

From Data to



Website Analytics

2023



User



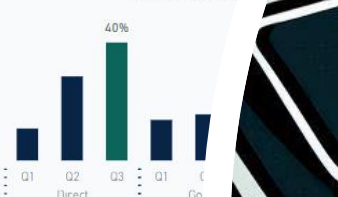
Engagement rate



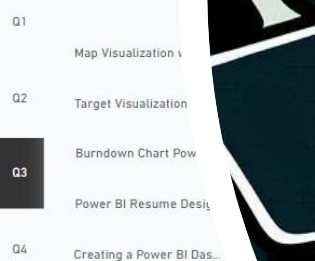
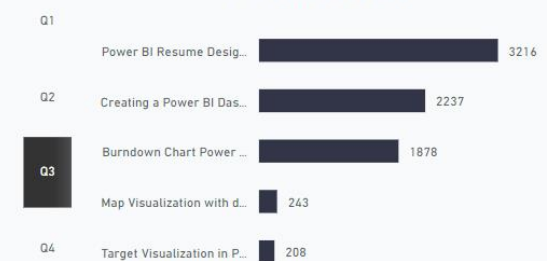
User distribution by weekday & month



Difference use



Top 5 articles by view



**SPENT HOURS
BUILDING AN
AWESOME
REPORT**



**NO ONE
USES IT**



Valerie Junk

PorcuBI

- Data Visualization
- Data-driven Storytelling
- Power BI Architect



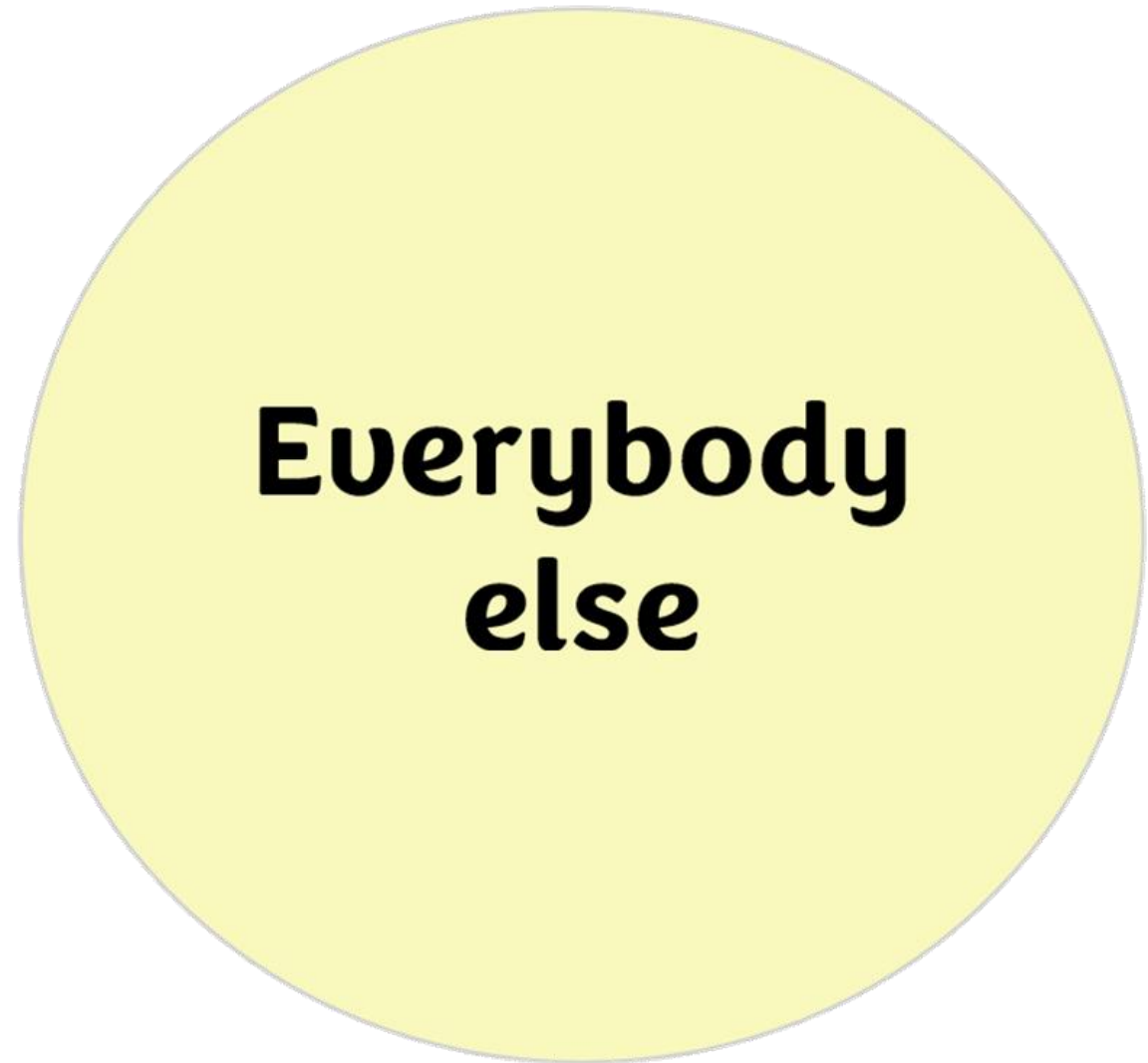
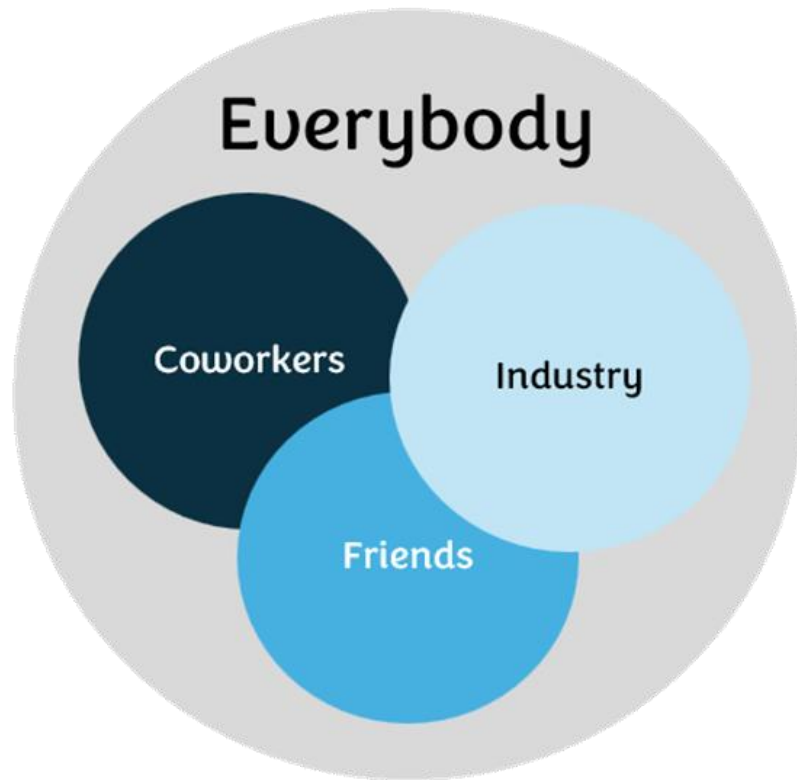
Action-driven design

- Guiding the user
- Relevance
- Usability
- Insights related to actionable steps

You don't need everything!

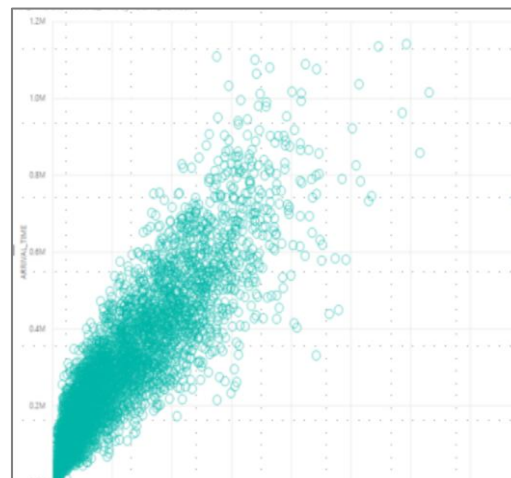
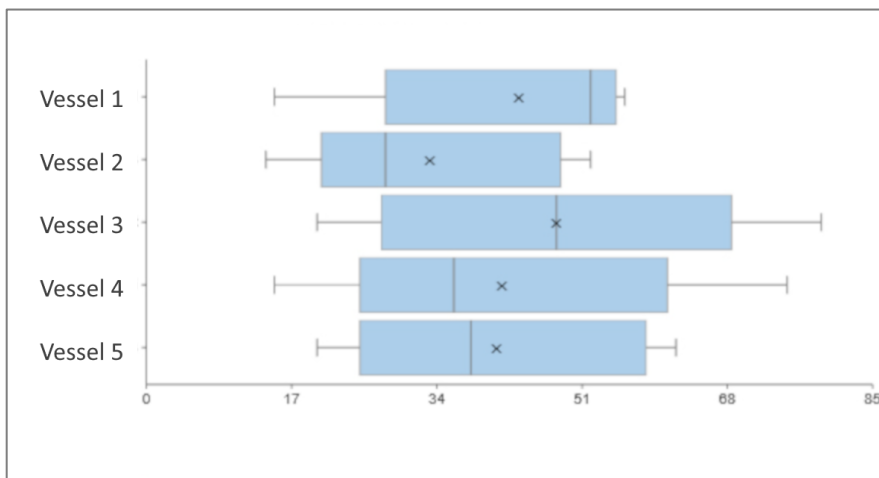
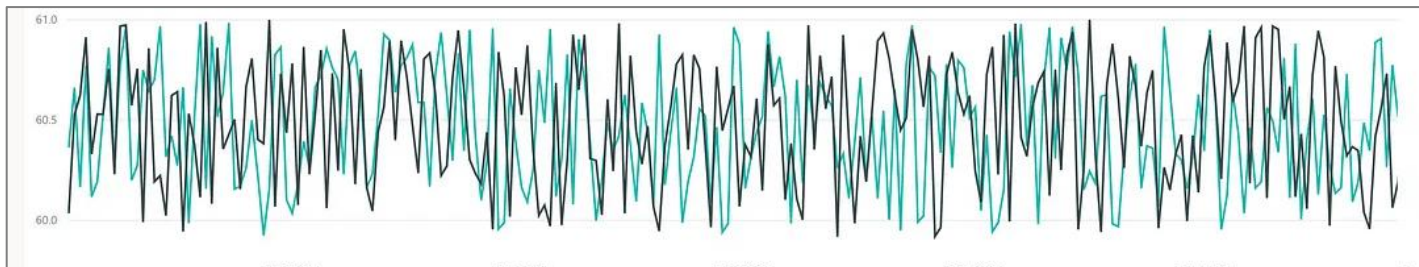


Everybody knows?



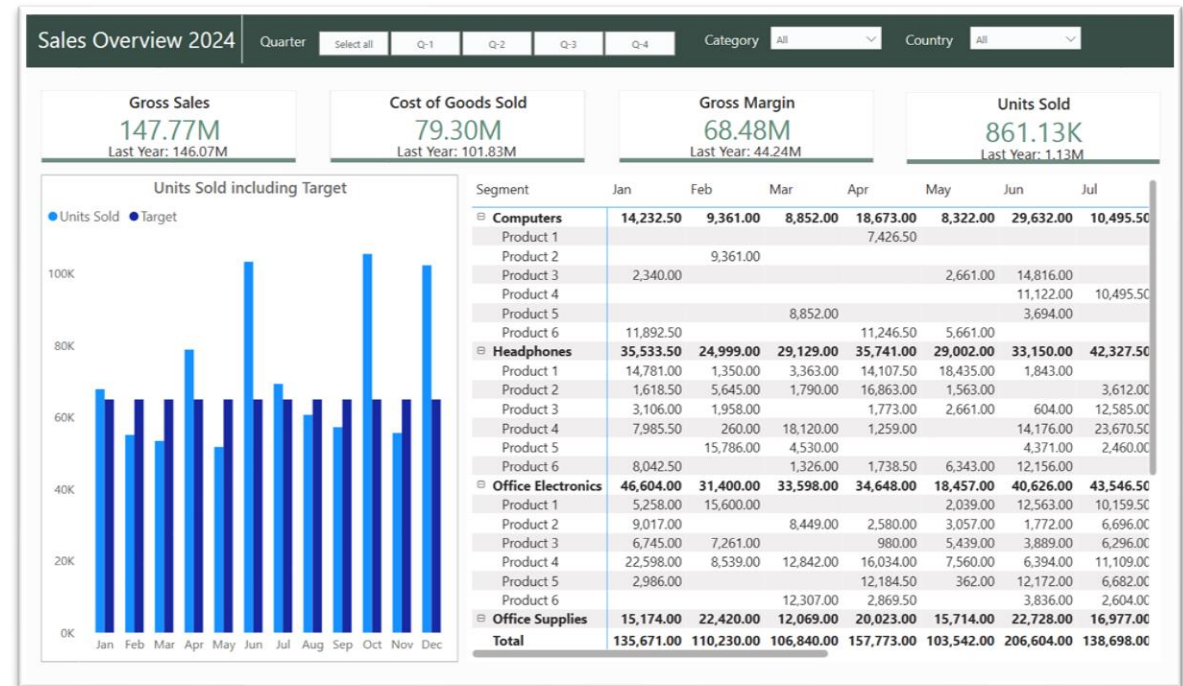
Why care?

Is this
good??

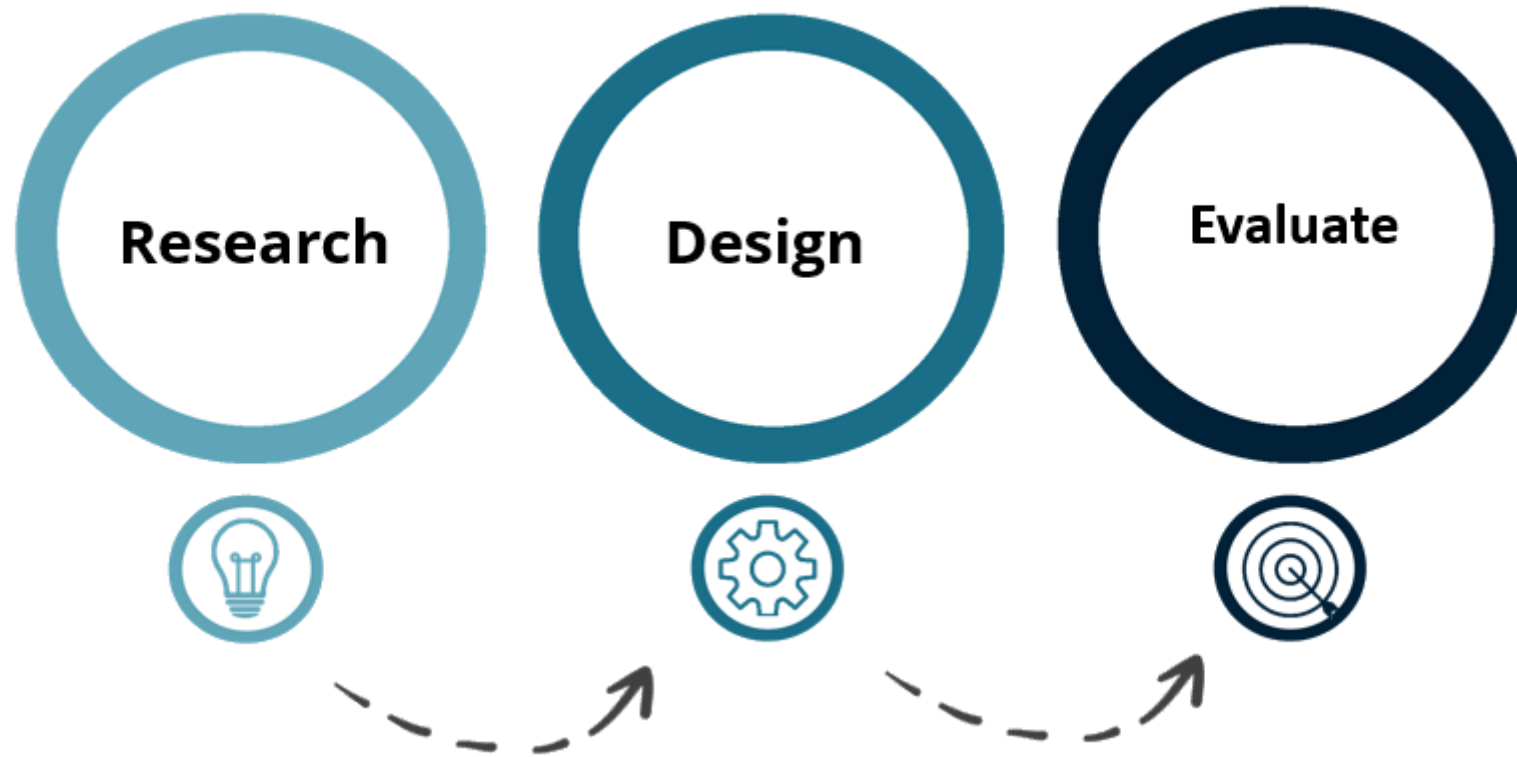


Treasure hunt

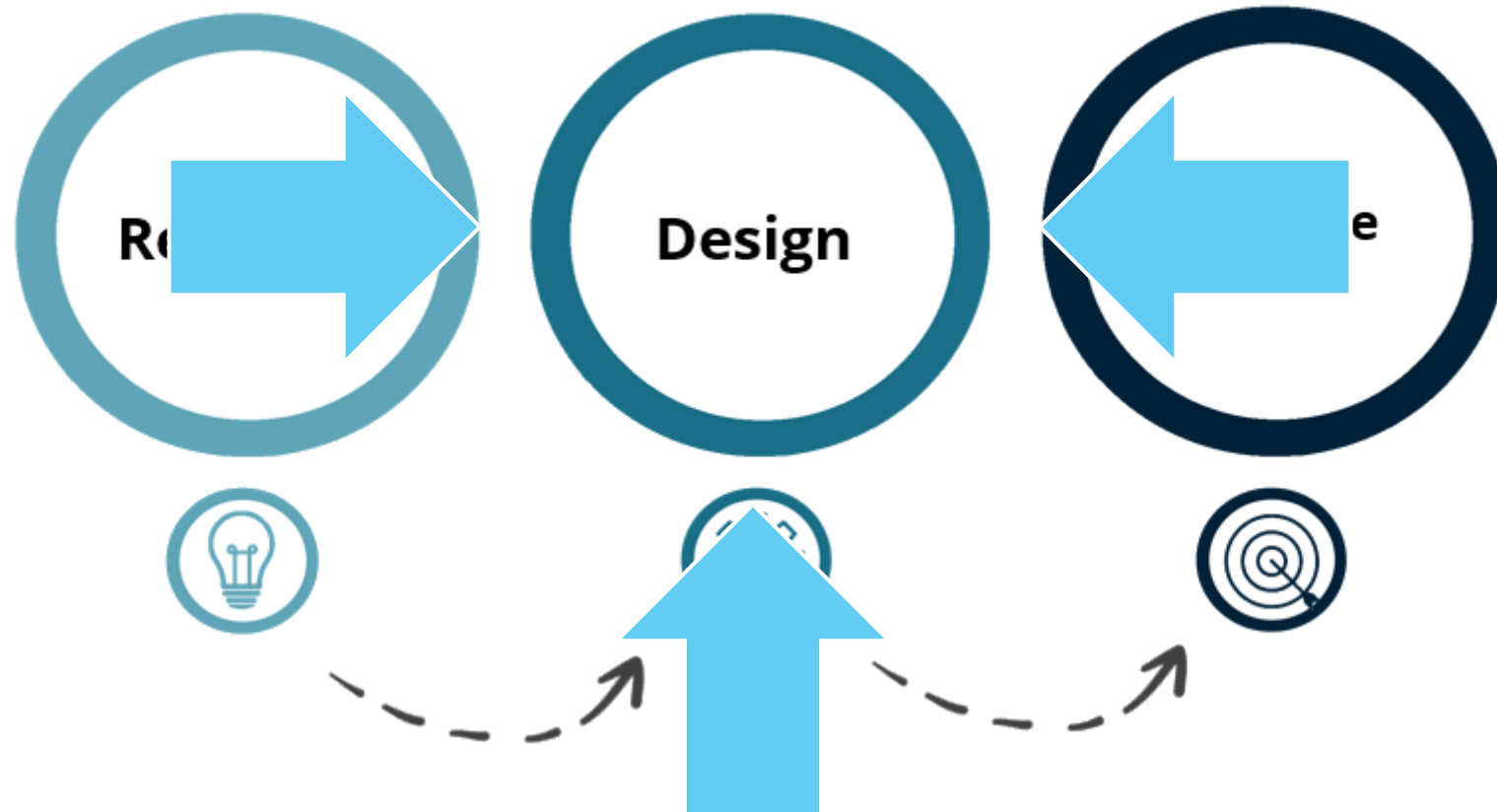
- The answer is in there
(somewhere...)
- “Everybody knows this,
right?”
- “The user did not tell me
what to do!”



From data to action!



From data to action!



Research

Who, What & Why?

The audience

- **Who** is the audience?
- What is the **experience** level?
- What **actions** do they want to take and why?
- What's the **process**?



Why do we need to know this?

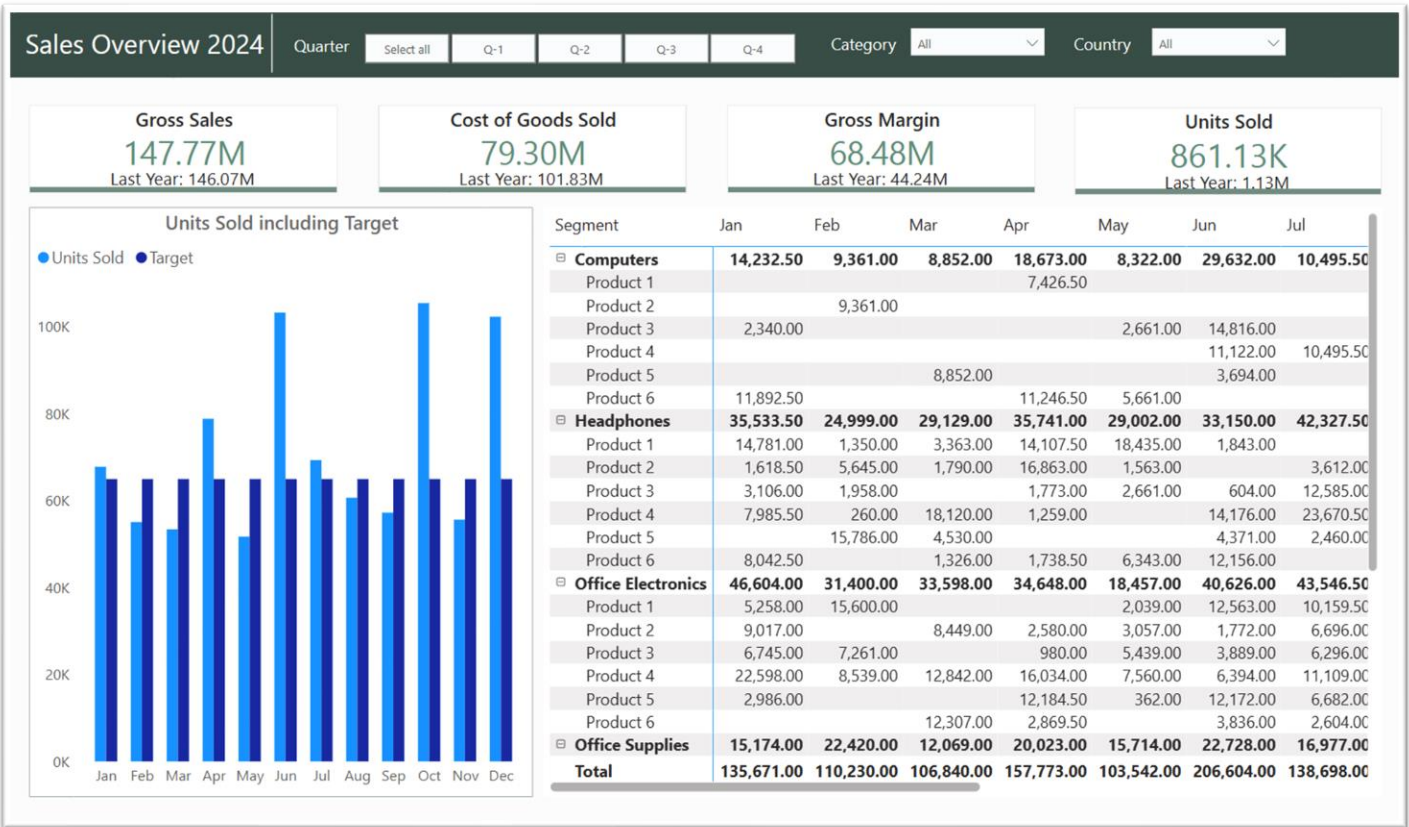
Visual without meaning

=

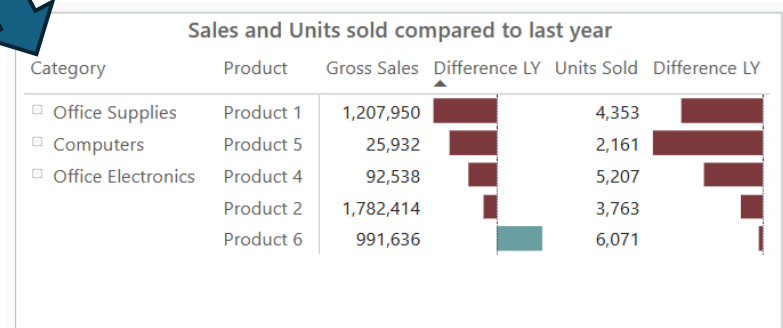
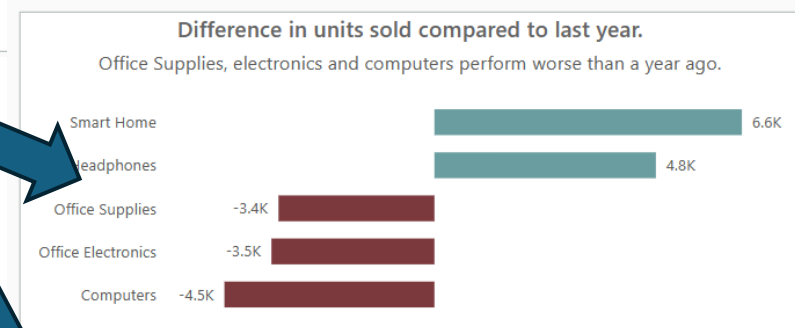
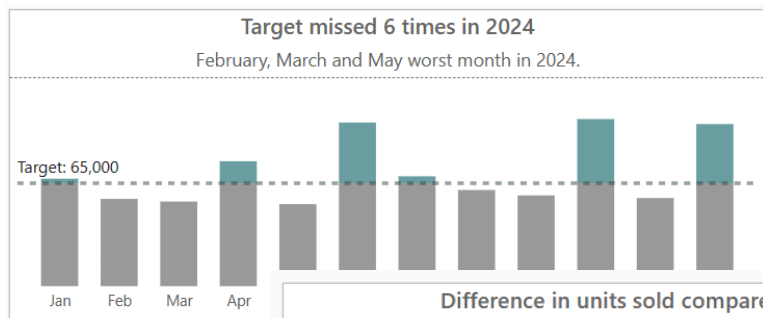
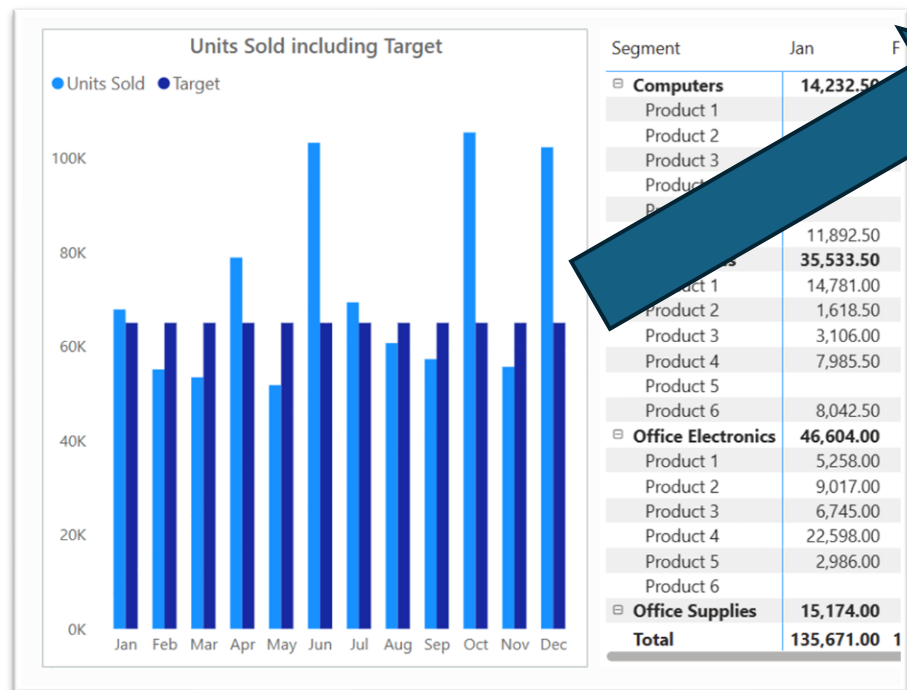
no purpose.

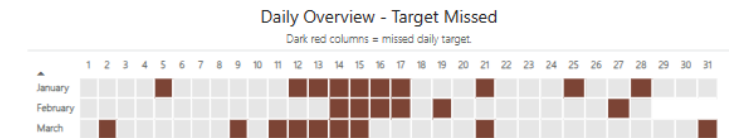


Design for insights



Design for insights



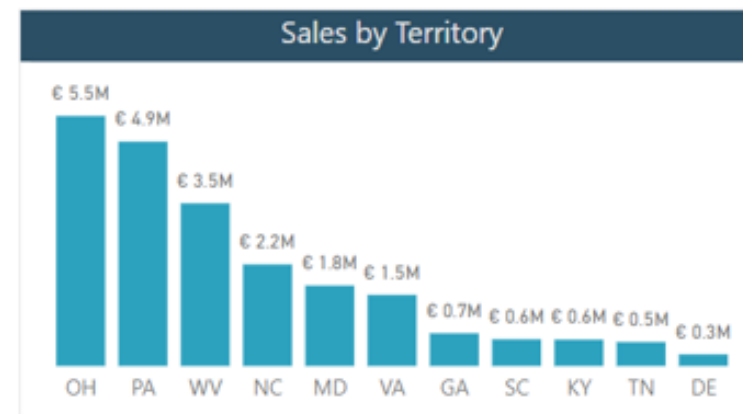
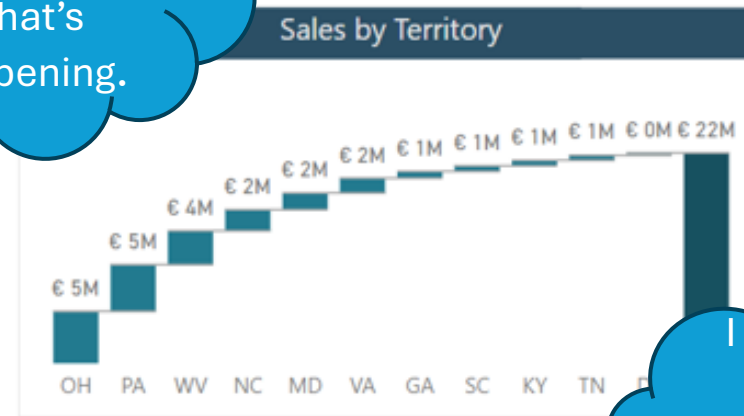
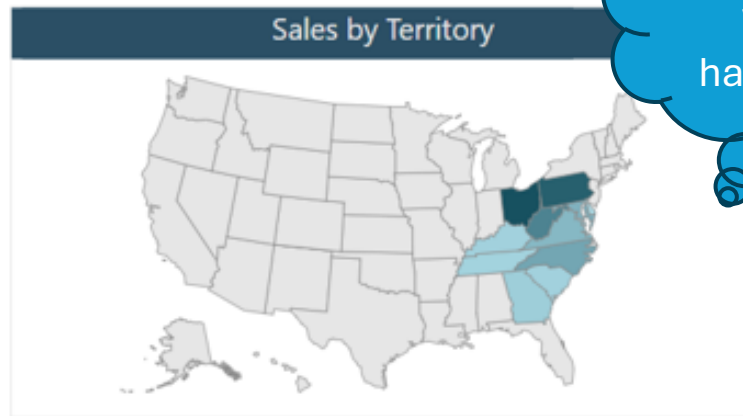


Design

Context, Simplicity & Relevance

Perfect visual?

I just want
an idea
what's
happening.



Sales by Territory

Territory	This Year Sales	bar
OH	€ 5,451,045	
PA	€ 4,891,246	
WV	€ 3,546,443	
NC	€ 2,214,548	
MD	€ 1,753,042	
VA	€ 1,549,656	
Total	€ 22,051,952	€ 22,051,952

I like tables
but my
coworker
prefers
visuals.

Small changes – huge effect

Sales Difference TY vs LY by Product				
Category	Gross Sales	Difference LY	Units Sold	Difference LY
Office Electronics				
Product 4	€ 15,468,394	-583,396.53	88,790	-31,303.00
Product 6	€ 12,043,158	1,804,151.16	40,983	-15,084.50
Product 5	€ 10,276,638	5,093,043.05	51,091	-2,640.50
Product 1	€ 7,302,443	-502,078.43	47,291	-8,067.50
Product 2	€ 7,082,499	-313,509.85	30,822	-10,722.00
Product 3	€ 5,204,885	-1,438,575.67	33,837	-16,389.00
Headphones				

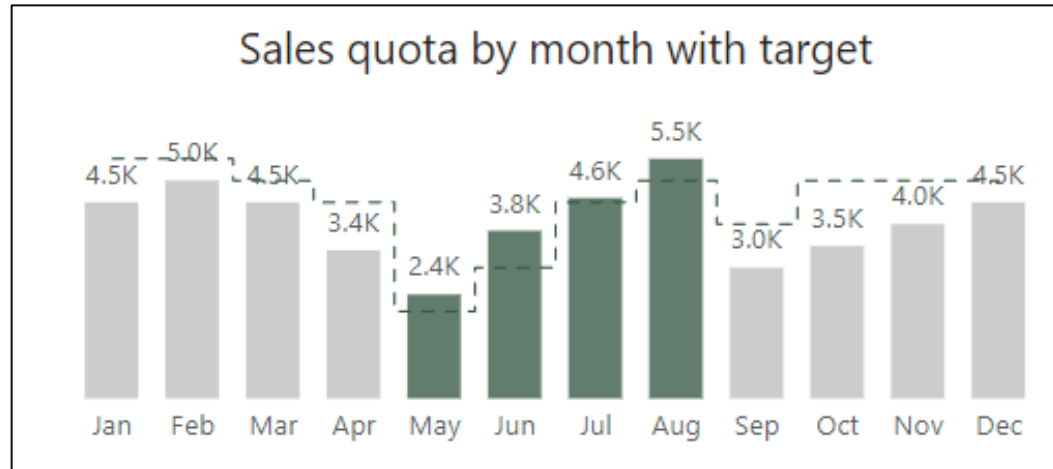
Sales Difference TY vs LY by Product				
Category	Gross Sales	Difference LY		Difference Units
Office Electronics				
Product 4	€ 15,468,394	-€ 583,396.53	▼	-31,303.00 ▼
Product 6	€ 12,043,158	€ 1,804,151.16	▲	-15,084.50 ▼
Product 5	€ 10,276,638	€ 5,093,043.05	▲	-2,640.50 ▼
Product 1	€ 7,302,443	-€ 502,078.43	▼	-8,067.50 ▼
Product 2	€ 7,082,499	-€ 313,509.85	▼	-10,722.00 ▼
Product 3	€ 5,204,885	-€ 1,438,575.67	▼	-16,389.00 ▼
Headphones				

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Product 4	€ 15,468,394		88,790	
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Product 1	€ 7,302,443		47,291	
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Headphones				

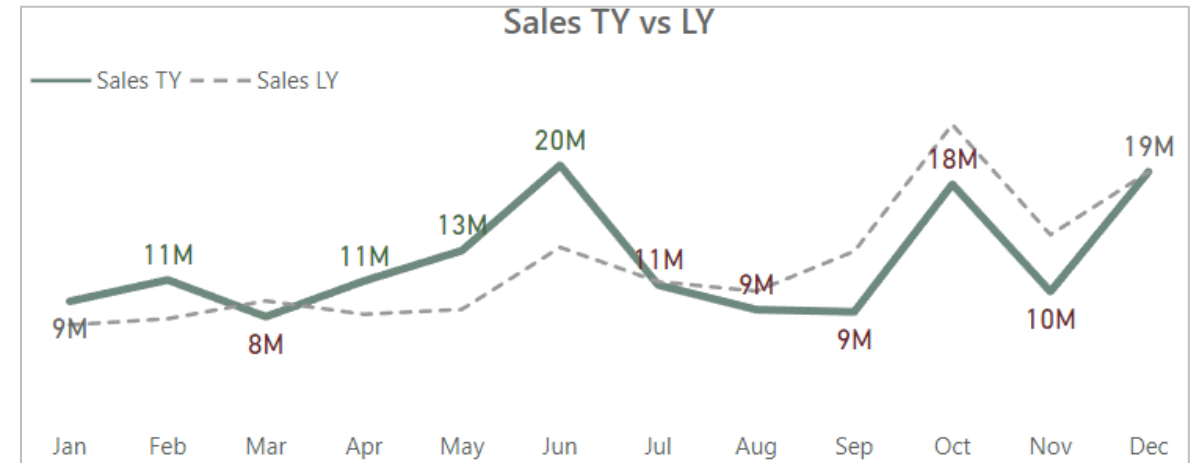
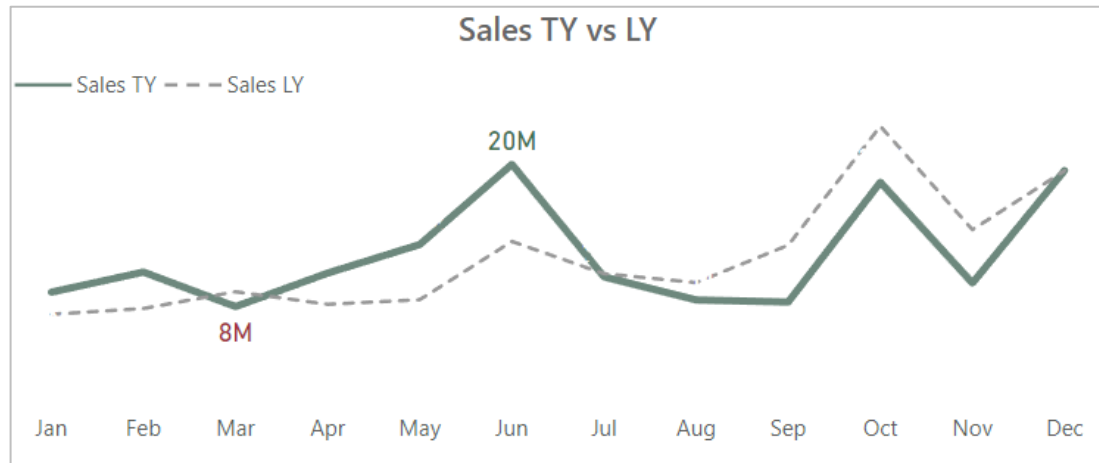
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Office Electronics				
Product 4	€ 15,468,394	-583,396.53	88,790	-31,303.00 ☆
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Product 1	€ 7,302,443	-502,078.43	47,291	-8,067.50
Product 2	€ 7,082,499	-313,509.85	30,822	-10,722.00 ☆
Product 3	€ 5,204,885	-1,438,575.67	33,837	-16,389.00
Headphones				

Adding Context

Titles, Legend & Colour coding



Declutter and/or Enrich



Simplify

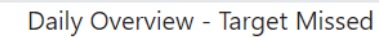
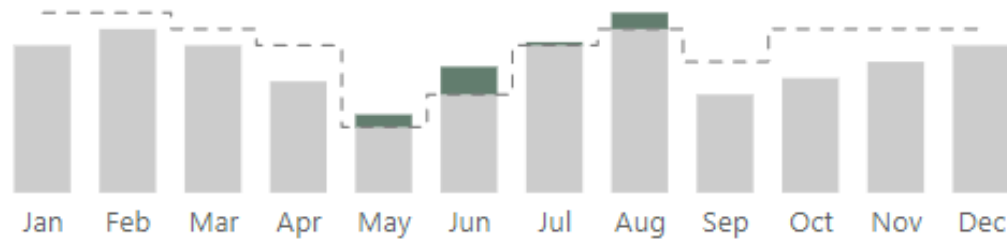


Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

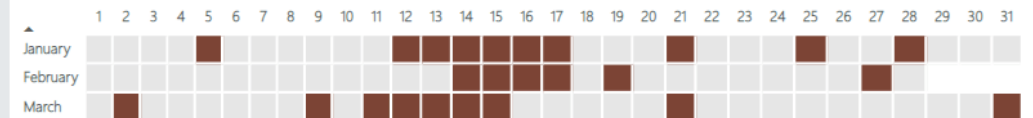


Achieving more than expected in may, june, july and august

● Below target ● Above target — — — Target



Dark red columns = missed daily target.



Dark green columns = hit daily target.

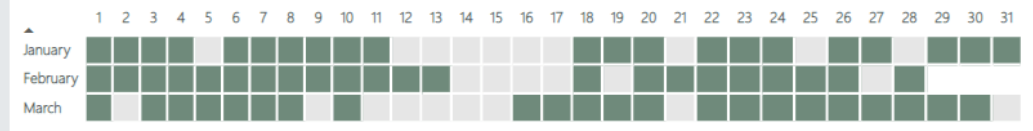
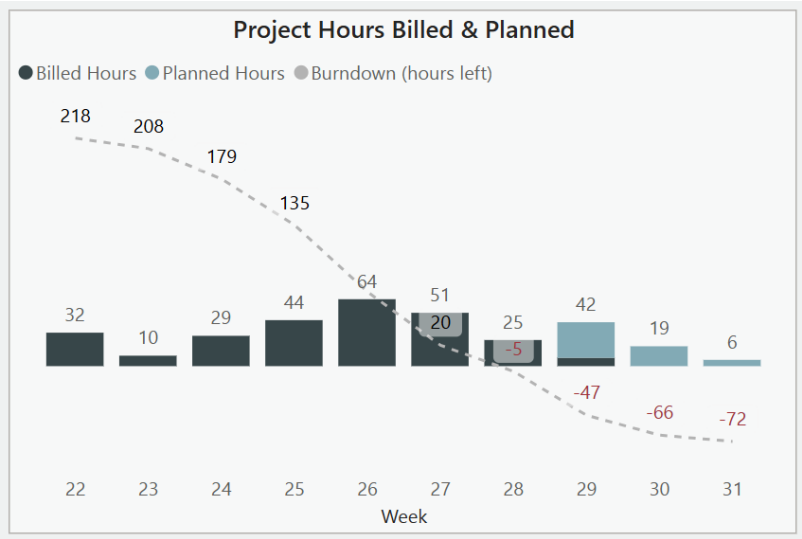


Table vs Visual

Project Hours Billed & Planned				
Week	Billed	Planned	Total Hours	Hours Left
22	32	0	32	218.00
23	10	0	42	208.00
24	29	0	71	179.00
25	44	0	115	135.00
26	64	0	179	71.00
27	51	0	230	20.00
28	25	0	255	-5.00
29	42	34	297	-47.00
30	19	19	316	-66.00
31	6	6	322	-72.00
Total	322	59	322	-72.00



Project Hours Billed & Planned				
Week	Billed	Planned	Total Hours	Hours Left
22	32	0	32	218.00
23	10	0	42	208.00
24	29	0	71	179.00
25	44	0	115	135.00
26	64	0	179	71.00
27	51	0	230	20.00
28	25	0	255	-5.00
29	42	34	297	-47.00
30	19	19	316	-66.00
31	6	6	322	-72.00
Total	322	59	322	-72.00

Simple & relevant

Conditional Formatting					
Category	Product	Gross Sales	Sales LY	Sum of Units Sold	Units Sold LY
Computers	Product 1	49,128	459,198.71	4,094.00	29,191.50
	Product 2	732,090	2,457,246.88	9,216.00	24,811.00
	Product 3	2,256,856	905,136.92	7,796.00	23,129.00
	Product 4	128,796	2,875,448.87	11,091.50	40,892.00
	Product 5	69,627	1,117,383.93	5,845.00	16,219.00
	Product 6	85,214	633,802.59	7,233.00	
Headphones	Product 1	8,318,254	4,999,939.70	40,525.50	
	Product 2	6,714,356	3,353,474.59	35,383.50	
	Product 3	5,797,674	2,992,397.84	30,872.50	
	Product 4	9,216,325	8,204,704.54	66,659.50	
	Product 5	4,868,096	5,166,997.55	34,364.00	
	Product 6	7,796,254	4,066,131.34	36,423.00	
Office Electronics	Product 1	7,302,443	7,804,521.13	47,291.00	
	Product 2	7,082,499	7,396,008.97	30,822.00	
	Product 3	5,204,885	6,643,460.68	33,837.00	
	Product 4	15,468,394	16,051,790.92	88,790.00	1
	Product 5	10,276,638	5,183,595.39	51,090.50	
	Product 6	12,043,158	10,239,006.92	40,982.50	

Conditional Formatting					
Category	Product	Gross Sales	Sales LY	Sum of Units Sold	Units Sold LY
Computers	Product 1	49,128	459,198.71	4,094.00	29,191.50
	Product 2	732,090	2,457,246.88	9,216.00	24,811.00
	Product 3	2,256,856	905,136.92	7,796.00	23,129.00
	Product 4	128,796	2,875,448.87	11,091.50	40,892.00
	Product 5	69,627	1,117,383.93	5,845.00	16,219.00
	Product 6	85,214	633,802.59	7,233.00	27,021.00
Headphones	Product 1	8,318,254	4,999,939.70	40,525.50	28,055.00
	Product 2	6,714,356	3,353,474.59	35,383.50	33,525.00
	Product 3	5,797,674	2,992,397.84	30,872.50	24,773.50
	Product 4	9,216,325	8,204,704.54	66,659.50	52,427.50
	Product 5	4,868,096	5,166,997.55	34,364.00	34,317.00
	Product 6	7,796,254	4,066,131.34	36,423.00	22,820.00
Office Electronics	Product 1	7,302,443	7,804,521.13	47,291.00	55,358.50
	Product 2	7,082,499	7,396,008.97	30,822.00	41,544.00
	Product 3	5,204,885	6,643,460.68	33,837.00	50,226.00
	Product 4	15,468,394	16,051,790.92	88,790.00	120,093.00
	Product 5	10,276,638	5,183,595.39	51,090.50	53,731.00
	Product 6	12,043,158	10,239,006.92	40,982.50	56,067.00



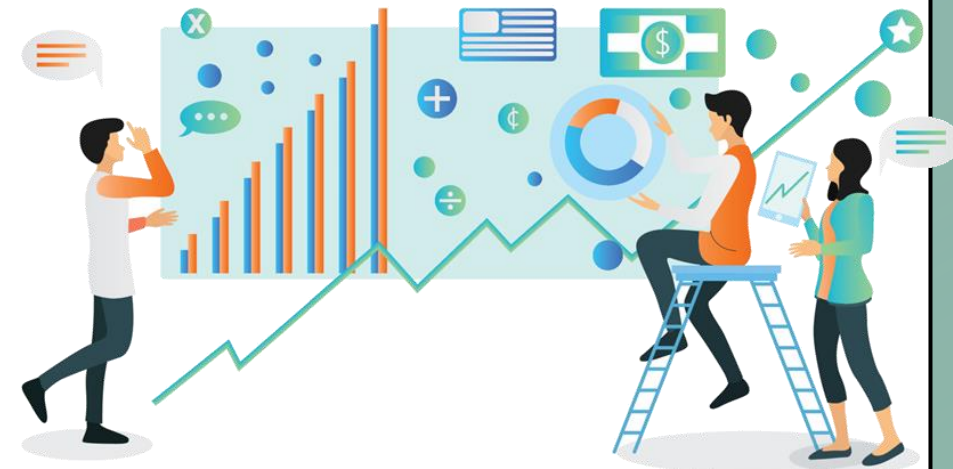
Evaluate



IT'S PERFECT!

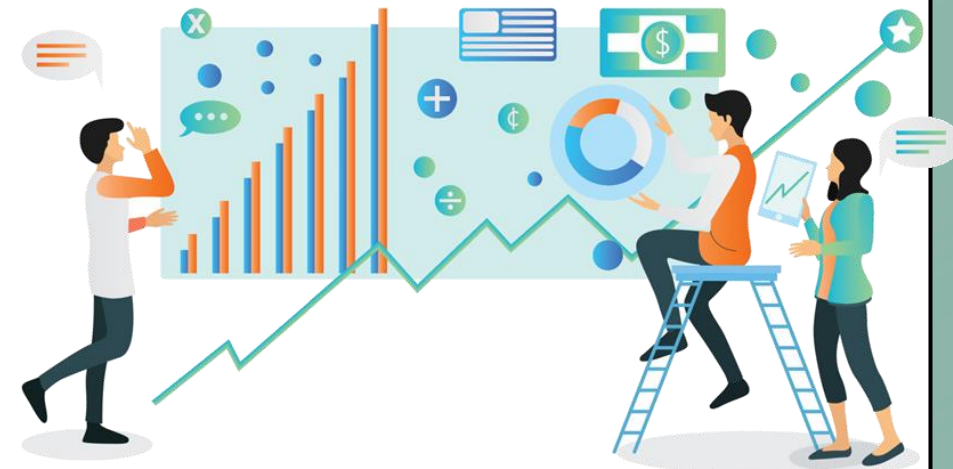
Continuous process

- **Involve the audience early on**
- **Don't stop directly after implementation**
- **Evaluate with the actual audience**



Assumptions

- **Don't assume that what worked last time will work this time.**
- **Proactive approach**
 - **How have processes changed?**
 - **Did decision-making change?**






What if it doesn't work?

- Avoid adding unnecessary data, filters, or options just to complete the task.
- Review the visuals to ensure they meet the audience's needs.
- Provide guidance.

No Conditional Formatting			
Category	Product	Gross Sales	Difference LY
Office Electronics	Product 4	15,468,394	-583,396.53
	Product 6	12,043,158	1,804,151.16
	Product 5	10,276,638	5,093,043.05

Trend (up or down)			
Category	Product	Gross Sales	Difference LY
Office Electronics	Product 4	15,468,394	▼
	Product 6	12,043,158	▲
	Product 5	10,276,638	▲

Conditional Formatting: Bar Charts			
Category	Product	Gross Sales	Difference LY
Office Electronics	Product 4	15,468,394	
	Product 6	12,043,158	
	Product 5	10,276,638	

Conditional Formatting: Min Max			
Category	Product	Gross Sales	MinMax
Office Electronics	Product 4	15,468,394	
	Product 6	12,043,158	
	Product 5	10,276,638	★
	Product 1	7,302,443	
	Product 2	7,082,499	
	Product 3	5,204,885	☆

Takeaway

- **Talk** to the end user!
- Understand the **processes**.
- You can't fix wrong assumptions with design.
- **Evaluate** continuously!

Contact



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