

Data Visualization Choices

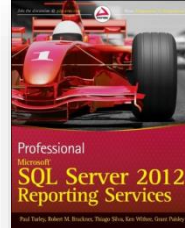
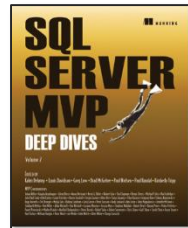
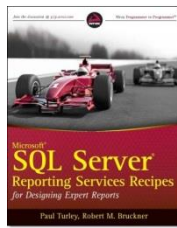
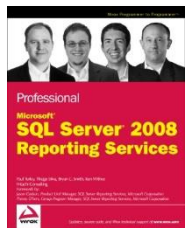
SQL Saturday #198, Vancouver, BC

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SQL Server MVP



Presenter Introduction

- Mentor
- BI Solution Architect
- Microsoft certified consultant & trainer
- Author



User Needs and Wants



Establish User Roles & Use Cases

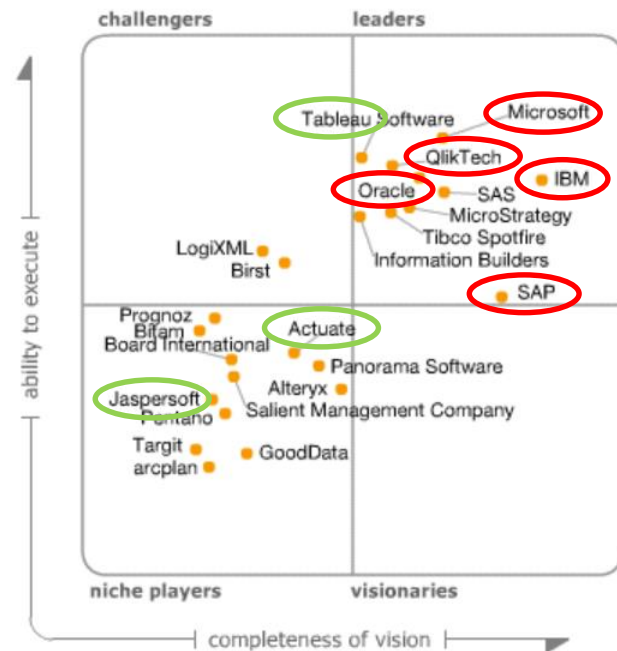
- Executive Leaders
 - Business Unit Leaders
 - Department Managers
 - Business Analysts
 - Operational Users
- Use prepared dashboards
 - Create & publish team reports
 - Browse & analyze business metrics
 - Perform mobile analysis
 - Prepare presentations
 - Receive proactive alerts

Products and Platforms

in the industry

- Vendors have different approaches to BI solutions:
 - Complete, packaged software solutions that include semantic models & reporting tools
 - Programmable reporting tools
 - Best-in-class ad-hoc visualizations
 - Microsoft BI offers a very strong semantic model platform paired with some good reporting & visualization tools

Gartner Magic Quadrant for Business Intelligence and Analytics Platforms - 2013



As of February 2013

Source: Gartner (February 2013)

Products and Platforms

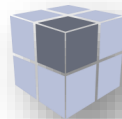
in the Microsoft ecosystem

- One tool may not meet all your user and business needs
- Using too many tools is confusing & complicated

Semantic / Data Layer



Relational data marts



Multidimensional SSAS



PowerPivot in Excel



PowerPivot in SharePoint



Tabular SSAS

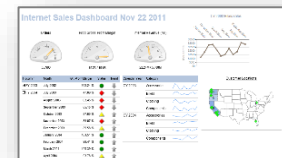
Visualization / Presentation Layer



Excel / Excel Services



Power View (Excel or SharePoint)



Reporting Services



Mobility*



PerformancePoint



After-market components

How this statement make you FEEL?




“Microsoft
Gives Me Lots of Tool
Choices”

Visuals & Solutions

the Microsoft BI strategy


Personal BI



The Personal BI section features a collection of data visualization tools. At the top, there are two overlapping screenshots of a BI dashboard titled 'Global Sales Report', showing various charts and maps. Below these is the Microsoft Excel logo, and at the bottom is a 3D icon of a cube with a circular arrow, representing data refresh or processing.

Excel 2013 Professional Plus


Team BI



The Team BI section displays a collection of BI dashboards and icons. It includes several overlapping screenshots of dashboards, a blue SharePoint 'S' logo, and a 3D icon of a cube with a circular arrow, similar to the Personal BI section.

SharePoint 2010 or 2013 Enterprise Edition
SQL Server 2008 R2 or 2012 BI Edition

Enterprise BI

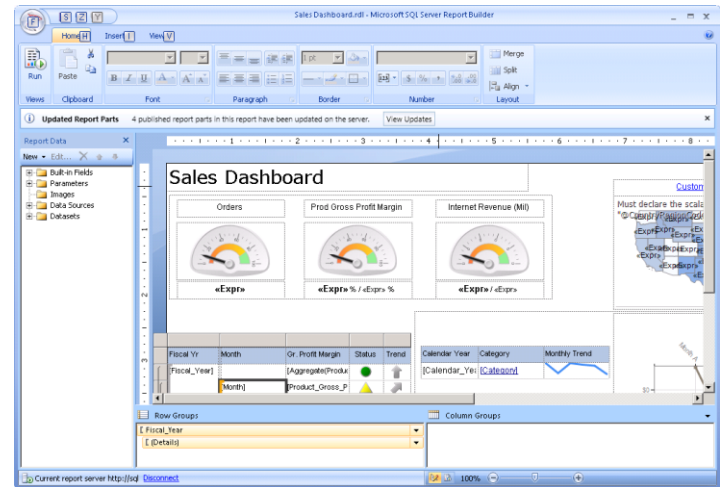


The Enterprise BI section shows a collection of BI dashboards and icons. It includes several overlapping screenshots of dashboards, a blue SharePoint 'S' logo, and two 3D cube icons: one with a circular arrow and one solid cube.

SQL Server 2012 BI Edition

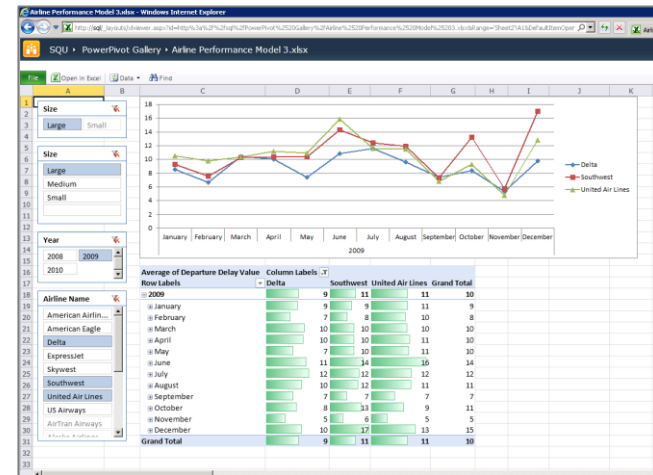
Report Builder & SSRS

- Reporting Services continues to be one of the most capable dashboard & report design tools
- Compared to some other tools, report design can be more complex & time-consuming but more intricate designs are possible
- Report actions & advanced features are possible but interactions are less tactile & responsive than tools like Power View



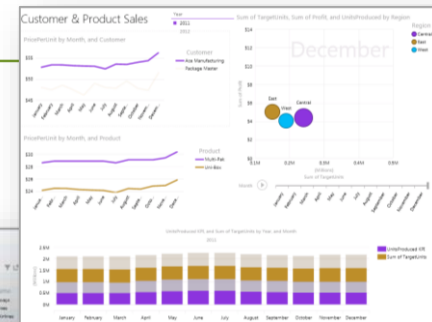
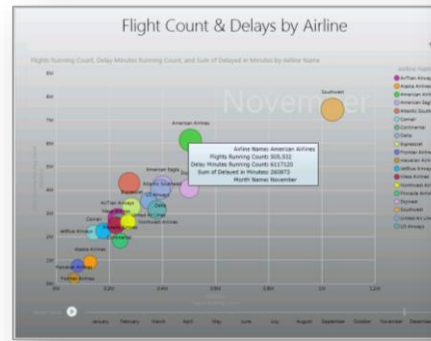
Excel Visuals

- Excel is the tool of choice for many financial & business analysts
- Classic data-sprawl issues can be avoided with SharePoint Excel Services & through organizational governance
- Improved charts, PivotTable, slicers & conditional formatting features were introduced in Excel 2007



Power View

- Very easy for business users to analyze models & trends
- Tactile & interactive
- Not programmable



Demonstrations

- Report Builder using a published PowerPivot model
 - Demonstrate time & complexity to build a drill-down table
 - ... KPI indicator
 - ... drill-through action
- Excel 2013 used to visualize a model
 - PivotTable with KPI & conditional formatting
 - Slicers
 - Publish to SharePoint & interact through Excel Services
- Power View in Excel 2013
 - KPI scorecard with drill-down
 - Map report with geo hierarchy
 - Bubble chart with play axis
- Power View in SharePoint
 - Export & present in PowerPoint

Mobility Choices

- Excel Services & Reporting Services reports render in multiple browsers including IE 7, 8 , 9 & 10 for Windows, Firefox for Windows & Safari for iOS.
- Several good after-market tools including Tableau & Strategy Companion.
- Microsoft has announced and demonstrated pre-beta development of native tablet applications. Details are forthcoming. Major announcement will likely be made at the PASS Business Analytics Conference in April.

Tool Capabilities Summary

	Excel/ PowerPivot	Power View	Report Builder	SSDT / Visual Studio
Ad-hoc data exploration	✗	✕		
True end-user report creation	✕	✕	✗	
Dashboard integration			✕	✕
Complex business rules	✗	✗	✕	✕
Complex UI control			✕	✕
Custom application integration			✗	✕
Parameterization			✕	✕
Mobile device support			✗	✗

Questions



Thank you!

This presentation will be on my blog at SqlServerBiBlog.com

I can be contacted at Paul.Turley@SolidQ.com

