

From Data to



Thank you sponsors!



Website Analytics

2023



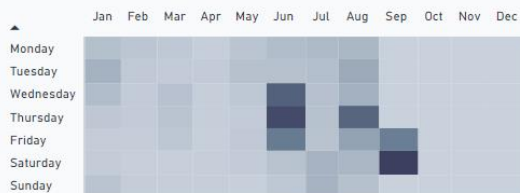
User



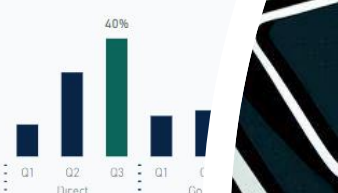
Engagement rate



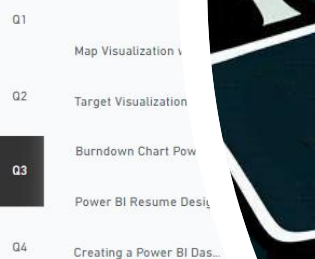
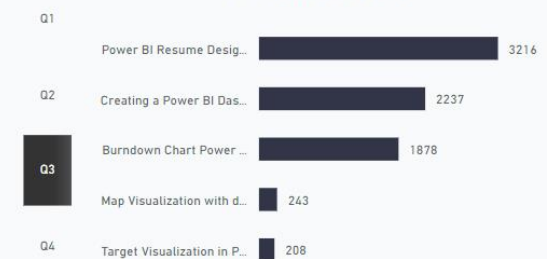
User distribution by weekday & month



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

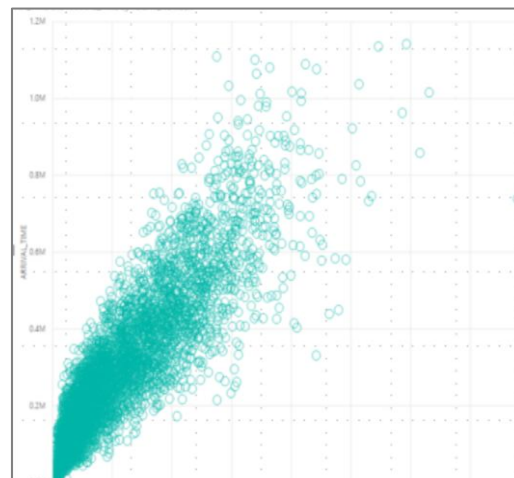
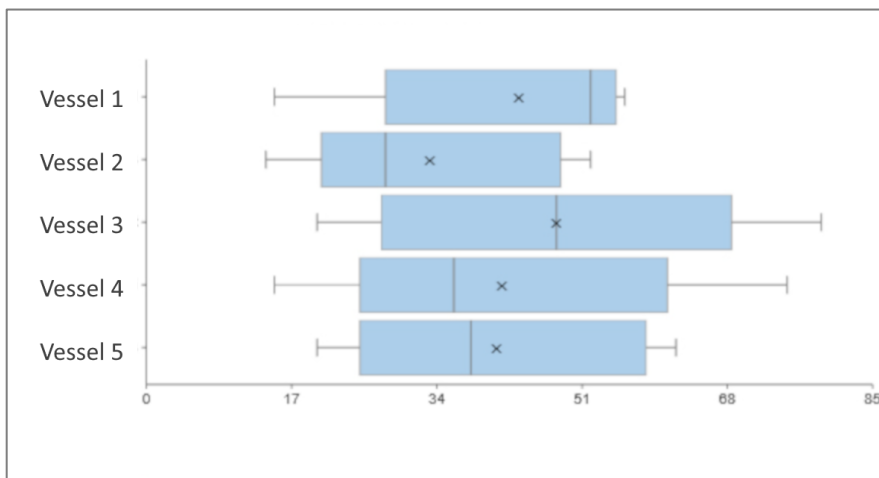
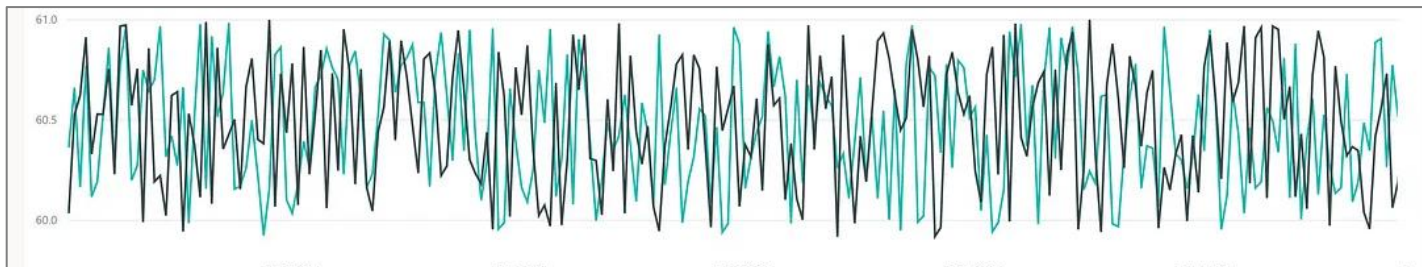
- Guiding the user
- Relevance
- Usability
- Insights related to actionable steps

You don't need everything!



Why care?

Is this
good??



**SPENT HOURS
BUILDING AN
AWESOME
REPORT**

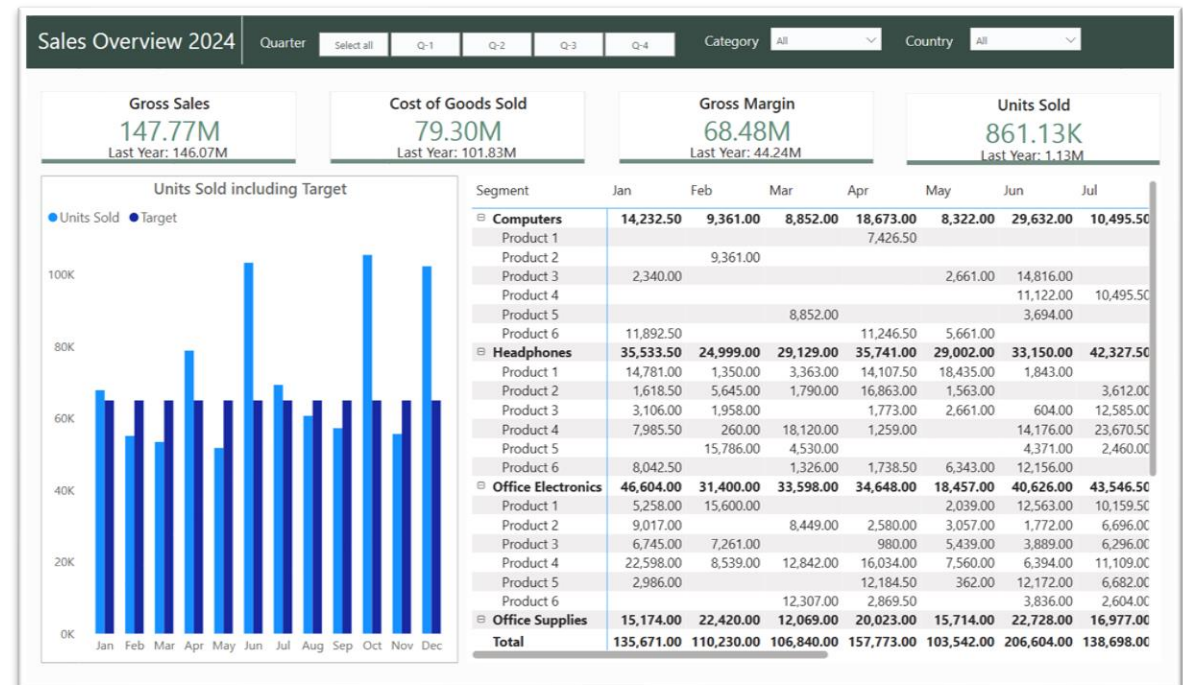


**NO ONE
USES IT**

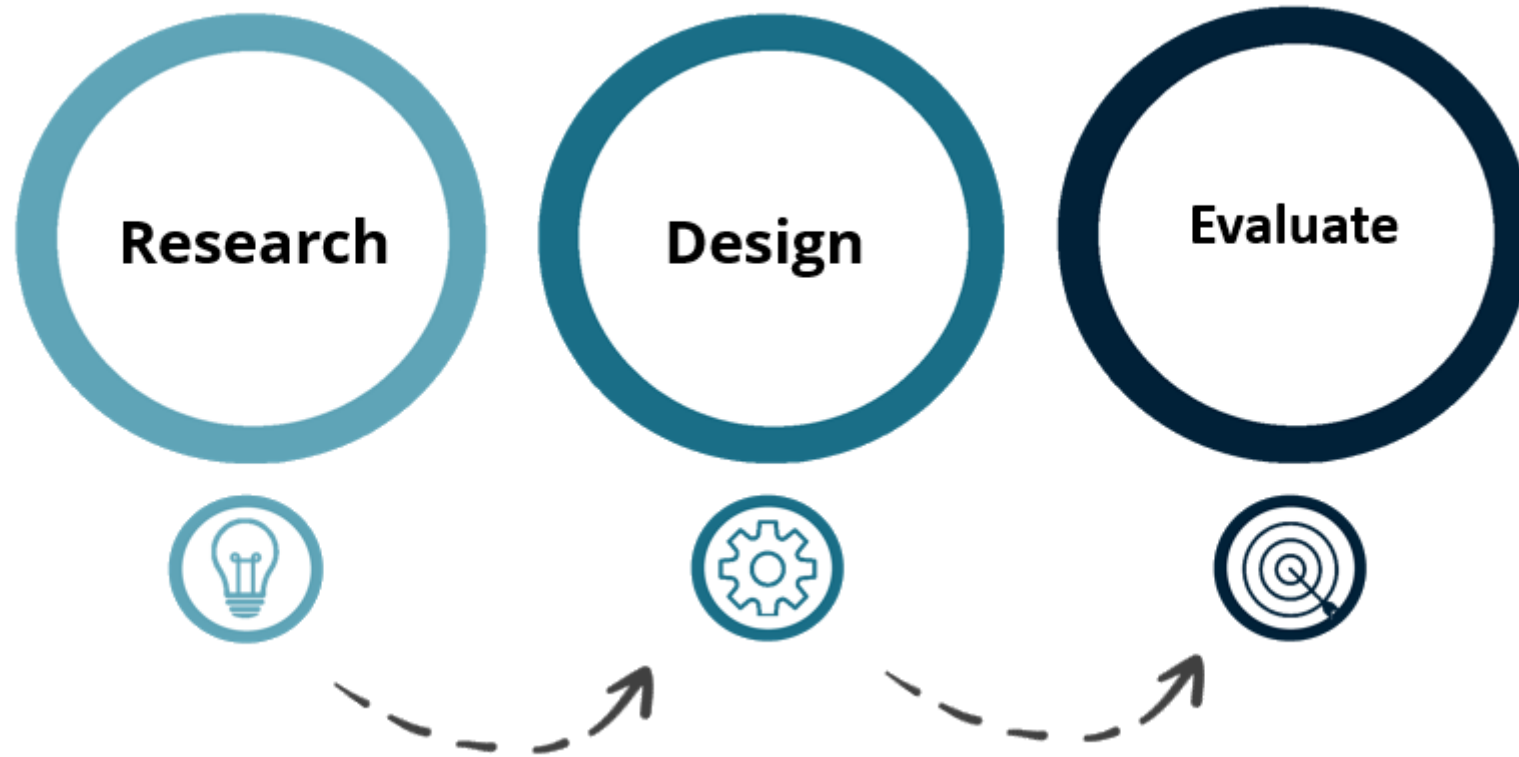


Treasure hunt

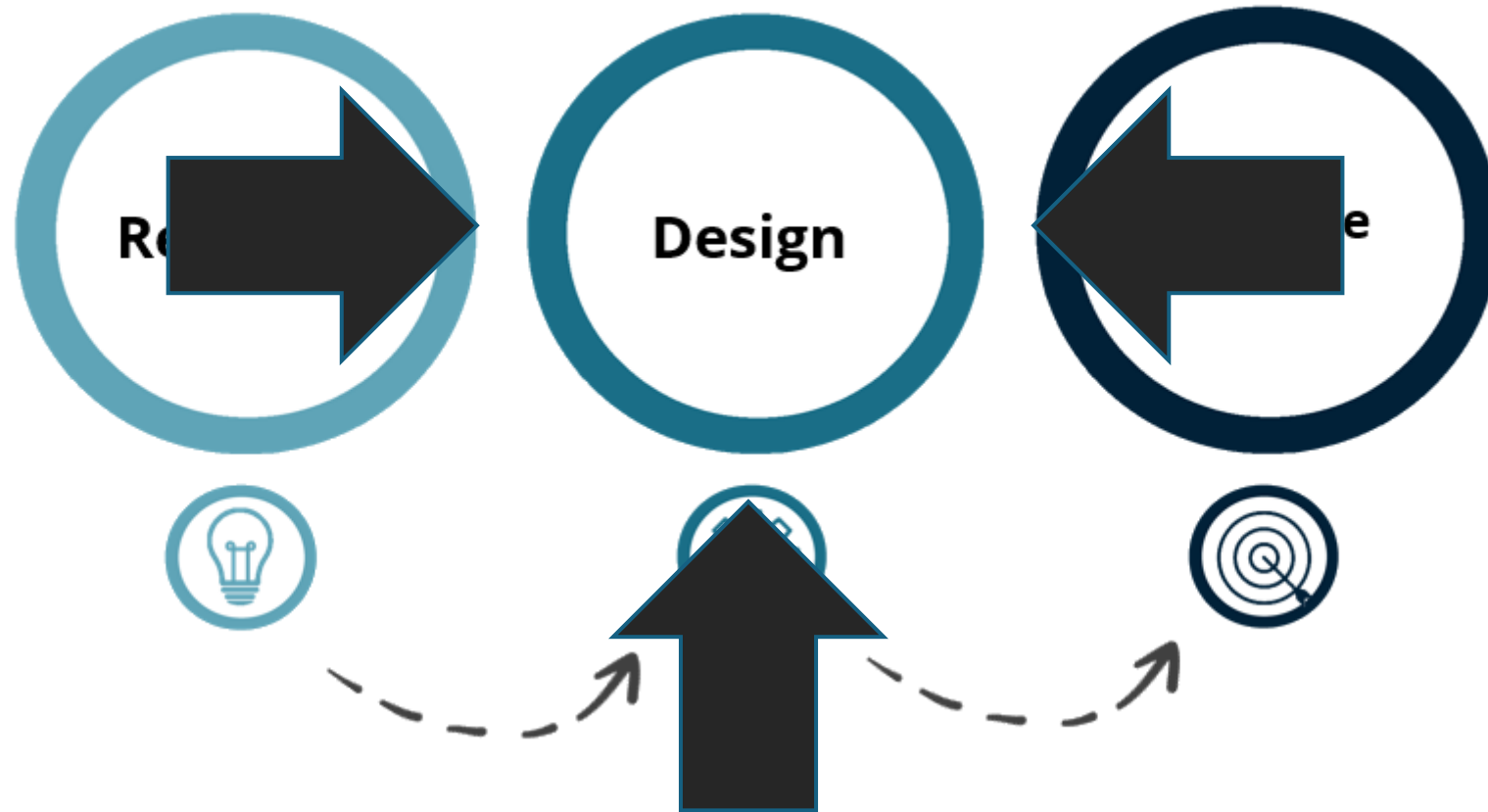
- The answer is in there
(somewhere...)
- “Everybody knows this,
right?”
- “The user did not tell me
what to do!”



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?

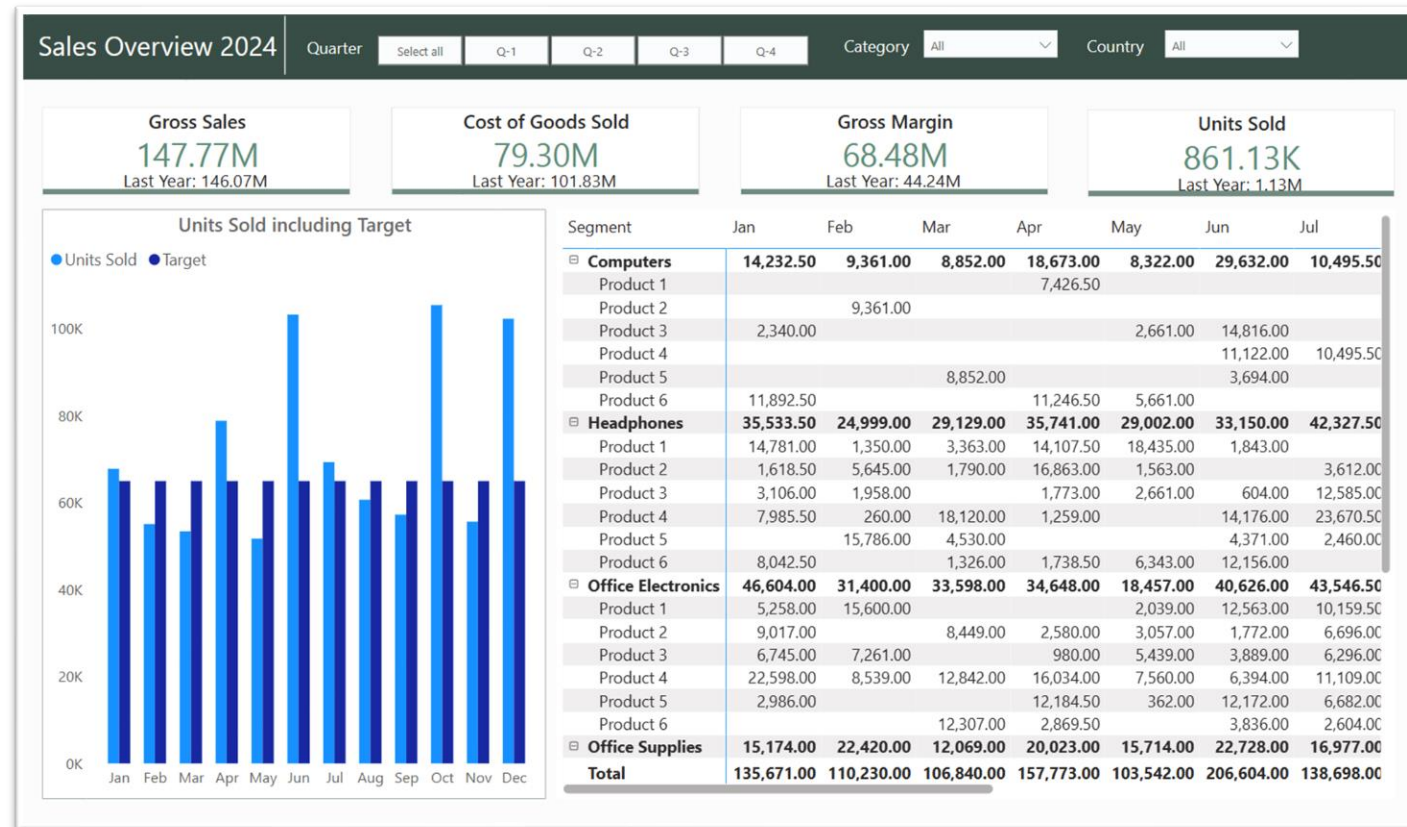
Visual without meaning

=

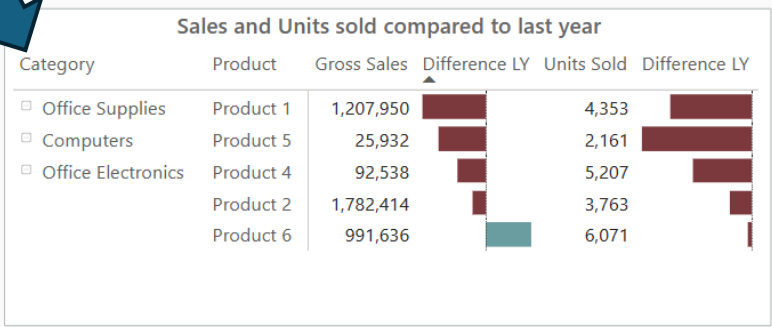
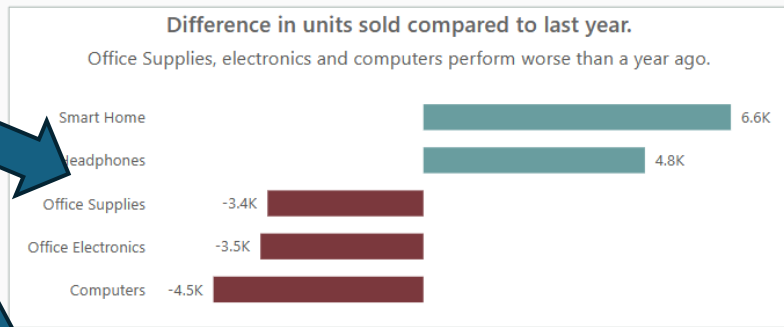
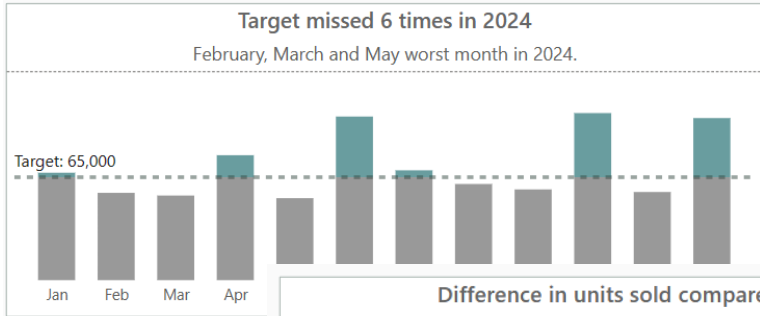
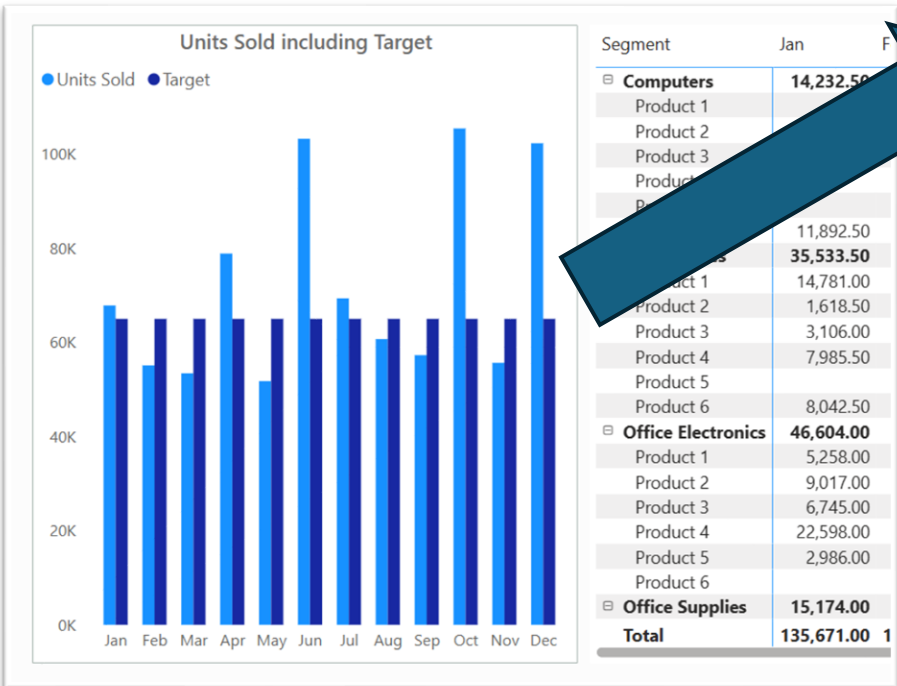
no purpose.



Design for insights



Design for insights

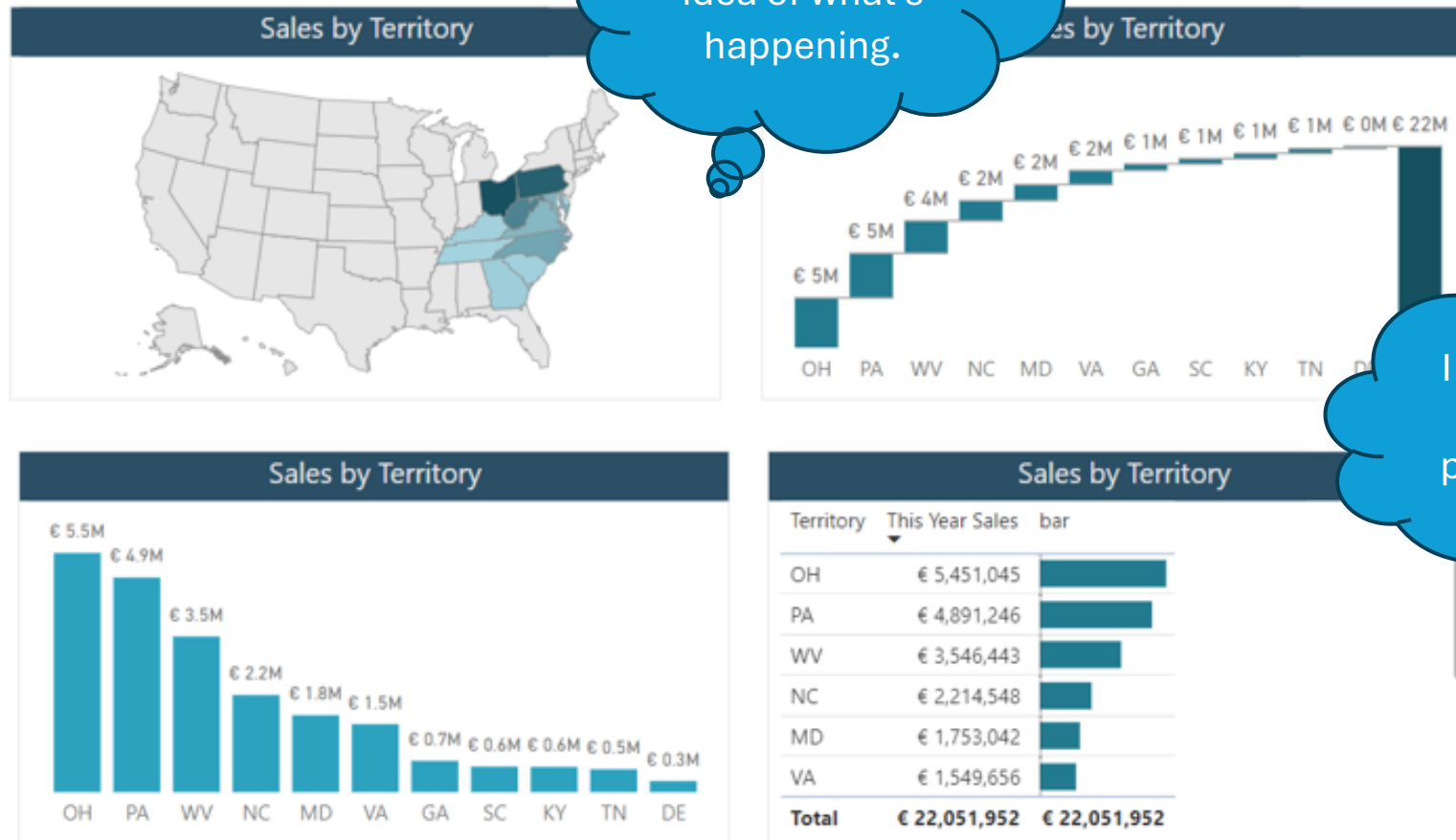


Design

Context, Simplicity & Relevance

Perfect visual?

I just want an idea of what's happening.



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				

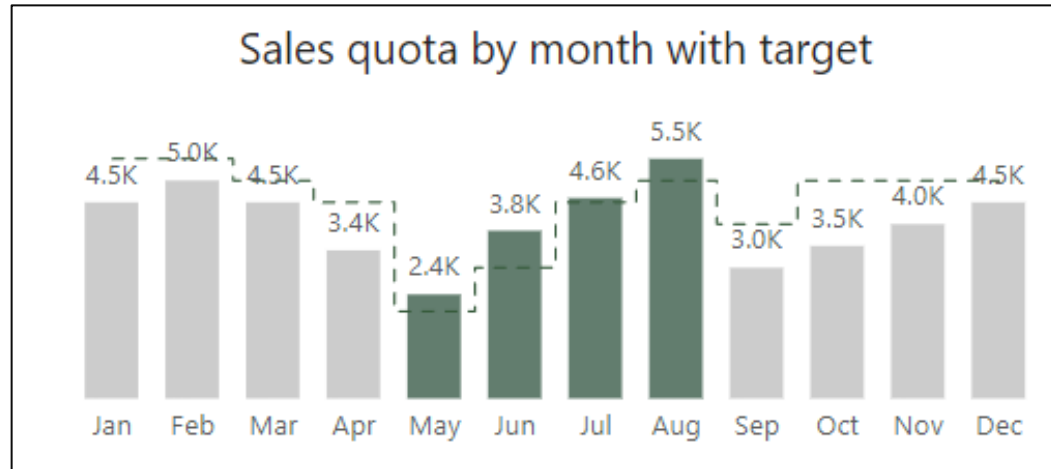
Sales Difference TY vs LY by Product				
Category	Gross Sales	Difference LY		Difference Units
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Product 4	€ 15,468,394	-€ 583,396.53	▼	-31,303.00 ▼
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Headphones				

Adding Context

(Sub)Titles, Legend & Colour coding



Declutter or Enrich

Sales target hit 4 times in 2023

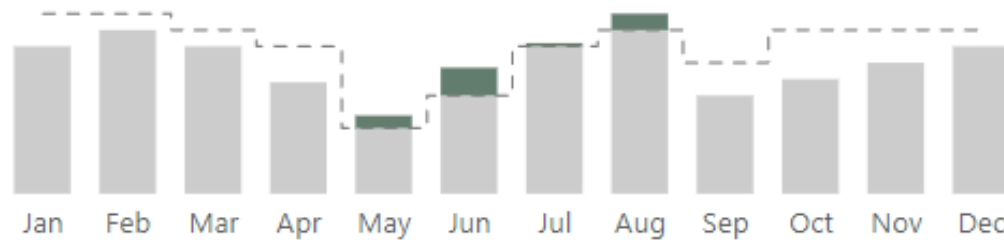
Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec



Sales target hit 4 times in 2023

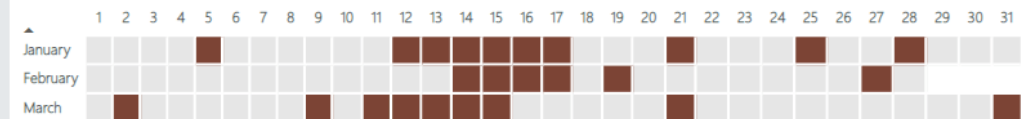
Achieving more than expected in may, june, july and august

● Below target ● Above target — — — Target



Daily Overview - Target Missed

Dark red columns = missed daily target.



Daily Overview - Target Hit

Dark green columns = hit daily target.

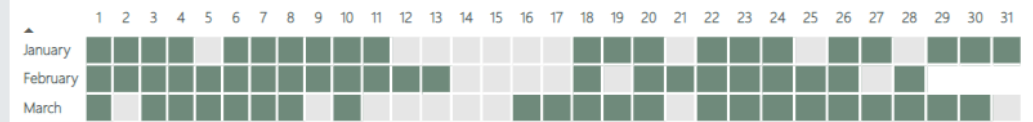
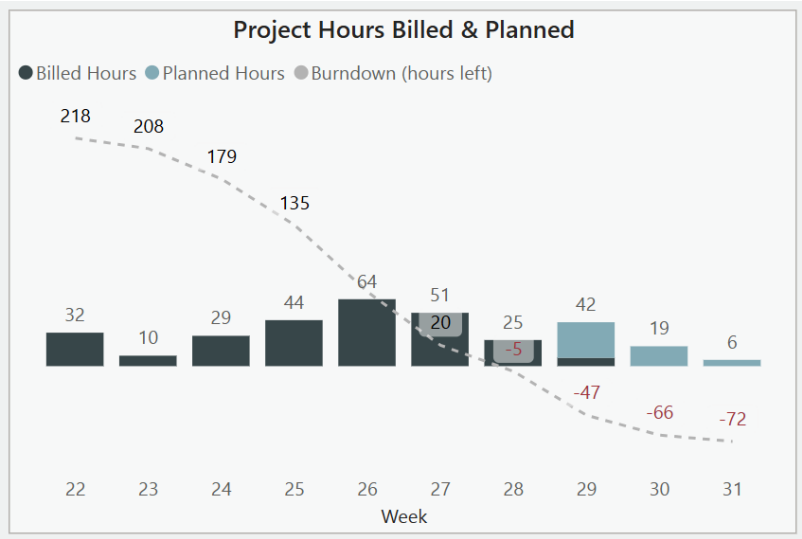


Table vs Visual

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



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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	

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Category	Product	Gross Sales	Sales LY	Sum of Units Sold	Units Sold LY
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	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



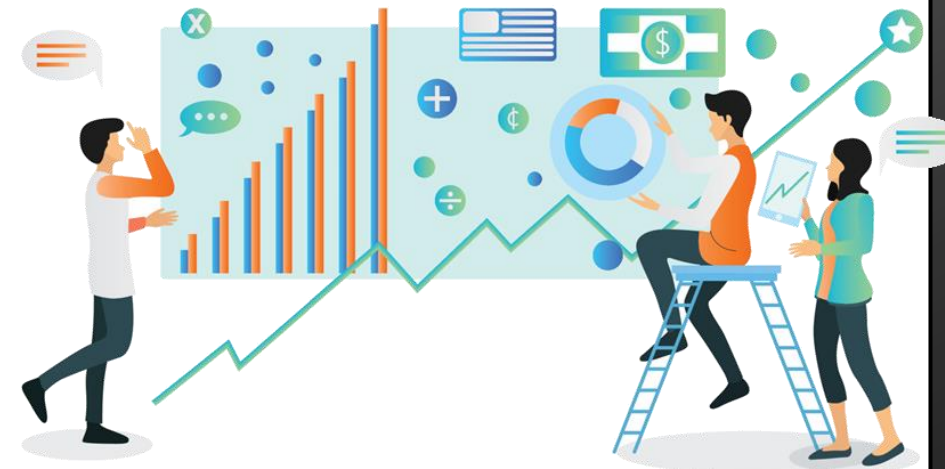
Evaluate

A vibrant illustration of a diverse group of business professionals, including men and women in business attire, gathered around a desk. They are all smiling and clapping, expressing joy and success. In the center, a laptop displays a bar chart. On the desk, there are also a mouse and a tablet with a line graph. The background is filled with several floating windows, each showing different types of data visualizations like line graphs, pie charts, and bar charts. The scene is decorated with numerous yellow stars and red hearts, creating a celebratory and positive atmosphere. The overall color palette is a mix of soft blues, greys, and warm yellows and reds.

IT'S PERFECT!

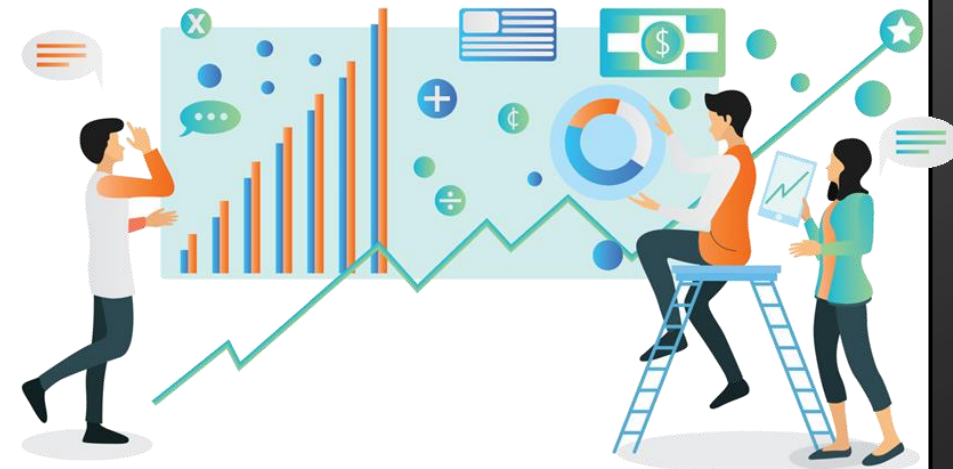
Continuous process

- **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	☆

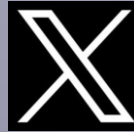
Takeaway

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

Contact & Rate the Session



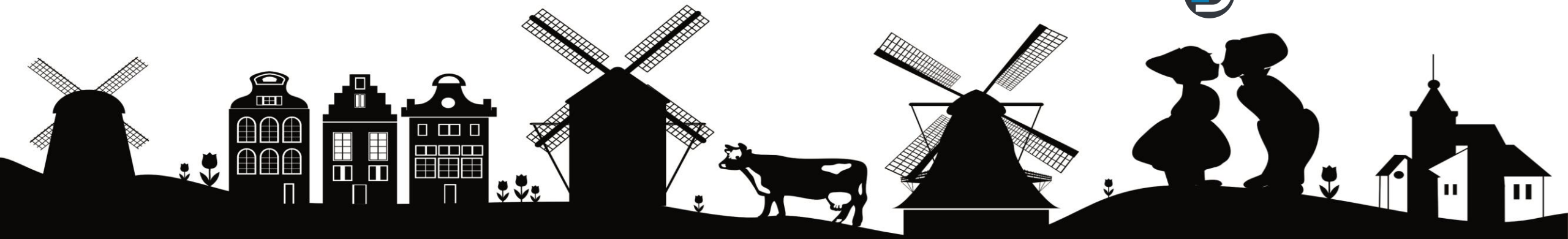
/valeriejunk



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Rate Data Saturday Holland



1 review = 1 €

Towards beating pancreatic cancer