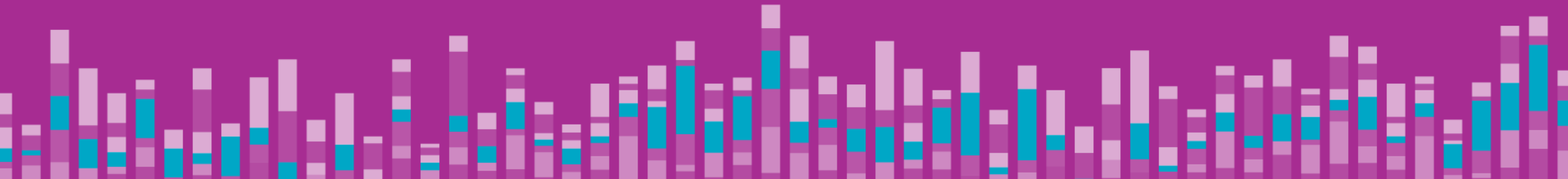


**TABLEAU**

**CONFERENCE**



# Welcome



#TC18

# Who Needs Graphs? Designing for the Executive Attention Span

**Tausif Islam**

Financial Reporting Analyst

PACCAR Inc / Portfolio Risk and Analysis

# Agenda

**Meet White Walker Inc**

**Know Your Audience**

**The Top of the Pyramid**

**Lesson 1 – Simple Text**

**Lesson 2 – Filters**

**Small Multiples**

**Lesson 3 – Color**

**Dashboard A/B Review and Summary**

# Meet White Walker Inc



**Andy Skeleton**

Reporting Analyst  
White Walker Inc



**Night King**

CEO  
White Walker Inc



**White Walker Inc**

A Subsidiary of Night King Enterprises

# Night King



- Manages several markets
- Extremely busy
- Travels often
- Requires a broad overview
- Has strong Excel skills

Hey Andy, could you please develop a dashboard that will let me monitor number of executions?



Sure thing Mr. Night King! I will get started right away.

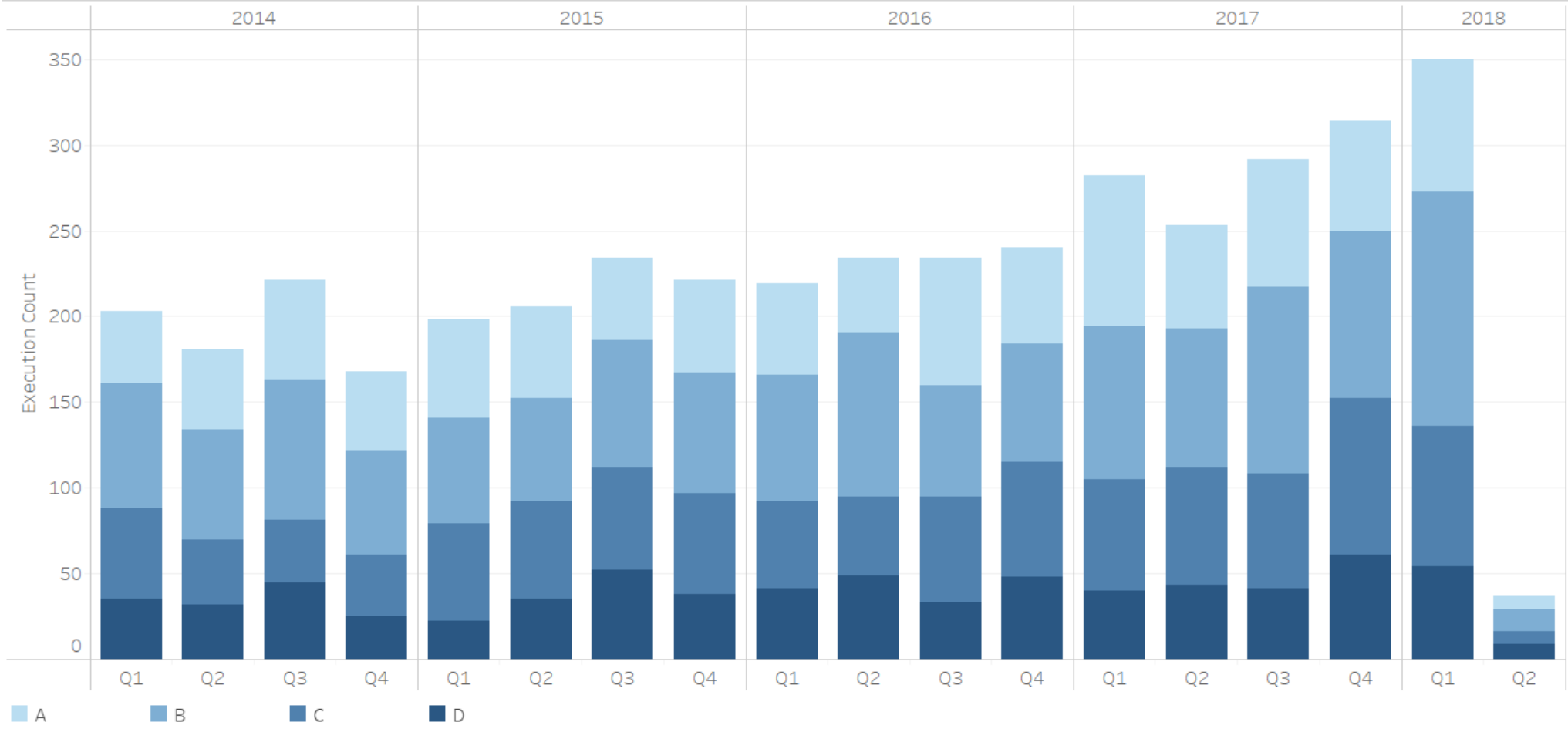


# KILLER TREND REPORT

White Walker Inc  
A Subsidiary of Night King Enterprises



Market: (All) Year: (All)  
Status: Received Month: (All)





Workbook: views x

← → ↻ data.whitewalkerfinancials.com

← Undo → Redo | ← Revert 🔄 Refresh 🛑 Pause

Username	View Name	Last Viewed	Times Viewed
Night King	Killer Trend Report	1/23/2018 2:30:43 PM	<del>2</del>
Andy Skeleton	Killer Trend Report	3/23/2018 2:30:43 PM	89
Stan	Killer Trend Report	2/29/2018 4:11:09 PM	5
Winston	Killer Trend Report	2/13/2018 10:09:45 AM	6

“  
If you design a solution and no one  
uses it, is it really a solution?”

**Nicholas Vasilus**

Manager of Advanced Analytics Center of Excellence, PACCAR ITD

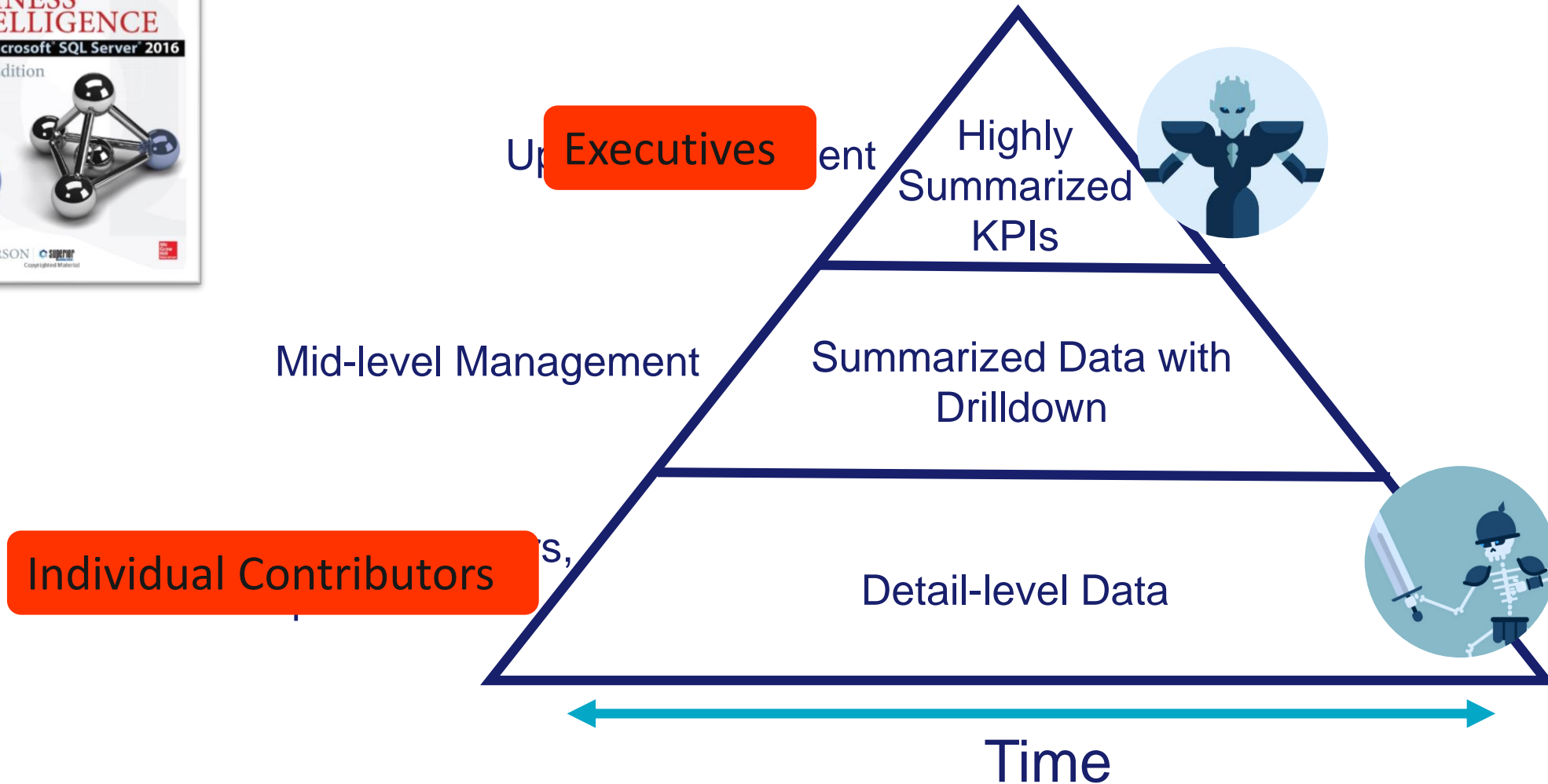
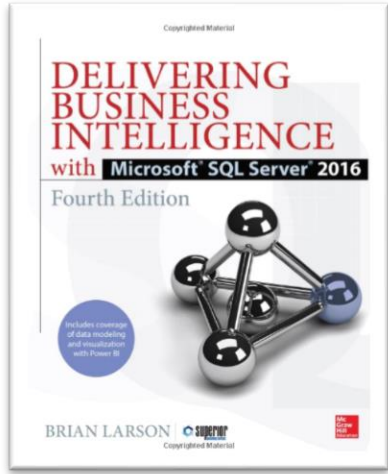


**The best dashboards just work for their intended audience. That doesn't happen by accident. Ask yourself, who am I designing this for?**

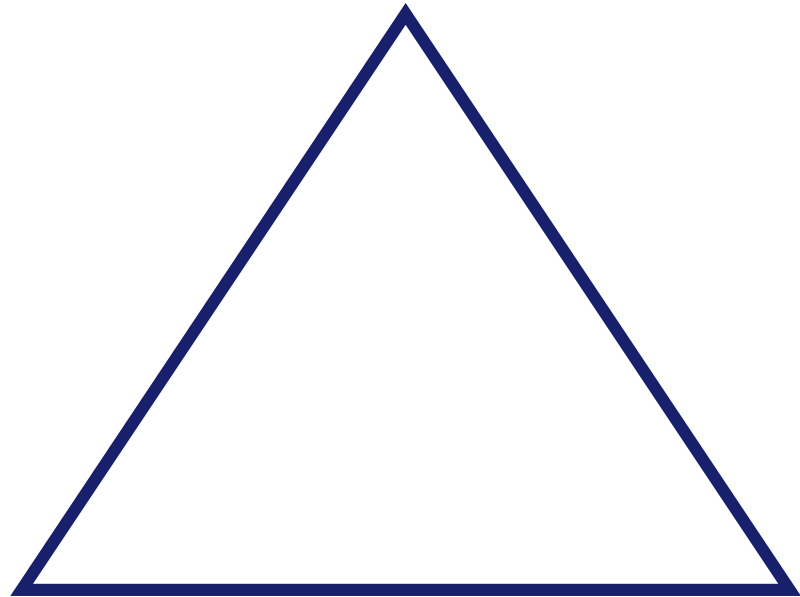
**10 Best Practices for Building Effective Dashboards**

Tableau

# The Top of The Pyramid



# The Top of The Pyramid



Executives

- Fast answers
- Dashboards have singular purpose
- Designed to show variances and trends
- Intuitively laid out

“  
**Simple text is powerful because it displays just a few numbers, usually to represent key indicators.**

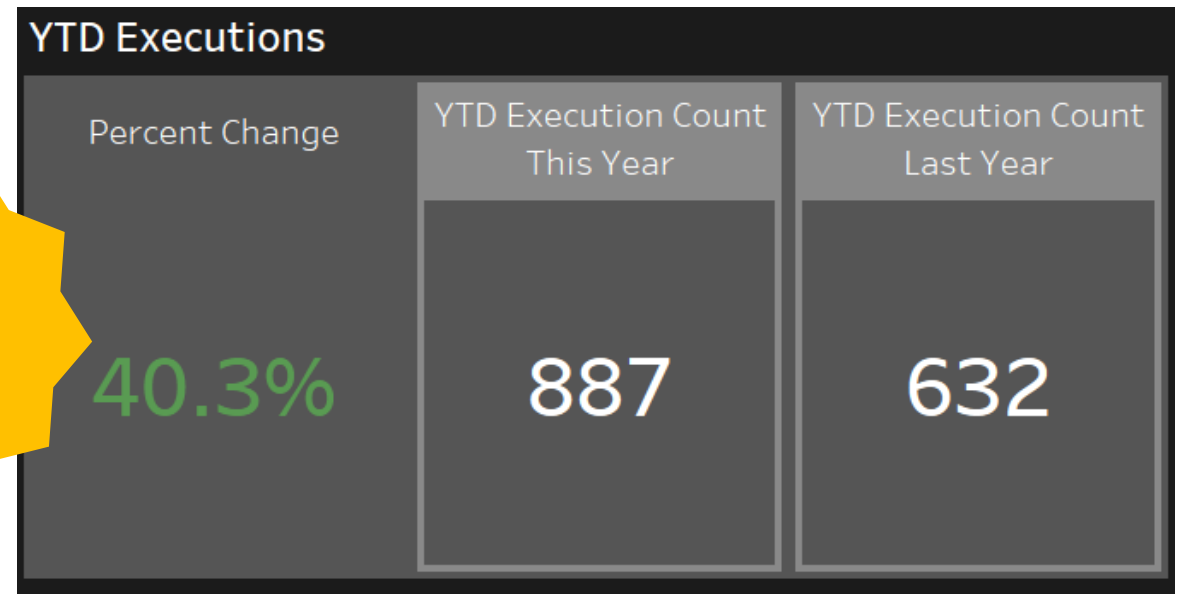
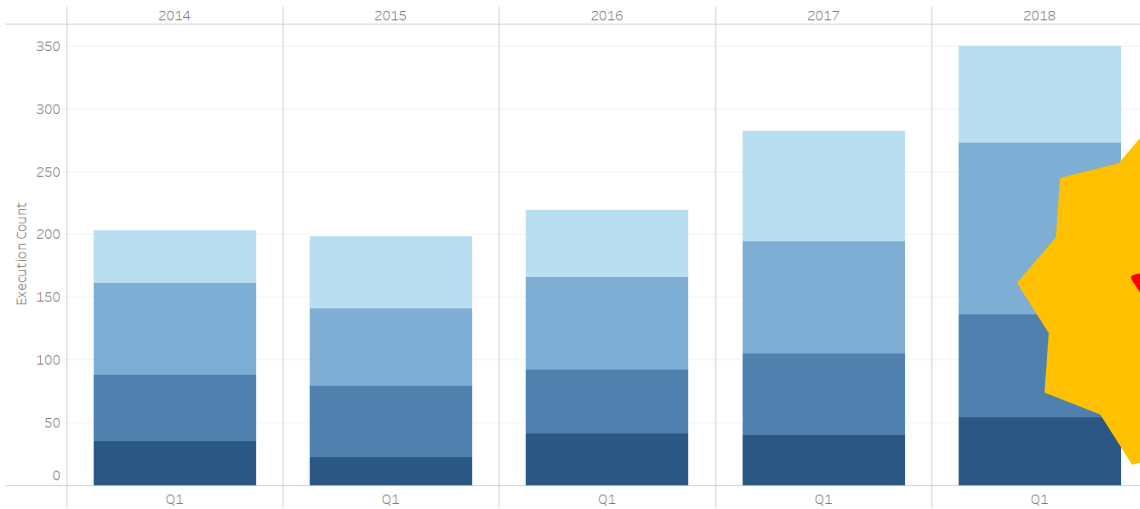
**Art + Data**

Decisive Data

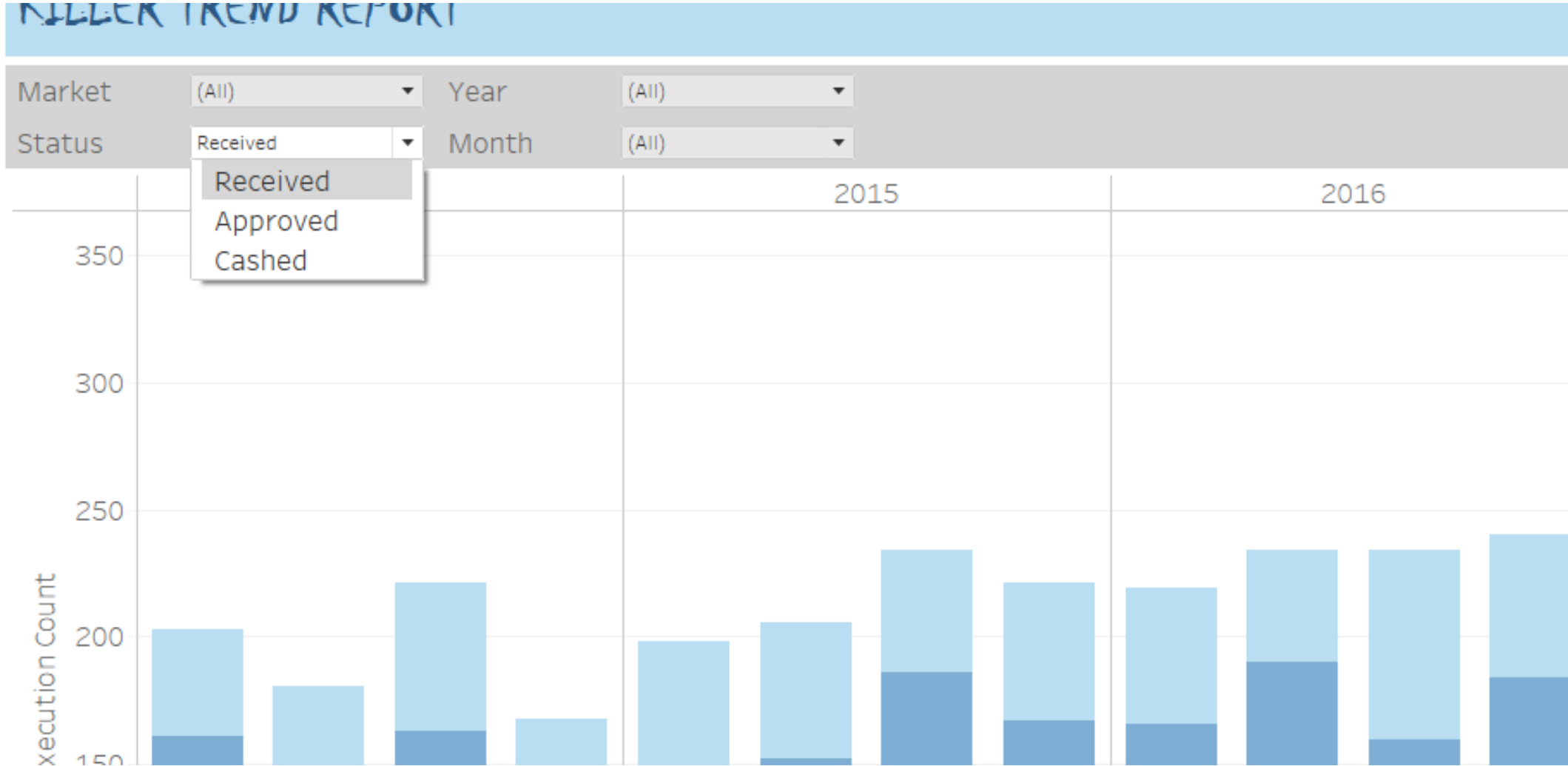


# Simple Text

KPI? Try simple text first.



# Filters & Parameters





# Filters & Parameters



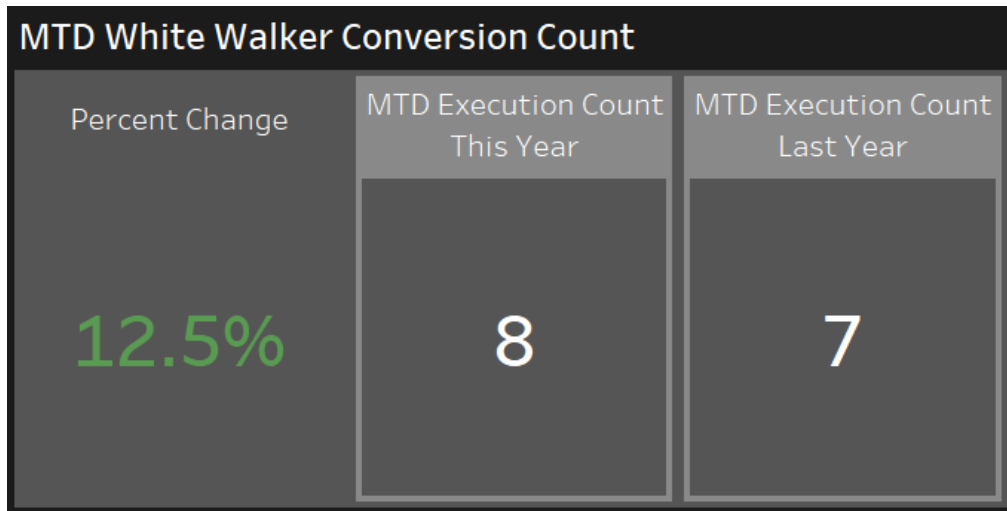
- Slice and dice
- Zero in
- Self service
- Customize

“  
**Small multiples are economical...the consistency of the design allows viewers to focus on changes in the data rather than on changes in graphical design.**

**Edward Tufte**

Visual Display of Quantitative Information

# Small Multiples



- More immediate access to the data
- Easily zero in on problem areas



**A lack of color can blur the data story and cause confusion.**

**Art + Data**

Decisive Data

# Color

Percent Change

13.3%

Percent Change

-72.3%

Percent Change

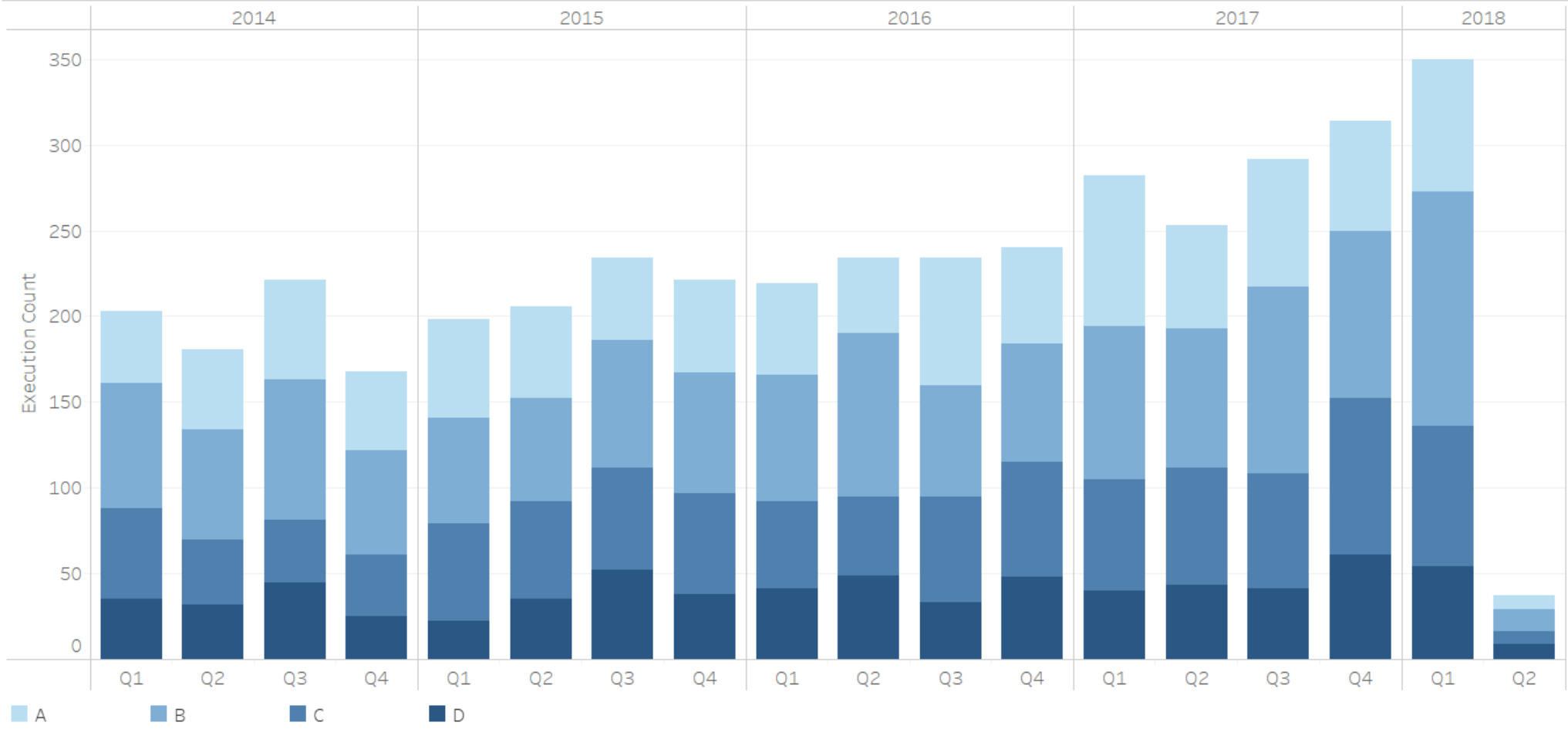
0.0%

# KILLER TREND REPORT

White Walker Inc  
A Subsidiary of Night King Enterprises



Market: (All) Year: (All)  
Status: Received Month: (All)



KILLER TREND REPORT

White Walker Inc  
A Subsidiary of Night King Enterprises



YTD Executions

Percent Change	YTD Execution Count This Year	YTD Execution Count Last Year
40.3%	887	632

MTD Executions

Percent Change	MTD Execution Count This Year	MTD Execution Count Last Year
10.0%	11	10

YTD White Walker Conversion Count

Percent Change	YTD Execution Count This Year	YTD Execution Count Last Year
26.9%	692	506

MTD White Walker Conversion Count

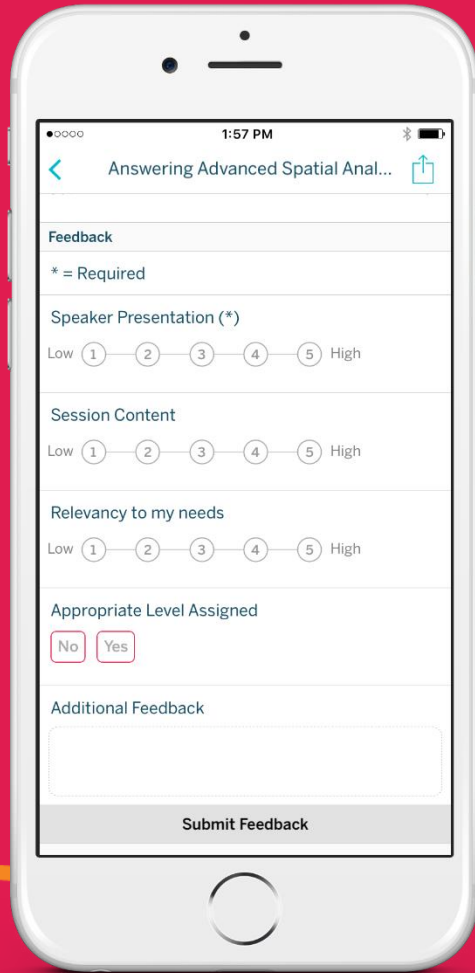
Percent Change	MTD Execution Count This Year	MTD Execution Count Last Year
12.5%	8	7



# Summary

- Remember the Pyramid
- Try Simple Text
- Reduce filters
- Utilize the concept of Small Multiples





Please complete the  
session survey from the  
Session Details screen  
in your TC18 app

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# Thank you!

Tausif.Islam90@gmail.com



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