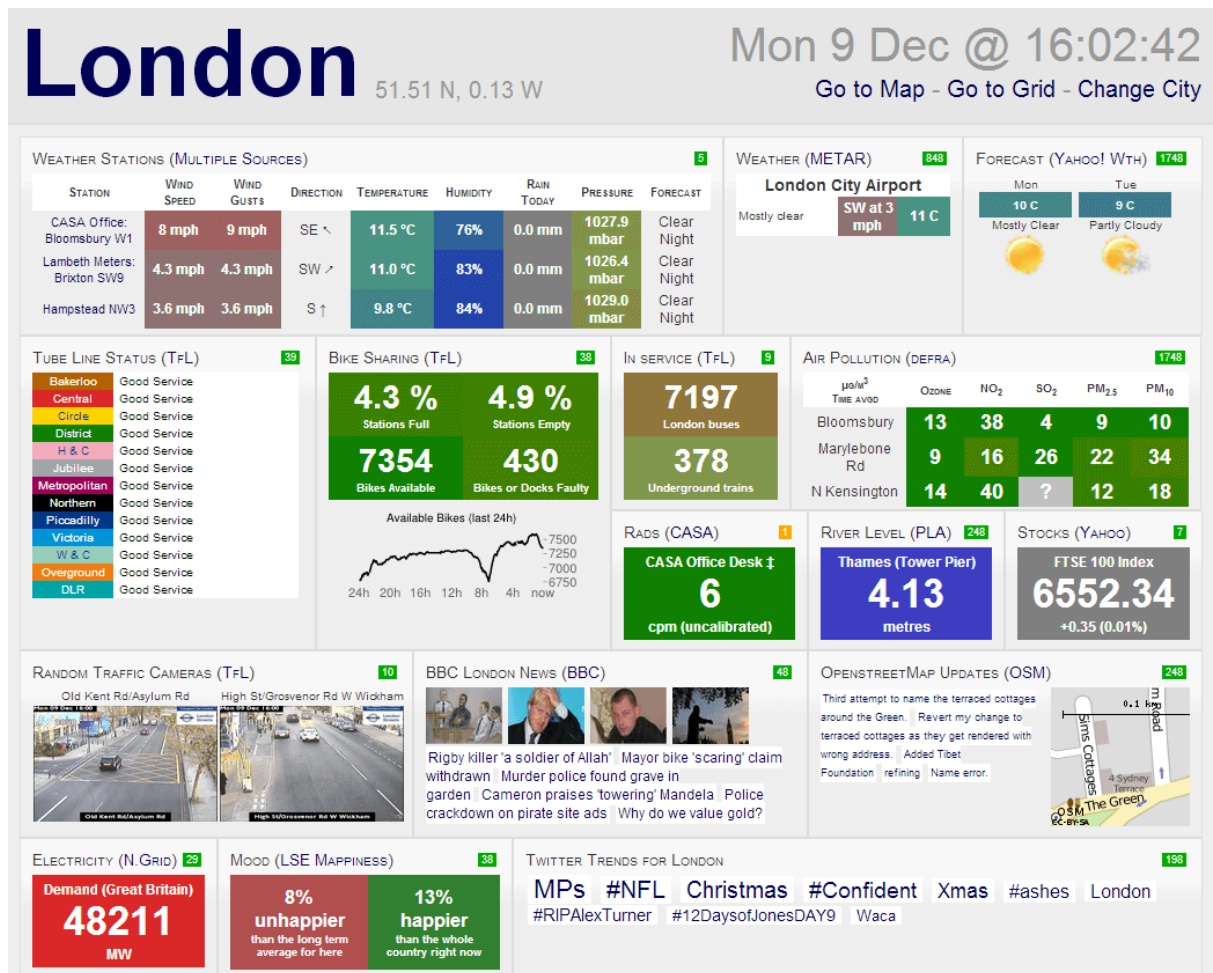


Dashboard Guidelines Assignment – Business Intelligence

Rabia Memon – 14908

1. Dashboard 1:



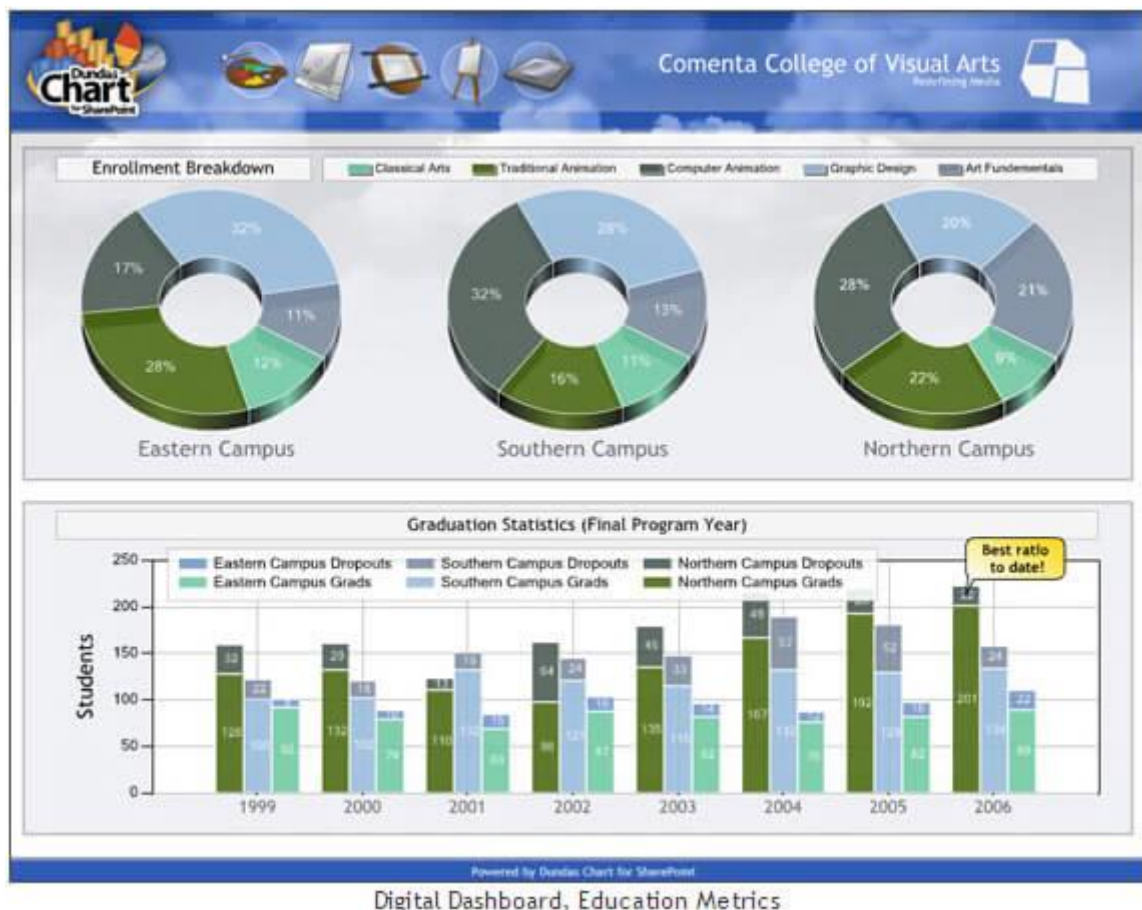
The information in this dashboard is crammed into one page. It is not split per theme or subject which makes it difficult for users to comprehend.

Too many KPI's are being used in the dashboard that can throw users off track and even point them in the wrong direction. KPIs are not properly providing the information they need to achieve their goals.

The major trend is not visible at the glance.

It does not focus on the big picture of the dashboard and its strategic drivers. You must ask fundamental questions such as: What exactly is the dashboard trying to achieve? Who are the end users and what are their needs? The big questions provide the foundation for the storyboard and its strategic intent.

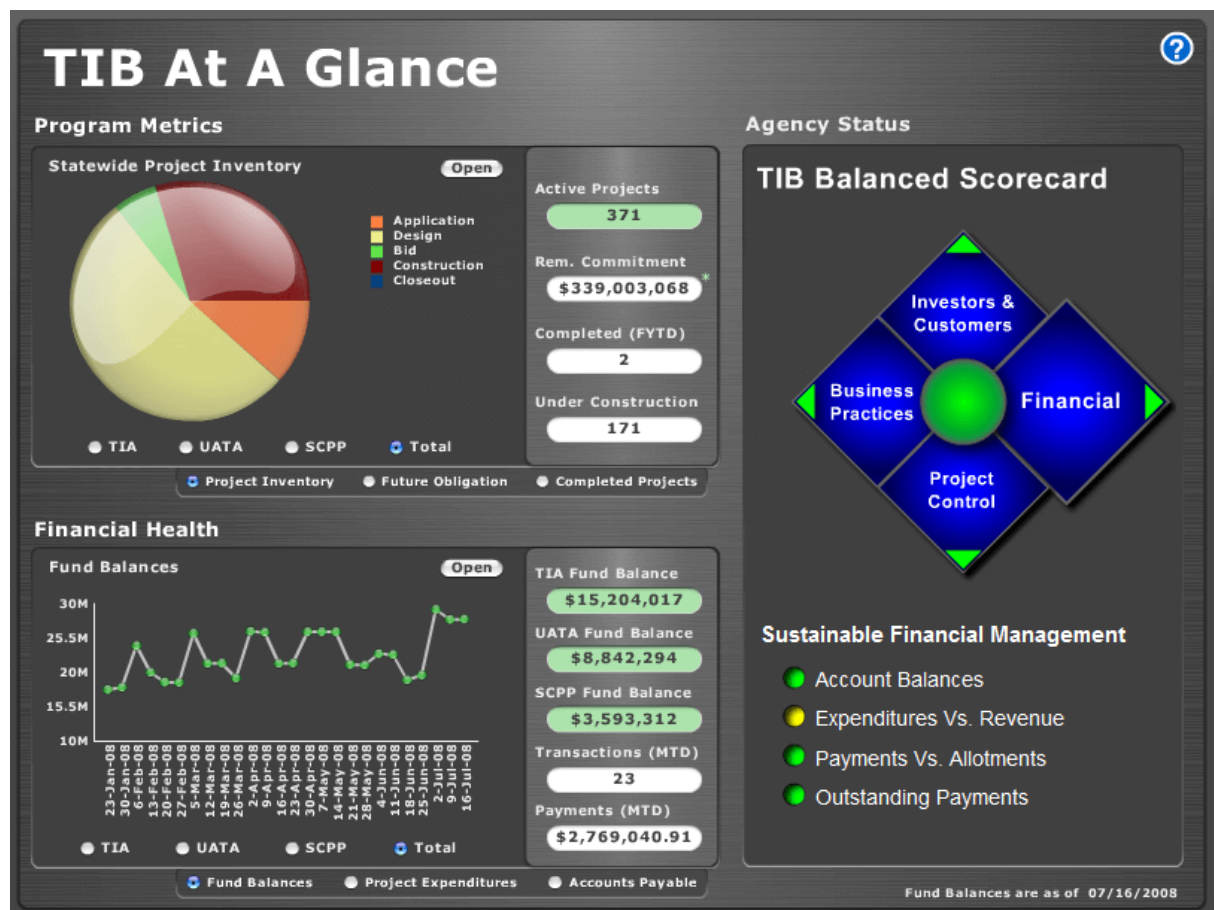
2. Dashboard 2



Pie charts and doughnut charts are not recommended as a good dashboard practice. They rank low in precision because users find it difficult to accurately compare the sizes of the pie slices.

The selection of color scheme does not enhance the data narrative. Bright colors should be used with a properly followed theme.

3. Dashboard 3



Wrong chart type is used. A pie chart is only useful for showing percentages of a whole as they relate to each other. In this pie chart, there are not labels to show the percentage which makes it difficult to understand.

Sparkline is used that users will not be able to notice for individual values. It is preferably used when there are various numbers of matrices and trends are shown.

Score card has no numbers/sufficient information to comprehend information. The x-axis of line chart is difficult to read.

No theme or subject is followed.

4. Dashboard 4



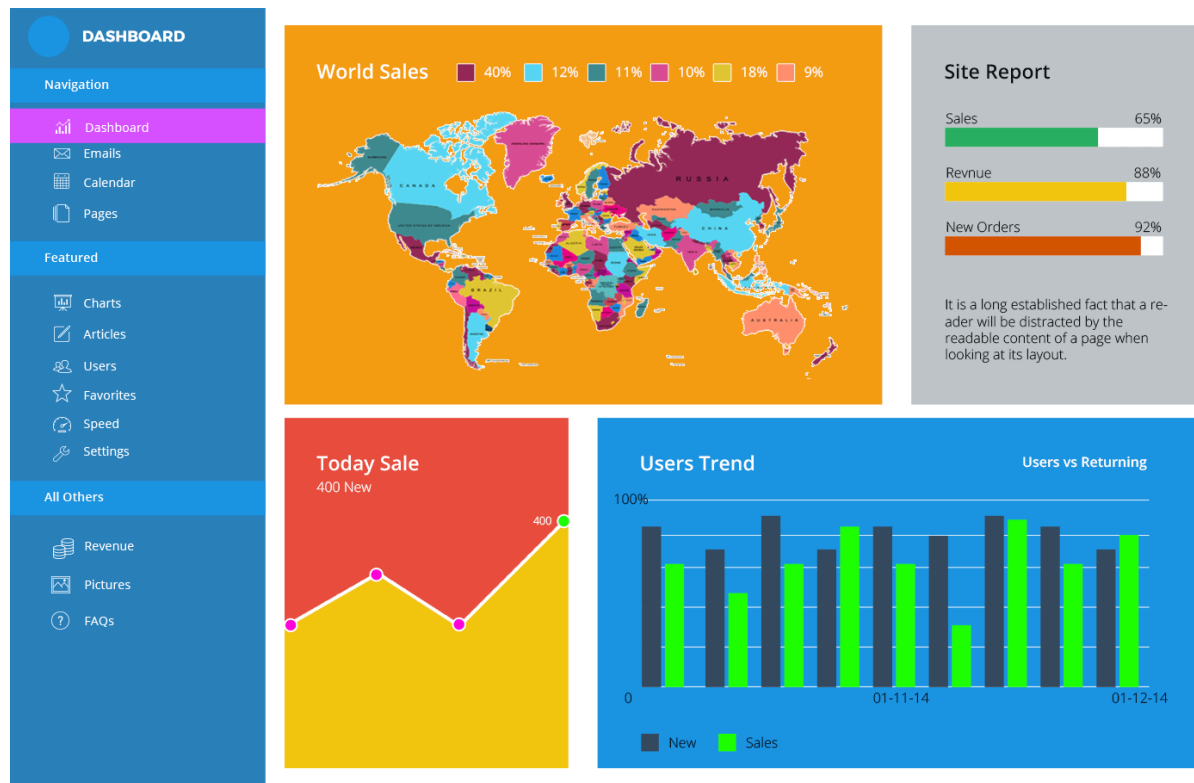
The titles to the charts are not mentioned.

Axes are not named.

Simplicity is not prioritized as some charts created are complicated to understand. The do not have labels too.

Wrong types of charts are used.

5. Dashboard 5

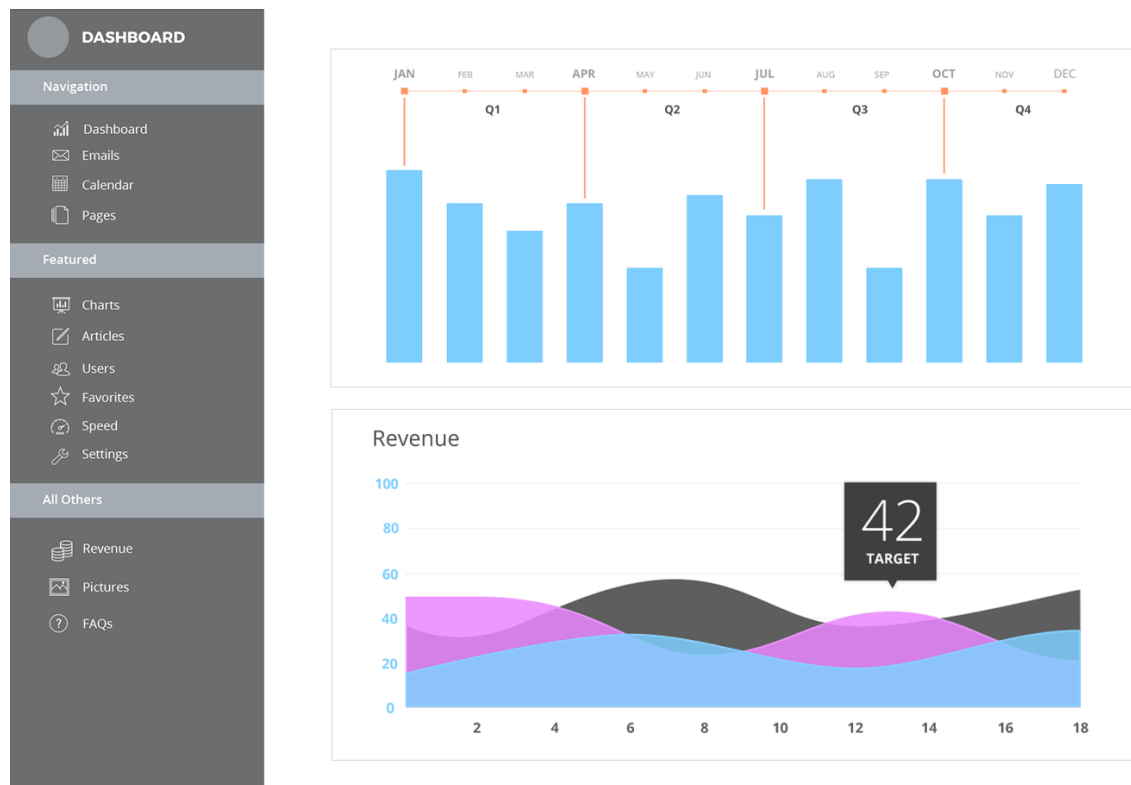


Dashboard is not visually organized. Poor layout forces users to think more before they grasp the point, and nobody likes to look for data in a jungle of charts and numbers.

The major trend is not visible at the glance.

The users can get carried away with the color scheme. Graphics choices should be limited to the required information sets and kept clean and uncluttered.

6. Dashboard 6



The titles to the charts are not mentioned.

Axes are not named.

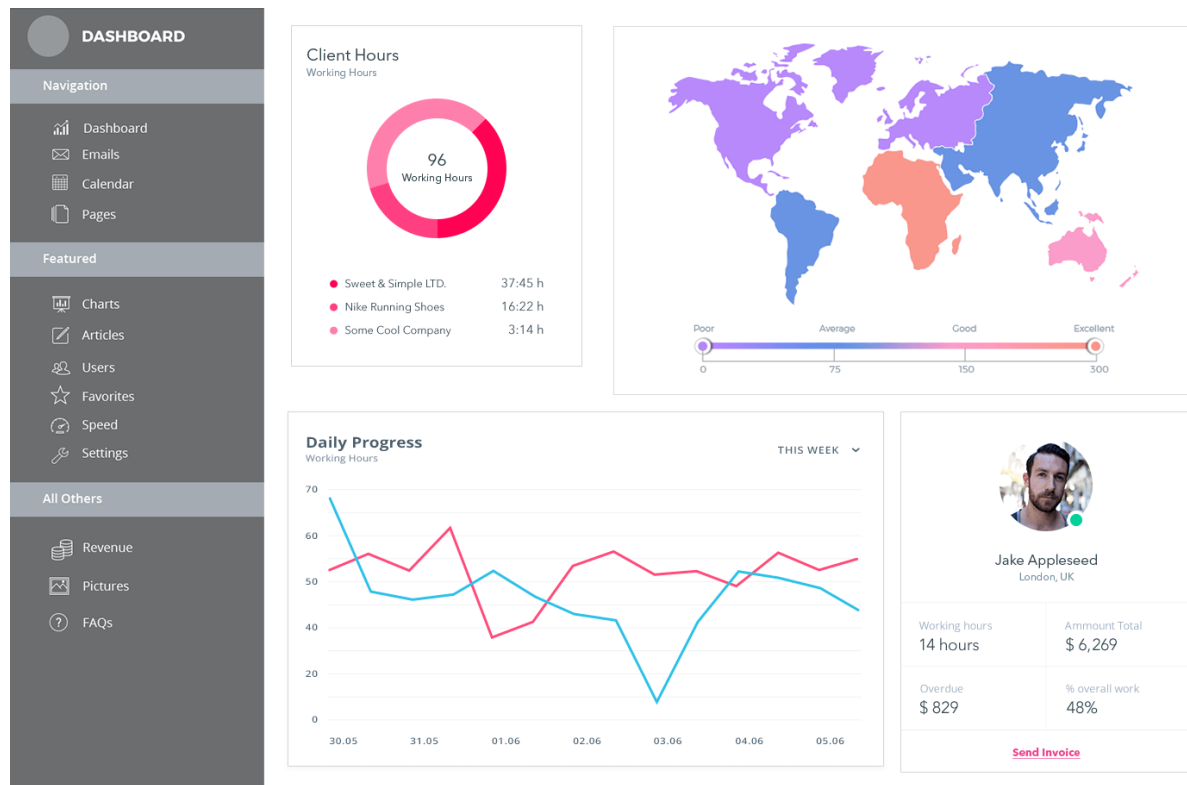
The major trend is not visible at the glance.

It does not focus on the big picture.

The number of charts is too limited and does not easily explain the goals/aims.

Key information is missing.

7. Dashboard 7



The layout is poor. The subject/theme of the strategic goal is missing.

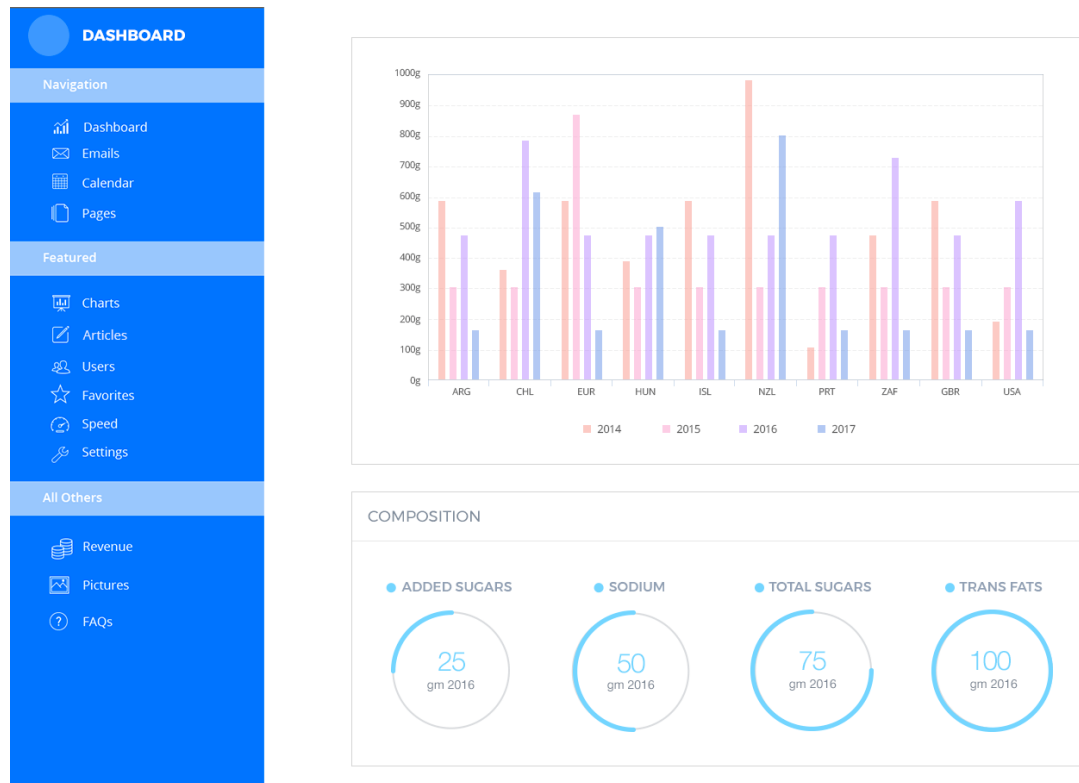
Key information is missing.

Use of wrong charts (e.g pie/doughnut chart – which is difficult to understand and only used while telling percentages)

Map chart has no title.

Font size is very small which makes it unreadable.

8. Dashboard 8



The key information is missing.

Title is missing.

The major trend is not visible at glance.

The labels are not visible enough. The font size is small.

The color scheme is dull. Should use more bright colors.

9. Dashboard 9



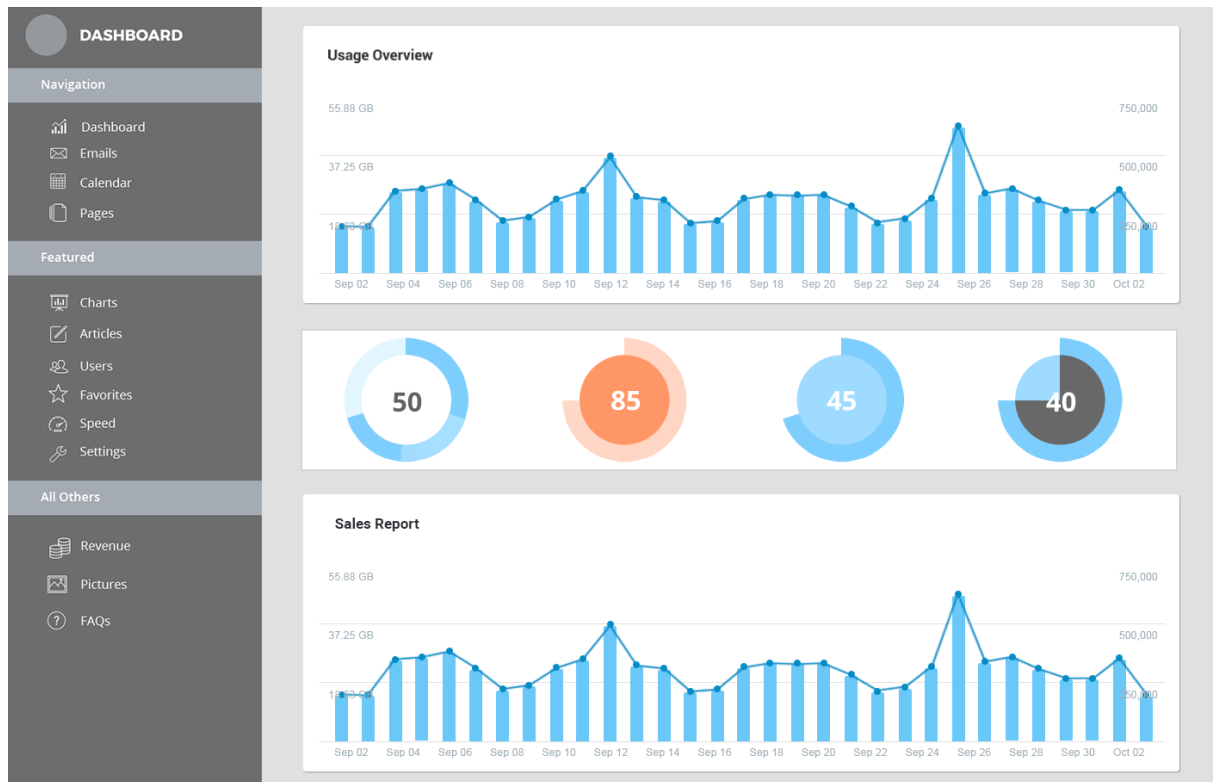
Titles are missing.

Too many complicated charts are used. Simplicity is not prioritized.

Major trend is not visible at a glance.

The information displayed is limited and does not comprehend any specific goal/aim.

10. Dashboard 10



Wrong use of charts (pie/doughnut charts)

It is not subjected to a specific theme.

The font size is too small.

Axes are not labeled.

Does not specify the major trend properly.

Information is limited and not efficiently used.