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Dashboards have become popular
in recent years as uniquely
powerful tools for communicating
important information at a glance.
Although dashboards are
potentially powerful, this potential
is rarely realized.

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Stephen Few is the author of
Show Me the Numbers: Designing
Tables and Graphs to Enlighten
(2004), Information Dashboard
Design: The Effective Visual
Communication of Data (2006),
and Now You See It: Simple

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Visualization Techniques for
Quantitative Analysis (2009)
Stephen is recognized as a world
leader in the field of data
visualization and he has worked
for more than 25 years as an
information technology innovator,
educator, and consultant.

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dashboard design Provide viewers with the information they need quickly and clearly Apply what we now know about visual perception to the visual presentation of information Minimize distractions, cliches, and unnecessary embellishments that create confusion Organize business information to support meaning and usability Create an aesthetically pleasing viewing experience Maintain consistency of design to provide ...

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Publish By Yasuo Uchida,
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The Effective Visual information
dashboard design will explain how
to avoid the thirteen mistakes
common to dashboard design
provide viewers with the
information they need quickly and
clearly apply what we now know

Dashboards have become popular
in recent years as uniquely
powerful tools for communicating
important information at a glance.
Although dashboards are
potentially powerful, this potential

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is rarely realized. The greatest display technology in the world won't solve this if you fail to use effective visual design. And if a dashboard fails to tell you precisely what you need to know in an instant, you'll never use it, even if it's filled with cute gauges, meters, and traffic lights. Don't let your investment in dashboard technology go to waste. This book will teach you the visual design skills you need to create dashboards that communicate clearly, rapidly, and compellingly. "Information Dashboard Design will explain how to: Avoid the thirteen mistakes common to dashboard design Provide viewers with the information they need quickly and clearly Apply what we now know about visual perception

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to the visual presentation of information. Minimize distractions, cliches, and unnecessary embellishments that create confusion. Organize business information to support meaning and usability. Create an aesthetically pleasing viewing experience. Maintain consistency of design to provide accurate interpretation. Optimize the power of dashboard technology by pairing it with visual effectiveness. Stephen Few has over 20 years of experience as an IT innovator, consultant, and educator. As Principal of the consultancy Perceptual Edge, Stephen focuses on data visualization for analyzing and communicating quantitative business information. He provides consulting and training services,

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speaks frequently at conferences, and teaches in the MBA program at the University of California in Berkeley. He is also the author of "Show Me the Numbers: Designing Tables and Graphs to Enlighten. Visit his website at www.perceptualedge.com.

Dashboards have become a popular means to present critical information for rapid monitoring, but few do this effectively. When designed well, dashboards engage the power of visual perception to communicate a dense collection of information efficiently, with exceptional clarity. This can only be achieved, however, by applying visual design skills that address the unique challenges of dashboards.

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These skills are not intuitive; they must be learned. The author teaches a comprehensive set of effective design practices through examples that reveal what works, what doesn't, and why.

The definitive reference book with real-world solutions you won't find anywhere else The Big Book of Dashboards presents a comprehensive reference for those tasked with building or overseeing the development of business dashboards. Comprising dozens of examples that address different industries and departments (healthcare, transportation, finance, human resources, marketing, customer service, sports, etc.) and different platforms (print, desktop, tablet,

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smartphone, and conference room display) The Big Book of Dashboards is the only book that matches great dashboards with real-world business scenarios. By organizing the book based on these scenarios and offering practical and effective visualization examples, The Big Book of Dashboards will be the trusted resource that you open when you need to build an effective business dashboard. In addition to the scenarios there's an entire section of the book that is devoted to addressing many practical and psychological factors you will encounter in your work. It's great to have theory and evidenced-based research at your disposal, but what will you do when somebody asks you to

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make your dashboard 'cooler' by adding packed bubbles and donut charts? The expert authors have a combined 30-plus years of hands-on experience helping people in hundreds of organizations build effective visualizations. They have fought many 'best practices' battles and having endured bring an uncommon empathy to help you, the reader of this book, survive and thrive in the data visualization world. A well-designed dashboard can point out risks, opportunities, and more; but common challenges and misconceptions can make your dashboard useless at best, and misleading at worst. The Big Book of Dashboards gives you the tools, guidance, and models you

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need to produce great dashboards that inform, enlighten, and engage.

Tips, techniques, and trends on how to use dashboard technology to optimize business performance. Business performance management is a hot new management discipline that delivers tremendous value when supported by information technology. Through case studies and industry research, this book shows how leading companies are using performance dashboards to execute strategy, optimize business processes, and improve performance. Wayne W. Eckerson (Hingham, MA) is the Director of Research for TheData

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Warehousing Institute (TDWI), the leading association of business intelligence and data warehousing professionals worldwide that provide high-quality, in-depth education, training, and research. He is a columnist for SearchCIO.com, DM Review, Application Development Trends, the Business Intelligence Journal, and TDWI Case Studies & Solution.

Focusing on designing the right dashboards for use in an organization, this timely, full color book reveals how to successfully deploy dashboards by building the optimal software architecture and dashboard design. In addition, it describes the value of this popular technology to a

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business and how it can have a significant impact on performance improvement. A unique collection of more than 120 dashboard images are organized by category. One of the chapters provides a step-by-step description of the key performance indicator (KPIs) design process. One of the appendices contains more than 1,000 examples of KPIs to help design the content of dashboards. The book also describes all the steps in a dashboard implementation and offers related advice. Nils Rasmussen (West Hollywood, CA) is cofounder and Principal of Solver, Inc. Claire Y. Chen (Long Beach, CA) is a Senior Business Intelligence Architect at Solver, Inc. Manish Bansal (Irvine,

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CA) is Vice President of Sales at
Solver, Inc.

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A dashboard is a collection of data visualization tools that provide the means to quickly get an overview of how an organization or a section of an organization is performing. Industries such as sales and manufacturing use dashboards extensively, but dashboards are quickly being adapted across all types of profit and non-profit organizations. THE DESIGN OF INFORMATION DASHBOARDS USING SAS is a nuts and bolts guide to building information dashboards using SAS software. The primary audience for this book is SAS programmers charged with developing

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dashboards for their organization. This audience would include data managers, report writers, and business analysts. A secondary audience includes business managers and non-programmers who are just hoping to learn a little more about the potential of the technology. The first four chapters provide background on the science of dashboards and related concepts. The remaining chapters cover coding and design of dashboard elements using SAS software. By providing clear, well-structured examples, the volume shows the reader how to quickly and easily construct basic dashboards that are suitable to their unique needs and environment. SAS users familiar with the basics of SAS and the

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fundamentals of SAS/GRAPH software will be able to make small changes to the sample code contained in the book to design simple dashboards. Advanced users with more extensive knowledge of SAS/GRAPH and the annotate facility will be able to more fully customize the sample code to fit a variety of needs.

CHAPTER DESCRIPTIONS Chapter

I. AN INTRODUCTION TO

DASHBOARDS The first chapter defines precisely what dashboards are and their common characteristics.

Following a brief history of information dashboards, the chapter discusses their value, as well as some negatives, and describes current use and trends. Finally, the value that SAS

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contributes to producing the
medium is introduced. Chapter II.
SEVEN STEPS TO CREATING A

DASHBOARD The development of
a dashboard often requires a
substantial investment of time
and money, so designers should
do it thoughtfully. The goal of this
chapter is to guide the reader
through the dashboard
development process. The
chapter provides an overview of
the major steps involved,
including preparation, design,
construction, and maintenance of
dashboards. Chapter III.

ESSENTIAL ELEMENTS OF A
DASHBOARD When you create
your dashboard, several essential
elements should be present on
the interface to make the
dashboard maximally effective.

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The third chapter covers these essential components of a dashboard. Chapter IV. BEST PRACTICES IN DASHBOARD VISUAL DESIGN This chapter covers the foundations of good dashboard design and addresses the contributions of Edward Tufte and Stephen Few to the area. The chapter delves into the science of visual perception and how to apply them to good dashboard design. Chapter V. CREATING DASHBOARD KEY PERFORMANCE INDICATORS USING SAS The fifth chapter presents a library of effective dashboard display media and discusses how to produce them using SAS coding. Programmers will be able to pick and choose those chart types that are most appropriate for their

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particular dashboard. Strengths and weaknesses of the various chart types are discussed. This chapter will also introduces new SAS procedures such as PROC GKPI.

Chapter VI. ASSEMBLING AND DISTRIBUTING SAS DASHBOARDS This chapter describes how to bring all the visual components together to produce a single dashboard display. PROC GREPLAY, ODSLAYOUT, and ODS TAGSETS are described as the methods of choice. Methods of distributing this output are described.

Chapter VII. DESIGNING DASHBOARDS USING SAS BI DASHBOARDS The final chapter briefly describes the design of dashboards using SAS BI Dashboards business intelligence

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software. For a limited time use the following code for 10% off your purchase on this site:

F46FRNCS This title is also available for purchase on Amazon.com.

Don't simply show your data—tell a story with it! *Storytelling with Data* teaches you the fundamentals of data visualization and how to communicate effectively with data. You'll discover the power of storytelling and the way to make data a pivotal point in your story. The lessons in this illuminative text are grounded in theory, but made accessible through numerous real-world examples—ready for immediate application to your next graph or

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presentation. Storytelling is not an inherent skill, especially when it comes to data visualization, and the tools at our disposal don't make it any easier. This book demonstrates how to go beyond conventional tools to reach the root of your data, and how to use your data to create an engaging, informative, compelling story.

Specifically, you'll learn how to:

- Understand the importance of context and audience
- Determine the appropriate type of graph for your situation
- Recognize and eliminate the clutter clouding your information
- Direct your audience's attention to the most important parts of your data
- Think like a designer and utilize concepts of design in data visualization
- Leverage the power

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of storytelling to help your message resonate with your audience Together, the lessons in this book will help you turn your data into high impact visual stories that stick with your audience. Rid your world of ineffective graphs, one exploding 3D pie chart at a time. There is a story in your data—Storytelling with Data will give you the skills and power to tell it!

AVOID THE MISTAKES THAT OTHERS MAKE - LEARN WHAT LEADS TO BEST PRACTICE AND KICKSTART SUCCESS This groundbreaking resource provides comprehensive coverage across all aspects of business analytics, presenting proven management guidelines to drive sustainable

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Effective Visual Communication Of Data differentiation. Through a rich set of case studies, author Evan Stubbs reviews solutions and examples to over twenty common problems spanning managing analytics assets and information, leveraging technology, nurturing skills, and defining processes. Delivering Business Analytics also outlines the Data Scientist's Code, fifteen principles that when followed ensure constant movement towards effective practice. Practical advice is offered for addressing various analytics issues; the advantages and disadvantages of each issue's solution; and how these solutions can optimally create organizational value. With an emphasis on real-world examples and pragmatic advice throughout,

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Effective Business Analytics provides a reference guide on:
The economic principles behind how business analytics leads to competitive differentiation
The elements which define best practice
The Data Scientist's Code, fifteen management principles that when followed help teams move towards best practice
Practical solutions and frequent missteps to twenty-four common problems across people and process, systems and assets, and data and decision-making
Drawing on the successes and failures of countless organizations, author Evan Stubbs provides a densely packed practical reference on how to increase the odds of success in designing business analytics

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systems and managing teams of data scientists. Uncover what constitutes best practice in business analytics and start achieving it with Delivering Business Analytics.

Within every picture is a hidden language that conveys a message, whether it is intended or not. This language is based on the ways people perceive and process visual information. By understanding visual language as the interface between a graphic and a viewer, designers and illustrators can learn to inform with accuracy and power. In a time of unprecedented competition for audience attention and with an increasing demand for complex graphics,

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Visual Language for Designers explains how to achieve quick and effective communications.

New in paperback, this book presents ways to design for the strengths of our innate mental capacities and to compensate for our cognitive limitations. Visual Language for Designers includes:

- How to organize graphics for quick perception
- How to direct the eyes to essential information
- How to use visual shorthand for efficient communication
- How to make abstract ideas concrete
- How to best express visual complexity
- How to charge a graphic with energy and emotion

Information, no matter how important, cannot speak for itself. To tell its story, it relies on us to

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give it a clear voice. No information is more critical than quantitative data ... numbers that reveal what's happening, how our organizations are performing, and opportunities to do better.

Numbers are usually presented in tables and graphs, but few are properly designed, resulting not only in poor communication, but at times in miscommunication.

This is a travesty, because the skills needed to present quantitative information effectively are simple to learn.

Good communication doesn't just happen; it is the result of good design.

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