


● Dashboard Design

1. Planning
2. Design & Layout
3. Interactivity

● Planning (Dashboard Design)



- **Know your Audience**

The best visualizations have a clear purpose and work for their intended audience. It's important to know what you are trying to say and who you are saying it to. Does your audience know this subject matter extremely well or will it be new to them? What kind of cues will they need? Thinking about these questions before you begin designing will help you create a successful dashboard. For example, you would present aggregated, summary-level data and KPIs to an executive audience rather than row-level transactions.

● Planning (Dashboard Design)

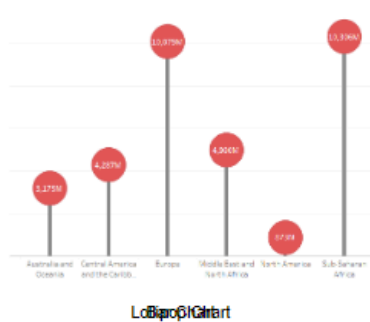
● Know your data and questions

Whether you are authoring for yourself or for others, the cycle of visual analysis starts with a task or business questions to be answered. When asking data questions, start with a broad topic then add specificity to each question. For example, a call center manager's questions from summary to detail might look like the following:

- How many calls are received monthly?
- Where do the calls come from?
- What are the top call types?
- Who answers the most/least calls?

● Planning (Dashboard Design)

● Grab your Audience Attention



Bar Chart

Try make it more interesting by adding more visuals (Ex: Color , Size, etc)

X Axis Understandability

Y Axis Attention

Easy

Boring

Interesting

Hard

Don't use it frequently, to avoid distraction or exhaustion

● Great Job !!

