Dashboard Design

Date	11 November 2025
Team ID	VIP-C3
Project Name	Global Food Production Trends and Analysis: A Comprehensive Study from 1961 to 2023 Using Power BI
Maximum Marks	5 Marks

Creating an effective dashboard involves thoughtful design to ensure that the presented information is clear, relevant, and easily understandable for the intended audience. Here are some key principles and best practices for dashboard design

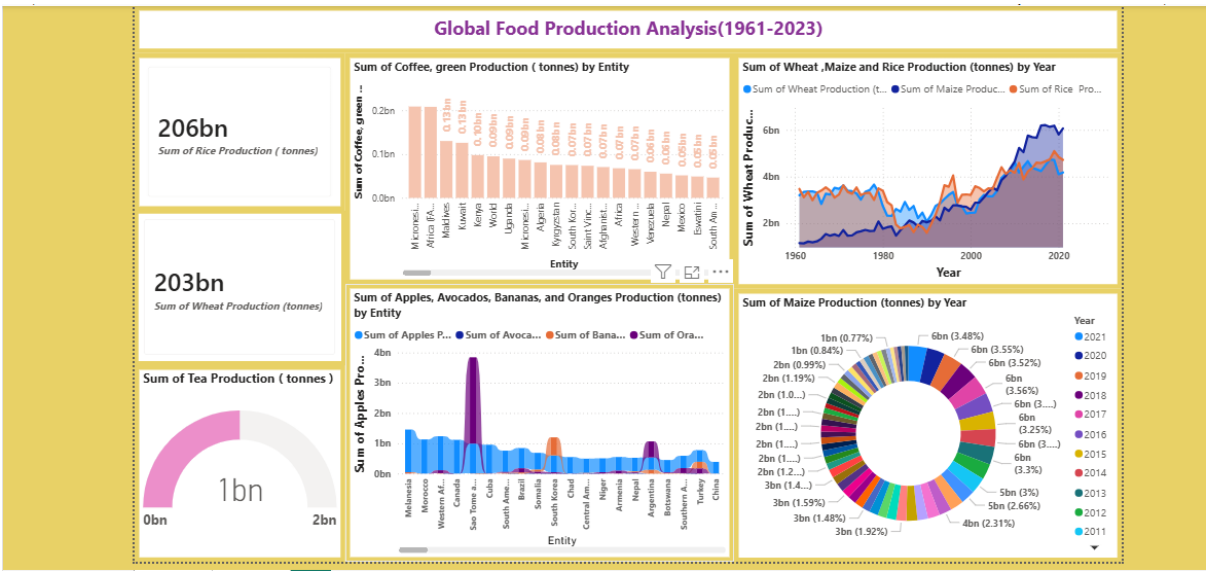
Activity 1: Interactive and visually appealing dashboards

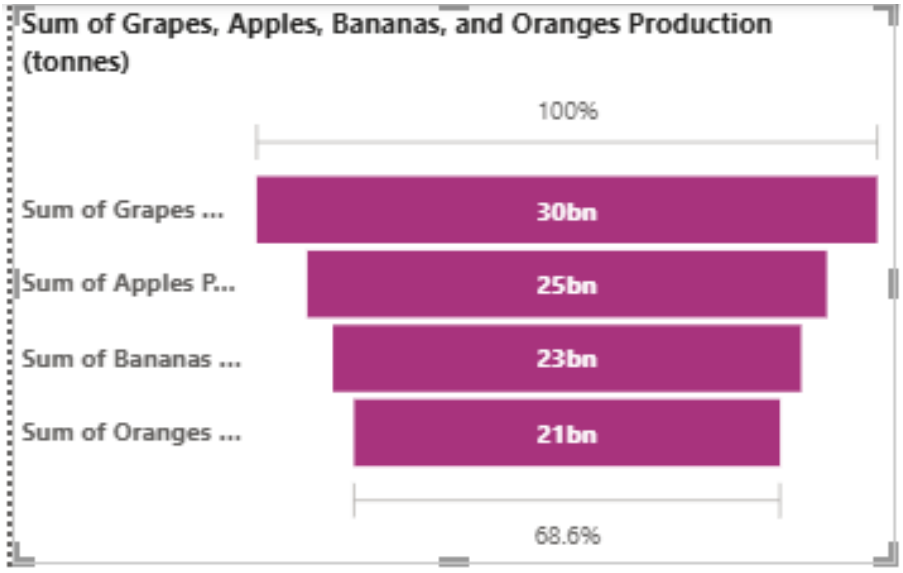
Creating interactive and visually appealing dashboards involves a combination of thoughtful design, effective use of visual elements, and the incorporation of interactive features. Here are some tips to help you design dashboards that are both visually appealing and engaging for users so take care of below points

- Clear and Intuitive Layout
- Use Appropriate Visualizations
- Colour and Theming
- Interactive Filters and Slicers
- Drill-Down Capabilities
- Responsive Design
- Custom Visuals and Icons
- Use of Infographics

Dashboard Design Strategy

- **Dashboard Overview**: This dashboard provides a high-level and granular view of global agricultural production, focusing on total outputs of staples, fruits, and beverages to support ABC Company's strategic planning.
- **Design Strategy**: The layout is designed to move from broad global totals at the top to specific regional and temporal trends in the middle and bottom sections, ensuring a logical flow of information.
- **Key Design Features**: Interactive slicers for "Year" and "Entity" (Region) will be implemented to allow users to filter production data dynamically across all visuals.





Visual Name	Description	Visual Type	Placement
Total Rice Production	Displays the 206B tonnes of rice produced globally.	Card	Top Row (Left)
Total Wheat Production	Displays the 203B tonnes of wheat produced globally.	Card	Top Row (Center)
Tea Production Gauge	Measures the 1B tonnes of tea production against targets.	Gauge	Top Row (Right)

Cereal Trends (1961-2023)	Shows growth trajectories for wheat, maize, and rice.	Area Chart	Middle (Full Width)
Coffee Output by Entity	Measures the 2B tonnes of tea production against targets.	Bar Chart	Bottom Left
Maize Evolution	Highlights annual distribution and significant growth years for maize.	Donut Chart	Bottom Center
Fruit Production Leaderboard	Compares total volumes of Grapes, Apples, Bananas, and Oranges.	Bar Chart	Bottom Right

Note: Highlight the major outcomes in form of bullet points

Here are five potential outcomes from the dashboard image provided:

- **Optimization of Supply Chain for Staple Crops**: The dashboard reveals that wheat and rice production reached 203 billion and 206 billion tonnes respectively. ABC Company can use this data to identify long-term growth trajectories and stabilize supply chains for these critical staples.
- **Strategic Investment in Emerging Coffee Regions:** The visualization for green coffee identifies Africa as a leading producer. This insight allows the company to focus investment and sourcing strategies specifically within African markets to capitalize on their high production volume**.**

- **Market Expansion in High-Volume Fruit Sectors:** The analysis indicates that grapes lead fruit production at 43 billion tonnes, followed by apples and bananas. ABC Company can leverage this outcome to prioritize these high-demand categories for export opportunities or retail expansion.

- **Forecasting Future Production Needs:** By analyzing the area chart for wheat, maize, and rice, the company can observe historical growth patterns—such as the steady rise in wheat production. This enables more accurate forecasting of future yields to prevent inventory shortages or surpluses.

- **Identification of Regional Production Specializations:** The stacked bar charts and donut charts highlight regional contributions, such as Europe and Asia's significance in fruit production and maize growth starting in the late 1980s. These outcomes help the company tailor its regional procurement strategies based on what each geography produces most efficiently.