



# "POWER BI IS A VISUALIZATION TOOL"

For 2020 let's dispel this misconception



## Interactive & Cool Pie Charts

The misconception that Power BI is only a data visualization tool for stunningly beautiful reports and dashboard leads to many bad practices and missed opportunities. Did you experience any of the bad practices below in your organization?



## Power BI developers are involved at the end of BI projects

As a project lead or data architect that gets to decide how to implement a new BI solution, your bad practice starts during the planning phase when you choose to involve the Power BI guys at the end of the project. Your Power BI experts should start on day 1.



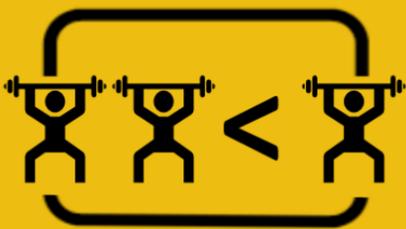
## Power BI developers are hired for the project based on their visualization skills only

Unaware of the data transformation and modeling capabilities in Power BI and the true potential of the platform, you hire Power BI developers who can build nice dashboards. Do you have a team that can create a truly sustainable and well-performed analytics solution that can quickly evolve as the business needs change over time?



## You may have heard about Power Query, Modeling and DAX in Power BI, but decided to focus on the visualizations

You don't want to learn Power Query and modeling. You prefer to stay in your comfort zone. Your success in creating awesome visualizations may be short-lived as your reports will not be sustainable and agile enough to meet new business needs.



## As a Power BI visualization expert, you don't insist on having strong Power BI modeler in your team

You think you can do it all alone, and your reports are so beautiful, but don't blame others in 2020 when your reports fail. Without Power Query skills, you will need to rely on IT to prepare the data, and they will not always be available to support you. Team up with a strong modeler today to increase your impact and prolong the life of your reports.



## You don't know what you don't know

You are good at Power Query, Modeling and DAX. You think you saw it all. But you are not aware of the pitfalls that await you. As you make a bigger impact in your organization, and become mission-critical in your projects, you stop your learning journey. Knowing nothing about the opportunities that await you.



## You over-engineer it to get the required visualizations

You are a hero of DAX and creative customizations to meet any user-experience requirement. But with so many sophisticated visuals and unreadable DAX, your Power BI reports fail to keep up with their promise and eventually become unsustainable if you don't start spending time in keeping your designs simple.