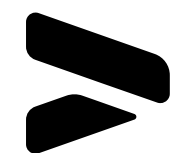




Dashboard Design Framework



Analytics Dashboard

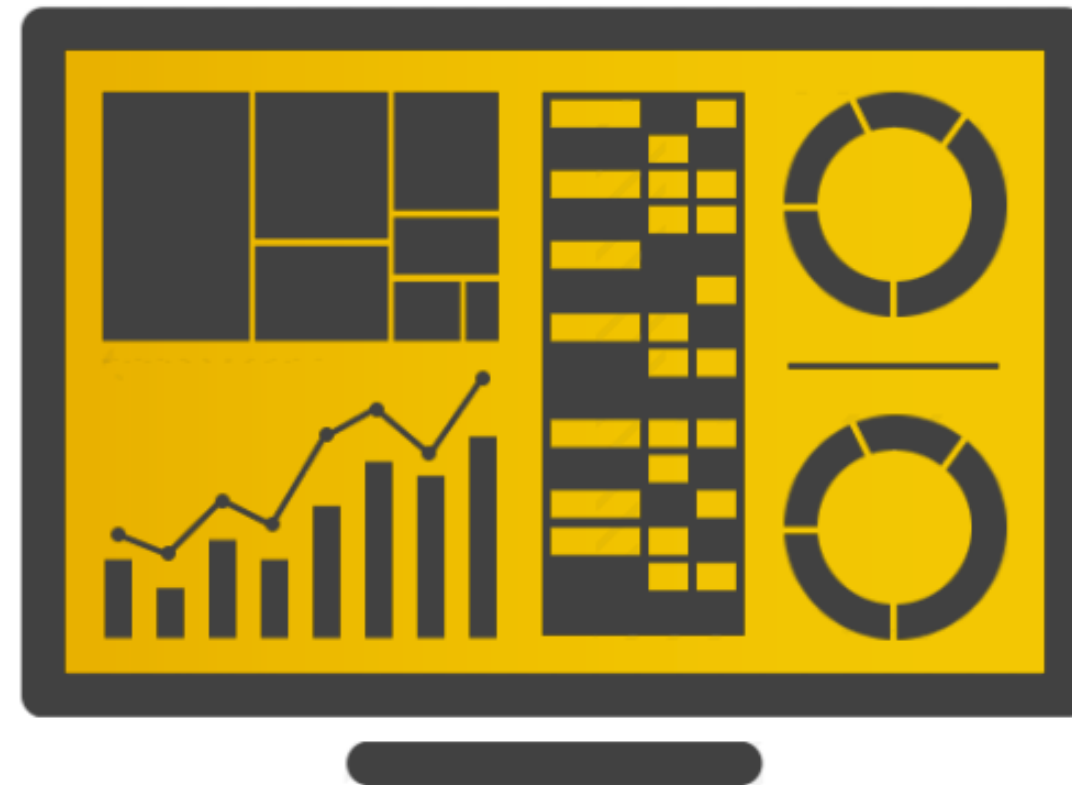
Dashboards are analytics tools designed to **consolidate data** from multiple sources, track key metrics at a glance, and facilitate **data-driven storytelling** and **decision making**.



Customer Data (CRM)



Gross Revenue



Centralized, user-facing Dashboard



Product Data



Transactional Records

Dashboard Design Framework

Define the purpose

well-designed dashboard should **serve a distinct purpose** for a distinct **audience**, use clear and effective **metrics** and **visuals**, and provide a **simple, intuitive** user experience.

Choose the right metrics

Present the data effectively

Eliminate clutter & noise

Use layout to focus attention

Tell a clear story

Dashboard Layout

