

Dashboard Design Principles – Part II

Business Intelligence – Spring 2021

Guidelines

Don't go over the top with real-time data –

don't overuse real-time data

In some cases, information displayed in too much detail only serves to lead to distraction.

Unless you're tracking some live results, most dashboards don't need to be updated continually.

Real-time data serves to paint a picture of a general situation or a trend.

Most project management dashboards must only be updated periodically – on a weekly, daily, or hourly basis.

Guidelines

Don't go over the top with real-time data –

Implement smart alarms - dashboard itself notifies you if any business anomalies occur.

Refresh interval, and intelligent alarms will work hand-in-hand

Key Web Metrics



170:1 Visitor to Lead Ratio

Visitors	 850,681	
Site Events	 20,493	
Leads	 5,325	

Key Sales Metrics



5:1 Lead to Win Ratio

New Wins	 736	
New Bookings	 175,980	
Retention	 87.5%	

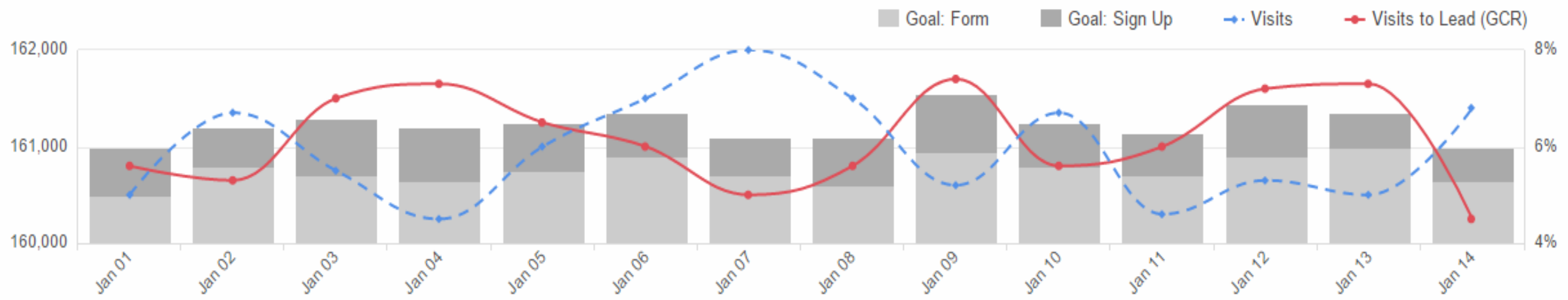
Social Interactions



9,974 Social Interactions

Twitter Events	 571	
Facebook Events	 419	
YouTube Views	 8,984	

Visits and Goals





SUBMITTED TICKETS

1,500

OPEN: 15 CLOSED: 1,485

CLOSED TICKETS

1,500

INCIDENTS: 150 REQUESTS: 1,350

BREACHES

15

RESPONSE: 10 RESOLUTION: 5

REOPENED

15

INCIDENTS: 10 REQUESTS: 5

OPEN TASKS (As of now)

500

OPEN DEVELOPMENTS (As of now)

500

SRF: 100 NO SRF: 400



SLA PERFORMANCE

99%

INCIDENTS: 99% REQUESTS: 99%

SATISFACTION SCORE

★★★★★

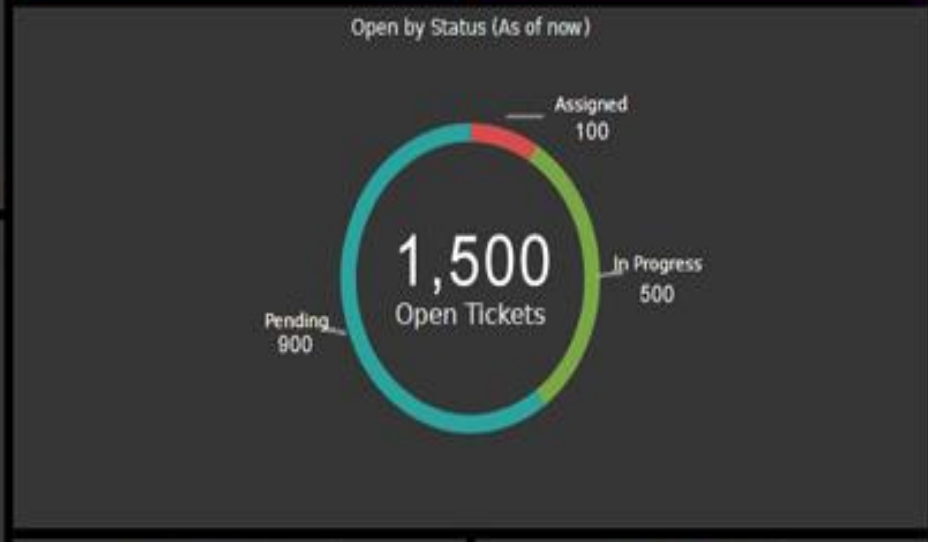
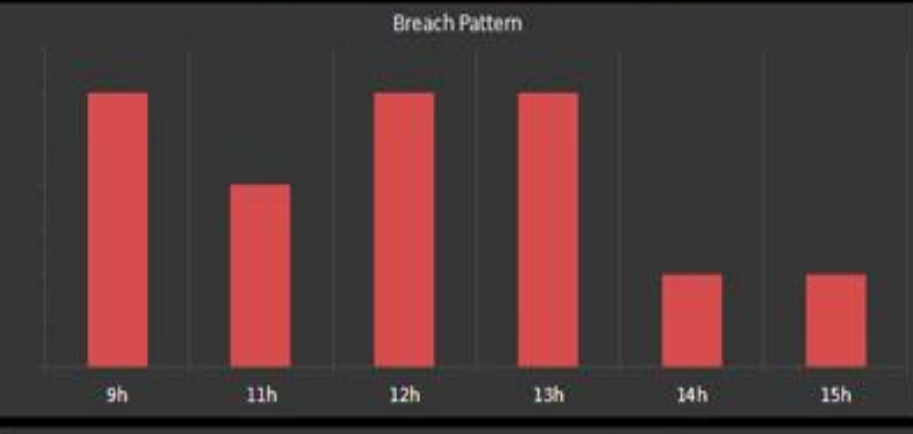
SCORE: 4.8 SURVEYS: 500

Submitted Tickets by Source

Email: 1500	Phone: 50
Self Service: 50	System Management: 10

Top 3 Closers

Name 2 150 2	Name 1 150 1	Name 3 150 3
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Mean Time To Respond

1h 50min 50sec

Mean Time To Resolve

2h 50min 50sec

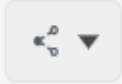
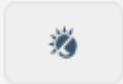
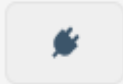
Breaching Soon

Ticket Number	Description	Support-Group	Assignee	Breaching on	Breach-Type
Ticket 001	Description 001	Group 001	Name 001	Date	Resolution
Ticket 002	Description 002	Group 002	Name 002	Date	Response
Ticket 003	Description 003	Group 003	Name 003	Date	Response



Closers Ranking

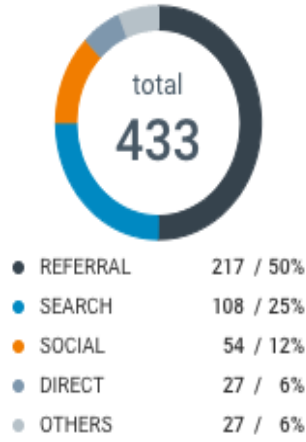
Support Group / Assignee	Closed Tickets
Service Desk	800
Desktop Support Team	500
System Administrators	100
Network Administrators	70
Database Administrators	60
A&V Team	60
Business Intelligence Support	50
ECMS Support Team	40
Business Applications	40



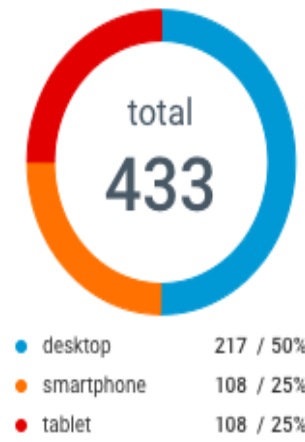
REAL-TIME WEBSITE TRAFFIC

These metrics require installation of Octoboard script on your website. Available in GROWTH plan. Currently in Beta.

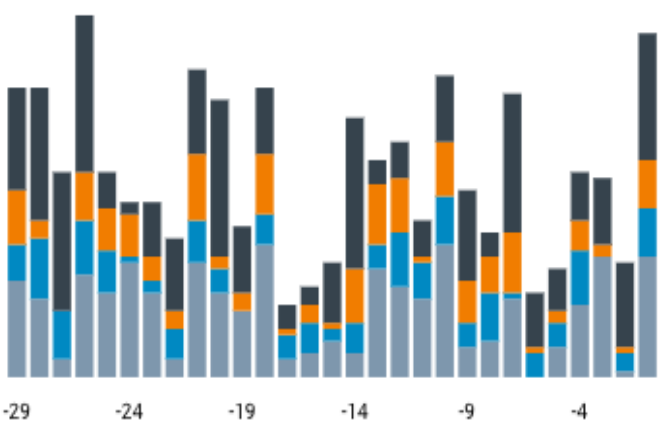
LATEST DATA SOURCES



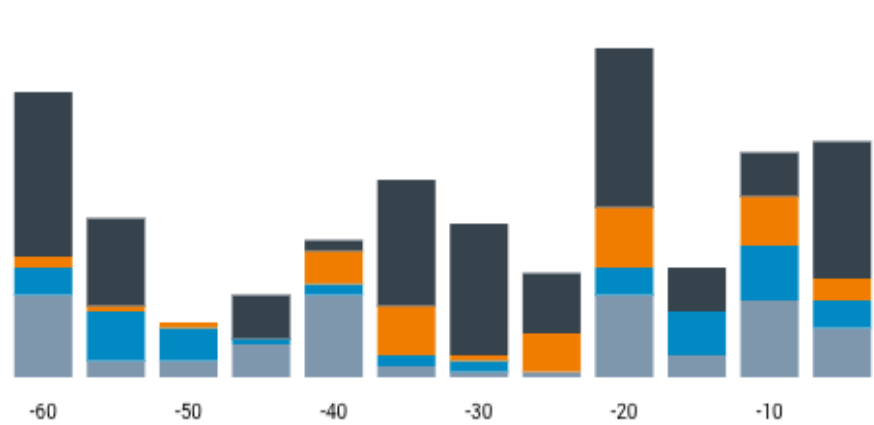
LATEST DEVICES



VIEWS PER MINUTE

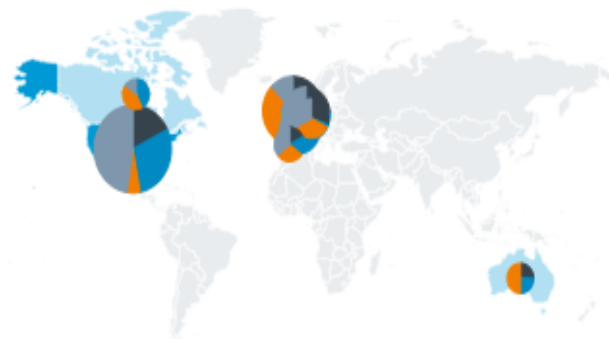


VIEWS PER SECOND



LATEST LOCATIONS

433 - World	+
United States	217 -
United Kingdom	108 +
Netherlands	54
France	27
Germany	14
Spain	7
Australia	3
Canada	3



LATEST WEBSITE VISITORS

status	visitor	type	came from	last active	last page	agent
ACTIVE	DE	SEARCH		now	/pricing	
ACTIVE	US	SEARCH		now	/blog	
ACTIVE	NL	DIRECT		now	/contacts	
LEFT	NL	ACTIVE	facebook.com	3 minutes	/contacts	
LEFT	ES	REFERRAL		4 minutes		
LEFT	CA	REFERRAL		5 minutes	/blog	
LEFT	DE	REFERRAL	google.com	6 minutes		
LEFT	GB	DIRECT	facebook.com	7 minutes	/contacts	





Current Alarms: Critical

Show entries

Search:

	Date	Severity	Device	Health	Problem
+	2/8/2020 10:40 PM	Critical	WIN-E7KRHQUR12F	Critical	% Memory Usage for WIN-E7KRHQUR12F has been changed to Critical (92 %)
+	2/8/2020 10:36 PM	Critical	VMETRICAPP01	Critical	% Memory Usage for VMETRICAPP01 has been changed to Critical (93 %)
+	2/8/2020 9:54 PM	Critical	DEMO	Warning	% Memory Usage for DEMO has been changed to Warning (86 %)
+	2/8/2020 9:51 PM	Critical	Windows02	Warning	% Memory Usage for Windows02 has been changed to Warning (77 %)

Showing 1 to 4 of 4 entries

Previous

1

Next



Tableaux

Appareils

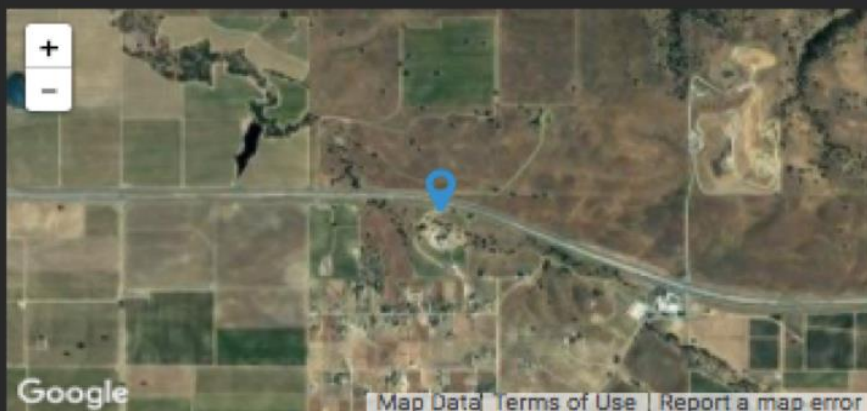
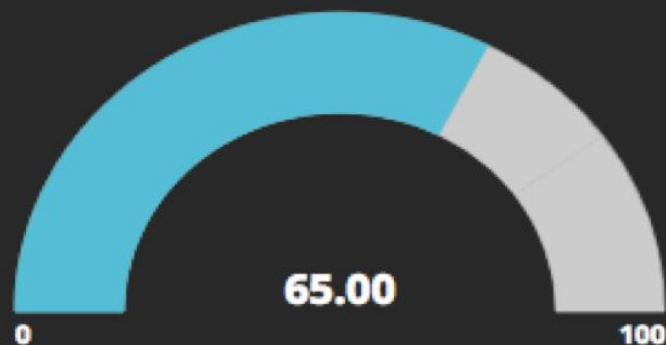
Événements



Field H2O Tank



Water Tank 1



Current Outside Temp

Last value Temperature:

86.00

2/6/18 2:51 PM

Humidity

Last value Humidity:

65.00

2/6/18 2:51 PM

Temperature , Humidity



Water Level



Controls



Water Level

Dew Point

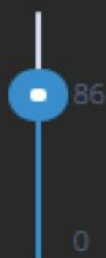
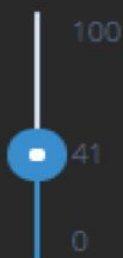
Carbon Monoxide

Humidity

Temperature

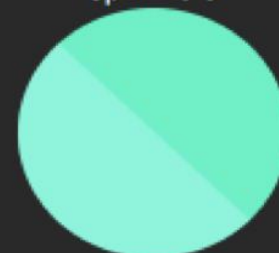
Watering Tank 1

Sprinklers



Drip Irrigation System

Sprinklers



On

Sprinkler 1

Sprinklers



Off

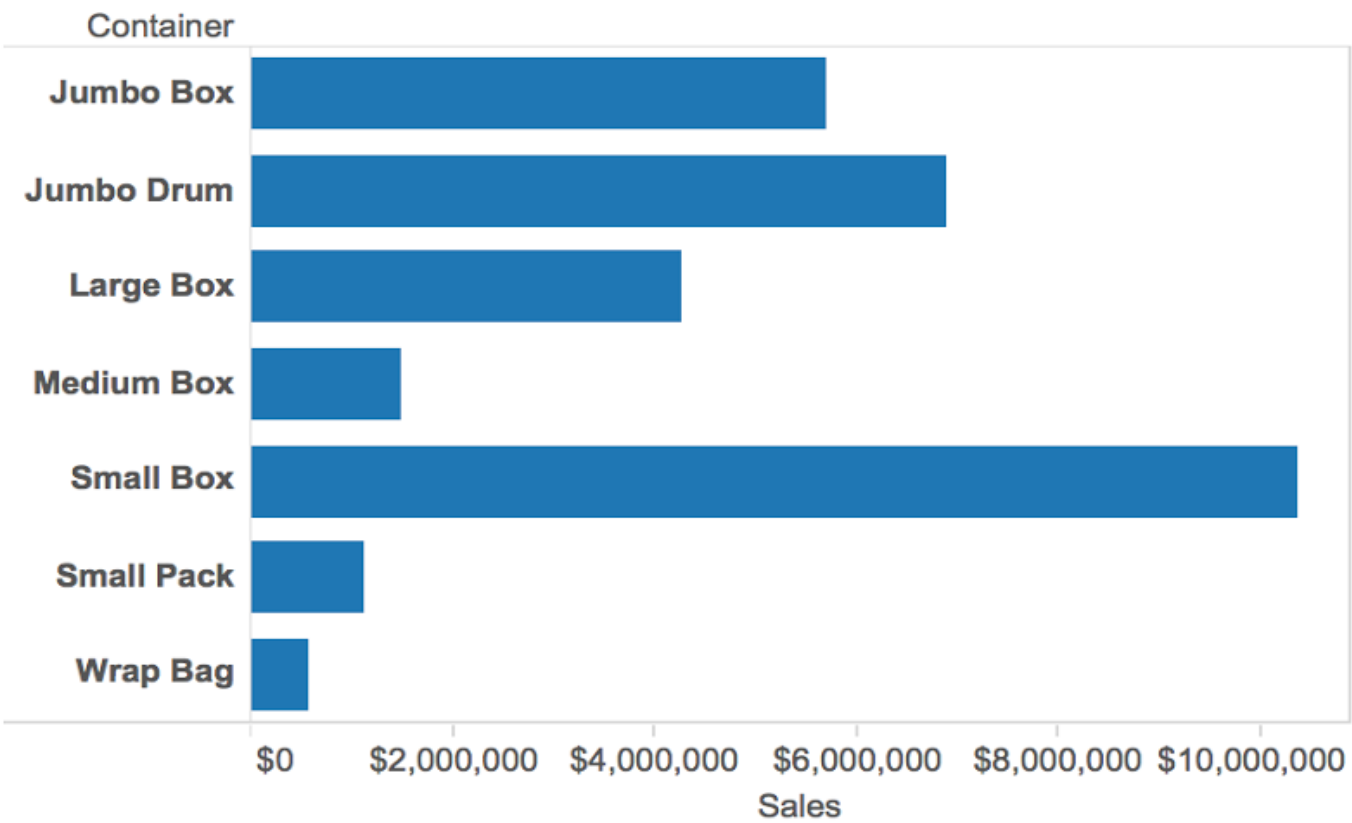
Guidelines

Be consistent with labeling and data formatting –

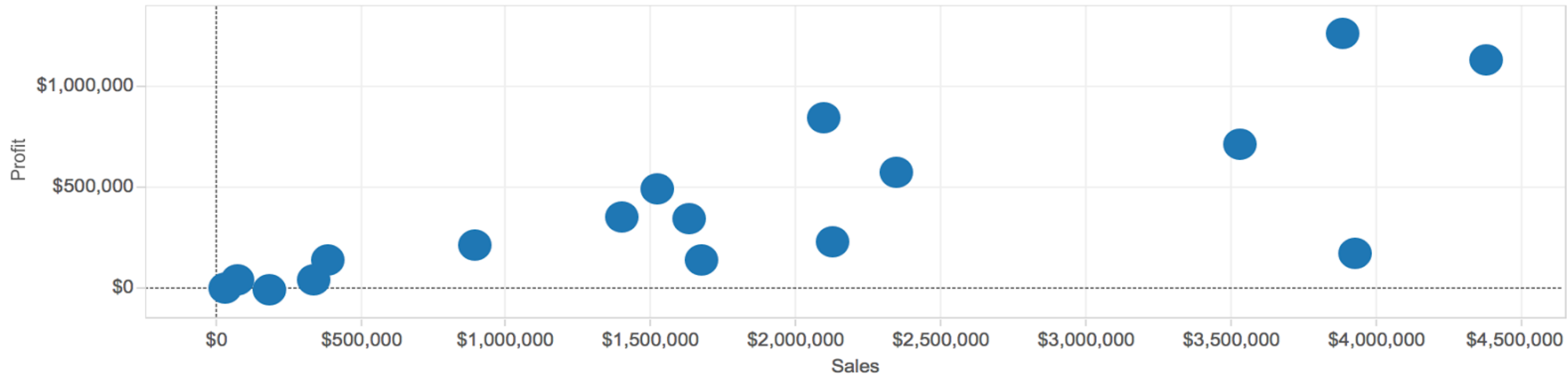
The main aim of a data dashboard is gaining the ability to extract important insights at a swift glance. It's critical to make sure that your labeling and formatting is consistent across KPIs, tools, and metrics.

If your formatting or labeling for related metrics or KPIs is wildly different, it will cause confusion, slow down your data analysis activities, and increase your chances of making mistakes.

Sheet 1



Sheet 2



Sheet 3

Department	Category	
Furniture	Bookcases	\$1,674,779
	Chairs & Chairmats	\$3,531,189
	Office Furnishings	\$1,403,065
	Tables	\$3,927,952
Office Supplies	Appliances	\$1,520,047
	Binders and Binder Accessori..	\$2,097,502
	Envelopes	\$384,855
	Labels	\$74,290
	Paper	\$894,036
	Pens & Art Supplies	\$338,226
	Rubber Bands	\$32,249
	Scissors, Rulers and Trimmers	\$182,624
	Storage & Organization	\$2,126,542
Technology	Computer Peripherals	\$1,631,260
	Copiers and Fax	\$2,349,805
	Office Machines	\$4,380,165
	Telephones and Communicati..	\$3,885,872

Audience overview for the last 90 days

[See full stats in Analytics](#)

Users
433

↑34.1%

Sessions
465

↑37.2%

Bounce Rate
49.68%

↓2.7%

Session Duration
1m 41s

↓7.7%



Guidelines

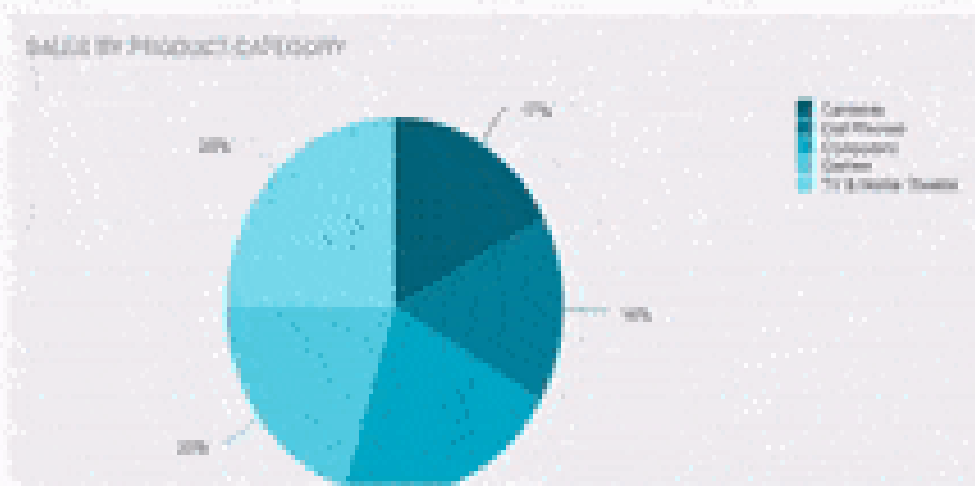
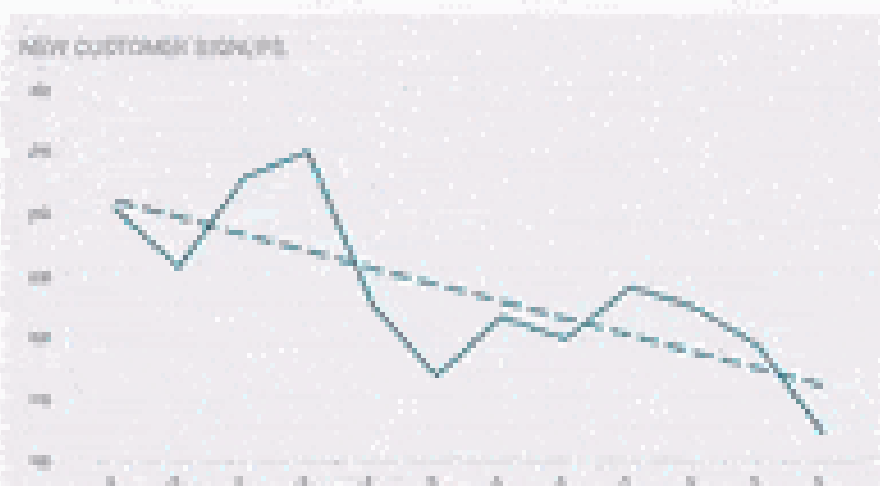
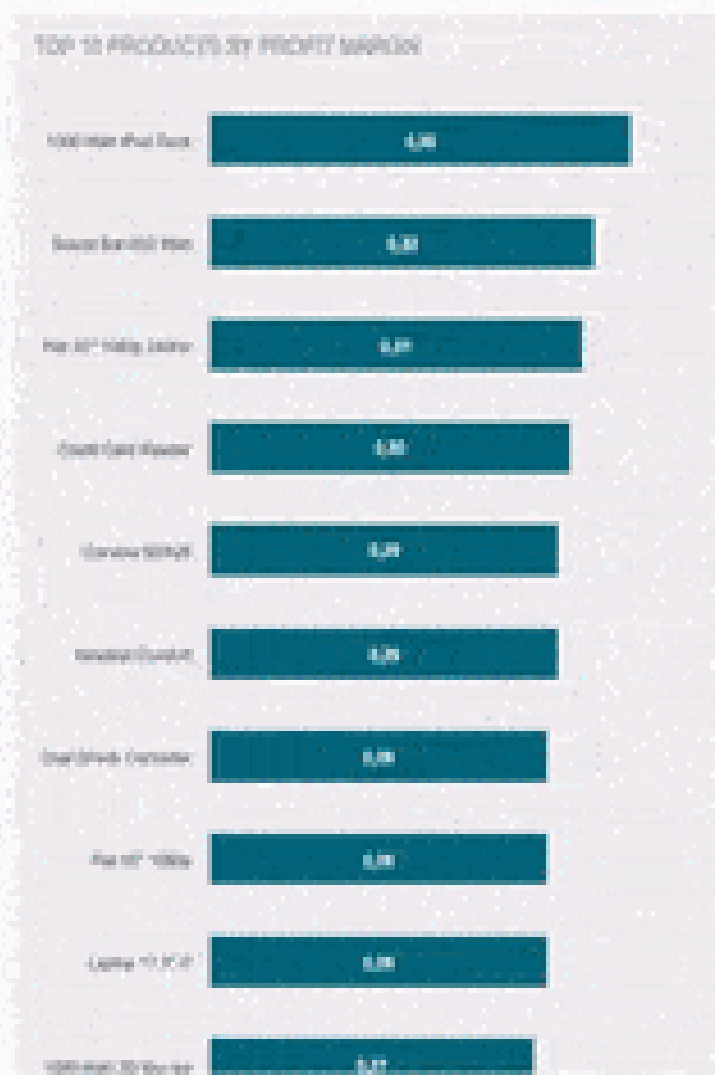
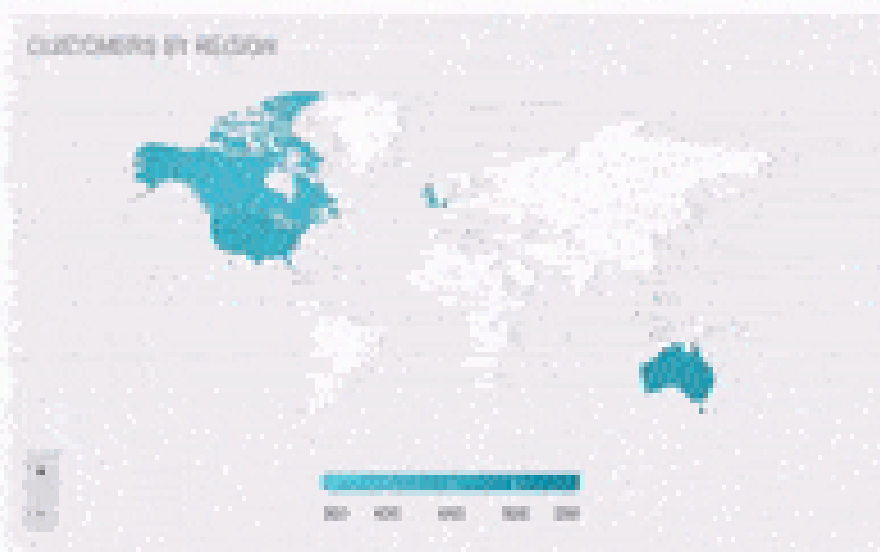
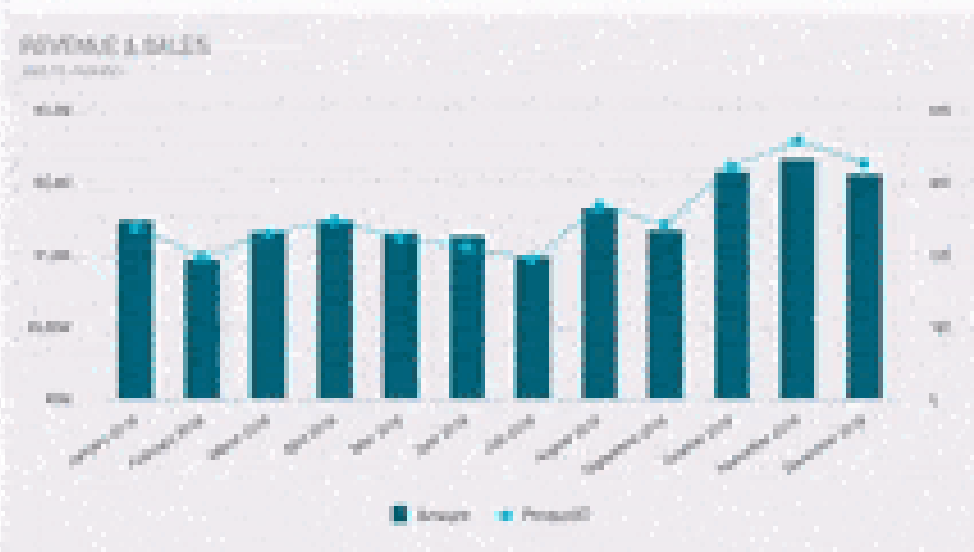
Use interactive elements—

Any comprehensive dashboard worth its salt will allow you to dig deep into certain trends, metrics, or insights with ease.

When considering what makes a good dashboard, factoring drill-downs, click-to-filter, and time interval widgets into your design is vital.

MANAGEMENT OVERVIEW

REPORT PERIOD: last year





MANAGEMENT OVERVIEW

REPORT PERIOD: last year

3.181

ACTIVE CUSTOMERS

4.290

SOLD UNITS

€ 1.839K

TOTAL REVENUE

€ 415K

NET PROFIT

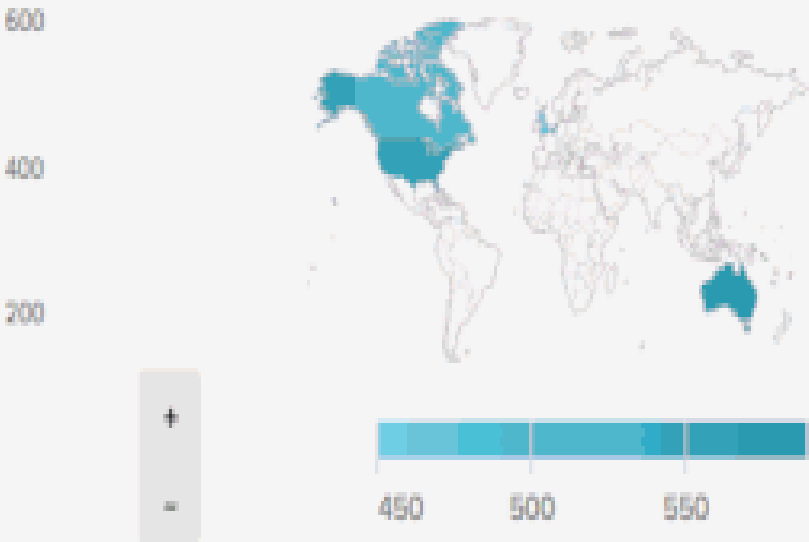
24%

PROFIT MARGIN

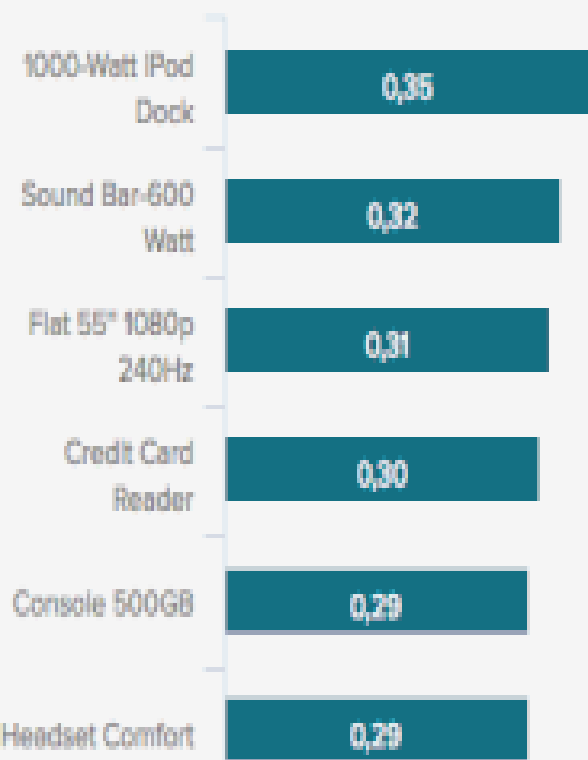
REVENUE & SALES - LAST 12 MONTHS



CUSTOMERS BY REGION



TOP 10 PRODUCTS BY PROFIT MARGIN



NEW CUSTOMER SIGNUPS

SALES BY PRODUCT CATEGORY

MANAGEMENT OVERVIEW

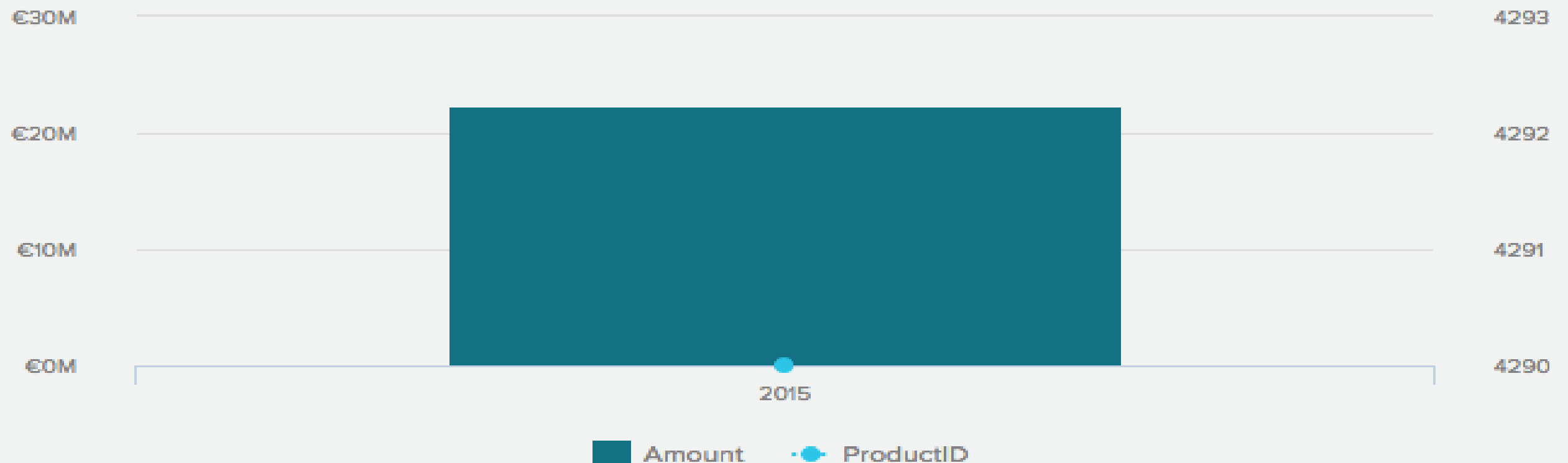
3.181

ACTIVE CUSTOMERS

4.290

SOLD UNITS

REVENUE & SALES - LAST 12 MONTHS

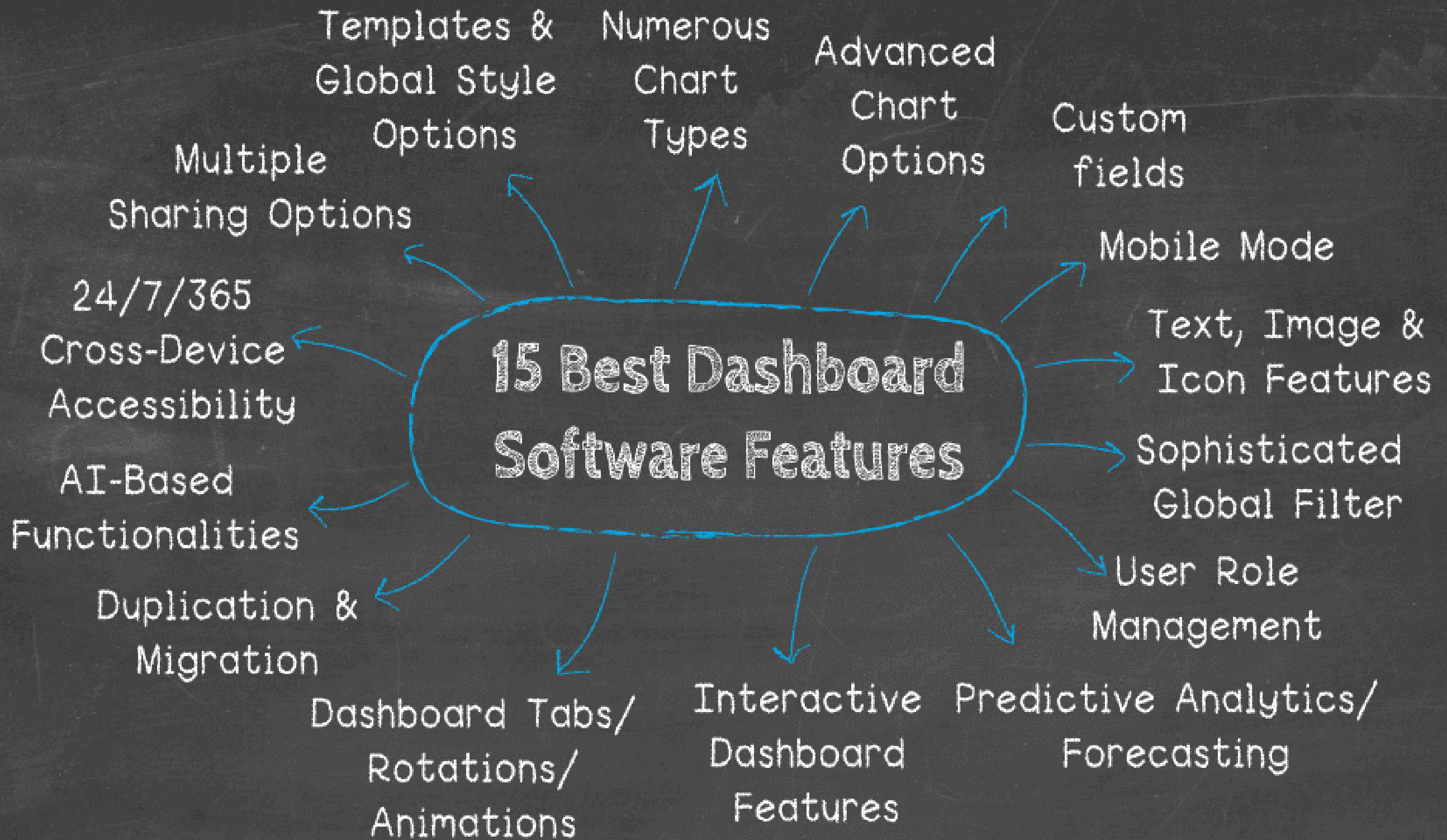


Guidelines

Additionally, use animation options –

Animation options can be one of the dashboard elements that give an additional neat visual impression where you select the appearance of the specific element on the dashboard and assign an animation option.

The result is a simple, yet effective automated movement based on the desired speed (slow, medium, or fast) and types such as linear, swing, ease-in, or ease-out.





From Wallet to Food — \$35.00 — Mar 4



OVERVIEW

Last week

Last month

Custom range

Popular category

	Food	\$340	>
	Restaurant & Cafe	\$169	>
	Fuel	\$200	>
	Kindergarten	\$430	>
	Rent	\$341	>
	Other	\$140	>

Total expenses

\$125 \$940

today 139 week 1104

Frequency of transactions

7.1 51.0

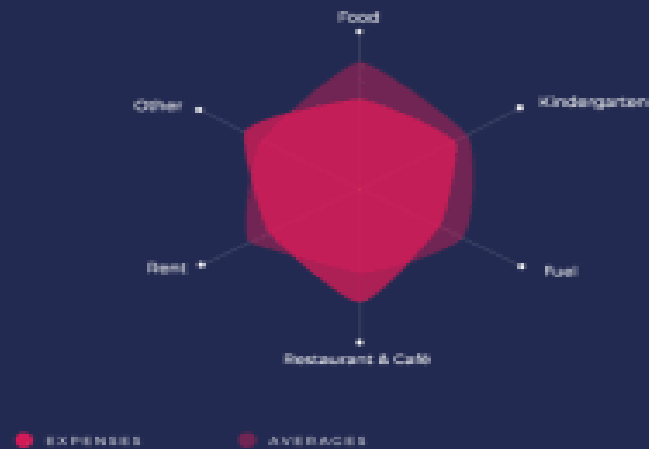
daily 10.3 weekly 12.2

Popular transactions

Coffee in Starbucks	>
Fuel car in Esso	>
Vegetables in Brockley	>
Phone bill	>
Internet bill	>
Rent	>

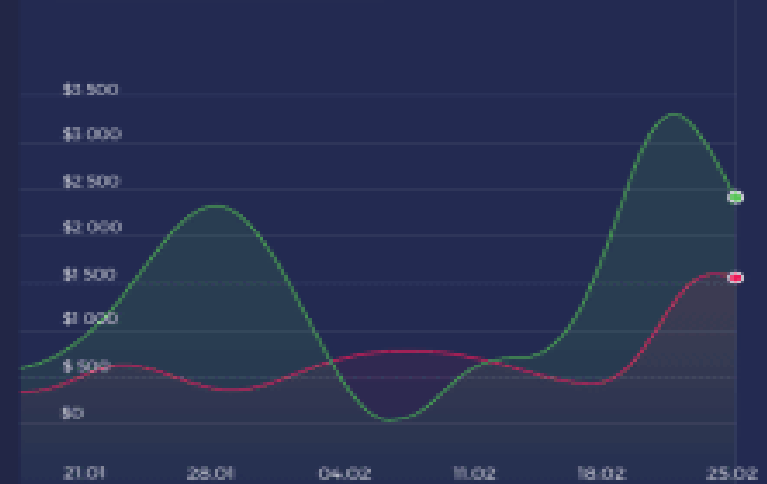
Expenses and weekly average

Add category +



Expenses and income

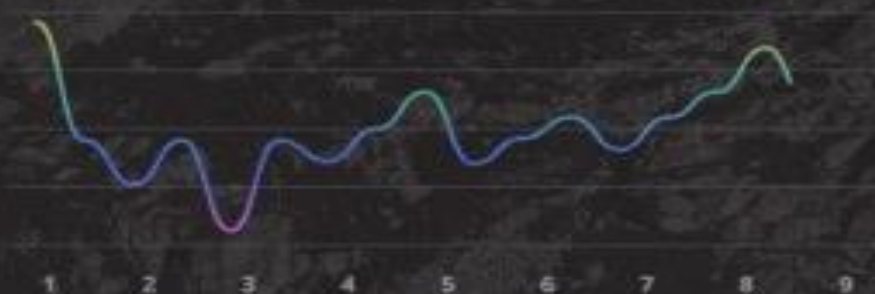
\$1786 \$2490



Infographics and Dashboard animations

Video tutorials for UX/UI designers

Heart rate



Total activity time

+ 281 min

Walking



Activity



Routines



Workout



Stairs



Calories burned



Tutorial

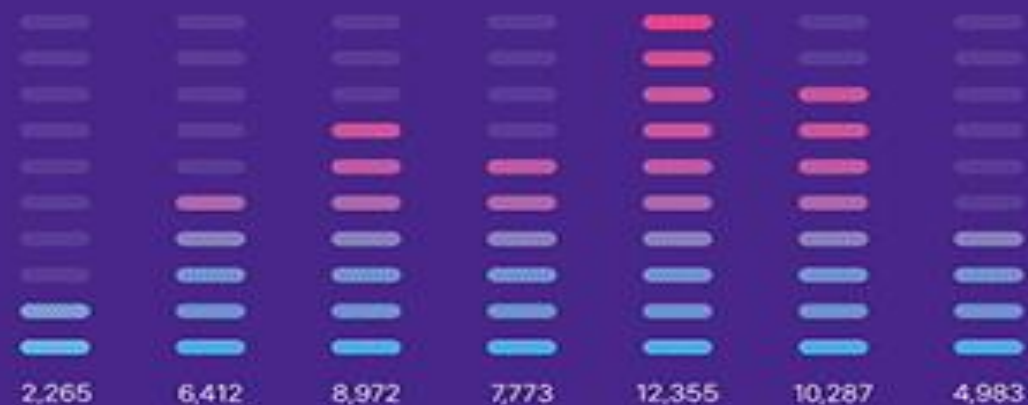
Best Score

6.37 miles



Total of Steps

53,047 steps



Running Level

Week 2 of May



Daily Summary

Tuesday, Sat 14, 2016



Move

Exercise

Stand

Guidelines

Double up your margins –

White space – also referred to as negative space – is the area of blankness between elements featured on a dashboard design

Users aren't typically aware of the pivotal role that space plays in visual composition, but designers pay a great deal of attention to it because when metrics, stats, and insights are unbalanced, they are difficult to digest.

You should always double the margins surrounding the main elements of your dashboard to ensure each is framed with a balanced area of white space, making the information easier to absorb

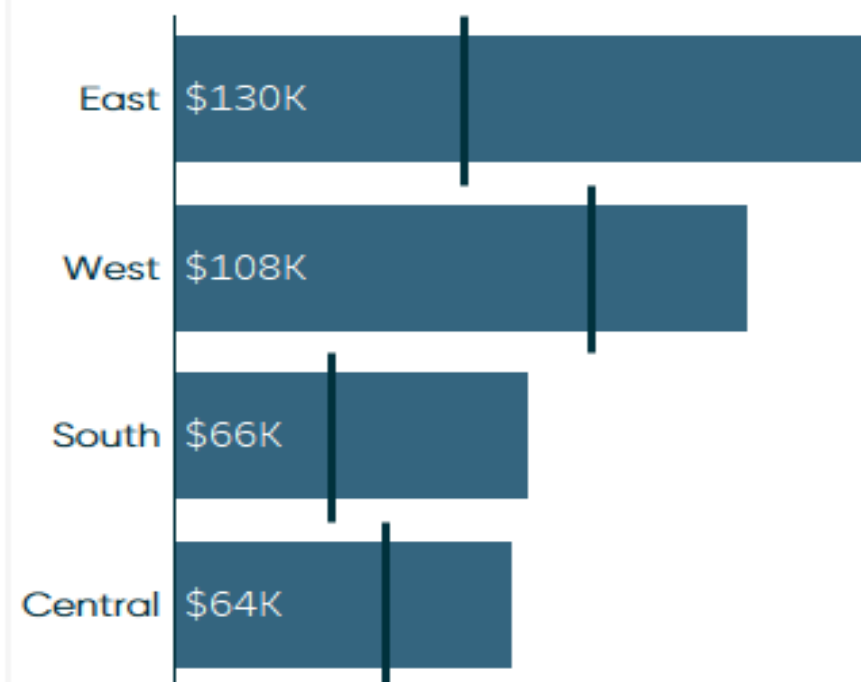
This dashboard covers September through December. Click a button or bar chart for further analysis.

SALES

TREND



BY REGION

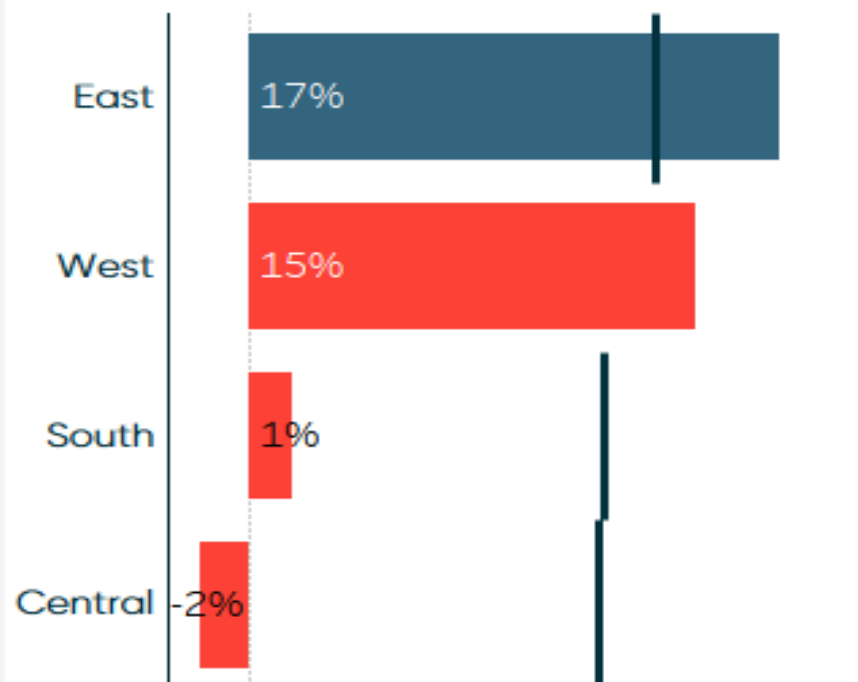
[VIEW MORE](#)

PROFIT RATIO

TREND



BY REGION

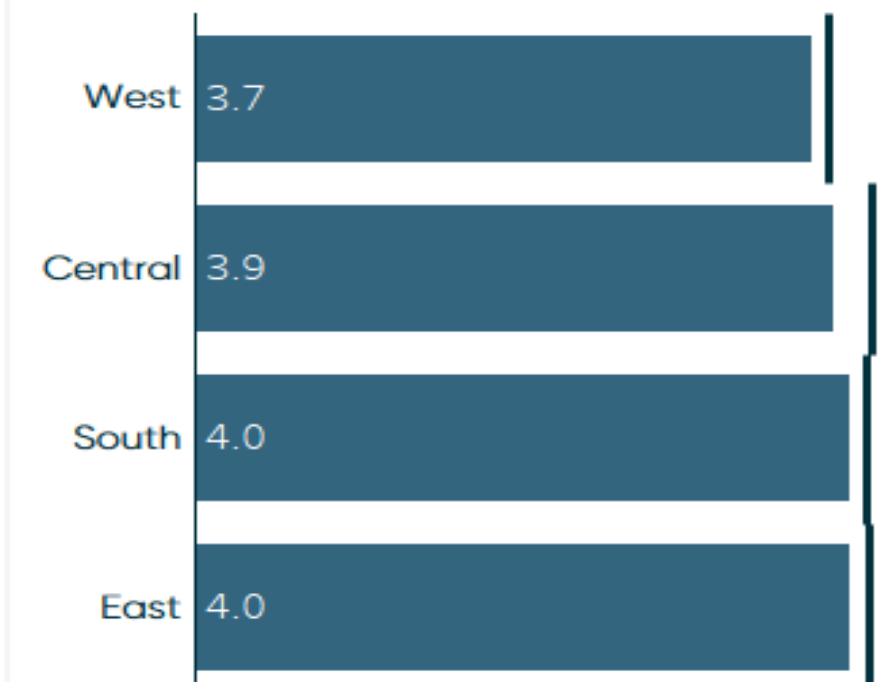
[VIEW MORE](#)

DAYS TO SHIP

TREND



BY REGION

[VIEW MORE](#)

Lou Briccant

Won Deals

\$463,466

21 Deals

Open Pipeline

\$765,000

54 Deals

Sales Calls

55

Client Surveys

32

% of Target

56%

% of Target

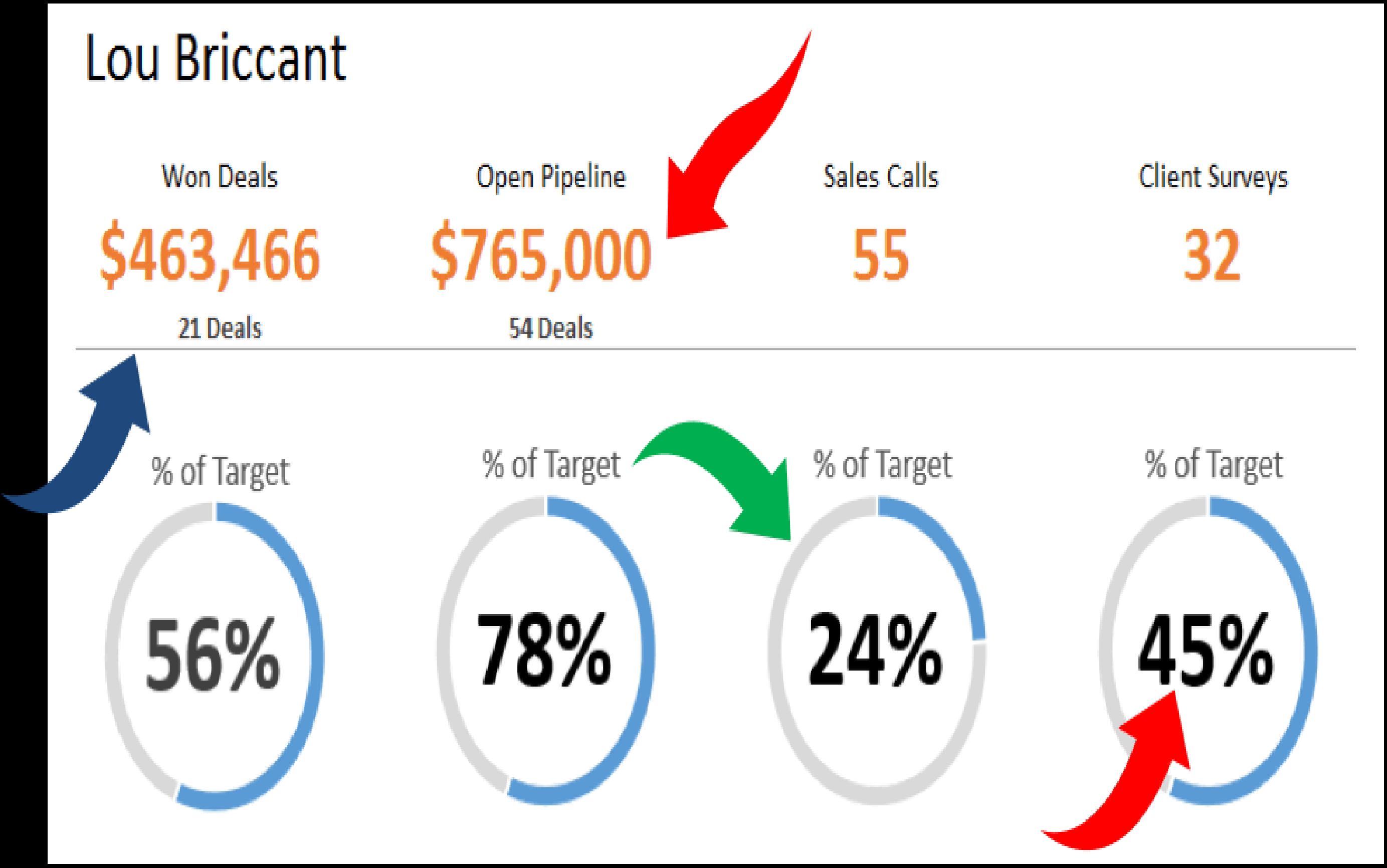
78%

% of Target

24%

% of Target

45%



Guidelines

Optimize for multiple devices –

Optimization for mobile or tablet is another critical point in the dashboard development process.

By offering remote access to your most important insights, you can answer critical business questions on-the-go, without the need for a special office meeting.

Benefits such as swift decision-making and instant access ensure everyone has the possibility to look at the data on-the-fly.

Guidelines

Optimize for multiple devices –

A mobile dashboard has a smaller screen and, therefore, the placement of the elements will differ.

Additionally, the level of analysis in comparison to the desktop version will not be as deep since this kind of dashboard needs to focus on the most critical visuals that fit the screen, oftentimes high-level.

Guidelines

Optimize for multiple devices –

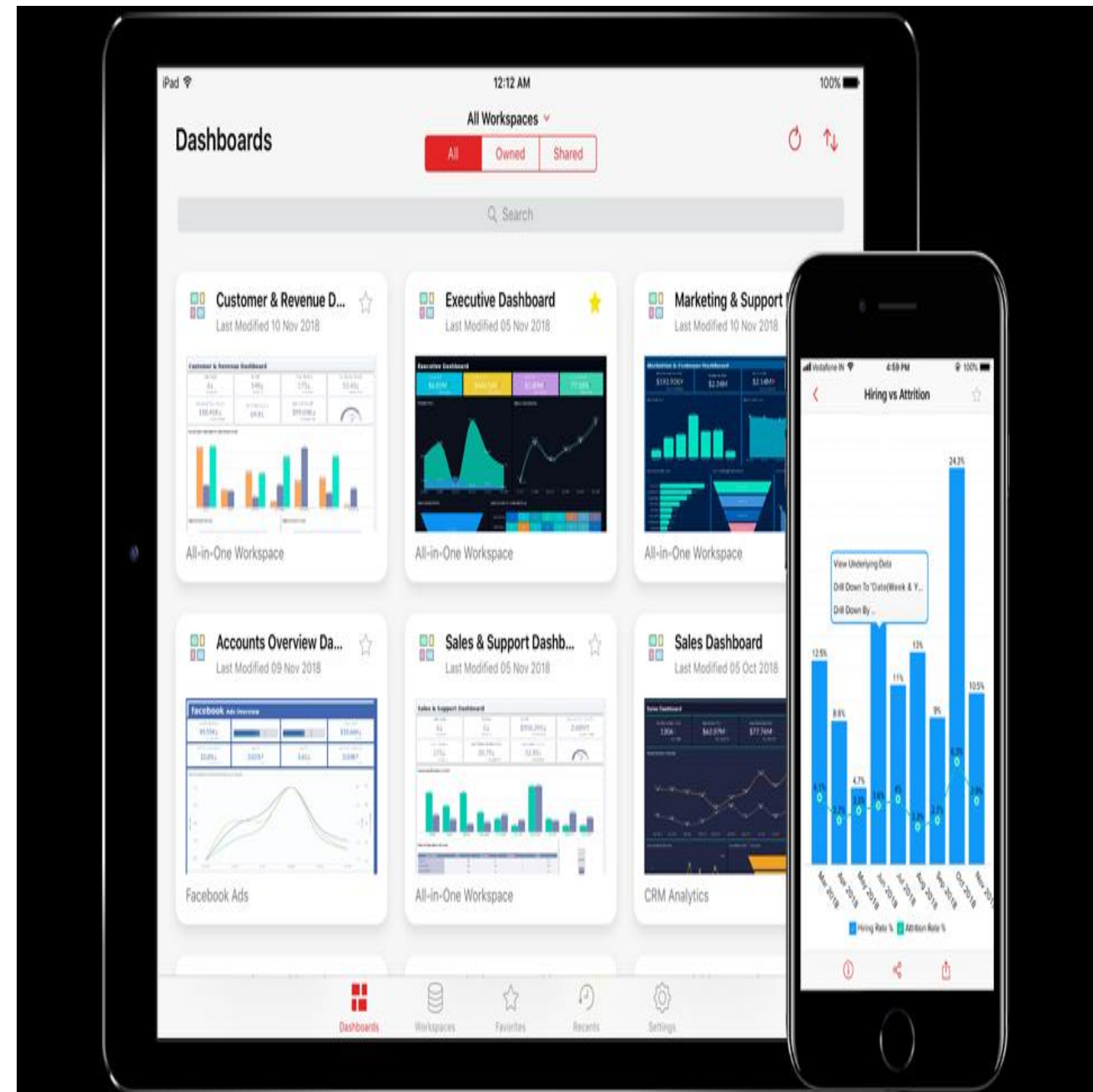
To create such a design, we suggest you trim all the surplus that is not relevant and test across devices.

Additionally, keep in mind that the dashboard design process should also include the 'bigger fingers' element.

Not everyone has smaller hands and buttons should be well optimized for all hands' shapes and sizes.

Moreover, and we can't stress this enough, keep only the most important metrics and information on the screen, so that they're easily scannable and immediately visible.

Guidelines



Leadership and Ideas for Tomorrow

Guidelines



Guidelines

Consider the use in terms of exports vs. digital –

In the process of dashboard designing, you also need to think about exports.

You can use the dashboard itself and share it, but if you plan on regularly use exports, you might want to consider optimizing towards printing bounds, fewer colors, and different types of line styles to make sure everything is readable even on a black-and-white printout.

Hence, when you plan your data dashboard design, you also need to look into the future uses and how to optimize towards different exporting options or simply sharing the dashboard itself with all its features and options.

Guidelines

Consider the use in terms of exports vs. digital –

Additionally, by assigning a viewer area, you can specify the number of features you openly allow, including the number of filters, and all the bits and details of specific permissions.

That way, you have full control over your digital presentation and the amount of analysis you want to share.

In this digital case, you don't need to take into account print, but it would certainly help if you ever want to create one.



Christmas

Year

Categories

Where People Buy Gifts

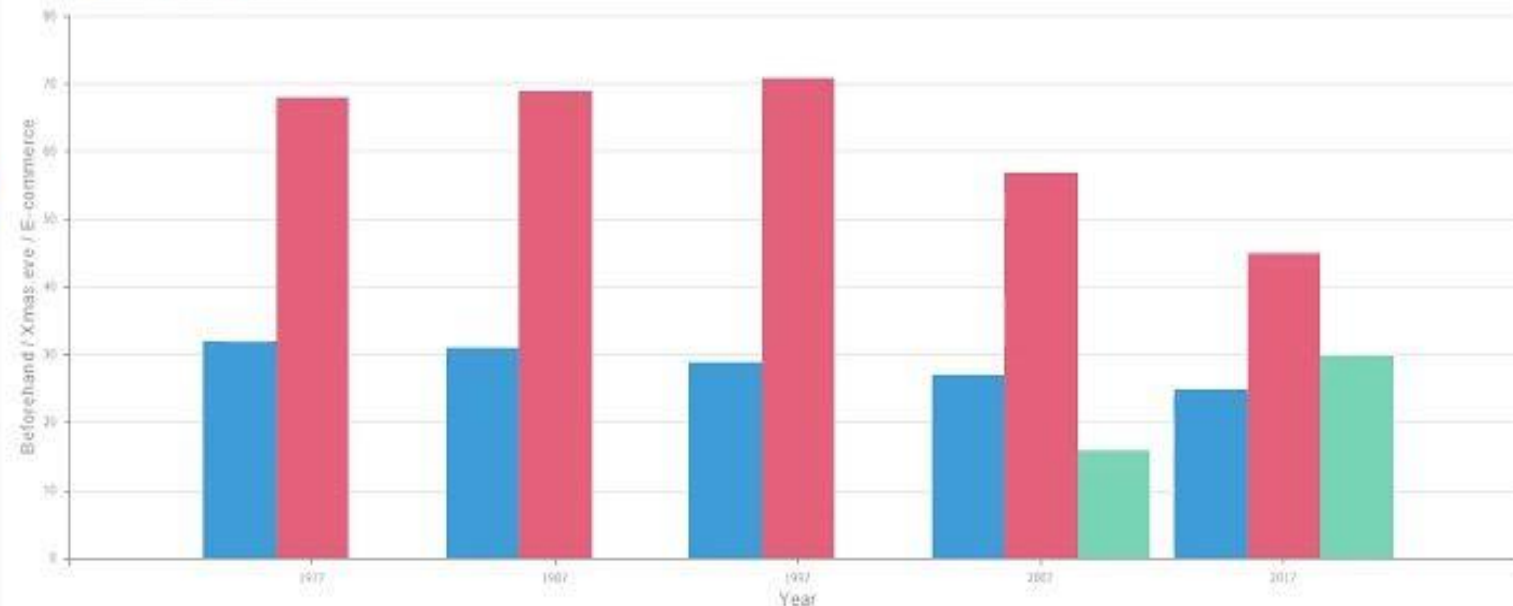
- ☒ 1977
- ☒ 1987
- ☒ 1997
- ☒ 2007
- ☒ 2017

☒ (All)☐ Average Gift Check, in dollars USA☐ Fake Tree, in pieces☐ Holiday retail sales, in billions☒ Real Tree, in pieces

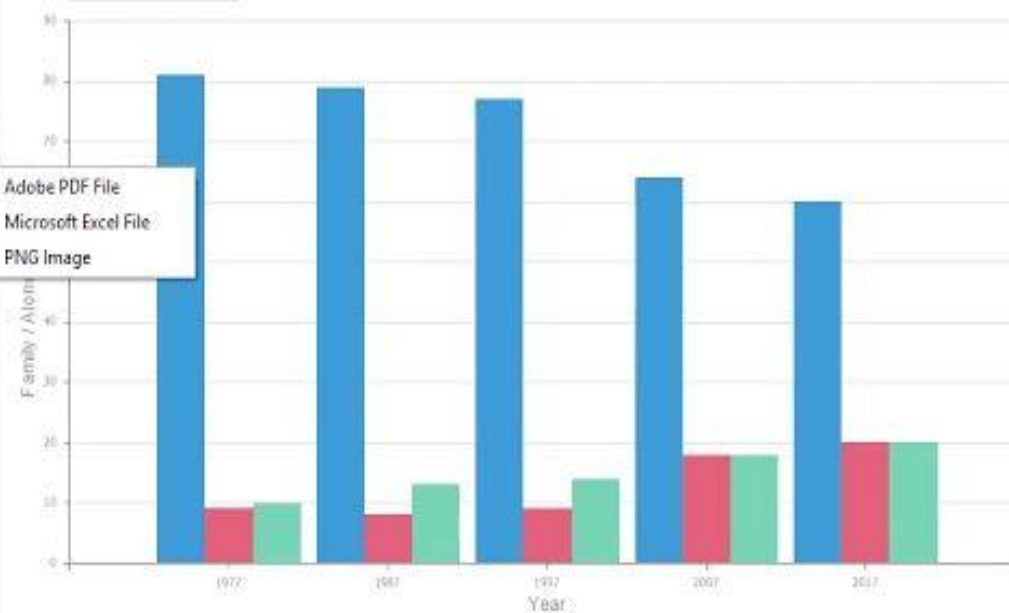
Expenses for Christmas



Amount of Sales

☒ Beforehand / Xmas eve ☒ Xmas eve ☒ E-commerce

People Meet Christmas

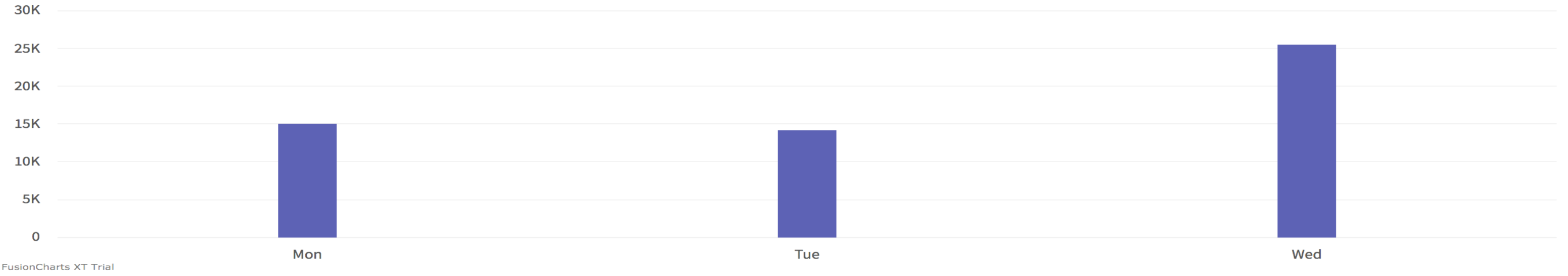
☒ Family ☒ Alone ☒ At Work

Year	Name	Amount	Target Amount	Increase over a Decade
1977	Real Tree, in pieces	27300000	21840000	120.00
1987	Real Tree, in pieces	34700000	25331000	127.00
2007	Real Tree, in pieces	31300000	25353000	119.00
2017	Real Tree, in pieces	24600000	30032000	78.00
1997	Real Tree, in pieces	26400000	32736000	76.00



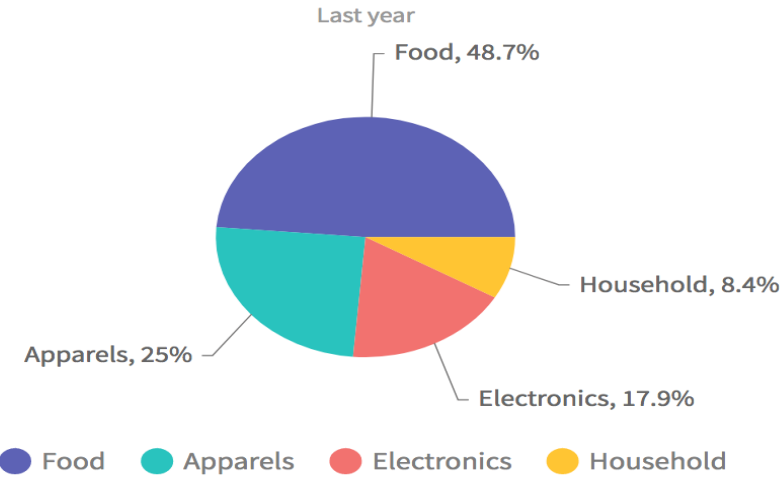
Adobe PDF File
Microsoft Excel File
PNG Image

Number of visitors in the last 3 days
Bakersfield Central vs Los Angeles Topanga



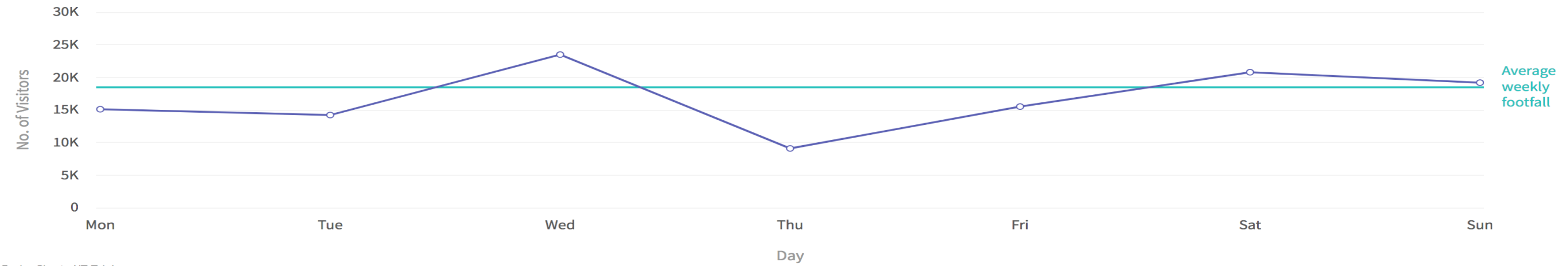
FusionCharts XT Trial

Split of revenue by product categories



FusionCharts XT Trial

Total footfall in Bakersfield Central
Last week



FusionCharts XT Trial

Guidelines

White label and embed if you need to -

opportunity to white label and embed the dashboard into your own application or intranet, e.g.

With these options in mind, you can consider using your own company's logos, color styles, and overall brand requirements and completely adjust the dashboard as it's your own product.

Internal applications

External portals

Public Websites

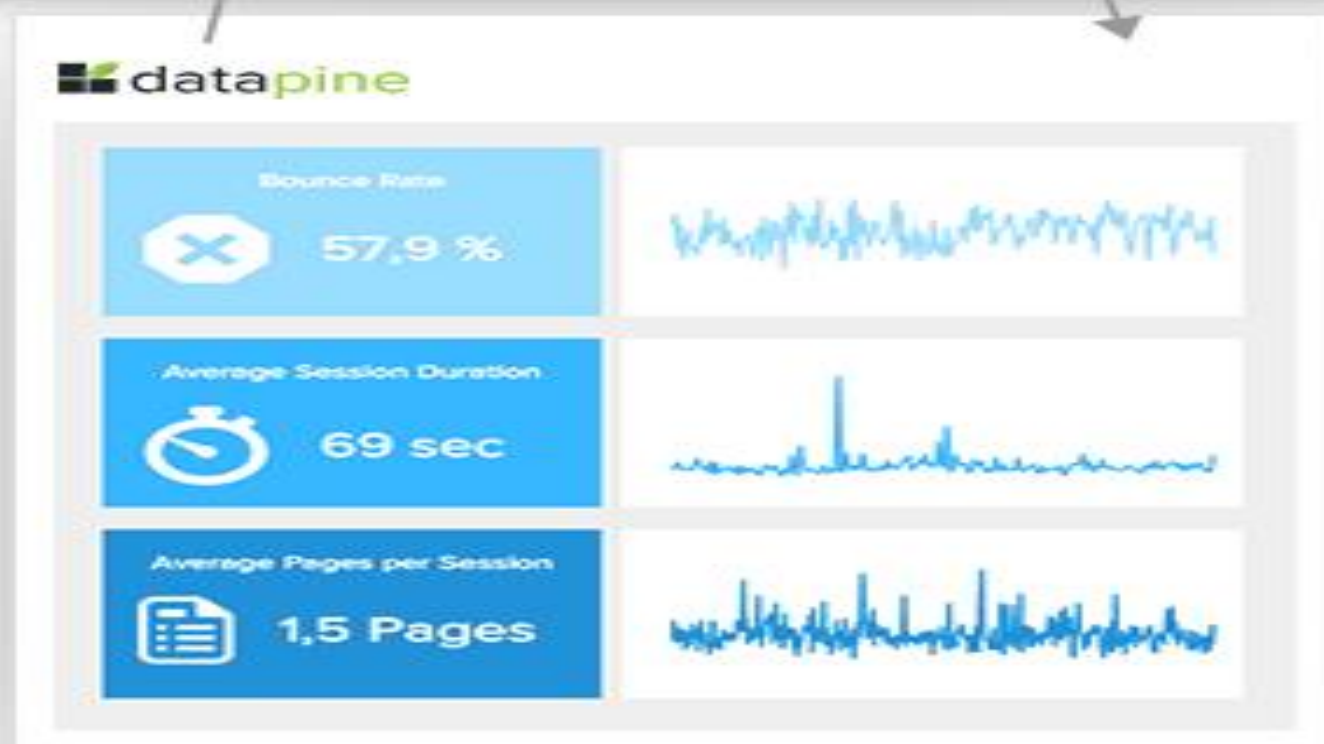
Commercial products

Guidelines

White label and embed if you need to -

Embedded business intelligence ensures that access to the analytical processes and data manipulation is completely done within their existing systems and applications.

There are many users that prefer this option so when you consider what kind of dashboard techniques you want to implement in your design, embedding and white labeling are 2 more options you need to take into account.



Embedded General Dashboard

Date Range: 2018-01-03 - 2018-01-09

Users This Y...

▼ 3.5K

12K

This Year

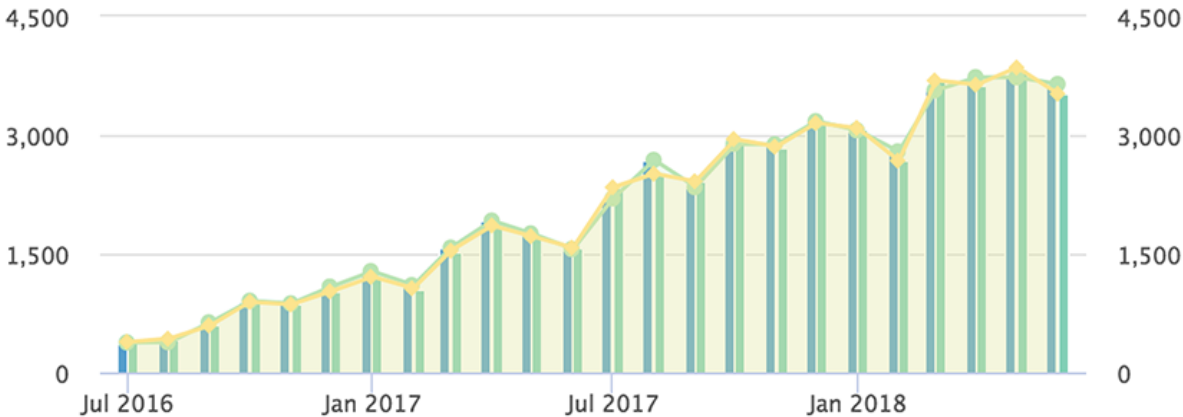
User Growth

▲ 150

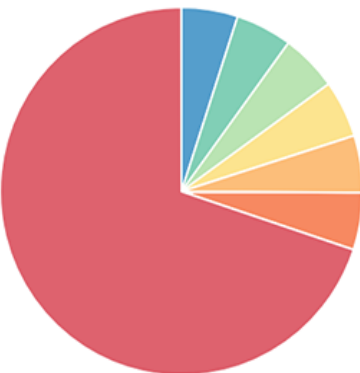
678

Last 30 days

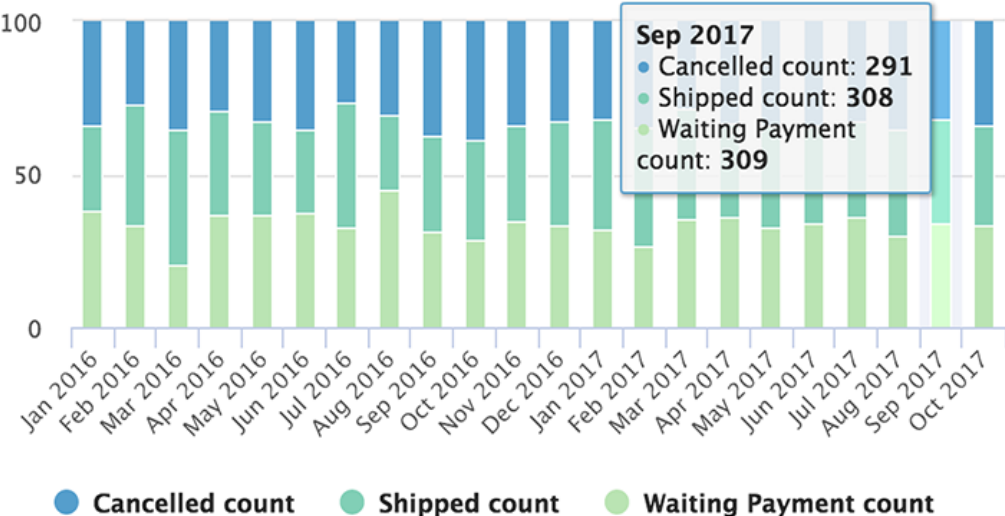
User Growth by Gender



User By Country



Orders by Status



Cohort Analysis

Cohort Month	Cohort Size	Month 00	Month 01	Month 02	Month 03	Month 04	Month 05	Month 06
Apr 01 2017	53	28.48%	60.52%	56.96%	67.64%	67.64%	81.88%	95.28%
May 01 2017	95	16.62%	36.565%	27.701%	37.673%	44.321%	38.781%	
Jun 01 2017	85	45.675%	37.37%	38.754%	40.138%	49.827%		
Jul 01 2017	80	34.375%	35.938%	40.625%	42.188%			
Aug 01 2017	81	47.249%	50.297%	48.773%				



Intro

Sales Performance
ReportSales Performance
by Time (YTD, QTD,
MTD)Sales Performance
Breakdown by
MonthSales, Cost, Profit
to date comparison
by StateSales, Cost, Profit
to date comparison
by ProductSales, Cost, Profit
to date comparison
by ChannelCONNECT MY
DATA

SALES PERFORMANCE REPORT

How is my business performing?

Year

2014

2015

2016

2017

2018

Product Name

All

BIGINT DATA ANALYTICS SOLUTIONS

Contact developer: www.bigintsolutions.com/contact

Sales to date Vs Prior Year

\$148.37M✓

Goal: \$147.57M (+0.54%)

Cost to date Vs Prior Year

93.05M✓

Goal: \$92.13M (+1%)

Profit to date Vs Prior Year

\$55.32M!

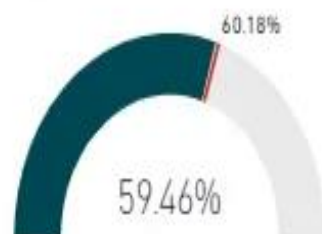
Goal: \$55.44M (-0.21%)

Quantity Sold to date Vs Prior Year

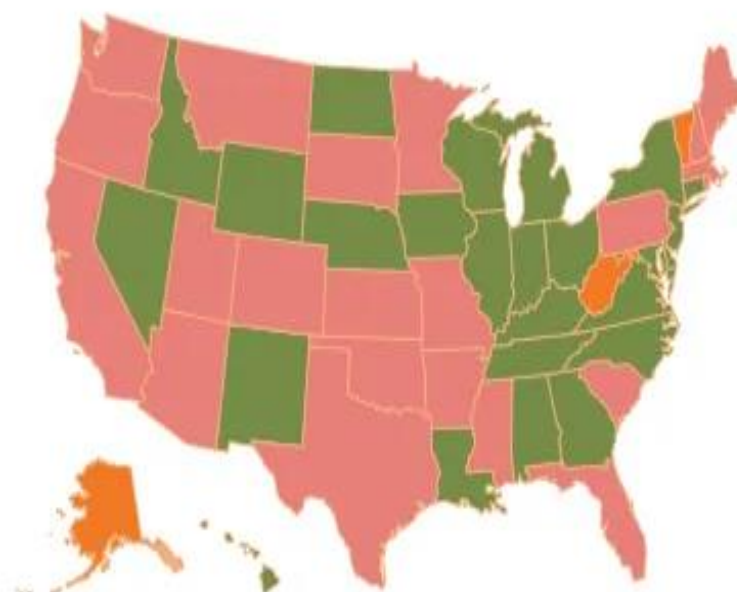
64,630✓

Goal: 64,587 (+0.07%)

Profit % to date Vs Prior Year

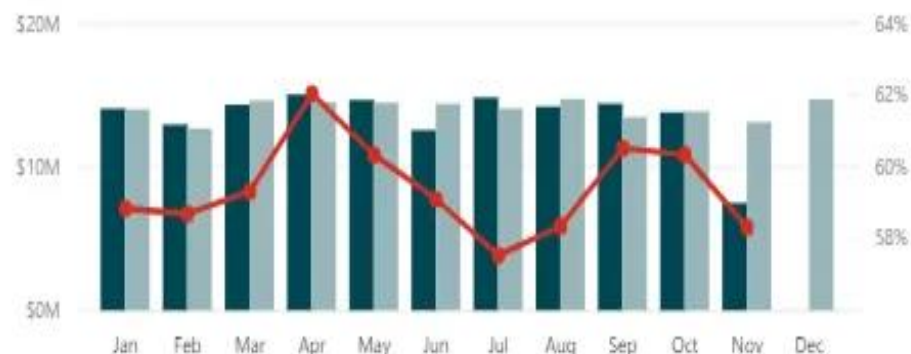


Sales YTD Var % by State



Sales CY, Sales PY, Profit % CY and Sales Var % by MonthName

Sales CY Sales PY Profit % CY



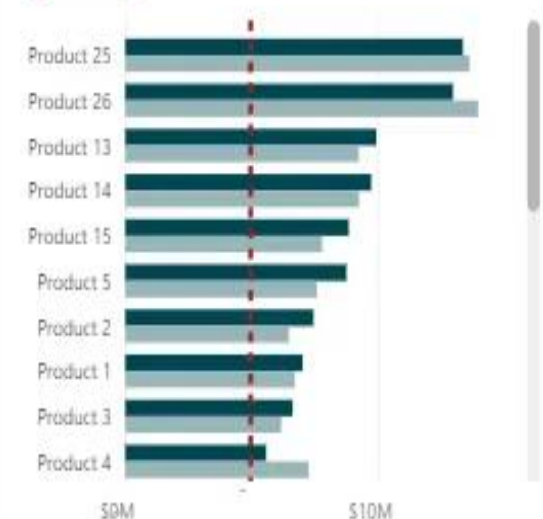
Sales YTD, Sales PY YTD and Sales YTD Var % by Chan...

Sales YTD Sales PY YTD Sales YTD Var %



Sales YTD and Sales PY YTD by Product Name

Sales YTD Sales PY YTD



Guidelines

Avoid common data visualization mistakes -

Visual perception to the next level

Online data visualization is not just about creating visuals for the sake of it, but it needs to be clear and communicate effectively.

Failed calculations: The numbers should add up to 100. For example, if you conduct a survey and people have the option to choose more than one answer, you will probably need some other form of visuals than a pie chart since the numbers won't add up, and the viewers might get confused.

Guidelines

Avoid common data visualization mistakes -

Visual perception to the next level

Online data visualization is not just about creating visuals for the sake of it, but it needs to be clear and communicate effectively.

The wrong choice of visualizations: We have mentioned how important it is to choose the right type of chart and dashboard, so if you want to present a relationship between the data, a scatter plot might be the best solution.

Too much data: Another point you need to keep in mind, and we have discussed in detail, don't put too much data on a single chart because the viewer will not recognize the point.

PAYABLES

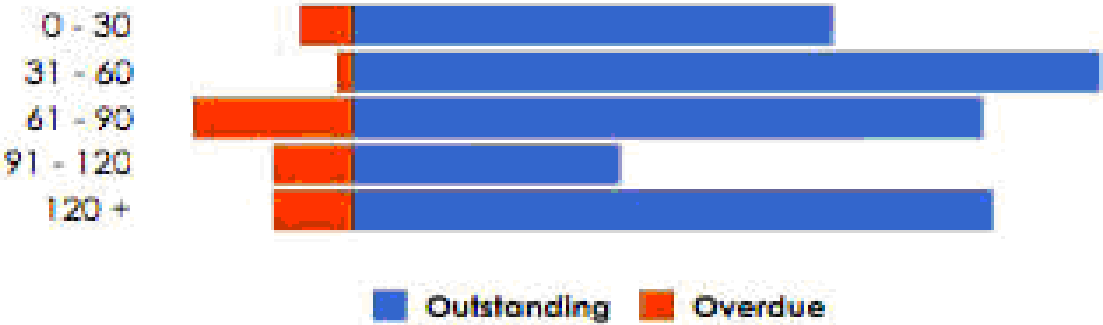
Outstanding

\$29,400

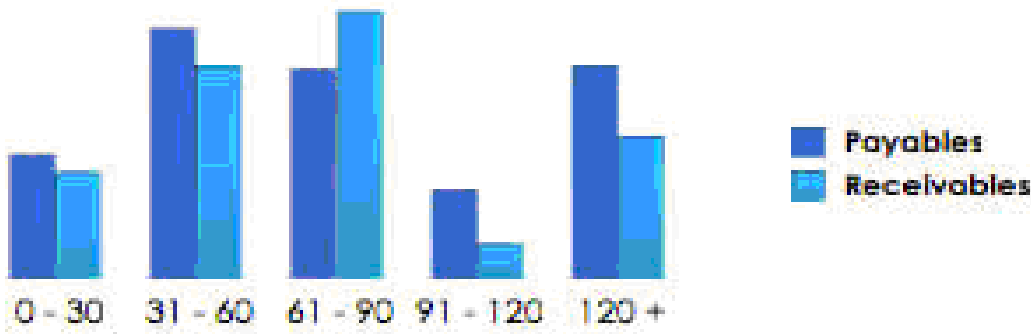
Overdue

\$3,500

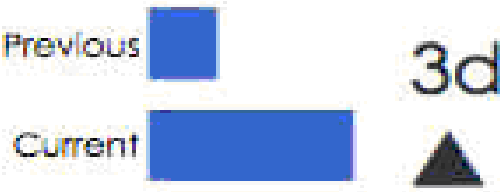
PAYABLES BY AGE CATEGORY



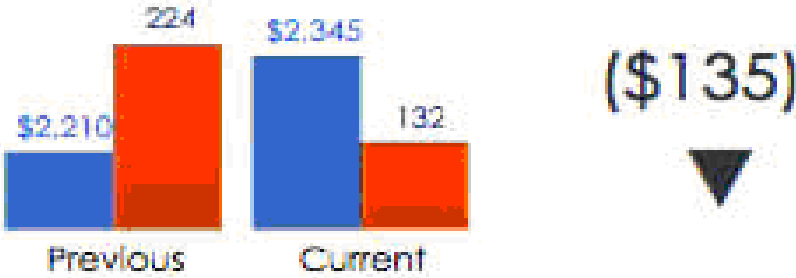
RECEIVABLES VS PAYABLES



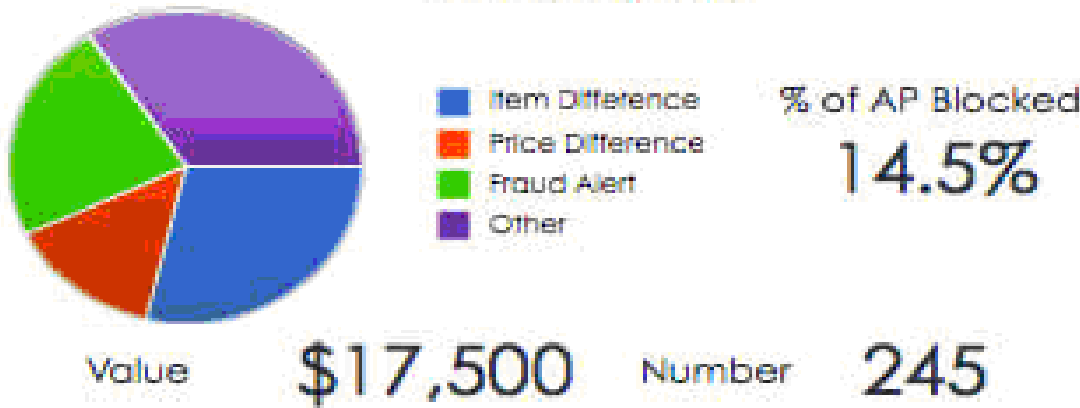
AVERAGE TIME TO PAY



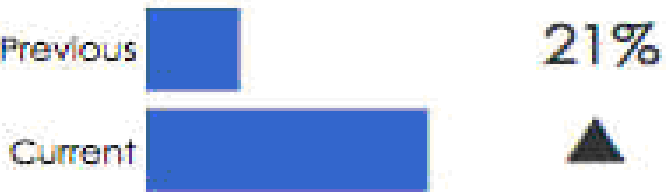
INVOICES PAID AFTER DUE DATE



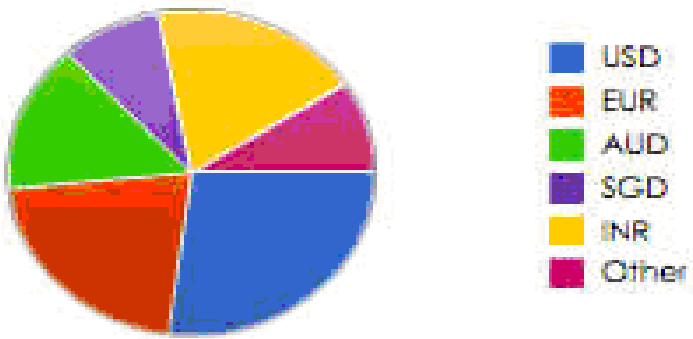
BLOCKED INVOICES



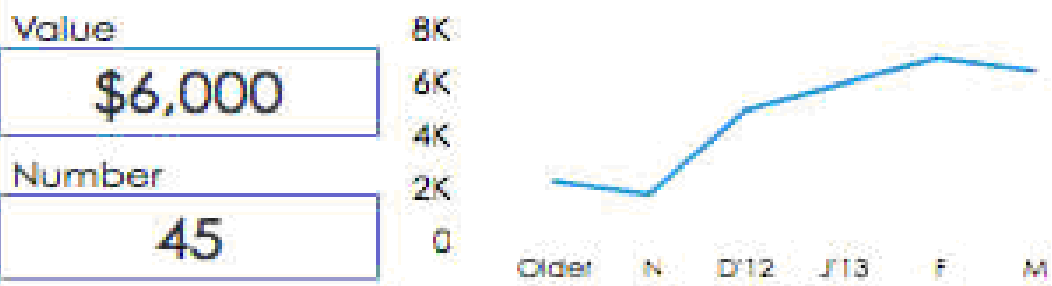
DISCOUNT ANALYSIS



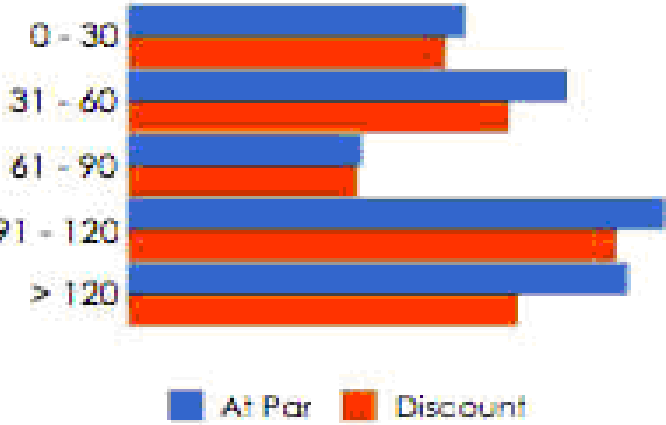
PAYABLES BY CURRENCY



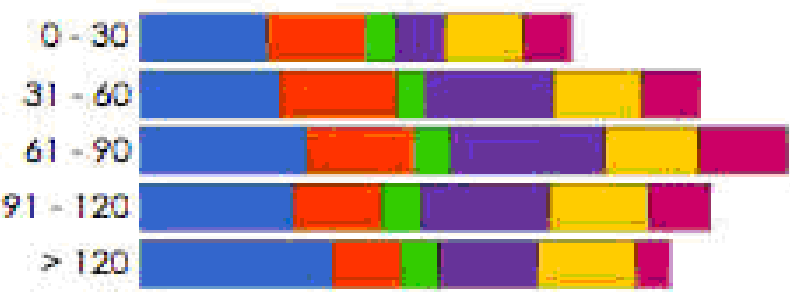
GOODS RECEIVED PENDING INVOICE



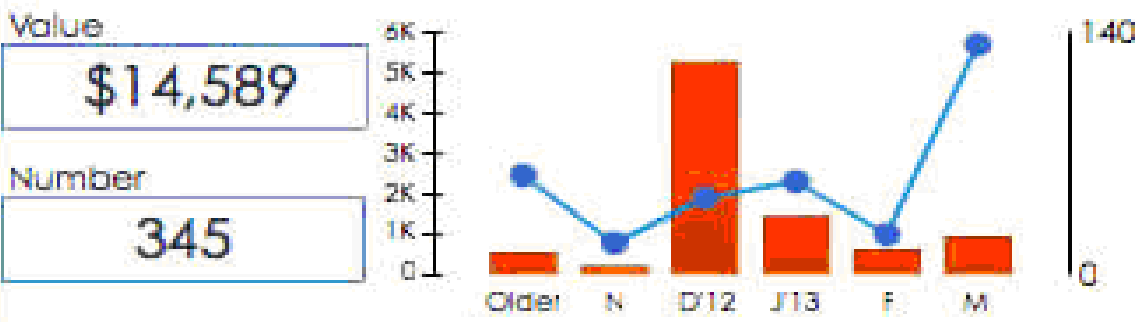
Payable(s) At Par vs Discount

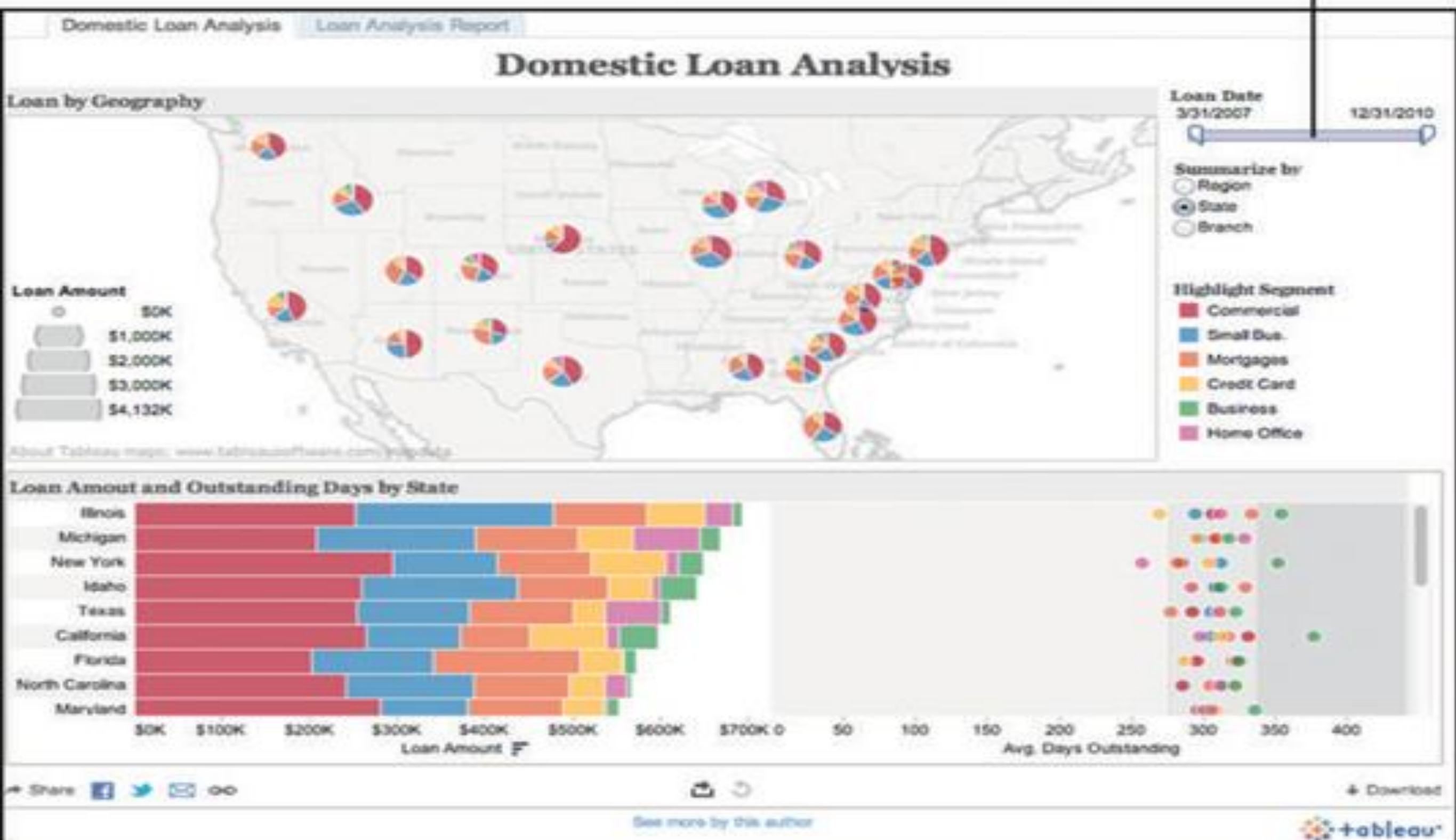


Currency Breakup by Age Category



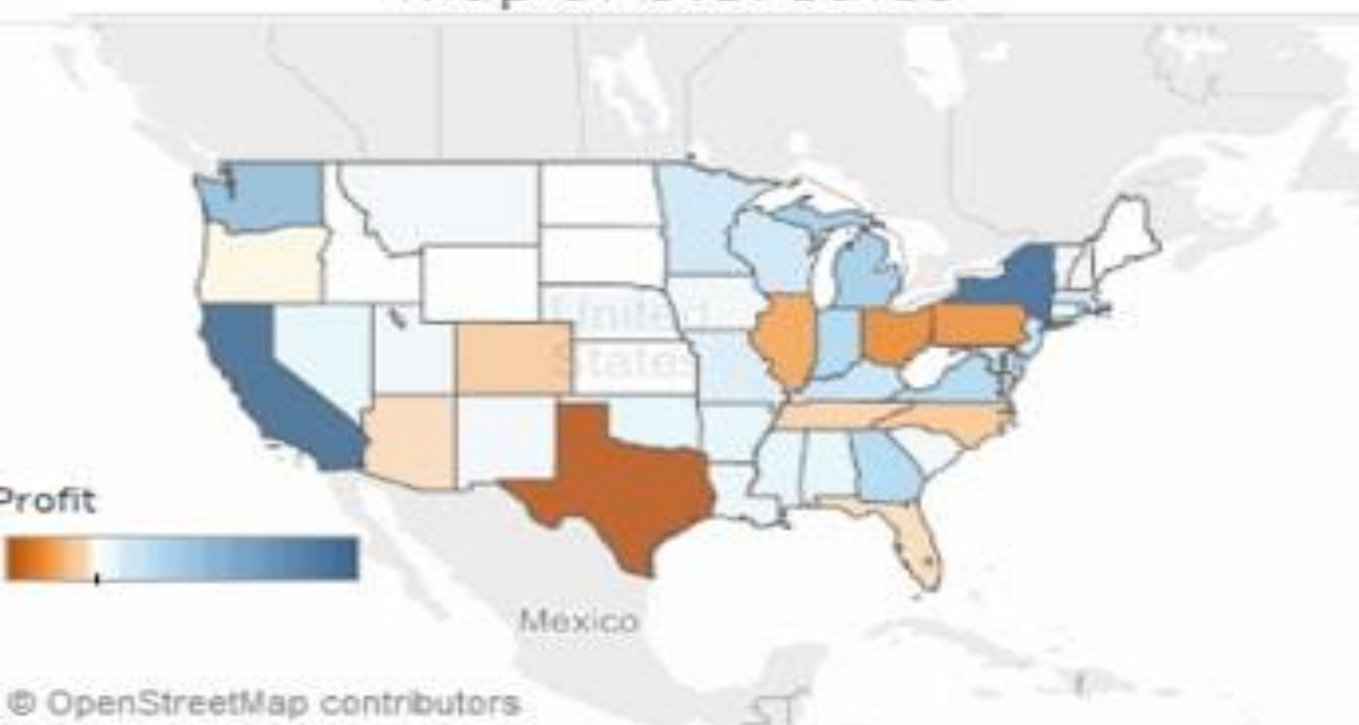
UNRECONCILED PAYMENTS





Crowded

Map of U.S. Sales



Profit over Time



Profit by Segment



Profit by Category



Guidelines

Never stop evolving -

The ability to tweak and evolve your designs in response to the changes around you will ensure ongoing analytical success

When designing dashboards, asking for feedback is essential. By requesting regular input from your team and asking the right questions, you'll be able to improve the layout, functionality, look, feel, and balance of KPIs to ensure optimum value at all times.

Asking for feedback on a regular basis will ensure that both you and the customer (or team) are on the same page. As we mentioned many times, your audience is your number one consideration, and you need to know how to adjust the visuals to generate value.

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HOME



BUILDING



BREAKDOWN



GREEN FACTS



ENGLAND



Earthright ENERGY DASHBOARD

ELECTRIC



NATURAL GAS



SOLAR



SELECT A LOCATION

Central Plant

500 m²

6 People

Grube Co Pavillion

85,000 m²

1,500 People

Pac-Co Labs

11,500 m²

150 People

Current Energy Usage at Pac-Co Labs

North Vancouver, British
Columbia
Tue, Oct 18

10.4 °C

8 °C - 12 °C

Wed, Oct 19

10 °C - 14 °C



Thu, Oct 20

9 °C - 12 °C



Fri, Oct 21

7 °C - 11 °C



Last Updated on October 18, 7:52 AM EDT

Proto BI

- Hard to obtain information
- Little to no data analysis
- Was not called BI



- Availability of computers economized analysis
- IT centric
- Called Decision Support Systems
- Products built for experts
- Access: Upper management
- Output: Number text heavy reports



- Availability of World Wide Web changed users of BI
- IT focus on data management
- Called BI from the early 1990s
- Products built for business users.
- Access: Upper/Middle management
- Output: Interactive dashboards with myriad data visualizations



- Big data & cloud computing opened up new avenues for BI
- IT focus moving to data quality and governance
- Products offer end to end self service
- Access: Business users at all levels
- Output: Incorporates NLP, AI & ML to offer augmented analytics.

Dashboard Story Telling

Guidelines

Start with data visualization -

You must choose your visualization carefully.

According to research carried out by Stanford University, there are two types of storytelling: author- and reader-driven storytelling.

An author-driven narrative is static and authoritative because it dictates the analysis process to the reader or listener. It's like analyzing a chart printed in a newspaper.



Institute of
Business Administration
Karachi

Leadership and Ideas for Tomorrow

Guidelines

Start with data visualization -

On the other hand, reader-driven storytelling allows the audience to structure the analysis on their own. Here, the audience can choose the data visualizations that they deem meaningful and interact with them on their own by drilling down to more details or choosing from various KPI examples they want to see visualized. Thus, they can reach out for insights that are crucial to them and make sense out of data independently.

Guidelines

Put your audience first -

Storytelling for a dashboard presentation should always begin with stating your purpose. What is the main takeaway from your data story? It's clear that your purpose will be to motivate the audience to take a certain action.

Instead of thinking about your business goals, try to envisage what your listeners are seeking. Each member of your audience – be that a potential customer, future business partner, or stakeholder – has come to listen to your data storytelling presentation to gain a profit for him or herself. To better meet your audience's expectations and gain their trust (and money), put their goals first and let them determine the line of your story.

Guidelines

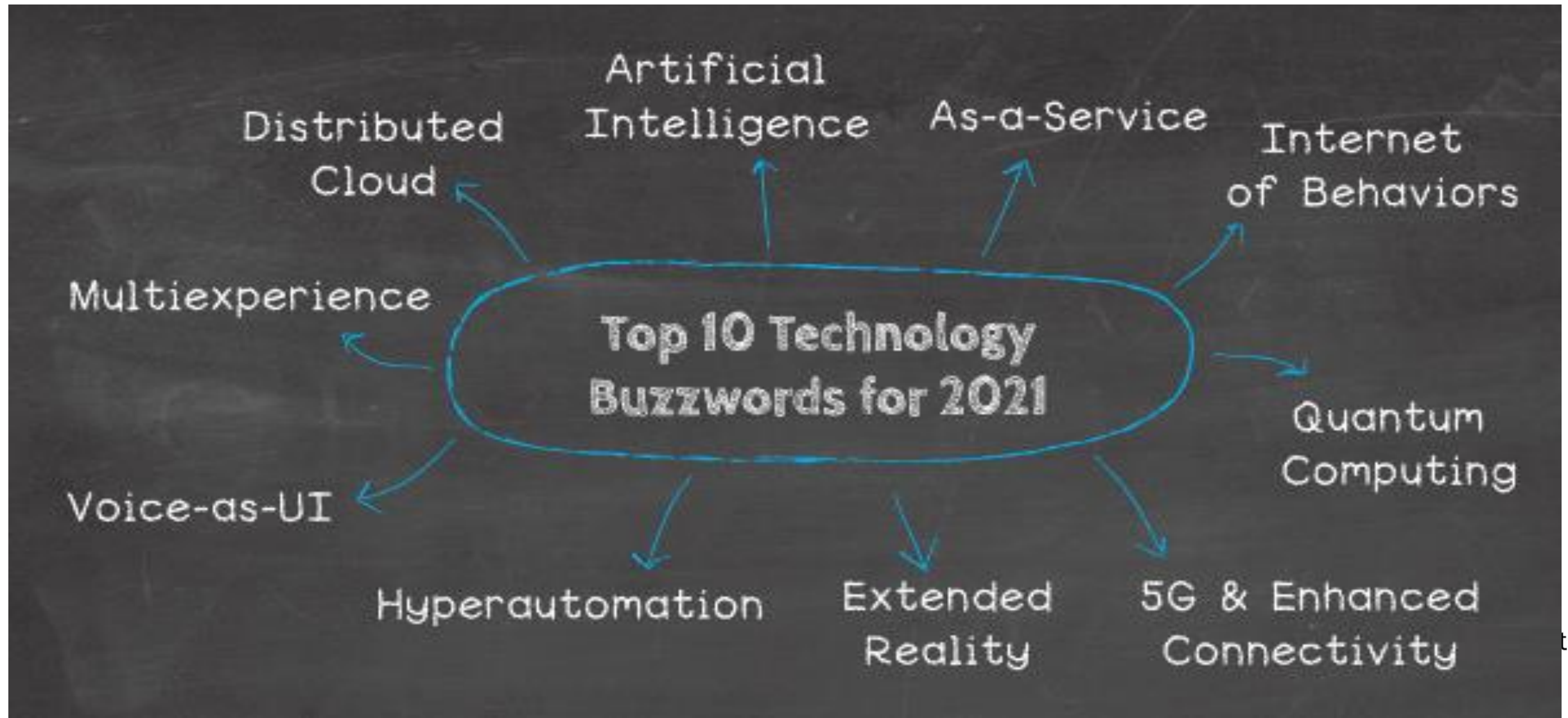
Don't fill up your data storytelling with empty words -

Storytelling with data, rather than presenting data visualizations alone, brings the best results. That said, there are certain enemies of your story that make it more complicated than enlightening and turn your efforts into a waste of time.

The first of these bugbears are the various technology buzzwords that are devoid of any defined meaning. These words don't create a clear picture in your listeners' heads and are useless as a storytelling aid. In addition, to under-informing your audience, buzzwords are a sign of your lazy thinking and a herald that you don't have anything unique or meaningful to say. Try to add clarity to your story by using more precise and descriptive narratives that truly communicate your purpose.

Guidelines

Don't fill up your data storytelling with empty words -
technology buzzwords



Guidelines

Don't fill up your data storytelling with empty words -

Another trap is using your industry jargon to sound more professional. The problem here is that it may not be the jargon of your listeners' industry – thus, they may not comprehend your narrative. Moreover, some jargon phrases have different meanings depending on the context they are used in – they mean one thing in the business field and something else in everyday life. They reduce clarity and can also convey the opposite meaning of what you intend to communicate in your data storytelling.

Don't make your story too long, focus on explaining the meaning of data rather than the ornateness of your language, and humor of your anecdotes. Avoid overusing buzzwords or industry jargon and try to figure out what insights your listeners want to draw from the data you show them.

Guidelines

Utilize the power of storytelling -

Recent studies suggest that 80% of today's consumers want brands to tell stories about their business or products.

The average person processes 100,500 digital words every day. By taking your data and transforming it into a focused, value-driven narrative, you stand a far better chance of your message resonating with your audience and yielding the results you desire.

Human beings absorb information 60 times faster with visuals than linear text-based content alone. By harnessing the power of data visualization to form a narrative, you're likely to earn an exponentially greater level of success from your internal or external presentations.

Dashboard Story Telling Tips

Guidelines

Set up your plan (questions for design and presentation)

Don't be afraid to show emotion (coupled with data)

Make your story accessible to people outside your sector

Create an interactive dialogue (empower, drill-down)

Experiment (try out different scenarios) in front of the users – forcing them to think

Balance your words and visuals wisely (it could be easy to get carried away while explaining a chart onto something irrelevant – each chart should have a clear message)

Saint Martins Clinic



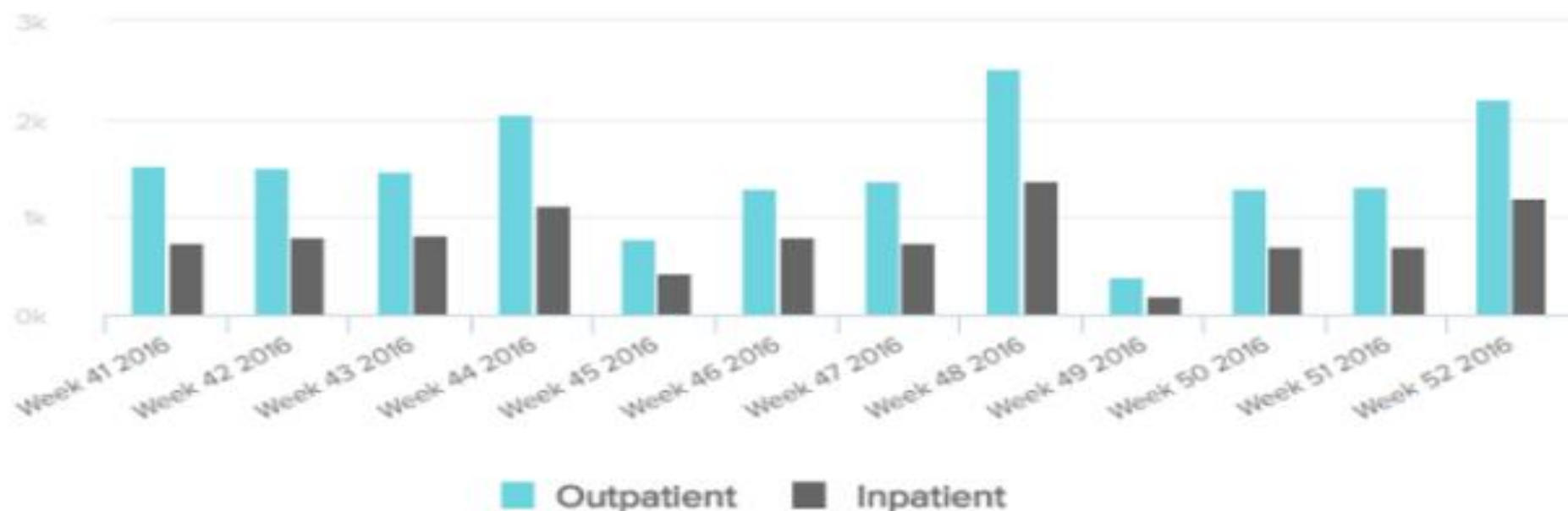
50,001
Total Patients

34,863
Total Admissions

\$ 8,742
Avg Treatment Costs

53min
Avg ER Wait Time

Outpatients vs. Inpatients Trend



Patients By Division

division	patient_status	
	inpatient	outpatient
Surgery	9.471 ↑	17.642
Gynaecology	6.869 ↑	13.053
Dermatology	5.299	9.772 ↑
Neurology	3.540	6.581
Oncology	3.088 ↓	5.842
Orthopaedics	2.809	5.144
Cardiology	2.046	3.868 →

Avg Waiting Time By Division

