5 Ideas You Can Steal from My Dashboards

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Abstract

Are your dashboard or web reports lifeless, unappealing, or ignored? A fierce dashboard is not an accident – it is the result of careful planning, design knowledge, and the right data. In this paper, you will learn the techniques professionals use for creating dashboards that are engaging, beautiful, and functional. This paper uses SAS Visual Analytics as the example, but the tasks shown could be accomplished with other SAS tools.

Outline

- Overall Look Matters
    - Look at some fails
    - Discuss why they fail
- Idea 1 - Craft Your Measurements
  Key concept *- Nothing else matters if this part is wrong*
    - Good KPIs
    - Supporting measurements
    - Accurate, Reliable Data
- Idea 2 – Indicators Amp Your Data
  Key concept *– Use the right one to ensure your message is received*
    - Dashboard Gauges
    - Trends
    - Categorical Data – the Breakdown
    - Does a table work?
- Idea 3 – Yes, Layout Matters
  Key concept *– A poor layout confuses the users*
    - Key layout principals
    - Sketch, Wireframe, Boom
    - Account for Interactivity with the tool
- Idea 4 – Better have some Style?
  Key concept *– Don't have style, better learn to mimic it*
    - Font Choice
    - Color Choice
    - Think: Clean, minimal
- Idea 5 – User Adoption is Important
  Key concept *– If you build it, will they come?*
    - Get feedback early on
    - Shephard the dashboard through the process
    - Iterate, Iterate, Iterate