

30 Elegant Table Designs

for  Power BI

Table of Contents

Title	Page no.	Title	Page no.
Foreword	03	21. Waterfall	24
1. Value Highlight	04	22. Sparkline	25
2. Row Header Highlight	05	23. Spark Column	26
3. Row Header Icons	06	24. Bullet	27
4. Row Highlight	07	25. Normalized (100%) Bullet	28
5. Cell Background	08	26. Split Totals	29
6. Traffic Lights	09	27. Top N	30
7. Row Header Traffic Lights	10	28. Row-level Notes and Annotations	31
8. Rating	11	29. Cell-level Notes and Annotations	32
9. Circle Fill	12	30. Dumbbell Charts	33
10. Arrow Alerts	13	31. Drill-down Table	34
11. Blended Column	14	32. Financial Statement	35
12. Blended Column - Minor Alert	15	33. Monthly Projections	36
13. Blended Rating	16	34. Pagination by Category	37
14. Ranked List	17	35. Current vs. Till-Date Analysis	38
15. Segmentation	18	36. Ragged Hierarchies	39
16. Grouped Segment	19	37. Bullet Tree	40
17. Grouped Columns	20	38. Encoded Table	41
18. Bars	21		
19. Charts	22		
20. Tornado	23		

Foreword

Effective design in data visualization is not solely about the visual appeal or a rigid adherence to a particular methodology. It's about creating a clear, impactful presentation that enhances both understanding and decision-making across the organization. Whether the principles of thought leaders like Stephen Few, Edward Tufte, or the [International Business Communication Standards \(IBCS\)](#) are being used, the goal remains the same: to communicate data in a way that drives actionable insights.

To truly enhance and modernize planning, reporting, and analytics, effective design is critical to filtering out the noise and focusing on what truly matters. Poorly designed visuals can overwhelm decision-makers, obscuring the insights needed to drive strategic actions. By prioritizing clarity and simplicity in data visualization, well-crafted designs ensure that key data points stand out, enabling faster, more informed decision-making. Effective design helps bridge the gap between raw data and meaningful insights, streamlining business processes and making complex information easier to interpret and act upon.

This eBook provides a versatile tool for table designs within Power BI. Drawing from a broad range of design principles, each table focuses on one or two key elements to keep the design simple yet powerful. Instead of viewing each design in isolation, we recommend combining features across designs to customize your tables—elevating both the aesthetics and functionality of your data visualizations. This approach allows you to create tailored, sophisticated tables that not only support your business strategy but also enhance the connection between your data, insights, and processes so your organization can Look Forward and Think Ahead.

Notes:

1. As an added bonus, this eBook includes exclusive extra content designed to further enhance your Power BI table designs and data visualization strategies. Explore these extra resources to take your reports to the next level and discover how Inforiver can deliver these designs in less than a minute without coding or scripting at www.inforiver.com.

#1

Value Highlight

SubCategory	Sales in Thousands	Margin in Thousands	Margin %	Total Customers
All	\$ 7,256	781	10.8	3,024
Washers & Dryers	\$ 1,580	197	12.5	247
Projectors & Screens	\$ 973	211	21.7	382
Refrigerators	\$ 953	-351	-36.8	331
Laptops	\$ 668	181	27.1	301
Coffee Machines	\$ 476	-11	-2.3	251
Lamps	\$ 471	340	72.3	548
Water Heaters	\$ 443	95	21.3	152
Monitors	\$ 424	-1	-0.2	327
Microwaves	\$ 319	14	4.5	375
Desktops	\$ 266	23	8.7	184
Air Conditioners	\$ 253	138	54.5	216
Printers, Scanners & Fax	\$ 219	1	0.3	379
Computers Accessories	\$ 128	-18	-14.3	654
Fans	\$ 83	-39	-46.4	287

A simple yet effective design with Category sorted in descending order of Sales, while keeping an eye on loss-making categories (alerts on Margin %).

Horizontal row border repeats once every few rows to reduce clutter without compromising traceability along the row.

The design places row totals at the top and has currency symbol (\$) left-aligned in Sales column.

The design also features measure-level number scaling (Sales & Margin are scaled to thousands, Total Customers is unscaled).

#2

Row Header Highlight

SubCategory	Sales	Margin	Margin %	Total Customers
Air Conditioners	\$252,718	137,824	54.5	216
Coffee Machines	\$475,878	-11,150	-2.3	251
Computers Accessories	\$127,806	-18,234	-14.3	654
Desktops	\$266,374	23,224	8.7	184
Fans	\$83,370	-38,643	-46.4	287
Lamps	\$470,833	340,307	72.3	548
Laptops	\$668,170	181,170	27.1	301
Microwaves	\$319,179	14,301	4.5	375
Monitors	\$423,791	-769	-0.2	327
Printers, Scanners & Fax	\$219,277	592	0.3	379
Projectors & Screens	\$972,566	211,256	21.7	382
Refrigerators	\$953,483	-350,567	-36.8	331
Washers & Dryers	\$1,579,519	196,825	12.5	247
Water Heaters	\$443,343	94,593	21.3	152

While the previous design highlights numbers themselves, this template shifts the focus to the Category itself. This shift is subtle. The previous design answers the question 'To what extent are my categories making losses?', while this template answers 'What are my loss-making categories?'. In other words, the actual magnitude of losses is not given as much importance as the loss-making category itself.

Tilted column headers help deliver a compact design; this is useful when real estate is precious.

Unlike design #1, currency symbols here immediately precede the numbers.

None of the values are scaled.

#3

Row Header Icons

	SubCategory	Sales in Thousands ▼	Margin in Thousands	Margin %	Total Customers
	Washers & Dryers	1,580	197	12.46	247
	Projectors & Screens	973	211	21.72	382
✖	Refrigerators	953	(351)	(36.77)	331
	Laptops	668	181	27.11	301
✖	Coffee Machines	476	(11)	(2.34)	251
✔	Lamps	471	340	72.28	548
	Water Heaters	443	95	21.34	152
✖	Monitors	424	(1)	(0.18)	327
	Microwaves	319	14	4.48	375
	Desktops	266	23	8.72	184
✔	Air Conditioners	253	138	54.54	216
	Printers, Scanners & Fax	219	1	0.27	379
✖	Computers Accessories	128	(18)	(14.27)	654
✖	Fans	83	(39)	(46.35)	287

Conditional formatting of row headers is based on margins (this context information needs to be provided somewhere in the report, table header or footer; this applies to all the table designs in this compilation, as we have not explicitly called out the context).

Note that icons are provided only for extremities. To reduce clutter, amber icons for the remaining categories are foregone.

Negative values are displayed in accounting format (in parenthesis).

#4

Row Highlight

SubCategory	Sales in Thousands	Margin in Thousands	Margin %	Total Customers
Washers & Dryers	1,580	197	12.5	247
Projectors & Screens	973	211	21.7	382
Refrigerators	953	-351	-36.8	331
Laptops	668	181	27.1	301
Coffee Machines	476	-11	-2.3	251
Lamps	471	340	72.3	548
Water Heaters	443	95	21.3	152
Monitors	424	-1	-0.2	327
Microwaves	319	14	4.5	375
Desktops	266	23	8.7	184
Air Conditioners	253	138	54.5	216
Printers, Scanners & Fax	219	1	0.3	379
Computers Accessories	128	-18	-14.3	654
Fans	83	-39	-46.4	287

The row highlights are based on Margins.

The muted colors deliver good contrast without overwhelming the viewer.

Row height has been increased to give more breathing room for data.

Horizontal row borders have been avoided to make the highlighted rows stand out.

This can be delivered in Inforiver using either conditional formatting or simple cell-level formatting.

#5

Cell Background

SubCategory	¹ Sales	Sales Target	Margin %	Total Customers
Washers & Dryers	\$1,579,519	1,162,526	12.5	247
Projectors & Screens	\$972,566	925,883	21.7	382
Refrigerators	\$953,483	678,880	(36.8)	331
Laptops	\$668,170	475,737	27.1	301
Coffee Machines	\$475,878	460,650	(2.3)	251
Lamps	\$470,833	482,133	72.3	548
Water Heaters	\$443,343	297,926	21.3	152
Monitors	\$423,791	393,278	(0.2)	327
Microwaves	\$319,179	260,450	4.5	375
Desktops	\$266,374	196,051	8.7	184
Air Conditioners	\$252,718	214,305	54.5	216
Printers, Scanners & Fax	\$219,718	147,354	0.3	379
Computers Accessories	\$127,806	127,806	(14.3)	654
Fans	\$83,370	70,698	(46.4)	287

Sales is highlighted based on Margins using a continuous but diverging color scale. Color range has been chosen so that all values are readable.

The right-aligned row headers deliver a refreshing look.

One drawback of designs #4 and #5 is that they use more *ink* than what is used by an icon or traffic light. But it is a design familiar to many and simply works for them.

#6

Traffic Lights

SubCategory	Sales in Thousands	Margin in Thousands	Margin %	Total Customers
✦ Air Conditioners	\$ 253	138	54.5 ●	216
✦ Refrigerators	\$ 953	-351	-36.8 ●	331
Washers & Dryers	\$ 1,580	197	12.5 ●	247
Projectors & Screens	\$ 973	211	21.7 ●	382
Refrigerators ✦	\$ 953	-351	-36.8 ●	331
Laptops	\$ 668	181	27.1 ●	301
Coffee Machines	\$ 476	-11	-2.3 ●	251
Lamps	\$ 471	340	72.3 ●	548
Water Heaters	\$ 443	95	21.3 ●	152
Monitors	\$ 424	-1	-0.2 ●	327
Microwaves	\$ 319	14	4.5 ●	375
Desktops	\$ 266	23	8.7 ●	184
Air Conditioners ✦	\$ 253	138	54.5 ●	216
Printers, Scanners & Fax	\$ 219	1	0.3 ●	379
Computers Accessories	\$ 128	-18	-14.3 ●	654
Fans	\$ 83	-39	-46.4 ●	287

Traffic lights are used in this template for Margin %. Note that moderate performing categories are colored gray, to make the red and green stand out.

The design uses row-pinning, a unique design element supported by Inforiver. Combined with pagination, this is a powerful feature as pinned rows appear across all pages.

This template uses a shorter row height, and can pack a lot of rows compared to preceding designs.

#7

Row Header Traffic Lights

	<i>fx</i>	Sales in Thousands ↓	Margin in Thousands	Margin %	Total Customers
Washers & Dryers	●	\$ 1,580	197	12.5	247
Projectors & Screens	●	\$ 973	211	21.7	382
Refrigerators	●	\$ 953	-351	-36.8	331
Laptops	●	\$ 668	181	27.1	301
Coffee Machines	●	\$ 476	-11	-2.3	251
Lamps	●	\$ 471	340	72.3	548
Water Heaters	●	\$ 443	95	21.3	152
Monitors	●	\$ 424	-1	-0.2	327
Microwaves	●	\$ 319	14	4.5	375
Desktops	●	\$ 266	23	8.7	184
Air Conditioners	●	\$ 253	138	54.5	216
Printers, Scanners & Fax	●	\$ 219	1	0.3	379
Computers Accessories	●	\$ 128	-18	-14.3	654
Fans	●	\$ 83	-39	-46.4	287

A refreshing design with traffic lights in row headers. The category is also right-aligned to deliver a hint of freshness.

As with earlier designs, the moderate-performing categories are not highlighted.

This design uses larger-than-normal row height to provide more breathing space.

Alternate row coloring is also kept milder to deliver good contrast.

#8

Rating

		Sales in Thousands	Margin in Thousands	Margin %	Total Customers
Washers & Dryers	\$ 1,580	★★★★☆	197	12.46	247
Projectors & Screens	\$ 973	★★★★☆	211	21.72	382
Refrigerators	\$ 953	☆☆☆☆☆	-351	-36.77	331
Laptops	\$ 668	★★★★☆	181	27.11	301
Coffee Machines	\$ 476	★★★☆☆	-11	-2.34	251
Lamps	\$ 471	★★★★★	340	72.28	548
Water Heaters	\$ 443	★★★★☆	95	21.34	152
Monitors	\$ 424	★★★☆☆	-1	-0.18	327
Microwaves	\$ 319	★★★☆☆	14	4.48	375
Desktops	\$ 266	★★★★☆	23	8.72	184
Air Conditioners	\$ 253	★★★★★	138	54.54	216
Printers, Scanners & Fax	\$ 219	★★★★☆	1	0.27	379
Computers Accessories	\$ 128	★★★☆☆	-18	-14.27	654
Fans	\$ 83	☆☆☆☆☆	-39	-46.35	287

A spreadsheet-like design with mild borders all around.

Star ratings are based on Margin %. Star ratings are ideal for reports that incorporate user reviews or survey feedback.

#9

Circle Fill

	AC in Thousands	Margin in Thousands	Margin %	Total Customers
Washers & Dryers	1 580 ●	197	12.5	247
Projectors & Screens	973 ●	211	21.7	382
Refrigerators	953 ○	-351	-36.8	331
Laptops	668 ●	181	27.1	301
Coffee Machines	476 ◐	-11	-2.3	251
Lamps	471 ●	340	72.3	548
Water Heaters	443 ●	95	21.3	152
Monitors	424 ◐	-1	-0.2	327
Microwaves	319 ●	14	4.5	375
Desktops	266 ●	23	8.7	184
Air Conditioners	253 ●	138	54.5	216
Printers, Scanners & Fax	219 ◐	1	0.3	379
Computers Accessories	128 ◐	-18	-14.3	654
Fans	83 ○	-39	-46.4	287

A minimalist design with a 'circle fill' alert to indicate high-margin categories.

The template borrows design elements from International Business Communication Standards (IBCS). E.g., Number formatting does not use any thousands separator (refer Sales figure \$1,580 for Washers & Dryers).

#10

Arrow Alerts

	Sales in Thousands	Margin in Thousands	Margin %	Total Customers
Washers & Dryers	\$ 1,580	197	12.5 ▲	247
Projectors & Screens	\$ 973	211	21.7 ▲	382
Refrigerators	\$ 953	-351	-36.8 ▼	331
Laptops	\$ 668	181	27.1 ▲	301
Coffee Machines	\$ 476	-11	-2.3 ▼	251
Lamps	\$ 471	340	72.3 ▲	548
Water Heaters	\$ 443	95	21.3 ▲	152
Monitors	\$ 424	-1	-0.2 ▼	327
Microwaves	\$ 319	14	4.5 ▲	375
Desktops	\$ 266	23	8.7 ▲	184
Air Conditioners	\$ 253	138	54.5 ▲	216
Printers, Scanners & Fax	\$ 219	1	0.3 ▲	379
Computers Accessories	\$ 128	-18	-14.3 ▼	654
Fans	\$ 83	-39	-46.4 ▼	287

The design uses a dark theme.

Here, we use red/green arrows to highlight Margin %.

Horizontal row borders are not shown for each row to avoid clutter.

#11

Blended Column















	※ Sales (Margin %)	Margin	Total Customers
Washers & Dryers	↑ 1,579,519 12.5	196,825	247
Projectors & Screens	↑ 972,566 21.7	211,256	382
Refrigerators	↓ 953,483 -36.8	-350,567	331
Laptops	↑ 668,170 27.1	181,170	301
Coffee Machines	↓ 475,878 -2.3	-11,150	251
Lamps	↑ 470,833 72.3	340,307	548
Water Heaters	↑ 443,343 21.3	94,593	152
Monitors	↓ 423,791 -0.2	-769	327
Microwaves	↑ 319,179 4.5	14,301	375
Desktops	↑ 266,374 8.7	23,224	184
Air Conditioners	↑ 252,718 54.5	137,824	216
Printers, Scanners & Fax	↑ 219,277 0.3	592	379
Computers Accessories	↓ 127,806 -14.3	-18,234	654
Fans	↓ 83,370 -46.4	-38,643	287

Blend Sales & Margin % in a single column; ideal when margin needs to be viewed in the context of Sales and is not a primary KPI.

This design uses for conditional formatting. Note that arrows are typically suited for prior period comparisons (e.g., How has the stock moved since opening bell, is the revenue better than prior period, etc.).

#12

Blended Column – Minor Alert

	Sales(Margin %)	Margin	Total Customers
Washers & Dryers	1,579,519 12.5 	196,825	247
Projectors & Screens	972,566 21.7 	211,256	382
Refrigerators	953,483 -36.8 	-350,567	331
Laptops	668,170 27.1 	181,170	301
Coffee Machines	475,878 -2.3 	-11,150	251
Lamps	470,833 72.3 	340,307	548
Water Heaters	443,343 21.3 	94,593	152
Monitors	423,791 -0.2 	-769	327
Microwaves	319,179 4.5 	14,301	375
Desktops	266,374 8.7 	23,224	184
Air Conditioners	252,718 54.5 	137,824	216
Printers, Scanners & Fax	219,277 0.3 	592	379
Computers Accessories	127,806 -14.3 	-18,234	654
Fans	83,370 -46.4 	-38,643	287

A similar design, but more appropriate for this scenario as the conditional formatting is based on the secondary KPI (Margins %) and not Sales.

The green icons use a white fill color so that the underperforming categories flagged in red stand out.

#13

Blended Rating

	Sales in Thousands	Margin in Thousands	Margin %	Total Customers
Washers & Dryers	1,580	197	12.5	247 ★★★★☆
Projectors & Screens	973	211	21.7	382 ★★★★☆
Refrigerators	953	-351	-36.8	331 ☆☆☆☆☆
Laptops	668	181	27.1	301 ★★★★☆
Coffee Machines	476	-11	-2.3	251 ★★★★☆
Lamps	471	340	72.3	548 ★★★★★
Water Heaters	443	95	21.3	152 ★★★★☆
Monitors	424	-1	-0.2	327 ★★★★☆
Microwaves	319	14	4.5	375 ★★★★☆
Desktops	266	23	8.7	184 ★★★★☆
Air Conditioners	253	138	54.5	216 ★★★★★
Printers, Scanners & Fax	219	1	0.3	379 ★★★★☆
Computers Accessories	128	-18	-14.3	654 ☆☆☆☆☆
Fans	83	-39	-46.4	287 ☆☆☆☆☆

Stretch the limits of what is possible in Power BI by accommodating ratings in a blended column.

You can figure out that Air conditioners with just 216 customers is highly profitable, whereas Computers & Accessories is not as profitable despite 3x the number of customers.

While using these designs, ensure that the context for the ratings (that it is based on Margins %) is provided somewhere in the report – either in the subtitle or report footer (not shown here).

#14

Ranked List

Rank	SubCategory	Margin in Thousands	Margin %	Revenue LM in Thousands	Total Cost LM in Thousands	Total Customers LM	Revenue LMLY in Thousands
▲ 1 3	Projectors & Screens	77	30.4	254	177	81	252
▼ 2 1	Washers & Dryers	29	12.2	234	206	37	70
▼ 3 2	Refrigerators	-57	-39.1	146	204	51	15
▲ 4 5	Laptops	41	32.1	128	87	73	156
▼ 5 4	Coffee Machines	-14	-19.0	74	88	50	16
▲ 6 13	Lamps	49	70.1	70	21	79	14
▼ 7 6	Monitors	-3	-4.6	69	72	73	90
▲ 8 9	Desktops	5	9.8	48	44	37	91
▼ 9 8	Water Heaters	3	5.9	47	45	16	10
▲ 10 12	Air Conditioners	23	49.9	46	23	36	8
▼ 11 7	Printers, Scanners & Fax	-2	-3.7	45	47	88	59
▼ 12 10	Microwaves	1	2.0	42	41	57	16
▼ 13 11	Computers Accessories	-3	-13.3	24	27	155	34
▲ 14 14	Fans	-5	-31.0	15	19	40	1

A design that has been popularized by college rankings and weekly box office reports, now comes to Power BI.

Use the arrows to show movement from a prior period. The minor KPI (Rank in gray) represents rank for the prior period.

#15

Segmentation

		Sales in Thousands	Margin in Thousands	Margin %	Total Customers
Washers & Dryers	POTENTIAL	1,580	197	12.5	247
Projectors & Screens	CASH COW	973	211	21.7	382
Refrigerators	ATTENTION	953	-351	-36.8	331
Laptops	CASH COW	668	181	27.1	301
Coffee Machines	ATTENTION	476	-11	-2.3	251
Lamps	CASH COW	471	340	72.3	548
Water Heaters	CASH COW	443	95	21.3	152
Monitors	ATTENTION	424	-1	-0.2	327
Microwaves	ATTENTION	319	14	4.5	375
Desktops	POTENTIAL	266	23	8.7	184
Air Conditioners	CASH COW	253	138	54.5	216
Printers, Scanners & Fax	ATTENTION	219	1	0.3	379
Computers Accessories	ATTENTION	128	-18	-14.3	654
Fans	ATTENTION	83	-39	-46.4	287

An example of in-column customizable segmentation using conditional formatting.

The dark background is used to provide emphasis – especially in tables with too many columns.

The segmentation is done dynamically based on Margin %.

#16

Grouped Segment

Sales in Thousands		Margin in Thousands	Margin %	Total Customers
7,256	<input type="checkbox"/> All	781	10.8	3,024
2,364	<input type="checkbox"/> Segment A - Cash Cow	871	175.7	1,447
973	Projectors & Screens	211	21.7	382
668	Laptops	181	27.1	301
471	Lamps	340	72.3	548
253	Air Conditioners	138	54.5	216
2,608	<input type="checkbox"/> Segment B - Potential	329	47.0	958
1,580	Washers & Dryers	197	12.5	247
266	Desktops	23	8.7	184
443	Water Heaters	95	21.3	152
319	Microwaves	14	4.5	375
2,284	<input type="checkbox"/> Segment C - Needs Attention	-419	-99.6	2,229
953	Refrigerators	-351	-36.8	331
219	Printers, Scanners & Fax	1	0.3	379
424	Monitors	-1	-0.2	327
83	Fans	-39	-46.4	287
128	Computers Accessories	-18	-14.3	654
476	Coffee Machines	-11	-2.3	251

You can group & segment rows in Power BI with Inforiver.

Colors have been used to highlight segment performance.

Having the key metric in the first column also provides a refreshing look.

#17

Grouped Columns

SubCategory	Revenue				Profitability		Revenue
	Sales in Thousands	PY Sales in Thousands	YoY Sales in Thousands	YoY Sales %	Margin in Thousands	Margin %	Forecast in Thousands
Projectors & Screens	5,947	4,974	973	20	1,435	24	8,741
Laptops	3,772	3,104	668	22	1,062	28	4,677
Washers & Dryers	3,334	1,755	1,580	90	321	10	4,701
Monitors	2,156	1,732	424	24	37	2	259
Refrigerators	2,001	1,048	953	91	-725	-36	1,241
Desktops	1,693	1,427	266	19	267	16	356
Printers, Scanners & Fax	1,220	1,001	219	22	-43	-4	2,623
Coffee Machines	1,036	560	476	85	-29	-3	860
Lamps	988	518	471	91	717	72	1,226
Water Heaters	791	347	443	128	150	19	1,194
Computers Accessories	700	572	128	22	-108	-15	329
Microwaves	629	310	319	103	21	3	296
Air Conditioners	600	347	253	73	331	55	630
Fans	185	101	83	82	-67	-36	194

More fields have been added to our table to demonstrate this design.

Related metrics are grouped under newly created categories – Revenue, Profitability and Customer.

We are using mild & dotted row borders to keep the effect subtle.

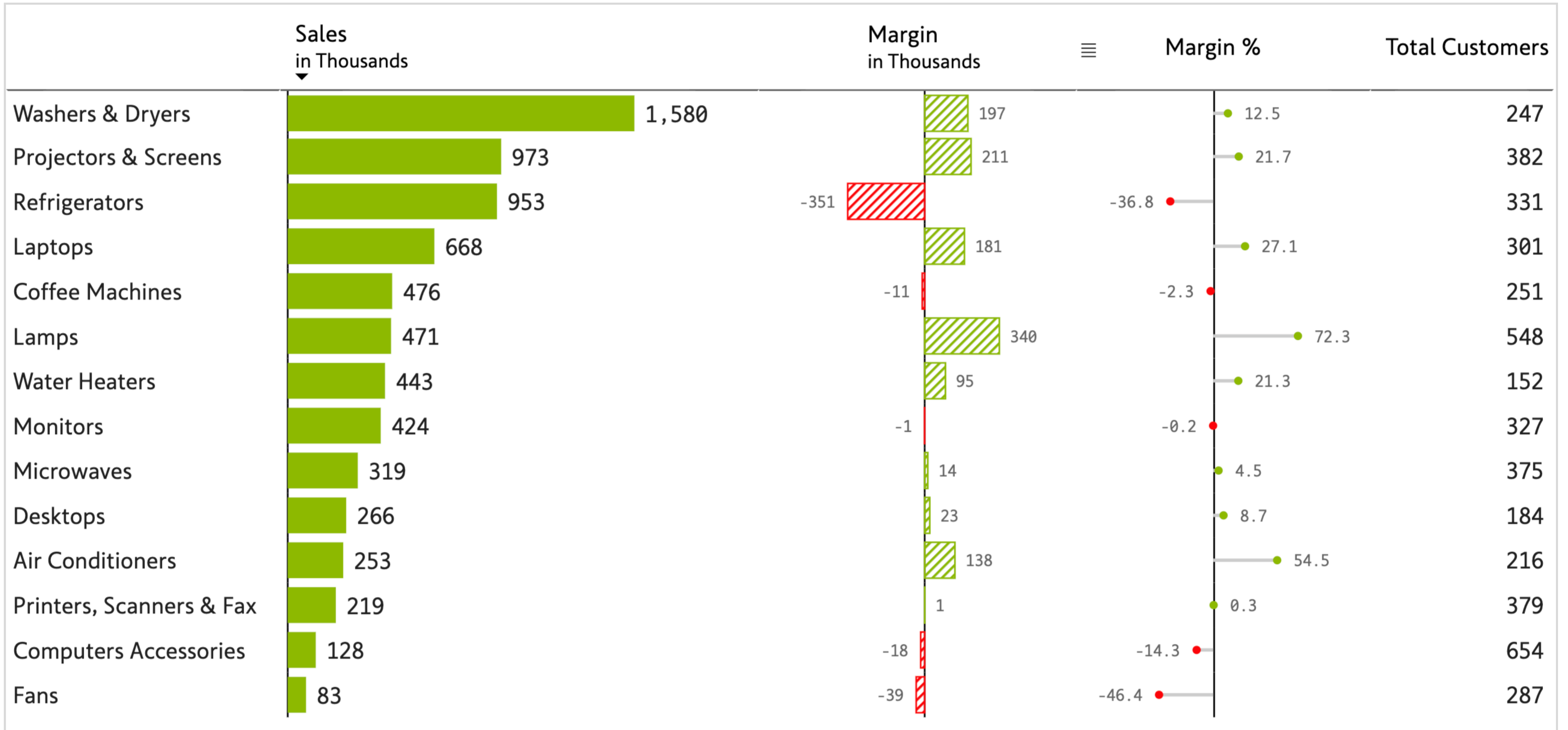
#18

Bars

	Sales in Thousands	Margin in Thousands	Margin %	Total Customers
Washers & Dryers	1,580	197	12.5 ○	247
Projectors & Screens	973	211	21.7 ○	382
Refrigerators	953	-351	-36.8 ●	331
Laptops	668	181	27.1 ○	301
Coffee Machines	476	-11	-2.3 ●	251
Lamps	471	340	72.3 ○	548
Water Heaters	443	95	21.3 ○	152
Monitors	424	-1	-0.2 ●	327
Microwaves	319	14	4.5 ○	375
Desktops	266	23	8.7 ○	184
Air Conditioners	253	138	54.5 ○	216
Printers, Scanners & Fax	219	1	0.3 ○	379
Computers Accessories	128	-18	-14.3 ●	654
Fans	83	-39	-46.4 ●	287

Tables can be appealing without using any color and keeping the design simple.

In Margin %, only the negative values call for attention.



Compared to the previous design #18, this one spices things up.

The chart for Margin uses a fill pattern to differentiate itself from Sales, and the lollipop chart is used to represent percentage values.

The font sizes for margin fields are deliberately kept smaller.

	Total Cost in Thousands	Sales in Thousands	Margin in Thousands	Margin %	Total Customers
All	6,476	7,256	781	10.8	3,024
Washers & Dryers	1,383	1,580	197	12.5	247
Projectors & Screens	761	973	211	21.7	382
Refrigerators	1,304	953	-351	-36.8	331
Laptops	487	668	181	27.1	301
Coffee Machines	487	476	-11	-2.3	251
Lamps	131	471	340	72.3	548
Water Heaters	349	443	95	21.3	152
Monitors	425	424	-1	-0.2	327
Microwaves	305	319	14	4.5	375
Desktops	243	266	23	8.7	184
Air Conditioners	115	253	138	54.5	216
Printers, Scanners & Fax	219	219	1	0.3	379
Computers Accessories	146	128	-18	-14.3	654
Fans	122	83	-39	-46.4	287

You can now build tornado visuals inside tables – using either the bar charts, or the data bars feature (under conditional formatting – which has been used here).

Note how the Total Cost has numbers left-aligned to make the tornado appealing.


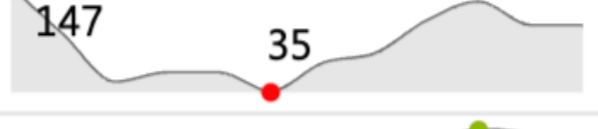







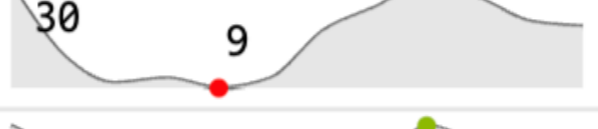
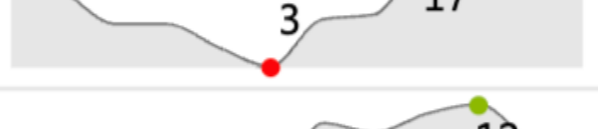


The first three fields form a visual equation: Subtract Cost from Sales to show Margin.

	Sales in Thousands	Total Cost in Thousands	Margin in Thousands	Margin %	Total Customers
Washers & Dryers	1 580	1 382.69	197		247
Projectors & Screens	973	761.31	211		382
Refrigerators	953	1 304.05	-351	-37	331
Laptops	668	487.00	181		301
Coffee Machines	476	487.03	-11	-2	251
Lamps	471	130.53	340	72	548
Water Heaters	443	348.75	95	21	152
Monitors	424	424.56	-1	-0	327
Microwaves	319	304.88	14	4	375
Desktops	266	243.15	23	9	184
Others (4)	683	601.63	82	-6	1 536
All	7 256	6 475.58	781	11	3 024

Waterfall chart inside a table is ideal for tracking KPIs like margins – with a combination of positive & negative values, which can be added directly to arrive at the total. (This will not work on the Margin % field as the individual values do not mathematically ‘add up’ to the totals).

Unlike earlier designs, this design places a greater emphasis on Margin (over Sales). If this is not your intent, you may want to add a bar visualization for Sales.

Ensure that design follows intent at all times.

	Sales in Thousands	Sales - Trend in Thousands	Margin in Thousands	Margin %	Total Customers
Washers & Dryers	1,580		197	12.5	247
Projectors & Screens	973		211	21.7	382
Refrigerators	953		-351	-36.8	331
Laptops	668		181	27.1	301
Lamps	471		340	72.3	548
Water Heaters	443		95	21.3	152
Monitors	424		-1	-0.2	327
Microwaves	319		14	4.5	375
Desktops	266		23	8.7	184
Air Conditioners	253		138	54.5	216
Printers, Scanners & Fax	219		1	0.3	379
Computers Accessories	128		-18	-14.3	654
Fans	83		-39	-46.4	287

1-click sparklines are now a reality in Power BI!

The first two columns respectively highlight sales till date (in numbers), and sales trend for the trailing periods (sparkline). This combination can be extremely useful in many scenarios.

In this design, the high & low values in the sparkline are highlighted. You also have the option to highlight a combination of first/last/high/low values.

Inforiver also provides options to force all sparklines to adhere to a uniform Y-axis scale (not applied here).

Month						
SubCategory	Sales in Thousands	Sales - Trend in Thousands	Margin in Thousands	Margin %	Margin % - Trend	Total Customers
Washers & Dryers	1,580		197	12		247
Projectors & Screens	973		211	22		382
Refrigerators	953		-351	-37		331
Laptops	668		181	27		301
Coffee Machines	476		-11	-2		251
Water Heaters	443		95	21		152
Monitors	424		-1	-0		327
Microwaves	319		14	4		375
Desktops	266		23	9		184
Printers, Scanners & Fax	219		1	0		379
Computers Accessories	128		-18	-14		654
Fans	83		-39	-46		287

This table uses a spark column to indicate margin trend, with color-formatted series to distinguish between positive and negative values.

The y=0 horizontal axis is placed conveniently at the top or bottom of each cell (based on whether the values are positive or negative) to maximize charting space.

You do have the option to deviate from this standard behavior and force all spark columns to be on a uniform scale – which will position the axis at the same level in each cell. However, the readability may be compromised, as this will shorten the height of the bars.

SubCategory	Margin in Thousands	Margin %	Total Customers	■ Sales ■ Sales - Forecast	Var %
Washers & Dryers	197	12 %	247	1,580 (Sales) / 2,227 (Sales - Forecast)	-29%
Projectors & Screens	211	22 %	382	973 (Sales) / 1,430 (Sales - Forecast)	-32%
Refrigerators	-351	-37 %	331	953 (Sales) / 591 (Sales - Forecast)	61%
Laptops	181	27 %	301	668 (Sales) / 829 (Sales - Forecast)	-19%
Coffee Machines	-11	-2 %	251	476 (Sales) / 395 (Sales - Forecast)	20%
Monitors	-1	-0 %	327	51 (Sales) / 327 (Sales - Forecast)	733%
Printers, Scanners & Fax	1	0 %	379	471 (Sales) / 379 (Sales - Forecast)	-53%
Computers Accessories	-18	-14 %	654	60 (Sales) / 654 (Sales - Forecast)	113%
Fans	-39	-46 %	287	88 (Sales) / 287 (Sales - Forecast)	-5%

Is there a greater visual than a bullet to measure performance against a benchmark?

In this example, we use an 'integrated variance bullet' – with the length of the black bar indicating actual performance, and the red or green indicating deviation from the target (positive for green, negative for red).

You could also optionally add additional KPIs to the bullet for enrichment (such as Var % shown here).

The following are some of the bullet charts are available to you in Power BI through Inforiver.



Normalized (100%) Bullet

SubCategory	Margin in Thousands	fx Margin %	Total Customers	█ Sales █ Sales - Forecast	Var %
Washers & Dryers	197	12%	247	1,580 -648	-29%
Projectors & Screens	211	22%	382	973 -457	-32%
Refrigerators	-351	-37%	331	953 362	61%
Laptops	181	27%	301	668 -160	-19%
Coffee Machines	-11	-2%	251	476 81	20%
Others (9)	553	21%	3,122	2,607 212	9%

The typical bullet chart & their variants (such as design #24) may not work well in scenarios when your categories' performance range is very wide (e.g., some performing in millions, and a few in thousands – as it is hard to discern the latter due to chart scaling).

In such cases, you can go for a normalized bullet like this where the target for each category is normalized to 100% (the black vertical line). The red and green bars represent the %variance (shown in the right as percentages for clarity – but you can turn this off).

One of the earliest proponents of this idea was IBCS (International Business Communication Standards) – and this was briefly shared in LinkedIn. View the post here → <https://bit.ly/3xChPam>

	<i>fx</i>	Rank	Sales in Thousands	Margin in Thousands	Margin %	Total Customers
All			7,256	781	123.01	4,634
Home Appliances						
Washers & Dryers		4	1,580	197	12.46	247
Refrigerators		7	953	-351	-36.77	331
Coffee Machines		6	476	-11	-2.34	251
Lamps	✓	1	471	340	72.28	548
Water Heaters	✓	3	443	95	21.34	152
Microwaves		5	319	14	4.48	375
Air Conditioners	✓	2	253	138	54.54	216
Fans		8	83	-39	-46.35	287
Home Appliances Total			4,578	383	79.63	2,407
Computers						
Projectors & Screens		2	973	211	21.72	382
Laptops		1	668	181	27.11	301
Monitors	⚑	5	424	-1	-0.18	327
Desktops		3	266	23	8.72	184
Printers, Scanners & Fax		4	219	1	0.27	379
Computers Accessories	⚑	6	128	-18	-14.27	654
Computers Total			2,678	397	43.38	2,227

This design contains two major elements:

(a) A 'split total' presentation often spotted in Excel/ pivot table reports. Rows with category names (Home Appliances and Computers) do not carry any values as such – they are blank. However, a separate total row for these categories appear at the bottom of the respective sections.

(b) This design features conditional formatting rules that are different for each category. For Home Appliances, we have highlighted the Top 3 items (ranked by Margin), whereas for Computers, items with negative margins are flagged. (Hint: You need two separate rules for this table, with each rule having an AND condition Category = 'x').

SubCategory	Sales in Thousands	Margin in Thousands	Margin % (Calculated)	Total Customers
Washers & Dryers	\$1,580	196.82	12.5%	247
Contoso Washer & Dryer 27in L270	\$244	80.49	33.0%	31
Contoso Washer & Dryer 24in M240	\$149	-1.40	-0.9%	29
Contoso Washer & Dryer 25.5in M255	\$143	5.96	4.2%	25
Others (12)	\$1,043	111.78	10.7%	200
Projectors & Screens	\$973	211.26	21.7%	382
Proseware Projector 1080p DLP86	\$145	55.52	38.3%	18
Contoso Projector 1080p X980	\$106	37.17	35.2%	15
Proseware Projector 1080p LCD86	\$76	21.02	27.7%	12
Others (32)	\$646	97.55	15.1%	431
Refrigerators	\$953	-350.57	-36.8%	331
Fabrikam Refrigerator 24.7CuFt X9800	\$285	-12.00	-4.2%	28
Litware Refrigerator 24.7CuFt X980	\$208	-57.00	-27.4%	25
Fabrikam Refrigerator 19CuFt M7600	\$74	-46.05	-62.5%	29
Others (10)	\$387	-235.51	-60.9%	305
Laptops	\$668	181.17	27.1%	301
Adventure Works Laptop19W X1980	\$66	29.70	44.8%	17
Adventure Works Laptop15.4W M1548	\$61	22.25	36.7%	22
Proseware Laptop19 X910	\$42	22.22	53.4%	9
Others (44)	\$500	107.00	21.4%	306
Coffee Machines	\$476	-11.15	-2.3%	251
Fabrikam Coffee Maker Super-Auto 12C X125	\$89	11.15	12.5%	18
Adventure Works Coffee Maker Super-Auto 12...	\$68	18.42	27.2%	12
Contoso Coffee Maker Super-Auto 12C X1250	\$64	15.12	23.5%	12
Others (15)	\$255	-55.84	-21.9%	254

Here we have enriched our table with Product information to demonstrate another interesting design.

The Top 3 products under each category are listed. The remaining products are consolidated under 'Others', with a count of remaining products indicated within parenthesis.

	Sales in Thousands	Margin in Thousands	Margin %	Total Customers	Remarks
Washers & Dryers	\$1,580	196.82	12.46	247	
Projectors & Screens	\$973	211.26	21.72	382	Best selling category for December 2020
Refrigerators	\$953	-350.57	-36.77	331	
Laptops	\$668	181.17	27.11	301	
Coffee Machines	\$476	-11.15	-2.34	251	
Lamps	\$471	340.31	72.28	548	Category with top profit margin
Water Heaters	\$443	94.59	21.34	152	
Monitors	\$424	-0.77	-0.18	327	
Microwaves	\$319	14.30	4.48	375	
Desktops	\$266	23.22	8.72	184	
Air Conditioners	\$253	137.82	54.54	216	
Printers, Scanners & Fax	\$219	0.59	0.27	379	
Computers Accessories	\$128	-18.23	-14.27	654	Category with most customers
Fans	\$83	-38.64	-46.35	287	

Often, as with Excel, we sometimes want to key in notes/annotations/comments at the row level. Inforiver facilitates this in Power BI by providing an input-enabled Notes field.

	Sales in Thousands	Margin in Thousands	Margin %	9 Total Customers	Remarks
Washers & Dryers	1,580	196.82	12.46	247	
Projectors & Screens	1 973	211.26	21.72	382	Best selling category for December 2020
Refrigerators	953	-350.57	-36.77	331	
Laptops	668	181.17	27.11	301	
Coffee Machines	476	-11.15	-2.34	251	
Printers, Scanners & Fax	219	0.59	0.27	379	
Microwaves	319	14.30	4.48	375	
Desktops	266	23.22	8.72	184	
Air Conditioners	253	137.82	54.54	216	
Computers Accessories	128	-18.23	-14.27	654	Category with most customers

You can also create reports with cell, row-header and column-level notes/annotations. Notes typically are revealed upon hover, but you also have the option to permanently show them as footnotes.

The template also separates values from categories and column headers using an interesting border pattern.

SubCategory	Category	Sales in Thousands	Forecast in Thousands	Sales Vs Forecast in Thousands	Margin in Thousands	Margin %	Total Customers
Washers & Dryers	Home Appliances	1,580	2,227	-647.60	197	12.5	247
Projectors & Screens	Computers	973	1,430	-457.11	211	21.7	382
Refrigerators	Home Appliances	953	591	362.32	-351	-36.8	331
Laptops	Computers	668	829	-160.36	181	27.1	301
Coffee Machines	Home Appliances	476	395	80.90	-11	-2.3	251
Lamps	Home Appliances	471	584	-113.00	340	72.3	548
Water Heaters	Home Appliances	443	669	-226.10	95	21.3	152
Monitors	Computers	424	51	372.94	-1	-0.2	327

Dumb bell charts are a neat alternative to bullet, and can focus exclusively on variances, as against focusing on actual performance (Sales).

Drill-down Table

	Sales	Margin	Margin %	Total Customers
All (6)	1,17,65,020	52,89,443	45	5,457
United States (8)	54,70,851	24,13,998	44	2,044
Australia (8)	19,00,392	8,21,217	43	1,329
Great Britain (8)	12,18,013	6,02,486	49	629
Canada (8)	11,96,486	5,74,114	48	357
Germany (8)	10,09,553	4,55,844	45	573
France (8)	9,69,725	4,21,785	43	525

In addition to the Table-style navigation featured in the previous design #30, you can also create tables featuring drilldown navigation.

The drilldown navigation shows only the records for one active branch at a time. In this case, if you would like look at all categories under United States, you will have to click United States.

	Sales	Margin	Margin %	Total Customers
All (6)	1,17,65,020	52,89,443	45	5,457
United States (8)	54,70,851	24,13,998	44	2,044
Home Appliances (8)	22,00,547	1,97,495	9	653
Computers (6)	12,32,055	1,78,255	14	647
Cameras and camcorders (4)	7,97,754	7,97,754	100	407
TV and Video (4)	7,25,065	7,25,065	100	310
Cell phones (4)	3,11,161	3,11,161	100	355
Audio (3)	93,405	93,405	100	174
Music, Movies and Audio Books (1)	60,161	60,161	100	138
Games and Toys (2)	50,703	50,703	100	247

Upon clicking United States from the previous snapshot, all categories under US are listed. The number of immediate children under each category is also indicated in parenthesis. E.g. There are 3 subcategories under Audio.

The drilldown navigation template provides a great way to explore one logical area at a time and is very useful when there are a lot of dimensions (hierarchy levels) involved.

Financial Statement

Apple Inc.			
CONSOLIDATED STATEMENTS OF OPERATIONS			
(in millions, except number of shares which are reflected in thousands and per share amounts)			
	Years ended		
	September 25, 2021	September 26, 2020	September 28, 2019
Net sales:			
Products	\$ 297,392	\$ 220,747	\$ 213,883
Services	68,425	53,768	46,291
Total net sales	365,817	274,515	260,174
Cost of sales:			
Products	192,266	151,286	144,996
Services	20,715	18,273	16,786
Total cost of sales	212,981	169,559	161,782
Gross margin	152,836	104,956	98,392
Operating expenses:			
Research and development	21,914	18,752	16,217
Selling, general and administrative	21,973	19,916	18,245
Total operating expenses	43,887	38,668	34,462
Operating income	108,949	66,288	63,930
Other income/(expense), net	258	803	1,807
Income before provision for income taxes	109,207	67,091	65,737
Provision for income taxes	14,527	9,680	10,481
Net income	\$ 94,680	\$ 57,411	\$ 55,256
Earnings per share:			
Basic	\$ 6.00	\$ 3.00	\$ 3.00
Diluted	\$ 6.00	\$ 3.00	\$ 3.00

Featured here is a formatted financial statement. Some of the highlights of this statement include:

- (a) Row header indentation
- (b) Borders for select cells
- (c) \$ prefix for select items
- (d) Grouped column header ('Years ended')
- (e) Word wrap in column header
- (f) Multi-line title & subtitle

You can find more such interactive financial statements built using Inforiver here (under the tab 'Professional') → <https://inforiver.com/demos>

Monthly Projections

Quarter	Q1						Q2						Q3		
	Jan		Feb		Mar		Apr		May		Jun		Jul	Aug	
	Forecast	Actuals	Forecast	Actuals	Forecast	Actuals	Forecast	Actuals	Forecast	Actuals	Forecast	Actuals	Forecast	Actuals	Forecast
<input checked="" type="checkbox"/> All	838	947	547	604	452	488	452	489	429	429	453		656		
<input checked="" type="checkbox"/> Audio	54.8	52.2	37.5	35.7	22.9	21.8	27.0	25.7	32.3	30.8	33.5		39.7		
Bluetooth Headphones	32.2	30.7	20.3	19.4	15.0	14.3	12.6	12.0	16.9	16.1	17.6		21.1		
REconomyrding Pen	22.6	21.6	17.2	16.4	7.8	7.5	14.3	13.6	15.4	14.6	15.9		18.7		
<input checked="" type="checkbox"/> Cell phones	44.9	42.7	19.1	18.2	31.0	29.5	28.4	27.1	28.1	26.8	31.1		37.1		
Smart phones & PDAs	30.4	29.0	14.6	13.9	20.6	19.7	23.0	21.9	15.1	14.3	17.5		21.8		
Touch Screen Phones	14.5	13.8	4.5	4.3	10.4	9.9	5.4	5.2	13.1	12.4	13.6		15.3		
<input checked="" type="checkbox"/> Computers	401.3	548.1	299.3	374.8	241.9	293.4	223.7	281.0	234.7	253.3	196.2		355.9		
Desktops	28.8	137.2	19.7	93.8	15.5	73.9	13.3	63.2	10.6	50.5	15.3		18.9		
Laptops	152.5	123.0	162.9	131.3	120.1	96.8	102.2	82.4	105.0	84.7	84.9		163.9		
Monitors	18.1	150.5	9.2	76.4	6.6	54.8	8.1	67.2	4.8	40.4	5.3		8.2		
Projectors & Screens	201.9	137.3	107.6	73.2	99.7	67.8	100.2	68.1	114.3	77.8	90.6		164.8		
<input checked="" type="checkbox"/> Games and Toys	7.8	7.4	1.9	1.8	3.5	3.3	3.6	3.4	3.5	3.3	3.2		6.3		
Boxed Games	0.2	0.2	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.1		0.0		
Download Games	7.6	7.2	1.8	1.7	3.4	3.2	3.3	3.2	3.3	3.1	3.1		6.2		
<input checked="" type="checkbox"/> Home Appliances	100.3	77.9	54.9	45.8	36.3	29.0	43.1	32.3	48.9	37.4	58.6		91.9		
Coffee Machines	7.8	9.5	11.5	13.8	1.8	2.2	1.1	1.3	2.5	3.0	4.3		8.6		
Lamps	29.1	23.4	11.9	9.6	24.8	20.0	12.1	9.7	15.1	12.2	10.4		21.9		
Washers & Dryers	63.4	45.0	31.5	22.3	9.6	6.8	29.9	21.2	31.3	22.2	44.0		61.5		
<input checked="" type="checkbox"/> TV and Video	229.4	218.5	134.2	127.8	116.9	111.4	126.0	120.0	81.7	77.8	130.2		124.8		
Televisions	229.4	218.5	134.2	127.8	116.9	111.4	126.0	120.0	81.7	77.8	130.2		124.8		

Most of us would have worked on some performance spreadsheet like this.

Consider the following:

- (a) Our current month is May.
- (b) We have captured actuals till prior month (April), highlighted in green. They are fixed and are not going to change.
- (c) We actively track actuals for the current month, highlighted in orange.
- (d) We have forecasts for three months beginning May.

The interesting part is that the visual shown here is not from a spreadsheet, but from within Power BI (using Inforiver).



Notice the vertically oriented column headers, that facilitate columns to be tightly packed.

The premium edition allows you to edit cell contents manually or using formulae to keep report updated.

Pagination by Category

Sales, Margin, Margin %, Total Customers by Country, Category, SubCategory, Manufacturer, ProductName

Country	Sales in Thousands	Margin in Thousands	Margin %	Total Customers
United States	5,470.85	2,414.00	44.12	2,044
Home Appliances	2,200.55	197.49	8.97	653
Washers & Dryers	719.97	111.40	15.47	103
Contoso, Ltd	340.50	56.51	16.60	54
Contoso Washer & Dryer 27in L270	124.64	34.99	28.07	17
Contoso Washer & Dryer 24in M240	81.81	6.57	8.03	14
Contoso Washer & Dryer 21in E210	54.37	0.58	1.06	11
Contoso Washer & Dryer 25.5in M255	53.70	9.78	18.22	8
Contoso Washer & Dryer 15.5in E155	25.97	4.60	17.69	7
Litware, Inc.	215.03	25.73	11.97	40
Litware Washer & Dryer 24in M260	78.17	28.01	35.84	10
Litware Washer & Dryer 27in L420	53.04	21.40	40.34	6
Litware Washer & Dryer 21in E214	31.98	-12.03	-37.62	9
Litware Washer & Dryer 15.5in E150	25.97	-4.57	-17.58	9
Litware Washer & Dryer 25.5in M350	25.86	-7.08	-27.39	6
Northwind Traders	164.44	29.16	17.73	25
NT Washer & Dryer 27in L2700	45.10	18.73	41.53	5
NT Washer & Dryer 21in E2100	44.80	10.53	23.50	7
NT Washer & Dryer 25.5in M2550	39.80	1.37	3.44	7
NT Washer & Dryer 24in M2400	32.74	2.65	8.08	6
NT Washer & Dryer 15.5in E1550	2.00	-4.12	-206.00	2

Total rows: 4325  - 100% + |< Page 1 of 192 >| No of rows: 21 

Here is an interesting paginated report in Power BI (built using Inforiver).

The pagination happens at the Category level (Lamps). All elements under this Category are shown in a single page – even if we need to scroll to exhaust this category.

The next category under United States – Home Appliances starts in page #4 (pagination information shown at the bottom right).

We have 192 different category-country combinations, due to which we end up with 192 pages in this report (shown at the bottom right). This entire report layout & formatting, along with smart-page breaks is preserved even when you export the report to Excel.

Current vs. Till Date Analysis

Aug				Σ Jan_Aug			
FC	AC	ΔFC	ΔFC%	FC	AC	ΔFC	ΔFC%
49.9	33	-16.8	-33.8	370.0	245	-125.0	-33.8
224.0	159	-65.1	-29.1	1228.8	871	-357.3	-29.1
55.9	90	+34.2	+61.3	306.4	494	+187.8	+61.3
105.3	72	-33.7	-32.0	814.6	554	-260.5	-32.0
49.6	23	-26.5	-53.5	274.0	127	-146.5	-53.5
3.9	33	+28.9	+733.3	32.3	269	+236.9	+733.3
15.2	32	+17.2	+112.8	86.4	184	+97.4	+112.8
63.4	51	-12.3	-19.4	512.0	413	-99.1	-19.4
42.8	35	-8.3	-19.4	314.7	254	-60.9	-19.4
9.1	9	-0.4	-4.8	48.5	46	-2.3	-4.8
5.7	27	+21.3	+376.2	38.0	181	+142.9	+376.2
4.4	9	+5.0	+112.8	33.5	71	+37.7	+112.8
43.2	52	+8.9	+20.5	196.2	236	+40.2	+20.5
18.3	17	-0.9	-4.8	120.8	115	-5.8	-4.8
674.1	642	-32.1	-4.8	4265.0	4062	-203.1	-4.8

This is a replica of International Business Communication Standards (IBCS) T02 table template → <https://bit.ly/3HZ3NYC>

This is very useful to perform current (Aug) vs. till date (Jan-Aug) analysis.

The categories are listed in the middle.

Values shown include Forecast(FC), Actuals (AC), AC-FC variance in absolute & % terms.

You can incorporate these best-in-class designs using Inforiver in a single click.

Ragged Hierarchies

	PL	AC	ΔPL	ΔPL%
☐ All	1 107.3	1 101.3	-6.0	-0.5
☐ Gross Profit	3 003.0	3 011.7	+8.8	+0.3
☐ Net Revenue	6 374.8	6 398.3	+23.5	+0.4
☐ Gross Revenue	6 959.9	6 985.9	+26.0	+0.4
☐ Discounts	-585.1	-587.6	+2.5	+0.4
☐ Cost of Goods Sold	-3 371.8	-3 386.5	+14.7	+0.4
- Purchase Price Variance	0.0	0.5	+0.5	+6 989.4
- Other Direct Costs	2.5	2.1	+0.4	-14.5
- Freight	5.9	6.1	+0.2	+2.6
- Labor	1 218.9	1 219.2	+0.3	+0.0
- Raw Materials	2 144.5	2 158.7	+14.2	+0.7
☐ Operating Expenses	-1 895.6	-1 910.4	+14.8	+0.8
- IT Expenses	155.1	154.5	+0.5	-0.4
- Other Expenses	206.8	208.2	+1.4	+0.7
☐ Sales and Marketing	-603.8	-614.8	+11.1	+1.8
- Sales Expenses	282.7	293.4	+10.6	+3.8
- Marketing Expenses	321.1	321.5	+0.4	+0.1

Here is a financial statement built using International Business Communication Standards (IBCS).

A specialty about this template is the support for ragged (or unbalanced hierarchies). Check the children under 'Operating Expenses' – the first two (IT Expenses & Other Expenses) do not have any grandchildren, while the last two do.

You can now handle ragged hierarchies easily with Inforiver, without having to worry about blank rows being added (under IT Expenses and Other Expenses).

Bullet Tree



Here is a great template to visualize performance across regions & product categories using a single bullet visual across all cells.

You can spot the underperforming category-region combinations in a single view.

Use this design when there are a handful of categories. The design works better in the absence of hierarchies in rows or columns.

Encoded Table

Year	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Microsoft	Leader	Leader	Leader	Leader	Leader	Leader	Leader	Leader	Leader	Leader
Qliktech	Leader	Leader	Leader	Leader	Leader	Leader	Leader	Leader	Leader	Leader
Tableau	Challenger	Challenger	Leader	Leader	Leader	Leader	Leader	Leader	Leader	Leader
MicroStrategy	Leader	Leader	Leader	Leader	Leader	Visionary	Visionary	Challenger	Challenger	Challenger
SAP	Leader	Leader	Leader	Leader	Leader	Visionary	Visionary	Visionary	Visionary	Visionary
SAS	Leader	Leader	Leader	Leader	Leader	Visionary	Visionary	Visionary	Visionary	Visionary
IBM	Leader	Leader	Leader	Leader	Leader	Visionary	Niche	Niche	Niche	Niche
TIBCO Spotfire	Challenger	Challenger	Leader	Leader	Visionary	Visionary	Visionary	Visionary	Visionary	Challenger
Information Builders	Leader	Leader	Leader	Leader	Leader	Niche	Niche	Niche	Niche	Niche
Oracle	Leader	Leader	Leader	Leader	Leader		Niche	Niche	Niche	Visionary
Birst			Challenger	Challenger	Challenger	Niche	Niche	Niche	Niche	Niche
Logi Analytics				Challenger	Challenger	Visionary	Niche	Niche	Niche	Niche
ThoughtSpot							Niche	Visionary	Leader	Leader
Board International	Niche	Niche	Niche	Niche	Niche	Niche	Niche	Niche	Niche	Niche
Sisense						Niche	Visionary	Visionary	Visionary	Visionary
Yellowfin				Niche	Niche	Niche	Niche	Niche	Niche	Visionary
Looker								Niche	Niche	Challenger

Here's a representation of Gartner's Magic Quadrant for BI & Analytics platforms in the last decade.

Columns 2011 to 2020 are measures that can be encoded to show labels along with desired formatting (using conditional formatting).



INTELLIGENT ANALYTICS

Inforiver helps enterprises consolidate planning, reporting & analytics on a single platform (Power BI). The no-code, self-service award-winning platform has been recognized as the industry's best and is adopted by many Fortune 100 firms.

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