Microsoft Power BI

What Color is Your Data?

Uncover your analyst identity
and unlock your data's potential

Introduction

Most business decisions aren't as simple as black and white.

Today's business environment relies on quick decisions based on a mountain of data from multiple sources. As a data analyst, your ability to collect, analyze, and visualize your organization's data can mean the difference between informed action and missed opportunities.

When you can find key insights in your data and share them at a moment's notice, you can be the hero that drives positive change in your organization.

So if you're seeing your business data in black and white, it's time to add some color to the mix. Read on to discover your data color spectrum, and how you can use it to empower the informed decisions that help your business thrive.

Mobile:
Red

Mobile Red

Red is:

The color of fast-paced organizations with on-the-go workers who need quick access to data wherever they are. Red companies rely on mobile devices to keep their employees up to speed, whether they're in satellite offices or out in the field.

Red analysts must:

Provide secure, reliable access to live data on a variety of devices. The end users of the data can't wait until the next time they're in the office to analyze and make decisions.

Rocking With Red: **Tourism Australia**

TOURISM
AUSTRALIA

Tourism Australia employs nearly 300 staff along with a global network of PR, digital, and creative agencies to drive marketing campaigns in 17 regions.

They needed to centralize data from over 200 spreadsheets and documents to get all the members of their mobile, global team on the same page.

With Microsoft Power BI, Tourism Australia's marketing, HR, finance and executive management teams can create mobile-enabled dashboards with access to live data for real-time insights on the go.
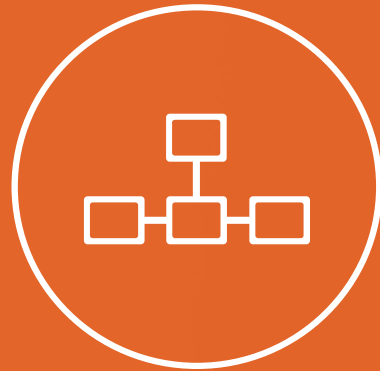
Power BI for Red:
Power BI's dashboards and visualizations live in the cloud. They're always on, constantly updated, and available on laptops and mobile devices, whether they're Windows, Apple, or Android.

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Operations:
Orange

Operations Orange

Orange is:

The color of business operations. From resource allocation to sales data to maintenance, orange data is the infrastructure on which your business is built.

Orange analysts must:

Synthesize and analyze data from diverse sources, and of radically different types, to find opportunities to increase efficiency and cut costs.

Optimizing with Orange:
WASH Multifamily Laundry Systems

WASH Multifamily Laundry Systems is bringing modern business operations savvy to the traditionally low-tech laundry industry.

They needed to analyze data from 500,000 washers and dryers to make quick, informed decisions on pricing, maintenance, and service.

Power BI empowers WASH's employees to drill down into massive amounts of data to solve problems and identify opportunities. With Power BI, WASH can efficiently manage their 70,000 locations in real time.
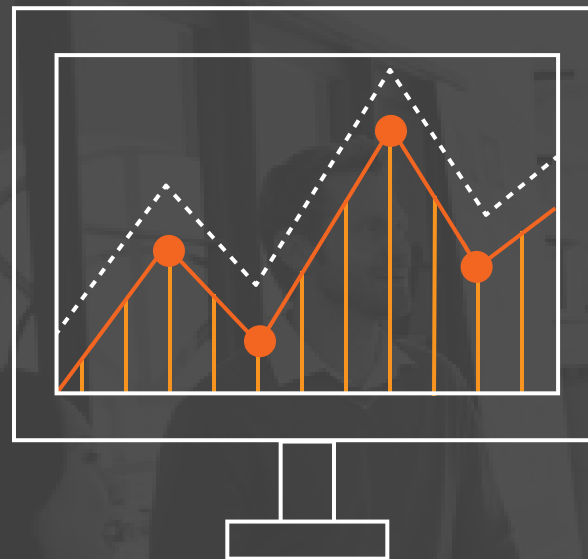
Power BI for Orange:
Power BI's analytics and data visualization capabilities make it easy to spot optimization opportunities in your organization's complex web of operational data.

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Marketing:
Yellow

Marketing Yellow

Yellow is:

The color of marketing departments and agencies. Yellow organizations gather mountains of data from social media and marketing resources.

Yellow analysts must:

Identify opportunities to improve conversion rates and drive website engagement. They also must analyze the effectiveness of paid and earned media activity, to deploy their limited resources for maximum impact.

The Warm Yellow Glow of Engagement:
Microsoft's Social Command Center

Microsoft

The Social Command Center at Microsoft supports 20 groups doing everything from engagement to content to listening to analytics.

For analytics and measurement, The Social Command Center uses Power BI, which allows them to centralize reporting for all 20 groups they're reporting on in a concise, easy way. One analytics person can do all the reports for all the groups—there's no need to scale up the team. It allows them to get more out of less, and decision makers get all their data in one central view, which they can use to quickly and easily report out to the product groups.

The Social Command Center also provides monthly and quarterly reports related to social activities. Their KPIs include reactive and proactive send volume, interactions in the form of replies, comments, retweets, shares, favorites, likes, and clicks, and they're able to see however these various forms of engagement manifest into viral reach, followers, and fans. Through analysis of this data, they're able to glean insights about performance and trends.

Power BI for Yellow:
You can connect marketing programs like MailChimp and Google Analytics to Power BI, to collect all of a campaign's data in one place for easy analysis and visualization.

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Finance:
Green

Finance Green

Green is:

The color of financial organizations and departments. Green organizations need swift insight from rapidly-changing financial data, while staying in compliance with federal and local regulation.

Green analysts must:

Quickly compile and analyze data to create reports that clearly communicate the answers to complex questions. They can't afford to sacrifice productivity for security, or waste time assembling and formatting data.

Growing with Green: **Metro Bank**

METRO BANK

Metro Bank is a brash new competitor in an industry grounded in tradition. To provide innovative, personalized service, they needed to compile detailed information on their customers' banking activity.

Metro Bank uses Power BI to track customer interactions as well as the company's internal metrics. Power BI collects richly detailed data and makes it easy to analyze through personalized dashboards. At the same time, Microsoft's cloud security keeps sensitive financial data protected.

Power BI enables Metro Bank to expand their business without sacrificing the highly personalized level of service that makes customers love doing business with them.

Power BI for Green:
Data stored with Power BI has the full protection of the Office365 Cloud's security and compliance programs.

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Big-Picture:
Blue

Big-Picture Blue

Blue is:

The color of large organizations with complex data streams. Blue organizations need to generate timely insights from large amounts of data from various sources.

Blue analysts must:

Break out of silos, combine insights from diverse verticals, and give leaders a big-picture view of complex problems.

Seeing the Big Picture with Blue: **MediaCom**

MEDIACOM

Headquartered in New York City and London, MediaCom directs omni-channel campaigns for global companies like P&G, Coca Cola, and Volkswagon. MediaCom sought a simple way to gauge the effectiveness of the campaigns it creates for its clients. But due to the vast number of diverse data sets from TV, print, radio, search, display, event sponsorships, and the web, there was no simple way to integrate and analyze information.

MediaCom uses Power BI to combine and visualize data from multiple sources, including traditional and digital Nielson TV ratings, comScore digital media ratings, consumer insights from Kantar, and social media data. MediaCom designs a unified campaign dashboard for clients that provides real-time analysis and reports.

MediaCom expects to constantly monitor global campaign activity and respond far more quickly and effectively than before. The media agency estimates that campaigns can become 10 percent more productive with Power BI. That's a gain of anywhere from thousands to millions of dollars per campaign.

What Does Enterprise-Level Intelligence Look Like?

Power BI for Blue:
Power BI is built to efficiently process data streams from multiple sources, delivering insights in minutes instead of months.

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Power BI:
For Every Color of the Data Rainbow

Power BI's compatibility and functionality make it easy to pull in data across the spectrum. You can blend colors together to create insights that might not be obvious from a monochromatic perspective. Use Power BI to build your data rainbow in three steps:

1. **Get your data.** Pull from Excel spreadsheets, third-party services, and your internal data structure. Power BI collects it all in one place so you can explore your data instead of searching for it.

2. **Craft data stories.** Analyze your data and generate insights with simple, natural-language queries. Then create beautiful interactive reports that reveal the stories hidden in your data.

3. **Collect and share.** Create personalized dashboards to stay current on the metrics that matter to you, and share the dashboard so you can collaborate to make quick, confident decisions.

START SEEING YOUR DATA IN COLOR.

It's free to get started with Power BI. Sign up today to explore.

Sign Up

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