

Design compelling dashboards

Dashboards are powerful visual tools that help you tell your data story. A dashboard is a tool that monitors live, incoming data. It organizes information from multiple datasets into one central location, offering huge time savings. Data analysts use dashboards to track, analyze, and visualize data in order to answer questions and solve problems. For a basic idea of what dashboards look like, refer to this article: “[Real-world examples of business intelligence dashboards.](#)”

The beauty of dashboards

The following table summarizes the benefits of using a dashboard for both data analysts and their stakeholders.

Benefits	For data analysts	For stakeholders
Centralization	Share a single source of data with all stakeholders	Work with a comprehensive view of data, initiatives, objectives, projects, processes, and more
Visualization	Show and update live, incoming data in real time*	Spot changing trends and patterns more quickly
Insightfulness	Pull relevant information from different datasets	Understand the story behind the numbers to keep track of goals and make data-driven decisions
Customization	Create custom views dedicated to a specific person, project, or presentation of the data	Drill down to more specific areas of specialized interest or concern

It's important to remember that changed data is pulled into dashboards automatically only if the data structure is the same. If the data structure changes, you have to update the dashboard design before the data can update live.