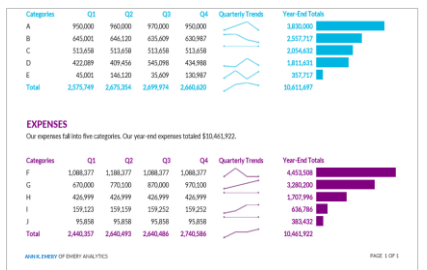


DASHBOARD DESIGN



ANN K. EMERY

WWW.ANNKEMERY.COM

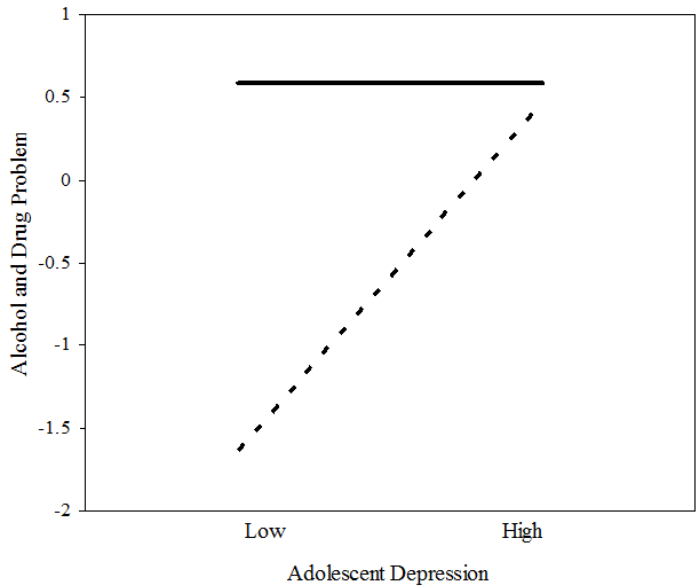
Take Your Skills to the Next Level

Ann K. Emery, Ph.D. is a leading expert in dashboard design and data visualization. She has authored several books and articles on the subject, and has been a frequent speaker at industry conferences. Her work has helped numerous organizations improve their data reporting and decision-making processes.

She is currently working on a new book, "Advanced Dashboard Design: A Practical Guide to Creating Effective Data Visualizations." This book will provide readers with the latest techniques and best practices for designing dashboards that are both functional and aesthetically pleasing.

For more information on Ann K. Emery's work, please visit her website at www.annkemery.com.

Take Your Skills to the Next Level



— High Maternal Depression

- - Low Maternal Depression

Take Your Skills to the Next Level

We Build Lasting Solutions

TechnoServe links people to the information, capital and markets they need to lift themselves out of poverty and create long-term prosperity for their families and communities. In designing our interventions for greatest impact, we strive to ensure that the farmers and businesses we work with continue to reap financial benefits long after a TechnoServe project ends.

...we provide hands-on training in agricultural practices that apply season after season and higher quality and greater yields. We deliver business and skills training to entrepreneurs for years. We connect farms and ag with financing they can't access on their own. We build relationships between farmers and buyers that economically viable and long-term value for all players.

...our Impact Report focuses on the stability of TechnoServe's R and the methods we use in our ongoing impact. We use to explore the results of our work and learn about our lasting solutions.

2016 Impact Results

FINANCIAL BENEFITS

\$196 million

in increased revenue and wages generated as a result of TechnoServe's work

BENEFICIARIES

594,000

people and businesses who see increased financial benefits as a result of our work, positively impacting the lives of 3 million people; 34% of beneficiaries were women

FINANCE MOBILIZED

\$35 million

in loans and equity provided to farmers and businesses by the private sector with TechnoServe's facilitation

Our Regional Impact

We work in 29 countries in five regions around the world, designing and implementing projects that are tailored to local markets and aim to foster more inclusive economies. This map shows our impact across the regions for our three key indicators.

MAP KEY

- Financial Benefits
- Beneficiaries
- Finance Mobilized

OUR WORK IMPROVES FARMERS' LIVELIHOODS

TechnoServe's projects target crops for home and local consumption as well as crops intended for export markets, depending on our assessment of the local economy and needs. When farmers increase their yields for crops such as coffee, they have more to eat and more to sell. For export crops like coffee, the extra income we help farmers generate allows families to purchase more food and make other investments in their well-being.

Financial benefits in 2016, sized by amount and disaggregated by sector

A FARMER SUSTAINABLY INCREASES HIS INCOME

In northern Mozambique, cashew farmer Carlos Luspinho joined TechnoServe's MISAQ program and learned good agronomy practices, such as pruning and clearing, that have increased his tree's productivity. We connected him with agricultural inputs so he could grow and provide seedlings to expand cashew farms in the community. The project also provided business training and helped Carlos organize with other farmers to aggregate his harvests and sell at higher prices.

After the project ends, Carlos will continue to sell as part of his farmer group. The improved farming practices he has adopted will help his cashew trees thrive, and in three years his seedlings will have matured into productive trees, leading to a sustained increase in yields and income for years to come.

Take Your Skills to the Next Level

HEAT MAPS

This is where you would write a brief introduction to the dashboard. For this dashboard, you might say, "This dashboard displays subgroups are doing in our different areas. Groups tended to score high on Variable D. The mean and median for each variable the bottom of the page."

PART 1

	Variable A Definition goes here if needed.	Variable B Definition goes here if needed.	Variable C Definition goes here if needed.
Group 1	24%	25%	23%
Group 2	15%	25%	24%
Group 3	2%	15%	8%
Group 4	28%	24%	7%
Group 5	11%	21%	18%
Group 6	13%	16%	24%
Group 7	27%	20%	9%
Group 8	9%	18%	12%
Group 9	9%	11%	15%
Group 10	73%	21%	5%
Group 11	32%	13%	20%
Group 12	69%	24%	24%
Mean	26%	19%	16%
Median	20%	21%	17%

PART 2

	Variable D Definition goes here if needed.	Variable E Definition goes here if needed.
	84%	7%
	88%	9%
	78%	8%
	67%	32%
	78%	29%
	90%	27%
	83%	9%
	60%	4%
	90%	7%
	94%	2%
	62%	14%
	51%	8%
	77%	13%
	81%	9%

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Date

TARGET LINES

This is where you would write a brief introduction to the dashboard. For this dashboard, you might say, "This dashboard displays our social media patterns over the past eight months. We're monitoring our website, electronic listserv, Twitter account, and LinkedIn group."

Date

WEBSITE STATS

Unique website visitors

How many different people went to our site each month



Total website views

How many times all the visitors went to the pages on our site



Pages per session

How many pages each person visited within a given visit



Average session duration

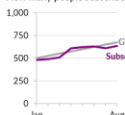
How many minutes and seconds each person's visit lasted



MAILING LIST STATS

of subscribers

How many people subscribed



of emails sent

How many messages we sent



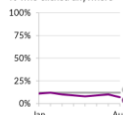
Average open rate

% who opened messages



Average click-through rate

% who clicked anywhere



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PAGE 1 OF 1

What We're Covering

Content Strategy

- Journals
- Appendices
- Reports
- Policy briefs
- One-pagers
- Press releases
- Slide decks
- Social media
- Infographics
- Dashboards

Dashboard Types

- Static
- Interactive
- Single
- Series of Matching Dashboards

Dashboard Content

- Compare Categories
- Make Before/After Comparisons
- Monitor Trends Over Time
- Track Progress Towards Goals

Dashboard Design

- Start with a Table
- Declutter
- Group Data into Categories
- Separate with White Space
- Add a Visual(s)
- Write User Onboarding Language
- Apply a Text Hierarchy
- Brand with Fonts and Colors



Who's My Audience?

- Audiences**
- Funders**
- Agency/program officials**
- Stakeholders affected by the program or policy**
- Big policymakers/decisionmakers**
- General public**
- Press/media**
- Other evaluators/colleagues**

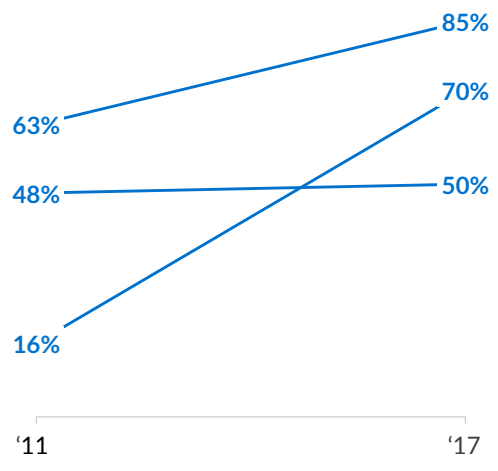
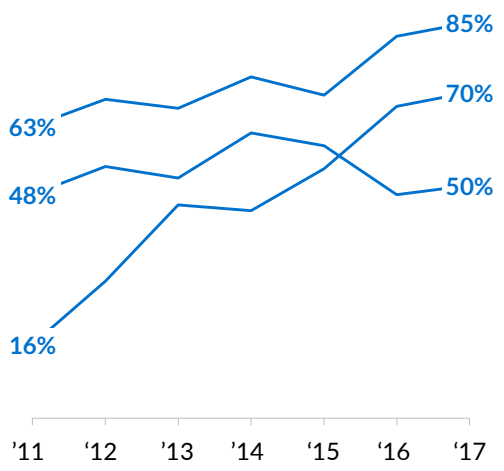
Diagram by Rakesh Mohan, <http://annkemery.com/rakesh-mohan-on-getting-the-attention-of-your-audiences/>

Ann K. Emery
www.annkemery.com

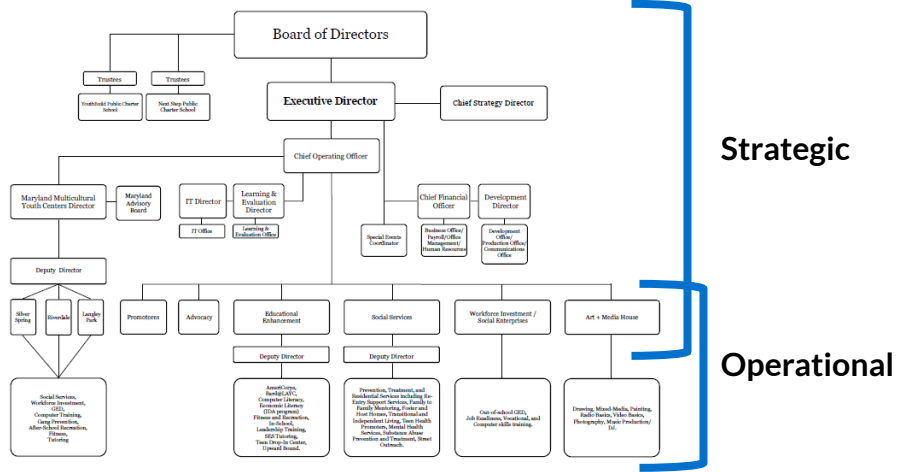
What's Worth Visualizing?

- 1. What's going well? What's *not* going well?
- 2. Did we reach our goals? Why or why not?
- 3. What increased over time? Decreased? Remained the same?
- 4. What's surprising? What unfolded as expected?
- 5. Which information needs to be shared with others? Who else needs to see this?

How Many Points in Time?



How Many Points in Time?



Strategic

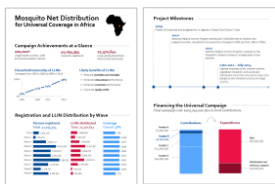
Operational

Which Format is Best for Each Viewer?

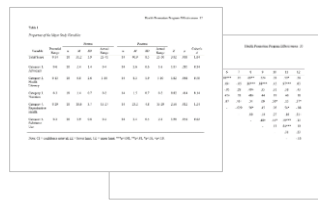
Reports



Executive Summaries



Appendices



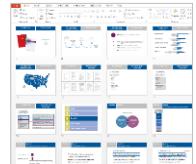
Press Releases



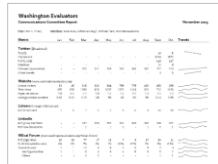
One-Pagers



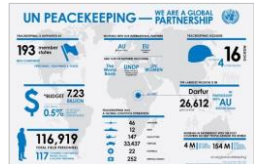
Live Presentations

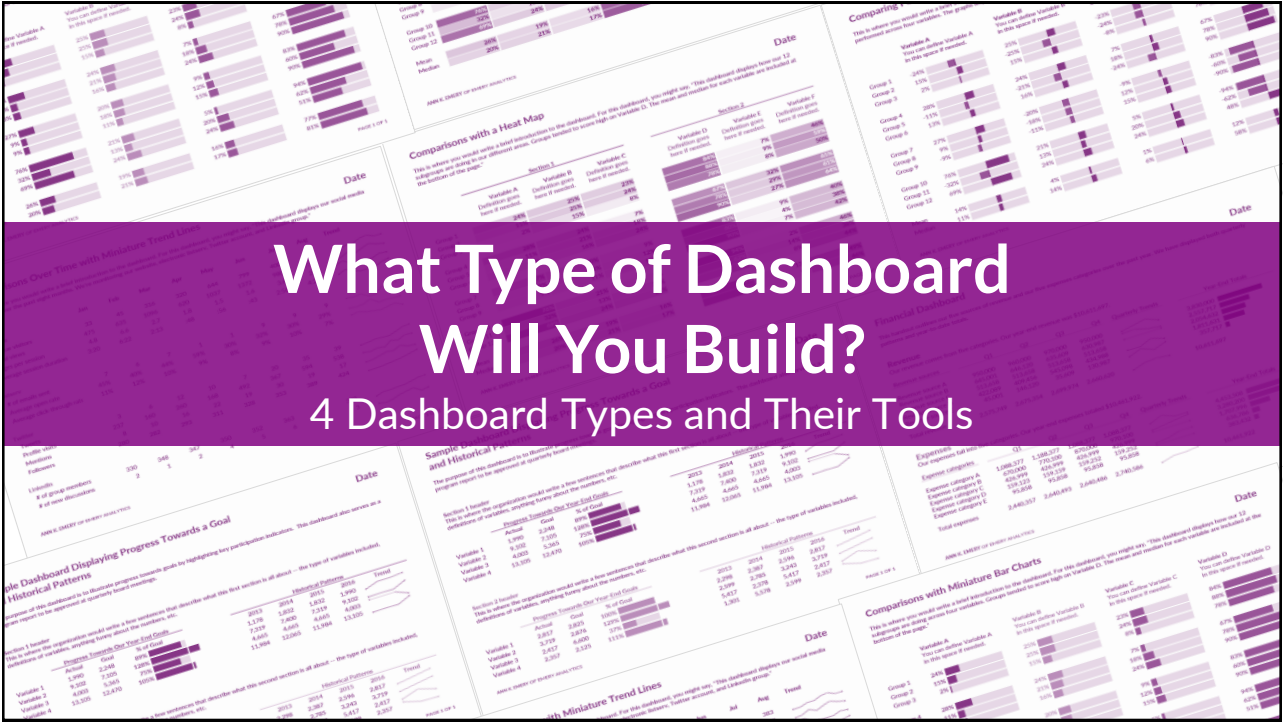


Dashboards



Infographics





What Type of Dashboard Will You Build?

4 Dashboard Types and Their Tools

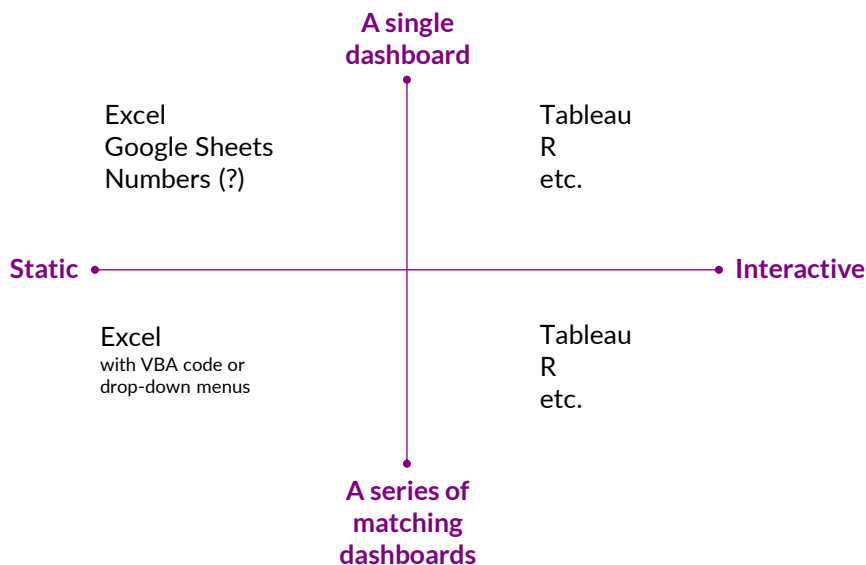
Stephen Few's Definition



“A dashboard is a **visual display** of the most **important** information needed to achieve one or more **objectives**; consolidated and arranged on a **single screen** so the information can be **monitored** at a glance.”

Stephen Few, http://www.perceptualedge.com/articles/Whitepapers/Rich_Data_Poor_Data.pdf
 Ann K. Emery www.annkemery.com

Dashboard Types and their Tools



A Single Static Dashboard

Programming Reports as of June 30, 2016

This section summarizes the progress made in programming GEF-4 resources as of June 30, 2016. It provides a cumulative summary of GEF-4 utilization of funds against the programming targets that were established by the Council during the GEF-4 replenishment.

Focal Areas	Target (USD million)	Programmed (USD million)	Utilization Rate
Biodiversity	1,501	453.9	41%
Climate Change	1,120	468.4	41%
Land Degradation	371	155.7	42%
International Waters	496	121.6	27%
Chemicals and Waste			
Persistent Organic Pollutants (POPs)	375	142.8	38%
Mercury	141	28.9	41%
Strategic Approach to International Chemicals Management (SAICM)	13	1.7	13%
Ozone Depleting Substances (ODS)	25	0.0	0%
Integrated Approach Pilot (IAP)			
Commodities	45	44.0	98%
Sustainable Cities	55	58.0	100%
Food Security	80	60.0	100%
Sustainable Forest Management (SFM) Program	230	189.0	82%
Non-Grant Pilot	110	92.4	84%
Corporate Programs			
Cross-Cutting Capacity Development (CCCC)	34	15.5	10%
Small Grants Program (SGP)	140	70.0	10%
Country Support Program (CSP)	23	12.0	52%

STAR Utilization Percentages as of June 30, 2016

The System for Transparent Allocation of Resources (STAR) is the GEF's resource allocation system for the biodiversity, climate change and land degradation focal areas. The table provides the GEF-4 utilization rates of funds by region and focal area.

GEF Region	Biodiversity	Climate Change	Land Degradation
Africa	48%	50%	41%
Asia	33%	45%	33%
Europe and Central Asia	35%	41%	48%
Latin America and the Caribbean	40%	42%	45%

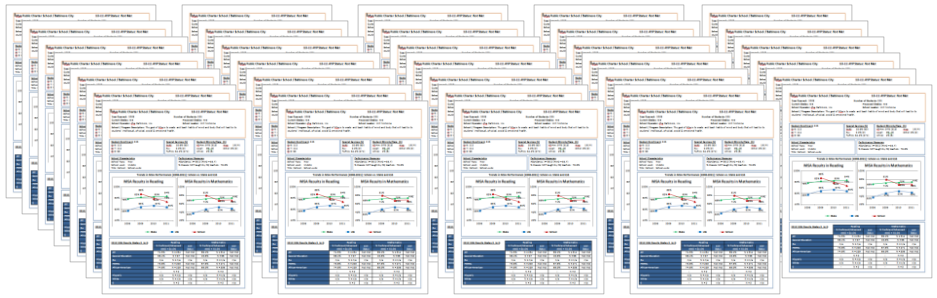
Corporate Efficiency and Effectiveness (continued)

Results Driven Implementation
The GEF portfolio under implementation was self-rated by Agencies through Annual Project Implementation Reports (PIRs).

The graph shows the number of projects that were under implementation in the respective fiscal years. These projects were self-rated by agencies on their progress towards achieving their development objectives and progress towards implementation.

- Percentage of projects that received 'moderately satisfactory' or higher ratings on progress towards achieving their development objectives: 89% in FY11, 86% in FY12, 90% in FY13, 90% in FY14, 87% in FY15, 92% in FY16.
- Percentage of projects that received 'moderately satisfactory' or higher ratings on implementation: 85% in FY11, 83% in FY12, 84% in FY13, 87% in FY14, 87% in FY15, 89% in FY16.
- Percentage of completed projects with 'moderately satisfactory' or higher ratings: 80% in FY11, 87% in FY12, 79% in FY13, 79% in FY14, 75% in FY15, 75% in FY16.

A Series of Matching Dashboards



Ann K. Emery

www.annkemery.com

A Series of Matching Dashboards with Drop-Down Menus



 A series of matching dashboards with drop-down menus, showing data for various states. Each dashboard includes a header with the state name and year, followed by key statistics, a bar chart, and a line graph.

- Michigan - 2015:** 42,876 Home Visitation, 3,224 Children Served, 3,847 Children Reached. 279,000 families could benefit from home visiting.
- Florida - 2015:** 7,539 Home Visitation, 968 Children Served, 1,111 Children Reached. 48,000 families could benefit from home visiting.
- Arizona - 2015:** 55,593 Home Visitation, 30,212 Children Served, 11,437 Children Reached. 387,700 families could benefit from home visiting.

National Home Visiting Resource Center, https://www.nhvc.org/wp-content/uploads/NHVC_Yearbook_2017_Final.pdf

Ann K. Emery

www.annkemery.com

Interactive dashboards with Tableau

The image displays two Tableau dashboards. The left dashboard, 'Country Portal', features a map of Kenya and several bar charts. Key metrics include Financial Benefits of \$59.9M and Beneficiaries of 277K. It also shows Finance Mobilized at \$11.3M and Percent Women at 33%. The right dashboard, 'Current Projects', lists various projects and shows Danone Mexico's performance with Financial Benefits of \$5.46M and Beneficiaries of 635. It also displays Finance Mobilized at \$3.06M and Percent Women at 8%. Both dashboards include navigation tabs like 'Home', 'Country Profiles', 'Current Projects', and 'Completed Projects'.

<http://www.technoserve.org/our-work/impactportal>

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What Will Your Dashboard Show?

15 Ideas for Dashboard Content

This section provides 15 ideas for dashboard content, each with a brief description and a visual example:

- Progress Towards a Goal:** A dashboard displaying progress towards a goal using a progress bar and a line chart.
- Historical Patterns:** A dashboard showing historical patterns with a line chart and a table of data.
- Sample Data and Historical Trends:** A dashboard displaying sample data and historical trends with a line chart and a table.
- Comparisons with a Heat Map:** A dashboard comparing data across categories using a heat map and a table.
- Comparisons with Miniature Bar Charts:** A dashboard comparing data across categories using miniature bar charts and a table.
- Miniature Trend Lines:** A dashboard showing miniature trend lines for multiple variables.
- Comparisons with Miniature Bar Charts (repeated):** A dashboard comparing data across categories using miniature bar charts and a table.
- Comparisons with Miniature Bar Charts (repeated):** A dashboard comparing data across categories using miniature bar charts and a table.
- Comparisons with Miniature Bar Charts (repeated):** A dashboard comparing data across categories using miniature bar charts and a table.
- Comparisons with Miniature Bar Charts (repeated):** A dashboard comparing data across categories using miniature bar charts and a table.
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- Comparisons with Miniature Bar Charts (repeated):** A dashboard comparing data across categories using miniature bar charts and a table.
- Comparisons with Miniature Bar Charts (repeated):** A dashboard comparing data across categories using miniature bar charts and a table.

Narrow Down the Dashboard's Focus

COMPARE CATEGORIES

1 POINT IN TIME

Bars

A	20
B	40
C	60

Columns

20	40	60
A	B	C

Table

A	20
B	40
C	60

MONITOR CHANGES OVER TIME

3+ POINTS IN TIME

Trend Lines

	'15	'16	'17
A	20	25	55
B	40	50	35
C	60	25	20

Columns

'15	'16	'17	
A	20	25	55
B	40	50	35
C	60	25	20

Table

	'15	'16	'17
A	20	25	55
B	40	50	35
C	60	25	20

BEFORE/AFTER COMPARISONS

2 POINTS IN TIME

Slope

	'16	'17
A	20	55
B	40	35
C	60	20

Columns

'16	'17	
A	20	55
B	40	35
C	60	20

Table

	'16	'17
A	20	55
B	40	35
C	60	20

Deviation Bars

'16	'17	Difference	
A	20	55	35
B	40	35	-5
C	60	20	-40

Boxes

'16	'17	Increased	
A	20	55	■
B	40	35	□
C	60	20	□

Arrows

'16	'17	Diff.	
A	20	55	↑
B	40	35	↓
C	60	20	↓

TRACK PROGRESS TOWARDS GOALS

Boxes

Result	Goal	Met	
A	20	25	□
B	40	35	■
C	60	70	□

Progress Bars

Result	Goal	% Achieved	
A	20	25	80%
B	40	35	114%
C	60	70	86%

Target Lines

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Compare Categories (Stacked Bars)

STACKED BARS

Date

This is where you would write a brief introduction to the dashboard. For this dashboard, you might say, "This dashboard displays how our 12 subgroups are doing across four variables. Groups tended to score high on Variable D. The mean and median for each variable are included at the bottom of the page."

PART A
You can define Variable A in this space if needed.

Group 1	24%
Group 2	15%
Group 3	2%
Group 4	28%
Group 5	11%
Group 6	13%
Group 7	27%
Group 8	9%
Group 9	9%
Group 10	76%
Group 11	32%
Group 12	69%
Mean	26%
Median	20%

PART B
You can define Variable B in this space if needed.

Group 1	25%
Group 2	25%
Group 3	15%
Group 4	24%
Group 5	21%
Group 6	16%
Group 7	20%
Group 8	18%
Group 9	11%
Group 10	21%
Group 11	13%
Group 12	24%
Mean	19%
Median	21%

PART C
You can define Variable C in this space if needed.

Group 1	23%
Group 2	24%
Group 3	8%
Group 4	7%
Group 5	18%
Group 6	24%
Group 7	9%
Group 8	12%
Group 9	15%
Group 10	5%
Group 11	20%
Group 12	24%
Mean	16%
Median	17%

PART D
You can define Variable D in this space if needed.

Group 1	84%
Group 2	88%
Group 3	78%
Group 4	67%
Group 5	78%
Group 6	90%
Group 7	83%
Group 8	60%
Group 9	90%
Group 10	94%
Group 11	62%
Group 12	51%
Mean	77%
Median	81%

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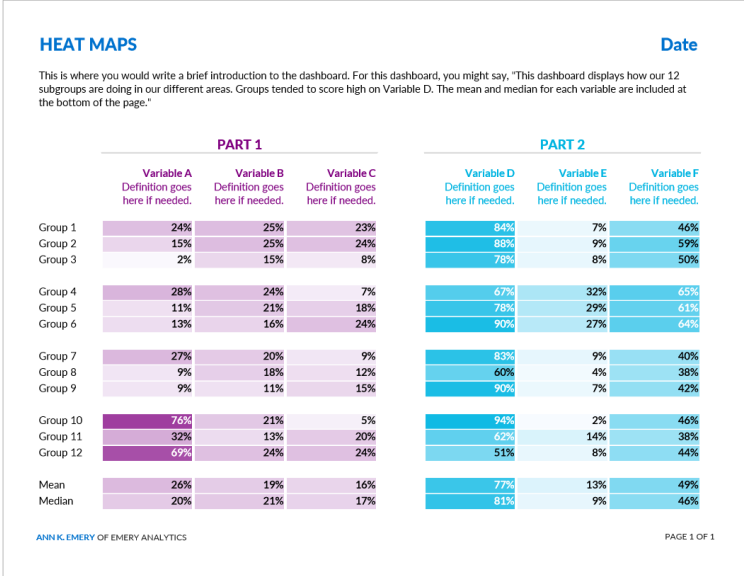
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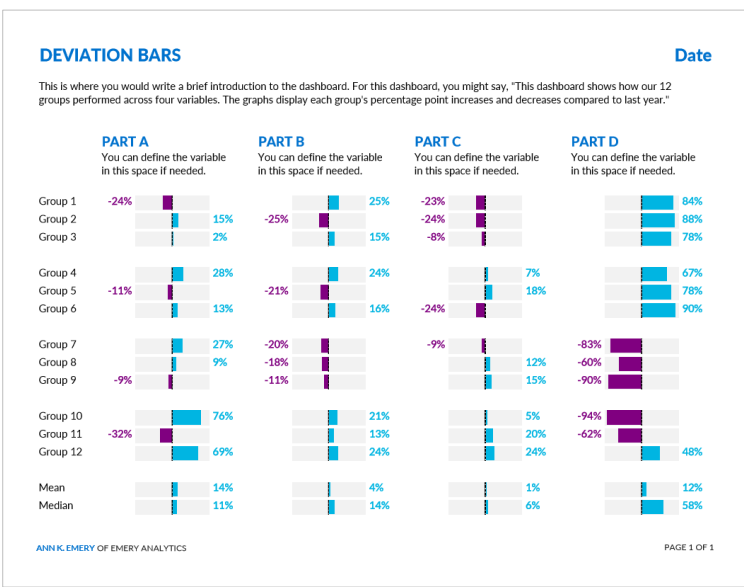
CQI Dashboard Design Workshop

11

Compare Categories (Heat Table)



Before/After (Deviation Bars)



Monitor Changes Over Time (Trend Lines)

TREND LINES Date

This is where you would write a brief introduction to the dashboard. For this dashboard, you might say, "This dashboard displays our social media patterns over the past eight months. We're monitoring our website, electronic listserv, Twitter account, and LinkedIn group."

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Trend
WEBSITE									
Unique visitors	33	45	316	320	644	799	400	383	
Total views	475	635	1096	620	1037	1372	980	733	
Pages per session	4.8	6.6	2.7	1.8	1.5	1.6	3.6	2.8	
Average session duration	3:20	6:22	2:13	:48	:56	:43	2:56	4:21	
LISTSERV									
# of emails sent	7	6	7	1	1	9	9	9	
Average open rate	45%	40%	44%	59%	30%	32%	30%	29%	
Average click-through rate	11%	12%	10%	9%	8%	9%	10%	7%	
TWITTER									
Tweets	3	6	12	10	7	20	35	39	
Profile visits	237	160	260	168	492	367	594	538	
Mentions	8	10	16	22	19	30	19	17	
Followers	280	282	293	311	328	353	389	424	
LINKEDIN									
# of group members	330	348	347	350	352	363	375	378	
# of new discussions	2	1	2	4	5	6	2	3	

ANN K. EMERY OF EMERY ANALYTICS PAGE 1 OF 1

Track Progress Towards Goals (Progress Bars)

PROGRESS BARS & BOXES Date

This is where you would write a brief introduction to the dashboard. For this dashboard, you might say, "This dashboard displays our organization's progress towards our year-end goals."

NUMBER OF STUDENTS PARTICIPATING
This section displays how many people we've served so far in each of our six programmatic focus areas. By the end of the year, we're aiming to serve 20,400 different people in the community.

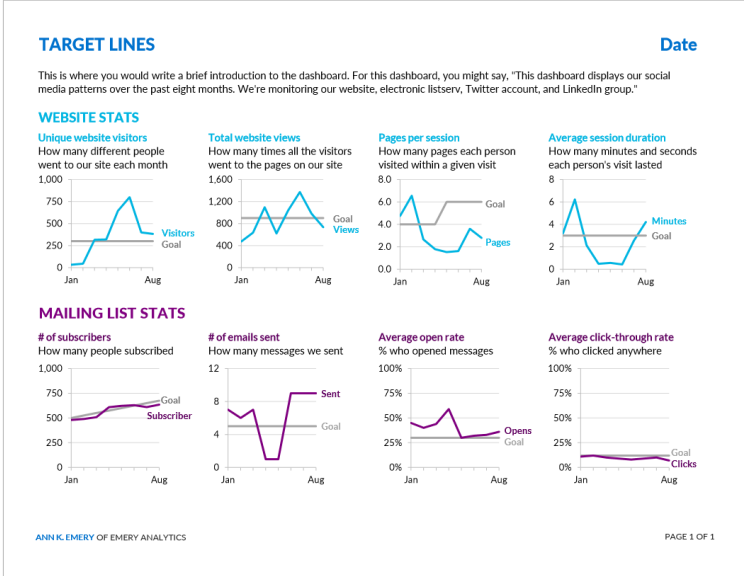
Program Areas	Year-to-Date Progress	Year-End Goal	Goal Achieved	% of Goal Achieved
Academics	5,417	5,600	<input checked="" type="checkbox"/>	97%
Arts	2,719	3,800	<input type="checkbox"/>	72%
Fitness	382	700	<input type="checkbox"/>	55%
Leadership	2,817	2,700	<input checked="" type="checkbox"/>	104%
Nutrition	2,073	5,500	<input type="checkbox"/>	38%
Technology	3,378	2,100	<input checked="" type="checkbox"/>	161%
Total	16,786	20,400	<input type="checkbox"/>	82%

FUNDRAISING
This section displays how much money we've raised from each of our fundraising sources.

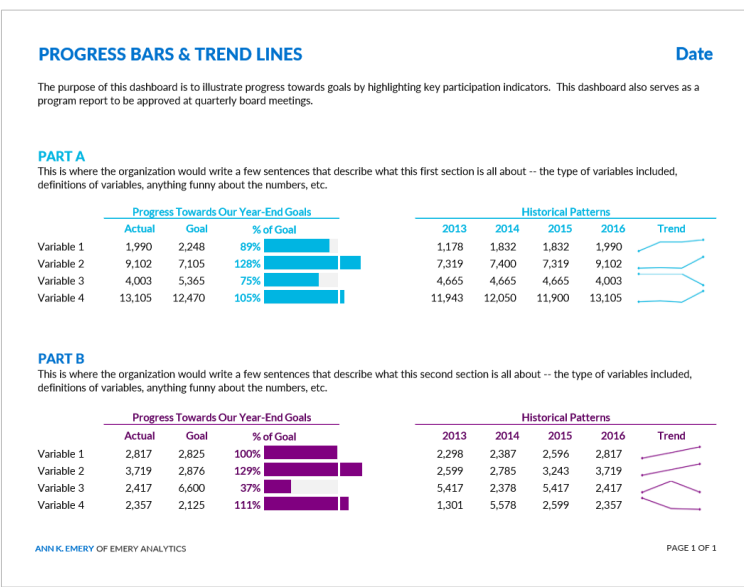
Fundraising Sources	Year-to-Date Progress	Year-End Goal	Goal Achieved	% of Goal Achieved
Individual donors	\$19,785	\$25,000	<input type="checkbox"/>	79%
Corporations	\$116,098	\$150,000	<input type="checkbox"/>	77%
Foundations	\$571,983	\$500,000	<input checked="" type="checkbox"/>	114%
Federal government	\$178,009	\$200,000	<input type="checkbox"/>	89%
Local government	\$22,987	\$100,000	<input type="checkbox"/>	23%
Walk-a-thon	\$26,889	\$35,000	<input type="checkbox"/>	77%
Gala	\$52,344	\$75,000	<input type="checkbox"/>	70%
Total	\$988,095	\$1,085,000	<input type="checkbox"/>	91%

ANN K. EMERY OF EMERY ANALYTICS PAGE 1 OF 1

Track Progress Towards Goals (Target Lines)



Combo



Combo

TREND LINES & BARS

Date

This handout outlines our five sources of revenue and our five expenses categories over the past year. We have displayed both quarterly patterns and year-to-date totals.

REVENUE

Our revenue comes from five categories. Our year-end revenue was \$10,611,697.

Categories	Q1	Q2	Q3	Q4	Quarterly Trends	Year-End Totals
A	950,000	960,000	970,000	950,000		3,830,000
B	645,001	646,120	635,609	630,987		2,557,717
C	513,658	513,658	513,658	513,658		2,054,632
D	422,089	409,456	545,098	434,988		1,811,631
E	45,001	146,120	35,609	130,987		357,717
Total	2,575,749	2,675,354	2,699,974	2,660,620		10,611,697

EXPENSES

Our expenses fall into five categories. Our year-end expenses totaled \$10,461,922.

Categories	Q1	Q2	Q3	Q4	Quarterly Trends	Year-End Totals
F	1,088,377	1,188,377	1,088,377	1,088,377		4,453,508
G	670,000	770,100	870,000	970,100		3,280,200
H	426,999	426,999	426,999	426,999		1,707,996
I	159,123	159,159	159,252	159,252		636,786
J	95,858	95,858	95,858	95,858		383,432
Total	2,440,357	2,640,493	2,640,486	2,740,586		10,461,922

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Combo

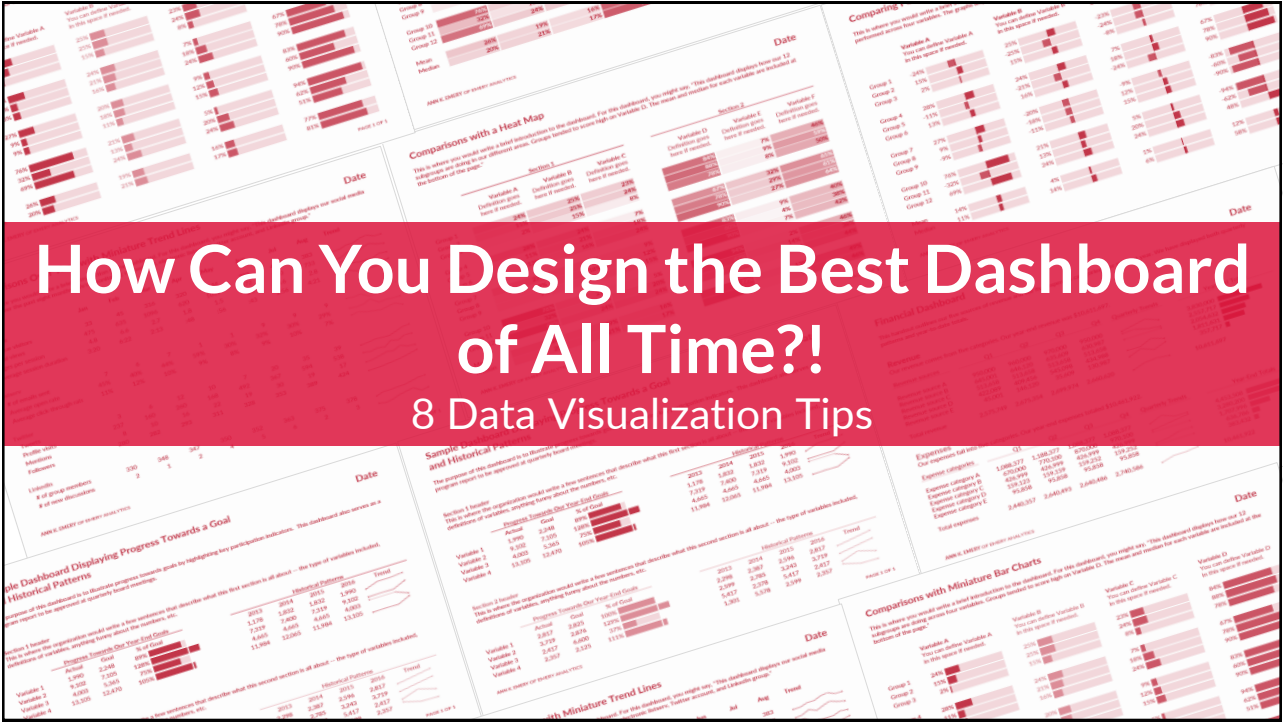
TREND LINES, BOXES, & DEVIATION BARS

Date

This handout shows whether the families affected by our policy have changed between the first and second years of the grant.

Variables	Year 1	Year 2	Trend	Improved	Difference
PART A					
A1	7,977	6,386		<input type="checkbox"/>	-1,591
A2	5,862	8,881		<input type="checkbox"/>	3,019
A3	5,155	9,600		<input type="checkbox"/>	4,445
PART B					
B1	6,527	5,335		<input type="checkbox"/>	-1,192
B2	7,655	7,011		<input type="checkbox"/>	-644
B3	8,347	8,877		<input type="checkbox"/>	530
B4	5,257	7,298		<input type="checkbox"/>	2,041
B5	5,012	9,926		<input type="checkbox"/>	4,914
PART C					
C1	8,885	9,038		<input type="checkbox"/>	153
C2	5,431	6,077		<input type="checkbox"/>	646
C3	6,225	7,924		<input type="checkbox"/>	1,699
C4	7,318	6,720		<input type="checkbox"/>	-598
C5	7,077	7,322		<input type="checkbox"/>	245
PART D					
D1	5,614	9,346		<input type="checkbox"/>	3,732
D2	9,812	9,887		<input type="checkbox"/>	75
PART E					
E1	7,770	9,849		<input type="checkbox"/>	2,079
E2	5,439	5,945		<input type="checkbox"/>	506
E3	8,007	6,652		<input type="checkbox"/>	-1,355
E4	4,437	5,501		<input type="checkbox"/>	1,064
E5	5,197	9,155		<input type="checkbox"/>	3,958
E6	8,109	9,583		<input type="checkbox"/>	1,474

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How Can You Design the Best Dashboard of All Time?!

8 Data Visualization Tips

1 Start with a Table

	January	February	March	April	May	June	July	August
# of emails sent	7	6	7	1	1	9	9	9
# of group members	330	348	347	350	352	363	375	378
# of new discussions	2	1	2	4	5	6	2	3
Average click-through rate	11%	12%	10%	9%	8%	9%	10%	7%
Average open rate	45%	40%	44%	59%	30%	32%	30%	29%
Average session duration	3:20	6:22	2:13	:48	:56	:43	2:56	4:21
Followers	280	282	293	311	328	353	389	424
Mentions	8	10	16	22	19	30	19	17
Pages per session	4.8	6.6	2.7	1.8	1.5	1.6	3.6	2.8
Profile visits	237	160	260	168	492	367	594	538
Total views	475	635	1096	620	1037	1372	980	733
Tweets	3	6	12	10	7	20	35	39
Unique visitors	33	45	316	320	644	799	400	383

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2 Declutter

	A	B	C	D	E	F	G	H	I	J	K	L	M
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug					
1													
2	# of emails sent	7	6	7	1	1	9	9	9				
3	# of group members	330	348	347	350	352	363	375	378				
4	# of new discussions	2	1	2	4	5	6	2	3				
5	Average click-through rate	11%	12%	10%	9%	8%	9%	10%	7%				
6	Average open rate	45%	40%	44%	59%	30%	32%	30%	29%				
7	Average session duration	3:20	6:22	2:13	:48	:56	:43	2:56	4:21				
8	Followers	280	282	293	311	328	353	389	424				
9	Mentions	8	10	16	22	19	30	19	17				
10	Pages per session	4.8	6.6	2.7	1.8	1.5	1.6	3.6	2.8				
11	Profile visits	237	160	260	168	492	367	594	538				
12	Total views	475	635	1096	620	1037	1372	980	733				
13	Tweets	3	6	12	10	7	20	35	39				
14	Unique visitors	33	45	316	320	644	799	400	383				
15													
16													
17													
18													
19													
20													
21													
22													
23													
24													

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3 Group Data into Categories

	A	B	C	D	E	F	G	H	I	J	K	L	M
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug					
1													
2	Website												
3	Unique visitors	33	45	316	320	644	799	400	383				
4	Total views	475	635	1096	620	1037	1372	980	733				
5	Pages per session	4.8	6.6	2.7	1.8	1.5	1.6	3.6	2.8				
6	Average session duration	3:20	6:22	2:13	:48	:56	:43	2:56	4:21				
7	Twitter												
8	# of emails sent	7	6	7	1	1	9	9	9				
9	Average open rate	45%	40%	44%	59%	30%	32%	30%	29%				
10	Average click-through rate	11%	12%	10%	9%	8%	9%	10%	7%				
11	LinkedIn												
12	Tweets	3	6	12	10	7	20	35	39				
13	Profile visits	237	160	260	168	492	367	594	538				
14	Mentions	8	10	16	22	19	30	19	17				
15	Followers	280	282	293	311	328	353	389	424				
16	LinkedIn												
17	# of group members	330	348	347	350	352	363	375	378				
18	# of new discussions	2	1	2	4	5	6	2	3				
19													
20													
21													
22													
23													
24													

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4 Separate with White Space

	A	B	C	D	E	F	G	H	I	J	K	L	M
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug				
1	Website												
2	Unique visitors	33	45	316	320	644	799	400	383				
3	Total views	475	635	1096	620	1037	1372	980	733				
4	Pages per session	4.8	6.6	2.7	1.8	1.5	1.6	3.6	2.8				
5	Average session duration	3:20	6:22	2:13	:48	:56	:43	2:56	4:21				
6													
7	Listserv												
8	# of emails sent	7	6	7	1	1	9	9	9				
9	Average open rate	45%	40%	44%	59%	30%	32%	30%	29%				
10	Average click-through rate	11%	12%	10%	9%	8%	9%	10%	7%				
11													
12	Twitter												
13	Tweets	3	6	12	10	7	20	35	39				
14	Profile visits	237	160	260	168	492	367	594	538				
15	Mentions	8	10	16	22	19	30	19	17				
16	Followers	280	282	293	311	328	353	389	424				
17													
18	LinkedIn												
19	# of group members	330	348	347	350	352	363	375	378				
20	# of new discussions	2	1	2	4	5	6	2	3				
21													
22													
23													
24													

5 Add a Visual(s)

	A	B	C	D	E	F	G	H	I	J	K	L	M
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Trend			
1	Website												
2	Unique visitors	33	45	316	320	644	799	400	383				
3	Total views	475	635	1096	620	1037	1372	980	733				
4	Pages per session	4.8	6.6	2.7	1.8	1.5	1.6	3.6	2.8				
5	Average session duration	3:20	6:22	2:13	:48	:56	:43	2:56	4:21				
6													
7	Listserv												
8	# of emails sent	7	6	7	1	1	9	9	9				
9	Average open rate	45%	40%	44%	59%	30%	32%	30%	29%				
10	Average click-through rate	11%	12%	10%	9%	8%	9%	10%	7%				
11													
12	Twitter												
13	Tweets	3	6	12	10	7	20	35	39				
14	Profile visits	237	160	260	168	492	367	594	538				
15	Mentions	8	10	16	22	19	30	19	17				
16	Followers	280	282	293	311	328	353	389	424				
17													
18	LinkedIn												
19	# of group members	330	348	347	350	352	363	375	378				
20	# of new discussions	2	1	2	4	5	6	2	3				
21													
22													
23													
24													

6 Write User Onboarding Language

1 Write the Dashboard Title Up Here August 2017

2 Add a couple introductory sentences to explain the dashboard's intended purpose and audience. For example, "This dashboard shows how our organization's social media channels have performed over the past eight months. If you have questions about these numbers, please contact Ann K. Emery at Ann@EmeryAnalytics.com."

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Trend
Website									
Unique visitors	33	45	316	320	644	799	400	383	
Total views	475	635	1096	620	1037	1372	980	733	
Pages per session	4.8	6.6	2.7	1.8	1.5	1.6	3.6	2.8	
Average session duration	3:20	6:22	2:13	:48	:56	:43	2:56	4:21	
Listserv									
# of emails sent	7	6	7	1	1	9	9	9	
Average open rate	45%	40%	44%	59%	30%	32%	30%	29%	
Average click-through rate	11%	12%	10%	9%	8%	9%	10%	7%	
Twitter									
Tweets	3	6	12	10	7	20	35	39	
Profile visits	237	160	260	168	492	367	594	538	
Mentions	8	10	16	22	19	30	19	17	
Followers	280	282	293	311	328	353	389	424	

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7 Apply a Text Hierarchy

1 Write the Dashboard Title Up Here August 2017

2 Add a couple introductory sentences to explain the dashboard's intended purpose and audience. For example, "This dashboard shows how our organization's social media channels have performed over the past eight months. If you have questions about these numbers, please contact Ann K. Emery at Ann@EmeryAnalytics.com."

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Trend
Website									
Unique visitors	33	45	316	320	644	799	400	383	
Total views	475	635	1096	620	1037	1372	980	733	
Pages per session	4.8	6.6	2.7	1.8	1.5	1.6	3.6	2.8	
Average session duration	3:20	6:22	2:13	:48	:56	:43	2:56	4:21	
Listserv									
# of emails sent	7	6	7	1	1	9	9	9	
Average open rate	45%	40%	44%	59%	30%	32%	30%	29%	
Average click-through rate	11%	12%	10%	9%	8%	9%	10%	7%	
Twitter									
Tweets	3	6	12	10	7	20	35	39	
Profile visits	237	160	260	168	492	367	594	538	
Mentions	8	10	16	22	19	30	19	17	
Followers	280	282	293	311	328	353	389	424	

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8 Brand with Fonts and Colors

Write the Dashboard Title Up Here **August 2017**

Add a couple introductory sentences to explain the dashboard's intended purpose and audience. For example, "This dashboard shows how our organization's social media channels have performed over the past eight months. If you have questions about these numbers, please contact Ann K. Emery at Ann@EmeryAnalytics.com."

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Trend
Website									
Unique visitors	33	45	316	320	644	799	400	383	
Total views	475	635	1096	620	1037	1372	980	733	
Pages per session	4.8	6.6	2.7	1.8	1.5	1.6	3.6	2.8	
Average session duration	3:20	6:22	2:13	:48	:56	:43	2:56	4:21	
Listserv									
# of emails sent	7	6	7	1	1	9	9	9	
Average open rate	45%	40%	44%	59%	30%	32%	30%	29%	
Average click-through rate	11%	12%	10%	9%	8%	9%	10%	7%	
Twitter									
Tweets	3	6	12	10	7	20	35	39	
Profile visits	237	160	260	168	492	367	594	538	
Mentions	8	10	16	22	19	30	19	17	
Followers	280	282	293	311	328	353	389	424	

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Small Edits, Big Difference

	January	February	March	April	May	June	July	August
# of emails sent	7	6	7	1	1	9	9	9
# of group members	330	348	347	350	352	363	375	378
# of new discussions	2	1	2	4	5	6	2	3
Average click-through rate	11%	12%	10%	9%	8%	9%	10%	7%
Average open rate	45%	40%	44%	59%	30%	32%	30%	29%
Average session duration	3:20	6:22	2:13	:48	:56	:43	2:56	4:21
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Pages per session	4.8	6.6	2.7	1.8	1.5	1.6	3.6	2.8
Profile visits	237	160	260	168	492	367	594	538
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Tweets	3	6	12	10	7	20	35	39
Unique visitors	33	45	316	320	644	799	400	383

TREND LINES Date

This is where you would write a brief introduction to the dashboard. For this dashboard, you might say, "This dashboard displays our social media patterns over the past eight months. We're monitoring our website, electronic listserv, Twitter account, and LinkedIn group."

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Trend
WEBSITE									
Unique visitors	33	45	316	320	644	799	400	383	
Total views	475	635	1096	620	1037	1372	980	733	
Pages per session	4.8	6.6	2.7	1.8	1.5	1.6	3.6	2.8	
Average session duration	3:20	6:22	2:13	:48	:56	:43	2:56	4:21	
LISTSERV									
# of emails sent	7	6	7	1	1	9	9	9	
Average open rate	45%	40%	44%	59%	30%	32%	30%	29%	
Average click-through rate	11%	12%	10%	9%	8%	9%	10%	7%	
TWITTER									
Tweets	3	6	12	10	7	20	35	39	
Profile visits	237	160	260	168	492	367	594	538	
Mentions	8	10	16	22	19	30	19	17	
Followers	280	282	293	311	328	353	389	424	
LINKEDIN									
# of group members	330	348	347	350	352	363	375	378	
# of new discussions	2	1	2	4	5	6	2	3	

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