POWER BI

15 Ways to Design KPIs

Harpreet Ghuman

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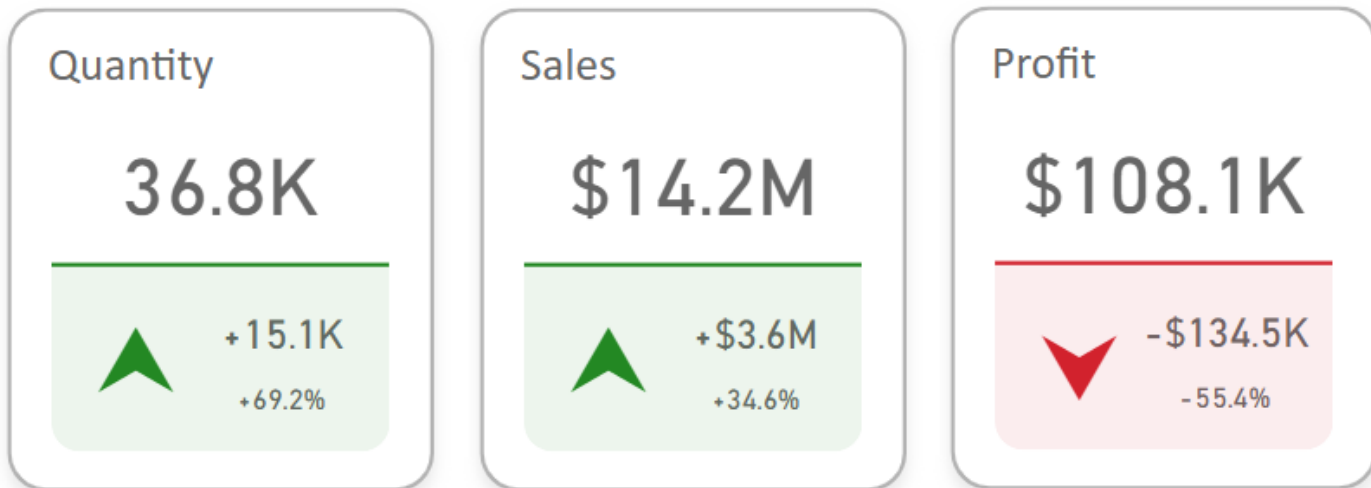| Quantity	Sales	Profit
37K	**$14M**	**$108K**

› Horizontal minimalist design

› **Key numbers in BAN format**

› Historical trend in background

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Quantity	Sales	Profit
36.8K	**$14.2M**	**$108.1K**
▲ +15.1K +69.2%	▲ +$3.6M +34.6%	▼ -$134.5K -55.4%

> **Tall compact design**

> **Key variance numbers**

> **Variance emphasis through Color & Arrow**

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QUANTITY	SALES	PROFIT
+15.1K ⬆	**+$3.6M** ⬆	**−$134.5K** ⬇
+69.2%	+34.6%	−55.4%
PY 21.8K CY 36.8K	PY $10.5M CY $14.2M	PY $242.7K CY $108.1K

······ PY ——— CY
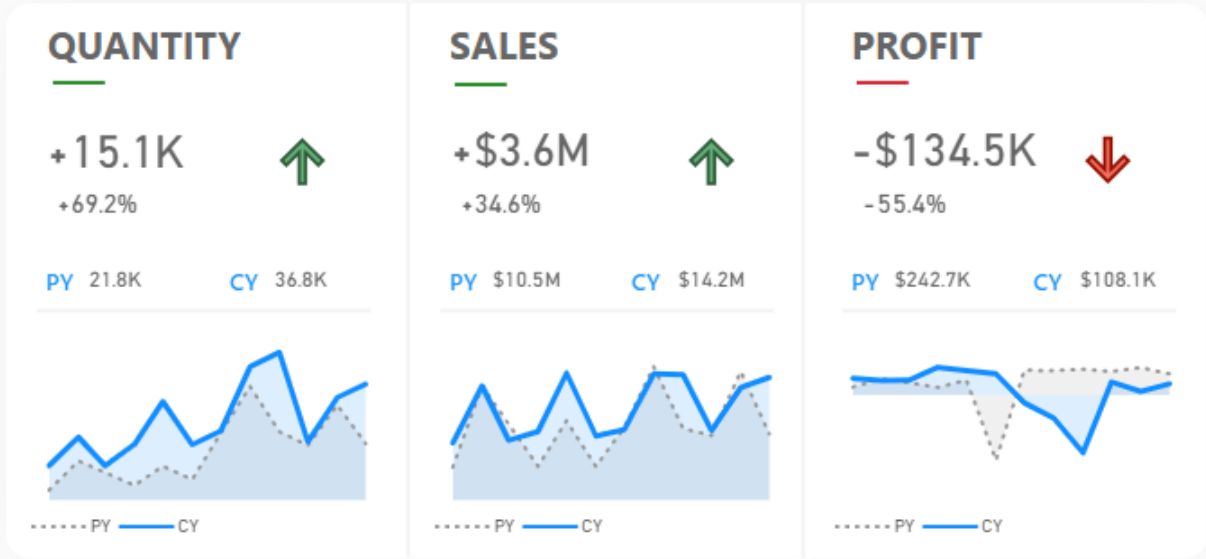
Extra tall design

Single box divided for KPIs

Trend comparison – CY vs PY

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Sales		Profit
$14M		$108K
+34.6%		-55.4%
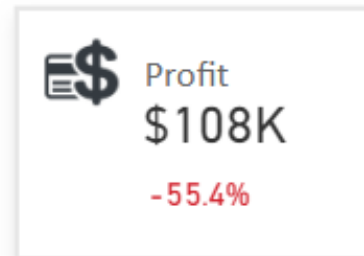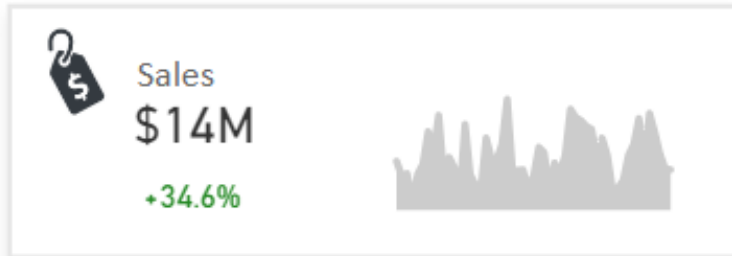
> **Wide minimalist design**

> **Variance highlight through Color**

> **Trend performance**

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Quantity **36.8K**	▲ +69.2% vs PY	
Sales **$14.2M**	▲ +34.6% vs PY	
Profit **$108.1K**	▼ -55.4% vs PY	

> **Extra wide design with vertical KPI stacking**

> **Min/Max highlighted in historical trend**
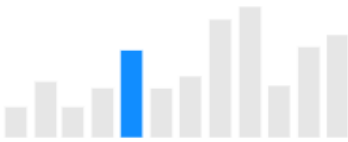
> **Key numbers in BAN format**

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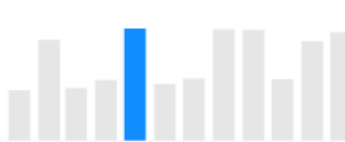| Quantity	Sales	Profit
May, 2019	May, 2019	May, 2019
4K	**$1.6M**	**$46.1K**
⬆ +77.0%	⬆ +85.3%	⬇ -12.1%

> **Extra tall design**

> **Selected month highlighted**

> **Variance emphasis through Color & Arrow**

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Quantity	Sales	Profit
36.8K	$14.2M	$108.1K
77% of target	91% of target	59% of target
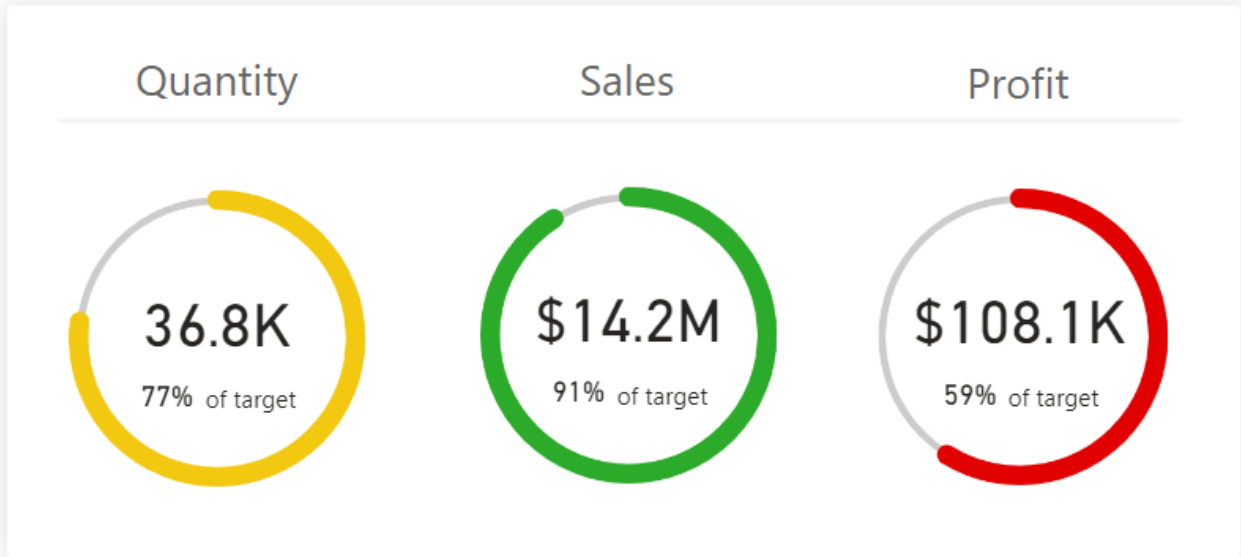
Minimalist design

Performance vs target highlighted

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36.8K
Quantity
77%

$14.2M
Sales
91%
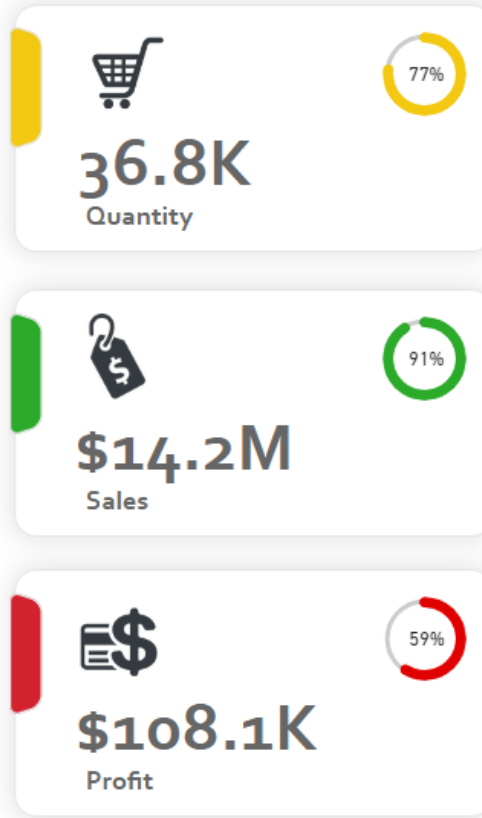
$108.1K
Profit
59%

> Compact card format

> **Band color indicating KPI performance**

> Target achievement highlighted through donut chart

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Quantity
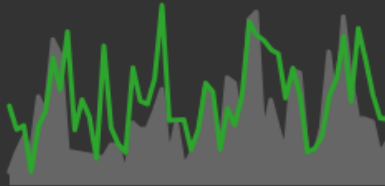
36.8K ▲ +69% YoY

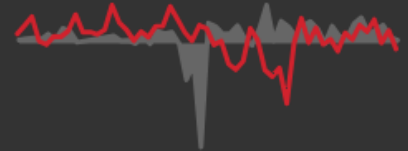Last Year 21.8K
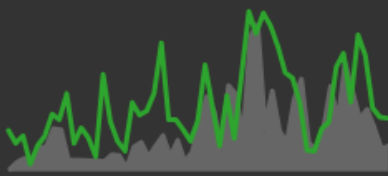
Sales

$14.2M ▲ +35% YoY

Last Year $10.5M

Profit

$108.1K ▼ -55% YoY

Last Year $242.7K

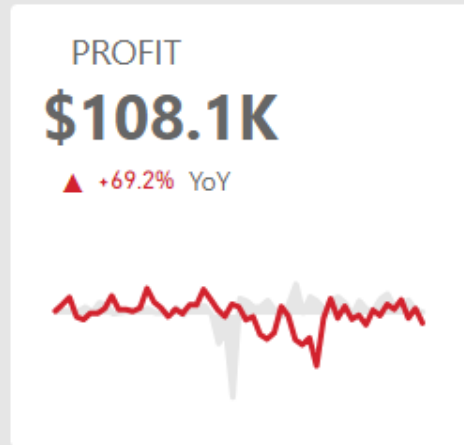> Dark theme

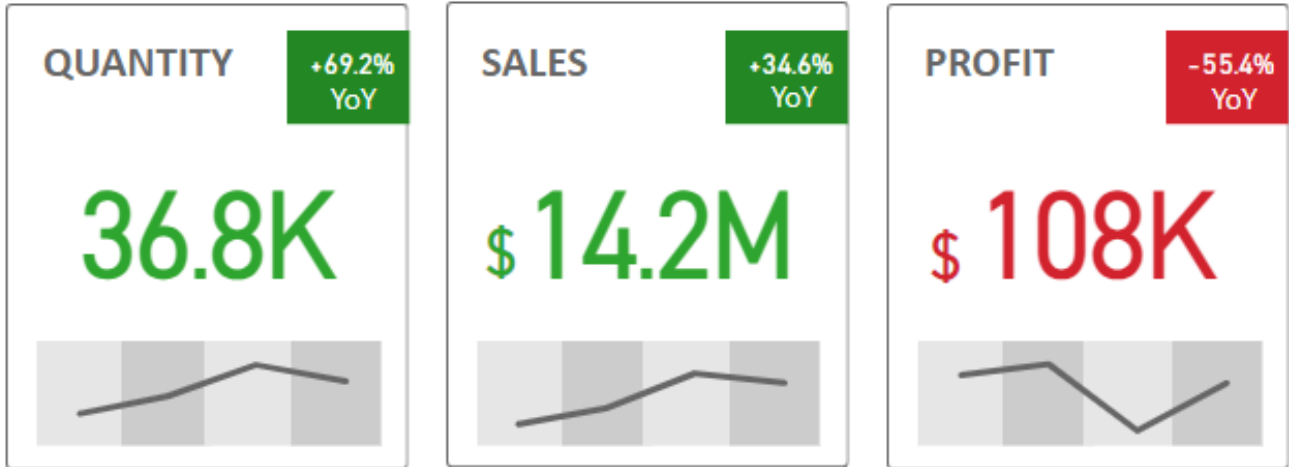> **Variance emphasis through Color**

> YoY trend comparison

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QUANTITY	SALES	PROFIT
36.8K	**$14.2M**	**$108.1K**
▲ +69.2% YoY	▲ +34.6% YoY	▲ +69.2% YoY
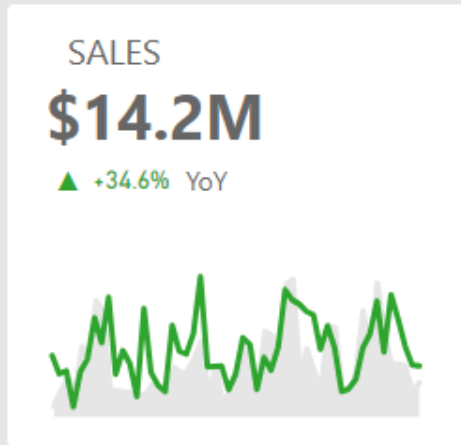
▶ Square box design

▶ **Variance details through Color & Arrow**

▶ YoY trend comparison

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| QUANTITY | +69.2% YoY | SALES | +34.6% YoY | PROFIT | -55.4% YoY |

QUANTITY — +69.2% YoY — **36.8K**

SALES — +34.6% YoY — **$14.2M**

PROFIT — -55.4% YoY — **$108K**

> Tall design

> **Key numbers in BAN format colored by variance**

> Quarterly trend

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QUANTITY	SALES	PROFIT
36.8K	**$14.2M**	**$108.1K**
VS LAST YEAR +69.2% │ ↑ 15.1K	VS LAST YEAR +34.6% │ ↑ $3.6M	VS LAST YEAR -55.4% │ ↓ $134.5K
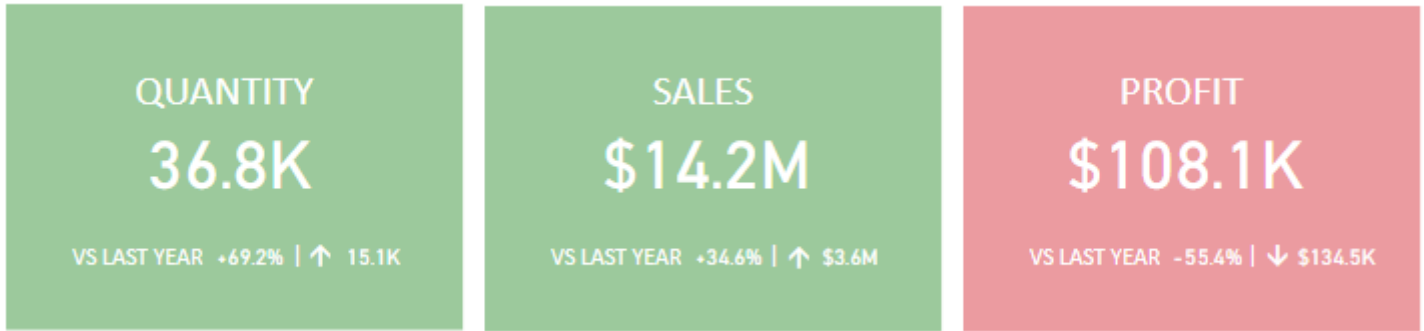
› Squarish box design

› Box colored by variance

› Key variance stats in bottom row

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QUANTITY	SALES	PROFIT
36.8K	+69.2% vs LY	**$14.2M**	+34.6% vs LY	**$108.1K**	-55.4% vs LY
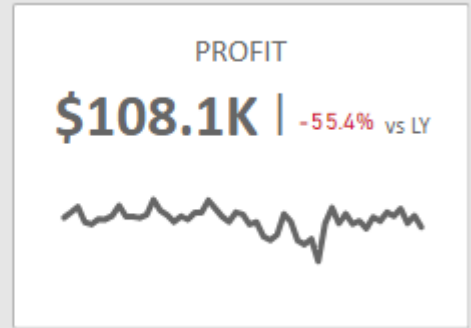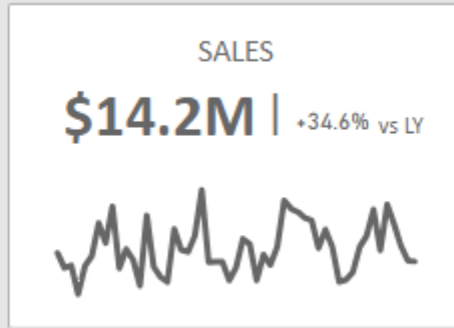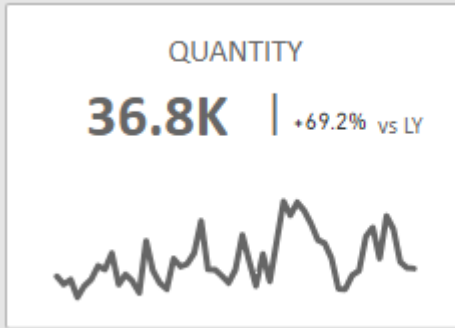
> Minimalist design

> Negative variance colored

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Quantity

| ▲ 69% | This Year 36.8K | Last Year 21.8K |

Sales

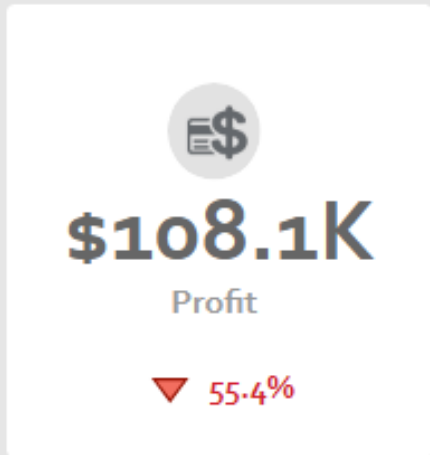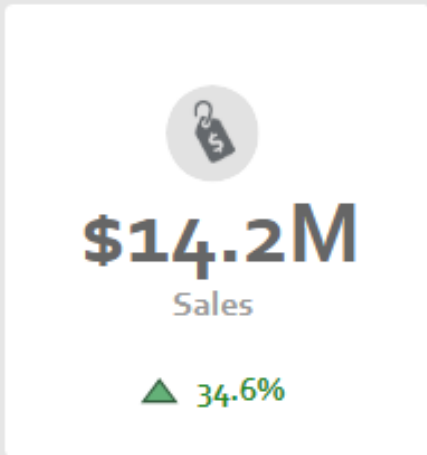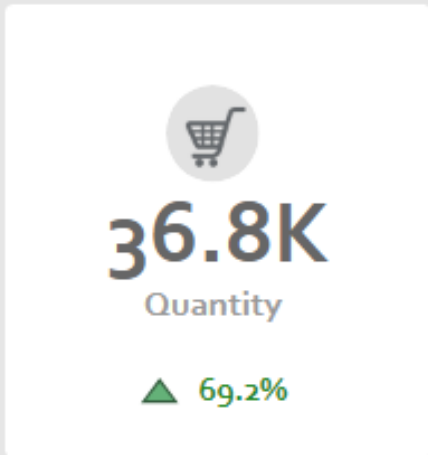| ▲ 35% | This Year $14.2M | Last Year $10.5M |

Profit

| ▼ 55% | This Year $108.1K | Last Year $242.7K |

▶ Wide 'ticker' design

▶ **Emphasis on variance**

▶ Neutral blue to highlight negative variances in red

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🛒 36.8K	🏷️ $14.2M	💳 $108.1K
Quantity	Sales	Profit
▲ 69.2%	▲ 34.6%	▼ 55.4%

> **Key numbers in BAN format**

> **Variance details through Color & Arrow**