



AT&T Chief Data Office Data Platform

Power BI Solution Showcase and UI/UX Product Guidelines



Contents

2021 Development Sharepoint link

Power BI dashboard and reports that visually stunning and using Components to develop that product enhancement.

Following listing of criteria to evaluate product showcase:

This customization's that can take UX to design process: based on this design process it meet with stakeholders and business requests and sort of sketch out what the request is. This guideline provide specific specs that include colors of all the elements, font sizes, pixel spacing, etc. One key feature of this tools is the ability to design and build a library of UI elements in the powerBI. This makes easy and much quicker to create new dashboard and report designs.

Using UI/UX Standard Guideline

UI/UX Design Standard:

1. Base Screen Size for Desktop : 16:9
2. Color Usage for AT&T
 - RGB
 - Gray Scale Contrast
 - Complementary Harmony Colors
 - AT&T Blue Saturation
 - Gradients
3. Branding Theme
4. Text Consistency:
 - AT&T Aleck fonts and Segou UI installation PC
 - AT&T Aleck fonts and Segou UI installation Mac
5. Layout and Margins
 - 2020 Golden Ratio Grid UI
 - 2021 Golden Ratio Grid UI
6. Basic layout and Elements
 - Colors selection
 - Type Size
 - Dimension
 - Function

Data Visualization Colors:

Visualization Selections based on AT&T recommendation and Color Visualization selection

- 1 color
- Blue tone and hierarchy multiple color
- 2 naturally pair color
- Cool Blue tone
- Contrast of Blue tone
- Blue Gradient
- Cool Blue tone and Multiple color
- Blue tone and hierarchy cool color

Visual analytics

Utilizing Gestalt Principles to Improve Your Data Visualization Design

Base Screen Size for Power BI service and Power BI Desktop



Page size Settings

Power BI service and Power BI Desktop

Widescreen 16:9 ratio (default) : 1920 x 1080 pixels and 1280 x 720 pixels

1280 pixels

720 pixels

14 inches

Aspect ratio 16:9

Financial Summary

OrderDate: 6/3/2017 - 8/20/2018

Summary Count: All

Summary Items: All

Position: All

Balance Normalized: All

Cash Flow: All

Invoice: All

System Key: All

Position	Summary Count	Balance Normalized	Cash Flow	Cash Flow 2	Invoice	System Key	User Key	Summary Items
			1182814	2,067,244.58	17069310	2,168,376,551.00	8,334,377,414.00	
4		Accounts receivable	1182814	2,067,244.58	17069310	2,168,376,551.00	8,334,377,414.00	
16		Deferred income tax	1182814	2,067,244.58	17069310	2,168,376,551.00	8,334,377,414.00	
19			1182814	2,067,244.58	17069310	2,168,376,551.00	8,334,377,414.00	
48	12	Assets-to-Equity Ratio (Total Assets / Owner's Equity)	1182814	2,067,244.58	17069310	2,168,376,551.00	8,334,377,414.00	Assets-to-Equity Ratio (Total Assets / Owner's
46	10	Current Ratio (Current Assets / Current Liabilities)	1182814	2,067,244.58	17069310	2,168,376,551.00	8,334,377,414.00	Current Ratio (Current Assets / Current Liabili
Total	91		1182814	2,067,244.58	17069310	2,168,376,551.00	8,334,377,414.00	

Summary Balance

Total Unit Cost by Month

UI powerBI reports

Visualizations

Filters

Page size

Type: 16:9

Width: 1280 Pixels


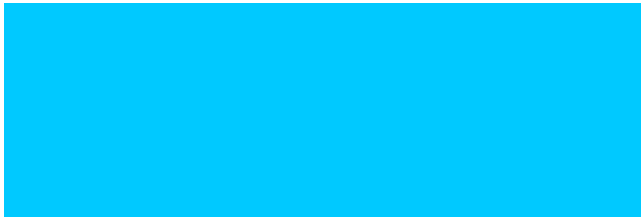





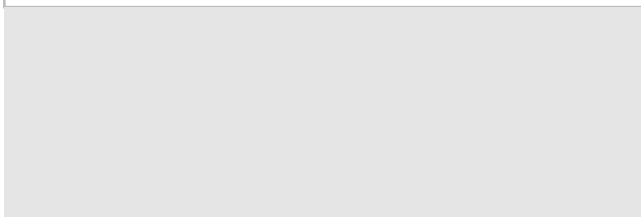

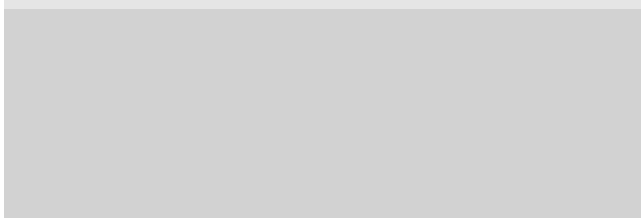



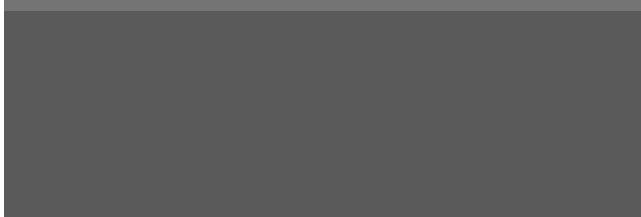
Height: 720 Pixels

Power BI Visualization Colors: Specifications of Theme through Power BI Desktop




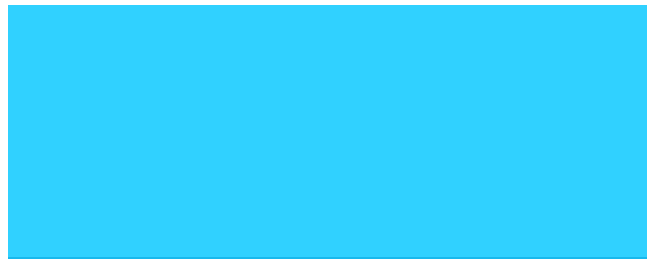










Power BI Color Specifications of Theme

The reproduction values help ensure that our Brand colors will be represented consistently everywhere they appear. Power BI recommendation to used: RGB/HEX - digital color values for on-screen applications.

	Name	RGB	HEX		Name	RGB	HEX
	AT&T Blue	0/159/219	#009FDB		AT&T Blue (15% Lighter)	0/201/255	#00C9FF
	Cobalt	0/87/184	#0057B8		AT&T Blue (15% Darker)	0/121/177	#0079B1
	Purple	175/41/187	#AF29BB		White	175/41/187	#FFFFFF
	Berry	255/88/93	#FF585D		Gray 1	299/299/299	#E5E5E5
	Tangerine	255/176/0	#FFB000		Gray 2	210/210/210	#D2D2D2
	Lime	145/220/0	#91DC00		Gray 3	149/149/149	#95959
	Mint	73/238/220	#49EEDC		Gray 4	90/90/90	#5A5A5A

Power BI Color Specifications of Theme

The reproduction values help ensure that our Brand colors will be represented consistently everywhere they appear. Power BI recommendation to used: RGB/HEX - digital color values for on-screen applications.

	Name	RGB	HEX		Name	RGB	HEX
	Dark Red	199/0/50	#C70032		Blue 1	48/209/255	#30D1FF
	Dark Orange	211/108/0	#D36C00		Blue 2	24/185/237	#18B9ED
	Dark Green	45/126/36	#2D7E24		Blue 3	0/159/219	#009FDB
	Light Red	255/76/73	#FF4349		Blue 4	5/134/203	#0586CB
	Light Orange	255/133/0	#FF8500		Blue 5	10/110/190	#0A6EBE
	Light Green	61/169/48	#3DA930		Blue 6	15/84/175	#0F54AF

Power BI Color Specifications of Theme : Gradients for limited use

The reproduction values help ensure that our Brand colors will be represented consistently everywhere they appear. Power BI recommendation to used: RGB/HEX - digital color values for on-screen applications.

AT&T Blue Gradient



Cobalt-to Purple gradient



Berry-to Tangerine gradient



Lime-to Mint gradient



Power BI Specifications of Branding

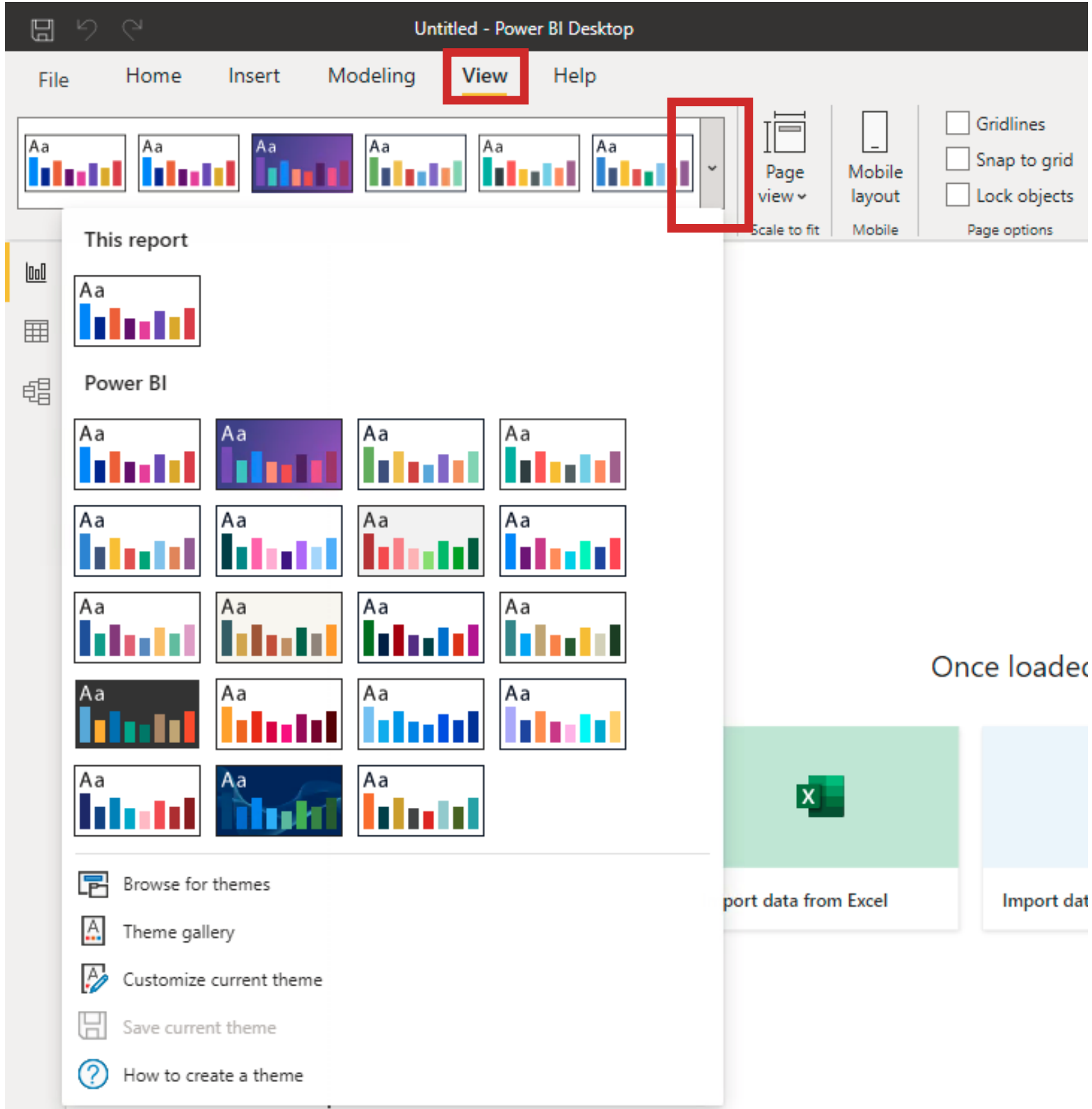
Power BI Desktop Theme Json



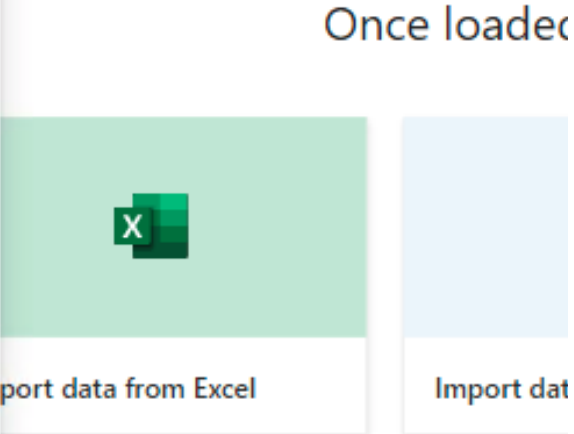
Use report themes in Power BI Desktop

An Power BI (Json file extension) contains a collection of colors which can be accessed through the 'Theme' palette of Power BI. This format makes it easy to share color palettes between programs. Power BI Desktop report themes, you can apply design changes to your entire report using corporate colors. When you apply a report theme, all visuals in your report use the colors and formatting from your selected theme as their defaults.

These screen captures demonstrate how to Import theme in Power BI.

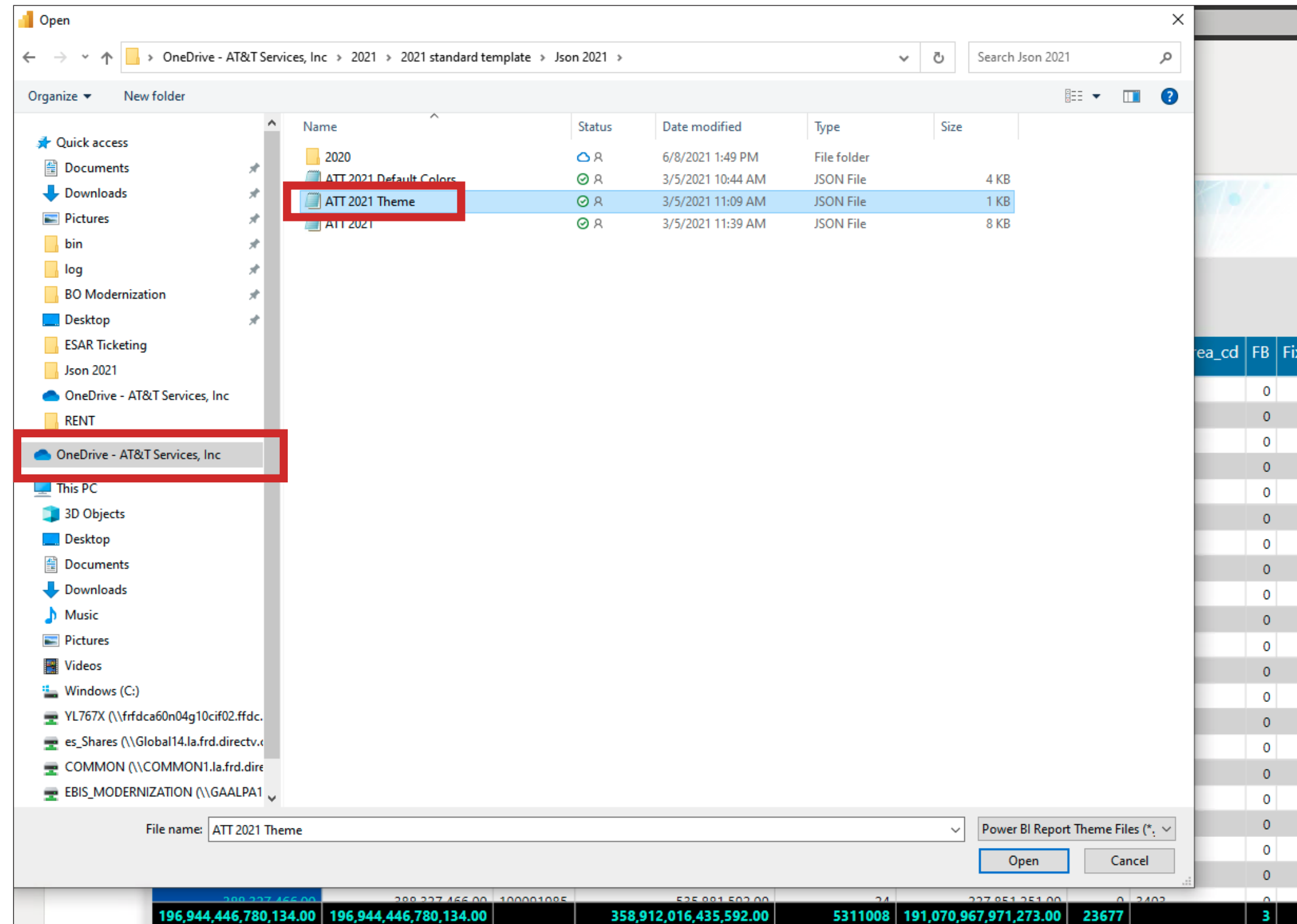


1. Select the 'View' panel window, to select 'AT&T Theme'



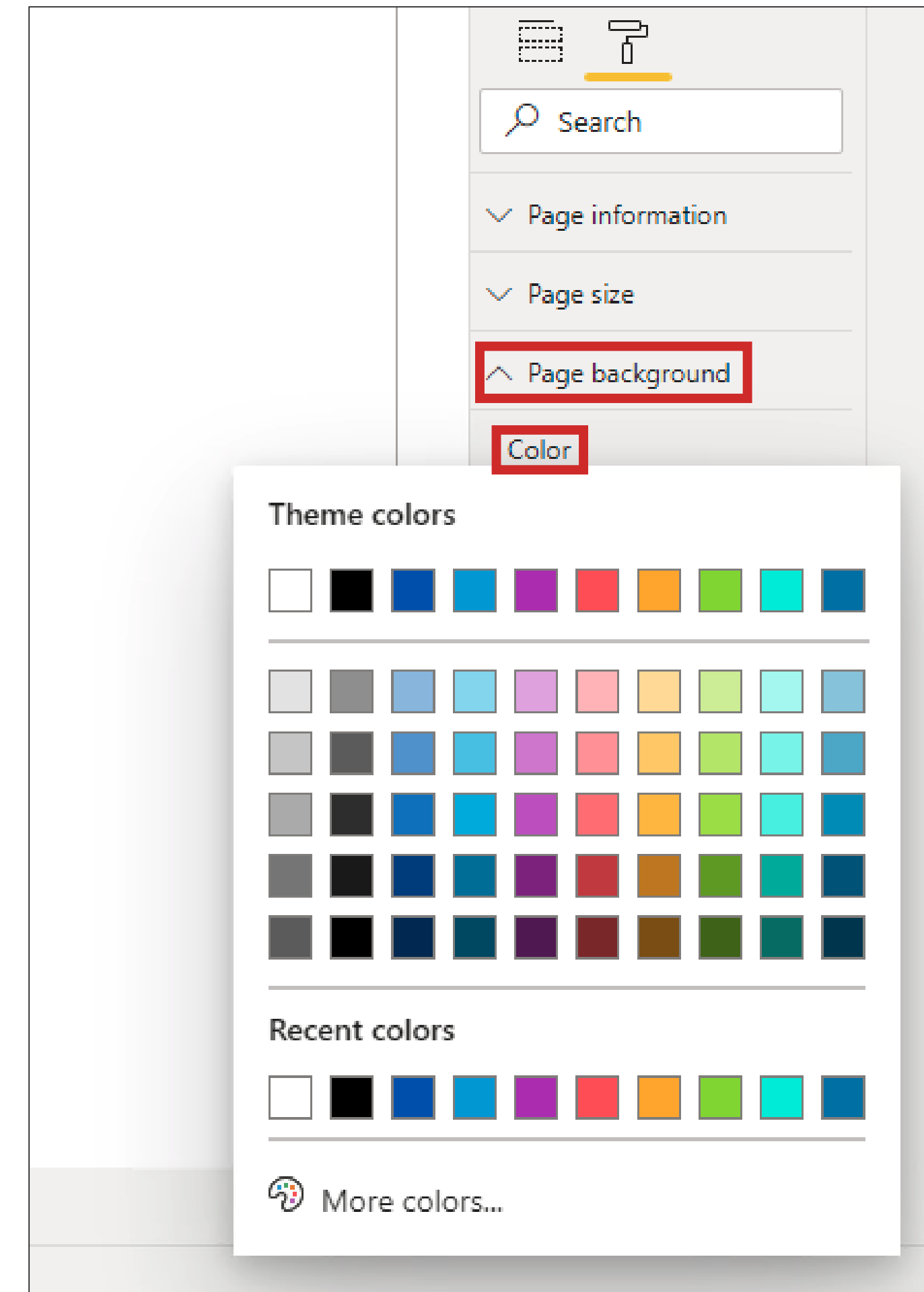
2.

Select the 'View' panel window, to select 'AT&T Theme'




3.

The AT&T Color theme will load from the selected Json file.



4. JSON Files AT&T report theme:

Click here to download - Basic [JSON LINK](#)



```
Code Split Live
ATT 2021 Default Colors.json ATT 2021 Theme.json
1 [{"name": "ATTCOLORSPowerBI", "dataColors":
  ["#0057bb", "#af29bb", "#ff585d", "#ffb000", "#91dc00", "#49eedc", "#0079b1", "#009fdb", "#D1D3D4", "#939598", "#6D6E71", "#040000", "#000000", "#00B0EB", "#00C9FF", "#0d8acb",
  "#203461", "#73bcb2", "#0f54af", "#0a6ebe", "#0586cb", "#009fdb", "#18b9ed", "#30d1ff", "#5a5a5a", "#959595", "#d2d2d2", "#e5e5e5", "#1B4D5C", "#706060", "#0F5C55", "#1C2325"
  ], "background": "#f2f2f2", "foreground": "#191919", "tableAccent": "#ffffff", "textClasses": {"callout": {"fontSize": 22, "fontFace": "Segoe
  UI", "color": "#ffffff"}, "title": {"fontSize": 13, "fontFace": "Segoe UI", "color": "#009FDB"}, "header": {"fontSize": 15, "fontFace": "Segoe UI
  bold", "color": "#0057bb"}, "label": {"fontSize": 10, "fontFace": "Segoe UI", "color": "#000000"}}}]
```

AT&T HAX Colors:

0057B8, 009FDB, AF29BB, FF585D, FFB000, 91DC00, 49EEDC, 0079B1, 009FDB, 00C9FF,
E5E5E5, D2D2D2, 959595, 5A5A5A, 30D1FF, 18B9ED, 009FDB, 0586CB, 0A6EBE, 0F54AF, 2D7E24,
3DA930, EA712F, FF8500, C70032, FF4349, 1D2329, 454B52, 878C94, DCDFE3, 686E74

5. JSON Files AT&T report theme:

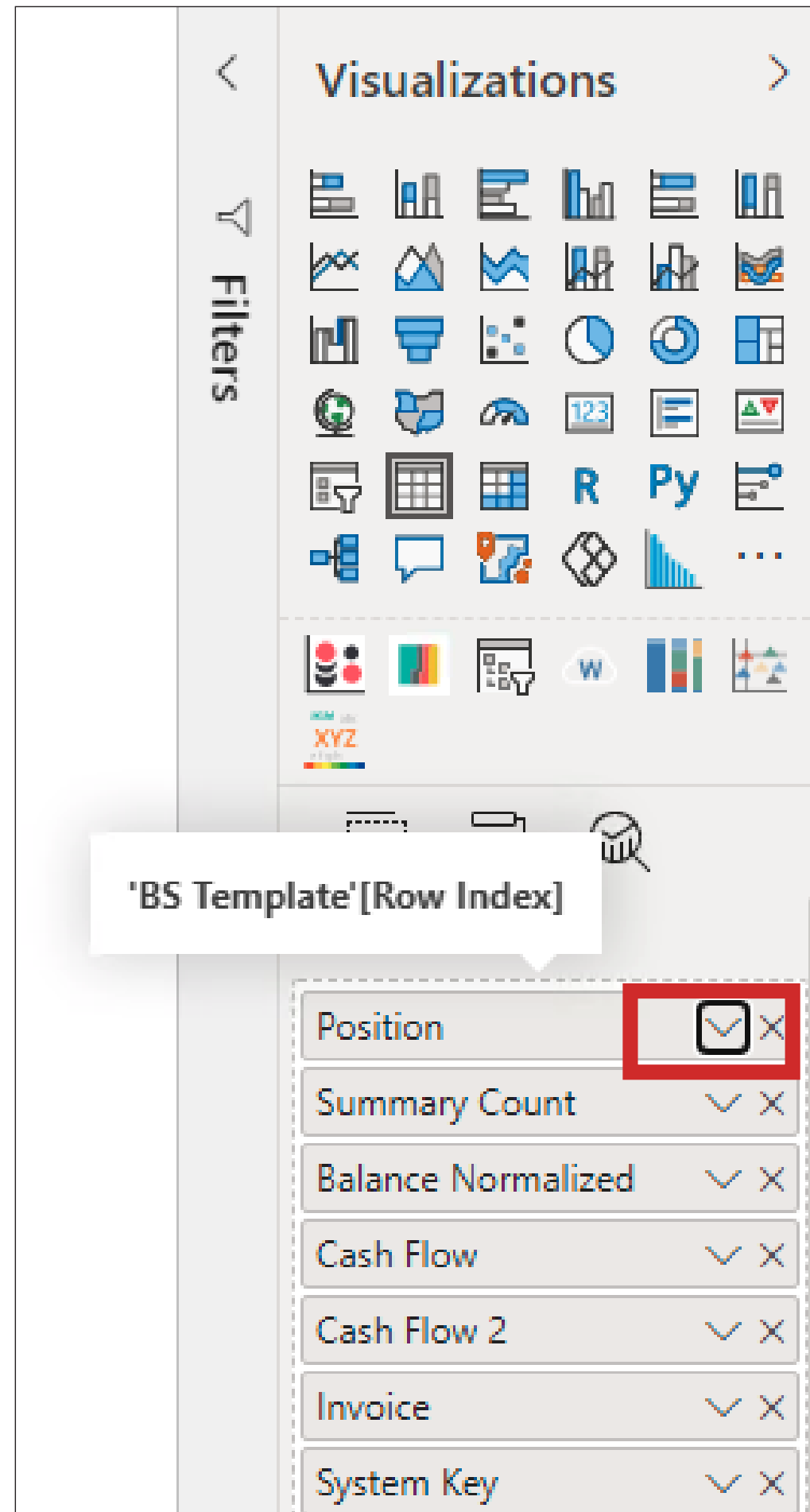
Click here to download - Adv [JSON LINK](#)



```
1 [{"name": "ATT PowerBI 2021Theme", "dataColors":
2   ["#0057B8", "#009FDB", "#AF29BB", "#FF585D", "#FFB000", "#91DC00", "#49EEDC", "#0079B1", "#009FDB", "#00C9FF", "#E5E5E5", "#D2D2D2", "#959595", "#5A5A5A", "#30D1FF", "#18B9ED",
3   "#009FDB", "#0586CB", "#0A6EBE", "#0F54AF", "#2D7E24", "#3DA930", "#EA712F", "#FF8500", "#C70032", "#FF4349", "#1D2329", "#454B52", "#878C94", "#DCDFE3", "#686E74"], "backgro
4   und": "#f2f2f2", "foreground": "#191919", "tableAccent": "#000000", "textClasses": { "callout": {"fontSize": 22, "fontFace": "Segoe UI", "color": "#ffffff"}, "title":
5     {
6       "fontSize": 10,
7       "fontFace": "Segoe UI",
8       "color": "#009FDB"
9     },
10    "header": {
11      "fontSize": 15,
12      "fontFace": "Segoe UI bold",
13      "color": "#0057bb"
14    },
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18      "color": "#000000"
19    },
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21      {"ThemeDataColor": {"ColorId": 1, "Percent": 0}}}}], "fontSize": 8, "fontFamily": "Segoe UI"}}, "categoryAxis":
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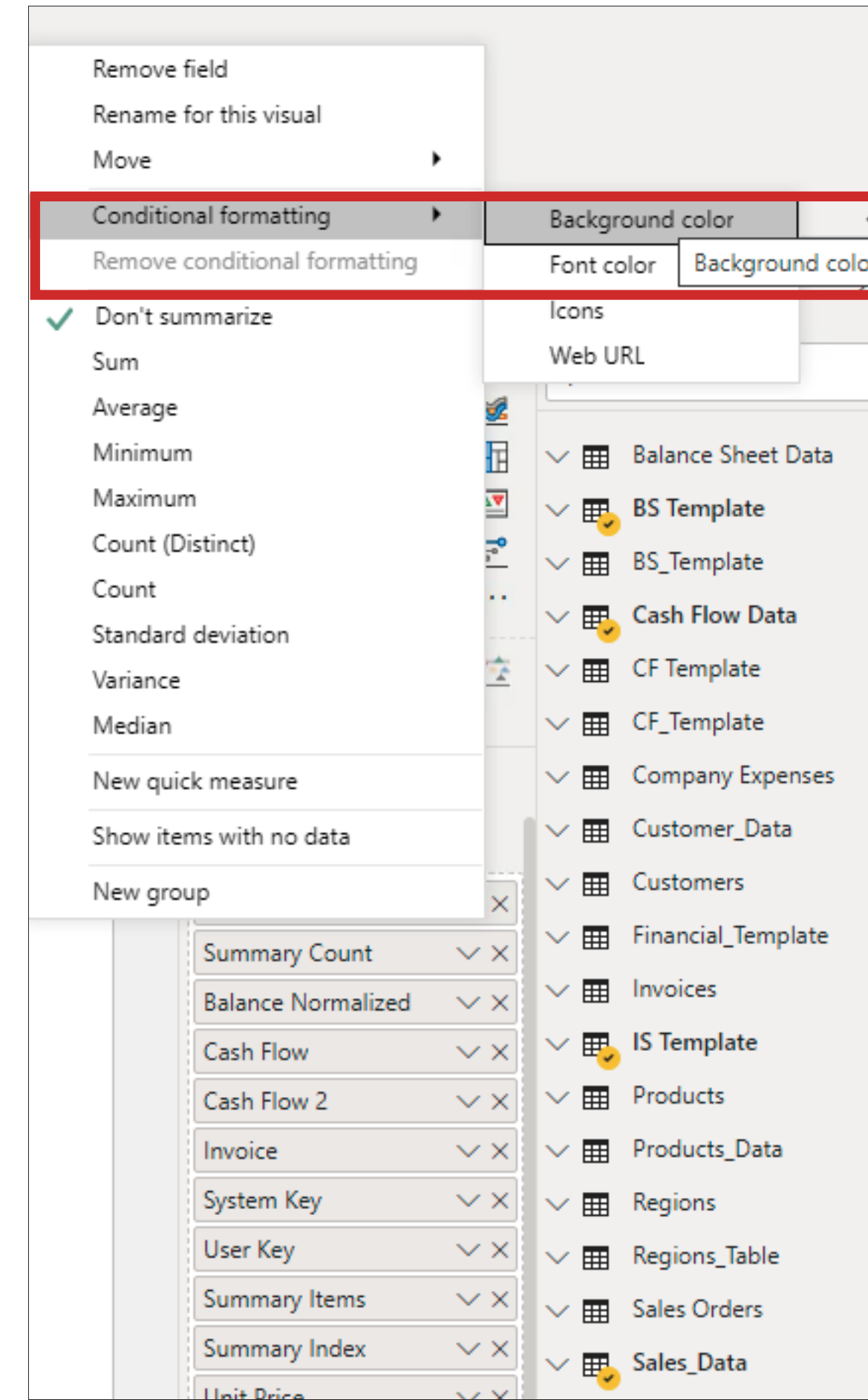
4.

Click the Value drop down



5.

Click the Conditional Formatting And Background color



6.

Background color - Position Panel

Background color - Position

Format by: Color scale

Apply to: Values only

Based on field: Count of Row Index

Summarization: Count

Default formatting: As zero

Minimum: Lowest value (Color: Red)

Maximum: Highest value (Color: Green)

Diverging

Learn more

OK Cancel

Summary Count	Balance Normalized
	Accounts receivable
	Deferred income tax
12	Assets-to-Equity Ratio (Total Asse
10	Current Ratio (Current Assets / C
9	Debt Ratio (Total Liabilities / Tot
91	

Summary Balance

22

22

3

7.

Click the Diverging

Background color - *Position*

Format by: Color scale

Apply to: Values only

Based on field: Count of Row Index

Summarization: Count

Default formatting: As zero

Minimum: Lowest value (Red)

Center: Middle value (Yellow)

Maximum: Highest value (Green)

Diverging

Learn more

OK Cancel

Summary Count	Balance Normalized
	Accounts receivable
	Deferred income tax
12	Assets-to-Equity Ratio (Total Asse
10	Current Ratio (Current Assets / C
9	Debt Ratio (Total Liabilities / Tot
91	

Summary Balance

22

22

3

7.

Selected each color selection and change to AT&T Blue contrast color for gradient

Background color - Position

Format by: Color scale
Apply to: Values only

Based on field: Count of Row Index
Summarization: Count
Default formatting: As zero

Minimum: Lowest value (AT&T Blue (15% Darker))
Center: Middle value (AT&T Blue)
Maximum: Highest value (AT&T Blue (15% Lighter))

Diverging

OK Cancel

Position	Summary Count	Balance Normalized
4		Accounts receivable
16		Deferred income tax
19		
48	12	Assets-to-Equity Ratio (Total Assets / Total Equity)
46	10	Current Ratio (Current Assets / Current Liabilities)
45	9	Debt Ratio (Total Liabilities / Total Assets)
Total	91	

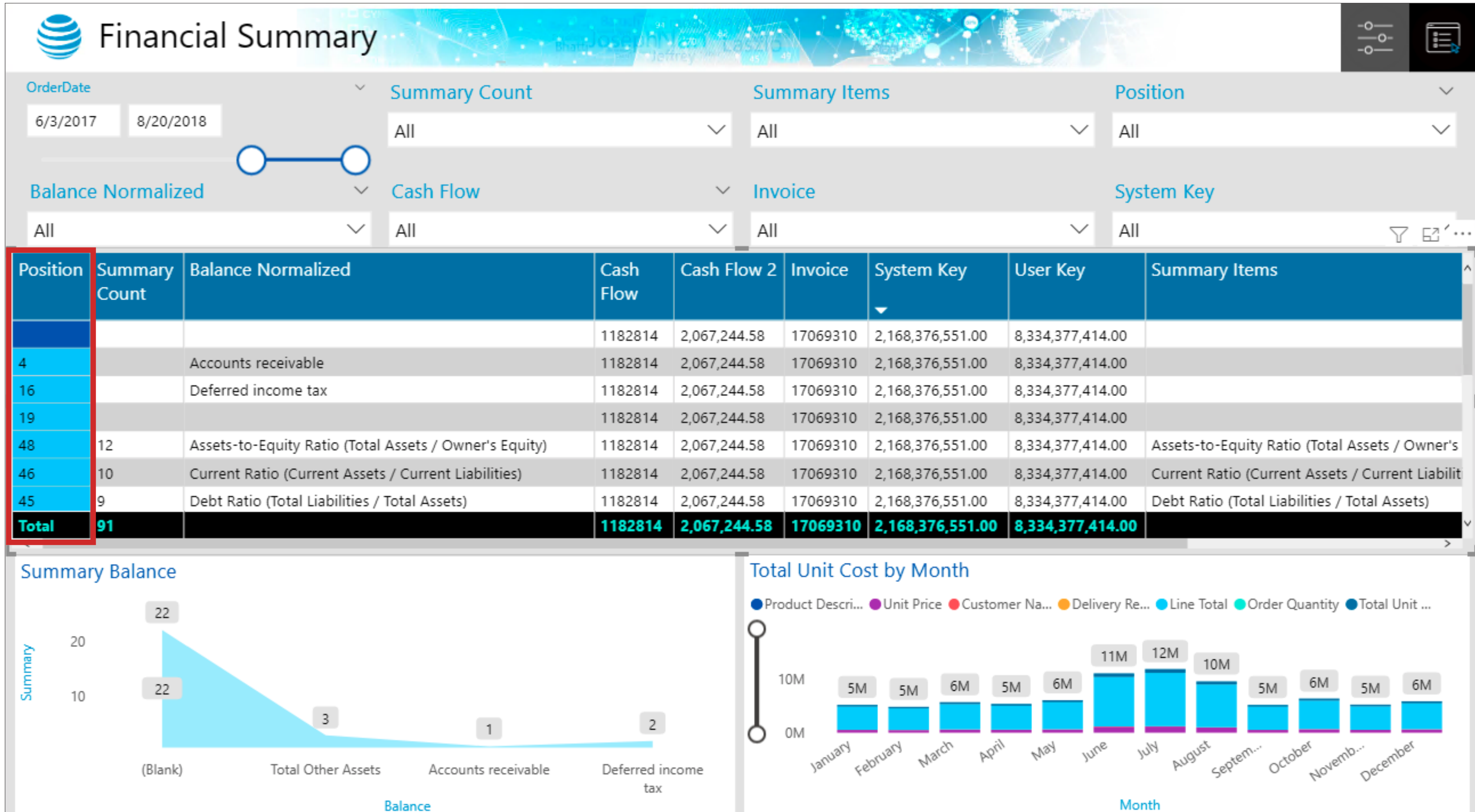
Summary Balance

Summary: 22, 22, 3

(Blank) Total Other Assets Accounts receivable Deferred income tax

7.

Following result for gradient changes in report



Data Type Guides

AT&T Aleck fonts and Segou UI

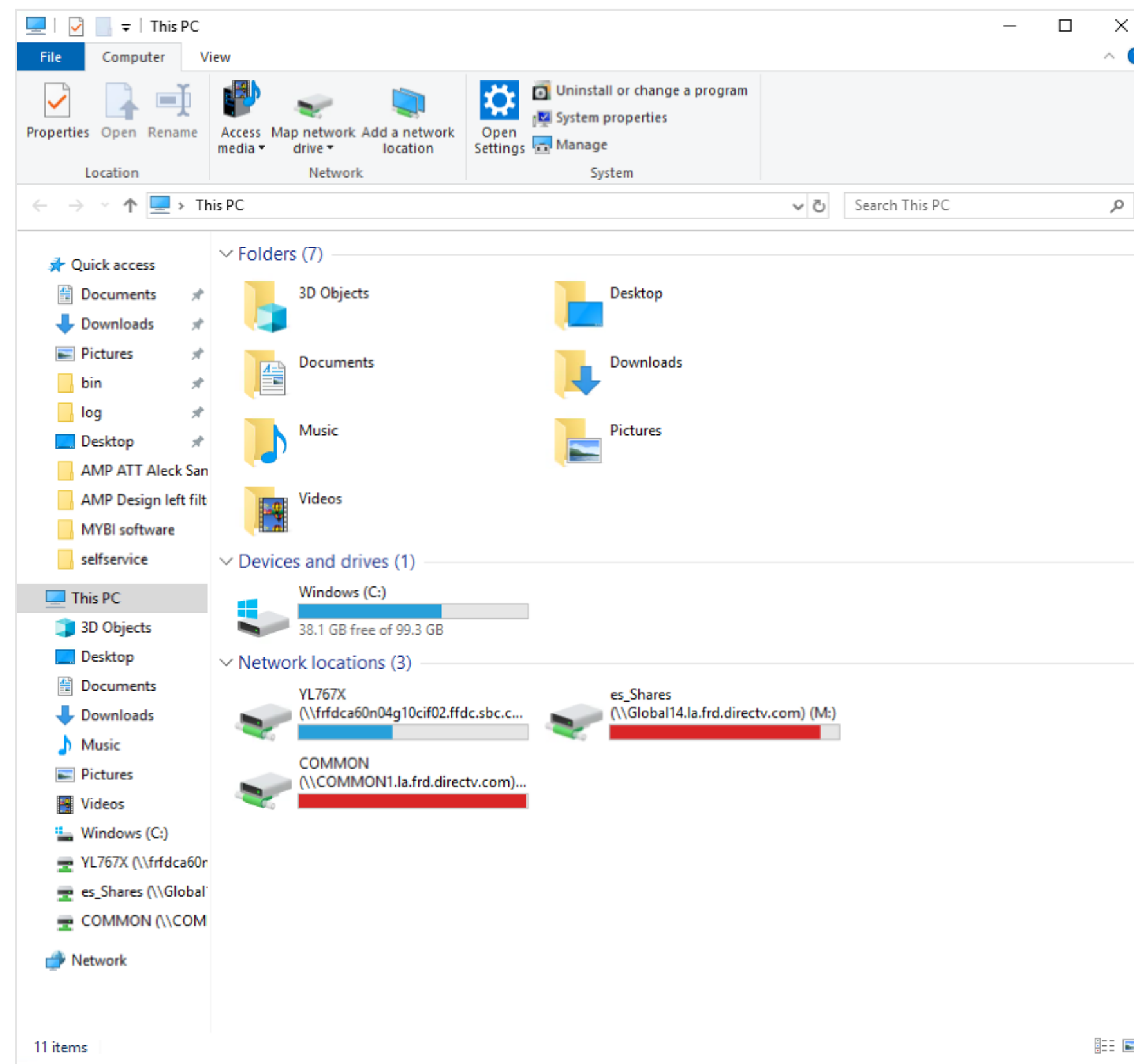


Text on supporting Power BI Dashboard and Reports

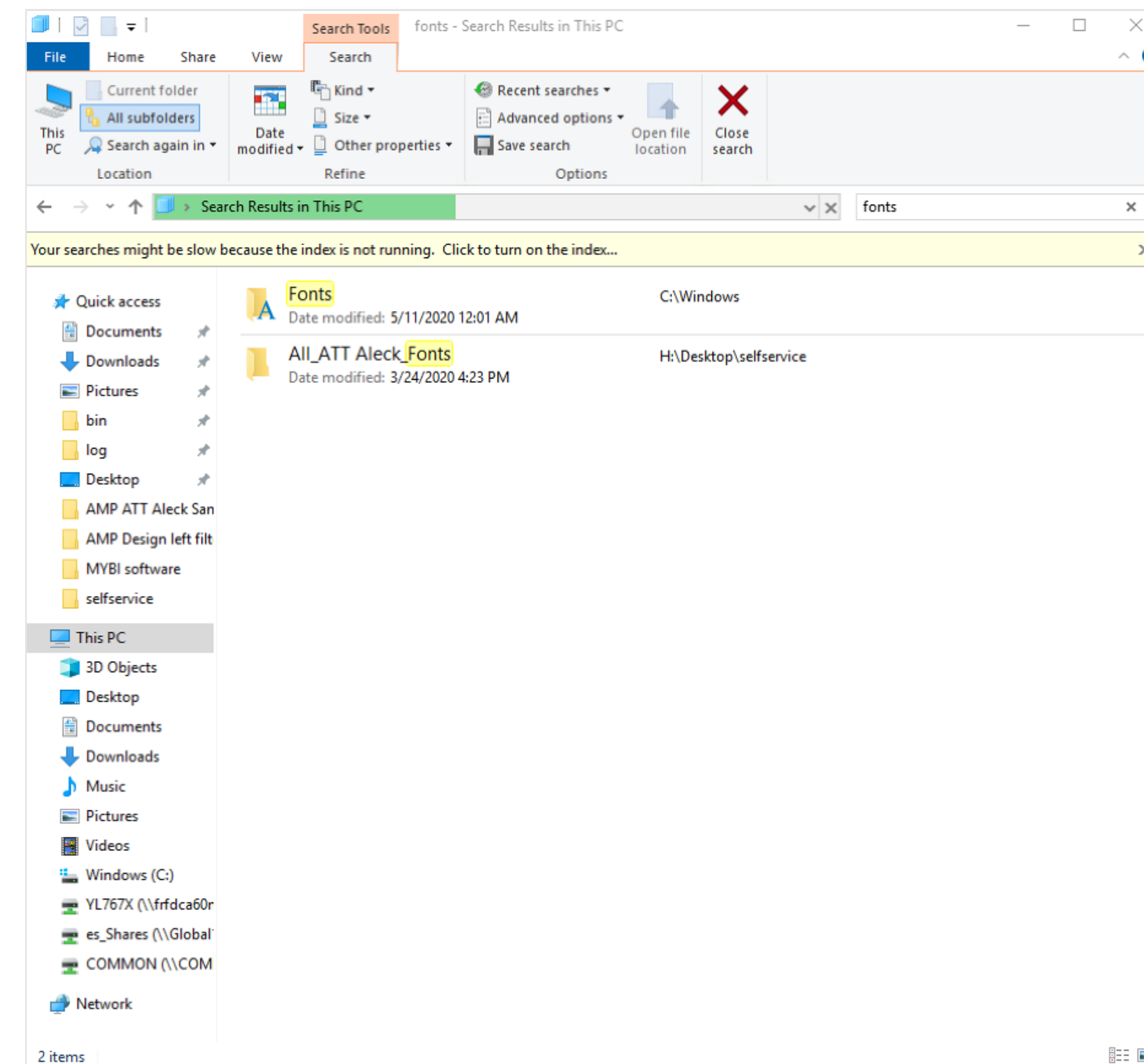
AT&T Aleck fonts and Segou UI

Please install the **ATTaleck_fonts** on PC and MAC: or you can use **Segou UI** default fonts

a. Installed fonts into C drive:



b. Please search FONTS in the search box.

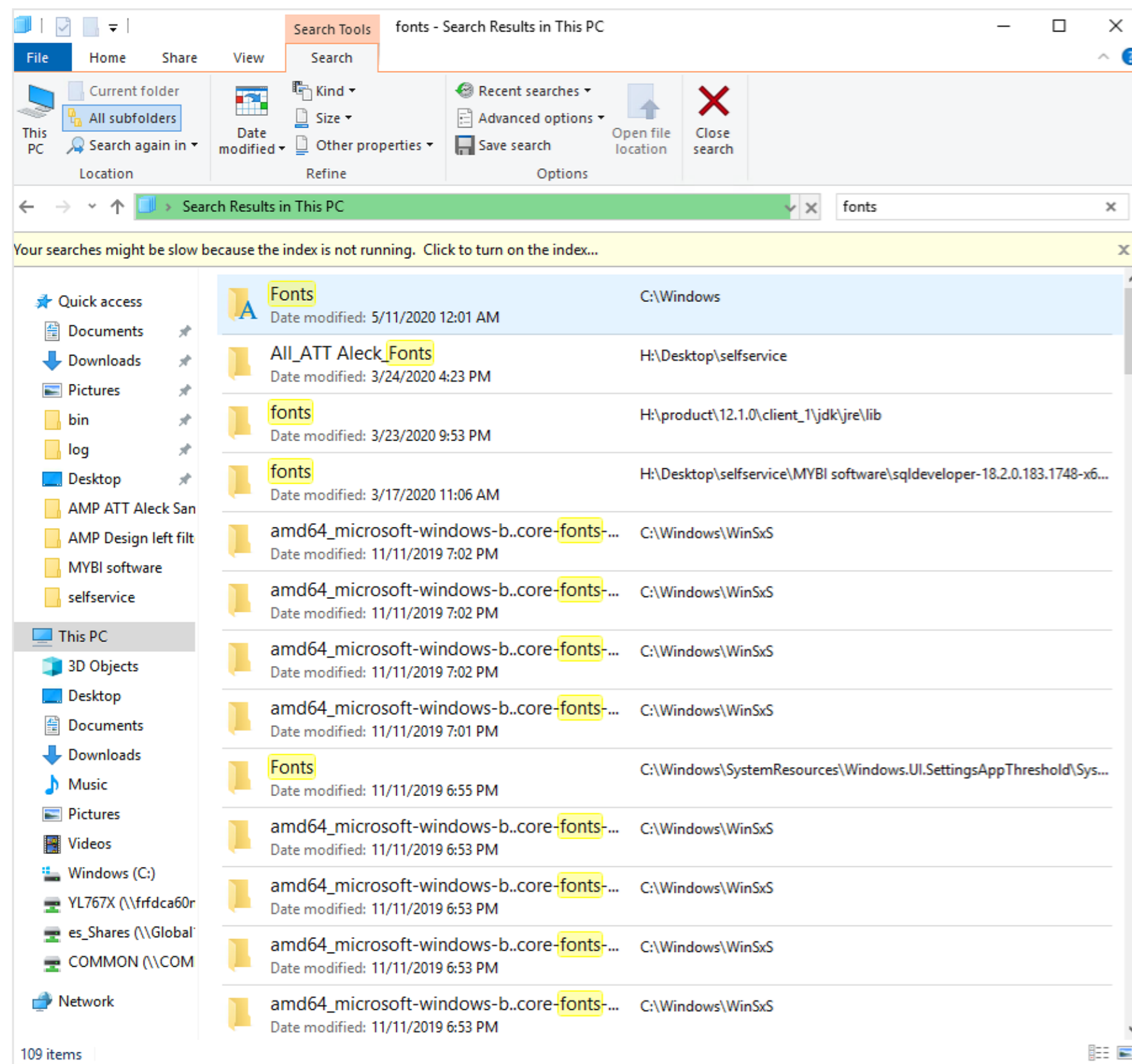


Text on supporting Power BI Dashboard and Reports

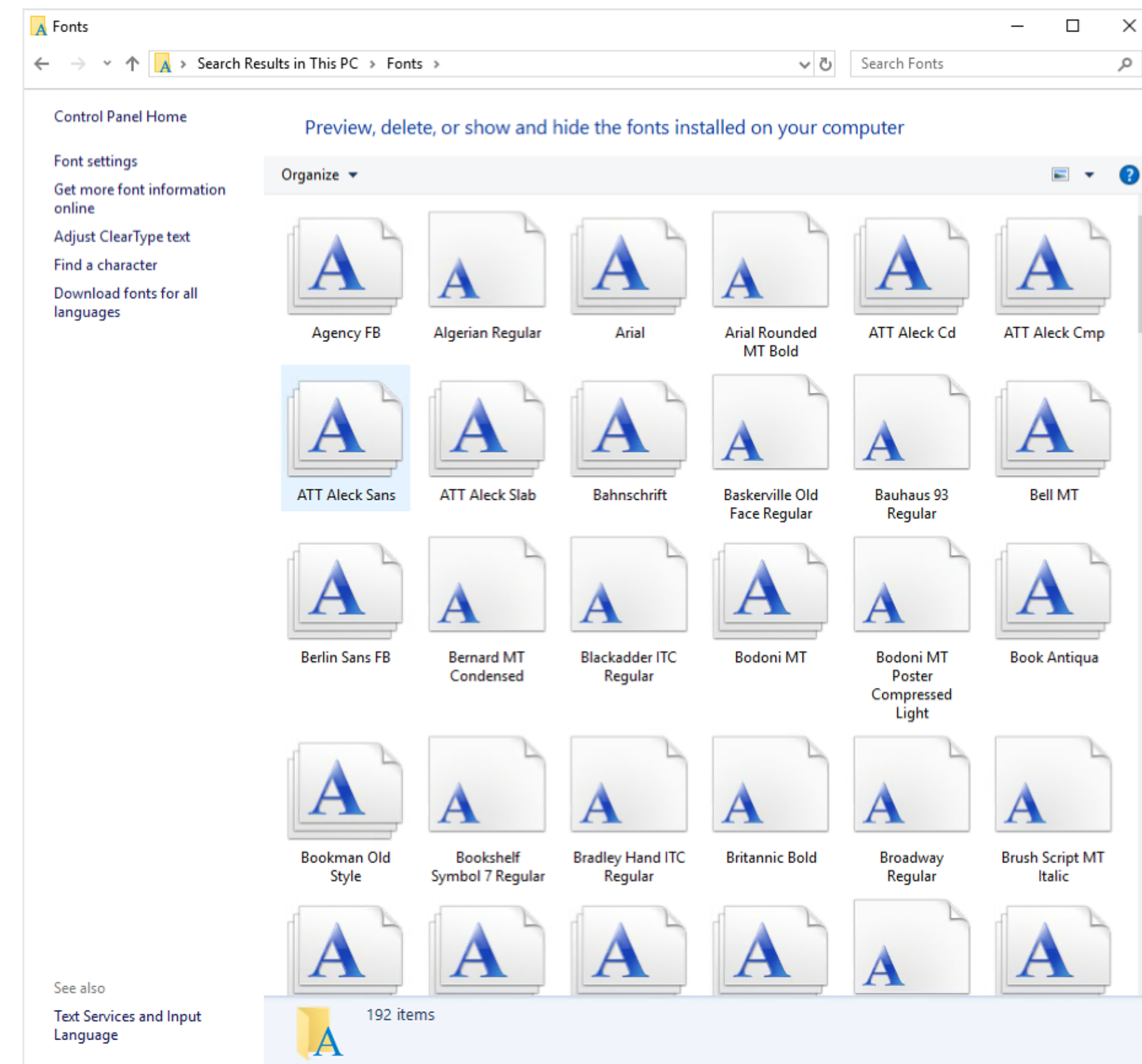
AT&T Aleck fonts and Segou UI

Please install the **ATTaleck_fonts** on PC and MAC: or you can use **Segou UI** default fonts

c. Click the FONTS FOLDER on the system.



d. Put all the AT&T Aleck fonts in the system.

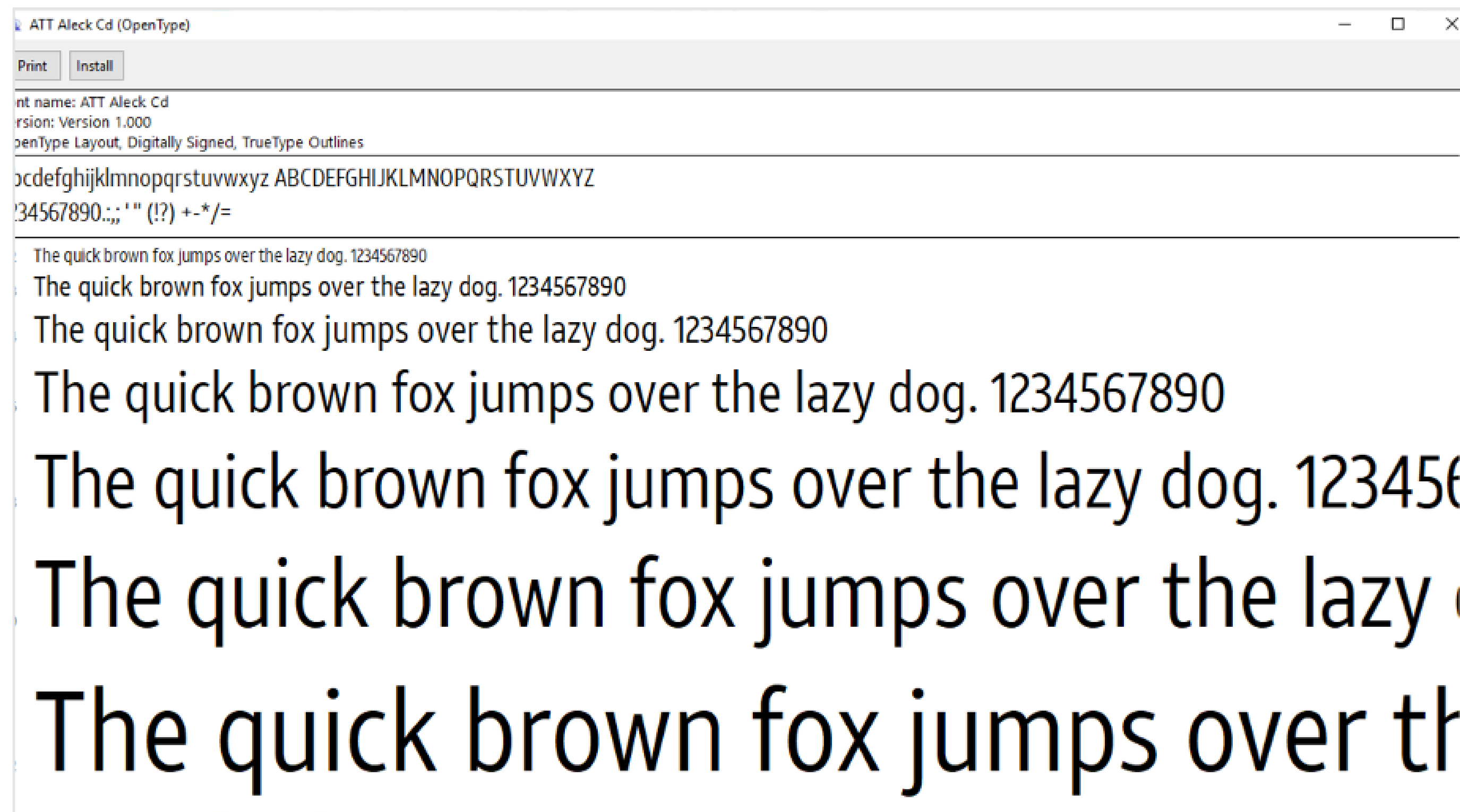


Text on supporting Power BI Dashboard and Reports

AT&T Aleck fonts and Segou UI

Please install the **ATTaleck_fonts** on PC and MAC: or you can use **Segou UI** default fonts

c. Or just click install the fonts to PC:



Typography installation for MAC

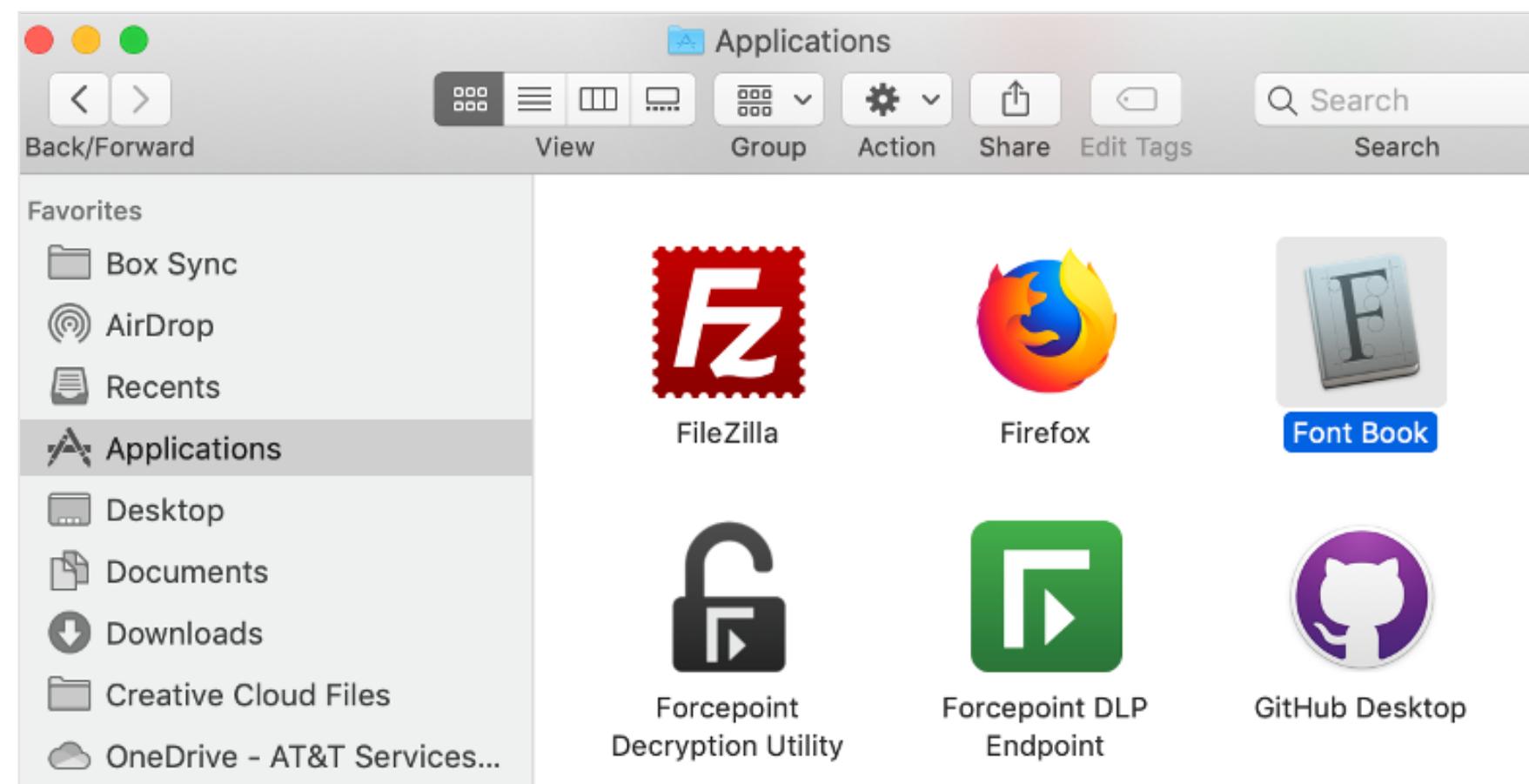


Text on supporting Power BI Dashboard and Reports

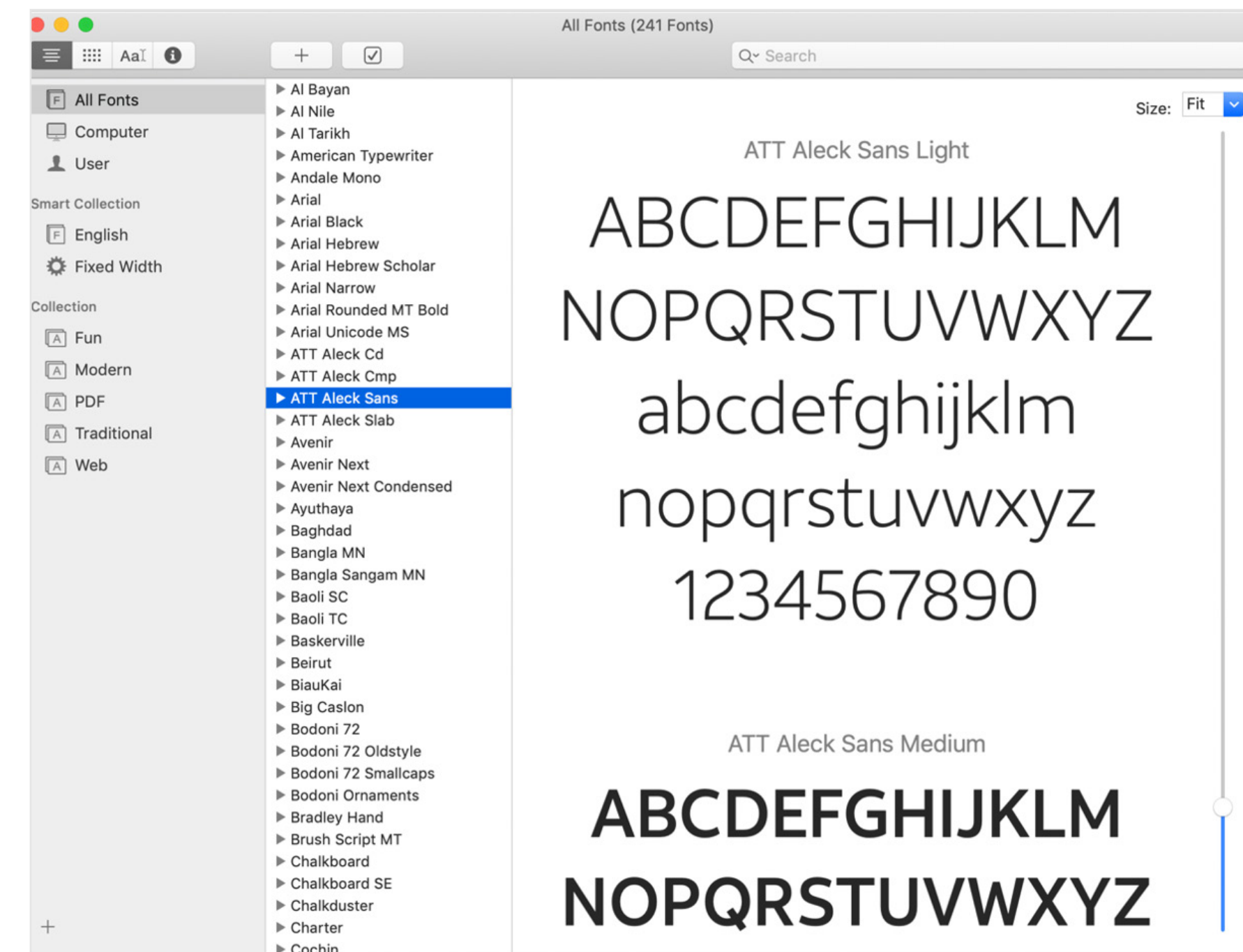
AT&T Aleck fonts and Segou UI

Please install the **ATTaleck_fonts** on MAC: or you can use **Segou UI** default fonts

a. You have to go to application and select the Font Book



b. Install all the AT&T Aleck fonts or just Click the install fonts.



Text on supporting Power BI Dashboard and Reports

AT&T Aleck fonts and Segou UI

Please install the **ATTAleck_fonts** on MAC: or you can use **Segou UI** default fonts

d. or just Click the install fonts.

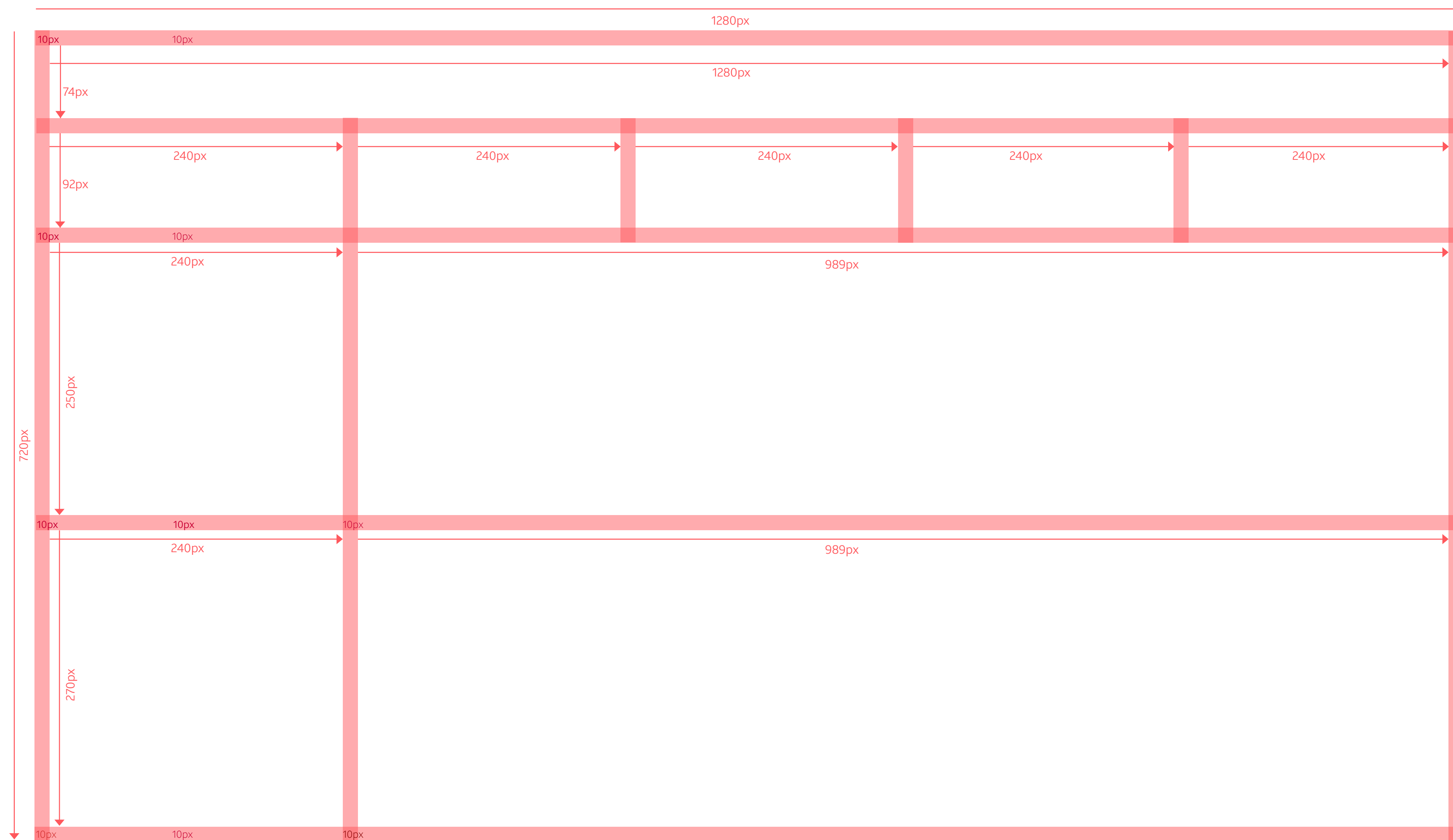


Layout and Margins 2020

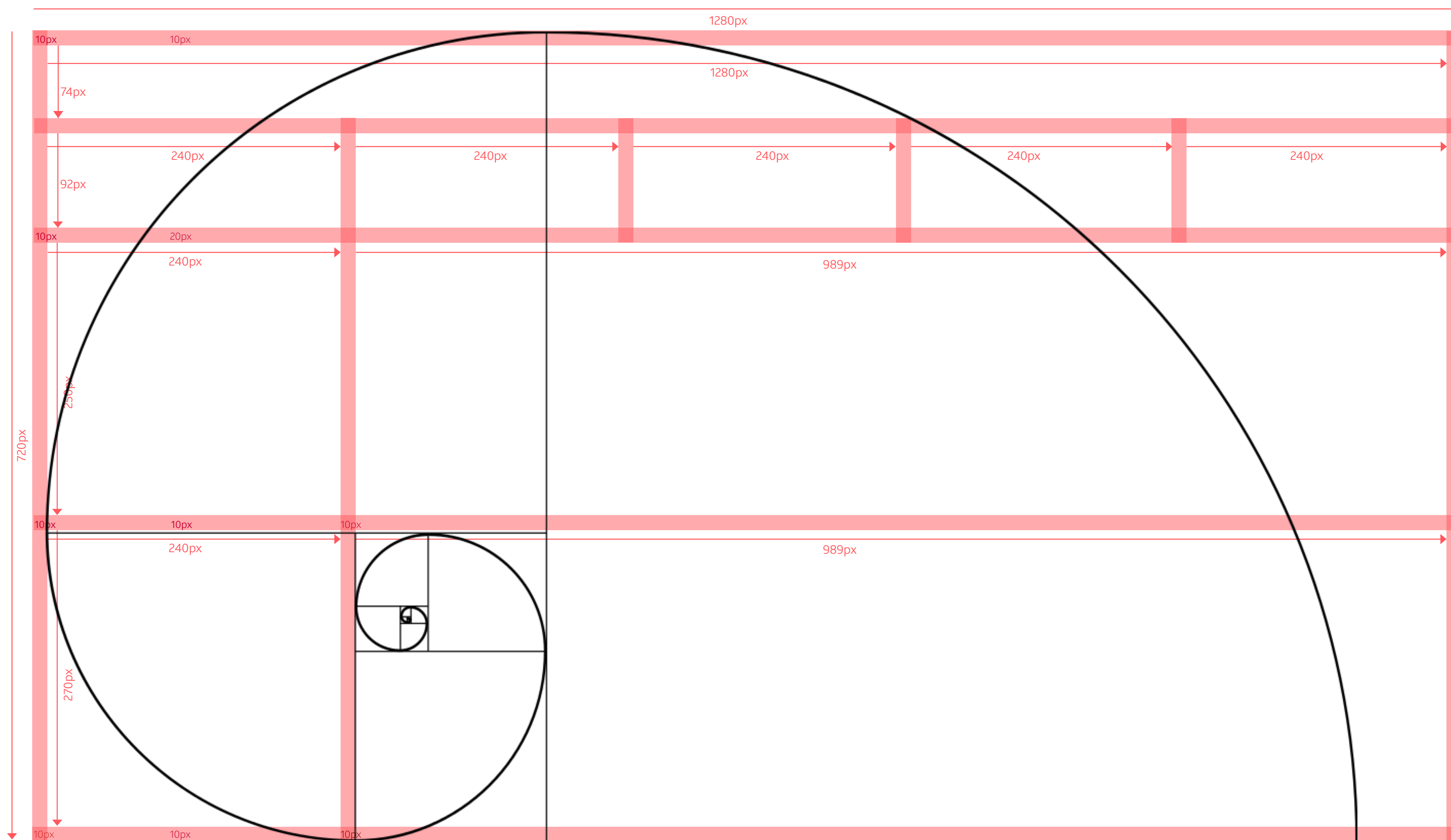
Grid and Gold Ratio (User Interface)



Layout and Margins Grid 1



Layout and Margins: Golden Ratio Grid



Layout and Margins: Golden Ratio Grid for User Interface



Layout and Margins: Table Grid

1280px

20px

74px

Report Name

1280px

Back

20px

SalesOrderID	StyleName	ProductName	ProductDescription
SO436592	Product0305002	Proseware Projector 1080p DLP86	1920 x 1080p pixel resolution, HDTV 1080p native resolution, 8000:1 contrast ratio
SO436593	Product0306085	Proseware Photo Smart All-in-One Printer M380	9.5 x 17.4 x 17.7 inches, 25.4 pounds, All-In-One device offers color printing, copying, faxing, and scanning, c
SO436594	Product0101042	Contoso 16GB New Generation MP5 Player M1650	2.4" LCD Touch screen, 8GB flash memory, plays music, video, photos and text, share JPEG, BMP, GIF, TIFF
SO436596	Product0308015	Contoso Enhanced Capacity Battery M800	Home office enhanced capacity battery
SO436597	Product0306027	Proseware Photo Smart All-in-One Printer M380	9.5 x 17.4 x 17.7 inches, 25.4 pounds, All-In-One device offers color printing, copying, faxing, and scanning, c
SO4366111	Product0104005	WWI 2GB Pulse Smart pen M100	REconomyrd and link audio to be written, listen to rEconomyrdings, share notes and rEconomyrding with
SO4366112	Product0308017	Contoso 90W AC/DC Power Adapter E300	Enhanced capacity battery adapter
SO4366114	Product0305009	Proseware Screen 106in M1609	16:9 aspect Ratios - 106in, electric/motorized screen for home theater and commercial presentations
SO436617	Product0305032	Proseware Screen 113in X1609	16:9 aspect ratios-113in, dual wall and ceiling- perfect for home / business
SO436618	Product0305099	WWI Projector 480p LCD12	High brightness, 1300 ANSI lumen Light output, remote control
SO436621	Product0305100	WWI Projector 480p DLP12	850 typical lumens, 3,000:1 contrast ratio, supports 4:3 and 16:9 aspect ratios
SO4366210	Product0401051	A. Datum Consumer Digital Camera M300	Product type digital camera - compact, dimensions 3.8 in x 1 in x 2.1 in, weight 5.3 oz
SO4366213	Product0305095	WWI Projector 1080p LCD86	1080p high definition projector, 1200 ANSI Lumens, 14,000:1 contrast ratio, 2 HDMI inputs
SO4366216	Product0101041	Contoso 16GB New Generation MP5 Player M1650	2.4" LCD Touch screen, 8GB flash memory, plays music, video, photos and text, share JPEG, BMP, GIF, TIFF
SO4366221	Product0308180	SV USB Data Cable E600	A single, standardized and easy way to connect the phone to a computer
SO4366222	Product0308066	Contoso Rechargeable Battery E100	Rechargeable Battery
SO436624	Product0304018	Proseware LCD22W M2001	22" widescreen LCD, 0.285mm x 0.285mm pixel pitch, 300cd/m2 (typical) brightness
SO436626	Product0304002	Proseware LCD24W X300	24 widescreen HD display, 1920 x 1200 maximum resolutions
SO436627	Product0308063	Contoso ADSL Modem Splitter/Filter X 3 E300	ADSL modem splitter/filter X 3
SO436628	Product0304041	Adventure Works CRT17 E105	Safely prevents static while eliminating up to 95% of screen glare
SO436629	Product0308161	SV 40GB USB2.0 Portable Hard Disk E400	Ultra durable 40GB USB portable storage, can withstand vertical drops of up to 35 inches
SO436631	Product0401050	A. Datum Consumer Digital Camera E100	Digital camera, product type digital camera - compact
SO436646	Product0306008	Proseware Laser Fax Printer E100	6.4 x 11.4 x 17.1 inches, offering high-quality and fast output
SO4366510	Product0106021	NT Wireless Bluetooth Stereo Headphones M402	Wireless range extends to 165 feet, beyond 8 hours per charge
SO436655	Product0106041	WWI Stereo Bluetooth Headphones New Generation M370	Listening to music wirelessly with other Bluetooth audio devices, built-in microphone for phone call usag
SO436657	Product0308078	Contoso Home/Office Laptop Power Adapter E300	Home/Office Laptop power adapter
SO436658	Product0106003	NT Bluetooth Stereo Headphones E52	Seamlessly integrates wireless mobile music and calls
SO436661	Product0104015	WWI 1GB Digital Voice REconomyrder Pen E100	Voice rEconomyrder, MP3 player, USB flash drive, 64 hours rEconomyrding

720px

642px

20px

20px

20px

Layout and Margins 2021

Grid and Gold Ratio (User Interface)



Basic layout: Filter top

Financial Summary

OrderDate

6/3/2017
8/20/2018

Balance Normalized

All

Summary Count

All

Cash Flow

All

Summary Items

All

Invoice

All

Position

All

System Key

All

Position	Summary Count	Balance Normalized	Cash Flow	Cash Flow 2	Invoice	System Key	User Key	Summary Items
			1182814	2,067,244.58	17069310	2,168,376,551.00	8,334,377,414.00	
4		Accounts receivable	1182814	2,067,244.58	17069310	2,168,376,551.00	8,334,377,414.00	
16		Deferred income tax	1182814	2,067,244.58	17069310	2,168,376,551.00	8,334,377,414.00	
19			1182814	2,067,244.58	17069310	2,168,376,551.00	8,334,377,414.00	
48	12	Assets-to-Equity Ratio (Total Assets / Owner's Equity)	1182814	2,067,244.58	17069310	2,168,376,551.00	8,334,377,414.00	Assets-to-Equity Ratio (Total Assets / Owner's
46	10	Current Ratio (Current Assets / Current Liabilities)	1182814	2,067,244.58	17069310	2,168,376,551.00	8,334,377,414.00	Current Ratio (Current Assets / Current Liabili
Total	91		1182814	2,067,244.58	17069310	2,168,376,551.00	8,334,377,414.00	

Summary Balance

Category	Value
(Blank)	22
Total Other Assets	3
Accounts receivable	1
Deferred income tax	2

Total Unit Cost by Month

Month	Cost (M)
January	5M
February	5M
March	6M
April	5M
May	6M
June	11M
July	12M
August	10M
September	5M
October	6M
November	5M
December	6M

Basic layout: Filter top

Financial Summary

Position	Summary Count	Balance Normalized	Cash Flow	Cash Flow 2	Invoice	System Key	User Key	Summary Items
			1182814	2,067,244.58	17069310	2,168,376,551.00	8,334,377,414.00	
4		Accounts receivable	1182814	2,067,244.58	17069310	2,168,376,551.00	8,334,377,414.00	
16		Deferred income tax	1182814	2,067,244.58	17069310	2,168,376,551.00	8,334,377,414.00	
19			1182814	2,067,244.58	17069310	2,168,376,551.00	8,334,377,414.00	
48	12	Assets-to-Equity Ratio (Total Assets / Owner's Equity)	1182814	2,067,244.58	17069310	2,168,376,551.00	8,334,377,414.00	Assets-to-Equity Ratio (Total Assets / Owner's
46	10	Current Ratio (Current Assets / Current Liabilities)	1182814	2,067,244.58	17069310	2,168,376,551.00	8,334,377,414.00	Current Ratio (Current Assets / Current Liabili
45	9	Debt Ratio (Total Liabilities / Total Assets)	1182814	2,067,244.58	17069310	2,168,376,551.00	8,334,377,414.00	Debt Ratio (Total Liabilities / Total Assets)
49	13	Debt-to-Equity Ratio (Total Liabilities / Owner's Equity)	1182814	2,067,244.58	17069310	2,168,376,551.00	8,334,377,414.00	Debt-to-Equity Ratio (Total Liabilities / Owner's
20	4	Total Assets	1182814	2,067,244.58	17069310	2,168,376,551.00	8,334,377,414.00	Total Assets
Total	91		1182814	2,067,244.58	17069310	2,168,376,551.00	8,334,377,414.00	

Summary Balance

Category	Value
(Blank)	22
Acco...	3
Defer...	2

Total Unit Cost by Month

Month	Value
January	5M
February	5M
March	6M
April	5M
May	6M
June	11M
July	12M
August	10M
September	5M
October	6M
November	5M
December	6M

Layout and Margins: Table Grid

Position	Summary	Balance Normalized	Cash Flow	Cash Flow 2	Invoice	System Key	User Key	Summary Items
	Count							
			1182814	2,067,244.58	17069310	2,168,376,551.00	8,334,377,414.00	
4		Accounts receivable	1182814	2,067,244.58	17069310	2,168,376,551.00	8,334,377,414.00	
16		Deferred income tax	1182814	2,067,244.58	17069310	2,168,376,551.00	8,334,377,414.00	
19			1182814	2,067,244.58	17069310	2,168,376,551.00	8,334,377,414.00	
48	12	Assets-to-Equity Ratio (Total Assets / Owner's Equity)	1182814	2,067,244.58	17069310	2,168,376,551.00	8,334,377,414.00	Assets-to-Equity Ratio (Total Assets / Owner's Ec
46	10	Current Ratio (Current Assets / Current Liabilities)	1182814	2,067,244.58	17069310	2,168,376,551.00	8,334,377,414.00	Current Ratio (Current Assets / Current Liabilities
45	9	Debt Ratio (Total Liabilities / Total Assets)	1182814	2,067,244.58	17069310	2,168,376,551.00	8,334,377,414.00	Debt Ratio (Total Liabilities / Total Assets)
49	13	Debt-to-Equity Ratio (Total Liabilities / Owner's Equity)	1182814	2,067,244.58	17069310	2,168,376,551.00	8,334,377,414.00	Debt-to-Equity Ratio (Total Liabilities / Owner's I
20	4	Total Assets	1182814	2,067,244.58	17069310	2,168,376,551.00	8,334,377,414.00	Total Assets
8	1	Total current assets	1182814	2,067,244.58	17069310	2,168,376,551.00	8,334,377,414.00	Total current assets
30	5	Total current liabilities	1182814	2,067,244.58	17069310	2,168,376,551.00	8,334,377,414.00	Total current liabilities
14	2	Total fixed assets	1182814	2,067,244.58	17069310	2,168,376,551.00	8,334,377,414.00	Total fixed assets
42	8	Total Liabilities and Owner's Equity	1182814	2,067,244.58	17069310	2,168,376,551.00	8,334,377,414.00	Total Liabilities and Owner's Equity
35	6	Total long-term liabilities	1182814	2,067,244.58	17069310	2,168,376,551.00	8,334,377,414.00	Total long-term liabilities
18	3	Total Other Assets	1182814	2,067,244.58	17069310	2,168,376,551.00	8,334,377,414.00	Total Other Assets
40	7	Total owner's equity	1182814	2,067,244.58	17069310	2,168,376,551.00	8,334,377,414.00	Total owner's equity
47	11	Working Capital (Current Assets - Current Liabilities)	1182814	2,067,244.58	17069310	2,168,376,551.00	8,334,377,414.00	Working Capital (Current Assets - Current Liabili
Total	91		1182814	2,067,244.58	17069310	2,168,376,551.00	8,334,377,414.00	

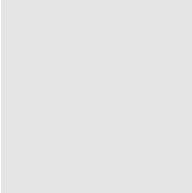

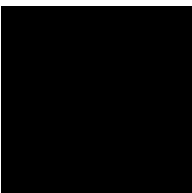
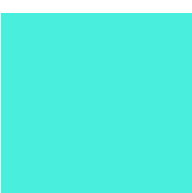
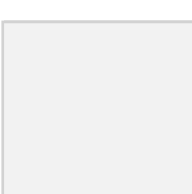


Basic layout and Elements


Colors selection, Type Size, Dimension

And Function



Basic layout: Color Selections

-  Page Background Color and tool tip background color
#E5E5E5
-  Most Type and KPI visualization
#00C9FF
-  Headline, filter type legend type and data label
#000000
-  Emphasis (links, buttons, navigation)
#00C9FF
-  Module Background Color - Transparency 50%
#FFFFFF
-  Filter background Color and KPI type color
#FFFFFF
-  Tool tip background
#C8C8C8



Report Name

Details
Refreshed on **July 14, 2019**

BrandName	Units and Count	Sales Amount	Product Sales Amount	First Stoke
All ▼	90K Units	29M SalesAmount	12bn Product Label	High StockType

Category All ▼

Country All ▼

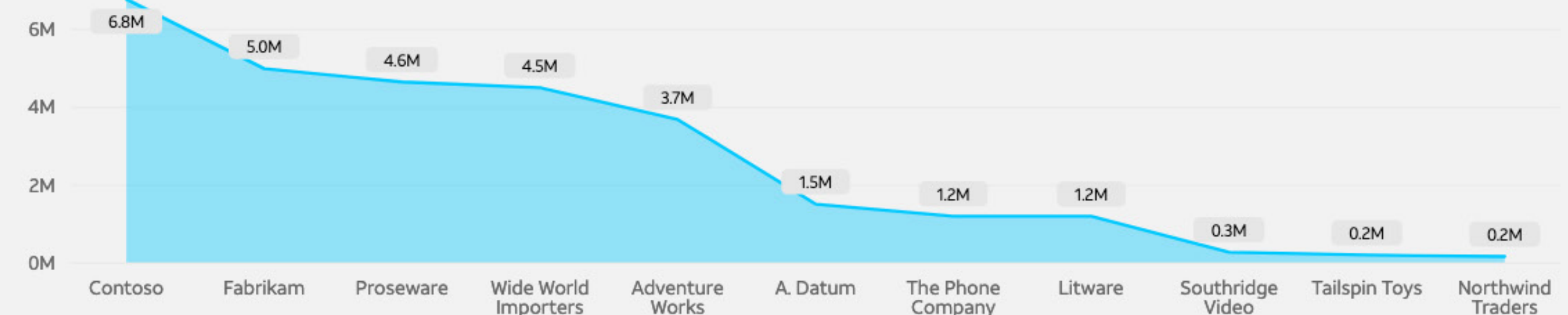
Manufacturer All ▼

Class All ▼

SubCategory All ▼

Sale Size All ▼

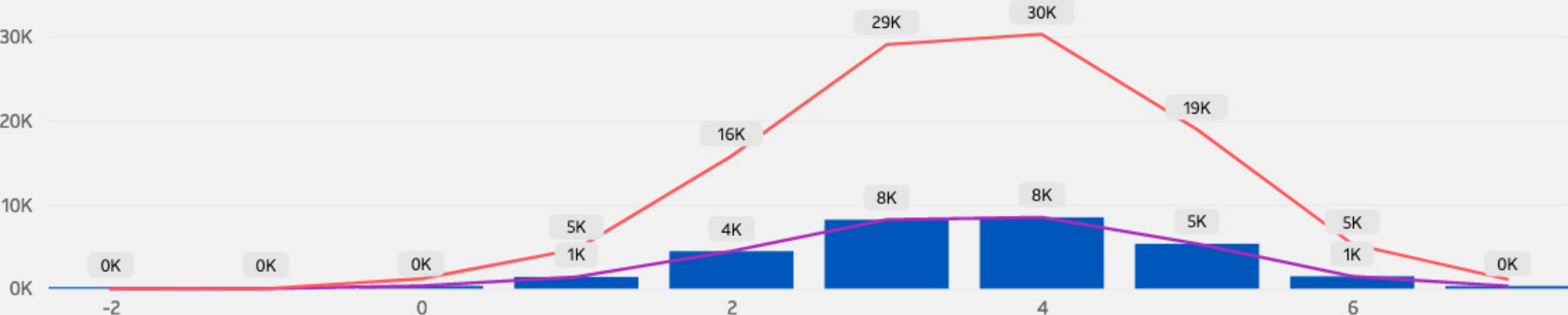
SalesAmount by BrandName



BrandName	SalesAmount
Contoso	6.8M
Fabrikam	5.0M
Proseware	4.6M
Wide World Importers	4.5M
Adventure Works	3.7M
A. Datum	1.5M
The Phone Company	1.2M
Litware	1.2M
Southridge Video	0.3M
Tailspin Toys	0.2M
Northwind Traders	0.2M

Count of SalesAmount by RePurch

● Count of StyleName ● ProdID ● NSAT



RePurch	Count of StyleName	ProdID	NSAT
-2	0K	0K	0K
0	0K	0K	0K
1	1K	5K	5K
2	4K	8K	16K
3	8K	8K	29K
4	8K	8K	30K
5	5K	5K	19K
6	1K	5K	5K
7	0K	0K	0K

Basic layout: Table Color Selections

Page Background Color
#E5E5E5

Division header line
#0057b8


Table header background
#0079b1

Button Background
#959599

Table Type
#000000

Table Value
#F2F2F2

Table Value
#ffffff



SalesOrderID	StyleName	ProductName	ProductDescription
SO436592	Product0305002	Proseware Projector 1080p DLP86	1920 x 1080p pixel resolution, HDTV 1080p native resolution, 8000:1 contrast ratio
SO436593	Product0306085	Proseware Photo Smart All-in-One Printer M380	9.5 x 17.4 x 17.7 inches, 25.4 pounds, All-In-One device offers color printing, copying, faxing, and scanning, c
SO436594	Product0101042	Contoso 16GB New Generation MP5 Player M1650	2.4" LCD Touch screen, 8GB flash memory, plays music, video, photos and text, share JPEG, BMP, GIF, TIFF
SO436596	Product0308015	Contoso Enhanced Capacity Battery M800	Home office enhanced capacity battery
SO436597	Product0306027	Proseware Photo Smart All-in-One Printer M380	9.5 x 17.4 x 17.7 inches, 25.4 pounds, All-In-One device offers color printing, copying, faxing, and scanning, c
SO4366111	Product0104005	WWI 2GB Pulse Smart pen M100	REconomyrd and link audio to be written, listen to rEconomyrdings, share notes and rEconomyrding wtl
SO4366112	Product0308017	Contoso 90W AC/DC Power Adapter E300	Enhanced capacity battery adapter
SO4366114	Product0305009	Proseware Screen 106in M1609	16:9 aspect Ratios - 106in, electric/motorized screen for home theater and commercial presentations
SO436617	Product0305032	Proseware Screen 113in X1609	16:9 aspect ratios-113in, dual wall and ceiling- perfect for home / business
SO436618	Product0305099	WWI Projector 480p LCD12	High brightness, 1300 ANSI lumen Light output, remote control
SO436621	Product0305100	WWI Projector 480p DLP12	850 typical lumens, 3,000:1 contrast ratio, supports 4:3 and 16:9 aspect ratios
SO4366210	Product0401051	A. Datum Consumer Digital Camera M300	Product type digital camera - compact, dimensions 3.8 in x 1 in x 2.1 in, weight 5.3 oz
SO4366213	Product0305095	WWI Projector 1080p LCD86	1080p high definition projector, 1200 ANSI Lumens, 14,000:1 contrast ratio, 2 HDMI inputs
SO4366216	Product0101041	Contoso 16GB New Generation MP5 Player M1650	2.4" LCD Touch screen, 8GB flash memory, plays music, video, photos and text, share JPEG, BMP, GIF, TIFF
SO4366221	Product0308180	SV USB Data Cable E600	A single, standardized and easy way to connect the phone to a computer
SO4366222	Product0308066	Contoso Rechargeable Battery E100	Rechargeable Battery
SO436624	Product0304018	Proseware LCD22W M2001	22" widescreen LCD, 0.285mm x 0.285mm pixel pitch, 300cd/m2 (typical) brightness
SO436626	Product0304002	Proseware LCD24W X300	24 widescreen HD display, 1920 x 1200 maximum resolutions
SO436627	Product0308063	Contoso ADSL Modem Splitter/Filter X 3 E300	ADSL modem splitter/filter X 3
SO436628	Product0304041	Adventure Works CRT17 E105	Safely prevents static while eliminating up to 95% of screen glare
SO436629	Product0308161	SV 40GB USB2.0 Portable Hard Disk E400	Ultra durable 40GB USB portable storage, can withstand vertical drops of up to 35 inches
SO436631	Product0401050	A. Datum Consumer Digital Camera E100	Digital camera, product type digital camera - compact
SO436646	Product0306008	Proseware Laser Fax Printer E100	6.4 x 11.4 x 17.1 inches, offering high-quality and fast output
SO4366510	Product0106021	NT Wireless Bluetooth Stereo Headphones M402	Wireless range extends to 165 feet, beyond 8 hours per charge
SO436655	Product0106041	WWI Stereo Bluetooth Headphones New Generation M370	Listening to music wirelessly with other Bluetooth audio devices, built-in microphone for phone call usag
SO436657	Product0308078	Contoso Home/Office Laptop Power Adapter E300	Home/Office Laptop power adapter
SO436658	Product0106003	NT Bluetooth Stereo Headphones E52	Seamlessly integrates wireless mobile music and calls
SO436661	Product0104015	WWI 1GB Digital Voice REconomyrder Pen E100	Voice rEconomyrder, MP3 player, USB flash drive, 64 hours rEconomyrding

Basic layout: Type Sizes

Header Title
ATT Aleck Sans Regular
24px
#000000

Filter Header Title:
ATT Aleck Sans Regular
13px
#E5E5E5

Slicer Header Title:
ATT Aleck Sans Regular
12px
#000000

Tool Tip Text
ATT Aleck Sans Regular
8px
#000000

Data X axis and Y axis
ATT Aleck Sans Regular
9px
#000000

Tile Header
ATT Aleck Sans Regular
15.2px
#E5E5E5

Legend
ATT Aleck Sans Regular
9px
#000000

KPI visualization Category
ATT Aleck Sans Regular
12px
#FFFFFF

KPI visualization Title
ATT Aleck Sans Regular
13px
#FFFFFF

KPI Data Label
ATT Aleck Sans Regular
22px
#FFFFFF

Button Text
ATT Aleck Sans Regular
13px
#000000

Button Text
ATT Aleck Sans Bold
11px
#000000

Button Text
ATT Aleck Sans Regular
11px
#000000

Report Name

Details

Refreshed on July 14, 2019

BrandName
All

Category
All

Country
All

Manufacturer
All

Class
All

SubCategory
All

Sale Size
All

Units and Count
90K
Units

Sales Amount
29M
SalesAmount

Product Sales Amount
12bn
Product Label

First Stoke
High
StockType

SalesAmount by BrandName

BrandName	SalesAmount
Contoso	6.8M
Fabrikam	5.0M
Proseware	4.6M
Wide World Importers	4.5M
Adventure Works	3.7M
A. Datum	1.5M
The Phone Company	1.2M
Litware	1.2M
Southridge Video	0.3M
Tailspin Toys	0.2M
Northwind Traders	0.2M

Count of SalesAmount by RePurch

RePurch	Count of StyleName	ProdID	NSAT
-2	0K	0K	0K
0	0K	0K	0K
1	1K	5K	16K
2	4K	8K	29K
3	8K	8K	30K
4	8K	5K	19K
5	5K	1K	5K
6	1K	0K	0K

Basic layout: Table Type Sizes

Column Title
ATT Aleck Sans Regular
10px
#FFFFFF

Filter Header Title:
ATT Aleck Sans Regular
10px
#000000

Button Icon
weight 2px
Padding 4px

Button Text
ATT Aleck Sans Regular
12px
#FFFFFF

SalesOrderID	StyleName	ProductName	ProductDescription
SO436592	Product0305002	Proseware Projector 1080p DLP86	1920 x 1080p pixel resolution, HDTV 1080p native resolution, 8000:1 contrast ratio
SO436593	Product0306085	Proseware Photo Smart All-in-One Printer M380	9.5 x 17.4 x 17.7 inches, 25.4 pounds, All-In-One device offers color printing, copying, faxing, and scanning, c
SO436594	Product0101042	Contoso 16GB New Generation MP5 Player M1650	2.4" LCD Touch screen, 8GB flash memory, plays music, video, photos and text, share JPEG, BMP, GIF, TIFF
SO436596	Product0308015	Contoso Enhanced Capacity Battery M800	Home office enhanced capacity battery
SO436597	Product0306027	Proseware Photo Smart All-in-One Printer M380	9.5 x 17.4 x 17.7 inches, 25.4 pounds, All-In-One device offers color printing, copying, faxing, and scanning, c
SO4366111	Product0104005	WWI 2GB Pulse Smart pen M100	REconomyrd and link audio to be written, listen to rEconomyrdings, share notes and rEconomyrding wtl
SO4366112	Product0308017	Contoso 90W AC/DC Power Adapter E300	Enhanced capacity battery adapter
SO4366114	Product0305009	Proseware Screen 106in M1609	16:9 aspect Ratios - 106in, electric/motorized screen for home theater and commercial presentations
SO436617	Product0305032	Proseware Screen 113in X1609	16:9 aspect ratios-113in, dual wall and ceiling- perfect for home / business
SO436618	Product0305099	WWI Projector 480p LCD12	High brightness, 1300 ANSI lumen Light output, remote control
SO436621	Product0305100	WWI Projector 480p DLP12	850 typical lumens, 3,000:1 contrast ratio, supports 4:3 and 16:9 aspect ratios
SO4366210	Product0401051	A. Datum Consumer Digital Camera M300	Product type digital camera - compact, dimensions 3.8 in x 1 in x 2.1 in, weight 5.3 oz
SO4366213	Product0305095	WWI Projector 1080p LCD86	1080p high definition projector, 1200 ANSI Lumens, 14,000:1 contrast ratio, 2 HDMI inputs
SO4366216	Product0101041	Contoso 16GB New Generation MP5 Player M1650	2.4" LCD Touch screen, 8GB flash memory, plays music, video, photos and text, share JPEG, BMP, GIF, TIFF
SO4366221	Product0308180	SV USB Data Cable E600	A single, standardized and easy way to connect the phone to a computer
SO4366222	Product0308066	Contoso Rechargeable Battery E100	Rechargeable Battery
SO436624	Product0304018	Proseware LCD22W M2001	22" widescreen LCD, 0.285mm x 0.285mm pixel pitch, 300cd/m2 (typical) brightness
SO436626	Product0304002	Proseware LCD24W X300	24 widescreen HD display, 1920 x 1200 maximum resolutions
SO436627	Product0308063	Contoso ADSL Modem Splitter/Filter X 3 E300	ADSL modem splitter/filter X 3
SO436628	Product0304041	Adventure Works CRT17 E105	Safely prevents static while eliminating up to 95% of screen glare
SO436629	Product0308161	SV 40GB USB2.0 Portable Hard Disk E400	Ultra durable 40GB USB portable storage, can withstand vertical drops of up to 35 inches
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SO436646	Product0306008	Proseware Laser Fax Printer E100	6.4 x 11.4 x 17.1 inches, offering high-quality and fast output
SO4366510	Product0106021	NT Wireless Bluetooth Stereo Headphones M402	Wireless range extends to 165 feet, beyond 8 hours per charge
SO436655	Product0106041	WWI Stereo Bluetooth Headphones New Generation M370	Listening to music wirelessly with other Bluetooth audio devices, built-in microphone for phone call usag
SO436657	Product0308078	Contoso Home/Office Laptop Power Adapter E300	Home/Office Laptop power adapter
SO436658	Product0106003	NT Bluetooth Stereo Headphones E52	Seamlessly integrates wireless mobile music and calls
SO436661	Product0104015	WWI 1GB Digital Voice REconomyrder Pen E100	Voice rEconomyrder, MP3 player, USB flash drive, 64 hours rEconomyrding

Basic layout: UI Element Dimension

AT&T Logo size
Width 40px Height 40px
Dimension
Width 60px Height 60px

Blue line
Weight 3px
#0057BB

AT&T Logo size
Width 282px Height 84px
Dimension
Width 60px Height 60px

KPI Dimension
Width 240px Height 92px

Button
Width 160px Height 40px

Report Name

BrandName
All

Category
All

Country
All

Manufacturer
All

Class
All

SubCategory
All

Sale Size
All

Units and Count
90K
Units

Sales Amount
29M
SalesAmount

Product Sales Amount
12bn
Product Label

First Stoke
High
StockType

Details

Refreshed on July 14, 2019

SalesAmount by BrandName

BrandName	SalesAmount
Contoso	6.8M
Fabrikam	5.0M
Proseware	4.6M
Wide World Importers	4.5M
Adventure Works	3.7M
A. Datum	1.5M
The Phone Company	1.2M
Litware	1.2M
Southridge Video	0.3M
Tailspin Toys	0.2M
Northwind Traders	0.2M

Count of SalesAmount by RePurch

RePurch	Count of StyleName	ProdID	NSAT
-2	0K	0K	0K
0	0K	0K	0K
1	1K	5K	16K
2	4K	8K	29K
3	8K	8K	30K
4	8K	5K	19K
5	5K	1K	5K
6	1K	0K	0K

Basic layout: Function

Please select details and change action destination to page

The screenshot displays a Power BI report interface. On the left, there is a vertical filter pane with categories: BrandName, Category, Country, Manufacturer, Class, SubCategory, and Sale Size, each with a dropdown menu set to 'All'. The top right corner shows the report title 'Report Name' and a refresh status 'Refreshed on July 14, 2019'. Below the filters are four KPI cards: 'Units and Count' (90K Units), 'Sales Amount' (29M SalesAmount), 'Product Sales Amount' (12bn Product Label), and 'First Stoke' (High StockType). The main content area contains two charts. The first is a line chart titled 'SalesAmount by BrandName' showing sales for various brands, with a tooltip for 'Adventure Works' showing a sales amount of 3667723. The second is a combination bar and line chart titled 'Count of SalesAmount by RePurch' showing counts for different purchase categories. At the bottom, there is a theme selector with options: Grid, Grid W light theme, Light Theme, Light Theme Table (highlighted with a red box), DarkTheme, and Dark Theme Table. On the right side, there is a 'Filters' pane with various settings. The 'Action' section of this pane is highlighted with a red box, showing settings for 'Page navigation' as the type and 'Light Theme Ta...' as the destination.

Basic layout: Function

Please select details and change action destination to page

The screenshot displays a report interface with a table of products and a filters sidebar. A 'Back' button is highlighted in the top right corner. The filters sidebar on the right is open, and the 'Action' filter settings are highlighted with a red box. The 'Action' filter is currently set to 'On'. Below the 'Action' filter, the 'Type' is set to 'Page navigation', the 'Destination' is set to 'Light Theme', and the 'Tooltip' is empty. A 'Revert to default' button is visible below the tooltip field. The table below shows a list of products with columns for SalesOrderID, StyleName, ProductName, and ProductDescription. The 'Light Theme' button in the bottom navigation bar is also highlighted with a red box.

SalesOrderID	StyleName	ProductName	ProductDescription
SO436592	Product0305002	Proseware Projector 1080p DLP86	1920 x 1080p pixel resolution, HDTV 1080p native resolution, 8000:1 contrast ratio
SO436593	Product0306085	Proseware Photo Smart All-in-One Printer M380	9.5 x 17.4 x 17.7 inches, 25.4 pounds, All-In-One device offers color printing, copying, faxing, and scanning, c
SO436594	Product0101042	Contoso 16GB New Generation MP5 Player M1650	2.4" LCD Touch screen, 8GB flash memory, plays music, video, photos and text, share JPEG, BMP, GIF, TIFF
SO436596	Product0308015	Contoso Enhanced Capacity Battery M800	Home office enhanced capacity battery
SO436597	Product0306027	Proseware Photo Smart All-in-One Printer M380	9.5 x 17.4 x 17.7 inches, 25.4 pounds, All-In-One device offers color printing, copying, faxing, and scanning, c
SO4366111	Product0104005	WWI 2GB Pulse Smart pen M100	REconomyrd and link audio to be written, listen to rEconomyrdings, share notes and rEconomyrding with
SO4366112	Product0308017	Contoso 90W AC/DC Power Adapter E300	Enhanced capacity battery adapter
SO4366114	Product0305009	Proseware Screen 106in M1609	16:9 aspect Ratios - 106in, electric/motorized screen for home theater and commercial presentations
SO436617	Product0305032	Proseware Screen 113in X1609	16:9 aspect ratios-113in, dual wall and ceiling- perfect for home / business
SO436618	Product0305099	WWI Projector 480p LCD12	High brightness, 1300 ANSI lumen Light output, remote control
SO436621	Product0305100	WWI Projector 480p DLP12	850 typical lumens, 3,000:1 contrast ratio, supports 4:3 and 16:9 aspect ratios
SO4366210	Product0401051	A. Datum Consumer Digital Camera M300	Product type digital camera - compact, dimensions 3.8 in x 1 in x 2.1 in, weight 5.3 oz
SO4366213	Product0305095	WWI Projector 1080p LCD86	1080p high definition projector, 1200 ANSI Lumens, 14,000:1 contrast ratio, 2 HDMI inputs
SO4366216	Product0101041	Contoso 16GB New Generation MP5 Player M1650	2.4" LCD Touch screen, 8GB flash memory, plays music, video, photos and text, share JPEG, BMP, GIF, TIFF
SO4366221	Product0308180	SV USB Data Cable E600	A single, standardized and easy way to connect the phone to a computer
SO4366222	Product0308066	Contoso Rechargeable Battery E100	Rechargeable Battery
SO436624	Product0304018	Proseware LCD22W M2001	22" widescreen LCD, 0.285mm x 0.285mm pixel pitch, 300cd/m2 (typical) brightness
SO436626	Product0304002	Proseware LCD24W X300	24 widescreen HD display, 1920 x 1200 maximum resolutions
SO436627	Product0308063	Contoso ADSL Modem Splitter/Filter X 3 E300	ADSL modem splitter/filter X 3
SO436628	Product0304041	Adventure Works CRT17 E105	Safely prevents static while eliminating up to 95% of screen glare
SO436629	Product0308161	SV 40GB USB2.0 Portable Hard Disk E400	Ultra durable 40GB USB portable storage, can withstand vertical drops of up to 35 inches
SO436631	Product0401050	A. Datum Consumer Digital Camera E100	Digital camera, product type digital camera - compact
SO436646	Product0306008	Proseware Laser Fax Printer E100	6.4 x 11.4 x 17.1 inches, offering high-quality and fast output
SO4366510	Product0106021	NT Wireless Bluetooth Stereo Headphones M402	Wireless range extends to 165 feet, beyond 8 hours per charge
SO436655	Product0106041	WWI Stereo Bluetooth Headphones New Generation M370	Listening to music wirelessly with other Bluetooth audio devices, built-in microphone for phone call usag
SO436657	Product0308078	Contoso Home/Office Laptop Power Adapter E300	Home/Office Laptop power adapter
SO436658	Product0106003	NT Bluetooth Stereo Headphones E52	Seamlessly integrates wireless mobile music and calls
SO436661	Product0104015	WWI 1GB Digital Voice REconomyrder Pen E100	Voice rEconomyrder, MP3 player, USB flash drive, 64 hours rEconomyrding

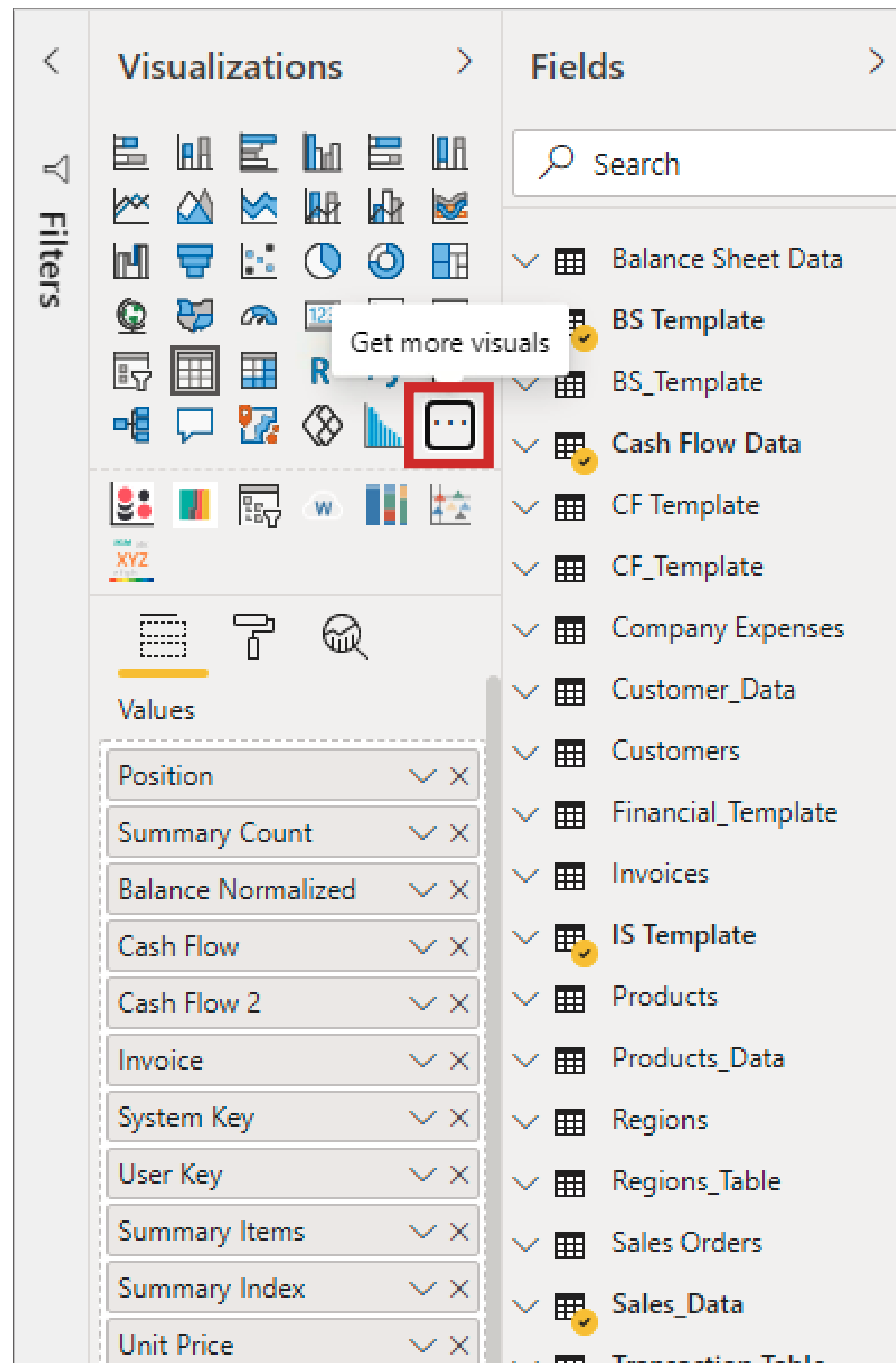
Visualization Selections:

Based on AT&T recommendation



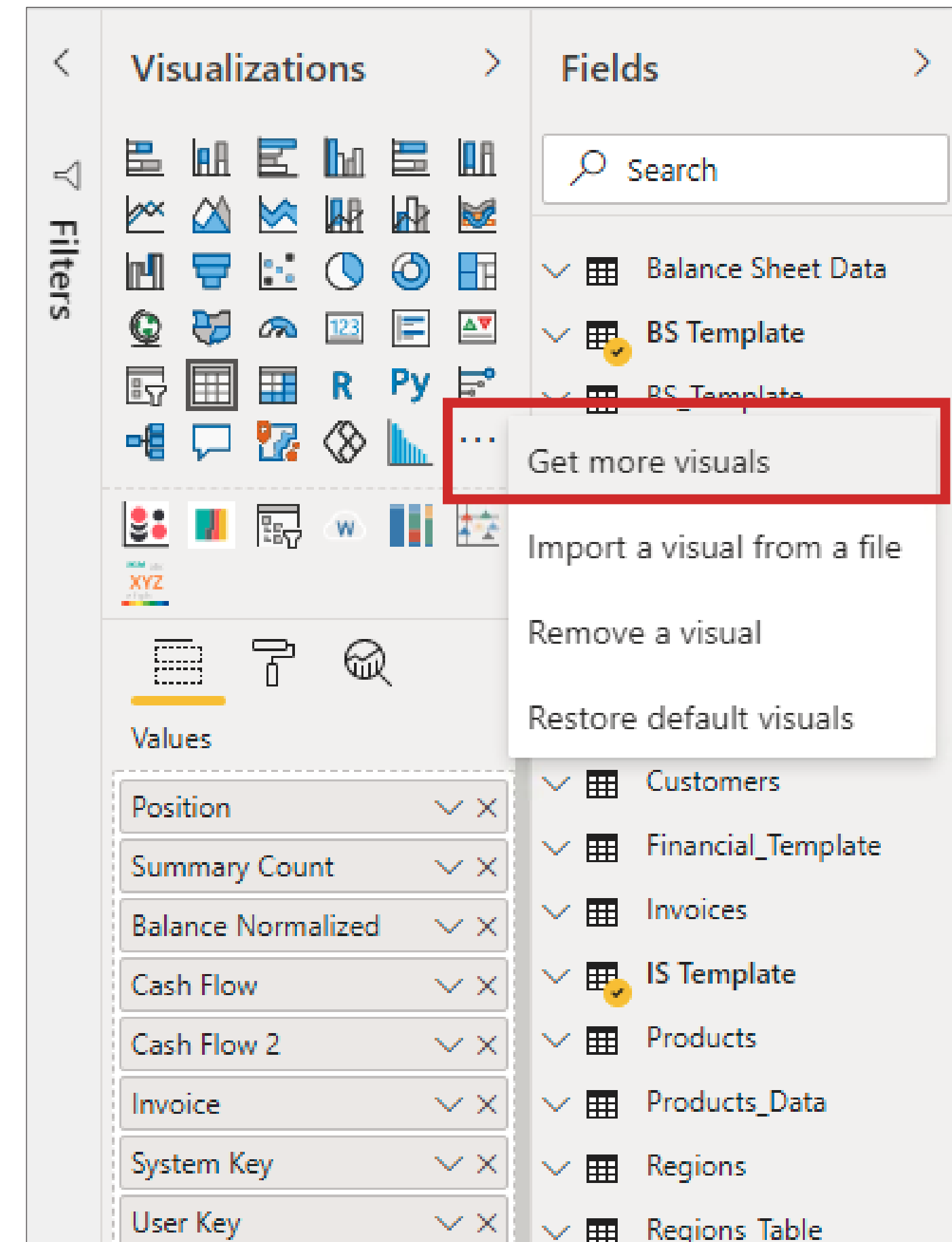
1.

Click Get more visuals



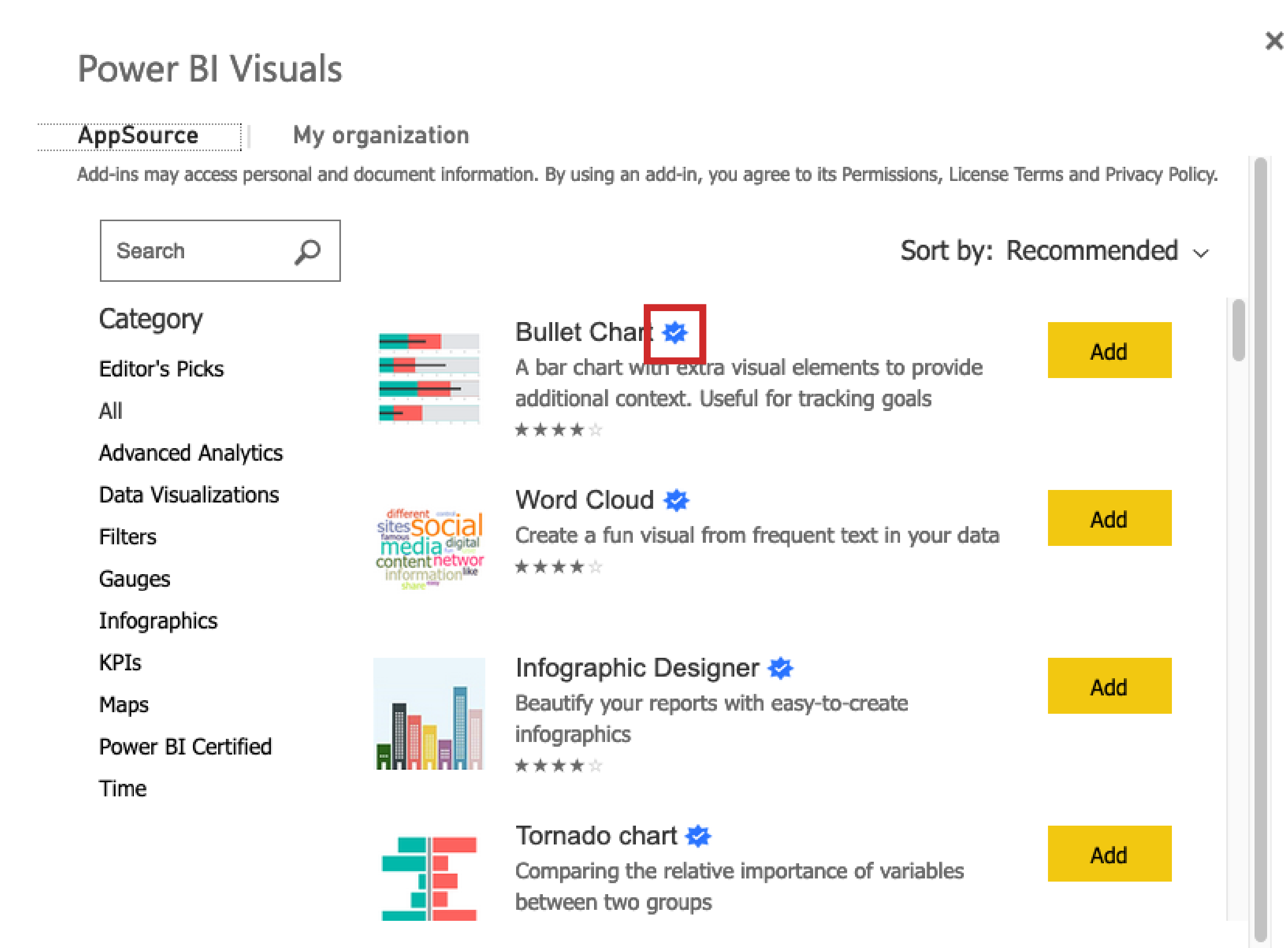
2.

Click the Conditional Formatting And Background color



3.

 These items are recommended by AT&T









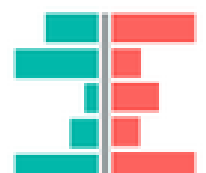

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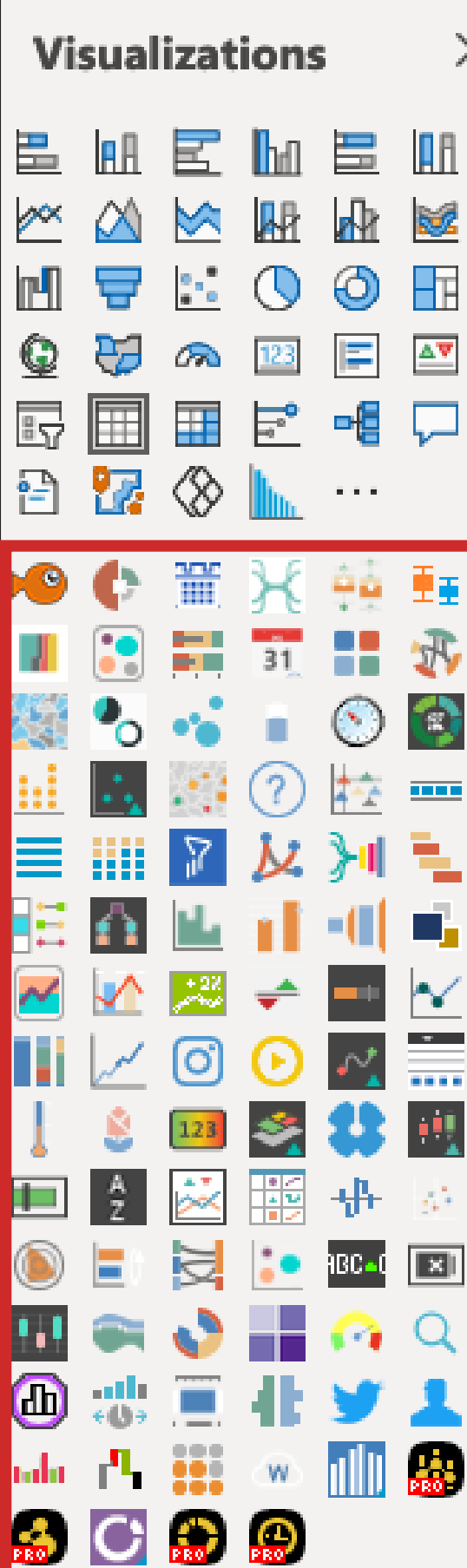
Search

Sort by: Recommended

Category	Visual	Description	Rating	Action
Editor's Picks		Bullet Chart 	★★★★☆	Add
		Word Cloud 	★★★★☆	Add
		Infographic Designer 	★★★★☆	Add
		Tornado chart 		Add

4.

These are the AT&T recommended to use visualization



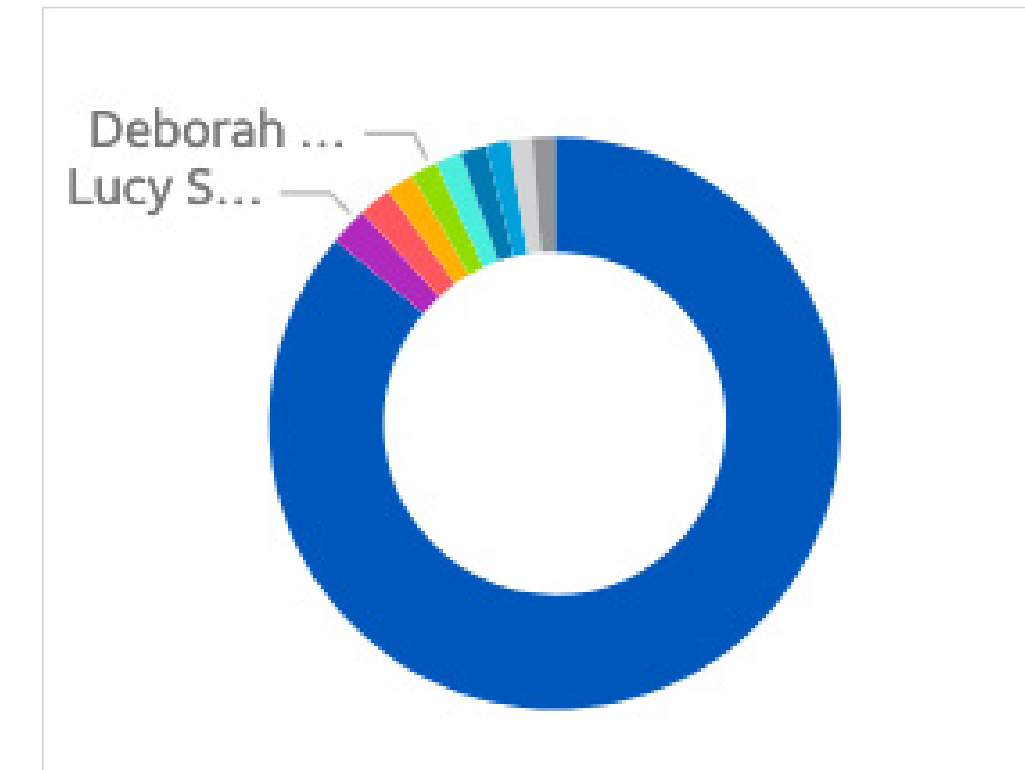
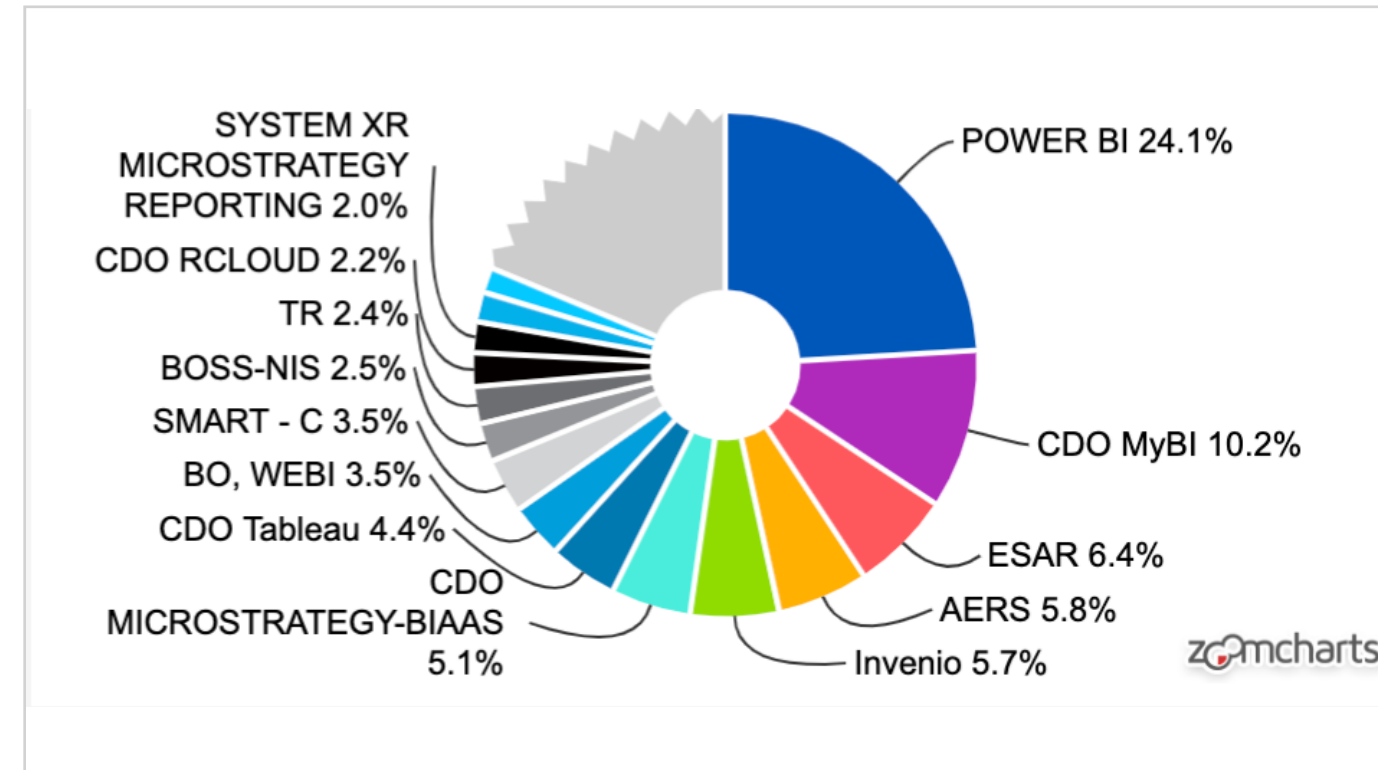
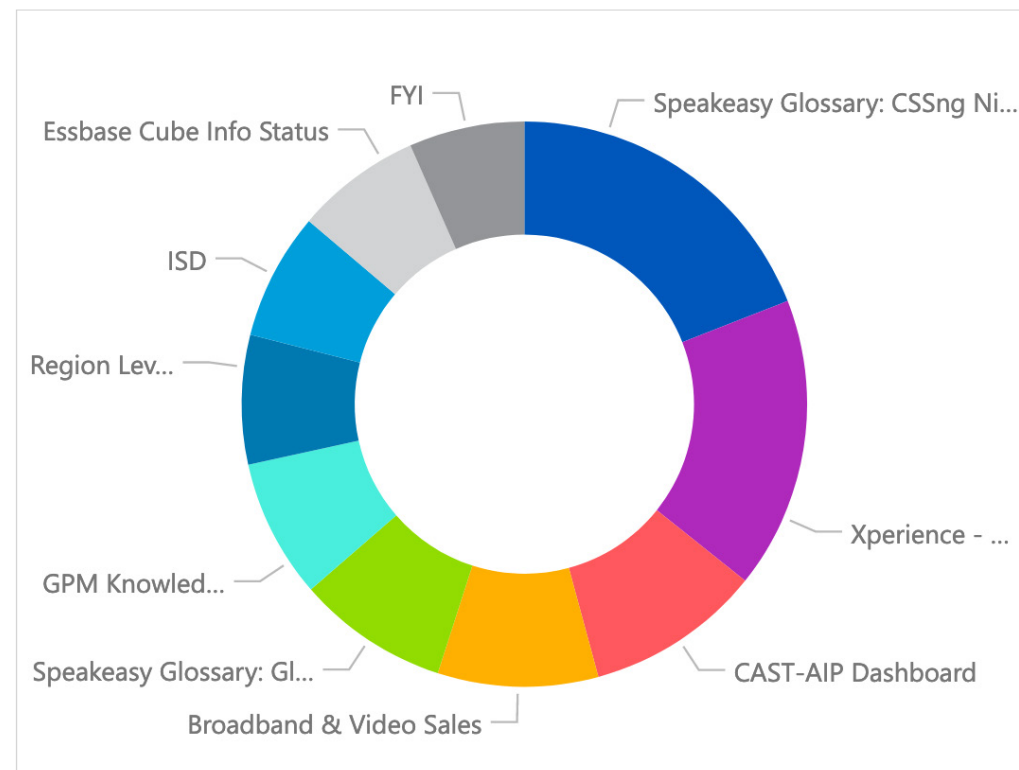
Visualizations

Grid of visualization icons with a red box highlighting the bottom section.

Based on AT&T recommendation:
Visualization Implication for Brand Color



Visualization implementation with AT&T Primary Colors



AT&T Blue
0/159/219
#009FDB



Cobalt
0/87/184
#0057B8



Purple
175/41/187
#AF29BB



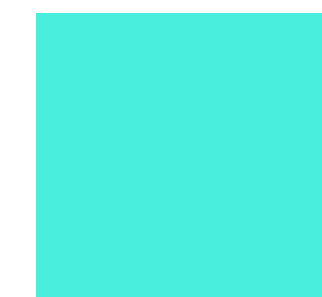
Berry
255/88/93
#FF585D



Tangerine
255/176/0
#FFB000

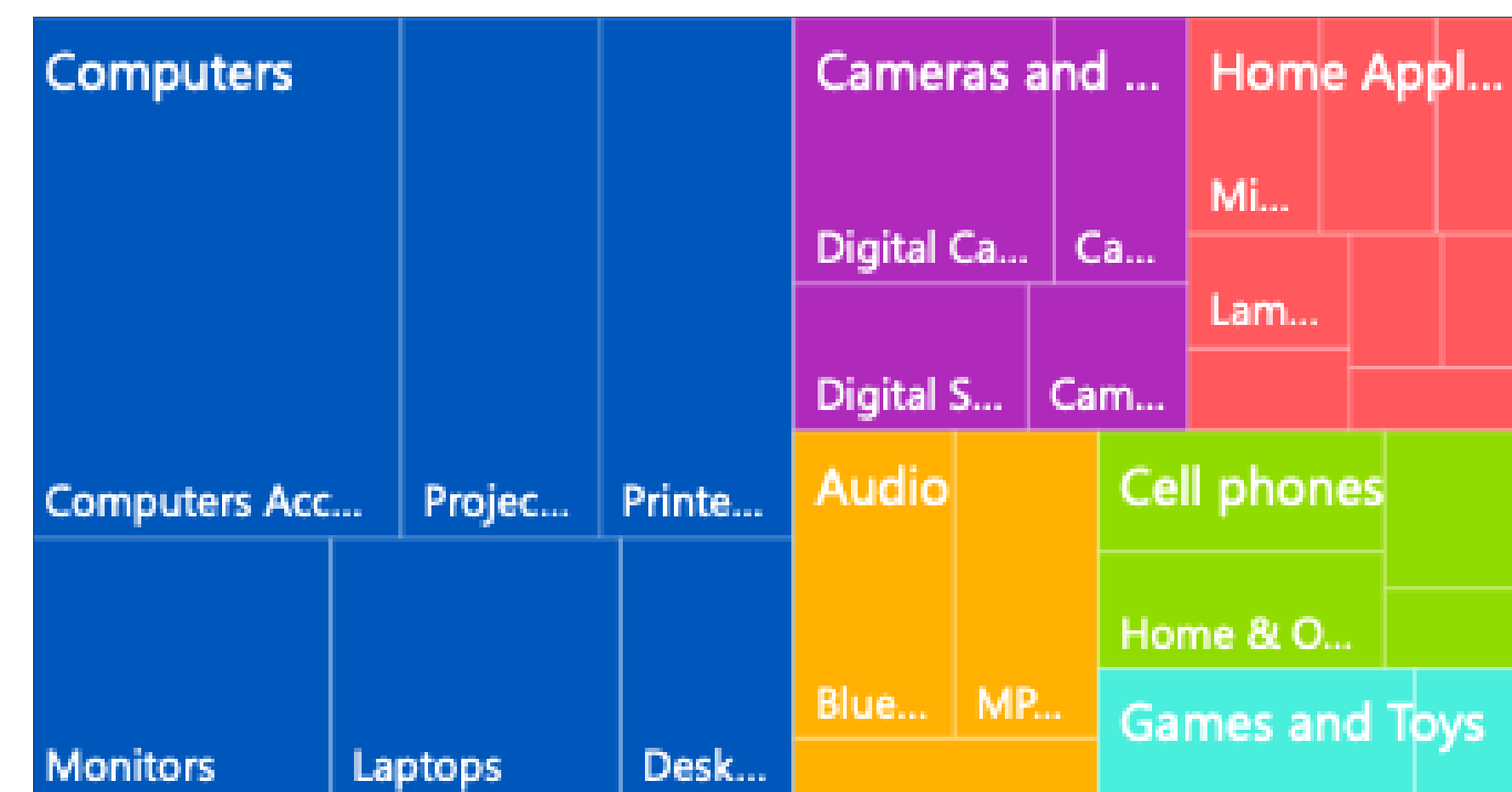
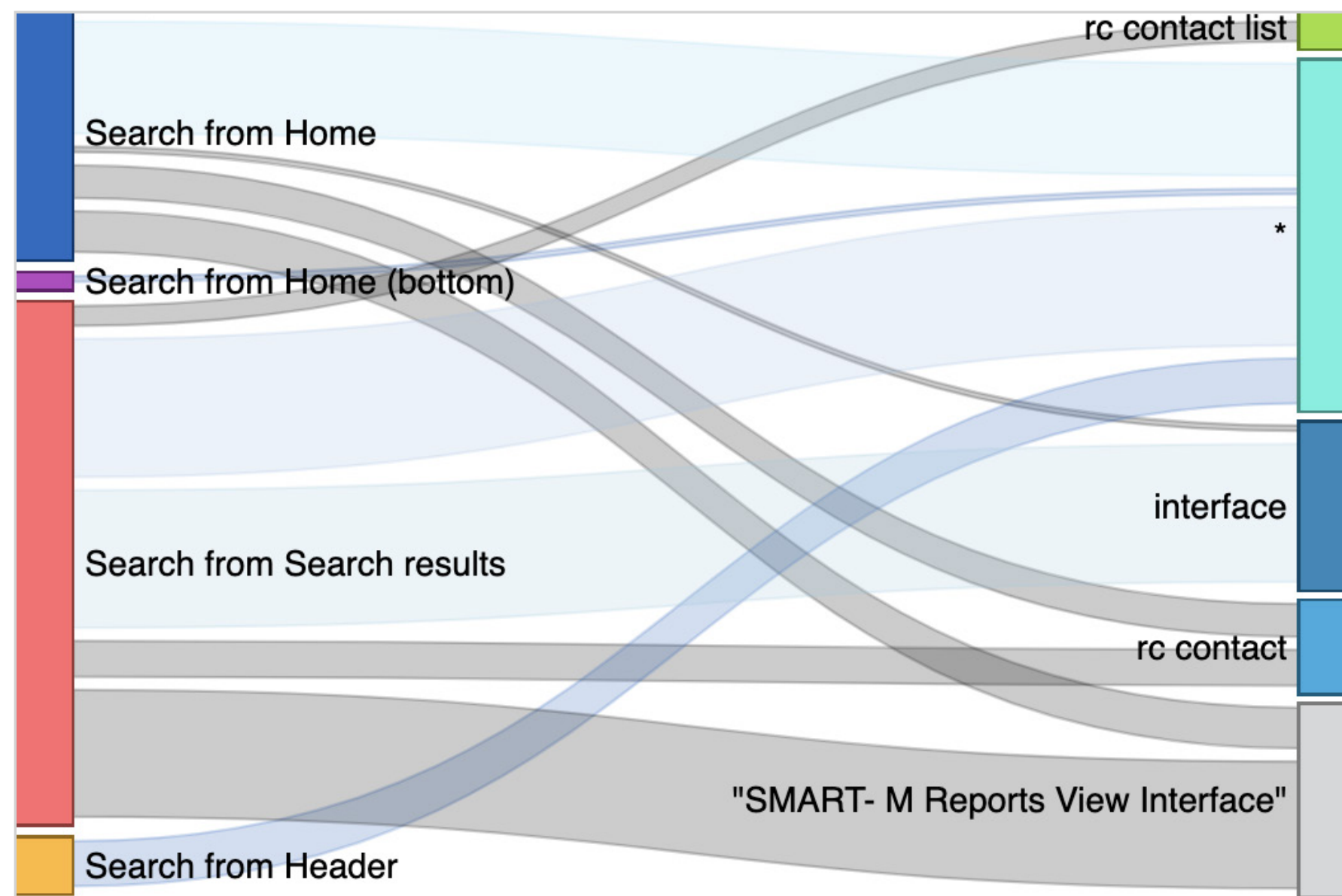
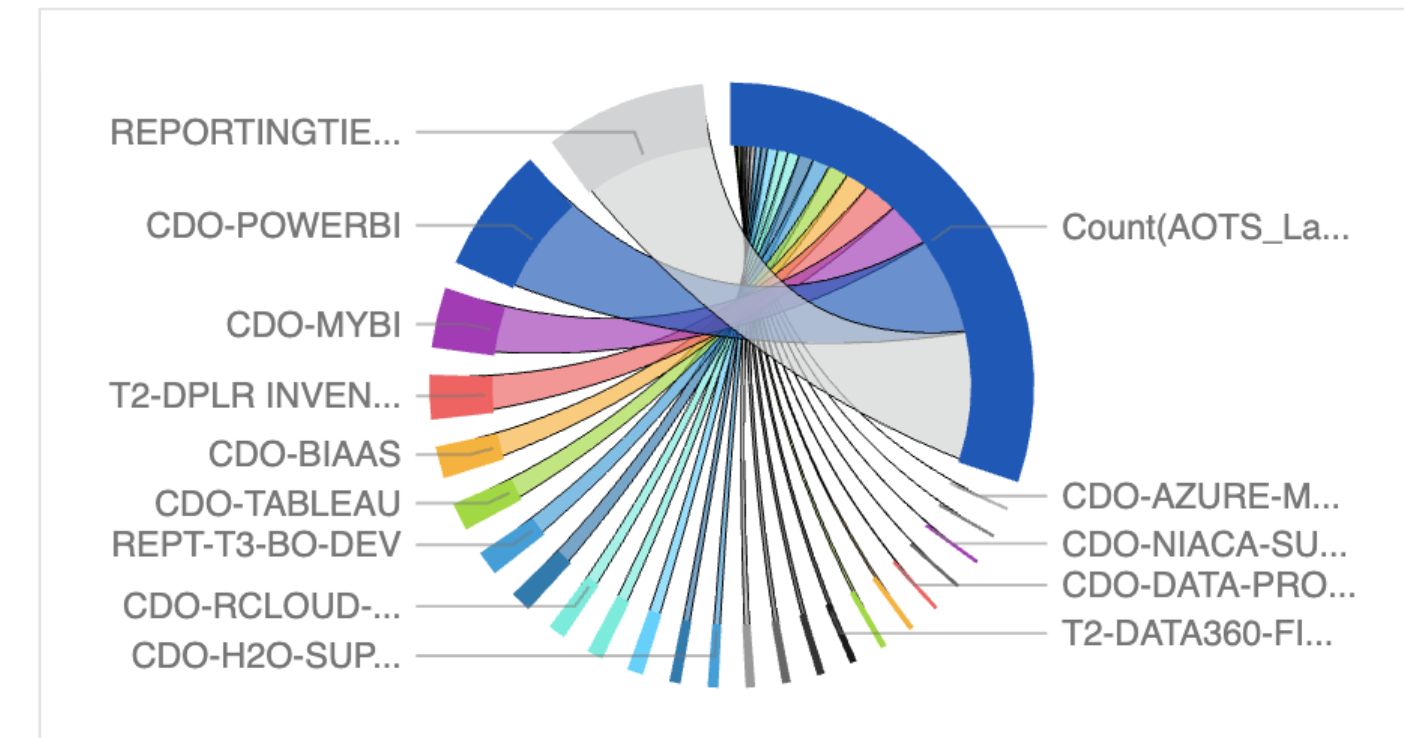
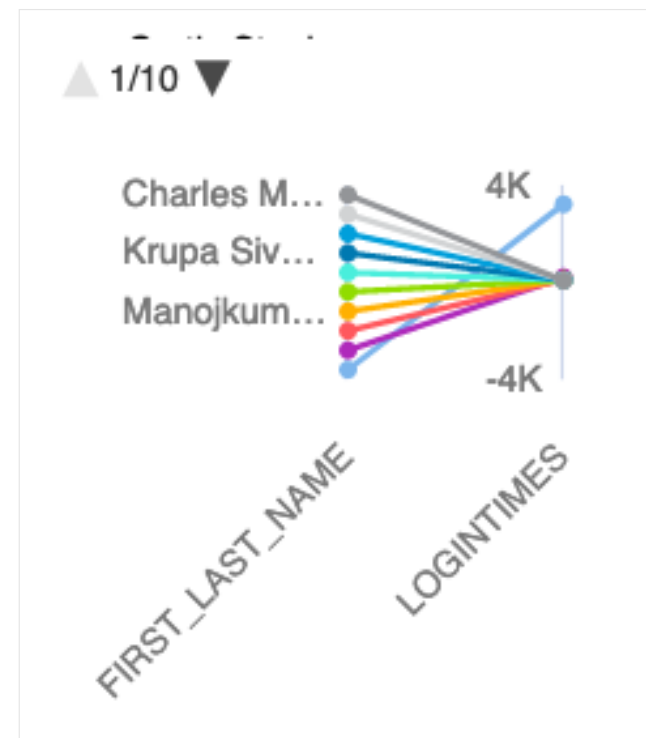


Lime
145/220/0
#91DC00



Mint
73/238/220
#49EEDC

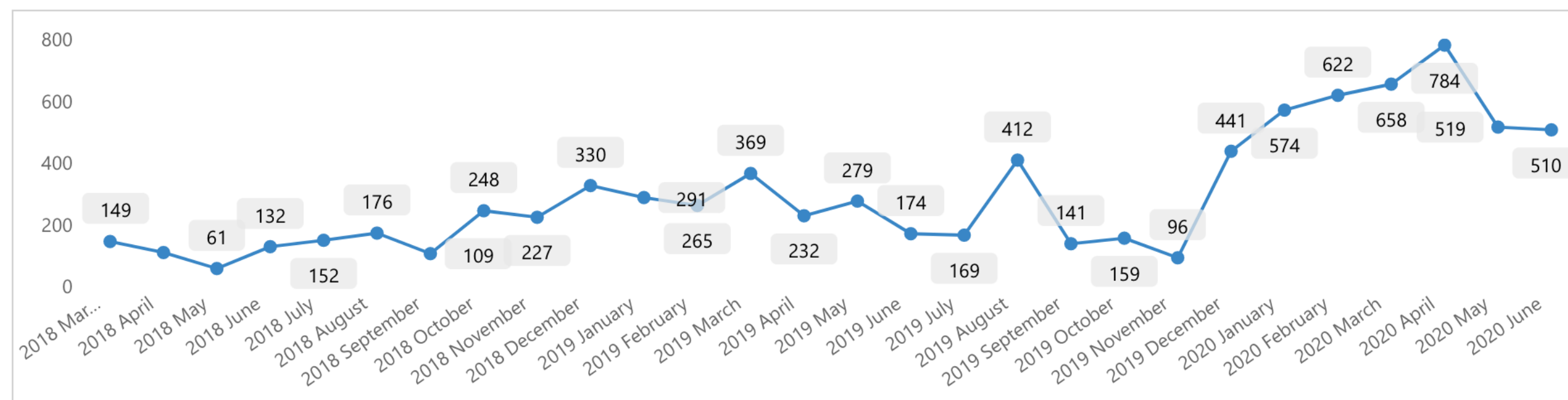
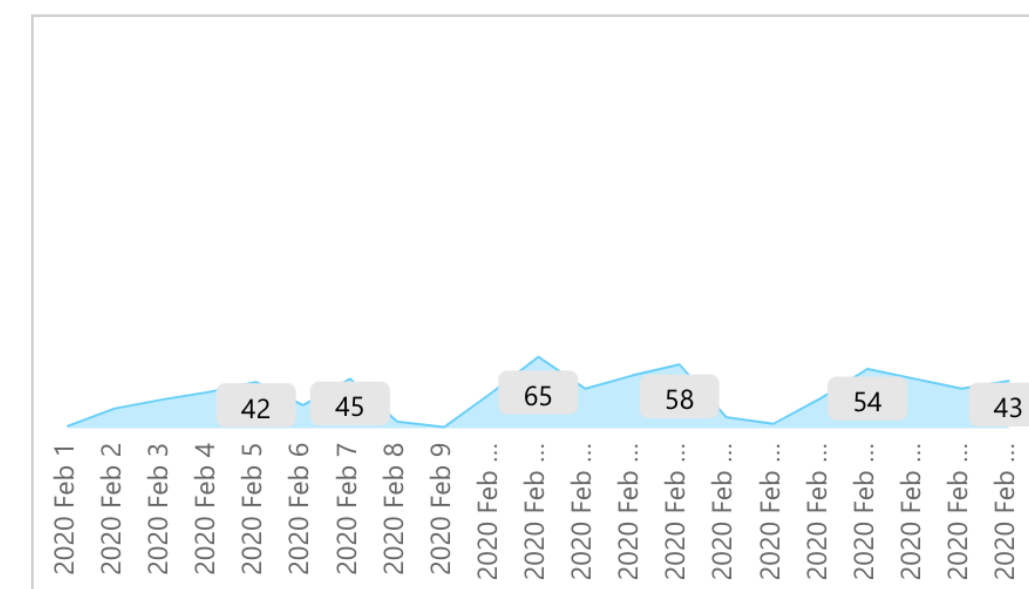
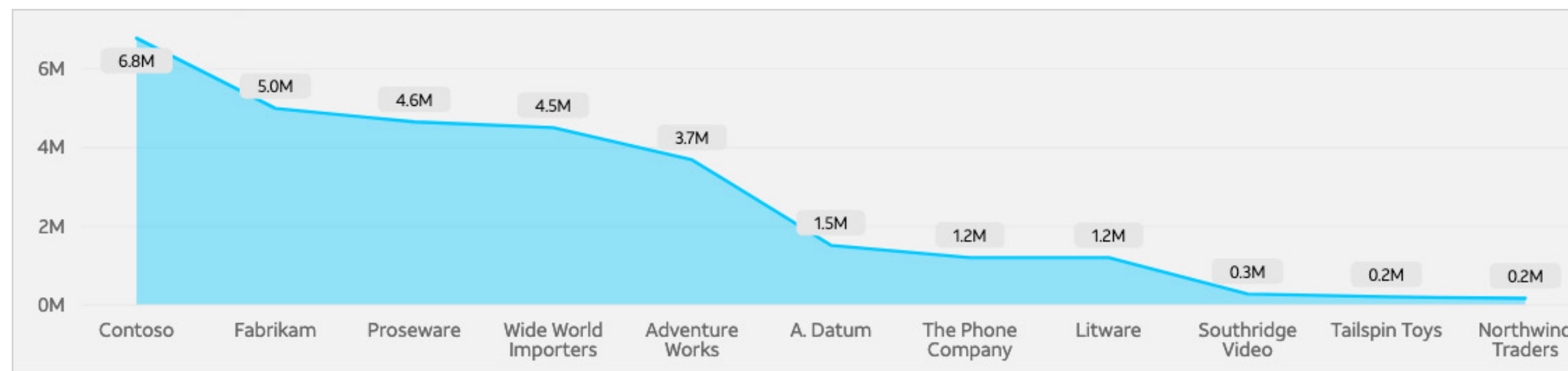
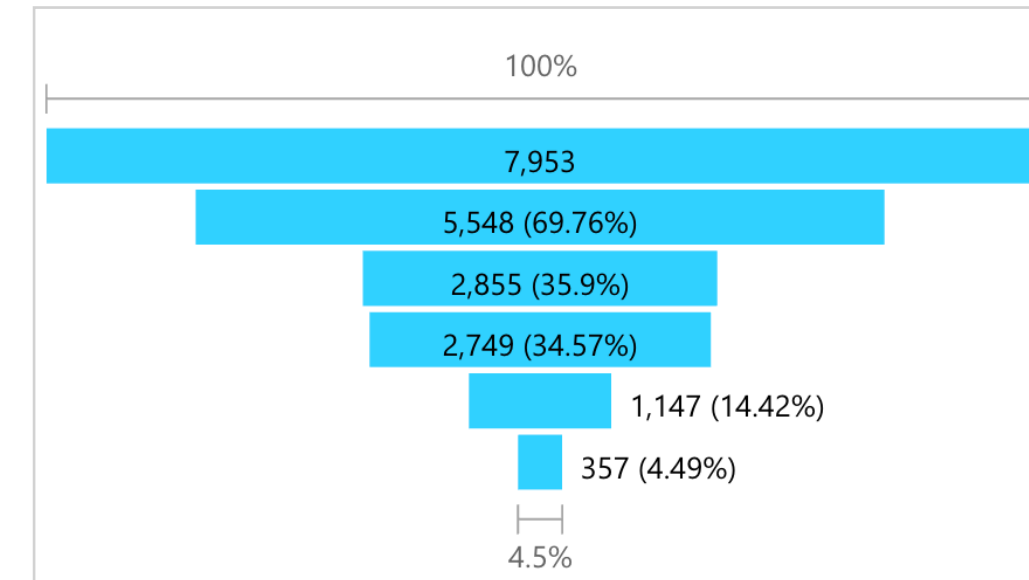
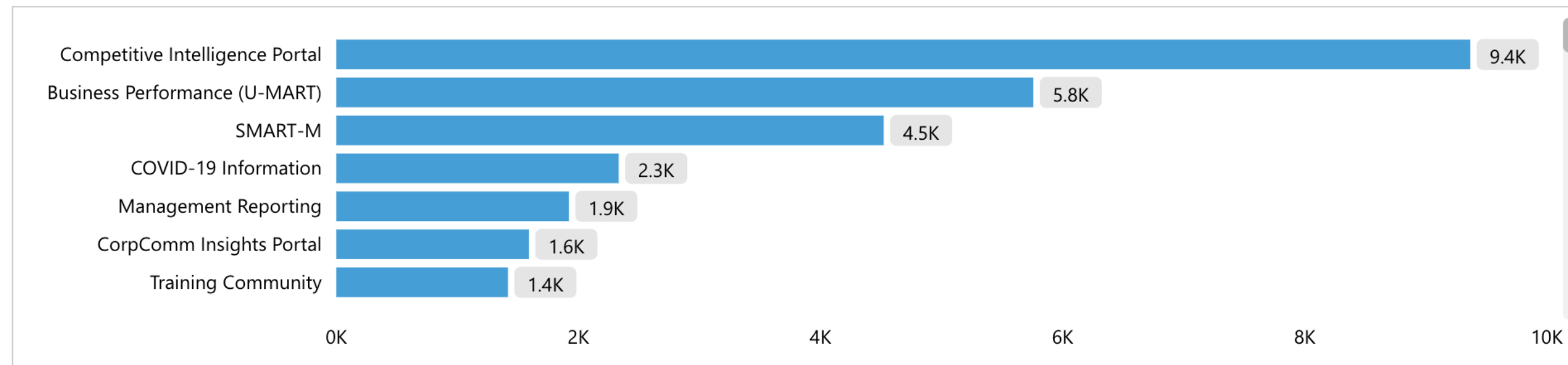
Visualization implementation with AT&T Primary Colors



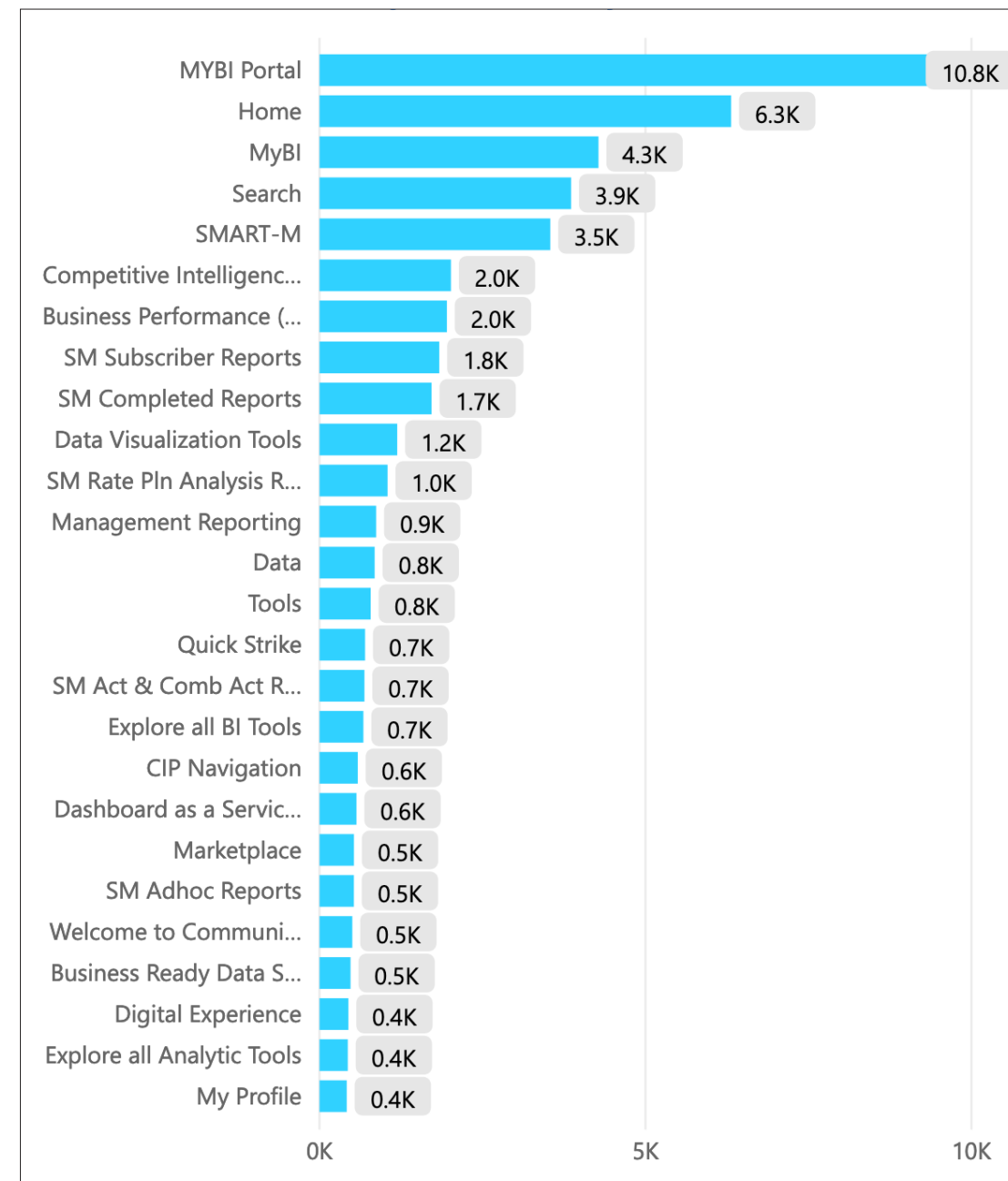
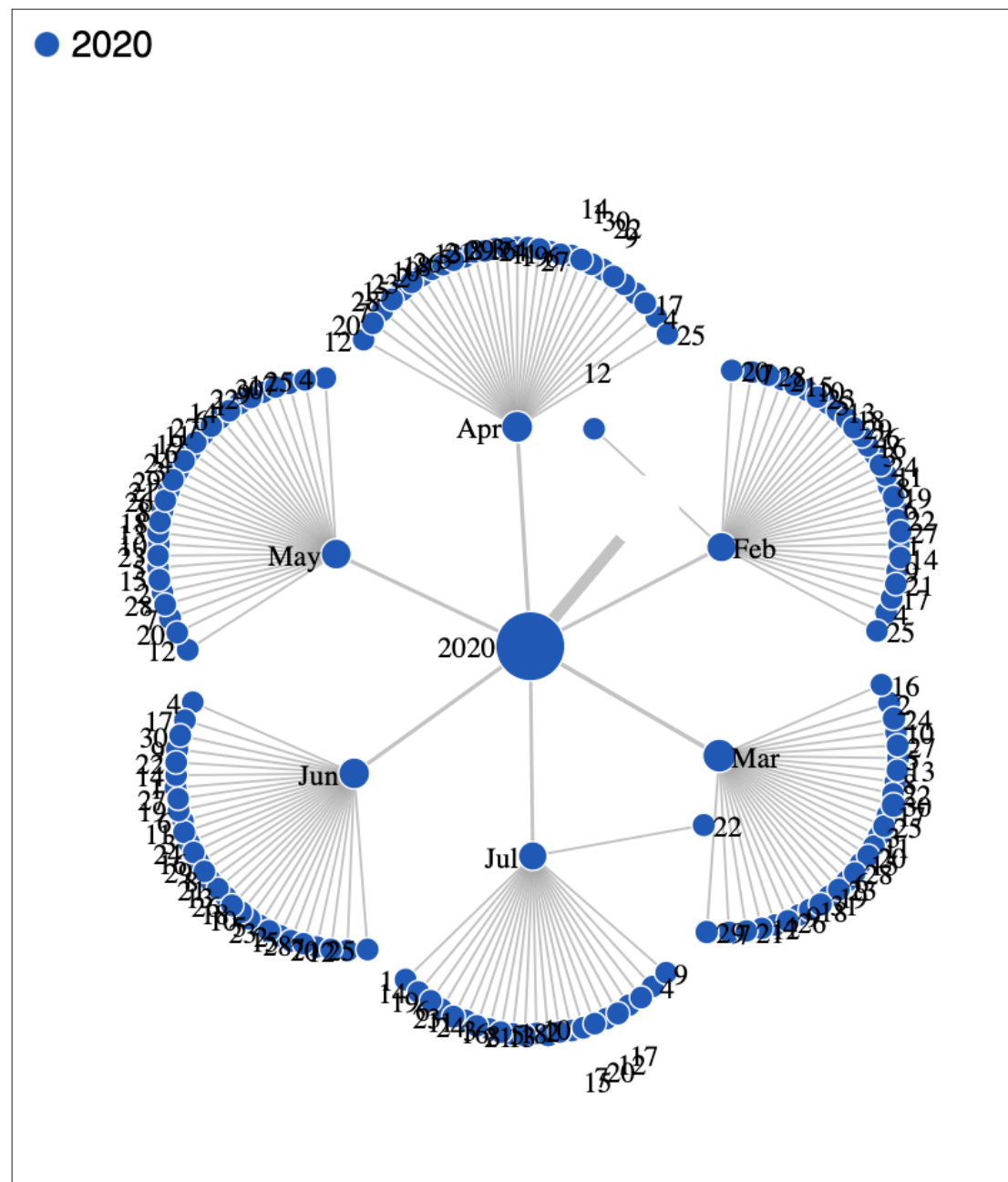
Based on AT&T recommendation:
Visualization implication for AT&T Blue
And Branding Colors



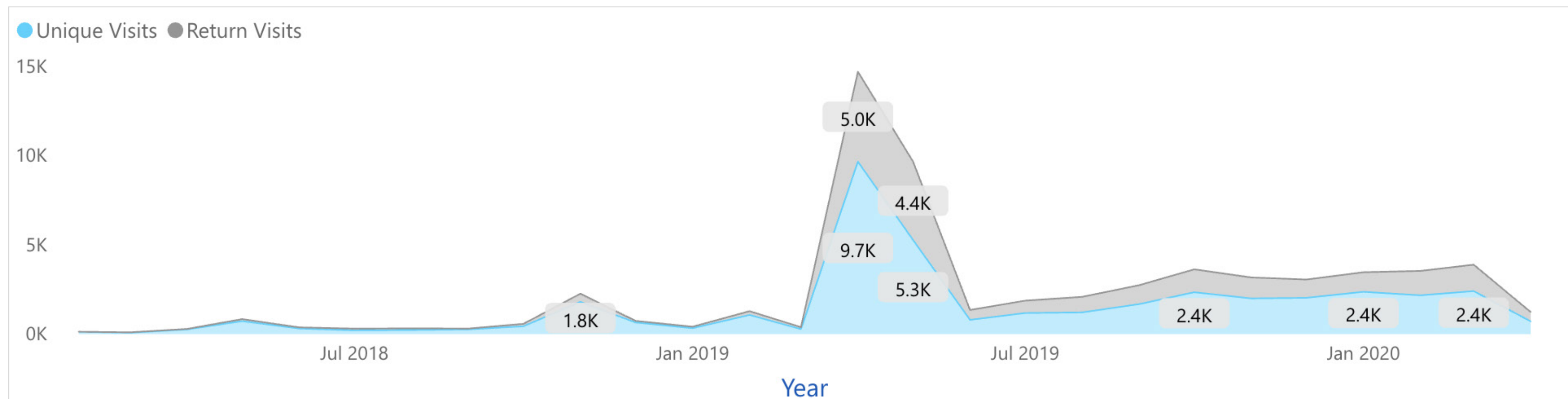
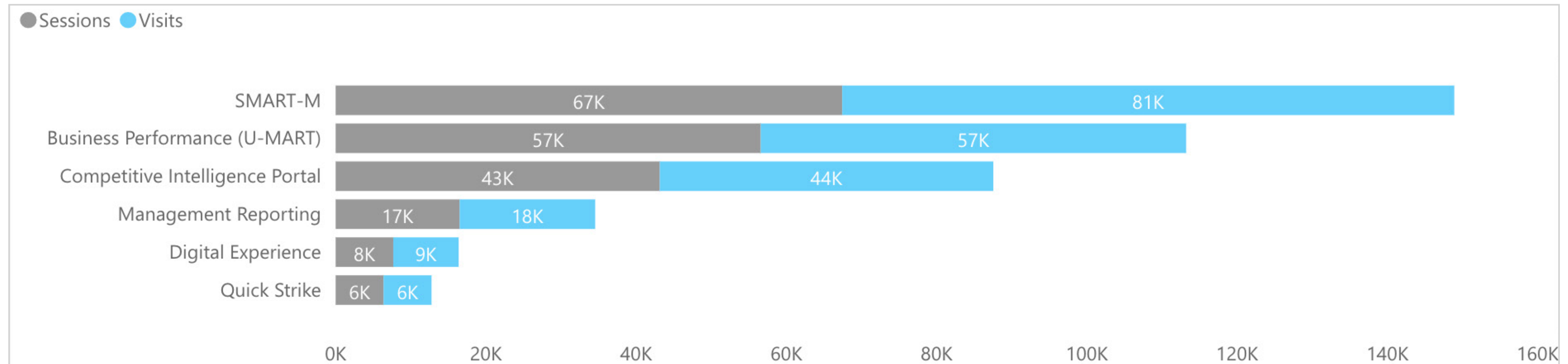
Visualization implementation : 1 color



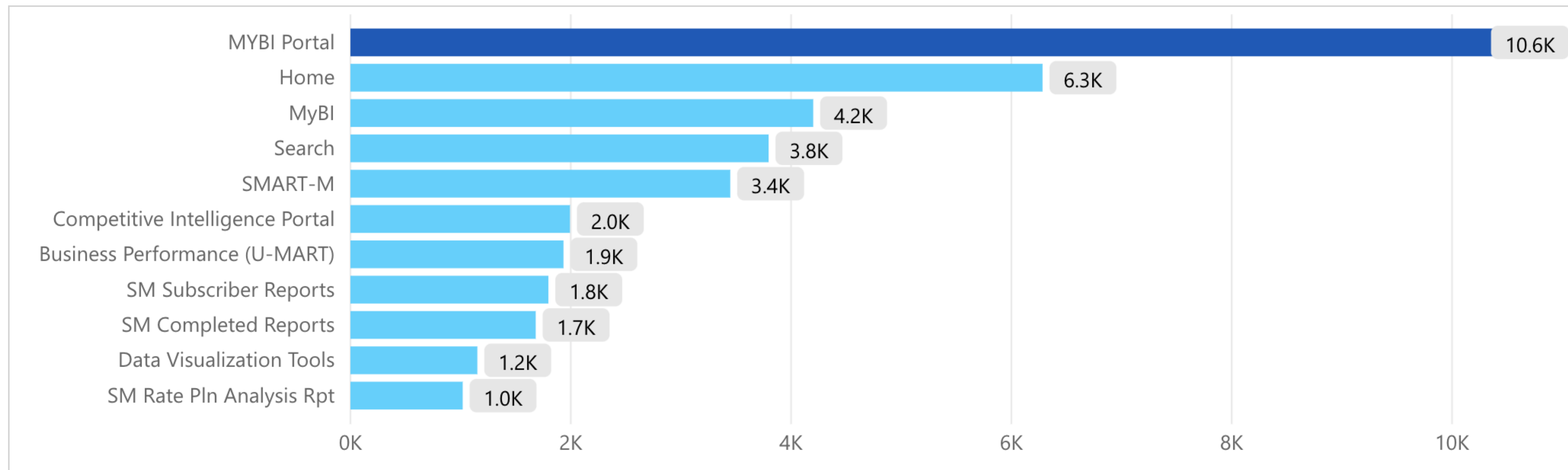
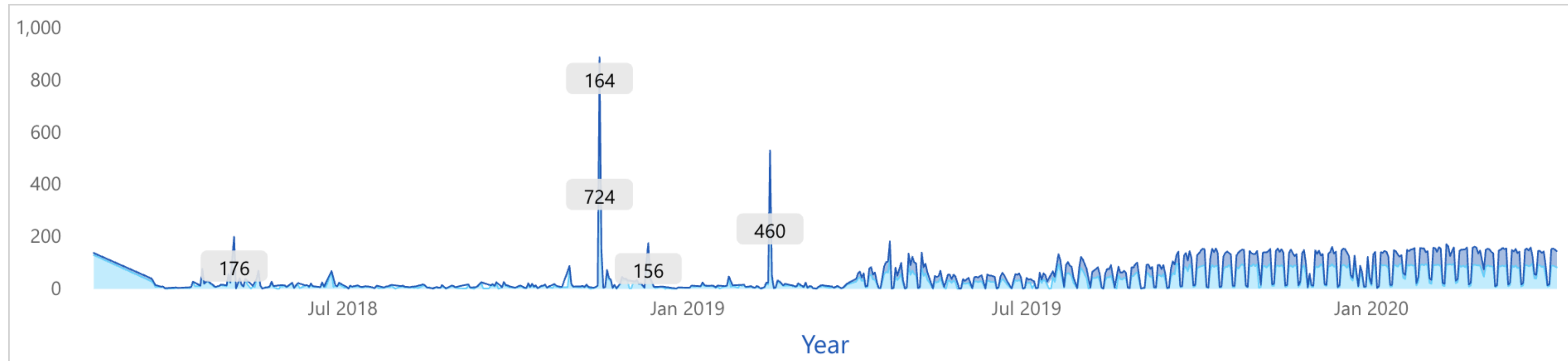
Visualization implementation : 1 color



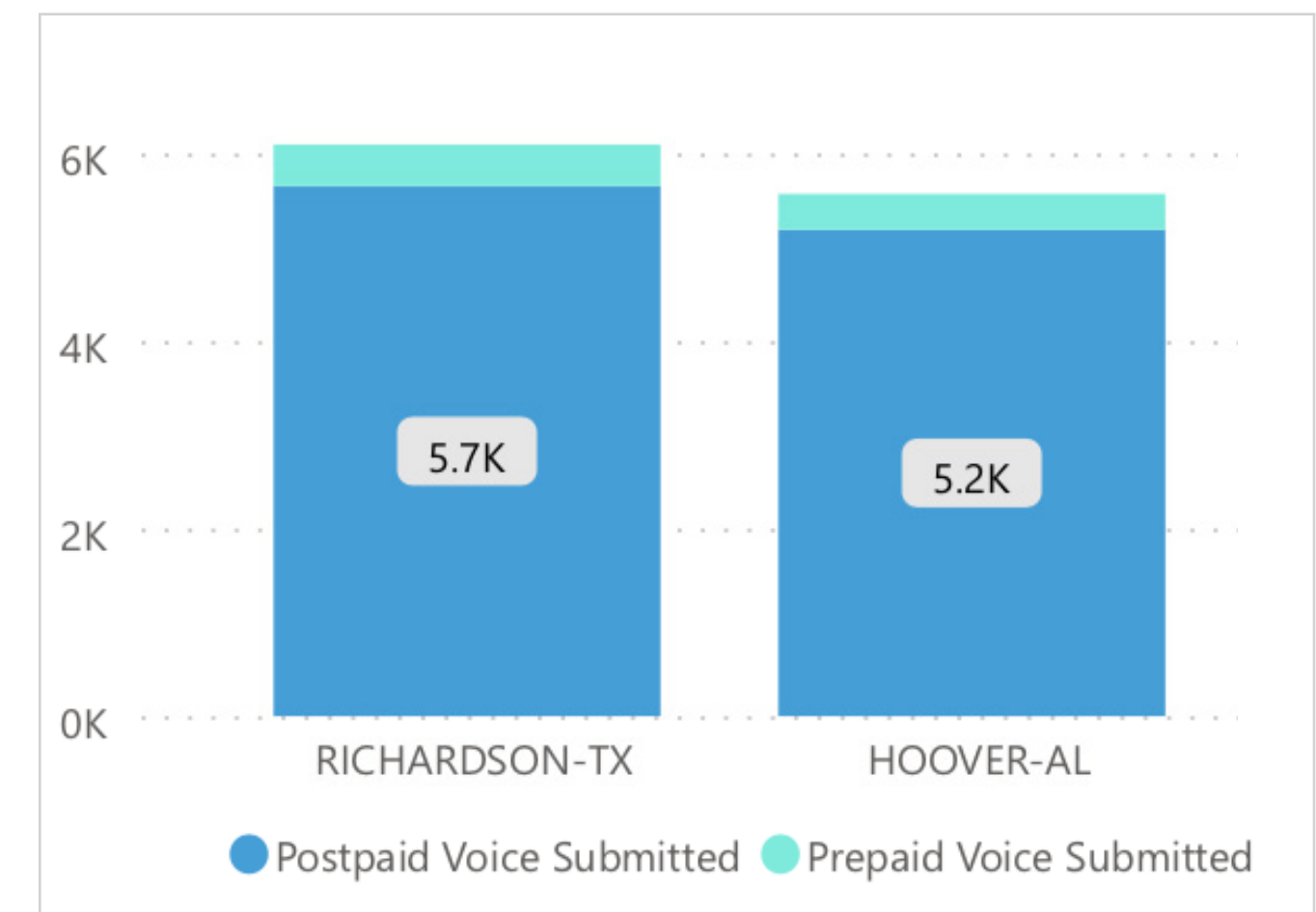
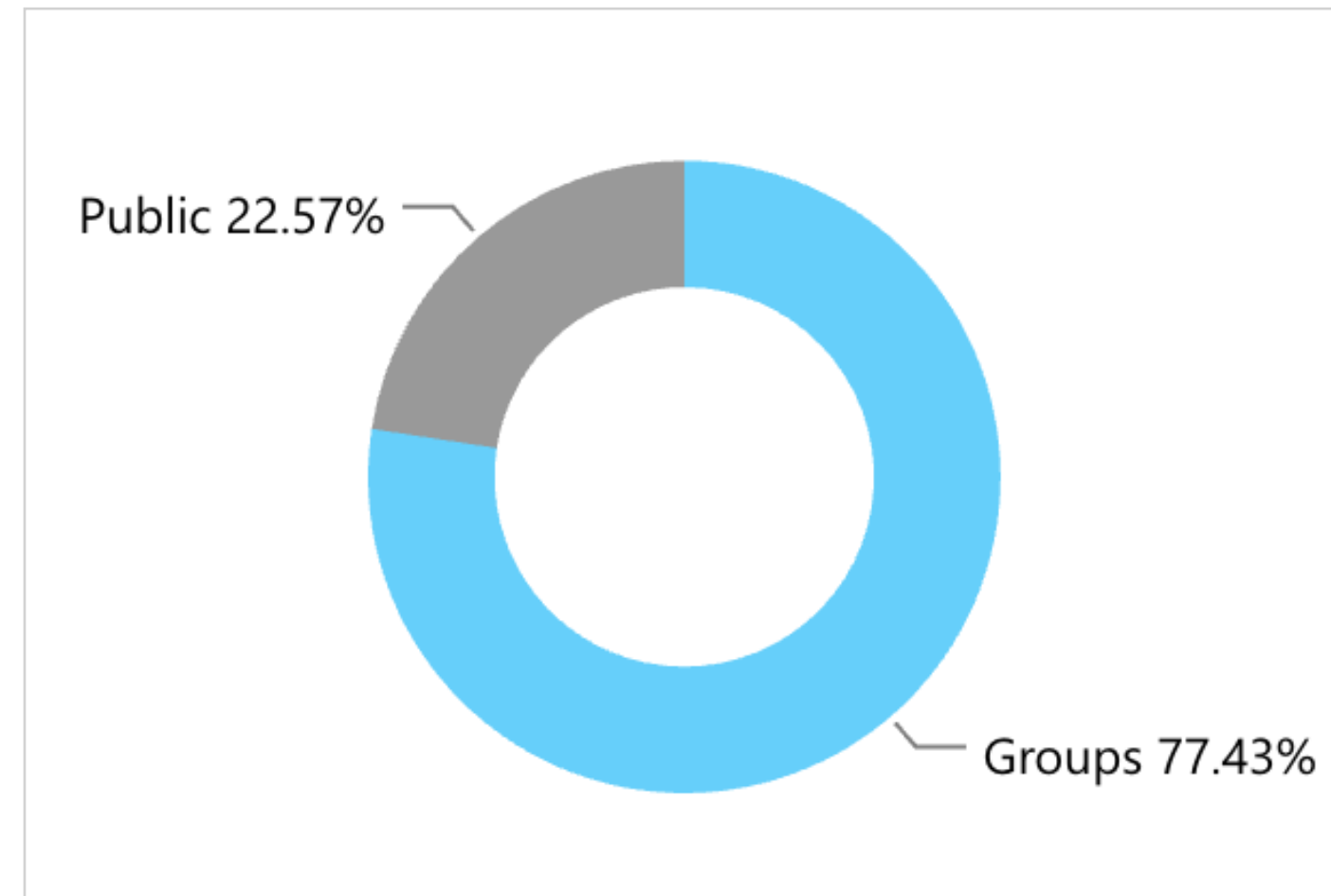
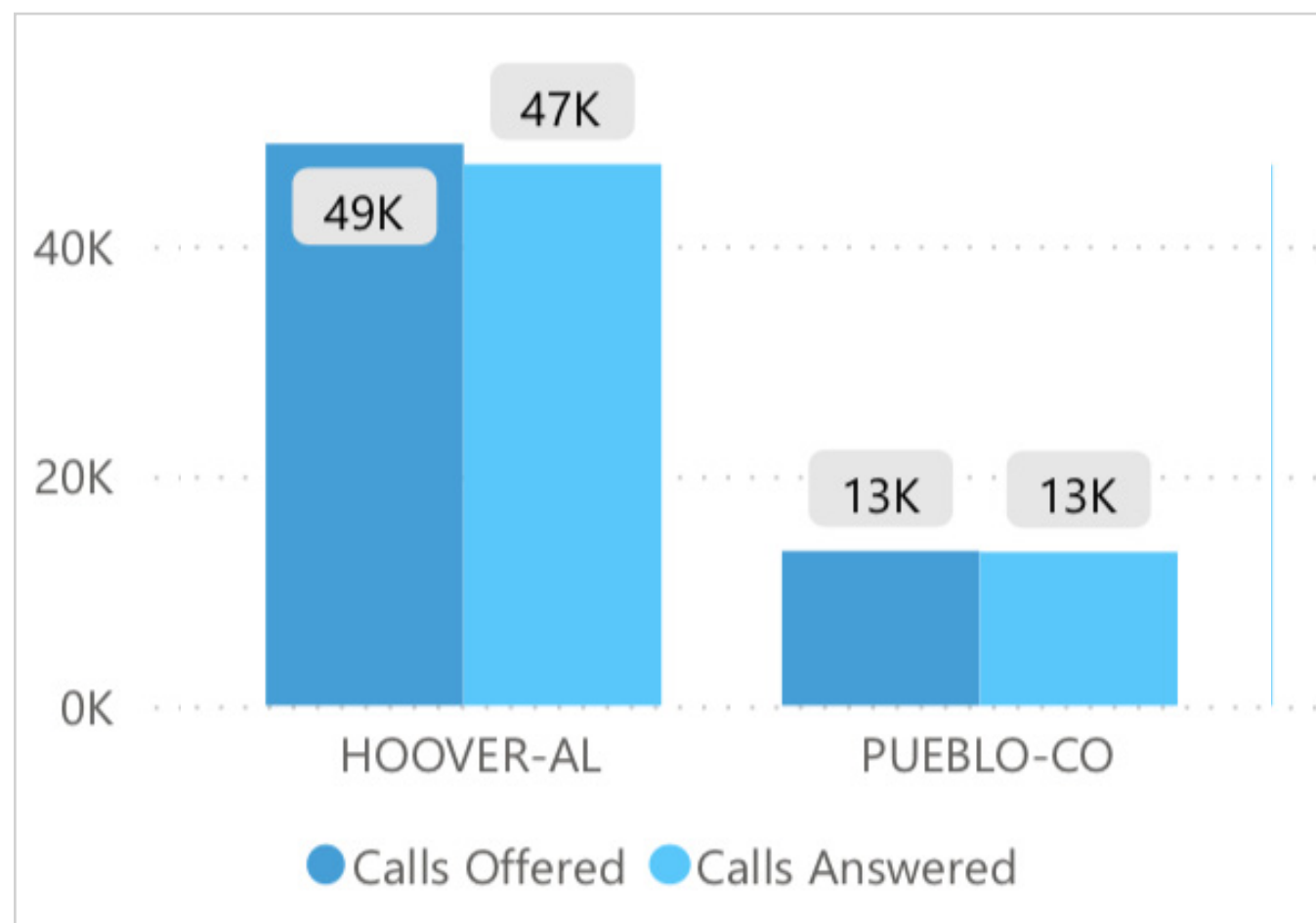
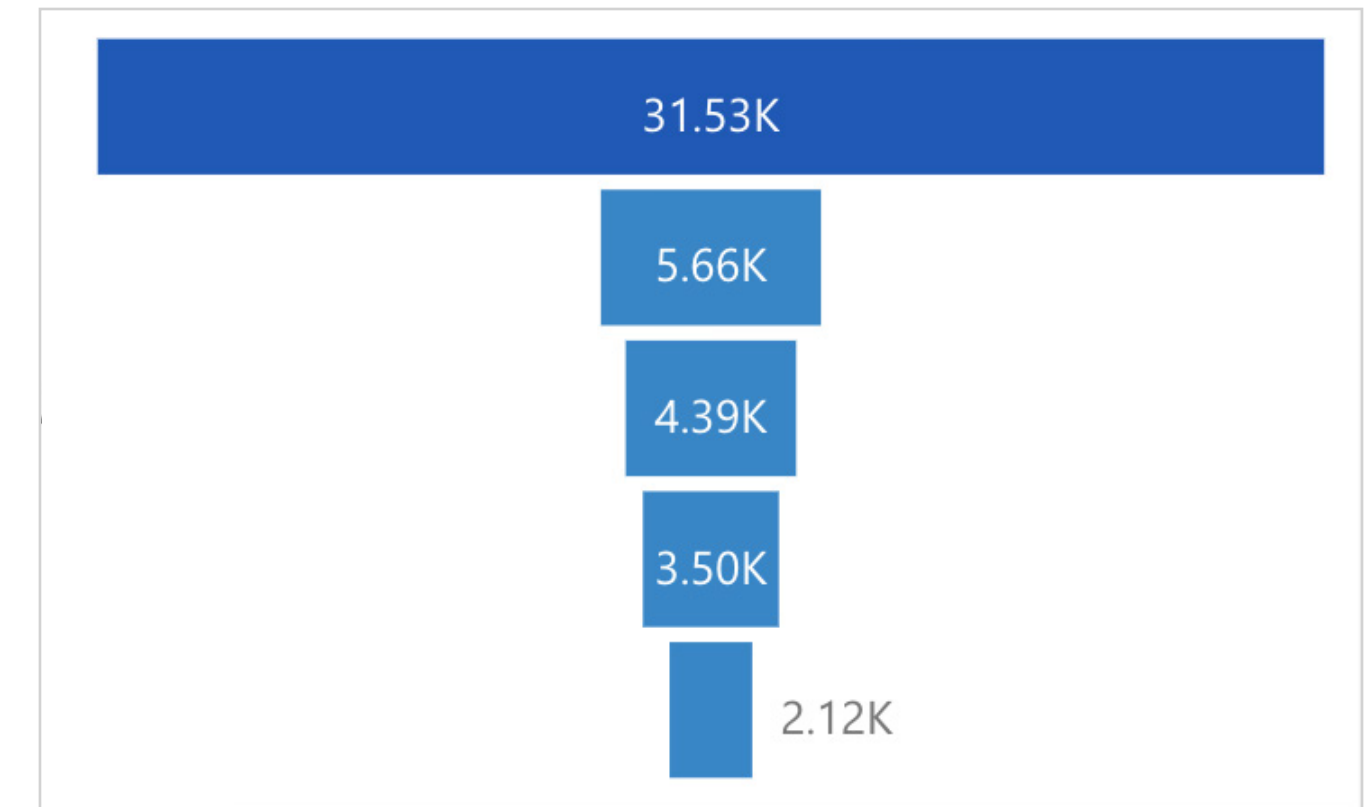
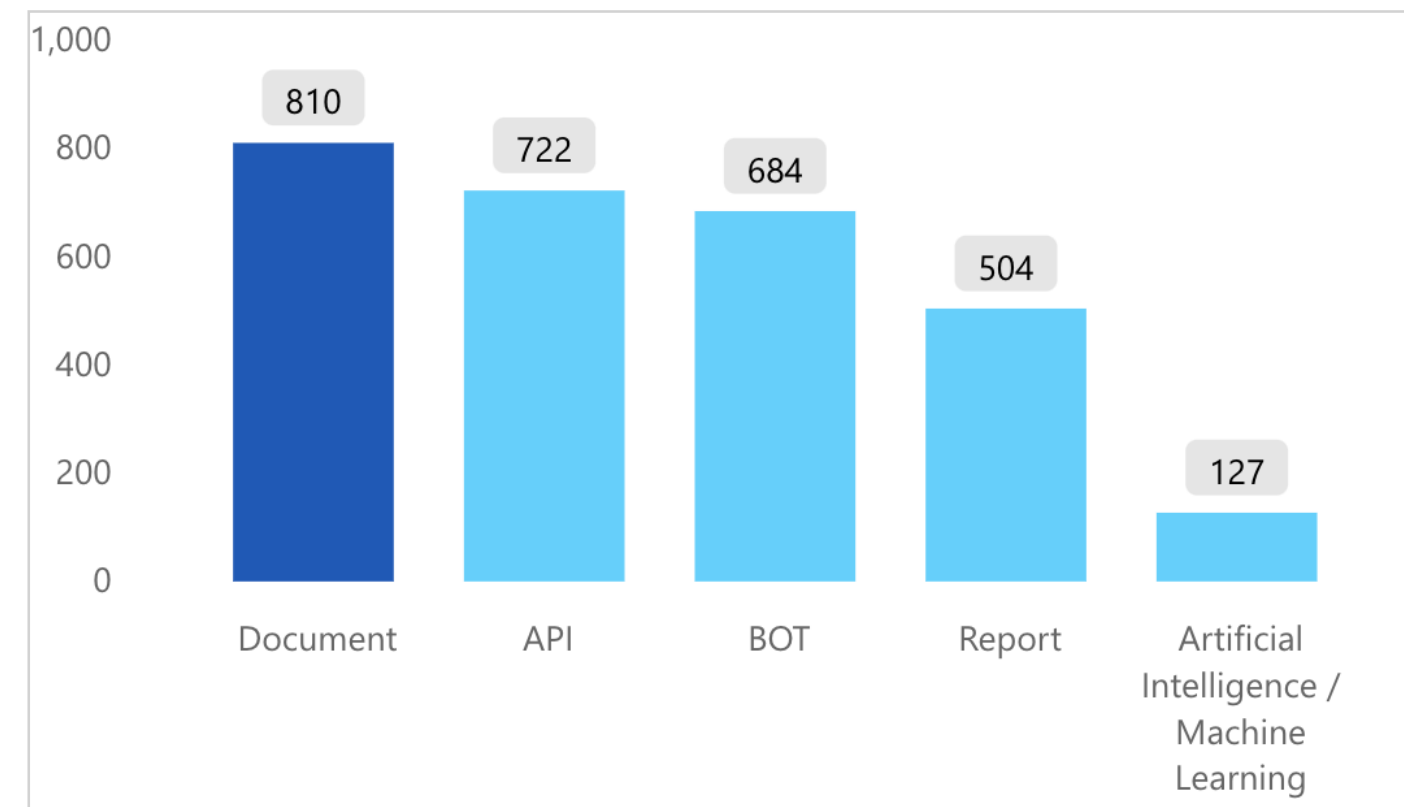
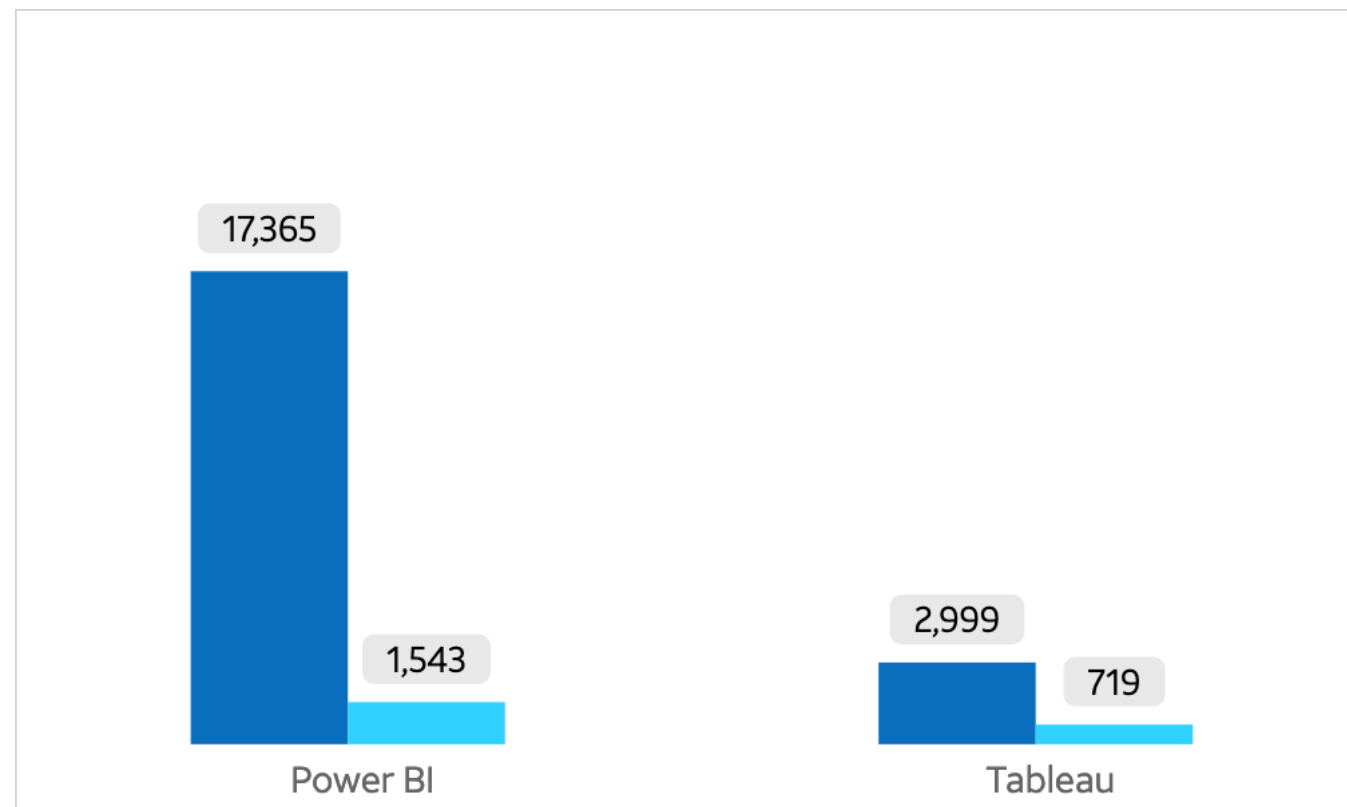
Visualization implementation : 2 naturally pair color



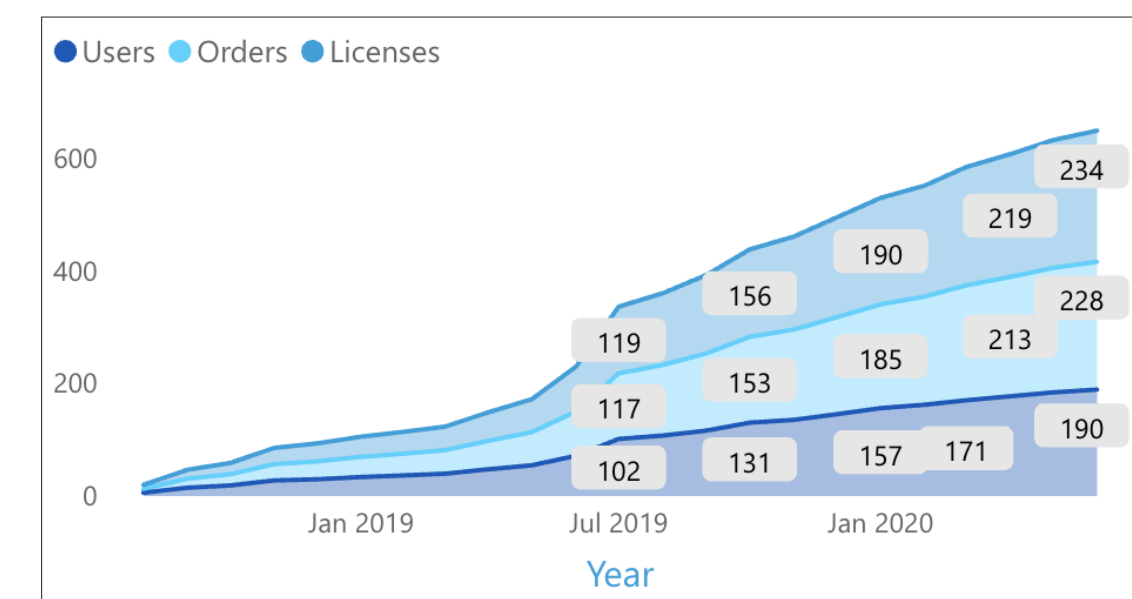
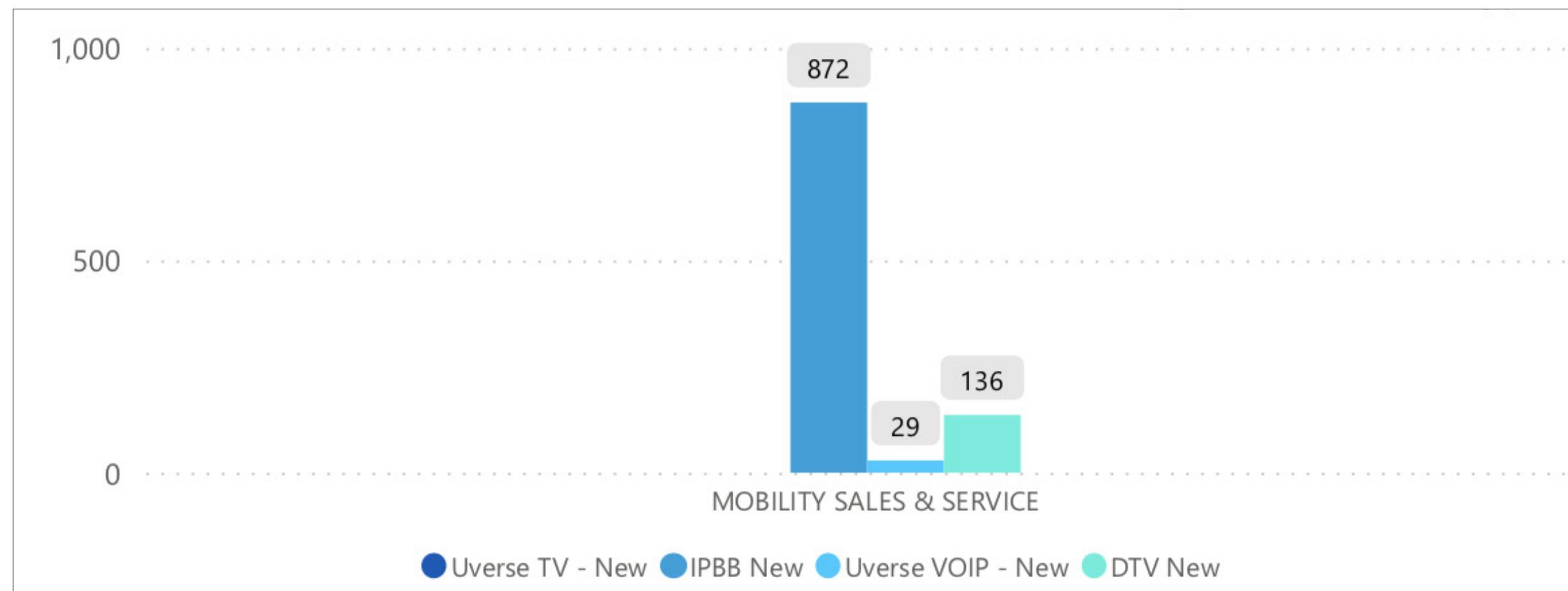
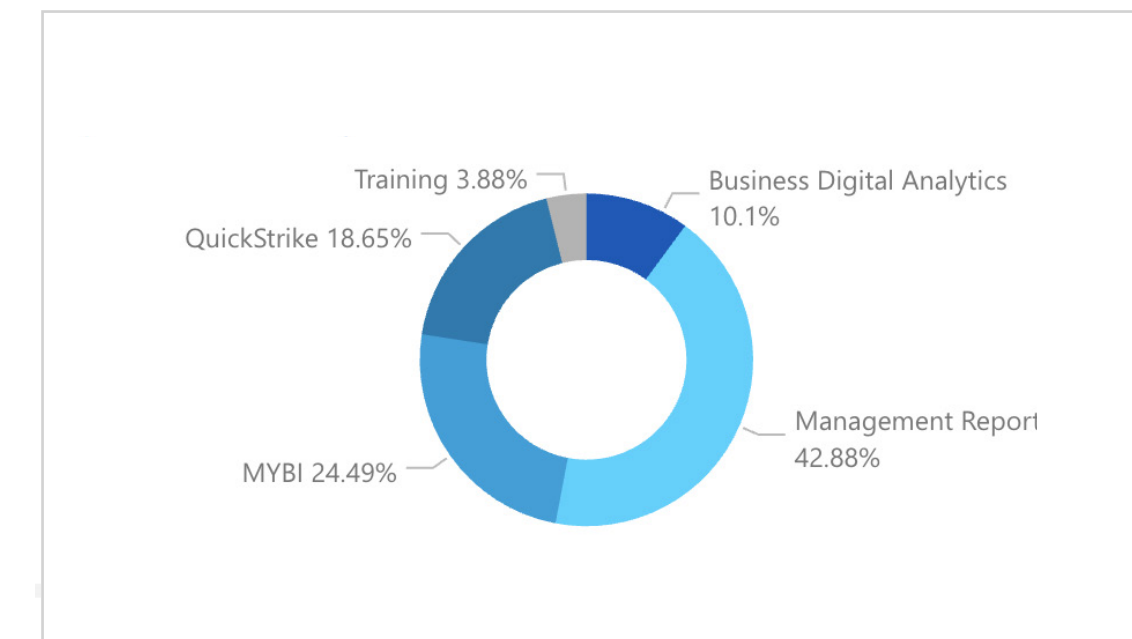
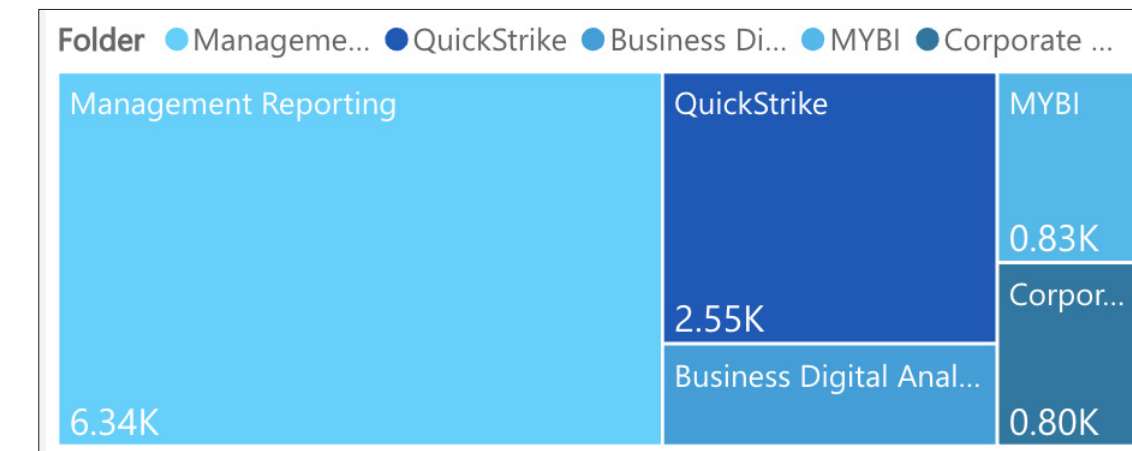
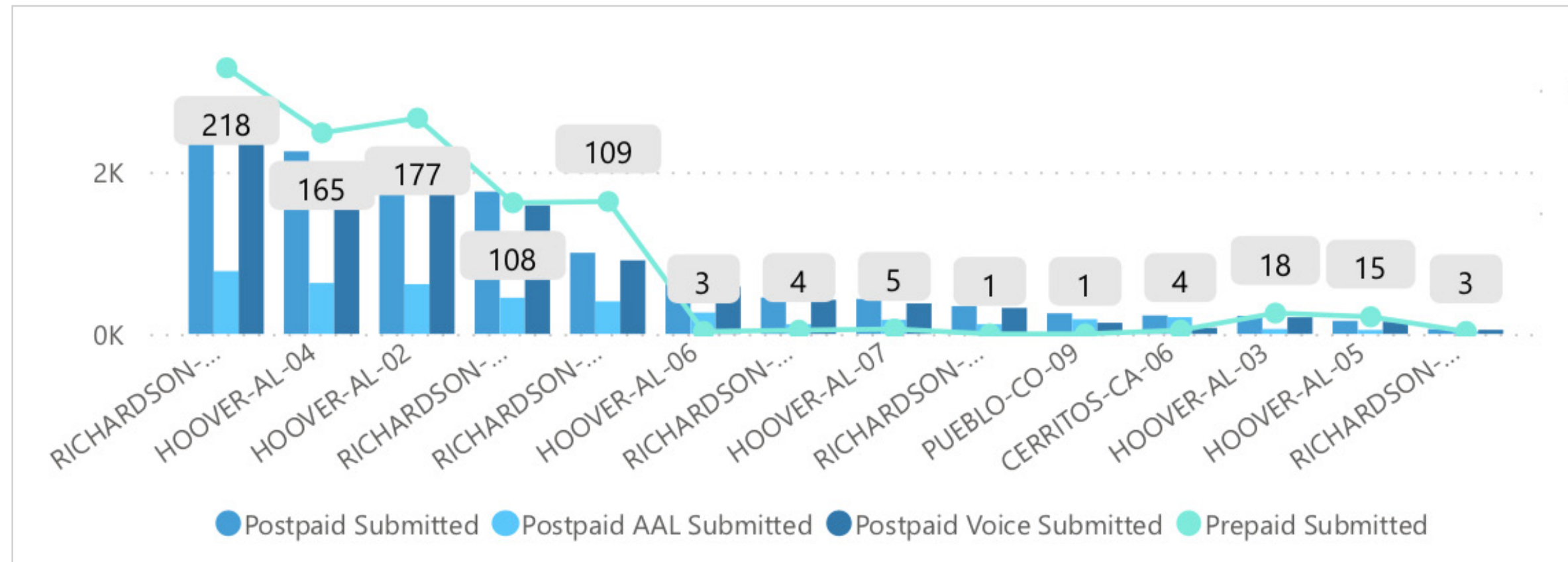
Visualization implementation : 2 naturally pair color



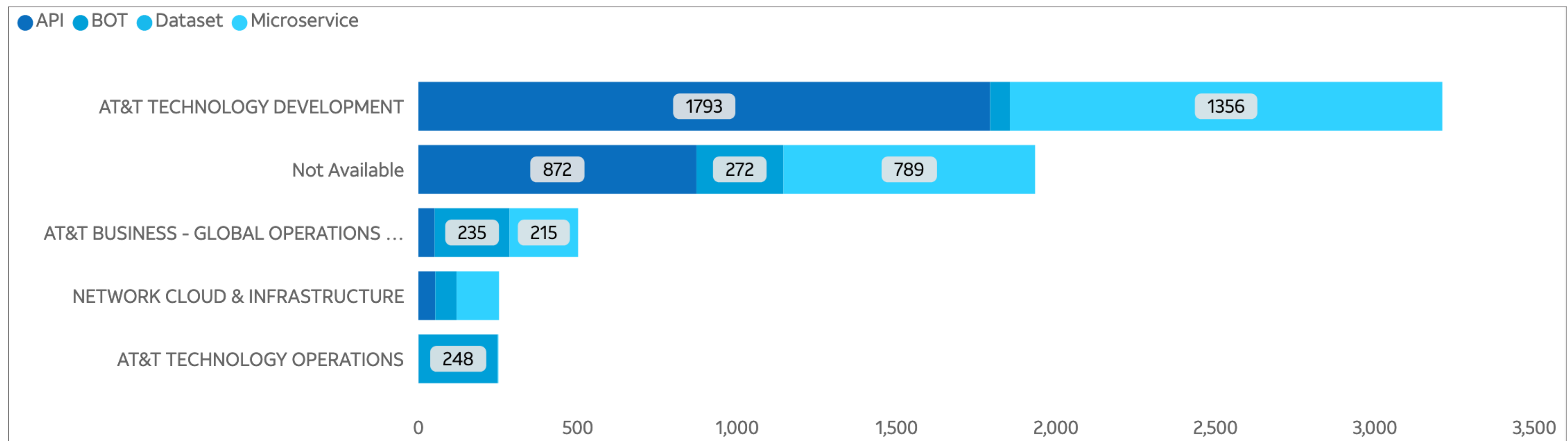
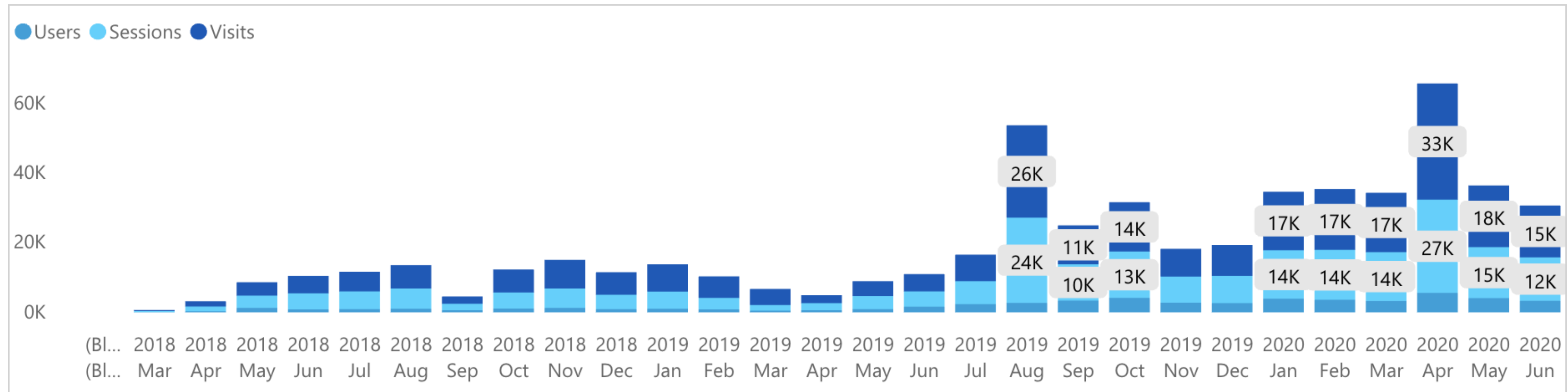
Visualization implementation : 2 naturally pair color



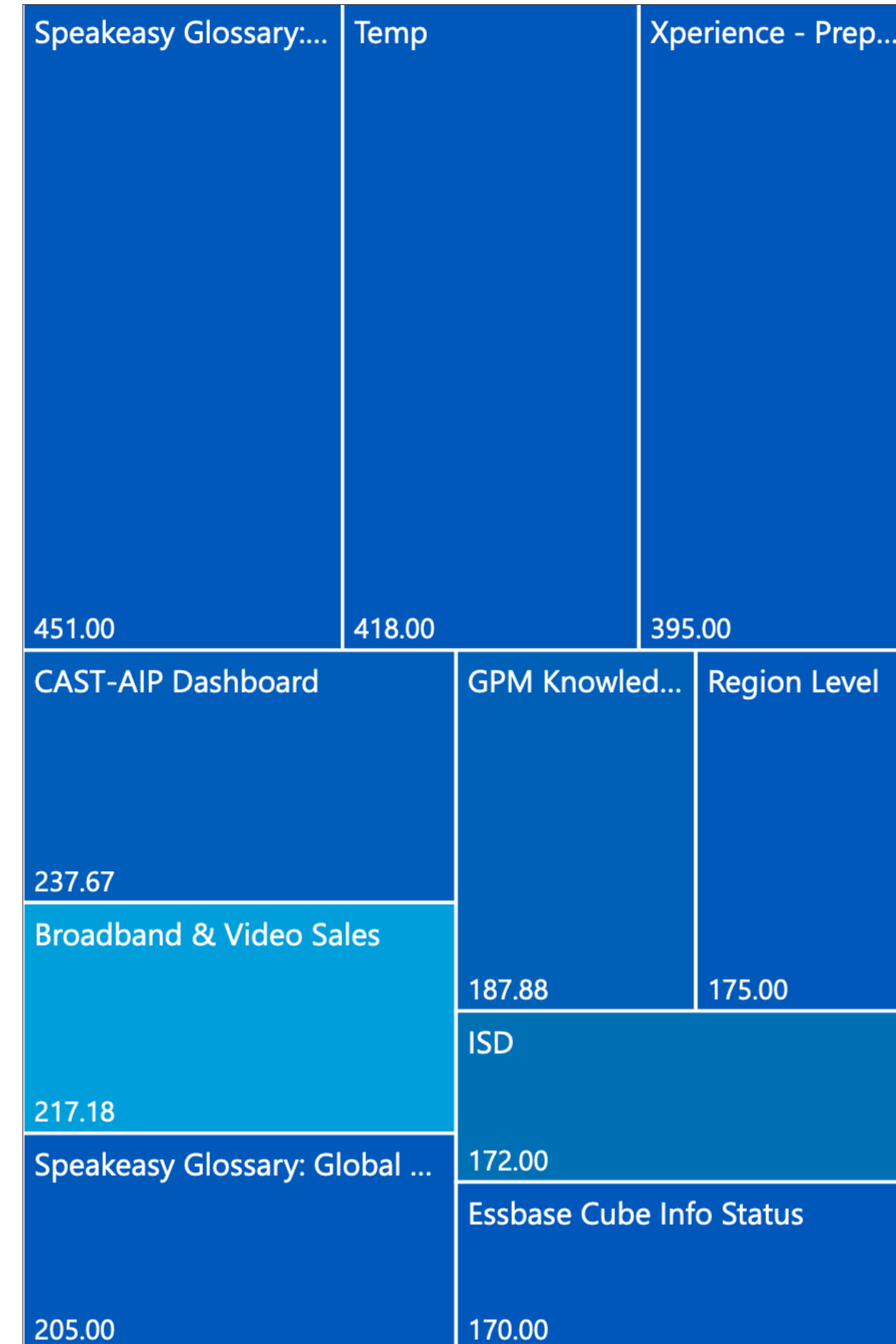
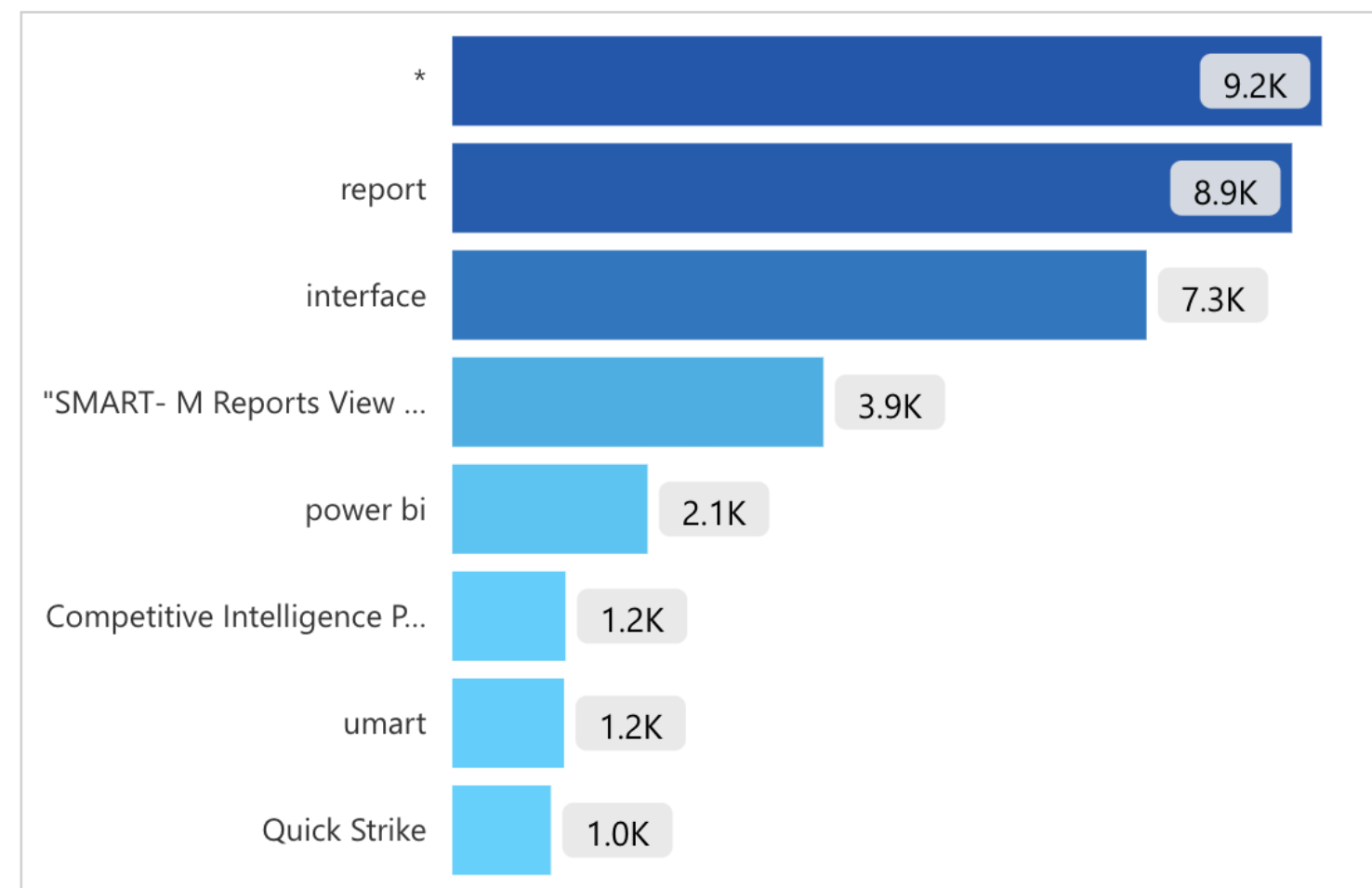
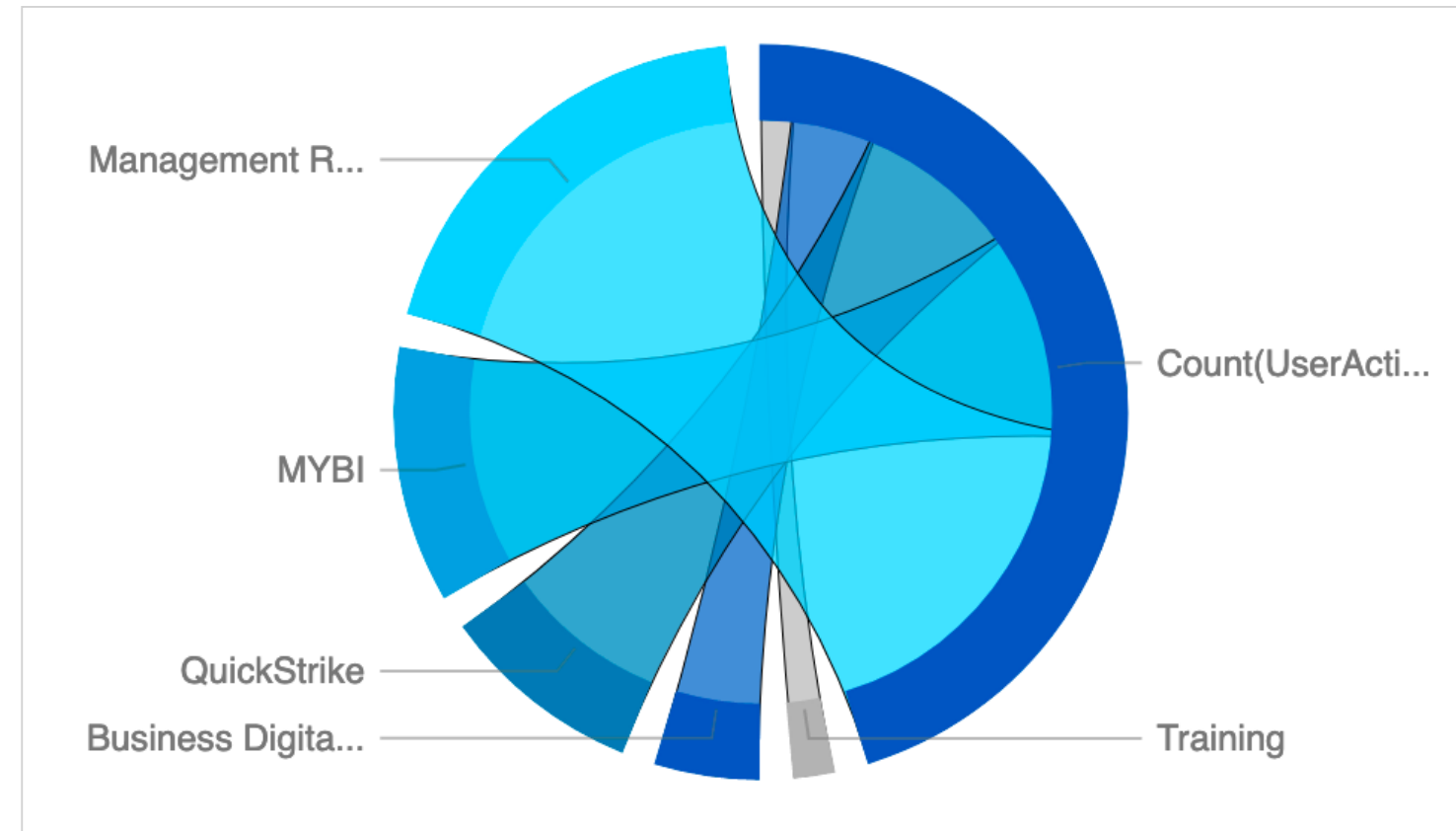
Visualization implementation : Cool Blue tone



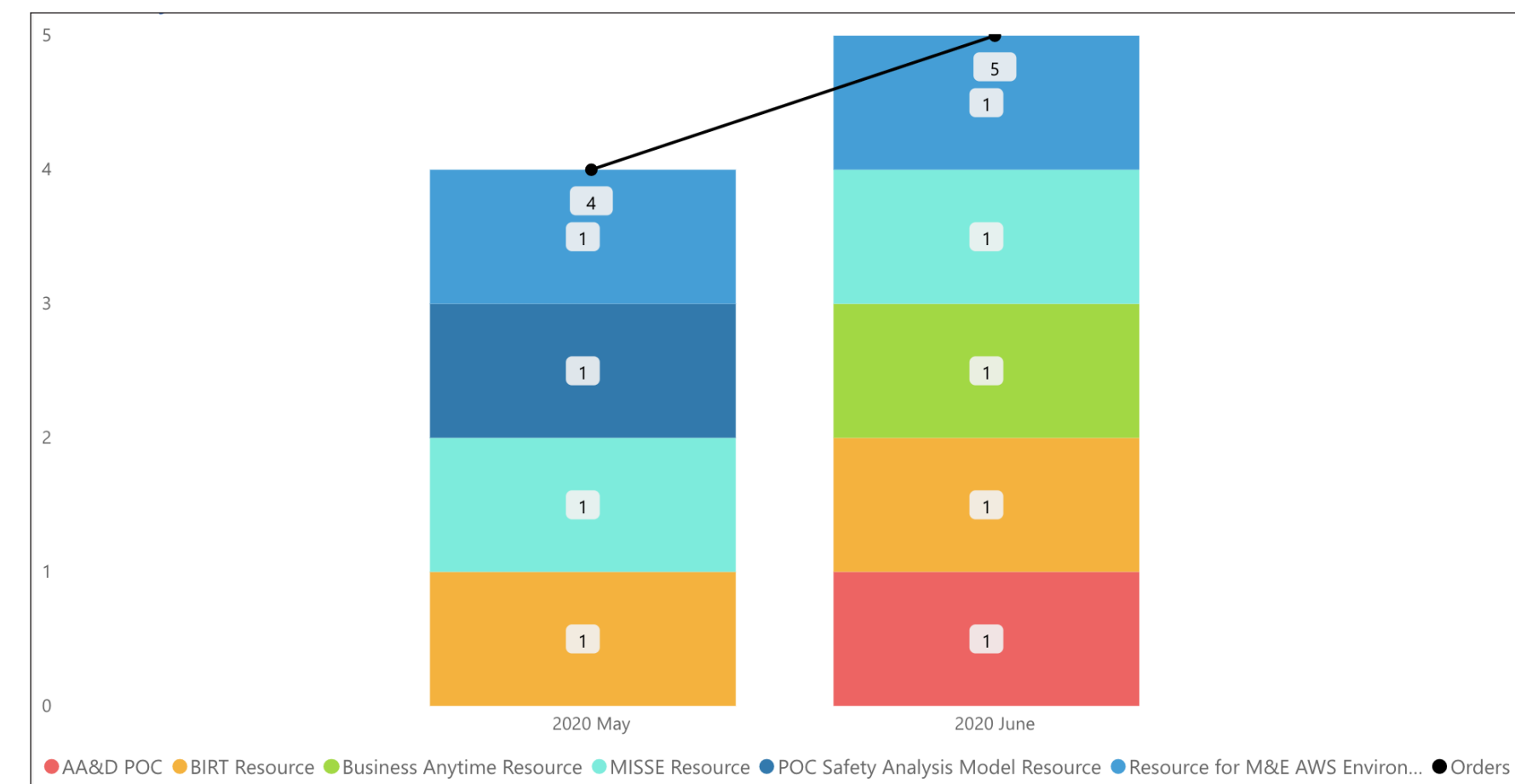
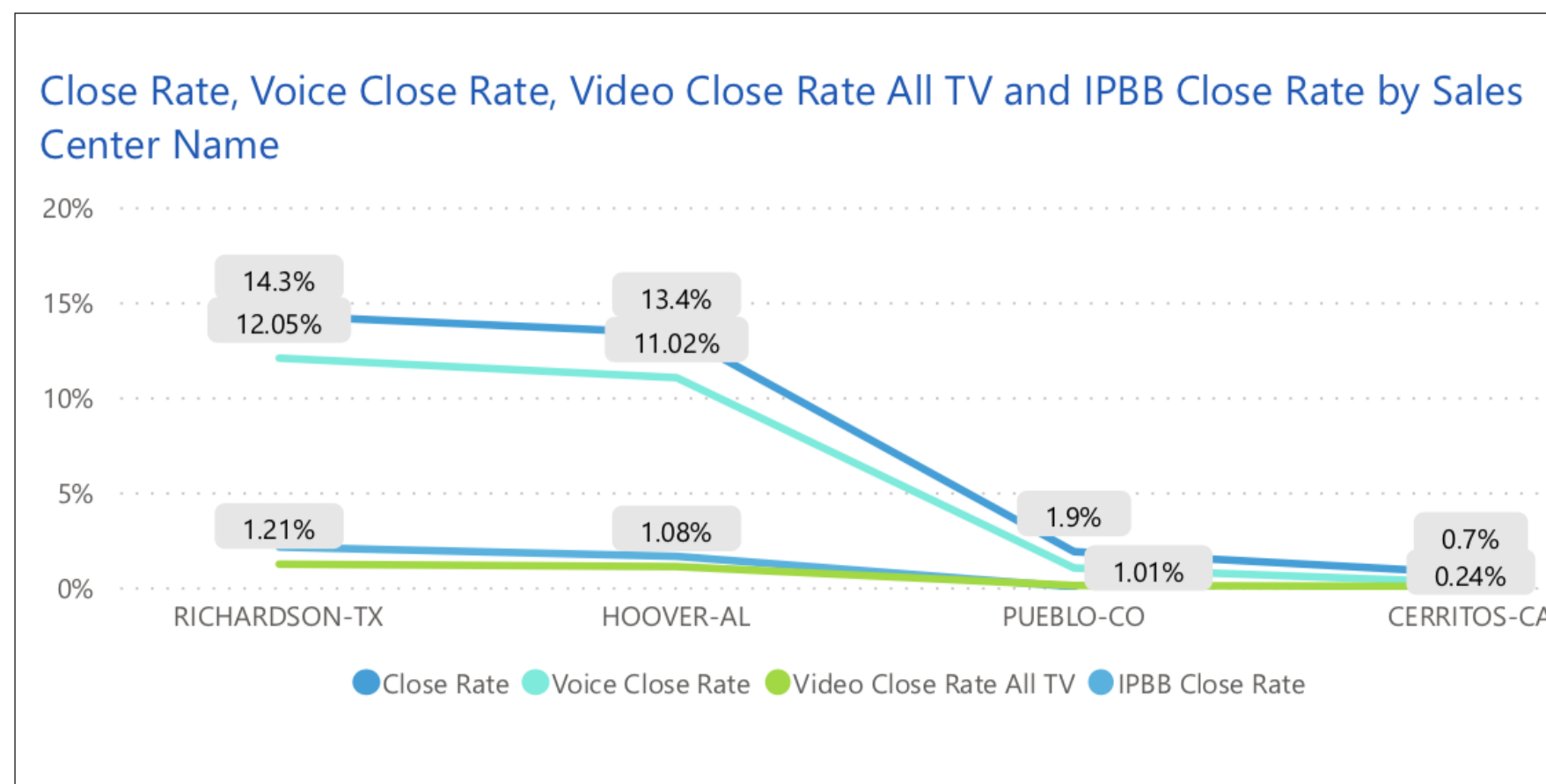
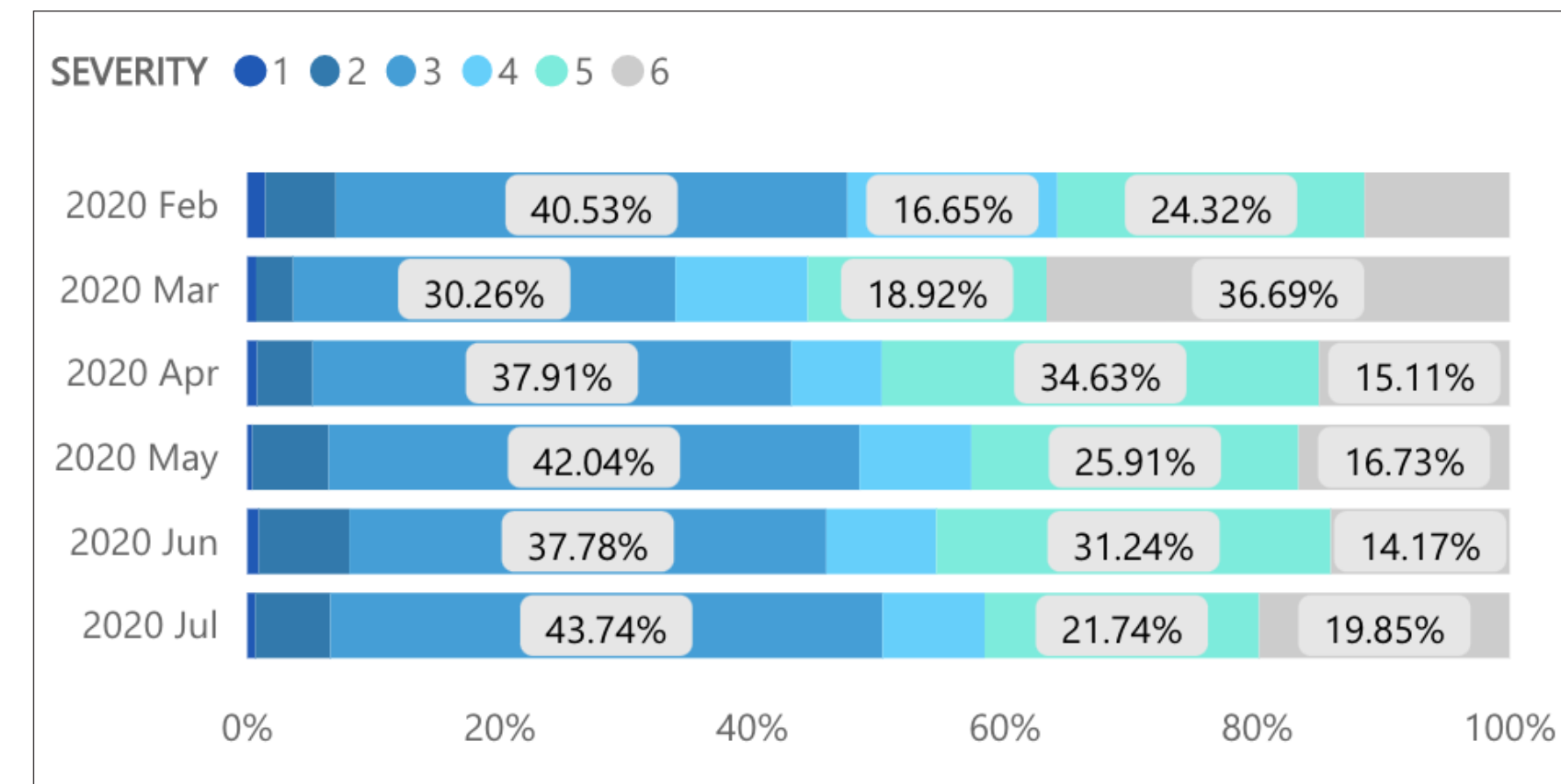
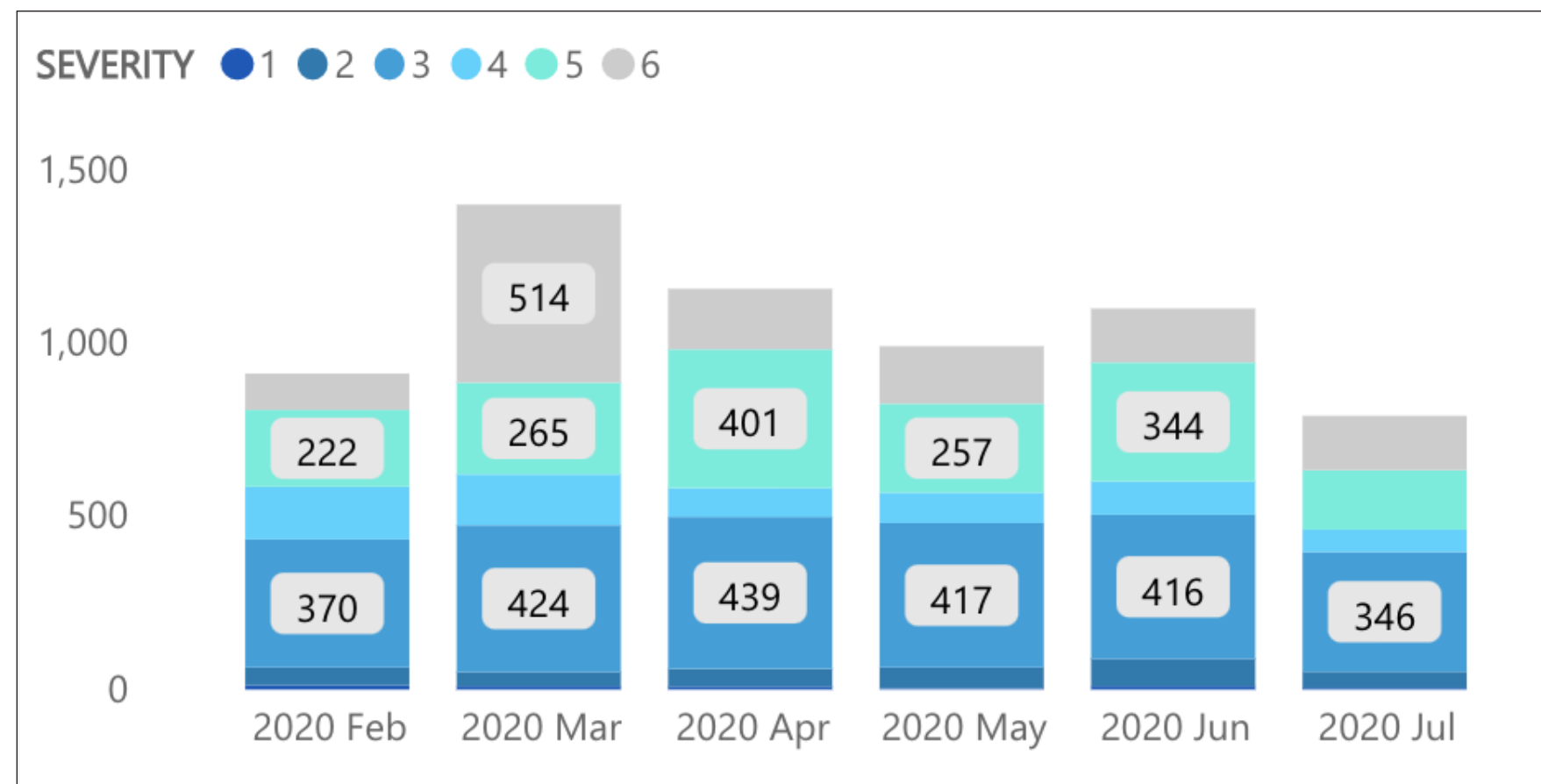
Visualization implementation : Contrast of Blue tone



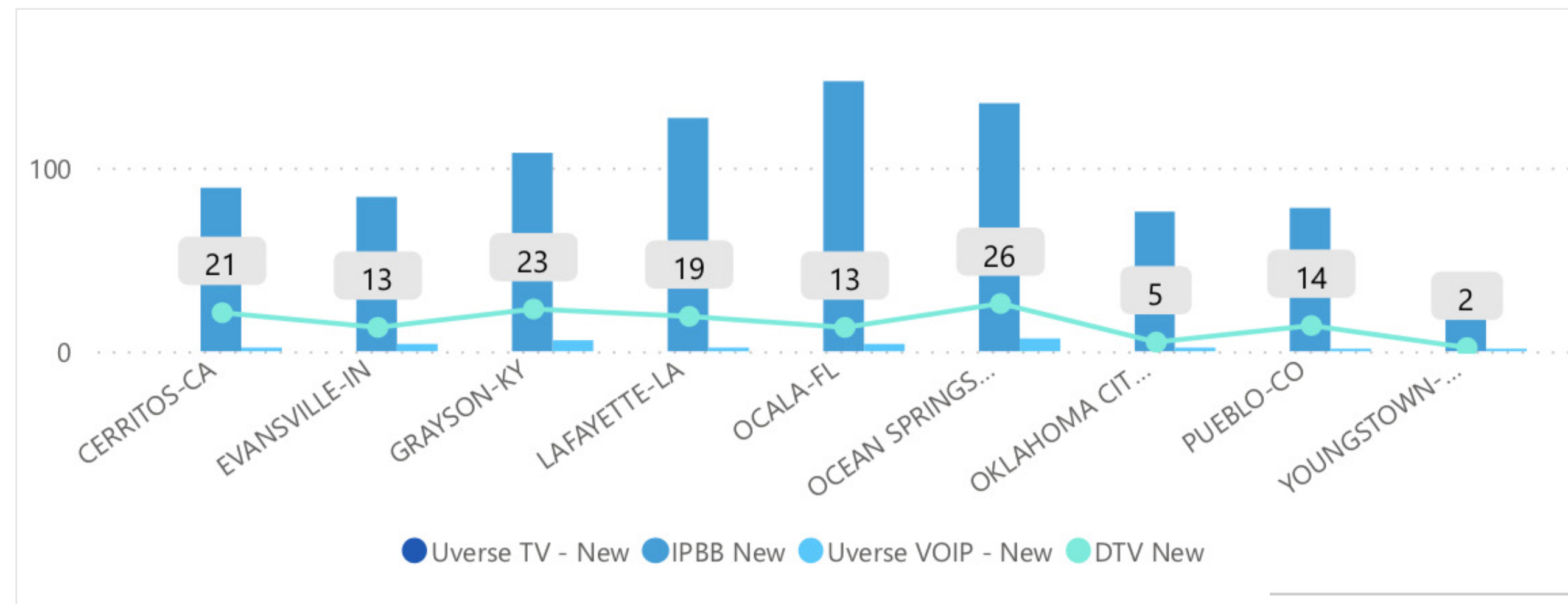
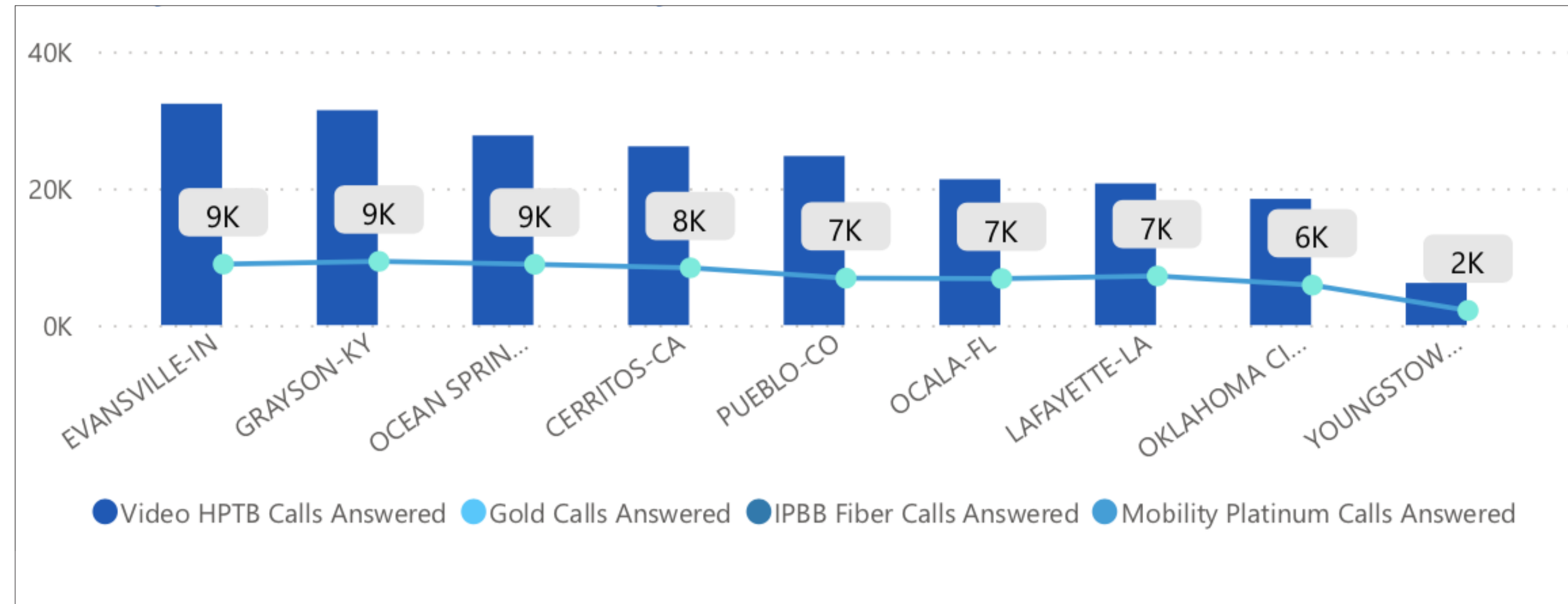
Visualization implementation : Blue Gradient



Visualization implementation : Cool Blue tone and Multiple color



Visualization implementation : Blue tone and hierarchy cool color



Visualization implementation : Blue tone and hierarchy multiple color

