Behind the data
A picture perfect lookbook to DIY data visualization

Microsoft Power BI
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 (1890)
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 Holmes Scandal in Bohemia (1892)
The value of an idea lies in the using of it.

Thomas A. Edison
He who would search for pearls must dive below.

John Dryden
All for Love” 1677
Never confuse motion with action.

Benjamin Franklin

Autobiography of Benjamin Franklin (1793)
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 (1928)
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?