Dashboard Design – Icing on the Cake

5 Steps to improve your report.



THANK YOU

Data Community Austria Day 2025

Awesome Partner

Microsoft

Platinum

redgate

ACP IT for innovators.

Gold

b.telligent
smart data. smart decisions.

Lucient

Bronze

Tabular Editor

paiqo
The Platform & AI Company

Power BI Camp
www.linearis.at



Valerie Junk

PorcuBI

- Data Visualization & Storytelling
- Change Management
- Trainer

/valeriejunk/

porcubi

Microsoft® Most Valuable Professional

Why Design?



Easy to follow and understand



Engaging



Time-saving

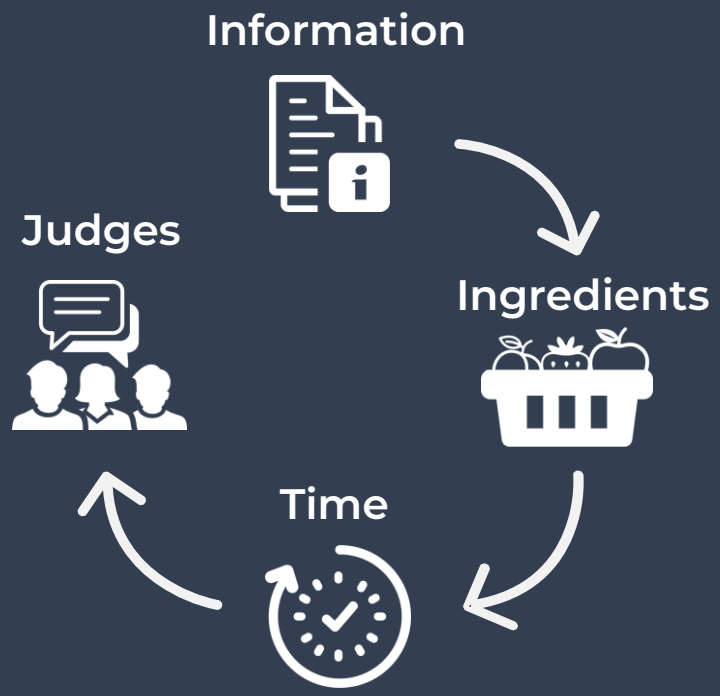


Creating a report

-

Taking part in a baking competition

The competition







5 Steps

Research



Organize



Visualize



Aesthetics



Evaluate





Step 1

Research

The audience

- Who is the audience?
- What is the experience level?
- What actions do they intend to take and why?
- What's the process?



Different Audience
=
Different Design



What’s the message?

1 key message (sentence)



CONTEXT

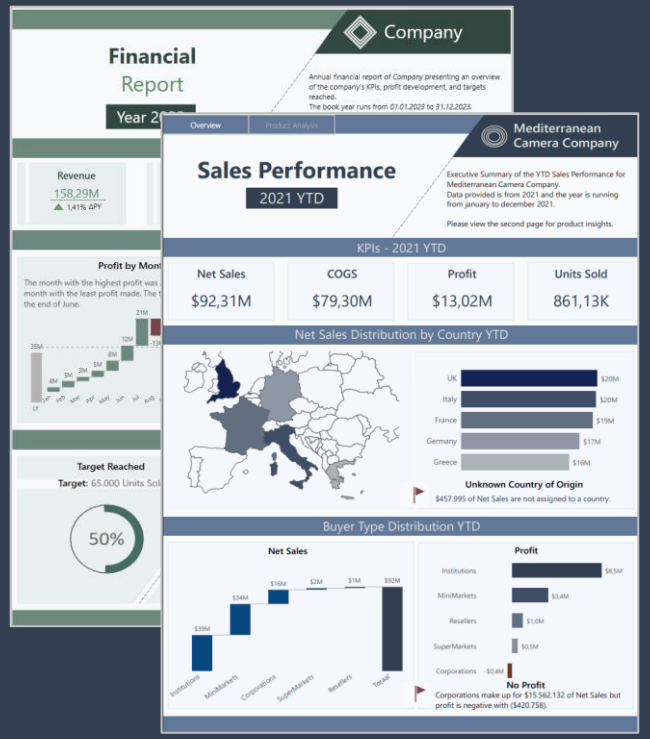


INFORMATION

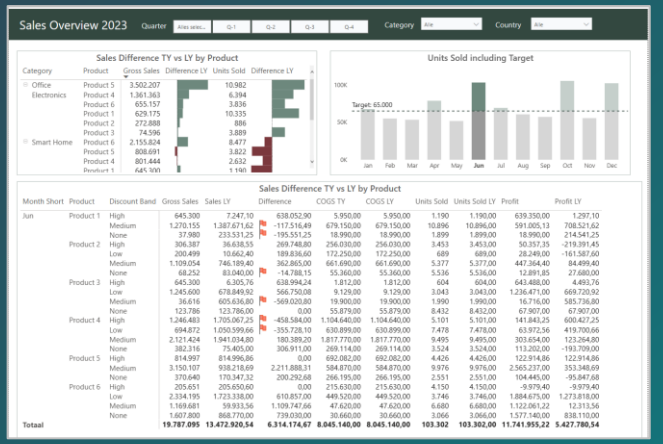


ACTIONS TO TAKE

Message = Design







Different Message
=
Different Design







Step 2

Organize

Organizing information

- **Gather all the information**
- **Sticky Notes** (easy to rearrange)
- **Translate pieces to design**
- **Each piece is part of the story**
- **Keep it simple**





Using a Grid

- Organize
- Create it in Power BI

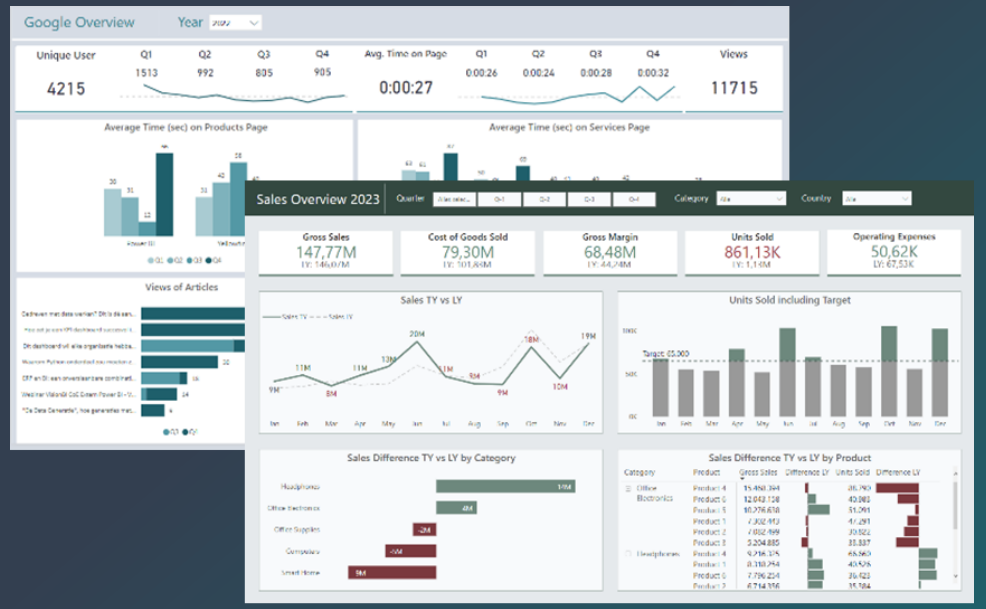
  (or Figma or Power Point...)

- Discussion starter



Using a Template

- Uniformity
- User knows what to expect
- Starting Point









Step 3

Visualization

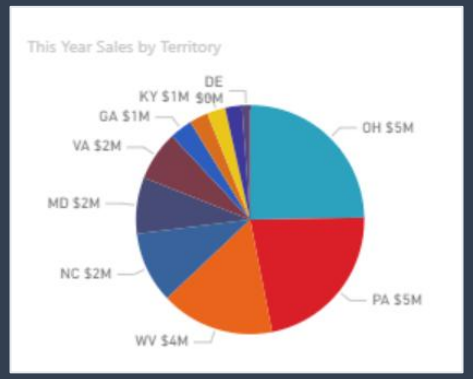
Some basics

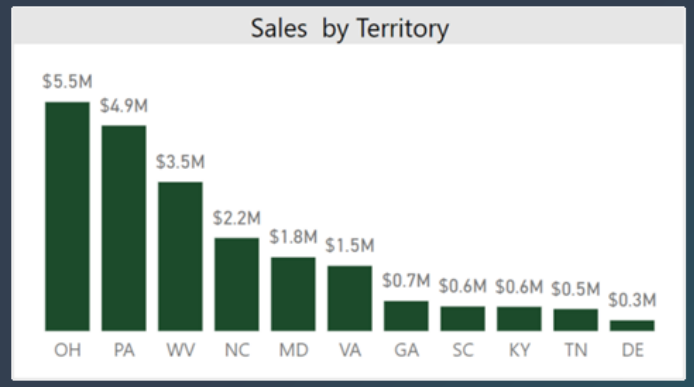
Visual hierarchy



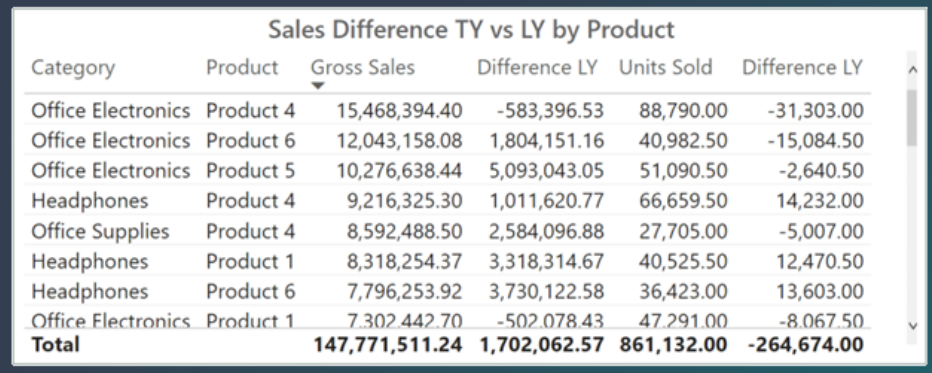
Elena Drakulevska

Ease of Interpretation



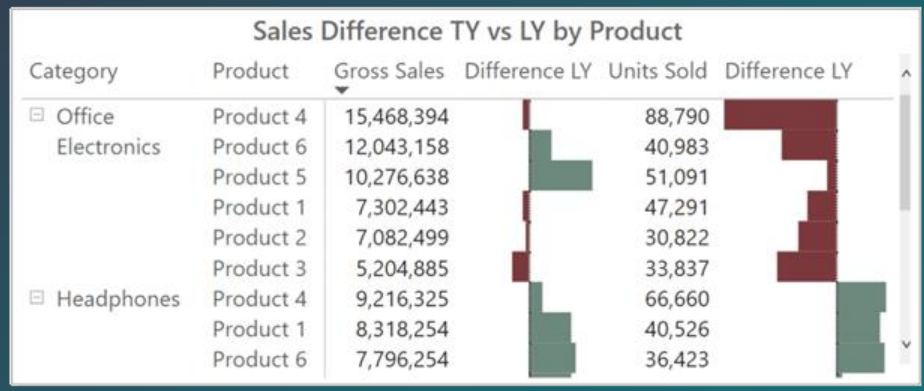


Visual Cues



Sales Difference TY vs LY by Product

Category	Product	Gross Sales	Difference LY	Units Sold	Difference LY
Office Electronics	Product 4	15,468,394.40	-583,396.53	88,790.00	-31,303.00
Office Electronics	Product 6	12,043,158.08	1,804,151.16	40,982.50	-15,084.50
Office Electronics	Product 5	10,276,638.44	5,093,043.05	51,090.50	-2,640.50
Headphones	Product 4	9,216,325.30	1,011,620.77	66,659.50	14,232.00
Office Supplies	Product 4	8,592,488.50	2,584,096.88	27,705.00	-5,007.00
Headphones	Product 1	8,318,254.37	3,318,314.67	40,525.50	12,470.50
Headphones	Product 6	7,796,253.92	3,730,122.58	36,423.00	13,603.00
Office Electronics	Product 1	7,302,442.70	-502,078.43	47,291.00	-8,067.50
Total		**147,771,511.24**	**1,702,062.57**	**861,132.00**	**-264,674.00**



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	Product 2	7,082,499		30,822	
	Product 3	5,204,885		33,837	
Headphones	Product 4	9,216,325		66,660	
	Product 1	8,318,254		40,526	
	Product 6	7,796,254		36,423	

Visual Cues - Icons

Month	Sales	Sales LY
January	€ 2.867,46	€ 1.396,35
February	€ 35,73	€ 1.366,04
March	€ 3.886,69	
April	€ 1.014,93	€ 85,17
May	€ 3.133,27	€ 1.055,39
June	€ 1.108,14	€ 195,58
July	€ 1.908,18	€ 480,79
August	€ 4.874,01	€ 141,21
September	€ 1.674,43	€ 2.130,70
October	€ 1.971,15	€ 1.089,94
November	€ 7.324,12	€ 1.053,43
December	€ 812,76	€ 1.419,47

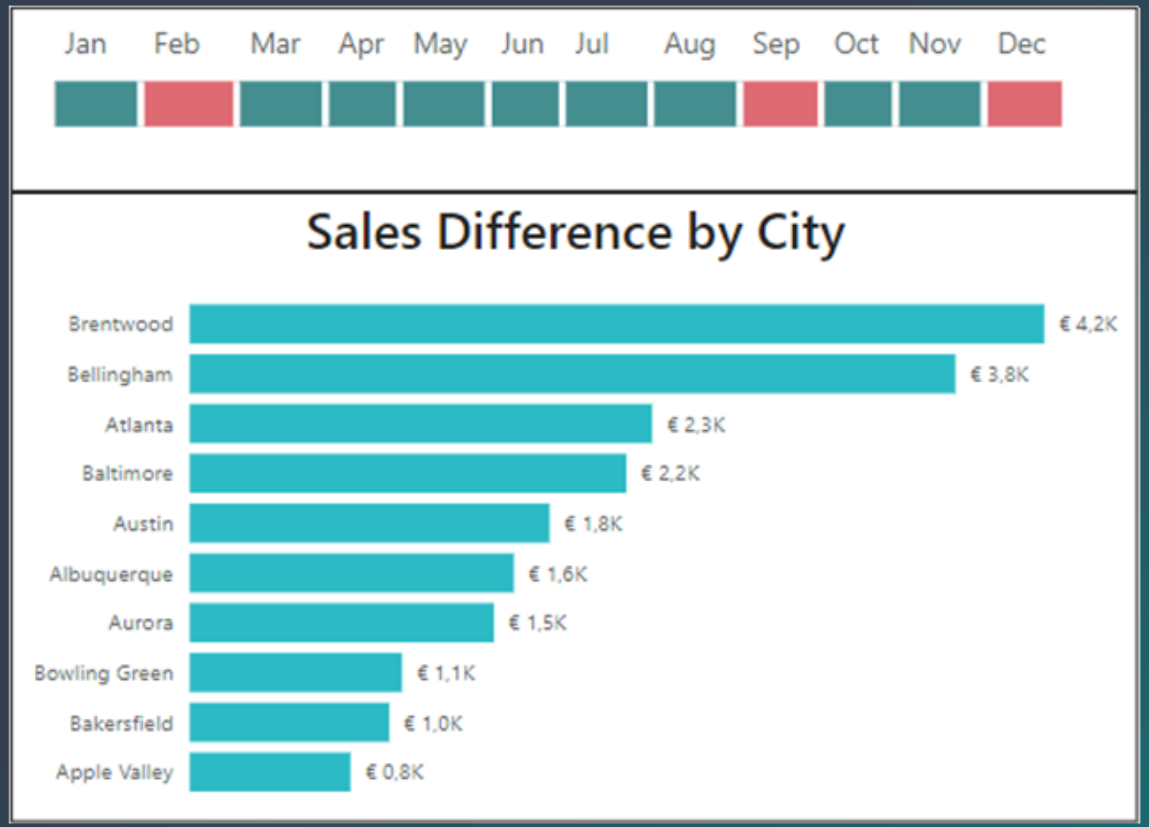
Month	Sales	Sales LY
January	€ 69,38	€ 1.615,93
February	€ 359,97	€ 246,65
March	€ 205,33	€ 354,90
April	€ 908,82	
May	€ 2.418,83	€ 1.050,30
June		€ 1.306,03
July	€ 1.194,17	€ 1.306,45
August		€ 186,54
September	€ 489,1	€ 2.668,24
October	€ 1.242,82	€ 1.407,45
November	€ 4.496,29	€ 454,12
December	€ 699,3	€ 1.819,98

Month	Sales	Sales LY
January	€ 5.940,9	€ 3.073,44
February	€ 10.851,19	€ 10.455,49
March	€ 4.915,07	€ 602,10
April	€ 1.779,06	€ 727,15
May	€ 7.558,25	€ 3.611,28
June	€ 4.397,31	€ 1.569,62
July	€ 5.645,56	€ 3.737,38
August	€ 6.253,56	€ 1.134,45
September	€ 7.477,04	€ 4.722,37
October	€ 7.657,19	€ 4.539,13
November	€ 9.564,96	€ 1.778,50
December	€ 5.965,02	€ 3.970,27

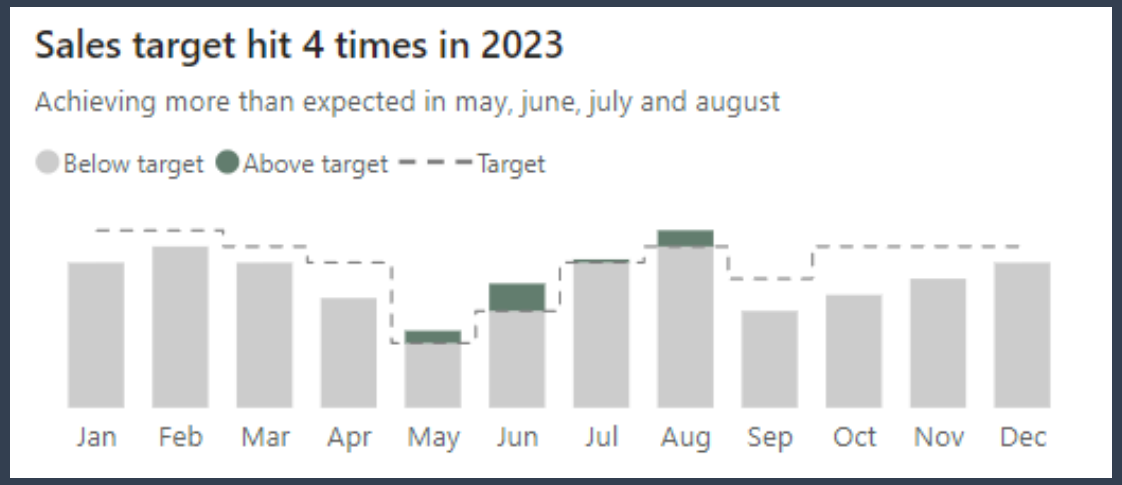
Month	Sales	Sales LY	Sales Difference
January	€ 69,38	€ 1.615,93	1.546,55 -€
February	€ 359,97	€ 246,65	€ 113,32
March	€ 205,33	€ 354,90	149,57 -€
April	€ 908,82		€ 908,82
May	€ 2.418,83	€ 1.050,30	€ 1.368,53
June		€ 1.306,03	1.306,03 -€
July	€ 1.194,17	€ 1.306,45	112,28 -€
August		€ 186,54	186,54 -€
September	€ 489,1	€ 2.668,24	2.179,14 -€
October	€ 1.242,82	€ 1.407,45	164,63 -€
November	€ 4.496,29	€ 454,12	€ 4.042,17
December	€ 699,3	€ 1.819,98	1.120,68 -€

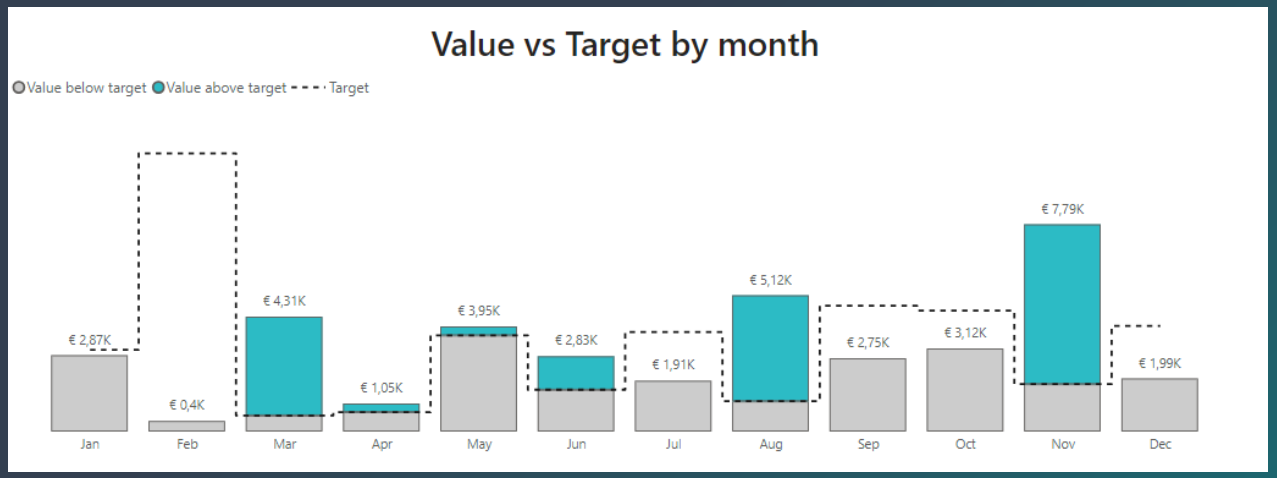
Visual Cues - Simplify

Month	Sales	Sales LY
January	€ 2.867,46	€ 1.396,35
February	€ 35,73	€ 1.366,04
March	€ 3.886,69	
April	€ 1.014,93	€ 85,17
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October	€ 1.971,15	€ 1.089,94
November	€ 7.324,12	€ 1.053,43
December	€ 812,76	€ 1.419,47



Visual Cues - Progress

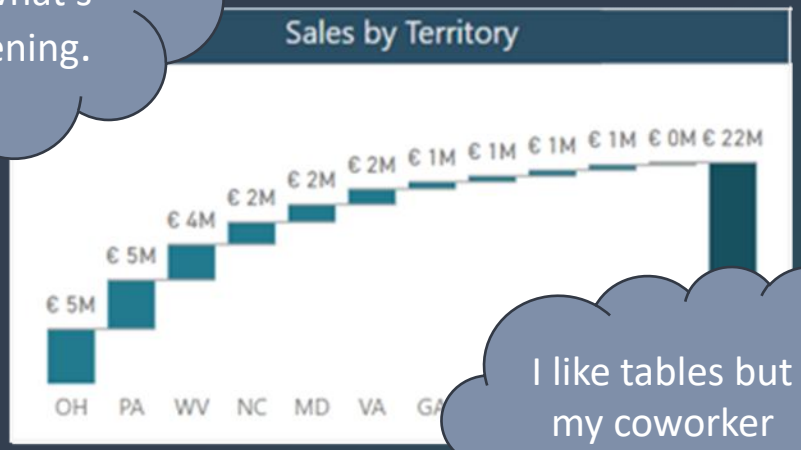




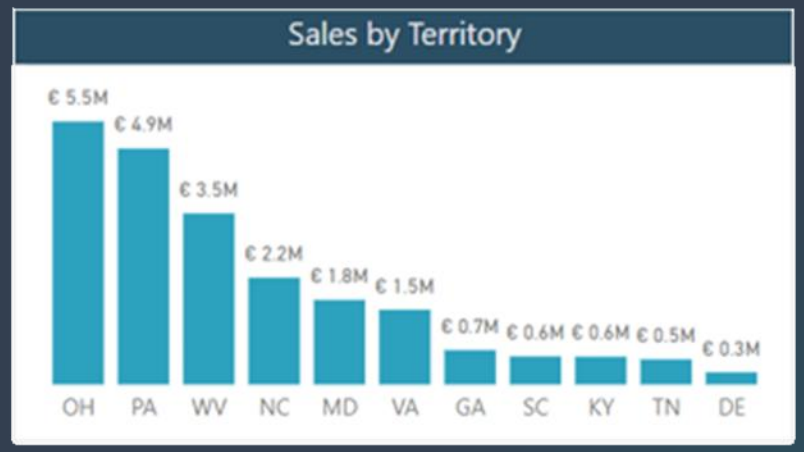
Best Visual = Goal + End-user

I just want an idea what's happening.



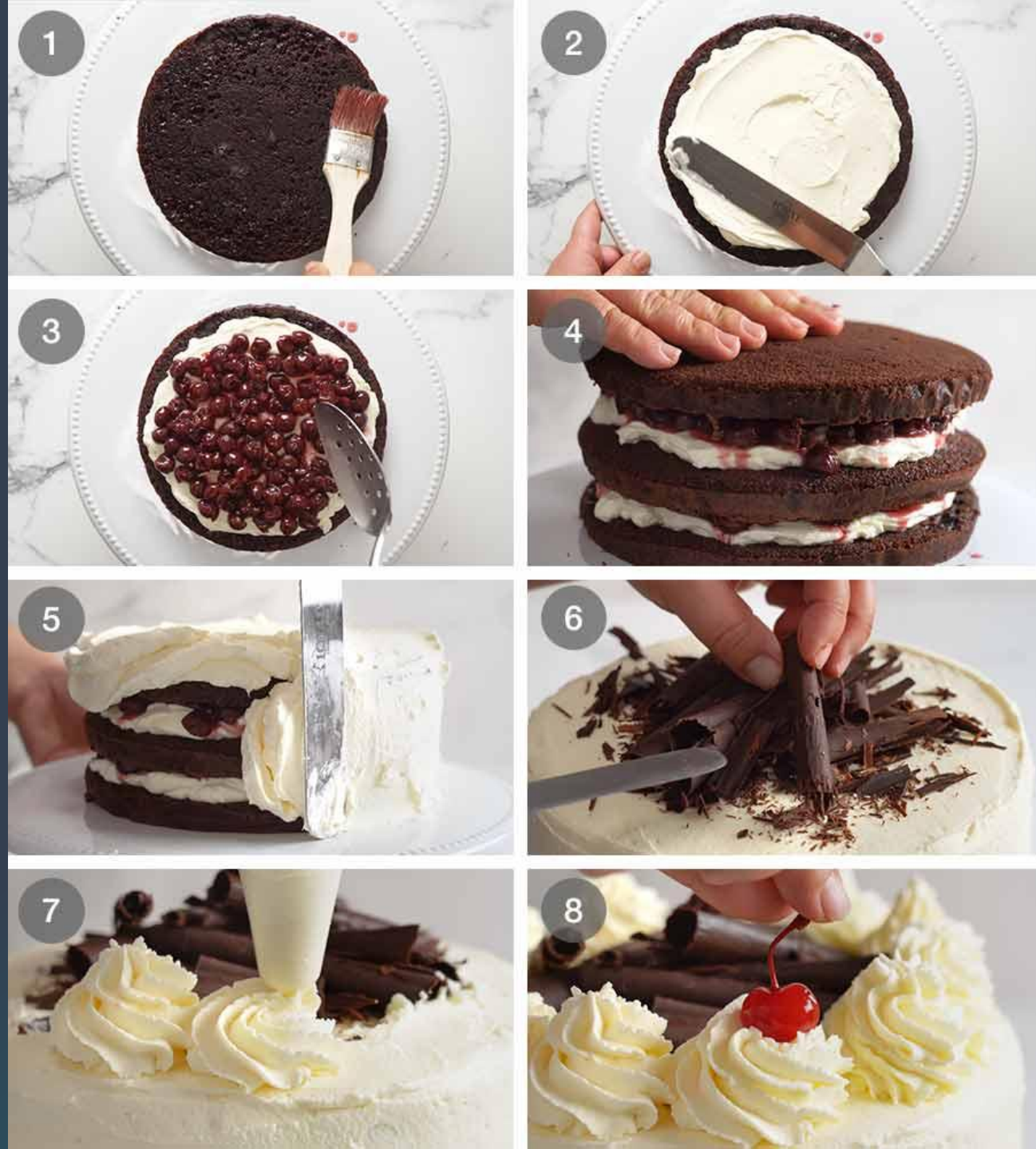


I like tables but my coworker prefers visuals.



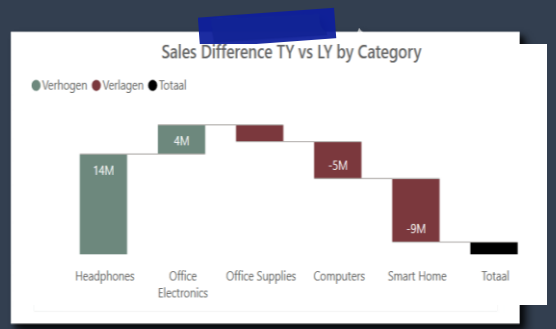


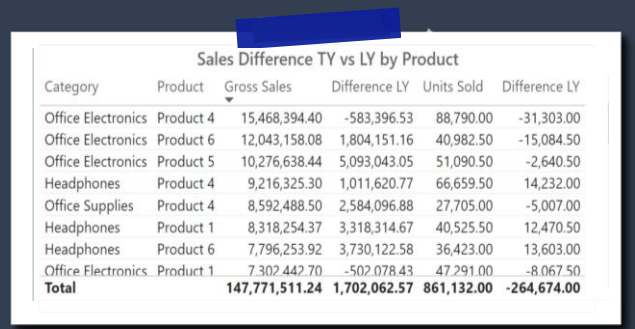
But how do I start?



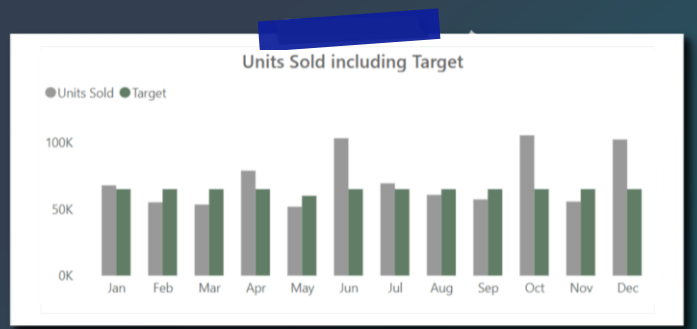
Step by Step

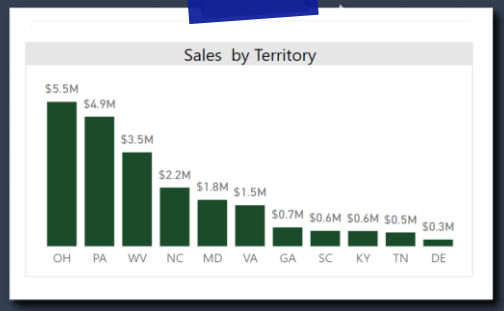


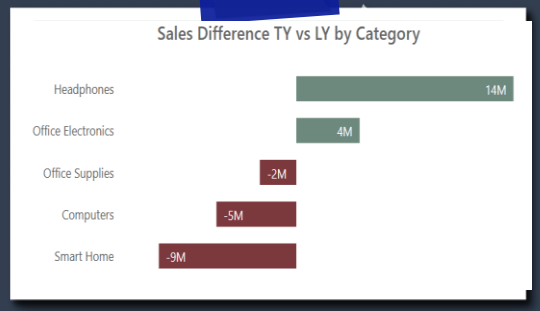


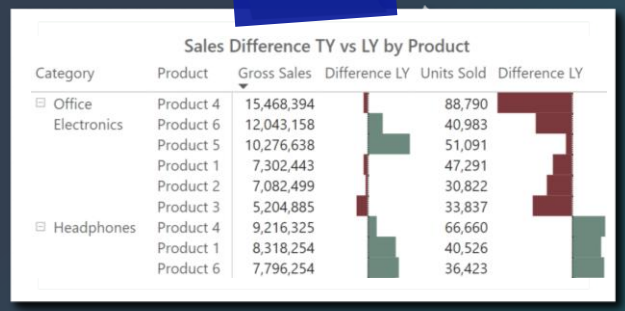


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Step 4
Aesthetics
(& Usability)

Aesthetic-Usability Effect

- Users often perceive aesthetically pleasing design as more usable.
- People are more forgiving of minor issues.



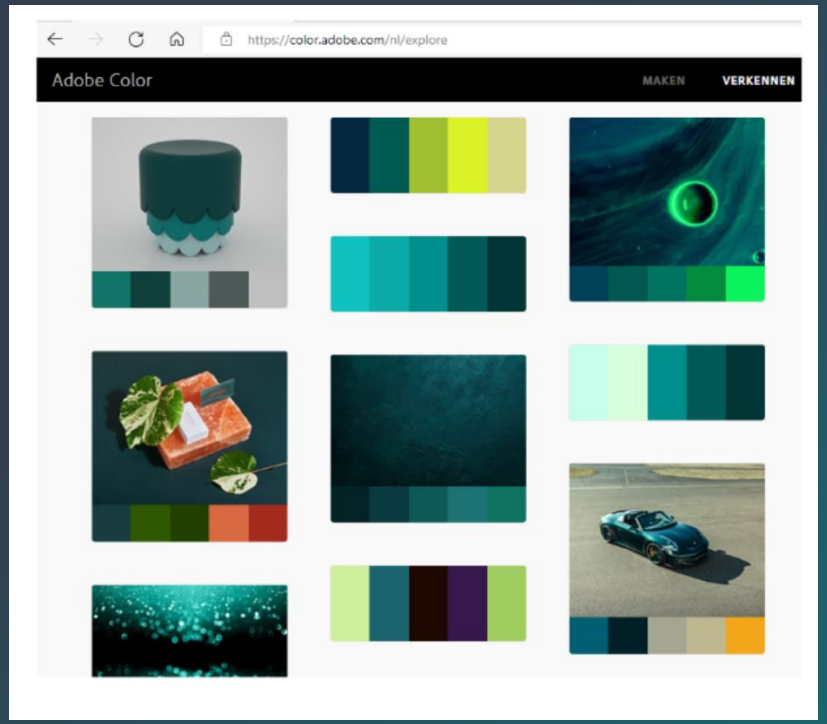
https://lawsofux.com/aesthetic-usability-effect/

Creating uniformity

Color schemes

- Easier on the eye

- Use same colors for same categories



Color.adobe.com

Focus

Don’t overestimate the time users are willing to spend searching for information.





Step 5

Evaluate


IT’S PERFECT!

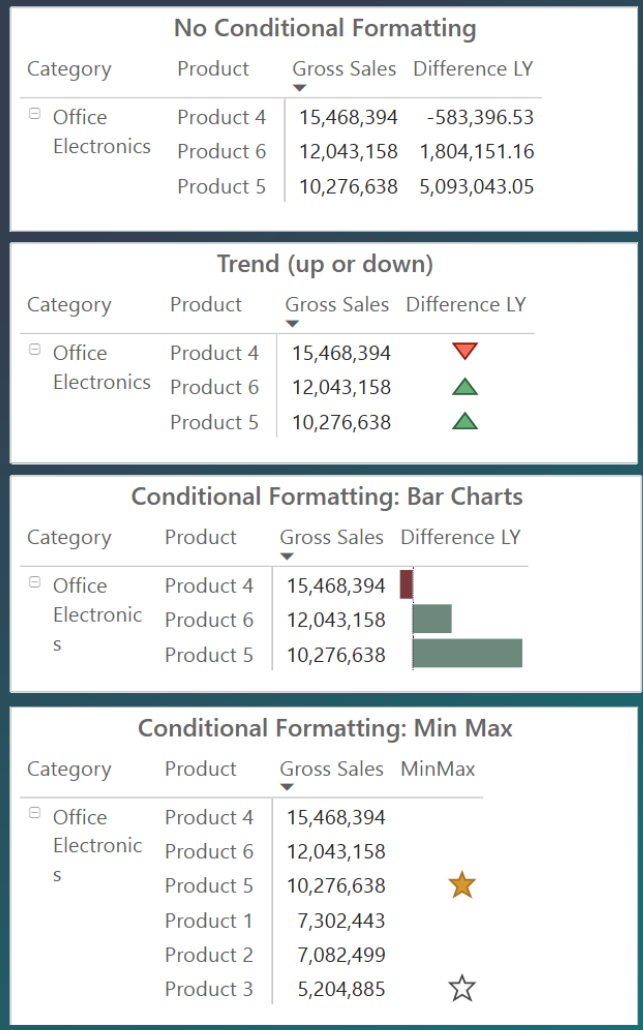
Continuous process

- Involve the audience early on
- Don’t stop directly after implementation
- Evaluate with the actual audience



What if it doesn't work?

- Avoid adding unnecessary data, filters, or options.
- Provide guidance.



It’s a process

Research



Organize



Visualize



Aesthetics



Evaluate



Contact

porcu.bi

/valeriejunk/

porcubi

Feedback Please!