How to design a Marketing Dashboard
Cheat Sheet

Your dashboard should provide you with an easy, at-a-glance view of your data for fast & informed decision making. We present you with the most important rules of thumb for designing the optimal dashboard for you or your client to work with.

1) Do your research

Ask yourself the following, and what this means for your design:

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Who will use the dashboard? What do they need it for? What insights does it need to give, what questions should it answer?	What data should occupy the dashboard? How does your data affect your visualization?	What tool will you use to build the dashboard? What possibilities and limitations does it bring?

2) Guide the Dashboard user

Create a clear flow of information for the user to notice the most important information first: follow their reading pattern (top left to bottom right).

Use no more than 5-7 visualizations: with more, consider creating several dashboard pages.

Group visualizations based on shared content & filters.

Use titles, font sizes, and colors to further guide the user.

DASHBOARD TITLE

PRIMARY IMPORTANCE

FILTERS

SECONDARY IMPORTANCE

TERTIARY IMPORTANCE
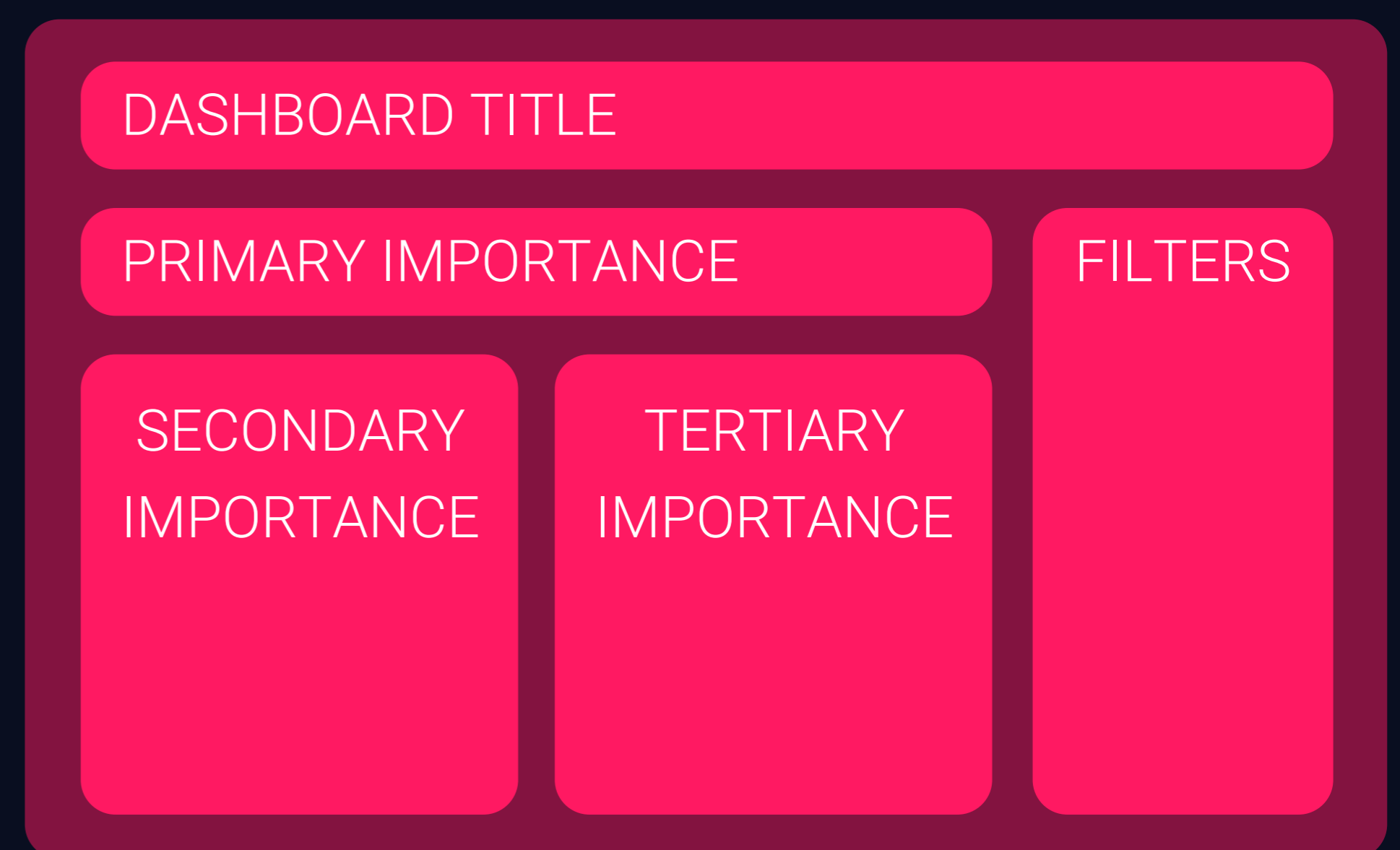
3) Use the right type of visualization

The type of visualization you use to present the data is crucial to make sure the user easily understands and correctly interprets everything. The following graphs are optimal to look at your data:

In Numbers

For 1 KPI

Sessions
69.3K
Scorecard

Multiple KPIs

(Pivot) Table

Over Time

For 1 KPI

Column Chart

Time Series

2 KPIs

Combo Chart

2+ KPIs

Line Chart

1 KPI + 1 Dimension

Stacked Column Chart

Stacked Area Chart

In Terms of Compositions

1 KPI + 1 Dimension, ≥ 7 Categories

Pie Chart

Bar Chart

1 KPI + 1 Dimension, ≥ 7 Categories

Heat Map

Stacked Bar Chart

1 KPI + 2 Dimensions, ≥ 7 Categories

Sunburst Chart

Stacked Bar Chart

Distributions

For 1 KPI

Histogram

For 1 KPI

Bell Curve

1 KPI + 2 Dims'

Bubble Chart

4) Provide Context

Provide (timeframe) comparisons, name axes and variables, add filters: make sure to provide the context necessary to correctly assess, compare, and interpret the data.

5) Keep it clean & consistent

Use short & simple titles and descriptions. Limit the color scheme to create calm. Create plenty of white space around graphs. Avoid special effects in your visualizations.