



# Power BI

Powerful Business Intelligence

**SWAMPED WITH DATA FROM DIFFERENT BUSINESS SOURCES?**

**NOT SURE HOW TO EFFECTIVELY UTILIZE AND BREAK THAT DATA DOWN INTO MEANINGFUL ANSWERS? IN COMES POWER BI.**



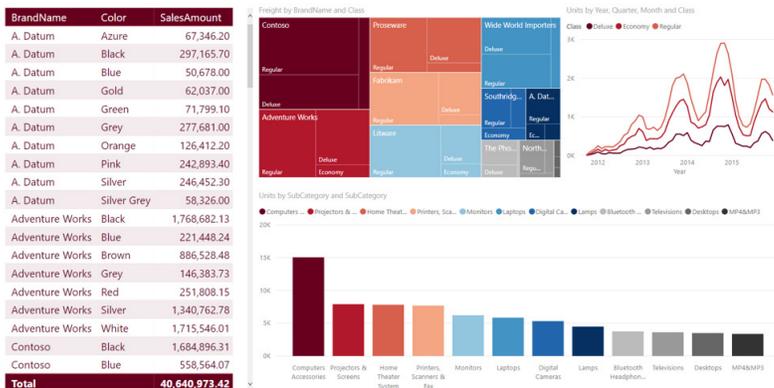
Power BI is a “Business Intelligence” tool. What is business intelligence?

**Business Intelligence leverages software to transform data into actionable intelligence that informs an organization.**

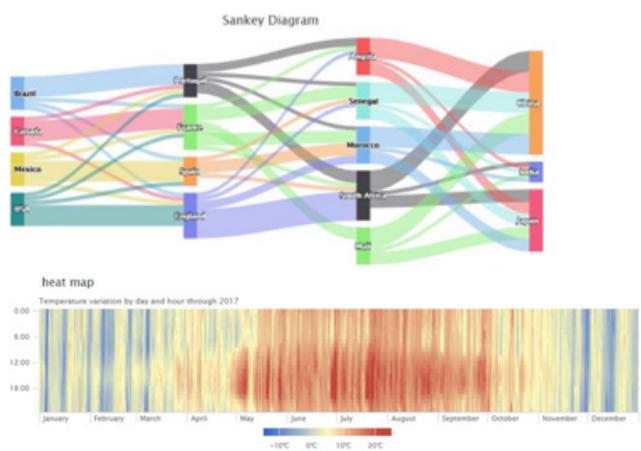
Power BI is a tool specifically designed for this purpose – digesting your data visually and giving you the answers you need quickly – and it does this very effectively.

Power BI accomplishes the above with “visualizations.” Visualizations allow you to visually break your data down in countless different ways. Power BI comes packed with a multitude of different visualizations, and if that doesn’t sustain your appetite they have a market place and the capability to create completely custom visualizations. Waterfall charts, Funnel charts, Area charts, Ribbon charts, Pie charts, mapping charts, and so much more - you can visualize your data in just about any way you want with this tool.

## Example Dashboard



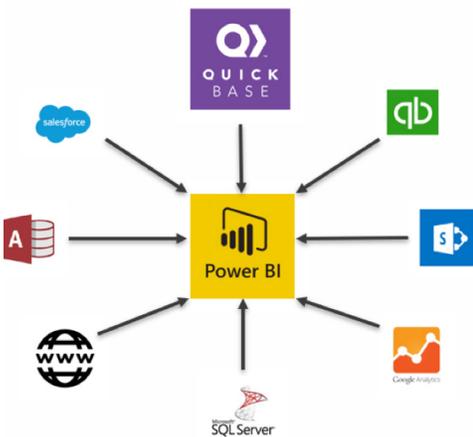
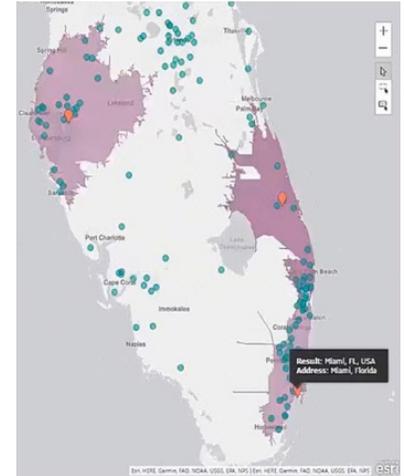
## Custom Visualizations



## Visualizations and Dynamic User Interaction

The real power of Power BI though, is the ability to take visualizations and create dynamic dashboards and reports that update the data based on interactions. You can dynamically slice and dice your data in a whole host of different visual ways. Here are some highlights of data manipulation on your dashboard and reports:

1. Dynamic updates across one or many visualizations based on clicks and user interactions with visuals.
2. Ask your data questions – type in a question and Power BI intelligently provides visualizations to answer those questions.
3. Hierarchy drilldowns – drill down through multiple layers of groups and sub-groups just by clicking visualizations.
4. ArcGIS Visualization with map interactivity – population densities, drivetimes around your business and other geographically critical business data can be seen.
5. Powerful hover tooltip popups to showcase reports of sub-data of visualizations.
6. Slicers and table matrix visualizations for complex additive filtering on dashboards and reports.
7. Mobile access

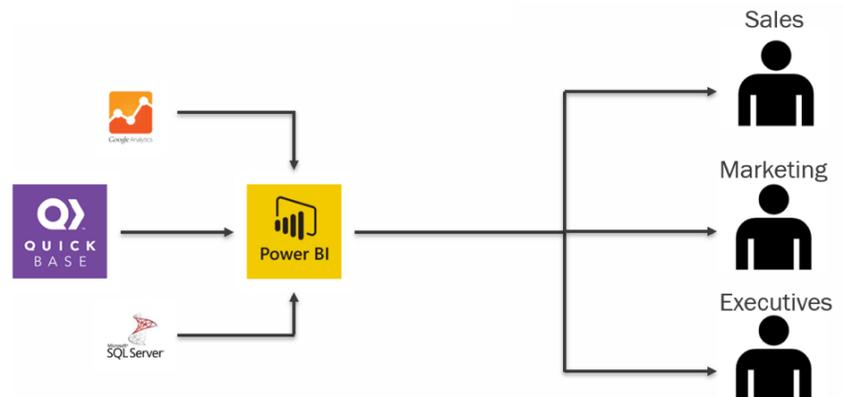


## Visuals are Only as Powerful as your Data Sources

All of these capabilities are great, but how do we access our data to utilize these tools? Power BI gives us a host of different connectors for accomplishing this task. You can suck your Quick Base data into Power BI, reach out and get your Salesforce data, combine that data together and create dashboards and reports based off of this combination. Power BI turns into a hub that can pull from your different business data sources and aggregate that data into one central location for actionable intelligence.

## Collaboration

Collaborate with your co-workers on different reports and dashboards. Maybe you want to give your sales or marketing team access to a certain dataset so these groups can create their own dashboards and reports to digest the data in a meaningful way. Power BI allows for collaboration on data sets and dashboards, and sharing across the organization.



## How MCFTech can Help

MCFTech has extensive experience helping our clients get the most out of Power BI. Whether it be helping them decide the best options and ways for connecting their data, transforming and joining data from multiple sources once in Power BI, or providing meaningful insight into their dashboard visualizations and tools at their disposal for getting the most out of this powerful tool – we're here to help. Below is our contact details – please reach out to us for a further discussion about how we can help integrate this tool into your business to add value.