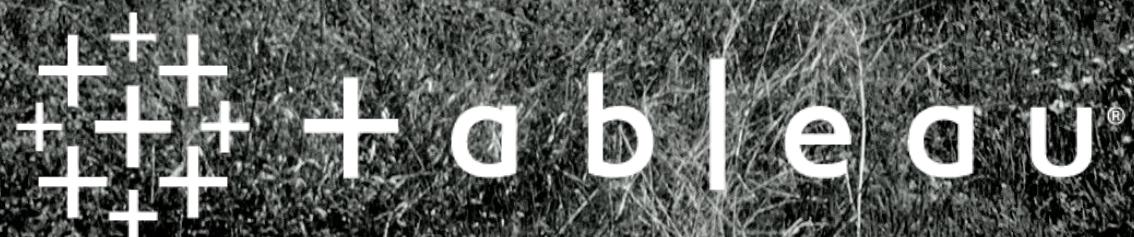


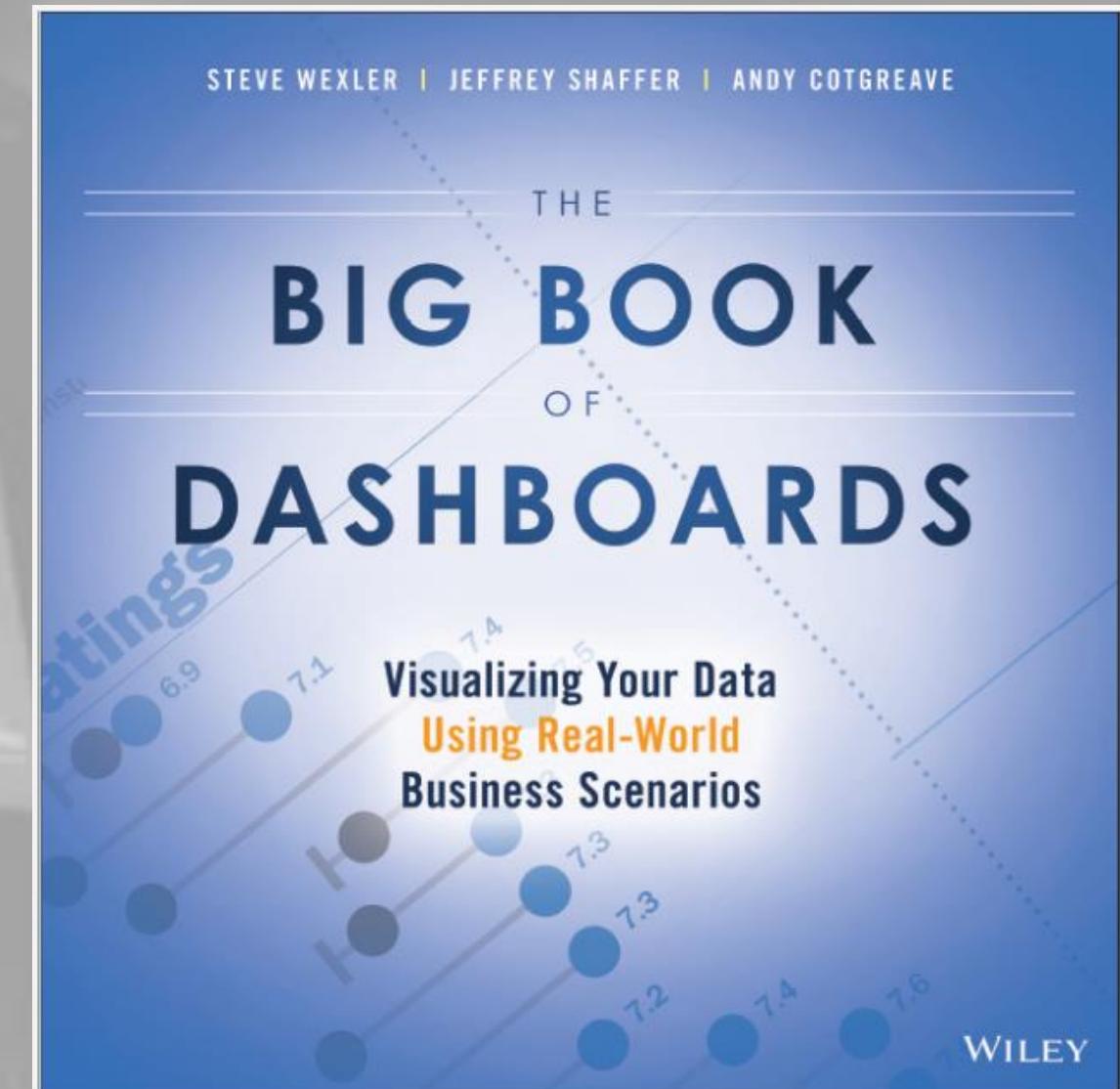
# Dead-end dashboards and how to avoid them

Andy Cotgreave, Technical Evangelist, Tableau



# Andy Cotgreave

Technical Evangelist, Tableau



[www.bigbookofdashboards.com](http://www.bigbookofdashboards.com)

STEVE WEXLER | JEFFREY SHAFFER | ANDY COTGREAVE

# THE BIG BOOK OF DASHBOARDS

Visualizing Your Data  
Using Real-World  
Business Scenarios

WILEY

## What is a dashboard, anyway? (Andy C)

In this webinar, Andy Cotgreave will challenge the traditional definition of a dashboard and show you how to more effectively engage your dashboard users.

## Dashboards for insight and impact (Steve W and Jeff S)

Learn best practices, reusable concepts, and even a dashboard-horror story or two during this webinar hosted by two Tableau Zen Masters.

## Design tricks for great dashboards (Andy C)

Whether you make functional, operational dashboards, or beautiful persuasive pieces of work, this webinar will help frame your approach.

## The Data Debate: Andy Cotgreave vs Andy Kirk

Get ready for the biggest data visualisation debate of the year as Andy Kirk and Andy Cotgreave go head-to-head as they tackle some of the biggest questions in data viz.

## Eye Tracking: What it teaches us about dashboard design (Andy C and Amy A)

Join Amy Alberts of Tableau Research and Andy Cotgreave, data visualization expert and author, as they discuss how certain design elements affect where people look on dashboards.

## Dead-end dashboards and how to avoid them (Andy C)

Learn how to evolve your business intelligence investments beyond dead-end dashboards and towards data-driven decisions.

OCT 24

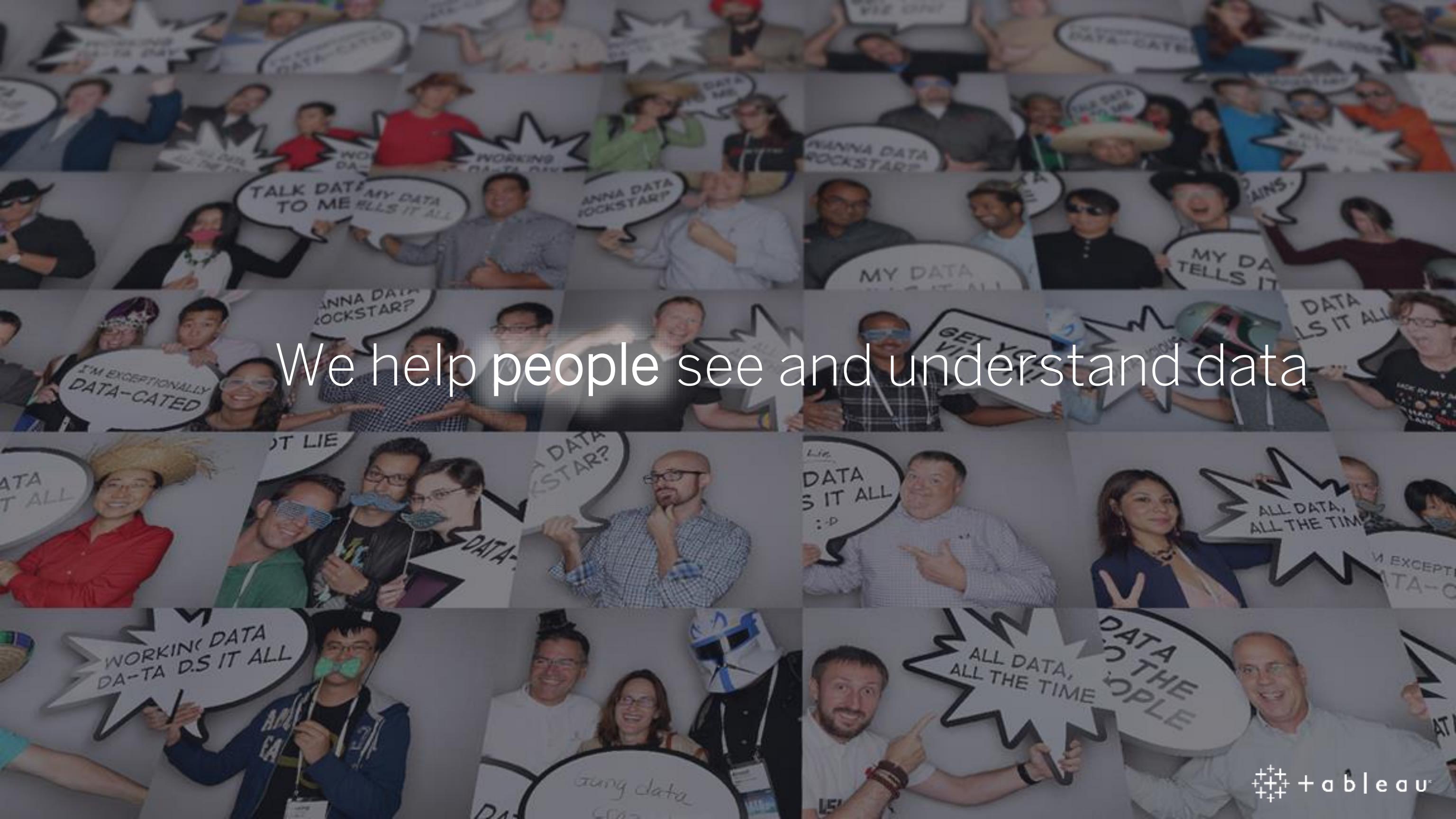
OCT 31

NOV 07

NOV 09

NOV 14

NOV 21



We help people see and understand data



tableau®



tableau®



++ + a b | e a u





**DEAD  
END**

# How does this happen?







Credit: Gwen Schroeder, Flickr, and The Herald Sun

**Dashboards?  
Mobile  
Stories not dashboards  
Why? Why? Why  
Review your work**

# Dashboard?

# Dashboard?

# Springboard?



# Springboard

## Sales Opportunity Data Source

The **Sales Opportunity Data Source** is the one-stop shop for Sales pipeline analysis. Not only does it include information on accounts and opportunities, but adds the granularity required to do product level analysis, along with the data needed to roll-up by territory.

Sales Opportunity

Connected to Microsoft SQL Server

Server: alpo-database

Database: ALPO

Table: [Select]

Connection: Live Extract Filters 2 Edit

Diagram:

```
graph LR; ALPO_ProductMaster --> Account; ALPO_ProductMaster --> AccountTerritory; ALPO_ProductMaster --> Opportunity; Account --> OpportunityTerritory; AccountTerritory --> OpportunityTerritory; Opportunity --> SalesConsultant;
```

Buttons: Copy Go to Worksheet Show hidden fields Rows

Fields: Annual Revenue Employee Count Industry Year Started Account District Account Model Account Territ

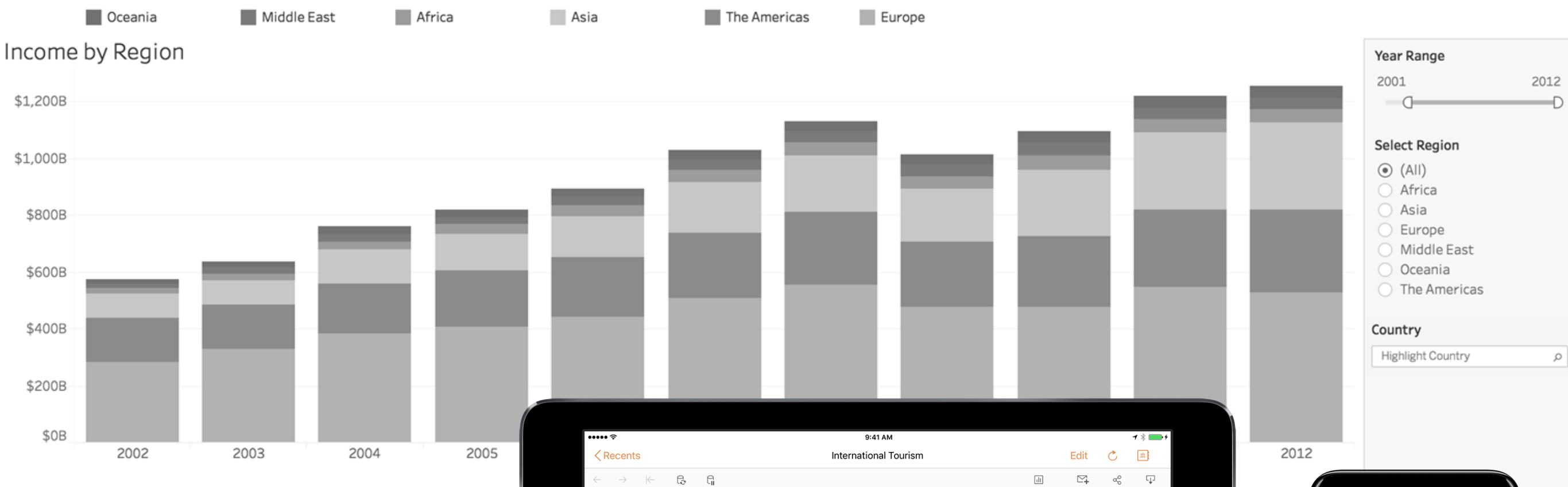
## Starter Workbook

Not sure how to get started with the data source? Try downloading the starter workbook below.



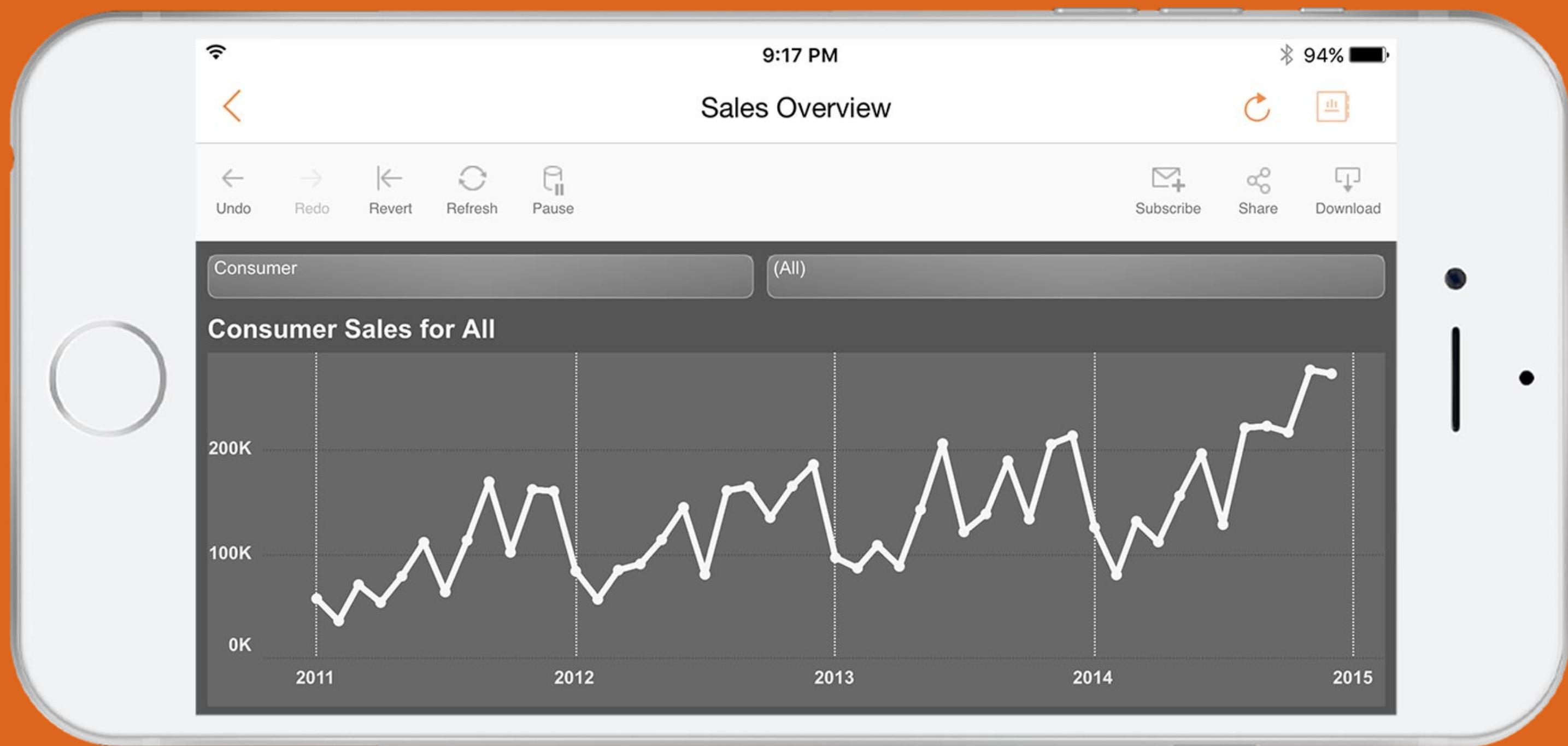
# Mobile

# International Tourism



## Income by Region and Country





# +

# a b | e a u®

# **Jim Webb**

Director of Customer Solutions,  
Miller Coors





“In a world of hundreds of taps, we need data to help our bar managers succeed. We saw a great opportunity to present better information to our retailers.”



JIM WEBB  
DIRECTOR OF CUSTOMER SOLUTIONS

## Market Comparison Dashboard

Data Through 8/6/2017

Employee Name

Ausloos, Aaron

Invoice Date

Year to date

Click square to filter

Draft

Package



What brands are being sold in Ausloos, Aaron's market

MILLER LITE  
Volume: 24,955  
Draft: 35%

BLUE MOON BELGIAN WHITE ALE  
Volume: 6,023  
Draft: 9%

COORS LIGHT  
Volume: 5,236  
Draft: 7%

MILLER LITE  
Volume: 16,896  
Package: 24%

COORS LIGHT  
Volume: 6,190  
Package: 9%

Search an Outlet:

What is the weekly velocity for brands at recent 13 weeks? Blue dots represent what is currently carried.

compared to the market in the most

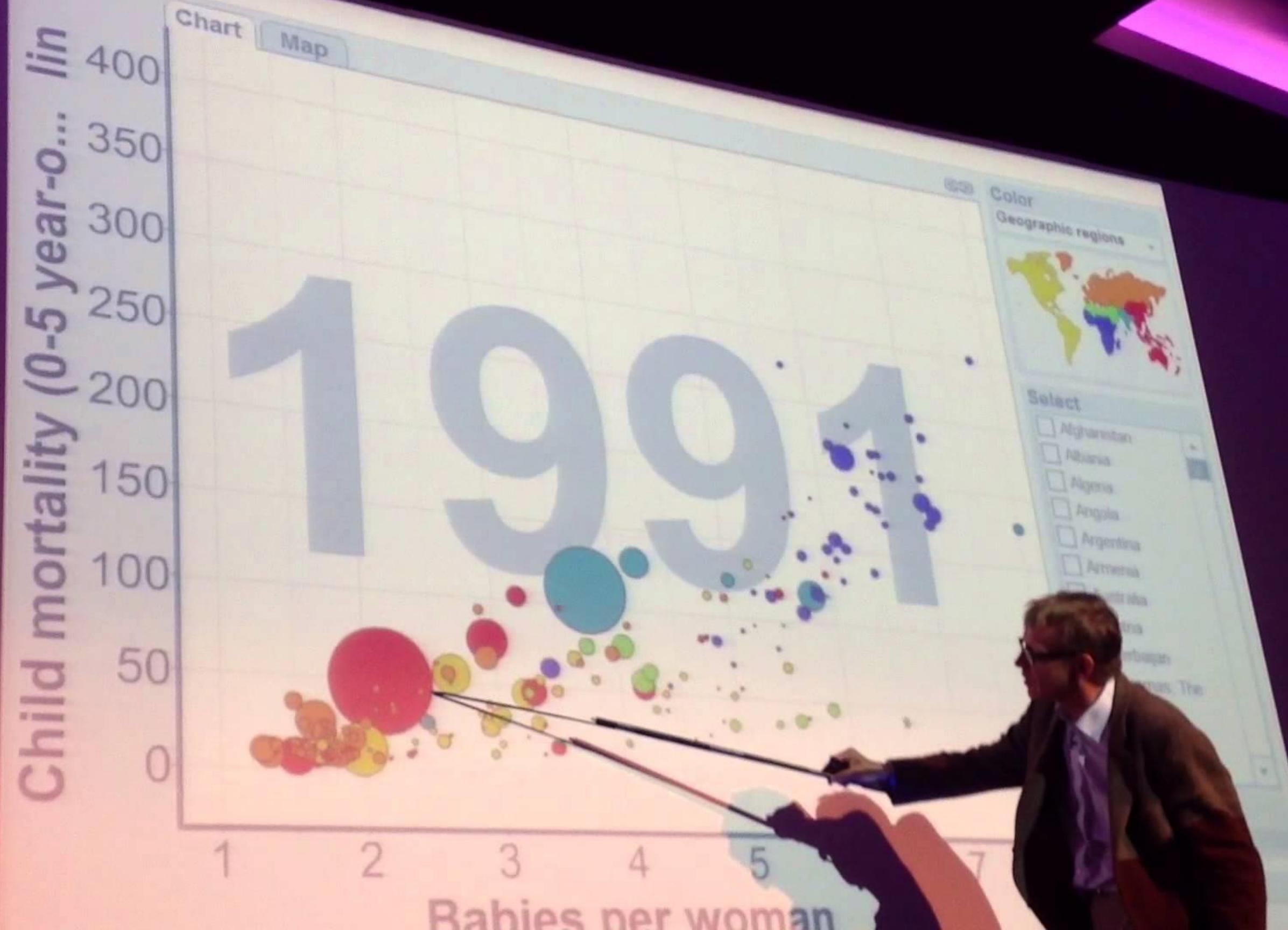


How does

/volume Trend compare to the rest of selected market?



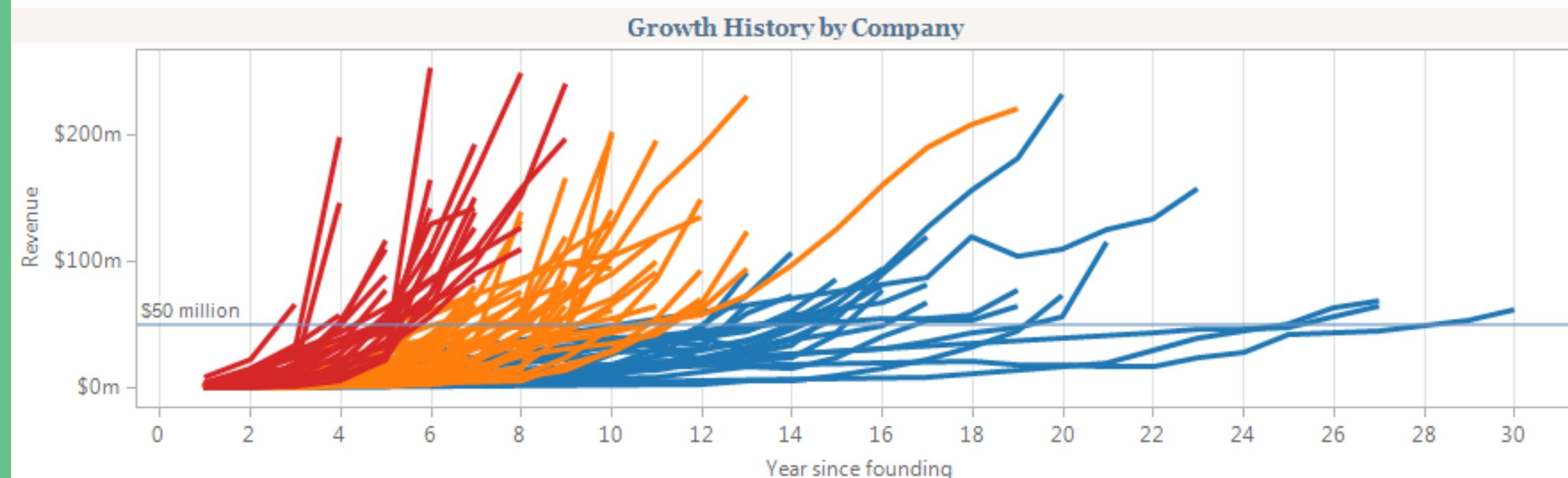
# **Stories, not dashboards**



# Tale of 100 Entrepreneurs

■ Rocket Ship ■ Hot Company ■ Slow Burner

Inflation adjusted revenue growth for 100 of the largest public software companies. Despite the optimistic projections of new start ups, this shows that getting to \$50m in revenue can take many years.



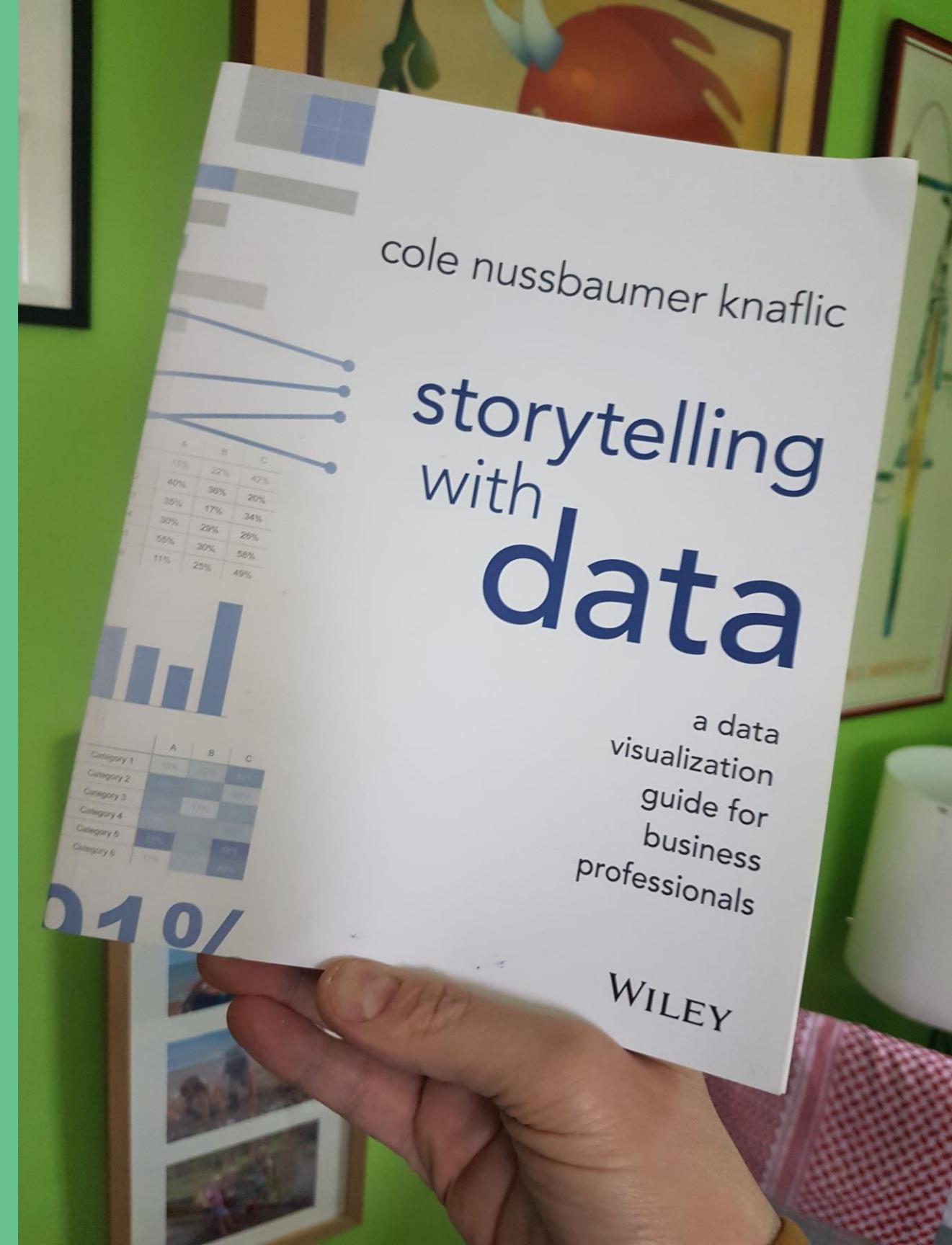
Company Details					
		Year Founded	Years to \$50m	Revenue	Net Income
<b>Rocket Ship</b>	Activision Blizzard Inc.	1979	4	\$3,026m	(\$107m)
	Adobe Systems Inc.	1982	6	\$3,580m	\$872m
	Autodesk, Inc.	1982	5	\$2,172m	\$356m
	Blackboard Inc.	1997	5	\$312m	\$3m
	Cadence Design Systems, I..	1983	6	\$1,039m	(\$1,854m)
	Check Point Software Techn..	1993	5	\$808m	\$324m
	China Digital TV Holding Co...	2004	4	\$55m	\$34m
	Cognizant Technology Soluti..	1994	5	\$2,816m	\$431m
	Electronic Arts Inc.	1982	6	\$3,665m	(\$454m)
	Intuit Inc.	1985	5	\$2,660m	\$220m

## Select Segment:

- Business Intelligence
- CAD / EDA
- Communications
- Content Management
- CRM
- Database
- Entertainment
- ERP
- Network / Infrastructure/ EAI
- Operating Systems
- Security
- Services
- Supply Chain

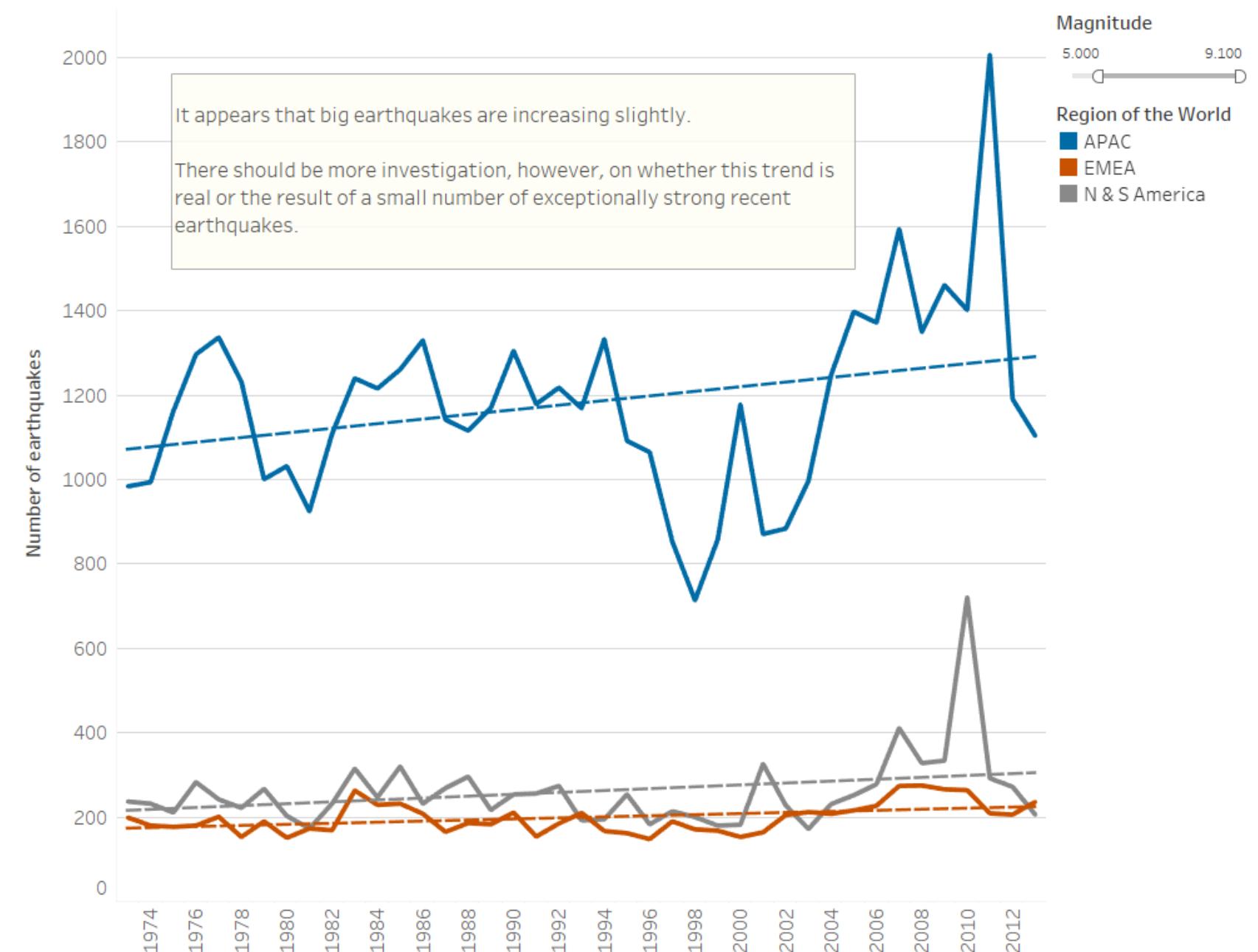
# Storytelling with data

## Cole Nussbaumer Knafflic



## Are big earthquakes on the rise?

Thousands of earthquakes are recorded every year. About two quakes each year qualify as "major". These megaquakes have drawn a lot of attention. The Indian Ocean earthquake and tsunami of 2004. The Japanese earthquake and tsunami of 2011. More and more earthquakes are being detected. Especially on the eastern side of the Pacific Rim. But the trend in big quakes is not as clear.



# Amanda Gessert

Senior Manager, BI, MERKLE



Video:

<https://www.tableau.com/solutions/customer-merkle-wows-clients-interactive-presentations-tableau>

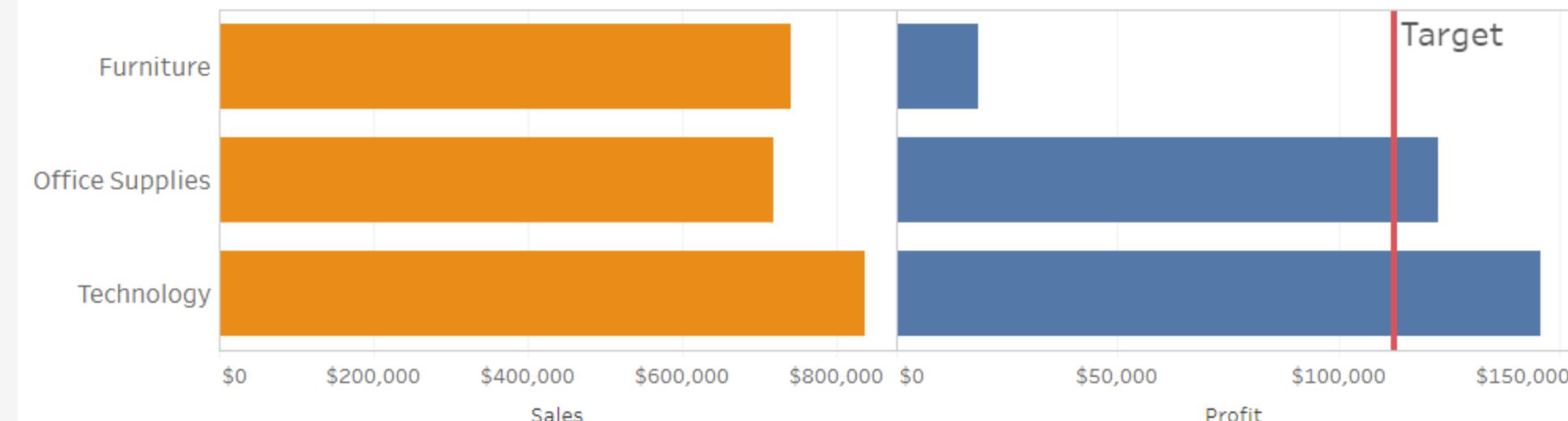


**“Story Points give you the opportunity to segment your presentation (like PowerPoint), and allows you to be able to drill down a little bit deeper, or even dig into the underlying data to answer an unanticipated question.**

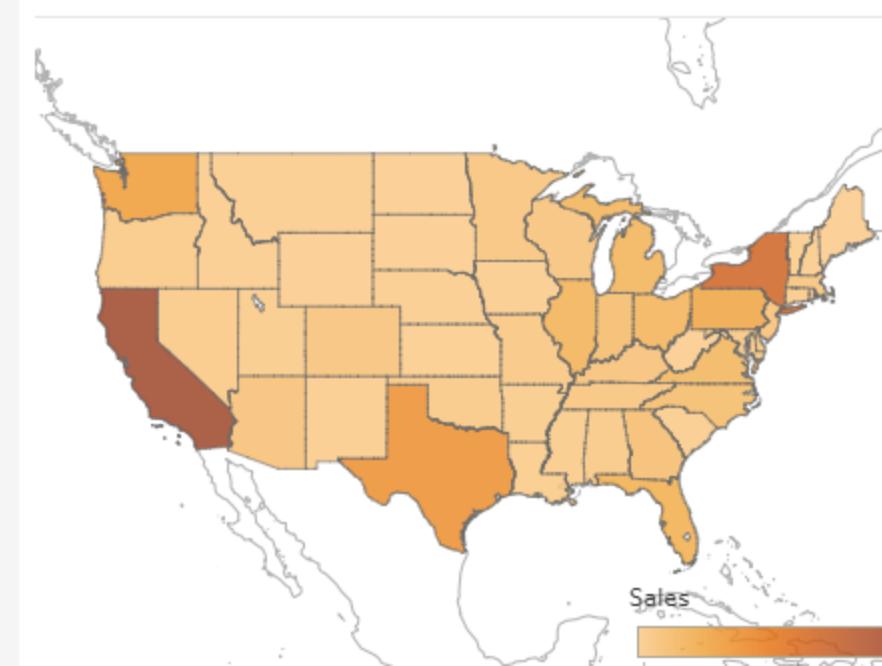


# Why? Why? Why?

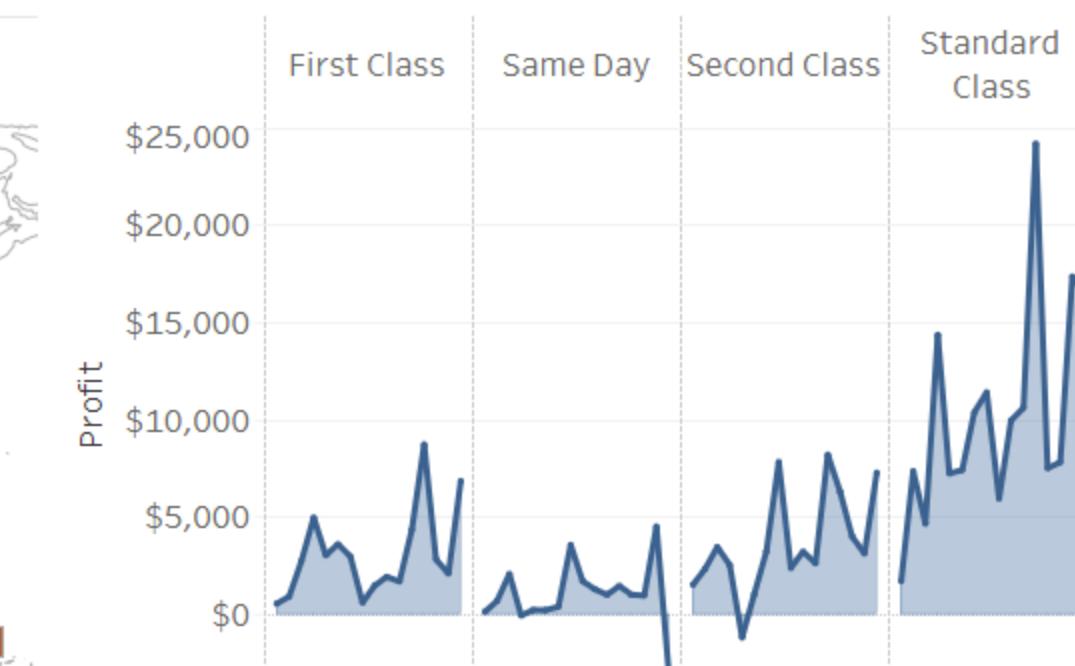
## SALES METRICS ANALYSIS AND KPIS

\$2,297,201  
Sales\$286,397  
ProfitRegion  
(All)How are **sales** and **profit** in our main categories? (most recent period)

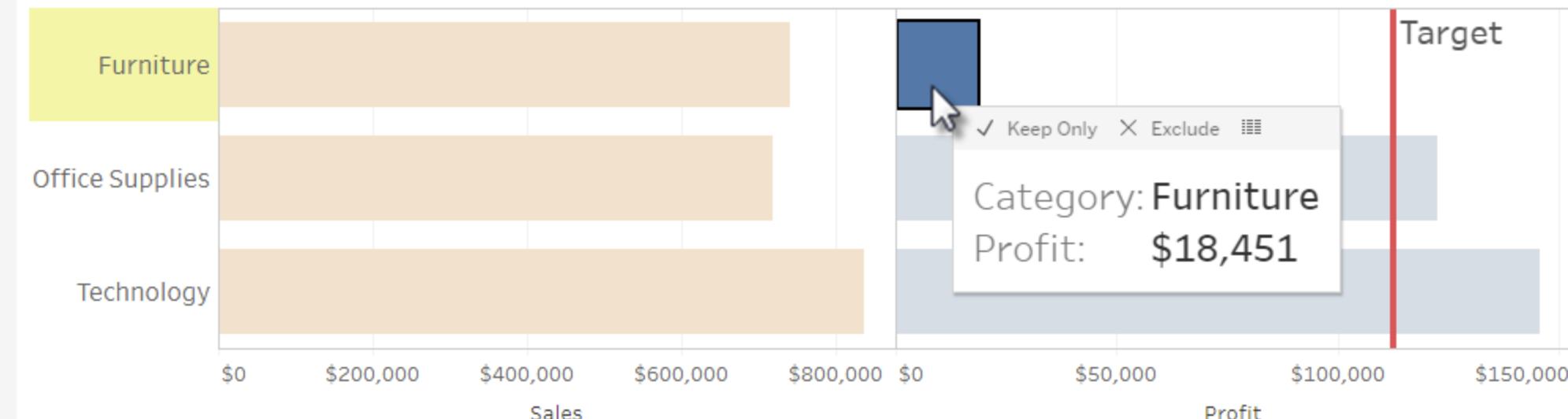
## Sales by Region (category: All)



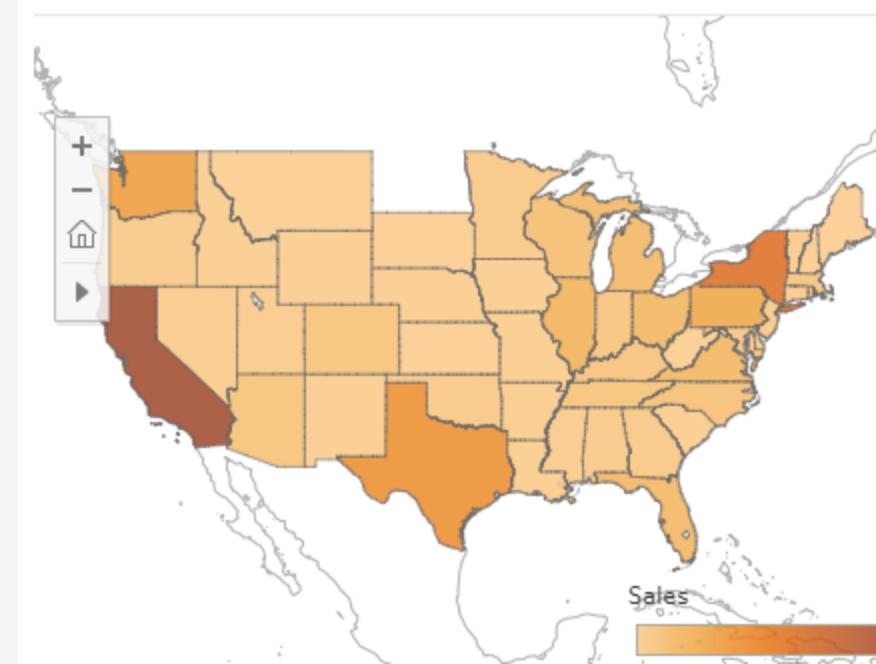
## Profit over time by Ship Mode (category: All)



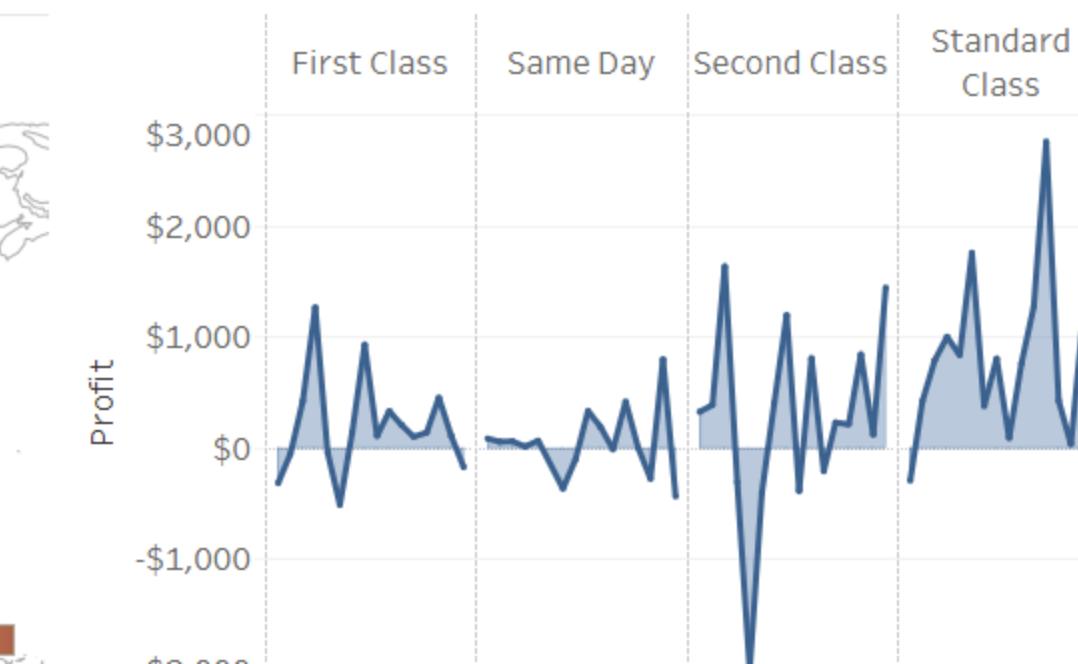
## SALES METRICS ANALYSIS AND KPIS

\$742,000  
Sales\$18,451  
ProfitRegion  
(All)How are **sales** and **profit** in our main categories? (most recent period)

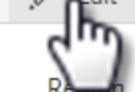
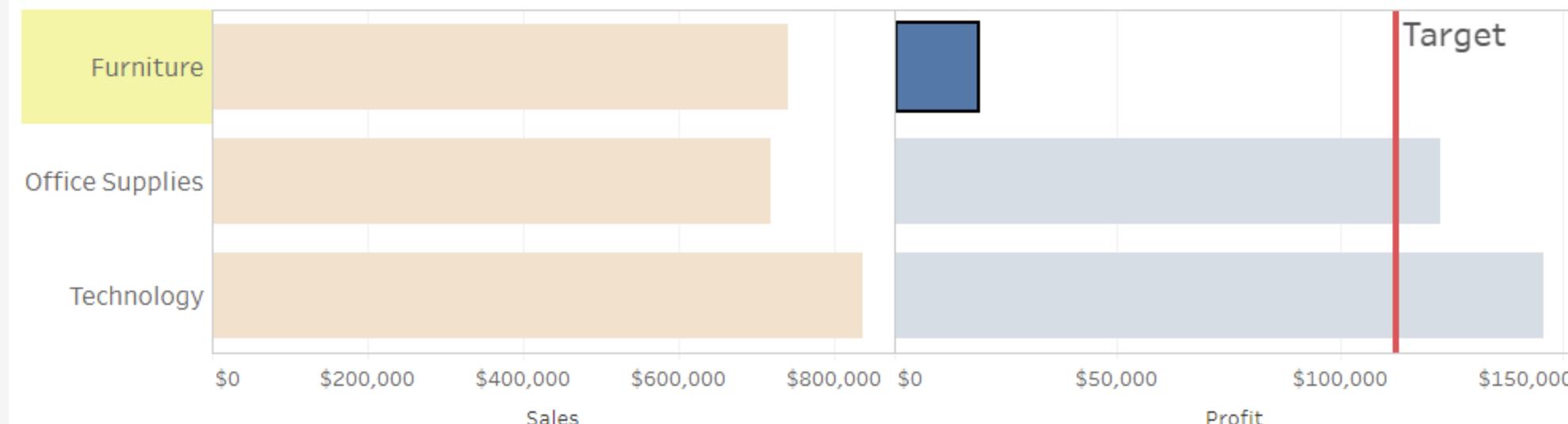
Sales by Region (category: Furniture)



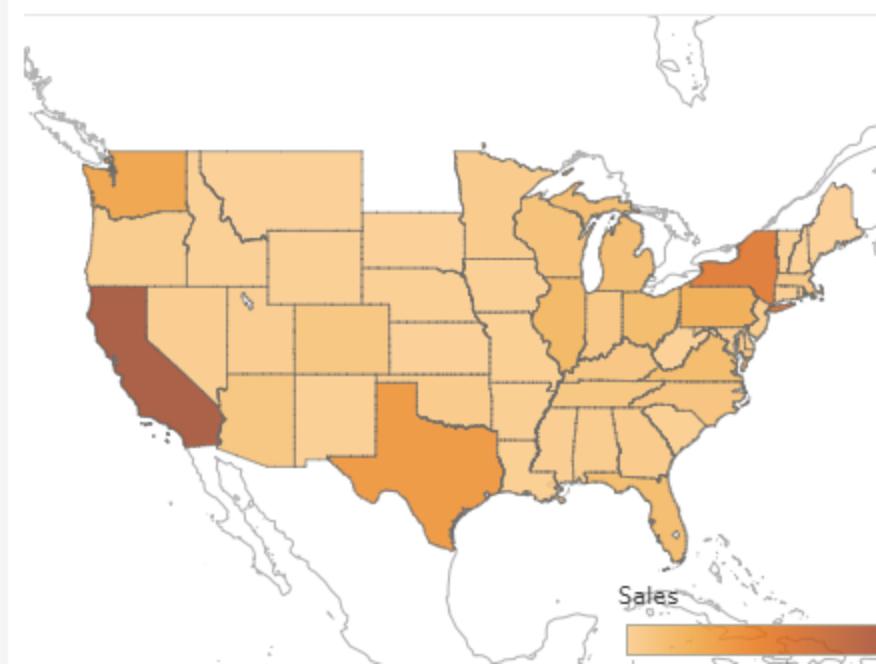
Profit over time by Ship Mode (category: Furniture)



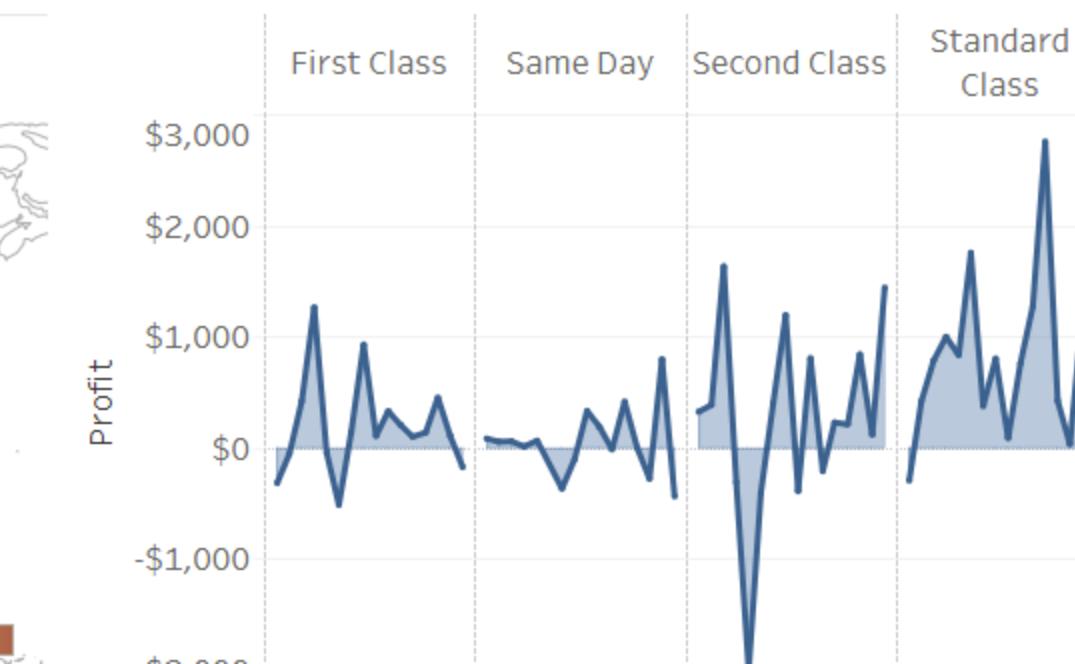
## SALES METRICS ANALYSIS AND KPIS

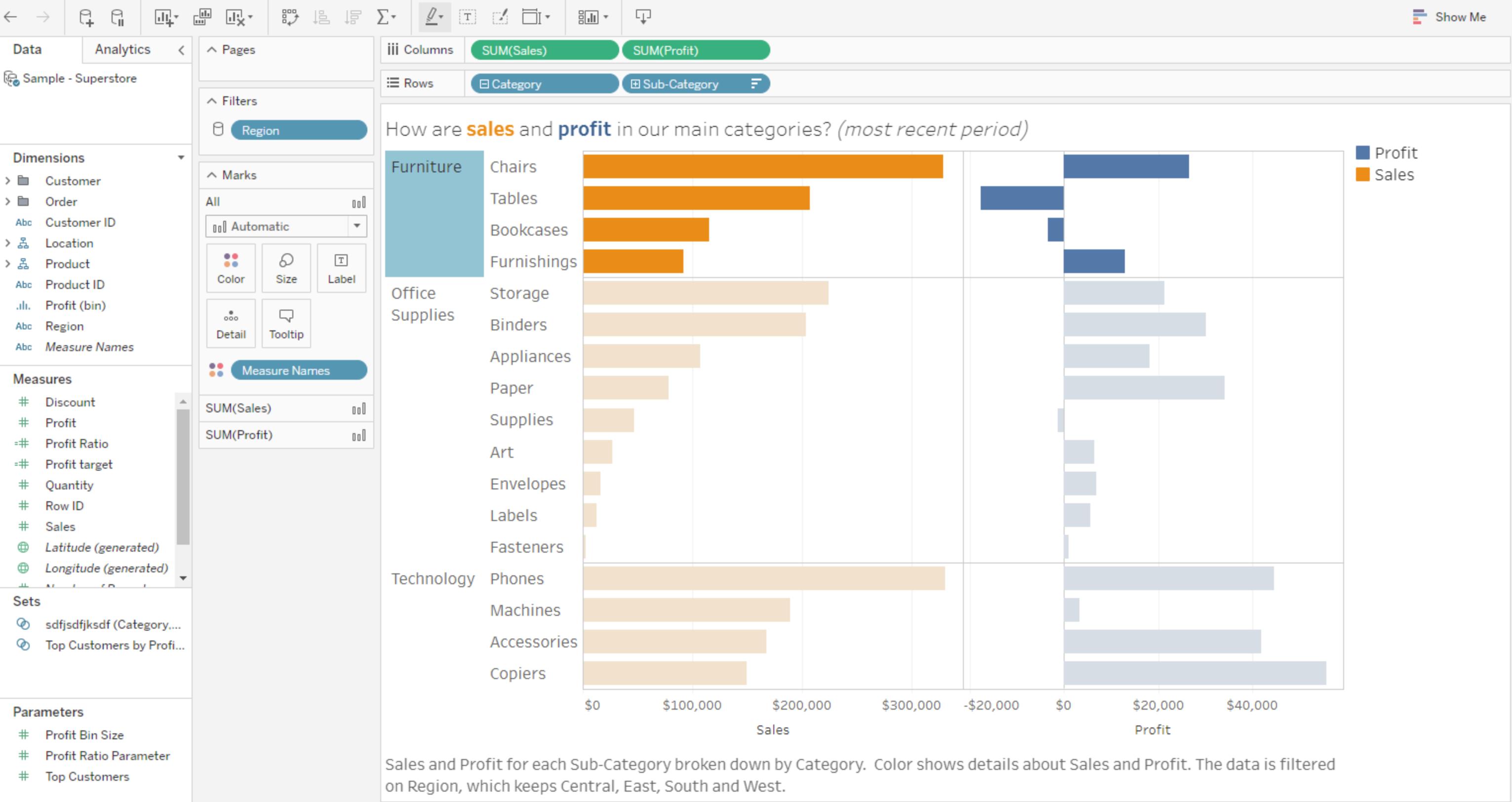
\$742,000  
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(All)How are **sales** and **profit** in our main categories? (most recent period)

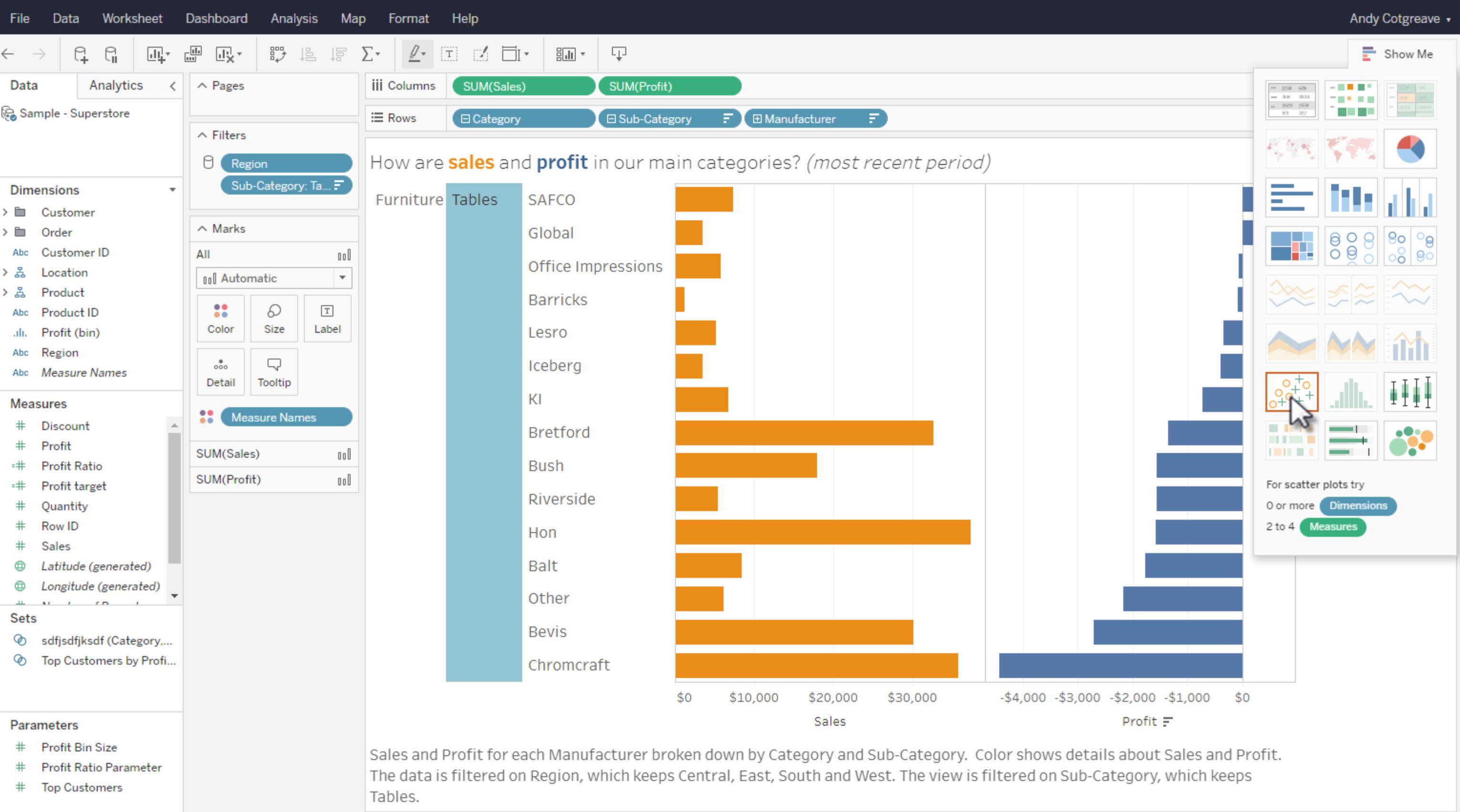
Sales by Region (category: Furniture)

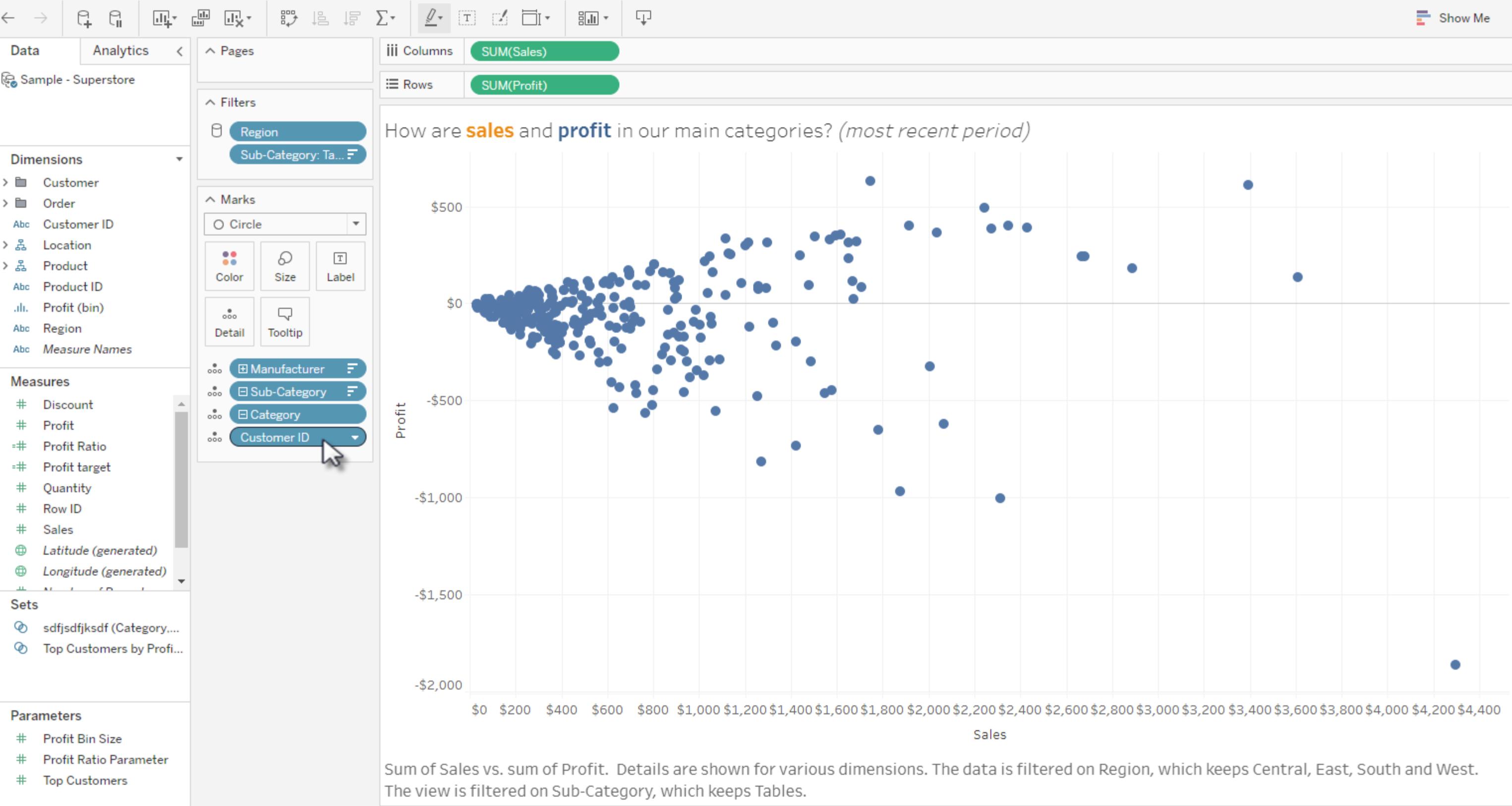


Profit over time by Ship Mode (category: Furniture)



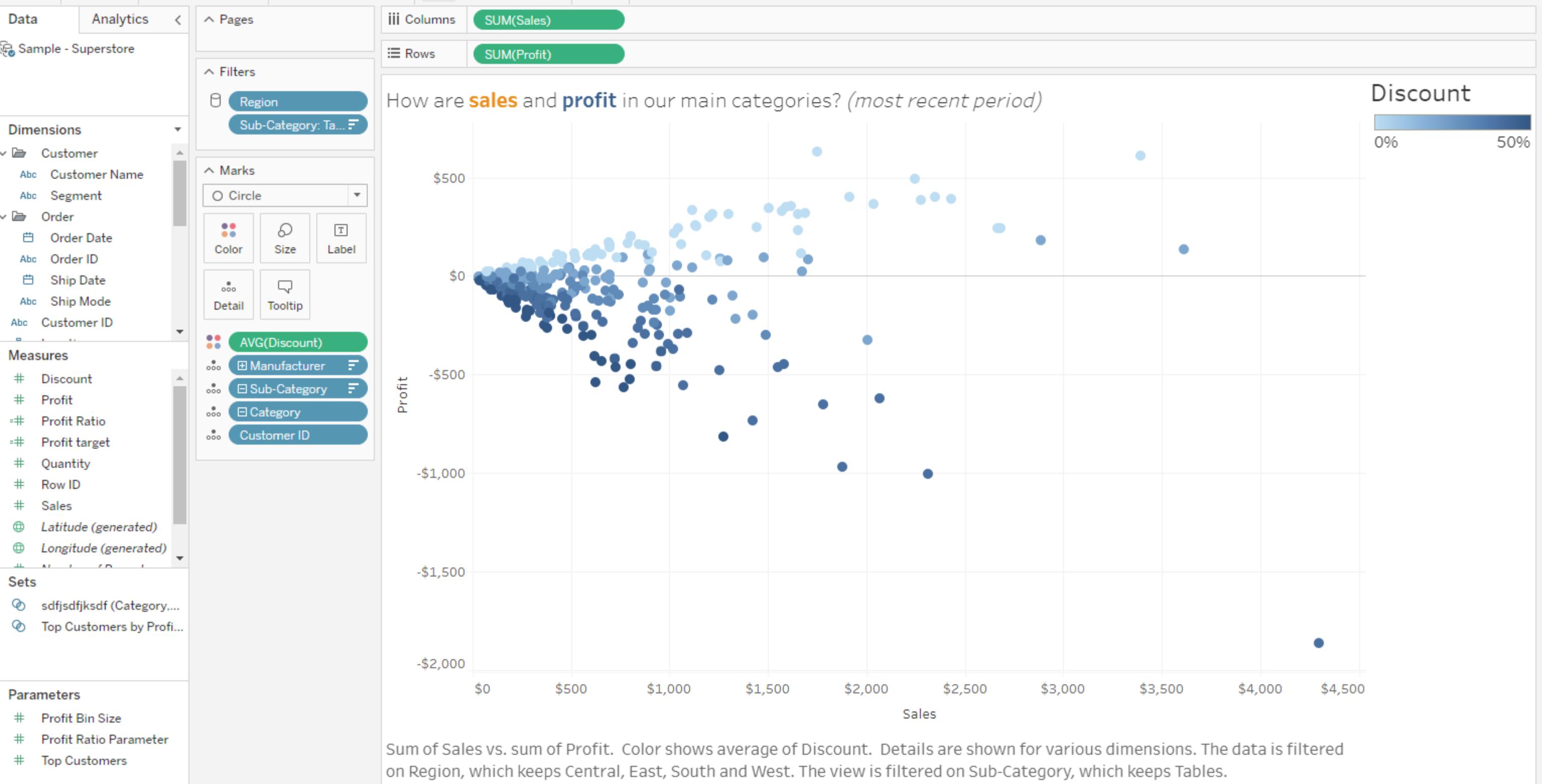


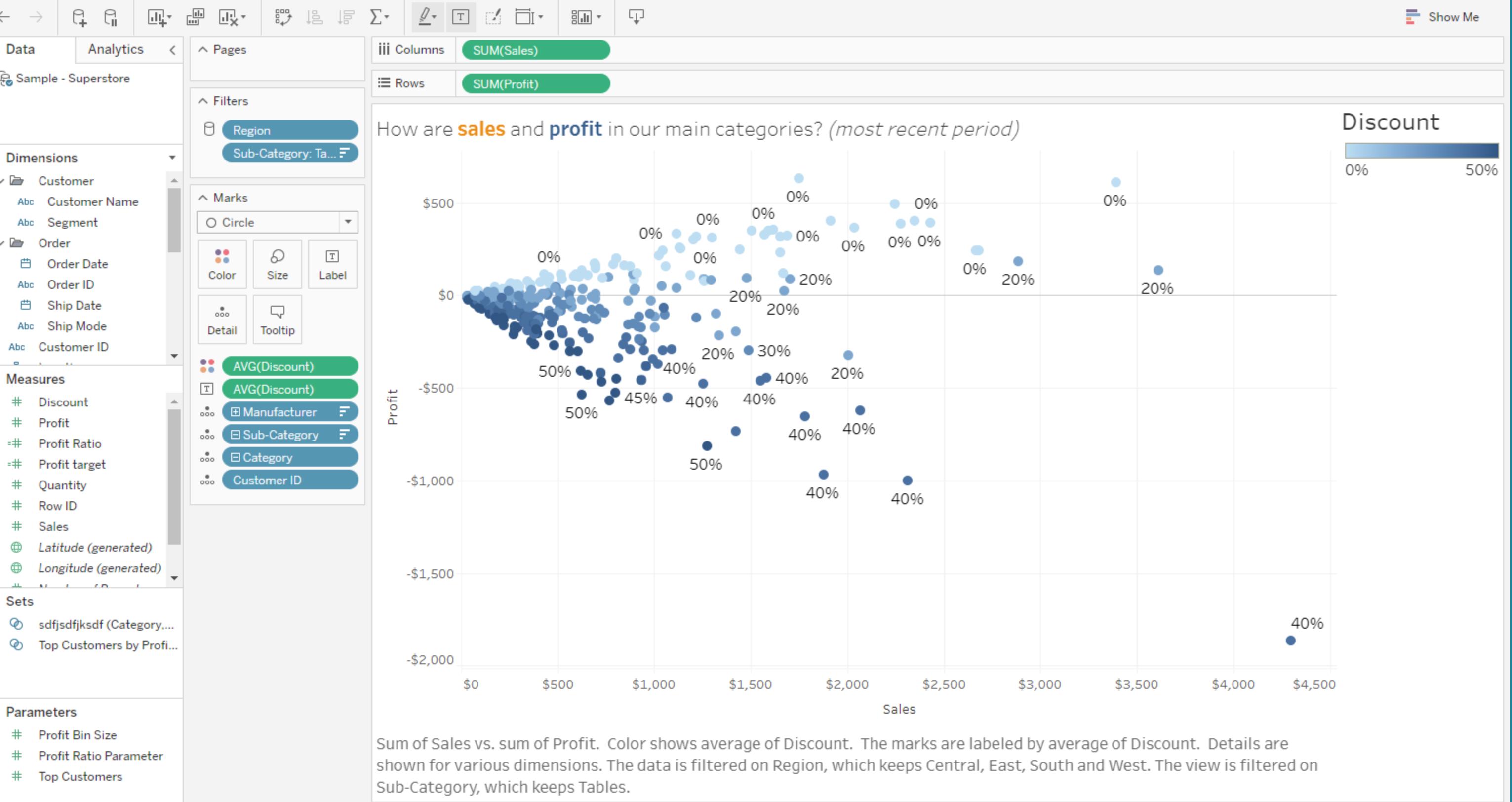


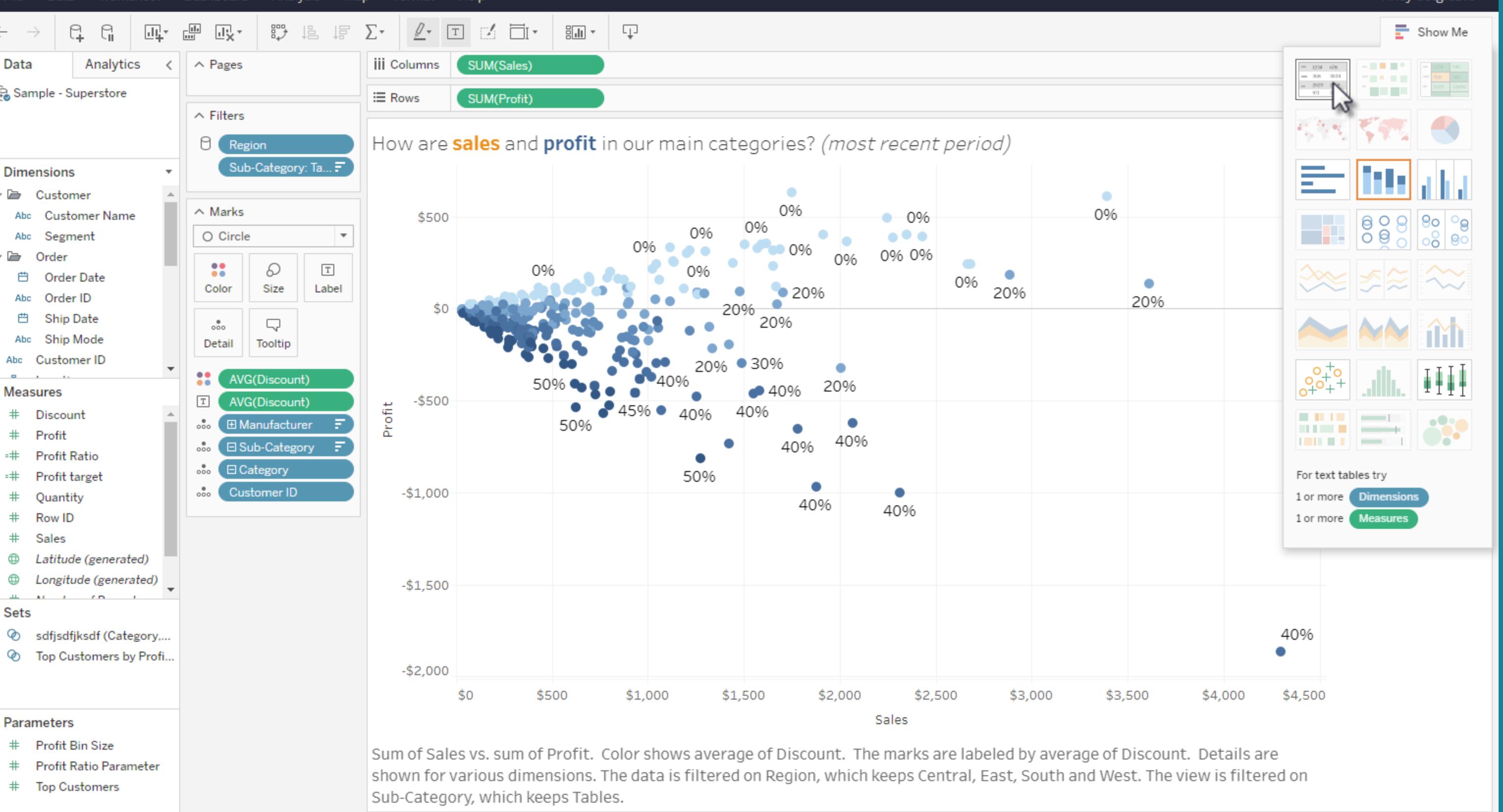




Show Me



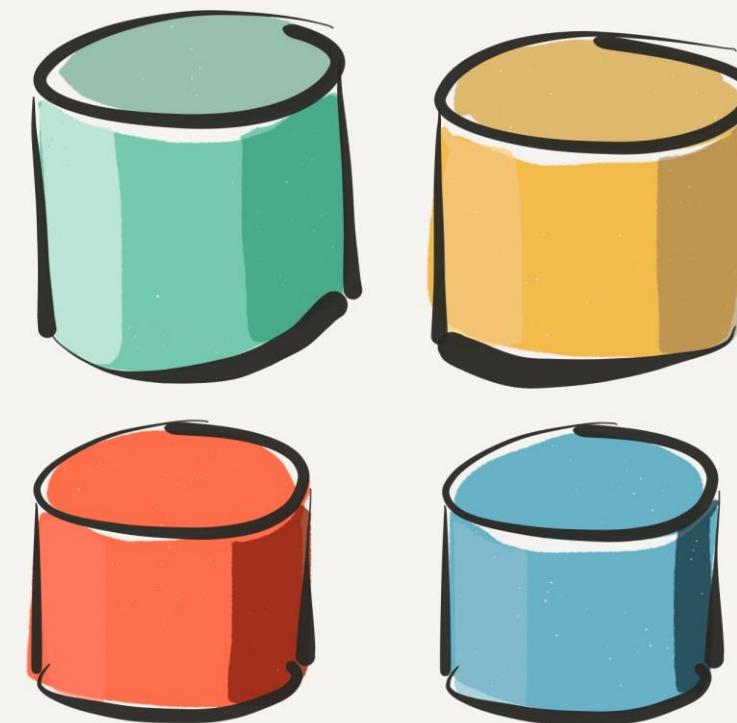
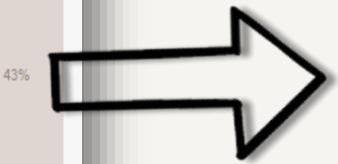
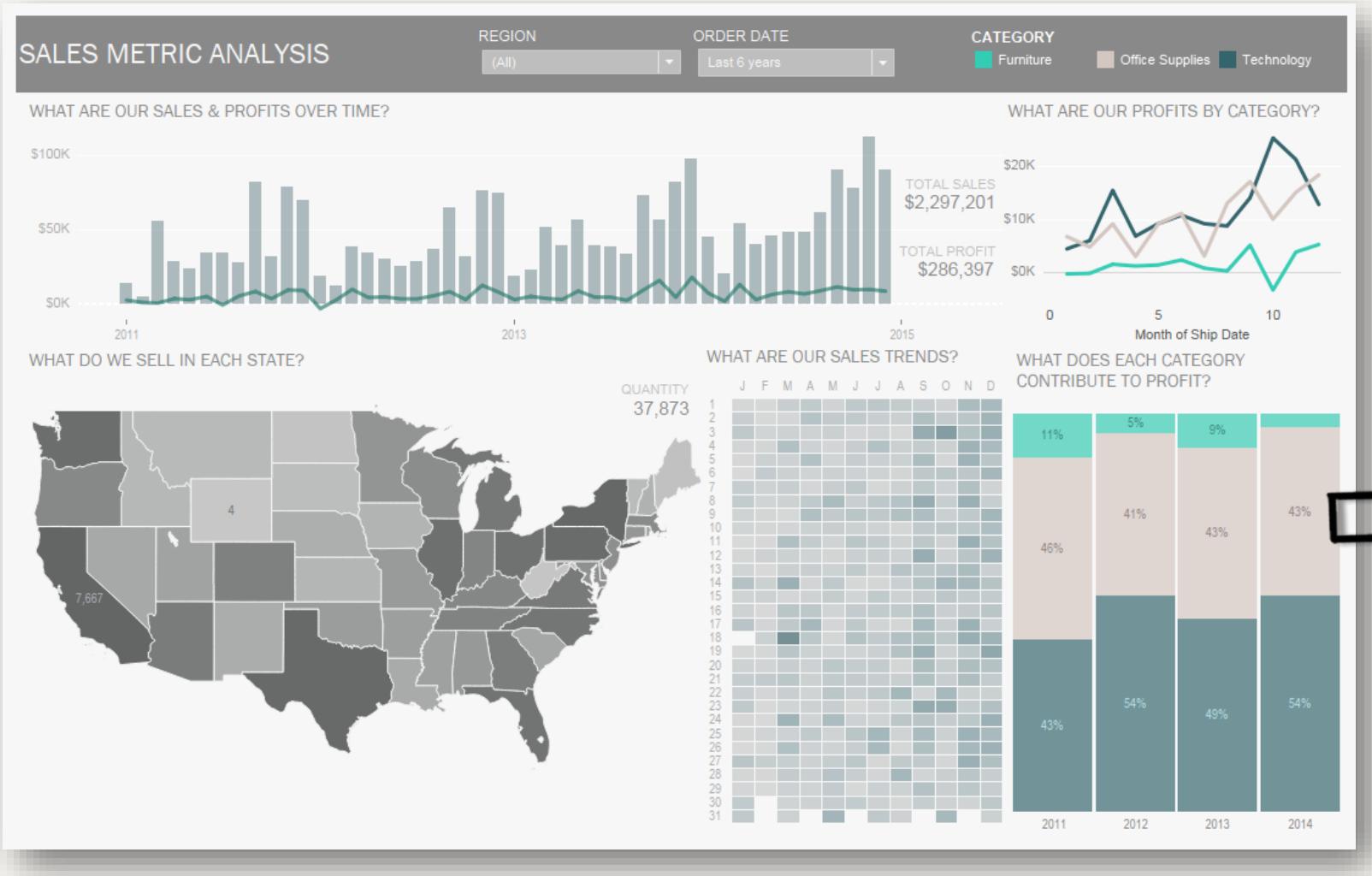




How are **sales** and **profit** in our main categories? (most recent period)

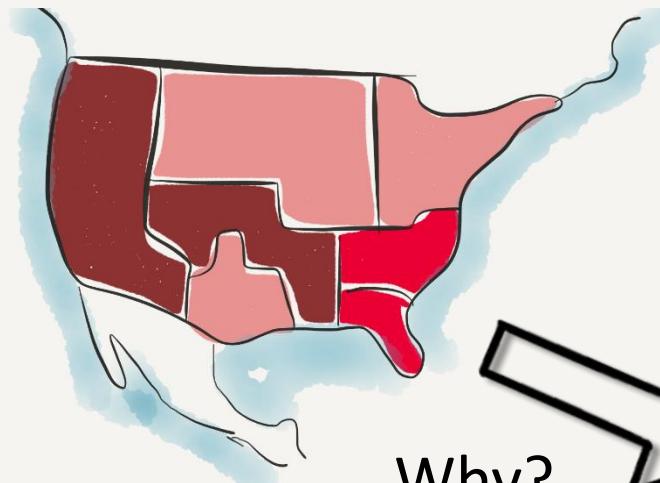
					Discount	Profit	Sales
CA-2014-100090	EB-13705	Furniture	Tables	Hon	20%	-\$88	\$502
CA-2014-100916	FH-14275	Furniture	Tables	Hon	0%	\$112	\$591
CA-2014-104283	LM-17065	Furniture	Tables	KI	0%	\$22	\$86
CA-2014-105165	SZ-20035	Furniture	Tables	Riverside	30%	-\$23	\$201
CA-2014-105648	EJ-14155	Furniture	Tables	Bevis	20%	-\$23	\$626
CA-2014-106229	NR-18550	Furniture	Tables	Bevis	50%	-\$210	\$269
CA-2014-108609	AJ-10780	Furniture	Tables	Hon	40%	-\$735	\$1,422
CA-2014-114517	TH-21235	Furniture	Tables	Hon	40%	-\$20	\$53
CA-2014-115812	BH-11710	Furniture	Tables	Chromcraft	20%	\$85	\$1,706
CA-2014-116932	ME-18010	Furniture	Tables	Hon	20%	\$27	\$273
CA-2014-117464	NP-18325	Furniture	Tables	SAFCO	20%	\$19	\$170
CA-2014-117765	RB-19465	Furniture	Tables	KI	0%	\$112	\$430
CA-2014-121769	JS-15880	Furniture	Tables	Riverside	40%	-\$95	\$172
CA-2014-122931	SM-20950	Furniture	Tables	Hon	40%	-\$102	\$476
CA-2014-124429	MH-17785	Furniture	Tables	KI	20%	-\$28	\$567
CA-2014-124688	CC-12610	Furniture	Tables	Bretford	0%	\$301	\$1,203
CA-2014-124702	MH-17785	Furniture	Tables	Lesro	0%	\$95	\$730
CA-2014-124723	GZ-14470	Furniture	Tables	SAFCO	30%	\$42	\$489
CA-2014-125829	WB-21850	Furniture	Tables	Bevis	20%	-\$65	\$574
CA-2014-126683	PP-18955	Furniture	Tables	Bevis	0%	\$399	\$2,349
CA-2014-127446	MC-17590	Furniture	Tables	Bretford	30%	-\$122	\$1,219
CA-2014-127614	NF-18385	Furniture	Tables	Hon	0%	\$75	\$1,256
CA-2014-129924	AC-10420	Furniture	Tables	Hon	20%	-\$17	\$698
CA-2014-132612	FO-14305	Furniture	Tables	Bevis	0%	\$245	\$1,441
CA-2014-133690	BS-11755	Furniture	Tables	Other	50%	-\$162	\$219
CA-2014-134572	CV-20265	Furniture	Tables	Puch	20%	-\$96	\$711

Discount, Profit and Sales broken down by Order ID, Customer ID, Category, Sub-Category and Manufacturer. The data is filtered on Region, which keeps Central, East, South and West. The view is filtered on Sub-Category, which keeps Tables.

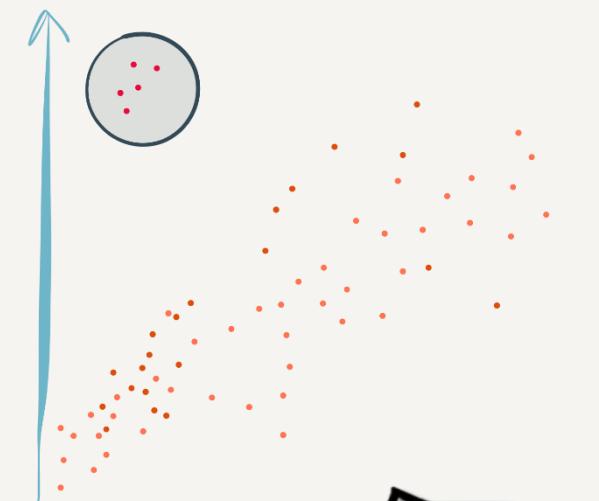




Why?

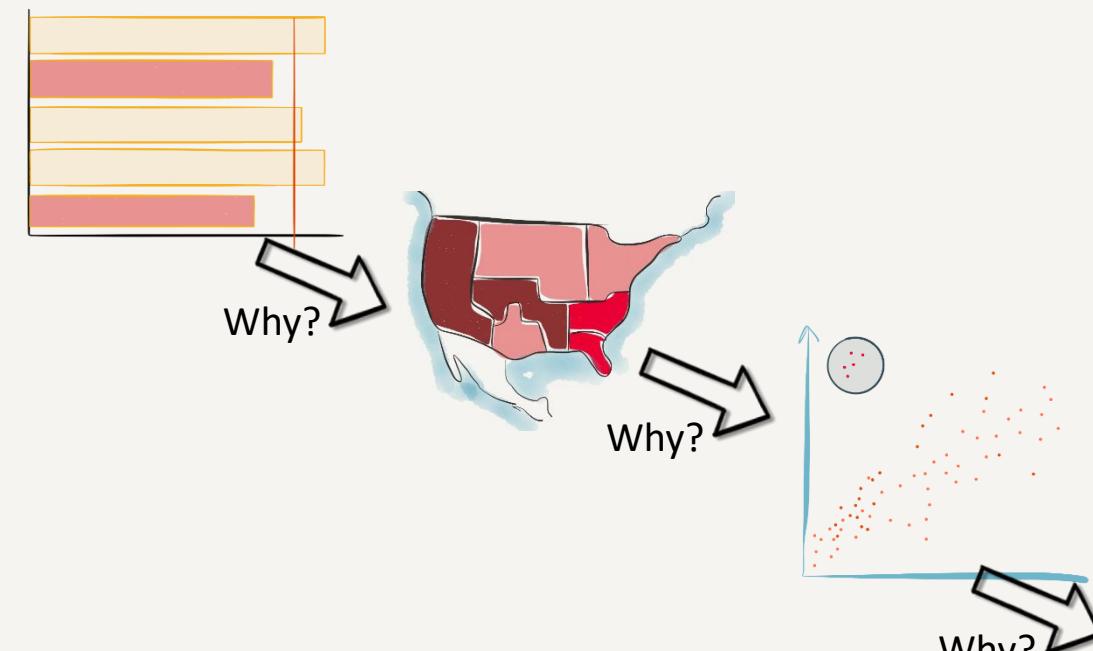
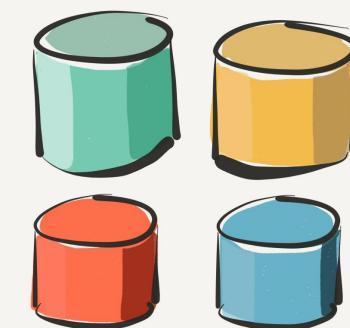
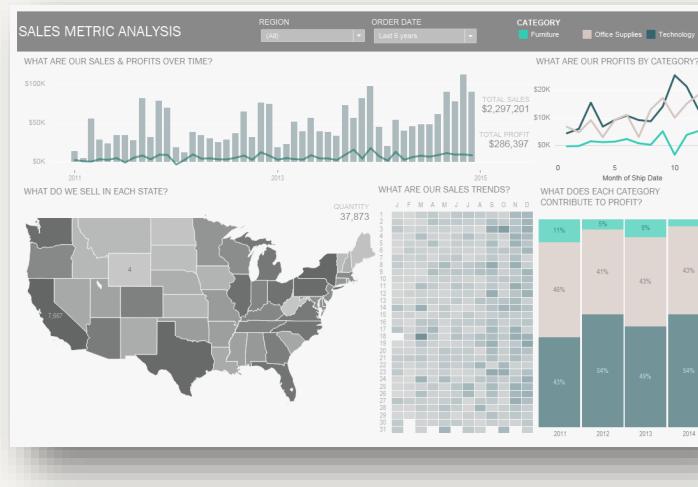


Why?



Why?

mm	mm	mm	mm
mm	mm	mm	mm
mm	mm	mm	mm
mm	mm	mm	mm



Data visualisation  
Known unknowns  
Predefined answers only

Visual analytics  
Unknown unknowns  
Instant answers to new questions

m	m	m
m	m	m
m	m	m
m	m	m

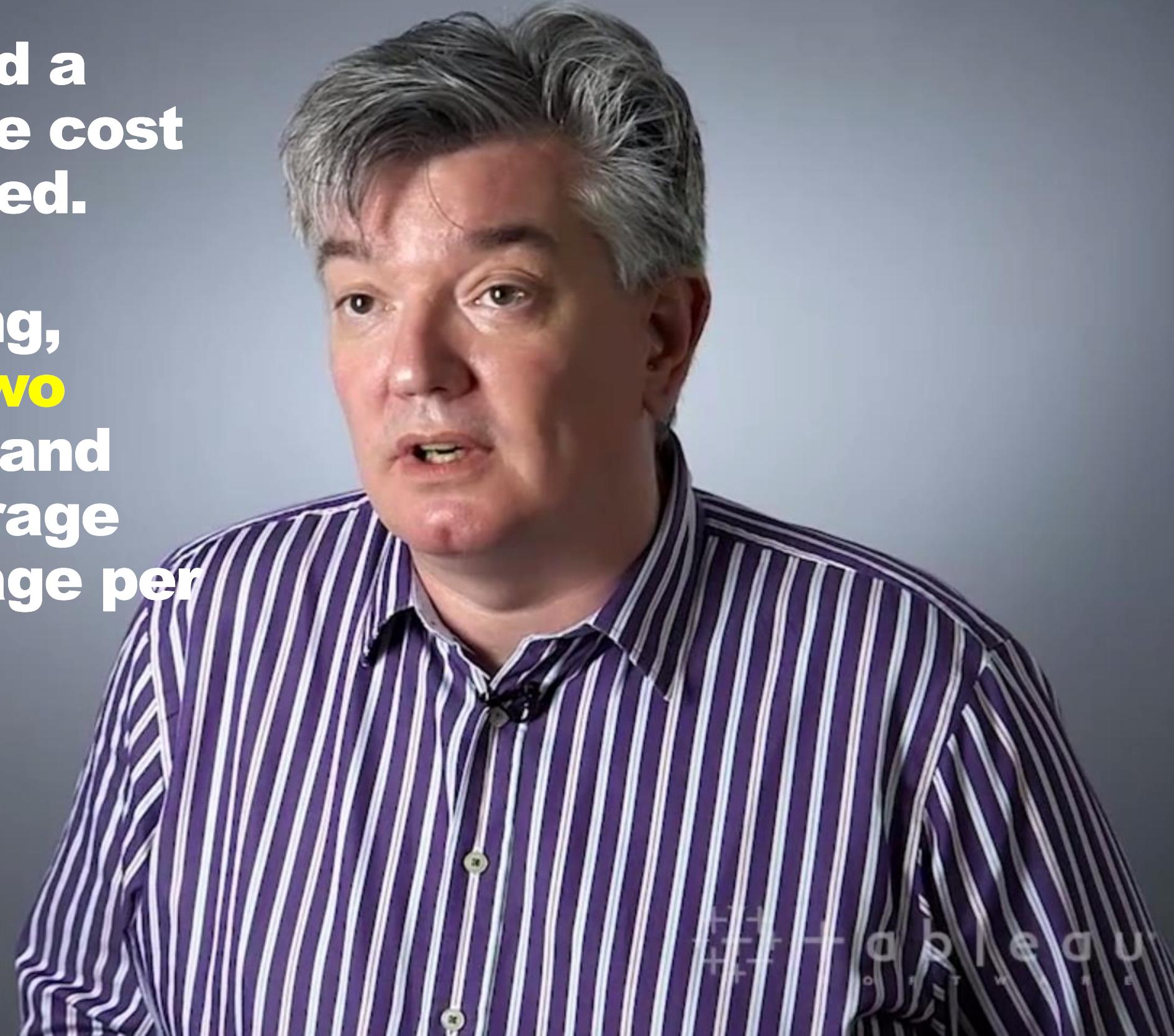
# Jonathan Capper

Production Planning, Aer Lingus



**'Okay, I've discovered a new aspect of engine cost that we hadn't realized.**

**Suddenly you're going, 'Bang, bang, bang, two minutes in Tableau" and you can see the average per month, the average per day**



# **Review your work**



# Manufacturing Indicators

PROJECT

Workbooks 14

Views 18

Data Sources 8

Permissions

Details

▼ 0 selected

Sort by Views: All (Most–Least)

General Filters

Owner

Tag

Modified on or after

Modified on or before

 Only my favorites Only my recently viewed Has an alert

Name	Views: All	Sheets	Size	Owner	Modified
<input type="checkbox"/> Product Defects	50,440	1	940.8 KB	Erin Cabrera	Today 7:06 AM
<input type="checkbox"/> Key Metrics	48,943	4	970.2 KB	Piper Stull-Lane	Yesterday, 10:43 AM
<input type="checkbox"/> Defect Age Tracking	44,886	6	713.0 KB	Matt Daly	Yesterday, 11:15 AM
<input type="checkbox"/> Shipping Rates	43,214	2	413.0 KB	Paul Lucas	Today, 6:15 AM
<input type="checkbox"/> Cluster Analysis	40,105	4	119.3 MB	Stuart Calhoun	Yesterday, 8:45 AM
<input type="checkbox"/> Base Sales Opportunities	32,301	5	3.3 MB	Erin Cabrera	Yesterday, 2:33 PM
<input type="checkbox"/> Active Trends	25,443	1	560.2 KB	Matt Daly	Today, 7:42 AM
<input type="checkbox"/> Backend Site Performance	22,913	3	50.3 MB	Emily Richardson	Yesterday, 5:43 PM
<input type="checkbox"/> Components	21,440	3	15.9 MB	Saskia van Daal	Today, 6:32 AM
<input type="checkbox"/> Shipping Trends	18,249	2	66.4 MB	Gary Stevens	Today, 6:23 AM
<input type="checkbox"/> Sales Opportunities Won	17,440	1	920.8 KB	Emily Richardson	Yesterday, 1:10 PM

# My Tableau Server Stats

Stat Scope:

Last 30 Days

Project:

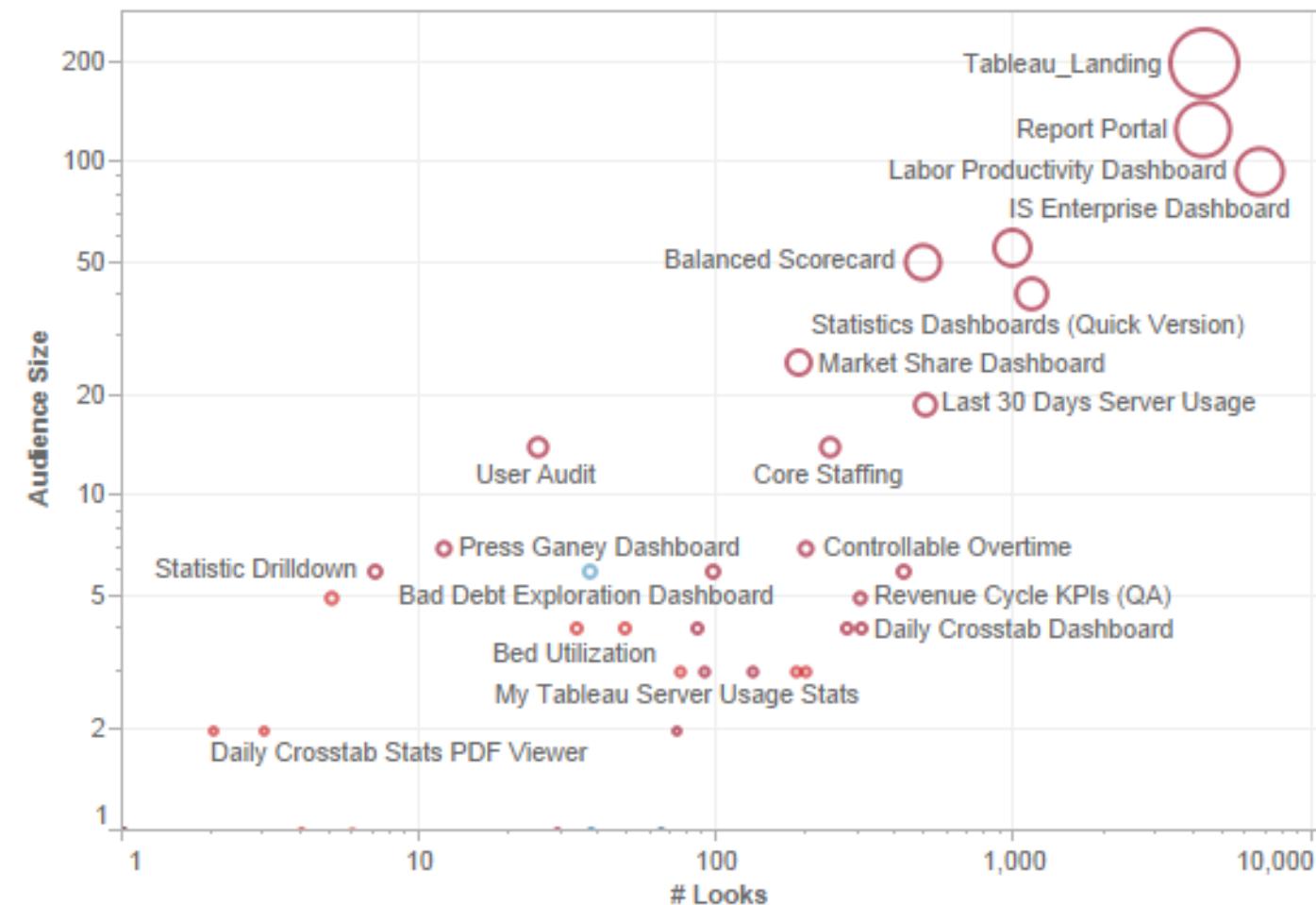
(All)



## GLOBAL STATS

# Workbooks		134	
# Workbook Views		466	
# Looks		47,819	
Size of Workbooks		249.69M	
Audience Size		896	

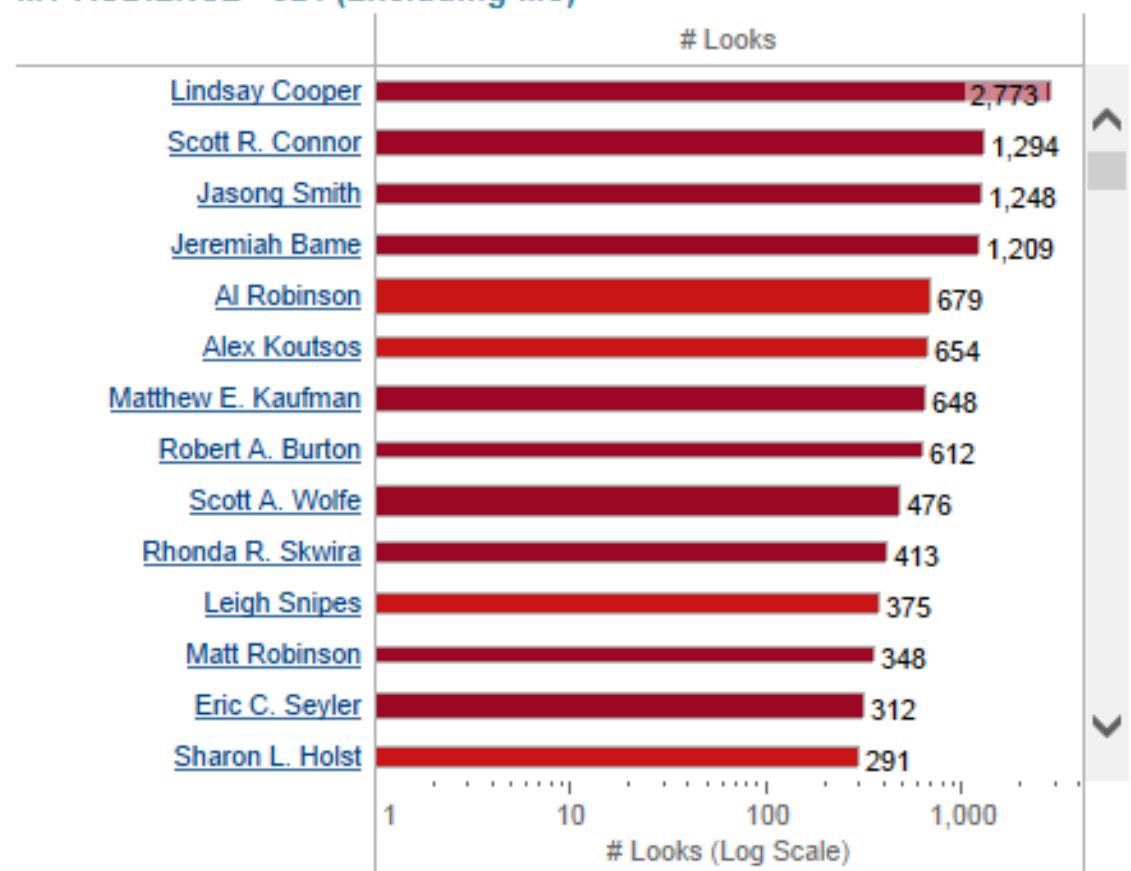
## WORKBOOK POPULARITY



## MY LEAST POPULAR WORKBOOKS (days since last viewed)

1	Eastside Downstream	Piedmont Heart Administration (M..)	691
2	Forecast Test	Quality Assurance / Testing	673
3	PFH vs PNH Wound Care Com..	Piedmont Newnan Administration ..	660
4	Downstream Department Impact	Quality Assurance / Testing	646
5	Pathway Data - Activity Codes v2	Piedmont Heart Administration (M..)	625

## MY AUDIENCE - 324 (Excluding Me)

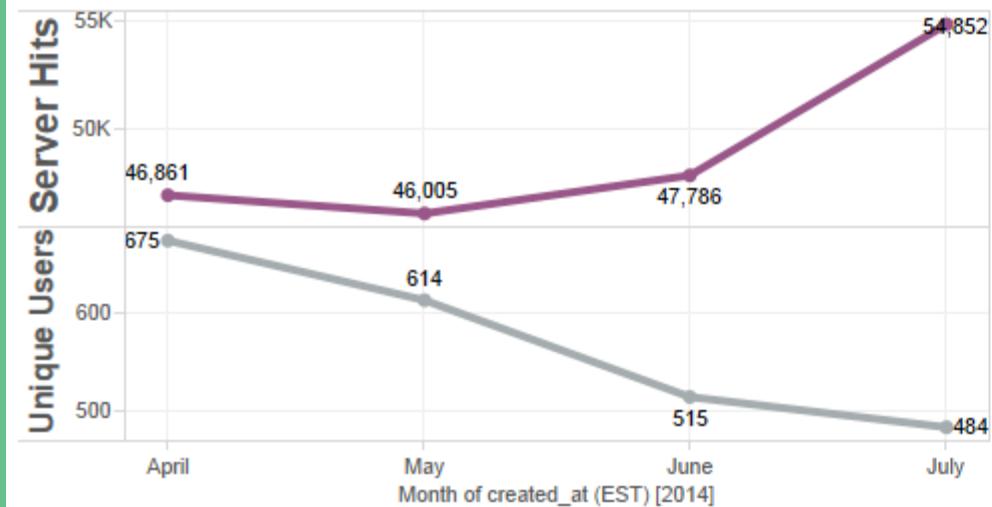


width of bar represent number of unique workbooks looked at

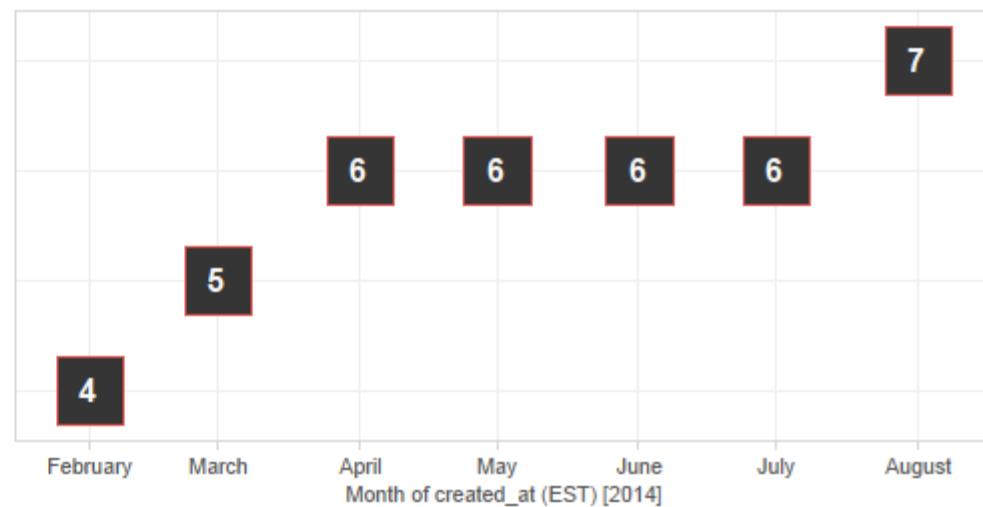
days since last viewed (hot / cold)



## Monthly Server Stats



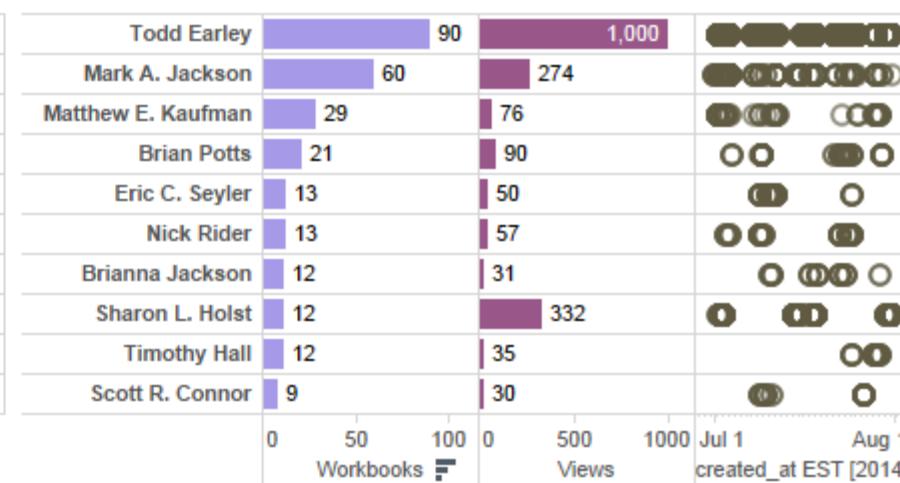
## Monthly Concurrent Users



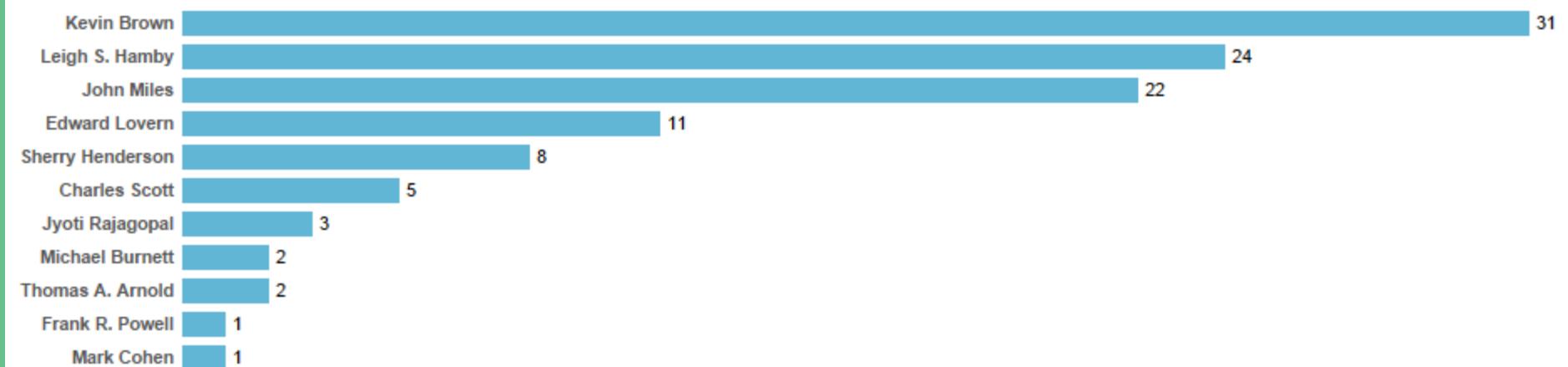
## Popular Workbooks Last Month

		users	views
Tableau_Landing	Mark A. Jackson	191	833
Report Portal	Mark A. Jackson	121	451
Labor Productivity Dashboard	Mark A. Jackson	88	1,516
Balanced Scorecard	Mark A. Jackson	47	78
Statistics Dashboards (Quick Version)	Mark A. Jackson	42	224
IS Enterprise Dashboard	Mark A. Jackson	40	126
STARS Initiative Calendar	Kathleen Majester	37	100
Provider Scorecard	Al Robinson	28	514
Readmission_Tracking	Al Robinson	23	131
OR Turnover Time	Timothy Hall	20	268

## Cumulative Publishing Activity Last Month



## Most Engaged Executives Last Month



**Mark Jackson**  
@ugamarkj FOLLOW YOU

++ + a b | e a u®

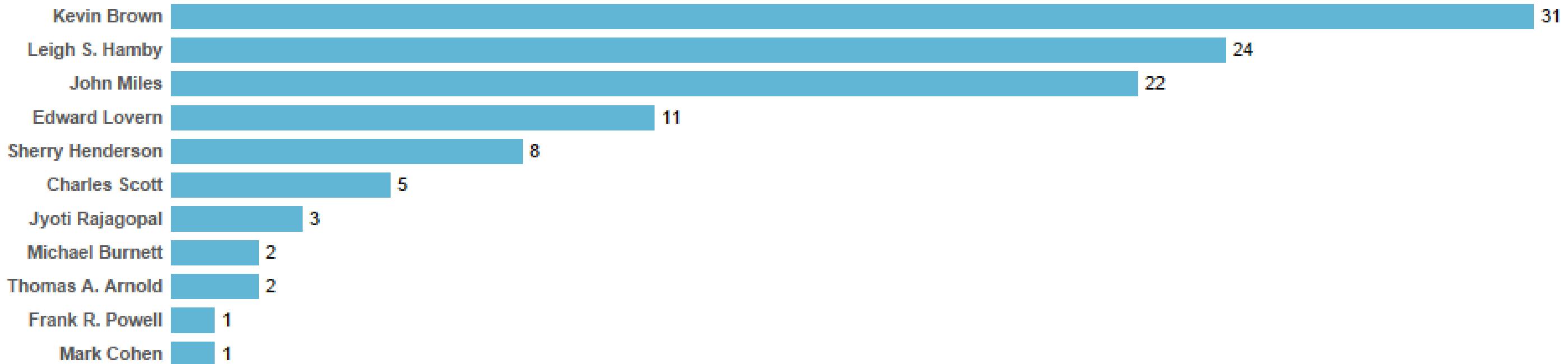
## Monthly Server Stats



## Monthly Concurrent Users

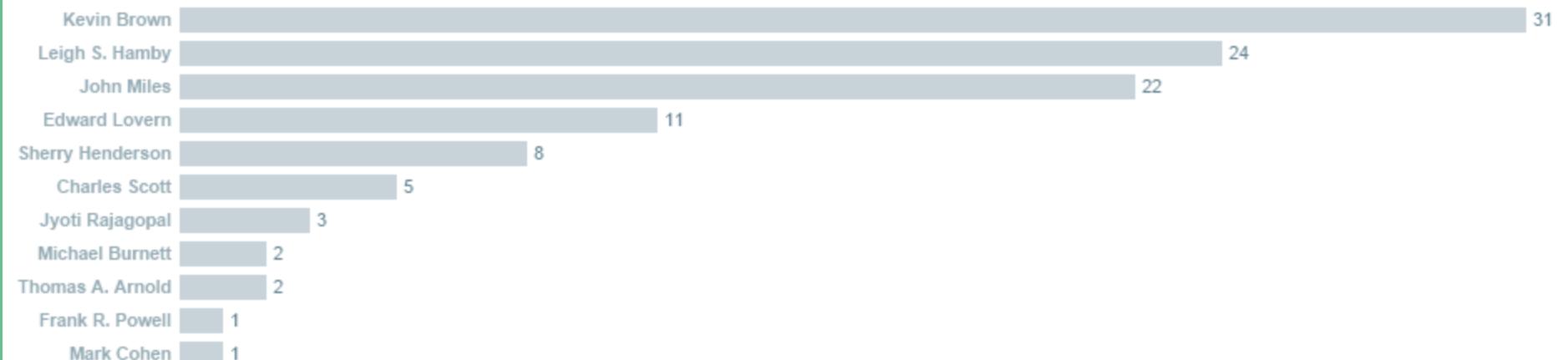


## Most Engaged Executives Last Month



Workbooks F Views created\_at EST [2014]

## Most Engaged Executives Last Month



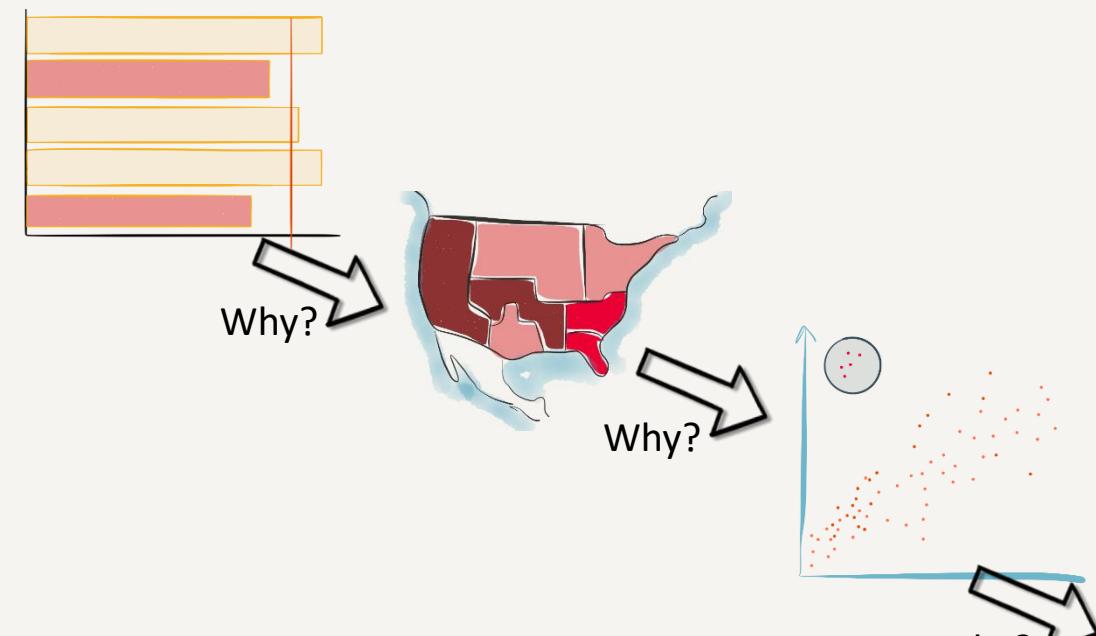
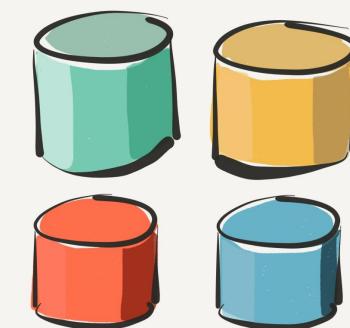
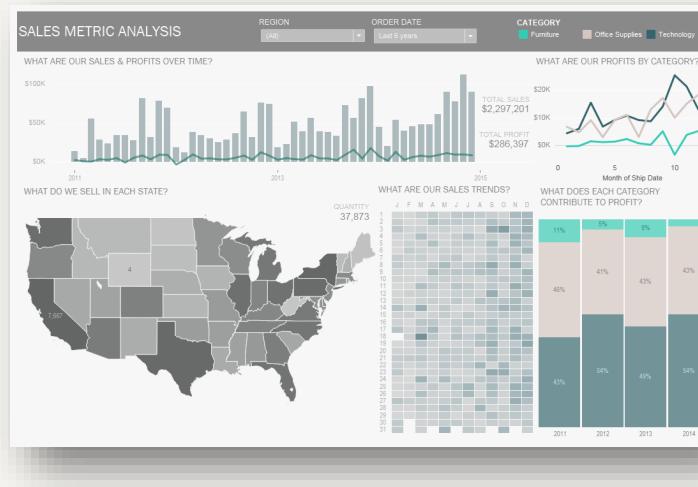
**Mark Jackson**

@ugamarkj FOLLOW YOU

++ + a b | e a u®

**So I don't need  
dashboards?**





m	m	m
m	m	m
m	m	m
m	m	m

Data visualisation  
Known unknowns  
Predefined answers only

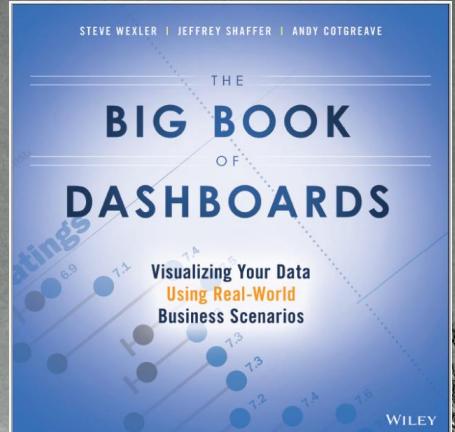
Visual analytics  
Unknown unknowns  
Instant answers to new questions

**Dashboards?  
Mobile  
Stories not dashboards  
Why? Why? Why?  
Review your work**

# Dead-end dashboards and how to avoid them

Andy Cotgreave, Technical Evangelist, Tableau

<http://tabsoft.co/deadend>



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## What is a dashboard, anyway? (Andy C)

In this webinar, Andy Cotgreave will challenge the traditional definition of a dashboard and show you how to more effectively engage your dashboard users.

## Dashboards for insight and impact (Steve W and Jeff S)

Learn best practices, reusable concepts, and even a dashboard-horror story or two during this webinar hosted by two Tableau Zen Masters.

## Design tricks for great dashboards (Andy C)

Whether you make functional, operational dashboards, or beautiful persuasive pieces of work, this webinar will help frame your approach.

## The Data Debate: Andy Cotgreave vs Andy Kirk

Get ready for the biggest data visualisation debate of the year as Andy Kirk and Andy Cotgreave go head-to-head as they tackle some of the biggest questions in data viz.

## Eye Tracking: What it teaches us about dashboard design (Andy C and Amy A)

Join Amy Alberts of Tableau Research and Andy Cotgreave, data visualization expert and author, as they discuss how certain design elements affect where people look on dashboards.

## Dead-end dashboards and how to avoid them (Andy C)

