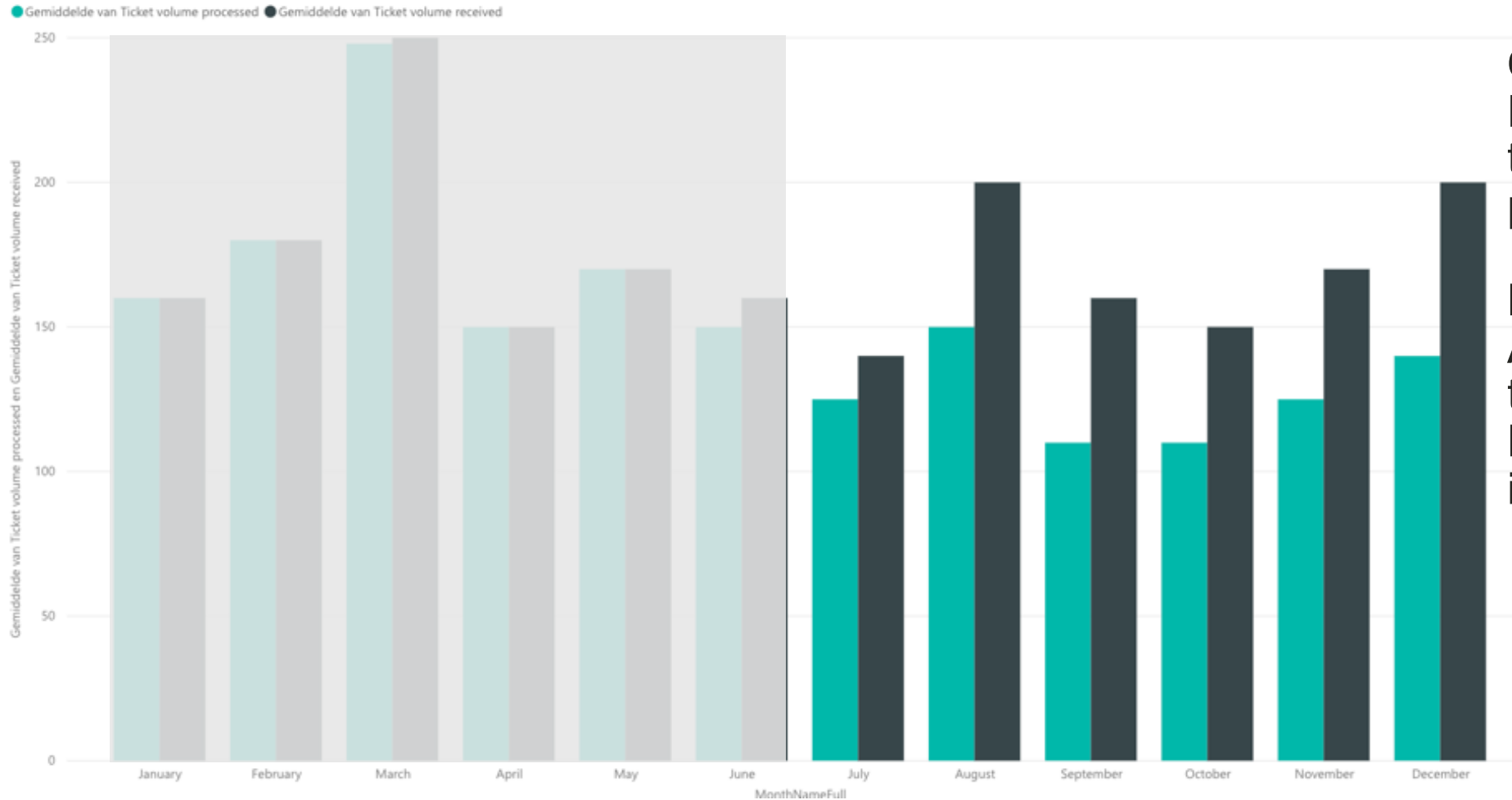
September

High received tickets, balanced processing rate.

Monthly Ticket Volume Analysis

Q4: October to December

Gemiddelde van Ticket volume processed en Gemiddelde van Ticket volume received per MonthNameFull



October and November
Processed tickets fewer than received, indicating potential backlog.

December
Another peak in received tickets, slightly lower than March. Processed tickets increase but not to match.

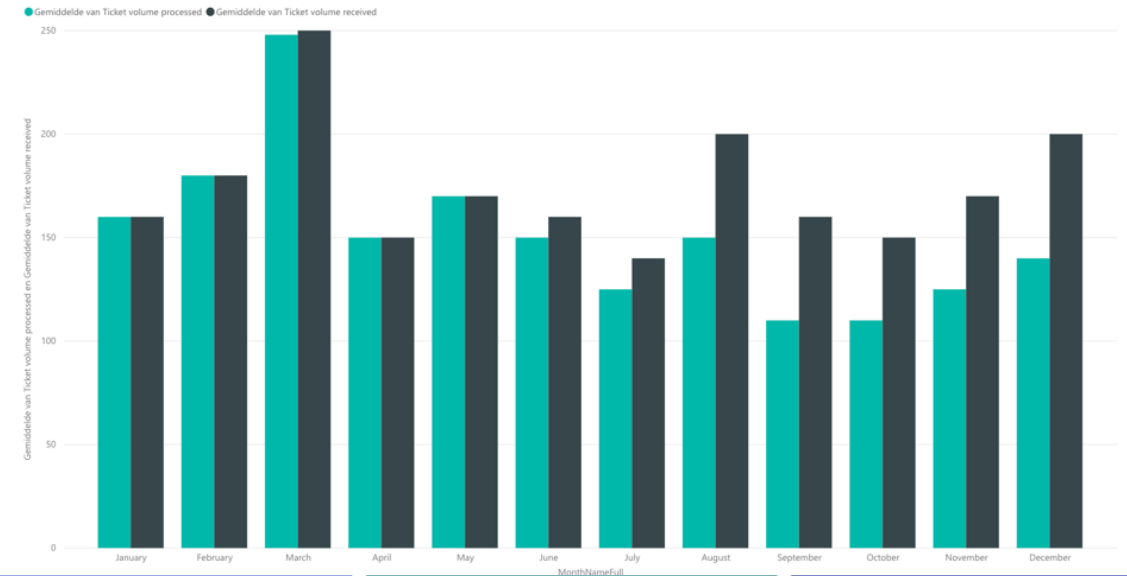


Monthly Ticket Volume Analysis

- The Service desk **generally processes** tickets **efficiently**, with processed volumes close to or exceeding received volumes **in most months**.
- **Peak demand** in **March, August, and December** indicates periods where **additional resources** may be **needed to maintain efficiency**.



Gemiddelde van Ticket volume processed en Gemiddelde van Ticket volume received per MonthNameFull



Service Desk Performance Analysis

Average Tickets Received vs Processed (Yearly Overview)
By: Bas Schuurmans

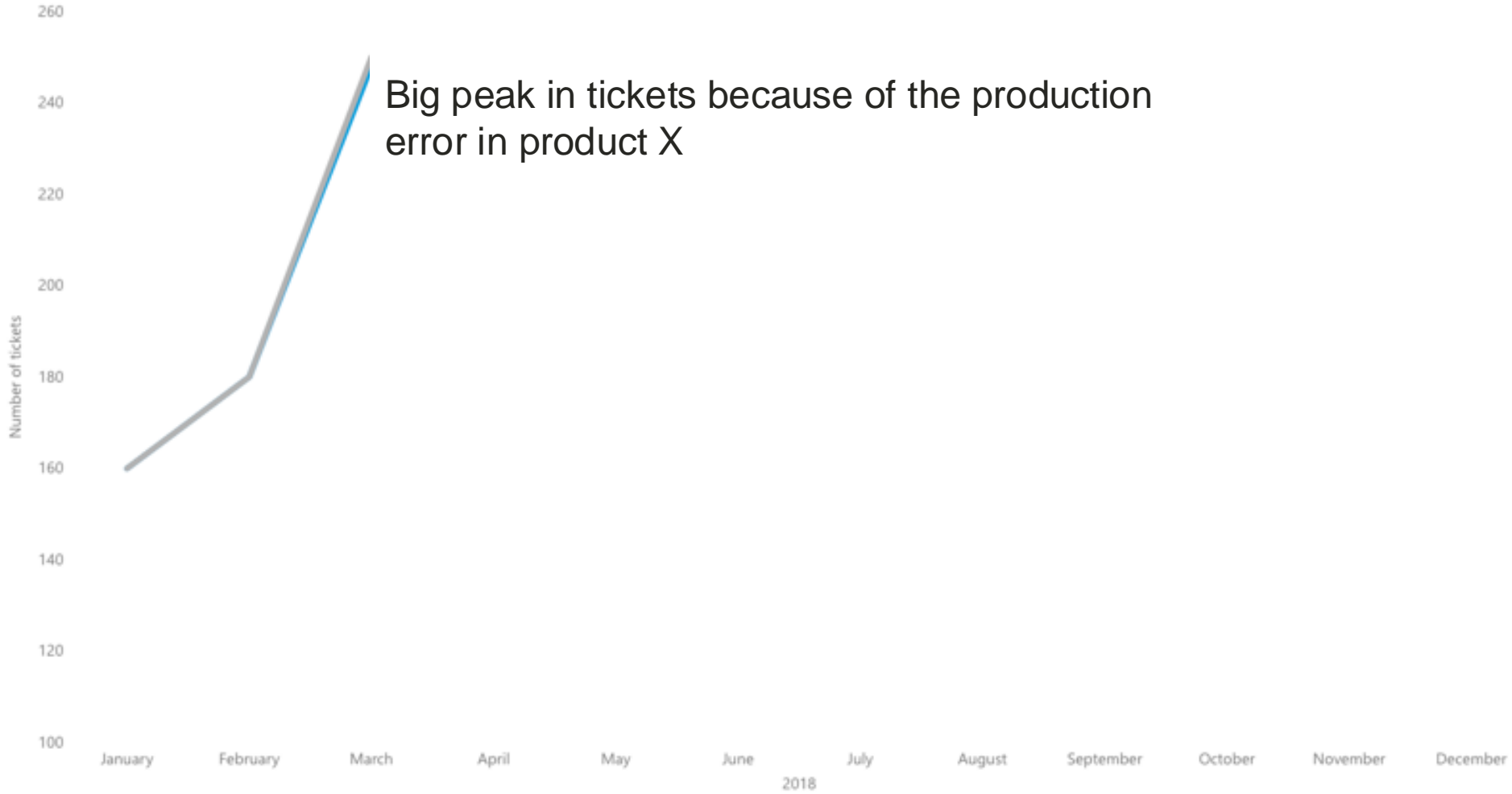
Monthly Ticket Volume Analysis

Tickets received Tickets processed



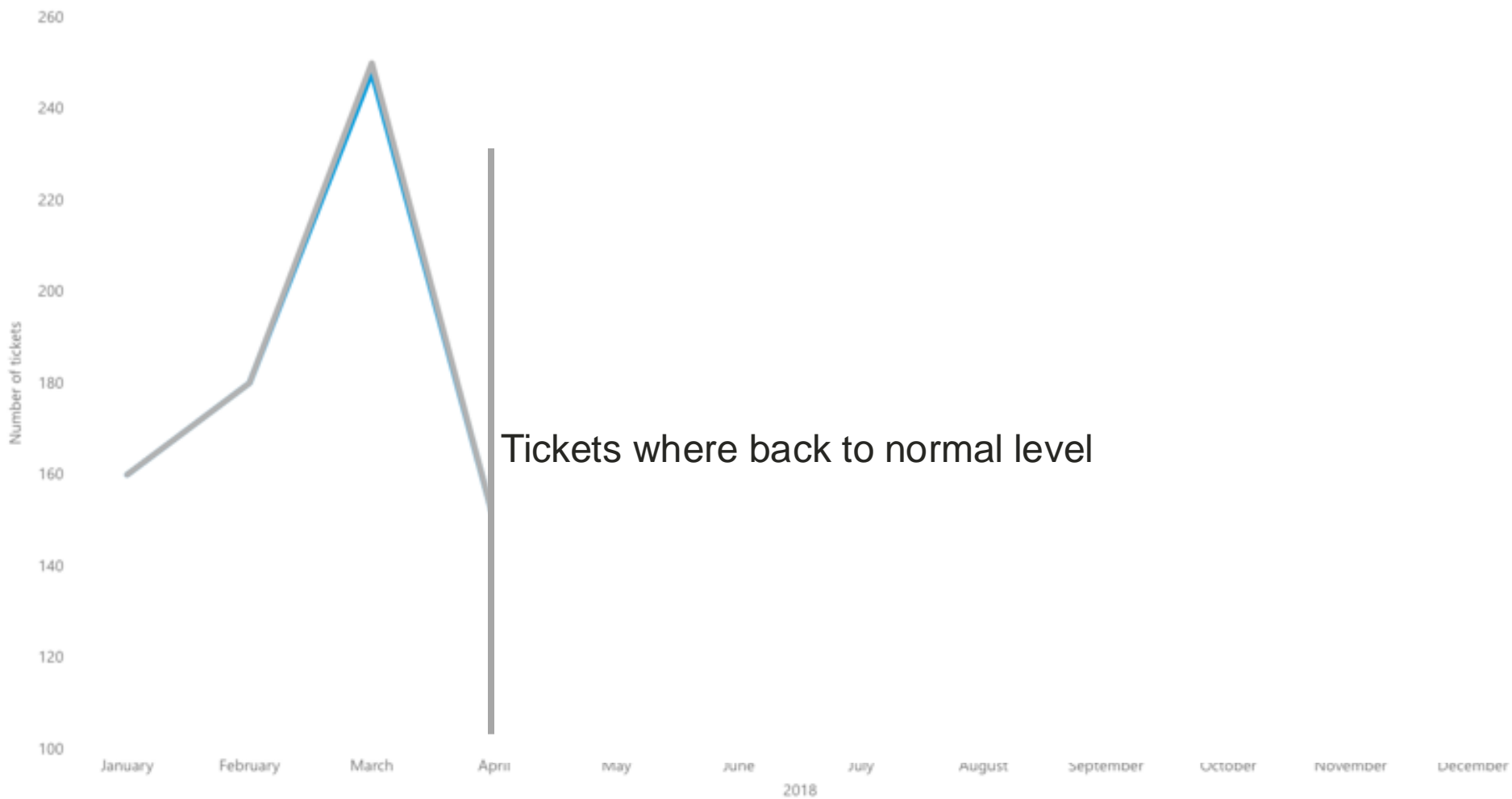
Monthly Ticket Volume Analysis

Tickets received Tickets processed



Monthly Ticket Volume Analysis

Tickets received Tickets processed



Monthly Ticket Volume Analysis

Tickets received Tickets processed



Monthly Ticket Volume Analysis

Tickets received Tickets processed

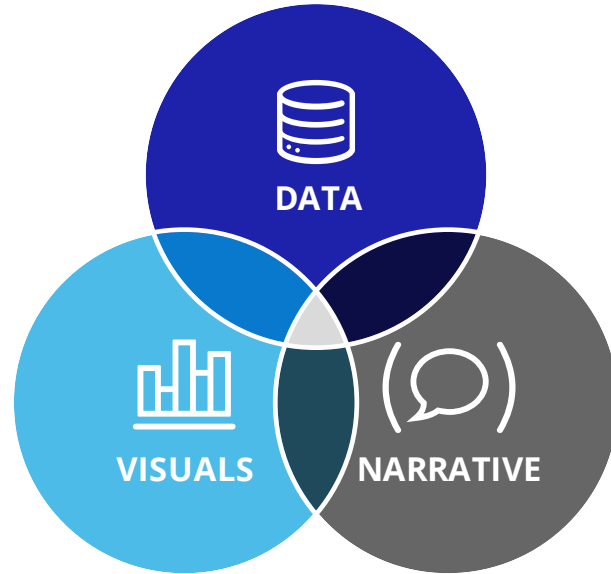


Monthly Ticket Volume Analysis

Tickets received Tickets processed



Monthly Ticket Volume Analysis



2 FTE needed

- Please approve the **hire of 2 FTE's**
- We have been **falling behind** since they left and **expect to fall back behind even more**



Case

SNEAKER FAQTORY



SNEAKER FAQTORY

- ✓ Corporate Identity
- ✓ Landing page
- ✓ Default page
- ✓ Transform Data
- ✓ Data Modeling



SNEAKER FAQTORY

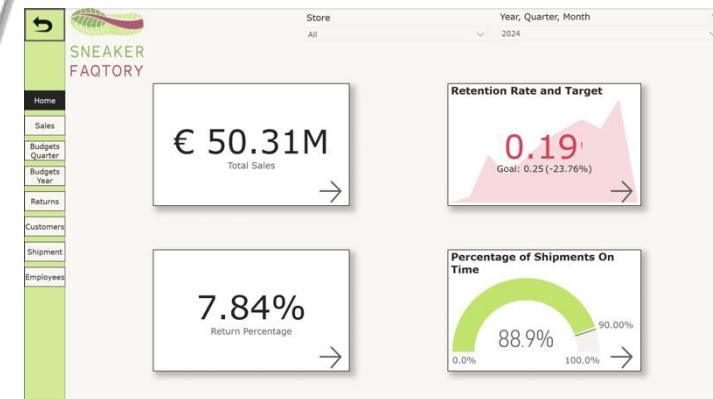
- ✓ DAX
- ✓ Landing page
- ✓ Report page
- ✓ Documentation
- ✓ Data Story Telling

Result



Result

Landingspage



Result Sales

Home

Sales
Budget
Returns
Customers
Shipments
Employees

Date: 1/1/2025 - 12/30/2025
StoreName: All
ProductName: All

Total Quantity
242K

Total Sales
€ 8M

€ Sales Over Time (euro's)

Drill-down for more details

Chart

Graph

€ Sales per store

| | |
|-----------|--------|
| Amsterdam | € 2.6M |
| Rome | € 1.5M |
| Webshop | € 1.4M |
| Madrid | € 1.0M |
| London | € 0.9M |
| Stockholm | € 0.4M |
| Warsaw | € 0.2M |

Quantity per product

| | |
|----------|-----|
| Sweatzy | 72K |
| Wove | 56K |
| Frove | 48K |
| Bootwear | 36K |
| Swoonix | 29K |

Per categorie | size for products

| Product Category | Bootwear | Frove | Sweatzy | Swoonix | Wove |
|------------------|---------------|---------------|---------------|--------------|---------------|
| Kids | 12,314 | 16,344 | 24,301 | 9,896 | 18,642 |
| Men | | | | | |
| 39 | 326 | 457 | 654 | 248 | 514 |
| 40 | 868 | 1,115 | 1,611 | 643 | 1,229 |
| 41 | 1,428 | 1,919 | 2,916 | 1,221 | 2,273 |
| 42 | 2,142 | 2,816 | 4,230 | 1,718 | 3,334 |
| 43 | 2,351 | 3,264 | 4,696 | 1,911 | 3,656 |
| 44 | 2,224 | 2,888 | 4,220 | 1,735 | 3,370 |
| 45 | 1,456 | 1,985 | 2,979 | 1,168 | 2,286 |
| 46 | 822 | 1,083 | 1,589 | 634 | 1,210 |
| 47 | 272 | 444 | 680 | 272 | 497 |

Home

Sales
Budget
Quarter
Year
Month

Store: All
Year, Quarter, Month: 2024

Sales Over Time (euro's)

Number of Pairs sold per Product Type

Sales per Store

List of Most Pairs Sold per Product

| Pairs Sold | Product Name | Product Color | Product Size | Product Category* |
|---------------|--------------|---------------|--------------|-------------------|
| 2036 | Sweatzy | Cyan | 40 | Women |
| 2002 | Sweatzy | Olive | 43 | Men |
| 1999 | Sweatzy | Navy | 40 | Women |
| 1997 | Sweatzy | Crimson | 40 | Women |
| 1994 | Sweatzy | Azure | 40 | Women |
| 1976 | Sweatzy | Coral | 43 | Men |
| 1965 | Sweatzy | Denim | 40 | Women |
| 1964 | Sweatzy | Baby Blue | 40 | Women |
| 1964 | Sweatzy | Olive | 40 | Women |
| 1862 | Sweatzy | Navy | 41 | Men |
| 861523 | | | | |

Result

Budget

Navigation: Sales | **Budget** | Returns | Customers | Shipments | Employees

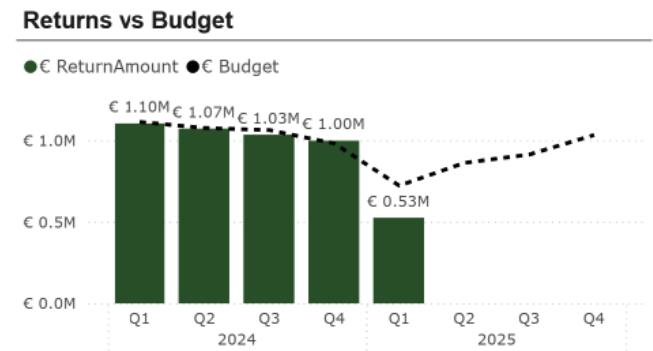
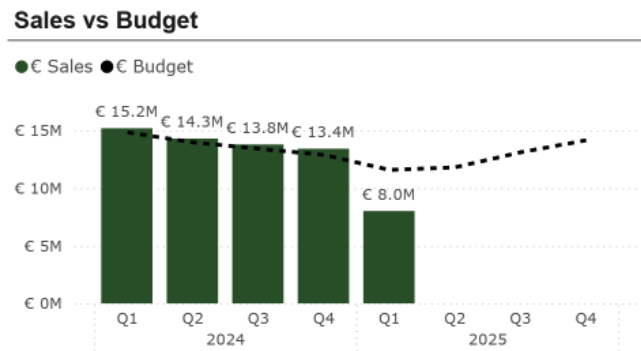
StoreName: All | ProductName: All

SNEAKER FACTORY

Behind

Stockholm
68 %
Returns

Amsterdam
66 %
Sales



By store

| | € Sales | € Budget | % Diff |
|----------------|--------------------|---------------------|------------|
| Warsaw (PL) | € 244,028 | € 320,000 | 76% |
| Stockholm (SE) | € 405,623 | € 571,000 | 71% |
| London (UK) | € 909,723 | € 1,313,000 | 69% |
| Madrid (ES) | € 962,685 | € 1,411,000 | 68% |
| Webshop | € 1,368,703 | € 1,958,000 | 70% |
| Rome (IT) | € 1,543,928 | € 2,076,000 | 74% |
| Amsterdam (NL) | € 2,579,649 | € 3,937,000 | 66% |
| Total | € 8,014,338 | € 11,586,000 | 69% |

By store

| | € ReturnAmount | € Budget | % Diff |
|----------------|---------------------|------------------|------------|
| Webshop | € 192,917.44 | € 260,000 | 74% |
| Amsterdam (NL) | € 131,299.49 | € 187,000 | 70% |
| Rome (IT) | € 78,358.57 | € 113,000 | 69% |
| Madrid (ES) | € 48,906.29 | € 64,000 | 76% |
| London (UK) | € 44,799.33 | € 56,000 | 80% |
| Stockholm (SE) | € 18,303.78 | € 27,000 | 68% |
| Warsaw (PL) | € 10,776.37 | € 15,000 | 72% |
| Total | € 525,361.27 | € 722,000 | 73% |

Sales vs Budget Ratio Over Time

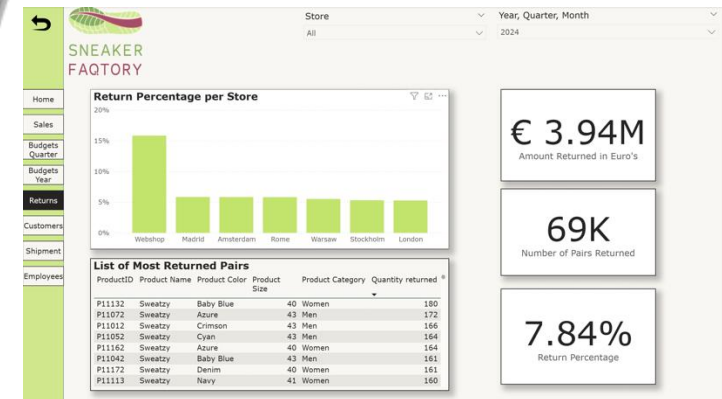
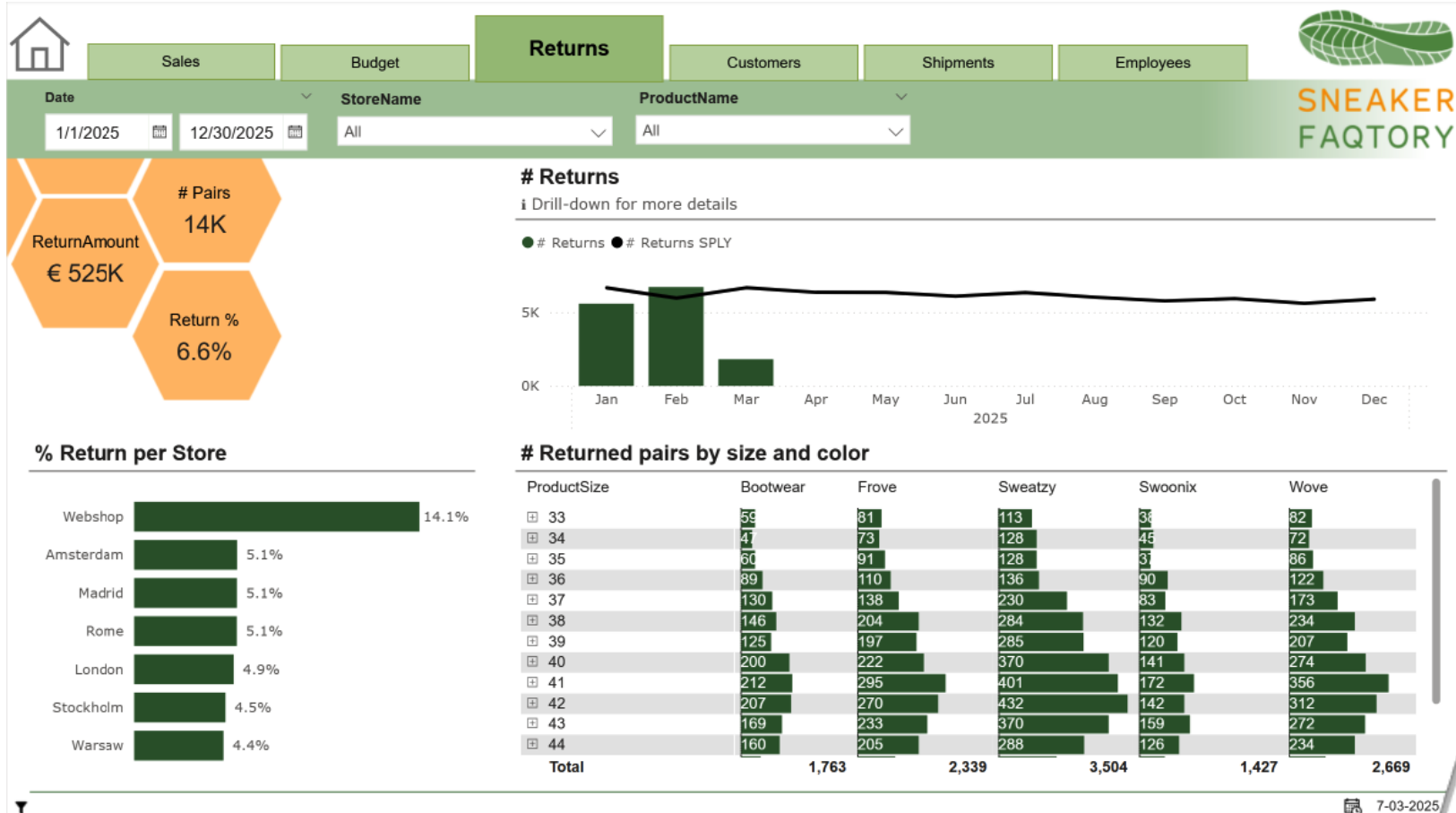
| Year | Quarter | Ratio |
|------|---------|-------|
| 2023 | Q1 | 1.02 |
| | Q2 | 1.04 |
| | Q3 | 1.02 |
| | Q4 | 1.03 |

Returns vs Budget per Store

| Store | Return Amount | Return Budget | Return vs Budget ratio |
|--------------|-----------------------|--------------------|------------------------|
| Amsterdam | € 840,379.97 | € 882,000 | 0.95 |
| London | € 341,955.12 | € 358,000 | 0.96 |
| Madrid | € 322,019.40 | € 317,000 | 1.02 |
| Rome | € 482,574.70 | € 495,000 | 0.97 |
| Stockholm | € 156,345.27 | € 163,000 | 0.96 |
| Warsaw | € 96,505.58 | € 97,000 | 0.99 |
| Webshop | € 1,674,560.52 | € 1,679,000 | 1.00 |
| Total | € 3,914,340.56 | € 3,991,000 | 0.98 |

Result

Returns



Result Customers

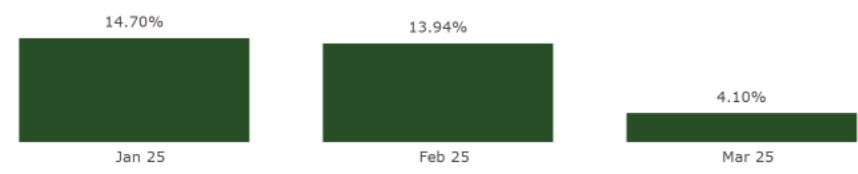
Home |
 Sales |
 Budget |
 Returns |
 Customers |
 Shipments |
 Employees

Date: 1/1/2025 to 12/30/2025 |
 StoreName: All |
 ProductName: All

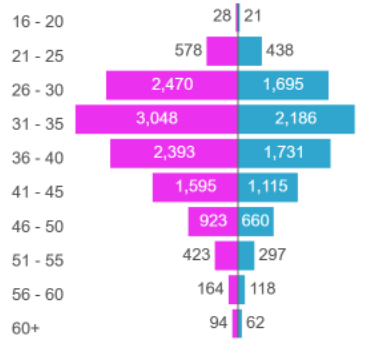
SNEAKER FAQTORY

Customers: **21K**
 RetentionRate: **31.84%**

% Retention Rate per Month



Customers by age and gender



List of New Customer Revenue Percentages of Total Revenue

| Year | Month | Returning Customer Revenue | New Customer Revenue | Sales | New revenue (%) |
|--------------|----------|----------------------------|----------------------|--------------------|-----------------|
| 2025 | January | € 3,239,583 | € 559,215 | € 3,798,798 | 14.72% |
| 2025 | February | € 2,876,243 | € 488,522 | € 3,364,764 | 14.52% |
| 2025 | March | € 729,538 | € 121,238 | € 850,776 | 14.25% |
| Total | | € 6,837,561 | € 1,176,778 | € 8,014,338 | 14.68% |

SNEAKER FAQTORY

Year, Quarter, Month: 2024

Home | Sales | Budgets | Returns | **Customers** | Shipments | Employees

Retention Rate per Month

94K Unique Customers

Retention Rate and Target: 0.19 (Goal: 0.25 (-23.76%))

List of New Customer Revenue Percentages of Total Revenue

| Year | Month | Returning Customer Revenue | New Customer Revenue | Sales | New revenue (%) |
|--------------|-----------|----------------------------|-----------------------|---------------------|-----------------|
| 2024 | January | € 4,424,725.17 | € 898,446.32 | € 5,323,171 | 16.88% |
| 2024 | February | € 3,882,077.56 | € 772,833.80 | € 4,654,911 | 16.60% |
| 2024 | March | € 4,372,236.92 | € 846,746.30 | € 5,219,083 | 16.26% |
| 2024 | April | € 4,023,423.98 | € 767,600.22 | € 4,791,024 | 16.02% |
| 2024 | May | € 4,068,489.22 | € 761,436.35 | € 4,829,926 | 15.76% |
| 2024 | June | € 3,976,583.90 | € 710,733.40 | € 4,687,315 | 15.16% |
| 2024 | July | € 3,968,476.12 | € 698,366.32 | € 4,666,842 | 14.90% |
| 2024 | August | € 3,975,173.64 | € 682,884.86 | € 4,658,059 | 14.66% |
| 2024 | September | € 3,795,430.63 | € 654,313.23 | € 4,449,744 | 14.70% |
| Total | | € 41,779,959.07 | € 8,534,519.13 | € 50,314,469 | 16.96% |

Result Shipments

Home
Sales
Budget
Returns
Customers
Shipments
Employees

Date: 1/1/2025 - 12/30/2025
StoreName: All
ProductName: All

Shipments
13.069K

% OnTime
89.1%

Number of Shipping, Send, and Order Days Too Late

● Shipping ● Send ● Delivery

| Month | Shipping | Send | Delivery |
|--------|----------|------|----------|
| Jan 25 | 1,048 | 366 | 682 |
| Feb 25 | 832 | 322 | 510 |
| Mar 25 | 192 | 80 | 112 |

% Late shipments

● 1 Day ● 2 Days ● 3+ Days

List of Late Orders

| OrderID | ShipmentID | OrderDate | Scheduled SendDate | Actual SendDate | Scheduled ArrivalDate | Actual ArrivalDate | ShippingDays TooLate |
|--------------|------------|-----------|--------------------|-----------------|-----------------------|--------------------|----------------------|
| O18076063 | SH10743223 | 07-Mar-25 | 10-Mar-25 | 10-Mar-25 | 12-Mar-25 | 14-Mar-25 | 2 |
| O18076488 | SH10743216 | 07-Mar-25 | 10-Mar-25 | 10-Mar-25 | 12-Mar-25 | 14-Mar-25 | 2 |
| O18076789 | SH10743231 | 07-Mar-25 | 10-Mar-25 | 10-Mar-25 | 12-Mar-25 | 14-Mar-25 | 2 |
| O18061162 | SH10742569 | 04-Mar-25 | 05-Mar-25 | 11-Mar-25 | 07-Mar-25 | 13-Mar-25 | 4 |
| O18065685 | SH10742927 | 05-Mar-25 | 06-Mar-25 | 11-Mar-25 | 10-Mar-25 | 13-Mar-25 | 3 |
| O18065833 | SH10742825 | 05-Mar-25 | 06-Mar-25 | 11-Mar-25 | 10-Mar-25 | 13-Mar-25 | 3 |
| O18066265 | SH10742836 | 05-Mar-25 | 06-Mar-25 | 11-Mar-25 | 10-Mar-25 | 13-Mar-25 | 3 |
| O18066702 | SH10742796 | 05-Mar-25 | 06-Mar-25 | 11-Mar-25 | 10-Mar-25 | 13-Mar-25 | 3 |
| O18066950 | SH10742755 | 05-Mar-25 | 06-Mar-25 | 11-Mar-25 | 10-Mar-25 | 13-Mar-25 | 3 |
| O18070539 | SH10742996 | 06-Mar-25 | 07-Mar-25 | 11-Mar-25 | 11-Mar-25 | 13-Mar-25 | 2 |
| O18070745 | SH10743037 | 06-Mar-25 | 07-Mar-25 | 11-Mar-25 | 11-Mar-25 | 13-Mar-25 | 2 |
| O18070782 | SH10742953 | 06-Mar-25 | 07-Mar-25 | 11-Mar-25 | 11-Mar-25 | 13-Mar-25 | 2 |
| Total | | | | | | | 2,072 |

7-03-2025

Home
Sales
Budget
Returns
Customers
Shipments
Employees

Year, Quarter, Month
Multiple selections

Number of Shipping, Send, and Order Days Too Late

● Shipping ● Send ● Delivery

Percentage of Orders on Time

80.6%

Goal: 90.00% (-10.42%)

List of Late Orders

| OrderID | Shipping Days Too Late |
|--------------|------------------------|
| O16162108 | 8 |
| O16659535 | 8 |
| O15634353 | 7 |
| O18511891 | 7 |
| O16660070 | 7 |
| O15408400 | 6 |
| ... | ... |
| Total | 36584 |

Percentage 1 Day Late

6.4%

0.0% - 8.2%

Percentage 2 Days Late

1.4%

0.0% - 8.2%

Percentage 3+ Days Late

0.4%

0.0% - 8.2%

Result Employees

Home

Sales
Budget
Returns
Customers
Shipments
Employees

Date: 1/1/2025 - 12/30/2025

StoreName: All

ProductName: All

Employees with sales by country

| Country | # Employees |
|----------------|-------------|
| Netherlands | 60 |
| United Kingdom | 41 |
| Italy | 35 |
| Spain | 26 |
| Sweden | 21 |
| Poland | 14 |

Employees sales details

| Full Name | Sales | Employee Sales % | # Orders |
|---------------------|--------------------|------------------|----------------|
| Eliza Snelleman | € 128,712 | 1.61% | 2,479 |
| Shaquille Verloop | € 125,274 | 1.56% | 2,328 |
| Leco Reekers | € 119,145 | 1.49% | 2,364 |
| Frydrych Nowakowski | € 115,787 | 1.44% | 2,246 |
| Milwida Cardona | € 115,463 | 1.44% | 2,309 |
| Peter Burns | € 114,030 | 1.42% | 2,136 |
| Freddie Wheeler | € 113,794 | 1.42% | 2,202 |
| Chantal Lukkien | € 113,534 | 1.42% | 2,271 |
| Lilly Faulkner | € 112,460 | 1.40% | 2,197 |
| Celia van der Kloet | € 112,241 | 1.40% | 2,209 |
| Lokman van der Hoek | € 111,446 | 1.39% | 2,105 |
| Roberta Oquendo | € 108,204 | 1.35% | 2,123 |
| Tirza Honsbeek | € 105,796 | 1.32% | 2,095 |
| Nilesh Smulders | € 103,518 | 1.29% | 1,974 |
| Erica van de Ree | € 103,458 | 1.29% | 2,000 |
| Dyta Jasińska | € 100,876 | 1.26% | 1,963 |
| Astrid Sundberg | € 98,882 | 1.23% | 1,945 |
| Terrence Rooker | € 97,678 | 1.22% | 1,818 |
| Elsina Hulsegge | € 94,841 | 1.18% | 1,847 |
| Famke Traa | € 94,107 | 1.17% | 1,924 |
| Agathe Johnsen | € 90,184 | 1.13% | 1,863 |
| Bahía Guillén | € 88,242 | 1.10% | 1,836 |
| Enrique Pullen | € 84,245 | 1.05% | 1,620 |
| Total | € 6,645,636 | 82.92% | 155,847 |

Avg Years: 7.18

Employees: 197

Average Salary by Function

| Function | Average Salary |
|-------------------|----------------|
| Manager | 5.9K |
| Salesperson | 4.0K |
| Assistant Manager | 2.2K |

7-03-2025

Home

Sales
Budgets
Returns
Customers
Shipments
Employees

Store: All

Year, Quarter, Month: 2024

Unique Employees With Sales per Country

187

Unique Employees With Sales

6.99

Average Years Employed

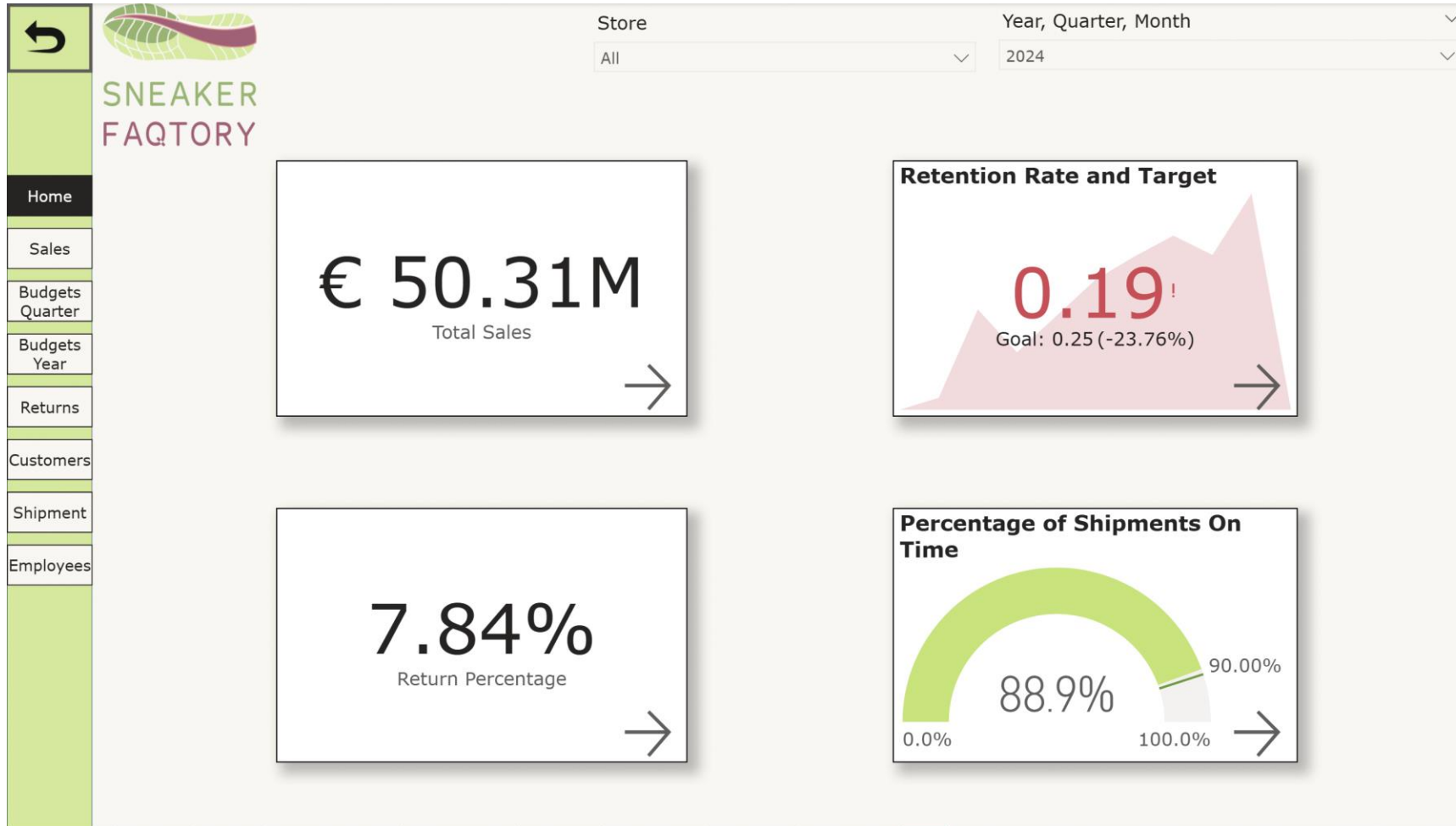
List of Employees with Highest Number of Orders

| Full Name | Sales | Employee Sales % | Number of Orders |
|--------------------|------------------------|------------------|------------------|
| Amber Horton | € 554,257.43 | 1.10% | 9140 |
| Nicholas Kaur | € 431,993.66 | 0.86% | 7112 |
| Haina Olszewska | € 408,201.75 | 1.17% | 7052 |
| Claudia Henriksson | € 577,879.40 | 1.15% | 6973 |
| Lovis Berg | € 534,986.06 | 1.06% | 6439 |
| Will Sandström | € 531,435.55 | 1.06% | 6381 |
| Pernilla Magnusson | € 525,262.45 | 1.04% | 6252 |
| Zachary Herbert | € 372,695.59 | 0.74% | 6139 |
| Branka Paesen | € 597,438.19 | 1.01% | 6056 |
| Total | € 39,637,307.75 | 78.78% | 528825 |

Average Salary by Function

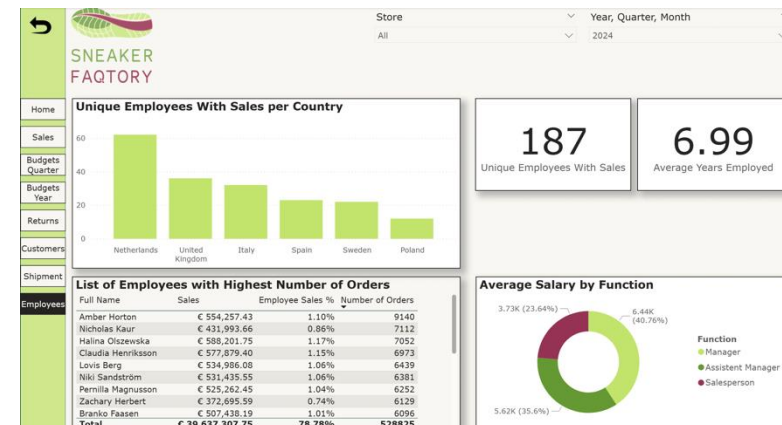
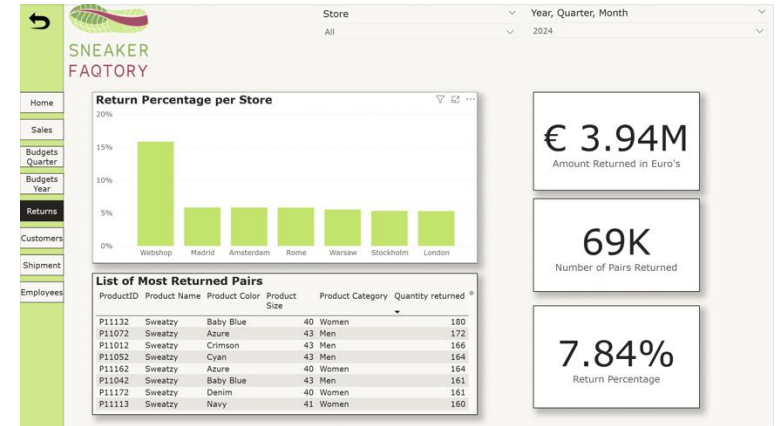
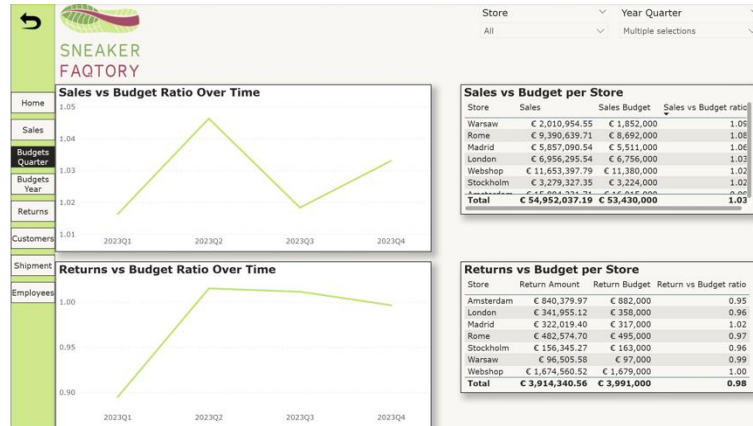
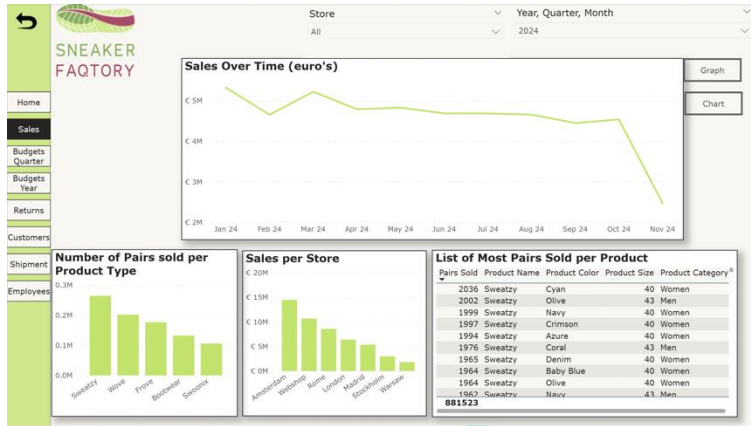
Result

Landingspage



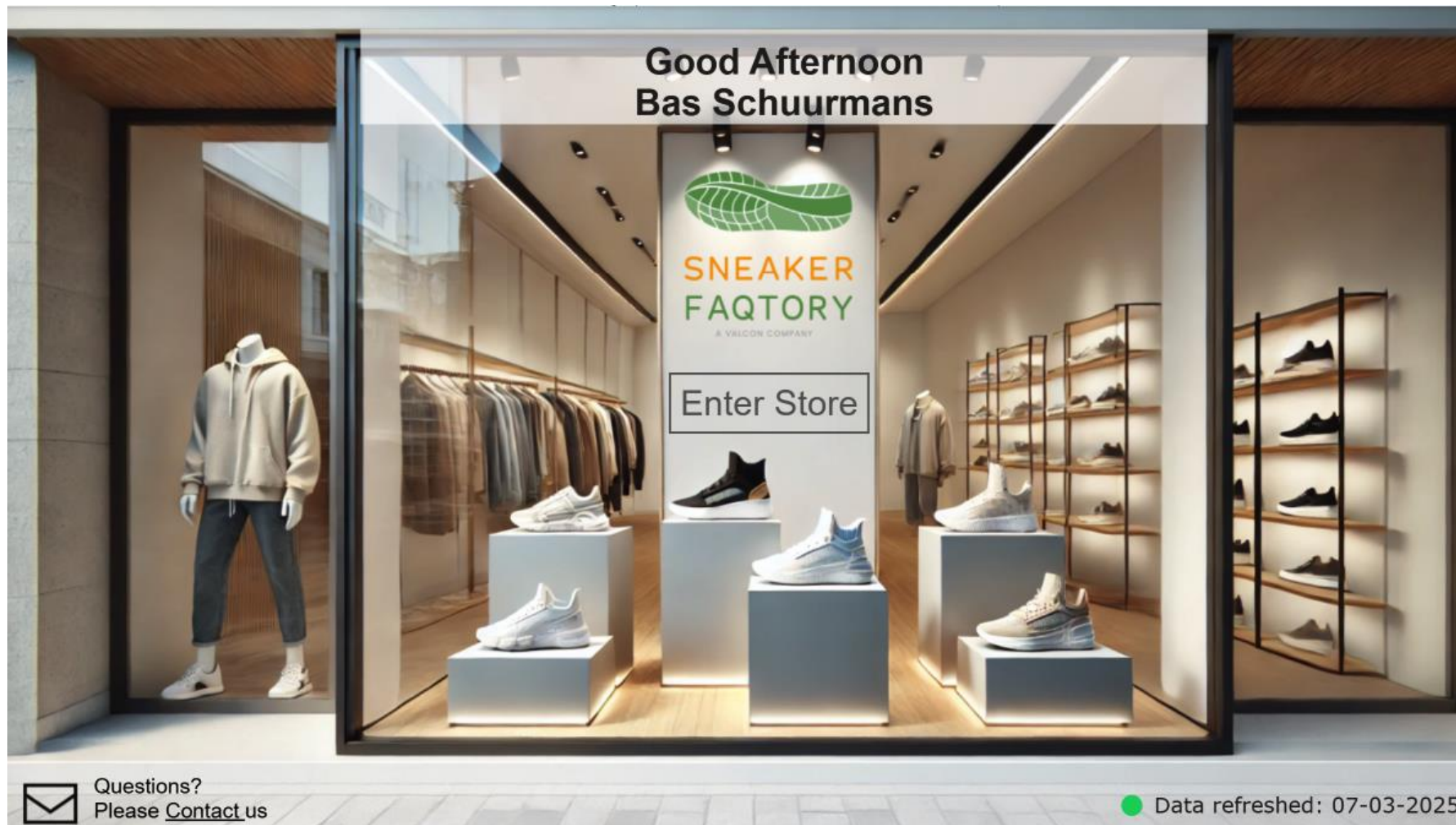
Case

SNEAKER FAQTRY OLD



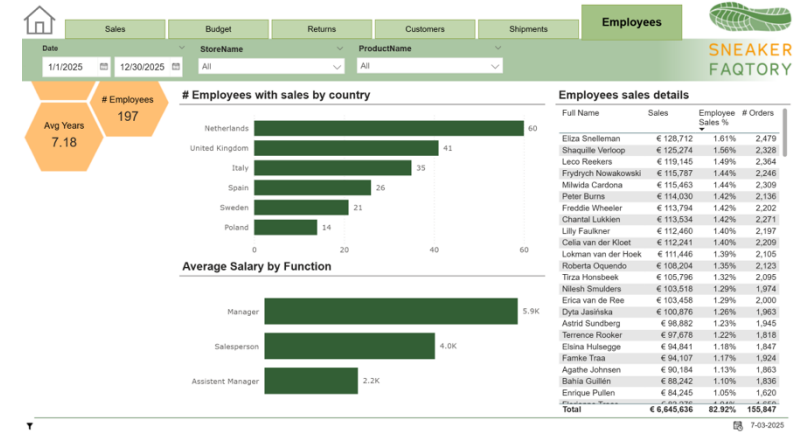
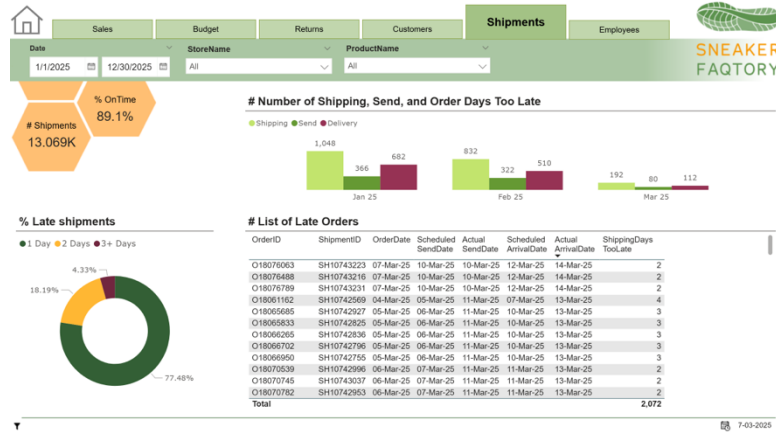
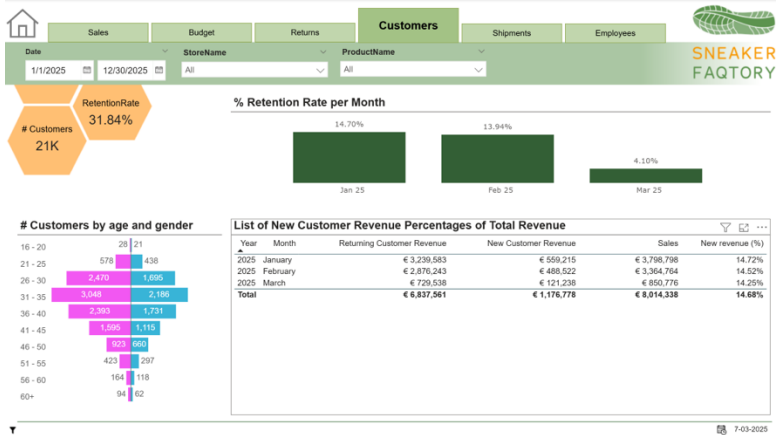
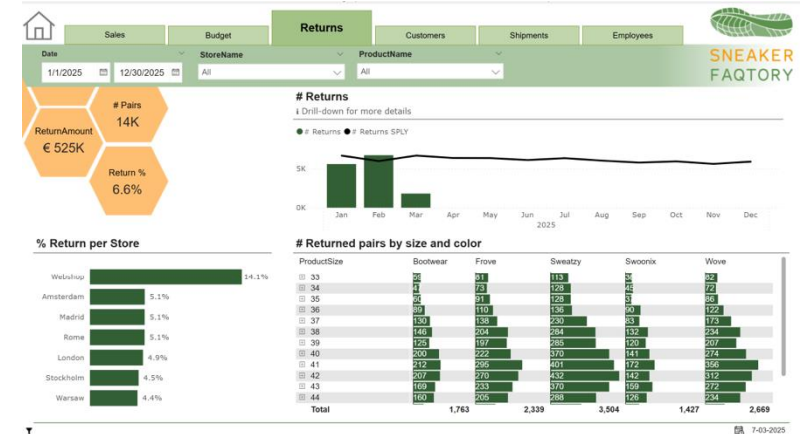
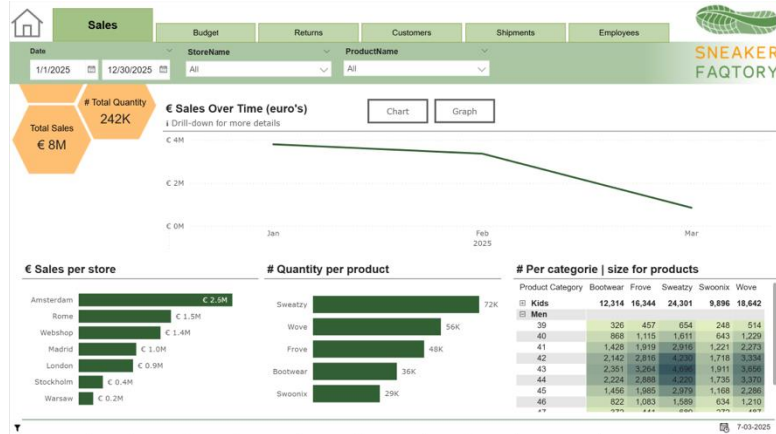
Case

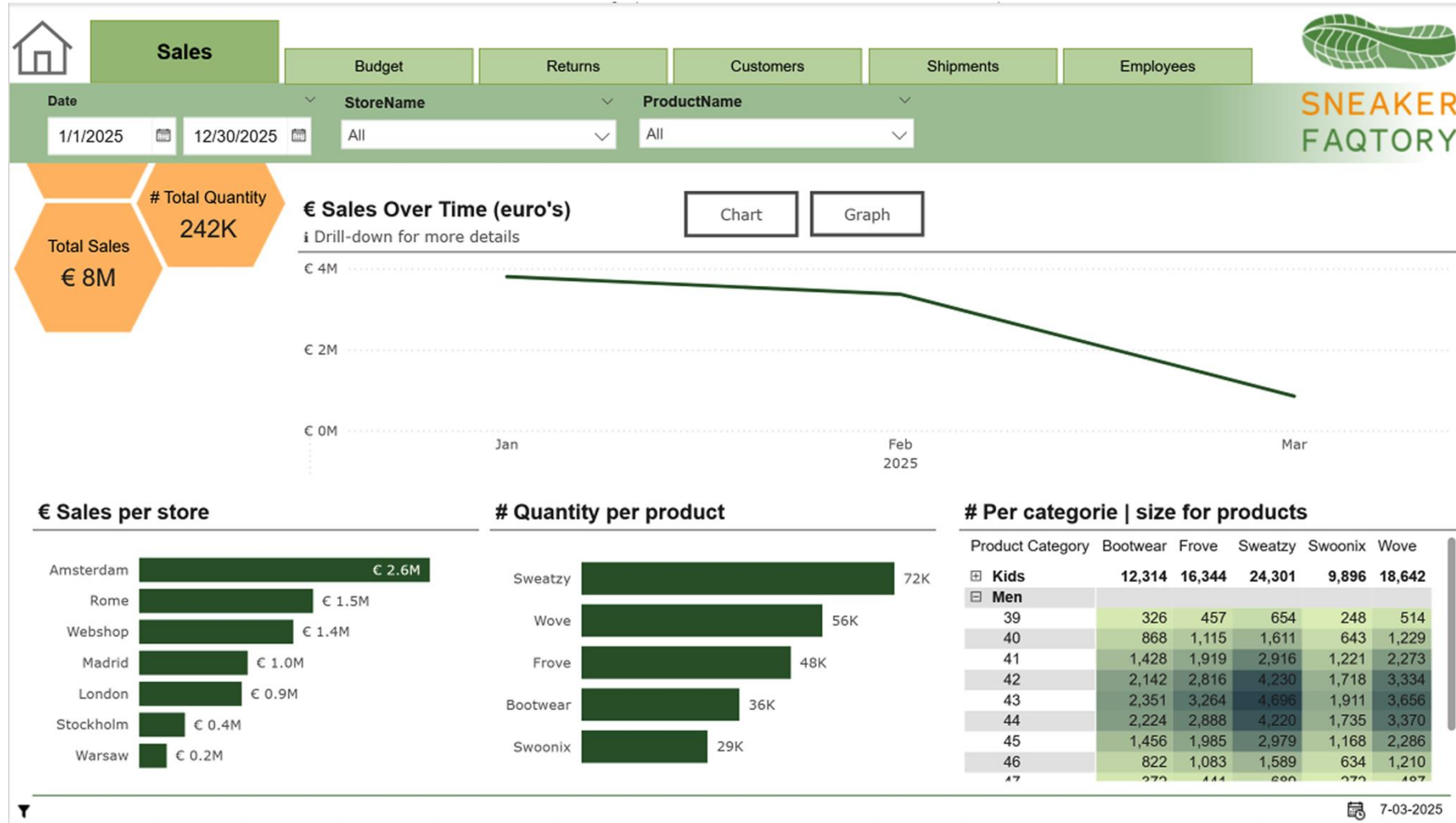
SNEAKER FAQTORY NEW



Case

SNEAKER FACTORY NEW







Attention Insight

Attention



Clarity Score ⓘ



Focus Score ⓘ



Moderate Difficulty ⓘ

AI-generated attention heatmaps show which elements in your design are most likely to be noticed by your users. Previously gathered eye tracking data is used to mimic human vision and predict where people look.

Percentage of Attention is a percentage calculated for a specific Area of Interest that shows how much user's attention that area gets.

These heatmaps show eye movement data and not clicks like mouse tracking heatmaps.



Attention Insight

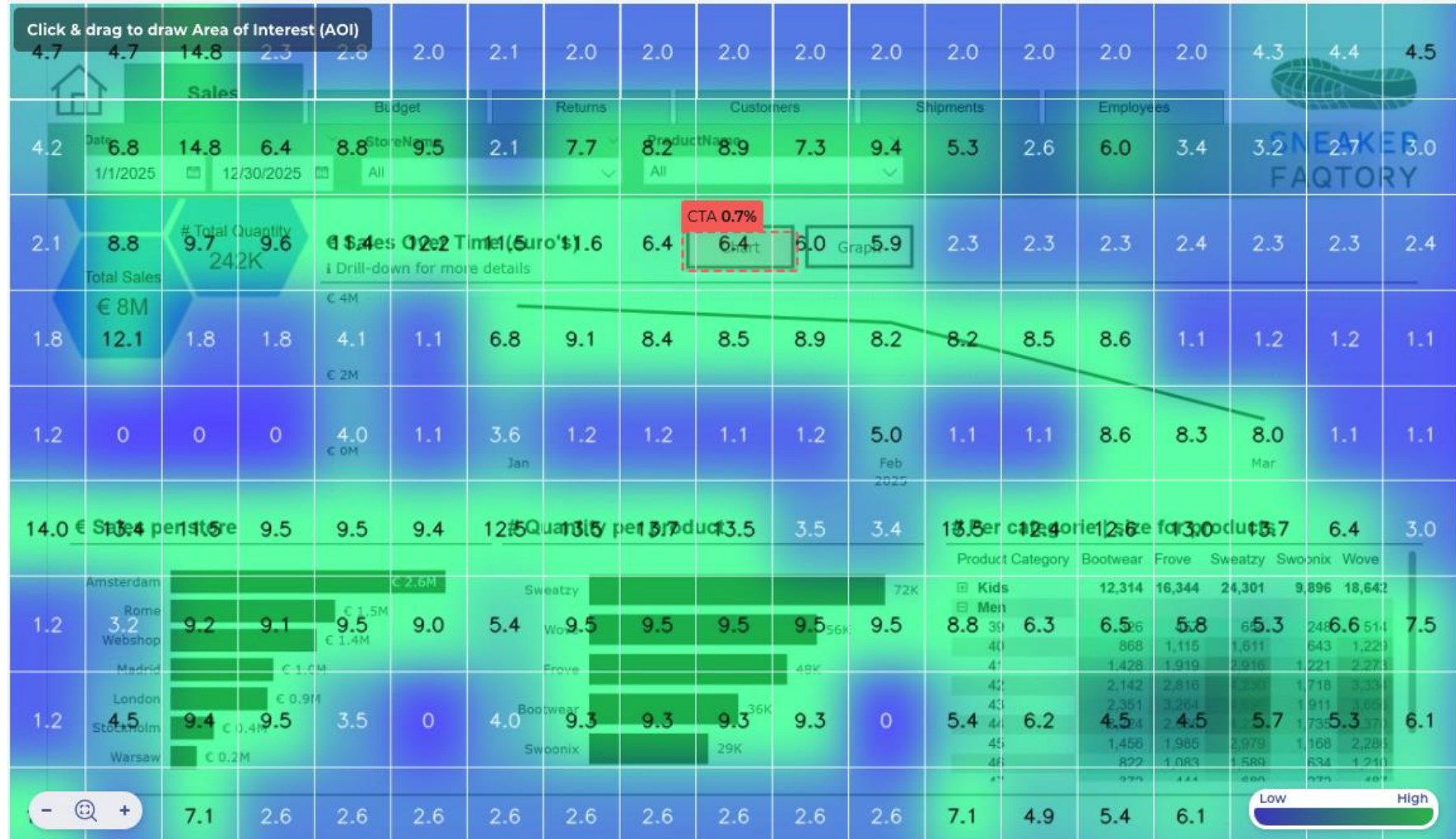
Focus





Attention Insight

Contrast





Attention Insight





Attention Insight

Areas of Interest

| | | |
|------------|-------|---|
| Data | 49.2% | 🔗 |
| Data | 10.1% | 🔗 |
| Subheading | 2.2% | 🔗 |
| Heading | 3.1% | 🔗 |
| Heading | 16.6% | 🔗 |
| KPI | 3.1% | 🔗 |
| Filters | 3.5% | 🔗 |
| Logo | 3.9% | 🔗 |
| Menu | 0.7% | 🔗 |
| CTA | 0.7% | 🔗 |

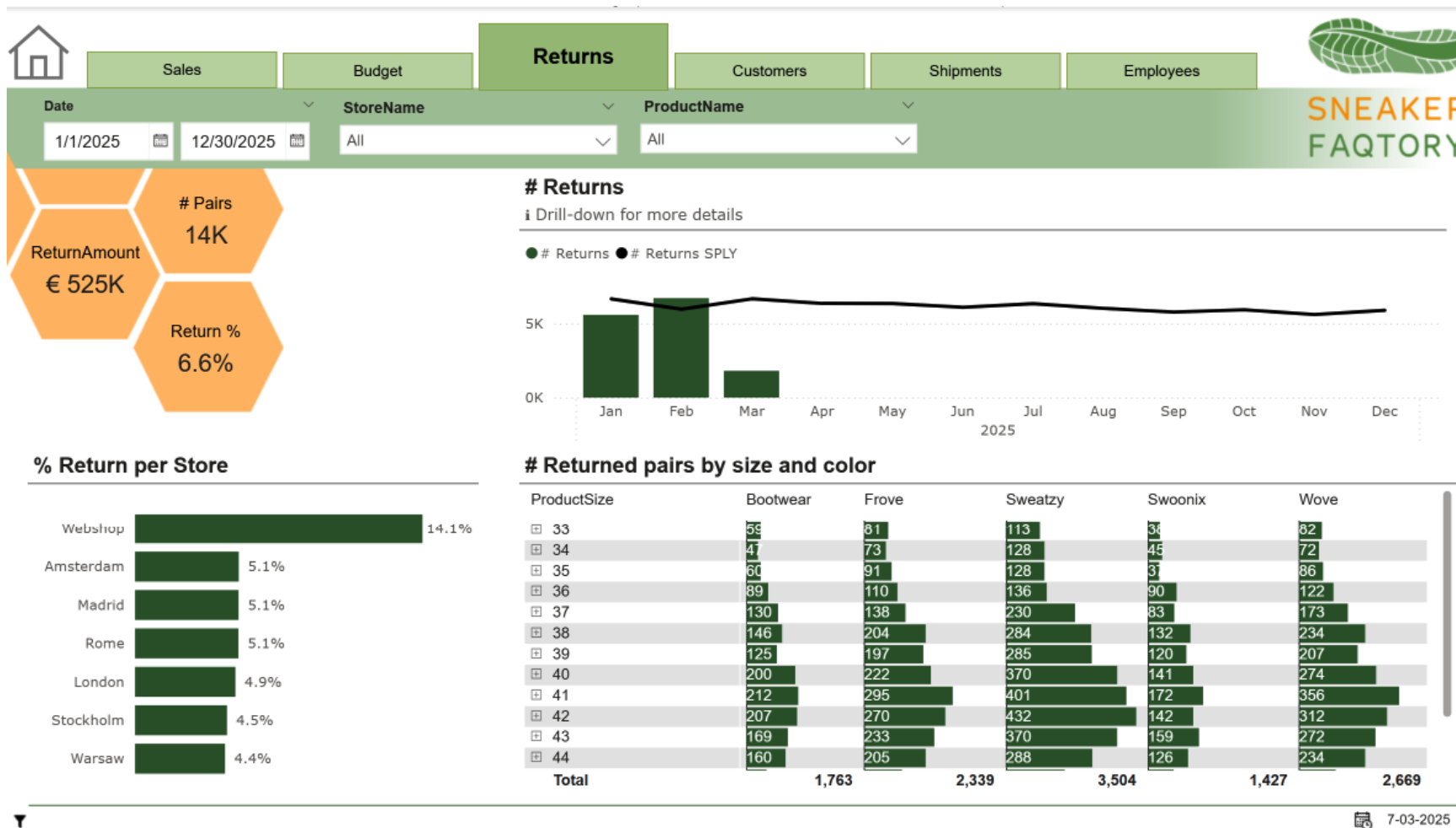
How to improve attention?
Get AI recommendations for this element.

The screenshot shows a Power BI dashboard with a central KPI card. The KPI card displays 'Total Sales € 8M' and '# Total Quantity 242K'. An AI recommendation window is overlaid on the KPI card, providing the following advice:

AI recommendation for KPI

- Increase Size and Contrast:** Enlarge the KPI element and use a bolder font to make it more prominent. Increase contrast between the text and background for better readability.
- Use Color Psychology:** Apply a more vibrant or contrasting color to the KPI element to draw attention. Consider using a color that aligns with the brand but stands out from the rest of the page.
- Add Visual Cues:** Incorporate arrows or icons pointing towards the KPI to guide the viewer's eye. This can help in directing attention to the element.
- Position Strategically:** Place the KPI element in a more central or top-left position, as these areas typically receive more attention.
- Interactive Elements:** Introduce hover effects or animations to make the KPI interactive, encouraging users to engage with it and increasing its visibility.

Content was generated with AI, it may contain errors or inaccuracies





Attention Insight

Attention



Clarity Score ⓘ



Moderate Difficulty ⓘ

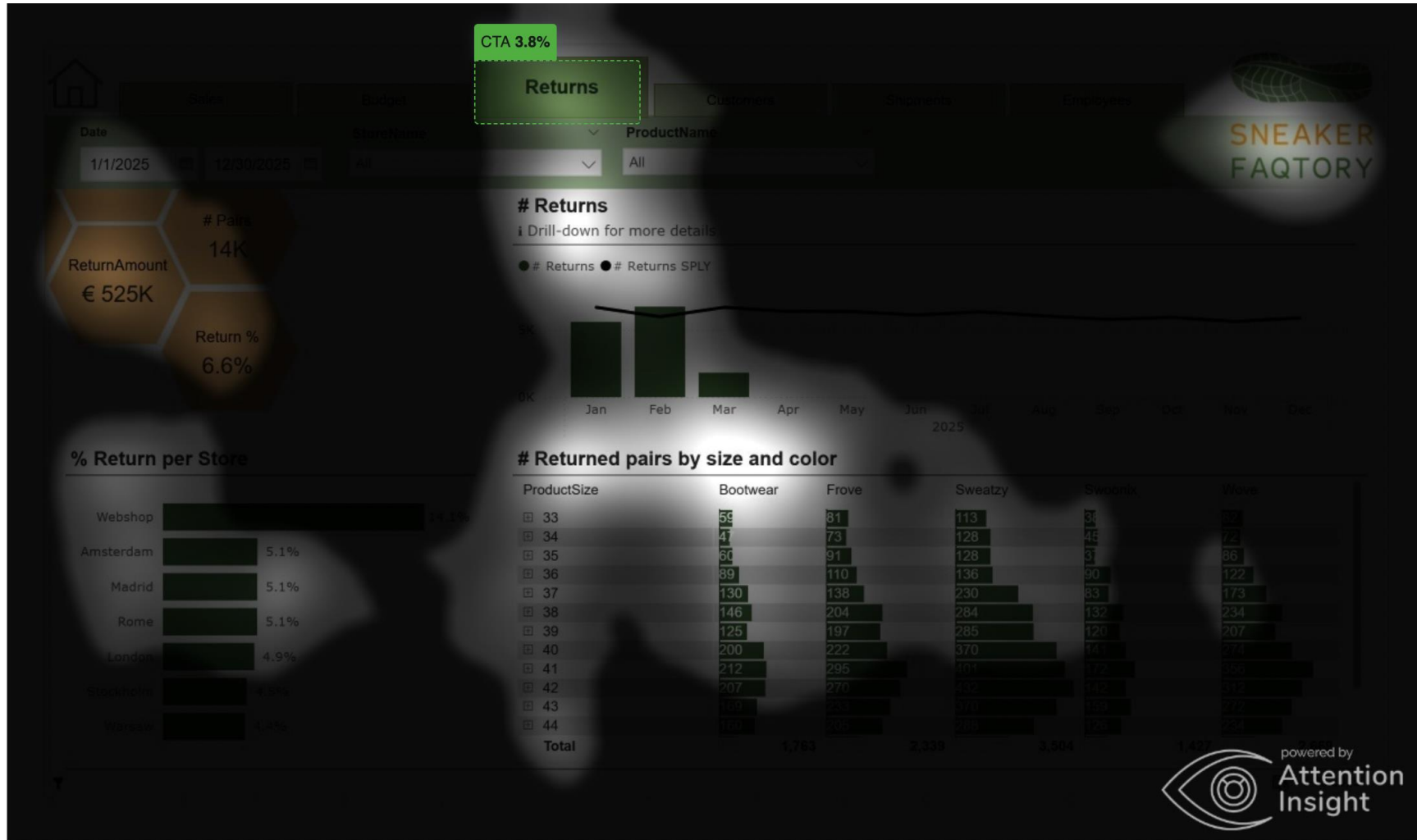
Focus Score ⓘ





Attention Insight

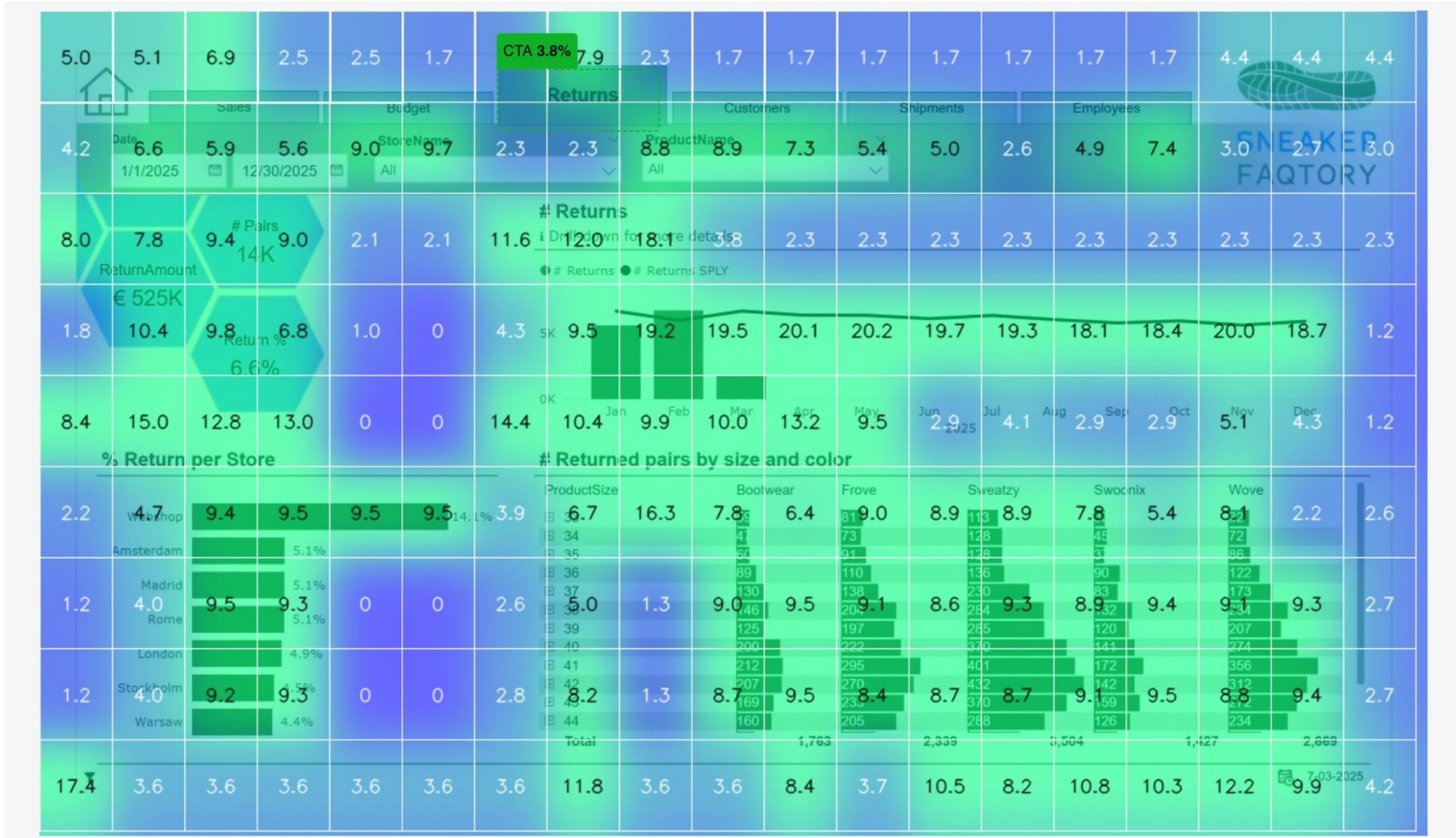
Focus





Attention Insight

Contrast





Resources & Links

<https://app.apob.ai>

<https://chatgpt.com>

<https://piclumen.com>

<https://chat.mistral.ai>

<https://www.base64-image.de>

<https://jsonformatter.curiousconcept.com>

<https://themes.powerbi.tips/>

<https://themegenerator.point-gmbh.com/en/Home>

<https://pbi.maxanatsko.com>

<https://app.attentioninsight.com>

BEDANKT




VOOR JULLIE AANDACHT

Session Feedback



Event Feedback



 Bas Schuurmans