



IA-4

DASHBOARD CREATION, STORYTELLING AND UNDERSTANDING

TEAM

Lizbeth Vargas / A01752595
Ingrid Tovar / A01621121
Mariana Nieto / A01639071
Andrea Ramos / A01645561
Leonora Imeri / A01831008

TYPE OF *Dashboard*

ANALYTICAL DASHBOARD

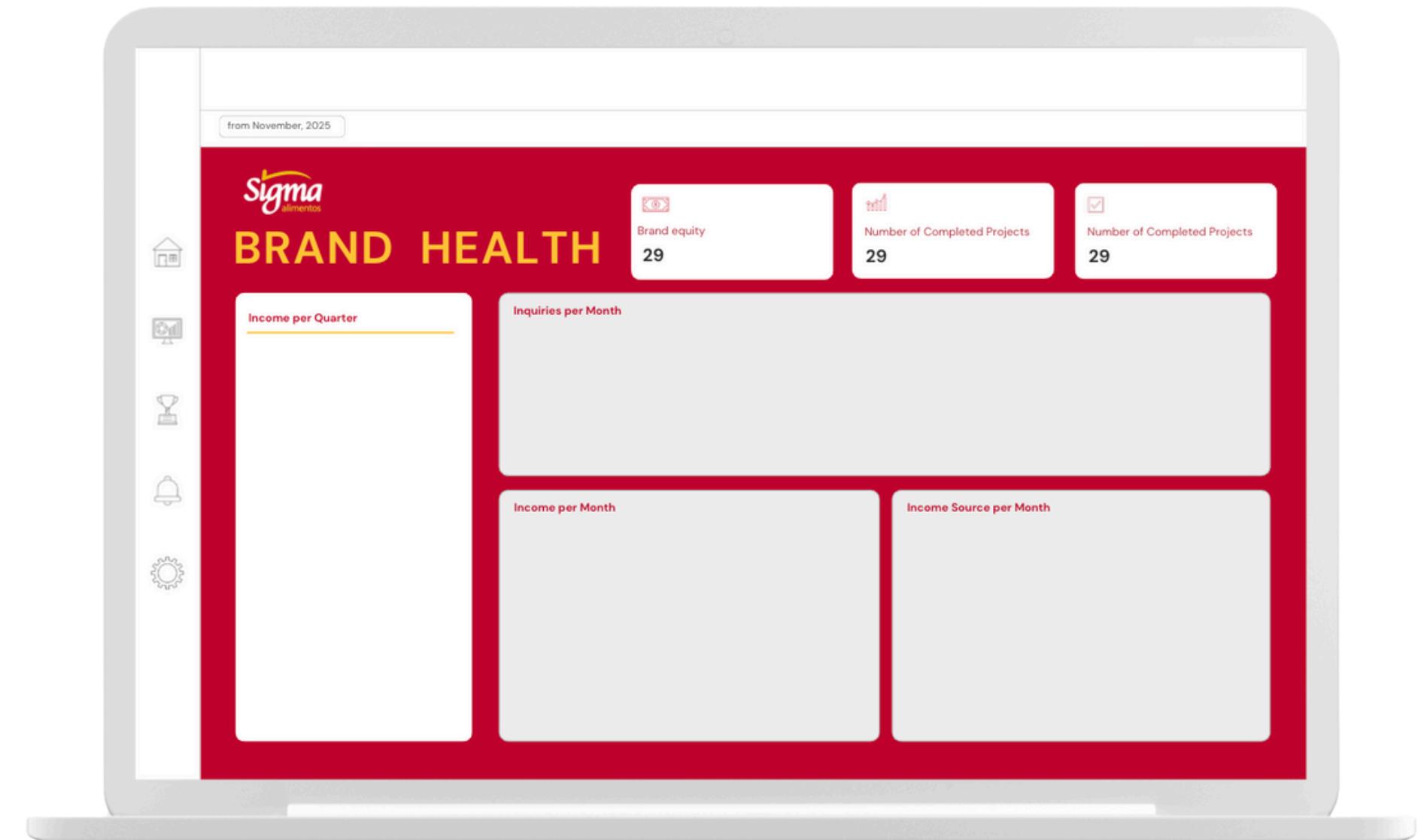
Historical Analysis: We use past data to understand the present.

Advanced Statistics: We apply techniques such as Factor Analysis, Clustering, and Regression.

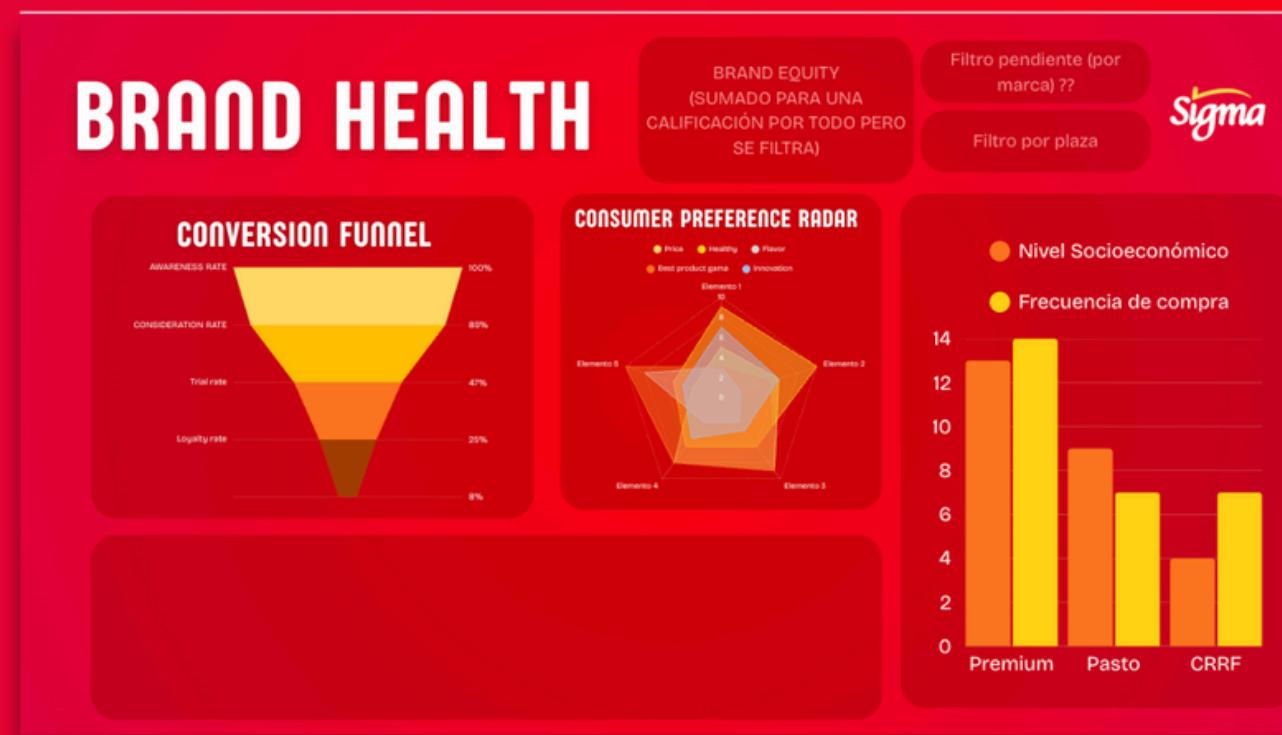
Consumption Patterns: We identify how the customer behaves (motivations and habits).

Group Comparison: We compare segments (clusters) to see key differences.

Understanding the "Why": We don't just say what happened, we explain why it happened.



Best Practices



Add context

- titles, legends, filters so users know what they are seeing

Simple and focused

- each chart adds value
- Only 4 charts
- KPI focused

Avoid Misleading

- Y-axis should always start at 0 (unless there's a clear justification).
- Use correct proportions: avoid distorting the information.
- Maintain consistency across comparable charts.

Allow Interactivity

- We added a slicer that allows each brand to be analysed individually with every brand, and by placement.
- Maintain consistency in interactions (the same filters should apply across all visuals).

Visually consistent

- Use the same colors for the same variables, same scales, and same labeling across all charts as well as colors that match the brand.
- Avoid distracting colors; use consistent color palettes.
- Use titles and subtitles to guide interpretation.

Use the right chart type

- Choosing the type of graph that best fits the data and the question you want to answer, so the information is easy to understand and not misleading.

Module 3's content

that we applied in our challenge



Data Storytelling

"Thanks to analytical segmentation, we now understand the reasons behind purchases. This allows us to move away from generic campaigns and start implementing targeted tactics to increase Consideration and Trial Rate in each of our most valuable segments."

Graphics selection

- **Funnel chart:** It helps identify at which stage the brand is losing the most
- **Bar graph:** Segment the brand's performance
- **Radar chart:** Used to visually benchmark the brand against competitors
- **Correlation heatmap:** Used to display the strength and direction of the relationships.
- **Card:** It shows a single score representing the brand's total intrinsic value.
- **Filters:** Analyze the data by segment.

Gestalt Principles

Similarity
Closure
Symmetry and Order

A woman with dark hair, wearing a grey t-shirt, is pushing a shopping cart through a supermarket aisle. She is looking towards the right side of the frame. The aisle is filled with shelves stacked high with various products, though they are slightly blurred. The lighting is bright, typical of a grocery store.

Entre tantas opciones, ¿qué hace que elijan *Sigma* ?