



# Action Plan

## Data Sources Considerations

One of the strengths of *Power BI* is its ability to access **multiple** data sources in **one** dataset. You can combine data sources from *Excel*, *Access* and hundreds of other database applications. You can even use information from the Web.

Very often, you will work with data others provide for you – especially in a corporate environment. This data can be sales data, product data, HR data, etc.

Here is a recommendation for you:

**Combine existing data with additional information that adds perspective to your data!**

- For example, in the course of this training, sales regions were provided with information on the respective **longitudes and latitudes** in order to correctly display them on a map. If your source data does not contain longitude and latitude information, you can create an Excel worksheet with the fields **Country, State, City, Longitude, Latitude** and import the desired data from the web, or connect to a website and get the data and updates directly from there. In this way, you can create maps even if the required information is not contained in the original data source. Whether you **import** data or **link it dynamically** depends on the data. It is very unlikely that geoinformation on states will change. Here the import of the data would be meaningful, while this is not the case for dynamic data.

Before you start, ask yourself:

**Would a presentation of your data on a map provide additional, valuable information?**

- In addition to map presentation, you should also consider combining your data with **statistical surveys**. Do you generate sales in different cities, states or countries? Then you often need a **reference value** for market coverage, e.g. population per city, per country, or the number of registered cars. Climate data may also be a relevant variable for you if, for example, you trade in seasonal products such as ice cream or mulled wine.

Please ask yourself:

**Which reference values would be suitable for your data? Where do you get them from?**

In most cases it is not possible to plan all useful evaluation steps in advance. If you keep the advice from this document in mind, you will frequently get ideas for improving your evaluations, without losing sight of what is important.

Even a simple search for terms such as **Gross National Product** or **Gross National Product filetype:xls** can provide first helpful results.