



Dashboard /Visualization Tips

	Conceptual	Data-Driven
Focus	Ideas	Statistics
Goal	Simplify, teach	Inform, explain, enlighten Set Context

A good dashboard:

- tells a story
- appeals to a number of learning styles
- reaches different personality/listening types (introverted vs. extraverted)
- shows data without necessarily understanding the “language”
- Charts that look clean and neat are more digestible and memorable.
Tidiness comes from the structure & hierarchy of the data

Tips:

- Clarity:
 - Does the chart make sense to you?
 - Edit -- nothing is extraneous
 - Ensure each element is unique and supports the visual
- Color choices are important:
 - Red tells the reader to pay attention, blue less so.
 - Use accepted principles:
(red: stop, yellow: caution, green: go)
- Simplicity:
 - Does the chart look airy, simple, elegant and pleasing (as opposed to cluttered, busy, and complex)?

