

Dashboard Design Is Like Choosing Transportation

- **Key Point:** Just as people choose transportation based on their needs, data analysts choose dashboard types based on user goals.
 - **Description:** The dashboard must match the user's role, questions, and business objectives.
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1. Strategic Dashboards

- **Audience:** Executives
 - **Purpose:** Long-term strategy and high-level KPIs
 - **Example:** Revenue trends, financial performance
 - **Design Tip:** Keep it simple and focused on big-picture metrics.
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2. Operational Dashboards

- **Audience:** Junior decision-makers and teams
 - **Purpose:** Monitor short-term performance and processes
 - **Example:** Sales activity, marketing performance, customer support status
 - **Design Tip:** Use real-time data and clear metrics for daily operations.
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3. Analytical Dashboards

- **Audience:** Data analysts, middle managers
 - **Purpose:** Historical analysis, trend identification, forecasting
 - **Example:** Ecommerce trends, website analytics
 - **Design Tip:** Include detailed charts and comparisons for deep insights.
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4. Tactical Dashboards

- **Audience:** Sales managers, marketing analysts
- **Purpose:** Track KPIs and campaign performance
- **Example:** Social media ad performance, team-level metrics

- **Design Tip:** Provide granular data and actionable insights.
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5. Dashboard Flexibility

- **Key Point:** Dashboards can share data sources and be adapted to different user needs.
 - **Description:** Users may need multiple dashboard types depending on their roles and evolving questions.
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Final Takeaway

- **Key Point:** Understanding dashboard types is essential for effective design.
- **Description:** Choose the right dashboard style based on user roles, business goals, and the insights they need—just like choosing the right vehicle for the journey.