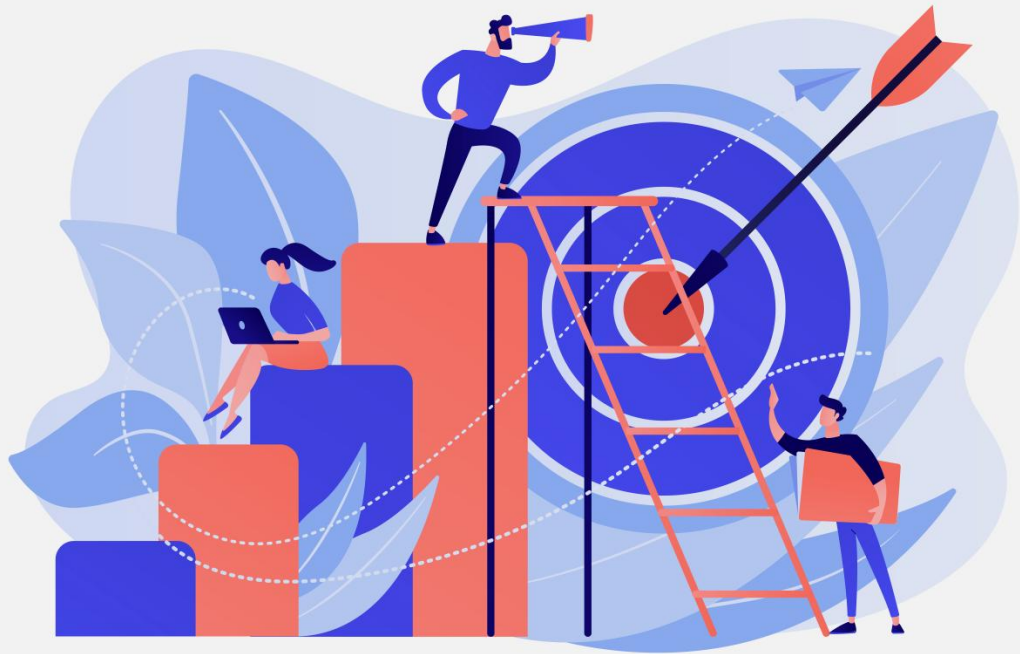




Powerful Insights

Data Storytelling Workshop

ABOUT POWERFUL INSIGHTS



Vision

To transform a world of Data into a world of money and clear insights.

Mission

We work to keep pace with the high-quality scientific methodologies in the world of data visualization to shorten the path from data to insight.

Powerful Insights Clients



13,000+ Customers

Powerful Insights Clients



13,000+ Customers

Powerful Insights Clients



13,000+ Customers

Data Storytelling Outline



Powerful Insights

Data Storytelling



1 Tell Your Story

- Story structure
- How to craft a story
- How to tell a story

2 Keep It Simple

- Know the different chart types
- When to use every chart
- How to transform complex chart to simple chart

3 Using Colors

- Colors meanings
- Colors schemes

4 Drive the Focus

- How to grab the attention of your customer.

5 Say It with Pictures

- How to use pictures to make your story more powerful.

Charts & Numbers Guidelines



1 Chart and Numbers Best Practice

2 Chart Types

3 How to Format Charts

4 How to Transform Complex Chart to Simple Chart

Dashboard Design



1 The Steps to Create Effective Dashboard

2 Different Types of Designs

3 How to Highlight the Insights in the Dashboard

4 Many Use-Cases Examples for Dashboard Design

Sales Performance Analysis 2017



Powerful Insights

Total Sales

733 K

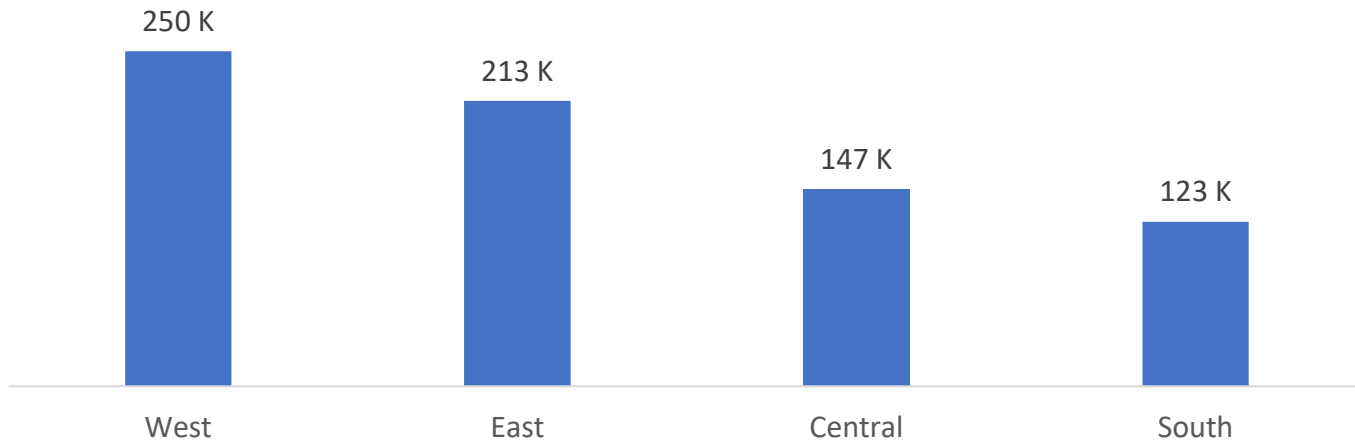
Total Quantities

12 K

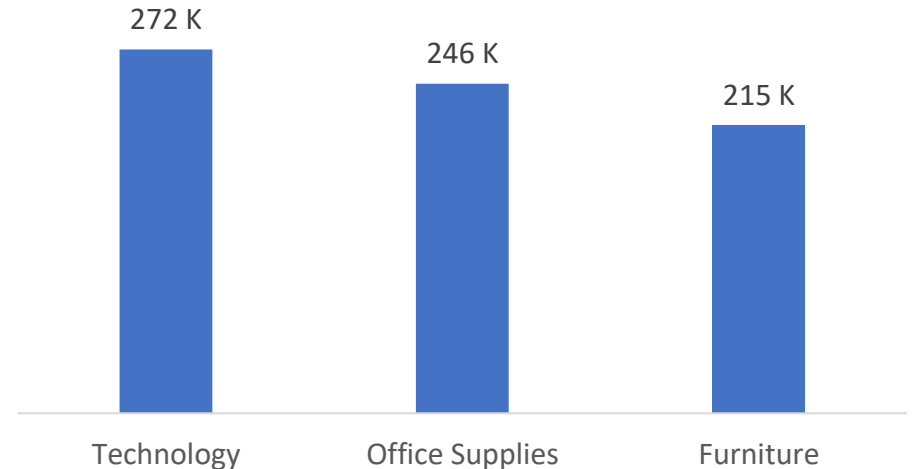
Total Profit

93 K

Sales per Region



Sales per Category



Sales Performance Analysis 2017



Powerful Insights

Total Sales

▲ 733 K

Increased with **20%** compared with 2016

Total Quantities

▲ 12 K

Increased with **27%** compared with 2016

Total Profit

▲ 93 K

Increased with **14%** compared with 2016

Sales per Region

250 K



West

213 K



East



Central Sales Dropped with **0.2%** compared with 2016

147 K



Central

123 K



South

Sales per Category

272 K



Technology

246 K



Office Supplies

215 K



Furniture

Sales Performance Analysis 2017

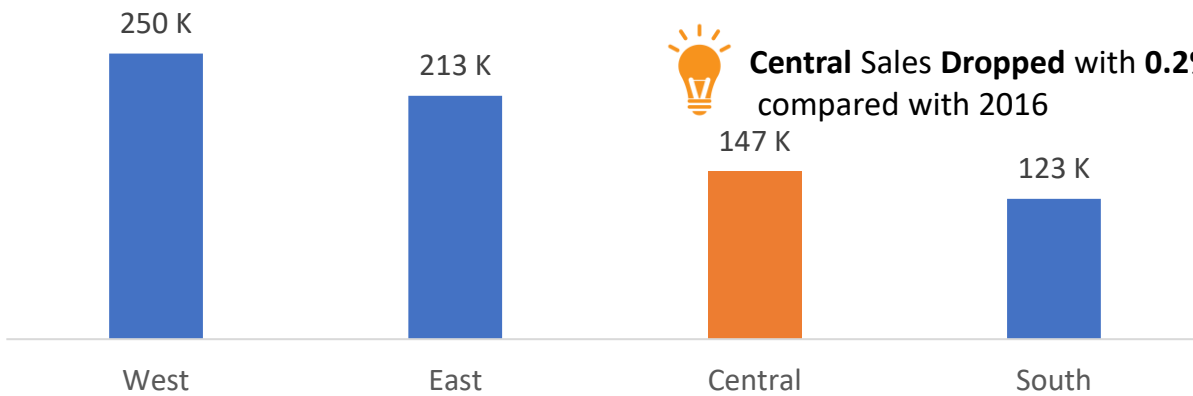


Powerful Insights

Sales per Region



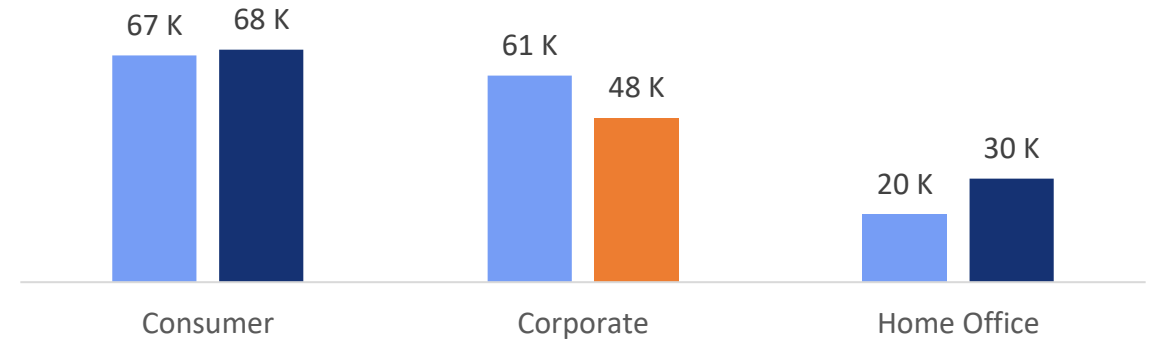
Central Sales Dropped with **0.2%** compared with 2016



Sales per Segment

Central

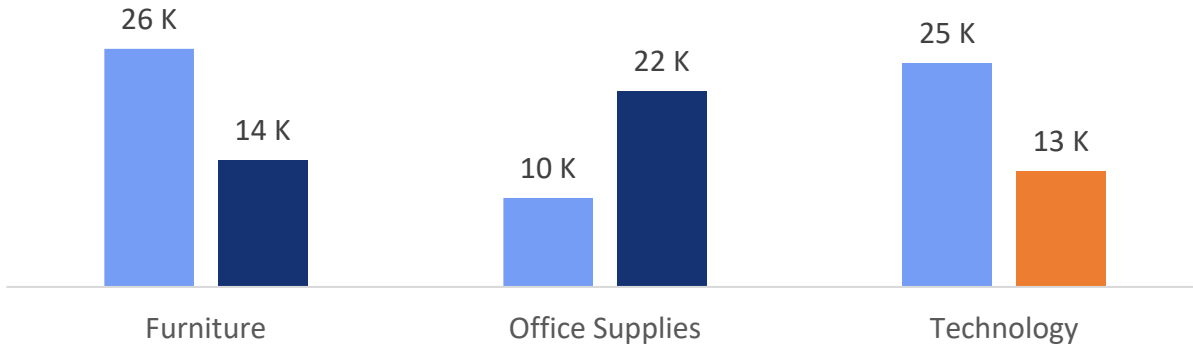
■ 2016 ■ 2017



Sales per Category

Central -> Corporate

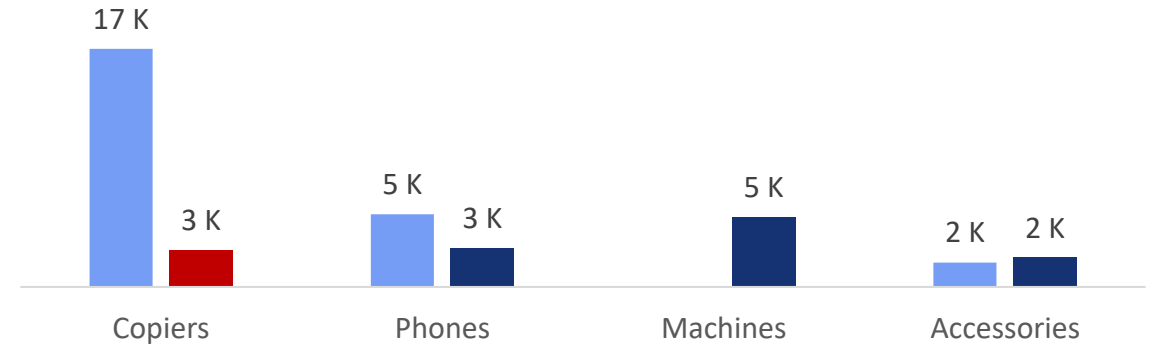
■ 2016 ■ 2017



Sales per Sub-Category

Central -> Corporate -> Technology

■ 2016 ■ 2017



Return on Investment (ROI)



Powerful Insights





Can You Take a Decision?



Powerful Insights



Marketing

 **201 leads**

...delivered this week, compared with 229 delivered last week.

Call Center

 **2,497 calls**

...handled this week, compared with 2,810 calls handled last week.

Sales

 **14 new wins**

...this week, compared with 13 new wins closed last week.

Accounts Receivables

 **32 days A/R**

...this week, compared with 35 days to collect A/R last week.

Shipping

 **97% on-time**

...shipments this week, compared with 98% on-time shipments last week.

Research and Development

 **39 bugs**

...squashed this week, compared with 35 bugs closed last week.

The 5 Key Elements to Visualize Your Data



Powerful Insights

The 5 Key Elements to Visualize Your Data



Powerful Insights

1. Tell Your Story

The 5 Key Elements to Visualize Your Data



Powerful Insights

1. Tell Your Story
- 2. Keep it Simple**

The 5 Key Elements to Visualize Your Data



Powerful Insights

1. Tell Your Story
2. Keep it Simple
- 3. Using Colors**

The 5 Key Elements to Visualize Your Data



Powerful Insights

1. Tell Your Story
2. Keep it Simple
3. Using Colors
- 4. Drive the Focus**

The 5 Key Elements to Visualize Your Data



Powerful Insights

1. Tell Your Story
2. Keep it Simple
3. Using Colors
4. Drive the Focus
- 5. Say it with Pictures**

Know Your Audience



Story Structure



Powerful Insights



➤ Customer

➤ Objective

➤ Story Elements

➤ Action

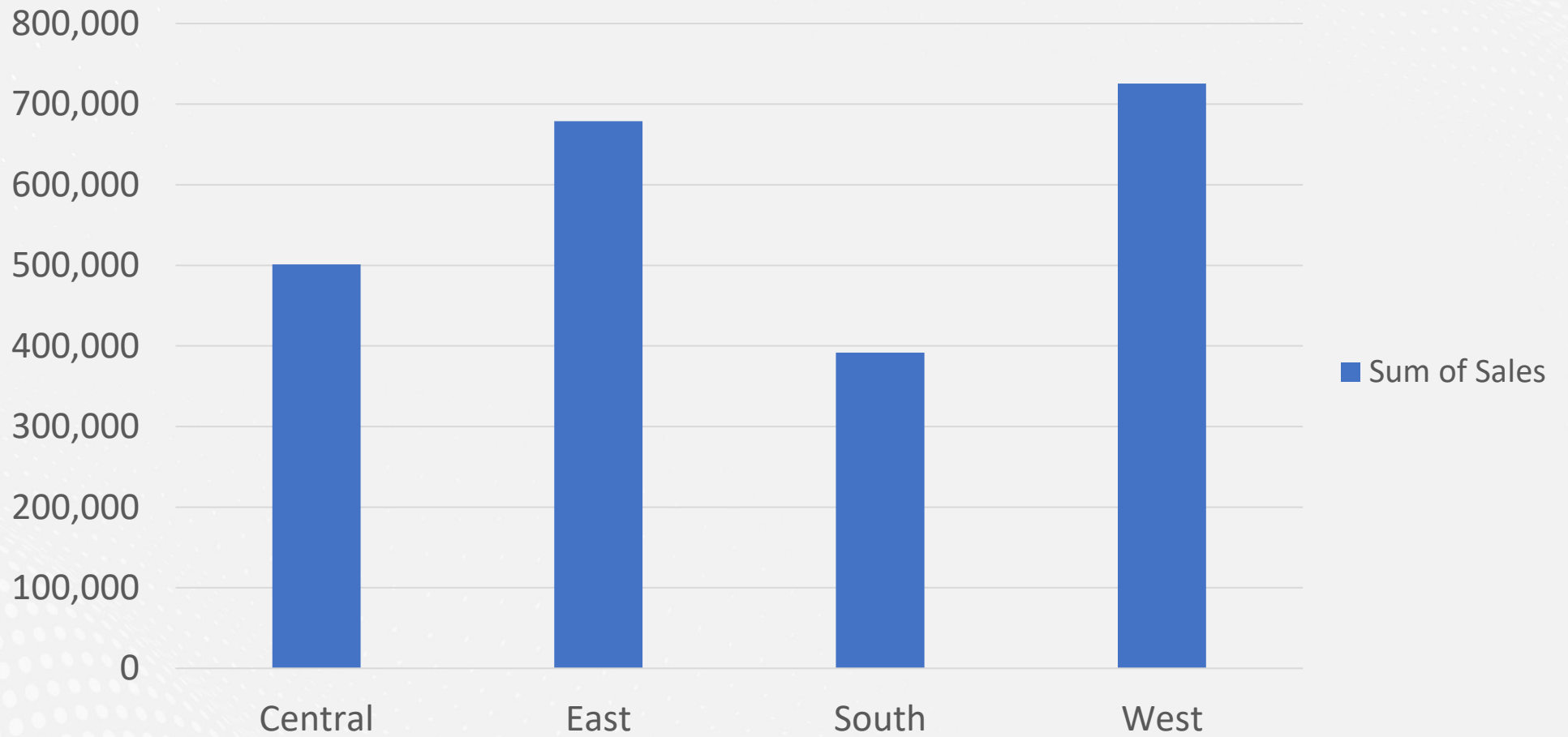
➤ Insights

Format Chart



Powerful Insights

Sales by Region

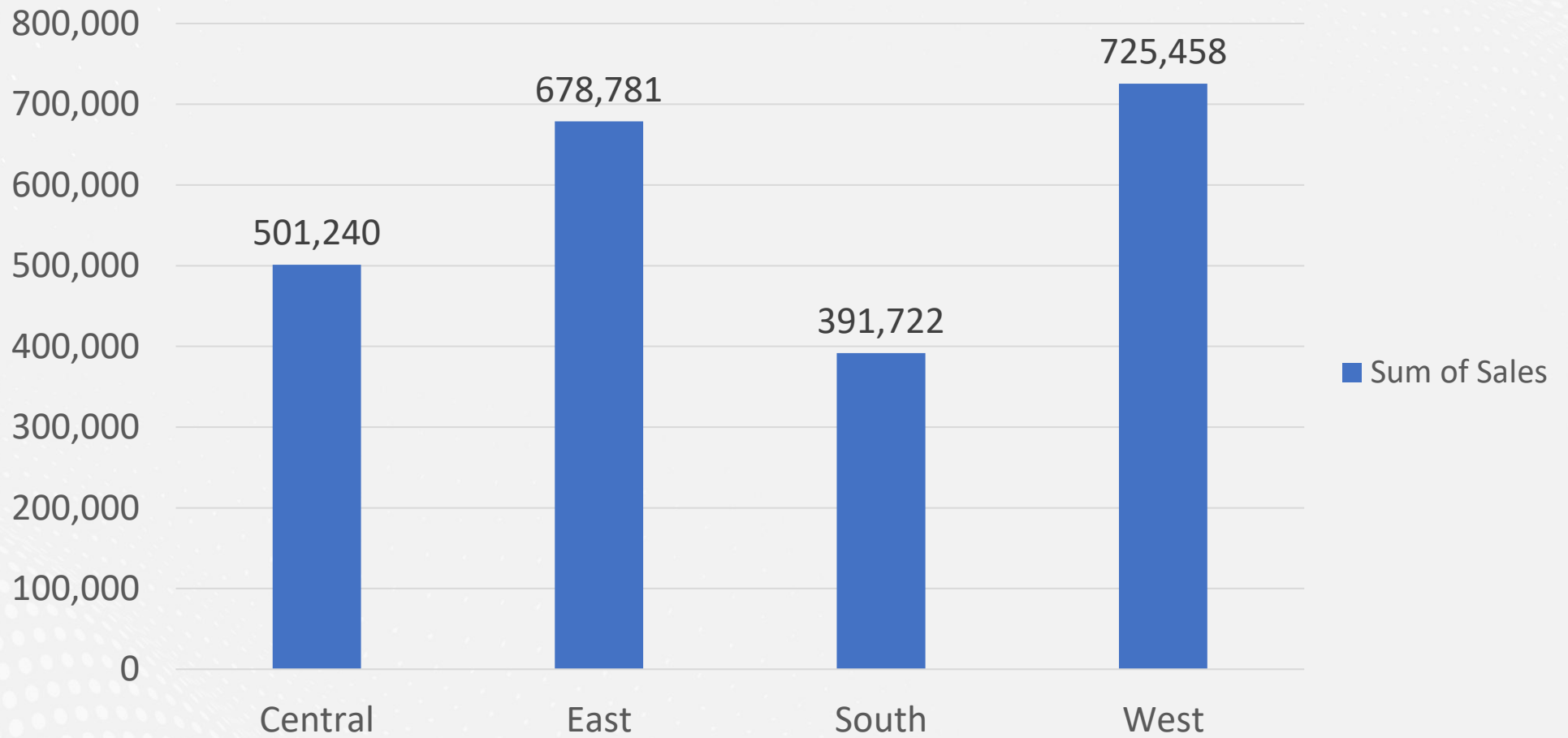


Format Chart

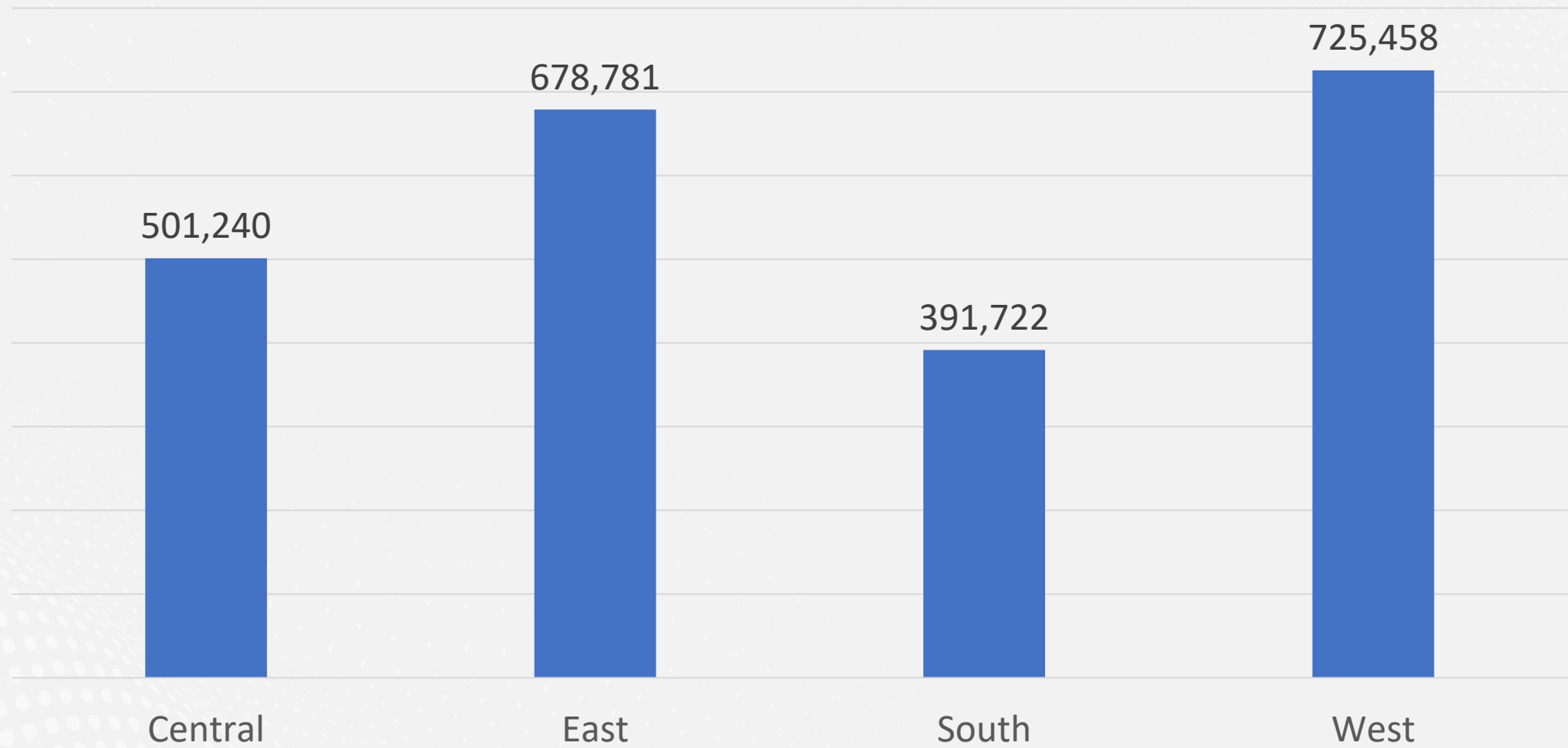


Powerful Insights

Sales by Region



Sales by Region



Format Chart



Powerful Insights

Sales by Region

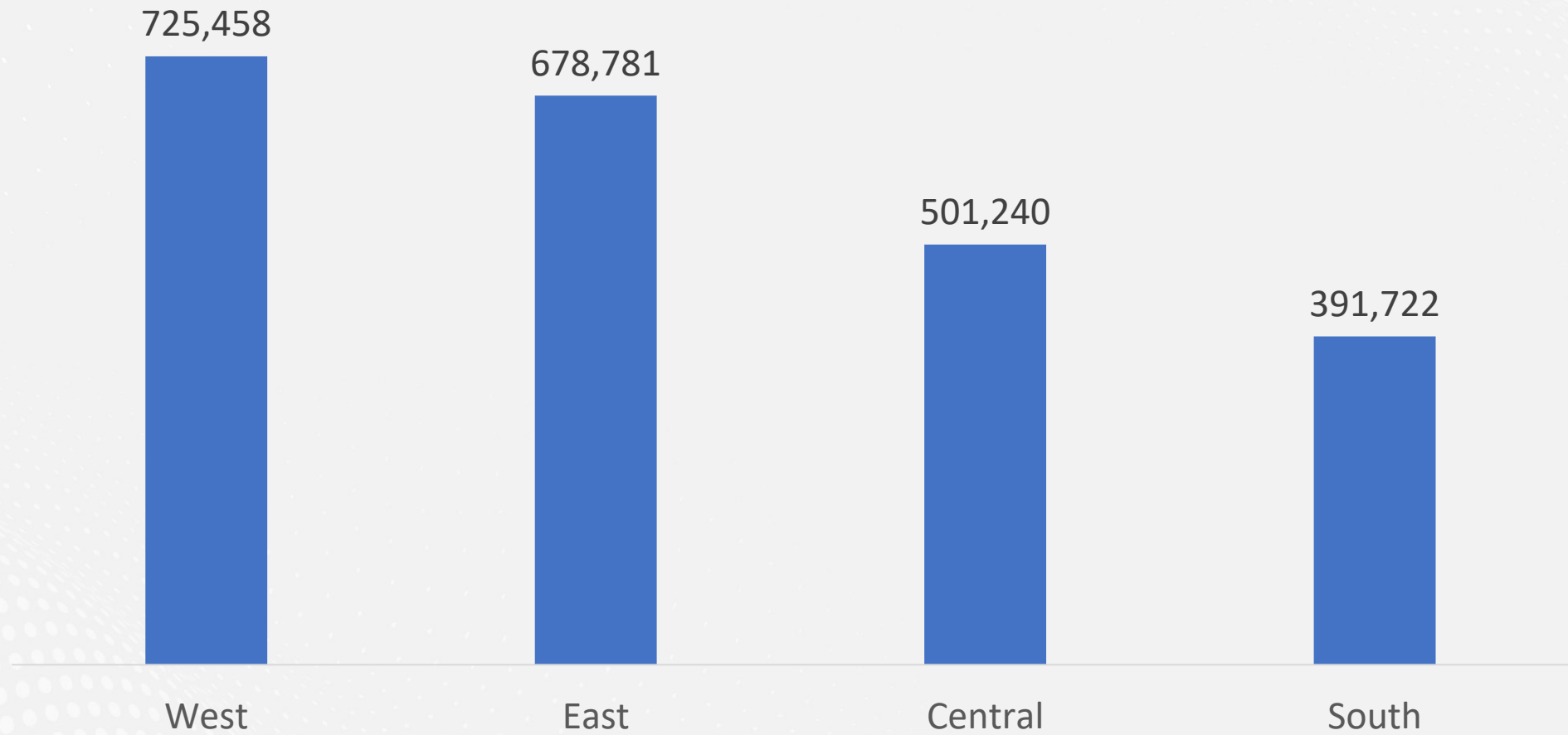


Format Chart



Powerful Insights

Sales by Region



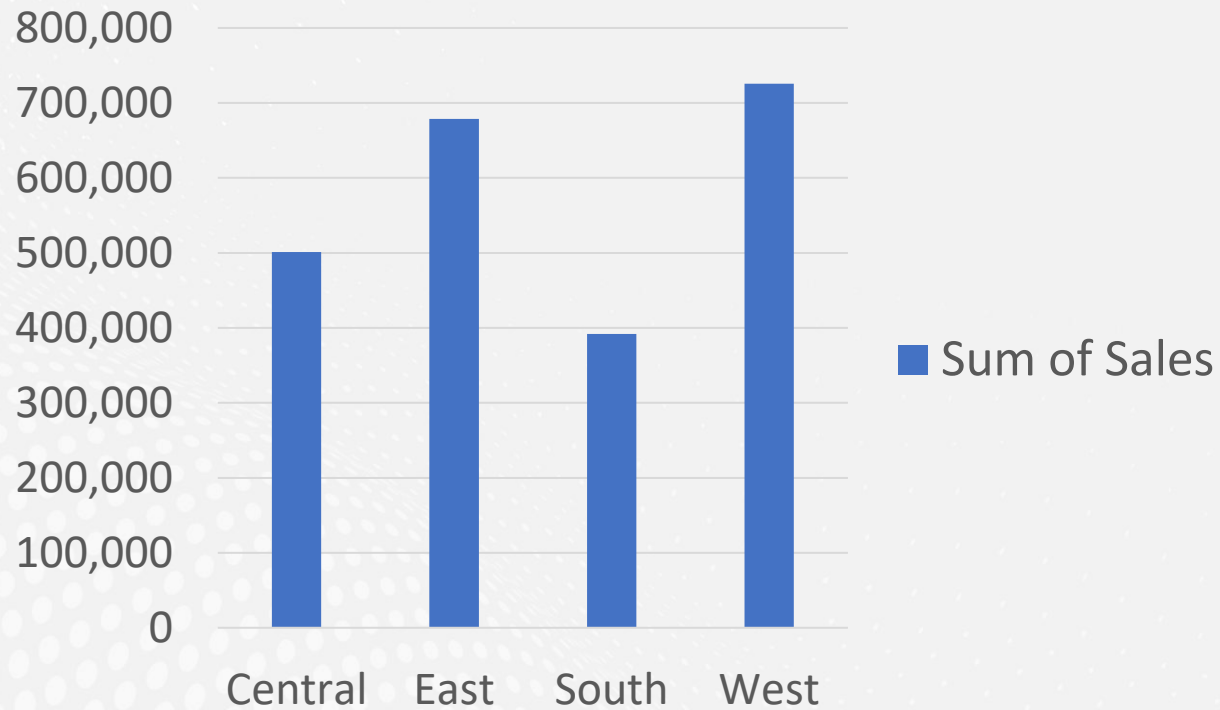
Format Chart



Powerful Insights

Before

Sales by Region



After

Sales by Region

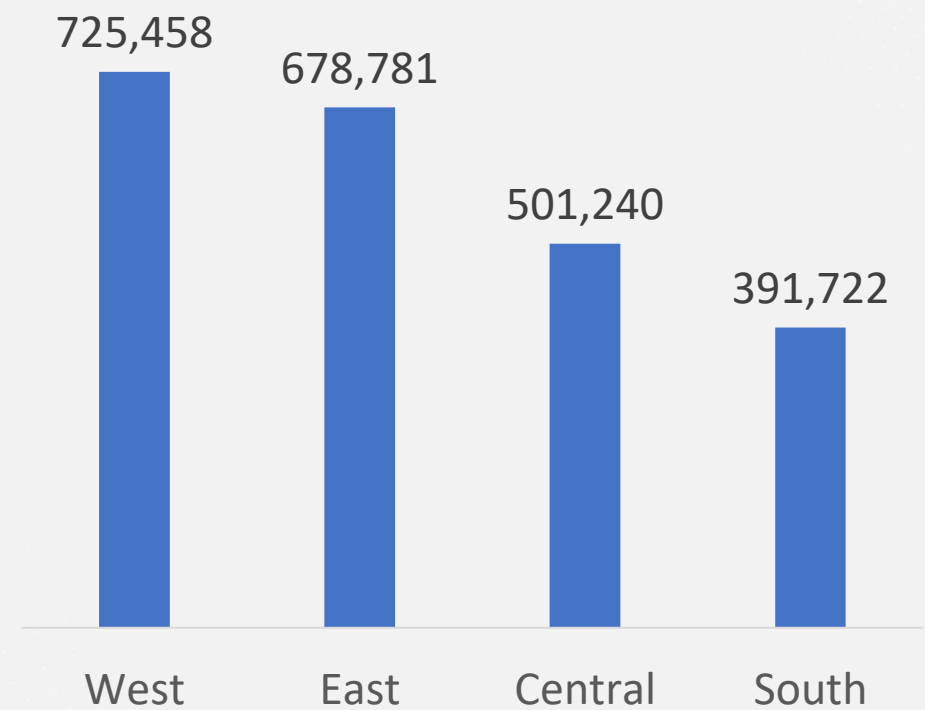


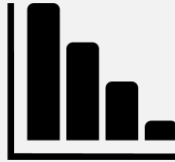
Chart Types



Powerful Insights

Comparison

Column



Bar



Trend

Line

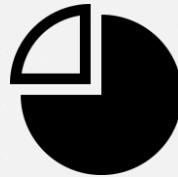


Waterfall



Percentage

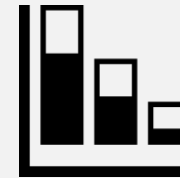
Pie



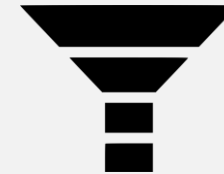
Donut



Stacked



Funnel



Correlation

Scatter



Treemap

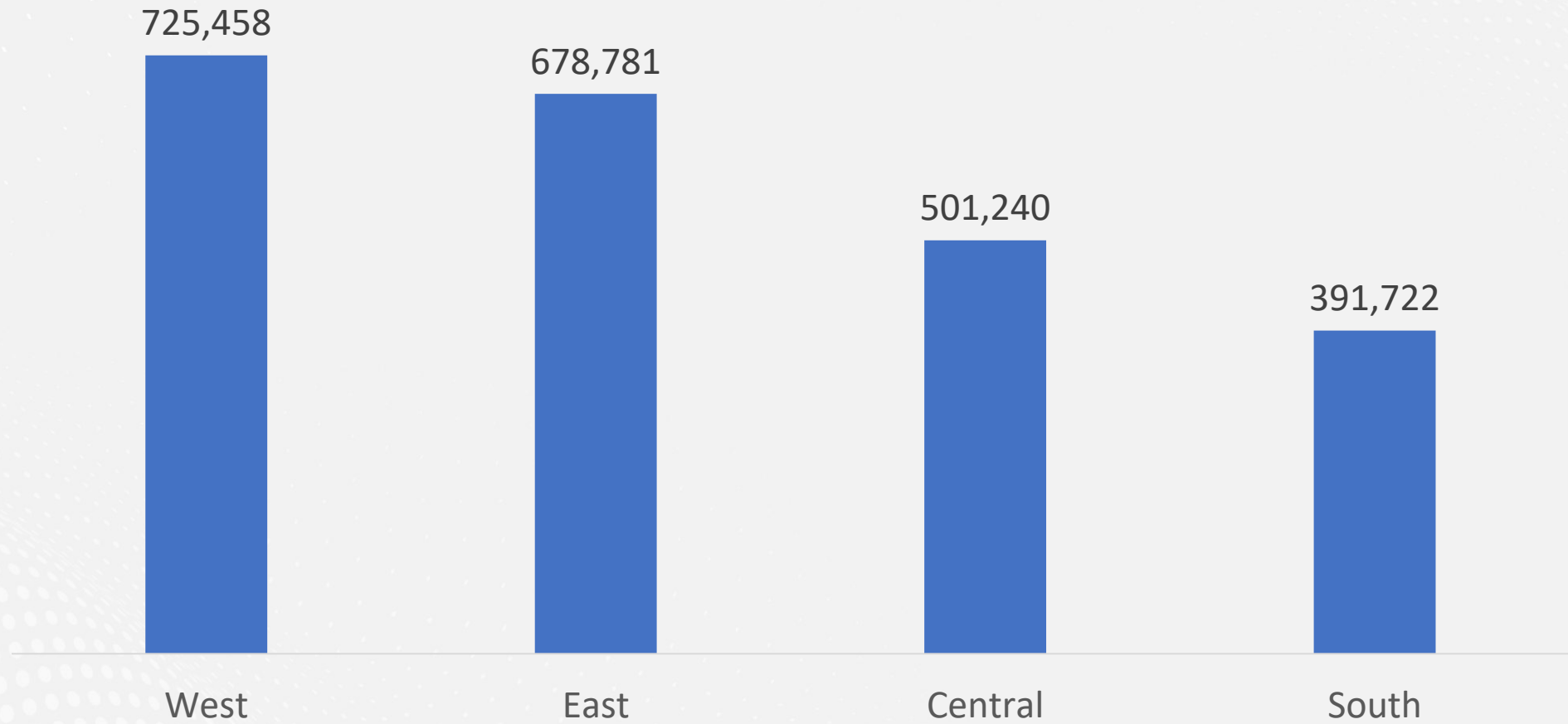


Column Chart



Powerful Insights

1 Value



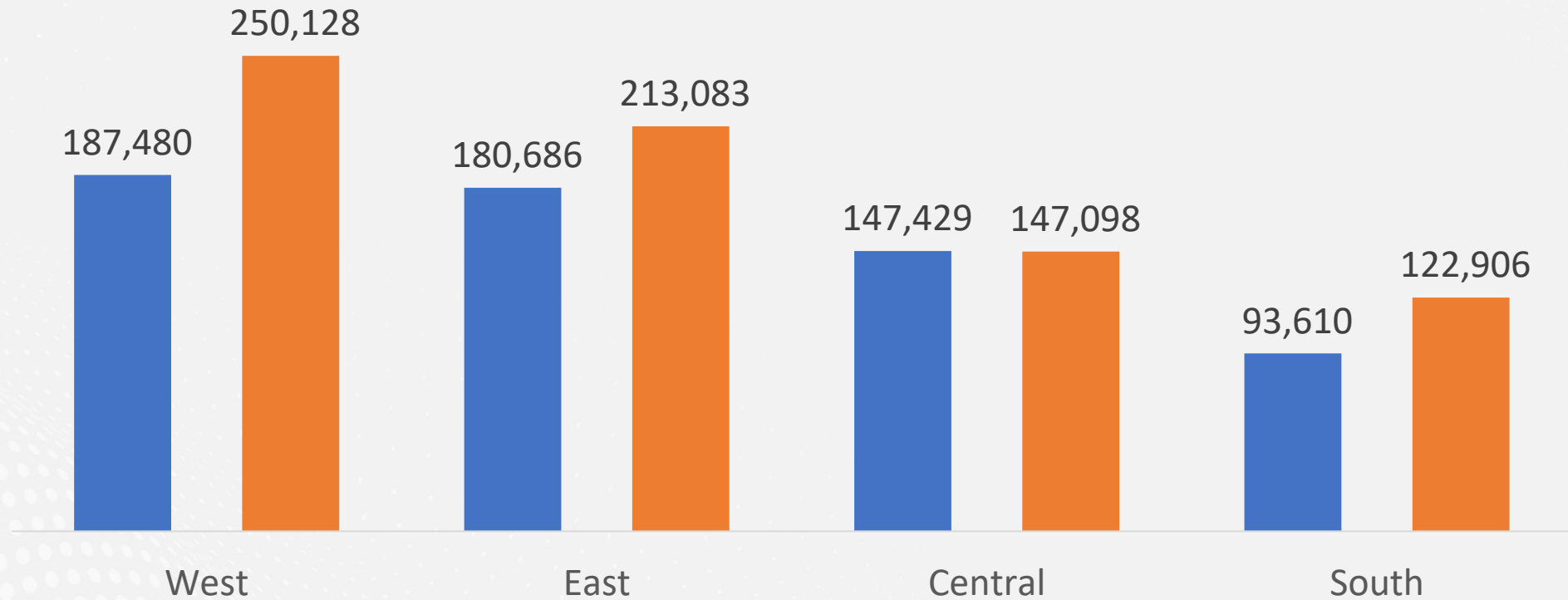
Column Chart



Powerful Insights

2 Values

■ 2016 ■ 2017



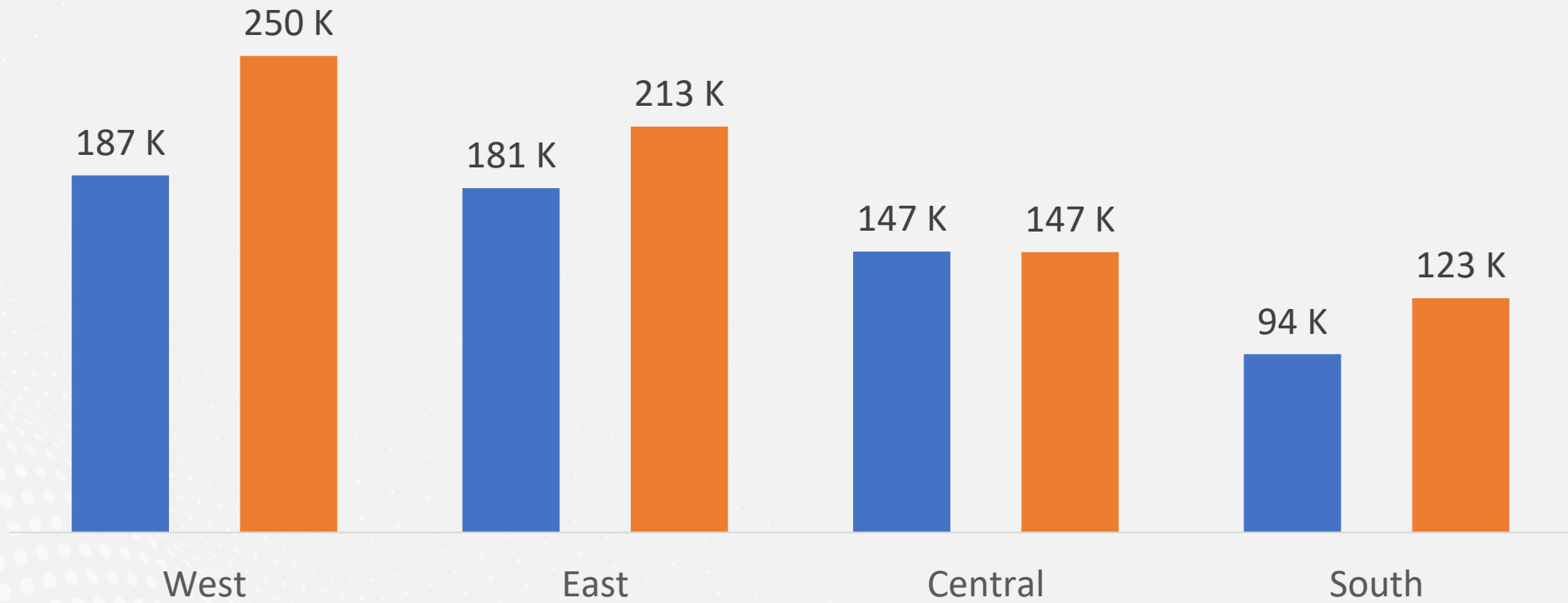
Column Chart



Powerful Insights

2 Values

■ 2016 ■ 2017



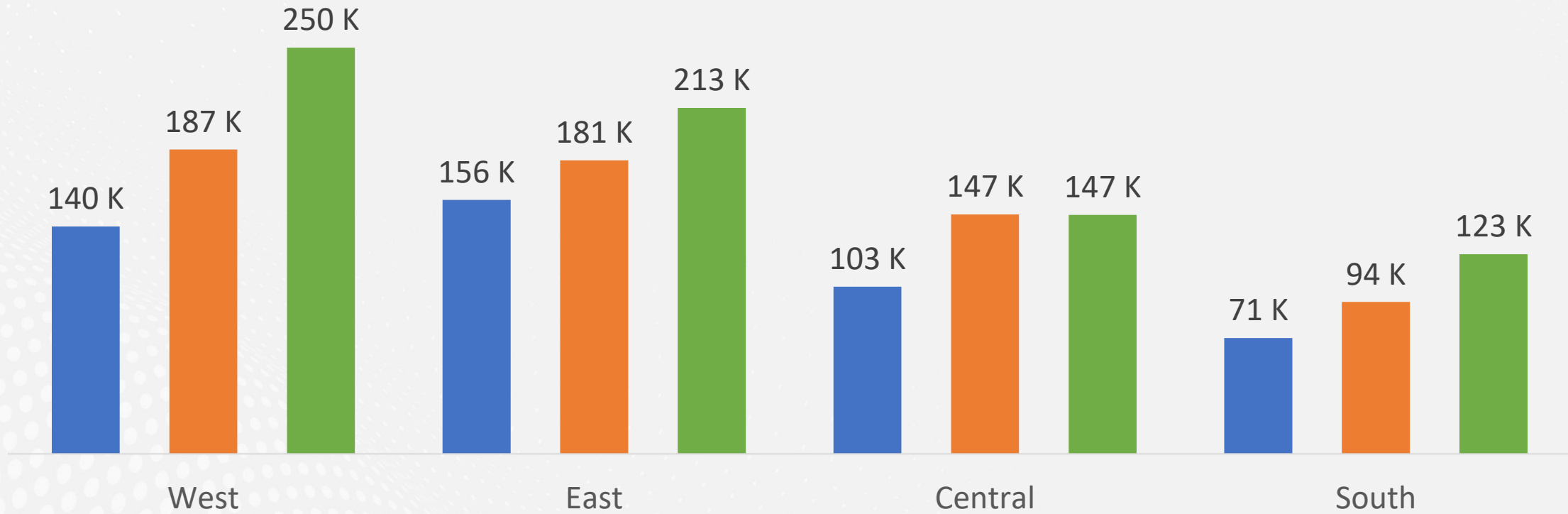
Column Chart



Powerful Insights

3 Values

■ 2015 ■ 2016 ■ 2017



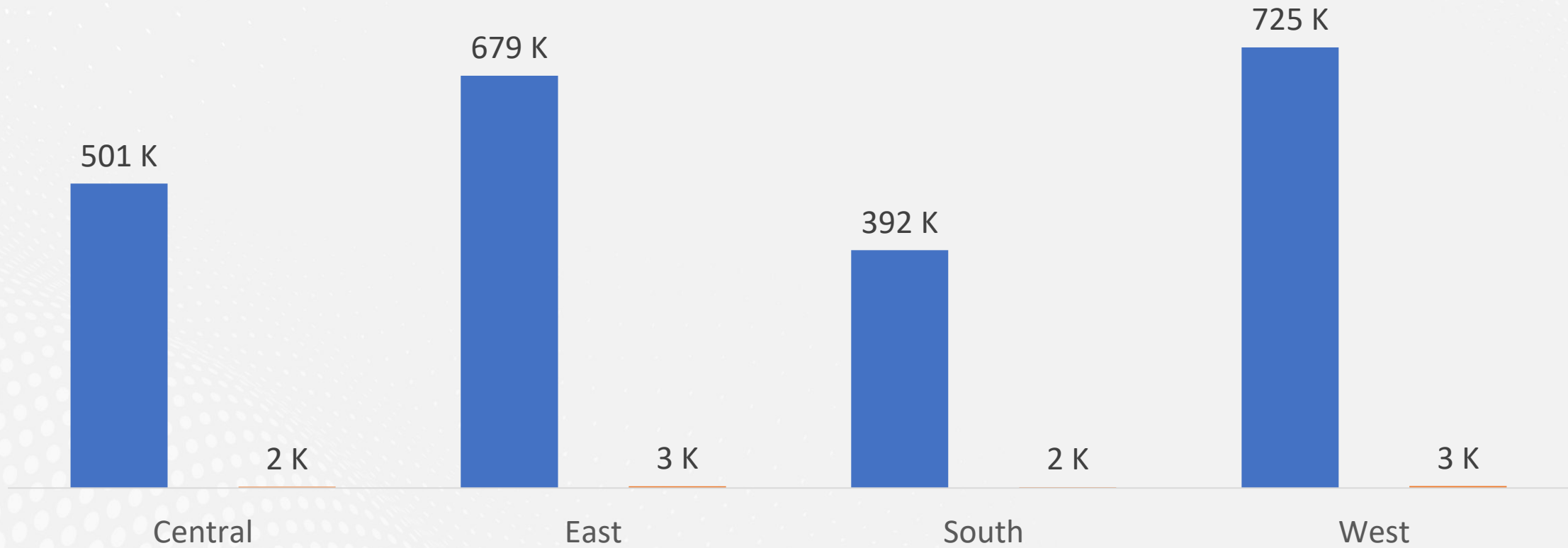
Column Chart



Powerful Insights

Not Comparable

■ Sales ■ Customers



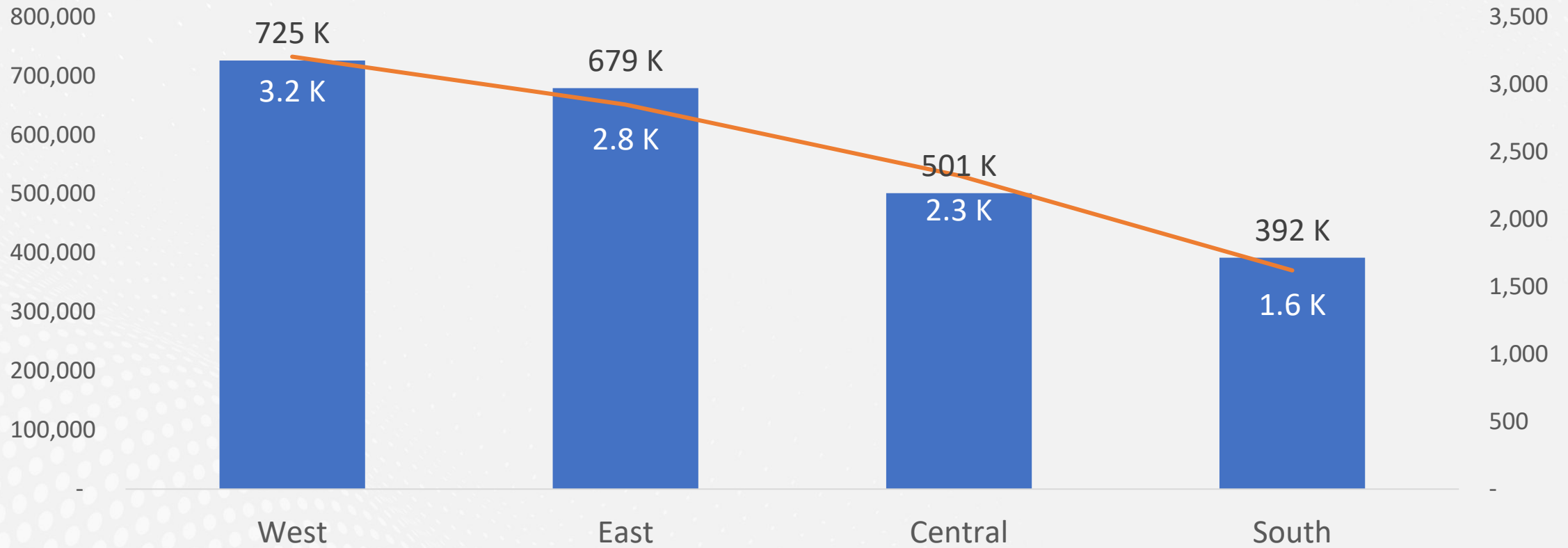
Column Chart



Powerful Insights

Dual Axis (Secondary Axis)

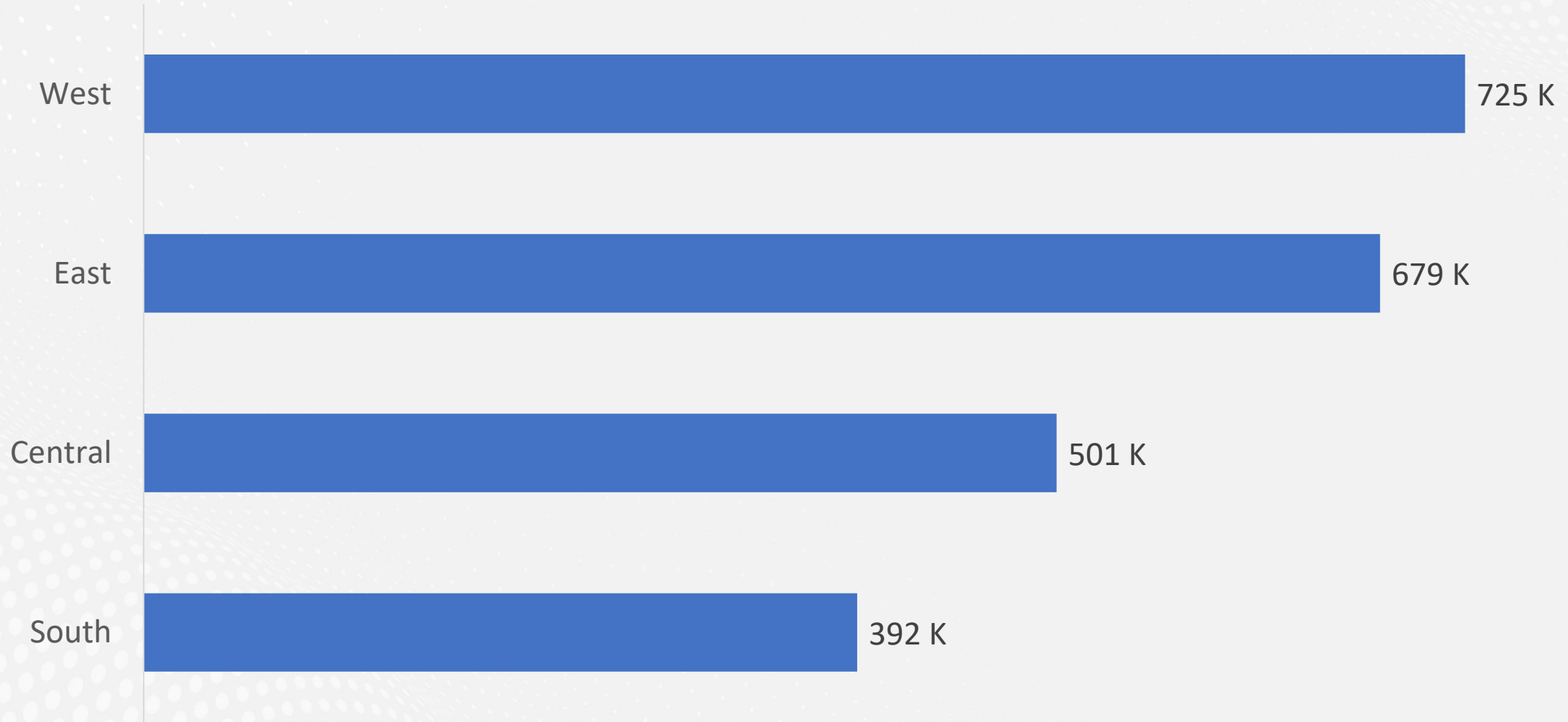
■ Sales — Customers



Bar Chart



Powerful Insights

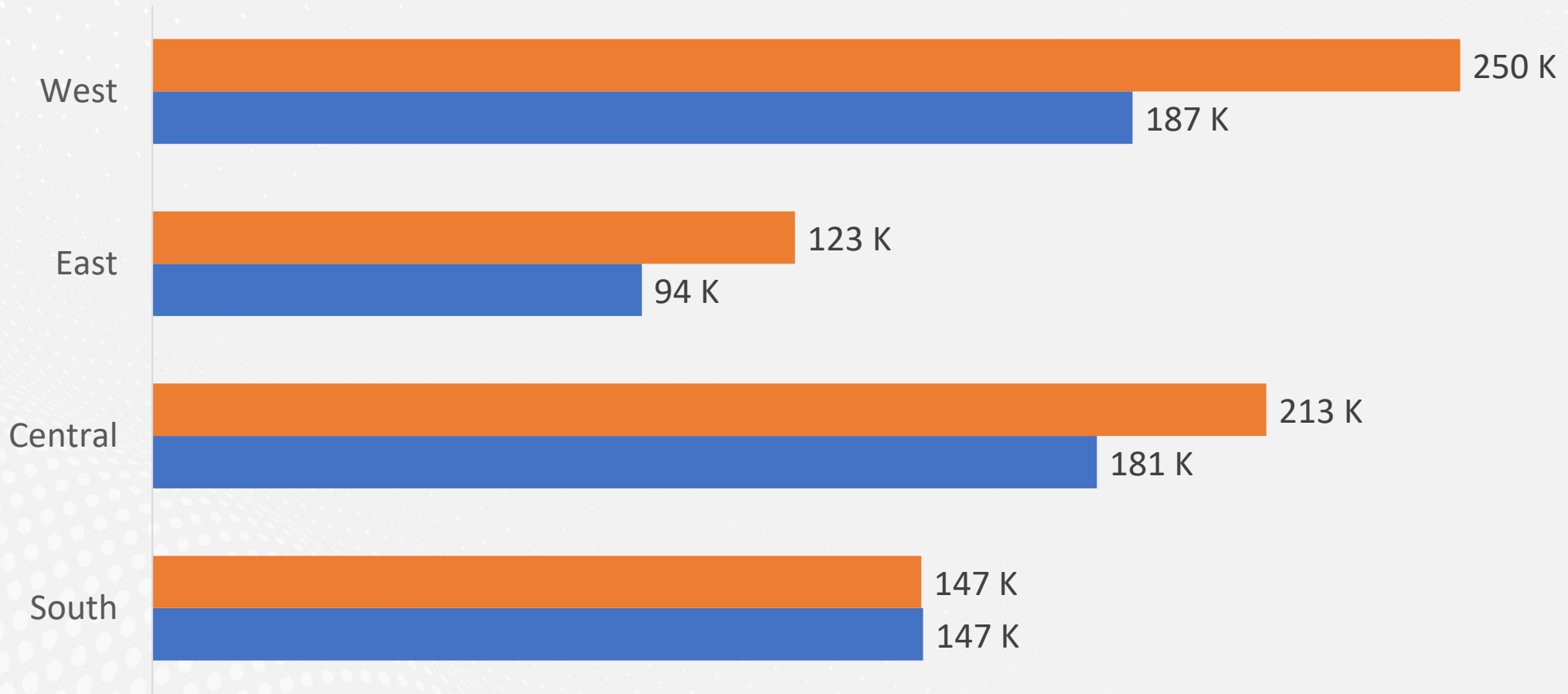


Bar Chart



Powerful Insights

2017 2016

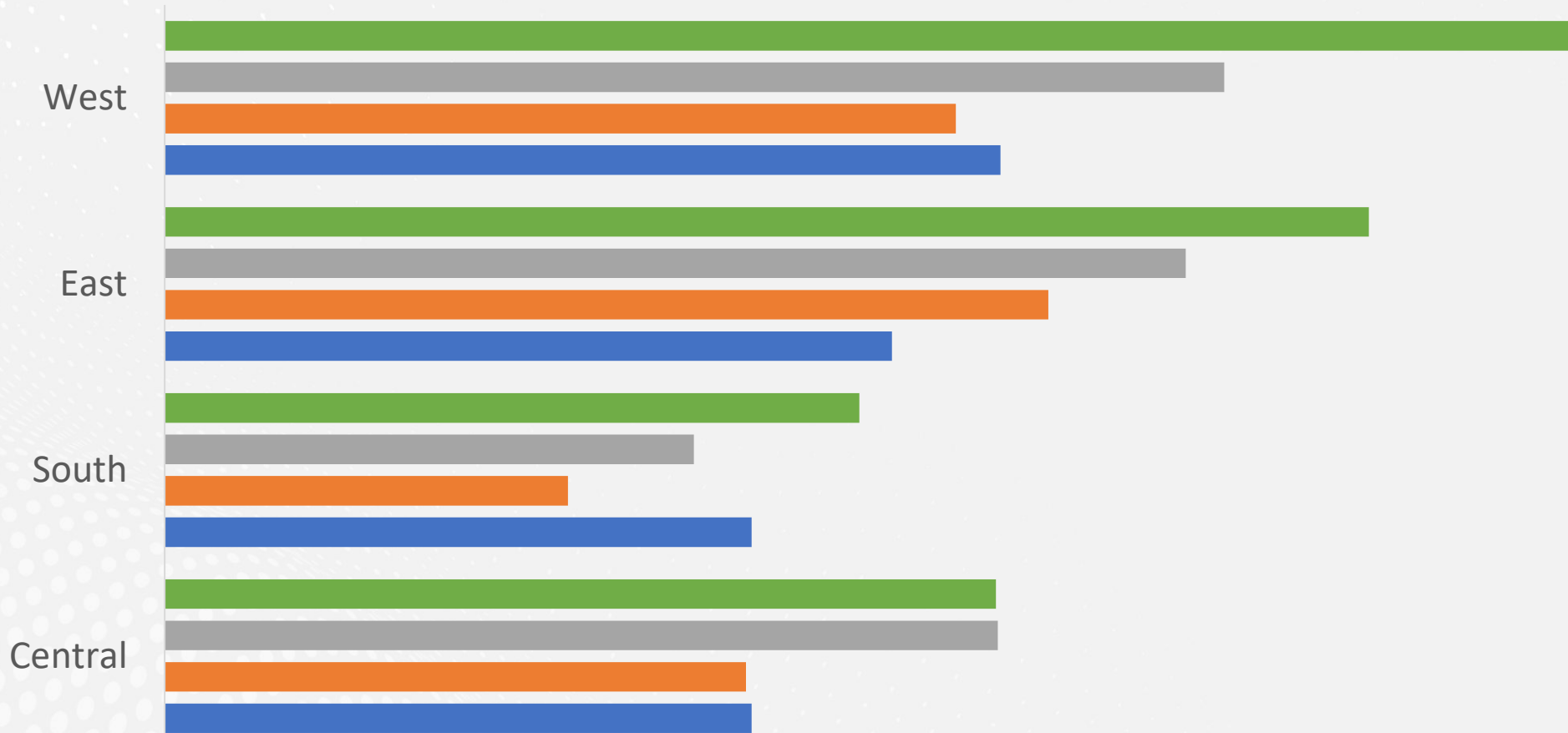


Bar Chart



Powerful Insights

■ 2017 ■ 2016 ■ 2015 ■ 2014



Bar Chart



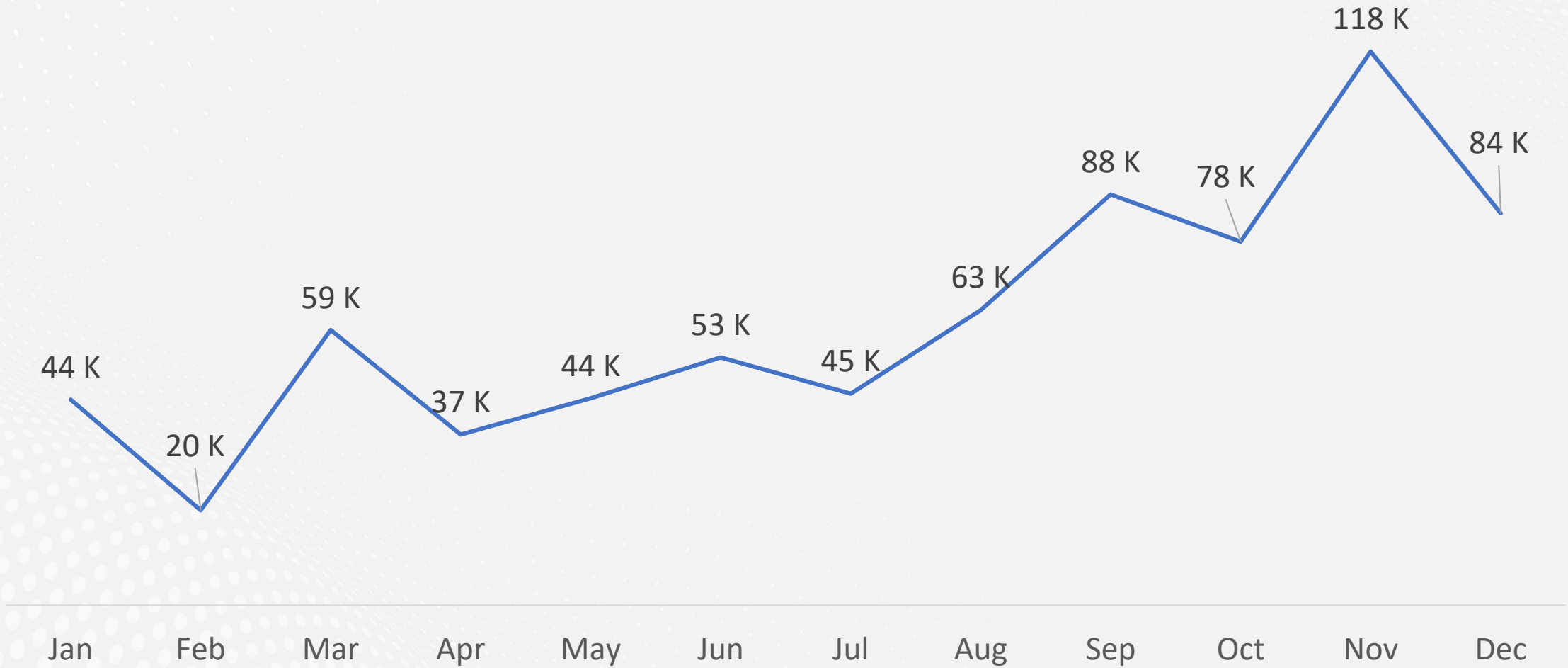
Powerful Insights



Line Chart



Powerful Insights

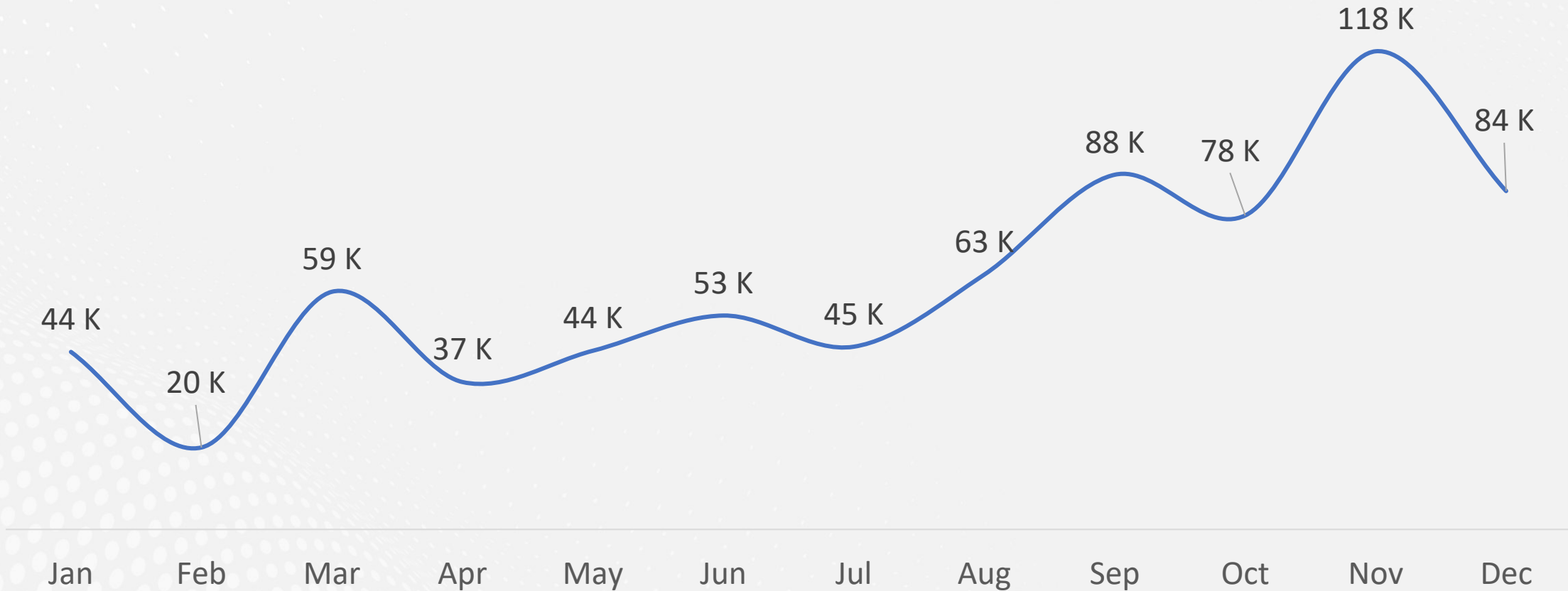


Line Chart



Powerful Insights

Smoothed Line

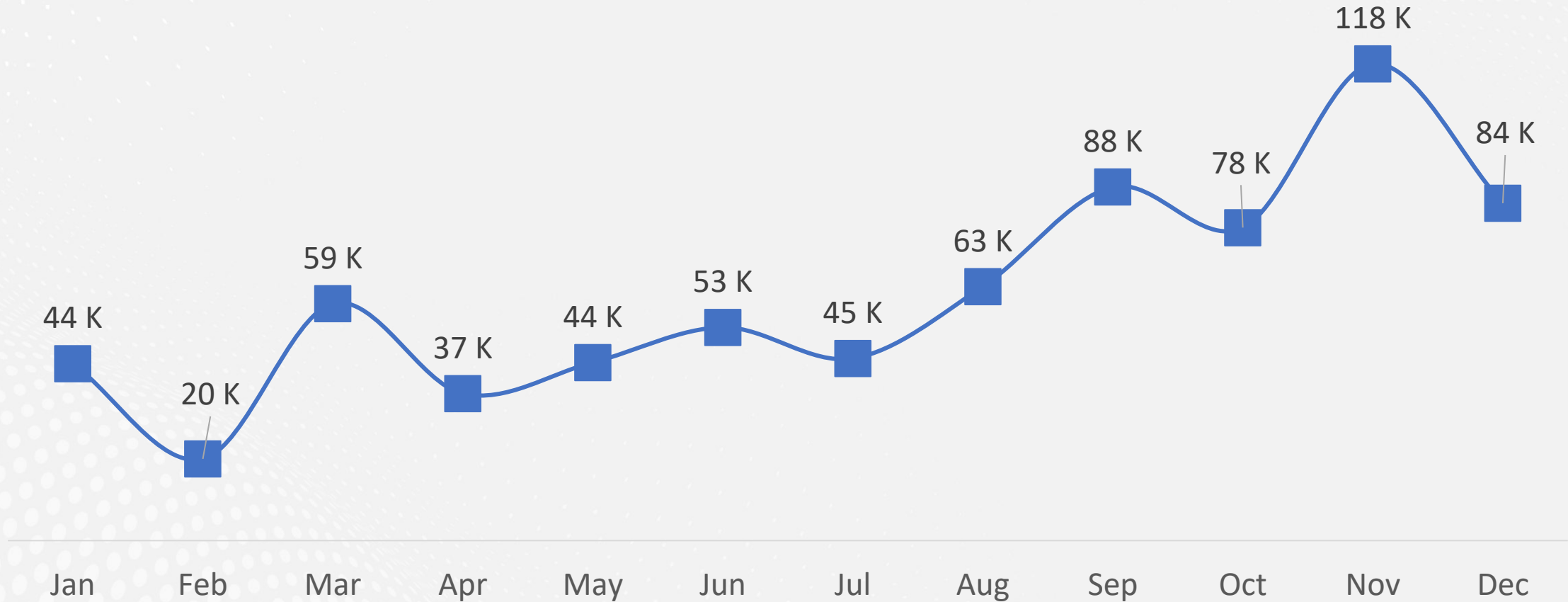


Line Chart



Powerful Insights

Marker Size

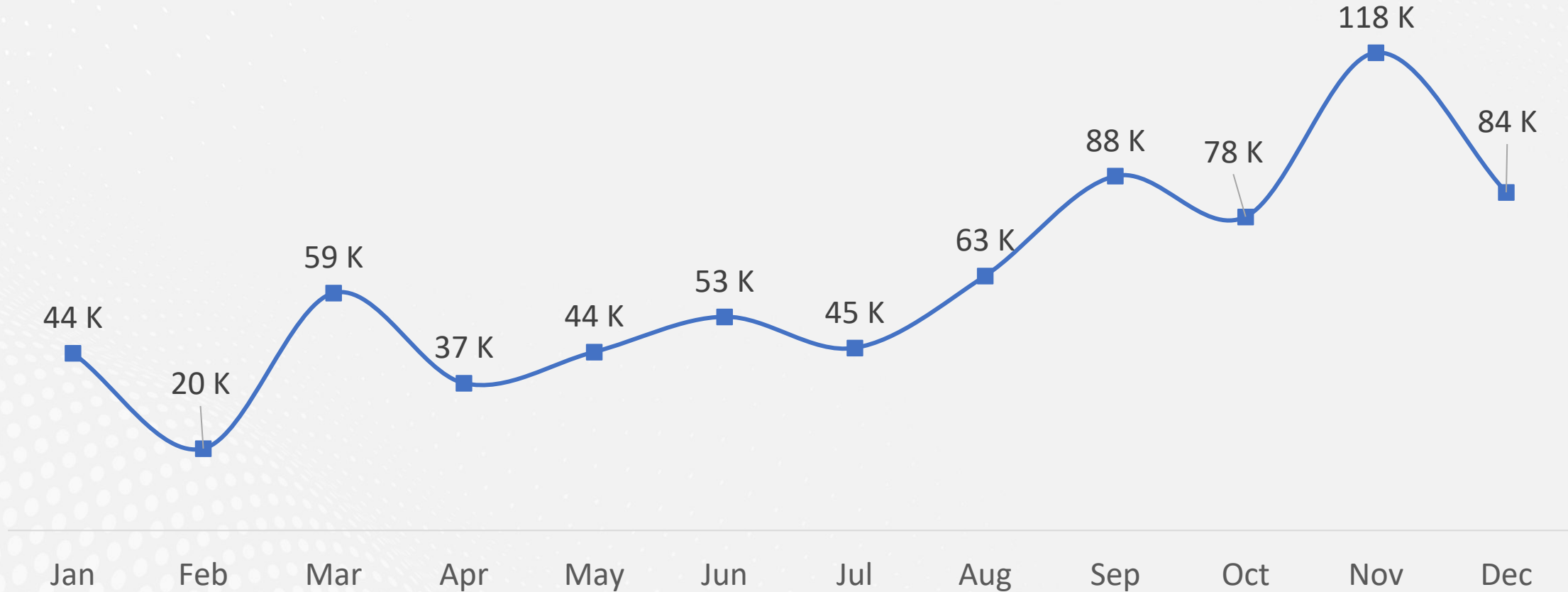


Line Chart



Powerful Insights

Marker Size (Make it Small)



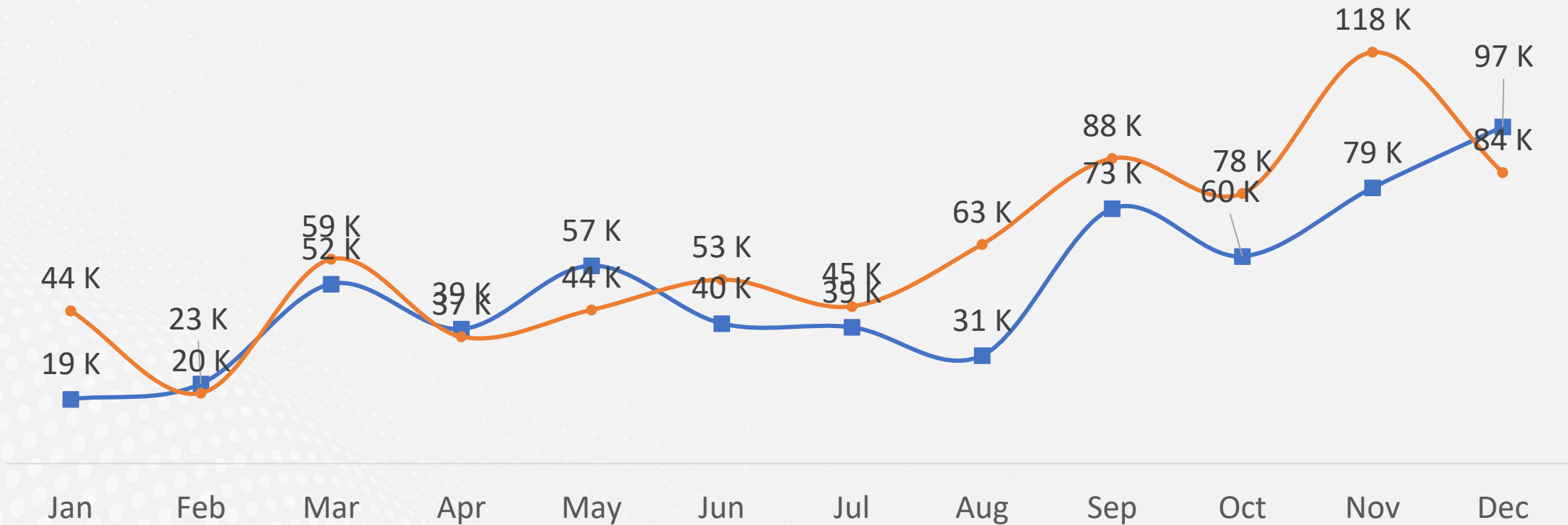
Line Chart



Powerful Insights

2 Lines

■ 2016 ● 2017



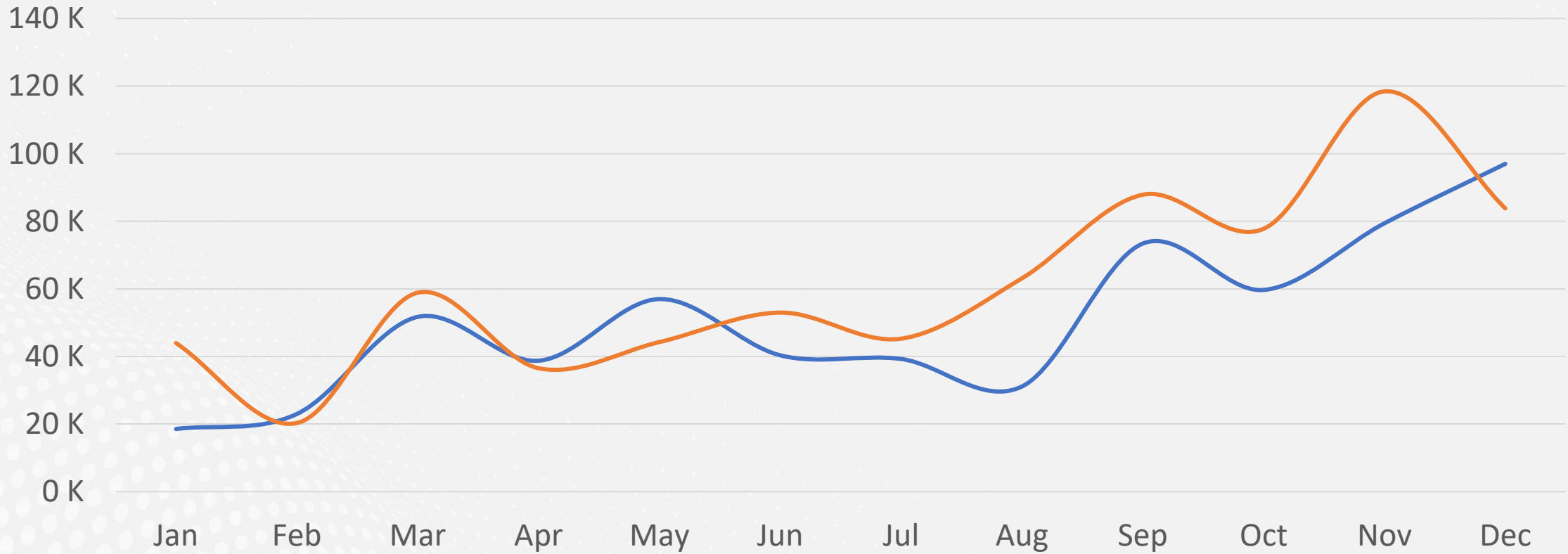
Line Chart



Powerful Insights

2 Lines

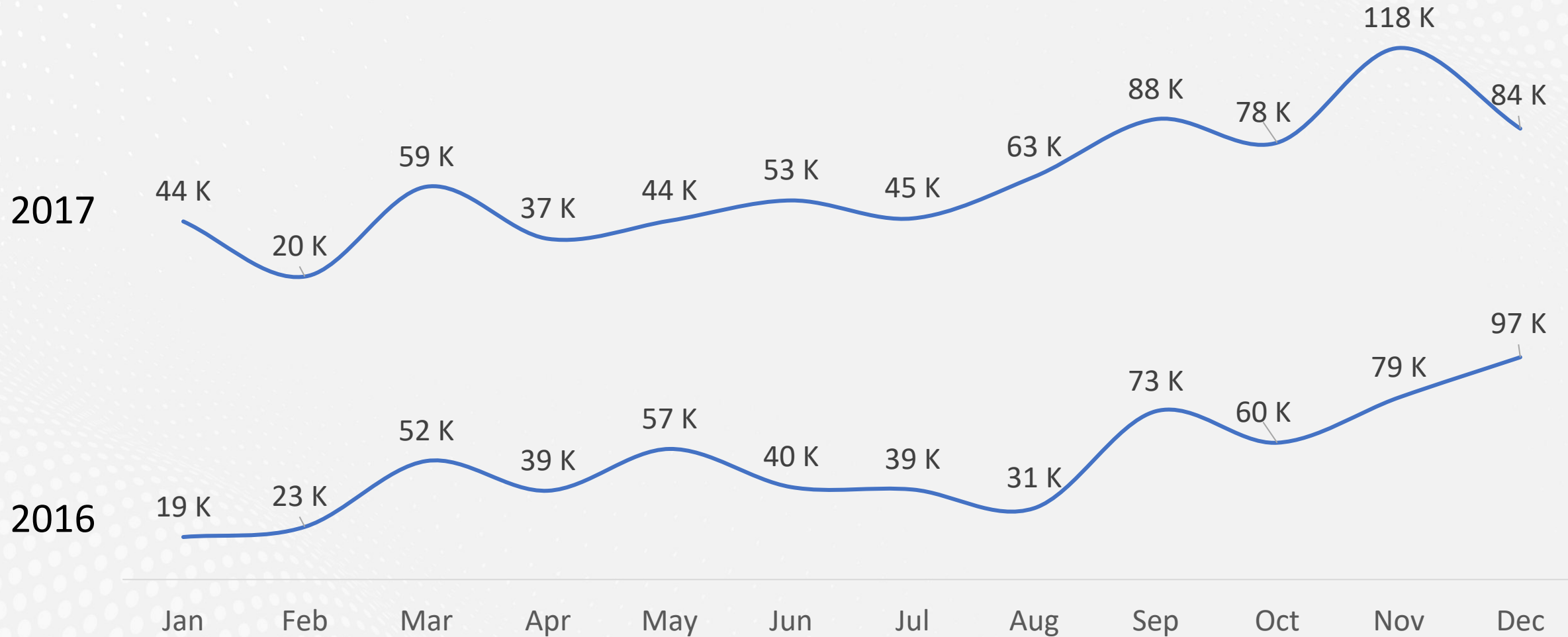
— 2016 — 2017



Line Chart



Powerful Insights



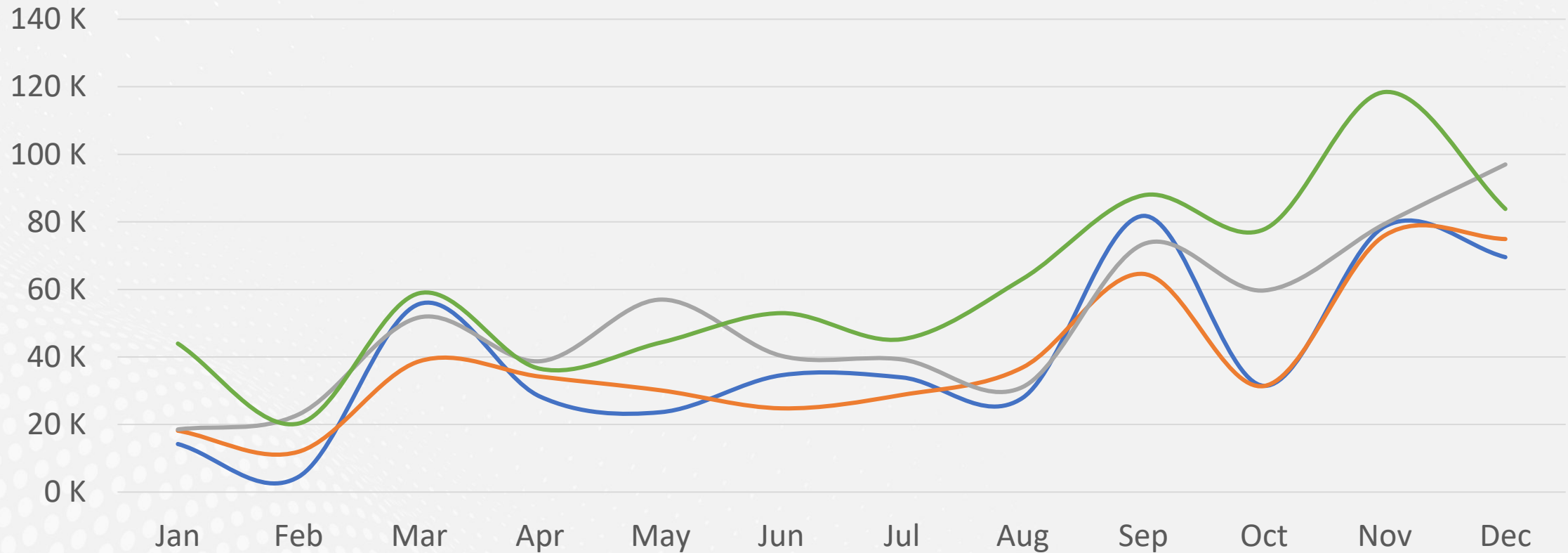
Line Chart



Powerful Insights

4 Lines

—2014 —2015 —2016 —2017



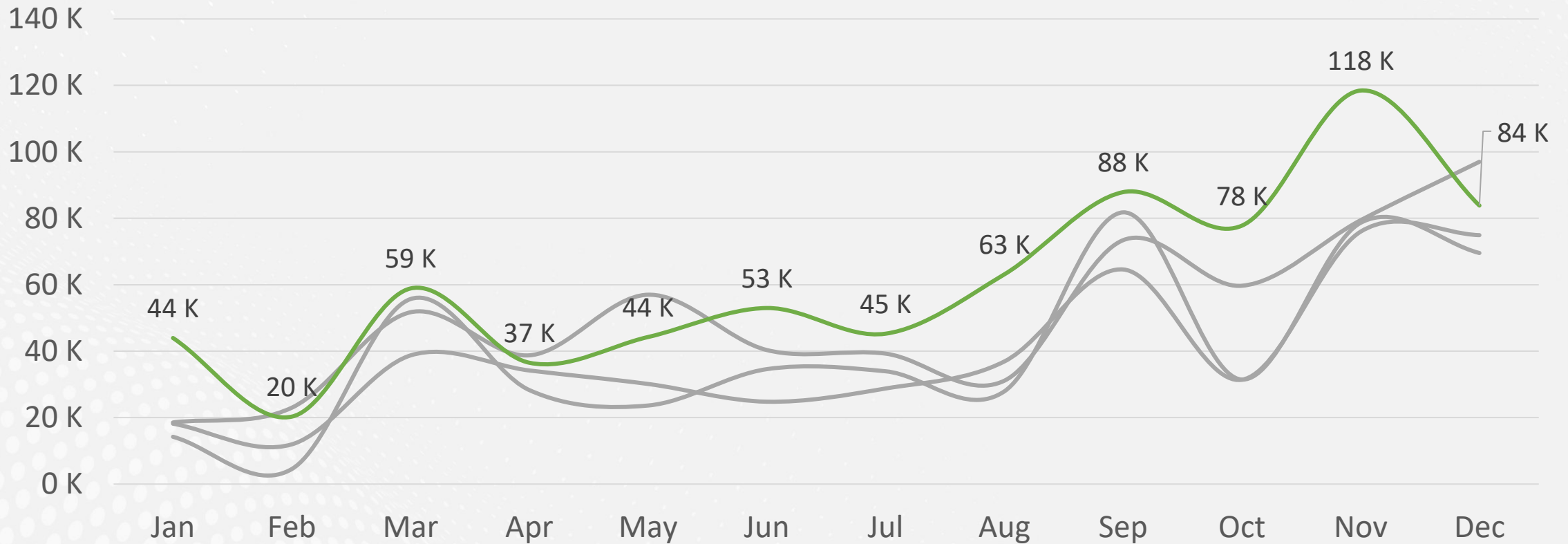
Line Chart



Powerful Insights

4 Lines

— 2014 — 2015 — 2016 — 2017



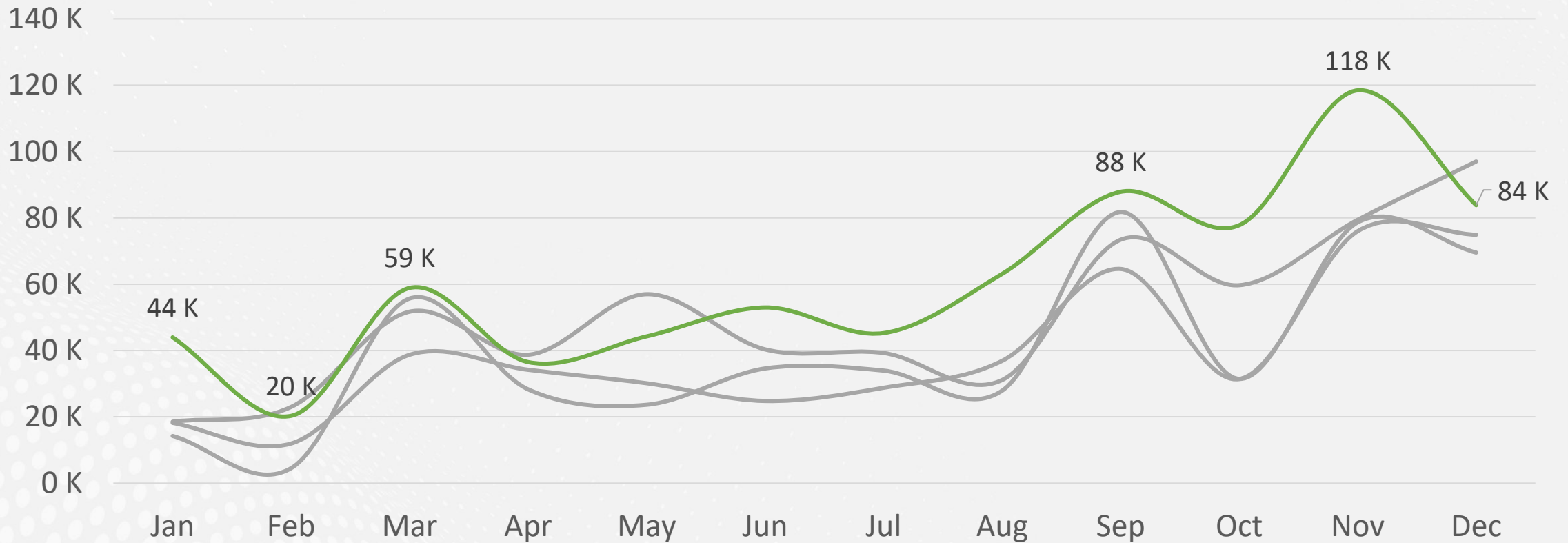
Line Chart



Powerful Insights

4 Lines

— 2014 — 2015 — 2016 — 2017

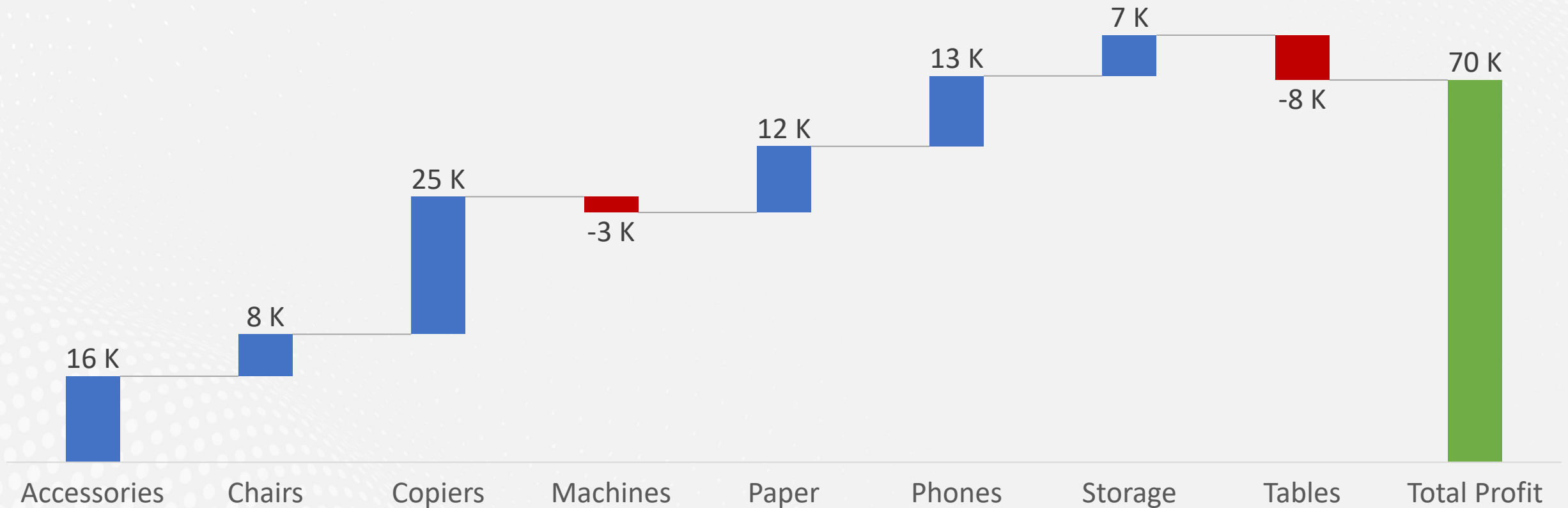


Waterfall Chart



Powerful Insights

■ Increase ■ Decrease ■ Total

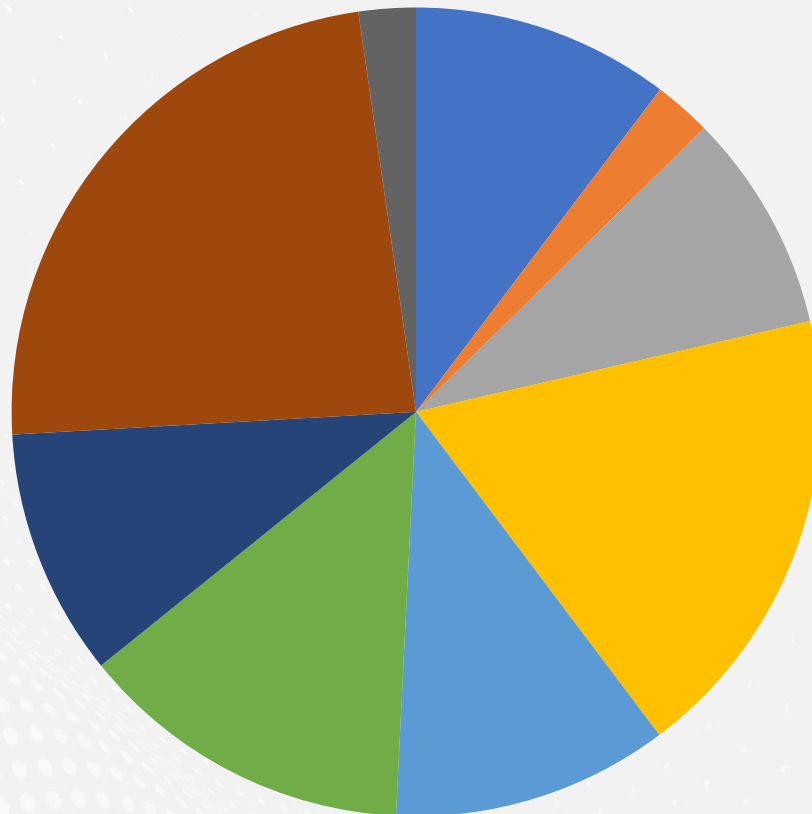


Pie Chart



Powerful Insights

Too Many Values (Not The Best Chart)



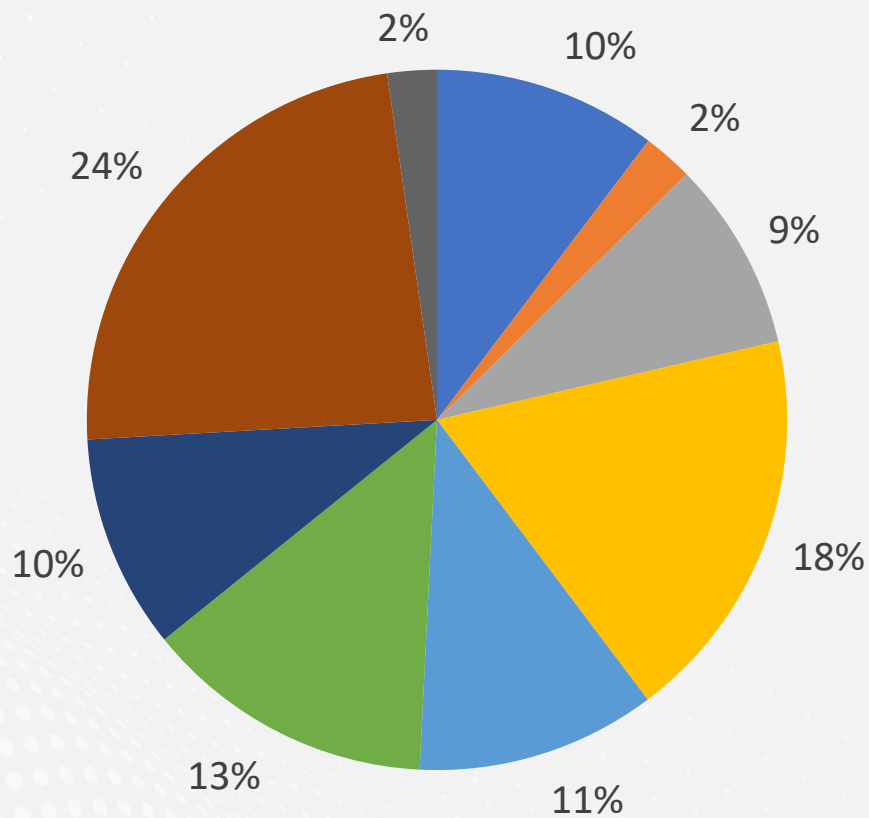
- Healthcare Representative
- Human Resources
- Laboratory Technician
- Manager
- Manufacturing Director
- Research Director
- Research Scientist
- Sales Executive
- Sales Representative

Pie Chart



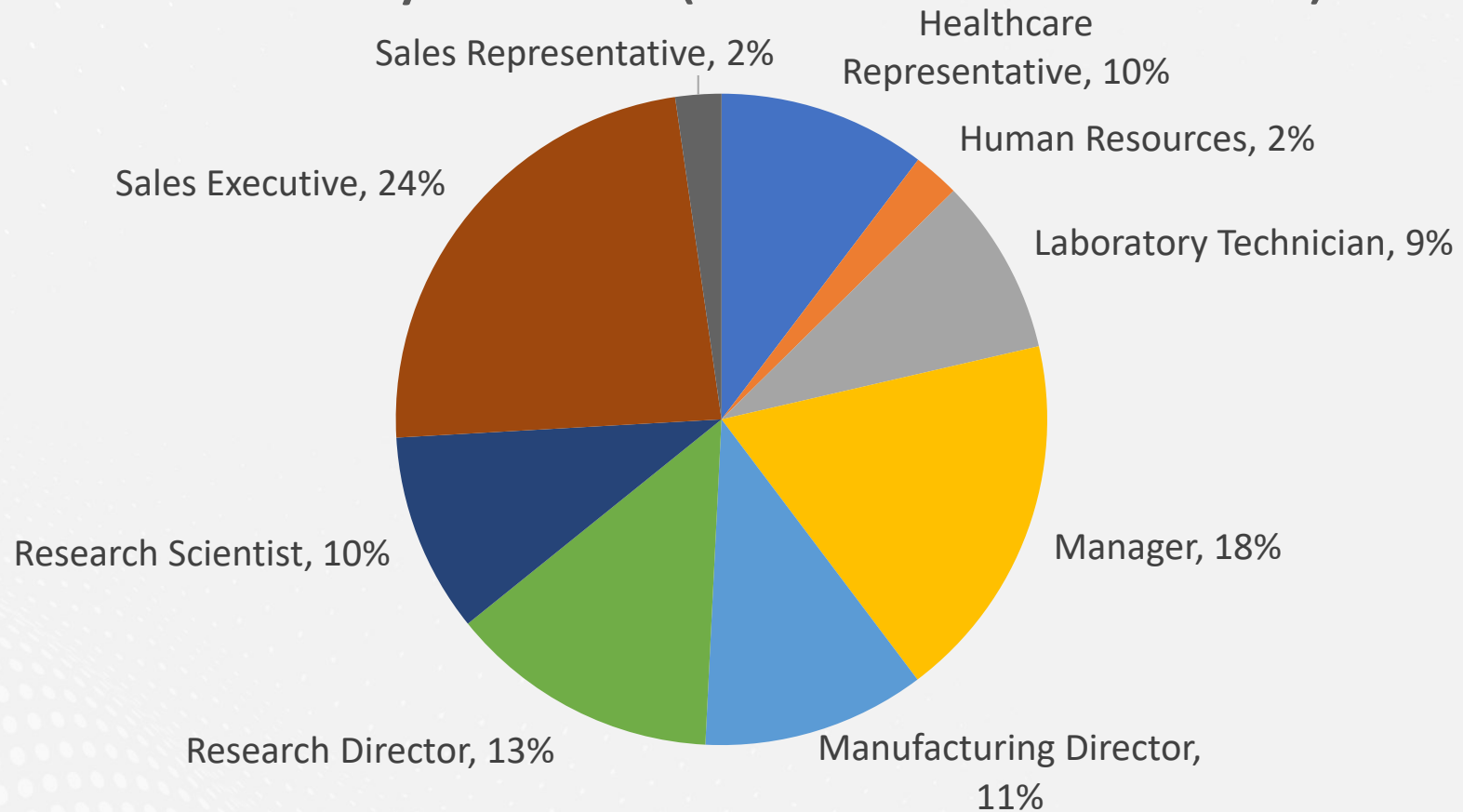
Powerful Insights

Too Many Values (Not The Best Chart)

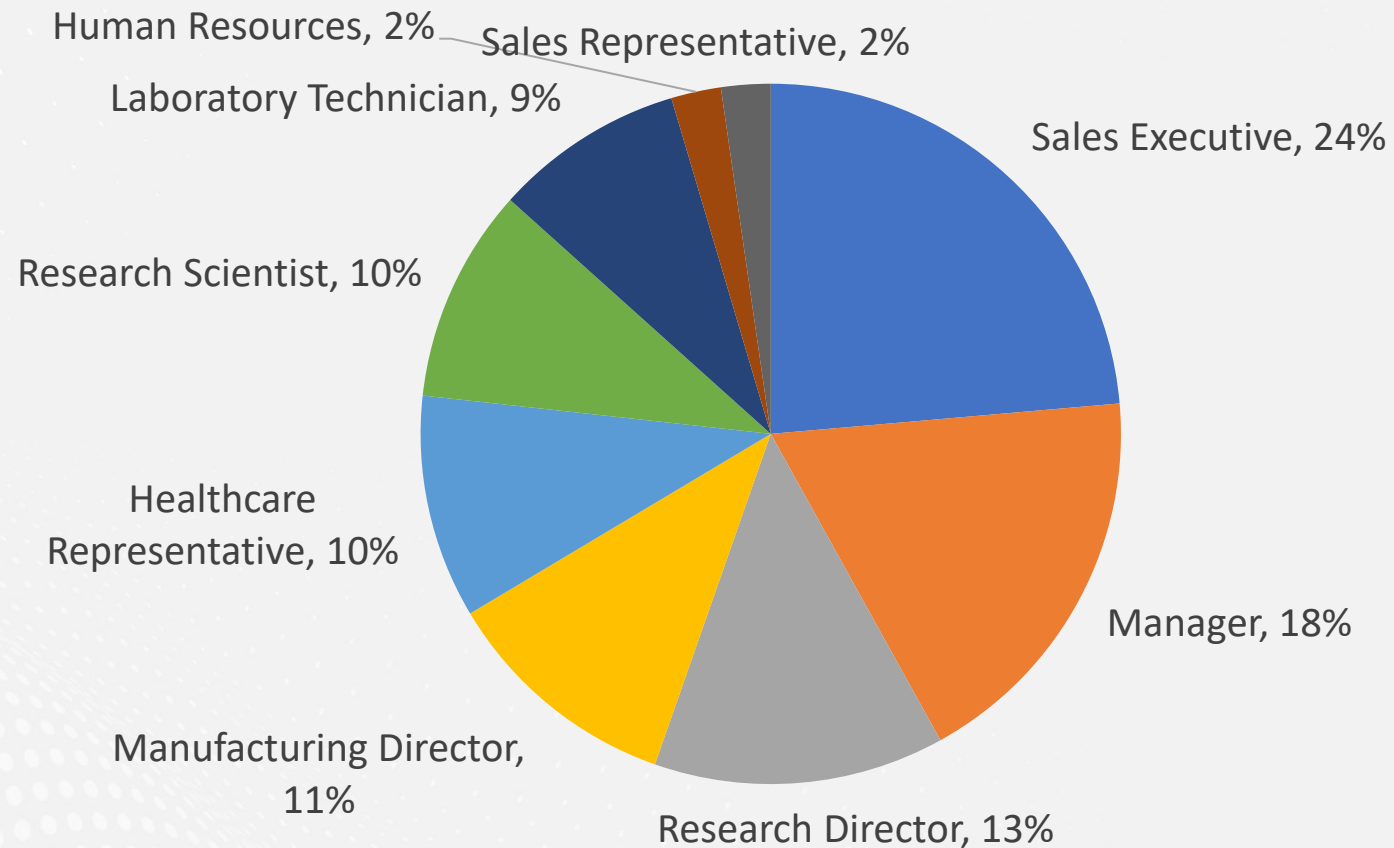


- Healthcare Representative
- Human Resources
- Laboratory Technician
- Manager
- Manufacturing Director
- Research Director
- Research Scientist
- Sales Executive
- Sales Representative

Too Many Values (Not The Best Chart)



Too Many Values (Not The Best Chart)

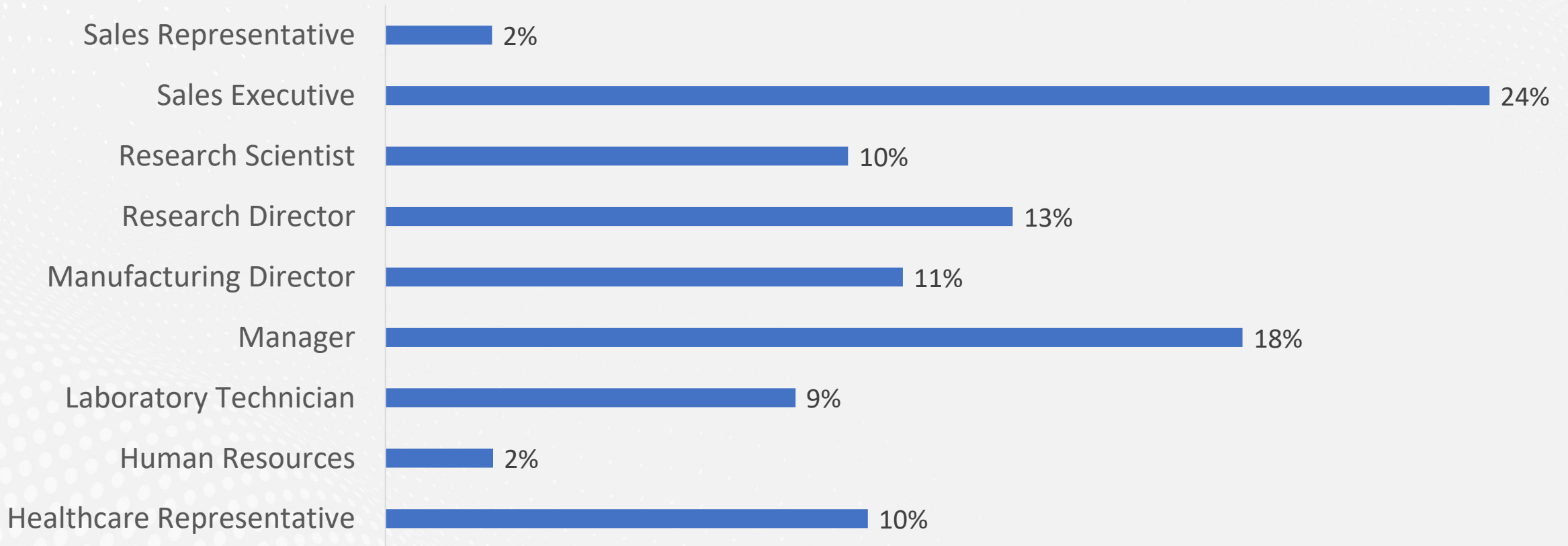


Pie Chart (Transform)



Powerful Insights

Changed To Bar Chart

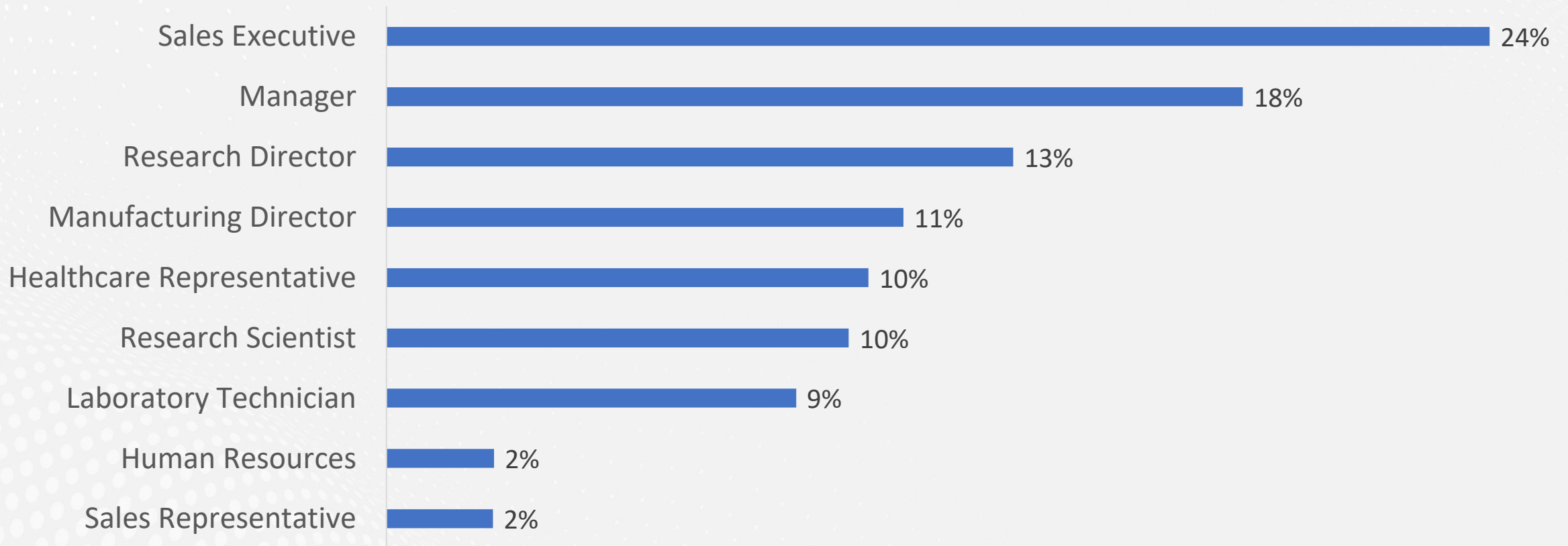


Pie Chart (Transform)



Powerful Insights

Changed To Bar Chart

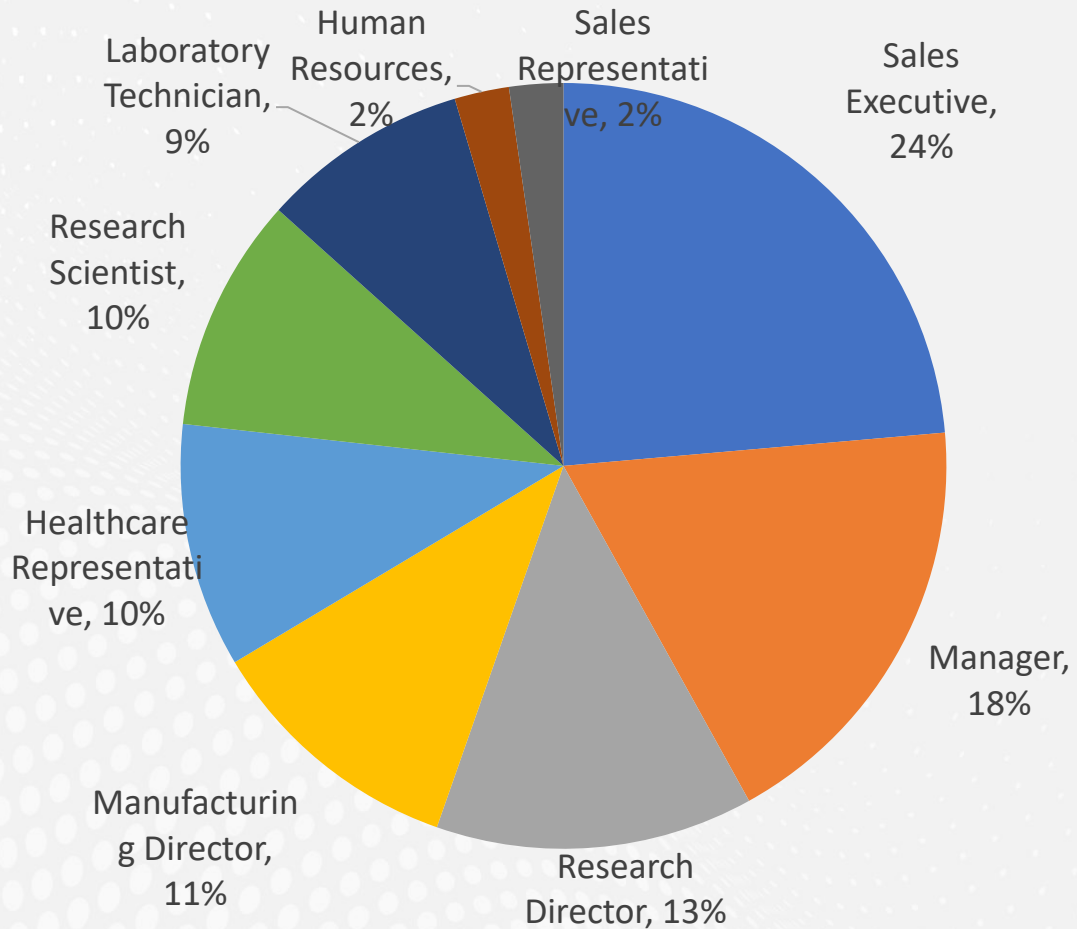


Pie Chart

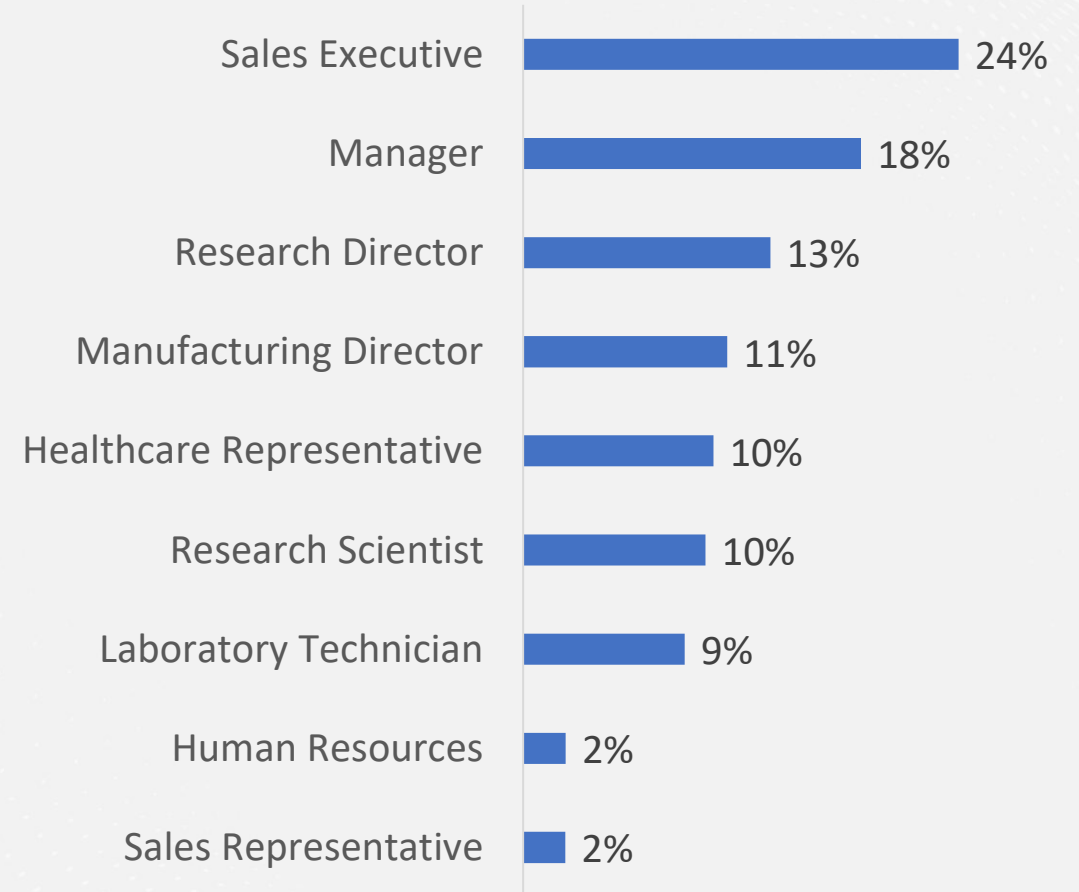


Powerful Insights

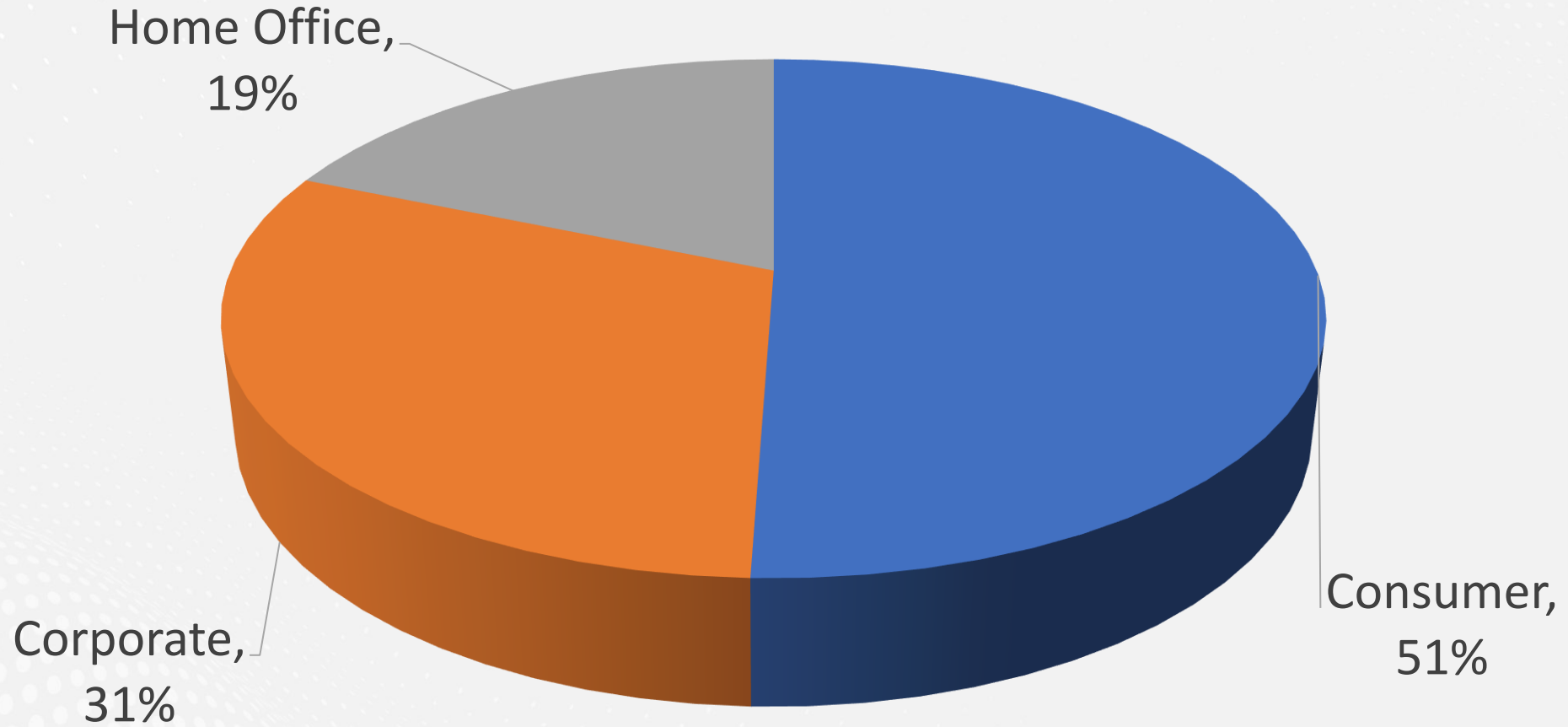
Before



After



Avoid 3D Charts

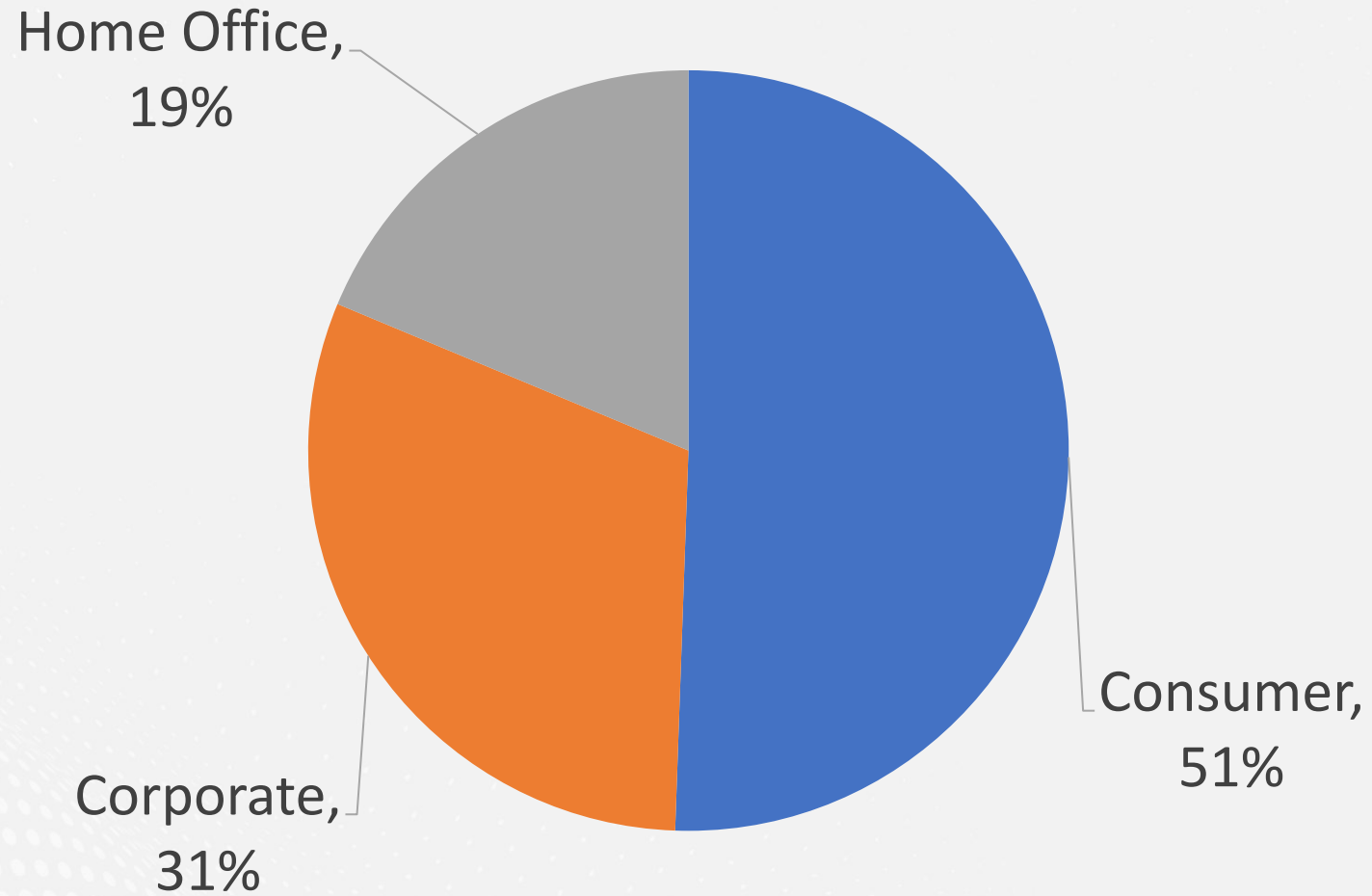


Pie Chart



Powerful Insights

Pie Chart with 3 Values

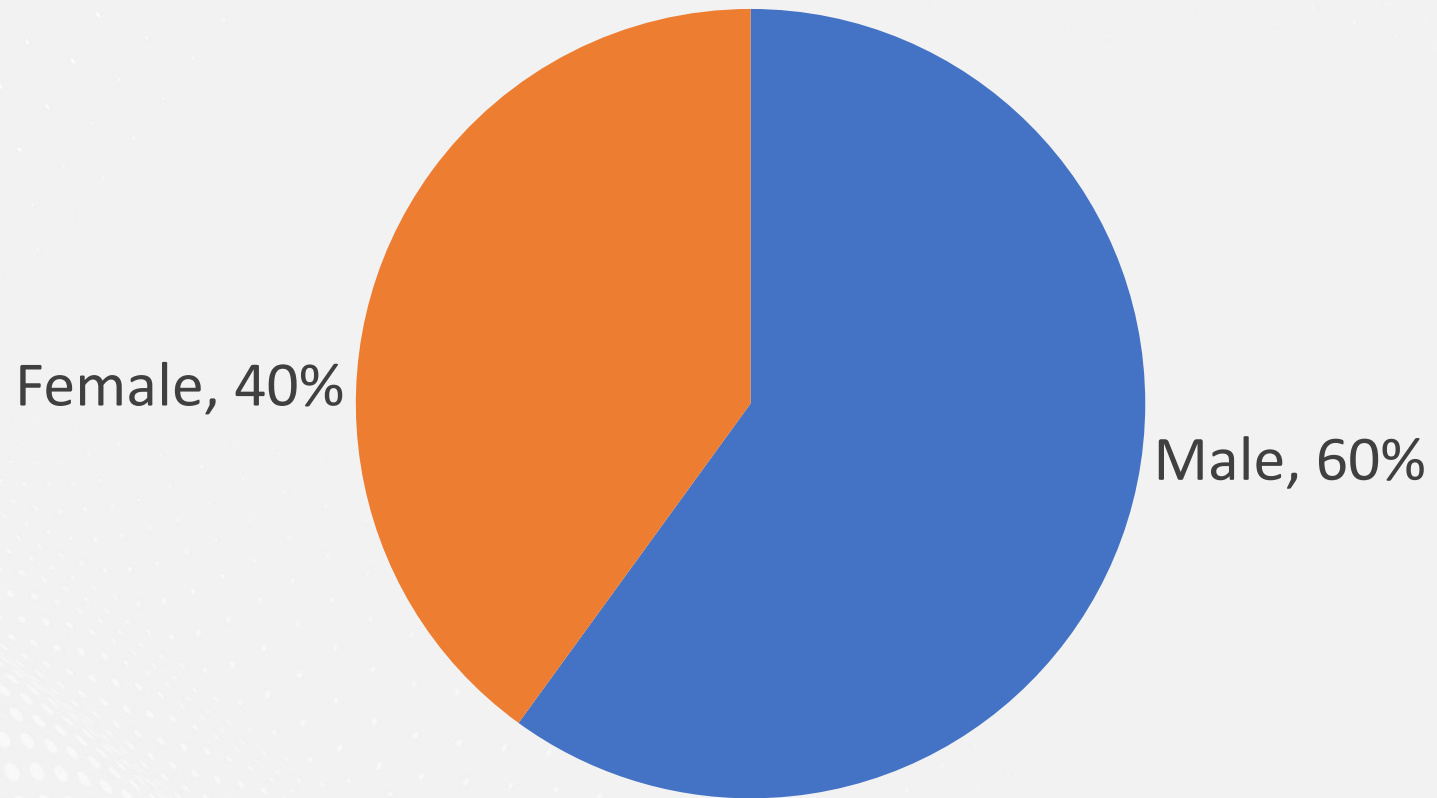


Pie Chart



Powerful Insights

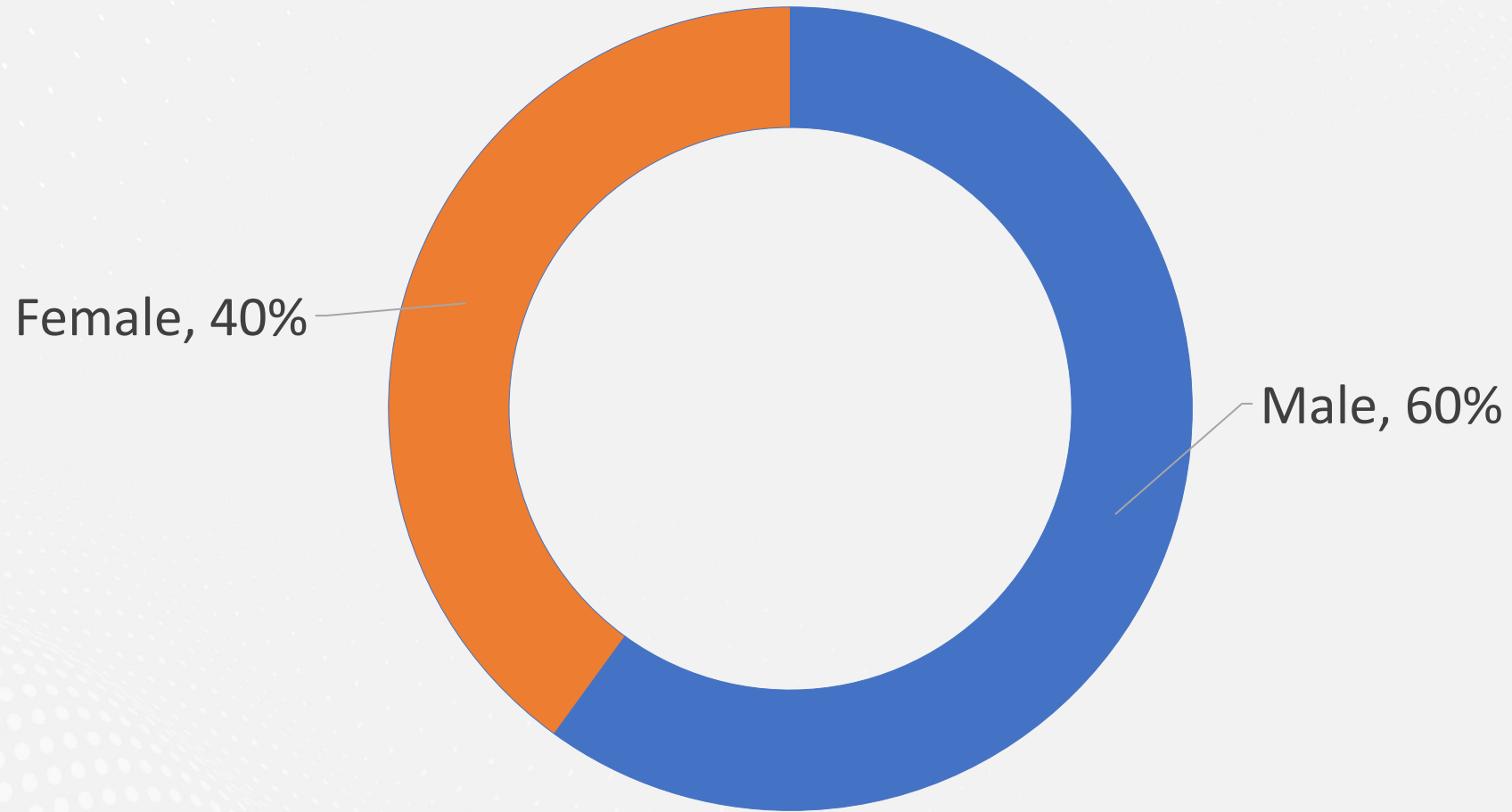
Pie Chart with 2 Values



Dount Chart



Powerful Insights

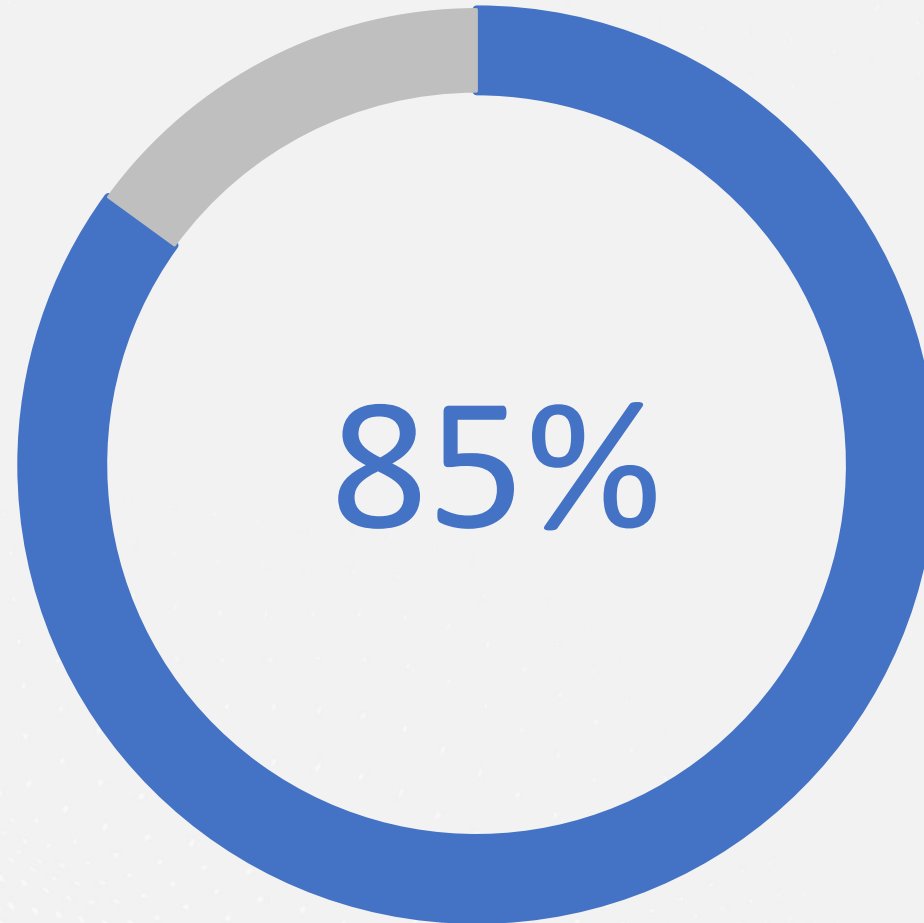


Dount Chart



Powerful Insights

Actual vs. Target %

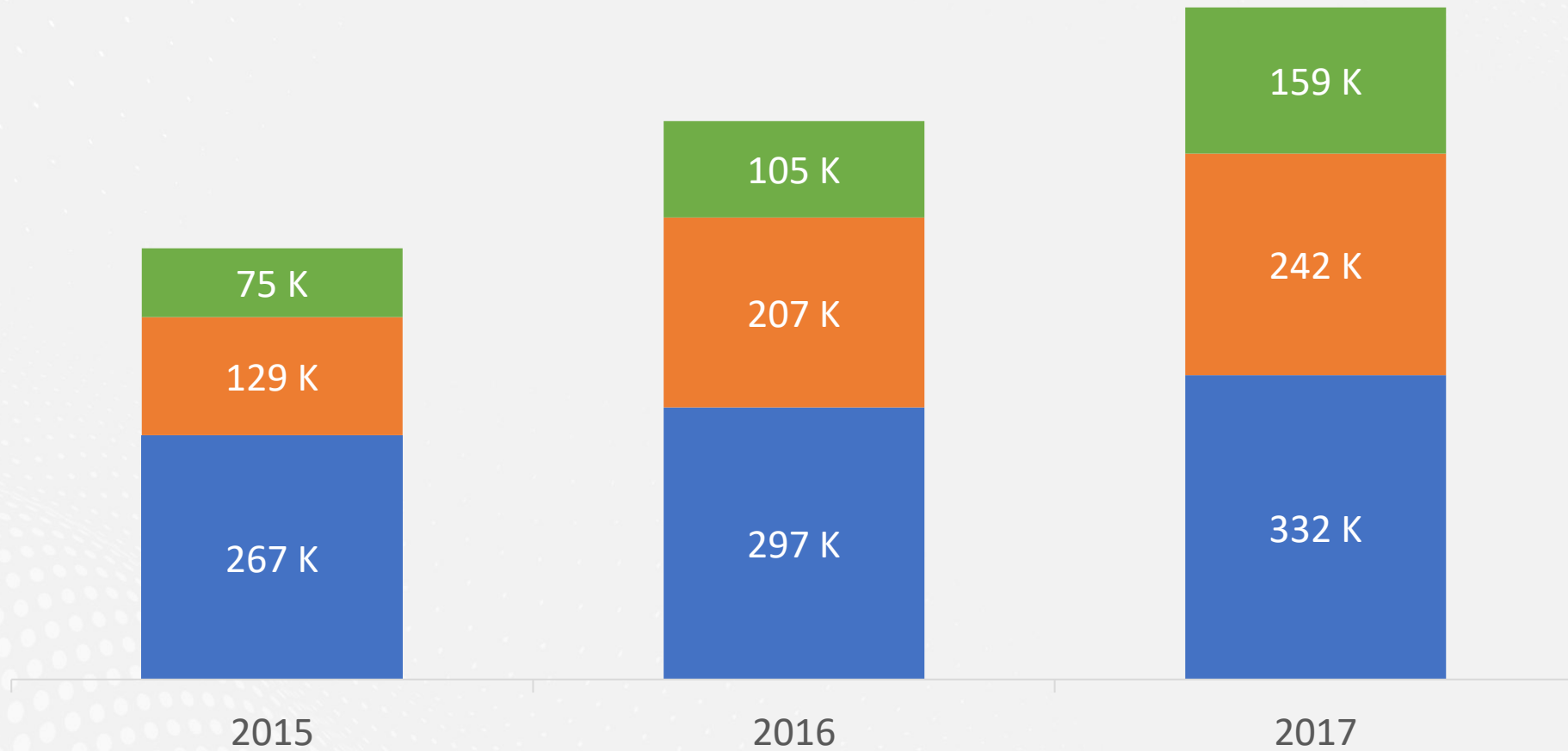


Stacked Column Chart



Powerful Insights

■ Consumer ■ Corporate ■ Home Office



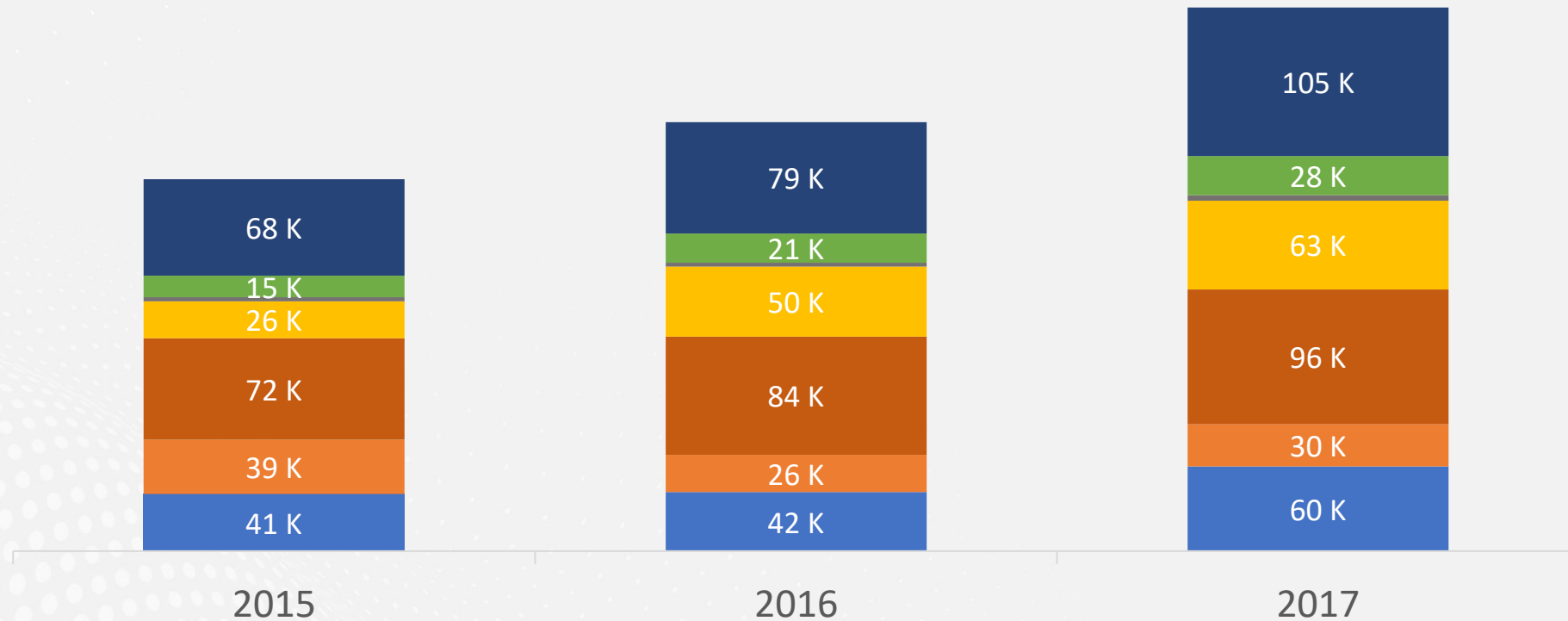
Stacked Column Chart



Powerful Insights

Don't Use Too Much Values

■ Accessories ■ Bookcases ■ Chairs ■ Copiers ■ Labels ■ Paper ■ Phones

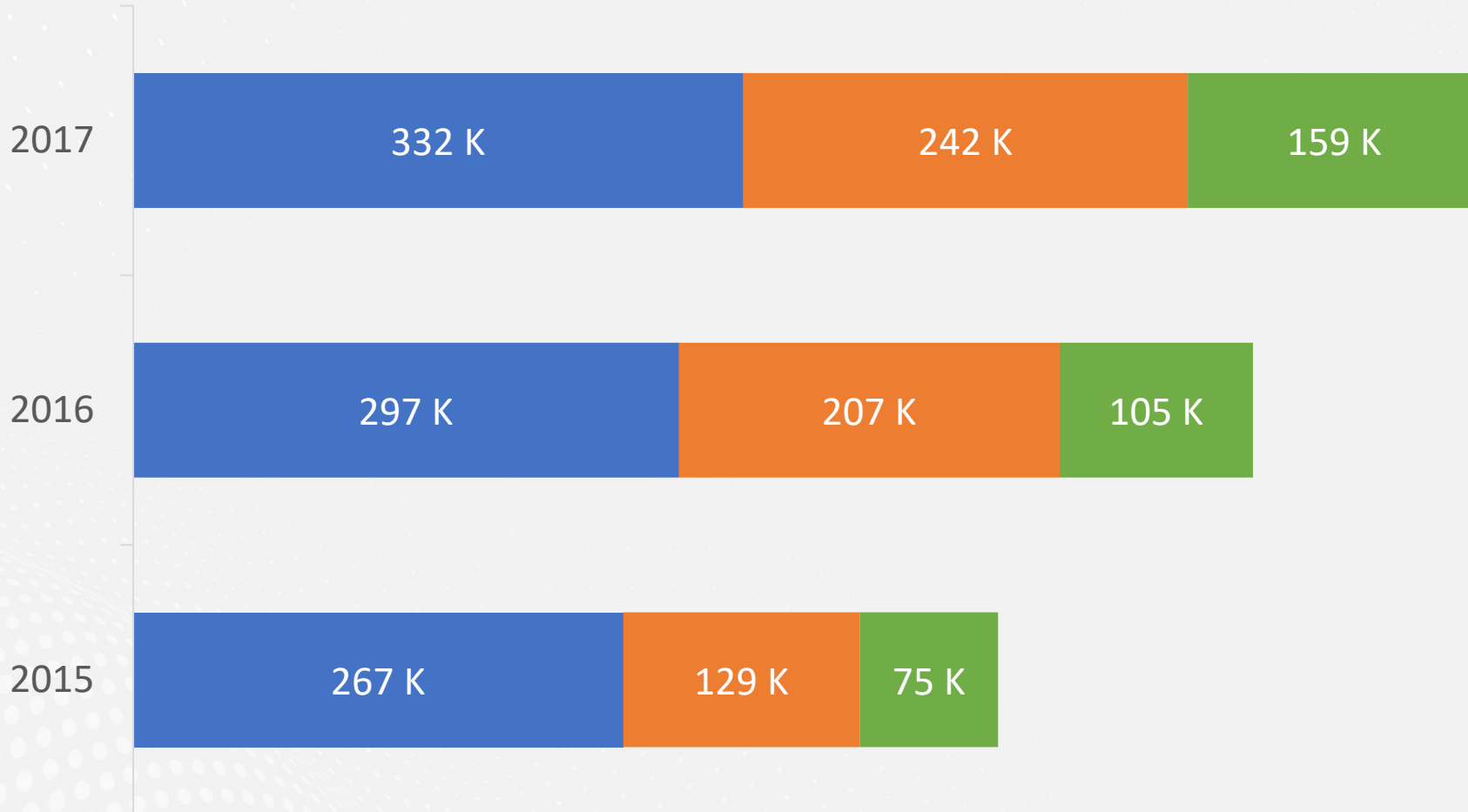


Stacked Bar Chart



Powerful Insights

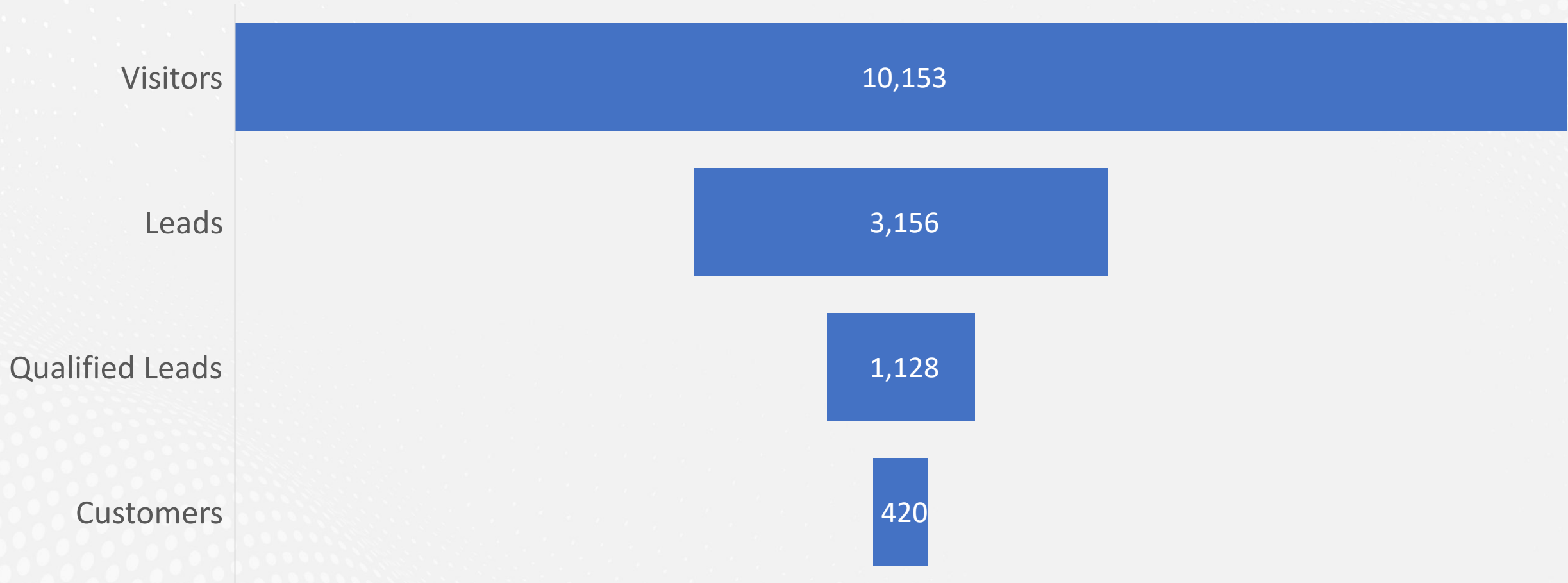
■ Consumer ■ Corporate ■ Home Office



Funnel Chart



Powerful Insights

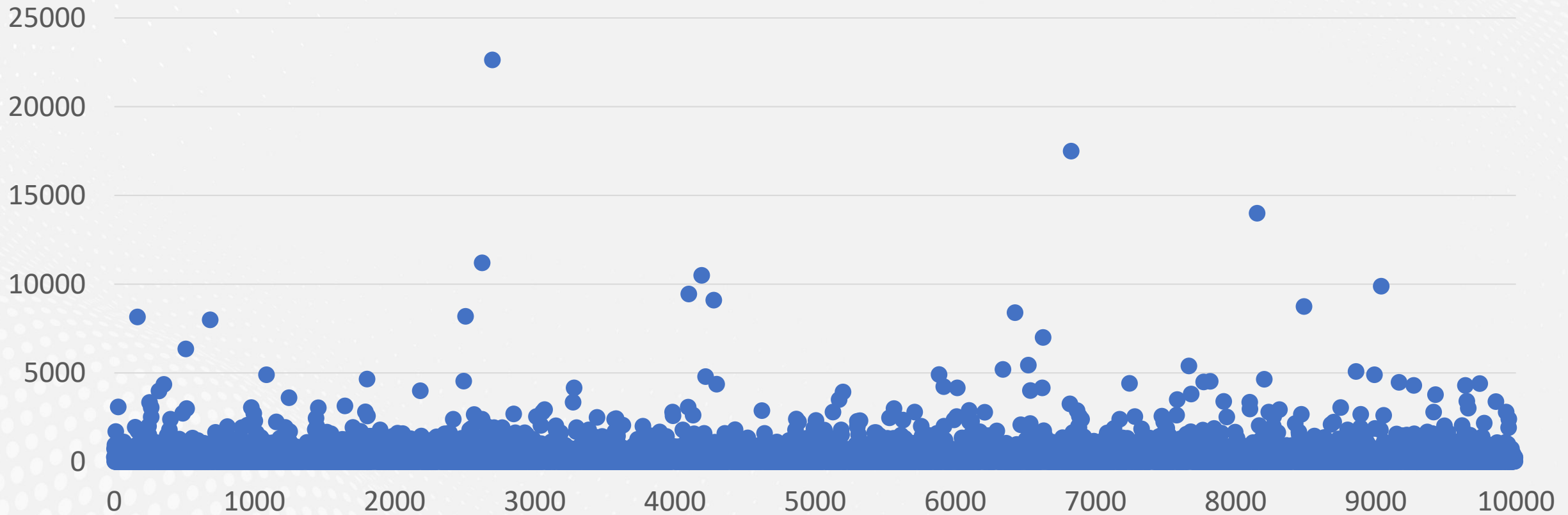


Scatter Chart



Powerful Insights

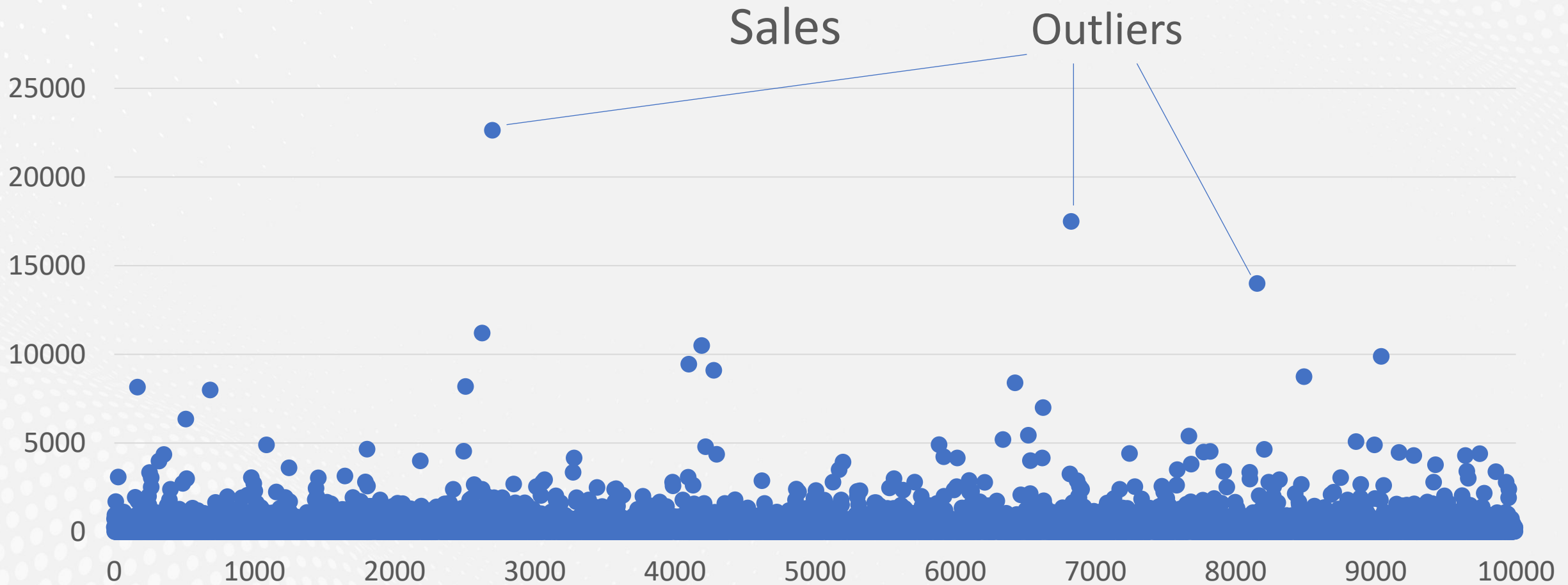
Sales



Scatter Chart



Powerful Insights

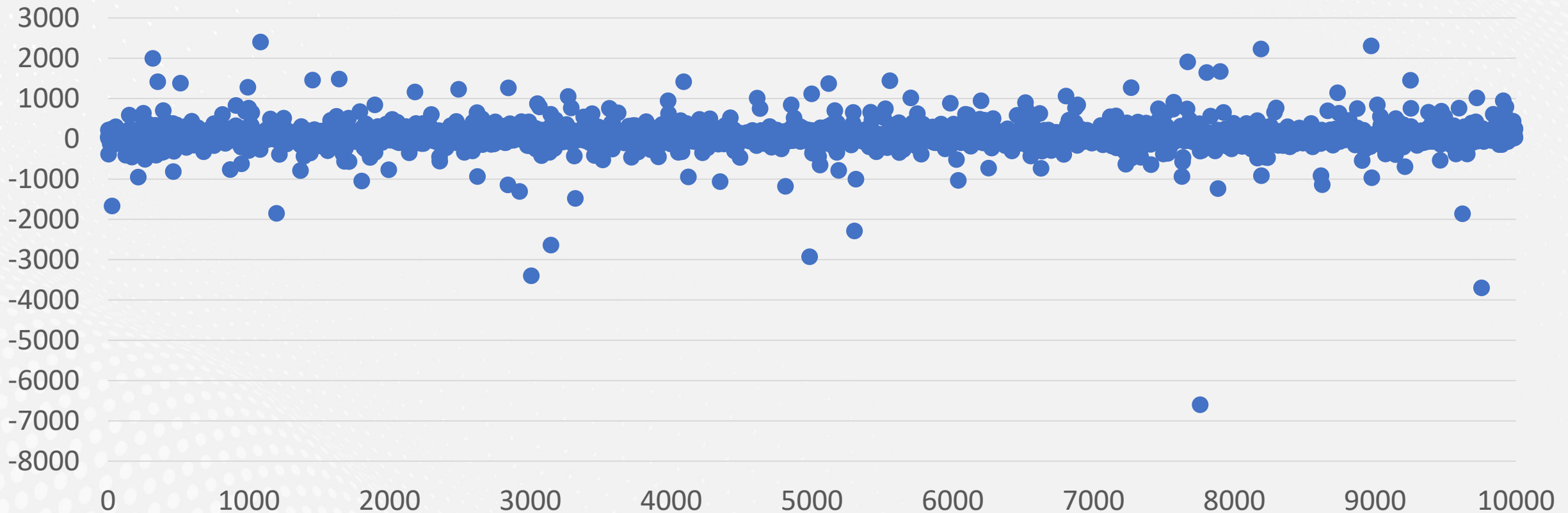


Scatter Chart



Powerful Insights

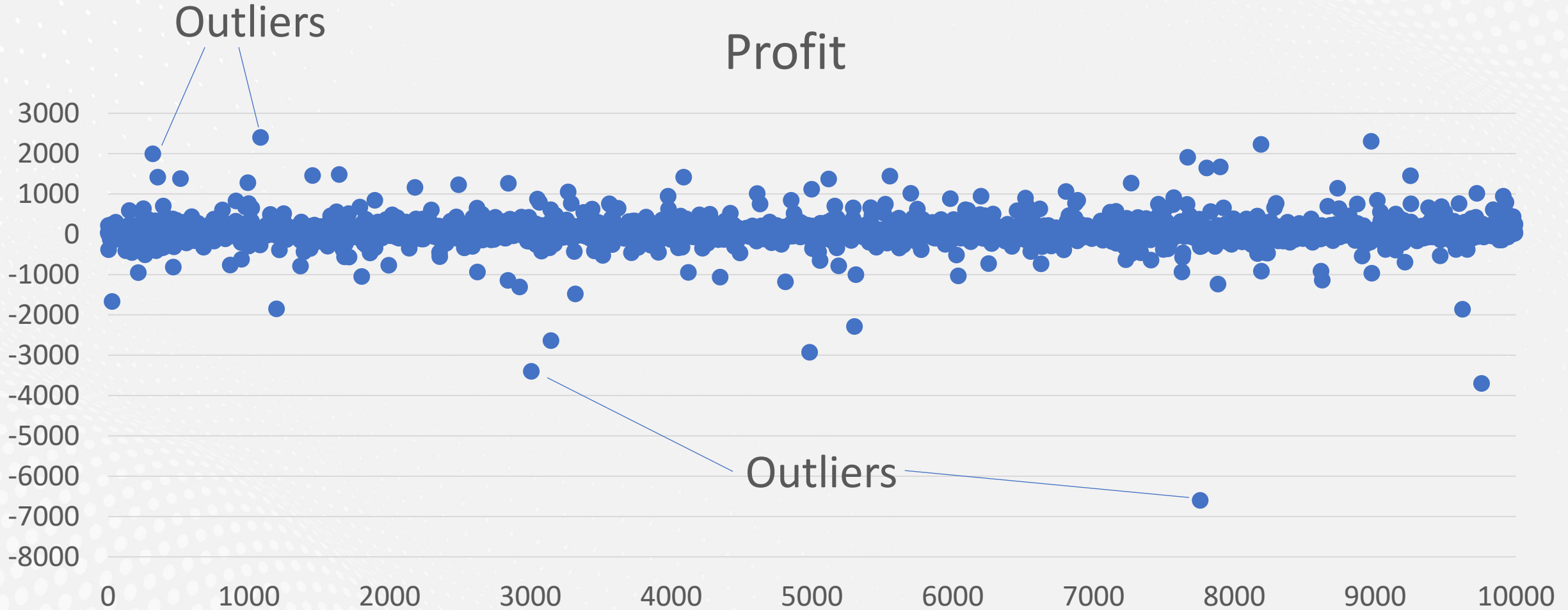
Profit



Scatter Chart



Powerful Insights

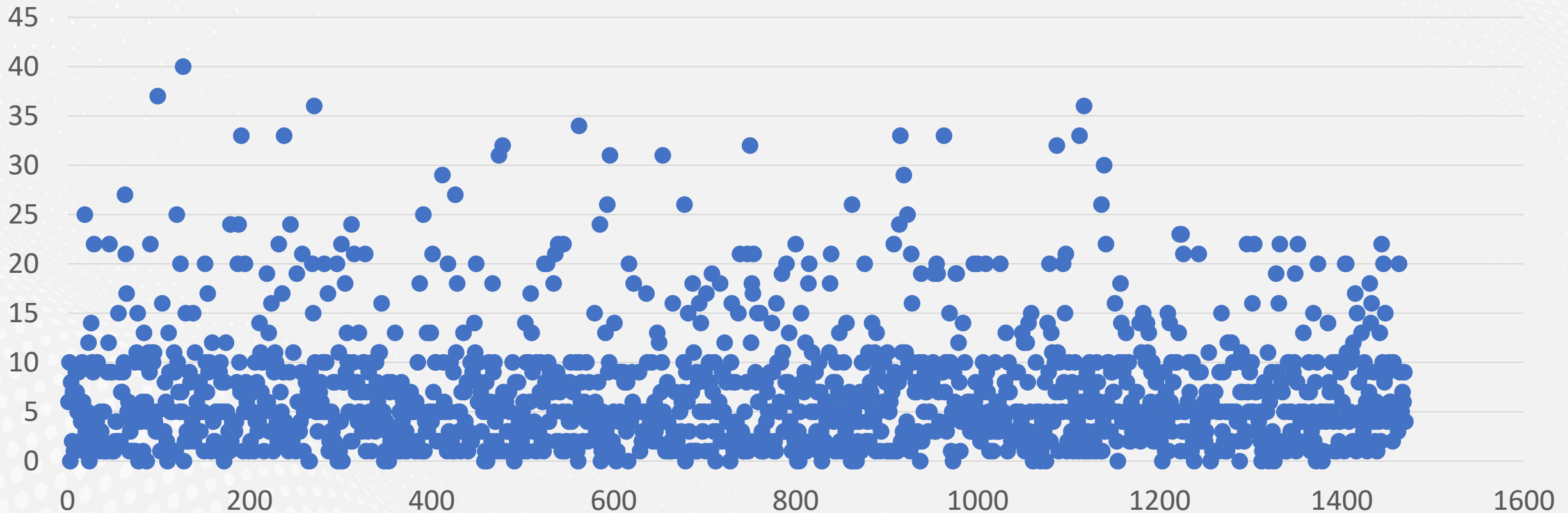


Scatter Chart



Powerful Insights

Years At Company

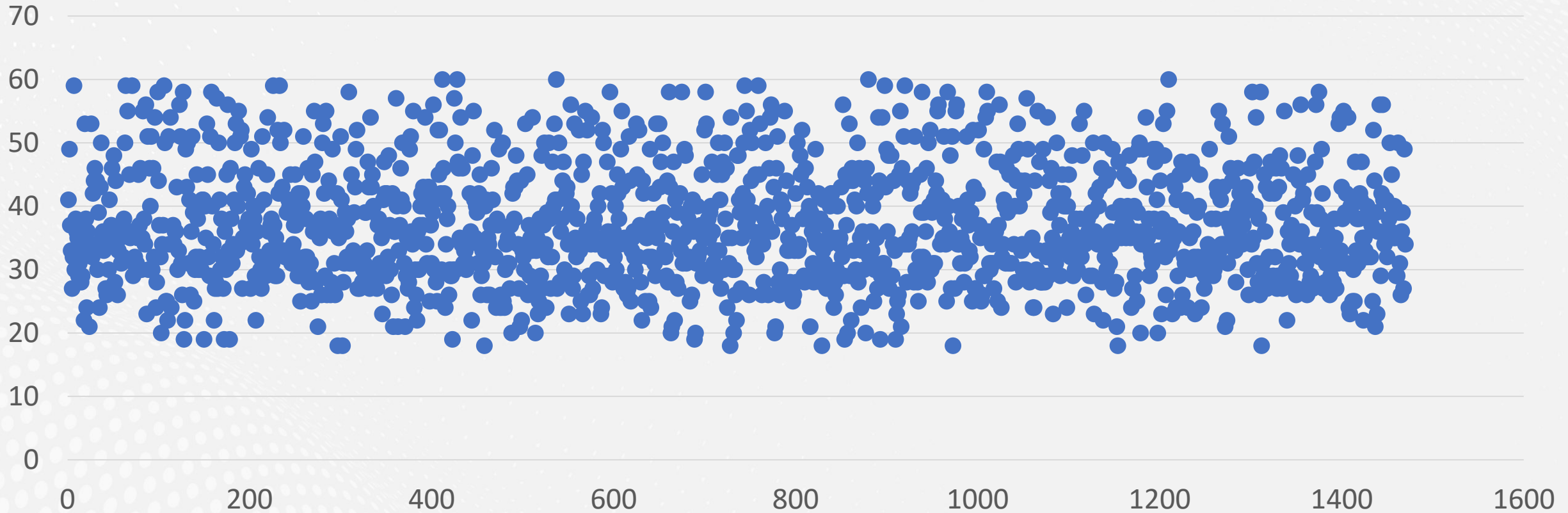


Scatter Chart



Powerful Insights

Age



Treemap Chart



Powerful Insights

Sales vs. Quantity by Sub-Category



Using Color



Powerful Insights



3 Main Colors Mistakes



Powerful Insights

1 Background Colors

3 Main Colors Mistakes



Powerful Insights

1 Background Colors

2 Chart Colors

3 Main Colors Mistakes



Powerful Insights

- 1 Background Colors
- 2 Chart Colors
- 3 Dashboard Colors

Background Color



Powerful Insights



Total Sales
1.2 M



Total Sales
1.2 M



Total Sales
1.2 M

Chart Colors



Powerful Insights



Sales by Month

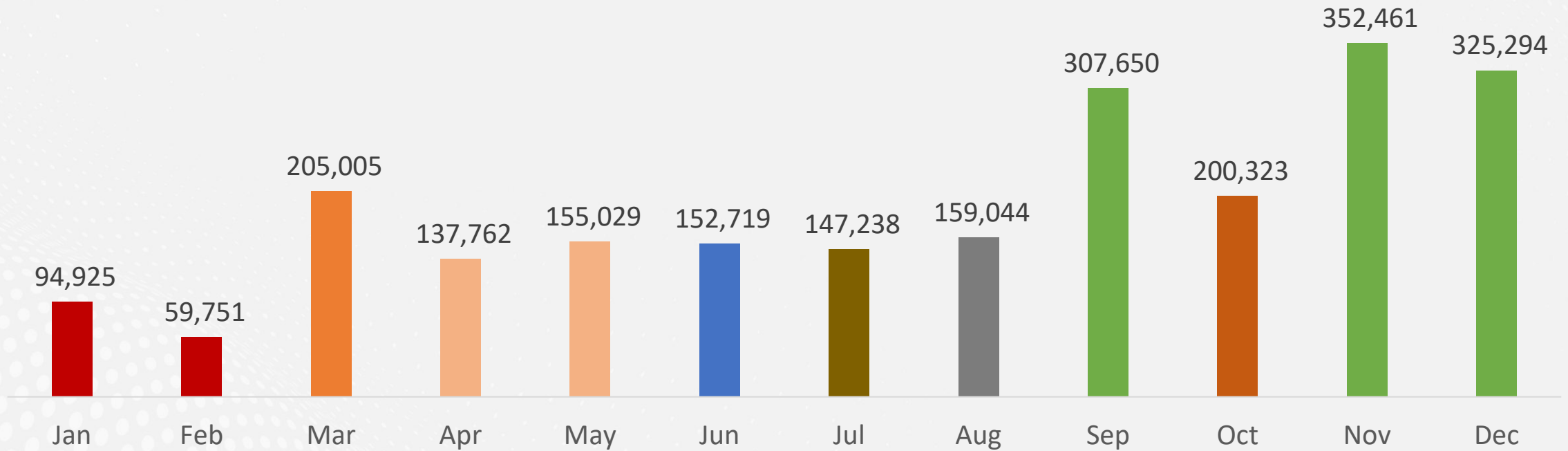


Chart Colors



Powerful Insights



Sales by Month

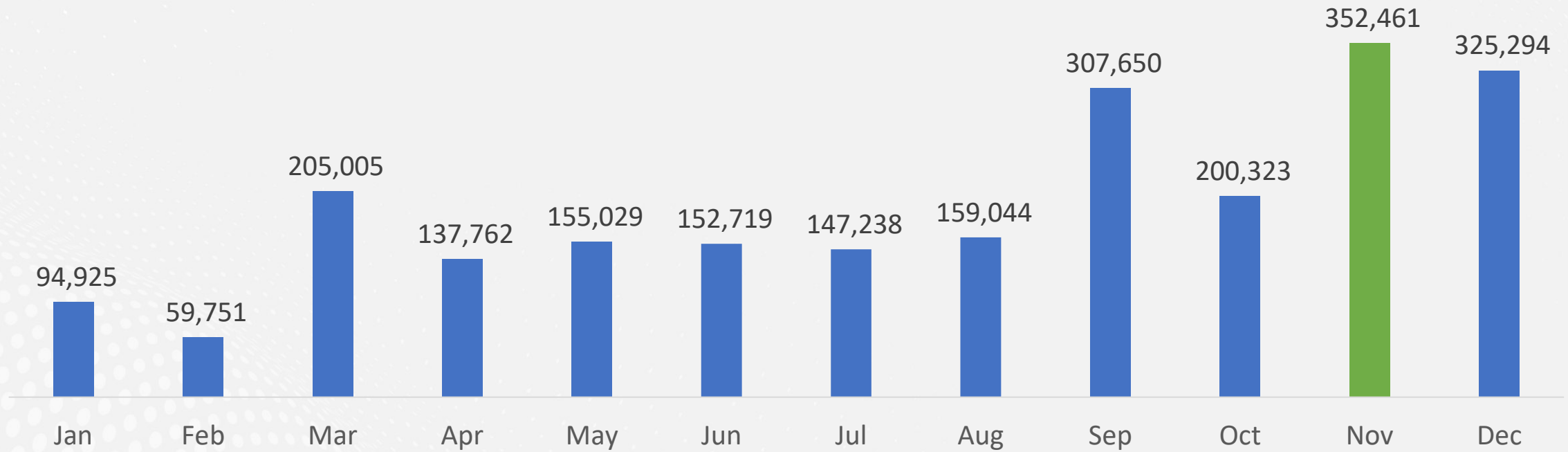


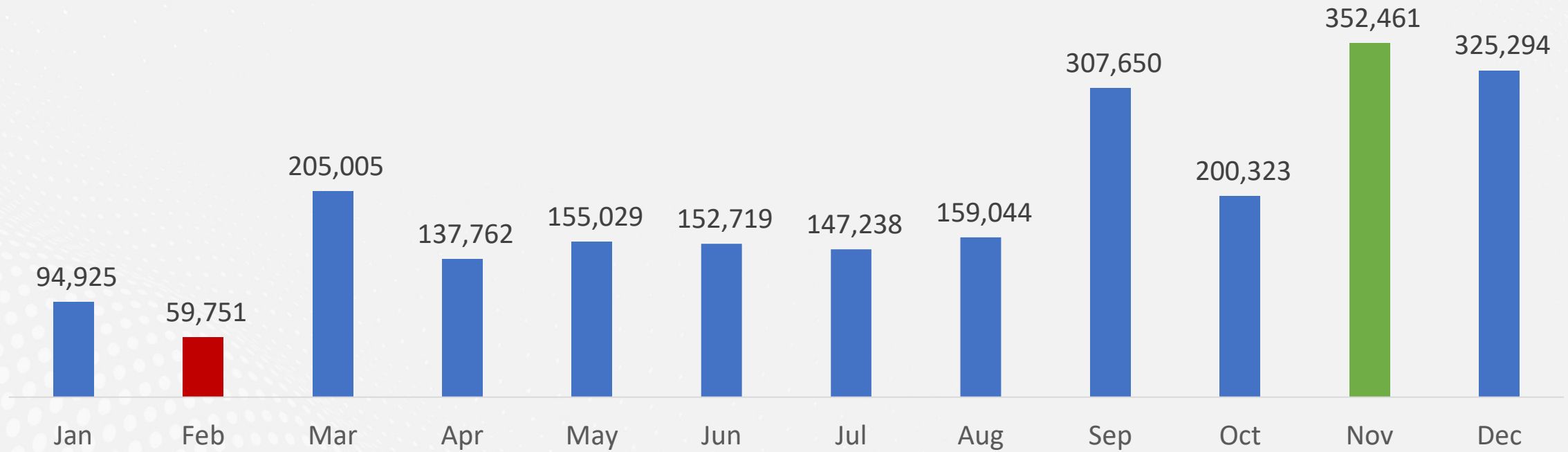
Chart Colors



Powerful Insights



Sales by Month



Call Center Status

Agents Logged In
34

Agents Ready
4

Calls > 5 min
14

Average Call Length
3:16s

24h Total Calls Today
1,232

ASA
17s

Calls Waiting
5

Longest Call Waiting
4:35

75/20 Service Level - Today

! 16 / 20

Call Volume



Pass/Fail

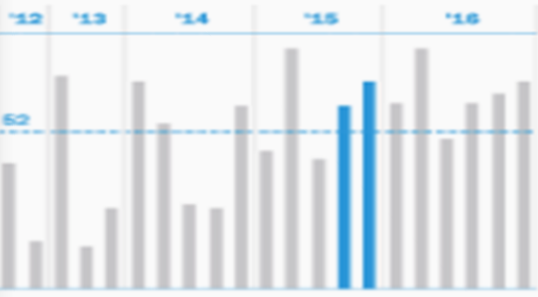


Call Monitor



Course Metrics

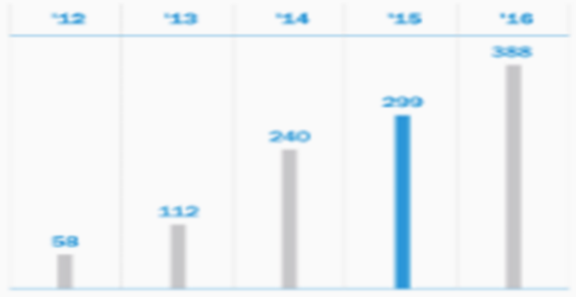
Students



1097

Total students in five years

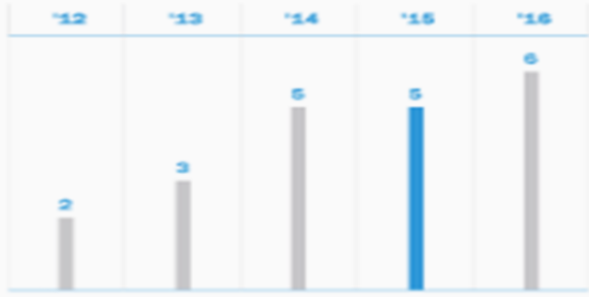
Enrollments



687

Total students in 2015-2016

Classes



21

Total classes in five years

Ratings



7.7 of 8

Most Recent Instructor Rating (out of 8.0)

Semesters

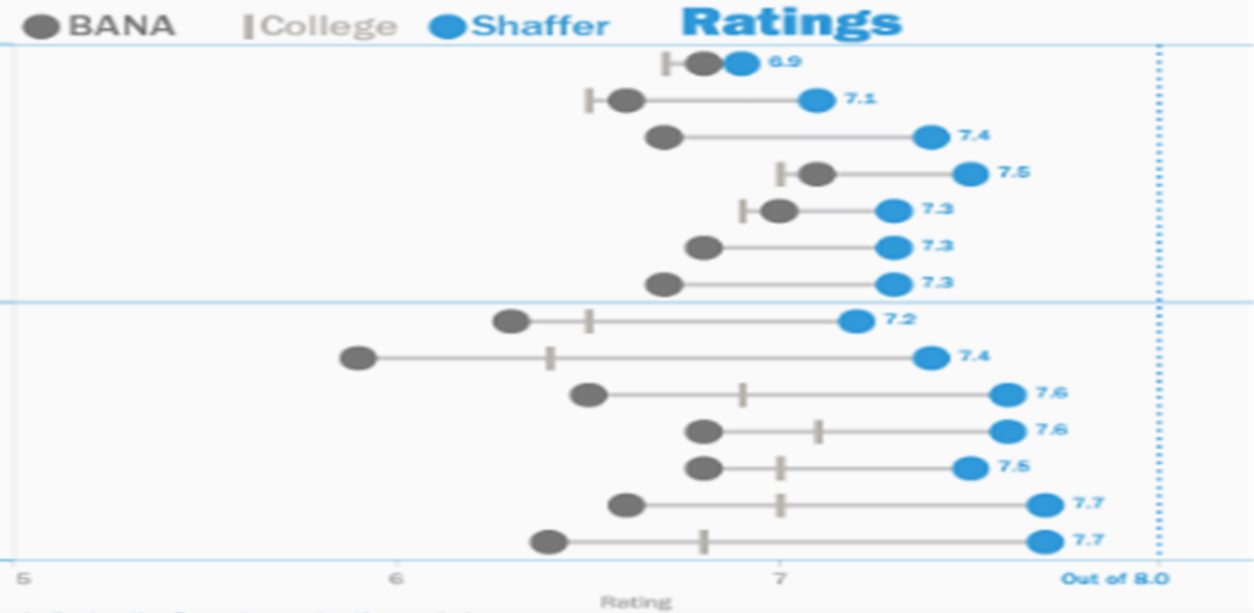
2015 Fall Semester 001

Questions

- I developed specific skills and competencies
- Overall, this was an excellent course
- The instructor communicated clearly
- The instructor graded fairly
- The instructor was well organized
- The instructor interacted well with students
- Overall, this instructor was excellent

2015 Fall Semester 002

- I developed specific skills and competencies
- Overall, this was an excellent course
- The instructor communicated clearly
- The instructor graded fairly
- The instructor was well organized
- The instructor interacted well with students
- Overall, this instructor was excellent



Course Metrics Dashboard created by Jeffrey A. Shaffer. Data from University of Cincinnati Course Evaluations. Blue indicates the 2 most recent rating periods.

GROSS PROFIT MARGIN

84 %

OPEX RATIO

62 %

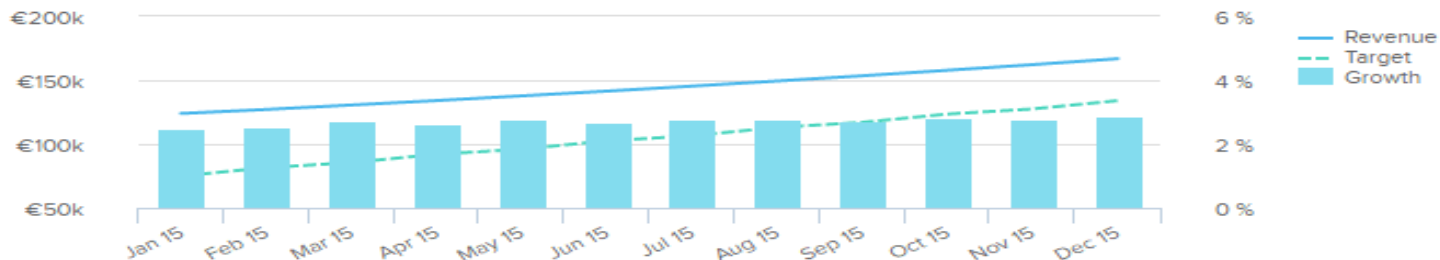
EBIT MARGIN

18 %

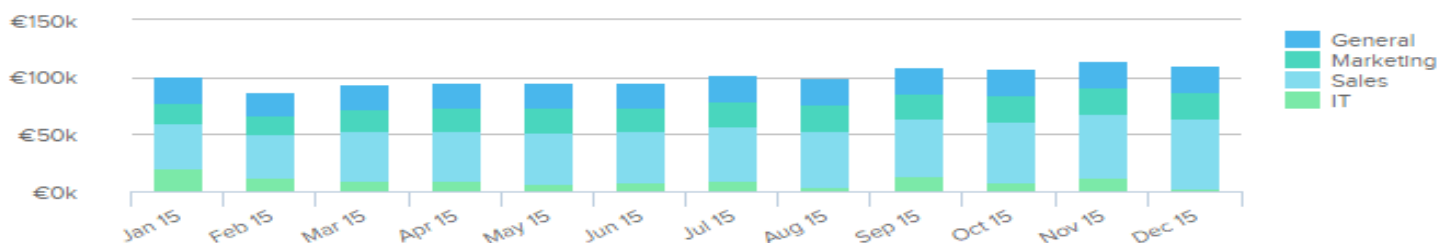
NET PROFIT MARGIN

12 %

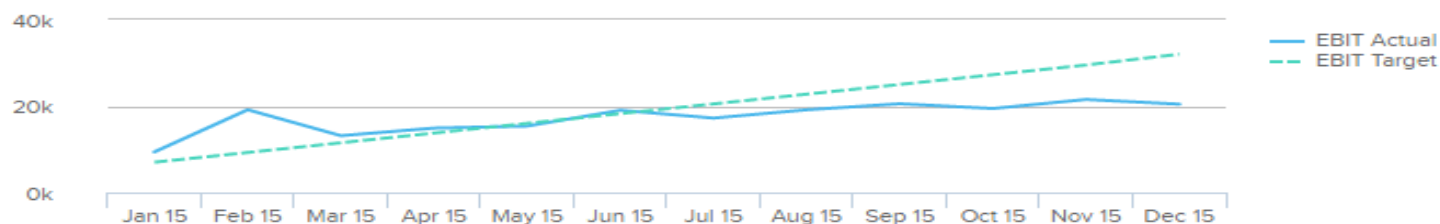
Revenue



Operational Expenses



Earning before Interest and Taxes



INCOME STATEMENT

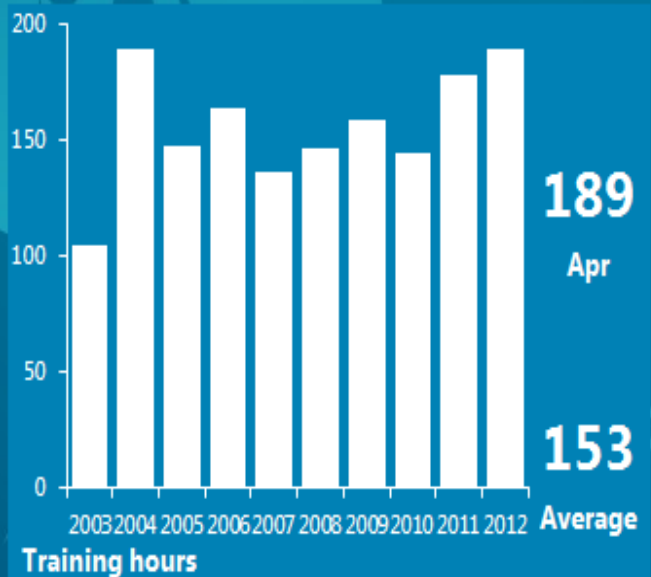
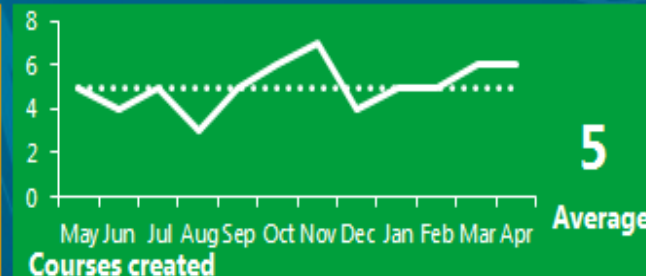
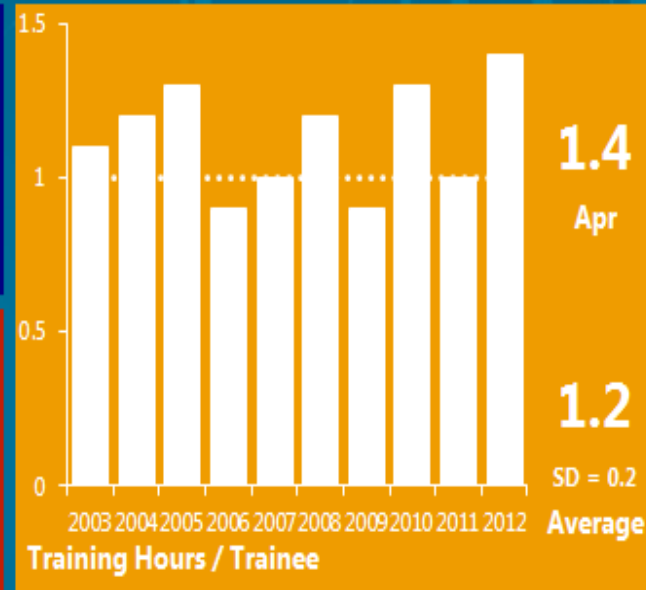
Revenue	1.305.507 €
COGS	208.453 €
GROSS PROFIT	1.097.054 €
OPEX	815.306 €
Sales	279.886 €
Marketing	192.710 €
IT	150.054 €
General & Admin	192.656 €
OTHER INCOME	2.131 €
OTHER EXPENSES	51.195 €
EBIT	232.684 €
Interest and Tax	38.244 €
NET PROFIT	194.440 €



alesandra@about.me

Training Dashboard Report: Site

April 2013



Ongoing

- Preparation of exams
- Validation of new courses
- Welcome new trainees
- Committee meeting



Trainees

20

Profile Areas

1 - 9

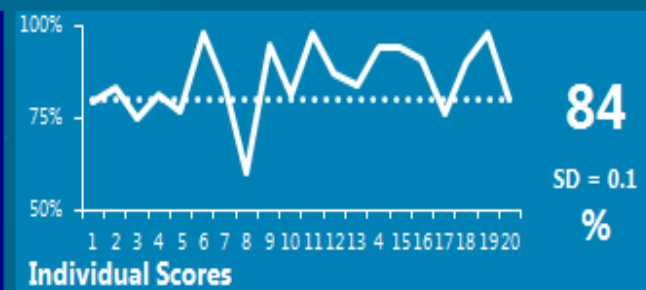
Courses

Total	Planned
111	Area 1: 1
New	Area 4: 1
	Area 7: 1
	Area 9: 3

No of Exams

2/trainee

Next exam planned for May



Work Order KPIs Executive Summary

YTD vs Last YTD | ▾

Work Type | ▾

Location | ▾

Priority | ▾

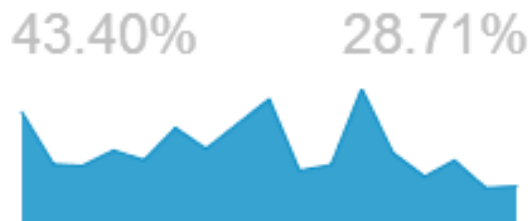
Work Orders

↓4.72%



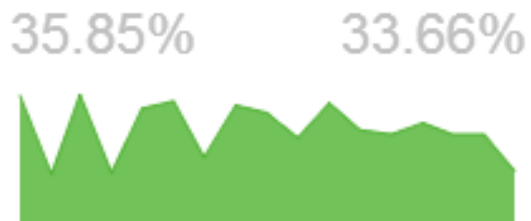
Delayed Start %

↓14.68%



Delayed Completion %

↓2.19%



Man Hours

↑0.14%



Man Hours Actual vs Estimate

↑3.10%



Drive The Focus



Powerful Insights





RHINOS

86

RHINOS

55

RHINOS

8

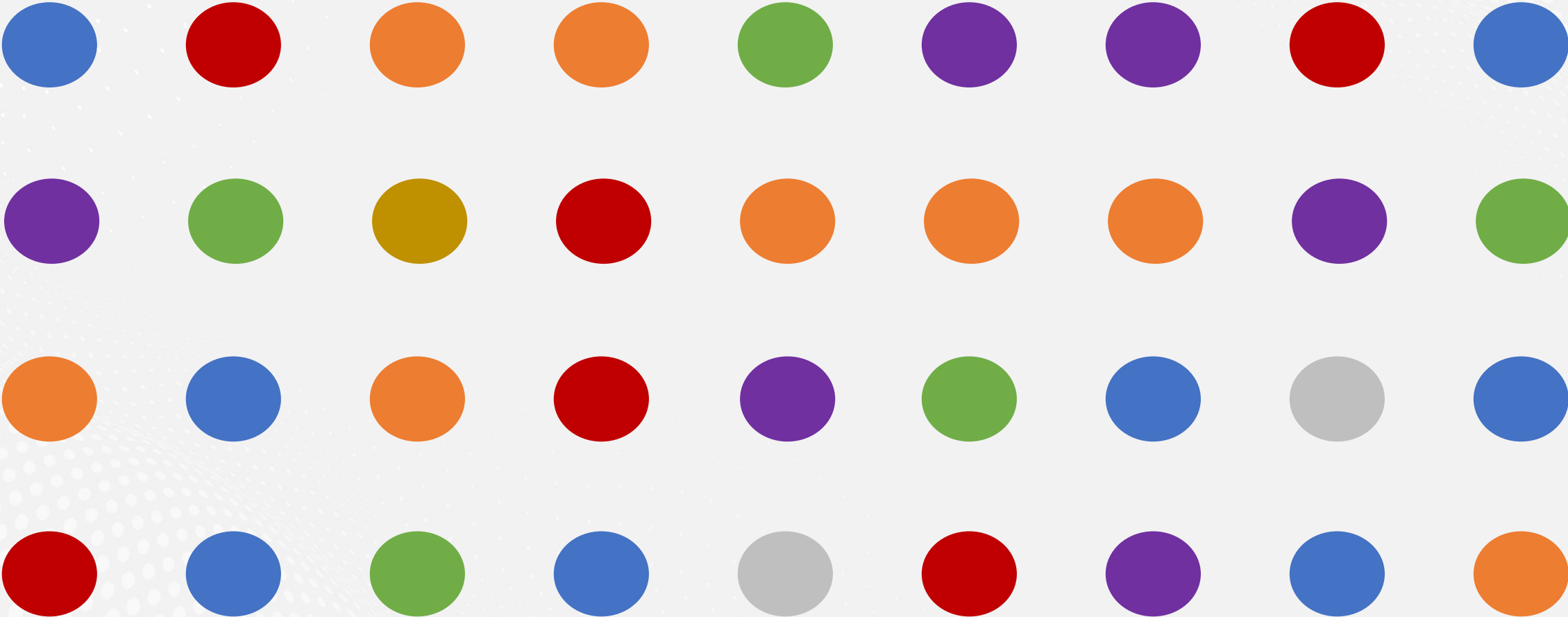
Repetition



Drive The Focus



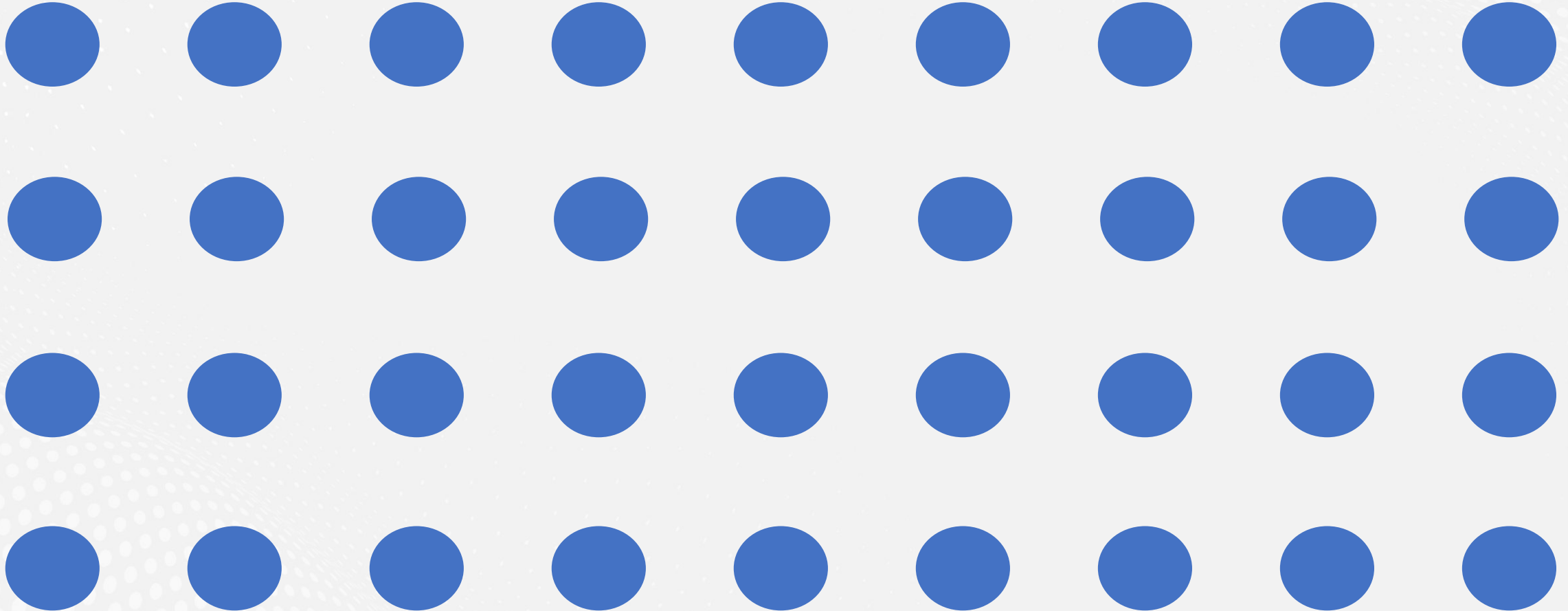
Powerful Insights



Drive The Focus



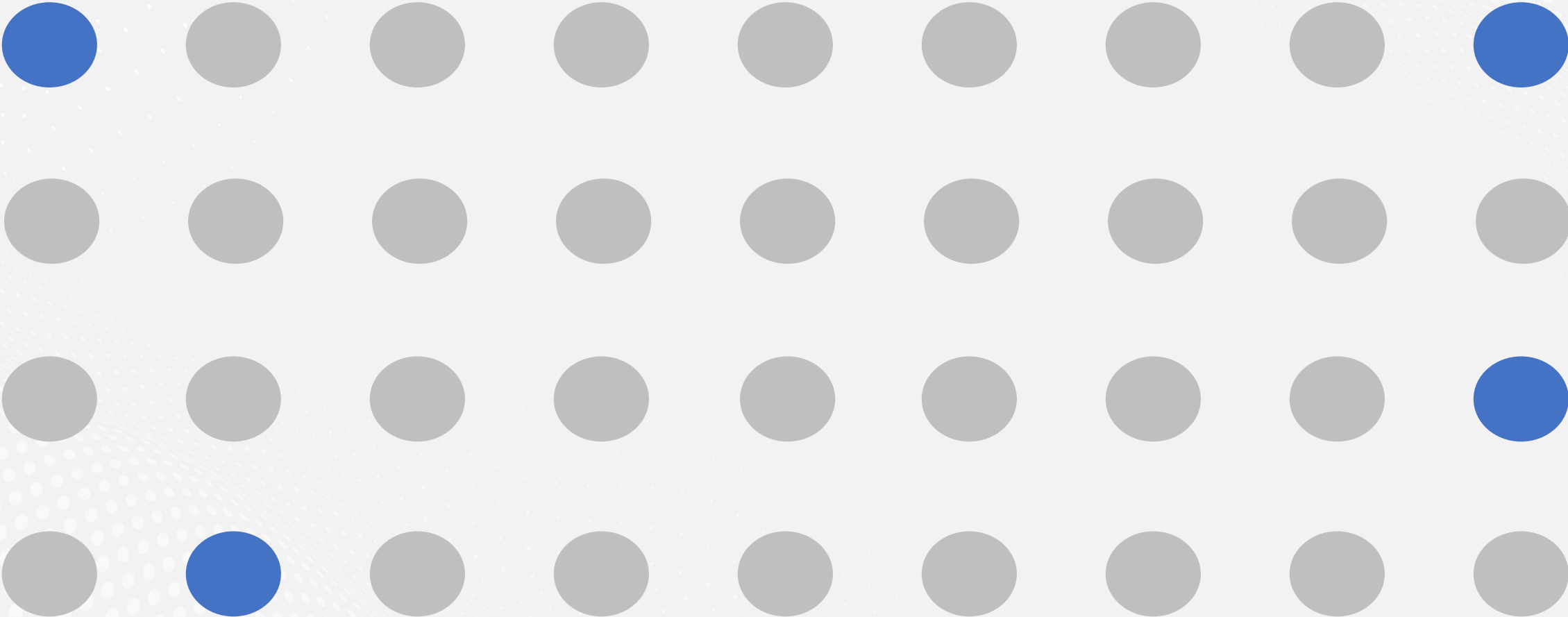
Powerful Insights



Drive The Focus



Powerful Insights



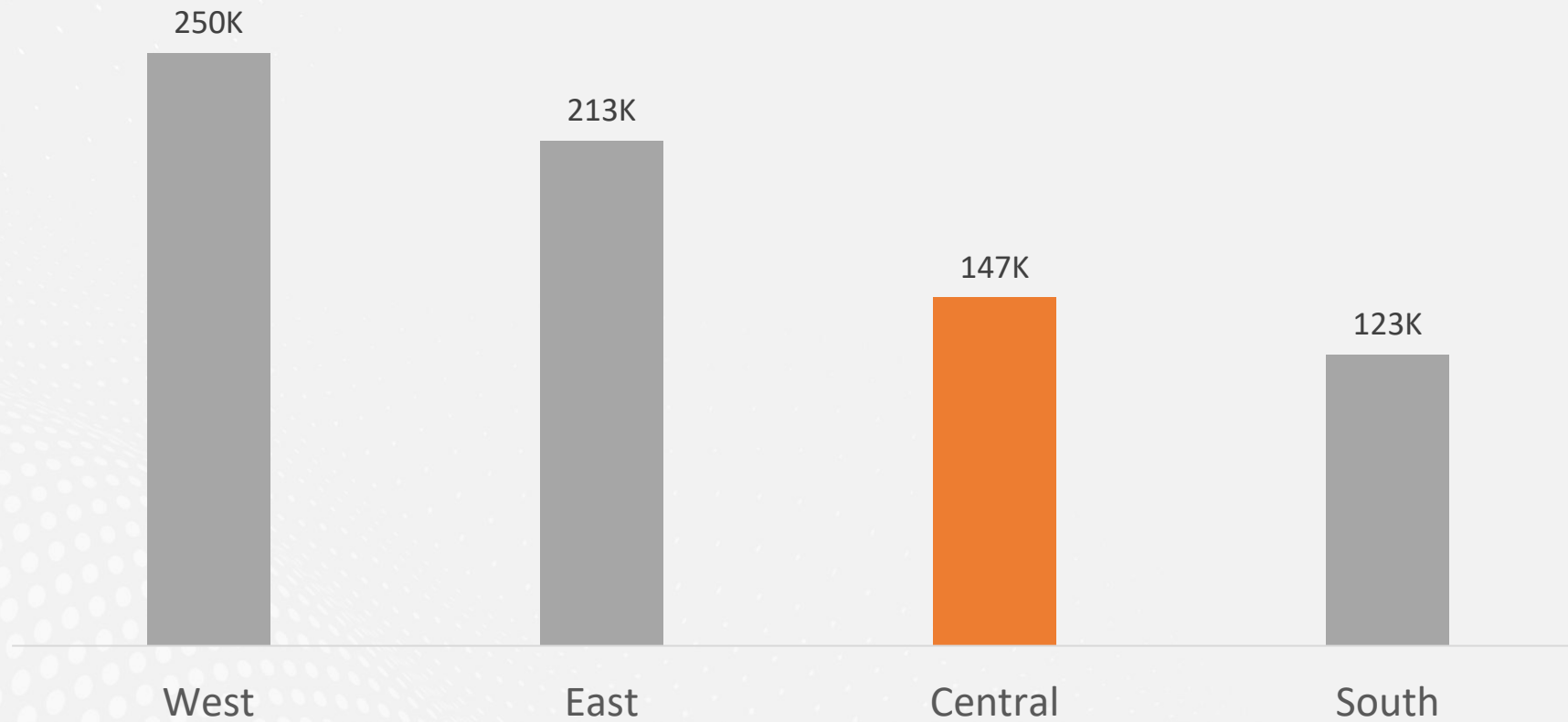
Drive The Focus



Powerful Insights

Color

Sales 2017



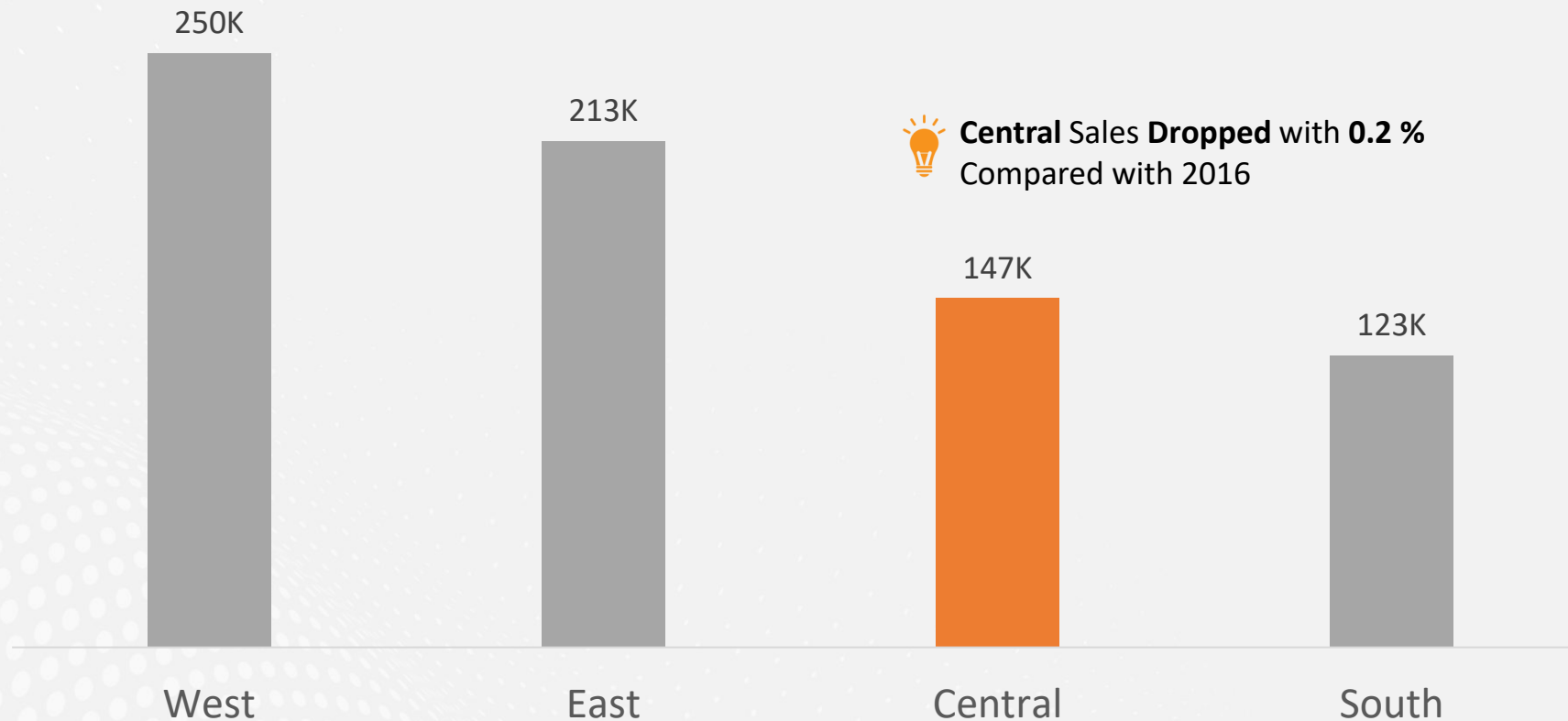
Drive The Focus



Powerful Insights

Color

Sales 2017



Drive The Focus



Powerful Insights

Size

44 Years

Median Age

42 Years

Average Age

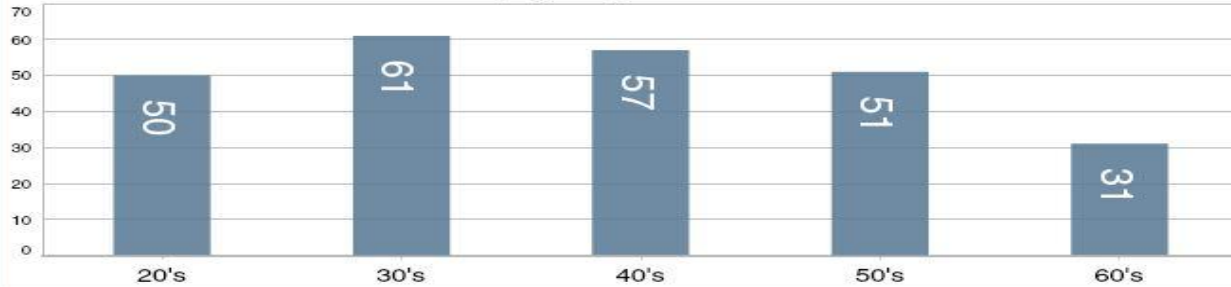
\$83,977.64

Average Salary

\$85,422.50

Median Salary

Employee Age Breakdown



Employee Turnover Rate

5%

Click to drill down by department

Employee Absenteeism Rate

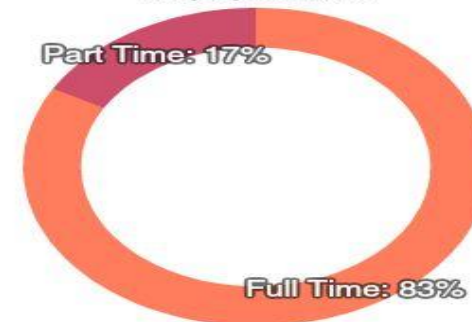
3%

Click to drill down by department

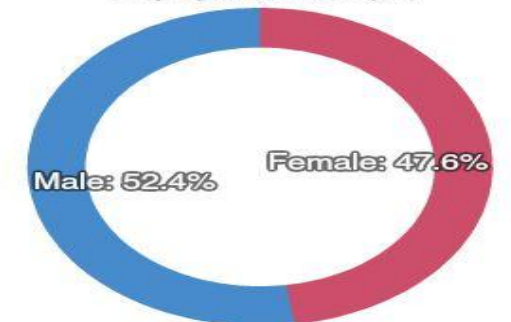
Satisfaction Survey Results



Employee Status



Employee Gender Split



Drive The Focus



Powerful Insights

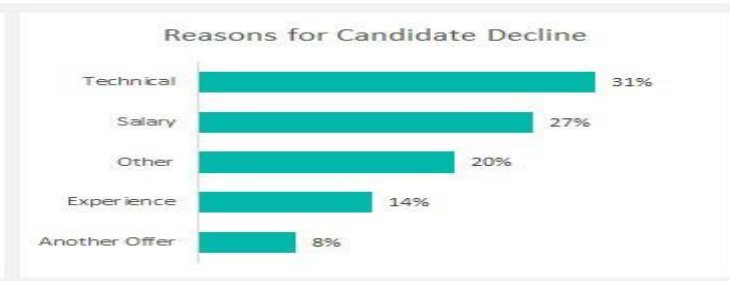
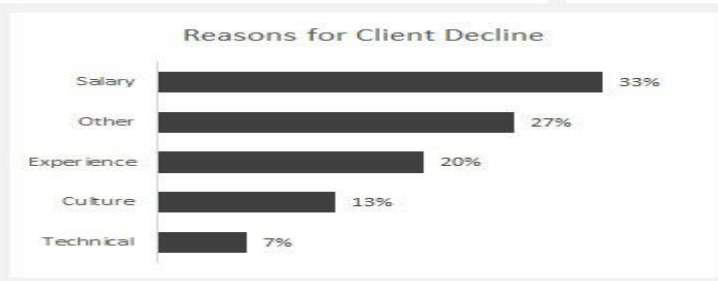
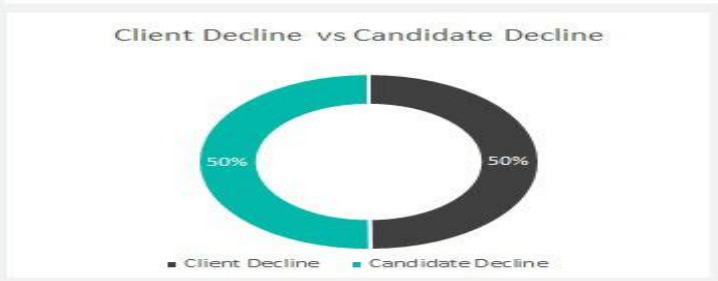
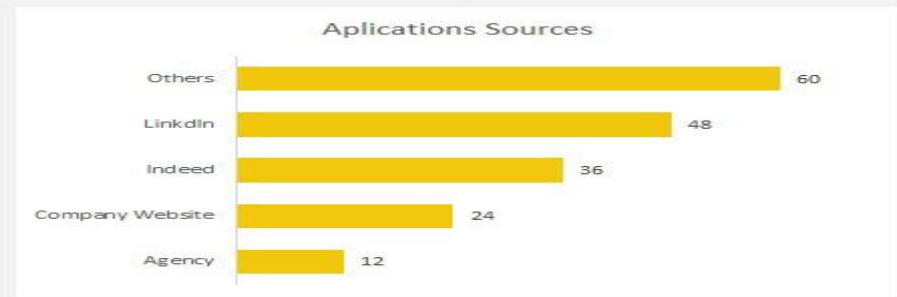
Form

ADNIA

- 1. Settings
- 2. KPI Data
- 3. Dashboard

3. Dashboard

Select Month:

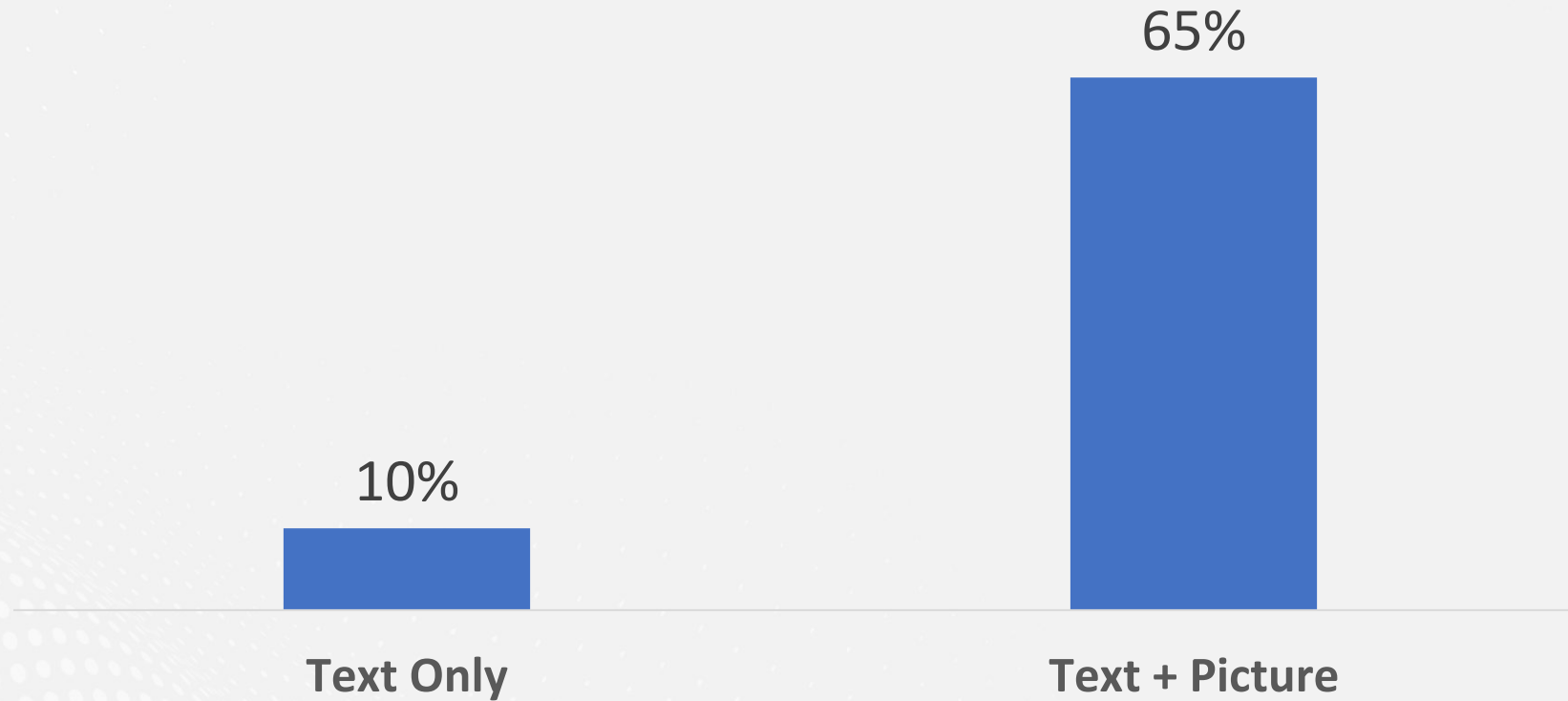


Say it with Pictures



Powerful Insights

Memory Retention after 3 days



Social Media Performance

Social Media Followers



26,472
Likes



45,322
Followers



6,524
Followers



LinkedIn Key Metrics (Last 30 Days)

Metric	Last 30 Days	Prev 30 Days	30 Day Trend
Clicks	1,197	1,273	
Likes	602	510	
Shares	77	105	
Followers	11,802	11,438	
New Followers	364	306	
Impressions	163,786	114,130	

Facebook Engaged Users and Page Impressions (Final)

Aug 21, 2016 to Aug 27, 2016 7 Days
 Aug 14, 2016 to Aug 20, 2016 (prev.)

Facebook Page: Itsy Bitsy

Engaged Users

19,878

▲ 19%
vs. 16,641 (prev.)

Page Impressions

8,391,834

▲ 9%
vs. 7,688,733 (prev.)

*This Klip does not show your data for today and yesterday, because the Facebook API does not provide it.

Facebook Page Likes

Aug 21, 2016 to Aug 27, 2016 7 Days
 Aug 14, 2016 to Aug 20, 2016 (prev.)

Facebook Page: Itsy Bitsy

Total Page Likes

8,132

▼ -31%
vs. 11,793 (prev.)

New Page Likes

432

▲ 35%
vs. 321 (prev.)

*This Klip does not show your data for today and yesterday, because the Facebook API does not provide it.

Twitter Favorites of Last 10 Tweets (@)

26 Favorites

▲ 7
vs 19 (prev.)

Twitter Retweets of Last 10 Tweets (@)

418 Retweets

▲ 141
vs 277 (prev.)

Instagram Overview

192 Posts

289 Followers

109 Following

\$ 302.01M

Sales Revenue

5.26M

Customers

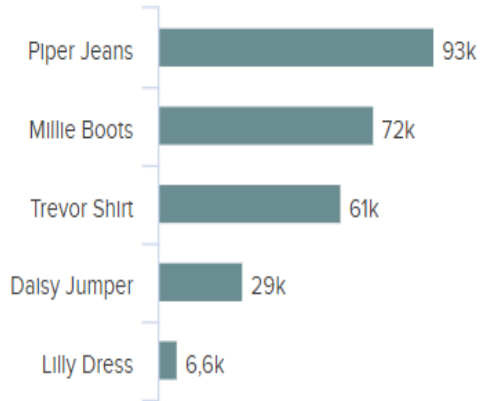
\$ 64.36

Avg Transaction Price

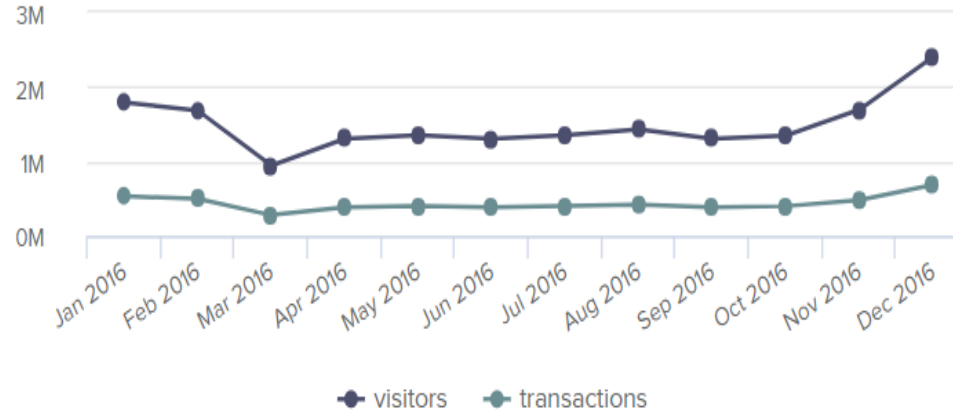
2.08

Avg Units Per Customer

Top 5 Articles By Sold Items



Total Customers & Visitors



Sales By Division



\$ 193.45M

Women



\$ 66.53M

Men



\$ 60.27M

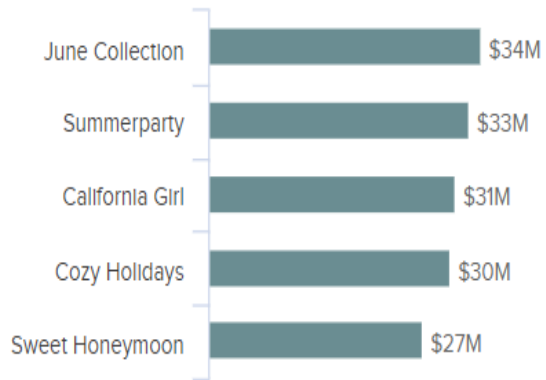
Kids

Sales By City

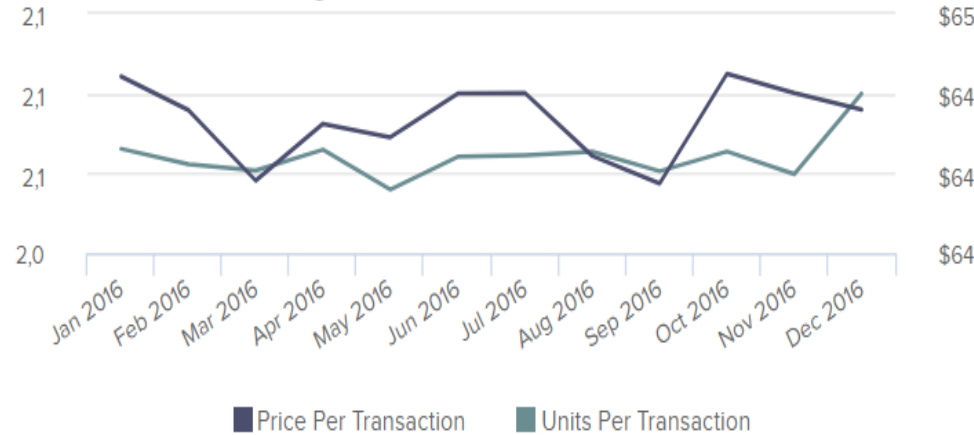


- Chicago 21%
- Dallas 14%
- Los Angeles 14%
- New York 29%
- Seattle 22%

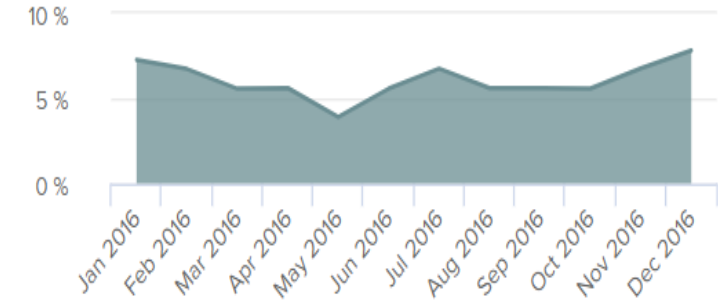
Top 5 Collections By Revenue



Avg Price & Units Per Transaction



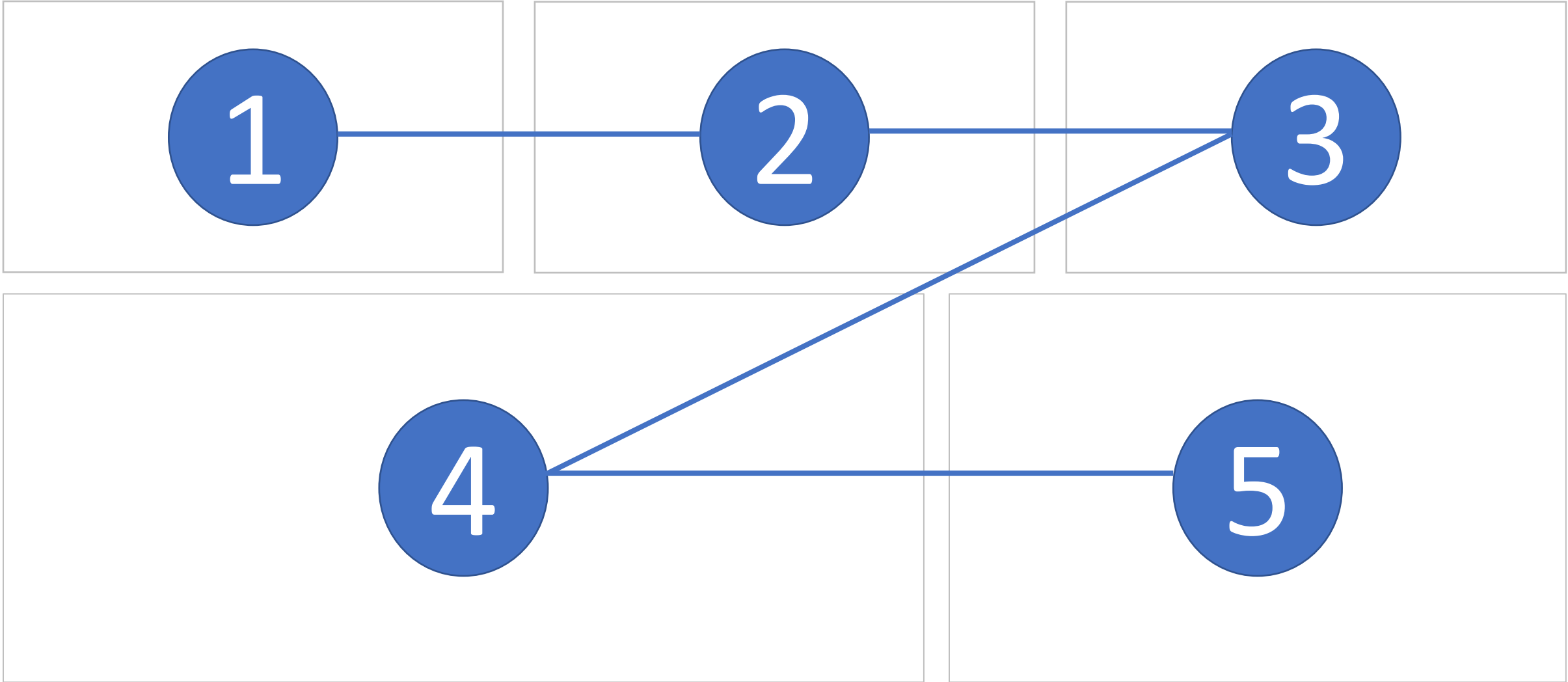
Out of Stock Items



Sales Performance Analysis



Powerful Insights



Sales Performance Analysis 2017



Powerful Insights

Total Sales

▲ 733 K

Increased with **20%** compared with 2016



Sales Performance Analysis 2017



Powerful Insights

Total Sales

▲ 733 K

Increased with **20%** compared with 2016

Total Quantities

▲ 12 K

Increased with **27%** compared with 2016



Sales Performance Analysis 2017



Powerful Insights

Total Sales

▲ 733 K

Increased with **20%** compared with 2016

Total Quantities

▲ 12 K

Increased with **27%** compared with 2016

Total Profit

▲ 93 K

Increased with **14%** compared with 2016



Sales Performance Analysis 2017



Powerful Insights

Total Sales

▲ 733 K

Increased with **20%** compared with 2016

Total Quantities

▲ 12 K

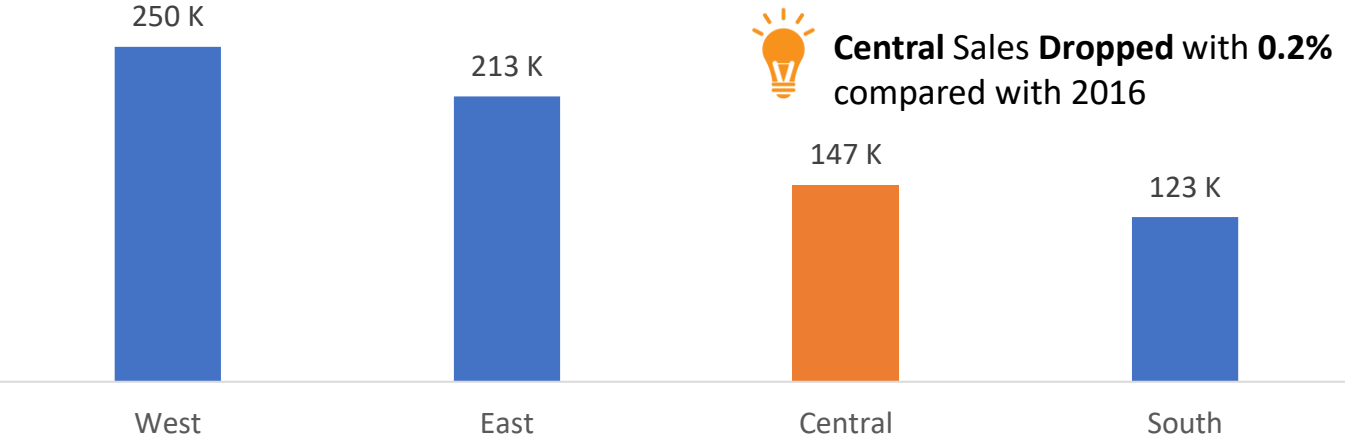
Increased with **27%** compared with 2016

Total Profit

▲ 93 K

Increased with **14%** compared with 2016

Sales per Region



5

Sales Performance Analysis 2017



Powerful Insights

Total Sales

▲ 733 K

Increased with **20%** compared with 2016

Total Quantities

▲ 12 K

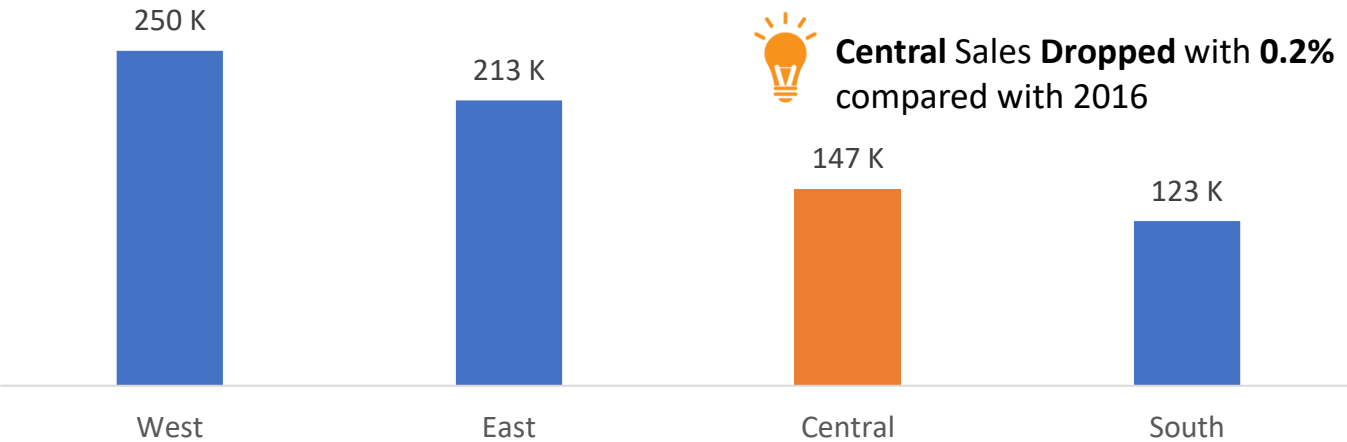
Increased with **27%** compared with 2016

Total Profit

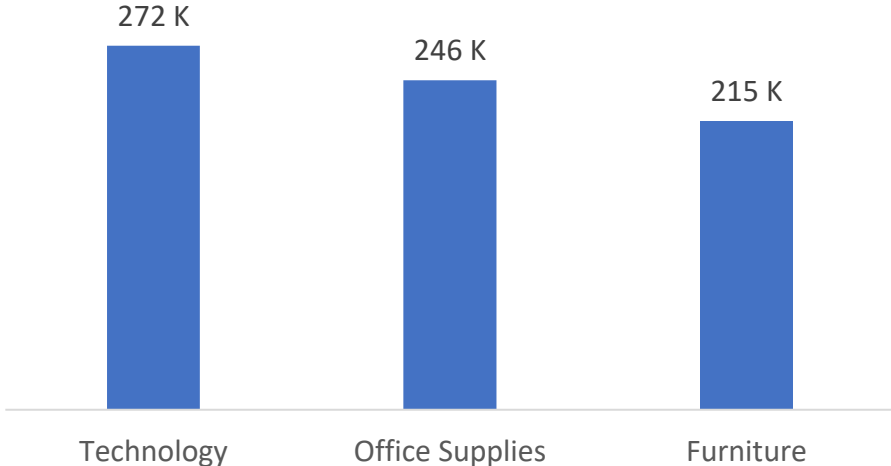
▲ 93 K

Increased with **14%** compared with 2016

Sales per Region



Sales per Category



Dashboard Design



Powerful Insights

3 KPIs

1

2

3

Dashboard Design



Powerful Insights

3 KPIs

Total Sales

733 K

2

3

Dashboard Design



Powerful Insights

3 KPIs

Total Sales

733 K

Total Profit

93 K

3

Dashboard Design



Powerful Insights

3 KPIs

Total Sales

733 K

Total Profit

93 K

Total Quantities

12 K

Dashboard Design



Powerful Insights

3 KPIs

Total Sales

733 K

Total Profit

93 K

Total Quantities

12 K

Dashboard Design



Powerful Insights

3 KPIs

Total Sales

733 K

Total Profit

93 K

Total Quantities

12 K

Dashboard Design



Powerful Insights

3 KPIs

Total Sales

733 K

Total Profit

93 K

Total Quantities

12 K

Dashboard Design



Powerful Insights

4 KPIs

1

2

3

4

Dashboard Design



Powerful Insights

4 KPIs

Total Sales

733 K

2

3

4

Dashboard Design



Powerful Insights

4 KPIs

Total Sales

733 K

3

Total Profit

93 K

4

Dashboard Design



Powerful Insights

4 KPIs

Total Sales

733 K

Total Profit

93 K

Total Quantities

12 K

4

Dashboard Design



Powerful Insights

4 KPIs

Total Sales

733 K

Total Profit

93 K

Total Quantities

12 K

Total Orders

5 K

Dashboard Design



Powerful Insights

4 KPIs

Total Sales

733 K

Total Profit

93 K

Total Quantities

12 K

Total Orders

5 K

Dashboard Design



Powerful Insights

4 KPIs

1

2

3

4

Dashboard Design



Powerful Insights

4 KPIs

Total Sales

733 K

2

3

4

Dashboard Design



Powerful Insights

4 KPIs

Total Sales

733 K

Total Profit

93 K

3

4

Dashboard Design



Powerful Insights

4 KPIs

Total Sales

733 K

Total Profit

93 K

Total Quantities

12 K

4

Dashboard Design



Powerful Insights

4 KPIs

Total Sales

733 K

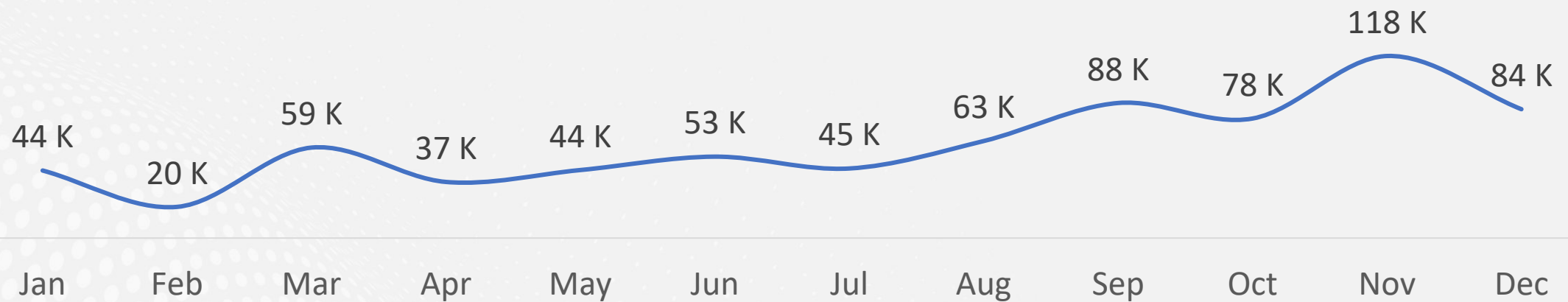
Total Profit

93 K

Total Quantities

12 K

Sales 2017



Dashboard Design



Powerful Insights

4 KPIs

Total Sales

733 K

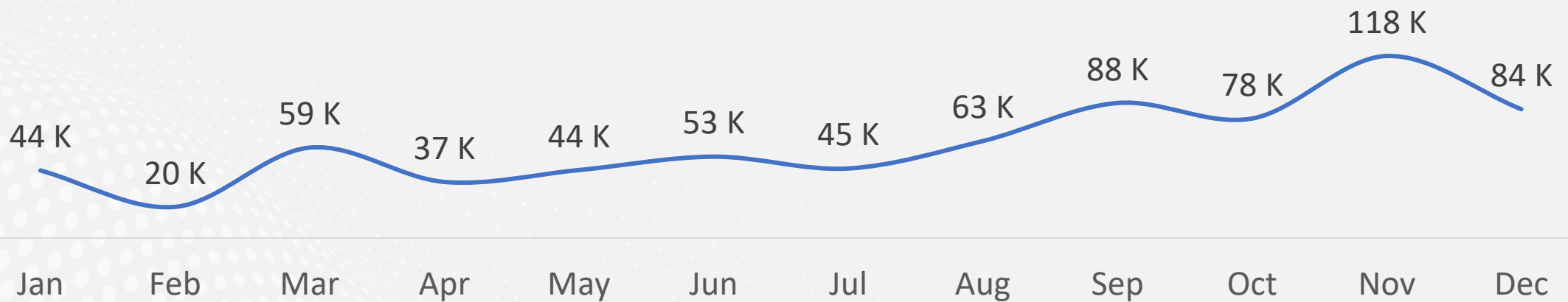
Total Profit

93 K

Total Quantities

12 K

Sales 2017



Dashboard Design



Powerful Insights

4 KPIs



Dashboard Design



Powerful Insights

4 KPIs



Dashboard Design



Powerful Insights

4 KPIs



Dashboard Design



Powerful Insights

4 KPIs

1

2

3

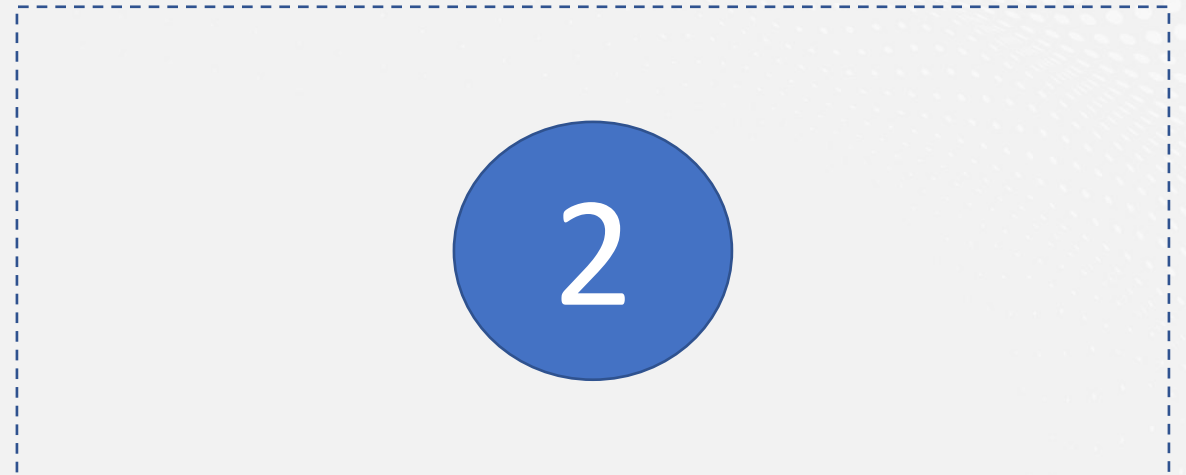
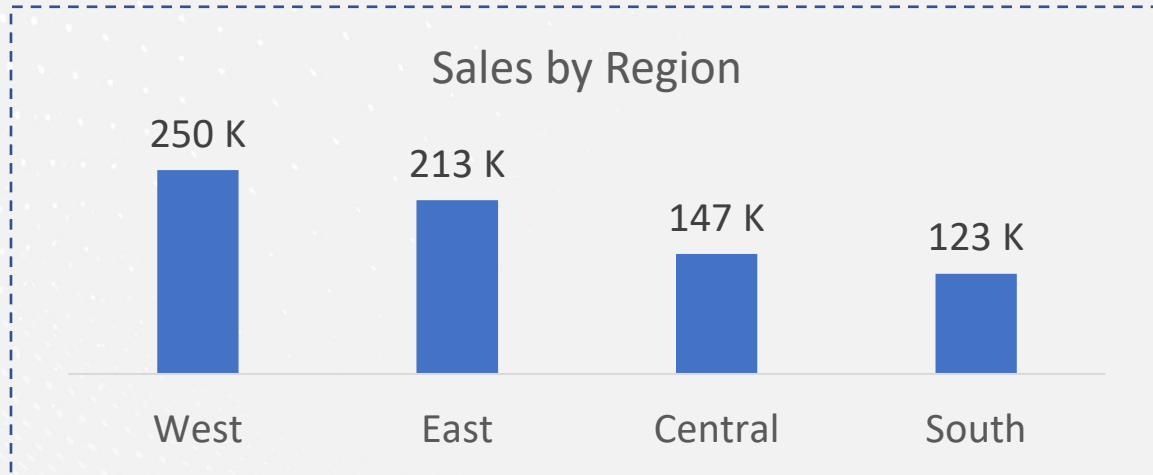
4

Dashboard Design



Powerful Insights

4 KPIs



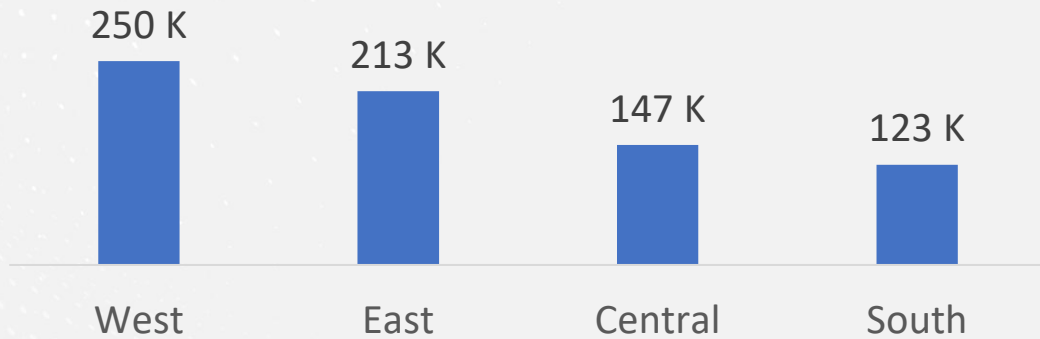
Dashboard Design



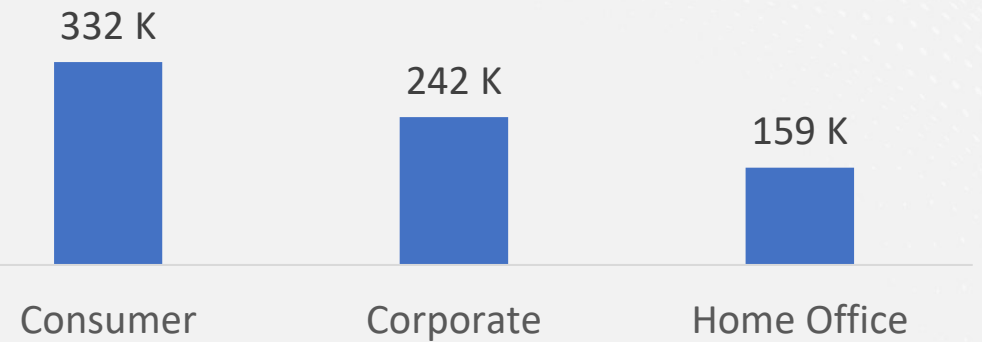
Powerful Insights

4 KPIs

Sales by Region



Sales by Segment



3

4

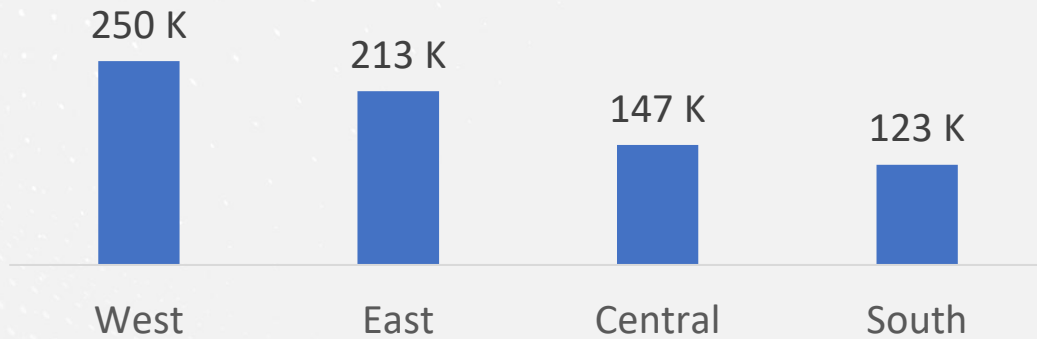
Dashboard Design



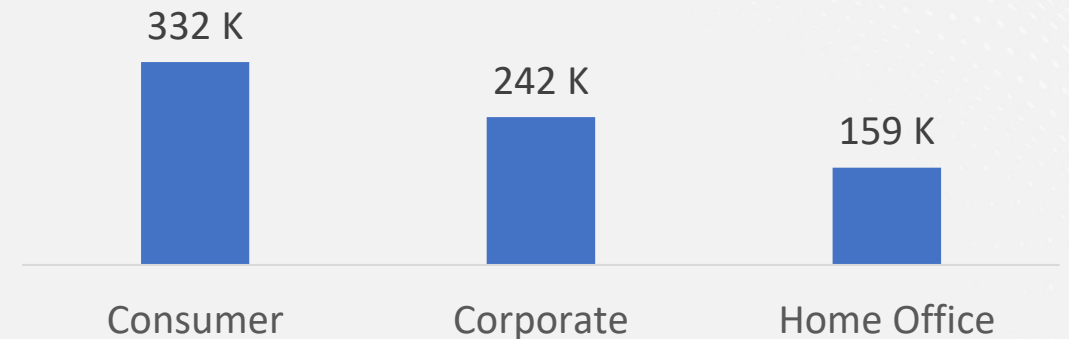
Powerful Insights

4 KPIs

Sales by Region



Sales by Segment



Sales by Category



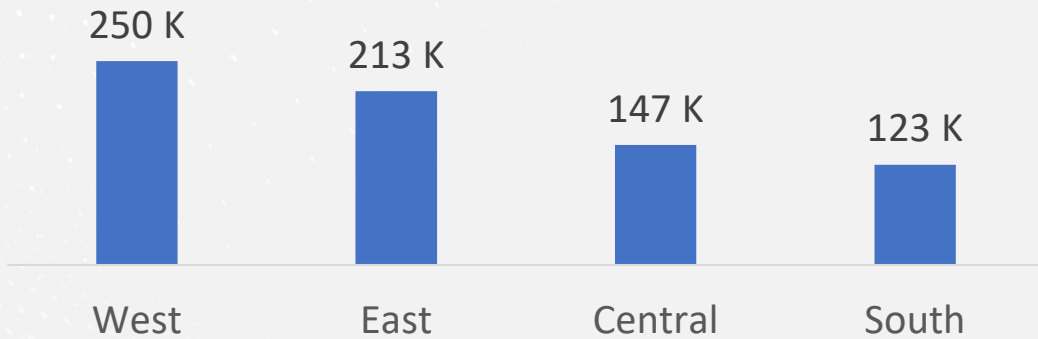
Dashboard Design



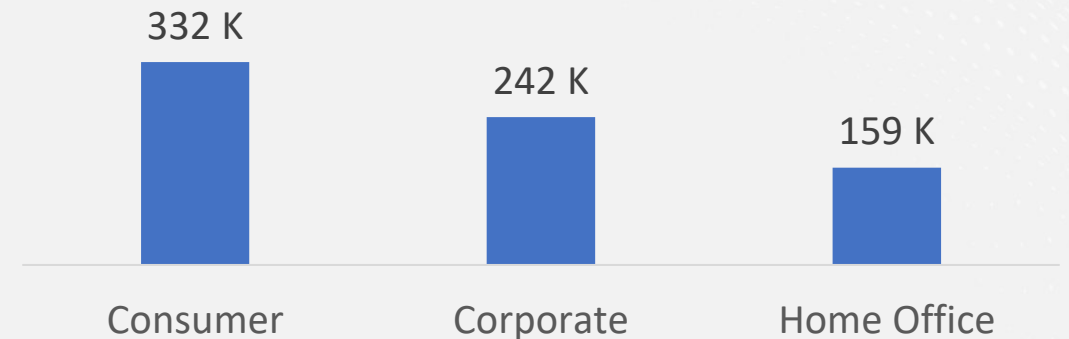
Powerful Insights

4 KPIs

Sales by Region



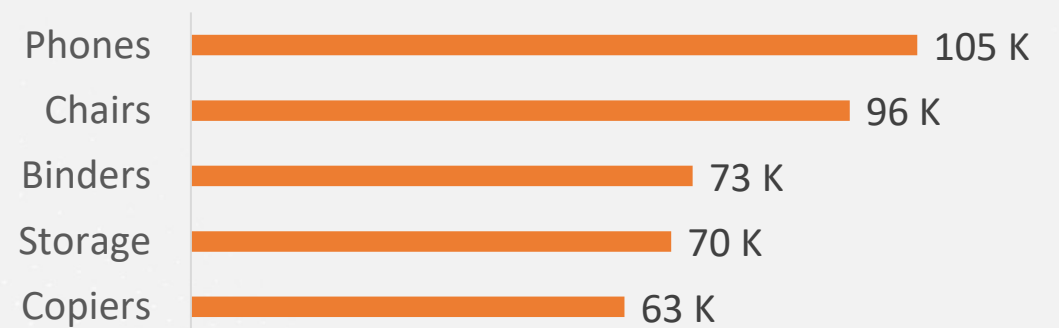
Sales by Segment



Sales by Category



Sales by Top 5 Sub Categories

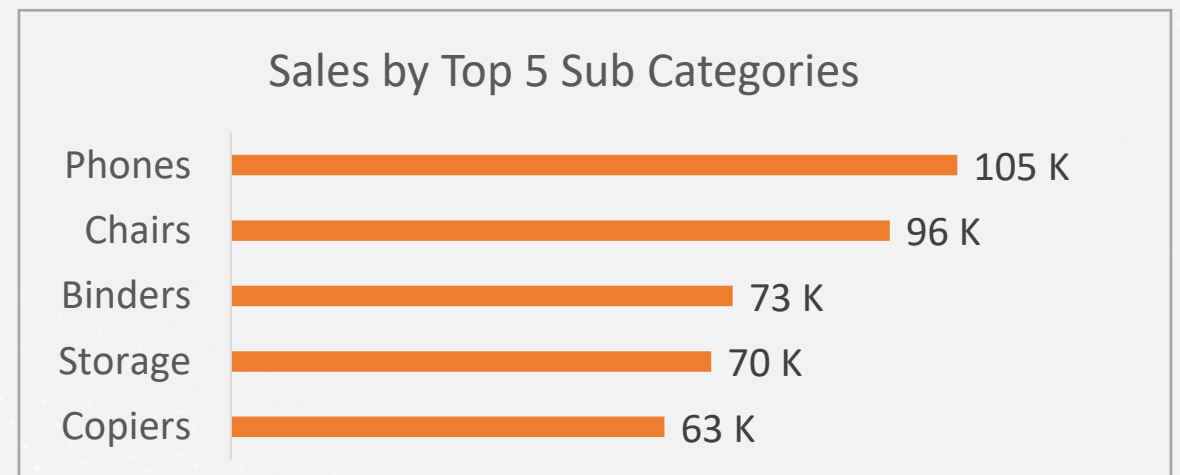
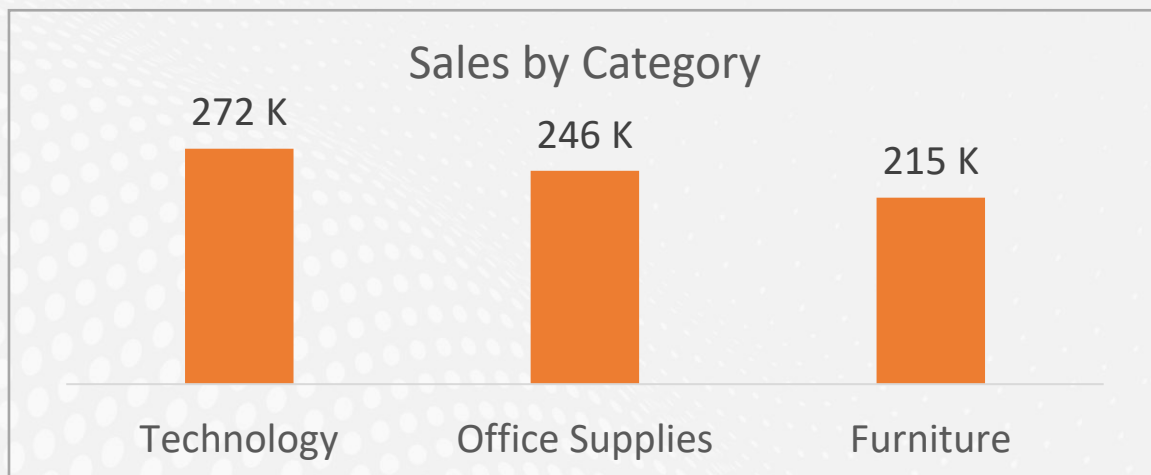
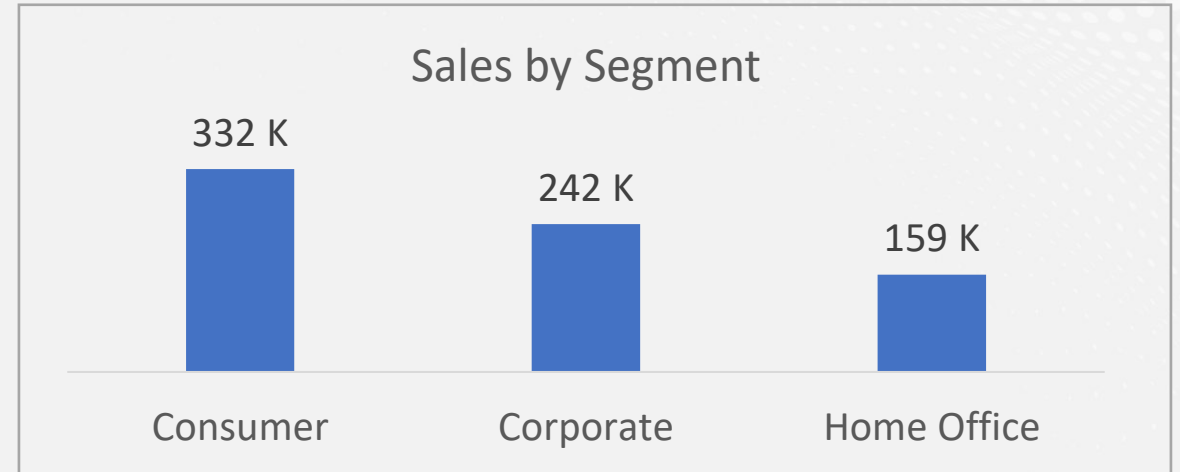
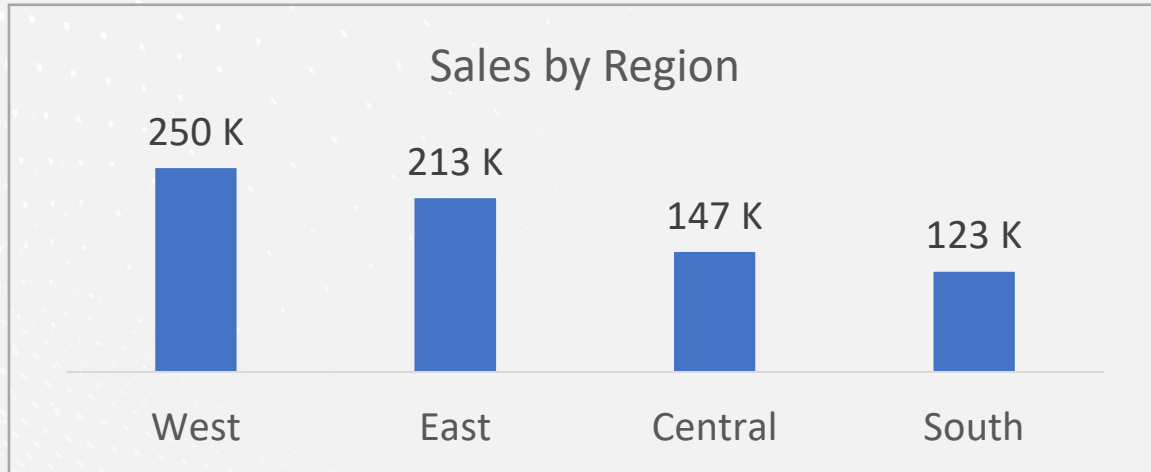


Dashboard Design



Powerful Insights

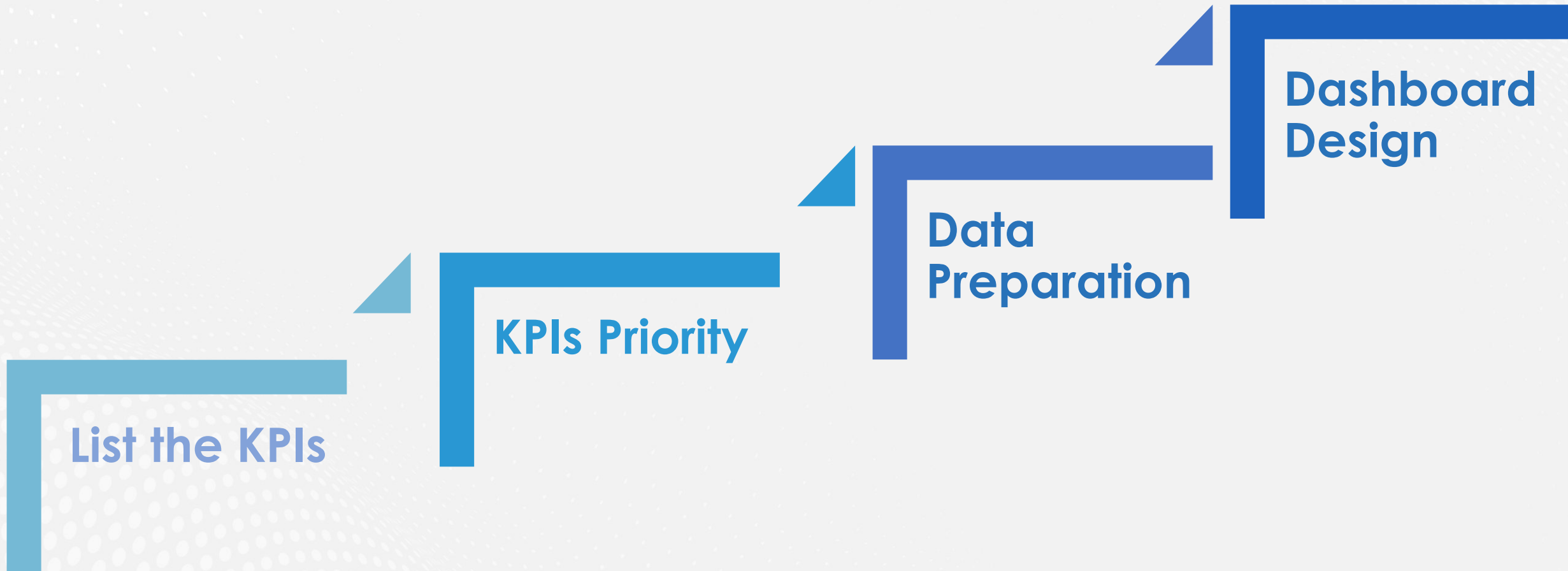
4 KPIs



Dashboard Design Steps



Powerful Insights



List the KPIs

KPIs Priority

Data
Preparation

Dashboard
Design

Finance Dashboard Example



Powerful Insights

List The KPIs

Revenue (Actual vs Budget)

Expenses (Actual vs Budget)

Net Income (Actual vs Budget)

Net Income Trend

Finance Dashboard Example



Powerful Insights

KPIs Priority

1

Revenue (Actual vs Budget)

2

Expenses (Actual vs Budget)

3

Net Income (Actual vs Budget)

4

Net Income Trend

Finance Dashboard Example



Powerful Insights

Data Preparation

Revenue Actual	Budget	Variance
3,500,000	3,200,000	9%

Expenses Actual	Budget	Variance
1,700,000	1,500,000	-12%

Net Income Actual	Budget	Variance
1,800,000	1,700,000	6%

Month	Net Income Actual	Budget
Jan	75,000	74,000
Feb	90,000	81,000
Mar	110,000	100,000
Apr	120,000	108,000
May	105,000	100,000
Jun	75,000	110,000
July	125,000	115,000
Aug	150,000	125,000
Sep	180,000	178,000
Oct	230,000	199,000
Nov	245,000	230,000
Dec	295,000	280,000

Finance Dashboard Example



Powerful Insights

1

2

3

4

Finance Dashboard Example



Powerful Insights



Finance Dashboard Example



Powerful Insights

Revenue

Variance

9%

Actual
3.5 M

Budget
3.2 M

Expenses

Variance

-12%

Actual
1.7 M

Budget
1.5 M

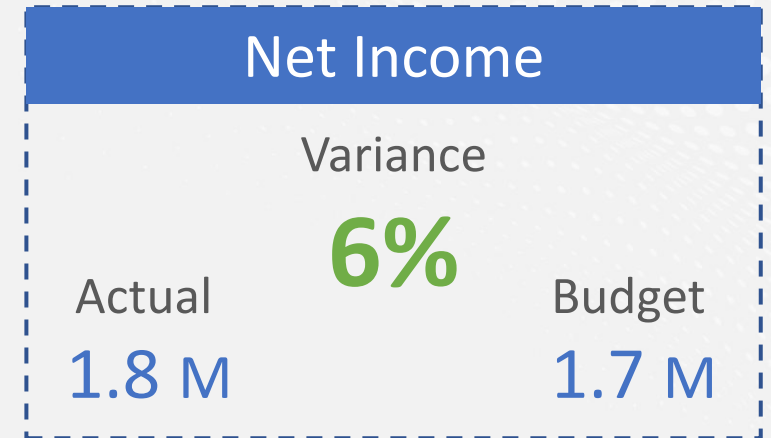
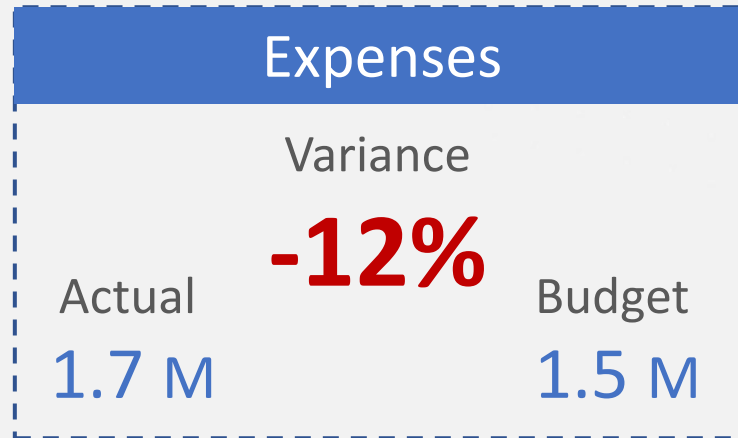
3

4

Finance Dashboard Example



Powerful Insights

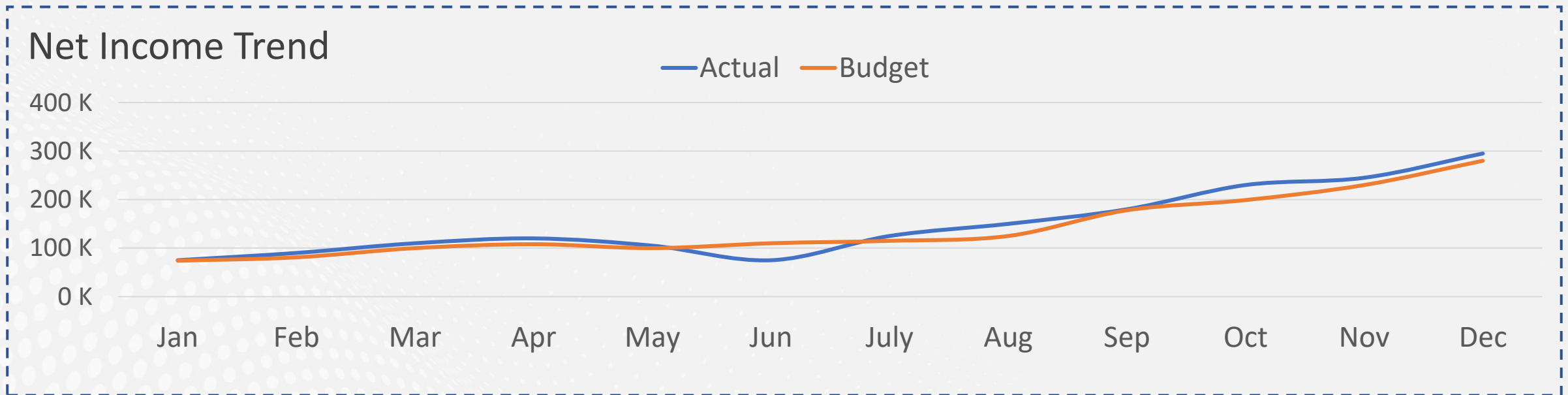
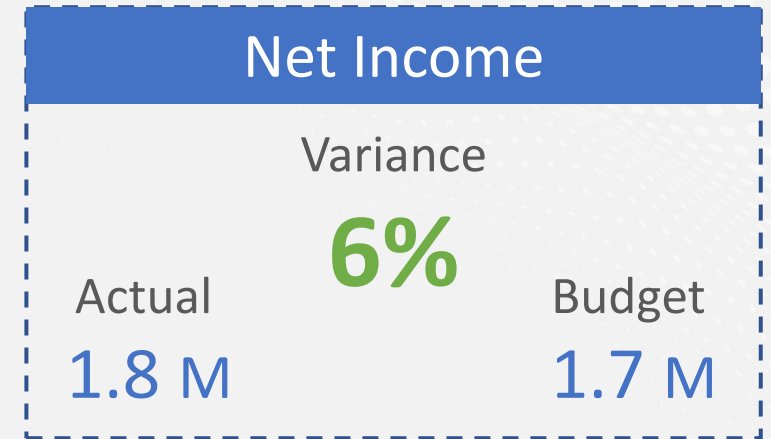


4

Finance Dashboard Example



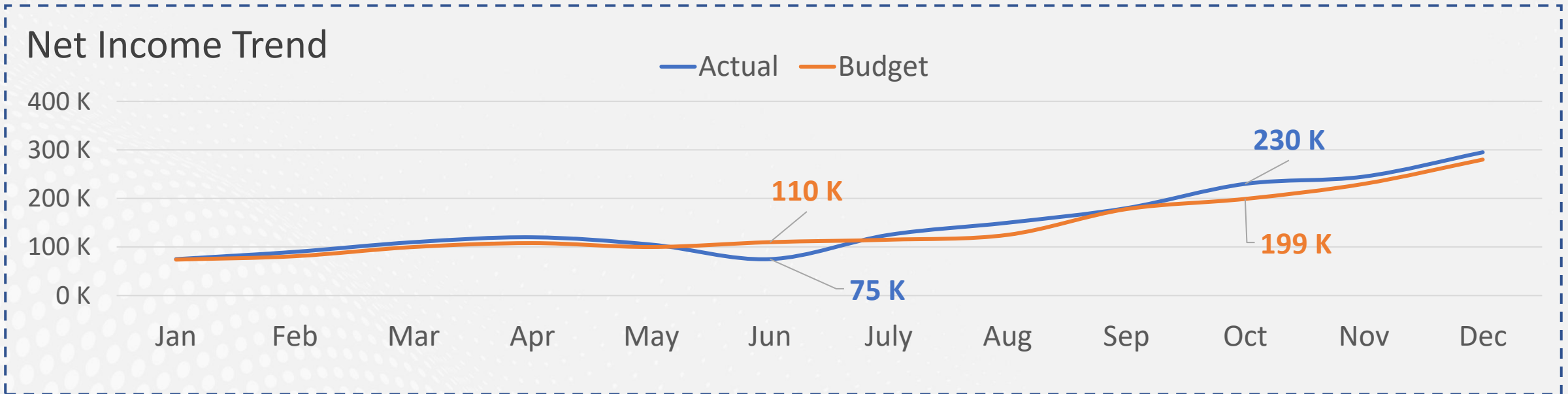
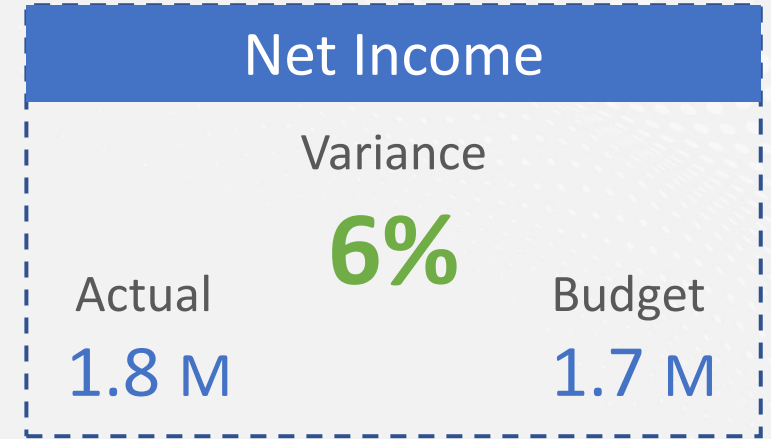
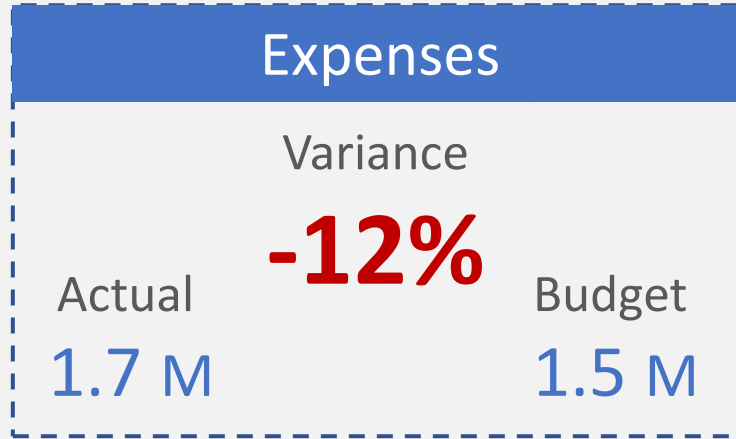
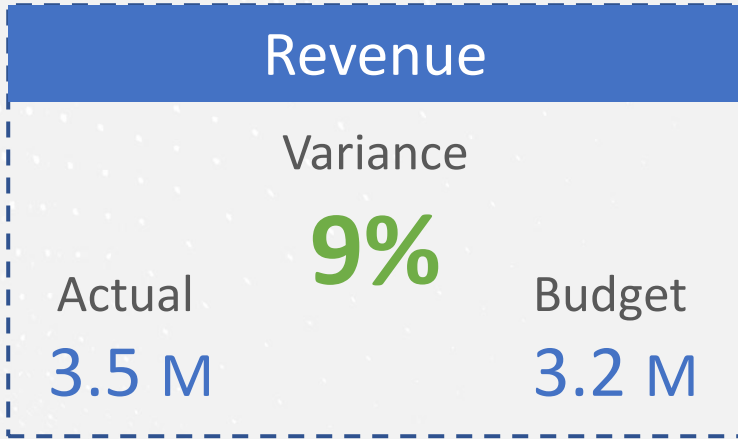
Powerful Insights



Finance Dashboard Example



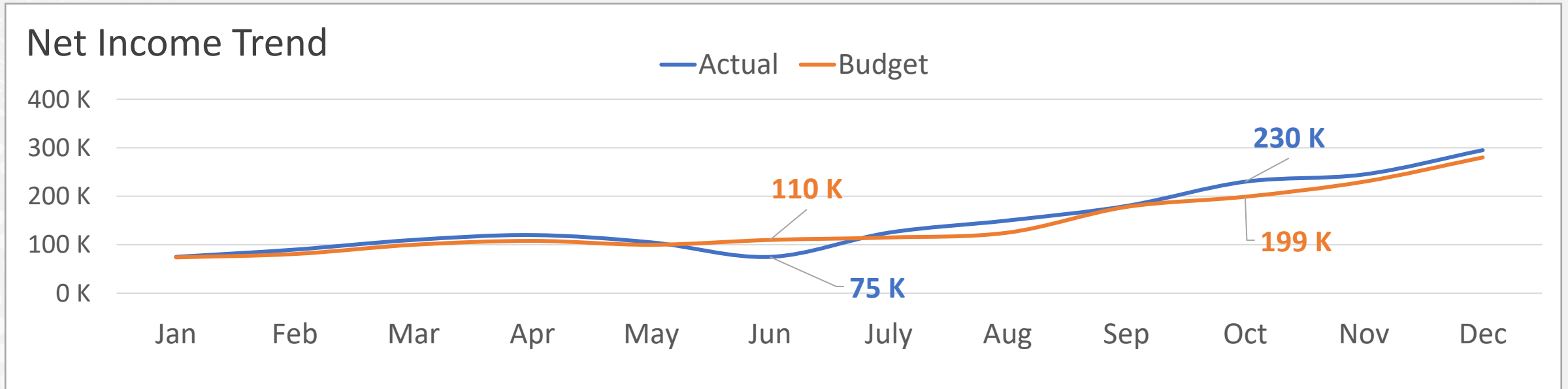
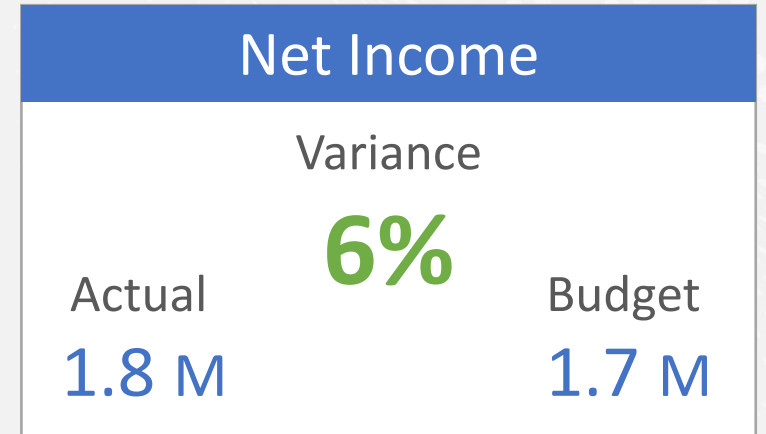
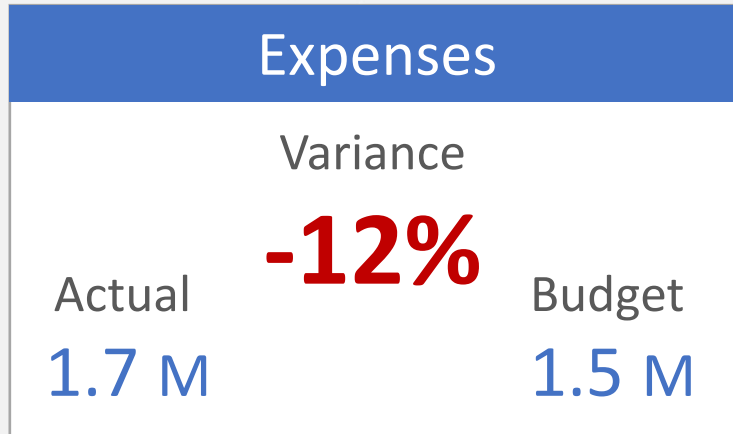
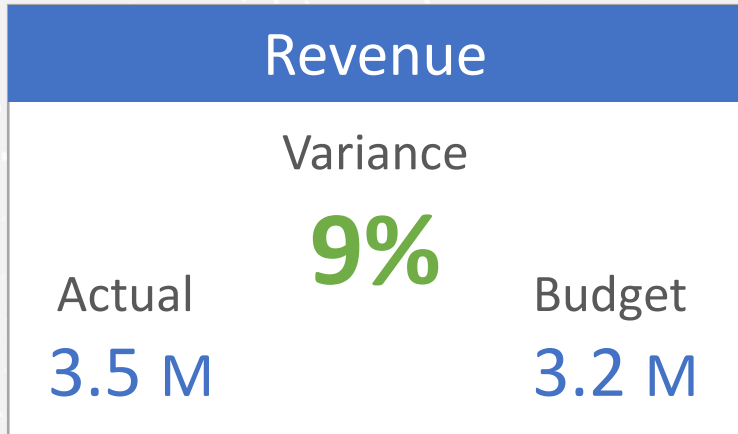
Powerful Insights



Finance Dashboard 2018



Powerful Insights



Finance Dashboard 2018

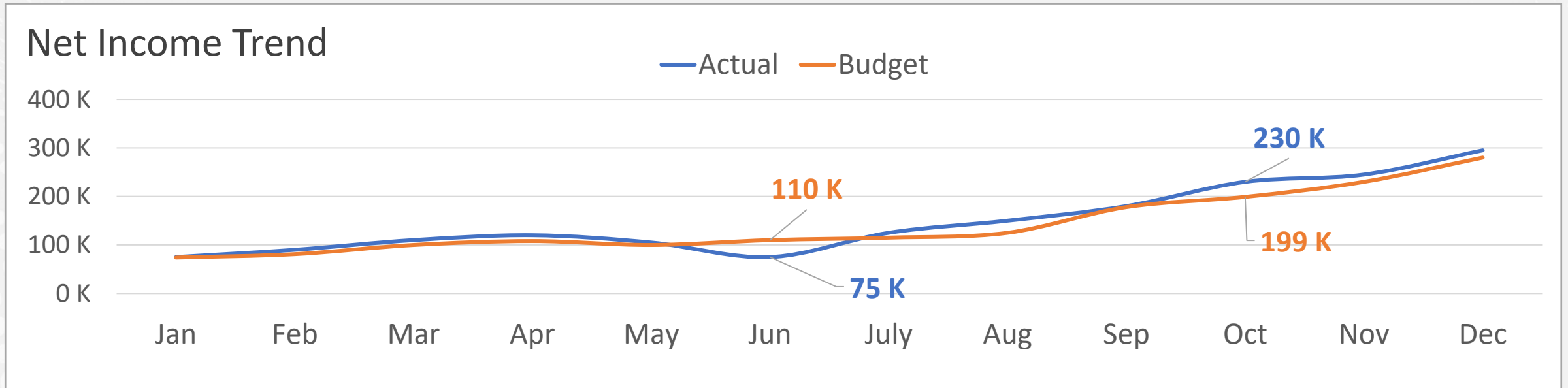


Powerful Insights

Revenue		
Actual	3.5 M	Variance
Budget	3.2 M	9%

Expenses		
Actual	1.7 M	Variance
Budget	1.5 M	-12%

Net Income		
Actual	1.8 M	Variance
Budget	1.7 M	6%



HR Dashboard Example

List The KPIs

Total Number of Employees

Turnover Rate

Attrition (Yes/No)

Attrition per Gender

Attrition per Department



Powerful Insights

HR Dashboard Example



Powerful Insights

KPIs Priority

1

Turnover Rate

2

Total Number of Employees

3

Attrition (Yes/No)

4

Attrition per Gender

5

Attrition per Department

HR Dashboard Example



Powerful Insights

Data Preparation

Attrition	Turnover %
No	83.88%
Yes	16.12%

Employees
1470

Attrition	Count
No	1,233
Yes	237

Gender	Attrition %	Count
Female	37%	87
Male	63%	150

Department	No	Yes
Human Resources	51	12
Research & Development	828	133
Sales	354	92

HR Dashboard Example



Powerful Insights

Dashboard Design

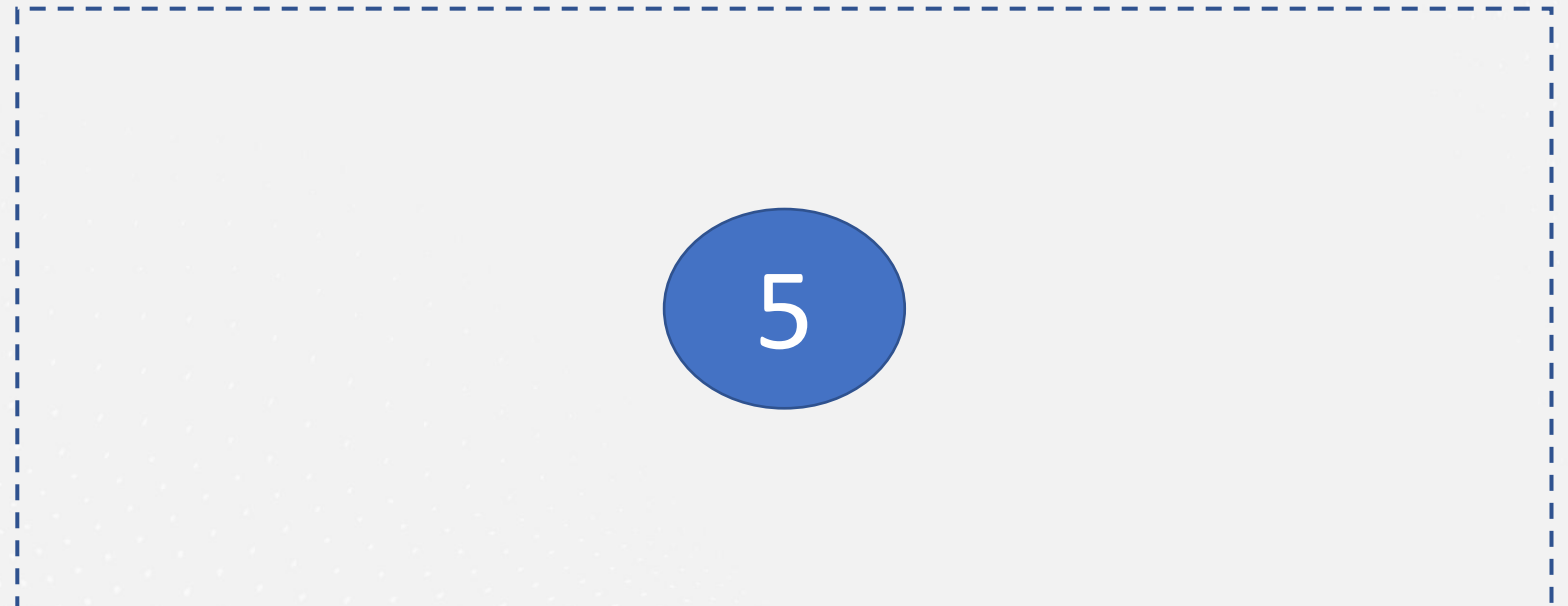
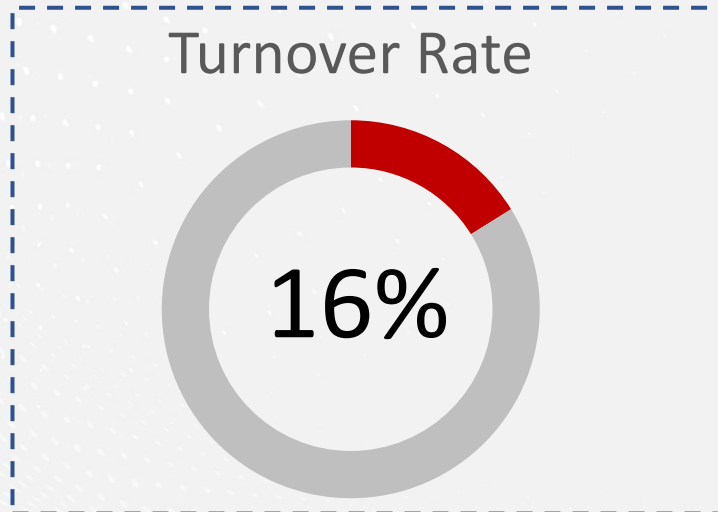


HR Dashboard Example



Powerful Insights

Dashboard Design



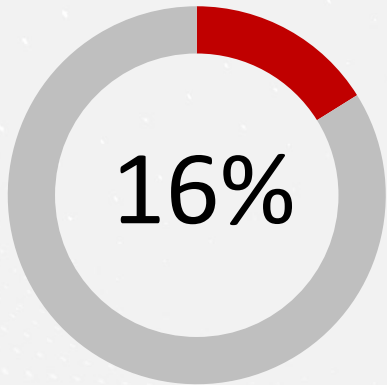
HR Dashboard Example



Powerful Insights

Dashboard Design

Turnover Rate



Total Employees

1,470

3

4

5

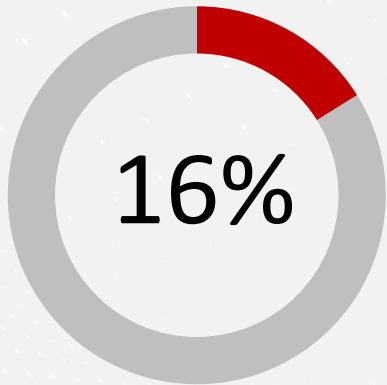
HR Dashboard Example



Powerful Insights

Dashboard Design

Turnover Rate



Total Employees

1,470

Attrition

Yes
237

No
1,233

4

5

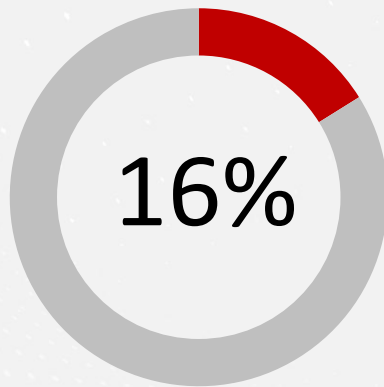
HR Dashboard Example



Powerful Insights

Dashboard Design

Turnover Rate



Total Employees

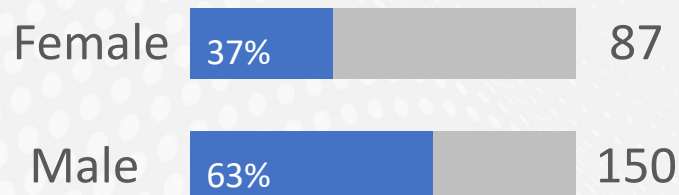
1,470

Attrition

Yes
237

No
1,233

Gender Attrition



5

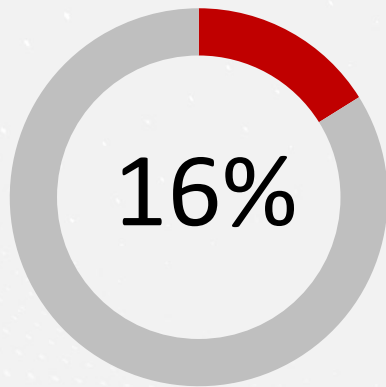
HR Dashboard Example



Powerful Insights

Dashboard Design

Turnover Rate



Total Employees

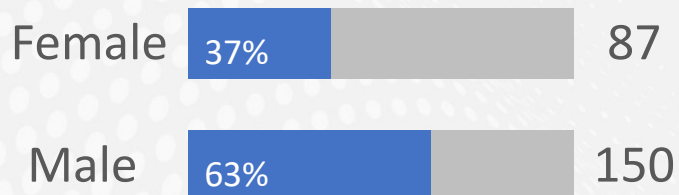
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Attrition

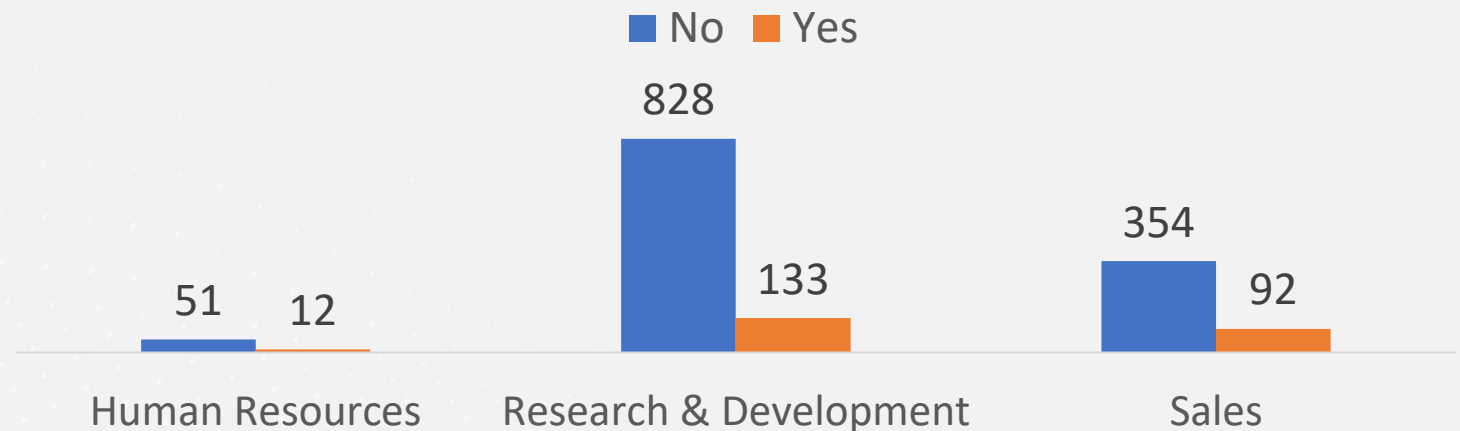
Yes
237

No
1,233

Gender Attrition



Attrition per Department

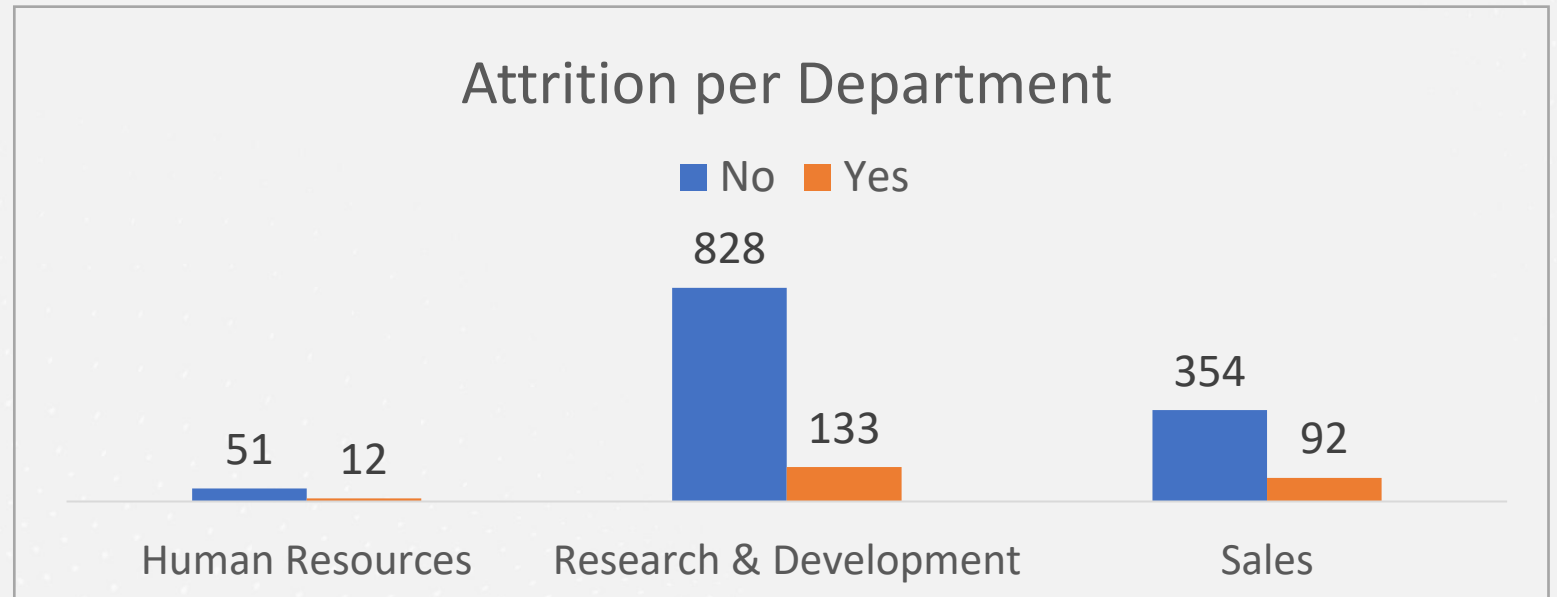
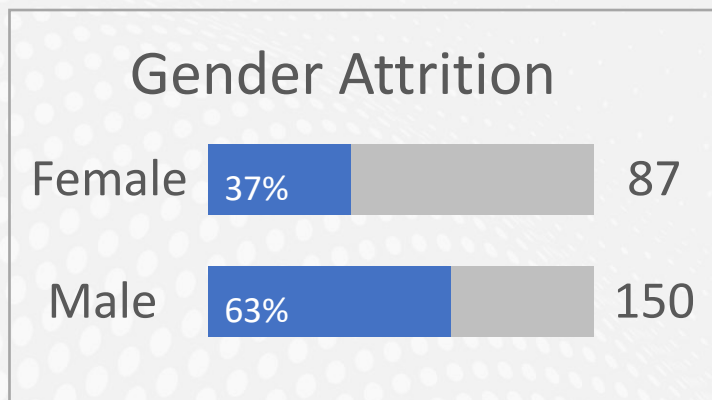
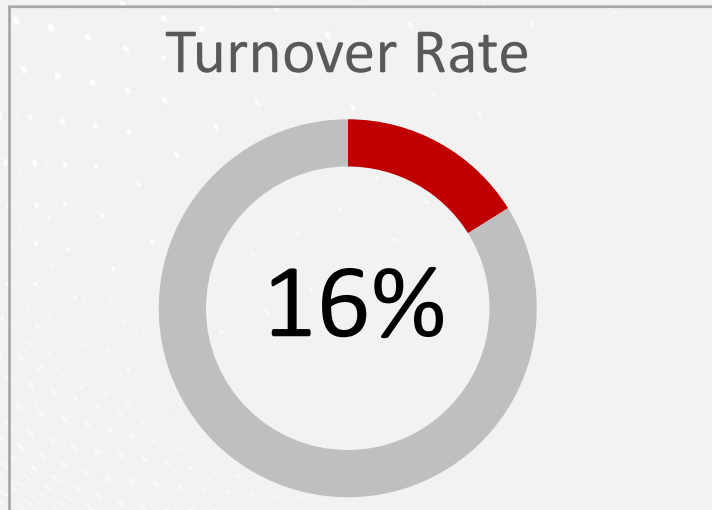


HR Dashboard Example



Powerful Insights

Attrition Dashboard 2018

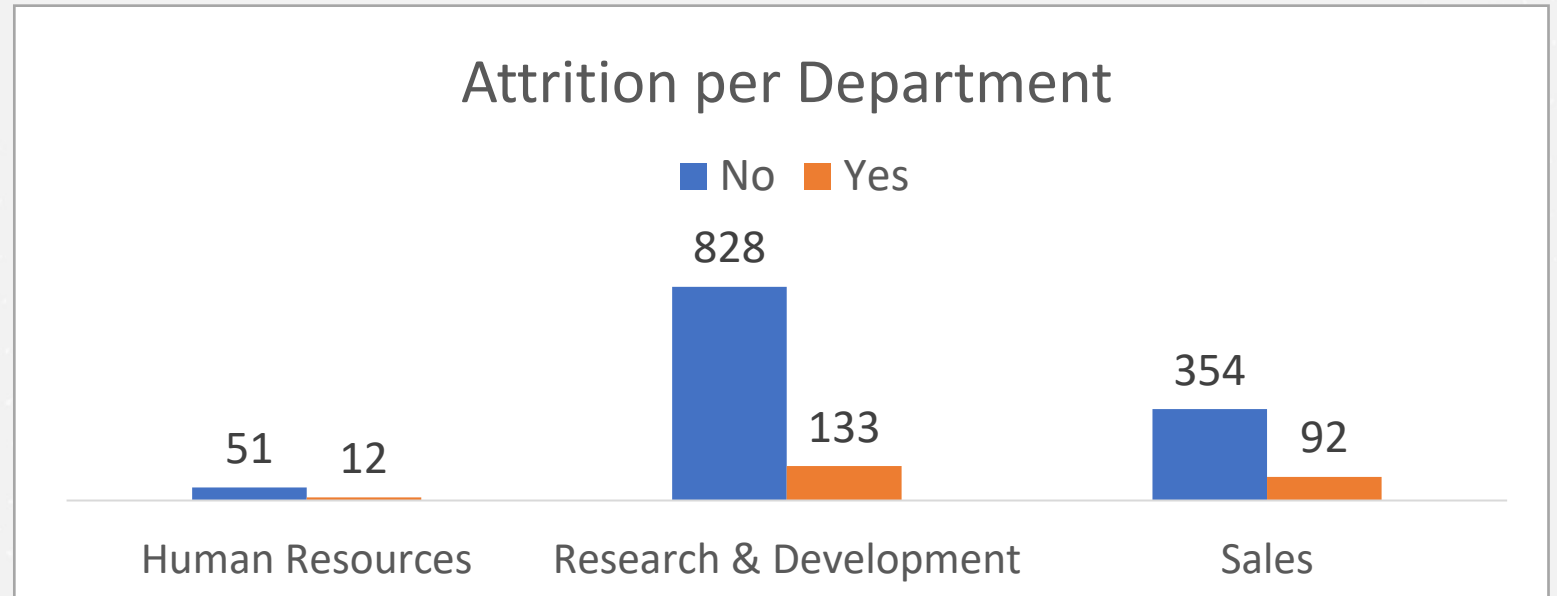
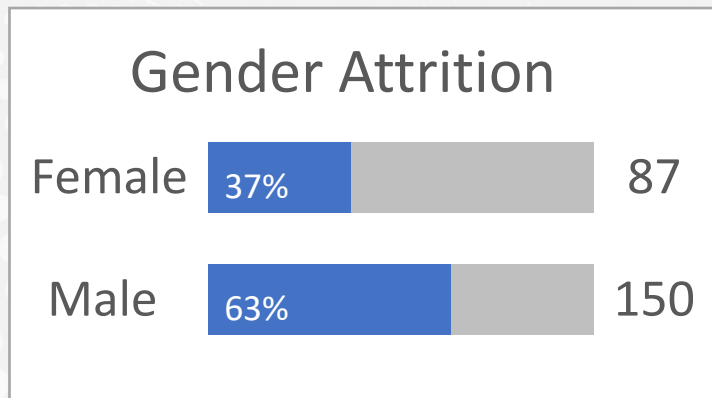
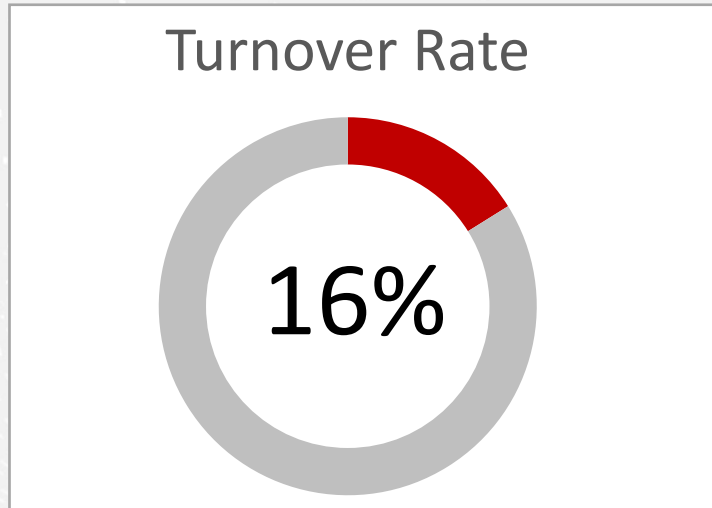


HR Dashboard Example



Powerful Insights

Attrition Dashboard 2018



Project Tracking Dashboard Example



Powerful Insights

List The KPIs

Project Progress %

Actual vs. Budget

Tasks Remaining Trend

Project Resources Utilization

Project Tracking Dashboard Example



Powerful Insights

KPIs Priority

1

Project Progress

2

Project Spending

3

Project Resources
Utilization

4

Tasks Remaining

Project Tracking Dashboard Example



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Data Preparation

No. of Projects

4

Project	Tasks Remaining
Project A	35
Project B	24
Project C	15
Project D	56

Project	Actual Progress	Target
Project A	40%	45%
Project B	60%	60%
Project C	72%	85%
Project D	35%	30%

Project	Average Utilization
Project A	74%
Project B	88%
Project C	65%
Project D	83%

Project	Actual Spending	Budget	Spending %
Project A	3,391,127	4,050,000	84%
Project B	1,850,620	2,523,000	73%
Project C	2,201,246	3,810,358	58%
Project D	1,629,627	2,525,773	65%

Project Tracking Dashboard Example



Powerful Insights

1

2

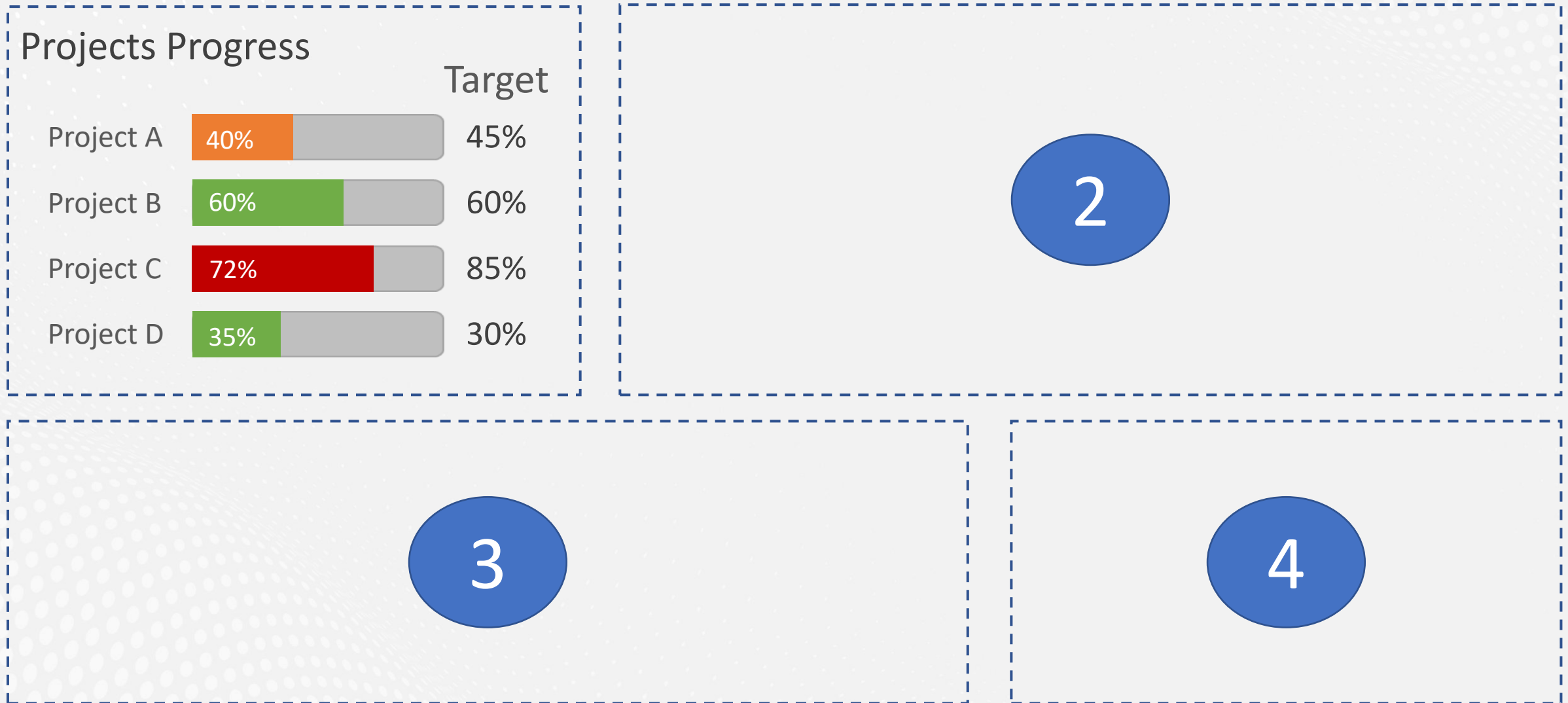
3

4

Project Tracking Dashboard Example



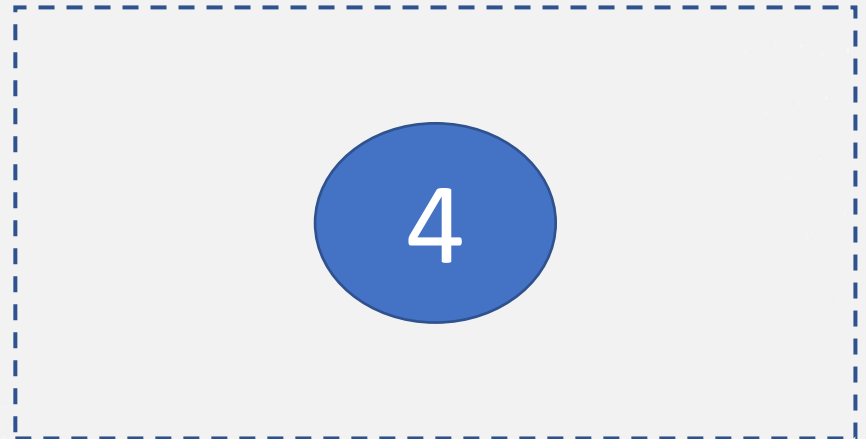
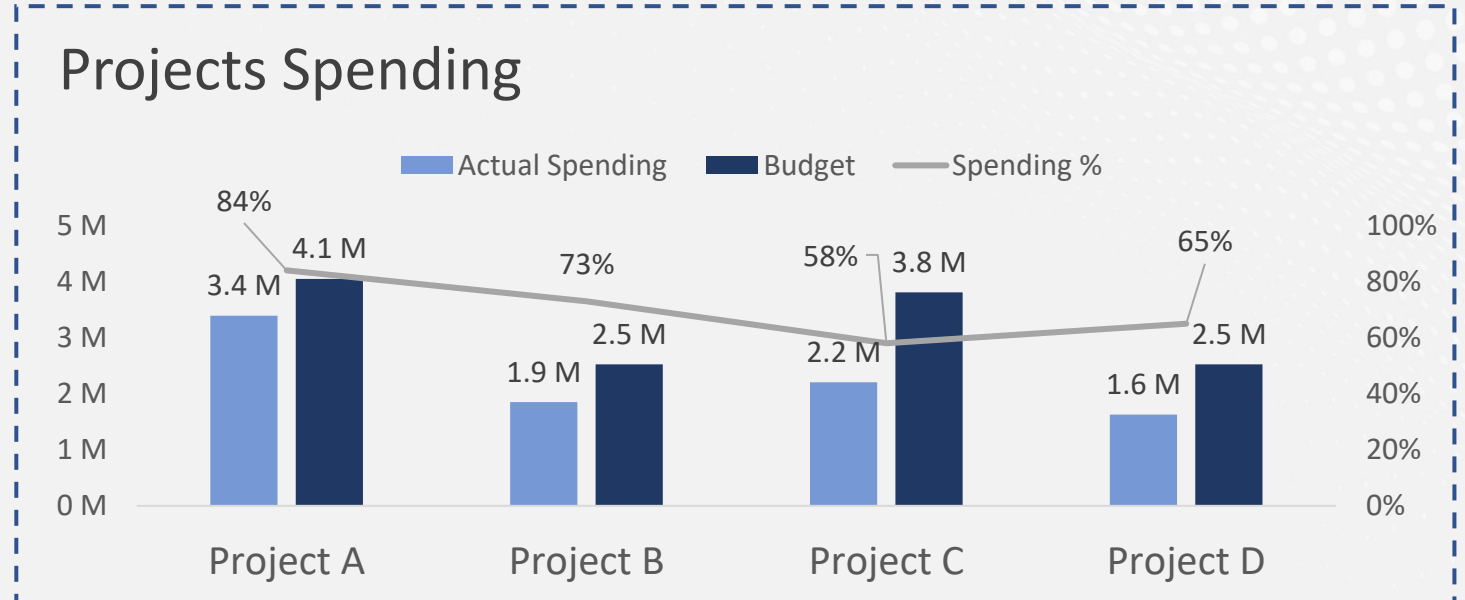
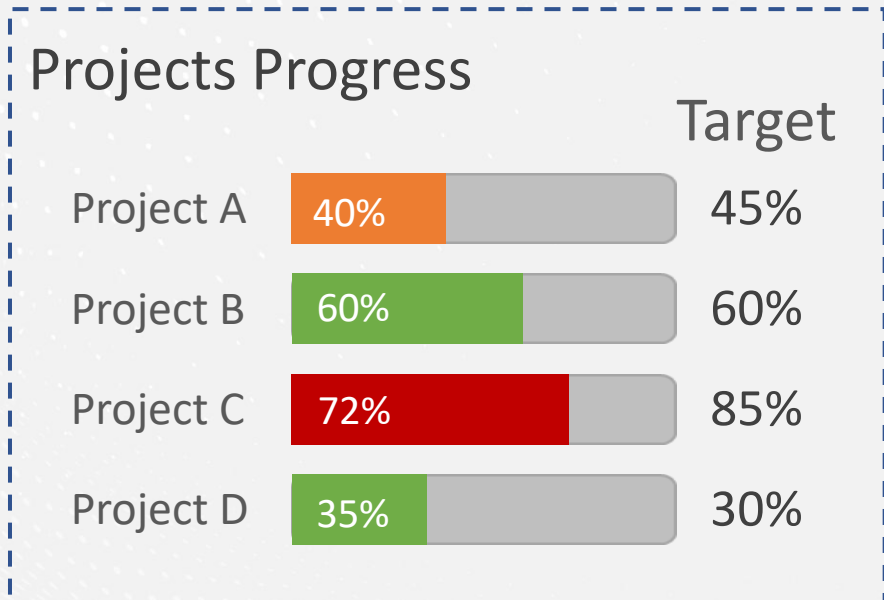
Powerful Insights



Project Tracking Dashboard Example



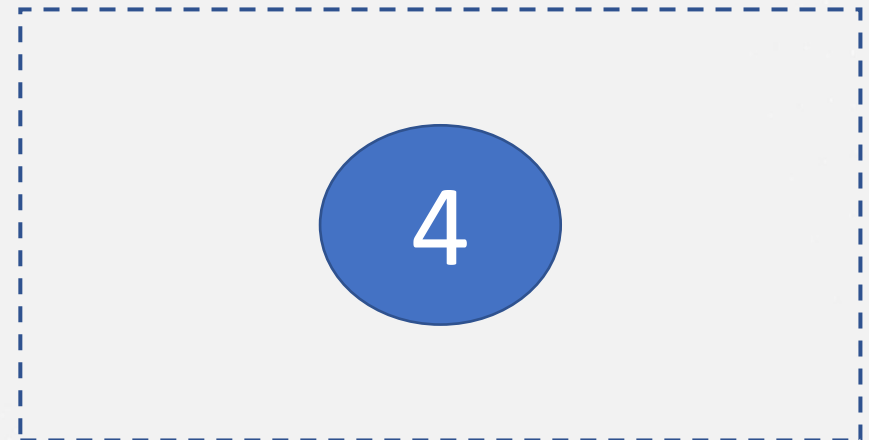
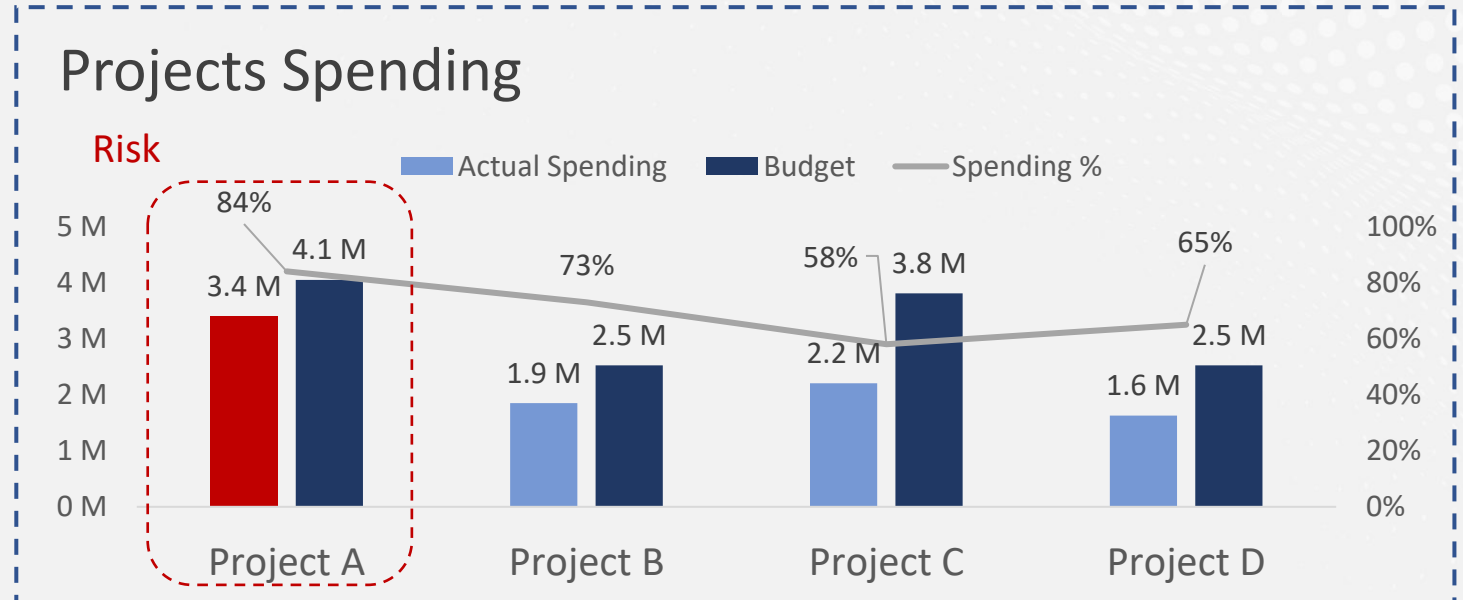
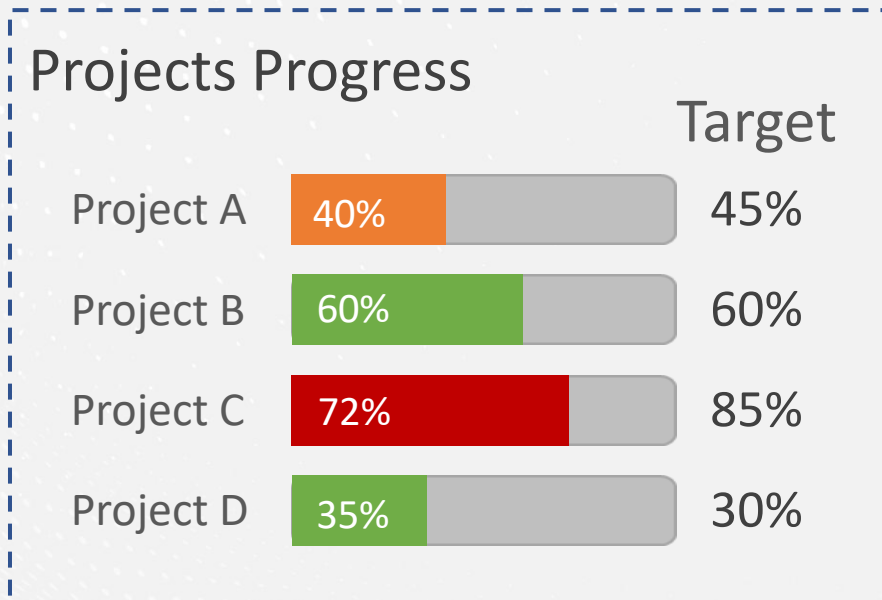
Powerful Insights



Project Tracking Dashboard Example



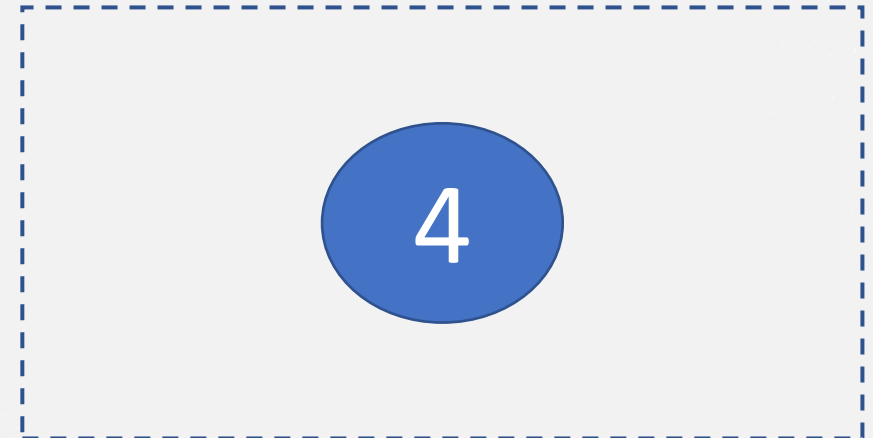
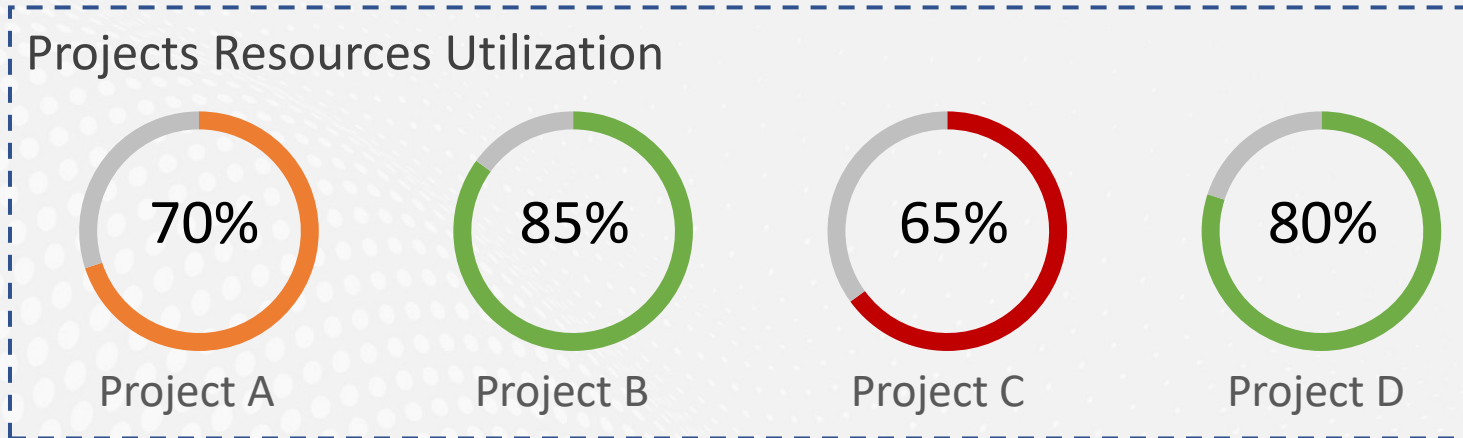
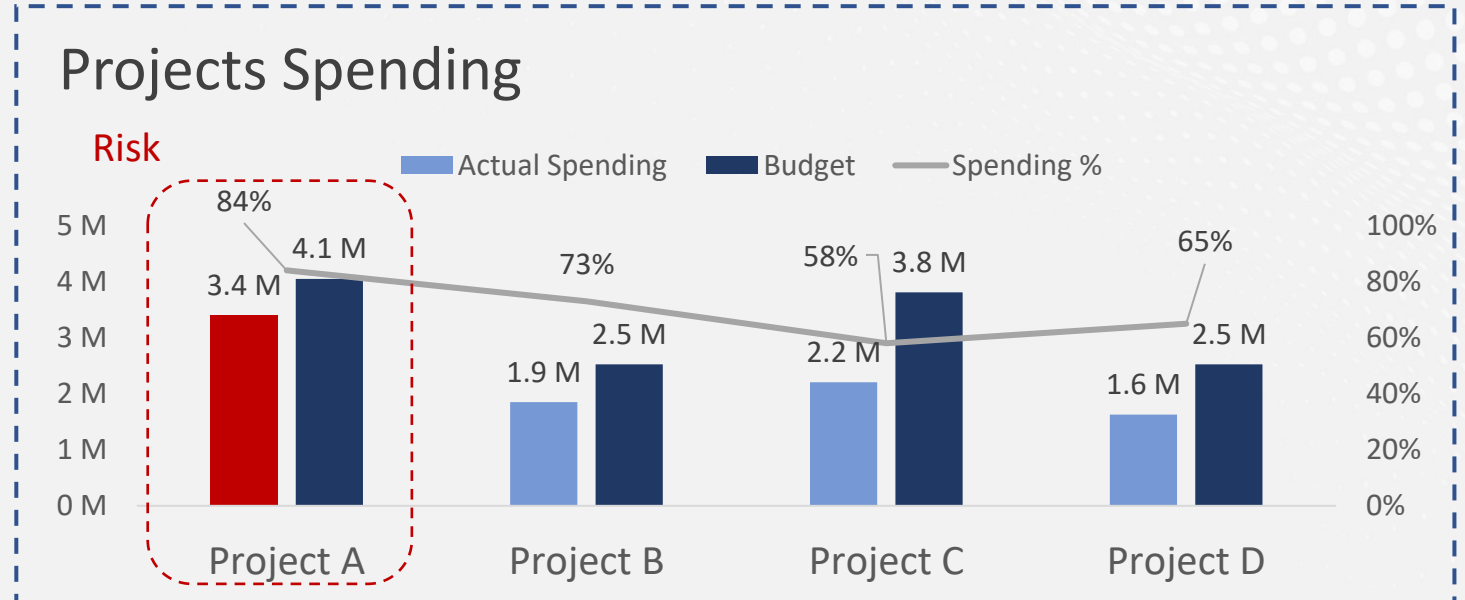
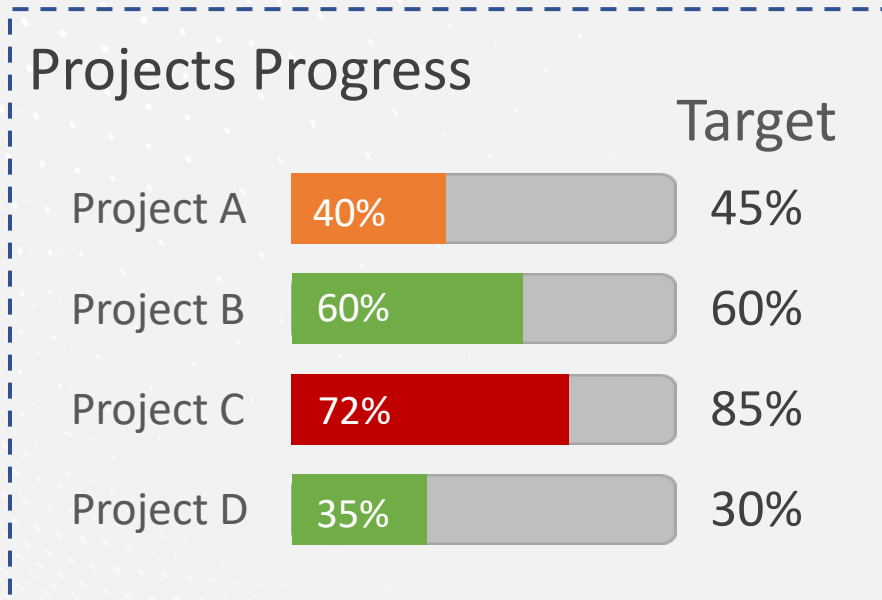
Powerful Insights



Project Tracking Dashboard Example



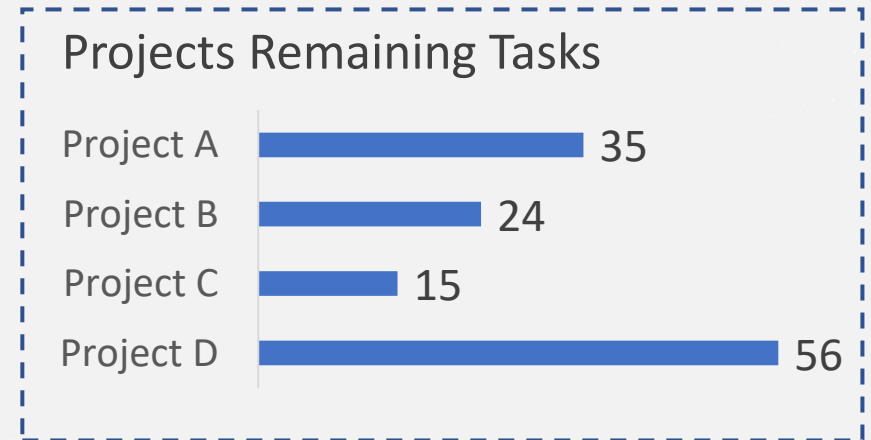
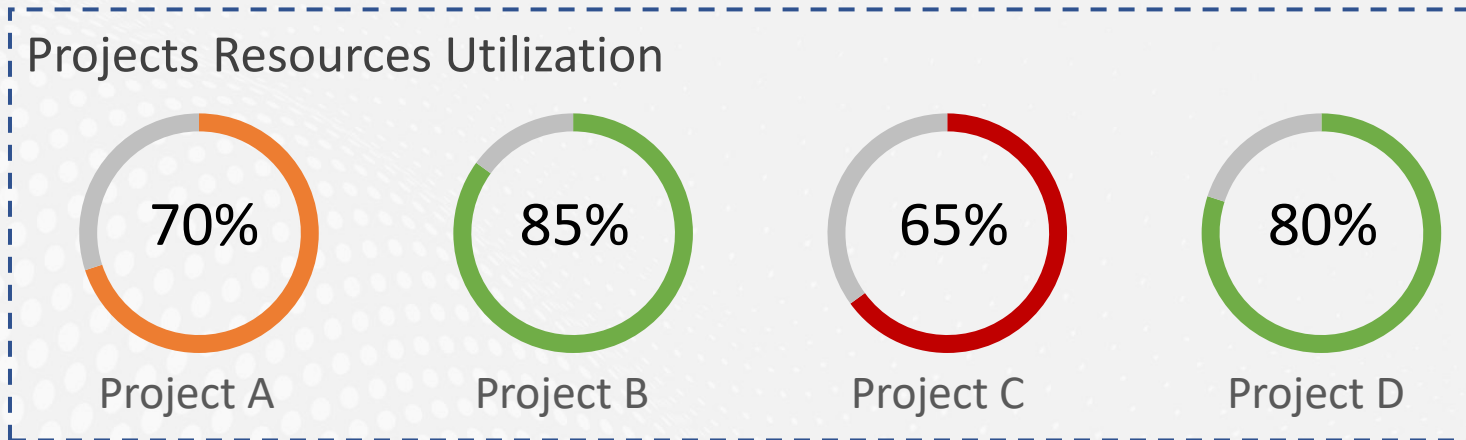
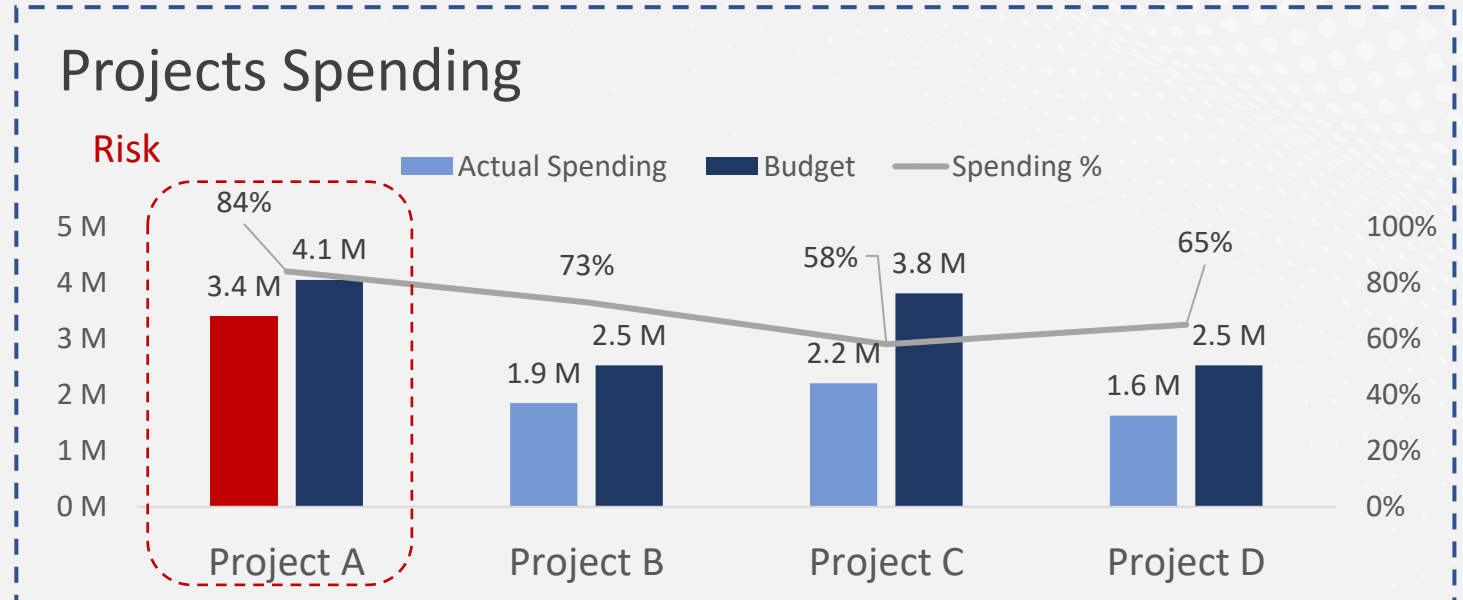
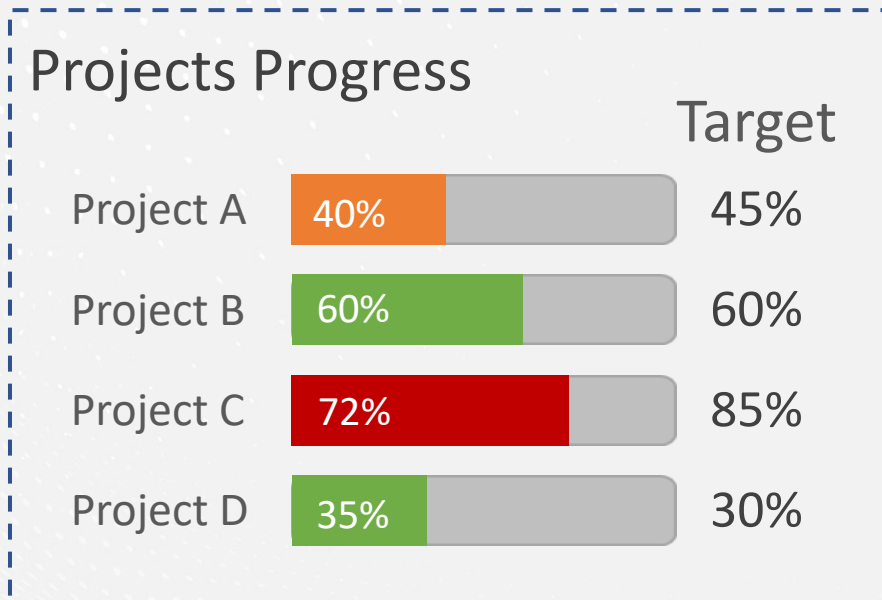
Powerful Insights



Project Tracking Dashboard Example



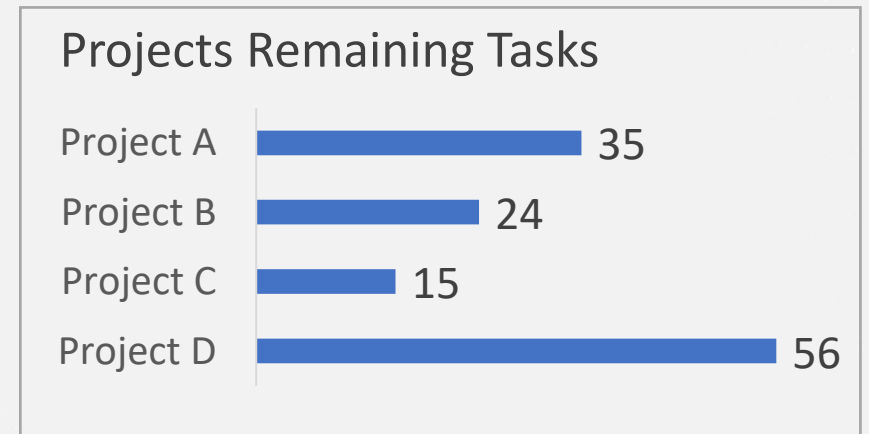
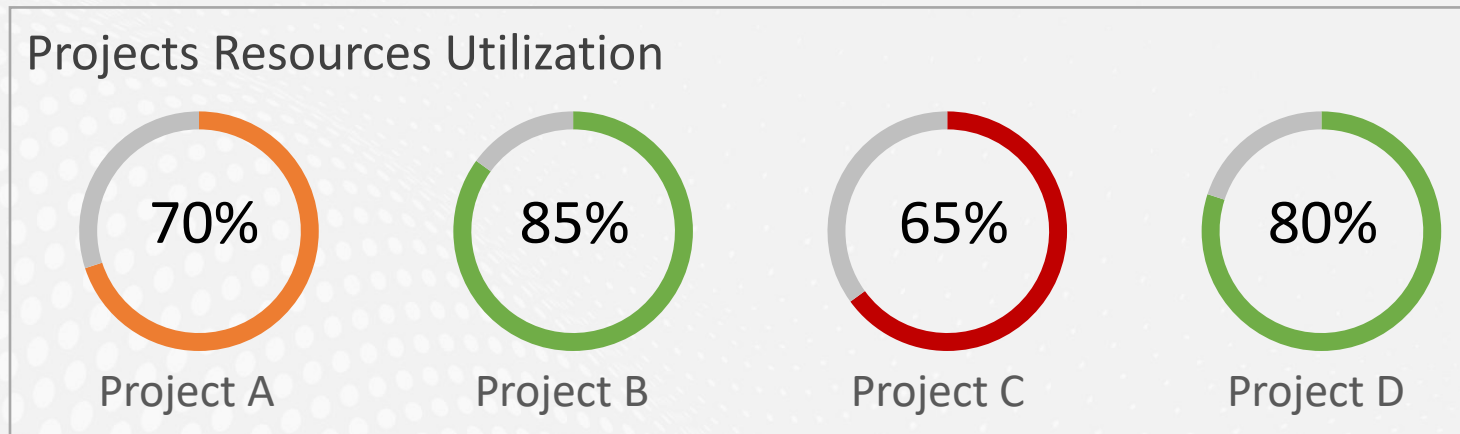
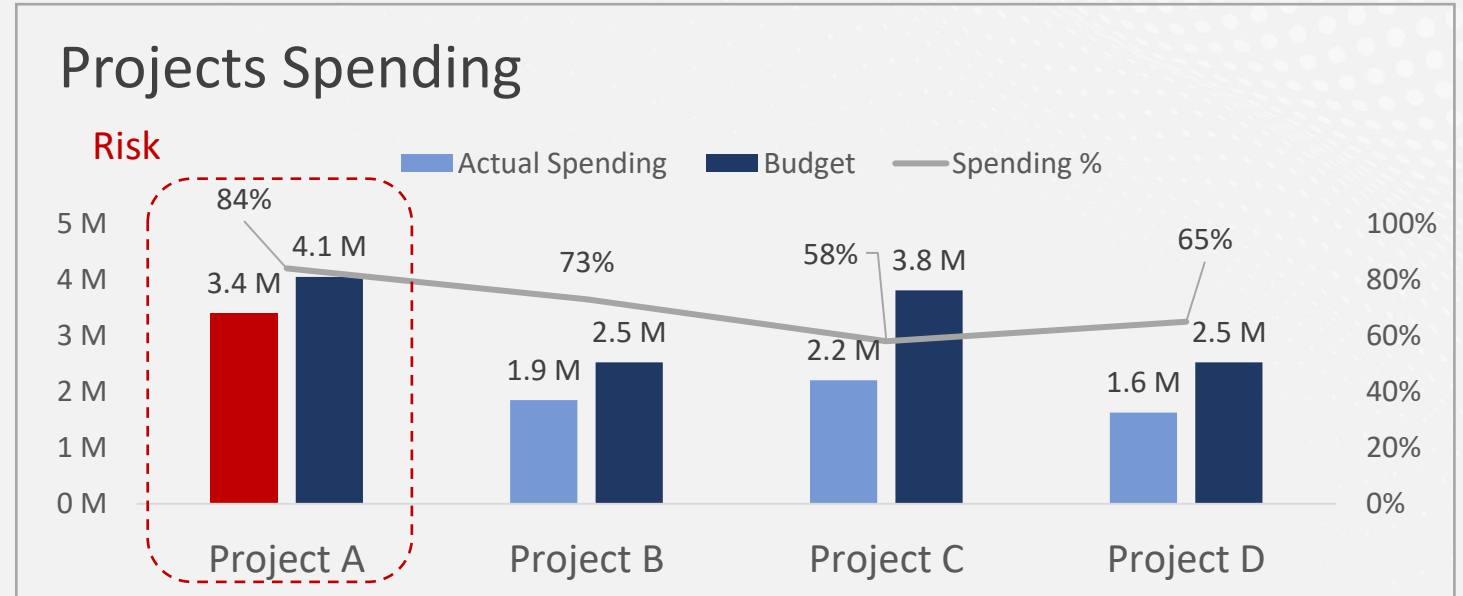
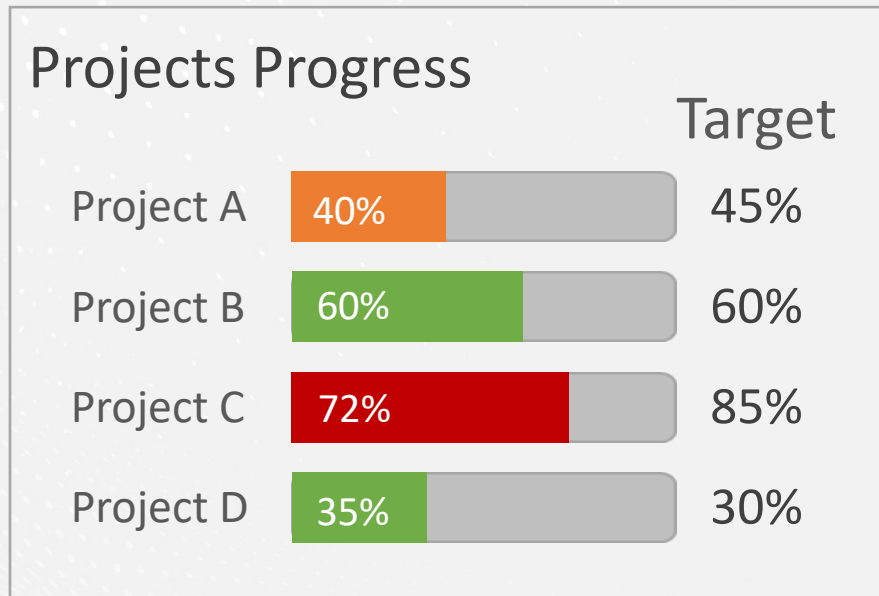
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Project Tracking Dashboard Example



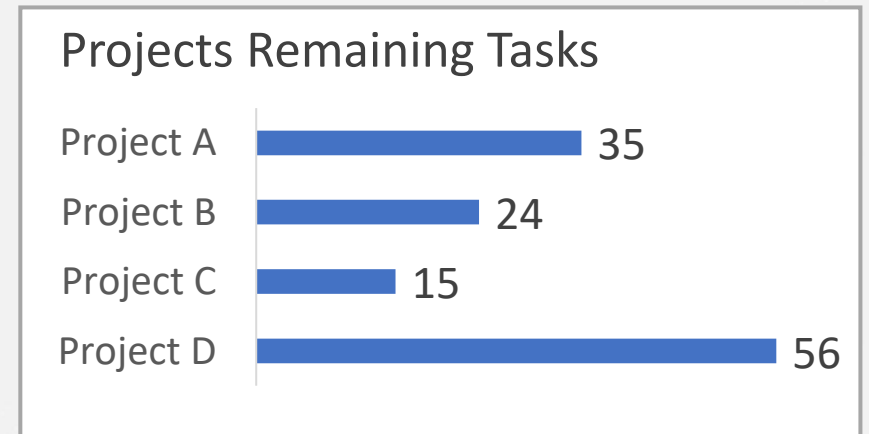
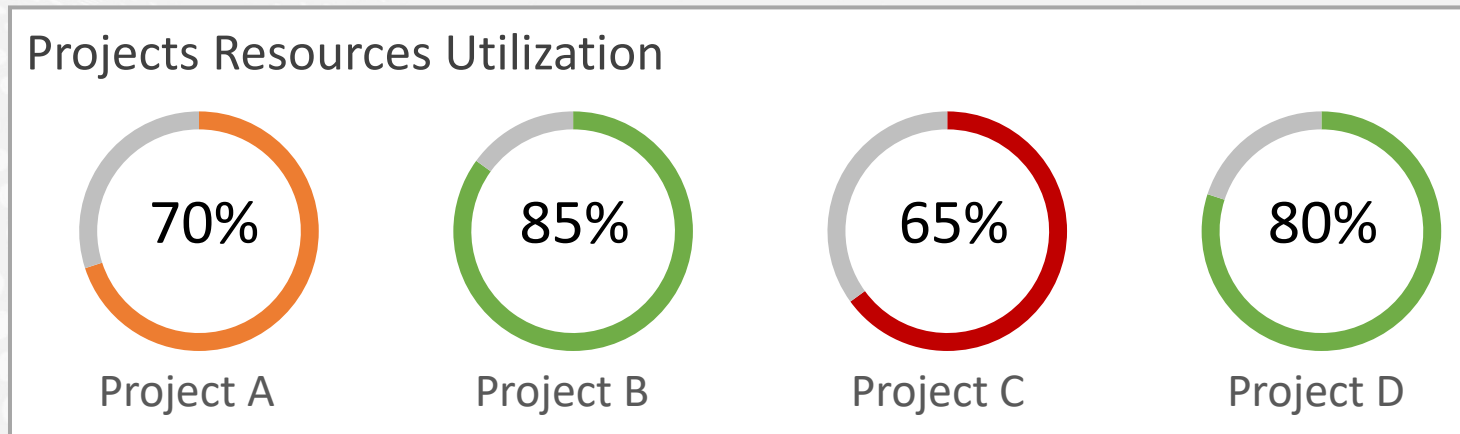
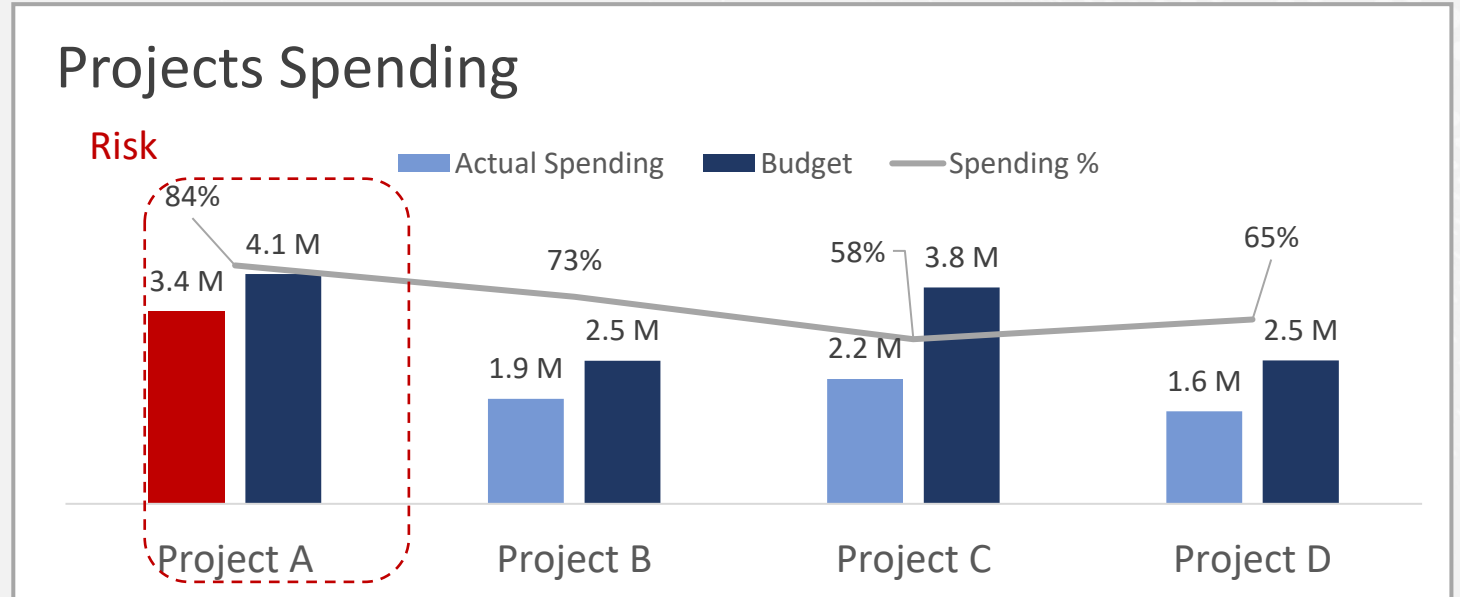
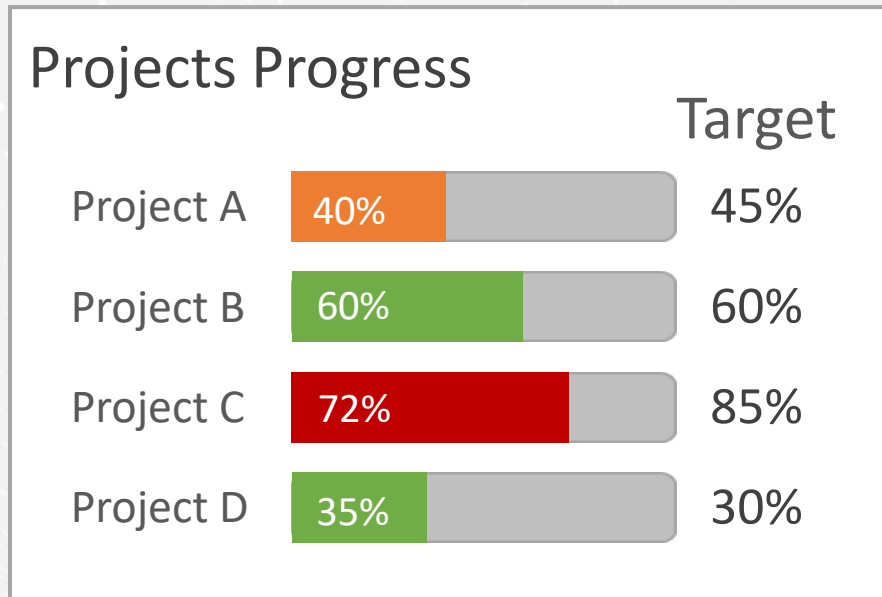
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Project Tracking Dashboard Example



Powerful Insights



Agency Utilization Rollup

\$3.8M
Fees

• **\$3.4M**
Potential

\$1.3M
New Biz + Opportunity

\$2.6M
Internal Projects

• **+12.2**
FTE Overstaffed



Target vs Billable vs Non-Billable %

Department	Target %	Billable %	Non-Billable %
Creative	99%	53%	46%
Account Management	105%	47%	58%
Project Management	104%	35%	69%
Technology	102%	28%	74%
Operations	4%		
Executive/Admin	57%	57%	
New Biz	106%	106%	100%

Non-Billable vs Billable Hours

Department	Non-Billable Hours	Billable Hours
Creative	5,749	6,743
Account Management	10,670	8,620
Project Management	8,396	4,274
Technology	14,454	5,468
Operations	10	33
Executive/Admin	2,179	16
New Biz	2,350	1

Cost | Fees | Potential

Department	Cost	Fees	Potential
Creative	\$1,083K		
Account Management	\$1,159K	\$795K	
Project Management	\$698K	\$808K	
Technology	\$883K	\$1,762K	
Operations			
Executive/Admin			
New Biz			

Show Potential at 100% of Target ▼

New Biz + Opp

Department	Hours	%
Creative	1,456 hrs	12%
Account Management	4,524 hrs	25%
Project Management	1,455 hrs	12%
Technology	361 hrs	2%
Operations	6 hrs	0%
Executive/Admin	0 hrs	0%
New Biz	1,764 hrs	80%

Cost \$533K

Internal Projects

Department	Hours	%
Creative	1,301 hrs	10%
Account Management	1,579 hrs	9%
Project Management	2,283 hrs	19%
Technology	9,608 hrs	49%
Operations	0 hrs	0%
Executive/Admin	4 hrs	0%
New Biz	40 hrs	2%

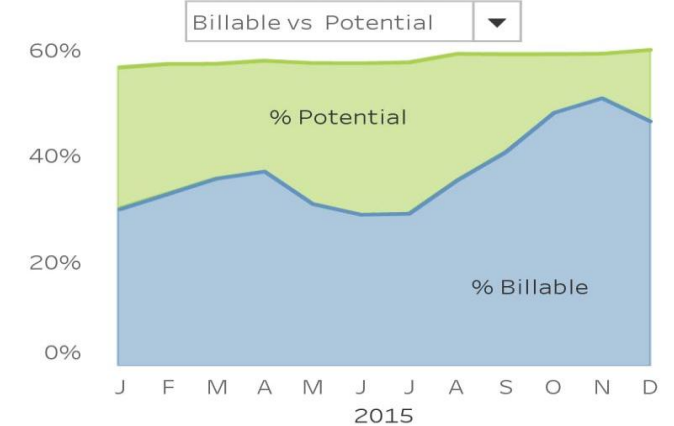
Cost \$755K

Internal Admin

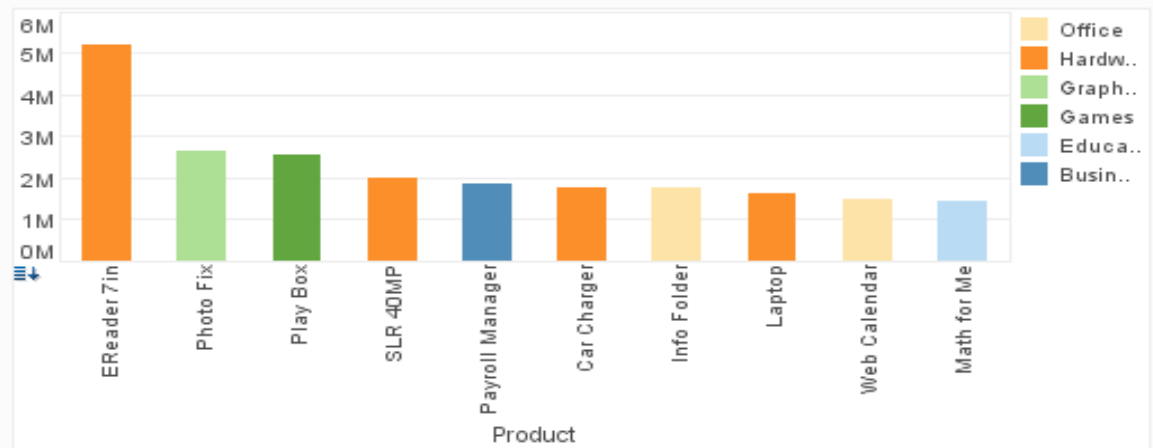
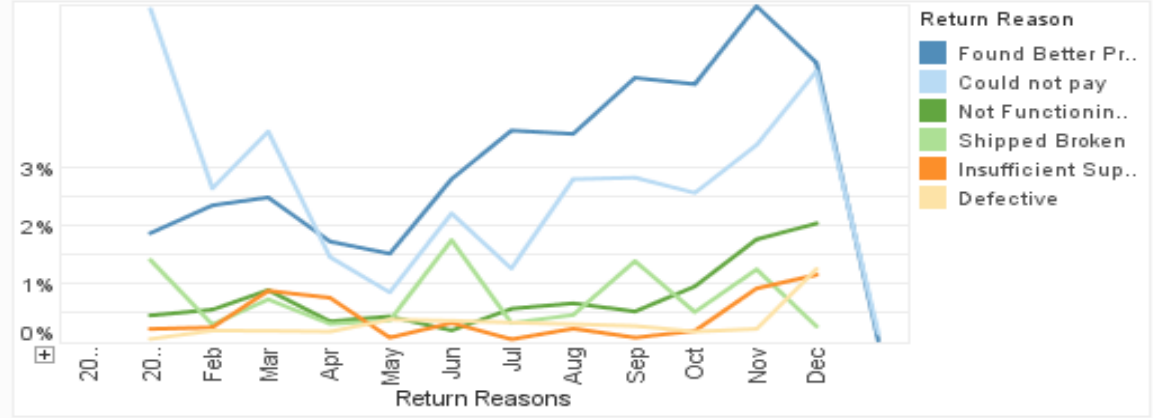
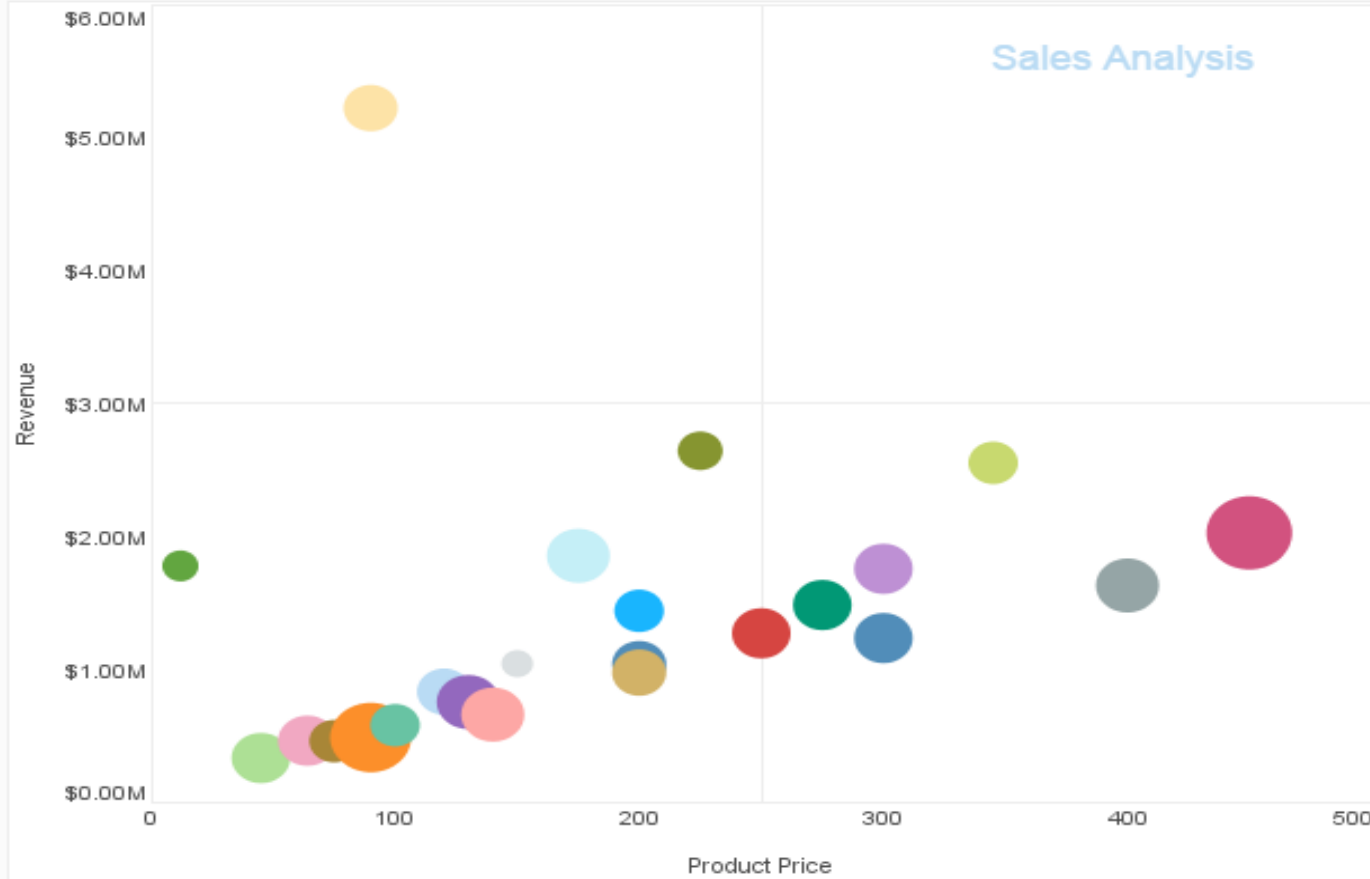
Department	Hours	%
Creative	2,992 hrs	24%
Account Management	4,567 hrs	25%
Project Management	4,659 hrs	38%
Technology	4,485 hrs	23%
Operations	5 hrs	0%
Executive/Admin	2,176 hrs	56%
New Biz	546 hrs	25%

Cost \$1,163K

Utilization Trend



Sales Analysis



Plot by: Revenue vs Price

Size By: Return Rates

Top 10 Views Top Selling Products

- Sales Team**
- Team1
 - Team2
 - Team3
 - Team4
 - Team5
 - Team6
 - Team7
 - Team8

- Sales Rep**
- William Lee
 - Ursula Monteiro
 - Tamra Banks
 - Stephanie Oran
 - Shawn Woodley
 - Roger Rielly
 - Ramona Coope
 - Rachael Sontag
 - Percy Shelly
 - Nick Siacca
 - Nash Bali
 - Mike Schnurr
 - Michael Tally
 - Melissa Gorga
 - Megan Kelly
 - Marvin Lopez
 - Luke Matthews
 - Katie Russo
 - Joshua Ortiz
 - Jose Ramirez
 - Jenny Ross
 - Jason London
 - Jakie More
 - Greg Manson
 - Erin Burnett
 - Diana Mendez
 - David Manzo

- Imaging**
- Acme Imaging
 - American Imaging
 - Bayer Imaging
 - Bromley Imaging
 - California Imaging
 - Frontier Imaging
 - Great Western Imaging
 - Hudson Imaging
 - Jersey Imaging
 - Johnson Imaging
 - Marlborough Imaging
 - Mid-Atlantic Imaging
 - Pacific Imaging
 - Texas Imaging
 - Union Imaging
 - United Imaging
- + Others...



Total Leads



6,504
Leads this month

Sales Ready Leads




2,102
Sales ready leads this month

New Customers



307
New customers this month

New Revenue



\$375K
New revenue this month

Twitter Stats



22,510
Followers

Facebook Stats



13,245
Followers

Google+ Stats




4,205
Followers

LinkedIn Stats

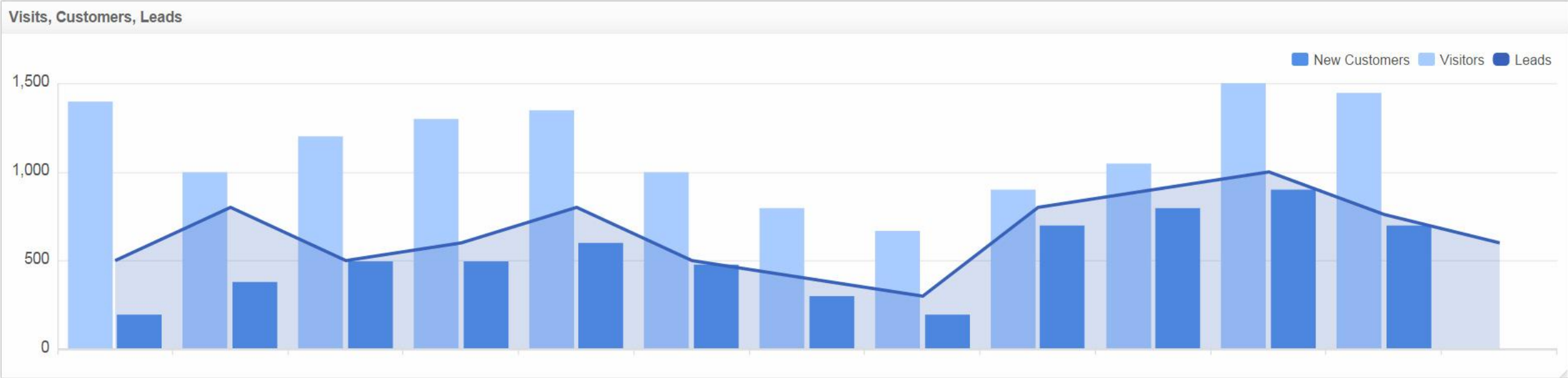


11,115
Followers

Emails Sent



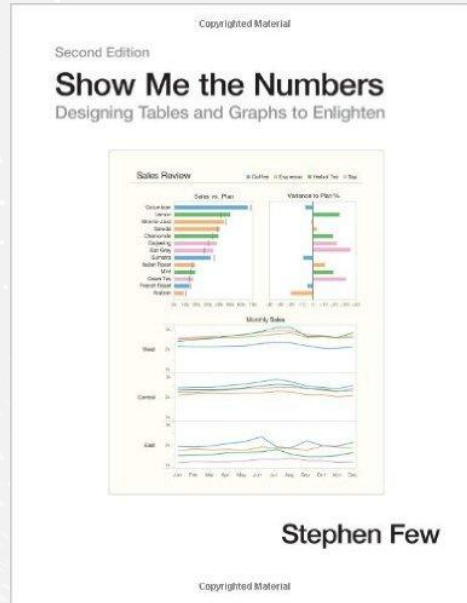
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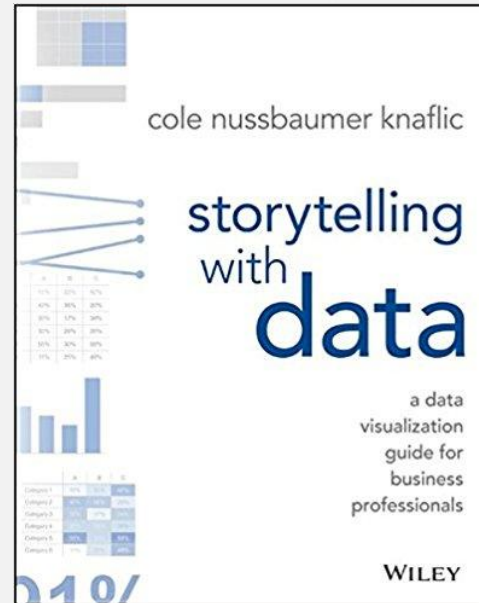
Data Visualization Books



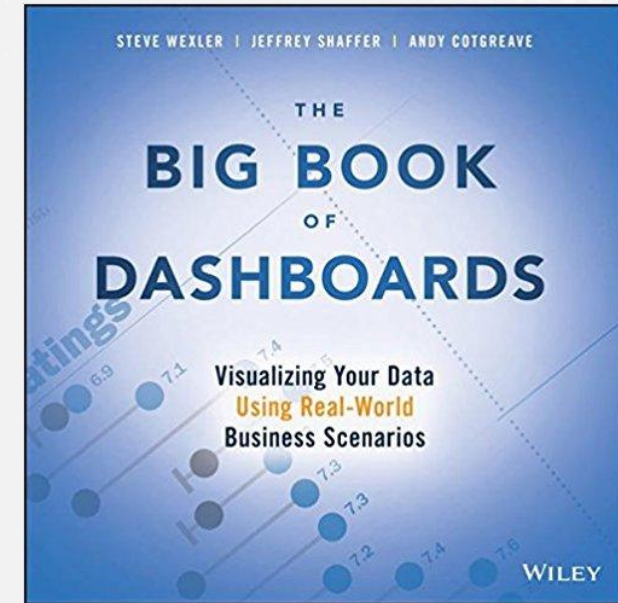
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Show me the Numbers
-- Stephen Few



Storytelling with Data
-- Cole Nussbaumer Knaflic




The Big Book of Dashboards
-- Steve Wexler, Jeffery A. Shaffer
and Andy Cotgreave

<https://color.adobe.com>

Thank You

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EG: +201117794444

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