

1. Plan Before You Build

- **Key Point:** Visualization should follow a clear narrative plan.
 - **Description:** Jumping into design without understanding the data and its story is like starting a trip without a map—planning ensures clarity and purpose.
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2. Digital Consumption

- **Key Point:** Understand how users will interact with your visualizations.
 - **Description:** Consider the digital medium, user expectations for interactivity, and the need for real-time, personalized data views.
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3. Know Your Audience

- **Key Point:** Tailor visualizations to different user needs.
 - **Description:** For example, regional teams may want local data, while central teams need comparative views across locations.
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4. Intuitive User Experience (UX)

- **Key Point:** Make visualizations easy to use and understand.
 - **Description:** A good UX means users can grasp insights quickly without needing instructions—this builds trust and usability.
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5. Data Governance and Security

- **Key Point:** Protect sensitive data in visualizations.
 - **Description:** Use strategies to avoid exposing PII (Personally Identifiable Information), and control access based on user roles.
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6. Retail Example: Secure and Relevant Dashboards

- **Key Point:** Design with privacy and relevance in mind.
 - **Description:** Show only necessary data (e.g., sales numbers without staff names), and restrict detailed views to authorized users.
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7. Security Strategy

- **Key Point:** Prevent breaches and ensure safe data handling.
 - **Description:** Cloud visualizations must be built with safeguards against malware, unauthorized access, and data leaks.
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8. Planning Leads to Success

- **Key Point:** A well-planned visualization journey ends smoothly.
- **Description:** Just like a well-prepared trip, thoughtful planning ensures your dashboard delivers insights effectively and securely.