

Creating Dashboards That Work

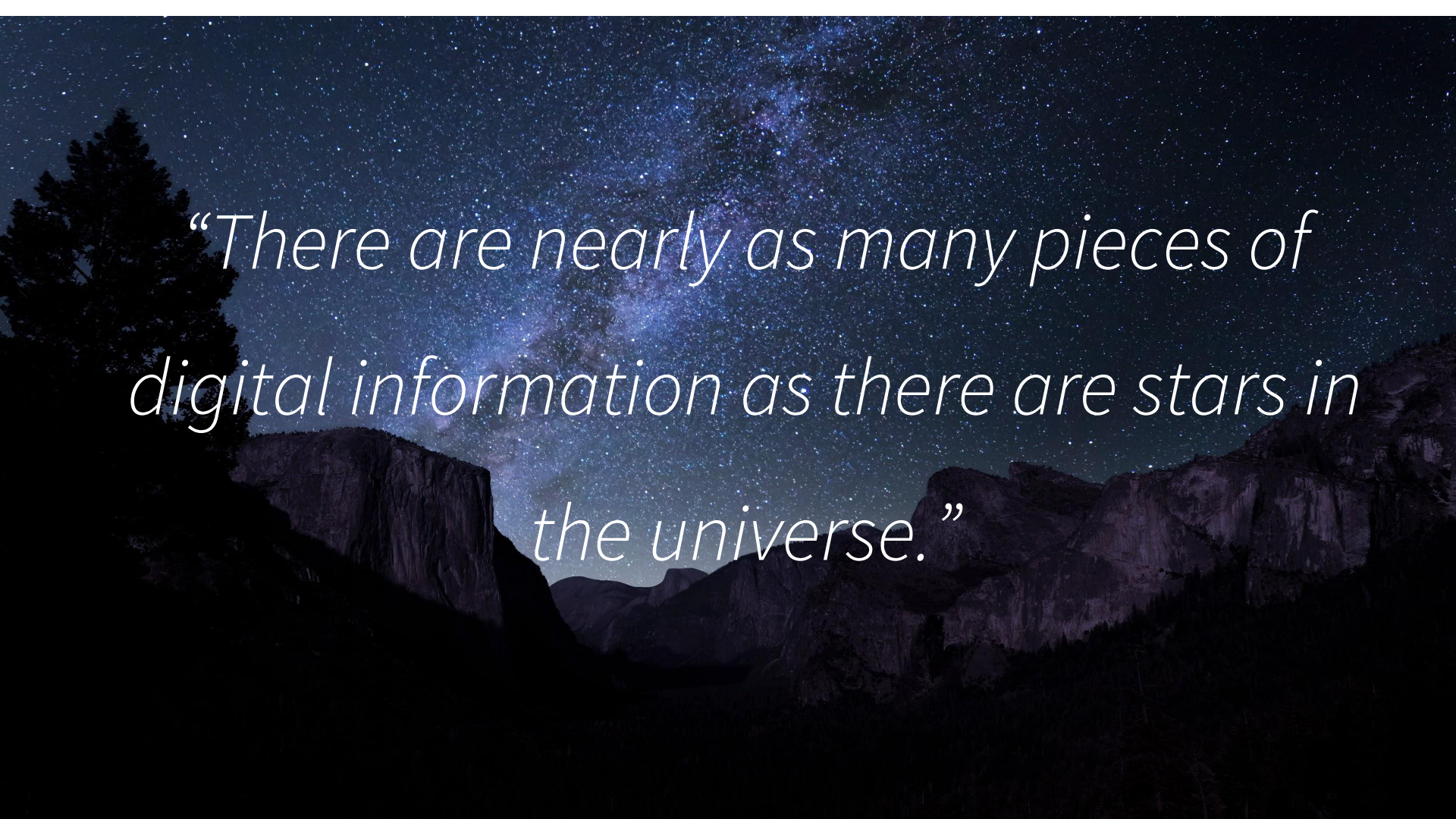
103 - Learning Web Analytics

TOTAL INCOME

LINE ITEMS	16.15 M\$	LINE ITEMS	13.5 M\$	LINE ITEMS	13.00 M\$
SHIPPING	0.15 M\$	SHIPPING	0.2 M\$	SHIPPING	0 \$
TAXES	0%	TAXES	0%	TAXES	0%
TOTAL	16.3 M\$	TOTAL	13.7 M\$	TOTAL	13.00 M\$

“The way we present collected data has a huge impact on our ability to draw meaning from it.”



A night sky with the Milky Way galaxy visible over a dark landscape with mountains and trees. The text is overlaid on the image.

“There are nearly as many pieces of digital information as there are stars in the universe.”

“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, author of *Information Dashboard Design*

Types of Dashboards

M T W T F S S

								1
2	3	4	5	6	7	8		
9	10	11	12	13	14	15		
16	17	18	19	20	21	22		
23	24	25	26	27	28	29		
30	31							

Summary v. Strategic



Displays too much information at once



Displays Core Metrics & KPIs (with ability to drill down)

Operational Dashboard



Displays data to facilitate the operational side of a ministry (e.g. server time-up, alerts, often requires near real time data)

M T W T F S S

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A top-down view of a person's hands in a dark suit jacket pointing at a line graph on a newspaper. The desk is cluttered with a laptop, a pair of glasses, a calendar, and various documents. The text is overlaid in a large, white, bold font.

“The value of a reporting dashboard is in its ability to change behaviour and drive incremental, continuous improvements.”

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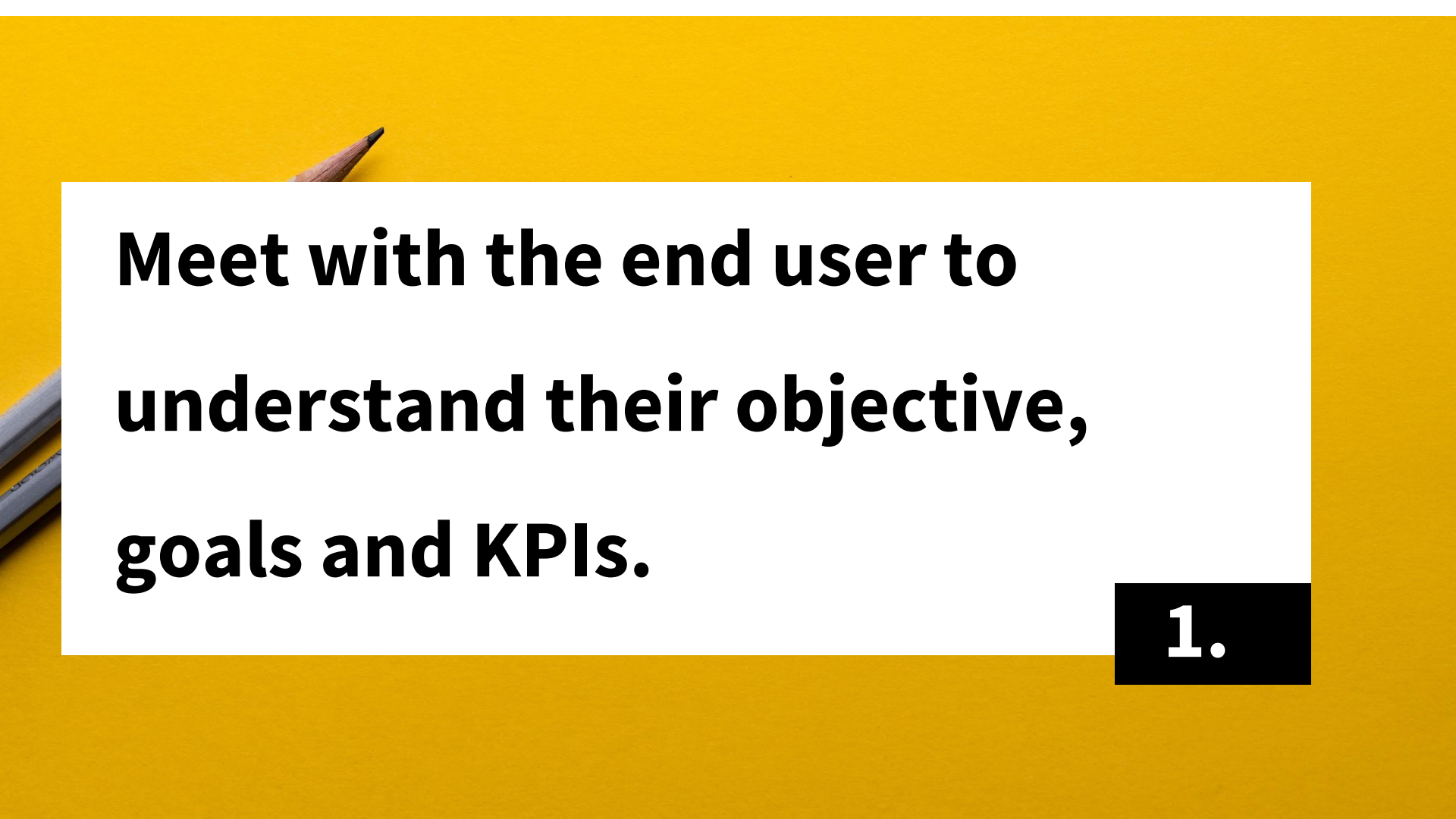


Designing a Dashboard



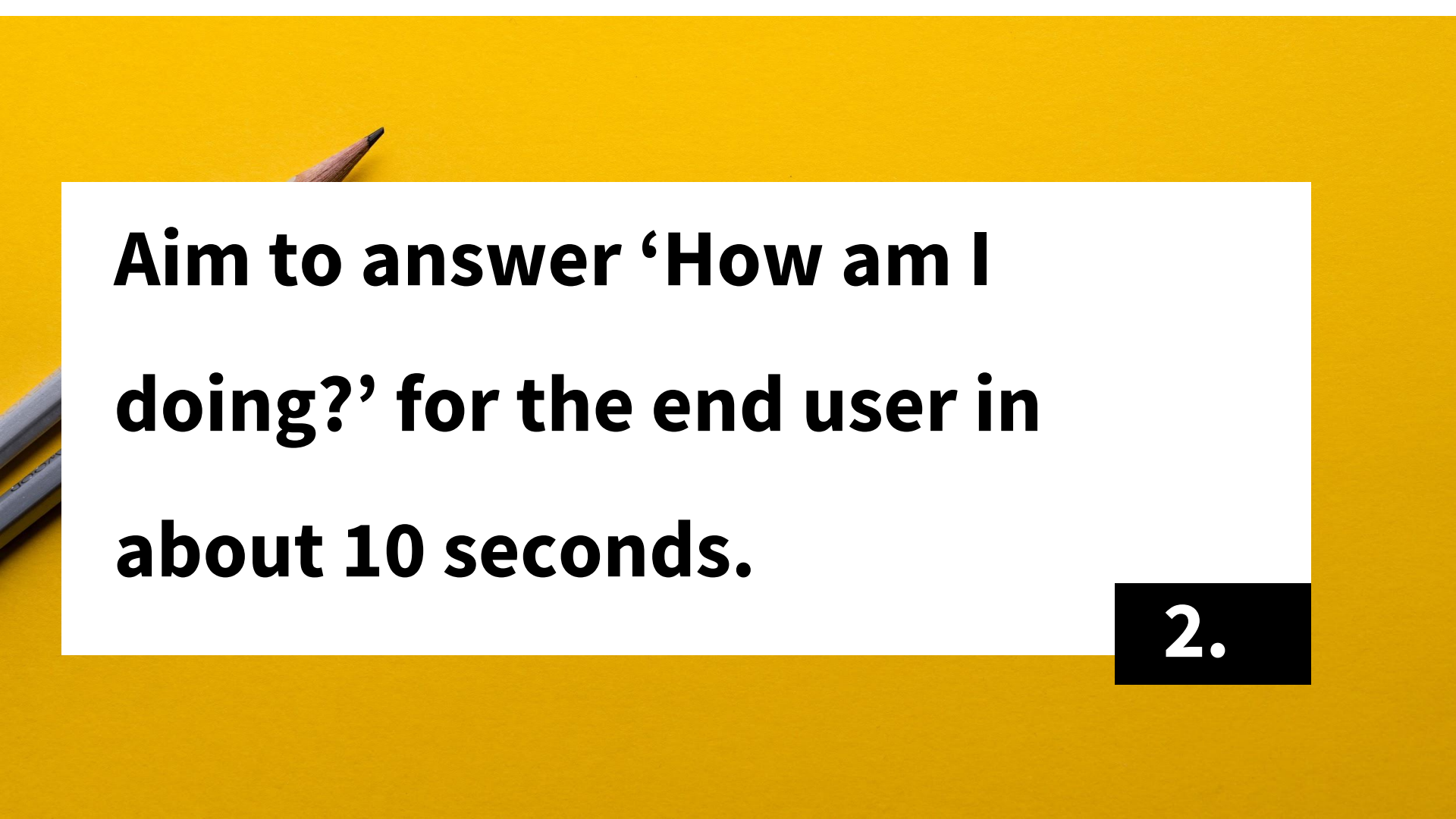
A good dashboard:

- Takes into account who the end user will be
- Makes the complex simple (answers ‘How am I doing?’)
- Tells a clear story
- Correctly represents data with visualizations
- Reveals details as needed



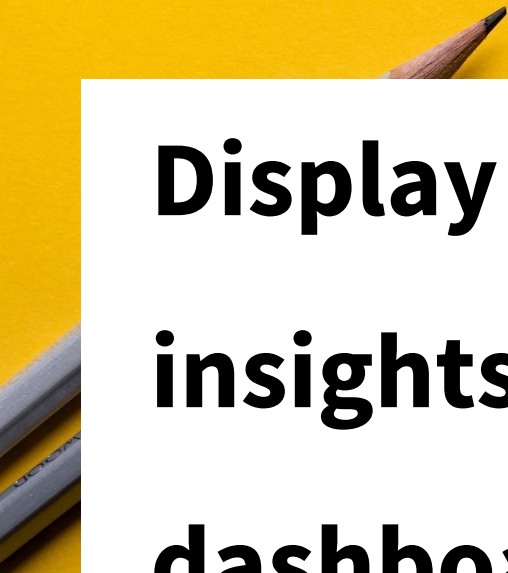
**Meet with the end user to
understand their objective,
goals and KPIs.**

1.




Aim to answer ‘How am I doing?’ for the end user in about 10 seconds.

2.



Display the most significant insights at the top of the dashboard.

3.



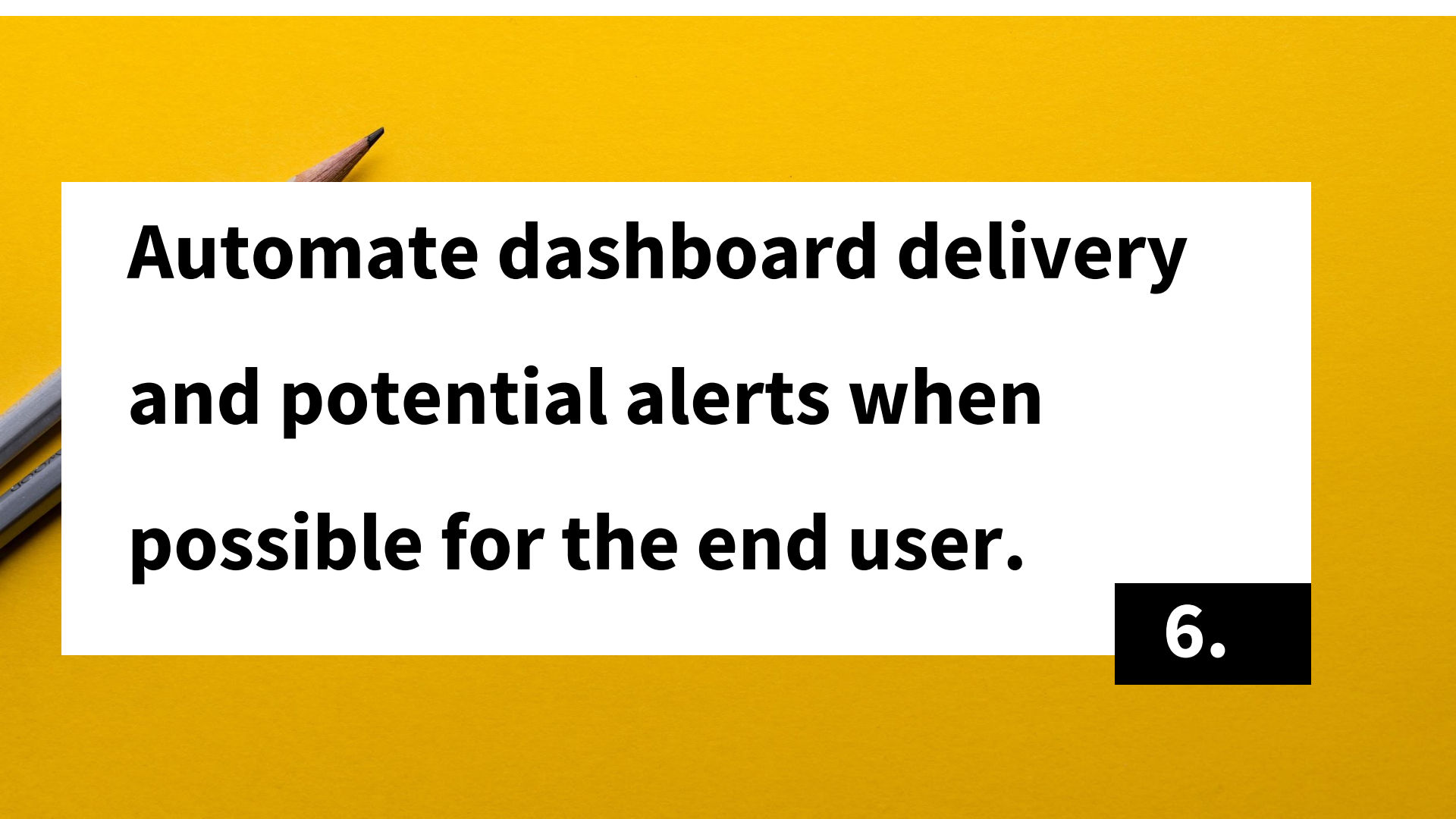
**Less is more. Each dashboard
should contain no more than
5-7 visualizations.**

4.



**Determine how often the data
needs to be refreshed.**

5.



**Automate dashboard delivery
and potential alerts when
possible for the end user.**

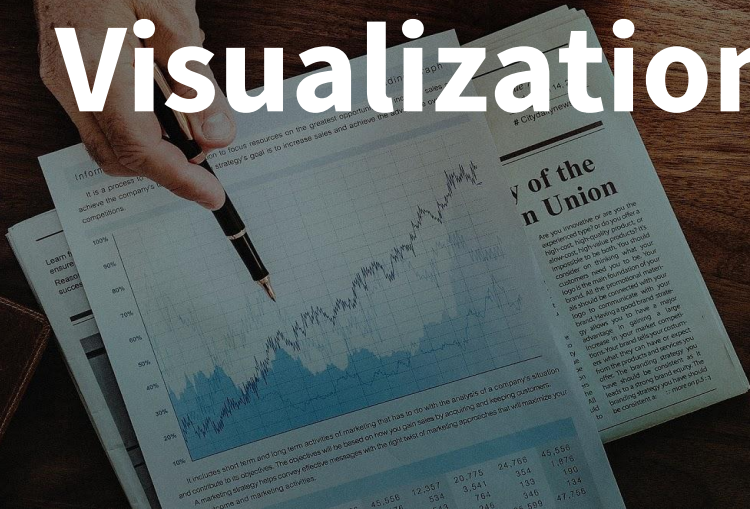
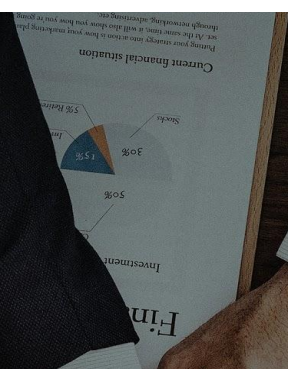
6.



**Choose the right visualizations
to convey key data points.**

7.

Key Visualizations



M	T	W	T	F	S	S
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“Visualization is at the core of how we interact with data.”



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Choosing the right visualization

COMPARE VALUES

Shows the **differences or similarities** between values.

DISTRIBUTION

Shows **frequency**, how data spread out over an interval or is grouped.

PART TO A WHOLE

Shows **part (or parts) of a variable to its total**. Often used to show how something is divided up.

MOVEMENT

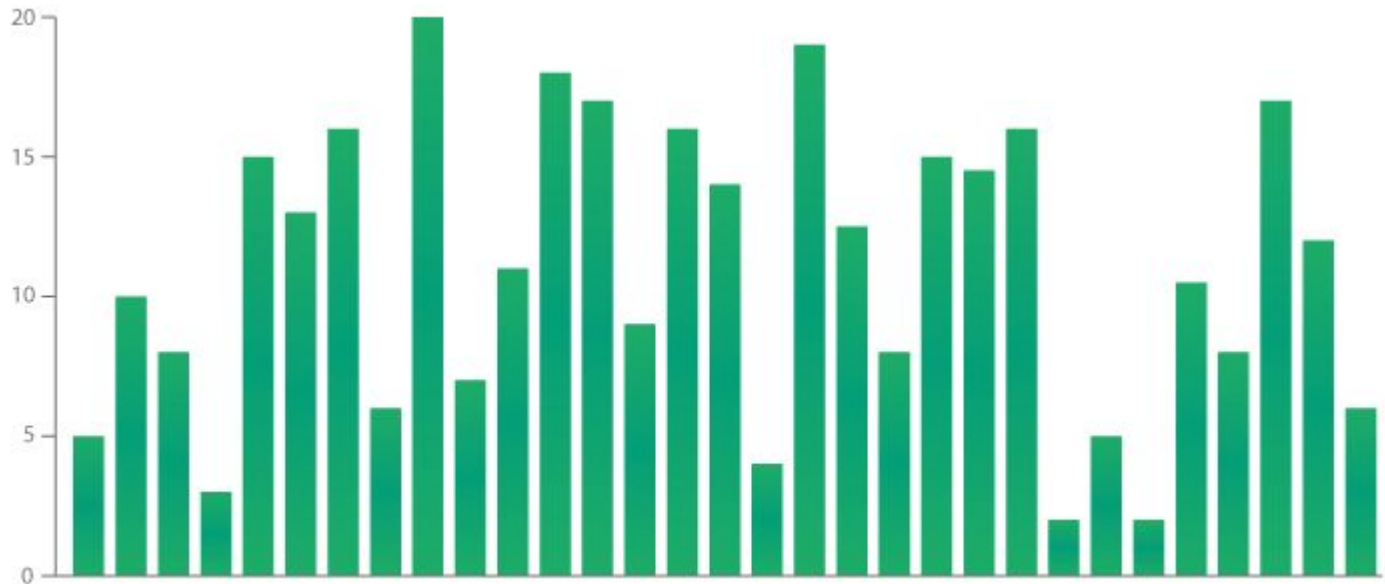
Shows movement data or the **flow of data**.

Bar Chart

- The Bar Chart uses either horizontal or vertical bars (column chart) to show **numerical comparisons** across categories (e.g. page views by month).
- One major flaw with Bar Charts is that **labelling** becomes problematic when there are a large number of bars.

Bar Chart

COMPARE VALUES



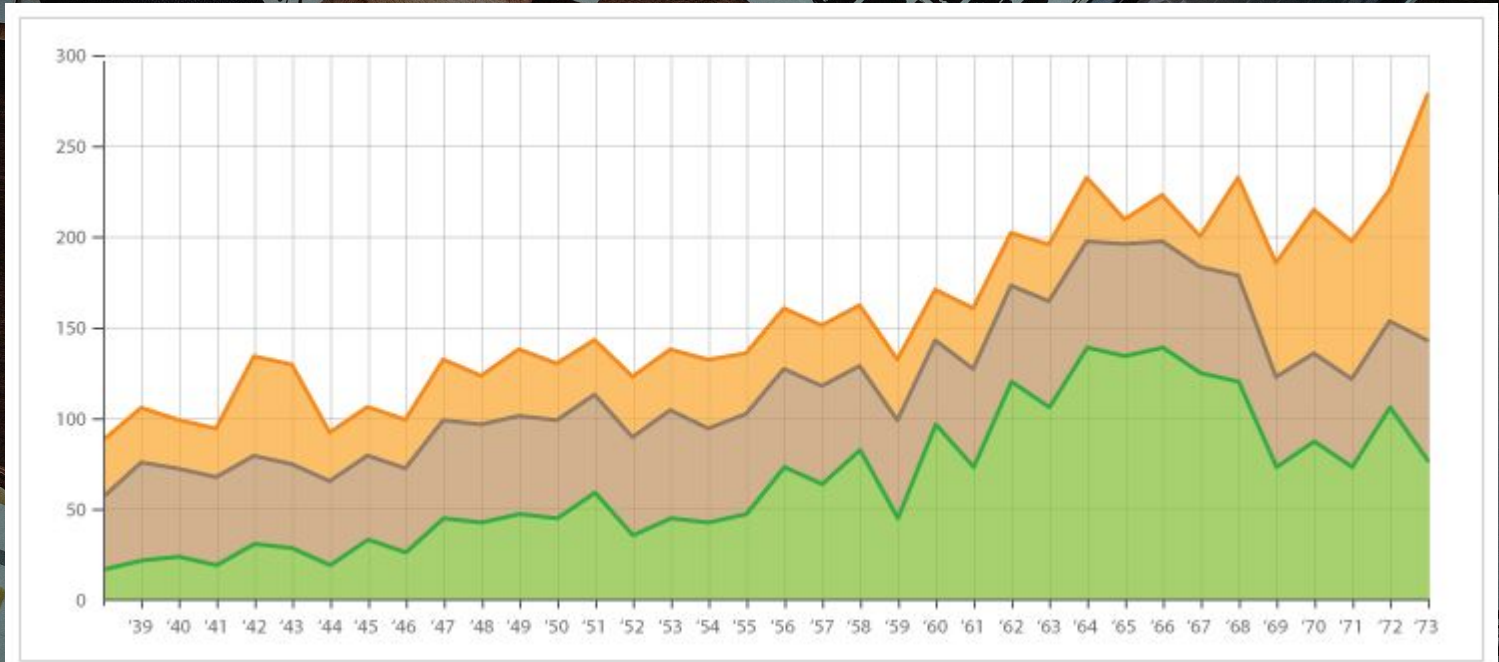
Stacked Area Graph

COMPARE VALUES

- Area Graphs are Line Graphs but with the area below the line **filled in**.
- Area Graphs are used to display the development of data over a certain **time period**.
- Most commonly used to **show trends**, but can be used to compare multiple data series as a stacked area graph.

Stacked Area Graph

COMPARE VALUES

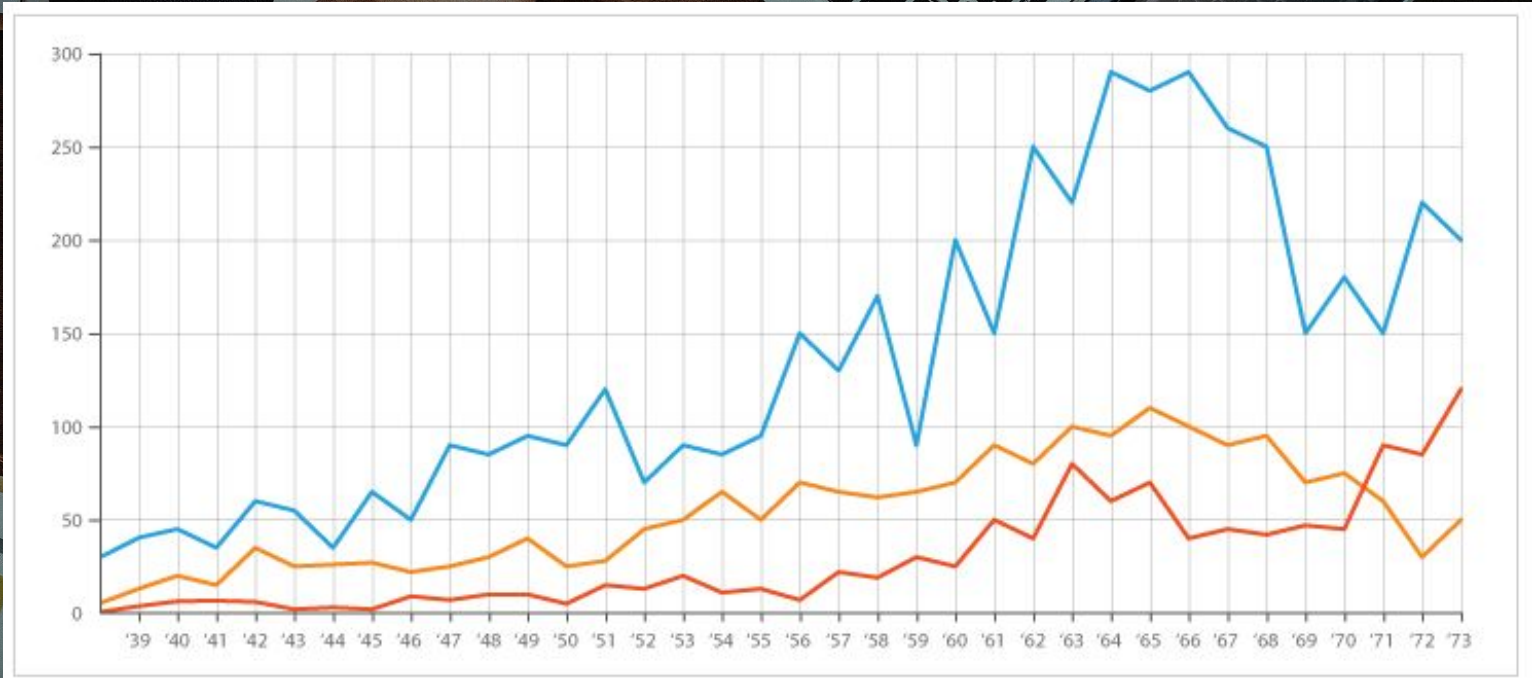


Line Graph

- Gives an assessment of the **trend**, acceleration, deceleration, and volatility of a series of data over time.
- Clearly shows data variables and trends. Can help make predictions.
- Great for showing **more than one series** of data for comparison.

*** Available in both Google (out of the box) & Adobe Analytics (custom visualization)*

Line Graph



Cohort Analysis

- A cohort is a **group of people** sharing common characteristics over a specified period. Cohort analysis is useful, for example, when you want to learn how a cohort engages with a specific ministry or product.
- Cohort analysis helps you **understand the behavior** of groups of users.

*** Available in both Google (out of the box) & Adobe Analytics (custom visualization)*

Cohort Analysis

Examples:

- See how **behavior changes** week to week or month to month, relative to when you first acquired those users
- Organize users into **groups** based on shared characteristics like Acquisition Date or by a specific action, etc.

Cohort Analysis

A cohort report **returns** **visitors**. Each cell shows the **raw number** of visitors in the cohort who did the action during that time period.

Cohort Table

Granularity:

Month

Inclusion Metric:

Orders

>>

1

Return Metric:

Visits

>>

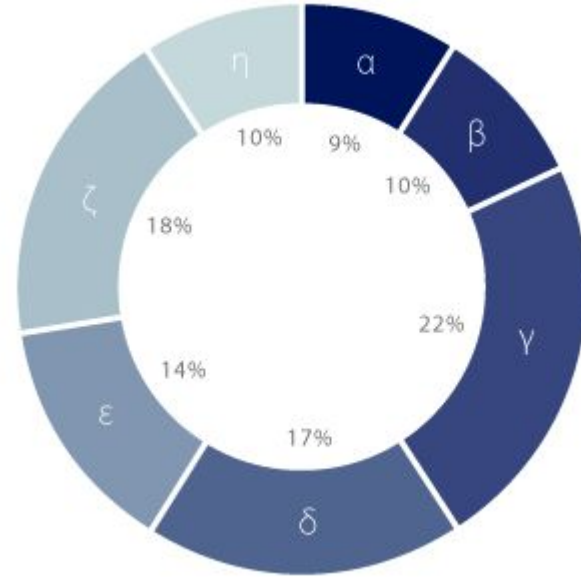
1

Cohort	Included	Month 1	Month 2	Month 3	Month 4	Month 5
Jan 2015	1,892	204 11%	240 13%	187 10%	171 9%	48
Feb 2015	5,817	681 12%	566 10%	479 8%	160 3%	0
Mar 2015	6,667	678 10%	564 8%	185 3%	0 0%	0
Apr 2015	6,320	641 10%	197 3%	0 0%	0 0%	0
May 2015	6,350	209 3%	0 0%	0 0%	0 0%	0
Jun 2015	4,117	890 22%	501 12%	146 4%		
Jul 2015	3,877	1,099 28%	375 10%			
Aug 2015	3,946	389 10%				
Sep 2015	1,714					

Pie / Donut Chart

- Show **proportions** and **percentages** between categories, by dividing a circle into proportional segments.
- Pie Charts are ideal for giving the reader a **quick idea** of the proportional distribution of the data.

Pie / Donut Chart

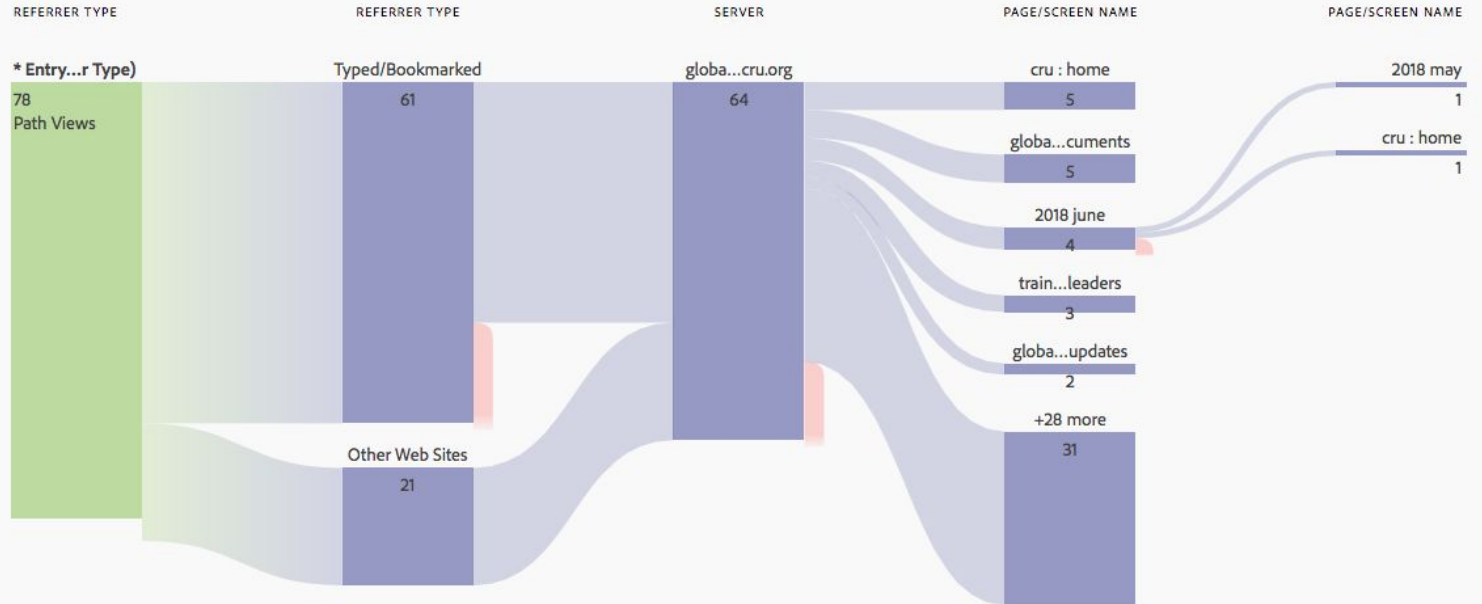


1
8
15
22
29

Flow (Sankey)

- Display **flows** and their quantities in proportion to one another
- The **width** of the **arrows** or lines are used to show their magnitudes, so the bigger the arrow, the larger the quantity of flow.

Flow (Sankey)



Fallout Analysis

- Fallout reports show **where visitors left (fell out)** and **continued through (fell through)** a predefined sequence of pages or events.
- Fallouts are useful for analyzing **conversion rates** through specific processes on your site (such as a sign up or purchase process).
- Ability to perform side-by-side comparisons of different segments

Fallout Analysis

Page/Screen Name = kgp-0

29,245 visitors



EVENTUAL PATH ▾

Page/Screen Name = kgp-1

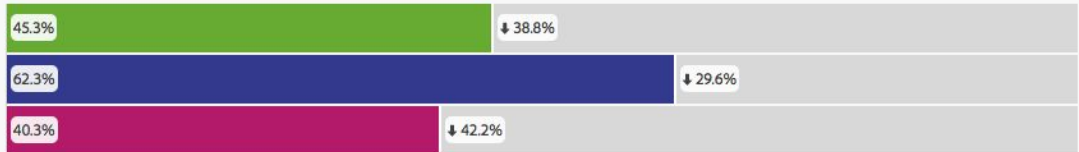
21,635 visitors



EVENTUAL PATH ▾

Page/Screen Name = (kgp-1b OR kgp-1a)

13,234 visitors



EVENTUAL PATH ▾

Summary Number

- Shows a summary of a data point, based on a selected cell in a table.
- Useful for **highlighting a data point**, often related to a specific goal.
- Pair with the **summary change** visualization for to compare that data point over a period of time.

Summary Change

- It's often useful to measure a metric over time and view the % change between those periods.
- To view this in Adobe Analytics, first select two cells in the data table. Then, right click on highlighted cells to visualize a Summary Change visualization.