Dashboard Story Telling

SmartHome - Dashboard

Explanation & Review:

The Dashboard represents electrical usage for a smart home. The dashboard is made simple, I am assuming it is because the creators have realized their audience, audience's understanding, and requirements. Hence, it does not show KPIs in details. It gives a general idea of how electricity is being used, by what and from where.

Overall, the bottom the line chart, pie chart and the bottom right visuals show a good representation of data and usability in one glance. Keeping most of it simple and very readable. However, I feel current usage should also be shown in the dashboard. I find a lot more minor issues which I think could make it a better story telling dashboard.

I feel a little lack of filters or find some confusion, either the highlighted icons on the top right are showing their usage or they are filters. If they are filters, then the dashboard fails to show which products are being used currently and if they are filters then the dashboard lacks to show advanced graphs for specified filtered products.

It is understandable to not keep filters in storytelling dashboards but considering that the audience of these dashboards are normal people, they would be a lot more interested in reviewing and seeing the cost of their total consumed electricity shown separately in a card probably.

What I personally like are the active signs which show the usage and the trend of consumption. Similarly, I like how the pie chart shows all rooms usage in comparison with other rooms.

Story:

The dashboard is connected to a smart home system which is showing electricity consumption in real time and its representing trends in its usage in the top right line chart.

The bottom right pie chart shows room usage of electricity in comparison with other rooms through proper visual representation.

The top right section of the dashboard displays sub-categories of electronic products which are currently being used in the house. The green color overall in the dashboard signifies the current usage of an object.

The bottom right section of the dashboard shows the heating system's usage in different rooms. The section also shows the average temperature of these rooms.

To go in a little depth of the analysis of the pie chart, the usage seems only logical as to why the living room and kitchen would consume the most electricity as they are used the most commonly and almost all the time except perhaps at nighttime. Similar trends and reason can be deduced from such well-defined visual graphs.

Financial Management – Dashboard

Explanation & Review:

The dashboard seems more like a financial modeling's output which is shown visually in this graph or it can also be a firm's progress which needs to be monitored financially. In either way, it is obvious that almost all the KPIs need to be briefly explained and proven in detail (as much as one can show in a readable, uncluttered, and clear dashboard). Similarly, the audience of this dashboard seem professional who need may need to create detailed reports based on these values / graphs. Hence, the KPIs seem to be accurately identified.

Brief Description of the KPIs that I think are more important are defined below:

- Total accounts receivable: Money the firm is owed from all accounts.
- Total accounts payable: Money a firm owes to its customers etc.
- Equity ratio: Amount of leverage used by a company.
- Debt ratio: Percentage of a company's assets that are provided via debt.
- DSI: company takes to turn its inventory
- DSO: takes a company to collect payment for a sale
- DPO: company takes to pay its bills and invoices
- Current ratio: shows the company's ability to pay short-term obligations or those due within one year.

Furthermore, I think it is extremely important to study trends of Capital, Profit and Loss Summary and Receivable and Payable amount while studying, creating, or building a financial model report.

But even in this dashboard I find some flaws such as current ratio is written in multiples (1.5x as shown in the dashboard) but it should be shown in percentages as it more effective and conventional. The bottom right graph is labelled correctly but it lacks a defined legend (we can only assume that the professional is already explained how to read this table, an outsider will not be able to understand what is going in this table).

Story:

The dashboard shows all the required KPIs in detail and provides evidence in the graphs on the bottom and right side of the dashboards. Some KPIs such as DSO, DPO and DSI are shown visually which catches the eye and is easier to grasp in comparison within reading numbers.

The graphs (assuming are properly understood by the users as they do not define legends, in my understanding, the attached small bar with every bar in the bottom right graph, when it is red, it shoes and when it is green, it shows profit) shows a good graphical representation of the company.

The color representation for the KPIs which is used is on spot:

- Red Represents Danger
- Yellow Represents Caution
- Blue Shows Good
- Green Shows Outstanding

This color scheme may not be understandable, but it is shown in the middle left side of the dashboards where most KPIs are visually shown.

Similarly, the remaining graphs shows the trends in those measures which I have explained in the review section.