

Topics you will find in this deck

- What is story telling ?
- Data Story telling high level design process
- Understanding the business purpose of each type of visualization
- Data Point/ Numeric Point/ Tiles
- Comparison values in tables and bar charts
- Visualizing Trends and Trend Lines
- Portions and Proportions - Pie charts and donuts , Tree and Heat maps, bubble charts
- Actual vs Planned comparison - Gauges and Bullets, Top Performers
- Visualizing information on Geo Maps, Analyzing Networks or Node links
- Price Movement with Box plot and User Interactions

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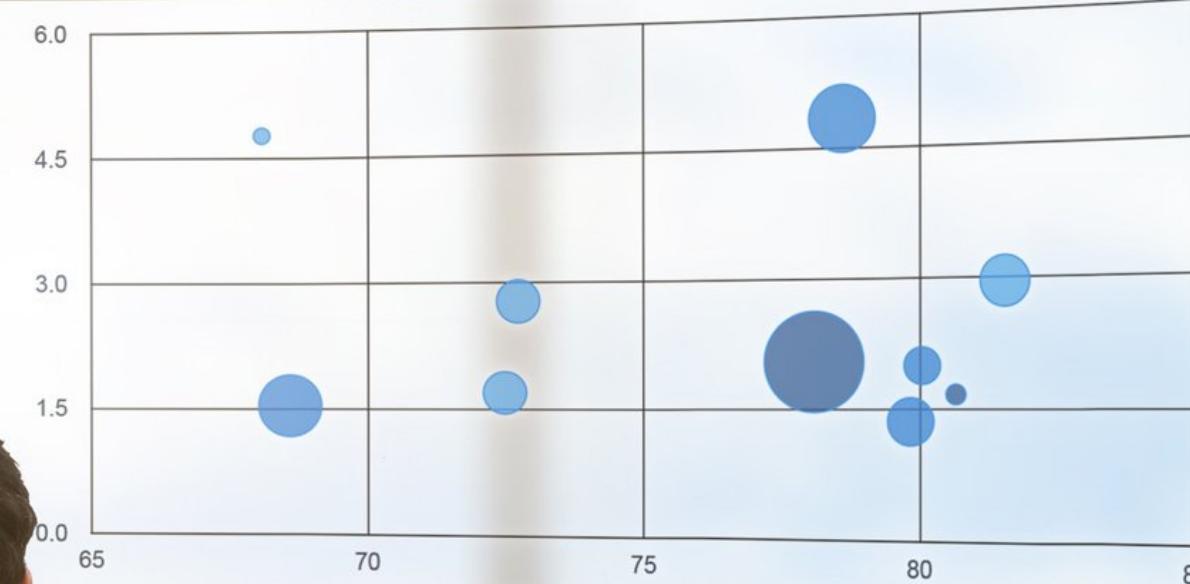
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ANALYTICS DASHBOARD

Last Updated:
3 min ago



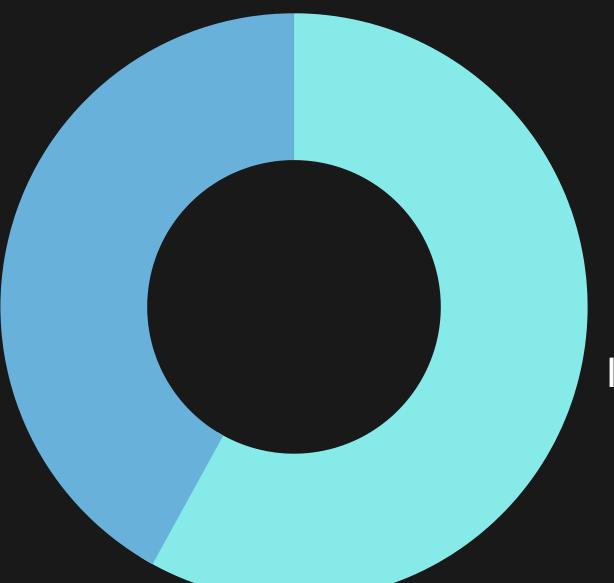
| Evolution | Metric | Actual vs Target | | Actual | Target | Products positioning |
|---|--------------------|---|---|---------|--------|--|
|  | Revenue |  |  | \$3.4M | 82.0% |  |
|  | Profit |  |  | \$1.2M | 108.7% | |
|  | Avg. Order Size |  |  | \$850.3 | 71.0% | |
|  | On Time Delivery |  |  | 96.0% | 96.0% | |
|  | New Customers |  |  | 15432 | 145.0% | |
|  | Cust. Satisfaction |  |  | 98.3% | 105.0% | |
|  | Market Share |  |  | 46.9% | 80.0% | |

Sales per countries



Top 10 products





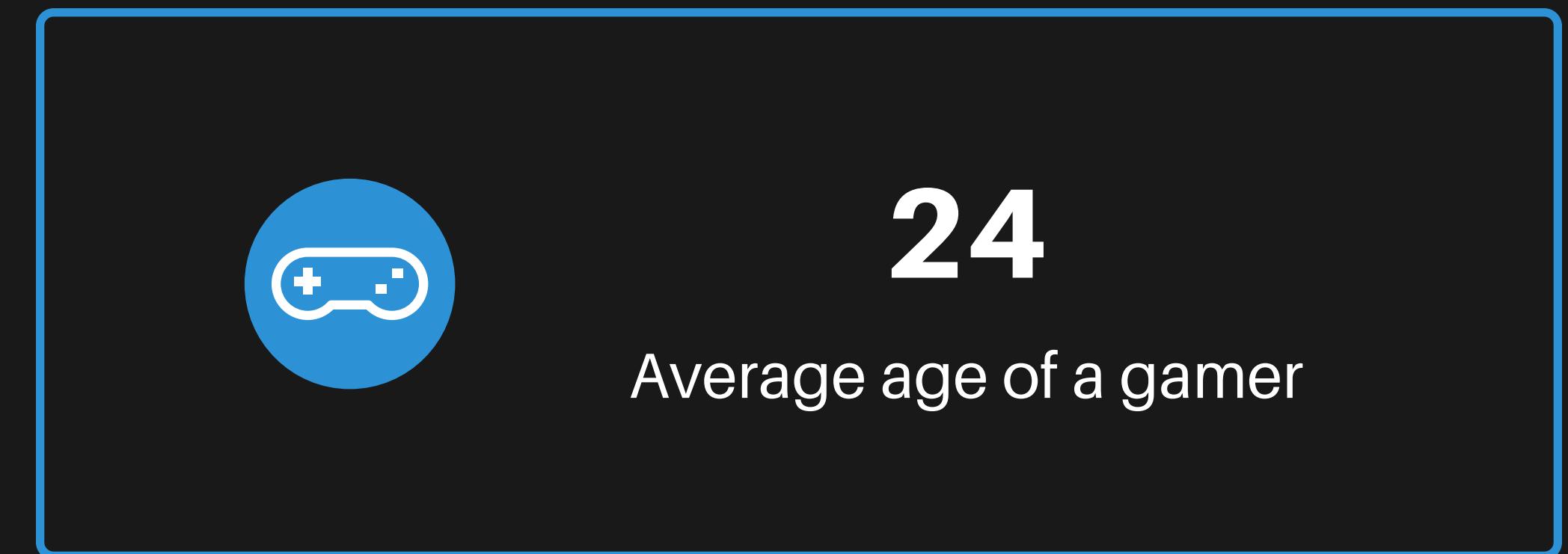
Item 2
42%

Item 1
58%

GENDER DISTRIBUTION



WORLD OF GAMERS









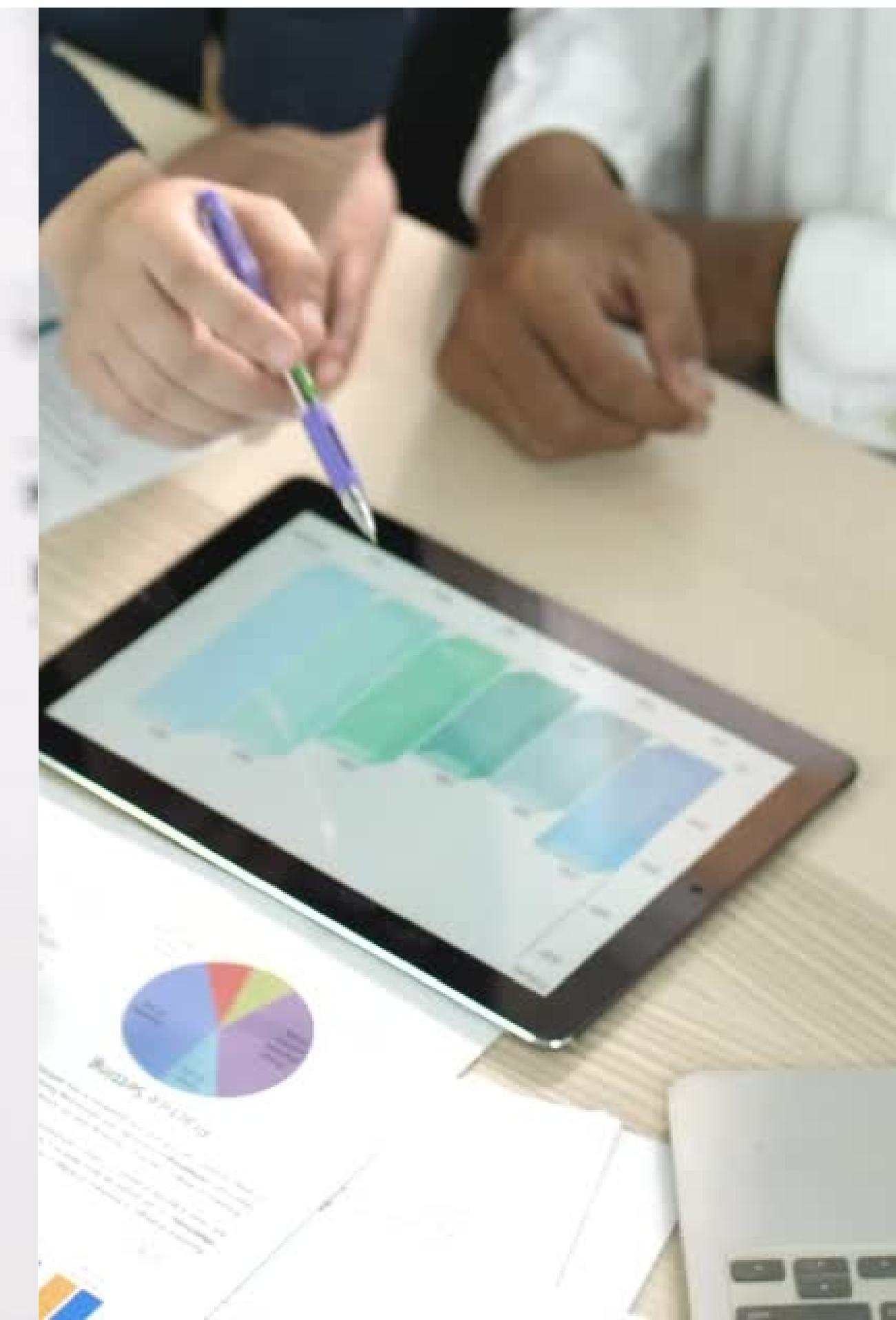
Dashboards



Reports

| Report Summary | |
|---------------------|---------------------|
| Revenue | \$ 5,595,510 |
| Profit Margin | 677,797 |
| Customer Count | 200,762 |
| Total Assets | 244,514 |
| Total Sales | \$ 6,718,582 |
| Net Income | 439,794 |
| Operating Expenses | 948,807 |
| Total Assets | \$ 8,107,183 |
| Total Assets | \$ 11,148,069 |

Exploration



Dashboards



| Program | Revenue | Expenses |
|-----------------------|---------------------|---------------------|
| Research | 4,796,961 | 5,595,510 |
| Education | 978,561 | 677,797 |
| Harm Reduction | 237,792 | 200,762 |
| Fiscal Sponsorships | 499,962 | 244,514 |
| Total Programs | \$ 6,513,275 | \$ 6,718,582 |
| Fundraising | 386,897 | 439,794 |
| Administration | 874,736 | 948,807 |
| Total Expenses | \$ 7,774,908 | \$ 8,107,183 |

Reports



Exploration

- Highly summarized
- Live data
- Minimum interaction
- Critical importance

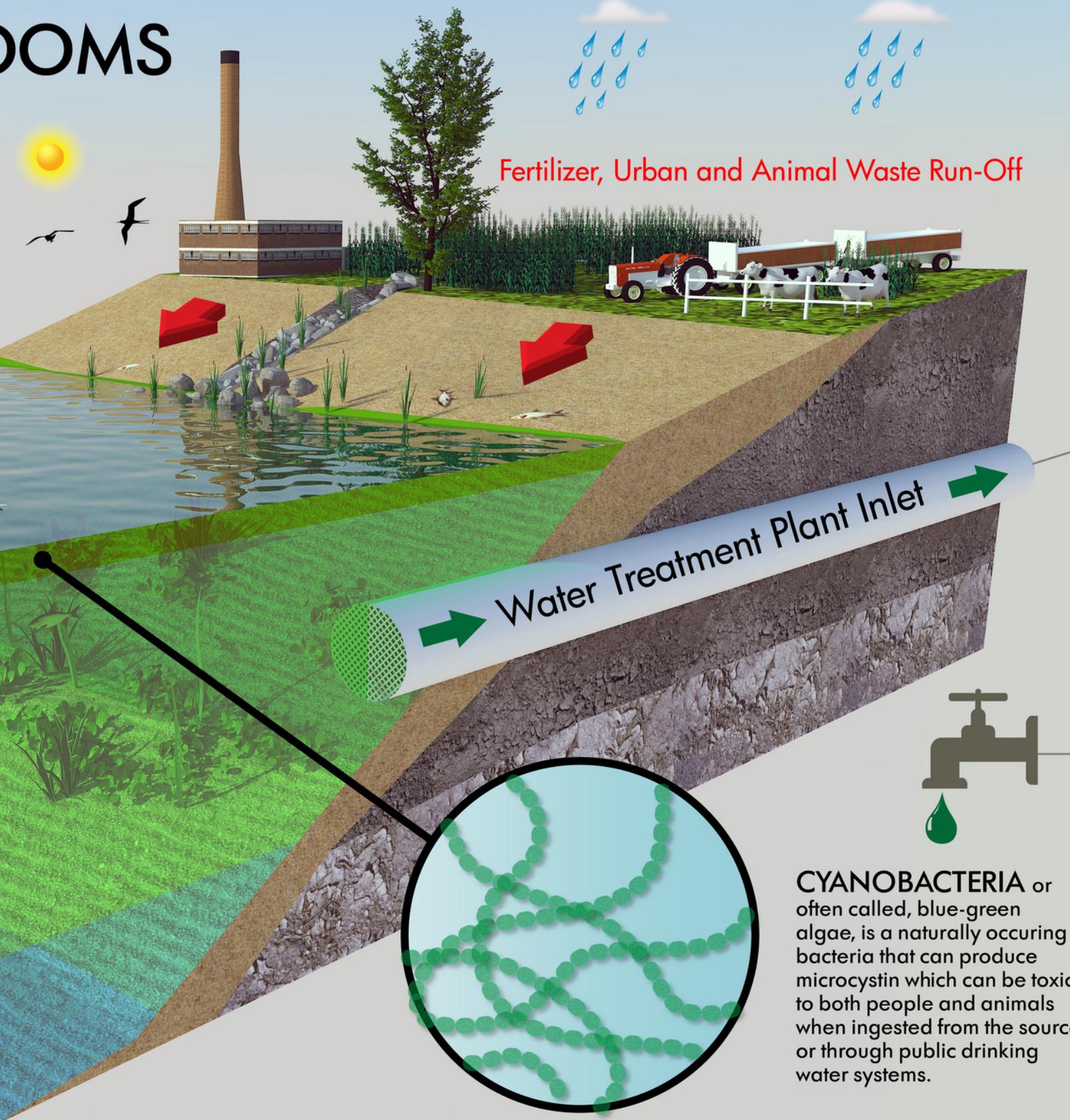
- Highly summarized
- Static/Historic
- Minimum interaction
- Critical importance

- Designed as required
- Interactive
- Drill down/Up
- Change scope/filter
- Problem solving
- New Models
- Innovation

Infographics

Causes and Effects of HARMFUL ALGAL BLOOMS

Algae is always present in surface water. However, under the right conditions, Harmful Algal Blooms (HABs) can develop. Excess run-off caused by rainfall over rural, urban and natural environments can wash nutrients such as **phosphorus, nitrogen and potassium** (from fertilizers for both lawn and large crop production) into bodies of water. Farm waste containing animal feces, shore bird droppings and raw untreated sewage can also carry these nutrients. The nutrients, along with warm temperatures and sunlight, can cause the algae to grow large and dense along the shallow shorelines. Some HABs, such as **cyanobacteria**, can release toxins such as microcystin that can enter public drinking water systems as well as kill other natural marine life.



- Highly Visual
- Varied Interpretation
- Historic

Story Telling

What

Purpose

Outcome

Who

Audience

Context

How

Visuals

Level Of detail

Story Telling

Story boarding

Draw the story

Main actors

Visuals

Design

Wire Frame/Sketch

Data

Design /Interaction
elements

Tool Selection

Purpose

Audience

Feature set

Ease of use

Story Telling

Live

It is presented live

Self Service

Users consume at
their convenience

Hybrid

Live and interactive
with some take home
nuggets

Categories of visualizations

Data Point

Trends / Trend Lines

Geo Maps

Table Summaries

Top Performers

Data Price Movement

User - Interactions

Comparative Analysis

Network/ Relationship

Proportion and Portions

User - Interactions

Data Import, Model and Tool

Categories of visualizations

Data Point

NOVEMBER 2019

1,286

**NEW DOCUMENTS
CREATED**

35%

the action or activity of gathering information about consumers' needs and preferences.

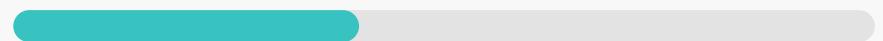
NUTRITION

32%

A 100 g serving of blackberries provides 32 percent the daily value of manganese.

32%

of site traffic comes from
search engines



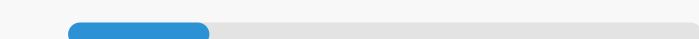
45%

of site traffic comes from
search engines



23%

of site traffic comes from
search engines



Average bounce rate



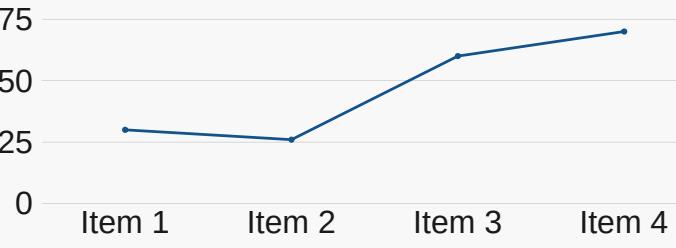
Average page views



Average number of new sessions



Average time on website



Where site visitors come from

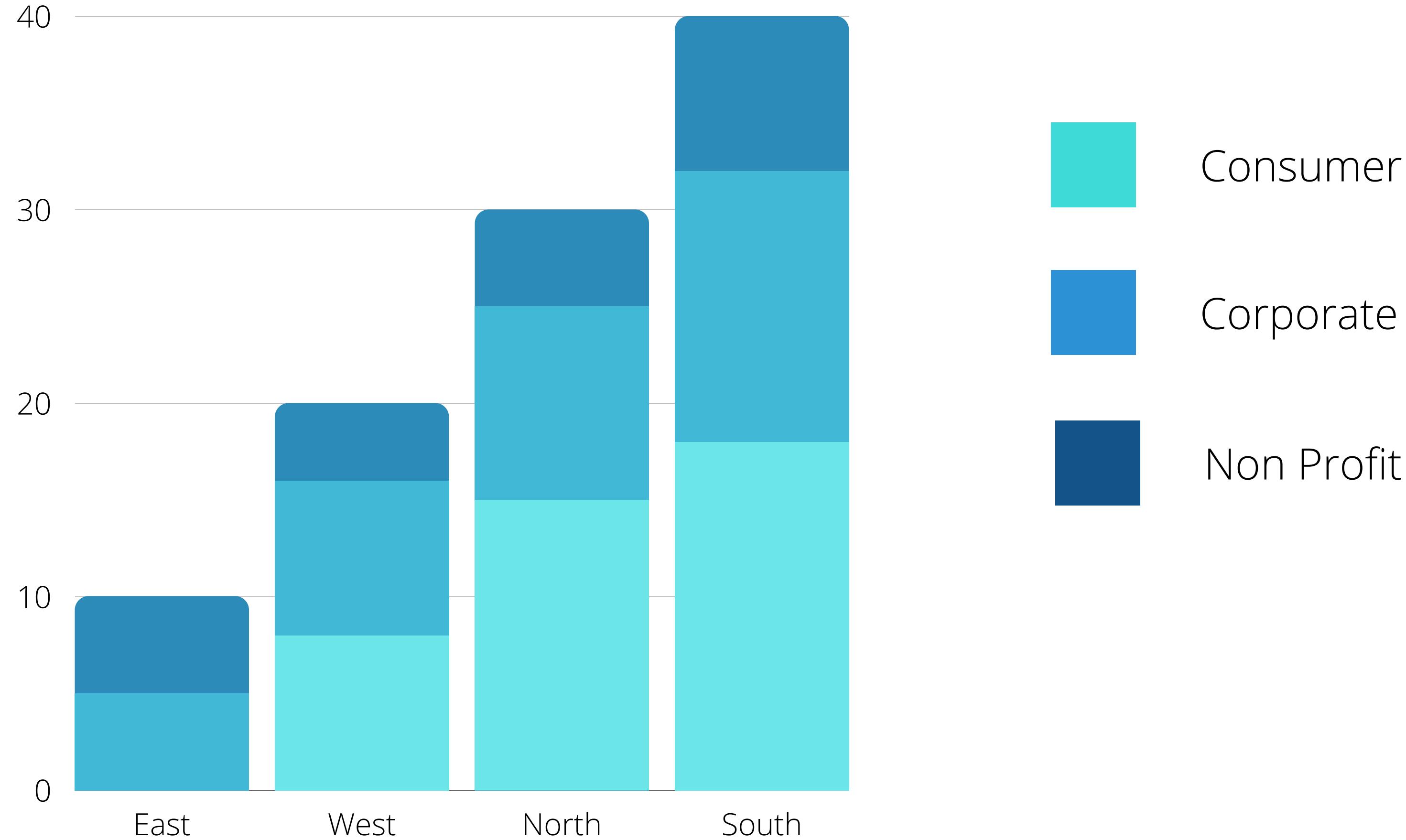


Table Summaries

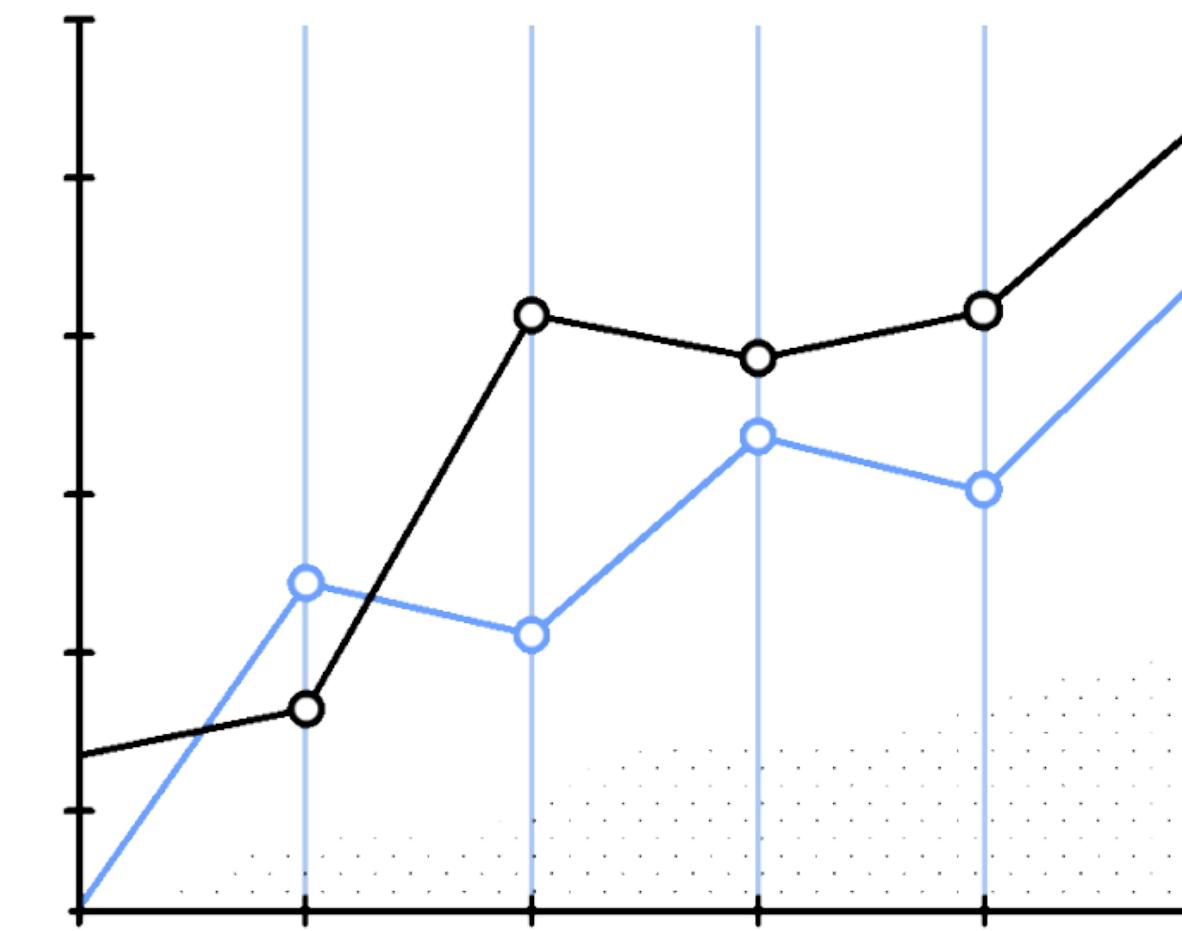
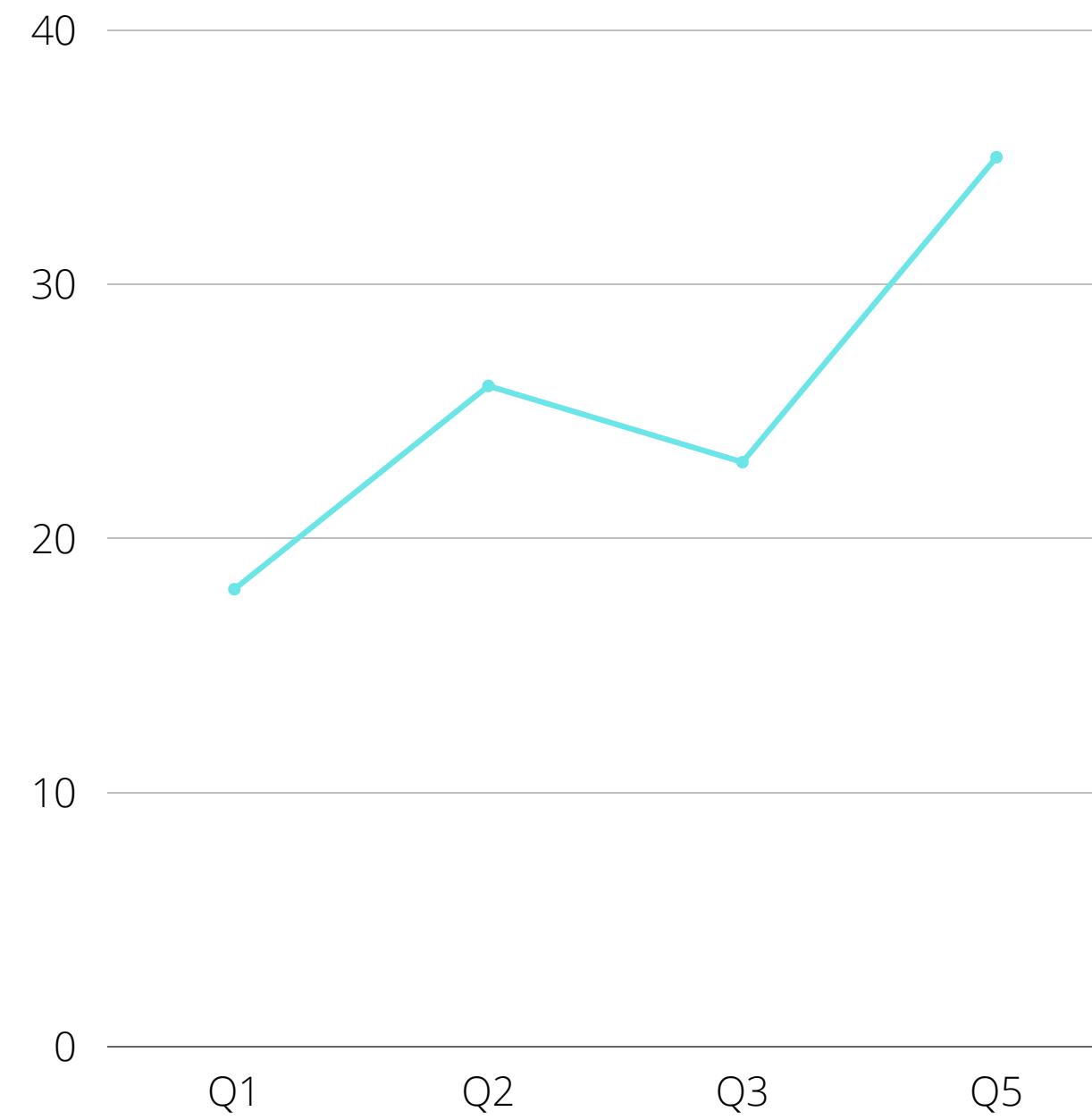
| Activity this quarter | Share/unit price | Shares/units |
|--------------------------|---------------------|--------------|
| Opening balance | | |
| \$ 9,051.11 | \$ 6.1200 | 1,569.363 |
| 6,335.18 | 122.0900 | 56.164 |
| 17,219.37 | 33.7900 | 542.675 |
| 100.30 | 18.3400 | 814.191 |
| 144.09 | 70.3000 | 722.538 |
| 1,581.93 | 2500 | 6,8 |
| | | \$ 9,604 |

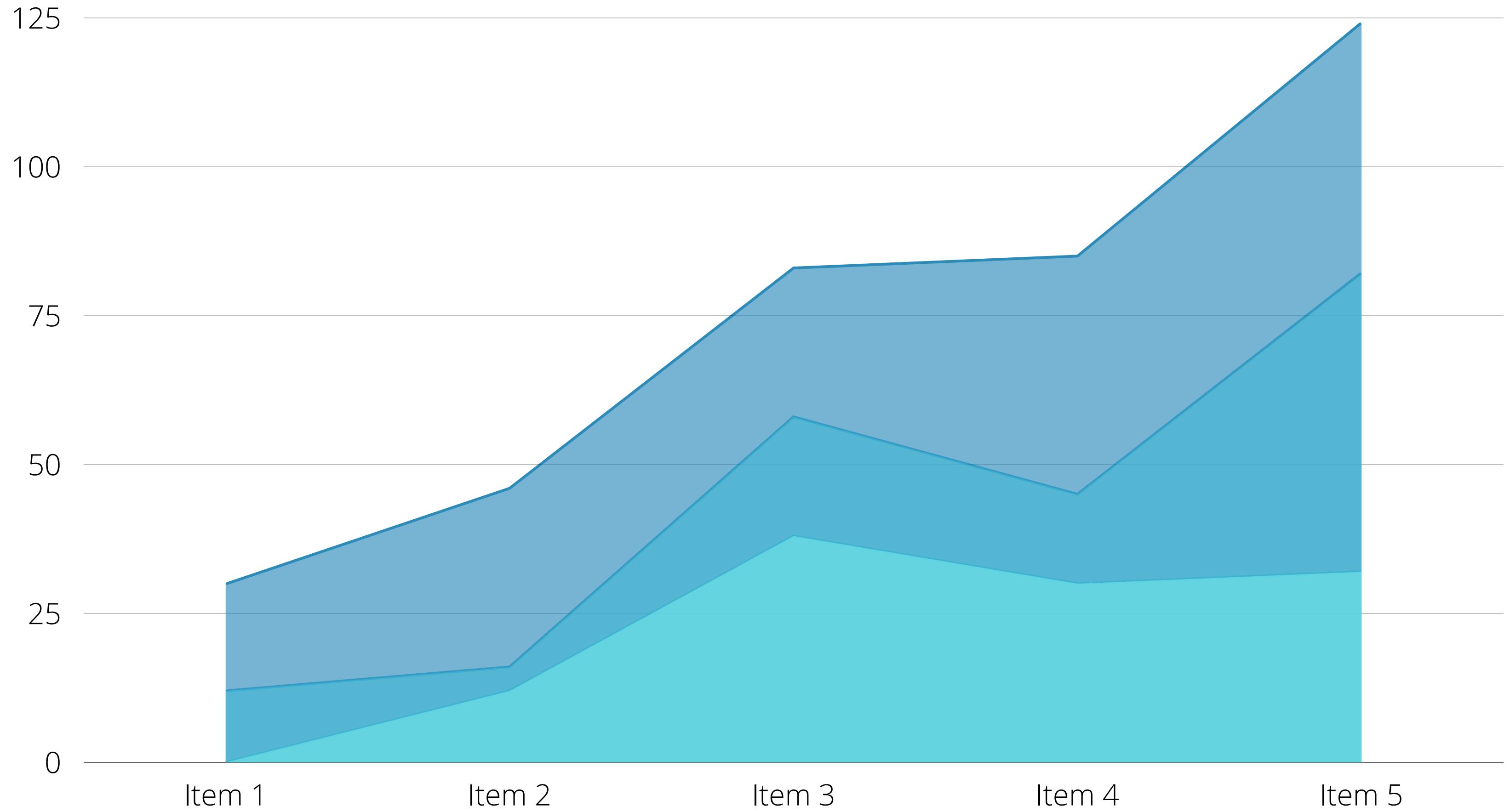
Comparative Analysis

- Comparative Performance (sales, traffic source, products, geographies)
- Actual vs Planned

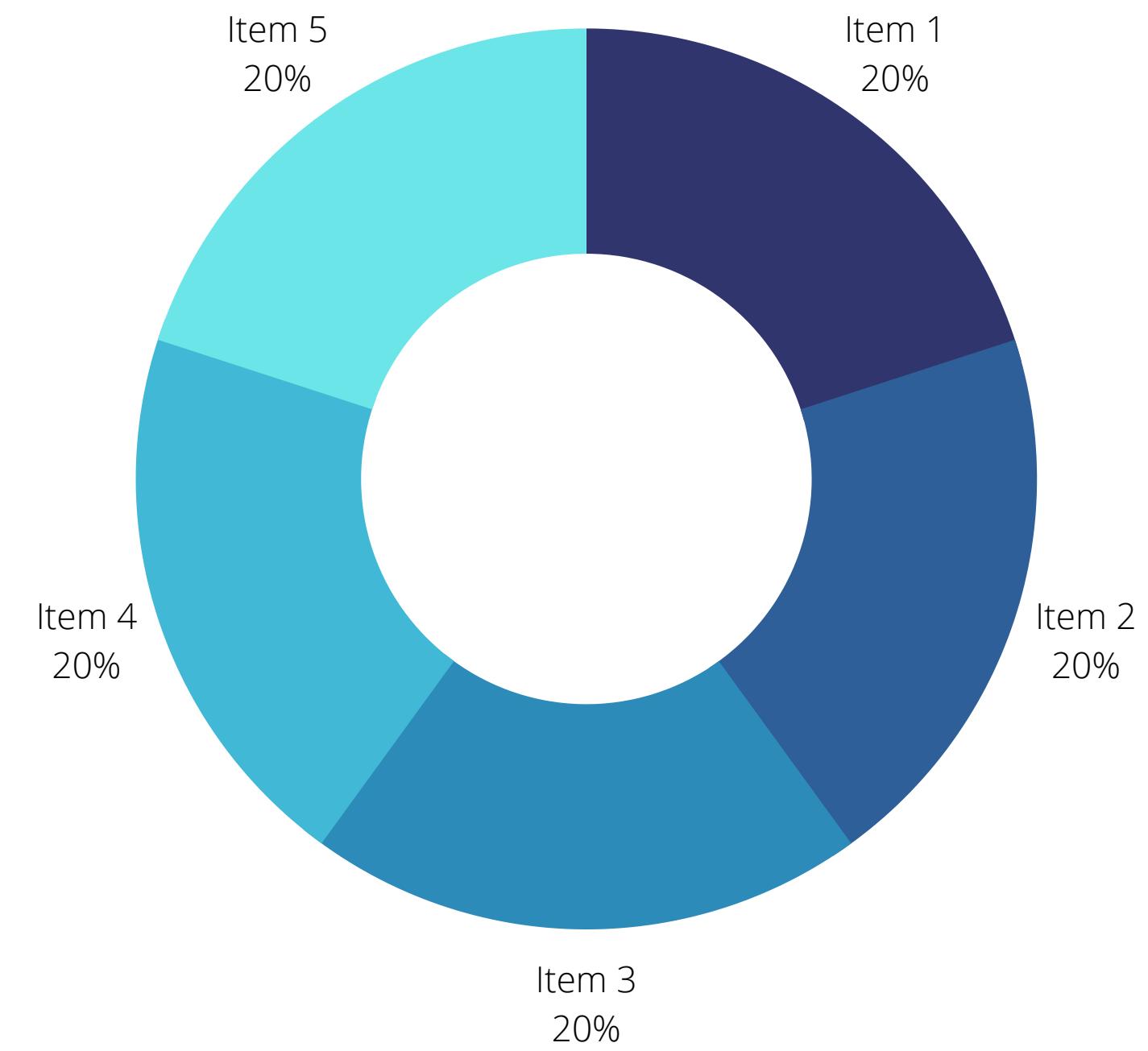
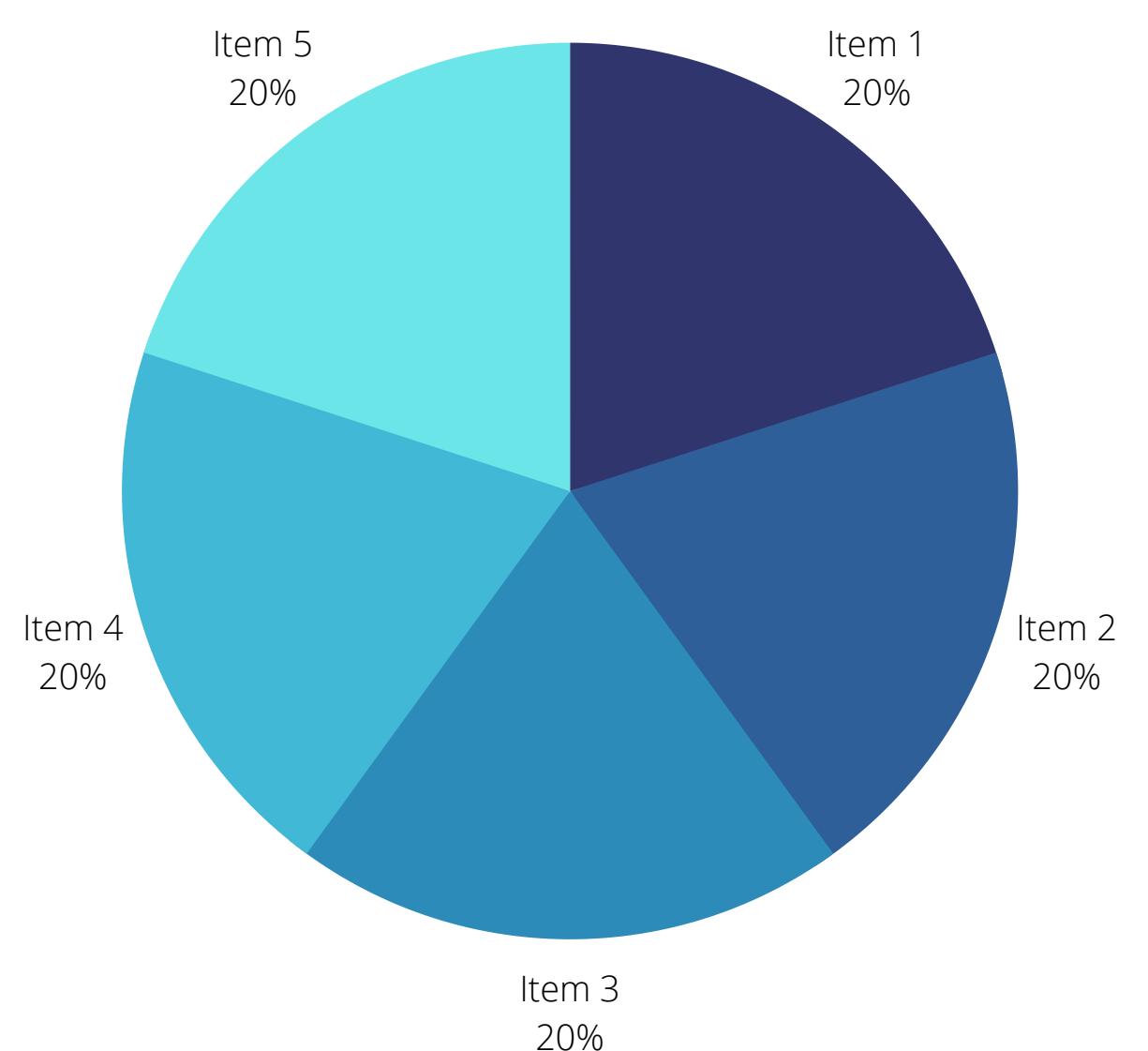


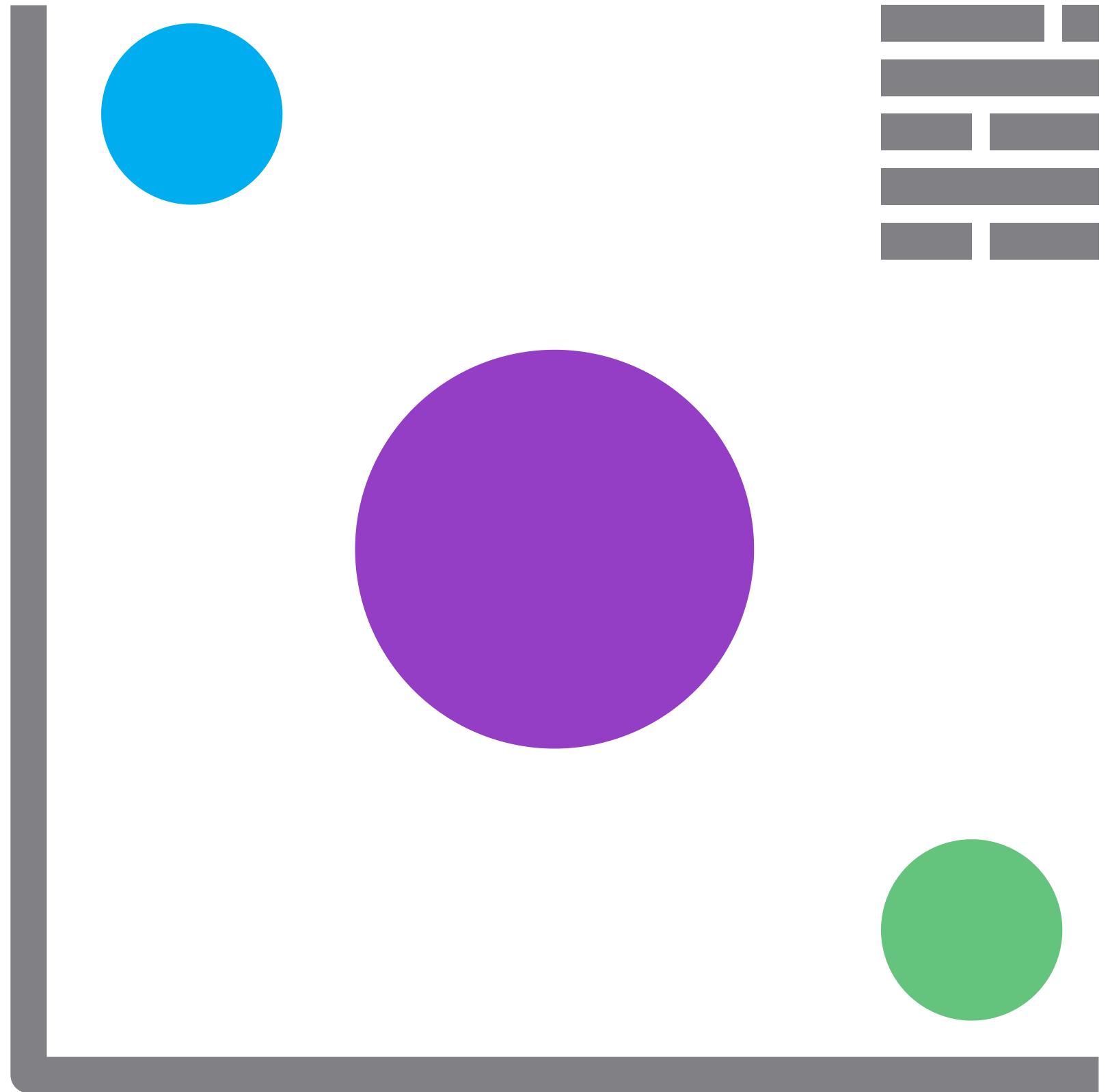
Trends / Trend Lines





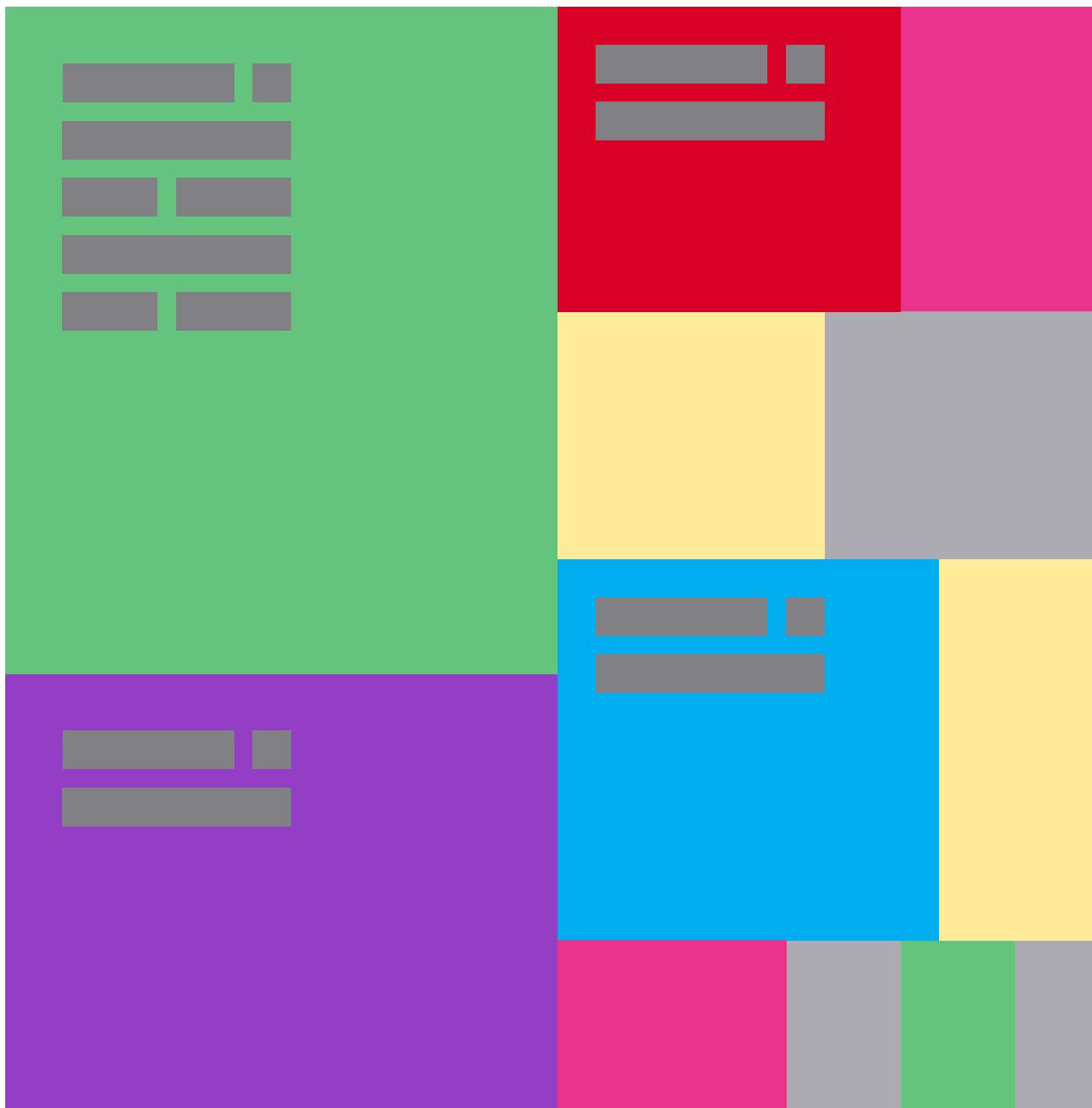
Proportion and Portions



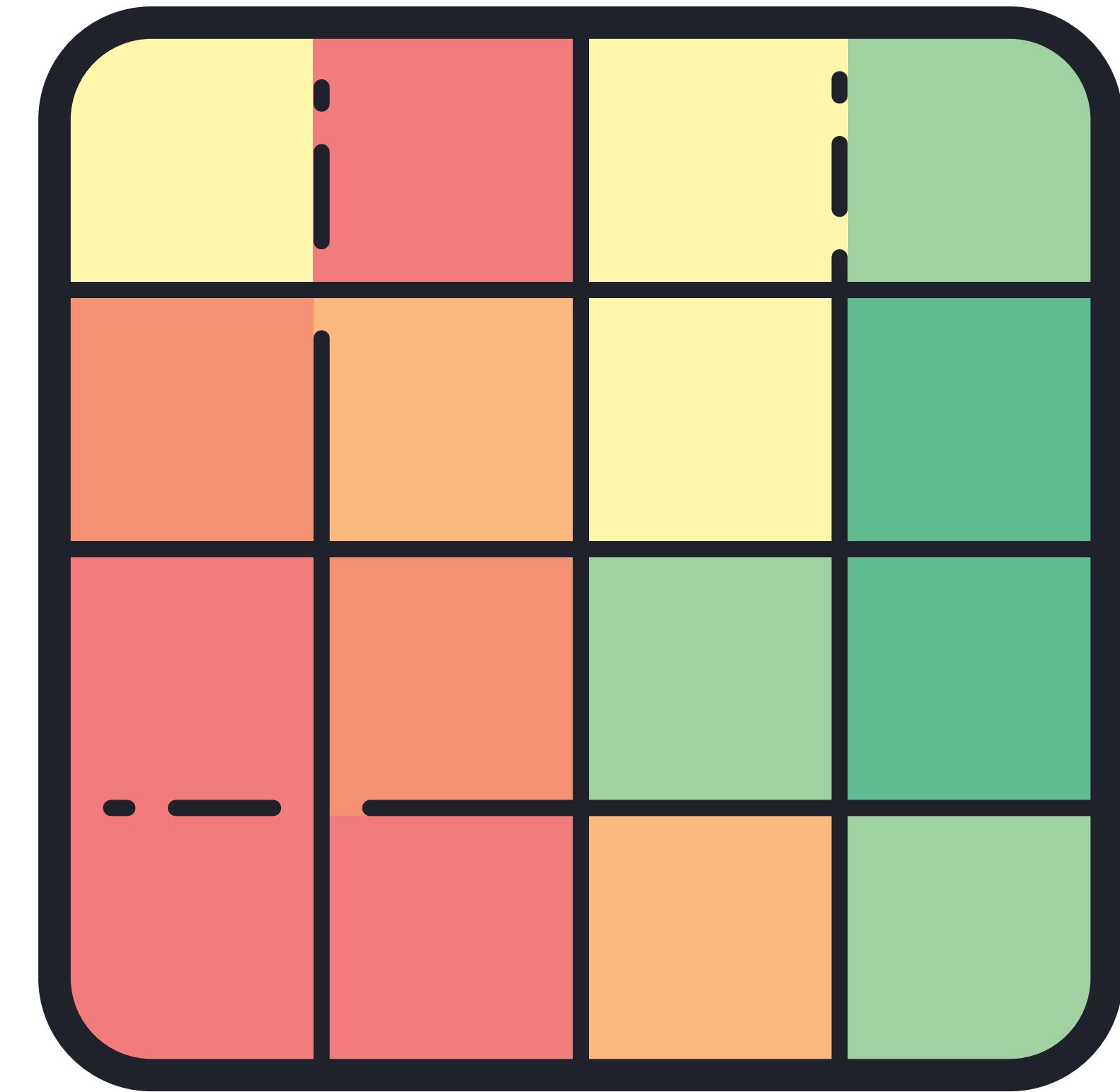


Bubble Chart

Proportion, Portions and Intensity

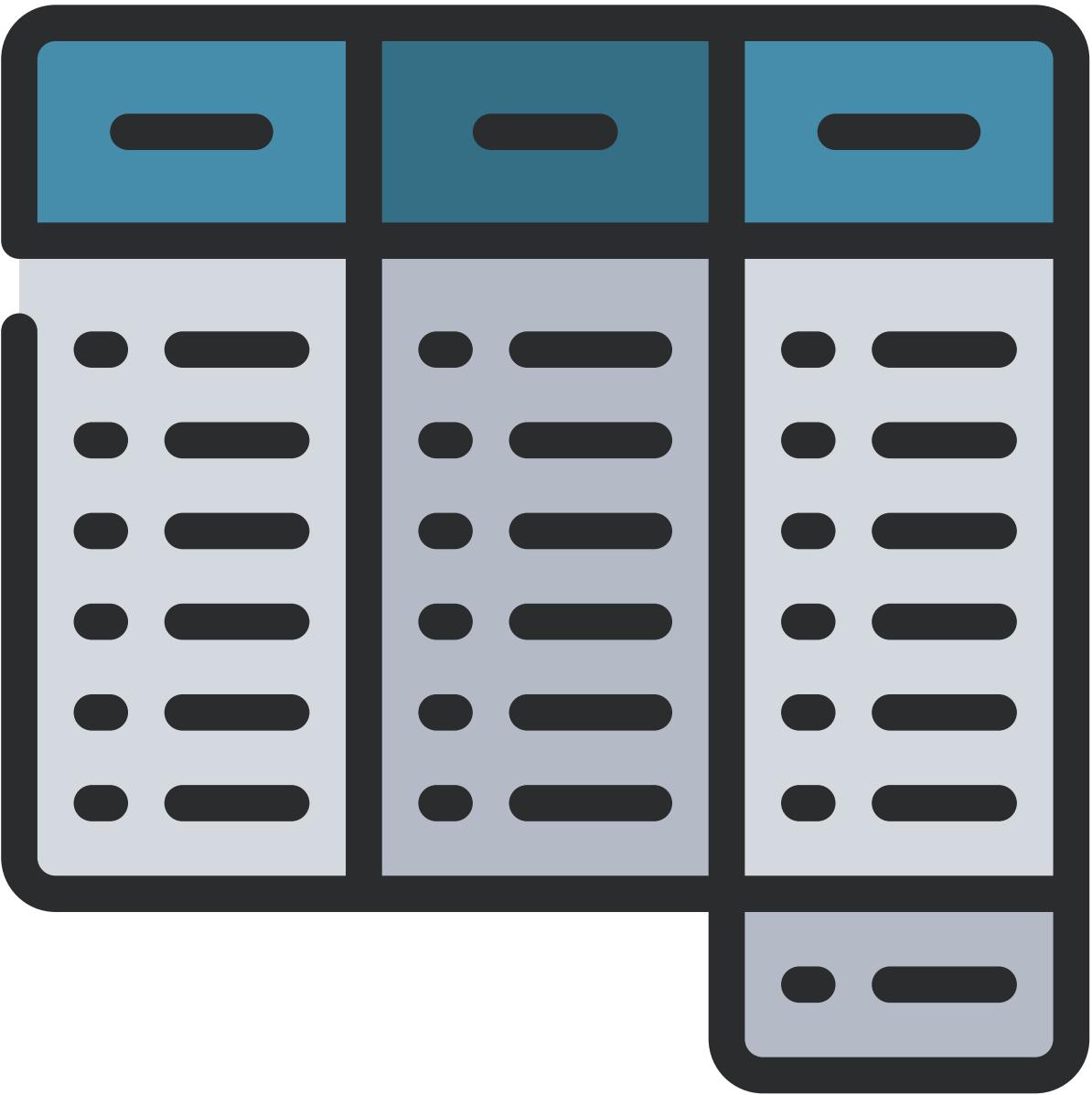
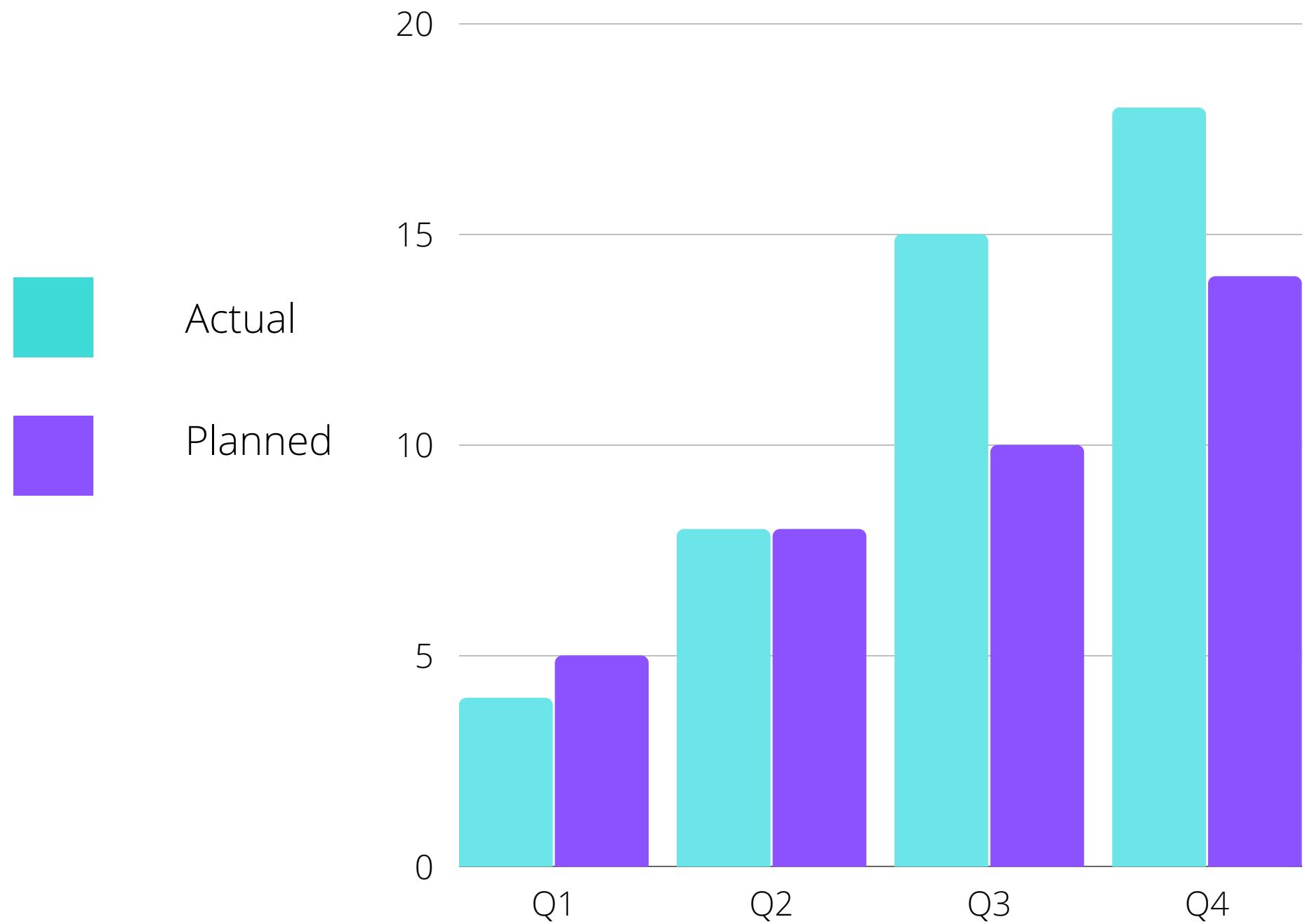


Tree Map

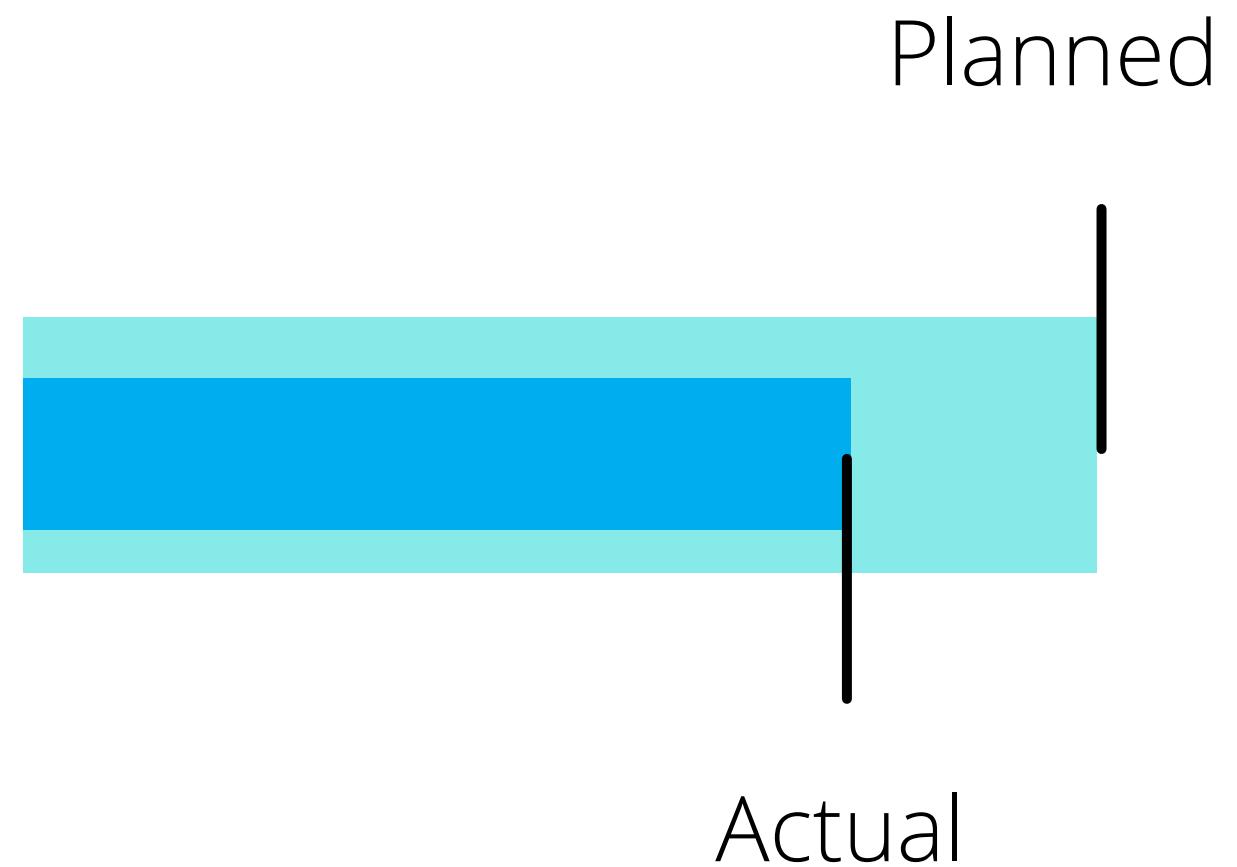


Heat Map

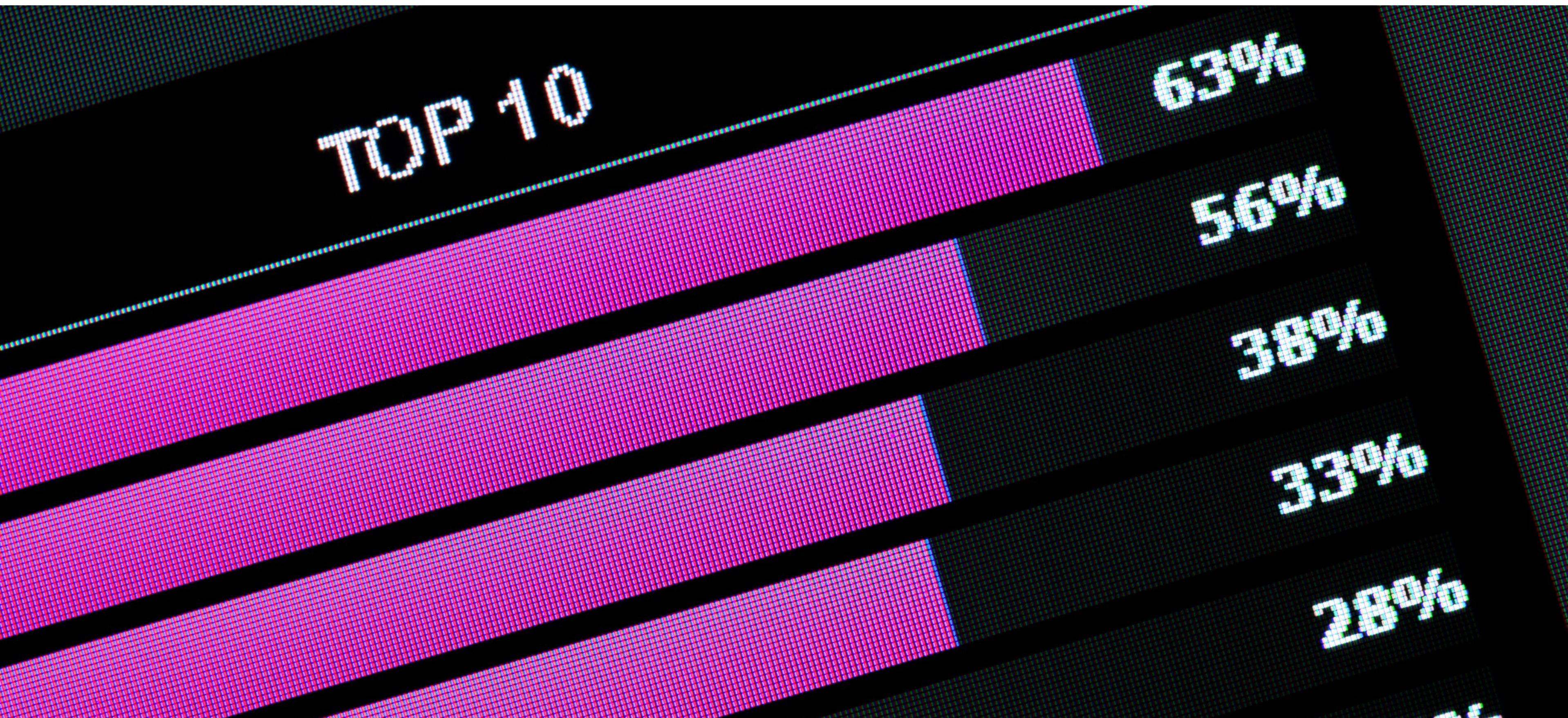
Actual vs Planned



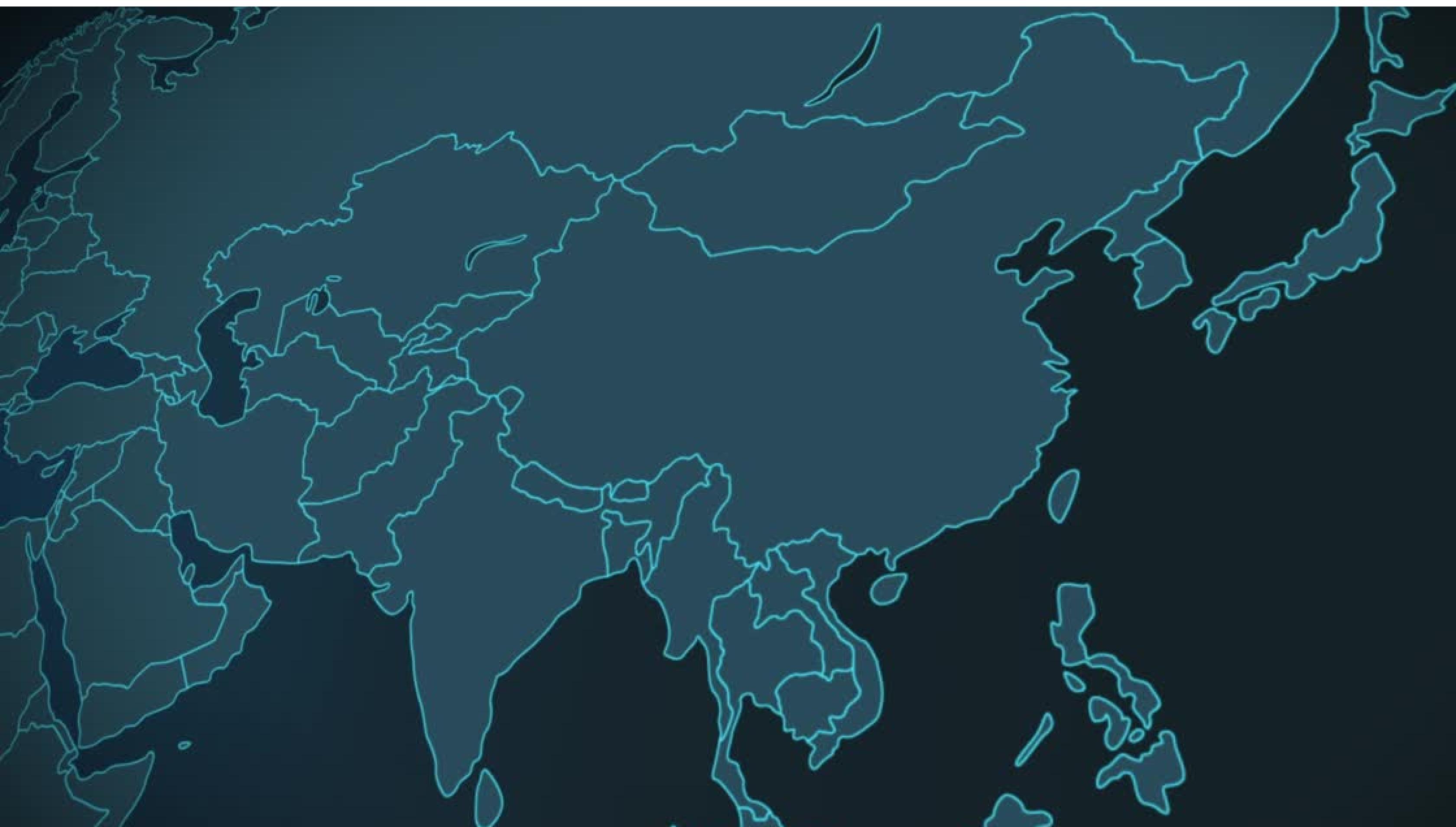
Actual vs Planned



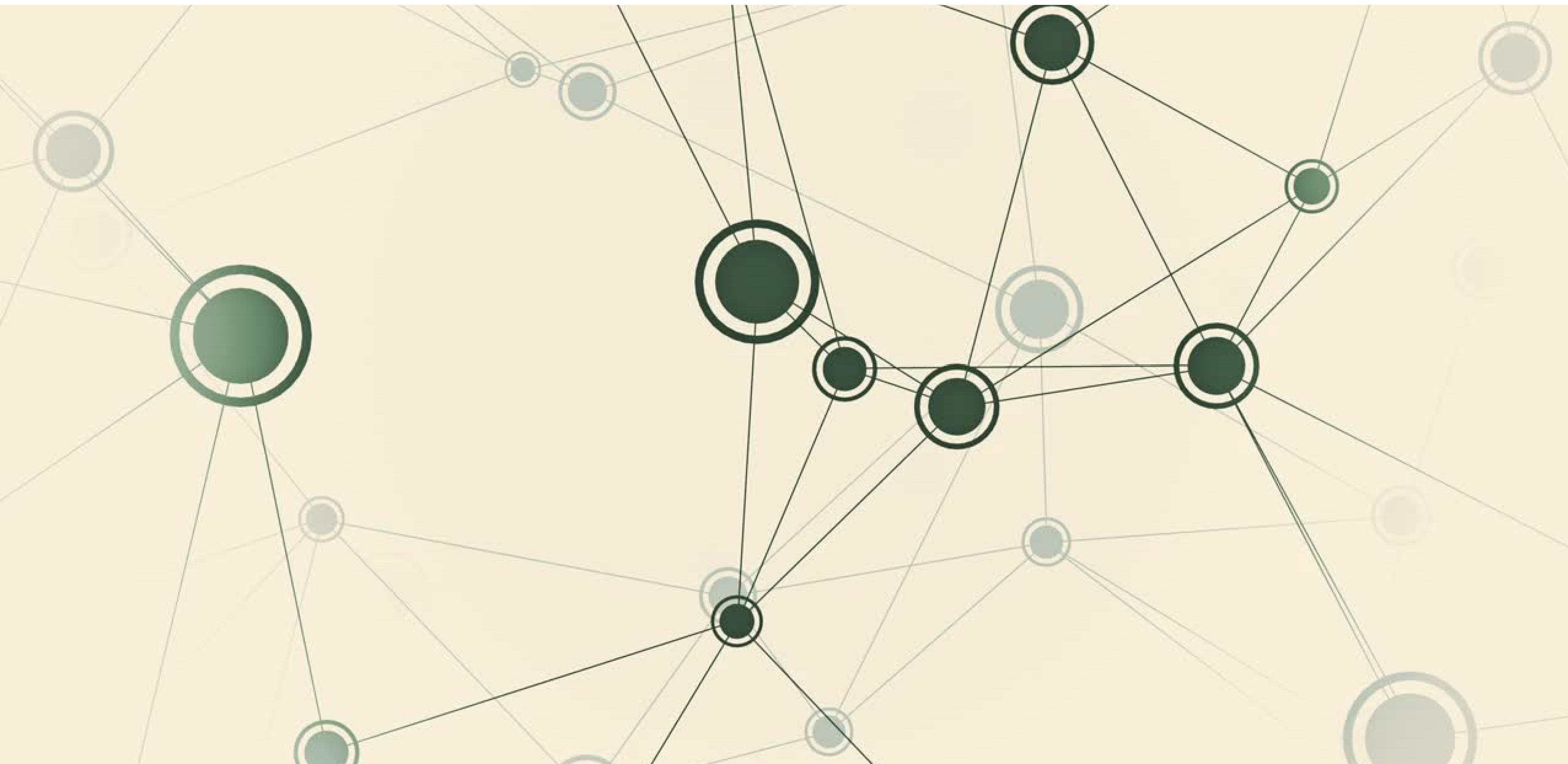
Top Performers



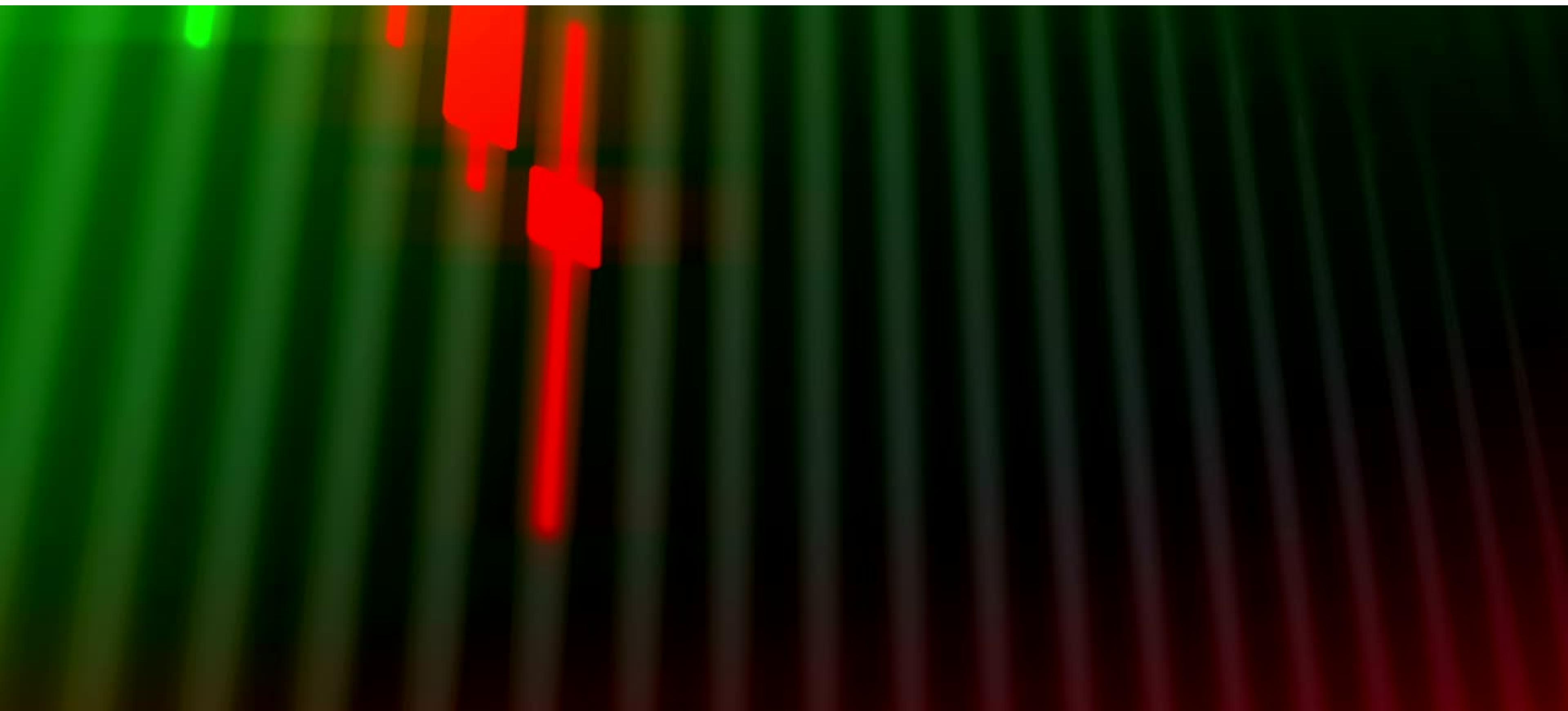
Geo Maps



Network/ Relationship

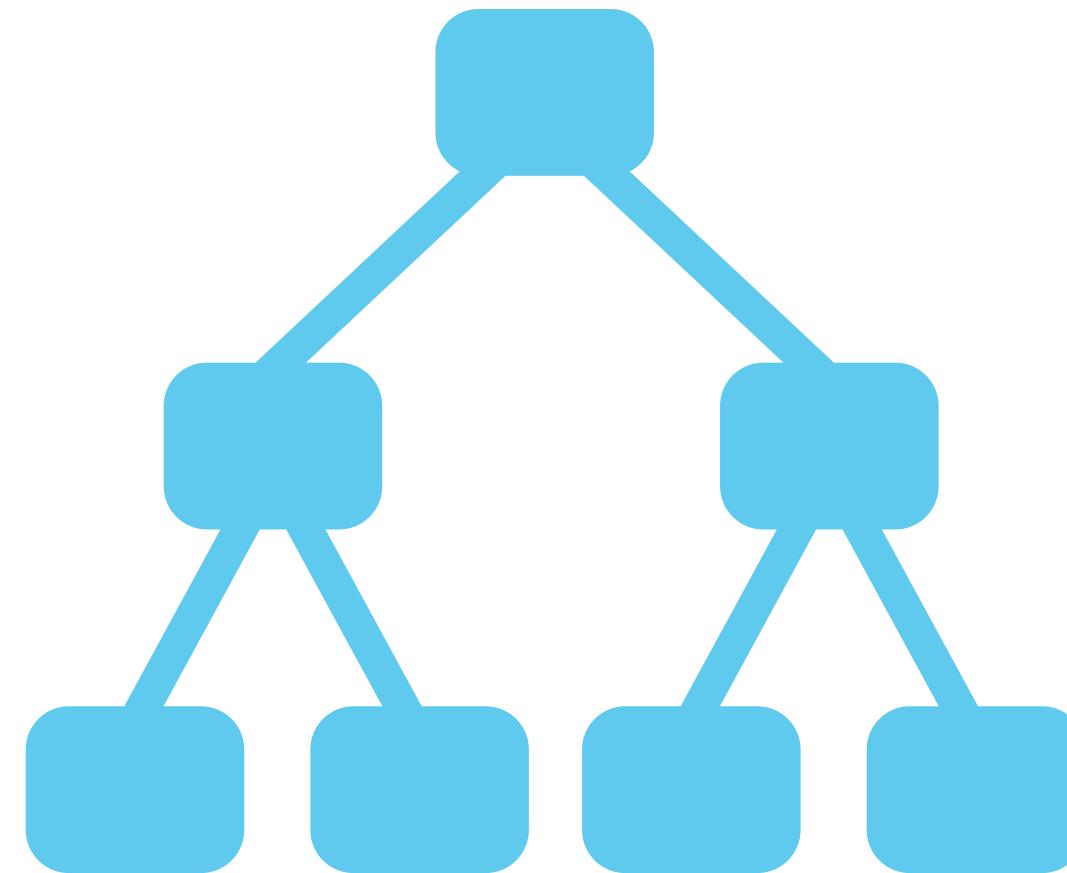
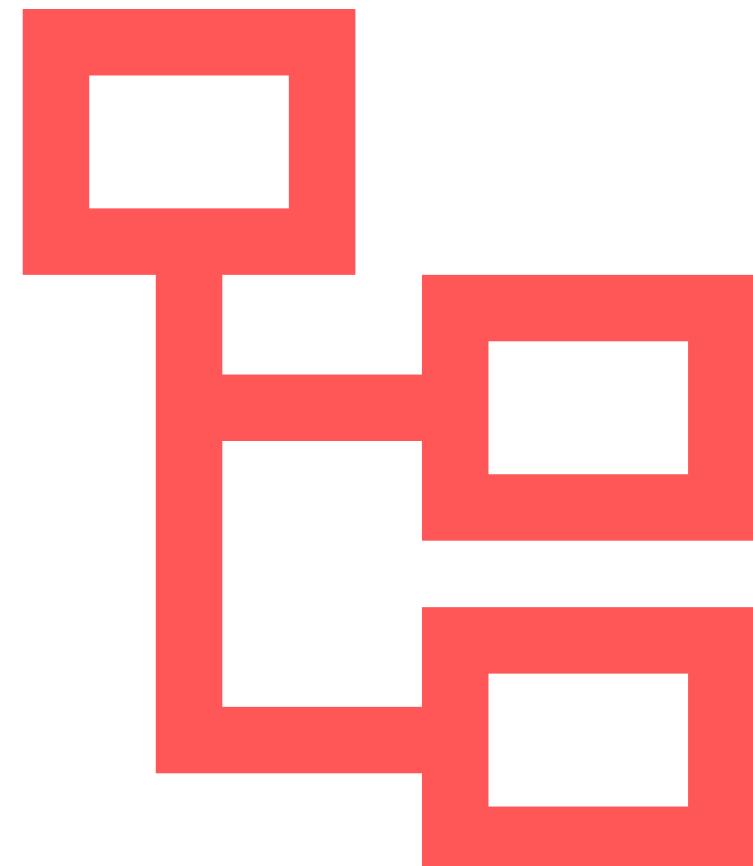


Data Price Movement



Interactions

Drill Down/Up



Jump to Detail

