



Debabrata Palit
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Design Effective Dashboards

TRANSFORM YOUR DATA INTO DECISIONS!





Introduction

Build with purpose, clarity, and user-focus using Power BI.

Creating dashboards and reports in Power BI isn't just about dragging visuals onto a canvas - it's about **delivering insights with clarity**, guiding decisions, and enabling action. A thoughtfully designed dashboard saves time, reduces confusion, and helps stakeholders stay informed.

Effective dashboard design blends data storytelling with user experience. By starting with mockups, understanding your audience, and focusing on simplicity and purpose, you can transform raw data into interactive insights that drive action

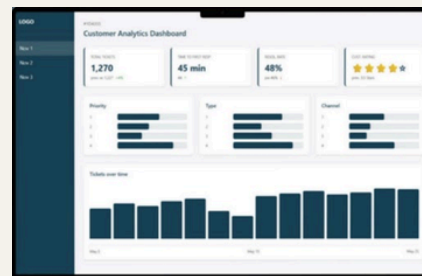


Start with a Mockup

Before jumping into Power BI, create a layout prototype. Whether it's a quick sketch on paper or a digital wireframe in tools like Figma, Canva, or PowerPoint, mockups allow you to:

- Visualize the structure and flow
- Plan the placement of KPIs, charts, and filters
- Align with stakeholder goals early
- Prioritize key metrics for better storytelling
- Save time by reducing design rework later

Even Power BI itself can be used in a "sandbox" mode to mock up visuals using placeholder data.





Understand the Audience

Every dashboard should answer specific business questions. Always ask:

- Who is going to use this? (Executives, Managers, Analysts?)
- What decisions do they need to make?
- What KPIs and visuals will help them the most?

Tailor the level of detail and interactivity based on the audience. Executives prefer summaries; analysts may want drill-through options.

Design for Clarity at a Glance

A user should be able to grasp the key story within 5 seconds. Use:

- Visual hierarchy: Place key metrics at the top
- Layout logic: Filters to the left, details at the bottom, charts in the center
- Font size and color to emphasize insights
- White space to prevent clutter





Keep It Simple & Focused

Don't overload your dashboard. Instead:

- Remove unnecessary visuals or text
- Focus on a few important metrics and trends
- Avoid excessive decorations and animations
- Use tooltips for additional detail without overcrowding

Be Consistent

Maintain uniformity across your reports:

- Use consistent font styles and sizes
- Stick to a defined color palette
- Align visuals using a grid system
- Label charts clearly with proper titles and legends

A consistent layout makes navigation intuitive and improves usability.





Use the Right Chart Types

Match visuals with the type of data:

- Bar charts: Good for comparisons
- Line charts: Best for trends over time
- Cards: For KPIs and single-value metrics
- Tables: Only when detailed data is necessary
- Avoid unnecessary pie charts or over-complicated visuals

Represent Numbers Clearly

Make your numbers easy to read:

- Use shortened formats (e.g., K for thousand, M for million)
- Include symbols (\$, ₹, %, etc.)
- Always label your axes and metrics

Avoid overwhelming the user with raw, large, unformatted values





Start Axes from Zero

Bar and line charts should begin at zero to avoid misleading visuals.

If starting from another value is necessary, clearly indicate it with labels or visual cues.

Provide Context & Comparisons

Raw numbers aren't enough. Give your audience:

- Historical benchmarks
- Targets or goals
- Tooltips to explain unusual values
- Year-over-year or period comparisons

This turns data into insight.





Apply Color Strategically

Color should guide, not confuse:

- Use red for decrease, green for growth
- Maintain contrast for readability
- Stick to a limited color scheme
- Make sure visuals are accessible for colorblind users

Keep Interactive

Keep dashboards high-level and interactive. Unlike static reports:

- Dashboards are meant for monitoring
- They should surface actionable insights quickly
- Use slicers and filters for exploration
- Avoid long text explanations

For deep analysis, provide a linked detailed report if needed.





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