BUSINESS INTELLIGENCE WITH POWER BI

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"The union of opposites, in so far as they are really complementary, always results in the most perfect harmony; and the seemingly incongruous is often the most natural."

Stefan Zweig

Dear reader,

With this book we attempt to introduce you to the Microsoft package Power BI as business analyst, and show how data can become useful information, in the form of business intelligence dashboards. Our target group is not so much the ICT community, but rather everyone who uses analyses and reporting, at university or in a company, from production manager to financial director.

The focus is on the implementation of realistic practical cases, such as formulating company objectives and KPIs or interpreting a dashboard.

It was a big challenge, but also fun, to process these practical cases in an educational way in this handbook. Sylvio's experience and expertise ensured that the practical cases are very recognizable and useful for businesspeople, while Jo's educational angle enabled a step-by-step approach for anyone interested in the workings of Power BI. We are very proud of the result!

We would like to thank a few people. In the first instance, we would like to thank Inge Verbeeck and Evi Plettinckx for the valuable input and critical look at our work, which has taken this book to a higher level. Further we would like to thank Heidi Janssen for translating our book in English. It was very pleasant working together. We would also like to thank the editorial office of Intersentia as well for the quality of the end product, and a few colleagues from PXL University of Applied Sciences and Arts, who proofread the book and gave some tips to improve it.

Next, we wish to thank each other; it was a fascinating process, during which we have both learned a lot.

Finally, we both wish to thank our families, of course. Ramuna, thank you for your extra input and patience during the writing process. And Jasper, thank you for believing in me time and time again when I start a new adventure.

Enjoy reading this book,
Sylvio Rodriguez and Jo Swinnen

USER GUIDE

Dear reader,

With the book you are now holding, we will introduce you step by step to the Microsoft package Power BI Desktop. With this package, you can turn complex company data into attractive dashboards and understandable reports.

The subtitle of the book, 'Learn. Do. Experience', is also your guide. In every chapter, we start with a realistic case. Every step of each case is built on in the same way:

Learn — Short theoretical parts provide you with insight into company processes and potential applications of the software.

Do — You practise the prepared exercises using the screenshots and online start files.

Expierence — You experience the power of the software yourself, and practise the possibilities of Power BI autonomously. Solutions are available online.

The stars indicate the complexity of each chapter.

★ The basics of the basics. Without this information you cannot continue.

★★ Starting level: you can build a simple report in Power BI.

★★★ More complex reports and less clean files? Bring it on!

★★★★ Power BI and you, it's a match.

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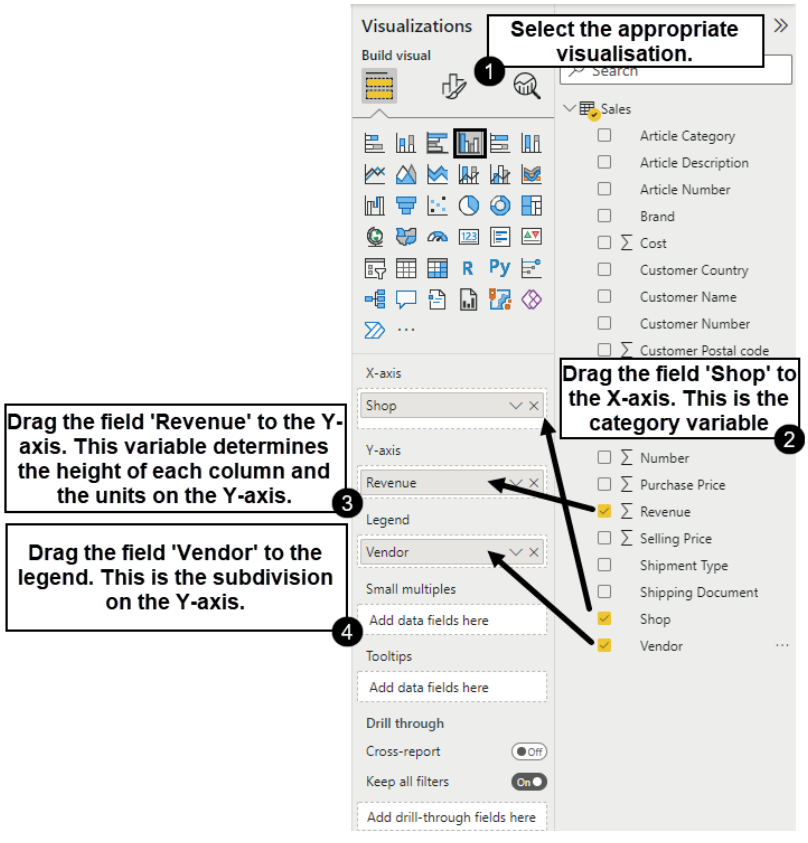
The numbering ❶ ❷ ❸ ... in the text refers to the numbering of the figures so you can follow all actions step by step.



Examples are shown in this way.

Power BI Desktop is continuously developing, and program updates are made regularly. It is possible that print screens in this book might deviate from the version you are working with. When major changes happen, these are published on the website for this package.

We wish you a lot of success and inspiration!

The authors.

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