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Dashboard Design - Final

REVIEW

HISTORY

Meets Specifications

Kudos,

Well done coming up with your insights, they are simple yet very informative. You did follow a lot of recommended guidelines and polished your work before submission.

Keep up the good work!

Dashboard

The dashboard should allow the user to arrive at simple summaries of the high-level metrics. These include:

Top-level revenue, profit, profit ratio and units sold for 2018

YoY performance by customer segment (segment refers to Corporate, Consumer, Home Office)

View sub-category performance by the active metric

Draw attention to highest performing sub-categories within each customer segment for the chosen metric

The dashboard should be either interactive or designed in a way to include data on sub-categories (e.g., through metrics for each sub-category, controls).

Design

Indicator colors are easily accessible to all color vision deficiencies. The dashboard's color uses accents, mins and maxs, and contrasts.

Font hierarchy should specify:

Dashboard title text

Body text

BAN Text

Context/instructive text

A screenshot of the dashboard should be taken, adding boxes in such a way that clearly illustrates how items within the dashboard relate to one another.

Annotation Layer

The text on the dashboard should provide context (e.g., what data sources, when was the data last refreshed).

Well done. Here is an interesting on [Choosing Fonts for Your Data Visualisation](#)

The dashboard's text should aid the end user's comprehension (e.g, how to calculate profit ratio, how to define popularity).

it is assumed that they are executives and don't have much time and desire to dive into details (also, they might not have enough analytical proficiency for that). That's why we need to highlight the most important insights by adding tooltips, annotations, marking the highest points of charts, etc. The best dashboard is the one that is readable from the first glance, and you've created one of this kind!

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