



Dashboard Design

Icing on the Cake

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She/Her

Independent Consultant @ PorcuBI



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PorcuBI

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



Why Design Matters!



- Easy to follow and understand



- Engaging



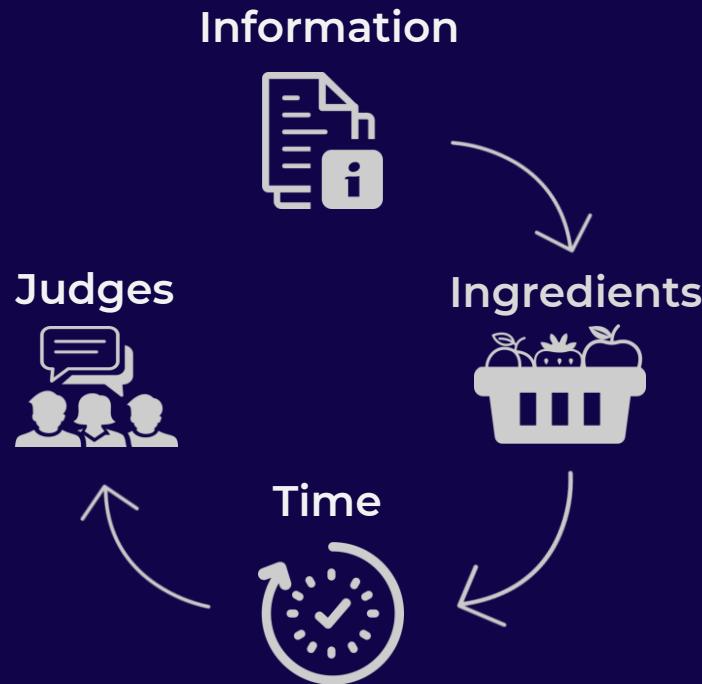
- Time-saving

Creating a report

- Taking part in a baking competition



The competition



5 Step Process

Research



Organize



Visualize



Aesthetics



Evaluate





Step 1

Research

Who is the audience?

- Who is the audience?
- What is the experience level?
- How much detail is needed?
- What actions do they want to take?
- How is the report used?



What's the message?

1 key message (one sentence)



CONTEXT



INFORMATION



ACTIONS TO TAKE

Different Message

=

Different Design



Different Message = Different Design





Step 2

Organize

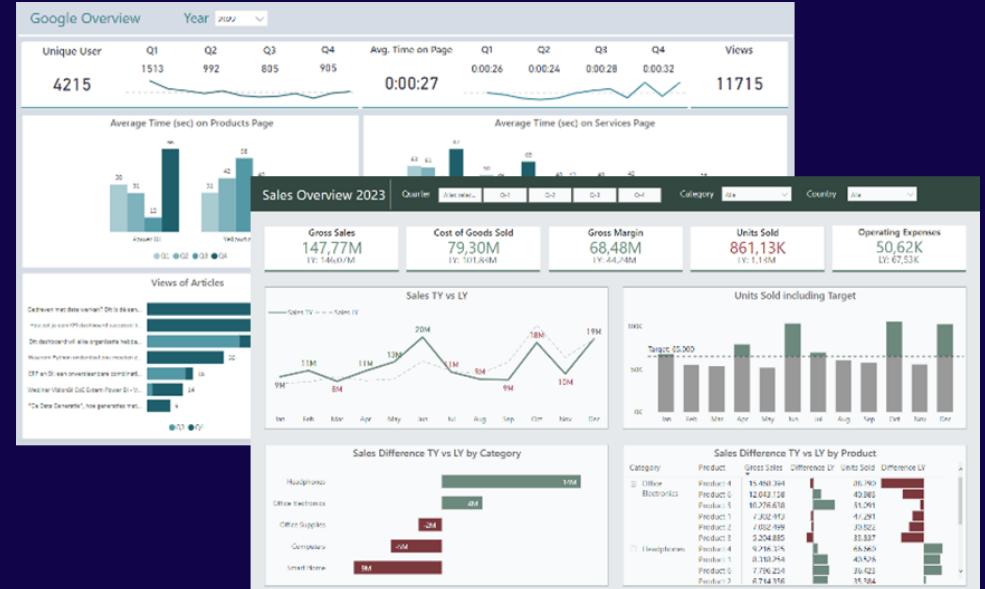
Organizing Information



- Gather all the information
- Sticky Notes (easy to rearrange)
- Translate pieces to design
- Each piece is part of the story

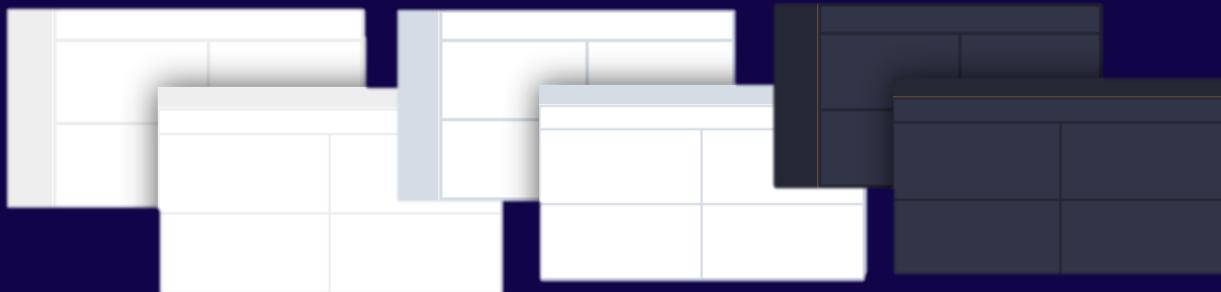
Using Templates

- Guidance (also for you)



- Starting point

- Check how busy your design is





Step 3

Visualization

Some Basics

Reading Direction

Key message

Supporting info

F

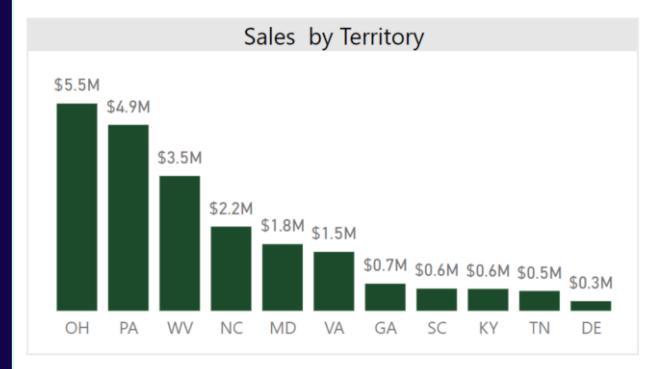
Ease of Interpretation



Visual Cues

Sales Difference TY vs LY by Product

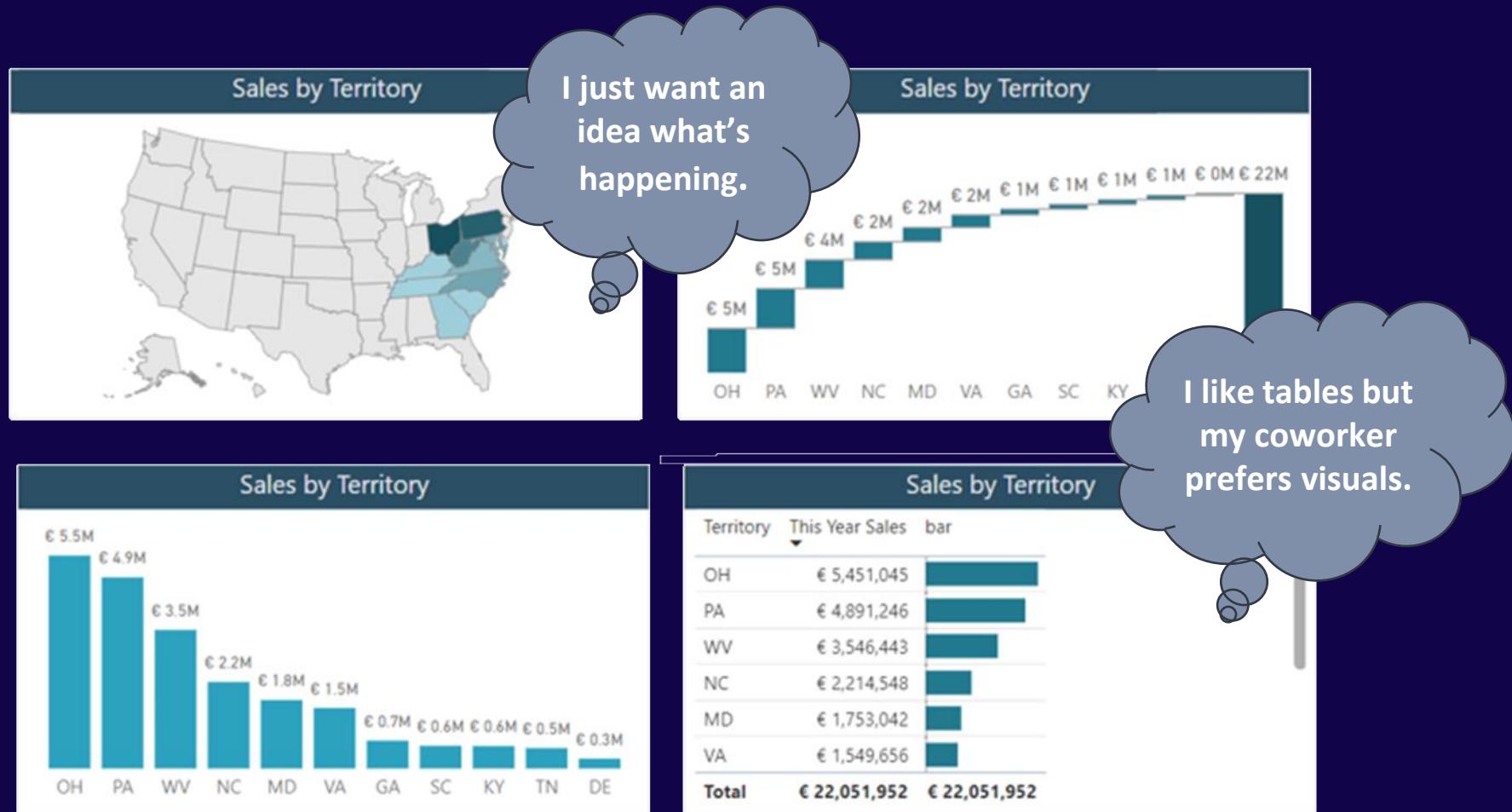
Category	Product	Gross Sales	Difference LY	Units Sold	Difference LY
Office Electronics	Product 4	15,468,394.40	-583,396.53	88,790.00	-31,303.00
Office Electronics	Product 6	12,043,158.08	1,804,151.16	40,982.50	-15,084.50
Office Electronics	Product 5	10,276,638.44	5,093,043.05	51,090.50	-2,640.50
Headphones	Product 4	9,216,325.30	1,011,620.77	66,659.50	14,232.00
Office Supplies	Product 4	8,592,488.50	2,584,096.88	27,705.00	-5,007.00
Headphones	Product 1	8,318,254.37	3,318,314.67	40,525.50	12,470.50
Headphones	Product 6	7,796,253.92	3,730,122.58	36,423.00	13,603.00
Office Electronics	Product 1	7,302,442.70	-502,078.43	47,291.00	-8,067.50
Total		147,771,511.24	1,702,062.57	861,132.00	-264,674.00



Sales Difference TY vs LY by Product

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	Product 5	10,276,638	51,091		
	Product 1	7,302,443	47,291		
	Product 2	7,082,499	30,822		
	Product 3	5,204,885	33,837		
Headphones	Product 4	9,216,325	66,660	40,526	14,232.00
	Product 1	8,318,254	40,526		
	Product 6	7,796,254	36,423		

Best Visual = Goal + End User



Visual Cues

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Headphones				

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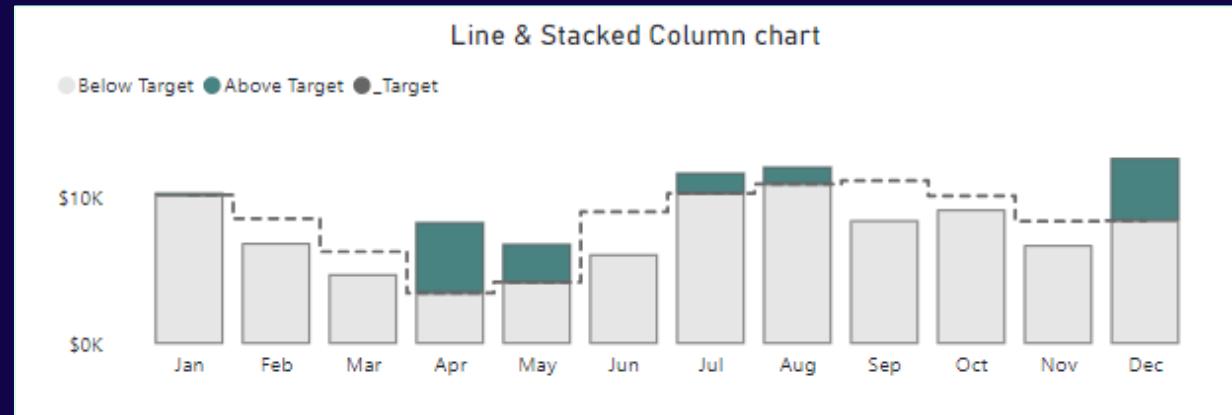
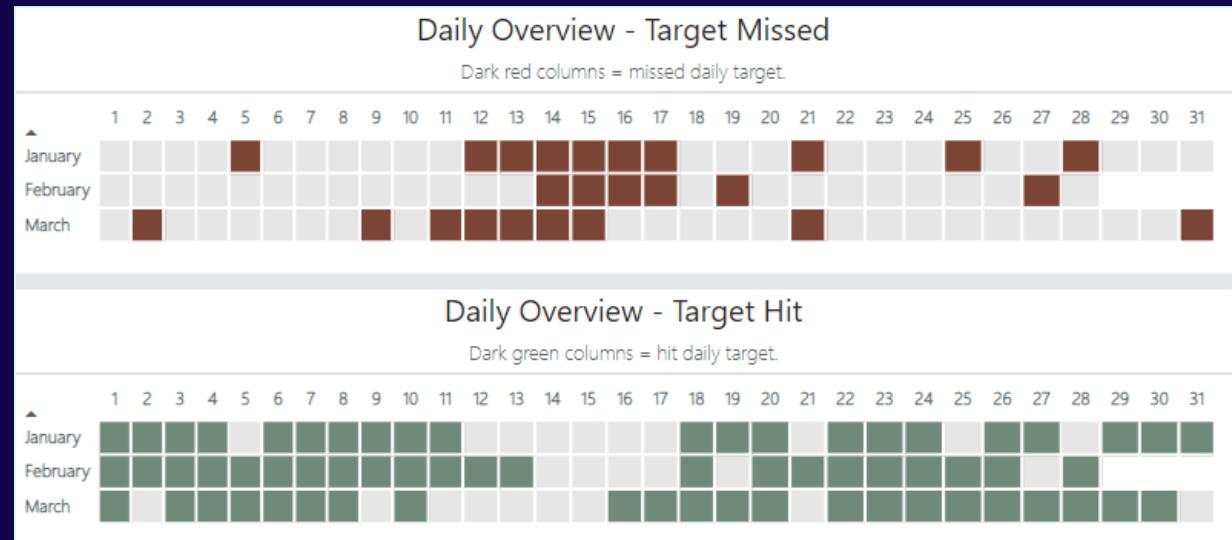
Visual Cues

Provide Guidance

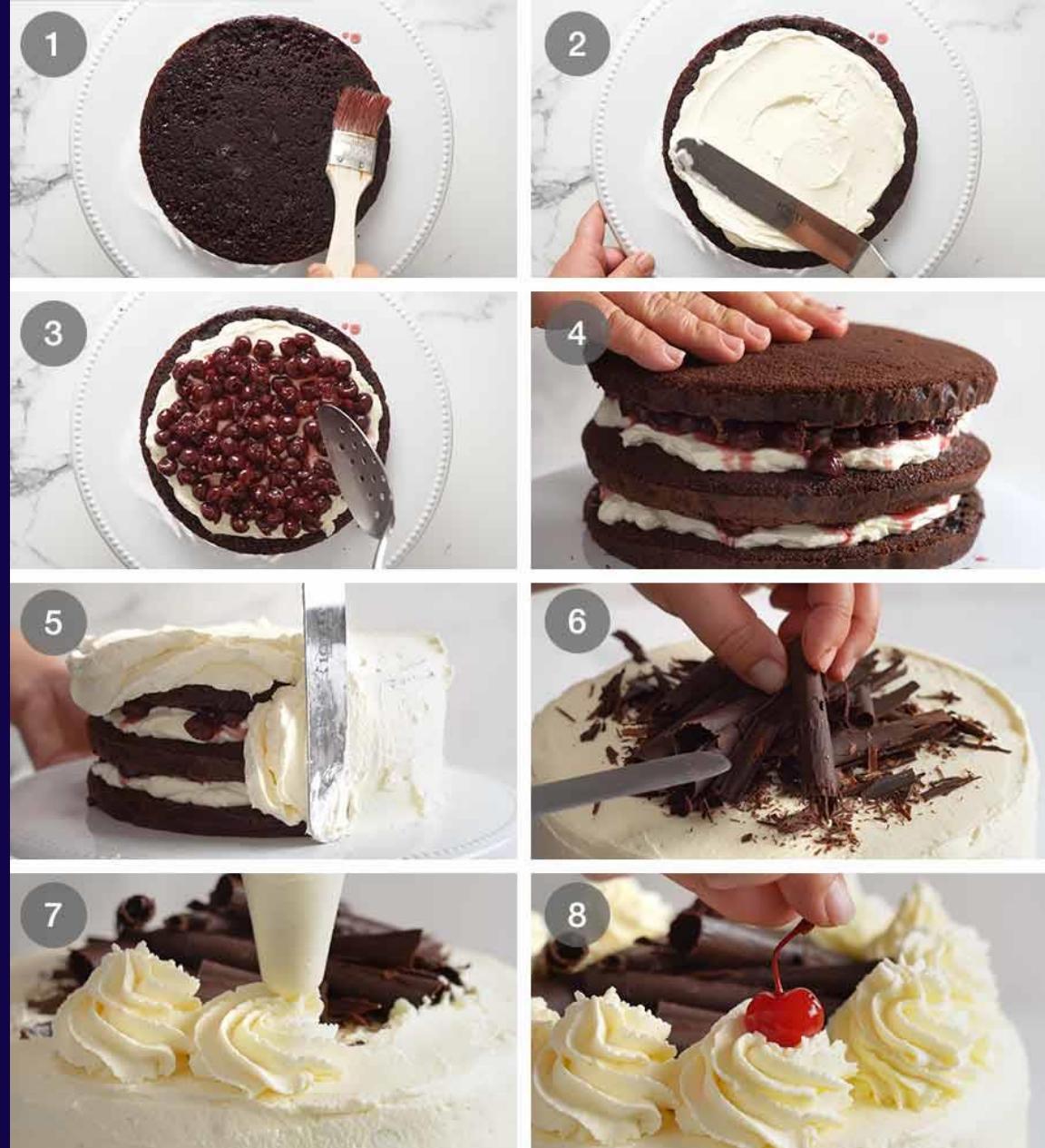
- Labels

- Color Coding

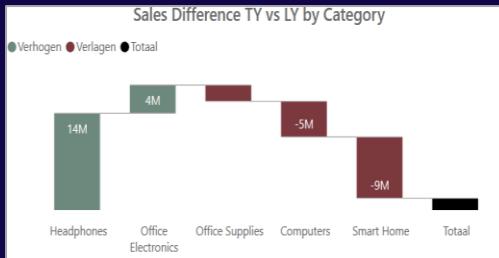
- Title & Subtitle



But how do I start?

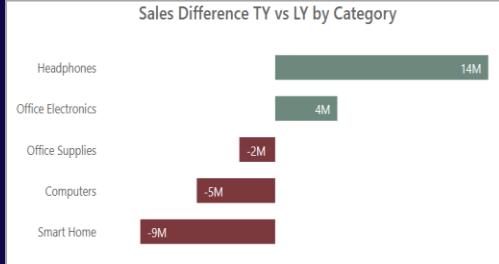


Step by Step – Start with 1 visual



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Step 4



Aesthetics

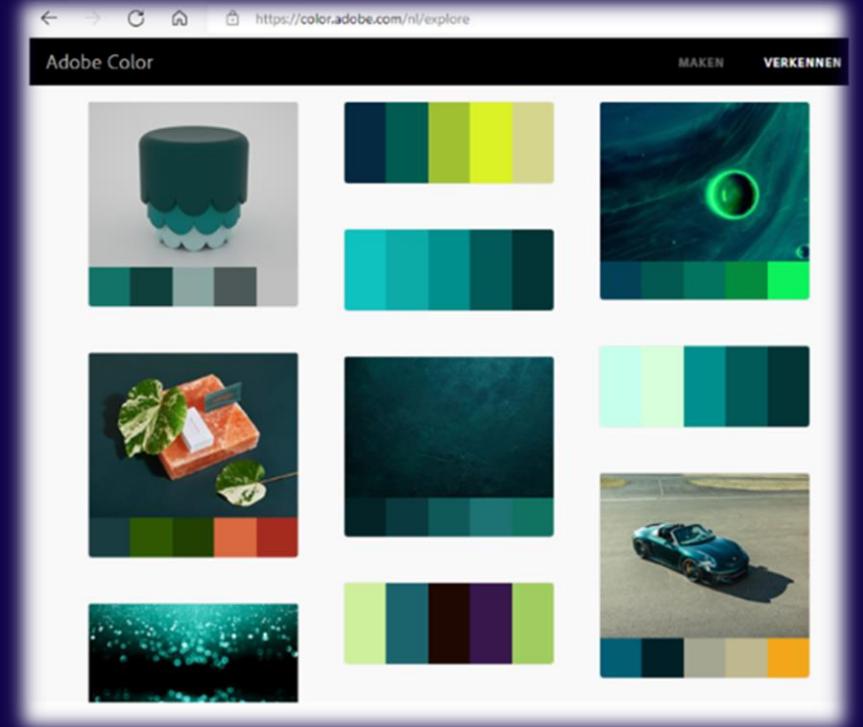
Aesthetic-Usability Effect

- Users often perceive aesthetically pleasing design as design that's more usable.
- People are more tolerant of minor usability issue.



Uniformity

- Color schemes
- Easier on the eye
- Use same colors for same categories
- Layouts



Focus

Users won't spend too much time looking for information.





Step 5

Evaluate

IT'S PERFECT!



Continuous process

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

Make it easy

- Evaluate together (during a session).
- Anonymous evaluation.
- Go through reports together. Does the user find all the information?

What if it doesn't work?

- **Avoid adding unnecessary data, filters, or options just to complete the task.**
- **Review the visuals & provide guidance.**

No Conditional Formatting				
Category	Product	Gross Sales	Difference LY	
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Trend (up or down)				
Category	Product	Gross Sales	Difference LY	
Office Electronics	Product 4	15,468,394	▼	
	Product 6	12,043,158	▲	
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Conditional Formatting: Bar Charts				
Category	Product	Gross Sales	Difference LY	
Office Electronic S	Product 4	15,468,394	■	
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Conditional Formatting: Min Max				
Category	Product	Gross Sales	MinMax	
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	Product 5	10,276,638		★
	Product 1	7,302,443		
	Product 2	7,082,499		
	Product 3	5,204,885		☆

Takeaway - It's a process

Research



Organize



Visualize



Aesthetics



Evaluate



Thank you

Let's connect!

Valerie Junk

X @porcubi

@PorcuBI

www.porcu.bi

Your feedback is important to us



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