



Pro Power BI Desktop

Self-Service Analytics and Data Visualization
for the Power User

—
Third Edition

—
Adam Aspin



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Visualization for the Power User**

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Pro Power BI Desktop: Self-Service Analytics and Data Visualization for the Power User

Adam Aspin
Stoke-on-Trent, Staffordshire, UK

ISBN-13 (pbk): 978-1-4842-5762-3
<https://doi.org/10.1007/978-1-4842-5763-0>

ISBN-13 (electronic): 978-1-4842-5763-0

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Cover image designed by Freepik (www.freepik.com)

Distributed to the book trade worldwide by Springer Science+Business Media New York, 233 Spring Street, 6th Floor, New York, NY 10013. Phone 1-800-SPRINGER, fax (201) 348-4505, e-mail orders-ny@springer-sbm.com, or visit www.springeronline.com. Apress Media, LLC is a California LLC and the sole member (owner) is Springer Science + Business Media Finance Inc (SSBM Finance Inc). SSBM Finance Inc is a **Delaware** corporation.

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To Karine. For everything.

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About the Author



Adam Aspin is an independent business intelligence (BI) consultant based in the UK. He has worked with SQL Server for more than 25 years. During this time, he has developed several dozen reporting and analytical systems using Microsoft analytics.

A graduate of Oxford University, Adam began his career in publishing before moving into IT. Databases soon became a passion, and his experience in this arena ranges from Access to Oracle and MySQL, with occasional sorties into the world of DB2. He is, however, most at home in the Microsoft universe using SQL Server, SQL Server Analysis Services, SQL Server Reporting Services, SQL Server Integration Services, and Power BI, both on-premises and in Azure.

Business intelligence has been Adam's principal focus for the last 25 years. He has applied his skills for a range of clients in industry sectors such as finance, utilities, telecommunications, insurance, manufacturing, and banking.

Adam is a frequent contributor to SQLServerCentral.com and Simple Talk. He has written numerous articles for various French IT publications. A fluent French speaker, Adam has worked in France and Switzerland for many years. He speaks regularly at events such as SQLBits, SQL Saturdays, and local SQL Server user groups.

Adam is the author of *SQL Server 2012 Data Integration Recipes* (Apress), *High Impact Data Visualization with Power View, Power Map, and Power BI* (Apress), *Business Intelligence with SQL Server Reporting Services* (Apress), and *Data Mashup with Microsoft Excel* (Apress).

About the Technical Reviewer



Diana Gangan is a data analyst with extensive Power BI experience; she has supervised the adoption and implementation of Power BI reporting while consulting for some of the leading automotive and food and beverage companies in the world. Besides data analysis and Power BI, Diana specializes in the DAX, M Query, and Python languages, as well as data modeling, machine learning and mathematics for machine learning, and natural language processing.

Acknowledgments

Writing a technical book can be a lonely occupation. So I am all the more grateful for all the help and encouragement that I have received from so many fabulous friends and colleagues.

First, my considerable thanks go to Jonathan Gennick, the commissioning editor of this book. Throughout the publication process, Jonathan has been both a tower of strength and an exemplary mentor. He has always been available to share his vast experience selflessly and courteously.

Heartfelt thanks go to Jill Balzano, the Apress coordinating editor, for calmly managing this book through the production process. She succeeded—once again—in the well-nigh impossible task of making a potentially stress-filled trek into a pleasant journey filled with light and humor. Her team also deserves much praise for their efficiency under pressure.

I also owe a debt of gratitude to Diana Gangan for her time and effort spent reviewing this book. Being a technical reviewer is a thankless task, but I want to say a heartfelt “thank you” to Diana for the range and depth of her comments and for picking up so much that otherwise would have gone unnoticed. The book is a better one thanks to her.

My thanks also go to Ann Gemer Tuballa for her tireless and subtle work editing and polishing the prose and to the layout and production staff for the hours spent preparing the book for publishing.

Once again my deepest gratitude is reserved for the two people who have given the most to this book. They are my wife and son who have provided continual encouragement to persevere. Karine has not only given me the support and encouragement but also the love without which nothing would be worth any effort. I am a very lucky man to have both of them.

Introduction

Business intelligence (BI) has become one of the buzzwords that defines an age. Its younger sibling, self-service BI, has attained the status of a holy grail for businesses. Managers want their staff to deliver insight in seconds; users just want to do their jobs quickly. Everyone wants to produce clear, telling, and accurate analysis with tools that are intuitive and easy to use.

Microsoft recognized these trends and needs a few short years ago when they produced the first version of Power BI Desktop. Since its launch, the product has grown beyond recognition. It now allows any user to take data from virtually any source and use it to produce stunning dashboards and compelling reports in record time that will seize their audience's attention. Using this rapidly evolving tool, any user can slice and dice the data with remarkable ease and then add metrics, instant analyses, and key performance indicators (KPIs) to project their insights. Ultimately, they can use it to weave a data narrative that delivers a real competitive advantage.

This book shows how to deliver eye-catching business intelligence with Microsoft Power BI Desktop. It teaches you how to make raw data into clear, accurate, and interactive information. The aim of this book is to help you to push your BI delivery to the next level. In 24 chapters, you will learn to create great-looking visualizations and inspire your audience as they interact with the elegant and eloquent output that you can now deliver. You will see how to choose from a wide range of built-in and third-party visualization types so that your message is always enhanced. You'll discover ways to deliver those results on the PC, on tablets, and on smartphones. Finally, this book helps you save time by sourcing and preparing the underlying data without needing an IT department to cleanse and structure it for you.

Power BI Desktop will let your analyses speak for themselves. This book will help you learn how to unleash its vast resources.

If you wish, you can read this book from start to finish as it is designed to be a progressive tutorial that will help you to learn Power BI Desktop. However, as Power BI Desktop is composed of several interdependent BI functions, this book is broken down into groups of chapters that focus on the various areas of the product. It follows that you