

Dashboard design process steps:

- 1) Sketch the dashboard - whiteboard or paper
- 2) Context - what, where, why, when
- 3) Tailor to the audience you have identified
- 4) Incorporate visual best practices
- 5) Diagram the expected interactions
- 6) Assume users will click everywhere
- 7) Plan for your next iteration

Test everything!!!

MONITOR: This is your traditional dashboard loaded with gauges. It's to provide a quick overview of whatever KPIs are considered vital. This could be multiple measures or even just a single measure spread out over different values in a dimension.

COMPARE: The goal of this dashboard is to compare different visualizations. These two charts have some type of relationship or their results will have some additional meaning when considered together.

INSPECT: A very common type of dashboard presents the opportunity to drill down from a high-level visualization down into more detail. Maps are very popular to incorporate into this type of dashboard, to click on a geographic region to provide more detail in another chart type.

SOLVE: Another type of dashboard is designed to answer a specific question that is confronting the business. Stories are particularly good at accomplishing this objective.

LAYOUT

(NOT TOO MUCH!)

London

51.51 N, 0.13 W

Mon 9 Dec @ 16:02:42

Go to Map - Go to Grid - Change City

WEATHER STATIONS (MULTIPLE SOURCES)

STATION	WIND SPEED	WIND GUSTS	DIRECTION	TEMPERATURE	HUMIDITY	RAIN TODAY	PRESSURE	FORECAST
CASA Office: Bloomsbury W1	8 mph	9 mph	SE ↘	11.5 °C	76%	0.0 mm	1027.9 mbar	Clear Night
Lambeth Meters: Brixton SW9	4.3 mph	4.3 mph	SW ↙	11.0 °C	83%	0.0 mm	1026.4 mbar	Clear Night
Hampstead NW3	3.6 mph	3.6 mph	S ↑	9.8 °C	84%	0.0 mm	1029.0 mbar	Clear Night

WEATHER (METAR)

London City Airport

Mostly clear
SW at 3 mph
11 C

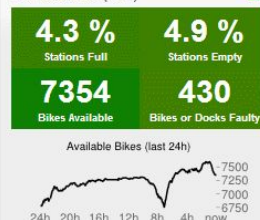
FORECAST (YAHOO! Wth)

Mon	Tue
10 C Mostly Clear	9 C Partly Cloudy

TUBE LINE STATUS (TfL)

Bakerloo	Good Service
Central	Good Service
Circle	Good Service
District	Good Service
H & C	Good Service
Jubilee	Good Service
Metropolitan	Good Service
Northern	Good Service
Piccadilly	Good Service
Victoria	Good Service
W & C	Good Service
Overground	Good Service
DLR	Good Service

BIKE SHARING (TfL)



IN SERVICE (TfL)

7197 London buses
378 Underground trains

AIR POLLUTION (DEFRA)

	µg/m³	PM10	PM2.5	SO2	NO2	OZONE
Bloomsbury	13	38	4	9	10	
Marylebone Rd	9	16	26	22	34	
N Kensington	14	40	?	12	18	

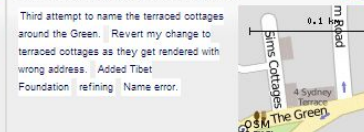
RANDOM TRAFFIC CAMERAS (TfL)



BBC LONDON NEWS (BBC)



OPENSTREETMAP UPDATES (OSM)



ELECTRICITY (N.Grid)

Demand (Great Britain)
48211 MW

MOOD (LSE MAPPINESS)

8% unhappier than the long term average for here
13% happier than the whole country right now

TWITTER TRENDS FOR LONDON

MPs #NFL Christmas #Confident Xmas #ashes London
#RIPAlexTurner #12DaysOfJonesDAY9 Waca

Social Selling Index (SSI) Analysis

Recorded At

5/31/2018 7:00:00 AM

8/27/2018 7:00:00 AM

Select Contract Id

Null

Filter by Name

(All)

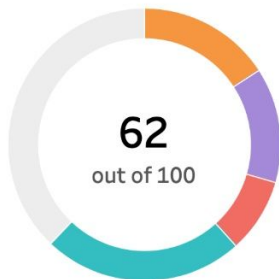
② Filter peer name

(All)

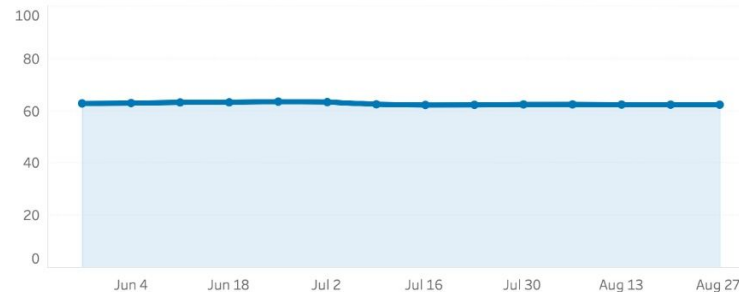
All Team Members - 1,292,307 connections

Today's SSI Score

① click button to compare with peer → ●



SSI Weekly Average Score over selected time period



Pillar

Today's Score

% Change From Yesterday

Create professional brand



▼ 0.31%

Find the right people



▼ 0.35%

Engage with insights



▲ 0.16%

Build strong relationships



▼ 0.28%

Daily Scores over time period



LAYOUT

Sales KPI Dashboard

▼ Last Month

NUMBER OF SALES

115



▼ 4%



▲ 5%

REVENUE

\$150,009



▼ 9%



▼ 4%

PROFIT

\$39,709



▼ 1%



▼ 11%

COST

\$110,300

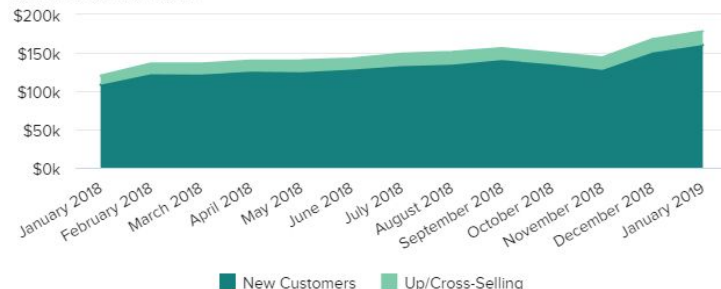


▼ 12%



▼ 1%

SALES REVENUE



COST BREAKDOWN

Marketing

\$73,450

Sales

\$36,850



UP/CROSS SELL

Revenue \$16,501

% of Revenue 11%

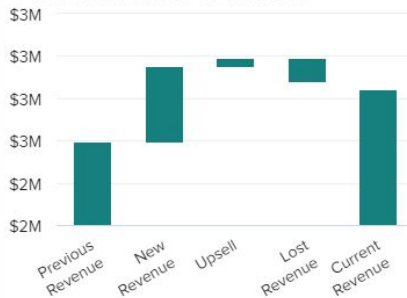
CHURN

Total 26

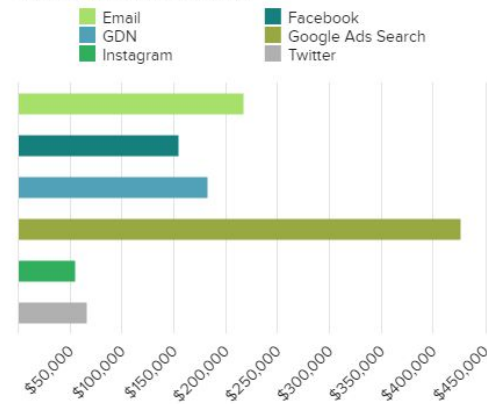
Rate 2%

Revenue \$43,812

ACCUMULATED REVENUE



INCREMENTAL SALES



Percentage above or below target



Comparison to previous time period

BLOCKBUSTER

Analyzing the 10 Highest Grossing Actors of All Time

Include Bit Parts

Domestic (Unadjusted)

CLICK AN ACTOR TO ANALYZE



Samuel L. Jackson

CAREER TIMELINE BIT PART

1981



2019

MOVIES

108

VS TOP 10 ACTORS



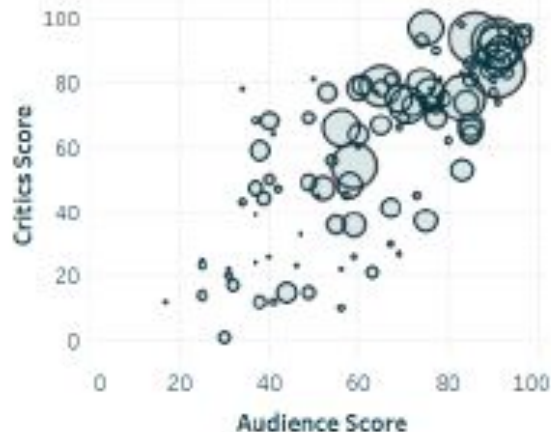
DOMESTIC (UNADJ)

\$9,041M

VS TOP 10 ACTORS



CRITICS SCORE VS. AUDIENCE SCORE SIZED BY GROSS



CRITICS SCORE

60%

% POSITIVE



AUDIENCE SCORE

63%

% REVIEWS > 3.5 STARS



Global Market Overview



2.8%

GDP



4.7%

TRAFFIC



3.5%

FLEET



41,030

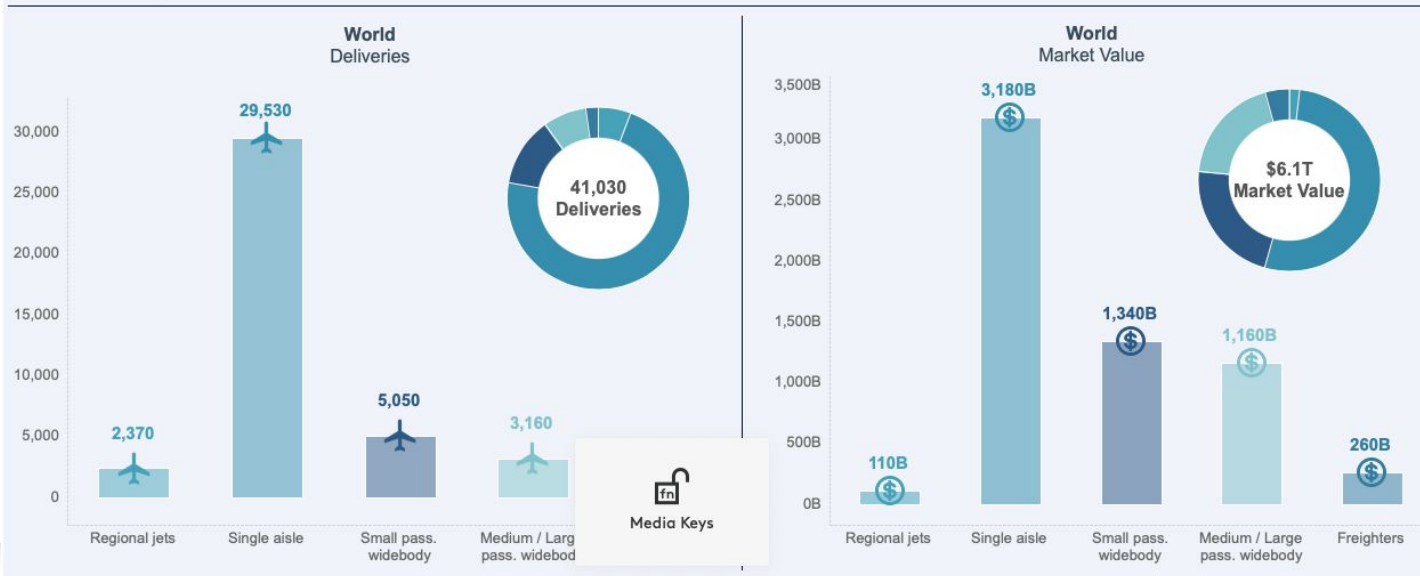
DELIVERIES



\$6.1T

MARKET VALUE

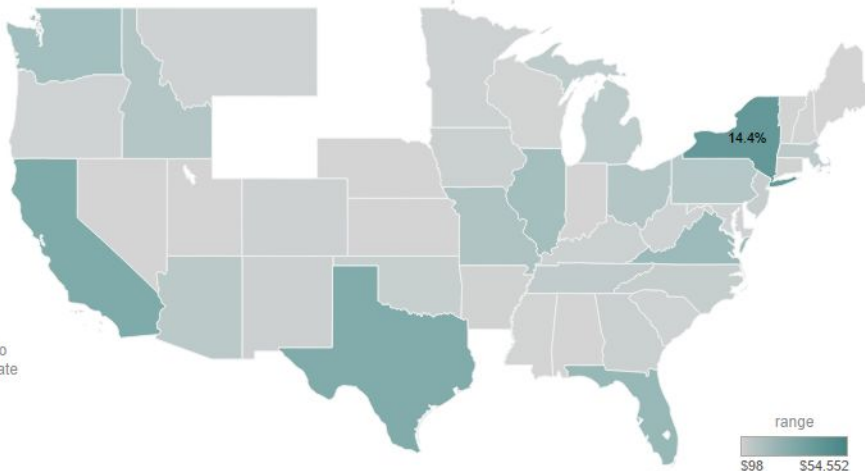
Air travel has proven to be a resilient market over the last several decades, growing at an annual average rate of more than 5 percent per year. Boeing forecasts robust demand to continue over the next 20 years. Economic growth, increasing consumer spending on services, growing middle classes in emerging markets, and evolving airline business models support this long-term outlook. To serve an air travel market projected to be 2.5 times larger in 20 years, the global commercial jet fleet is projected to double in size by 2036. In addition to the need for new airplanes to meet growth demand, three quarters of today's 23,500 commercial jets are forecast to need replacement over the next 20 years, contributing to overall demand for 41,030 new airplane deliveries by 2036.



US MONTHLY SALES



US Regional Trend (click on a month)



 hover to select state

Filter Region

(All) ▼

October-2013

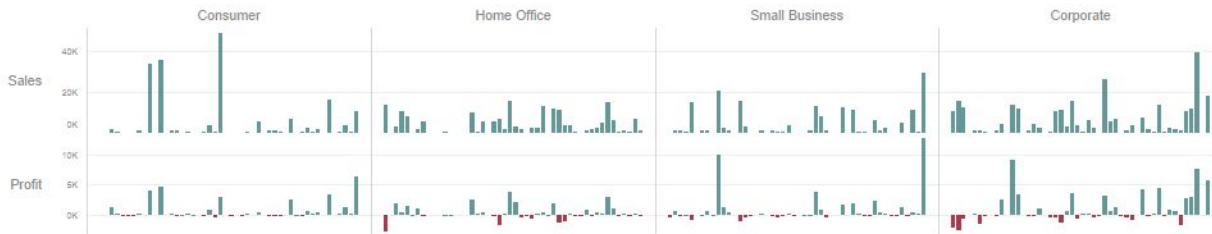
New York

Sales	\$54,552
Profit	\$8,996
Order Quantity	559
Discount	3.9%
Product Base Margin	46.6%
Shipping Cost	\$153
Unit Price	\$86

Segment % Sales

Small Business	21%
Consumer	22%
Home Office	22%
Corporate	35%

New York Segment Trend



MY TRACKS ANALYSIS

Using Tableau's My Library Web Data Connector



UNIQUE ARTISTS



40

UNIQUE ALBUMS



45

UNIQUE TRACKS



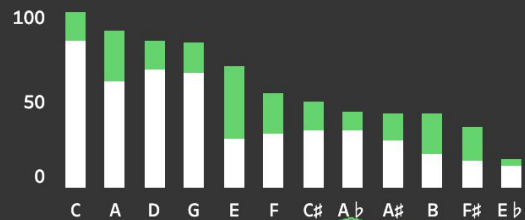
701

MAJOR MINOR

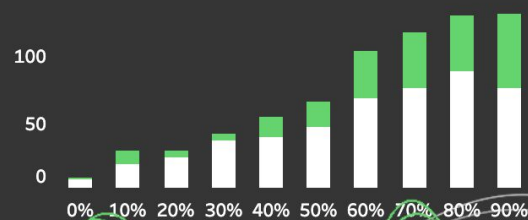
33%

67%

TRACKS KEY



TRACKS ENERGY %



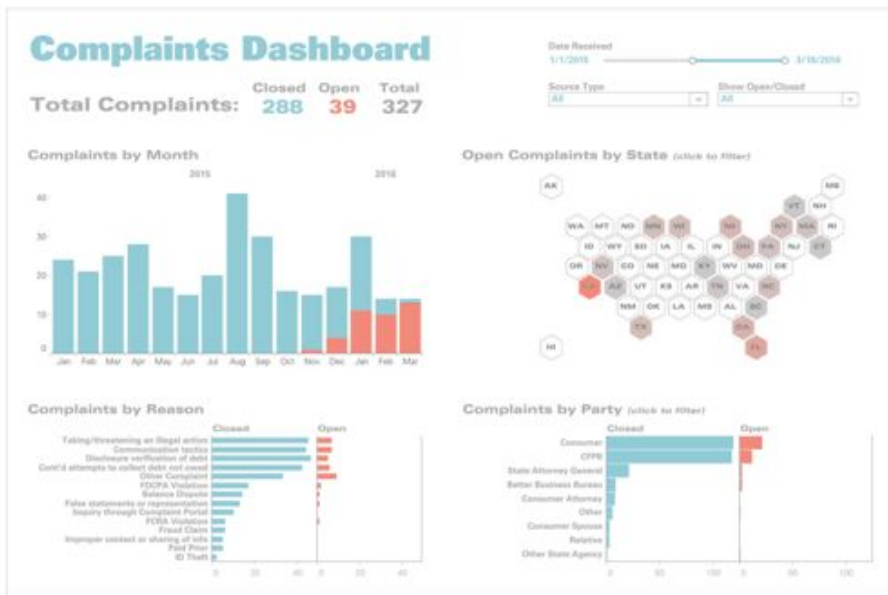
by @davidmpires

MAKEOVERS

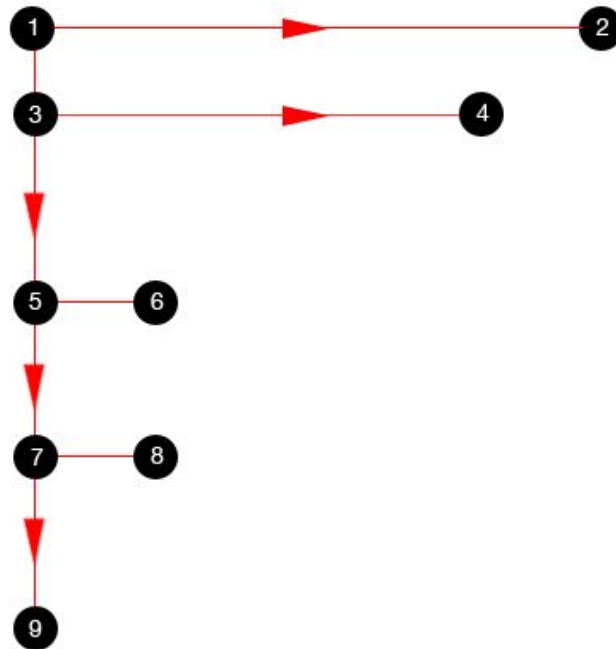
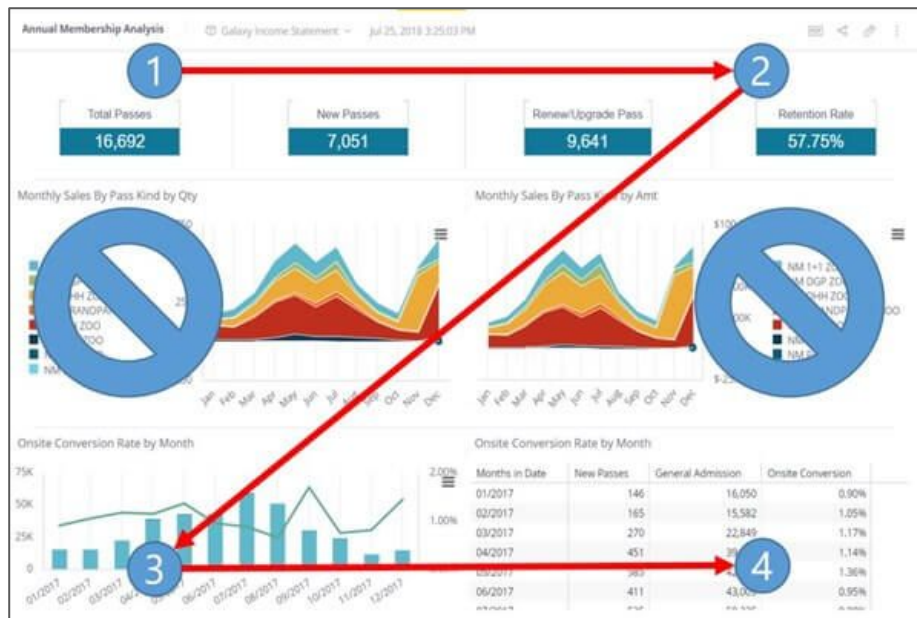
Before



After



LAYOUT



1

facebook

Email or Phone

Password

Log In

2

[Forgotten account?](#)

Facebook helps you connect and share with the people in your life.



3

Create an account

It's free and always will be.

First name

Surname

Mobile number or email address

New password

Birthday

16 Jun 1999

[Why do I need to provide my date of birth?](#)☐ Female ☐ Male

By clicking Create an account, you agree to our [Terms](#) and confirm that you have read our [Data Policy](#), including our [Cookie Use Policy](#). You may receive SMS message notifications from Facebook and can opt out at any time.

Create an account

4

[Create a Page](#) for a celebrity, band or business.

INTERACTIVITY

Dashboard actions

- ★ filter
- ★ highlight
- ★ Go to url

The screenshot shows the 'Add Filter Action' dialog box with the following configuration:

- Name:** Filter Table
- Source Sheets:** Dashboard 1 (selected). The list below includes 'Heat Maps & Highlight Tables' (checked) and 'Totals & Subtotals' (unchecked).
- Run action on:** Select (selected). Other options are Hover and Menu. The checkbox 'Run on single select only' is unchecked.
- Target Sheets:** Dashboard 1 (selected). The list below includes 'Heat Maps & Highlight Tables' (unchecked) and 'Totals & Subtotals' (checked).
- Clearing the selection will:** Show all values (selected). Other options are Leave the filter and Exclude all values.
- Target Filters:** All Fields (selected). Below is a table with columns: Source Field, Target Field, and Target Data Source.

Red arrows and labels indicate the following steps:

- Step 8:** Points to the 'Name' field.
- Step 9:** Points to the 'Source Sheets' dropdown.
- Step 10:** Points to the 'Run action on' dropdown.
- Step 11:** Points to the 'Clearing the selection will' radio buttons.
- Step 12:** Points to the 'Add Filter...' button.

Source Field	Target Field	Target Data Source

LABELLING

WHAT IS IMPORTANT?

Text Size

HIERARCHY

Think like a designer

- ★ User experience matters
- ★ Be selective with your information
- ★ [Keep it clean](#)

DESIGNING TABLEAU DASHBOARDS

YOUR AUDIENCE LOVES TO USE

STEP 1: LISTEN

GOALS

Ask your audience how they will use the dashboard



STEP 2: BUILD

BUILD

Build a great dashboard (or the step we all talk about constantly)



STEP 3: EXPLAIN

FOOTHOLDS

Explain to your audience how to decode the data you've encoded



STEP 4: LISTEN

CRITIQUE

Ask your audience how to make the dashboard better

