

# DO'S AND DON'TS WHEN BUILDING A GREAT DASHBOARD



## Make one dashboard that fits all

Maintaining one dashboard will be way less costly in the long run than maintaining multiple instances. When users rely on the same dashboard it improves communication.



## Make a tailored dashboard for each user

Maintaining multiple dashboards will be very costly in the long run. If every user relies on different visualisations and data it will hinder communication.

## Iterate on a sketch ASAP

Having a sketch during a conversation with the end-users will push them to visualize what they want. Iterating quickly ensures you don't lose time on something not valuable for the end-user.

## Iterate on a finished result

The first version of a dashboard will never entirely fit the business needs. The more time you spent on it without iteration the more time you will lose.

## Agree on KPI definitions

Clearly define with the end-users what each KPI represents. It will help you define business needs and ensure all users are aligned with what the dashboard represents.

## Assume KPIs are known

Even the simplest KPIs are often not clearly defined in a business. If people don't know what your visualizations represent then the dashboard will be useless.

## Build the simplest and shortest dashboard

A dashboard should be intuitive and easy to use. Every visualization or tab should have its use and bring value to the end-user. The basic visualizations cover 99% of business needs.

## Making overcomplex visualizations

Making complex visualizations because you can will just make it more difficult for the users to understand and use the dashboard.

## Create a modular dashboard

Create an easy tool. Let the user choose his view through dynamic filters. Let him/ her choose the dimension on the x or y-axis. Make it possible to download the data behind visualizations.

## Create a fixed page

A fixed dashboard is no better than a paper report. Make sure to use all capabilities current dashboarding tools provide.

TIPS & TRICKS



**Add data tables**

Before having a dashboard, most users work with Excel and are used to pivot tables. By integrating a data table in your dashboard with relevant filters, you make sure that users have the flexibility they need.

**Document everything**

Often a dashboard will outlive you at an organization; therefore, make sure the next data analyst and the end-users understand what you did and how.

**Make an improvement log**

Log all feedback received during the creation of the dashboard. It will make it easier to explain what is in scope and what isn't in scope. It will also come handy when creating a second version of the dashboard.

**Plan time for data quality checks**

In big organizations, data quality is often weak and data models are complex. It is, therefore, highly probable that you will not get the right data in the dashboard the first time.

**Assign responsibilities for when you are gone**

Make sure the end-users own the dashboard. Assign a business and technical owner of the dashboard, the former will take care of all business questions and the latter of technical and data questions.

**QUESTIONS?**

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