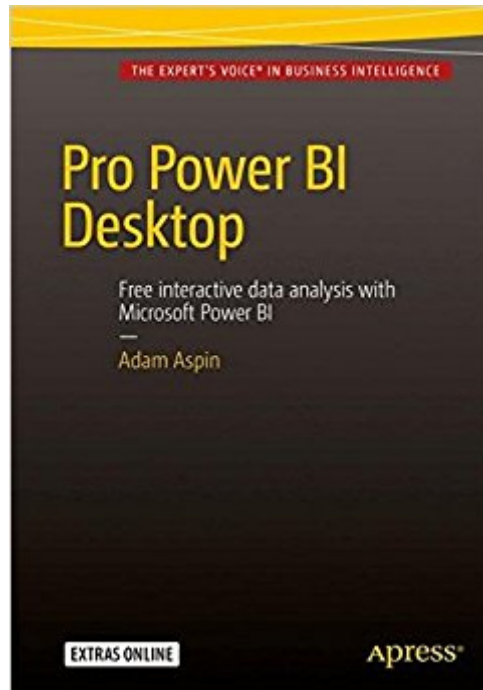




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# Pro Power BI Desktop



## Synopsis

This book shows how to deliver eye-catching Business Intelligence with Microsoft Power BI Desktop. You can now take data from virtually any source and use it to produce stunning dashboards and compelling reports that will seize your audience's attention. Slice and dice the data with remarkable ease then add metrics and KPIs to project the insights that create your competitive advantage. Make raw data into clear, accurate, and interactive information with Microsoft's free self-service business intelligence tool. Power BI Desktop will help you to push your BI delivery to the next level. You'll learn to create great-looking visualizations and let your audience have fun by interacting with the elegant and visually arresting output that you can now deliver. You can choose from a wide range of built-in and third-party visualization types so that your message is always enhanced. You'll be able to deliver those results on the PC, on tablets, on smartphones, as well as share results via the cloud. Finally, this book helps you save time by preparing the underlying data correctly without needing an IT department to prepare it for you. Power BI Desktop will let your analyses speak for themselves. Simple techniques to make data into insight. Polished interactive dashboards to deliver attention-grabbing information. Visually arresting output on multiple devices grab the reader's attention. What You Will Learn Produce designer output to astound your bosses and peers. Share business intelligence in the cloud Deliver visually stunning charts, maps, and tables. Make them interactive too! Find new insights as you chop and tweak your data as never before. Adapt delivery to mobile devices such as phones and tablets. Audience Power BI Desktop is written for any user who is comfortable in Microsoft Office. Everyone from CEOs and Business Intelligence developers through to power users and IT managers can use this book to outshine the competition by producing 21st Century business intelligence visualizations and reporting on a variety of devices from a variety of data sources. All of this is possible through leveraging your existing skill set with the same, common Microsoft tools you already use in your daily work.

## Book Information

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## Customer Reviews

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Adam Aspin is an independent business intelligence consultant based in the United Kingdom. He has worked with SQL Server for seventeen years. During this time, he has developed several dozen reporting and analytical systems based on the Microsoft BI product suite. A graduate of Oxford University, Adam began his career in publishing before moving into IT. Databases soon became a passion, and his experience in this arena ranges from dBase to Oracle to Microsoft Access to MySQL, with occasional sorties into the world of DB2. He is, however, most at home in the Microsoft universe using SQL Server Analysis Services, SQL Server Reporting Services, and SQL Server Integration Services. Business Intelligence has been Adam's principal focus for the last ten years. He has applied his skills for a range of clients, including J.P. Morgan, The Organisation for

Economic Co-operation and Development (OECD), Tesco, Centrica, Harrods, Vodafone, Crédit Agricole, Cartier, Alfred Dunhill, The RAC, Willis Insurance, Signet, and EMC Conchango.

Just to let you know where I'm coming from in rating this book 5 stars, I have bought six books on Power BI, DAX and M in my attempt to master the enormous capabilities of Power BI. No single book could possibly cover them all in detail. However this book does an excellent job of giving you a practical way of getting up and running with Power BI. One critic of this book points out that DAX isn't covered in detail but as I mentioned that simply isn't possible if all other aspects are to be covered as well. So although it's not a DAX reference, this book does an excellent job of showing you step by step how to actually use DAX with real-world examples. The same critic also points out that access to SQL Server is required to follow those related examples but for my money just gaining some understanding of the Power BI/SQL Server capability was good enough for me as a starting point. For someone starting off with Power BI or in need of a handy reference on Power BI from 'soup to nuts' this book is my #1 recommendation. If you want to dig deeper into DAX, M or SQL Server then I suggest you also buy one of the many books that covers those topics in detail. I hope my opinion assists someone.

It's a big, expensive book - filled with screenshots. If you're looking for something cursory to introduce you to PowerBI then it's fine. But this book does not delve into any of the fundamental needs for a PowerBI book - such as DAX coding or avoiding the plethora of pitfalls and working around this evolving product. If you were to watch 4 hours of YouTube videos and spend another 4 playing with PBI desktop and server - you can easily replicate the material.

I found Pro Power BI Desktop to be an excellent book that comprehensively covers the existing capabilities of Power BI Desktop (as at the time the book was written). Every chapter is filled with detailed explanations and examples, designed to get the reader up to speed with the contents of those chapters and therefore, Power BI Desktop, as quickly as possible. Having worked as a BI/Data Analytics Pro for 25 years and having seen and read many books on BI and Data Analytics during that time, I don't have to say that this is one of the best books in that category that I have ever read and specifically, the best book dedicated solely to Power BI Desktop that I have read thus far.

great book

This book is missing several of the example files listed in the text. The accompanying download needs to be amended to include ALL files.

very good book, but there are some glaring typos

Good reference book

I've previously read 3 other books on Power Pivot and Power BI, but I got this one because of what was missing in the others. One book presented many DAX formulas and functions, but without giving step-by-step examples. Another did give examples, but the steps weren't thorough enough - he often left me confused on how to get my solution looking like his result. I couldn't give this book to someone else and be confident he wouldn't get lost. So this is what I like about Pro Power BI Desktop: it gives ALL the steps necessary to duplicate every example he presents. He's very meticulous in laying out the step-by-step of what you have to do. And the book is stuffed with examples (so it's very long). He goes deep enough into DAX to get you comfortable. I can recommend this book to co-workers knowing I won't have to hand-hold them through the examples, and they'll get up to speed fine. I couldn't say that with the other books. So a job well done. One last note: the source code download didn't have some of the examples in the book, and after writing Apress, they got it fixed quickly. So if you find anything missing, shoot them a short email and they respond quickly.

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