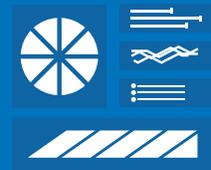


Make informed decisions

Explore and enhance your data



Develop interactive reports using Excel and Power Pivot by creating and connecting with all different data sources.

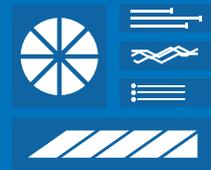
The screenshot shows the Microsoft Excel interface with the 'DATA' tab selected. The 'Connections' group in the ribbon is highlighted with a red box. A red arrow points from this group to the 'Workbook Connections' dialog box, which is also highlighted with a red border. The dialog box displays a table of connections:

Name	Description	Last Refreshed
BI_demo Review		
ContosoGlobal Database		
ThisWorkbookDataModel	Excel Data Model	6/19/2012 10:45:45 AM

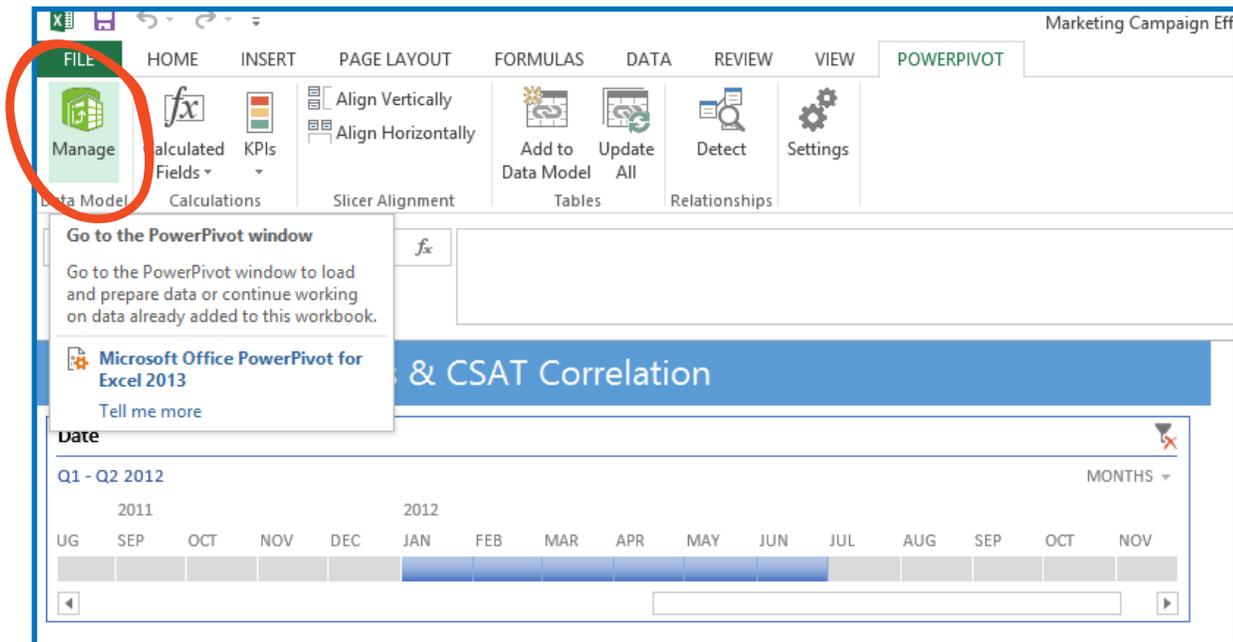
Below the table, there is a section titled 'Locations where connections are used in this workbook' with a button that says 'Click here to see where the selected connections are used'. The background shows a worksheet with a pivot table for 'Marketing Campaigns & CS' and a slicer for 'Customer Type' set to 'Person'.

Open up an Excel worksheet and click the Data tab. You can examine all the data connections your model currently uses, from both internal and external sources.

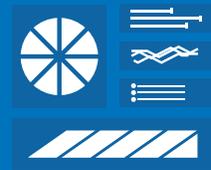
Engage with data using PowerPivot



From either a blank worksheet or a current data set, start using Power Pivot to develop and enhance your data model.



Find other data



Browse and add other sources of data to help enhance your own data sets.

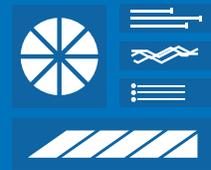
The screenshot shows the Microsoft Excel interface with the 'Table Import Wizard' dialog box open. The 'Data From Other Sources' button in the ribbon is circled in red. The dialog box is titled 'Table Import Wizard' and contains the following sections:

- Connect to a Data Source**: You can either create a connection to a data source, or you can use one that already exists.
- Multidimensional Sources**:
 - Microsoft Analysis Services**: Create a connection to a SQL Server Analysis Services cube. Import data returned from an MDX query.
- Data Feeds**:
 - Report**: Create a connection to a Microsoft Reporting Services Report. Import data from the feed.
 - From Windows Azure Marketplace**: Get external from Windows Azure Marketplace.
 - Suggest Related Data**: Get suggestions of external data. (This option is highlighted in blue.)
 - Other Feeds**: Create a connection to a data feed. Import data from the feed.
- Text Files**:
 - Excel File**: Import data from an Excel file.

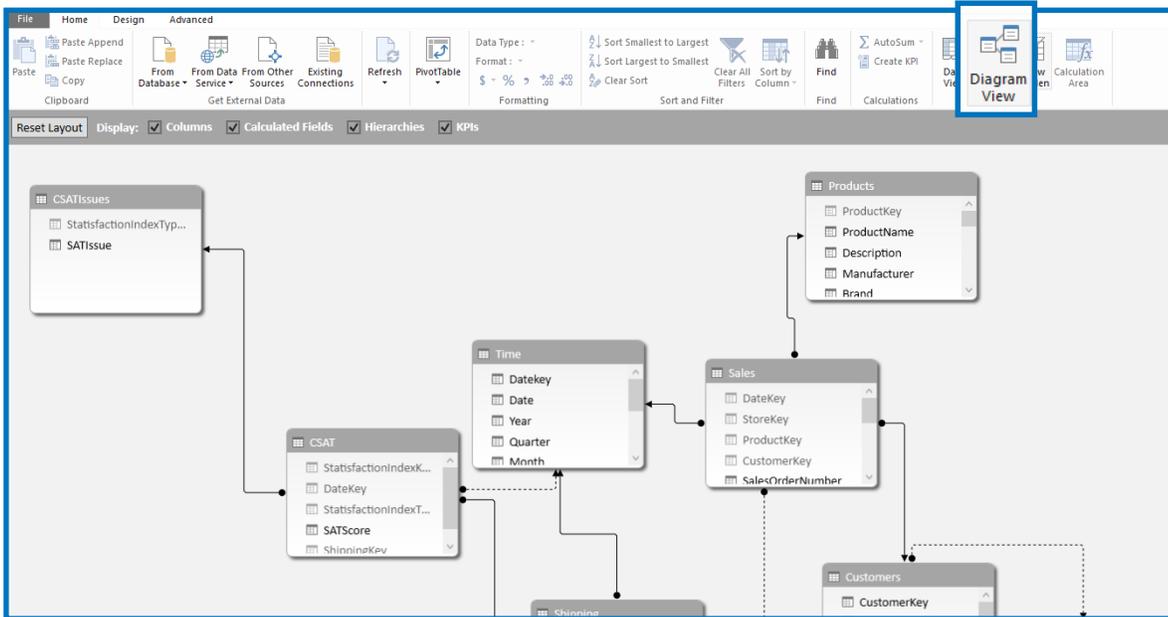
The background shows a data table with columns 'DateKey', 'SalesAmount', and 'TotalCo'. The 'DateKey' column contains values from 20110803 to 20111015. The 'SalesAmount' column contains values of \$583.11. The 'TotalCo' column contains values of \$.

Find the best data source for the project, and then connect it to your file.

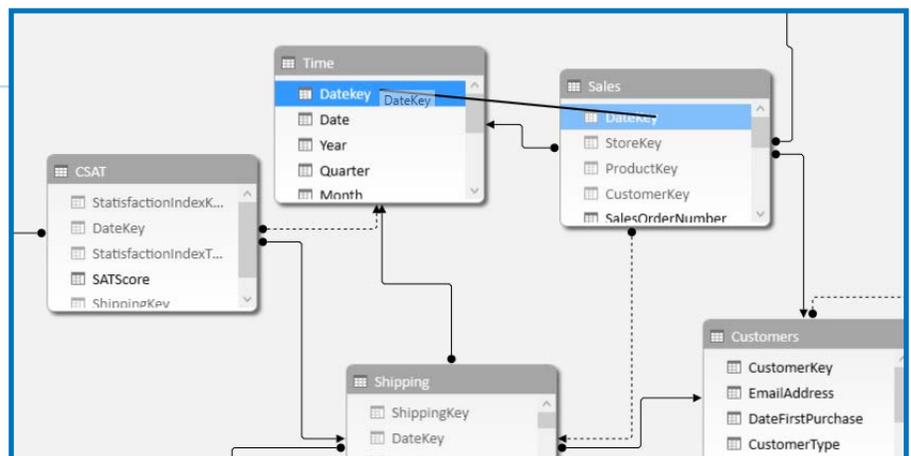
Visualize your data

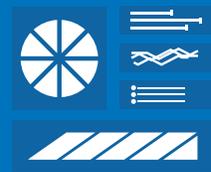


Once all the data is connected, visualize the interconnections in Diagram View.



Make new connections in your model by dragging one data category to another.

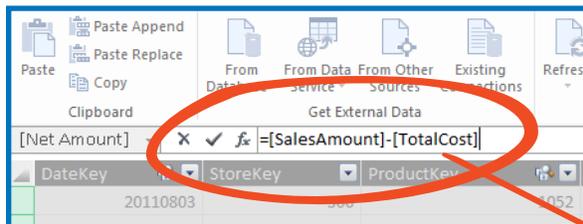




Add formula columns and indexes

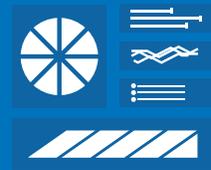
Analyze and categorize your data by customizing formulas and columns.

DateKey	StoreKey	ProductKey	Custom...	SalesOrderNu...	SalesQuantity	SalesAmount	TotalCost	Margin	Add Column
20110803	306	1052	1466	20070203212465	1	\$583.11	\$207.74	180.7%	
20100916	306	1052	15930	20070316726929	1	\$583.11	\$207.74	180.7%	
20101016	306	1052	8425	20070416219424	1	\$583.11	\$207.74	180.7%	
20100809	306	1052	16171	20070209327170	1	\$583.11	\$207.74	180.7%	
20111008	306	1052	5589	20070408716588	1	\$583.11	\$207.74	180.7%	
20100825	306	1052	13698	20070225424697	1	\$583.11	\$207.74	180.7%	
20101027	306	1052	8457	20070427319456	1	\$583.11	\$207.74	180.7%	

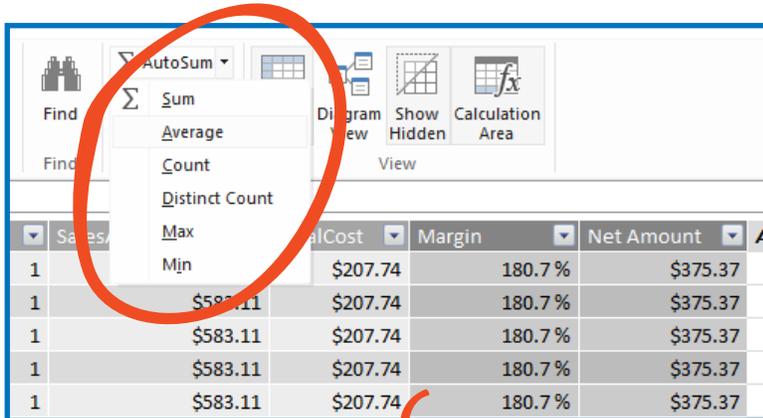


TotalCost	Margin	Net Amount	
\$583.11	\$207.74	180.7%	\$375.37
\$583.11	\$207.74	180.7%	\$375.37
\$583.11	\$207.74	180.7%	\$375.37
\$583.11	\$207.74	180.7%	\$375.37
\$583.11	\$207.74	180.7%	\$375.37
\$583.11	\$207.74	180.7%	\$375.37
\$583.11	\$207.74	180.7%	\$375.37
\$583.11	\$207.74	180.7%	\$375.37
\$583.11	\$207.74	180.7%	\$375.37
\$583.11	\$207.74	180.7%	\$375.37

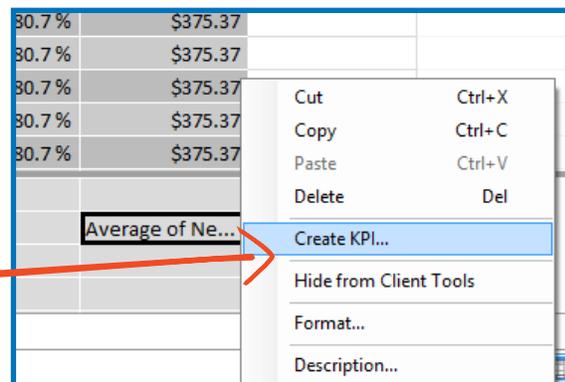
Use aggregating functions and add KPIs



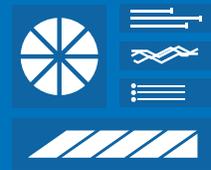
Create aggregate sums, averages, and more.



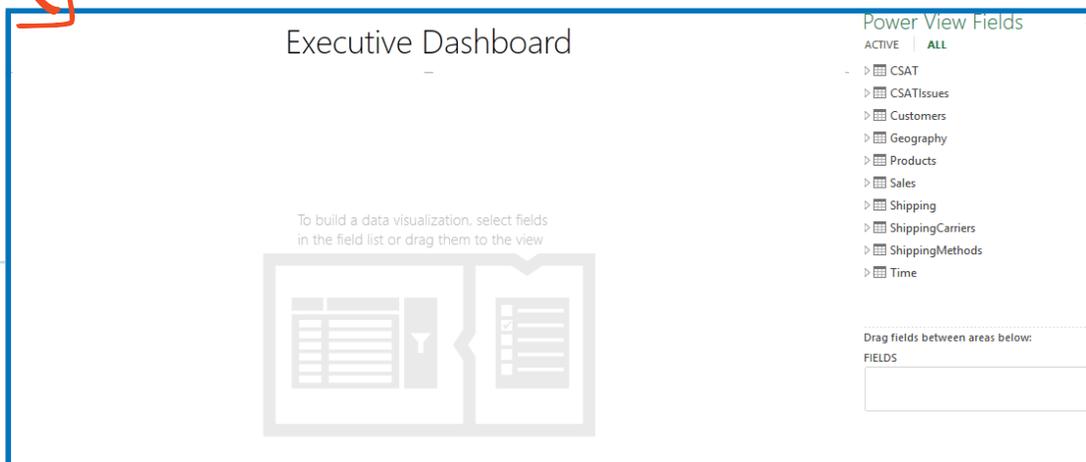
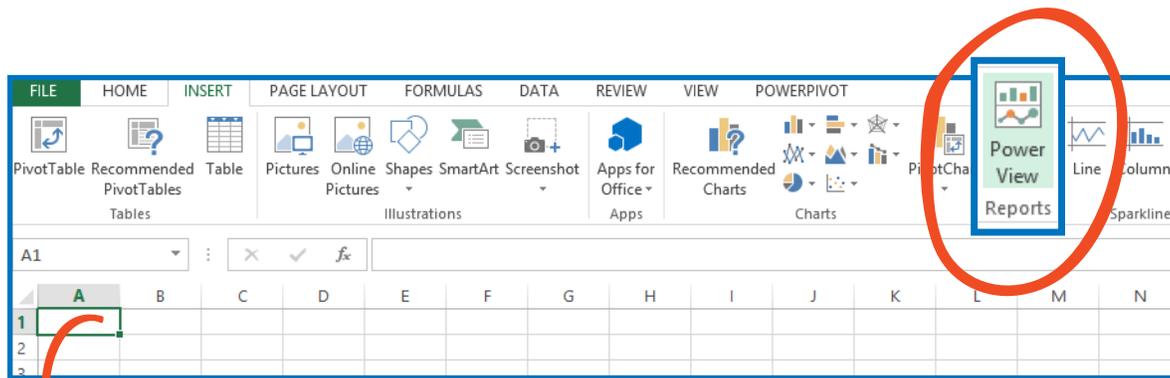
Then, create key performance indicators to quickly highlight and label those cells for use in your analyses.



Create dashboards

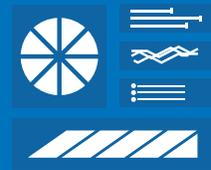


Condense data into visual, interactive dashboards to highlight your information.



Power View lets you take your organized data from Power Pivot and create interactive charts and graphics.

Enhance your views



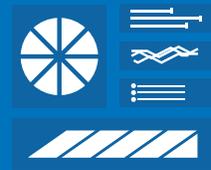
Choose the different Power View fields to display in your dashboard, and then choose the best way to represent that data—with tables, charts, columns, maps, and more.

The screenshot shows the Power BI interface with the following elements:

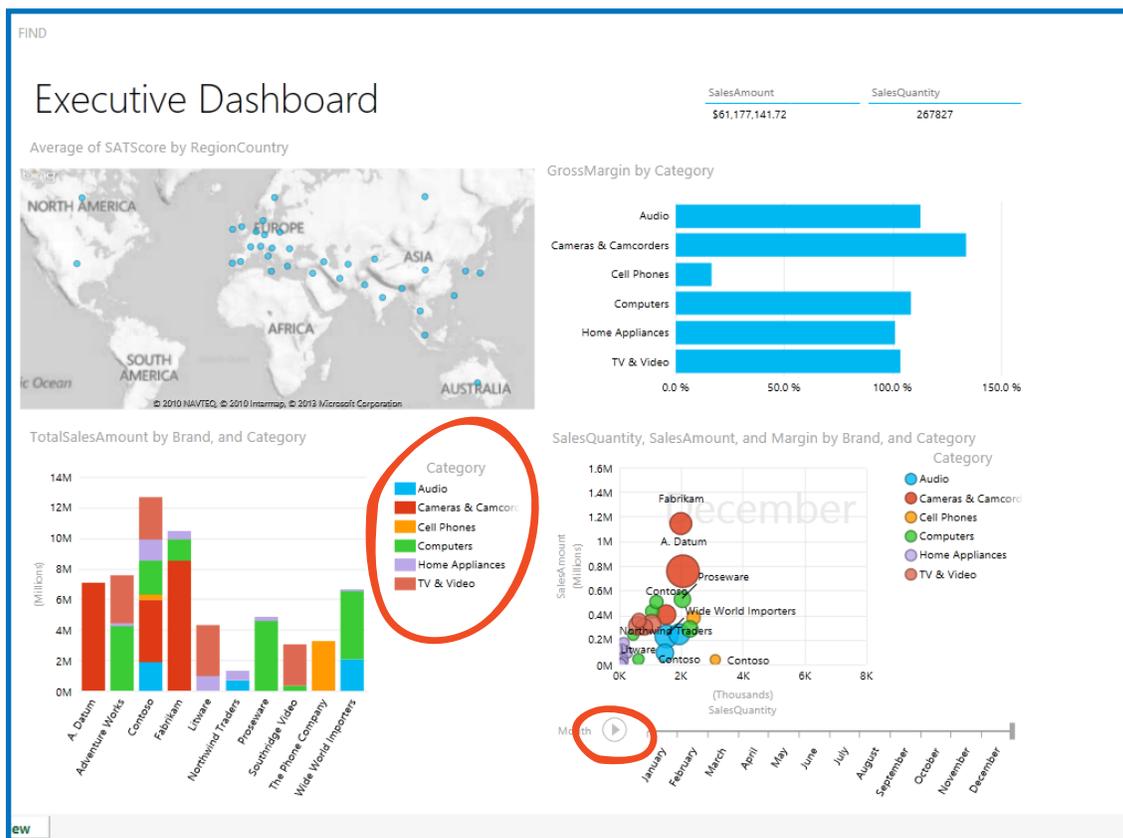
- Switch Visualization Menu:** Table, Bar Chart, Column Chart, Other Chart, Map.
- Executive Dashboard:**
 - Map:** Average of SATScore by RegionCountry. The map shows data points across North America, South America, Europe, Africa, Asia, and Australia.
 - Table:** GrossMargin by Category.
- Power View Fields Pane:**
 - ACTIVE | ALL**
 - CSAT:** Σ SATScore
 - CSATIssues:** CSATIssues
 - Customers:** Customers
 - Geography:** Geography
 - Products:**
 - Brand
 - Category**
 - CategoryImage
 - Description
 - Manufacturer
 - ProductHierarchy
 - ProductImage
 - ProductName
 - Status
 - SubCategory
 - SubCategoryImage
 - Σ UnitCost
 - Σ UnitPrice
 - Sales:**
 - Average of Net Amount**
 - DistinctProducts
 - GrossMargin**
 - Σ Margin
 - Σ Net Amount

Customize and filter fields and data displays.

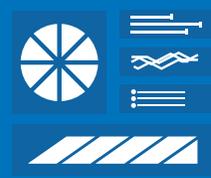
View and interact with your data



Once your views are created, read them at a glance and get refreshed views as your data updates.



Interact with your information. Filter graphs, watch data evolve over time, and zoom in on specific views—all from the dashboard you created.



View and interact with your data

Just drag and drop your dashboards and models to your site to easily view and keep track of your information.

Management Complete
April 08

Campaign Concepts Complete
February 20

Develop Campaign
April 10 - May 14

Generate 'buzz'
July 08

Today

March 2013
April 2013
May 2013
July 2013

Localization Strategy Complete
March 18

Segment data for each campaign
March 26 - April 02

Campaign Creative and Marketing Campaign Testing Complete
June 18

Marketing Campaign Planning Complete
September 03

Documents

new document or drag files here

Drop here...

Marketing Campaign Plan

Marketing Campaign...

North and Customer Des...

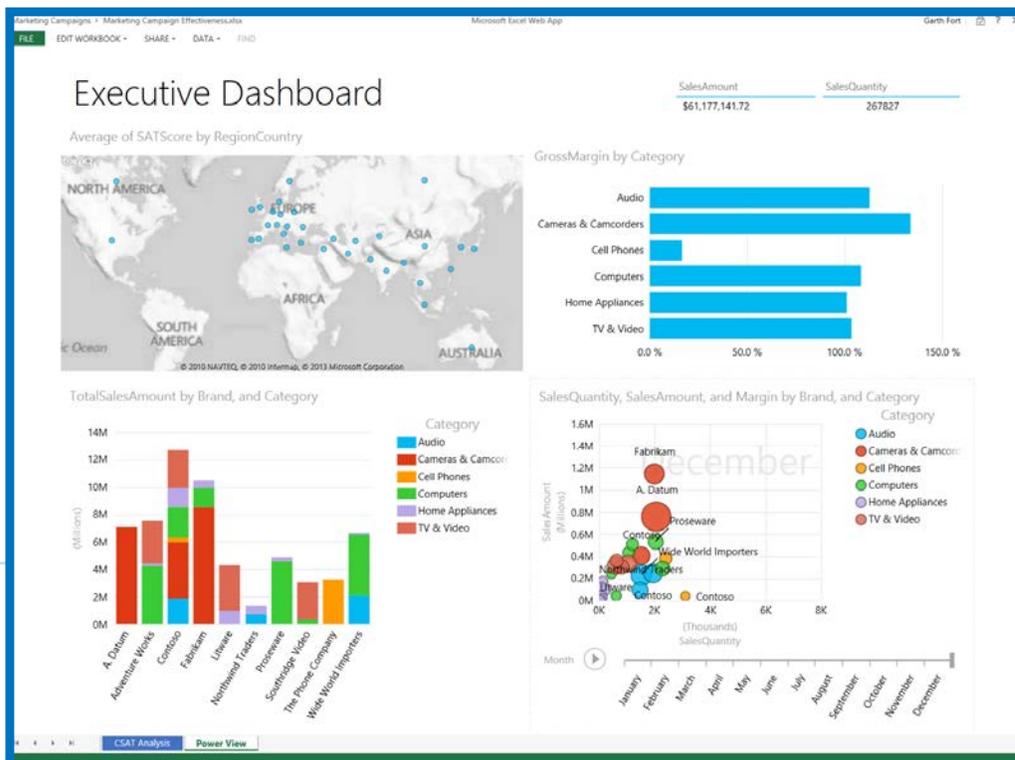
Confidential Team Master Plan

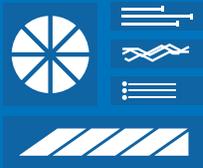
XT20 Marketing Campaigns

Marketing Campaign Europe

Cross-Channel Marketing Campaigns

Move





Office 365 for Business Learning Center
<http://aka.ms/o365learning>