



Bookmarks: The Key to Designing Effective Reports in Power BI for Exceptional User Experiences!

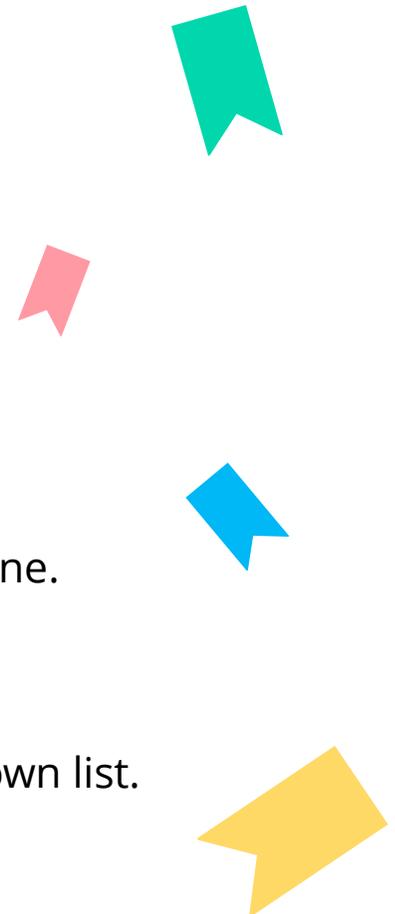
Bookmark in Power BI



A bookmark in Power BI is a saved state or view of a report page that includes filters, visuals, and other settings. It allows users to capture and revisit specific configurations within a report, making it easier to navigate and share insights.

5 Simple Steps to Create a Bookmark in Power BI

1. Customize the desired view on a report page in Power BI.
2. Click the "Bookmark" button on the "Home" tab to open the "Bookmarks" pane.
3. Create a new bookmark and customize its settings (name, visuals, filters) in the "Bookmarks" pane.
4. Insert a button on the report page.
5. Configure the button's action to "Bookmark" and select the desired bookmark from the drop-down list.





Step 1: Create a "Show Filter" Bookmark - Arrange all the slicers on the left side with a rectangle shape in the background. Next, insert two images to create the "Show Filter" and "Hide Filter" buttons. Now, click on the "Add" in the "Bookmarks" pane to capture the current state of the report. Rename it as "Show Filter."

The screenshot shows a Power BI dashboard titled "Website Traffic Dashboard Feb - May 2022". The dashboard includes several visualizations: a line chart for "My Company_" traffic, a bar chart for "My Company vs Competitor 1 vs Competitor 2 Traffic Comparison", and a horizontal bar chart for "Traffic Breakdown by Device". A left-hand pane contains slicers for Channel, Device, and Platform. The "Bookmarks" pane on the right is open, with the "Add" button highlighted by a blue box. Below it, a bookmark named "Show Filter" is visible, with a blue arrow pointing to it. The "Filters" pane is also visible, showing various filter options like "Hide Filter Icon" and "Show Filter Icon".

Channel	My Company	Competitor 1	Competitor 2
Paid Search	234.5k	159.1k	143.2k
Organic Search	54.8k	90.7k	64.0k
Direct	29.0k	14.3k	21.8k
Referrals	15.0k	17.1k	8.3k
Email	17.1k	8.3k	17.1k

Device	My Company	Competitor 1	Competitor 2
Desktop	143	84	72
Mobile	115	83	62

Company	Device	My Company	Competitor 1	Competitor 2
01 February 2022 - Direct	Desktop	107	96	60
	Mobile	49	19	23
01 February 2022 - Organic Search	Desktop	506	899	403
	Mobile	49	19	23
01 February 2022 - Paid Search	Desktop	2k	1,116	981
	Mobile	49	19	23



Step 2: Create the "Hide Filter" Bookmark - Now, hide all the slicers and background shape in the selection pane. Next, click on "Add" to capture this state of the report. Change the name of the bookmark to "Hide Filters."

File Home Insert Modeling **View** Optimize Help

Themes Gridlines Lock objects Snap to grid Filters Bookmarks Selection Performance analyzer Sync slicers

Website Traffic Dashboard Feb - May 2022

Report view

All Months Traffic Trend

Competitor 1_ Competitor 2_ My Company_

February 208.4k

My Company vs Competitor 1 vs Competitor 2
Traffic Comparison

My Company	Competitor 1	Competitor 2
357.2k	303.9k	239.8k

Channel: Paid Search, Organic Search, Direct, Referrals, Email

Daily Traffic Details

Date	Channel	Device	My Company	Competitor 1	Competitor 2
01 February 2022	Direct	Desktop	143	84	72
01 February 2022	Direct	Mobile	115	83	62
01 February 2022	Email	Desktop	107	96	60
01 February 2022	Email	Mobile	49	19	23
01 February 2022	Organic Search	Desktop	506	899	403
01 February 2022	Paid Search	Desktop	2k	1,116	981

Traffic Breakdown by Device

Desktop Mobile

Company	Desktop	Mobile
My Company_	59.2%	40.8%
Competitor 1_	65.1%	34.9%
Competitor 2_	63.4%	36.6%

Selection

- Layer order
- Tab order
- Hide Filter Icon
- Show Filter Icon
- Channel Slicer
- Device Slicer
- Platform Slicer
- Date Slicer
- Background Shape
- Inforiver Charts
- Text box
- Inforiver premium(2.0...
- Inforiver Charts
- Inforiver Charts

Bookmarks

- Add
- View
- Show Filters
- Hide Filters

Filters

Visualizations

Data



Step 3: Assign the "Show Filters" Bookmark to the Button - We will use images as buttons. Firstly, select the left image and turn on the action toggle. Next, select the "Show Filters" bookmark from the dropdown.

File Home Insert Modeling **View** Optimize Help Format Data / Drill

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Website Traffic Dashboard Feb - May 2022

All Months Traffic Trend

Competitor 1_ Competitor 2_ My Company_

February 208.4k

Date	My Company	Competitor 1	Competitor 2
01 February 2022	2.6k	2.6k	2.6k
02 February 2022	3.1k	2.6k	2.6k
03 February 2022	2.9k	2.7k	2.8k
04 February 2022	3.4k	2.9k	2.8k
05 February 2022	3.1k	2.8k	2.8k
06 February 2022	3.1k	2.8k	2.8k
07 February 2022	3.2k	2.9k	2.8k
08 February 2022	3.1k	2.9k	2.8k
09 February 2022	3.2k	2.9k	2.8k
10 February 2022	3.1k	2.9k	2.8k
11 February 2022	3.2k	2.9k	2.8k
12 February 2022	3.1k	2.9k	2.8k
13 February 2022	3.2k	2.9k	2.8k
14 February 2022	3.1k	2.9k	2.8k
15 February 2022	3.2k	2.9k	2.8k
16 February 2022	3.1k	2.9k	2.8k
17 February 2022	3.2k	2.9k	2.8k
18 February 2022	3.1k	2.9k	2.8k
19 February 2022	3.2k	2.9k	2.8k
20 February 2022	3.1k	2.9k	2.8k
21 February 2022	3.1k	2.9k	2.8k
22 February 2022	3.1k	2.9k	2.8k
23 February 2022	3.1k	2.9k	2.8k
24 February 2022	3.1k	2.9k	2.8k
25 February 2022	3.1k	2.9k	2.8k
26 February 2022	3.1k	2.9k	2.8k
27 February 2022	2.9k	2.8k	2.8k
28 February 2022	2.8k	2.8k	2.8k

My Company vs Competitor 1 vs Competitor 2 Traffic Comparison

Channel	My Company	Competitor 1	Competitor 2
Paid Search	234.5k	159.1k	134.2k
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Format Data

Image General

Style

Action

Type: Bookmark

Bookmark: Show Filters

None

Show Filters

Hide Filters



Step 4: Assign the "Hide Filters" Bookmark to the Button - Select the right image and choose the "Hide Filters" bookmark from the dropdown.

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05 February 2022	3.1k	2.8k	2.9k
06 February 2022	3.2k	2.8k	2.9k
07 February 2022	3.1k	2.9k	2.9k
08 February 2022	3.2k	2.9k	2.9k
09 February 2022	3.1k	2.9k	2.9k
10 February 2022	3.2k	2.9k	2.9k
11 February 2022	3.1k	2.9k	2.9k
12 February 2022	3.2k	2.9k	2.9k
13 February 2022	3.1k	2.9k	2.9k
14 February 2022	3.2k	2.9k	2.9k
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16 February 2022	3.2k	2.9k	2.9k
17 February 2022	3.1k	2.9k	2.9k
18 February 2022	3.2k	2.9k	2.9k
19 February 2022	3.1k	2.9k	2.9k
20 February 2022	3.1k	2.9k	2.9k
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Format Filters

Image General Style

Action On

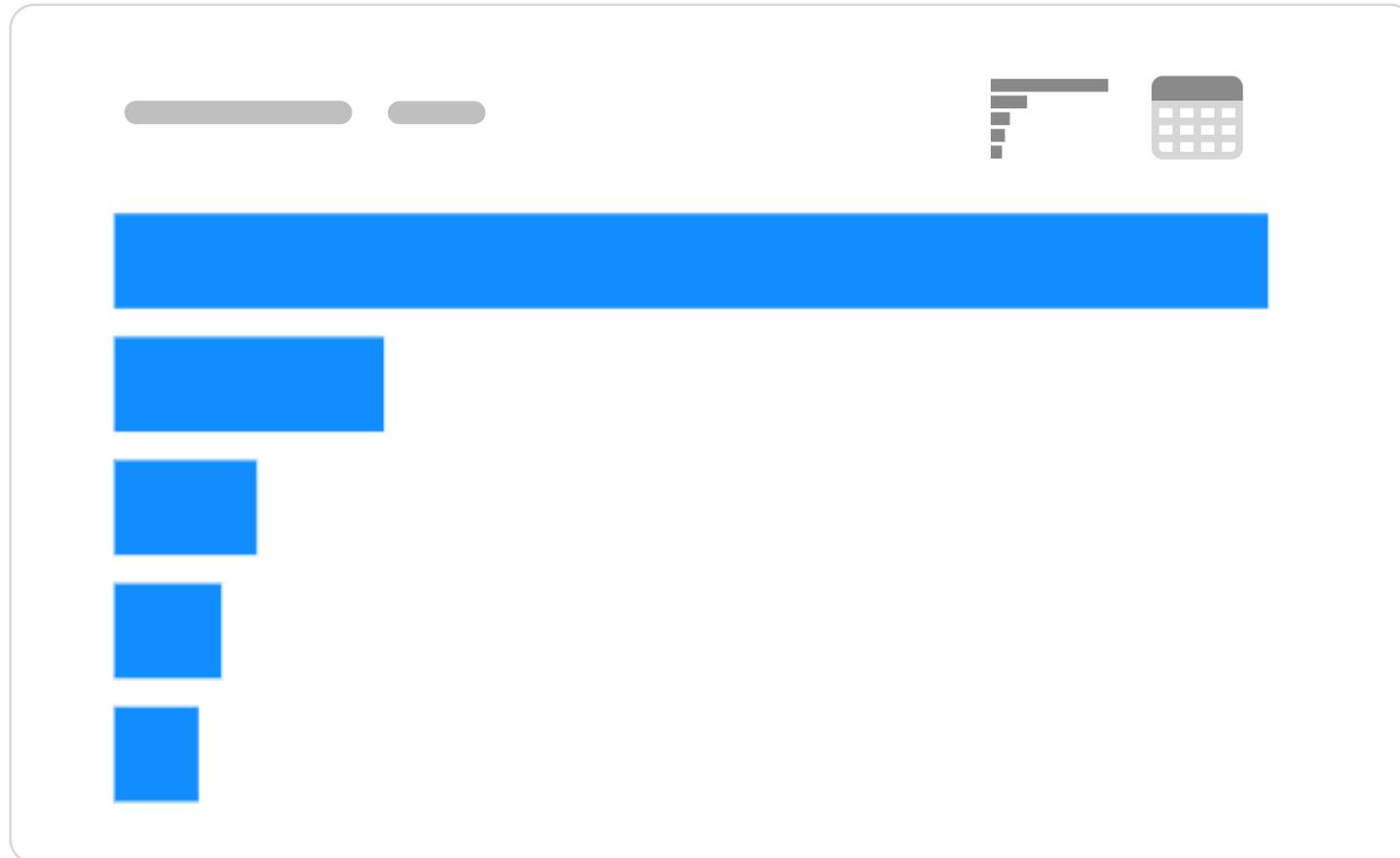
Type Bookmark

Bookmark Hide Filters None Show Filters Hide Filters

Example 2. Create a Toggle Between Visualization



Toggle bookmarks in Power BI enable data comparison and save space on a dashboard. This way, you can fit the two or more visuals in the same space.





Use Bookmarks in Following Scenarios

- 1. Storytelling:** Use bookmarks to create a narrative flow, guiding users through visualizations and highlighting insights.
- 2. Focused subsets:** Create bookmarks for specific data subsets, allowing quick switching between filtered views.
- 3. Comparison views:** Capture different visual states with bookmarks for easy comparison, such as "before and after" scenarios.
- 4. Drill-through experiences:** Enable detailed information exploration with bookmarks that capture specific drill-down levels.
- 5. Interactive exploration:** Show/hide visuals or sections using bookmarks, enabling users to toggle between different levels of analysis.