



Macro Programming

Vignesh V

Department of Computer Applications

vigneshv@pes.edu

Macro Programming

Excel Dashboards

Vignesh V

Department of Computer Applications



Macro Programming

Excel Dashboard

What is an Excel Dashboard?

- A **visual tool** that displays data & KPIs on a single screen
- Combines **charts, tables, and formatting** for quick insights
- Helps in **tracking trends, monitoring performance, and decision-making**

Example: COVID-2019 Dashboard (Cases, Deaths, Recovery, KPIs)



Macro Programming

Excel Dashboard



PES
UNIVERSITY





Macro Programming

Advantages of Using Excel for Dashboards

Versatility: Easy to use and widely accessible

Data Handling: Can manage complex calculations & transformations

Interactivity: Slicers, filters, and dropdowns allow dynamic exploration

Customization: Multiple chart types, colors, and formatting styles

Cost-Effective: Part of MS Office Suite (no extra tools needed)



Dashboard Design Principles

- **Grid Layout:** Use Excel's rows/columns for neat structure
- **Consistency:** Same fonts, colors, and formatting across visuals
- **Effective Colors:** Highlight key data (e.g., red for decline, green for growth)
- **Balanced Layout:** Use white space to avoid clutter and improve readability



Macro Programming

Understanding Objectives

Before creating a dashboard:

- Define **purpose** clearly
- Identify **business questions** to answer
- Align with **organizational goals**
- Consider **target audience's expectations**



Choosing KPIs

- Select **metrics linked to goals** (e.g., Sales Growth %, Customer Churn Rate)
- Ensure KPIs are **specific, measurable, and time-bound**
- Limit number of KPIs → focus on **critical ones**
- Include both **leading** (predictive) and **lagging** (historical) indicators



Macro Programming

Aligning Reports with Business Goals

- Every element in dashboard should tie to a **business objective**
- Use consistent formatting for **clarity**
- Organize logically: important metrics at the **top/center**
- Add **context/benchmarks** (e.g., compare current sales vs. target)



Tailoring to Stakeholders

Understand stakeholder needs & data literacy levels

Adjust **detail/complexity** based on audience

- Executives → summary & KPIs
- Analysts → detailed data tables

Choose **visuals appropriate** for the audience (charts, maps, gauges)

Add **interactive elements** → slicers, filters, timelines



Macro Programming

Summary

- Dashboards = Visual storytelling with data
- Focus on **clarity, objectives, and stakeholders**
- Use Excel's strengths: **Charts, PivotTables, Slicers, Conditional Formatting**
- Keep it **simple, interactive, and meaningful**



Macro Programming



PES
UNIVERSITY

Practical Activity

	A	B	C	D	E	F
1	Month	Region	Product_Category	Total_Sales	Profit_Percentage	New_Customers
2	Jan-2024	North	Clothing	58416	17.79	145
3	Feb-2024	North	Electronics	74384	23.85	70
4	Mar-2024	North	Electronics	63874	9.61	139
5	Apr-2024	West	Electronics	52690	19.74	107
6	May-2024	North	Grocery	63416	20.19	162
7	Jun-2024	West	Electronics	79648	12.84	73
8	Jul-2024	East	Furniture	52690	14.63	132
9	Aug-2024	South	Electronics	22386	20.41	92
10	Sep-2024	East	Clothing	42197	22.84	50
11	Oct-2024	North	Electronics	21481	12.87	180
12	Nov-2024	West	Grocery	65061	18.08	69
13	Dec-2024	North	Clothing	27839	5.27	193



THANK YOU

Vignesh V

Department of Computer Applications

vigneshv@pes.edu