



# Decisive Data Power BI Engagement Model Overview



# SO WHAT'S THE RECIPE FOR SUCCESS? PARTNERSHIP

You may play **one** or **many** of these roles



## Executive Sponsor

Present for

- kickoff call
- milestone (sprint) delivery

Time Commitment:

30 mins. - 1 hr. kickoff

30 mins. - 1 hr. sprint reviews



## Project Champion

Engaged stakeholder

Provides

- Clarification when needed
- Feedback loop mid sprint
- Internal coordination
- Data preparation (if DD is not engaged in this phase)

Time Commitment:

5-10 hours per week



## IT Resource

Provides credentials/access to necessary systems and databases before project start date. SLA expectations.



## Database Administrator

Business data subject matter expert.  
Provides data dictionary if available.  
Time Commitment: 1-2 hours per week

# OPTIMAL DATA MODEL

## One denormalized flat data source

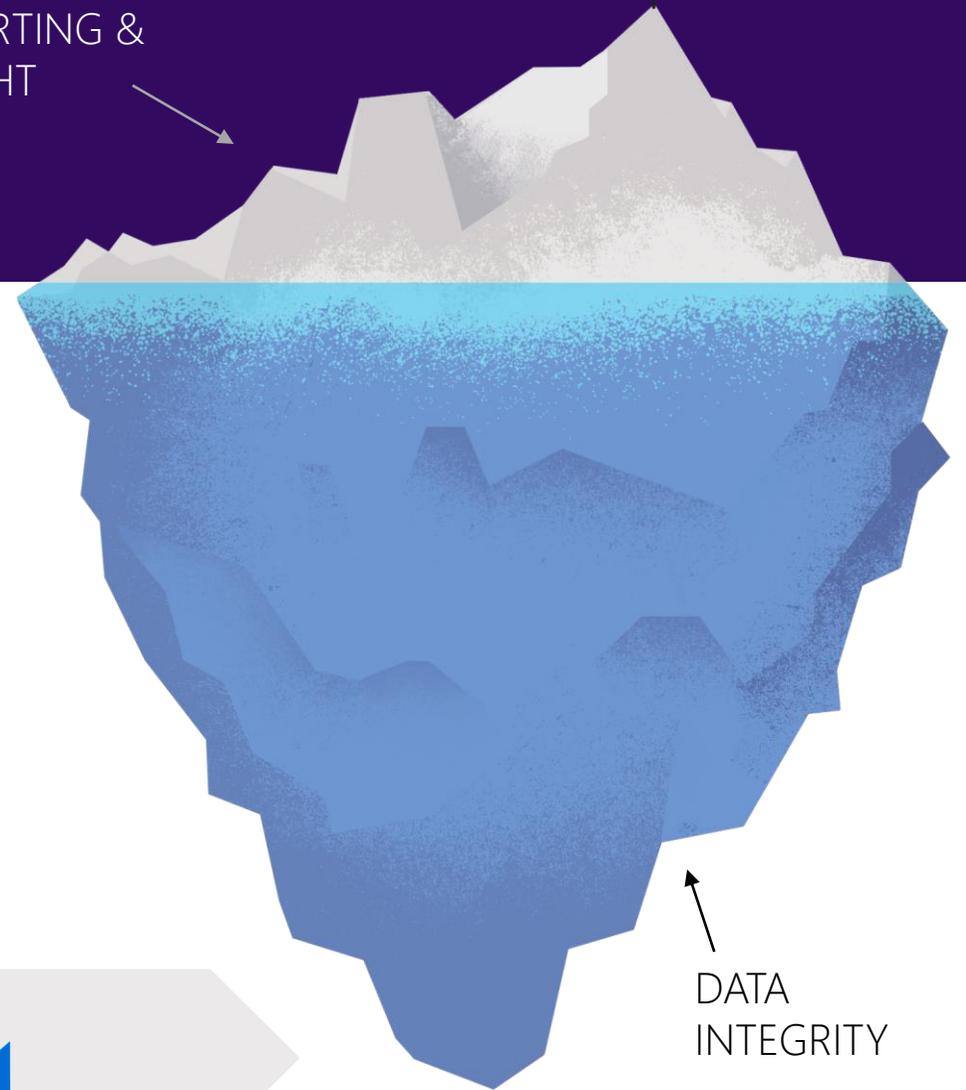
- Join or Union tables before bringing into Power BI
- Speed of data retrieval dramatically improves
- Allows maximum flexibility for development and user experience

## DD has the expertise to address business challenges below the surface

 Microsoft Azure



REPORTING &  
INSIGHT



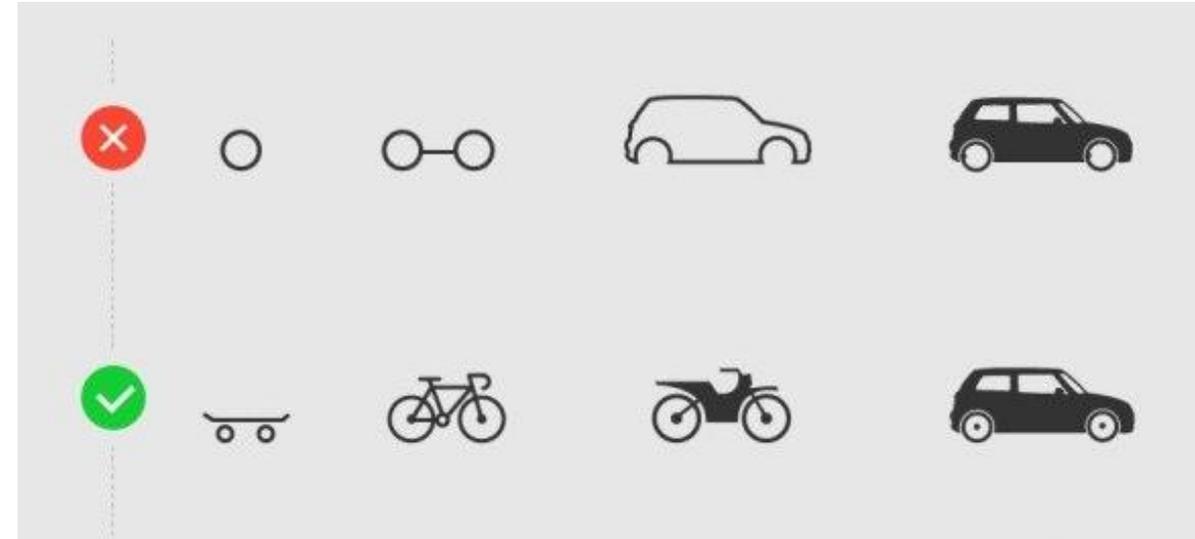
DATA  
INTEGRITY

# DD ITERATIVE APPROACH



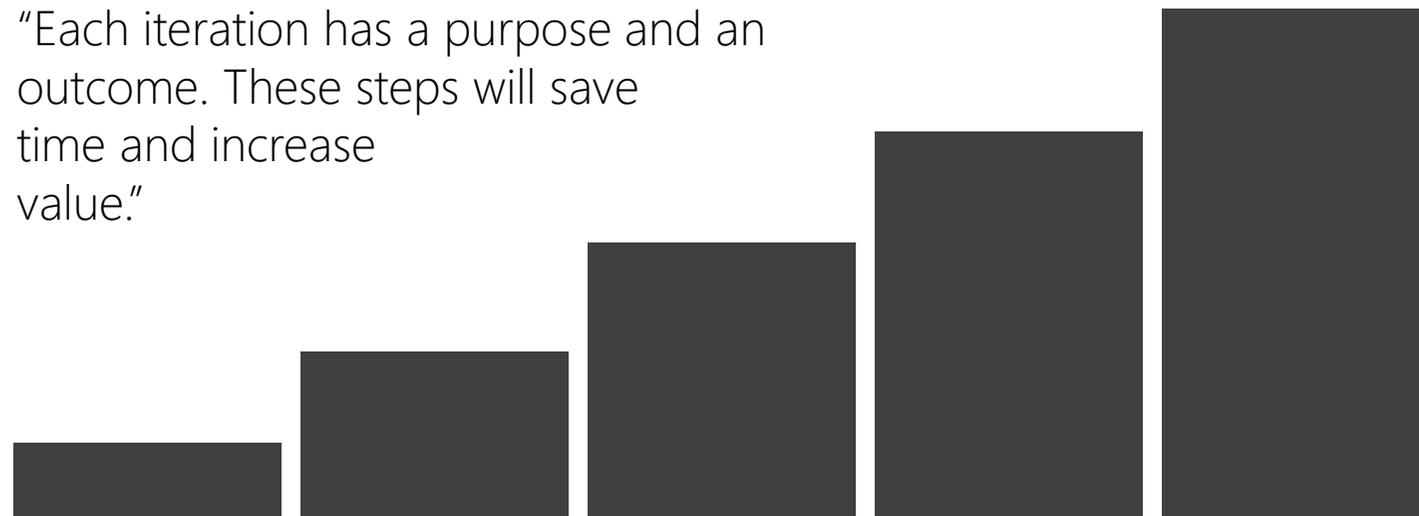
# DESIGN & DEVELOP

Minimum Viable Product (MVP)



- 1 Planning Session 
- 2 White Board Wireframe 
- 3 Power BI Draft Iteration 
- 4 Power BI Final Iteration 

"Each iteration has a purpose and an outcome. These steps will save time and increase value."



# PLANNING SESSION

Time Committed: 1-2 hours



## 1 Identify the path to success.

- What is our objective? What is our primary business challenge?
- Analyze our audience to understand their behaviors and actions
- What kind of value will this dashboard drive within the organization?



# PLANNING SESSION

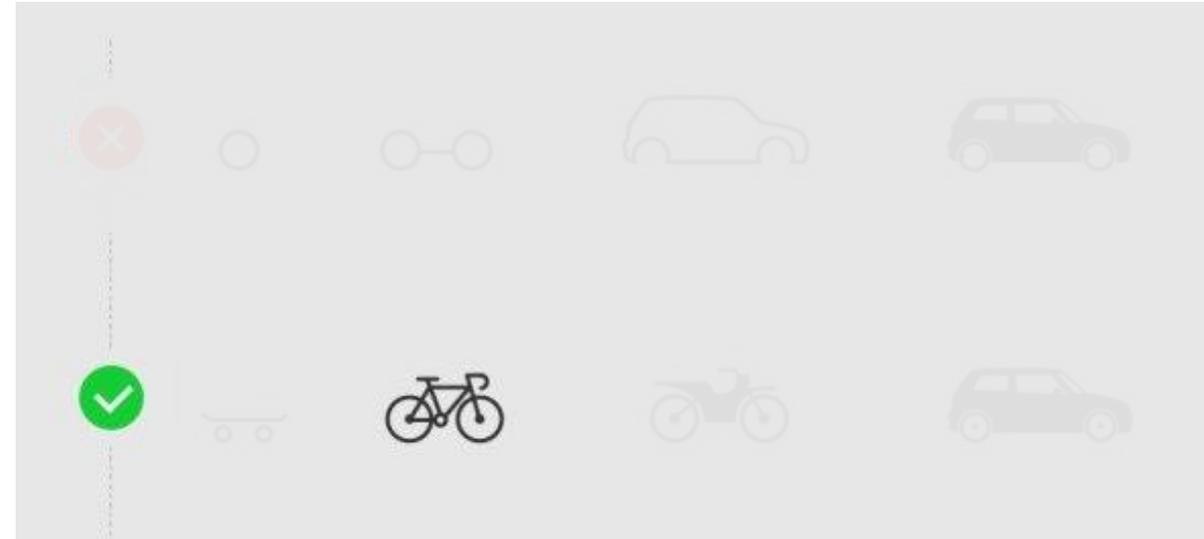
**During this session, you will identify the following:**

1. Objective
2. Audience and Behavior
3. Priority Questions
4. Other Requirements



# WHITE BOARD WIREFRAME

Time Committed: 2-3 hours



2

## Optimize time and create vision.

- Understand the dashboard layout, visual hierarchy and flow
- Identify data necessary and advise on optimal data model
- More of what you want/need and less of "that's not what I was expecting (the negative kind)"

# FUNCTIONAL DRAFT ITERATION

Time Committed: 10-16 hrs.



3

## Align wireframe with a functional outcome.

- Ensure the integrity of the data
- Align functionality with desired user experience
- Build a backlog

# FUNCTIONAL FINAL ITERATION

Time Committed: 8-12 hours



4

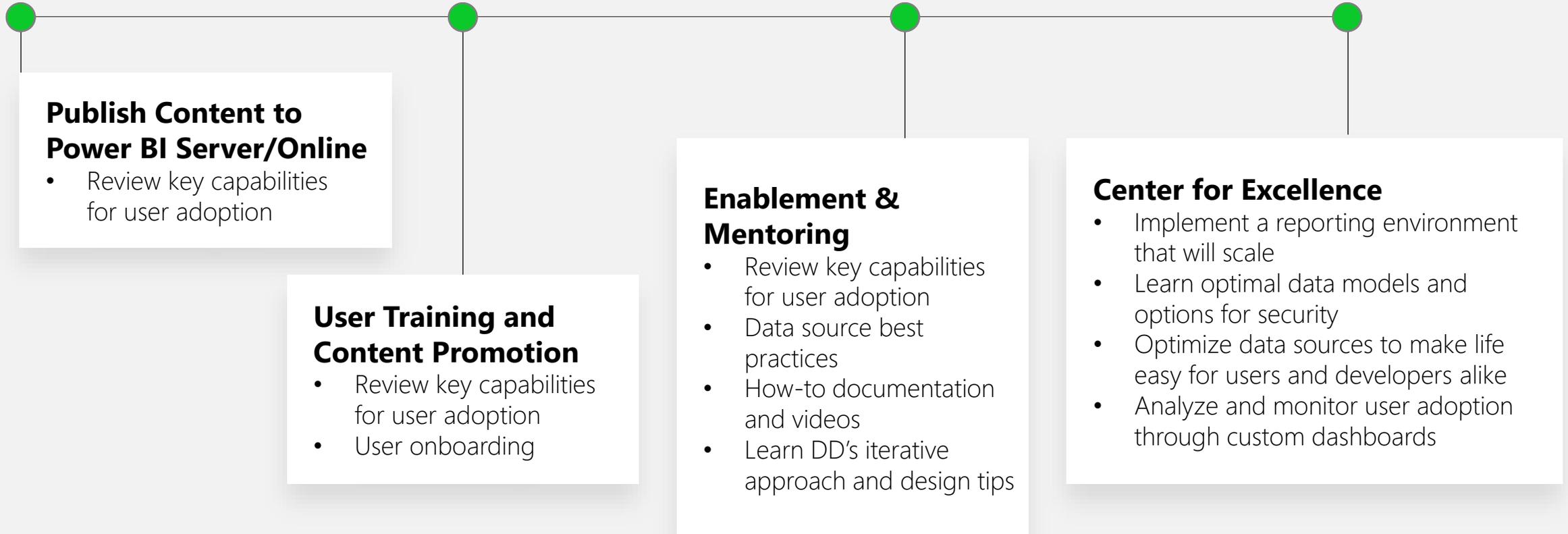
## Implement feedback, polish and introduce.

- Implement change requests from draft iteration
- Complete a design audit for final polish
- Provide direction and UAT guidance

# ROLLOUT STRATEGY AND ADOPTION IS KEY!



## Increased Value



# DATA VISUALIZATION TECHNIQUES

*"Tell data stories that drive business impact"*

- 1 Tell a story**
- 2 Create questions for clarity**
- 3 Position by importance**
- 4 Choose appropriate visuals**
- 5 Allow for flexibility**
- 6 Use color to drive meaning**
- 7 Remove non-data ink**
- 8 Highlight for focus**
- 9 Layer dashboards**
- 10 Add the polish**

