# Dashboard Recommendations

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1. **Dashboard Layout:** I would recommend reorganizing the general layout of the dashboards so that the most important visuals are at the top of the page and are easily viewable right when the dashboard is opened. For example, the Landing Page Dashboard should answer 2 main questions: "How much traffic does this page get?" and "How effective is this page at driving subscriptions to the sports platform?". In this case, the most important things to know would be the number of unique visitors and the conversion rate. However, the dashboard currently displays purchasing and conversion information at the bottom. I would adjust the "Total" tiles to display the most relevant metrics and include the User Flow Details chart at the top so that the opening view of the dashboard is as impactful as possible.

   Moreover, I would resize all tiles so that end users do not have to zoom out to be able to read everything. The default view of the Post Event Dashboard currently cuts off key numbers/labels and only displays part of the map, as highlighted below:
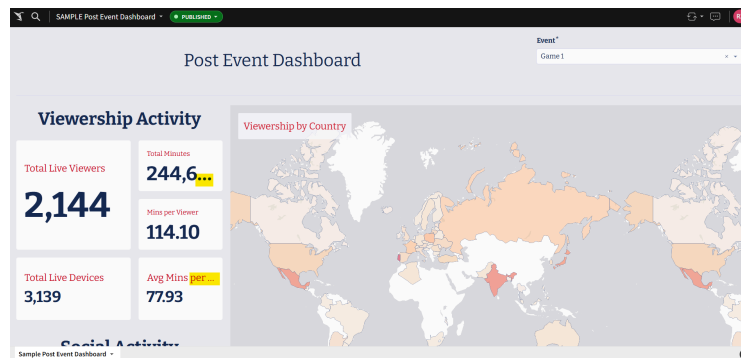
   Similarly, the Country Level Metrics table in this dashboard should be resized as it is currently not easily useable since users can only view a couple fields at a time and need to scroll quite a few times to see all the metrics. Generally, dashboards should be optimized to display as much impactful information as possible while still being visually appealing and readable.

2. **Contextualize the Numbers:** Currently, the Post Event Dashboard only displays information for one game at a time. This makes it difficult to know when a game performed well at a glance. 2,144 live viewers sounds like a lot of people, but it could also be the lowest amount of viewers a game has ever had. I would recommend creating more visuals that put the numbers into context. This could look like adding in a percentage underneath the Total Live Viewers count detailing how much higher or lower the game's view count was in comparison to the previous season or creating a bar chart that ranks this game in comparison to the last 10 games. This way, it's easy to gauge performance without having a lot of historical knowledge of the data.

3. **Filtering Capabilities:** Allowing users to filter the dashboard with more fields would vastly increase their overall functionality. Similar to the Event filter in the Post Event Dashboard, dropdown filters could be created for other fields such as Device Type and Country, giving end users the ability to view all of the visualizations

provided in the dashboard with a variety of different data subsets and easily investigate any ad-hoc questions that might come up when viewing the unfiltered dashboard.

4. **Clarity of Metrics:** Certain visualizations do not clearly detail what metrics they are displaying. For example, when hovering over the pie charts in the Post Event Dashboard, the only thing that appears is a browser/device name and a number. The chart titles and hover box do not state whether that number is live viewership, social activity, minutes per viewer, etc. Moreover, pie charts are typically used to display percentages, while this number is simply a raw count. Similarly, it is not obvious what viewership metric is being displayed on the map because there is no legend. I would recommend clearly labeling all titles, metrics, and legends in every visualization so that users are never confused about what they are looking at.

5. **Implementing Dynamic Features:** I would recommend investigating and utilizing any parameter or widget capabilities in Sigma to implement dynamic features in which end users can easily switch between different fields to display in visualizations. For example, users could easily switch between days, weeks, and months on timeline graphs or swap out total visitors for conversion rate as the metric displayed on maps. Additionally, any similar visualizations, such as the Landing Page Dashboard's three text tables that display the same metrics, could be consolidated into a single, more dynamic table, which would optimize visual space and dramatically increase the reporting capabilities of the dashboards overall.