Data Viz Assessment

ANSWERS

* Required

1. A client asks a question during a call pertaining to a reporting area you are not familiar with and do not have context. How do you respond? *

"It sounds like you are referring to a new reporting area relating to "reporting area XYZ", could you talk more about that? How does that fit in or relate to our overall objective?

Is that something you would like to discuss in further detail to see where it can fit in on our projects? Whether it be in this phase or in the next one?"

2. Two weeks into a reporting project, you identify that the metric definition you are developing for is unclear. What is your next step? *

First step would be to sync up with the internal team, see if the metric definition or additional details is familiar to them. They may have more insight into where it is build into the data, or recall when it was defined in a previous call or other communications with the client.

If there isn't enough information provided internally, then reach out to the client to define the metric and gather any requirements needed to implement it.

3. A client is unsure of how often the stakeholders are making use of a report and if it is beneficial. What are your next steps? *

Leverage the Usage Statistics report built into Power BI Service to see who is accessing the reports and how often.

Confirm there aren't any access/permission issues with each of them.

If the adoption is low, communicate this to the client and potentially setup a training call with the stakeholders to ensure adoption and answer any questions.

If neither of these solve the issue, the report design/metrics may need to be revisited to ensure it meets the business goal.

4. Your client comes to you seeking advice on Power BI licensing. They want to create an internal facing report with a table that can have all of it's contents printed directly from Power BI. Based on your knowledge of the report you realize it will take approximately 15 pages to output the entire table. The client has previously shared that they have 230 users who will need access to this report directly. What is your recommendation and why? *

For this implementation, the may need to make use of a paginated report in order to export all 15 pages of content. This will require Premium Per User licensing (PPU). They could also evaluate whether premium capacity would be a better fit, considering data size and future reporting needs.

With the paginated report, they can export into excel, power point or as a PDF.

5. Your client has defined revenue and profitability as necessary metrics for their revenue reports and you'll need to implement the Dax measures. The columns available on the table are total revenue and total cost. For comparison, they also want to know what the revenue was for a prior year. Please write the three Dax measures for revenue, profit and prior year revenue. *

```
Revenue = SUM ( f_transactions[Revenue])
Cost = SUM ( f_transactions[Cost])
Gross Profit = [Revenue] - [Costs]
Gross Profit % = DIVIDE([Gross Profit]- [Revenue] ,0)

Revenue SPLY =
CALCULATE( [Revenue]
          , SAMEPERIODLASTYEAR(d_date[date])
))
```

6. The aesthetics and design of your client's report is important to it's adoptability. Please explain 3-5 key elements of a well designed report. *

Simple and clean is best, easier to consume and likely points to the action items, KPIs, etc.

Choose a color theme that makes sense with the company logo/ theme and is pleasing to the eye

KPI colors are important (green, yellow, red) to provide some indication of what is performing well, or showing unfavorable trends.

Alignment, spelling and general layout is

Consider the flow of the visuals, how users would interact with them and what is most important