

# **Automatically Generated Insights in Power BI**

**Power BI Desktop & Power BI Service**

Markus Ehrenmüller-Jensen

# The Insights Features

## Finds insights

- Without asking a question (like with Q&A)

- Which are statistically significant

- Statistically significant <> practically significant

- Cause vs. effect

- Domain knowledge and common sense necessary

## Dependent on (meta-)data available from the model

## Available in Power BI Desktop and Power BI Service

- Slightly different implementation

- No Pro-/Premium license necessary

# Agenda

## Insights in Power BI Desktop

- Explain the Increase

- Explain the Decrease

- Find Different Distributions

- Types of Insights

## Insights In Power BI Service

- Quick Insights Feature

- Types of Quick Insights

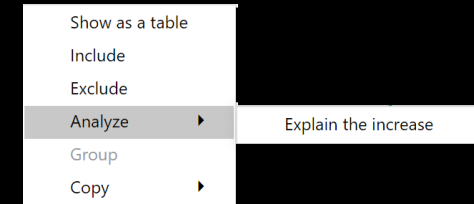
## Key Takeaways

# Explain the Increase (Power BI Desktop)

*Right click – Analyze – Explain the increase*

Builds a machine learning model on the fly

Shows statistically significant information



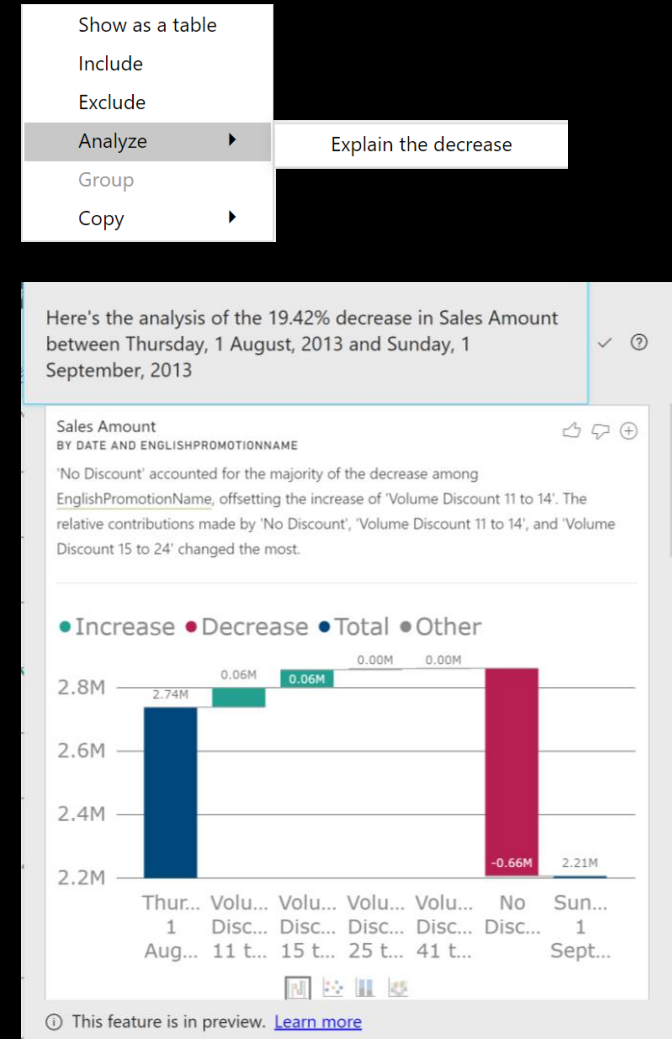
**Demo**

# Explain the Decrease (Power BI Desktop)

*Right click – Analyze – Explain the **decrease***

Builds a machine learning model on the fly

Shows statistically significant information



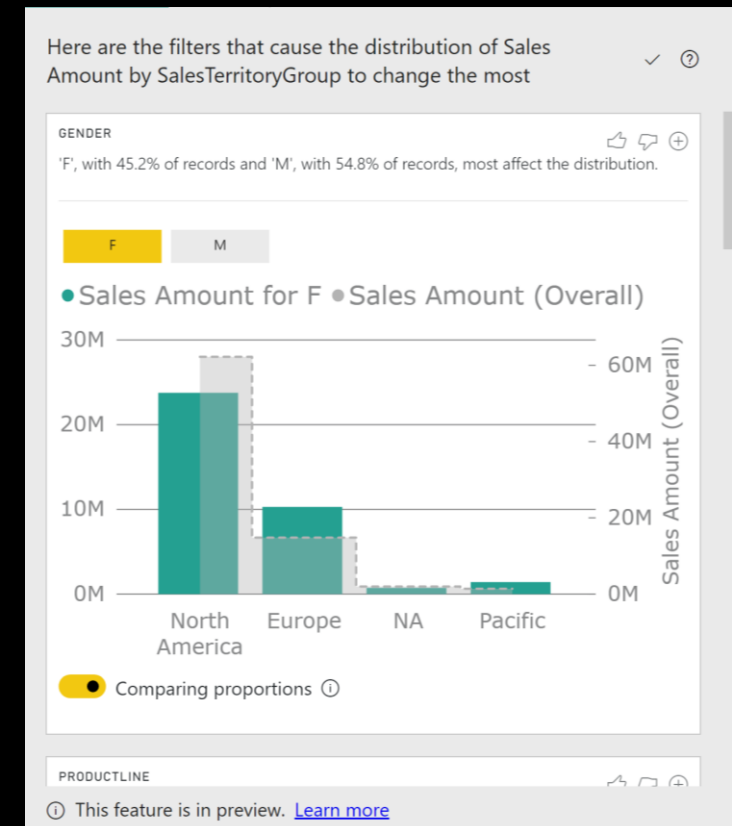
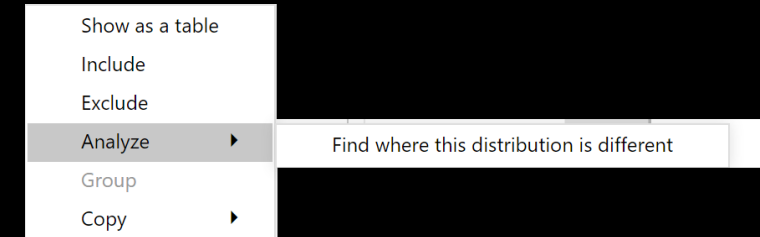
**Demo**

# Find Different Distributions (Power BI Desktop)

*Right click – Analyze –  
Find where the distribution is different*

Builds a machine learning model on the fly

Shows statistically significant information





**Demo**

# Availability of Insights (Power BI Desktop)

Explain the increase/decrease

- Line chart, area chart, stacked area chart

- Only for continuous categories (e. g. date/time) on axis

Find where the distribution is different

- Stacked bar chart, stacked column chart, clustered bar chart, clustered column chart

Continuous categories in a bar/column chart offer both

- But best practice is to show continuous values on a line chart

# Excuse: Continuous vs. Categorical Data

## Continuous

e. g. date, time, percentage, quantity, amount, ...

Endless amount of data points between any two data points

## Categorical

e. g. product category, sales territory, rank, ...

No value between any two values

# Quick Insights Feature (Power BI Service)

Available at no cost

No Pro/Premium license necessary

You need a work/school account to sign-up  
outlook.com, hotmail.com, ... will not work

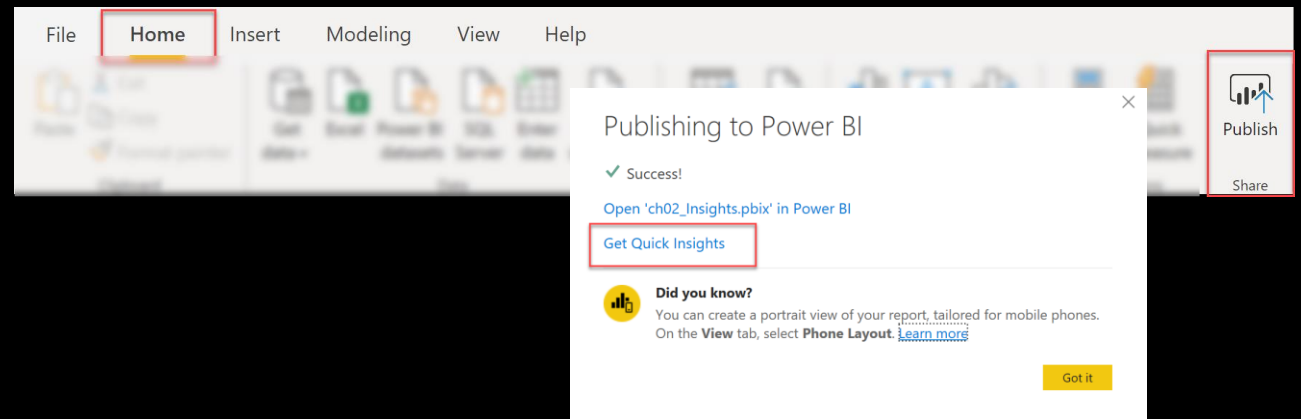
The admin of the domain must enable Power BI Service

<https://docs.microsoft.com/en-us/power-bi/fundamentals/service-self-service-signup-for-power-bi>

You need to publish a report

*Home – Publish*

Click *Get Quick Insights*



**Demo**

# Types of Quick Insights (Power BI Service)

Majority

Outliers

Steady share

Low Variance

Trends, seasonality, trend outliers, and change points over time

Correlation

# Key Takeaways

Increase/decrease can be automatically explained for continuous values in Power BI Desktop

Bar and column chart allow to find where distribution is different in Power BI Desktop

Add an insight to your report in Power BI Desktop

Power BI Service finds more complex insights

Add an insight to a dashboard in Power BI Service

# Call to Action

Find explanations for increase/decrease and where distribution is different in your existing reports

Upload your reports to Power BI Service to get more insights

Use your domain knowledge and common sense to evaluate the found insight

Add insights, which make sense, to reports and dashboards and share them with your colleagues



# Questions?

Savory  
DATA



**Markus Ehrenmüller-Jensen**

Founder & BI Architect  
markus@savorydata.com

@MEhrenmueller

/markus-ehrenmueller

www.savorydata.com

**SQL Server 2005 – 2019**

BI Developer

Database Developer

Database Admin



**PowerBIUG**  
POWER BI USER GROUP



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