DIGITAL POWER

13 do's and don'ts

in datavisualisation in a dashboard

When visualising data, there needs to be a clear story in your dashboard. To reinforce your story, a clear overview is essential. Visualise your data clearly in a dashboard with these 13 do's and don'ts.

9 Do's

1 Apply the right order

A clear story lies in logical connections. Use an alphabetical order and/or ensure that the values go from high to low or vice versa.

2 Limit the number of colours

Use up to six different colours in one dashboard and use each colour consistently for a specific data component.

3 Avoid distortion

Have you changed the minimum or maximum range of a chart? Then make sure it doesn't look like there has been a big change when there hasn't.

4 Pay attention to your coverage

Opt for full coverage. Make sure all data is visible. See the example below.
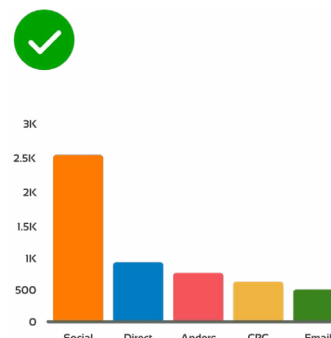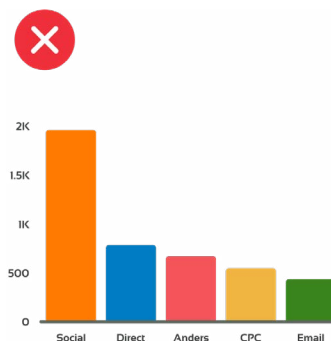
5 Show your data in equal intervals

Provide equal intervals, such as 2017, 2018 and 2019 instead of 2017, 2018Q1, 2018Q2 and 2019. This will cause confusion among stakeholders. Keep it clear.

6 Simplify visualisations

Remove everything that doesn't add anything. Think of unnecessary grid lines and double legends.

7 Use colour effectively

Choose a separate colour to highlight the most important parts. Use the same colour for the other lines in the same chart.

8 Get creative with your legend and labels

For example, use icons instead of text or give different values in a table different shades.

## 9 Ask others for their opinion

It's super valuable to discover how someone else looks at your dashboard. You can learn a lot from this and others point out mistakes that you have overlooked yourself.

4 Don'ts

1 Use unclear labels

Avoid labels that raise questions. The example below shows that the diagram on the right provides a clear picture of the data. The one on the left creates chaos.
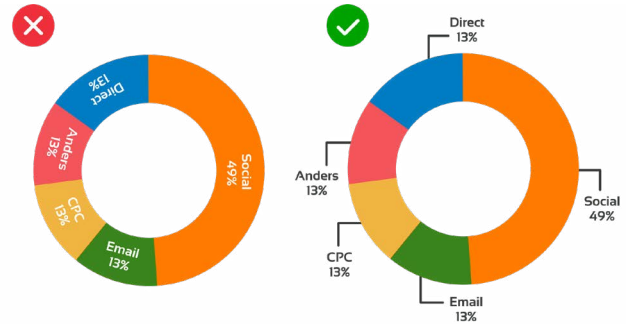
2 Use blown effects

Do not use 3D or blown-up effects. This is not clear and difficult to understand.

3 Using different styles

Don't change the style of your visualisation halfway through. Stay consistent in your use of colours, shapes, labels, and axes.

4 Show too much

When your dashboard shows too much information, it's like your car dashboard has 300 warning lights. When one goes off, you have no idea what the warning is aboutalarm is going off and where to take action. A clear dashboard consists of a maximum of 9 parts.

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