

Sheets as a Business Intelligence platform

DATA VISUALIZATION IN SPREADSHEETS



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Owner/Instructor of OzGrid Business Applications

Why use spreadsheets?



How does Business Intelligence help us?

Business Intelligence

- Decision-making
- Measuring goals
- Operational efficiency
- Optimizing processes
- Pinpointing opportunities

What data?

- Sales
- Profits
- Target Customers
- Market opportunities
- Competitors
- Costs
- More

What message are you trying to convey?

- What information?
- Who is your audience?
- How are they viewing it?

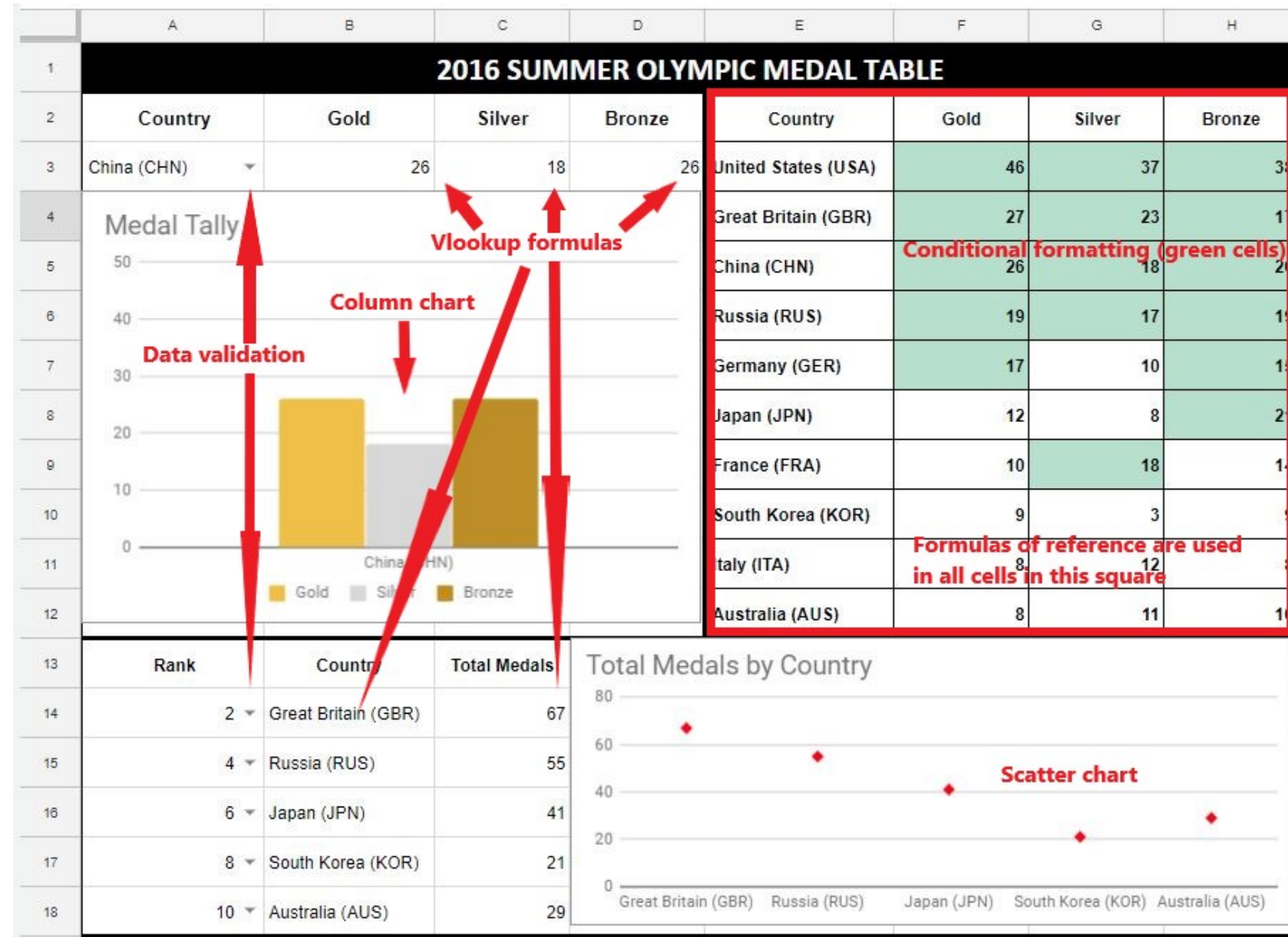


What else matters?

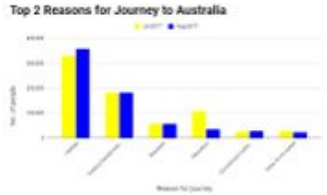
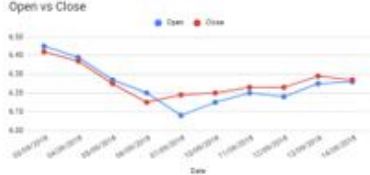
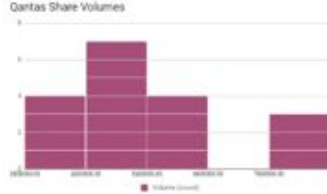
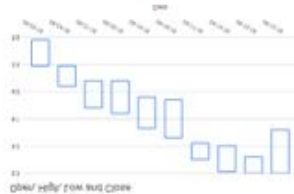
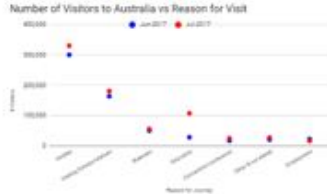

- Logos
- Scenarios
- Colors
- Do you want to use 3D objects?
- How much detail is too much?
- What charts do you want?



What functions does a dashboard use?



Different types of charts

Column chart	Compare two or more values	
Line chart	Compare changes and visualize a trend	
Histograms	Plot frequency of occurrences	
Candlesticks	Financial chart used for price movement	
Scatter plots	Shows the relationship between 2 variables	
Sparklines	Embedded line chart that shows single series trend	

Let's practice!

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Setting up a basic dashboard

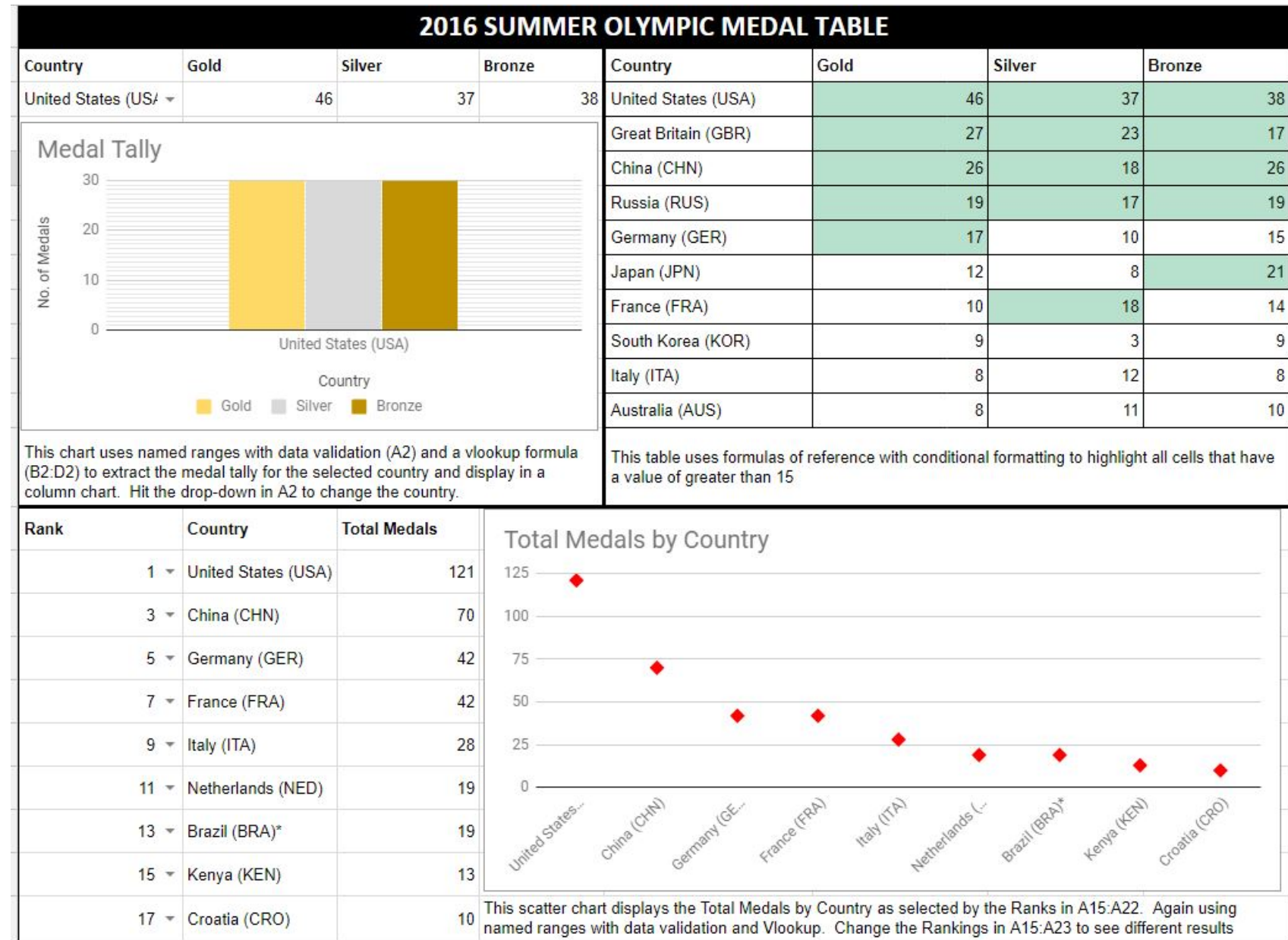
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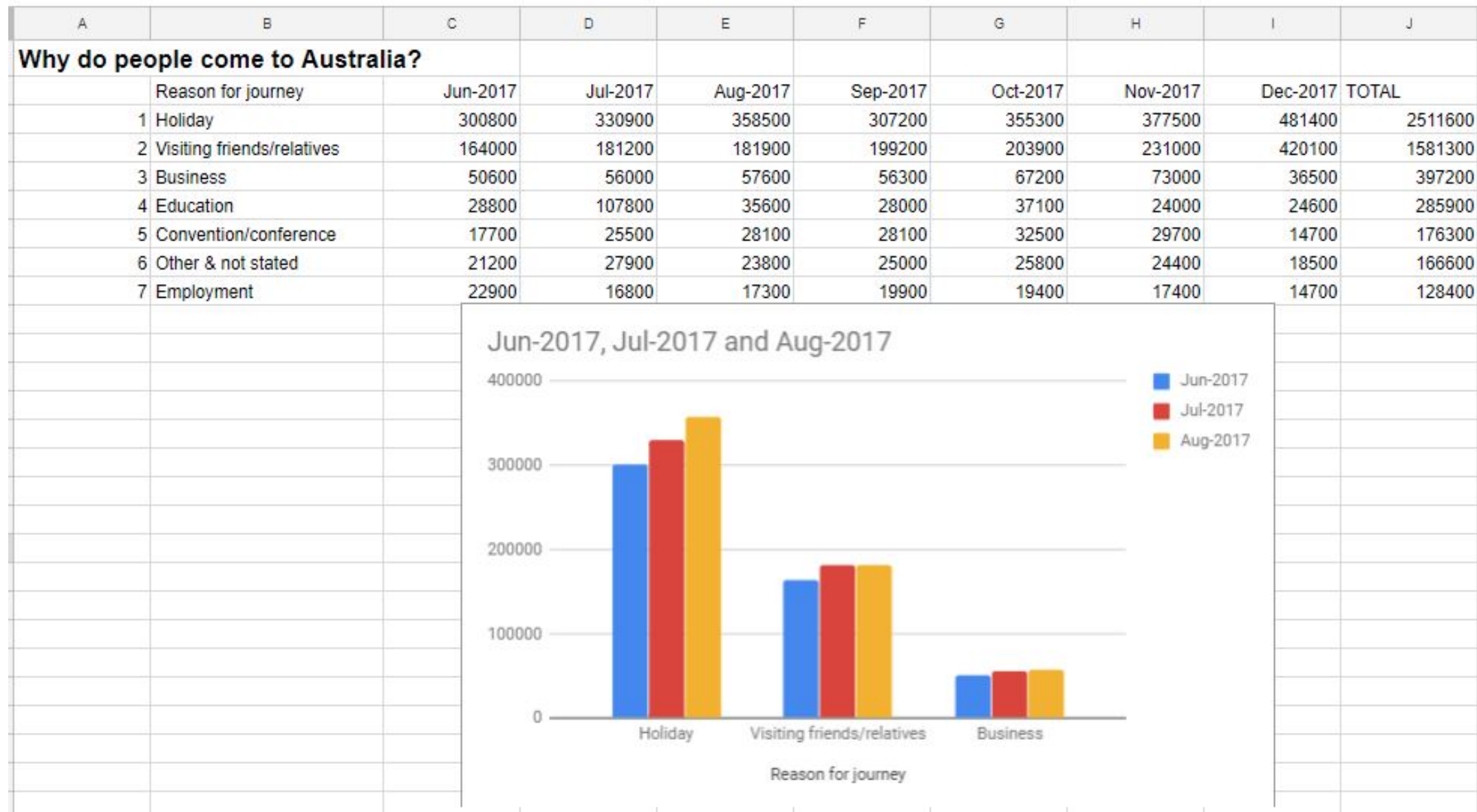
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Dashboard features

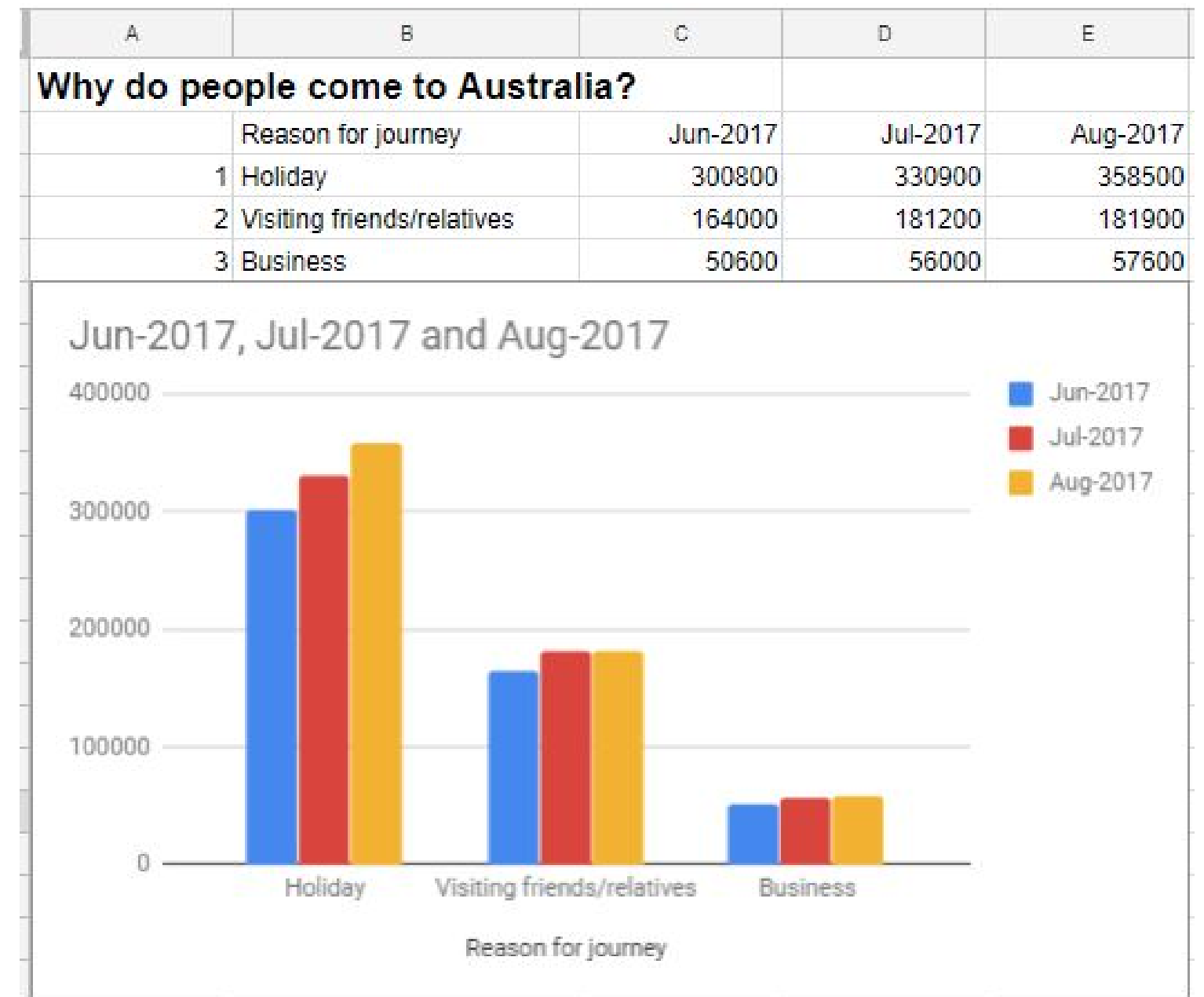


Getting your data right for the dashboard



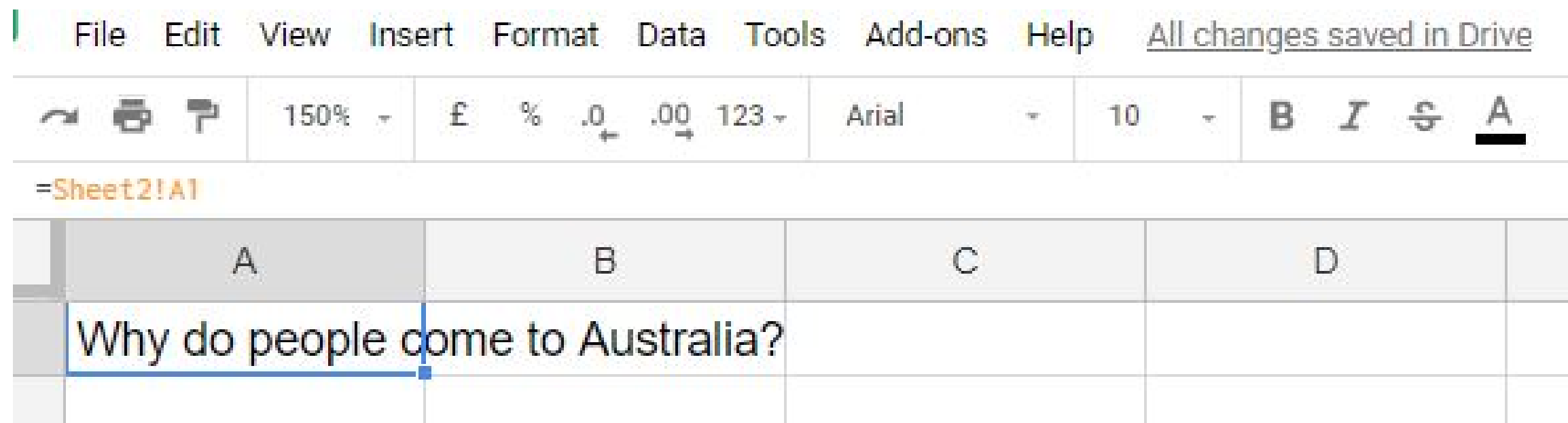
Extracting your data

- Keep the message in mind
- Pull only the data you need
- Formula of reference

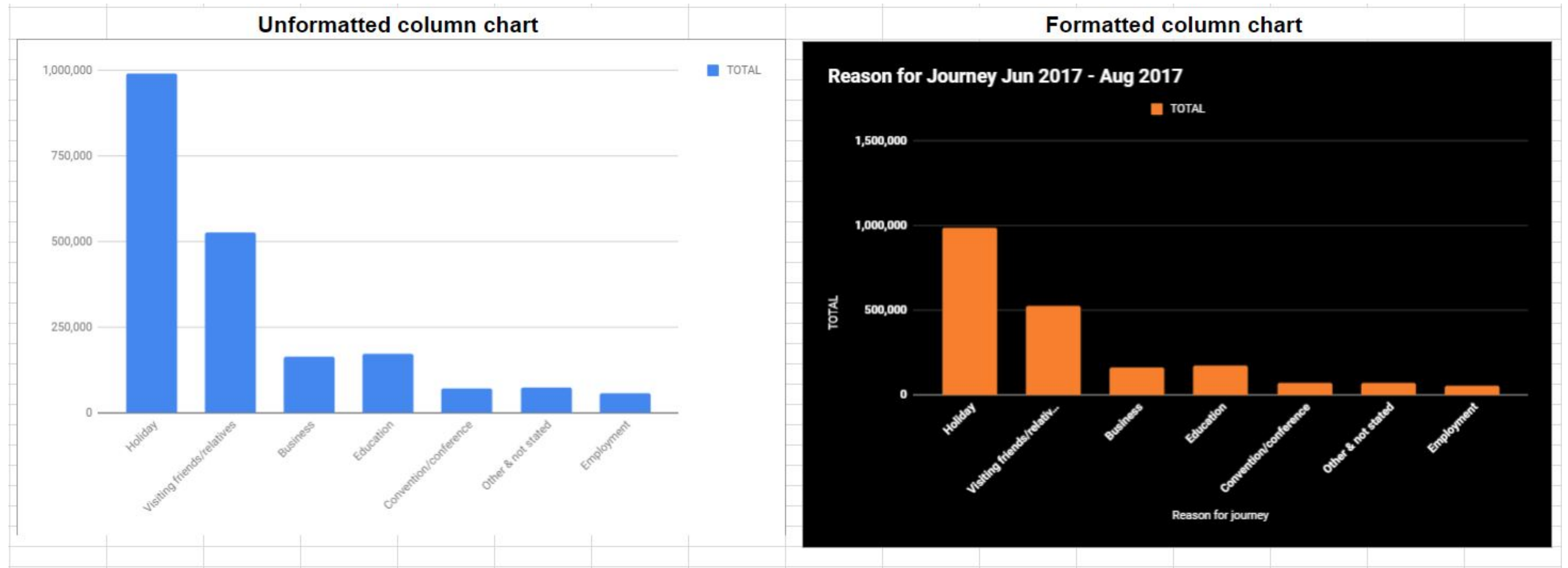


Formulas of reference

- Calculation that picks up a value from another cell
- `= Sheet2!A1`
 - "Point to Sheet 2 cell A1 and return what is in cell A1"



The column chart



Let's practice!

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Setting up your data

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Getting things ready

- Setting up your data in tables or lists
- Structure in your data
- Future requirements

	A	B	C	D	E	F	G	H	I	J	K
1	Why do people come to Australia?										
2											
3		Reason for journey	Jun-2017	Jul-2017	Aug-2017	Sep-2017	Oct-2017	Nov-2017	Dec-2017		TOTAL
4											
5	1	Holiday	300800	330900	358500	307200	355300	377500	481400		2511600
6	2	Visiting friends/relatives	164000	181200	181900	199200	203900	231000	420100		1581300
7	3	Business	50600	56000	57600	56300	67200	73000	36500		397200
8	4	Education	28800	107800	35600	28000	37100	24000	24600		285900
9	5	Convention/conference	17700	25500	28100	28100	32500	29700	14700		176300
10	6	Other & not stated	21200	27900	23800	25000	25800	24400	18500		166600
11	7	Employment	22900	16800	17300	19900	19400	17400	14700		128400

Formatting your data matters

- Bold or italicize headings
- Format only what you need to

	A	B	C	D	E	F	G	H	I	J
1	Why do people come to Australia?									
2		Reason for journey	Jun-2017	Jul-2017	Aug-2017	Sep-2017	Oct-2017	Nov-2017	Dec-2017	TOTAL
3	1	Holiday	300,800	330,900	358,500	307,200	355,300	377,500	481,400	2,511,600
4	2	Visiting friends/relatives	164,000	181,200	181,900	199,200	203,900	231,000	420,100	1,581,300
5	3	Business	50,600	56,000	57,600	56,300	67,200	73,000	36,500	397,200
6	4	Education	28,800	107,800	35,600	28,000	37,100	24,000	24,600	285,900
7	5	Convention/conference	17,700	25,500	28,100	28,100	32,500	29,700	14,700	176,300
8	6	Other & not stated	21,200	27,900	23,800	25,000	25,800	24,400	18,500	166,600
9	7	Employment	22,900	16,800	17,300	19,900	19,400	17,400	14,700	128,400

Professionalism and Consistency

NOT PROFESSIONAL, NOT CONSISTENT				PROFESSIONAL, CONSISTENT			
Why do people come to Australia?				Why do people come to Australia?			
	Reason for journey	Jun-2017	Jul-2017		Reason for journey	June 2017	July 2017
1	Holiday	300800	330900	1	Holiday	300,800.00	330,900.00
2	Visiting friends/relatives	164000	181200	2	Visiting friends/relatives	164,000.00	181,200.00
3	Business	50600	56000	3	Business	50,600.00	56,000.00
4	Education	28800	107800	4	Education	28,800.00	107,800.00
5	Convention/conference	17700	25500	5	Convention/conference	17,700.00	25,500.00
6	Other & not stated	21200	27900	6	Other & not stated	21,200.00	27,900.00
7	Employment	22900	16800	7	Employment	22,900.00	16,800.00
	Average	86571.42857	106585.7143		Average	86,571.43	106,585.71

Using colors

A	B	C	D	E	F	G	H	I	J
Why do people come to Australia?									
	Reason for journey	Jun-2017	Jul-2017	Aug-2017	Sep-2017	Oct-2017	Nov-2017	Dec-2017	TOTAL
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