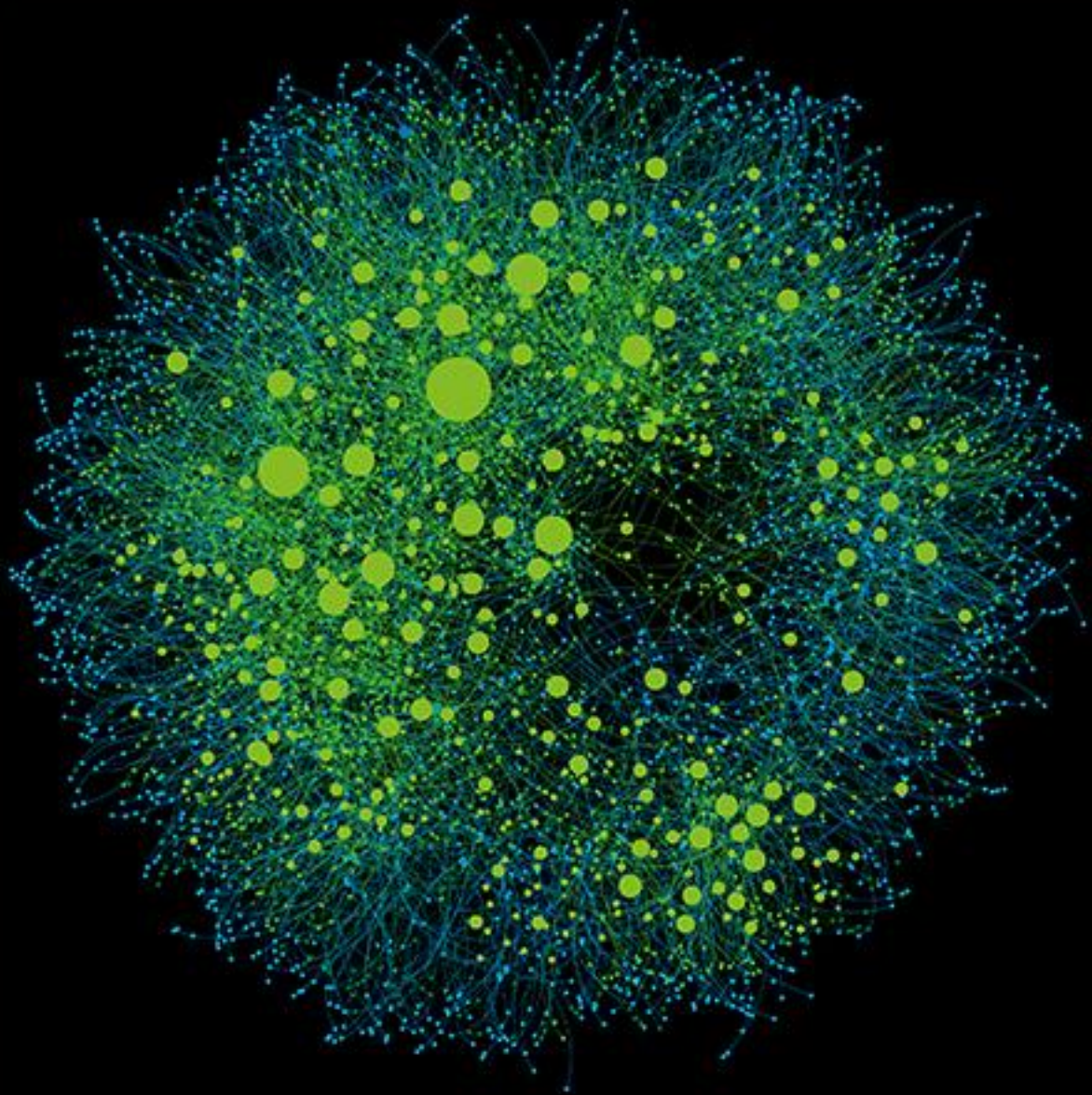


Deloitte.



Executive cockpit
Deloitte Analytics Approach

Every dataset Has a story to tell...

The execution of every visual analytics solution project can be divided into phases that may be executed only once, for example in case of a waterfall approach, or multiple times, in case of agile development

User Experience Design is the curation of this holistic experience, but what do we mean at Deloitte Analytics for effective design?

Design is a method of problem solving!

It helps to solve a physical or conceptual problem

Effective design is a fact, not an opinion!

We can test how well it meets the problem statement, given the constraints.
There is a right and a wrong design solution – there is also only one ‘best fit’ solution.

Design is largely a research-focused discipline!

Understanding the constraints and objectives fully will ultimately limit guesswork.

Design is understanding, not guessing!

It sends a consistent message to everyone. It is user-centric and made for consumption

*“You can achieve simplicity in the design of effective charts, graphs and tables by remembering three fundamental principles: **restrain, reduce, emphasize**”*

Deloitte Analytics executive cockpit

A good BI dashboard design is one that makes the complex simple: we have lots of information, lots of data that changes all the time and different analytical needs and questions. We want to take all this complexity and make it simple. others could suffice with an overview.

THE '5 SECONDS RULE'

Glance at your BI dashboard for 5 seconds, then look away. If you remember the specifics of what was important, you're good. If not, it's time for a rethink.

THE INVERTED PYRAMID

Display the most significant insights on the top part of the dashboard, trends in the middle, and granular details in the bottom.

LESS IS MORE

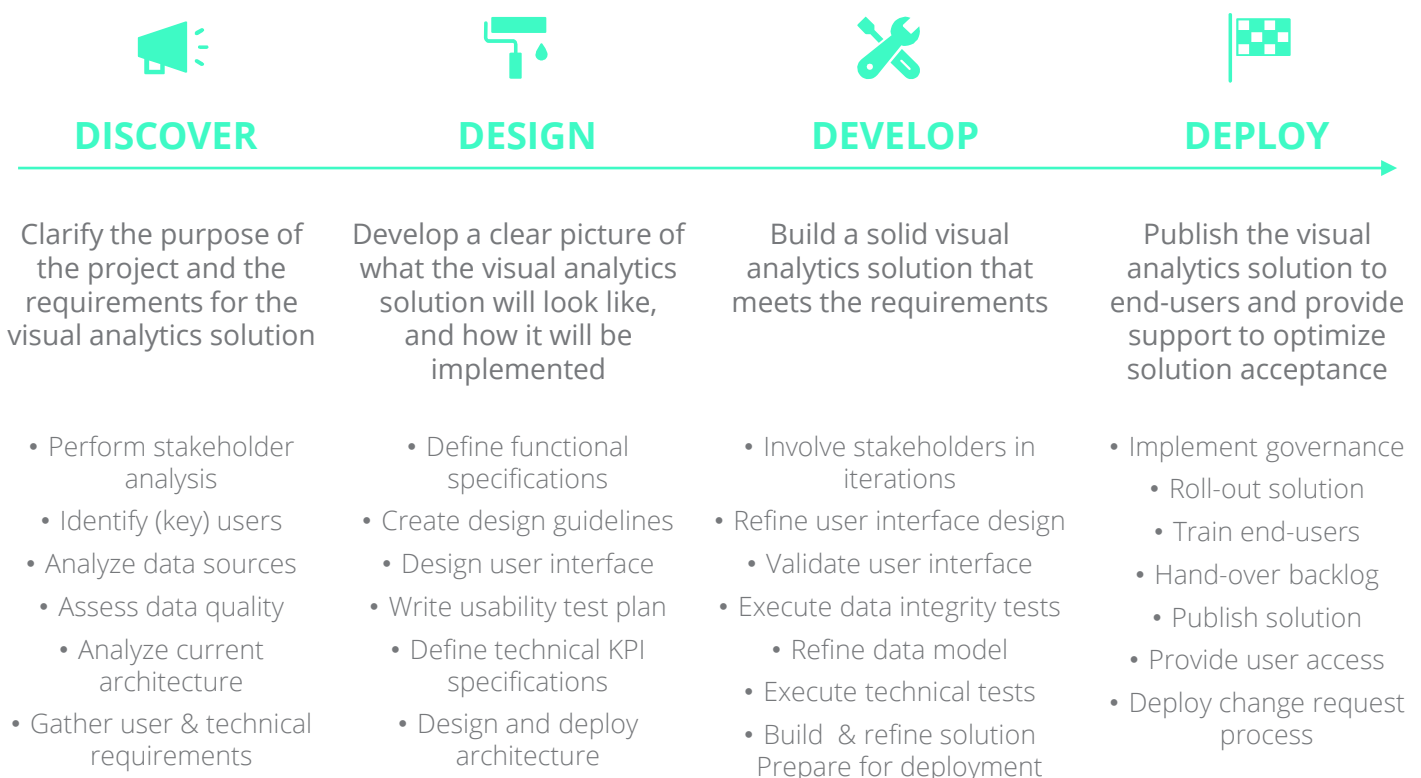
Cognitive psychology tells us that the human brain can only comprehend around 7 +/- 2 in one time, and this is the amount of items you want in your dashboard.

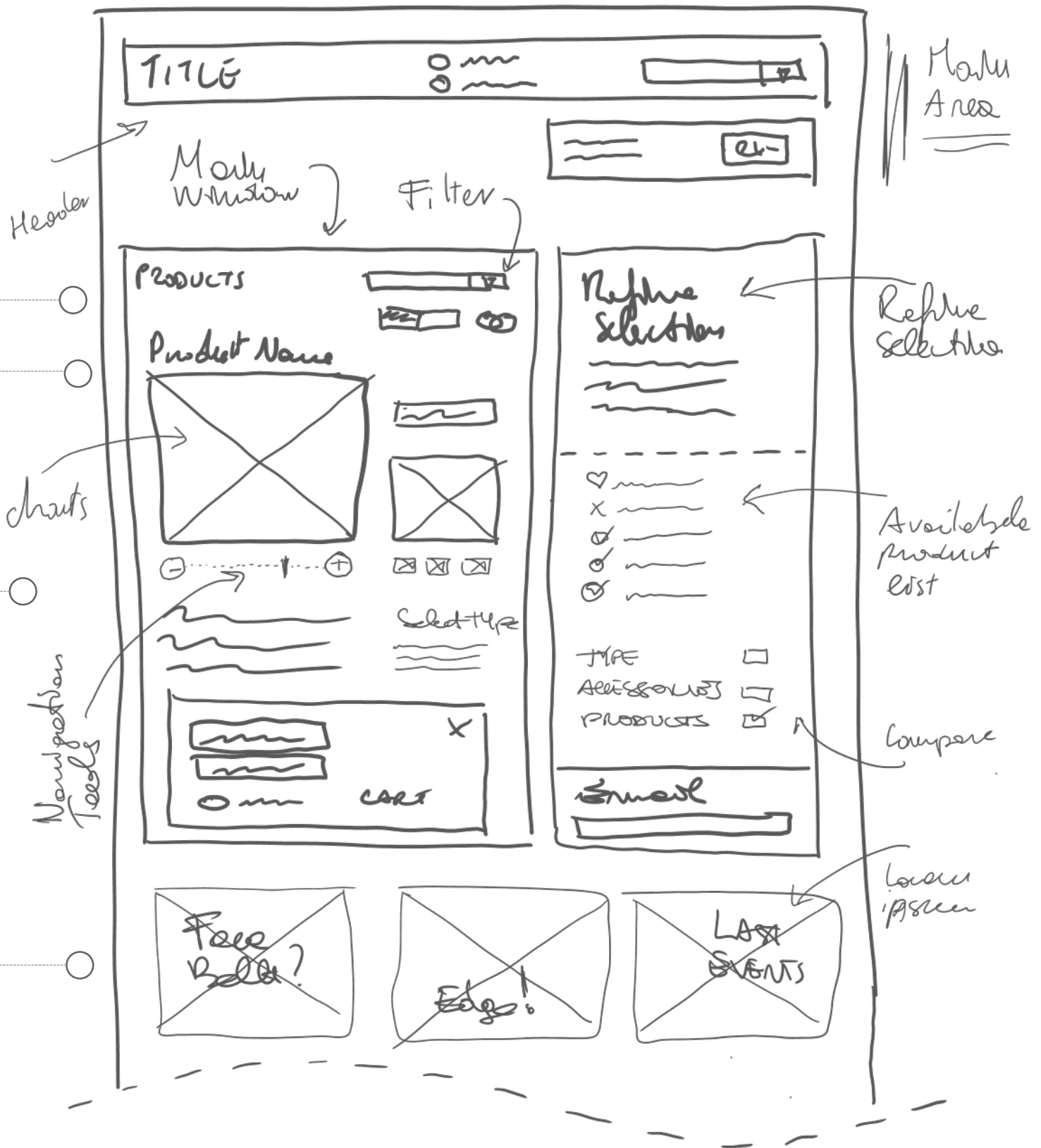
DATA STORYTELLING

Explain with visual, narrate with words. The idea of storytelling is fascinating; to take an idea or an incident, and turn it into a story.

'4ds' framework & approach

What are the steps to follow?





What type of dashboards can Deloitte Analytics provide?

OPERATIONAL

Business Problem: understand trends or gain deeper insight
 Overall goals: employees awareness in tracking against goals

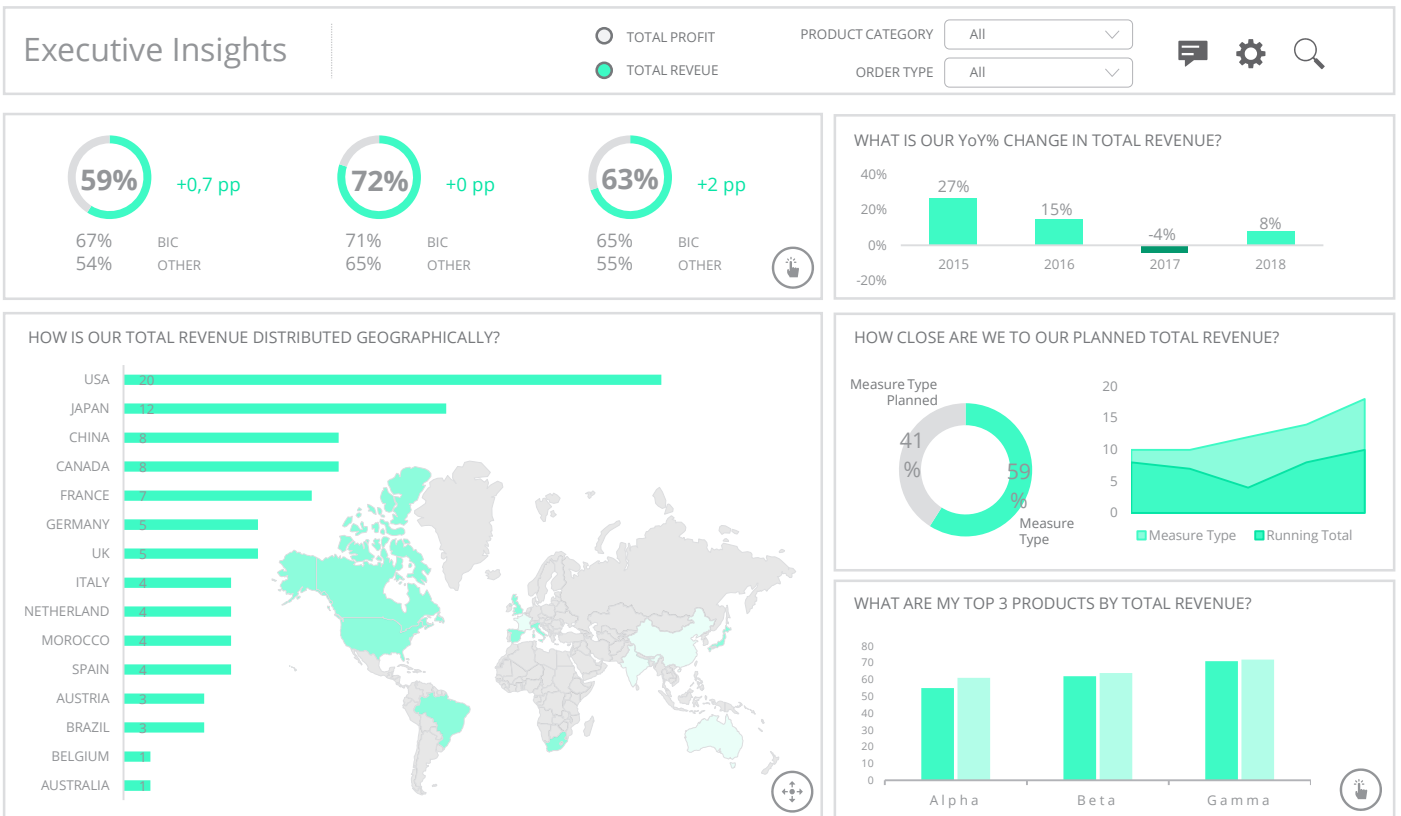
TACTICAL

Business Problem: Monitors status of several areas on one screen
 Overall goals: guiding users to the decision process

STRATEGICAL

Business Problem: KPI awareness or time sensitive
 Overall goals: strategic and analytical goals

Deloitte Analytics sample dashboard



COCKPIT STORYTELLING

What is the the scope? Which insight would you like to monitor?

CLEANLINES ENHANCE DETAILS

To find signals in data, we must learn to reduce the noise

MINIMALISM

Perfection is achieved not when there is nothing more to add, but when there is nothing left to take away

GOOD DESIGN

The details are not the details. They make the design

CHOOSING THE RIGHT DATA VISUALIZATION

Choosing the right visualization is key to making sure your end users understand what they're looking at, but that's not all you should consider

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Our national team of over 200 professionals has proven experience in structuring, managing, and delivering Enterprise Information Management strategies and implementation services. Through the collective experience of local practice and leveraging assets and best practices of our global WW Deloitte Analytics team, we have serve our customers with a broad array of toolkits, accelerators, models, leading-edge practices, diagnostics, and governance approaches to accelerate and improve the quality of EIM projects and ensure a focus on value creation.

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