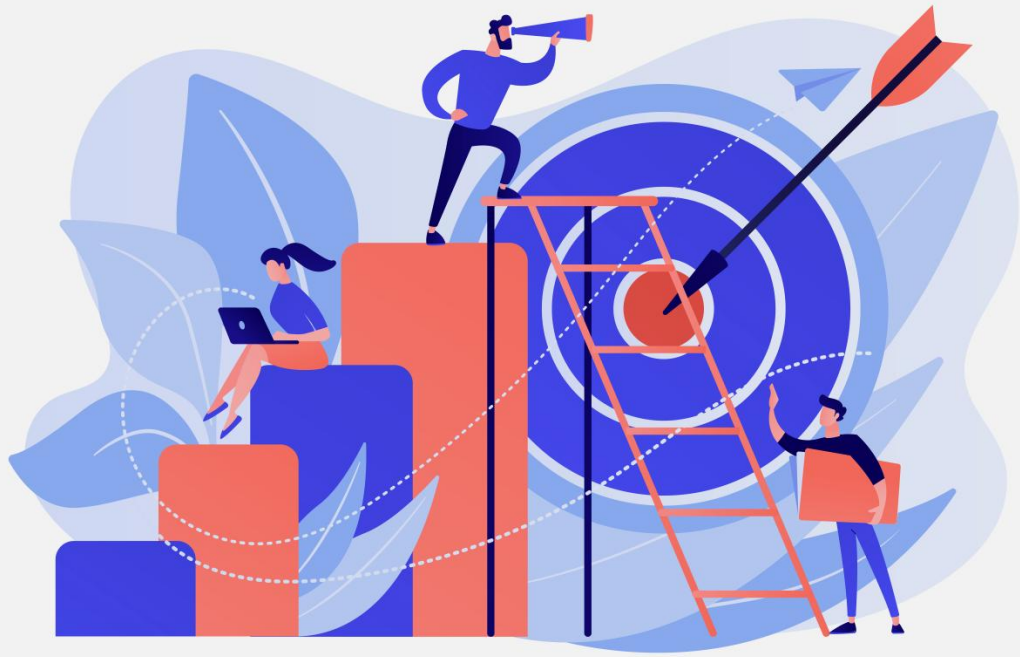# Powerful Insights

Turn Your Data Into Money

ABOUT POWERFUL INSIGHTS

Vision

To transform a world of Data into a world of money and clear insights.

Mission

We work to keep pace with the high-quality scientific methodologies in the world of data visualization to shorten the path from data to insight.

Powerful Insights Clients

13,000+ Customers

Powerful Insights Clients

اسمنت ينبع Yanbu Cement

البابطين للطاقة و الاتصالات AL-BABTAIN POWER & TELECOM

السيف مهندسون مقاولون EL SEIF Engineering Contracting

MANTRAC CAT

Sidpec Sidi Kerir Petrochemicals Co.

DIYAR Saudi Diyar Consultants

MINAPHARM PHARMACEUTICALS

Dabur

The Knowledge Hub Universities

ALDAU DEVELOPMENT

Harvest FOODS

ممتلكات MUMTALAKAT

Elixir PHARMA

MACRO PHARMACEUTICALS

Lundbeck

REDCON CONSTRUCTION

تكنولوجيا النقل TransIT

IRDNA

شركة مسارات لتأجير السيارات

LA POIRE الديوار

13,000+ Customers

Powerful Insights Clients

13,000+ Customers

COMPANY OVERVIEW

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> Transform your data from regular forms into strategically designed insights, where the light is spotted only on the data that matters!

> Empowering your reports with smart designs and eye-opening visuals

> Highlights the most critical facts and figures that smoothly lead you to make the best decisions

"You need to see the big picture, the real one, and that's exactly what we do!"

DATA VISULIZATION OVERVIEW

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▶ **Each business has a non-stoppable flow of different data that needs to be collected, managed and presented in the best possible way. With Dashboard designing, you will get benefit of each single data you got! There are no more wasted time in crafting dashboards, no lose track of vital data or no boring presentations**

▶ **We help you find your gateway to spot the light on the key data in each report, and to communicate them in the simplest forms with the most attractive methodologies**

▶ **This service is all about mind shifting and eye-opening designs that will assist you in accurately tracking your current ROI, closely seeing within the gaps and critically planning for the upcoming move**

▶ **Whatever you use Excel, PowerPoint, Tableau, Power BI, SAP or any other tool in creating your reports, powerful insights can help you with customized designs that suit your own tools and needs**

THE 3 W'S of DATA

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What will happen?

Why this happened?

What is happening?

INTERACTIVE WORKSHOPS

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*Workshop that will put an **end** to all your **issues** regarding crafting **data** and **communicating** them probably!*

> **Communicating data is the main issue we are solving in here!**

> **Throughout your daily job, you will face many challenges regarding communicating your data perfectly. And the key solution to master that is to totally change the perception of how you visualize data and how to use these visualization methodologies in helping your audience to clearly and simply perceive the data presented. And that's what this workshop is about**
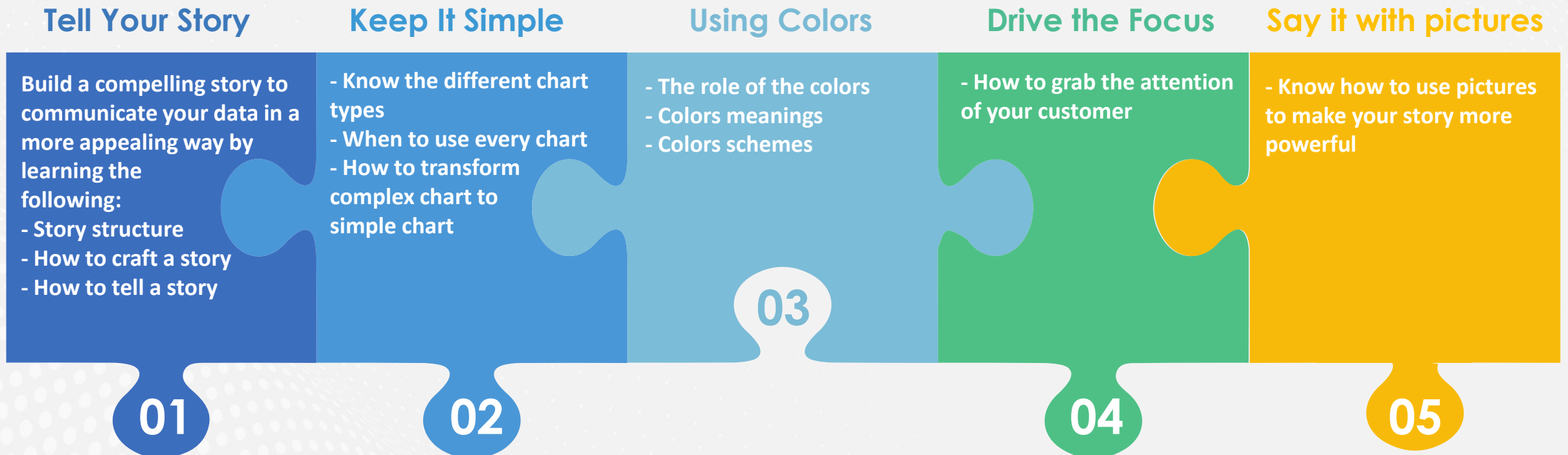
INTERACTIVE WORKSHOPS

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How are we going to do so?

The plan is to reduce time and effort needed to create a report/dashboard along with learning how to communicate data attractively and simply. That will be done through mastering the 5 key elements of visualizing data:

Tell Your Story

Build a compelling story to communicate your data in a more appealing way by learning the following:
- Story structure
- How to craft a story
- How to tell a story

01

Keep It Simple

- Know the different chart types
- When to use every chart
- How to transform complex chart to simple chart

02

Using Colors

- The role of the colors
- Colors meanings
- Colors schemes

03

Drive the Focus

- How to grab the attention of your customer

04

Say it with pictures

- Know how to use pictures to make your story more powerful

05

Data Visualization & Storytelling Outline

Data Storytelling

1 Tell Your Story
- ➢ Story structure
- ➢ How to craft a story
- ➢ How to tell a story

2 Keep It Simple
- ➢ Know the different chart types
- ➢ When to use every chart
- ➢ How to transform complex chart to simple chart

3 Using Colors
- ➢ Colors meanings
- ➢ Colors schemes

4 Drive the Focus
- ➢ How to grab the attention of your customer.

5 Say It with Pictures
- ➢ How to use pictures to make your story more powerful.

Charts & Numbers Guidelines

1 Chart and Numbers Best Practice

2 Chart Types

3 How to Format Charts

4 How to Transform Complex Chart to Simple Chart

Dashboard Design

1 The Steps to Create Effective Dashboard

2 Different Types of Designs

3 How to Highlight the Insights in the Dashboard

4 Many Use-Cases Examples for Dashboard Design

Present Your Data Outline

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Visualization
Concept

1 Tell Your Story
➢ Story structure
➢ How to craft a story
➢ How to tell a story

2 Keep It Simple
➢ Know the different chart types
➢ When to use every chart
➢ How to transform complex chart to simple chart

3 Using Colors
➢ Colors meanings
➢ Colors schemes

4 Drive the Focus
➢ How to grab the attention of your customer

5 Say It with Pictures
➢ How to use pictures to make your story more powerful

Data Analysis
Insights

1 Explore Pivot Table Options

2 Chart Formatting

3 Formatting Numbers

4 Root Cause Analysis Using Pivot Table
➢ How to extract insights from your data using pivot table

5 Scatter Plot Analysis
➢ How to use the scatter plot chart to do segmentation for the data

Dashboard
Creation

1 How to Design a Dashboard

2 Create a Summary Dashboard

3 Visualize the Insights in a Detailed Dashboard
➢ The Dashboard Creation is in PowerPoint

Excel Dashboard Outline

Pivot Table

1 Create Pivot Table

2 Pivot Table Calculations
   ➢ How to do calculations on Pivot Table

3 Pivot Table Relationships
   ➢ How To create relationships between sheets in the Excel and link it to one pivot table

4 Distinct Count
   ➢ How to do distinct (unique) count for customers or transactions

Excel Dashboard Creation

1 Create Slicer
   ➢ How to create dynamic filters and link them to different charts

2 Dynamic Data Selection
   ➢ Use Excel functions to make the data in the excel dashboard dynamic

3 Dount and Progress Bar Chart

4 Link and Hide Sheets

Interactive Dashboard Using Power BI Outline
Advanced Level

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Power BI Data Connectivity

1 **Power BI Tool Capabilities**
- Overview on the Tool and the main features

2 **Data Connectivity**
- Connect to Different Data Sources

3 **Data Cleansing**
- Change Data Types
- Reformat the Data
- Prepare Your Data for the Visualization

4 **Manage Data Relationships**
- Create Relationships between multiple table
- Understand the Relationships Types and when to use what

Data Analysis Using

1 **Chart Types in Power BI and Settings**
- Explore the Different Chart Types
- Chart Formats
- How to Add New Chart
- How to make alignments

2 **Root Cause Analysis**
- How to extract insights from the data

3 **Scatter Plot Analysis**
- How to use the scatter plot chart to do segmentation for the data

Advanced Analysis

1 **Create Calculated Columns**
- Create Calculation in Power BI
- Use different functions to create Dimensions and Measures

2 **Create a Summary Dashboard**

3 **Visualize the Insights in a Detailed Dashboard**
- The Dashboard Creation is in PowerPoint

Interactive Dashboard

1 **Create Interactive Dashboard**
- Create Multiple Reports
- Create Filters
- Publish Dashboard to Cloud
- Create Dashboard based on the Existing Reports
- How to Schedule Data so the Dashboard will be updated automatically

2 **Final Project (Interactive Dashboard)**
- The attendees will create an End-to-End Interactive Dashboard

Interactive Dashboard Using Power BI Outline
Intermediate Level

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Power BI Data Connectivity

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Present Your Data Dashboard Example

Total Sales

▲733 K

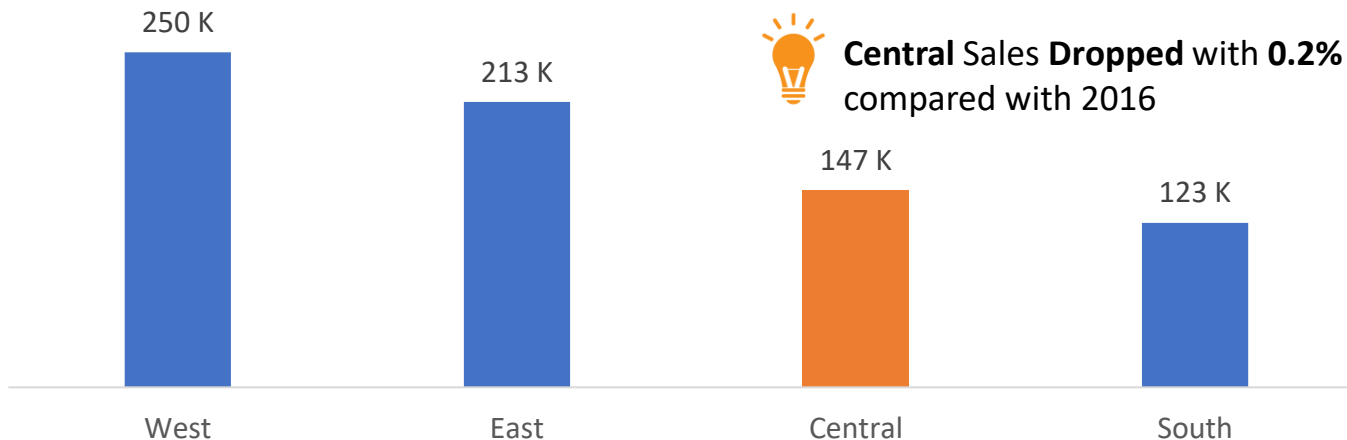Increased with **20%** compared with 2016

Total Quantities

▲12 K
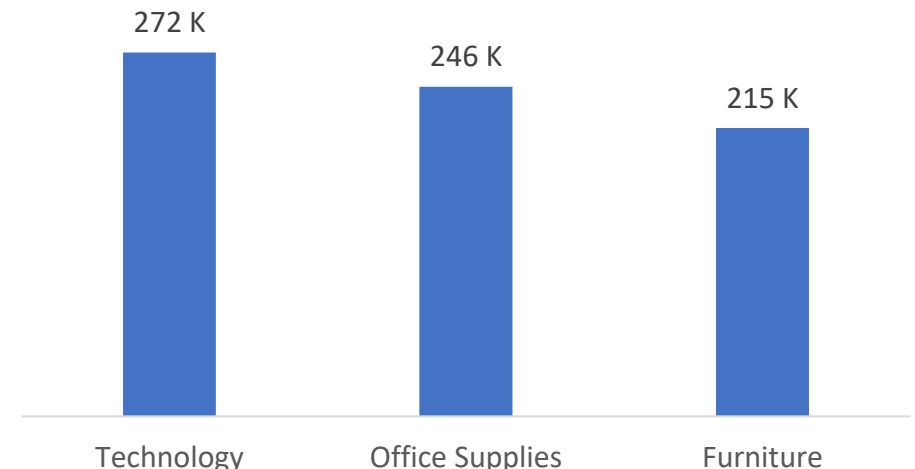
Increased with **27%** compared with 2016

Total Profit

▲93 K

Increased with **14%** compared with 2016

Sales per Region

250 K — West
213 K — East
147 K — Central
123 K — South

Central Sales **Dropped** with **0.2%** compared with 2016

Sales per Category

272 K — Technology
246 K — Office Supplies
215 K — Furniture

Excel Dashboard Example

Sales Dashboard 2017

Total Sales

733,215

Net Sales

657,713

Net Sales % **90%**

Sales % 2017 vs. 2016

20.4%
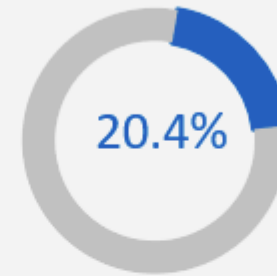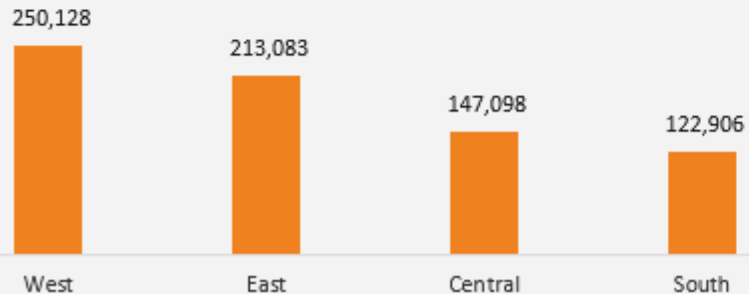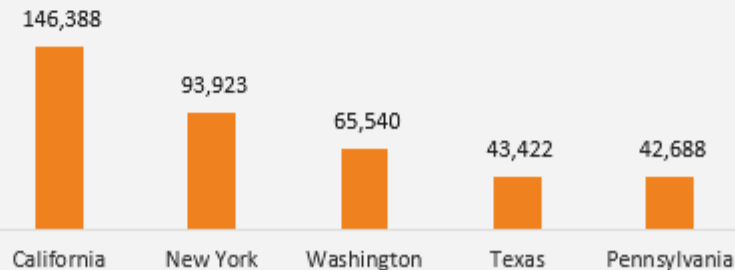
Filters

Year

| 2014 | 2015 | 2016 | 2017 |

Segment

| Consumer | Corporate |
| Home Office | |

Region

| Central | East |
| South | West |

Sales per Region

250,128 — West
213,083 — East
147,098 — Central
122,906 — South

Top 5 States

Full List

146,388 — California
93,923 — New York
65,540 — Washington
43,422 — Texas
42,688 — Pennsylvania

Power BI Dashboard Example

Power BI Dashboard Example

Financial Analysis Dashboard

Year: 2008

Sales	Expenditures	Net Income
Variance -51.70%	Variance -47.20%	Variance -70.01%
CY $20.99M / LY $43.45M	CY $18.42M / LY $34.89M	CY $2.57M / LY 8.56M

CY vs LY per Quarter, and Month (CY ● LY ●)
- Q1: 9.2M / 7.0M
- Q2: 11.7M / 9.0M
- Q3: — / 15.0M
- Q4: — / 12.4M

Financial Statement — Income Statement — Balance Statement — Report
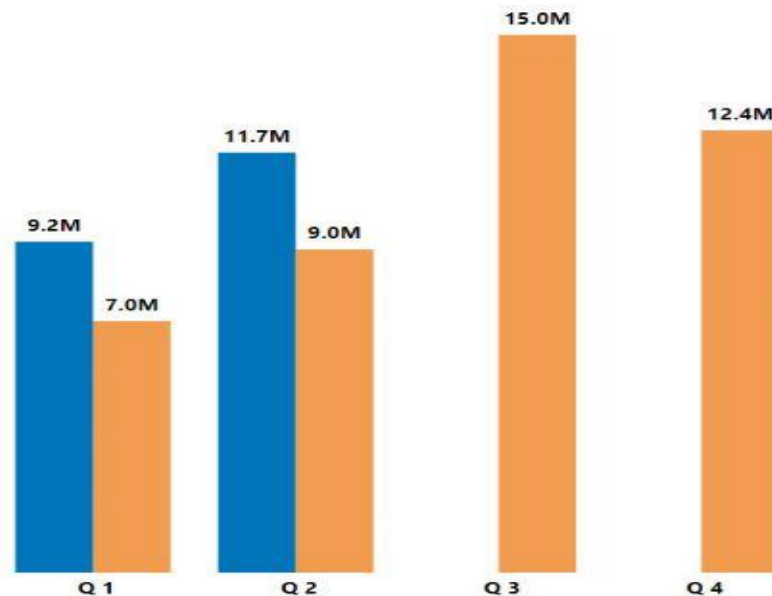
CY and LY per Organization (CY ● LY ●)
- Canadian Division: 4.5M / 11.0M
- Southwest Division: 3.9M / 8.4M
- Northwest Division: 2.7M / 4.7M
- Central Division: 2.1M / 5.1M
- France: 1.9M / 3.3M

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Power BI Dashboard Example

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HR Dashboard
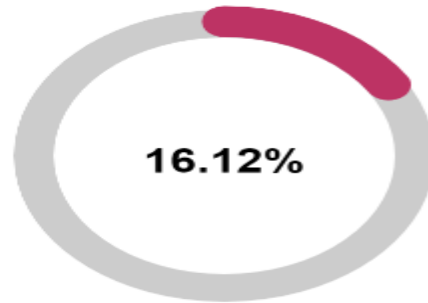
Total Employees
1,470

Current Employees
1,233

Attrition
237

Attrition %
16.12%

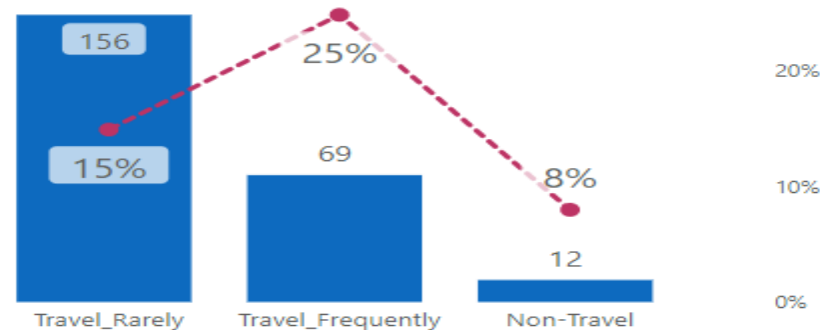**Attrition Count and Attrition % by Department**
● Attrition Count ● Attrition %

- Research & Development: 133, 14%
- Sales: 92, 21%
- Human Resources: 19%
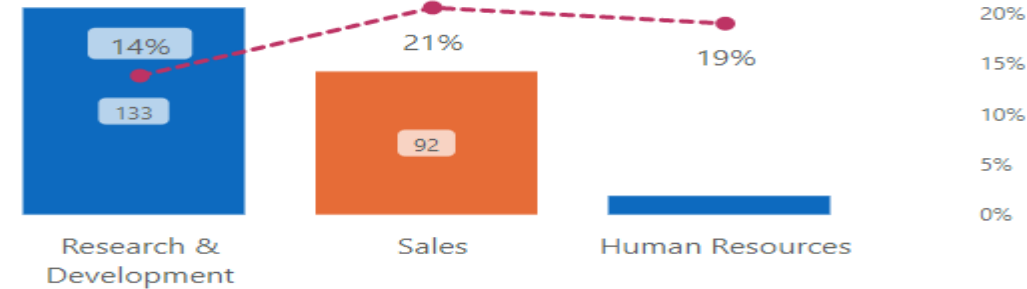
Attrition % and Attrition Count by JobRole

- Sales Representative: 40%
- Laboratory Technician: 24%
- Human Resources: 23%
- Sales Executive: 17%
- Research Scientist: 16%
- Manufacturing Director: 7%
- Healthcare Representative: 7%
- Manager: 5%
- Research Director: 3%
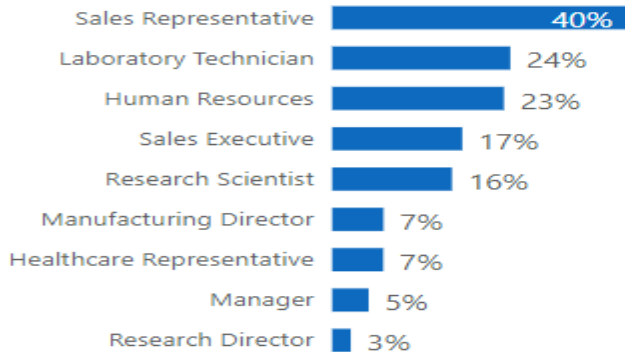
Attrition Count and Attrition % by BusinessTravel
● Attrition Count ● Attrition %

- Travel_Rarely: 156, 15%
- Travel_Frequently: 69, 25%
- Non-Travel: 12, 8%

Attrition Count and Attrition % by YearsAtCompany (groups)

- 0: 16
- 1: 59
- 10-14: 24
- 15 - 19: 5
- 20+: 9
- 2-5: 87
- 6-9: 37

Thank You

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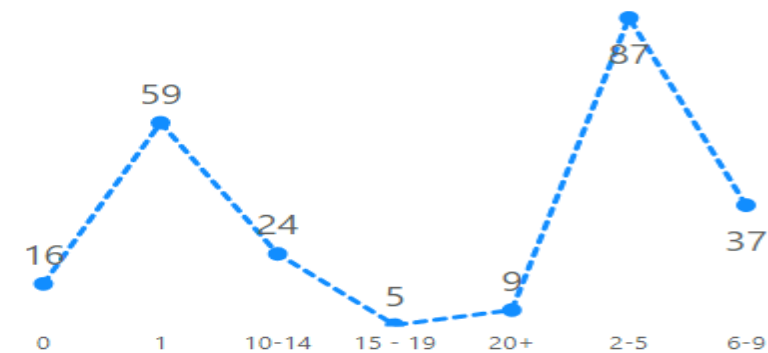
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