

# The Reason your Dashboards Aren't Being Used

*And How to Fix it*

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# AGENDA

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Why Use Your Visuals?

Where Things can go Wrong

Getting it Right

Gold Standards

Context & Conclusions



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# Introduction

# Why Use your Visual?



## Why should your users use your Dashboards?

- What makes your dashboard impactful?
- Users are Selfish

**Make it Impactful**

# Know Your Audience



## What do they do?

- Striving to drive accountability
- Day to day responsibilities

## What do they Need?

- What drives decisions?

## Different Audience Types

- What drives decisions?

# The Basic Idea of Visualization



## Context is Underrated

- Visuals should behave as Text does
- Email, IM, etc., is another source of information
- Data should provoke behavior

## The Story & Narrative

- What are the takeaways?
- What is the Purpose

# Where Things Go Wrong



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# Common Misconceptions about Data Visual strategy



## Too Much Focus on Design

- More Visuals, the Better
- Features, Drill Through, tooltips = priority

## Shotgun Approach

- If you don't give them everything, you gave them nothing
- They will figure it out

## Analytically Minded

- The need to make it complex
- Must have advanced metrics & visuals

# Common Misconceptions about Data Visual strategy



## **Report = ?**

- What do you consider a Report to be?
- A tool?

## **Simple = Did not work Hard**

- How can provide insights with a bar chart?
- We are Business “Intelligence”

# Getting it Right

# How to Win over Users



## Become an Interviewee

- Visuals should behave as Text does
- Email, IM, etc., is another source of information
- Data should provoke behavior

## Scoping & Requirements

- What are the takeaways?
- What is the Purpose

## Sandboxing & Versioning

- What are the takeaways?
- What is the Purpose

# Scoping & Interviewing



## Ensuring Dashboards Drive Decisions

- Interview & Discover Meetings with Teams
- Identifying Stakeholders & Data Operations
- Every data point should have a purpose

## Current State vs. Ideal State

- Understand how users are using data now
- Set as a baseline for what they act on
- If anything was possible, what would they have?

## Expectations & Communication

- Document, confirm, and ensure data points
- Empowering users to be part of the process

# Sandboxing & Versioning



## Using Report Tools early

- Interactive sessions with Visualization tools
- Testing out data points, KPIs

## Drive Inspiration

- Show & allow stakeholders to interact
- Show Use Cases, features

## Understand & Evolve

- “Does this Work?”
- Get stakeholders & team to provide the purpose!

# Best Standards & Practices

# Establishing a Strategy



## Every Report, Same Process

- Adopt & Establish a standard Process
- Communicate,?

## Report Publication & Training

- Users do not know what they do not know
- Empowering users through training
- Giving Users support continuously

## How To Gauge Success

- Metrics, data points to collect
- Gathering feedback



# Q&A



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