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Interested in making smarter dashboards leading to faster and actionable insights?

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## What is an effective dashboard?

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A dashboard is a visual display of **the most important information needed to achieve one or more objectives** that has been consolidated on a single computer screen so it can be monitored at a glance

Definition by Stephen C. Few - Information Dashboard Design - 2013

A large, light blue arrow pointing upwards and to the right, starting from the bottom left and ending at the top right, with a line graph segment below it.

# Checklist

Is your dashboard effective? Use the following checklist to verify whether your dashboard follows these design best practices:

- Does your dashboard clearly tell you what your next steps are?
- Is all of the relevant information visible on one screen?
- Did you limit the number of colors in the dashboard to a reasonable amount?
- Is the order of the graphs thought out well?
- Did you avoid using area charts, such as pie charts, radar graphs, or concentric circle graphs?
- Do you have an optimal ratio of non-data pixels to data pixels?
- Have you put thought into what data is represented by bar charts and what data is represented by line charts?
- Are you using the most important sections of your screen effectively?
- Is your dashboard designed with the target audience in mind, e.g. is it customized to the user's specific needs?
- Are you using the Dashboard, Analysis, Reporting (DAR) principle?

How many boxes were you able to check? The more checks, the more effective your dashboard!

Are you curious to discover more about effective dashboard design and take your company's data analytics to the next level? Book a one-to-one with us!



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