

Dashboard Design

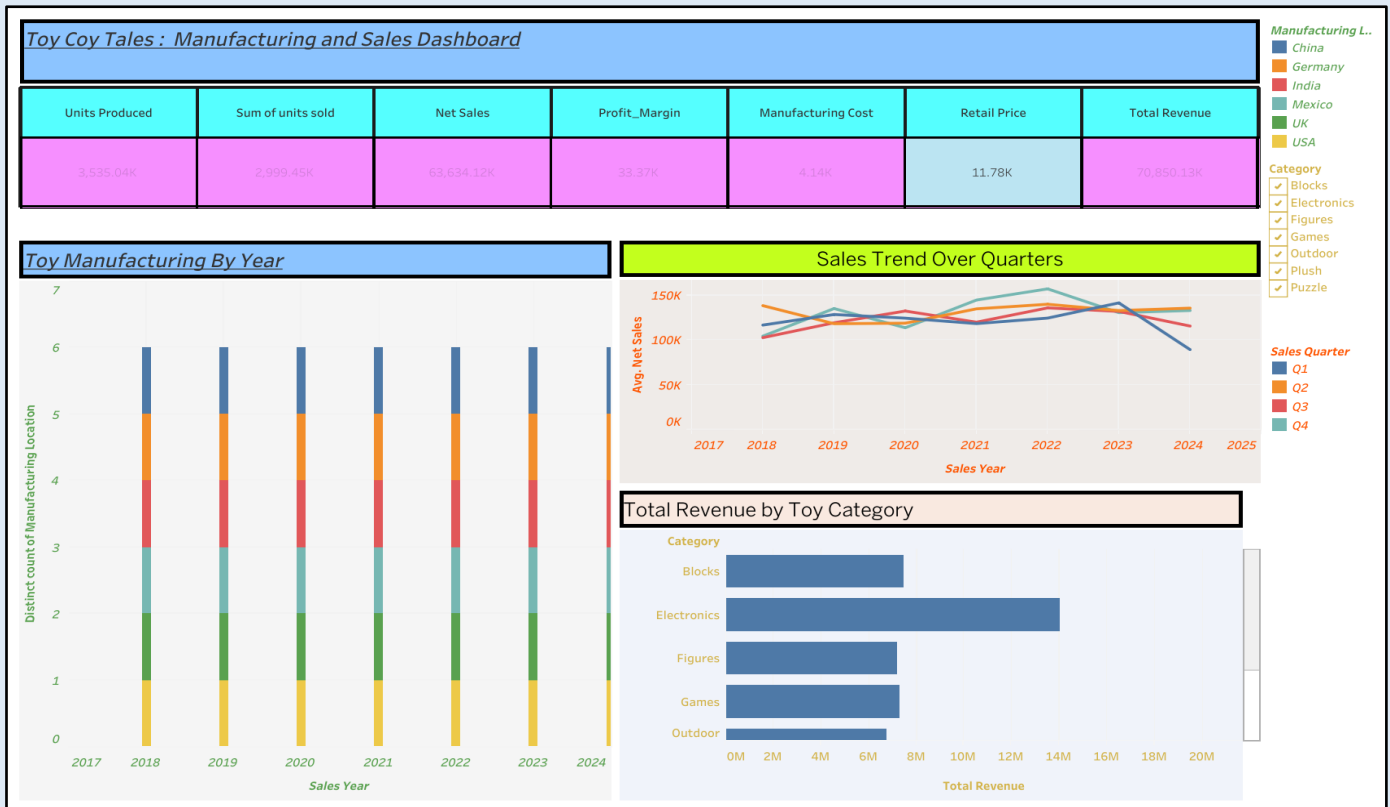
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Project Name	Toy Craft Tales: Tableau's Vision into Toy Manufacturer Data
Maximum Marks	5 Marks

Creating an effective dashboard involves thoughtful design to ensure that the presented information is clear, relevant, and easily understandable for the intended audience. Here are some key principles and best practices for dashboard design.

Activity 1: Interactive and Visually Appealing Dashboards

Creating interactive and visually appealing dashboards involves a combination of thoughtful design, effective use of visual elements, and the incorporation of interactive features. Here are some tips to help you design dashboards that are both visually appealing and engaging for users:

- **Clear and Intuitive Layout:** Ensure the dashboard is easy to navigate and information is grouped logically.
- **Use Appropriate Visualizations:** Choose charts, graphs, and other visual elements that effectively represent the data.
- **Colour and Theming:** Use consistent colour schemes that align with branding and improve data comprehension.
- **Interactive Filters and Slicers:** Allow users to explore data with dynamic filtering options.
- **Drill-Down Capabilities:** Enable users to click into data points for deeper analysis.
- **Responsive Design:** Ensure the dashboard adapts to different screen sizes and devices.
- **Custom Visuals and Icons:** Incorporate tailored visuals and icons to enhance user engagement.
- **Use of Infographics:** Integrate infographics for a concise and engaging data summary.



Key Outcomes from the Toy Craft Tales Dashboard:

- **Total Units Sold:** Displays the overall quantity of toys sold, giving insight into product demand.
- **Revenue Generation:** Shows the total revenue earned from toy sales, reflecting financial performance.
- **Top-Selling Toys:** Highlights the most popular toy categories to guide production and marketing strategies.
- **Monthly Sales Trends:** Provides a breakdown of sales by month, identifying peak and low seasons.
- **Regional Sales Distribution:** Displays sales data by region to identify key markets and areas for expansion.
- **Inventory Levels:** Tracks current inventory, ensuring efficient stock management and supply chain monitoring.
- **Customer Insights:** Analyses customer demographics and preferences to refine marketing campaigns.
- **Profit Margins:** Displays profit analysis for each toy category to identify the most lucrative products.

By adhering to these design principles and highlighting critical outcomes, the Toy Craft Tales dashboard provides a comprehensive analysis of toy manufacturing and sales, enabling data-driven decision-making.