

Unlock Interactive Storytelling in Power BI



Why Use Bookmarks?

- They capture the current state of a report page
- This includes filters, slicers, and visual visibility
- They let you create custom navigation experiences
- Go beyond the standard next/previous buttons
- Build guided analytical narratives for your users
- Create toggle features for a cleaner look



The Bookmark Pane

- Find it on the View tab in the ribbon
- It shows a list of all your bookmarks
- Use it to create, update, and organize bookmarks
- The "Data" option captures filter/slicer states
- The "Display" option captures visibility and focus
- The "All" option is selected by default



Building a Narrative

- Create a series of bookmarks for each story point
- Each bookmark shows a specific insight or view
- Use shapes or buttons as your navigation controls
- Link these buttons to your bookmarks via Action
- Users can click through the story step-by-step
- This guides them through a data-driven conclusion



Toggle Features

- Use bookmarks to show and hide report elements
- Create two bookmarks for the same view
- One with a visual or text box visible
- The other with the same item hidden
- Link both to a single button or shape
- Users click to toggle the feature on/off



The Selection Pane

- This is your key to visibility toggles
- Find it next to the Bookmark pane
- It lists all objects on your report page
- Use the eye icon to show or hide items
- Rename objects here for easy identification
- Clear names are crucial for managing bookmarks



Pro Tip: Default State

- Always create a "Reset" or "Home" bookmark
- This bookmark should show your default report view
- Set its options to capture all data and display states
- Add a clear button so users can always start over
- This improves user experience and navigation
- It prevents users from getting lost in the story



Avoid Common Mistakes

- Forgetting to update bookmarks after changing visuals
- Not using the Selection Pane to name objects clearly
- Overcomplicating the story with too many steps
- Ignoring mobile layout when using bookmarks
- Not testing all toggle and navigation paths
- Assuming users will know how to navigate



Your Action Plan

- Open a Power BI report you are working on
- Identify one area that needs explanation
- Create two bookmarks to tell a simple story
- Add a button to navigate between them
- Try creating a toggle for a key or legend
- Share your interactive report with a colleague



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