



ColorCloud

HAMBURG

24. - 25. APRIL 2025

FROM DATA TO ACTION

Valerie Junk

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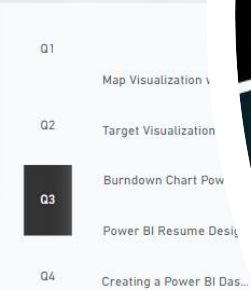
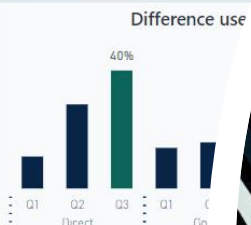
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Website Analytics

2023



**SPENT HOURS
BUILDING AN
AWESOME
REPORT**



**NO ONE
USES IT**





Valerie Junk

Owner of PorcuBI

 The Netherlands

 valeriejunk

 @PorcuBI

 valerie@porcubi.nl

 www.porcu.bi

#ColorCloudSpeaker 



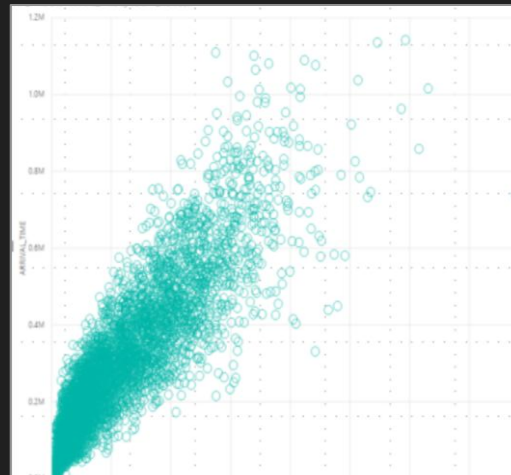
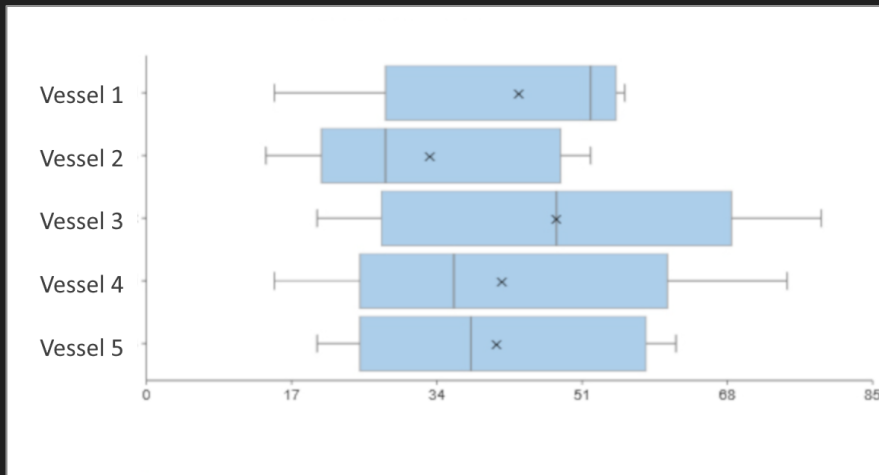
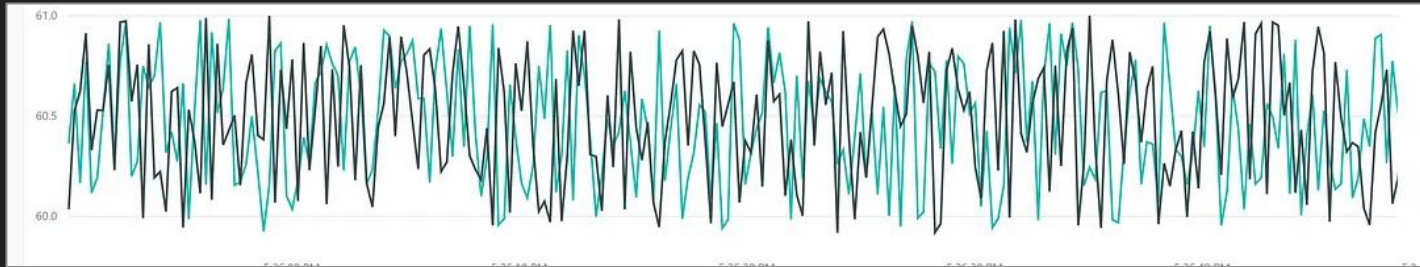
Action-driven design

- Guiding the user
- Relevance
- Usability

You don't need everything!



Why care?

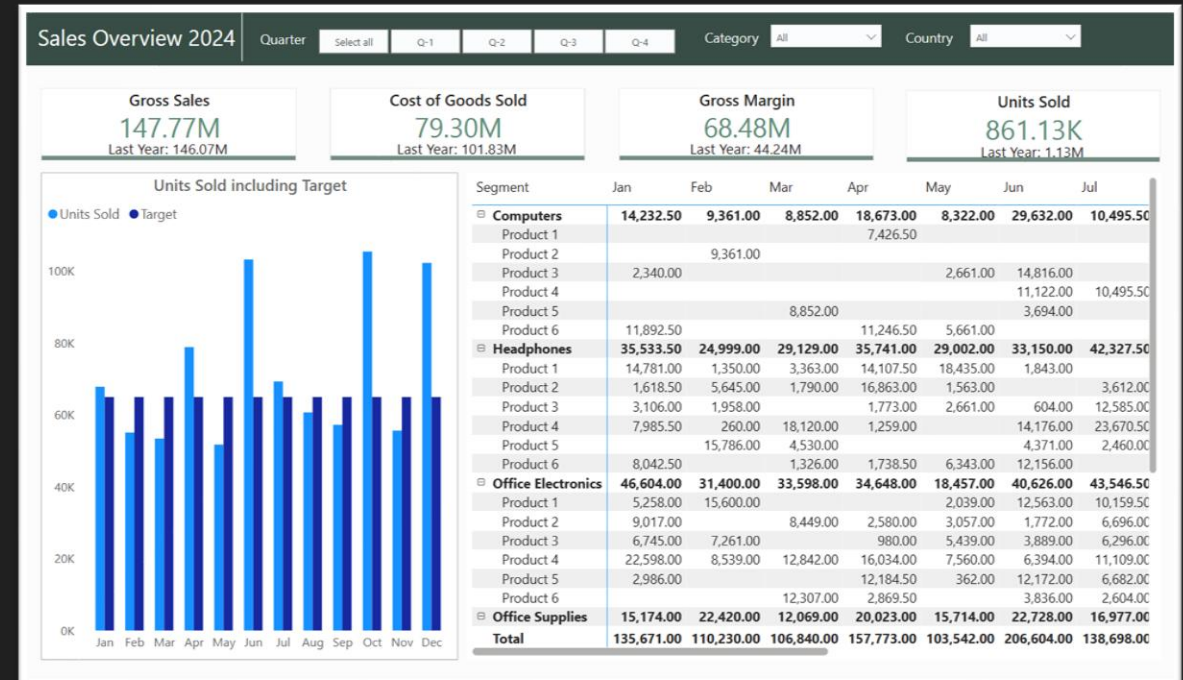


Is this
good??

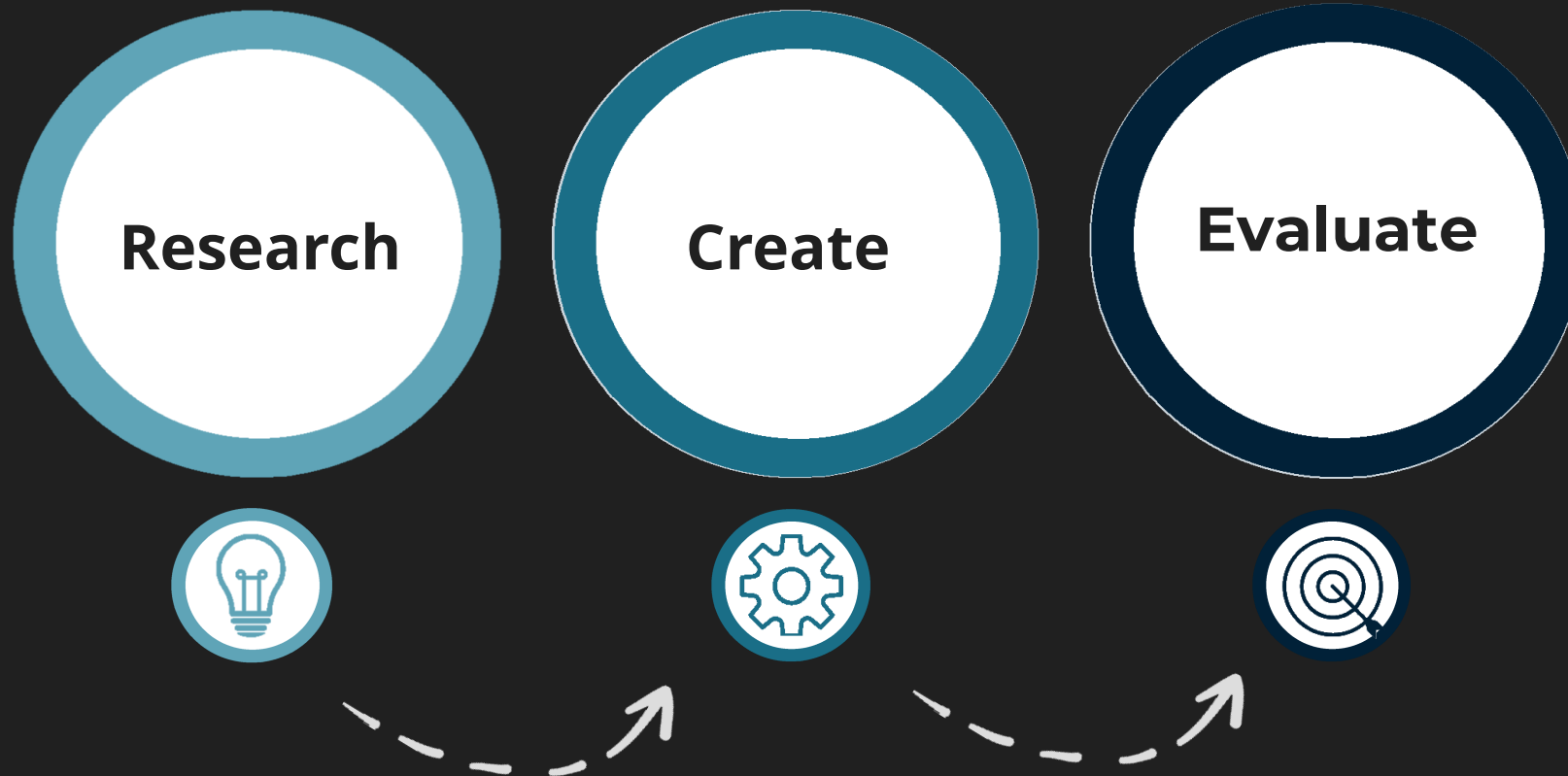


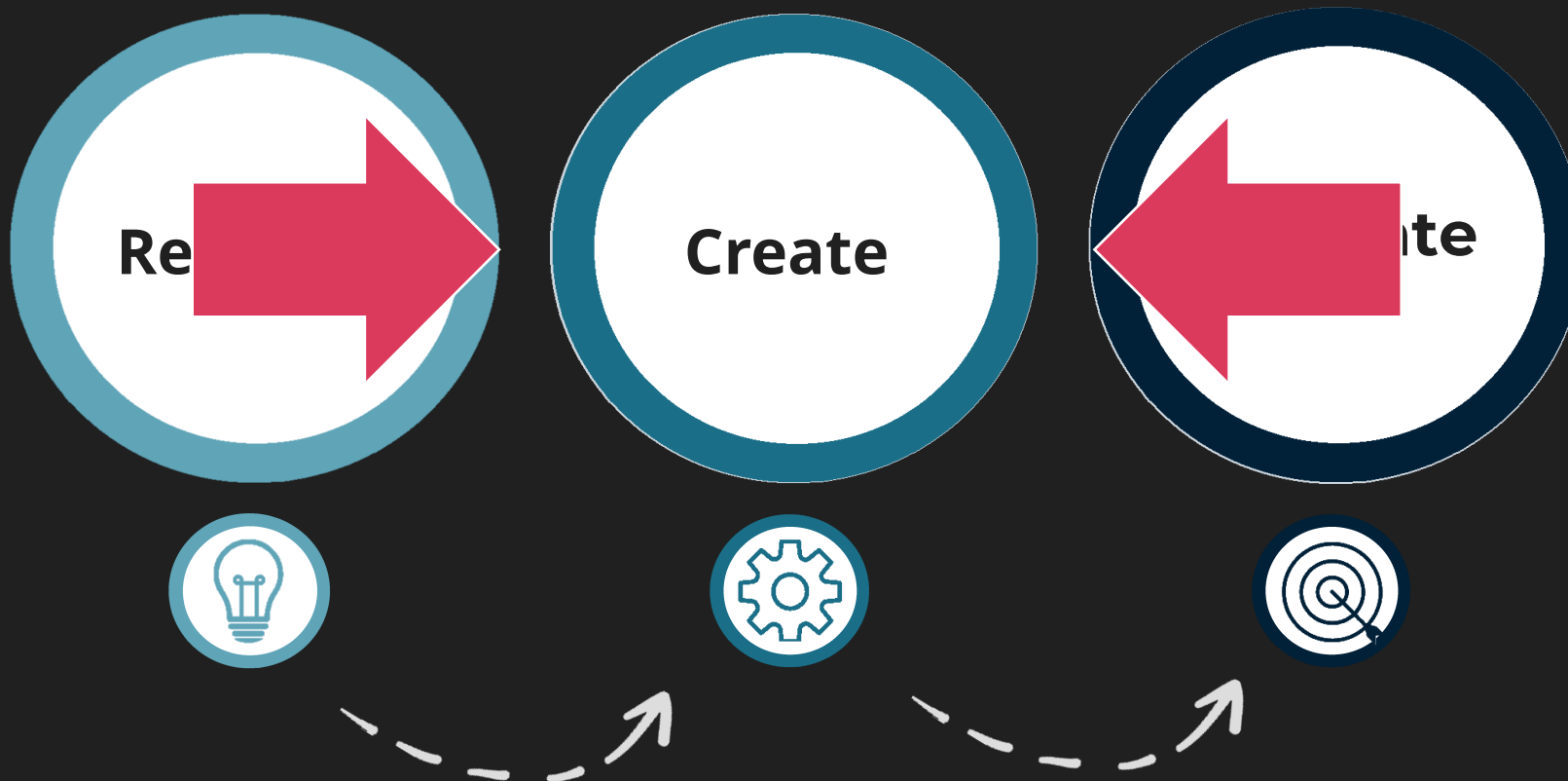
Treasure hunt

- The answer is in there (somewhere...)
- “Everybody knows this, right?”



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?

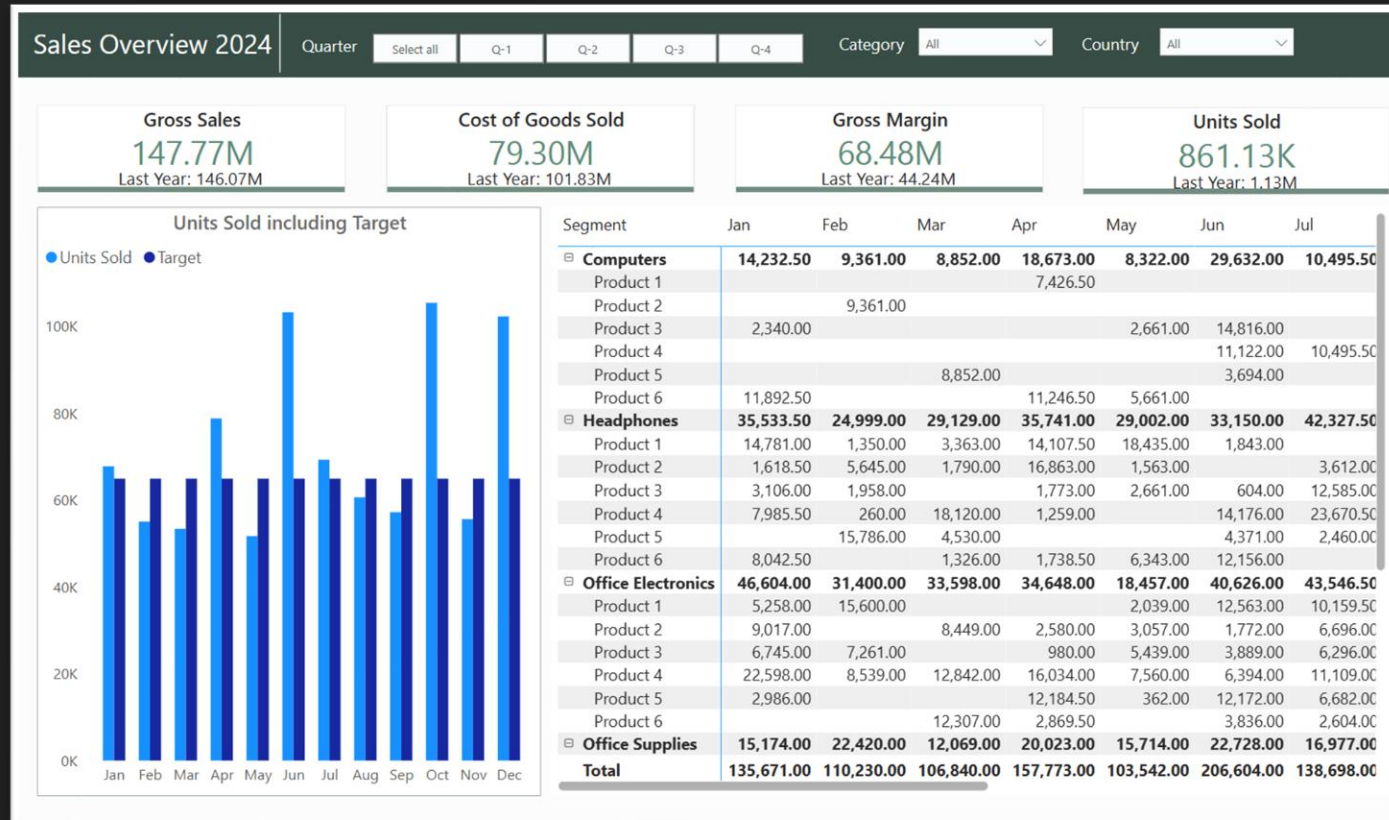
Visual without meaning

=

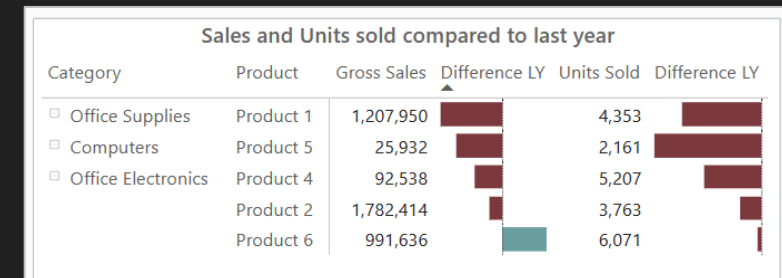
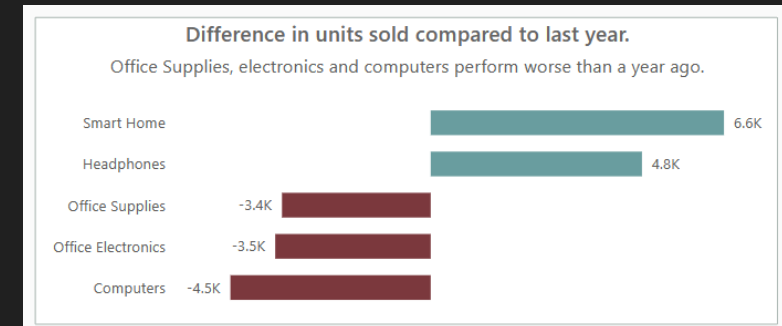
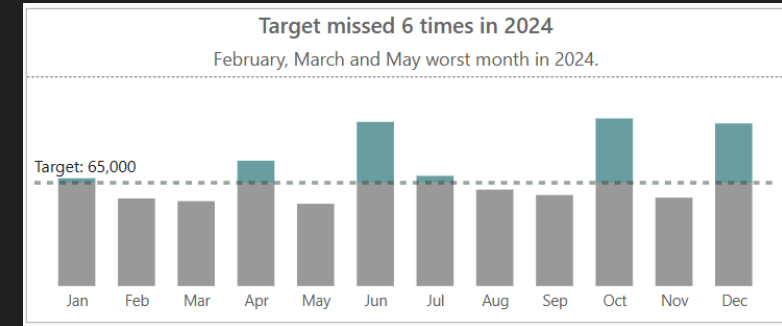
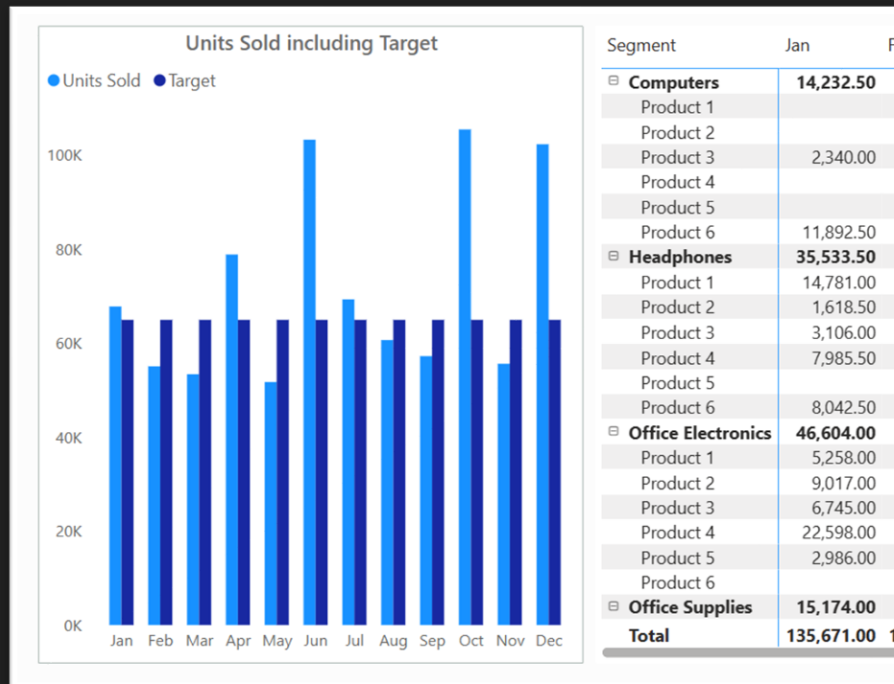
no purpose.



Design to take the next step



Design to take the next step



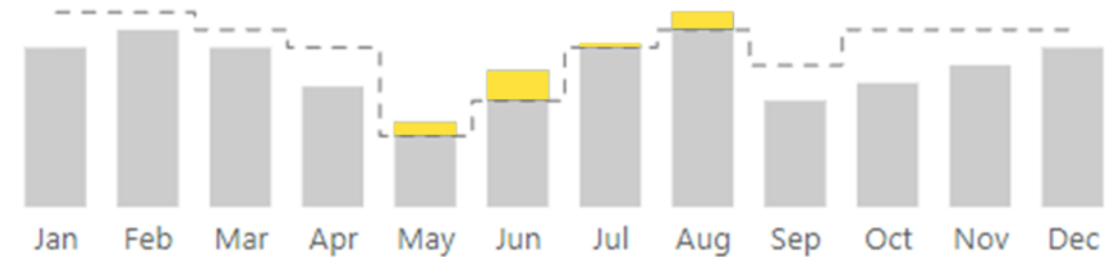
Communication is key

- What is the most critical information for you?

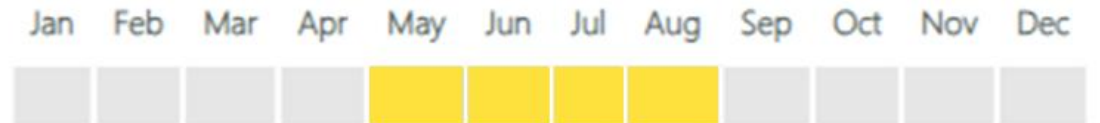
Sales target hit 4 times in 2025

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

● Below target ● Above target - - - Target



Sales target hit 4 times in 2023

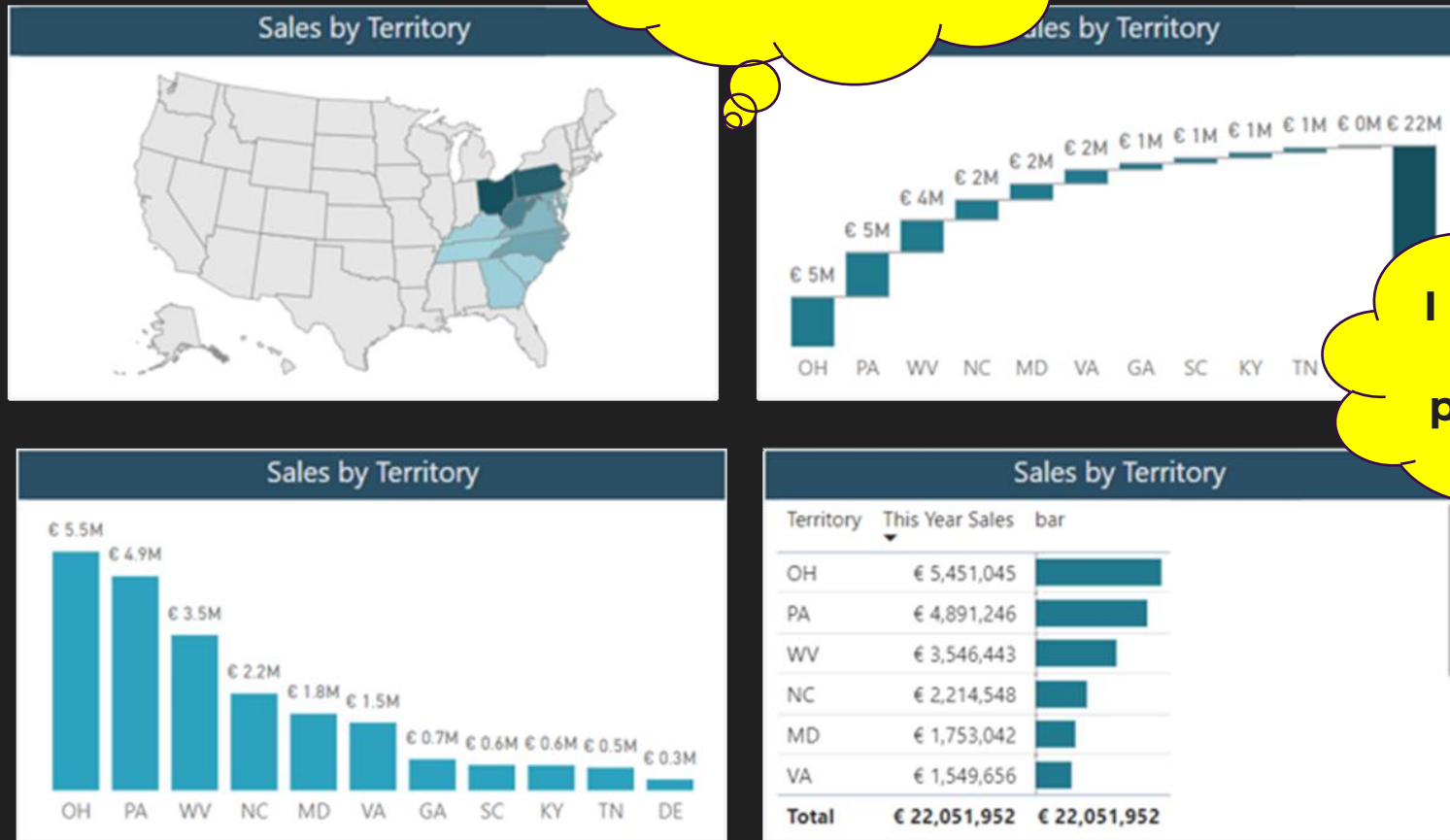


Design

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				

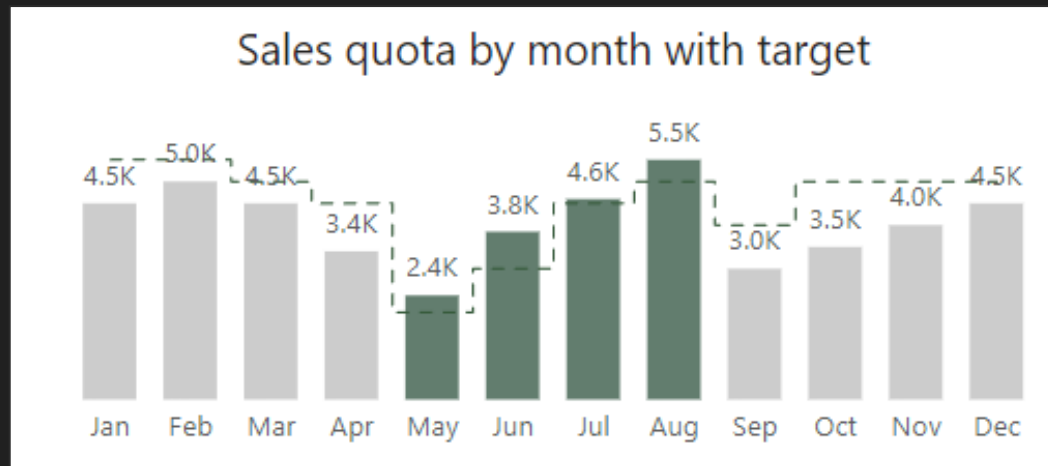
Sales Difference TY vs LY by Product				
Category	Gross Sales	Difference LY		Difference Units
Office Electronics				
Product 4	€ 15,468,394	-€ 583,396.53 ▼		-31,303.00 ▼
Product 6	€ 12,043,158	€ 1,804,151.16 ▲		-15,084.50 ▼
Product 5	€ 10,276,638	€ 5,093,043.05 ▲		-2,640.50 ▼
Product 1	€ 7,302,443	-€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

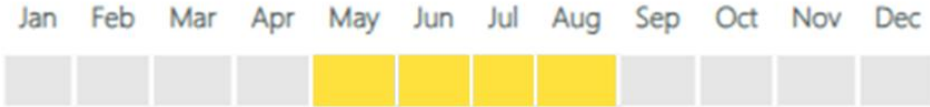
Adding Context

Legend & Colour coding



Simplify

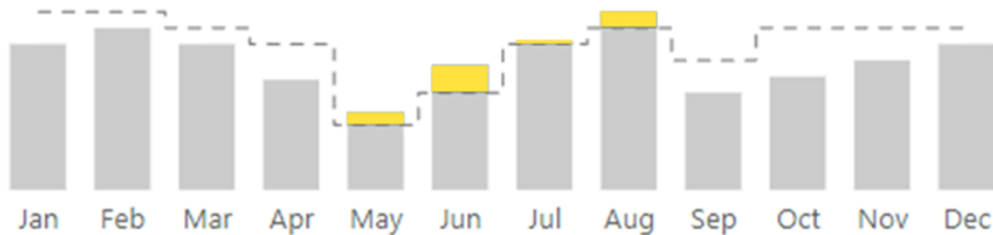
Sales target hit 4 times in 2023



Sales target hit 4 times in 2025

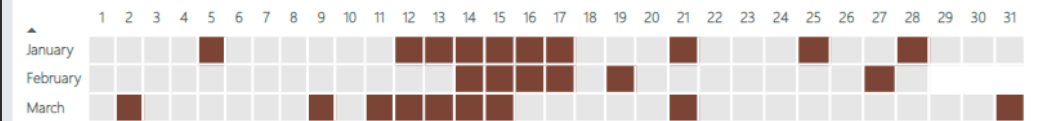
Achieving more than expected in may, june, july and august

● Below target ● Above target - - Target



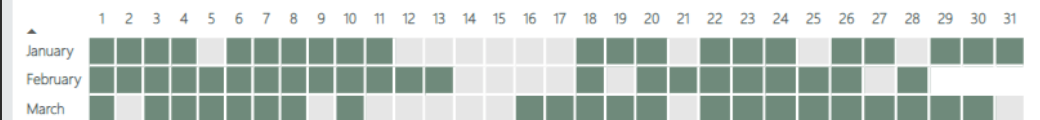
Daily Overview - Target Missed

Dark red columns = missed daily target.



Daily Overview - Target Hit

Dark green columns = hit daily target.



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 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

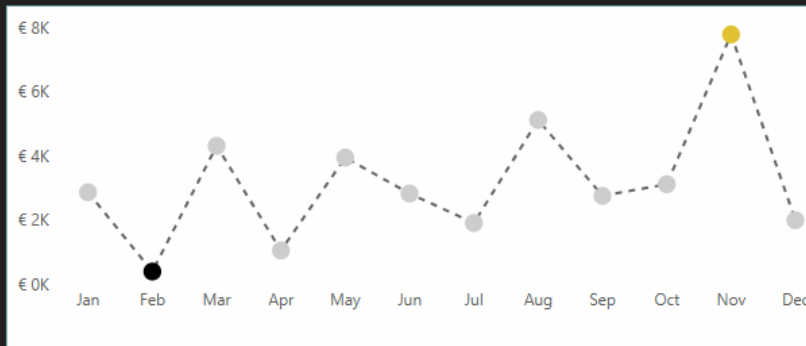
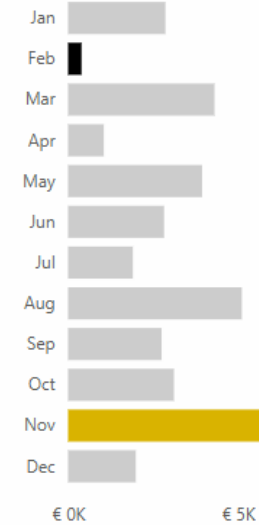
What is important?

2025 Sales Report

Month	Sales TY	Sales LY
Jan	€ 2,867.46	€ 3,073.44
Feb	☆ € 395.70	€ 10,455.49
Mar	€ 4,312.97	€ 602.10
Apr	€ 1,051.91	€ 727.15
May	€ 3,946.97	€ 3,611.28
Jun	€ 2,827.69	€ 1,569.62
Jul	€ 1,908.18	€ 3,763.09
Aug	€ 5,119.11	€ 1,134.45
Sep	€ 2,754.67	€ 4,722.37
Oct	€ 3,118.06	€ 4,539.13
Nov	★ € 7,786.46	€ 1,778.50
Dec	€ 1,994.75	€ 3,970.27

2025 Sales Report

	Sales TY	Sales LY
Jan	€ 2,867.46	€ 3,073.44
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Oct	€ 3,118.06	€ 4,539.13
Nov	€ 7,786.46	€ 1,778.50
Dec	€ 1,994.75	€ 3,970.27



Evaluate

An illustration of a diverse group of people (men and women) celebrating around a laptop. They are all wearing heart-shaped glasses and clapping. The background is dark blue with floating hearts and stars. Several computer monitors in the background display various data visualizations like line graphs, bar charts, and pie charts. The laptop in the foreground also shows a bar chart. The overall mood is one of success and joy.

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**?

What if it doesn't work?

- Avoid adding unnecessary data, filters, or options.
- 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**.
- Guide the end-user.
- **Evaluate** continuously!

Feedback

Please rate my session to help us improve!

Take part in ColorCloud Raffle 🔥

Every submitted feedback counts as one raffle ticket! **Good luck** 🍀





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24. - 25. APRIL 2025

THANK YOU!