



Power BI – Under The Covers

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Let's connect



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- Cool Power BI Reports
- Power BI Dynamics
- KPI in Power BI
- Power BI Report Builder
- Power BI in Teams
- Power BI Reports in Excel
- Beautiful Power BI Reports
- Microsoft Power BI Report Builder
- Power BI Reports Examples and Ideas
- Report Power BI Project Portfolio
- Examples of Power BI Reports
- Stunning Power BI Dashboards
- Good Power BI Reports
- Power BI Inventory Dashboard
- Power BI Dataset

Guide: Power BI Reports Overview - Helpshift Knowledge Base Helpshift ...

Portfolio Dashboard

My Work

Power BI +Project Template

NEW Power BI template for Microsoft Project for the web - Sensel ...

Powerful and FREE: Meet the beautiful features of Power BI - TKI Solutions

Guide: Power BI Reports Overview - Helpshift Knowledge Base Helpshift ...

Power BI Reports | Tips to make Impactful & Interactive Power BI ...

View Reporting Services mobile reports in Power BI - Finance and ...

Guide: Power BI Reports Overview - Helpshift Knowledge Base Helpshift ...

Reports in the Power BI service - Power BI | Microsoft Docs

Power BI Report Exam

View a report - Power BI | Microsoft Docs

Tutorial: Explore a Power BI sample - Power BI | Microsoft Docs

How to display a full-width Power BI report in SharePoint - HANDS ON ...

Tour the report Filters pane - Power BI | Microsoft Docs

Power BI for Small Business: Project Management Reporting - FluentPro ...

Power BI Updates & Insights: Shared and Certified datasets; Customized ...

Create Your First Microsoft Power BI Report

How to point existing reports to a new dataset in Power BI (even from ...

HR Reporting with Power BI | K Team Solutions GmbH

Display Microsoft Power BI Reports On Screens In Your Office - VuePlot

Power BI E...

Power BI Reports - Purchase Analysis

Power BI | OnePlan

Create a paginated report for Power BI ...

Tutorial: From Excel workbook to stunning report in Power BI Desktop ...

Power BI Report | TatvaSoft

Power BI and Azure as the future of enterprise analytics - TechRepublic

Reporting for Microsoft Planner Using Power BI - FluentPro Blog

Microsoft Business Analytics - Power BI | 365Solutions

Build your own usage report with Power BI - Kasper On BI

Power BI Financial Analysis

Power BI for Office 365 Planner - Power BI Reporting Pack for Microsoft ...

Power BI Reports - Inventory Analysis

Masking confidential data in Power BI reports - DataChart

Power BI for Office 365 Planner - Power BI Reporting Pack for Microsoft ...

Power BI Report Server: Power BI in On-Premises World - RADACAD

Announcing Power BI Reports Pack For FluentPro Financials - FluentPro Blog

Tour the report Filters pane - Power BI | Microsoft Docs

Tutorial: Explore a Power BI sample - Power BI | Microsoft Docs

[Download] # 11 Latest Power BI Templates | Create Power BI Template...

Power BI | OnePlan

How to use Power BI to monitor users activities in Off...

Power BI for Office 365 Planner - Power BI Reporting Pack for Microsoft ...

PERFORMANCE ANALYSIS

Facebook Ads Overview Report

Opportunity Count Overview

Supplier Quality Analysis

Inside Power BI in 20^{ish} mins

(Featuring TayTay, Britney, and Sandy & Danny)

→ Nice to meet you, Where you been?

I could show you incredible things

The Vertipaq Engine

→ **Oops I Did It Again**

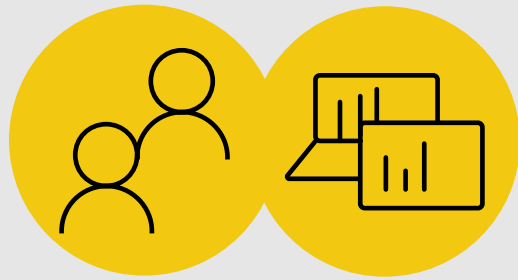
Common Gotchas

→ **Tell Me More, Tell Me More**

Links and Learning

Disclaimer

- The **exact algorithms** and **implementation** of Power BI **are proprietary**.
 - I love my job, no spoilers tonight
- The various **generic algorithms** employed are well-known and describe, to a **useful level**, how the internals operate allowing us to **build better models**.



MDX / DAX Queries

Formula Engine
DAX/MDX Calculations

**Request Processor
+ Query Plan
Executor**

Storage Engine
Data Retrieval

Vertipaq

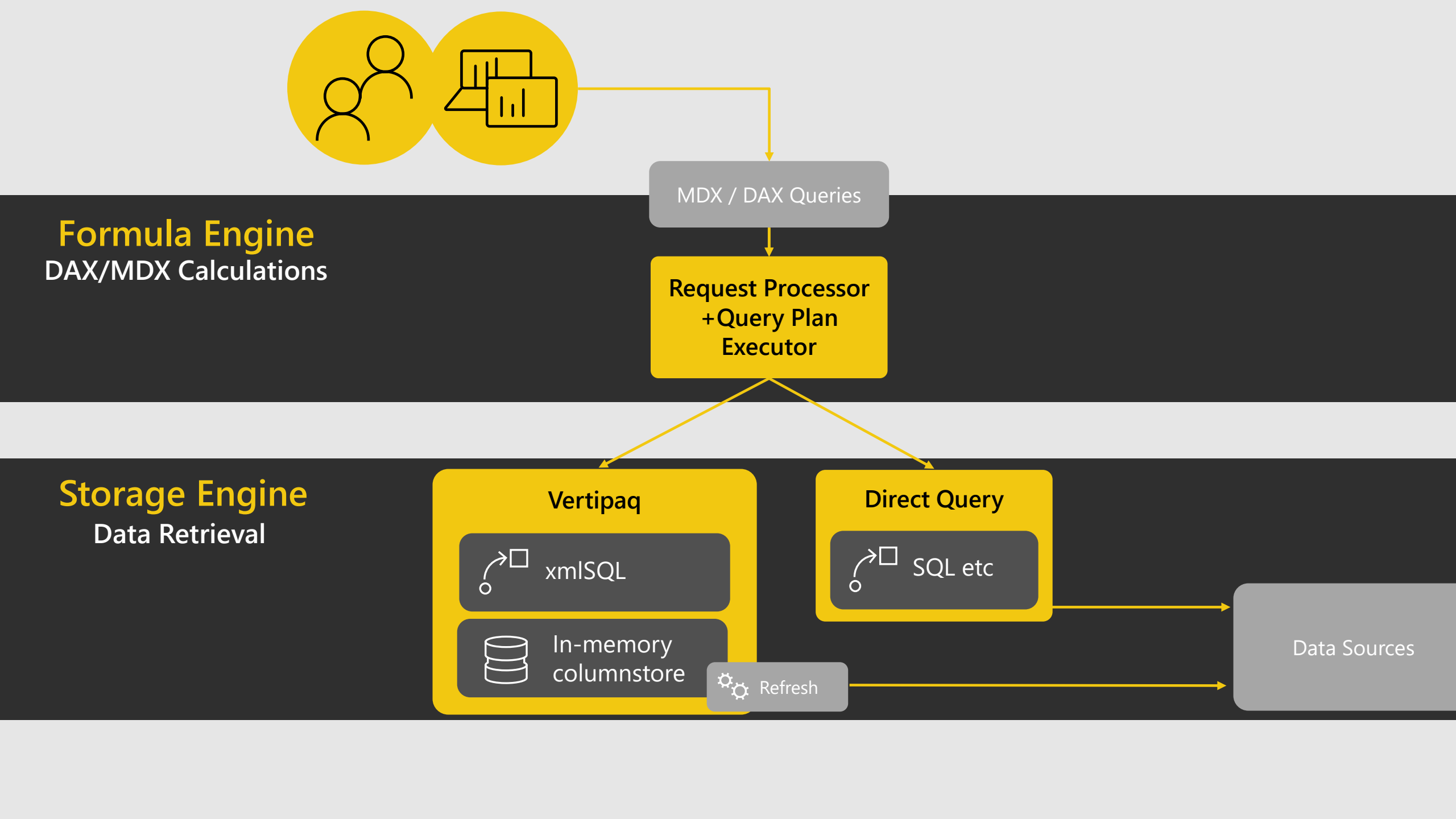
- xmlSQL
- In-memory columnstore

Direct Query

- SQL etc

Refresh

Data Sources



Column vs Row Store

ID	Invoice	Product	Cost
1	10123	Cheese	\$17.23
2	10673	Cheese	\$21.37
3	11086	Cheese	\$19.88
4	10734	Cheese	\$18.76
5	10967	Not-Cheese	\$9.50

ID	Invoice	Product	Cost
1	10123	Cheese	\$17.23
2	10673	Cheese	\$21.37
3	11086	Cheese	\$19.88
4	10734	Cheese	\$18.76
5	10967	Not-Cheese	\$9.50

Compression – Value Encoding

Invoice
10123
10673
11086
10734
10987

→ Value Encoding

550
963
611
844

10 bits



Compression – Dictionary Encoding

Product
Cheese
Cheese
Cheese
Cheese
Not-Cheese

→ Hash (Dictionary) Encoding

ID	Product
0	Cheese
1	Not-Cheese

Product
0
0
0
0
1

Compression

Product
Cheese
Cheese
Cheese
Cheese
Not-Cheese

→ Run Length Encoding

Product	Count
Cheese	4
Not-Cheese	1

Super Secret Sauce

Compression

Product
Cheese
Cheese
Cheese
Cheese
Not-Cheese

68 Bytes

Vertipaq Storage

Dictionary		Data	
ID	Product	Product	Count
0	Cheese	0	4
1	Not-Cheese	1	1

37 Bytes

Other Secret Sauce

- Hierarchies – MDX - Excel
- Relationships
 - “Mapping” between FK values and primary table row index
- Segments and Partitions
 - Data is processed blocks of 1M rows, one thread per segment
- Materialisation
 - SE to FE results materialized in-memory, uncompressed
- Aggregations

Exploring Vertipaq – A Demo!

Oops I Did It Again - Gotchas

→ Trying to Store Everything

- Strings

→ Types

- Precision

→ Calculated Cols

- Optimising Boolean filters

→ Column Splits

- Date and Time

- Transaction IDs, Invoice Numbers

→ Over-partitioning

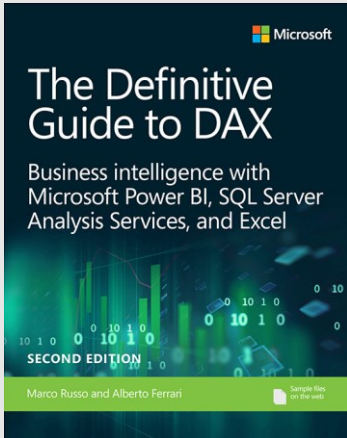
→ Attribute Hierarchies

- `isAvailableInMDX`

→ Auto DateTime

→ Believing DMVs

Tell Me More, Tell Me More



[The Definitive Guide to DAX – 2nd Edition](#)

[Performance Tuning of Tabular Models in SQL Server 2012 Analysis Services | Microsoft Docs](#)

[https://docs.microsoft.com/en-us/previous-versions/sql/sql-server-2012/dn393915\(v=msdn.10\)](https://docs.microsoft.com/en-us/previous-versions/sql/sql-server-2012/dn393915(v=msdn.10))

[Data reduction techniques for Import modeling - Power BI | Microsoft Docs](#)

<https://docs.microsoft.com/en-us/power-bi/guidance/import-modeling-data-reduction>

[Best practice rules to improve your model's performance | Microsoft Power BI Blog](#)

<https://powerbi.microsoft.com/en-us/blog/best-practice-rules-to-improve-your-models-performance/>



Thank You

