BI Pixie:
Know your BI audience

HTTPS://BIPIXIE.COM

Gil Raviv, DataChant
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Get it from Microsoft Azure Marketplace

Get it from Microsoft AppSource

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ABOUT DATACHANT

Microsoft
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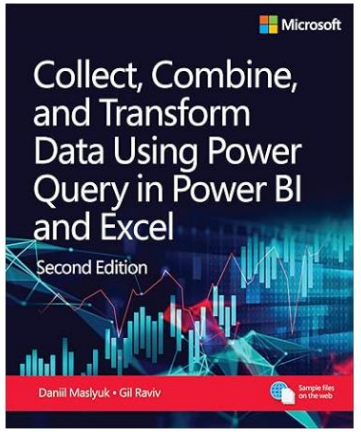
Microsoft for Startups

- DataChant Consulting is a Microsoft ISV and a Fabric partner
- Publisher of BI Pixie as our flagship product on Azure
- Top publisher of 10 Power BI apps on AppSource
- Offers consulting services and training for enterprises (Azure Data & AI space)
- Founded by Gil Raviv in 2020

Microsoft® Most Valuable Professional

About Gil

- BI industry leader
- Microsoft MVP (6 years)
- 2-year FSTRA (Fast Track Solution Architect) 2020 – 2021.
- Led global BI practices in Avanade/Accenture & AWS
- Author of a Microsoft Press Power Query book, 5 languages, 2 Editions



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YOU MADE IT!

Any of the use-cases below fits your role?

- You are the owner of mission-critical reports and lead a strong team of subject-matter experts
- C-level executives rely on your dashboards
- External audiences consume your dashboards
- You manage or influence 7-figures projects or teams to deliver dashboards

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BUT THERE ARE CHALLENGES...

- Low adoption of your dashboards
- Insufficient user feedback
- Your team is overwhelmed
- No data to make informed prioritization of your backlog
- The ROI of your dashboards is unclear
- Getting fundings to new projects is hard

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THE ROI OF POWER BI

- Forrester (2020): Investment in Power BI led to
  - **+366%** ROI
  - **+2.5%** in operating income
- Forrester (2024): Investment in Fabric led to
  - **+379%** ROI
- Your Power BI dashboards are digital products
  - But do you measure their effectiveness and take informed-decisions to optimize their ROI?

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WHAT IS MISSING IN TODAY'S SOLUTIONS

- Power BI provides out-of-the-box usage metrics that provides report/page views only
  - No usage beyond page views on end-users
  - Same report may be counted multiple times due to Power BI apps
  - No page views from mobile devices
  - No user identities in App-owns-data reports embedded in 3rd party SaaS (e.g. Salesforce Connect)
- The other Microsoft tools focus on performance and auditing of BI developers
- 3rd party tools such as Microsoft Clarity and Google Analytics track engagement in Web Apps, but you cannot use them in Power BI

BI Pixie is the only solution that tracks usage in the level you need

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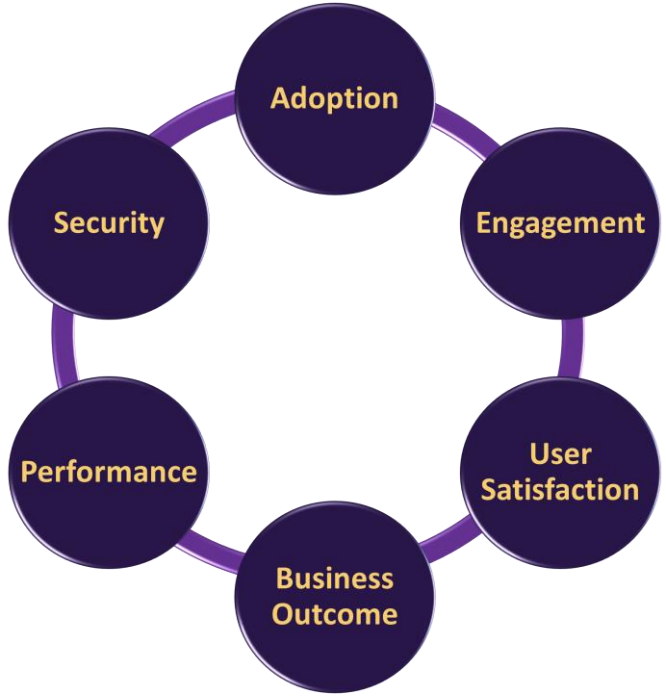
BI PIXIE

- An innovative solution that measures the effectives of your Power BI portfolio
- The only solution that tracks engagement in dashboards (Power BI reports) on any platform
- Best-of-breed analytics to measure dashboards effectiveness through multiple lens:
  - Adoption & Attrition
  - Engagement
  - User Satisfaction
  - Business Outcome
  - Performance
  - Security & Governance
- The data never leaves your organization
- The solution can be ready to go in minutes



Get it from Microsoft Azure Marketplace

Get it from Microsoft AppSource

Microsoft
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User guide here

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THE BENEFITS OF BI PIXIE

- Make informed-prioritization of your backlog
- Take **empiric approach** to measure the effectiveness of your dashboards
- **Streamline a feedback loop** with your audience
- **Detect failures earlier**: Detect decrease in engagement and reach out to disengaging users
- **Learn faster from success**: Study dashboards with higher engagement or satisfaction, and apply the winning factors on dashboards with lower engagement
- **Lower TCO**: Optimize on resources and licenses
- **Measure the ROI** of current and future BI initiatives, and justify past spending
- **Know your audiences** – internal and external end-users (including anonymous users) across all platforms
- Evaluate business preferences of your audience as they are made through slicing and dicing in the dashboards
- Audit data exports, suspicious behaviors by report consumers, and real-time data leaks due to Row-Level Security flaws

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KNOW YOUR BI AUDIENCE

BI Pixie Dashboard is available on AppSource

- BI Pixie Dashboard Starter (Power Platform)
- BI Pixie Dashboard (Azure)

You select the app that fits your architecture and expected volume of usage

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BI PIXIE CAPABILITIES BY TIER

	Standard	Professional	BI Team	Enterprise
Capabilities				
Adoption	✓	✓	✓	✓
Engagement	✓	✓	✓	✓
Deeper Insights	—	✓	✓	✓
Business Outcome	—	—	✓	✓
User Satisfaction	—	—	✓	✓
Performance	—	—	—	✓
Security & Governance	—	—	—	✓

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STANDARD TIER

Adoption

- User adoption & onboarding
- User attrition / churn indicators
- DAU, WAU, MAU, DAU/MAU

Engagement

- Active vs. passive users, reports, pages and sessions
- Unused reports and pages
- Unique interactions (Slicers, Bookmarks; Links & Web Actions; Tooltips, Drillthroughs; Page naviagations)
- Session duration & avg. interactions (report/page)

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BI PIXIE VS. POWER BI USAGE METRICS

Passive or active user behavior	Activity	Power BI out of the box	BI Pixie
Passive	Page views	Supported in Usage Metrics (with some limits)	Supported
Active	Clicks on bookmarks	Not supported	
	Clicks on slicers and filters		
	Clicks on hyperlinks in tables, matrices, buttons, shapes and images		
	Drill-through actions		
	Tooltip views		
	Triggering interactions from specific visuals		
	Thumbs up/down Smile/frown		

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PROFESSIONAL TIER

	Standard	Professional
Capabilities		
Adoption	✓	✓
Engagement	✓	✓
Deeper Insights	–	✓

Deeper Insights

- Visual-level usage analytics using a Heatmap
- Selected data context tracked (slicers & visuals)
- Data auditing at user and visual levels
- Insights into visual types including custom visuals

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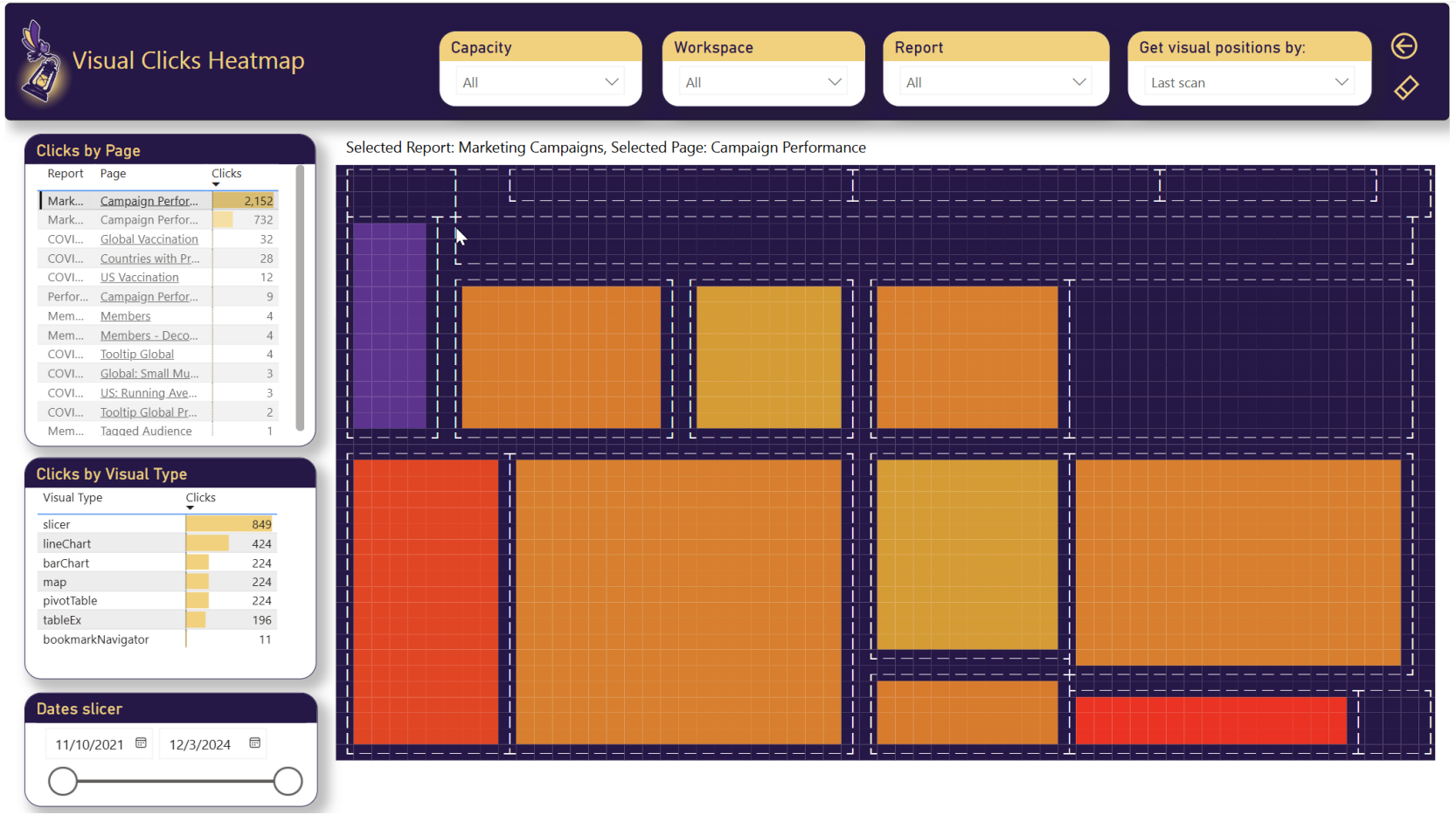
THE VISUAL CLICKS HEATMAP

Learn where users click and where they don't with the Visual Clicks Heatmap



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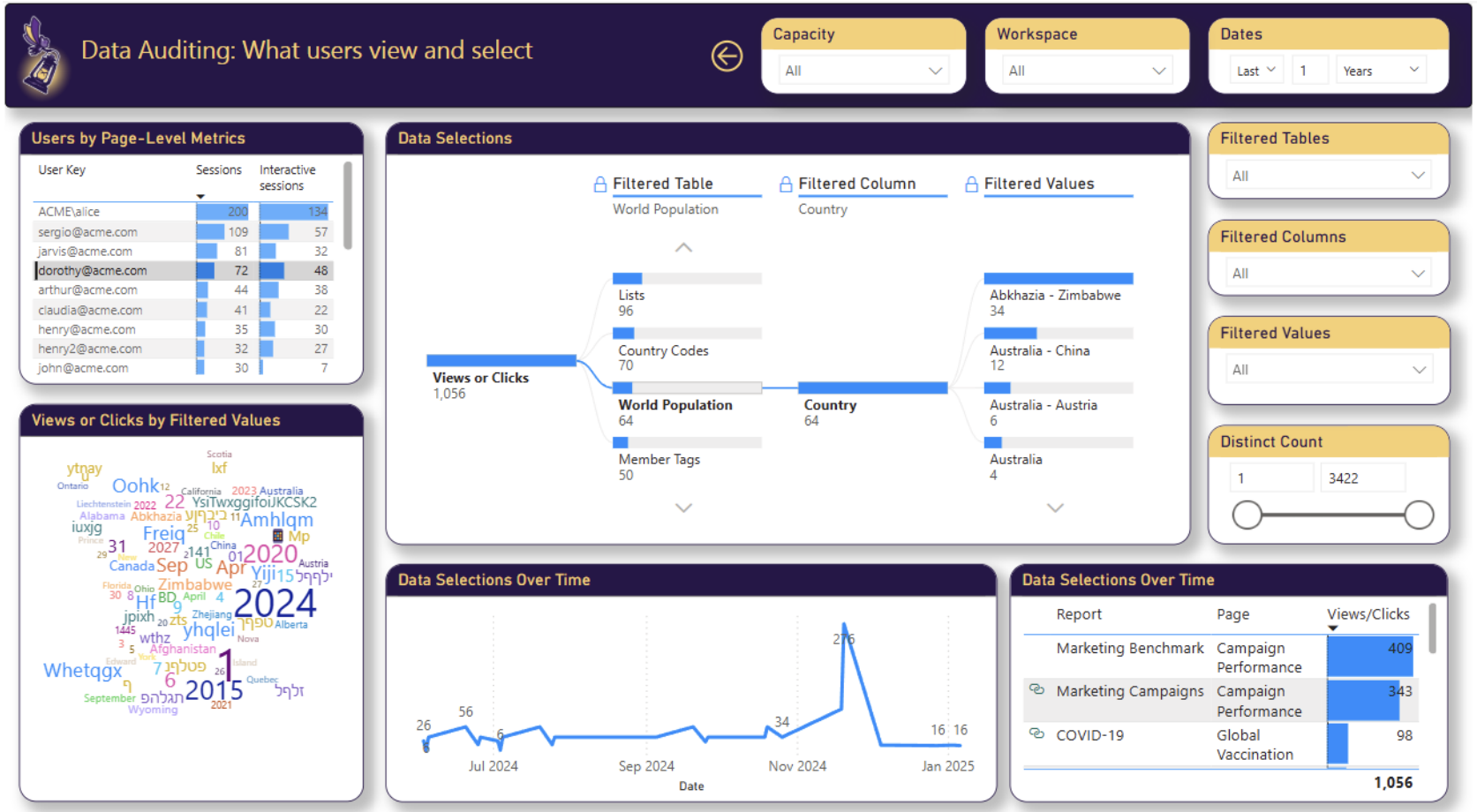
DATA AUDITING – WHAT USERS VIEW AND SELECT

Learn what data users select to find the data preferences of your audience or use BI Pixie to audit their clicks



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BI TEAM TIER

	Professional	BI Team
Capabilities		
Adoption	✓	✓
Engagement	✓	✓
Deeper Insights	✓	✓
Business Outcome	–	✓
User Satisfaction	–	✓

Business Outcome

- Breakdowns by capacities, workspaces, data sources
- Navigate from BI Pixie dashboard to reports and pages
- Endorsements (Certified) impact & adoption
- Producers vs. consumers; BI Developer Leaderboard
- ROI calculations, Design impact including reports and pages Complexity & Usability scores

User Satisfaction

- Feedback controls & embedded surveys
- CSAT/NPS collection & analysis
- Qualitative feedback insights

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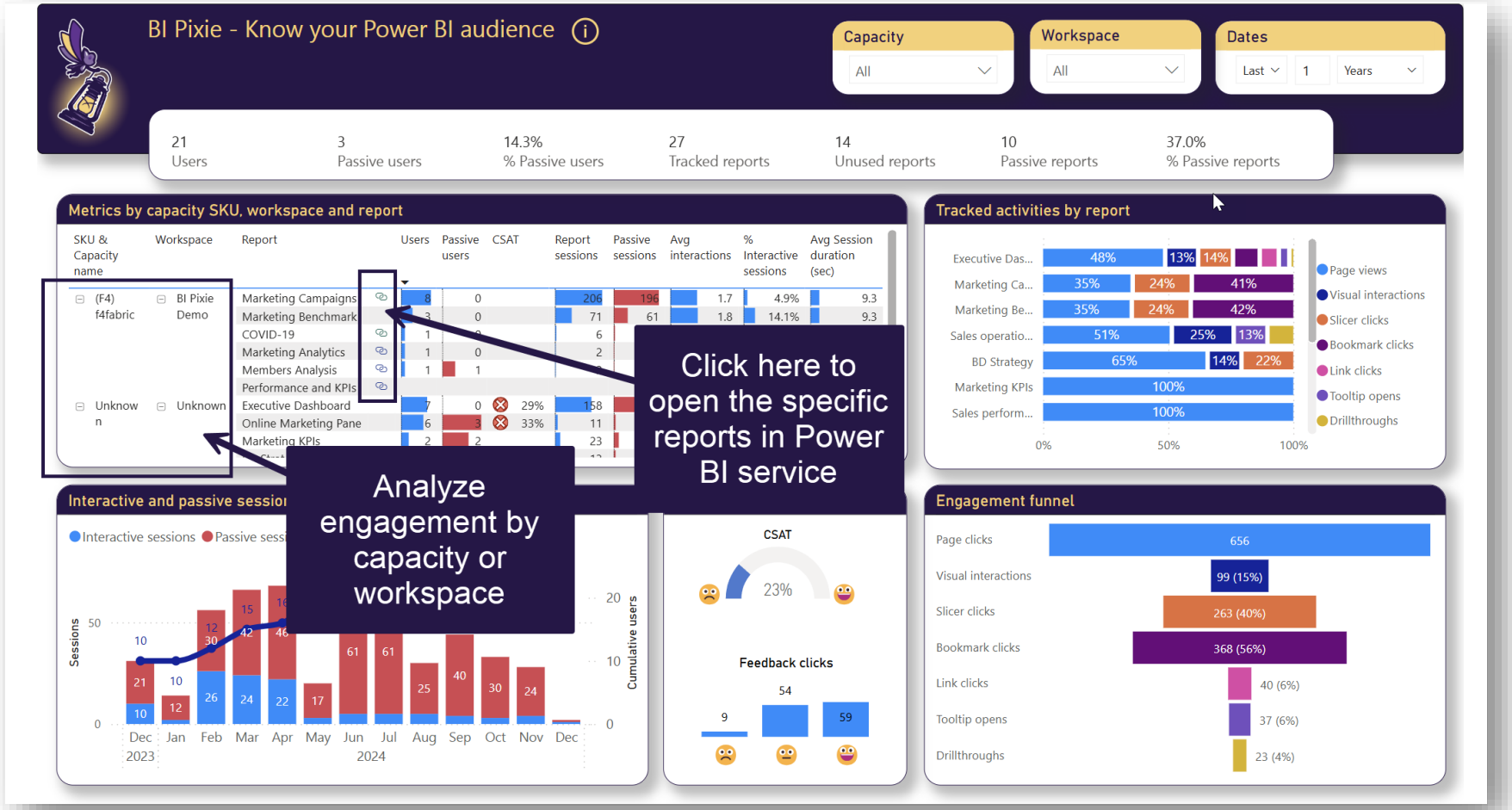
INTEGRATED WITH POWER BI SERVICE

BI Pixie can read information from your Power BI service to allow you to analyze report efficiency at level of capacities and workspaces.



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MEASURE THE EFFECTIVENESS OF YOUR DESIGN

You can now analyze the effectiveness of your reports' design. Using new scores for Complexity, Usability and Passivity, BI Pixie helps you identify ineffective design patterns in your reports.

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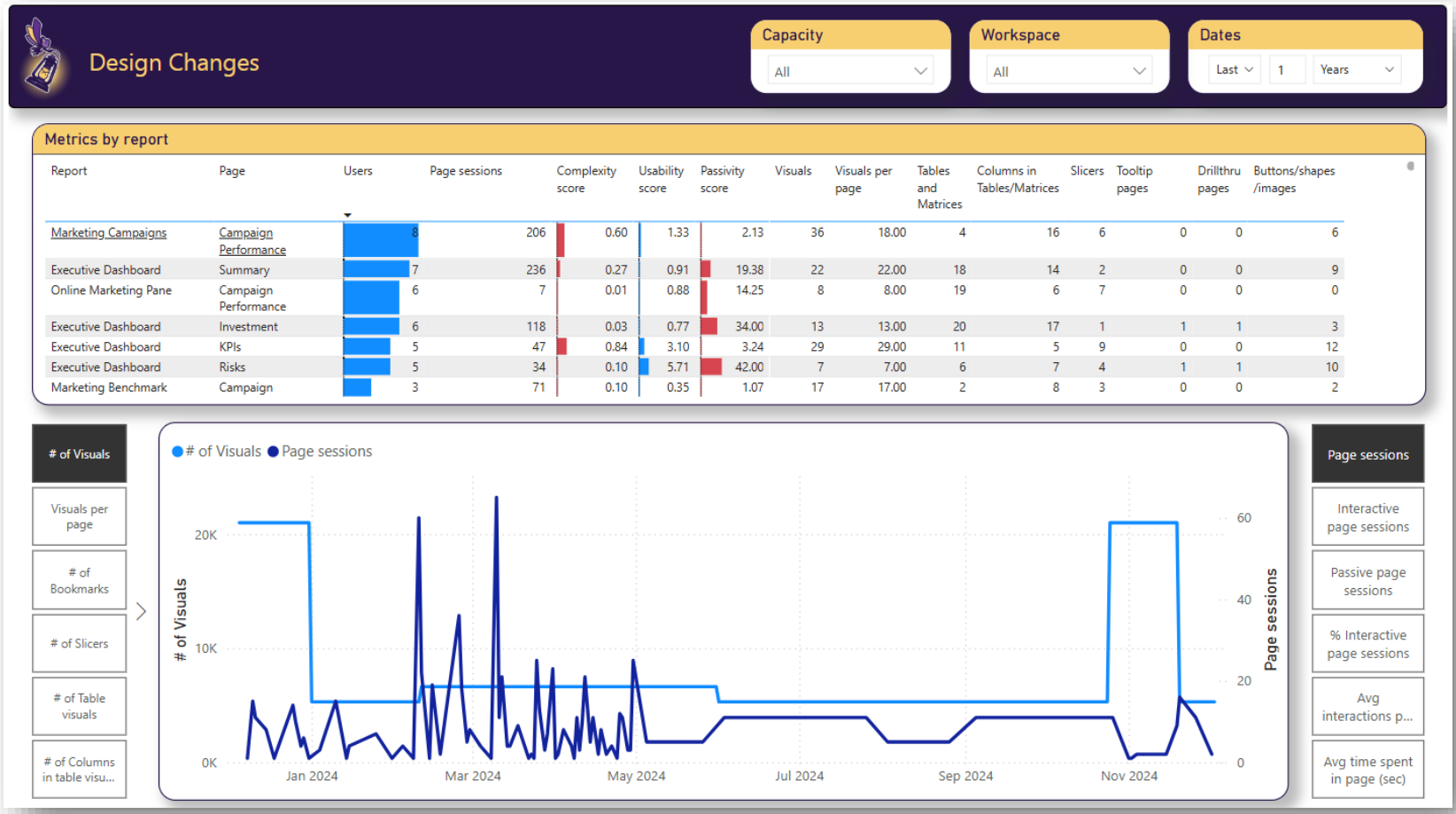
MEASURE HOW CHANGES IN THE DESIGN AFFECT ENGAGEMENT

You can now analyze the effectiveness of your reports' design. Using new scores for Complexity, Usability and Passivity, BI Pixie helps you identify ineffective design patterns in your reports.



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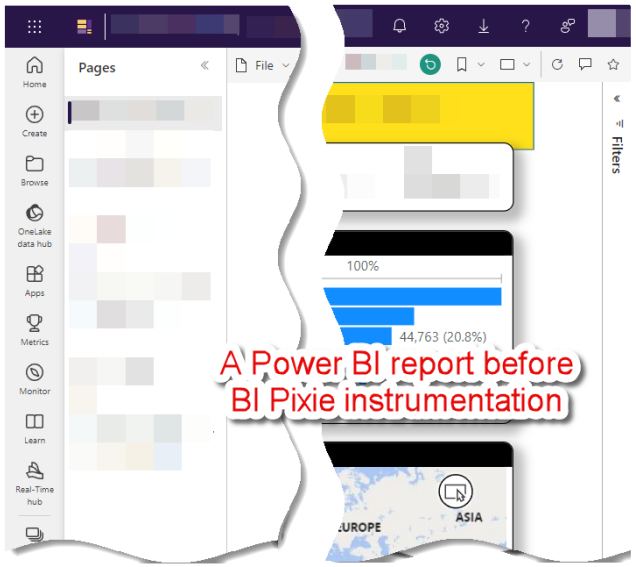
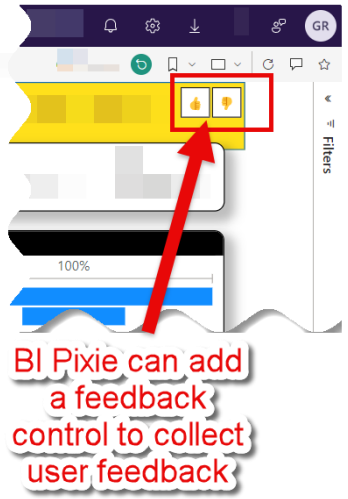
COLLECT USER FEEDBACK AND ANALYZE USER SATISFACTION

BI Pixie adds feedback controls in your target reports and collects the feedback from end-users. You can analyze user satisfaction and correlate between satisfaction and engagement metrics.





Option 1: [👍] [👎]
Option 2: [😀] [☹️]
Option 3: [😀] [😐] [☹️]
Option 4: Any other icons you choose

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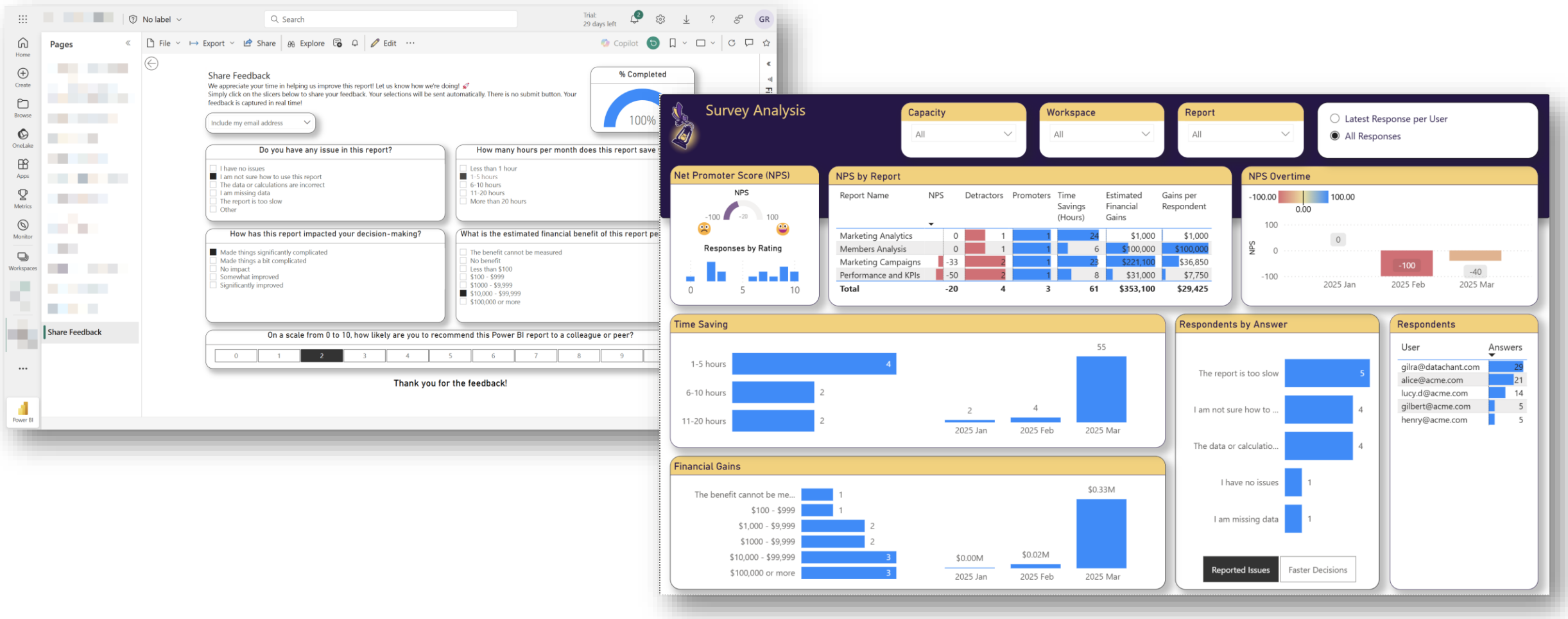
COLLECT USER FEEDBACK WITH EMBEDDED SURVEYS

BI Pixie can add embedded survey as a new page in your reports to collect user feedback



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ENTERPRISE TIER

	BI Team	Enterprise
Capabilities		
Adoption	✓	✓
Engagement	✓	✓
Deeper Insights	✓	✓
Business Outcome	✓	✓
User Satisfaction	✓	✓
Performance	–	✓
Security & Governance	–	✓

Performance

- Performance heatmap & trends
- Outlier detection
- Data export auditing (e.g., Export to Excel)

Security & Governance

- Custom data signals for embedded apps
- Data export monitoring (incl. heatmap coverage)
- RLS auditing & producer audit logs
- Custom visuals (risk focus)
- Real-time auditing in Fabric RTI

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ANALYZE PERFORMANCE

Analyze performance and load time of visuals using an intuitive heatmap

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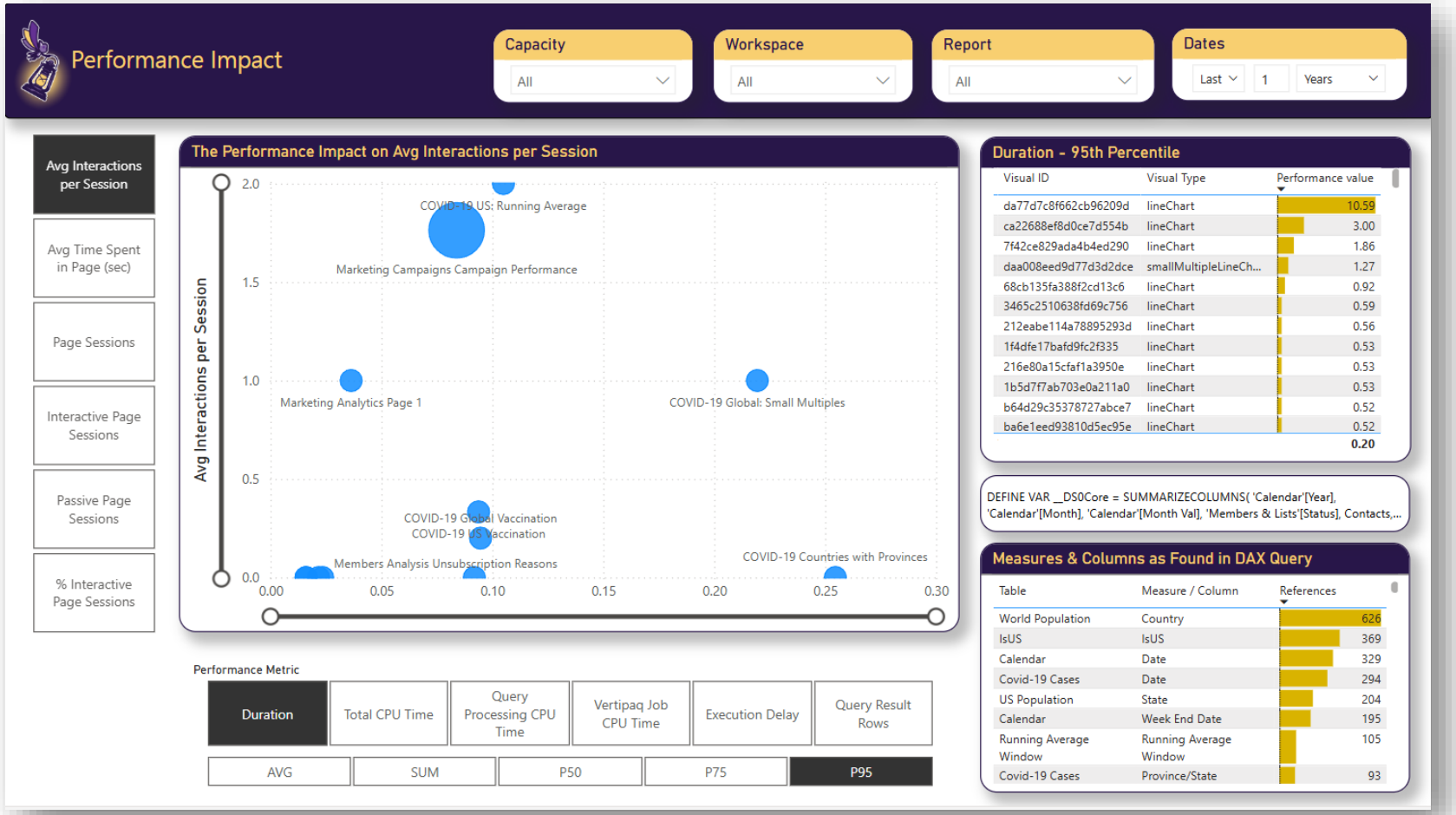
CORRELATE PERFORMANCE WITH ENGAGEMENT

Find how performance affects engagement



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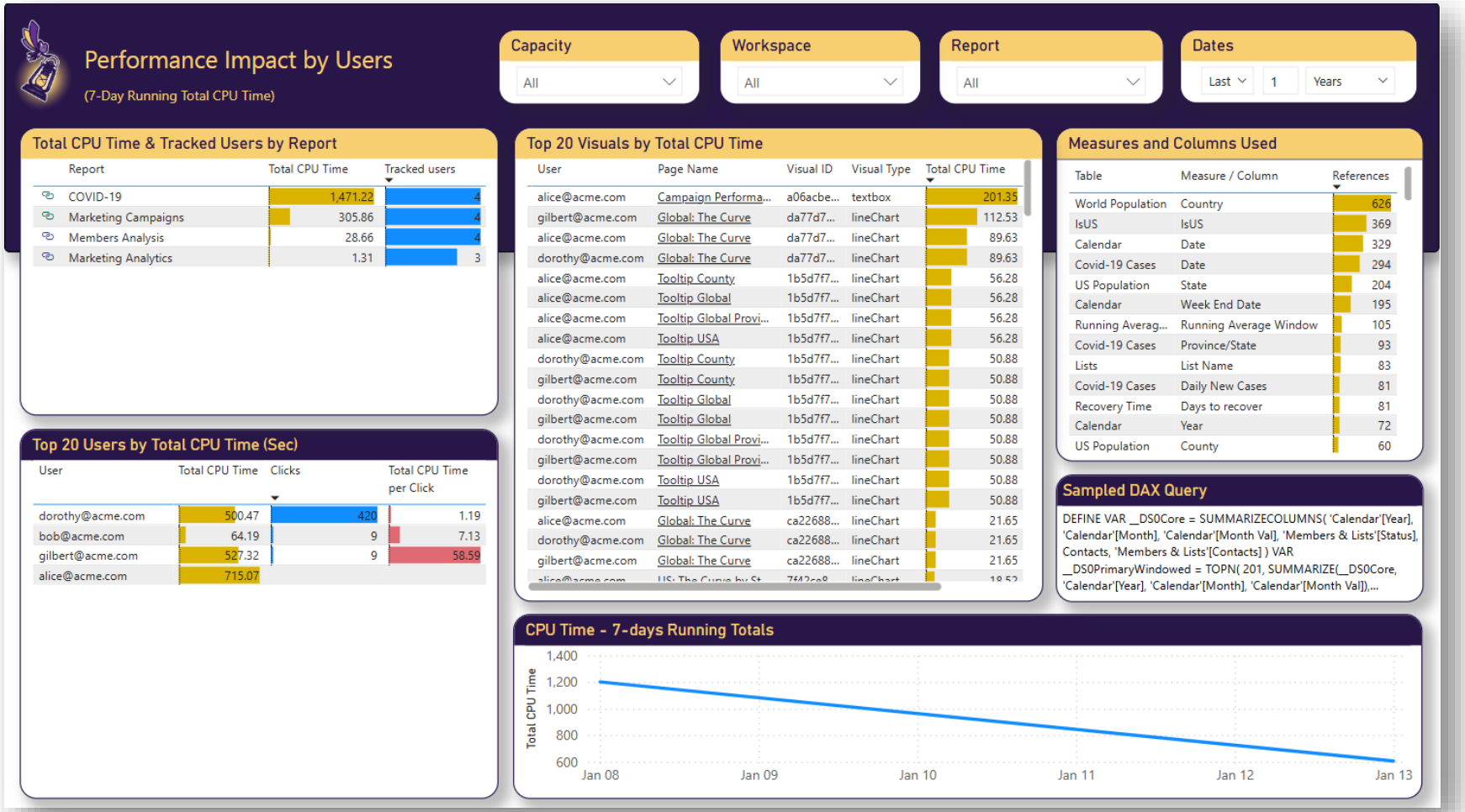
PERFORMANCE IMPACT ON USERS

Track your reports' impact on users



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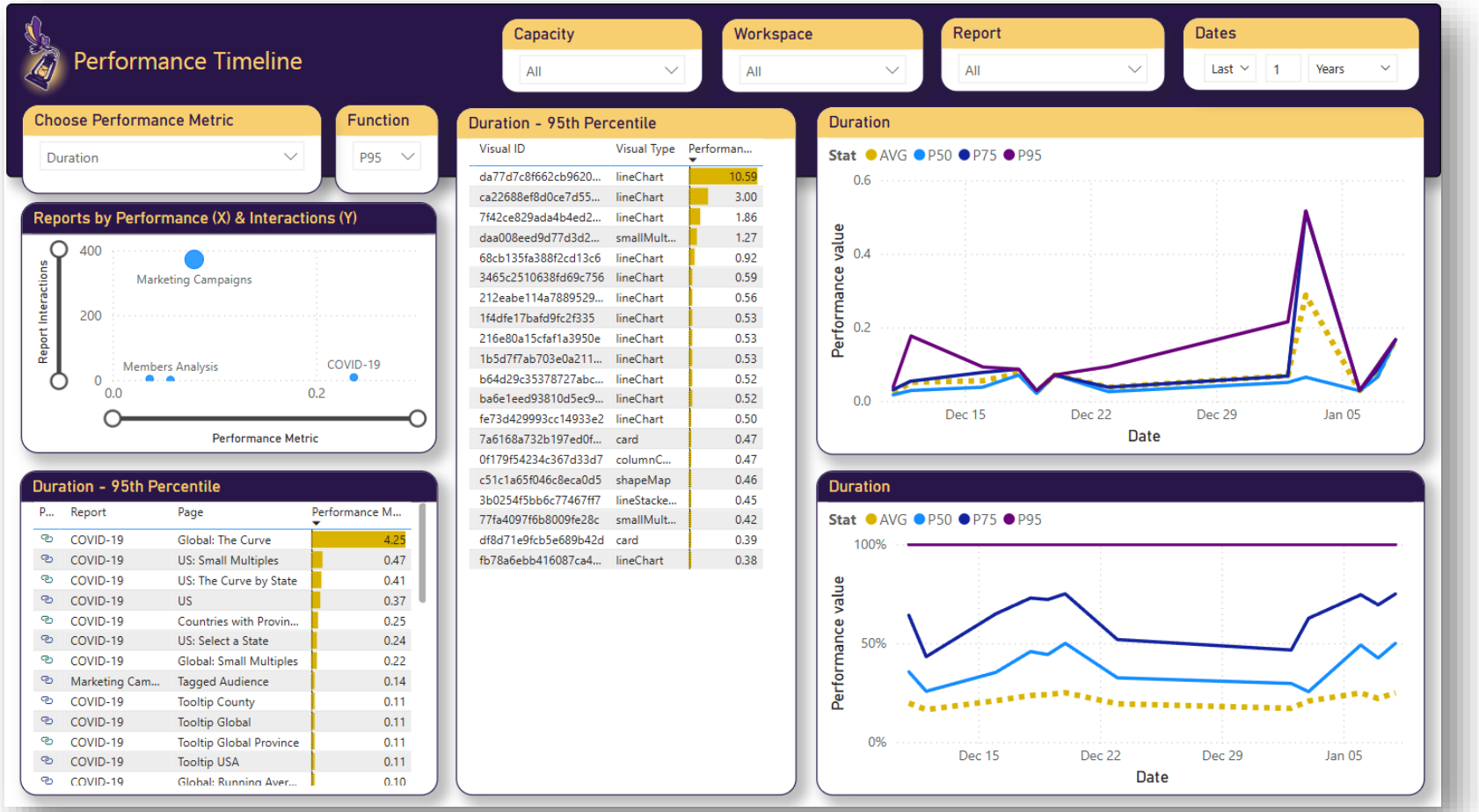
PERFORMANCE TIMELINE

Track your reports' performance *over long time periods*



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ROW-LEVEL SECURITY

Security & Governance

Detect data Leakage due to flaws in your **RLS** implementation

BI Pixie detected 3 suspicious changes in RLS for Alice

Alice who should only see Green products viewed all products, then Red products, then all products again

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AUDITING DATA EXPORTS

Security & Governance

Gain Insights on **Export to Excel**/CSV events

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RISKY CUSTOM VISUALS

Security & Governance

Detect risky **custom visuals**

Visual State	Trust Level	Count of Visuals	Click Events
Built-in	Highest	11	46
Certified	High	1	12
Not Certified	Medium	2	40
Unknown	Lowest	7	

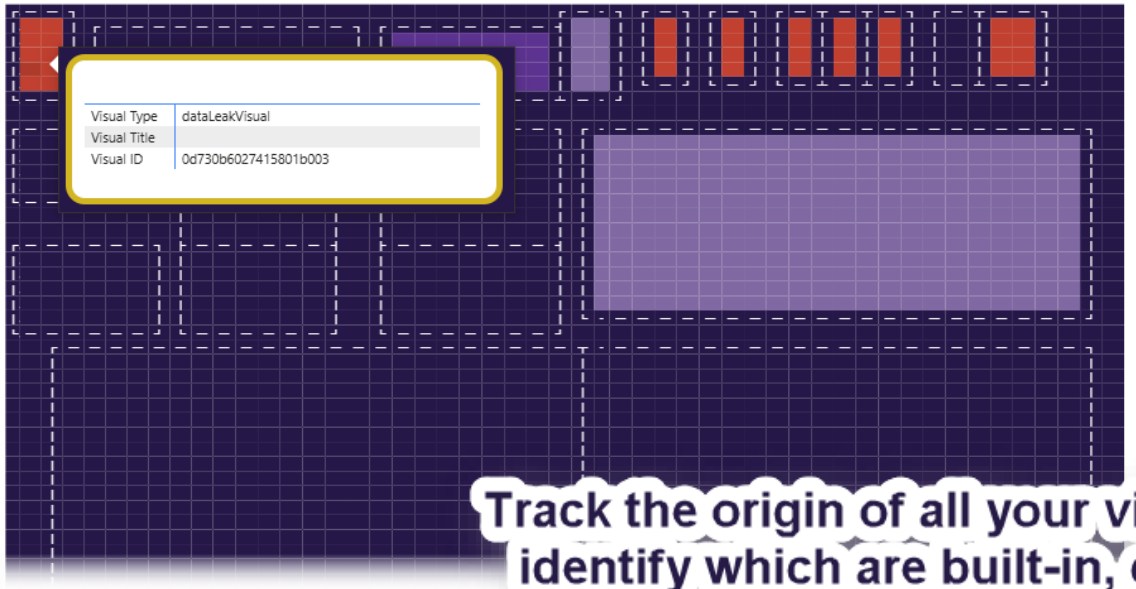
Pages with Custom Visuals

Report	Page Name	Certified	Uncertified	Risky
COVID-19	Global Vaccination	1	2	7
COVID-19	US		1	7
COVID-19	US Vaccination	1	2	7
COVID-19	US Vaccination	1	2	7
COVID-19	Animation	1		6
COVID-19	Countries with Provi...			6

Count of Custom Visuals by Type

Visual Type	Visual State	Publisher	Visuals	Clicks
dataLeakVisual	Unknown	Unknown	7	
	Not Certified		1	0
	Not Certified		1	0
Text Filter	Certified	Microsoft Cor...	1	2

Selected Page: Global Vaccination



Track the origin of all your visuals and identify which are built-in, certified, uncertified or unknown

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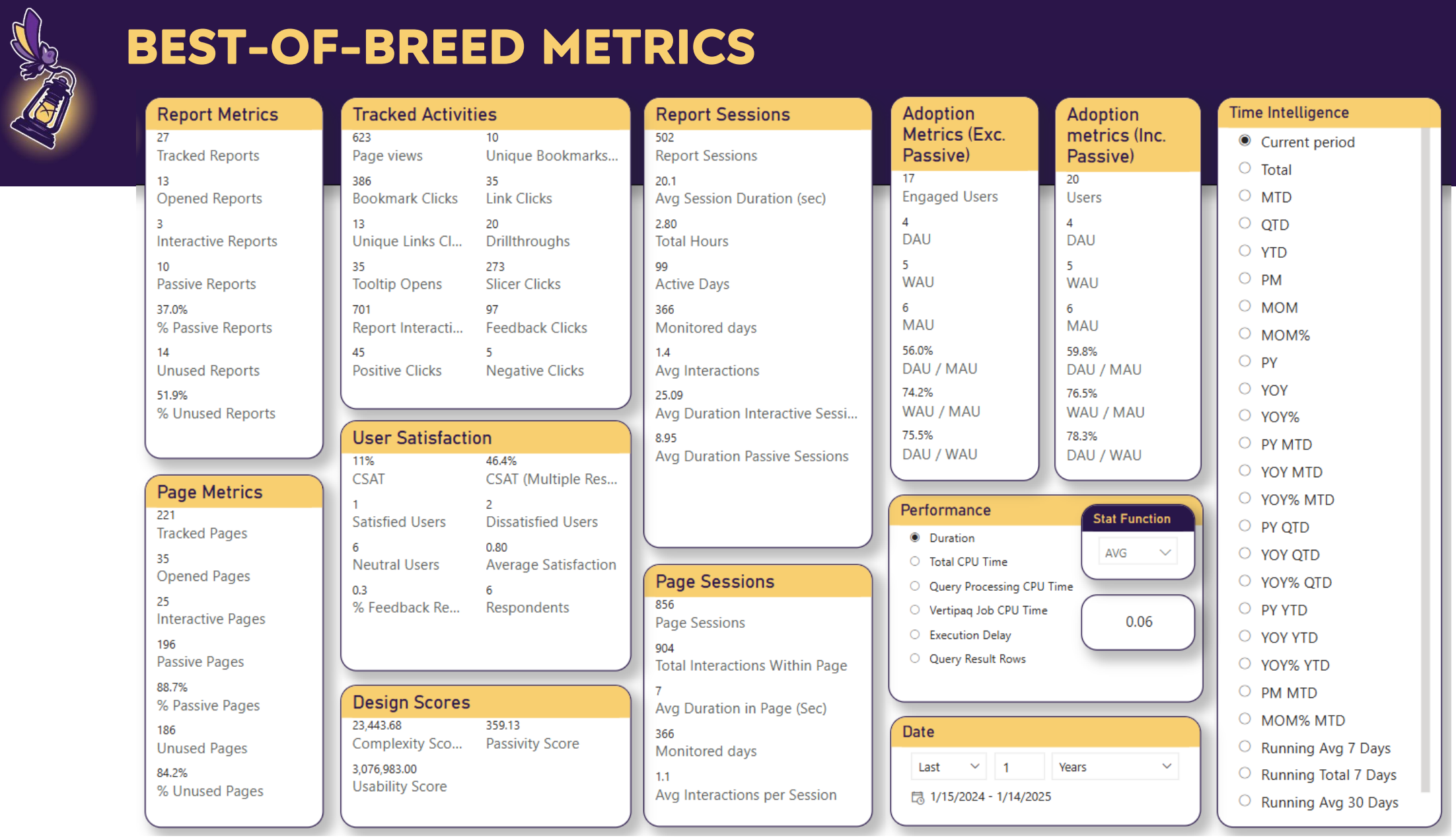
BEST-OF-BREED METRICS



Leverage a comprehensive set of measures, incorporating time intelligence to assess the effectiveness of your BI portfolio

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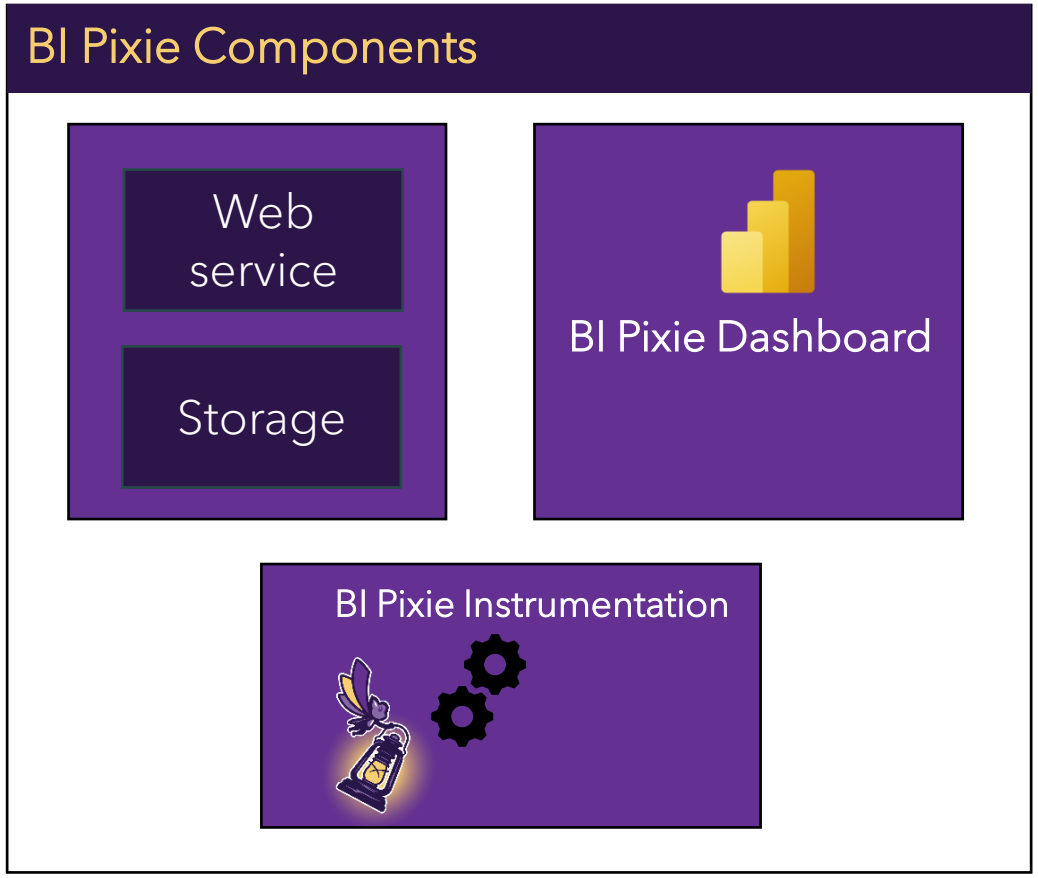
BI PIXIE COMPONENTS



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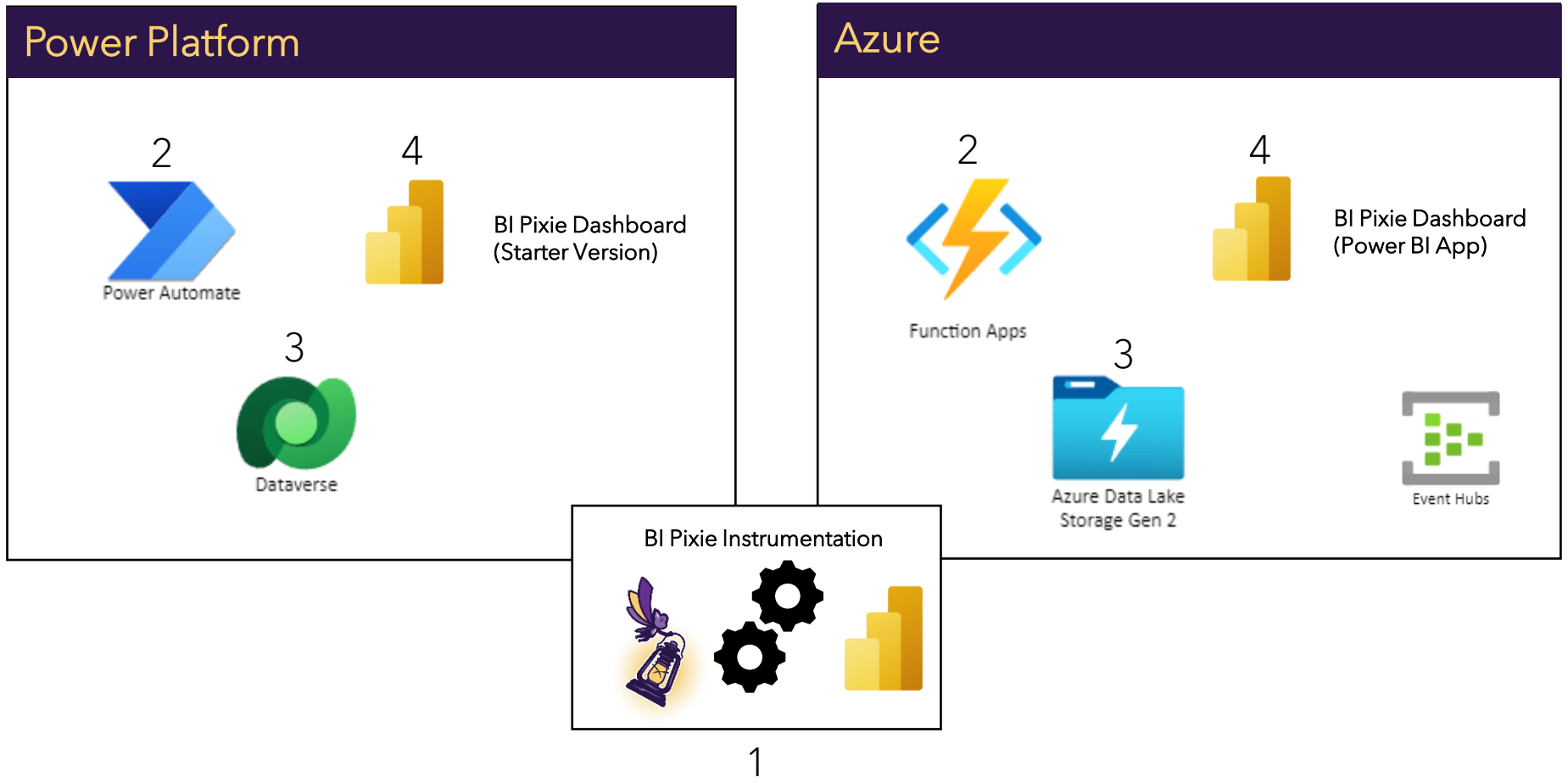
SERVERLESS ARCHITECTURE

BI Pixie includes 4 components:

1. Instrumentation of reports using BI Pixie Instrumentation
2. Tracking component using Power automate / Azure Function App
3. Storing events in Dataverse or ADLS gen2
4. Analytics and data visualization with Power BI App



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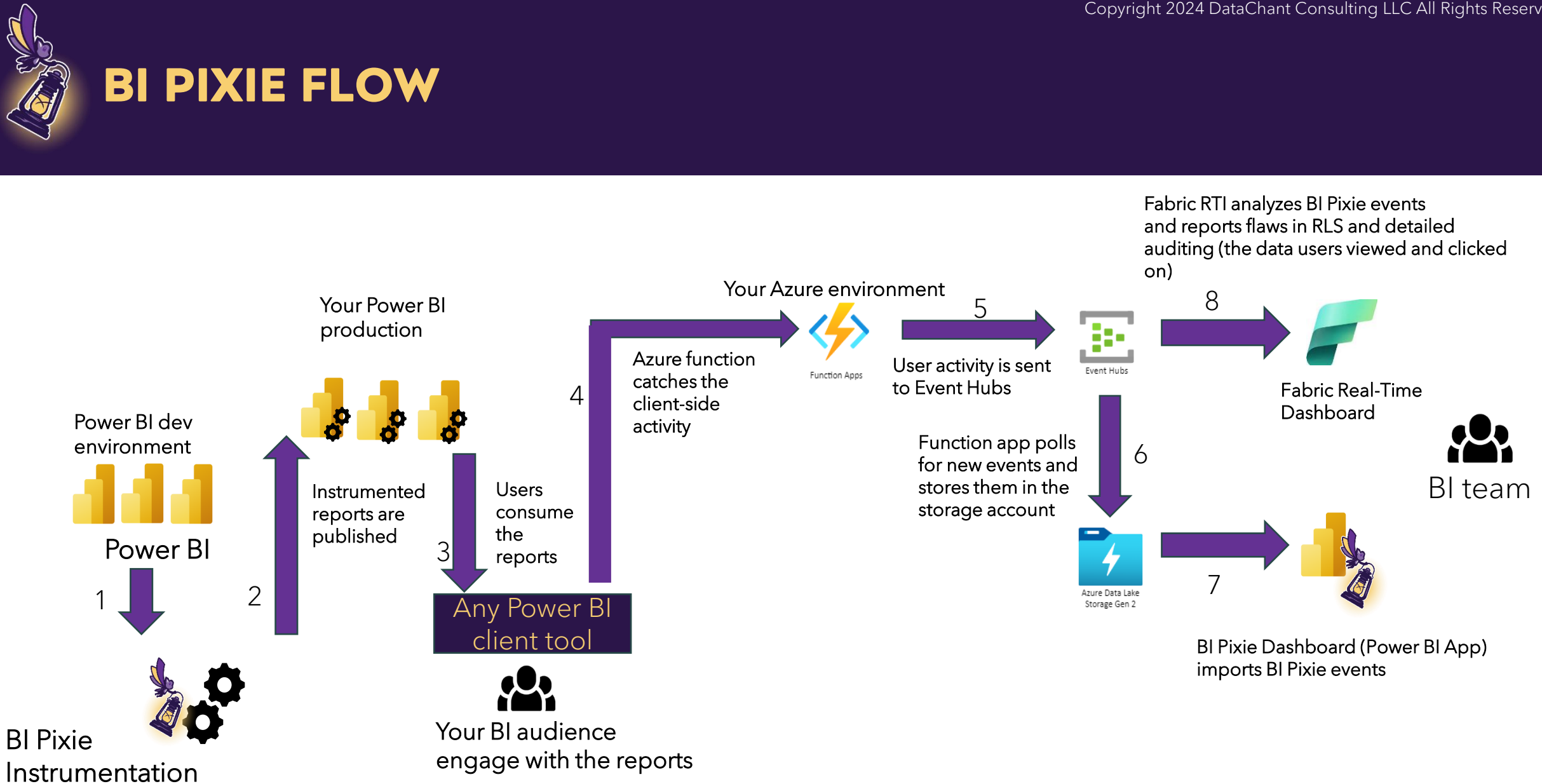
BI PIXIE FLOW



- All components can be installed and ready to be used in less than an hour.
- All data stays on your Azure account.

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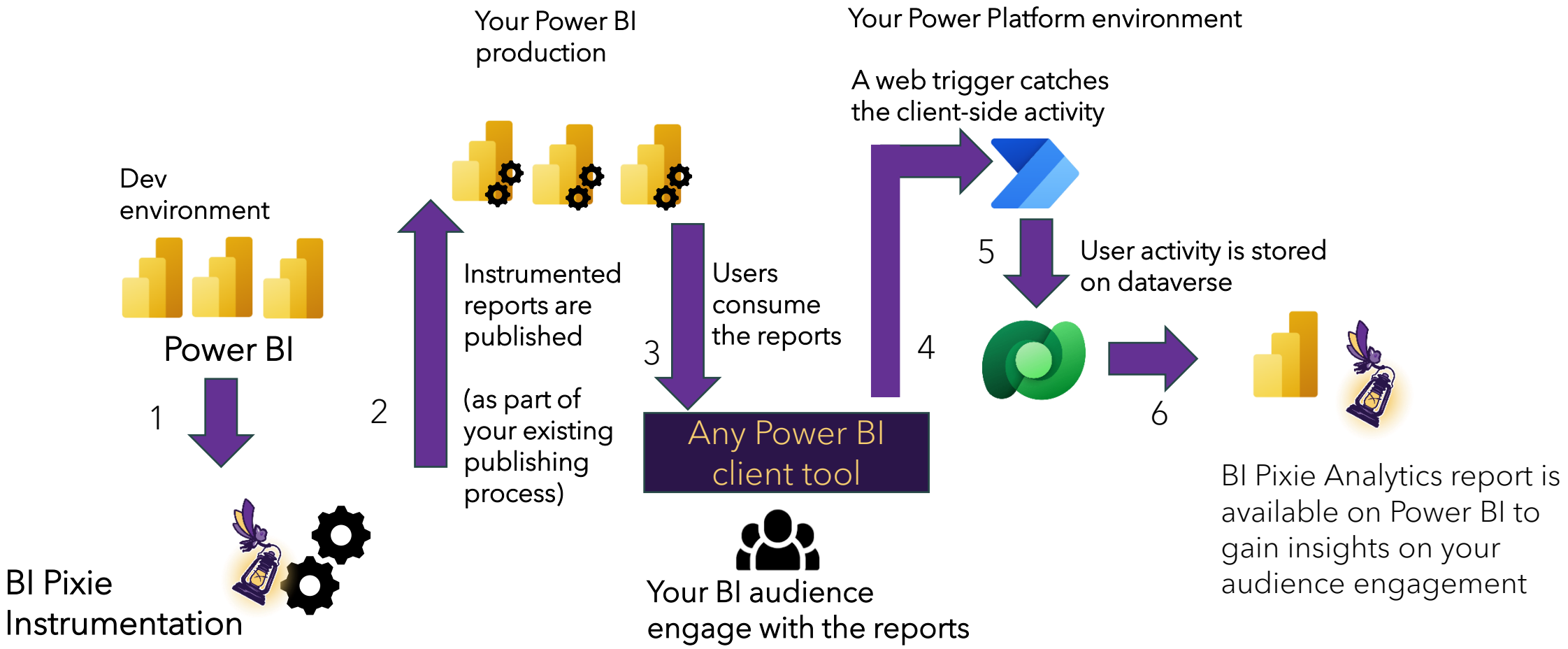
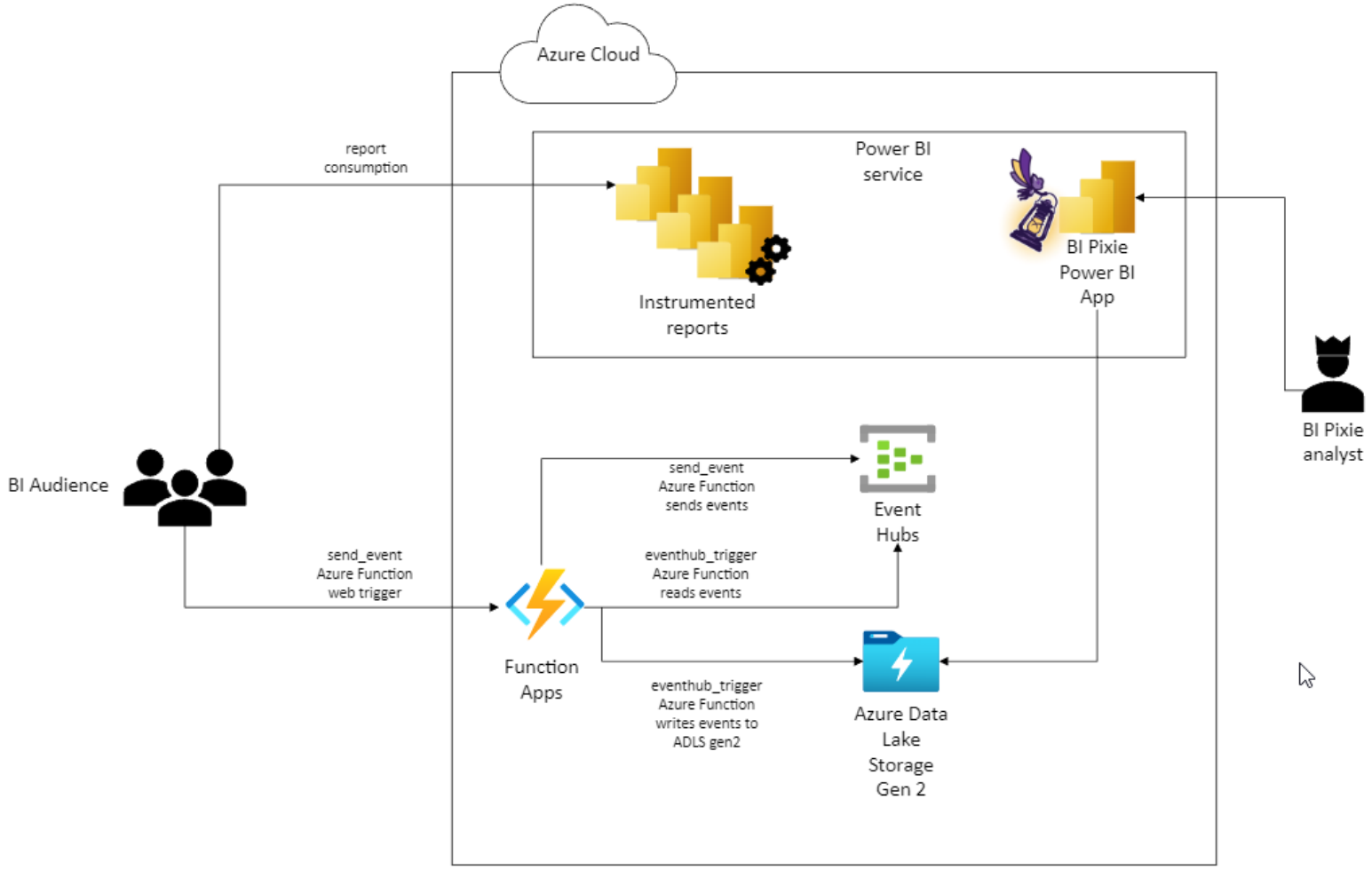
SERVERLESS ARCHITECTURE ON POWER PLATFORM



- All components can be installed and ready to be used in minutes.
- All data stays on your Azure account or Power Platform environment.

AZURE DEPLOYMENT: ARCHITECTURE (WITH REAL-TIME)



Get it from Microsoft Azure Marketplace

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THE DATA THAT BI PIXIE CAN COLLECT

In any event:

- Report name
- Report page name (**Can be opted out**)
- End-user email address (**Can be masked or opt out**)
- CustomData (For embedded projects and RLS with AAS (**Can be opted out**)
- IP Address (**Can be masked**)
- Power BI client platform (Web, Mobile, Desktop)
- User-Agent
- Event time
- Session duration

In filter, slicer and click events:

- The columns used
- The filtered values that users selected
- The distinct count of values users selected
- The visual name, ID and visual type that was clicked
- The location of the visual is collected for the heatmap
- In a bookmark event, the bookmark name
- In a link event, the URL that was clicked
- In feedback event, the positive, neutral or negative click

Inventory (Optional):

- Capacities (SKU, name, ID)
- Workspaces (Name, ID)
- Design counters per report and page (e.g. # of bookmarks)
- Visuals (ID, Name, Position in page)

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BI PIXIE DEPLOYMENT

- Serverless solution that is hosted on your Microsoft Cloud
- Fully automated and can fit your existing CI/CD
- Adaptive to report changes over time
- Hassle-free to report developers
- Fully customizable to meet your requirements and data privacy needs (e.g. email address and filtered values can be excluded)

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REPORT INSTRUMENTATION

- Can be deployed in minutes.
- Bring your Git-integrated workspaces or bring the reports you want to measure in Power BI projects format.
- BI Pixie scans the report and semantic model definition files (Not customer data). All formats are supported (report.json, model.bim, TMDL, PBIR folders).
- The instrumentation adds the pixies into your report – These are built-in visuals and measures. The pixies are invisible to the end-user and are not intrusive to your BI developers. You team can audit them in Power BI desktop or diff tools.
- The Instrumentation can run once, periodically or through your CICD to adapt to reports changes (e.g., new report pages are added, new slicers, bookmarks or buttons).
- The instrumentation is delivered as an executable with a license key
- Highly customized at the feature and report level.

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PRICING

- Through Microsoft: Purchase as a managed application on Azure Marketplace (Select a plan or contact us for a Private Offer)
- Direct: Deploy the Solution Template and purchase directly

	Standard	Professional	BI Team	Enterprise
Monthly Price Starts at	$150	$800	$1600	GET QUOTE
Annual Price (15% off)	$1530	$8160	$16320	
Subscription coverage*	5 reports 50 users	10 reports 100 users	10 reports 200 users	More reports Larger audience
Monthly price for extra units				
+1 report	$20	$50	$60	Volume discounts available
+1 end-user	$1	$3	$5	
Capabilities				
Adoption	✓	✓	✓	✓
Engagement	✓	✓	✓	✓
Deeper Insights	–	✓	✓	✓
Business Outcome	–	–	✓	✓
User Satisfaction	–	–	✓	✓
Performance	–	–	–	✓
Security & Governance	–	–	–	✓

* In Subscription coverage, users are counted as the end-users that consume the Power BI reports. This subscription does not include your costs for the underlying Microsoft services.

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START YOUR TRIAL

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