Dashboard Design & Storytelling

Information Hierarchy and Narrative Structure

Dashboard Layout: Information Hierarchy

$2.4M	15.2%	8,542	92%
Revenue	Growth	Users	Satisfaction

HIGH

Supporting Chart 1

Main Chart: Trend Analysis
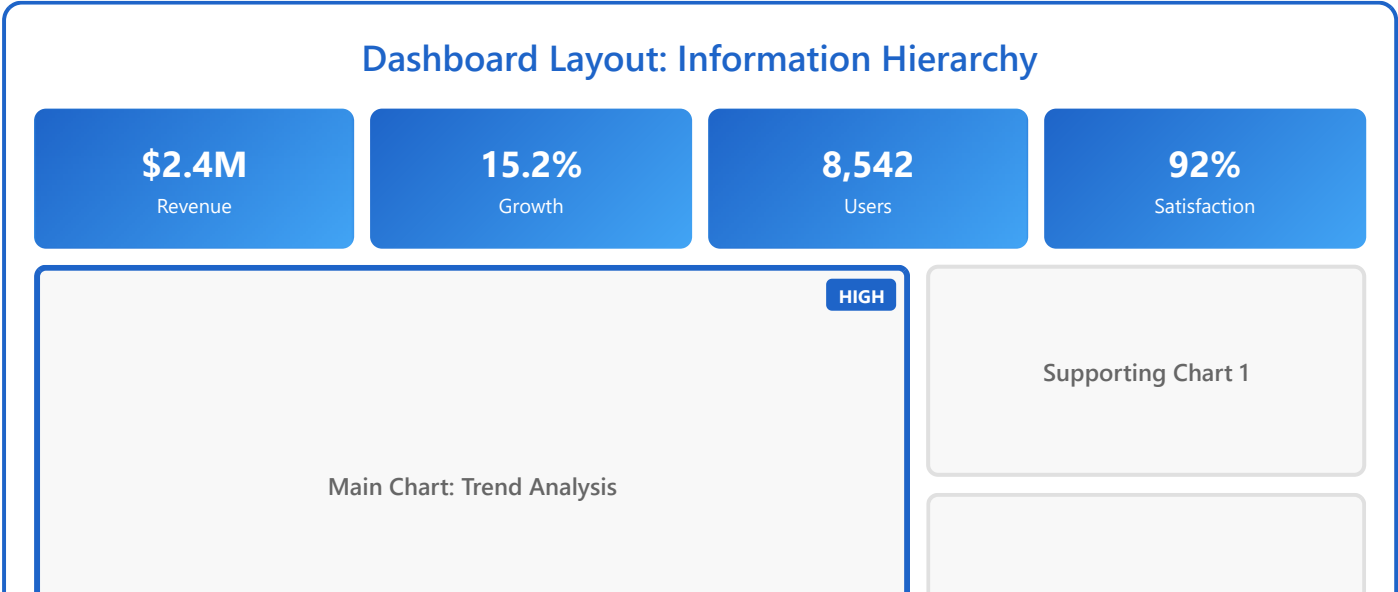
Design Principles

1 Define audience & message

2 KPIs at top

3 Consistent layout & colors

Supporting Chart 2

Detail View 1 | Detail View 2 | Detail View 3

Data Storytelling Structure

1

Setup
Context & background

→

2

Conflict
Problem or insight

→

3

Resolution
Data-driven solution
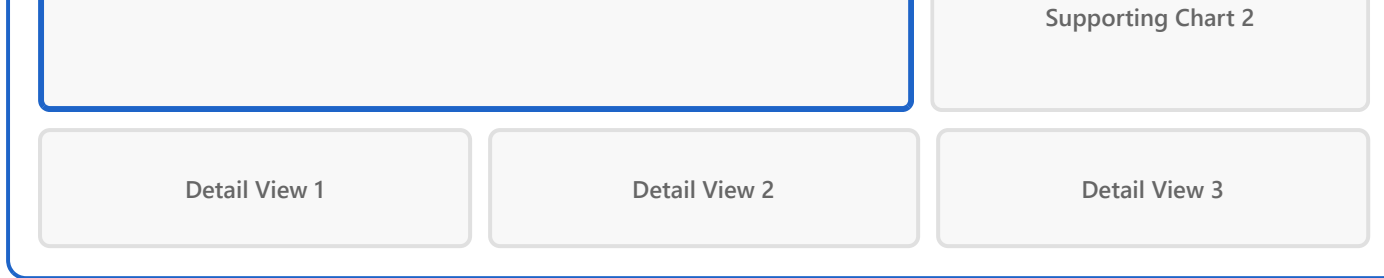
🖱 **Interactive Elements**

▸ Filters

▸ Drill-downs

▸ Hover details

▸ Dynamic updates

✓ **Best Practices**

✓ Test with users

✓ Iterate based on feedback

✓ Measure engagement

✓ Keep it simple