DO'S AND DON'TS

of creating an effective dashboard

Article from Revalsys Technologies

This article explains about the do's and don'ts of creating an effective dashboard

As today's business scenario is more competitive and complex, the ability of an organization to present their data in a meaningful way is crucial to its success. The data you present shouldn't overwhelm your audience and lead to wrong conclusions. Dashboards are an effective way to share and display data in the right way. It also helps in uncovering key sights, faster decision making process, better business decisions etc. However, your dashboard needs to be appealing and effective in order to reap the benefits it offers.

To help you in creating an effective dashboard, here are some do's and don'ts:

Do's:

- **Do pick up top five priorities**

Before you create a dashboard, you should have a clear understanding of all your business processes and know well which metrics be the best indicators of success for your objectives and strategy. To keep you dashboard clean, you should prioritize your top five important metrics.

- **Do analyze which measures are most predictive of success**

Determining which measures can help you achieve your goals is important before you create a dashboard. The reporting tools on your dashboard should be relevant and align with the final result. So, before you start collecting data to create your dashboard, determine the data sets you should pay more attention.

- **Do use colours**

As the human brain can process visual information almost automatically and immediately making communication of message even faster, colour is one of the vital ways to make the visual display of information more memorable. You can use different, high-contrast colours in order to represent data of different categories.

- **Do make your dashboard as simple as possible**

When it comes to design, data analysis tools, data collection and reporting, simplicity is what matters a lot. However, simplicity doesn't mean your dashboard should have weaker functionalities. If the process of collecting data required each day is complicated, it makes the collection time ineffective turning your data dashboard a useless one.

Dont's:

- **Don't fill your dashboard with lagging measures**

When the dashboards are unsettling, it can make major mistake of reporting on information and measures that are very late to be changed. You should have a dashboard that lets you know what you should do today and influences the future.

- **Don't mistake fancy for effective**

When creating data dashboards, most make the mistake of over-designing the dashboards. The fancy design in the dashboards can distract your audience from the fundamental numbers and indicators. Most often, over-design dashboards misrepresent the data. 3D display, special effects, moving display etc. are not helpful in proper representation of your data.

- **Don't lose the context**

In this data-driven environment, too much information could be a problem. In the sea of information, your audience will not be able to see the important information. Make sure that you don't lose the context so that the data you represent can be understood easily.

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visit www.revalsys.com

8-2-293/82/1/83-A, 1st Floor,
Road No 12, Banjara Hills,
MLA Colony,
Hyderabad - 500034
Telangana, India

Phone: +91 7032660301

info@revalsys.com