

Dashboarding Reporting Power Pivot Excel

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Power Pivot and Power BI: The Excel User's Guide to Dax, Power Query, Power BI & Power Pivot in Excel 2010-2016 John Wiley & Sons

A step-by-step tutorial with focused examples that builds progressively from basic to advanced topics and helps you create business intelligence reports and dashboards quickly and efficiently using the PowerPivot add-in. This book is ideal for data analysts, reporting and MIS professionals, business analysts, managers, dashboard makers, business intelligence professionals, self-service business intelligence personnel, and students. It is assumed that you have basic data analysis skills and intermediate level Excel skills. Familiarity with Pivot Tables as well as basic knowledge of VBA scripting and SharePoint will be useful but not necessary.

Microsoft Power BI Dashboards Step by Step Tickling Keys, Inc.

Design, create and manage robust Power BI solutions to gain meaningful business insights Key Features Master all the dashboarding and reporting features of Microsoft Power BI Combine data from multiple sources, create stunning visualizations and publish your reports across multiple platforms A comprehensive guide with real-world use cases and examples demonstrating how you can get the best out of Microsoft Power BI Book Description This book is intended for business intelligence professionals responsible for the design and development of Power BI content as well as managers, architects and administrators who oversee Power BI projects and deployments. The chapters flow from the planning of a Power BI project through the development and distribution of content to the administration of Power BI for an organization. BI developers will learn how to create sustainable and impactful Power BI datasets, reports, and dashboards. This includes connecting to data sources, shaping and enhancing source data, and developing an analytical data model. Additionally, top report and dashboard design practices are described using features such as Bookmarks and the Power KPI visual. BI managers will learn how Power BI's tools work together such as with the On-premises data gateway and how content can be staged and securely distributed via Apps. Additionally, both the Power BI Report Server and Power BI Premium are reviewed. By the end of this book, you will be confident in creating effective charts, tables, reports or dashboards for any kind of data using the tools and techniques in Microsoft PowerBI. What you will learn Build efficient data retrieval and transformation processes with the Power Query M Language Design scalable, user-friendly DirectQuery and Import Data Models Develop visually rich, immersive, and interactive reports and dashboards Maintain version control and stage deployments across development, test, and production environments Manage and monitor the Power BI Service and the On-premises data gateway Develop a fully on-premise solution with the Power BI Report Server Scale up a Power BI solution via Power BI Premium capacity and migration to Azure Analysis Services or SQL Server Analysis Services Who this book is for Business Intelligence professionals and existing Power BI users looking to master Power BI for all their data visualization and dashboarding needs will find this book to be useful. While understanding of the basic BI concepts is required, some exposure to Microsoft Power BI will be helpful.

Dashboarding and Reporting with Power Pivot and Excel Tickling Keys, Inc.

Leverage the capabilities of the Microsoft Excel PowerPivot add-on to create advanced BI solutions Learn how to create advanced BI solutions quickly and efficiently using easy-to-follow, step-by-step examples Understand the key principles of PowerPivot with the help of real-time examples Discover more about some interesting DAX functions with examples of how they work In Detail Business intelligence technology gives an organization the power to make decisions using large volumes of data. By obtaining an adequate amount of data and integrating data from a variety of sources, a user can get a comprehensive knowledge of their business and business strategies. PowerPivot is a free add-in to the 2010 version of the spreadsheet application MS Excel. It extends the capabilities of the PivotTable data summarization and cross-tabulation feature with new features such as expanded data capacity, advanced calculations, the ability to import data from multiple sources, and the ability to publish workbooks as interactive web applications. PowerPivot for Advanced Reporting and Dashboards will teach you the fundamentals of PowerPivot as well as how to use the different data types available. This book

also discusses useful tips and tricks for handling and resolving errors that might pop up while creating your report. With this book, you will be able to create relevant BI reports quickly and efficiently. Moving on from the basics, this book will explain the types of data sources that can be imported into PowerPivot. You will then delve into relationships, hierarchies, and data model creation using imported data. You will also learn how to employ DAX functions to transform unstructured data into structured data. Finally, this book will teach you how to create reports such as Pivot Tables, Pivot Charts, Slicers, KPIs, and Perspective reports using PowerPivot and how to publish them using the SharePoint server.

Data Visualization with Excel Dashboards and Reports Apress Microsoft PowerPivot is a free add-on to Excel from Microsoft that allows users to produce new kinds of reports and analyses that were simply impossible before, and this book is the first to tackle DAX formulas, the core capability of PowerPivot, from the perspective of the Excel audience. Written by the world's foremost PowerPivot blogger and practitioner, the book's concepts and approach are introduced in a step-by-step manner tailored to the learning style of Excel users everywhere. The techniques presented allow users to produce, in hours or even minutes, results that formerly would have taken entire teams weeks or months to produce. The "pattern-like" techniques and best practices contained in this book have been developed and refined over two years of onsite training with Excel users around the world, and the key lessons from those seminars costing thousands of dollars per day are now available within the pages of this easy-to-follow guide. This updated edition covers new features introduced with Office 2015.

Microsoft Power BI Cookbook John Wiley & Sons Management decisions on appropriate practices and policies regarding tropical forests often need to be made in spite of innumerable uncertainties and complexities. Among the uncertainties are the lack of formalization of lessons learned regarding the impacts of previous programs and projects. Beyond the challenges of generating the proper information on these impacts, there are other difficulties that relate with how to socialize the information and knowledge gained so that change is transformational and enduring. The main complexities lie in understanding the interactions of social-ecological systems at different scales and how they varied through time in response to policy and other processes. This volume is part of a broad research effort to develop an independent evaluation of certification impacts with stakeholder input, which focuses on FSC certification of natural tropical forests. More specifically, the evaluation program aims at building the evidence base of the empirical biophysical, social, economic, and policy effects that FSC certification of natural forest has had in Brazil as well as in other tropical countries. The contents of this volume highlight the opportunities and constraints that those responsible for managing natural forests for timber production have experienced in their efforts to improve their practices in Brazil. As such, the goal of the studies in this volume is to serve as the foundation to design an impact evaluation framework of the impacts of FSC certification of natural forests in a participatory manner with interested parties, from institutions and organizations, to communities and individuals.

Excel Power Pivot & Power Query For Dummies John Wiley & Sons

This is a book about Microsoft 365 Excel, or Excel 365. With a new formula calculations engine and many new built-in functions, creating formula solutions and business models in Excel 365 is dramatically easier than at any time in the history of spreadsheets. In addition, with the new data tools like Power Query, Power Pivot, and Power BI, performing data analysis to make data driven decisions can be easily done on data with different structures, with different sources, and on small and big data alike. With this exciting new Excel 365 version, we will learn three types for formulas: Worksheet, M Code, and DAX, and we will learn three types of Reporting/Dashboarding tools: Standard PivotTables, Data Model PivotTables, and Power BI Visualizations. This means that the New Excel 365 is the only app that matters in our age of analytics and data driven decisions. Who is this book/class for? Everyone. The book starts at the beginning and moves to an advanced level by telling a logical story about how to use Excel to solve calculation-based problems and answer crucial questions.

Microsoft 365 Excel: the Only App That Matters Packt Pub Limited Any data analytics solution requires data population and preparation. With the rise of data analytics solutions these years, the need for this data preparation becomes even more essential. Power BI is a helpful data analytics tool that is used worldwide by

many users. As a Power BI (or Microsoft BI) developer, it is essential to learn how to prepare the data in the right shape and format needed. You need to learn how to clean the data and build it in the structure that can be modeled easily and used high performant for visualization. Data preparation and transformation is the backend work. If you consider building a BI system as going to a restaurant and ordering food. The visualization is the food you see on the table nicely presented. The quality, the taste, and everything else comes from the hard work in the kitchen. The part that you don't see or the backend in the world of Power BI is Power Query. You may be already familiar with some other data preparation and data transformation technologies, such as T-SQL, SSIS, Azure Data Factory, Informatica, etc. Power Query is a data transformation engine capable of preparing the data in the format you need. The good news is that to learn Power Query; you don't need to know programming. Power Query is for citizen data engineers. However, this doesn't mean that Power Query is not capable of performing advanced transformation. Unfortunately, because Power Query and data preparation is the kitchen work of the BI system, many Power BI users skip the learning of it and become aware of it somewhere along their BI project. Once they get familiar with it, they realize there are tons of things they could have implemented easier, faster, and in a much more maintainable way using Power Query. In other words, they learn mastering Power Query is the key skill toward mastering Power BI. We have been working with Power Query since the very early release of that in 2013, named Data Explorer, and wrote blog articles and published videos about it. The number of articles we published under this subject easily exceeds hundreds. Through those articles, some of the fundamentals and key learnings of Power Query are explained. We thought it is good to compile some of them in a book. A good analytics solution combines a good data model, good data preparation, and good analytics and calculations. Reza has written another book about the Basics of modeling in Power BI and a book on Power BI DAX Simplified. This book is covering the data preparation and transformations aspects of it. This book is for you if you are building a Power BI solution. Even if you are just visualizing the data, preparation and transformations are an essential part of analytics. You do need to have the cleaned and prepared data ready before visualizing it. This book is compiled into a series of two books, which will be followed by a third book later; Getting started with Power Query in Power BI and Excel (this book) Mastering Power Query in Power BI and Excel (already available to be purchased separately) Power Query dataflows (will be published later) Although this book is written for Power BI and all the examples are presented using the Power BI. However, the examples can be easily applied to Excel, Dataflows, and other tools and services using Power Query. **Data Modelling and Analysis with Excel Power Pivot** CIFOR Follow real-life, step-by-step examples that provide the building blocks to build engaging dashboards. This practical guide is all about doing. Get your data, open up Excel, and go! You don't need to be an expert to get the most out of your Dynamics GP implementation and build great-looking, easily maintained dashboards using Microsoft Excel. If you have a working knowledge of Dynamics and Excel you'll be producing amazing dashboards in hours not days.

Excel 2007 Dashboards and Reports For Dummies Packt Publishing Ltd

PowerPivot is an amazing new add-in for Excel 2013 that allows business intelligence pros to process large amounts data. Although it is simple to use in a demo environment, analysts are likely to run into real-life scenarios that are difficult to solve. This guide, dedicated solely to the PowerPivot tool, provides techniques and solutions to real-world problems, including showing the Top N customers by using slicer filters, comparing budget to actuals, drilling across data instead of through data, and joining data from two different sources in a single analysis. *Microsoft Excel 2019 Pivot Table Data Crunching* Independently Published

Manage and work with business data effectively by learning data modeling techniques and leveraging the latest features of Power BI Key Features Understand data modeling techniques to get the best out of data using Power BI Define the relationships between data to extract valuable insights Solve a wide variety of business challenges by building optimal data models Book Description Microsoft Power BI is one of the most popular business intelligence tools available on the market for desktop and the cloud. This book will be your guide to understanding the ins and outs of data modeling and how to create data models using Power BI confidently. You'll learn how to connect data from multiple sources, understand data, define and manage relationships between data, and shape data models. In this book, you'll explore

how to use data modeling and navigation techniques to define relationships and create a data model before defining new metrics and performing custom calculations using modeling features. As you advance through the chapters, the book will demonstrate how to create full-fledged data models, enabling you to create efficient data models and simpler DAX code with new data modeling features. With the help of examples, you'll discover how you can solve business challenges by building optimal data models and changing your existing data models to meet evolving business requirements. Finally, you'll learn how to use some new and advanced modeling features to enhance your data models to carry out a wide variety of complex tasks. By the end of this Power BI book, you'll have gained the skills you need to structure data coming from multiple sources in different ways to create optimized data models that support reporting and data analytics. What you will learn Implement virtual tables and time intelligence functionalities in DAX to build a powerful model Identify Dimension and Fact tables and implement them in Power Query Editor Deal with advanced data preparation scenarios while building Star Schema Explore best practices for data preparation and data modeling Discover different hierarchies and their common pitfalls Understand complex data models and how to decrease the level of model complexity with different data modeling approaches Who this book is for This MS Power BI book is for BI users, data analysts, and analysis developers who want to become well-versed with data modeling techniques to make the most of Power BI. Basic knowledge of Power BI and Star Schema will help you to understand the concepts covered in this book.

Microsoft Excel 2013 Packt Publishing Ltd

Get more out of Microsoft Power BI turning your data into actionable insights About This Book* From connecting to your data sources to developing and deploying immersive, mobile-ready dashboards and visualizations, this book covers it all* Over 90 hands-on, technical recipes, tips, and use cases from across the Power BI platform including the Power BI Service and Mobile Applications* Proven development techniques and guidance for implementing custom solutions with DAX and M languages Who This Book Is For This book is for BI professionals who wish to enhance their knowledge of Power BI beyond and to enhance the value of the Power BI solutions they deliver to business users. Those who are looking at quick solutions to common problems while using Power BI will also find this book to be a very useful resource .Some experience with Power BI will be useful. What You Will Learn* Cleanse, stage, and integrate your data sources with Power BI* Abstract data complexities and provide users with intuitive, self-service BI capabilities* Build business logic and analysis into your solutions via the DAX programming language and dynamic, dashboard-ready calculations* Take advantage of the analytics and predictive capabilities of Power BI* Make your solutions more dynamic and user specific and/or defined including use cases of parameters, functions, and row level security* Understand the differences and implications of DirectQuery, Live Connections, and Import-Mode Power BI datasets and how to deploy content to the Power BI Service and schedule refreshes* Integrate other Microsoft data tools such as Excel and SQL Server Reporting Services into your Power BI solution In Detail Microsoft Power BI is a business intelligence and analytics platform consisting of applications and services designed to provide coherent, visual and interactive insights of data. This book will provide thorough, technical examples of using all primary Power BI tools and features as well as demonstrate high impact end-to-end solutions that leverage and integrate these technologies and services. Get familiar with Power BI development tools and services, go deep into the data connectivity and transformation, modeling, visualization and analytical capabilities of Power BI, and see Power BI's functional programming languages of DAX and M come alive to deliver powerful solutions to address common, challenging scenarios in business intelligence. This book will excite and empower you to get more out of Power BI via detailed recipes, advanced design and development tips, and guidance on enhancing existing Power BI projects. Style and approach This book consists of practical recipes on Power BI that target novices as well as intermediate Power BI users. It goes deep into the technical issues, covers additional protocols, and many more real-live examples.

The context of natural forest management and FSC certification in Brazil Holy Macro! Books

Dashboarding and Reporting with Power Pivot and Excel Tickling Keys, Inc.

Microsoft Power Bi Cookbook Holy Macro! Books

Renowned Excel experts Bill Jelen (MrExcel) and Michael Alexander help you crunch data from any source with Excel 2019 pivot tables. Use Excel 2019 pivot tables and pivot charts to produce powerful, dynamic reports in minutes instead of hours, to take control of your data and your business. Even if you've never created a pivot table before, this book will help you leverage all their remarkable flexibility and analytical power—including valuable improvements in Excel 2019 and Excel in Office 365. Drawing on more than 45 combined years of Excel experience, Bill Jelen and Michael Alexander offer practical "recipes" for solving real business problems, help you avoid common mistakes, and present tips and tricks you'll find nowhere else. By reading

this book, you will: • Master easy, powerful ways to create, customize, change, and control pivot tables • Control all future pivot tables using new pivot table defaults • Transform huge data sets into clear summary reports • Instantly highlight your most profitable customers, products, or regions • Use Power Query to quickly import, clean, shape, and analyze disparate data sources • Build geographical pivot tables with 3D Map • Construct and share state-of-the-art dynamic dashboards • Revamp analyses on the fly by dragging and dropping fields • Build dynamic self-service reporting systems • Share your pivot tables with colleagues • Create data mashups using the full Power Pivot capabilities of Excel 2019 and Excel in Office 365 • Automate pivot tables with macros and VBA • Save time by adapting reports with GetPivotData • Discover today's most useful pivot table tips and shortcuts

Excel Dashboards & Reports For Dummies Apress

Understanding your company's data has never been easier than with Microsoft's new Power BI package for Excel 2013. Consisting of four powerful tools—Power Pivot, Power View, Power Query and Power Maps—Power BI makes self-service business intelligence a reality for a wide range of users, bridging the traditional gap between Excel users, business analysts and IT experts and making it easier for everyone to work together to build the data models that can give you game-changing insights into your business. Beginning Power BI with Excel 2013 guides you step by step through the process of analyzing and visualizing your data. Daniel R. Clark, an expert in BI training and a regular speaker on these topics, takes you through each tool in turn, using hands-on activities to consolidate what you've learned in each chapter. Starting with Power Pivot, you will create robust scalable data models which will serve as the foundation of your data analysis. Once you have mastered creating suitable data models, you will use them to build compelling interactive visualizations in Power View. It's often necessary to combine data from disparate sources into a data model. Power Query allows you to easily discover, combine, and refine data from a variety of sources, so you can make accurate judgments with all the available information. Geographical awareness is another common requirement of data analysis. Using Power Maps you will create captivating visualizations that map your data in space and time. Beginning Power BI with Excel 2013 is your practical guide to getting maximum insight from your data, and presenting it with impact.

PowerPivot for Advanced Reporting and Dashboards Packt Publishing Ltd

Power BI Desktop, when combined with Microsoft's revolutionary Power Pivot is a tool that allows users to create and transform data into reports and dashboards in new and much more powerful ways using the most-used analytical tool in the world: Excel. This book, written by a member of Microsoft's Power Pivot team, provides a practical step by step guide on creating a financial dashboard. The book covers in detail how to combine and shape the relevant data, build the dashboard in Excel, providing layout and design tips and tricks, prepare the model to work with fiscal dates, and show values used in many financial reports, including year-to-date, variance-to-target, percentage-of-total, and running totals reports. Accessibly written, this book offers readers a practical, real-world scenario and can be used as a day-to-day reference. Though the guide focuses on Power Pivot for Excel 2016, and Power BI Desktop.

Mastering Microsoft Power BI Tickling Keys, Inc.

This is a book about Microsoft 365 Excel, or Excel 365. No other version in history has as much power, as many features or more possibilities than does Excel 365. With a new formula calculations engine and many new built-in functions, creating formula solutions and business models in Excel 365 is dramatically easier than at any time in the history of spreadsheets. In addition, with the new data tools like Power Query, Power Pivot and Power BI, performing data analysis to make data driven decisions can be easily done on data with different structures, with different sources and on small and big data alike. With this exciting new Excel 365 version, we will learn three types for formulas: Worksheet, M Code and DAX, and we will learn three types of Reporting/Dashboarding tools: Standard PivotTables, Data Model PivotTables and Power BI Visualizations. This means that the New Excel 365 is the only app that matters in our age of analytics and data driven decisions. Who is this book/class for? Everyone. The book starts at the beginning and moves you to an advanced level by telling a logical story about how to use Excel to solve calculation-based problems and answer crucial questions.

Dashboarding & Reporting with Power BI John Wiley & Sons Bridge the big data gap with Microsoft Business Intelligence Tools for Excel Analysts The distinction between departmental reporting done by business analysts with Excel and the enterprise reporting done by IT departments with SQL Server and SharePoint tools is more blurry now than ever before. With the introduction of robust new features like PowerPivot and Power View, it is essential for business analysts to get up to speed with big data tools that in the past have been reserved for IT professionals. Written by a team of Business Intelligence experts, Microsoft Business Intelligence Tools for Excel Analysts introduces business analysts to the rich toolset and reporting capabilities that can be leveraged to more effectively source and incorporate large datasets in their

analytics while saving them time and simplifying the reporting process. Walks you step-by-step through important BI tools like PowerPivot, SQL Server, and SharePoint and shows you how to move data back and forth between these tools and Excel Shows you how to leverage relational databases, slice data into various views to gain different visibility perspectives, create eye-catching visualizations and dashboards, automate SQL Server data retrieval and integration, and publish dashboards and reports to the web Details how you can use SQL Server's built-in functions to analyze large amounts of data, Excel pivot tables to access and report OLAP data, and PowerPivot to create powerful reporting mechanisms You'll get on top of the Microsoft BI stack and all it can do to enhance Excel data analysis with this one-of-a-kind guide written for Excel analysts just like you.

Microsoft Power BI For Dummies John Wiley & Sons

Learn Pivot Tables ~By Example~ - Updated for 2019! With this practical and to-the-point guide on Pivot Tables and basic Dashboards, you'll develop the skills to build and modify reports with step-by-step examples and screenshots including how to: Organize and summarize data Format & filter Pivot Table results Create Pivot Charts Display averages & percentages Group data into predefined ranges Use Slicers, Timelines, and Sparklines Rank results Apply calculated fields Use Power Query to create and combine Pivot Table reports from imported files And more! In addition to the above, you will also learn how to create, format, and update a basic Dashboard using Pivot Table data: Incorporate Pivot Charts, Sparklines, and performance symbols into your reporting Refresh and protect your Pivot Table data A great resource for: Business Analysts Data Analysts Financial Analysts Administrative and Support staff Imagine the time you'll save by not having to search the internet or help files to learn the most practical ways of using one of Microsoft® Excel's® best features! *Beginning Power BI* John Wiley & Sons

Get more out of Microsoft Power BI turning your data into actionable insights About This Book From connecting to your data sources to developing and deploying immersive, mobile-ready dashboards and visualizations, this book covers it all Over 90 hands-on, technical recipes, tips, and use cases from across the Power BI platform including the Power BI Service and Mobile Applications Proven development techniques and guidance for implementing custom solutions with DAX and M languages Who This Book Is For This book is for BI professionals who wish to enhance their knowledge of Power BI beyond and to enhance the value of the Power BI solutions they deliver to business users. Those who are looking at quick solutions to common problems while using Power BI will also find this book to be a very useful resource .Some experience with Power BI will be useful. What You Will Learn Cleanse, stage, and integrate your data sources with Power BI Abstract data complexities and provide users with intuitive, self-service BI capabilities Build business logic and analysis into your solutions via the DAX programming language and dynamic, dashboard-ready calculations Take advantage of the analytics and predictive capabilities of Power BI Make your solutions more dynamic and user specific and/or defined including use cases of parameters, functions, and row level security Understand the differences and implications of DirectQuery, Live Connections, and Import-Mode Power BI datasets and how to deploy content to the Power BI Service and schedule refreshes Integrate other Microsoft data tools such as Excel and SQL Server Reporting Services into your Power BI solution In Detail Microsoft Power BI is a business intelligence and analytics platform consisting of applications and services designed to provide coherent, visual and interactive insights of data. This book will provide thorough, technical examples of using all primary Power BI tools and features as well as demonstrate high impact end-to-end solutions that leverage and integrate these technologies and services. Get familiar with Power BI development tools and services, go deep into the data connectivity and transformation, modeling, visualization and analytical capabilities of Power BI, and see Power BI's functional programming languages of DAX and M come alive to deliver powerful solutions to address common, challenging scenarios in business intelligence. This book will excite and empower you to get more out of Power BI via detailed recipes, advanced design and development tips, and guidance on enhancing existing Power BI projects. Style and approach This book consists of practical recipes on Power BI that target novices as well as intermediate Power BI users. It goes deep into the technical issues, covers additional protocols, and many more real-live examples.

PowerPivot Alchemy Tickling Keys, Inc.

Large corporations like IBM and Oracle are using Excel dashboards and reports as a Business Intelligence tool, and many other smaller businesses are looking to these tools in order to cut costs for budgetary reasons. An effective analyst not only has to have the technical skills to use Excel in a productive manner but must be able to synthesize data into a story, and then present that story in the most impactful way. Microsoft shows its recognition of this with Excel. In Excel, there is a major focus on business intelligence and visualization. Data Visualization with Excel Dashboards and Reports fills the gap between handling data and synthesizing data into meaningful reports. This title will show readers how to think about their data in ways other than columns

and rows. Most Excel books do a nice job discussing the individual functions and tools that can be used to create an "Excel Report". Titles on Excel charts, Excel pivot tables, and other books that focus on "Tips and Tricks" are useful in their own right; however they don't hit the mark for most data analysts. The primary reason these titles miss the mark is they are too focused on the mechanical aspects of building a chart, creating a pivot table, or other functionality. They don't offer these topics in the broader picture by showing how to present and report data in the most effective way. What are the most meaningful ways to show

trending? How do you show relationships in data? When is showing variances more valuable than showing actual data values? How do you deal with outliers? How do you bucket data in the most meaningful way? How do you show impossible amounts of data without inundating your audience? In *Data Visualization with Excel Reports and Dashboards*, readers will get answers to all of these questions. Part technical manual, part analytical guidebook; this title will help Excel users go from reporting data with simple tables full of dull numbers, to creating hi-impact reports and dashboards that will wow management both visually

and substantively. This book offers a comprehensive review of a wide array of technical and analytical concepts that will help users create meaningful reports and dashboards. After reading this book, the reader will be able to: Analyze large amounts of data and report their data in a meaningful way Get better visibility into data from different perspectives Quickly slice data into various views on the fly Automate redundant reporting and analyses Create impressive dashboards and What-If analyses Understand the fundamentals of effective visualization Visualize performance comparisons Visualize changes and trends over time