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invite you to read my book, *Information Dashboard Design: The Effective Visual Communication of Data*, or to visit my website at www.PerceptualEdge.com. "Elegance in communication is often achieved through simplicity of design."

how cute its gauges, meters, and traffic lights. Effective dashboards are the product of informed visual design. Based on his new book, *Information Dashboard Design: The Effective Visual Display of Data*, Stephen Few will lead you through a quick tour of the 13 most common pitfalls in the visual design of dashboards.

in visual design for communication. People today think that if they know how to click with the mouse to create a table or graph, they know how to present data effectively. In the two centuries since [the invention of the first graphs], ... charts have become commonplace. With the advent of modern computer tools, creating

Few, Stephen. *Information Dashboard Design: The Effective Visual Communication of Data*. Sebastopol, CA: O'Reilly Media, Inc., 2006. Few, Stephen. *Show Me the Numbers; Designing Tables and Graphs to Enlighten*. Oakland, CA: Analytics Press, 2004. SAS Global Forum 2012 Applied Business Intelligence.

Effective Data Visualization Do's and Don'ts "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 "An effective dashboard is the product not of cute gauges, meters and traffic lights, but

On visual design principles and techniques: • *The Functional Art: An Introduction to Information Graphics and Visualization*. by Alberto Cairo. New Riders, 2012. • *Information Dashboard Design: The Effective Visual Communication of Data*. by Stephen Few. O'Reilly Media, 2006.

4 Business Intelligence Best Practices for Dashboard Design 7 Few, Stephen. IBID. Figure 4: This mobile dashboard created with WebFOCUS from Information Builders shows how sparklines, bullet graphs, and other data elements tell more about the data when used together than when used on their own.

design of the dashboard (since it is a data visualization technique), and performance metrics (i.e., the content). DESIGN ISSUES Since dashboards are essentially data visualization techniques, the dashboard design is important. The design is meant not only for aesthetics, but also to make it easy for users to grasp

Has management asked you to create an executive dashboard for them, and then you discover the data exist only in a collection of As a guide, we used Stephen Few's "*Information Dashboard Design: The Effective Visual Communication of Data*" (O'Reilly, 2006) *The Process – Dashboard Design*