

1. Dashboards Are About Communication, Not Just Technology

- **Key Point:** The goal is to tell a clear data story—not to showcase technical skills.
 - **Description:** While dashboards use tools, code, and markup languages, their true purpose is to communicate insights effectively.
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2. Dashboards as Data Narratives

- **Key Point:** Each visualization is a chapter in the story.
 - **Description:** Dashboards should be structured so that each section builds on the previous one, advancing the overall narrative.
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3. Clarity and Consistency

- **Key Point:** All users must interpret the data story the same way.
 - **Description:** Unlike literature, data stories should lead to a shared understanding to support informed decision-making.
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4. Visual Emphasis

- **Key Point:** Size and placement guide attention.
 - **Description:** Larger visuals signal importance—use layout strategically to highlight key insights.
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5. Non-Technical Communication

- **Key Point:** Tone and language matter.
 - **Description:** Formal terms suggest professionalism; casual language creates a relaxed feel. Choose based on your audience and context.
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6. Visual Style and Branding

- **Key Point:** Align with organizational identity.
 - **Description:** Use official colors, tone, and graphics to make dashboards feel like part of the company's ecosystem.
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7. Professionalism Through Design

- **Key Point:** Good design reflects your effort and credibility.
 - **Description:** A well-crafted dashboard shows that you've thoughtfully considered user needs and data clarity.
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8. Final Reminder

- **Key Point:** Dashboards are tools for communication.
- **Description:** Focus on making them understandable, purposeful, and aligned with user expectations—not just technically impressive.