Dashboards Made Simple

A short sample e-book

Digital Venture

Sample e-book for demonstration. Not a real publication.

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1. Start with one question

A good dashboard answers one clear question, such as "Which products earn the most each month?" Write the question first. Every chart you add should help answer it. If a chart does not help, leave it out.

2. Clean the data first

Before building anything, check your data. Remove duplicate rows, fix dates that are stored as text, and make sure each column holds one kind of value. Clean data saves hours later and prevents wrong numbers.

3. Pick simple charts

Use a line chart for change over time, a bar chart to compare groups, and a card for one key number. Avoid decoration. Use two or three colours and label things in plain words.

4. Share and keep it fresh

Decide who will look at the dashboard and how often. Schedule data refreshes, add a short note about where the numbers come from, and ask users what is missing. Improve it a little each month.