

1



Design for a target

2



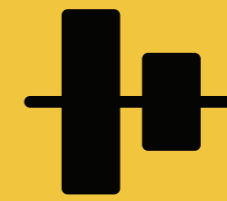
Keep everything at a glance

3



Keep it simple

4



Align elements

5



Be consistent

6



Highlight the most relevant information

7



Be clear

8



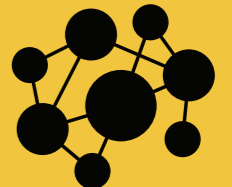
Start from zero

9

1M

Shorten the numbers

10



Show the context

11



Choose the right colors

12



Design dashboards, not reports

13



Show variations

14



Leave the noise off

15



Pick the right charts