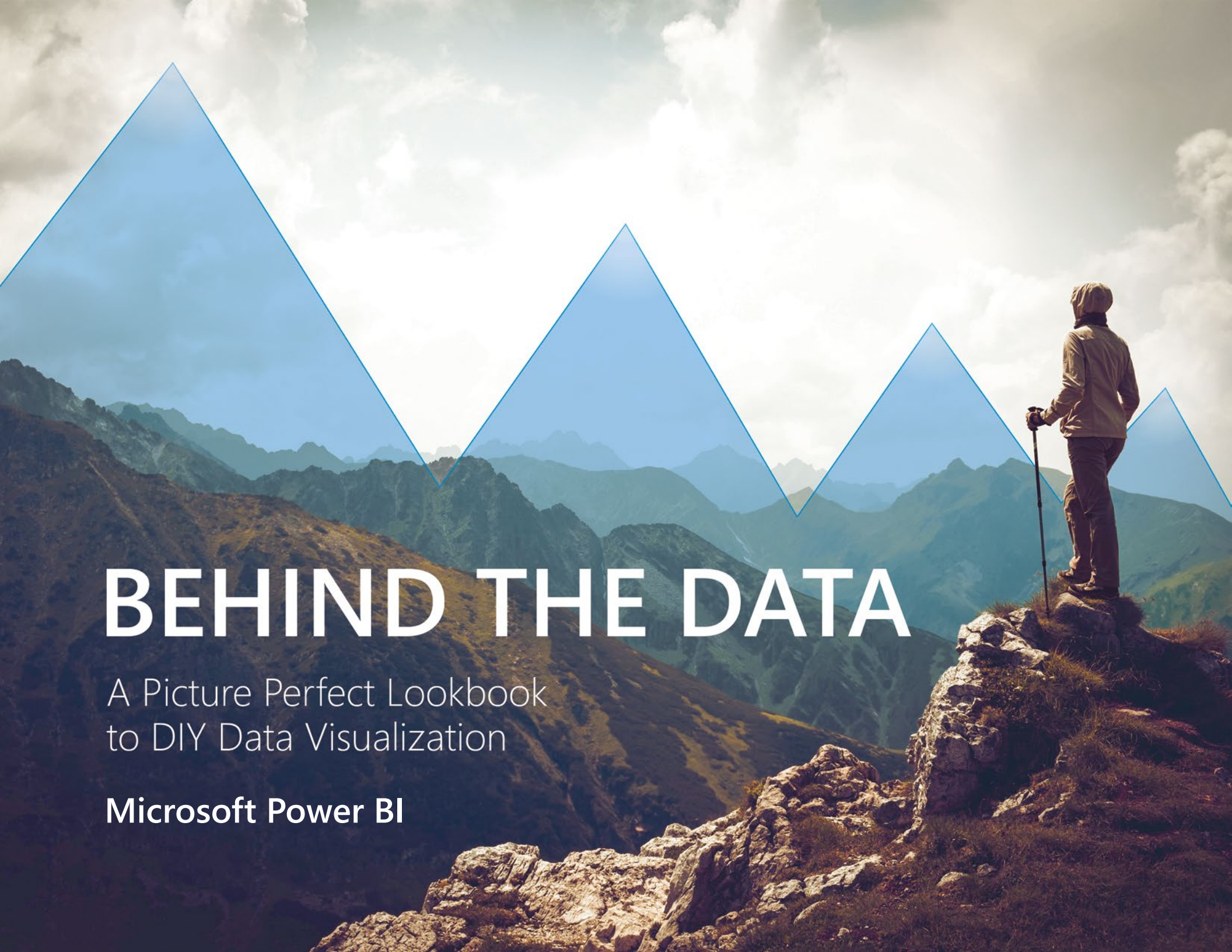
BEHIND THE DATA
A Picture Perfect Lookbook
to DIY Data Visualization
Microsoft Power BI

Gauge Chart

Best used to compare an existing percentage against a greater whole.

Introduction:

We are compelled by beauty. Stunning visuals speak to us, beg for our attention, and can give the mundane an unthinkable advantage. What if you could turn the dry 1's and 0's of your data into powerful, engaging images?

These visuals represent a grandiose vision of what can be accomplished when intentional strategy and sound data meet powerful visuals. Create your own stunning visuals at http://powerbi.microsoft.com/.

"The alchemists in their search for gold discovered many other things of greater value."

–Arthur Schopenhauer, *Counsels and Maxims*

Column Chart

Compare data points in one or more series, or data with negative values.

"I never guess. It is a capital mistake to theorize before one has data. Insensibly one begins to twist facts to suit theories, instead of theories to suit facts."

–Sherlock Holmes, *A Scandal in Bohemia*

Cluster Chart

Plot the distribution of data across a spread.

"The value of an idea lies in the using of it."

–Thomas A. Edison

Donut Chart

Isolate data sets into segments and compare each piece against a whole.

"He who would search for pearls must dive below."

–John Dryden, *All for Love*

Funnel Chart

Show the passage of data from one period to the next.

Pie Chart

Compare parts to a greater whole.

"Never confuse motion with action."

–Benjamin Franklin, *Autobiography of Benjamin Franklin*

"Too often we forget that genius, too, depends upon the data within its reach, that even Archimedes could not have devised Edison's inventions."

–Ernest Dimnet, *The Art of Thinking*

Area Chart

Compare the relationship of multiple variables and their changes over time.

Treemap

Display large amounts of hierarchical data.

Spark a Reaction

Reveal the business truths in your data and discover the impact powerful visuals have on your audience in our new eBook, *What Color is your Data?*