

Dashboards

Business & Management

What belongs on a dashboard, and what belongs in a report.

Design for a five-second glance.

Include

A small number of metrics, with targets

Trend, not just current value

Comparison against a baseline

One clear owner

The date it was last refreshed

Exclude

Every metric you have

Decorative charts

3-D anything

Pie charts with many slices

Metrics nobody acts on

Design

Most important top-left

Consistent colours for the same meaning

Direction of good clearly marked

Enough context to judge, not just measure

If a number on a dashboard has never caused anyone to do anything, remove it. It is costing attention for nothing.