Forest Grove
Data-Driven Decision Making

Optimising technology to unlock insights that drive better business decisions

Forest Grove Customer Conference 2023

www.forestgt.com.au | info@forestgt.com.au | 1300 559 827

Forest Grove
Data-Driven Decision Making

Optimising technology to unlock insights that drive better business decisions

[D1S7] Visualisation & storytelling using Power BI & Tableau to build engaging, meaningful dashboards

Presented by:
Tommy Harstrom - Analytics Director, Forest Grove

About the session:
Data visualisation is the process of creating graphical representations of data sets, allowing for easy and intuitive exploration and analysis. So, what makes a visualisation memorable, and how does psychology impact visualisations? Tommy will share methods, considerations, and techniques to contemplate when creating engaging visualisations while keeping the design simple and aesthetically pleasing.

What this session will cover

- Introduction to storytelling
  - Context for communication
  - Data
  - Design
  - Narrative
- Summary

Storytelling

Storytelling

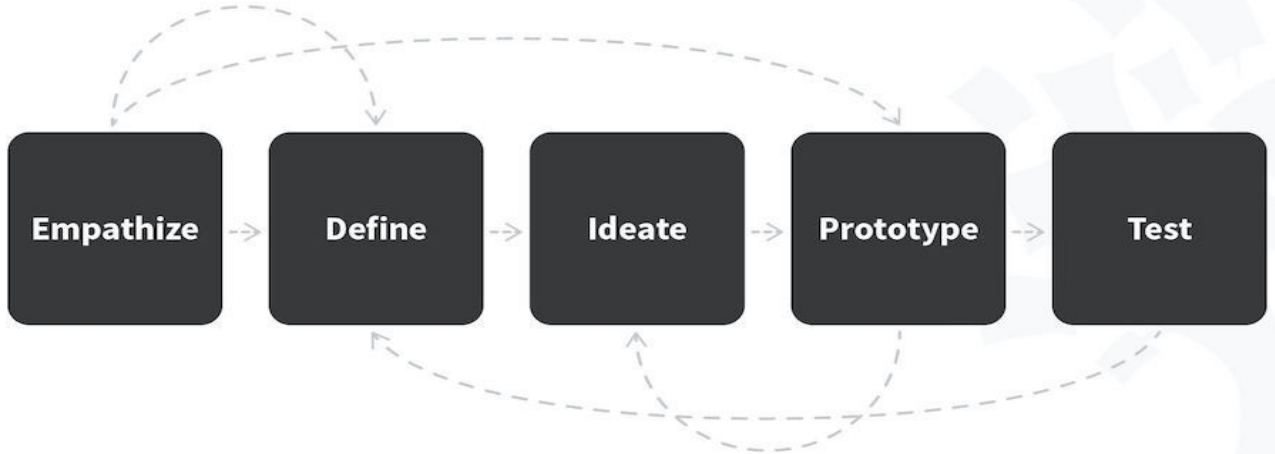
From Venngage's Data Storytelling in Marketing: Benchmark Report 2021

Storytelling

From Venngage's Data Storytelling in Marketing: Benchmark Report 2021

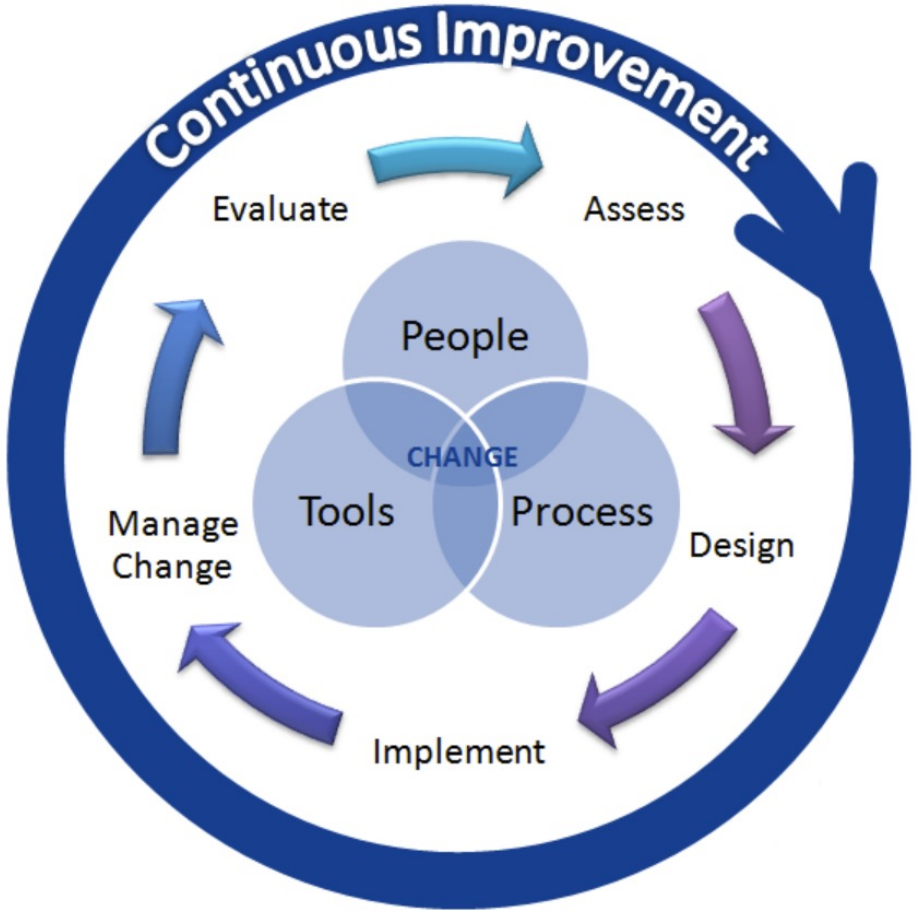
Tell a story with dashboard data placement

Human centred design



Tell a story with dashboard data placement

Change management



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Think of your audience (people) and their objectives (process)

Clear purpose / goal - What are you trying to achieve with the dashboard

Understanding audience - Who is the dashboard for?

How will it help with decision making?

What is data storytelling?

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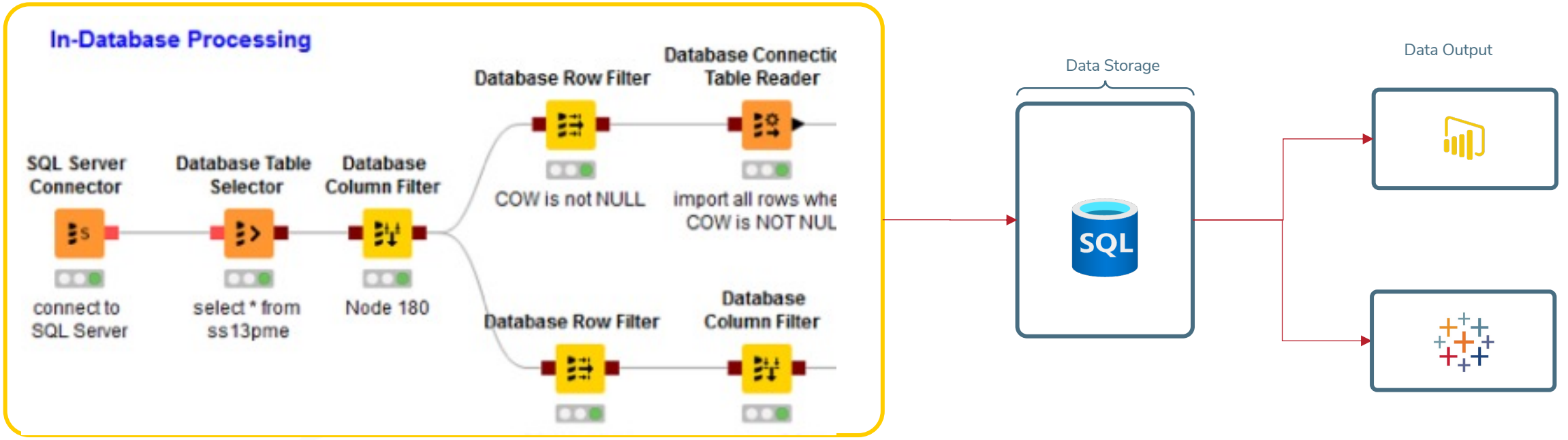
Connected services / Knime



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What is data storytelling?

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Jacob's law

Jakob's Law

Copy common patterns you see on the internet'

Everyone can use the web, so make your report work like a website'

Build something that will be used again and again

Long-term memory

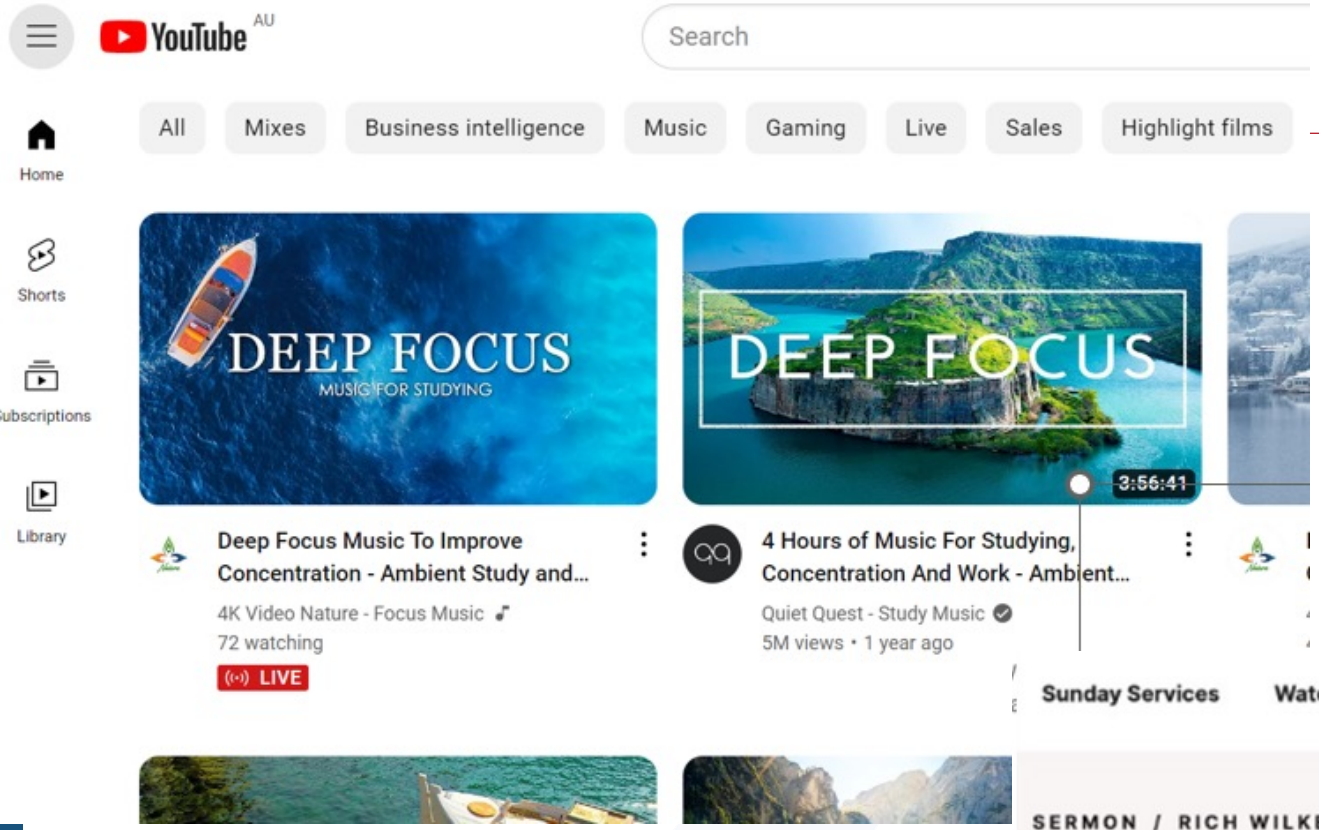
SVZ

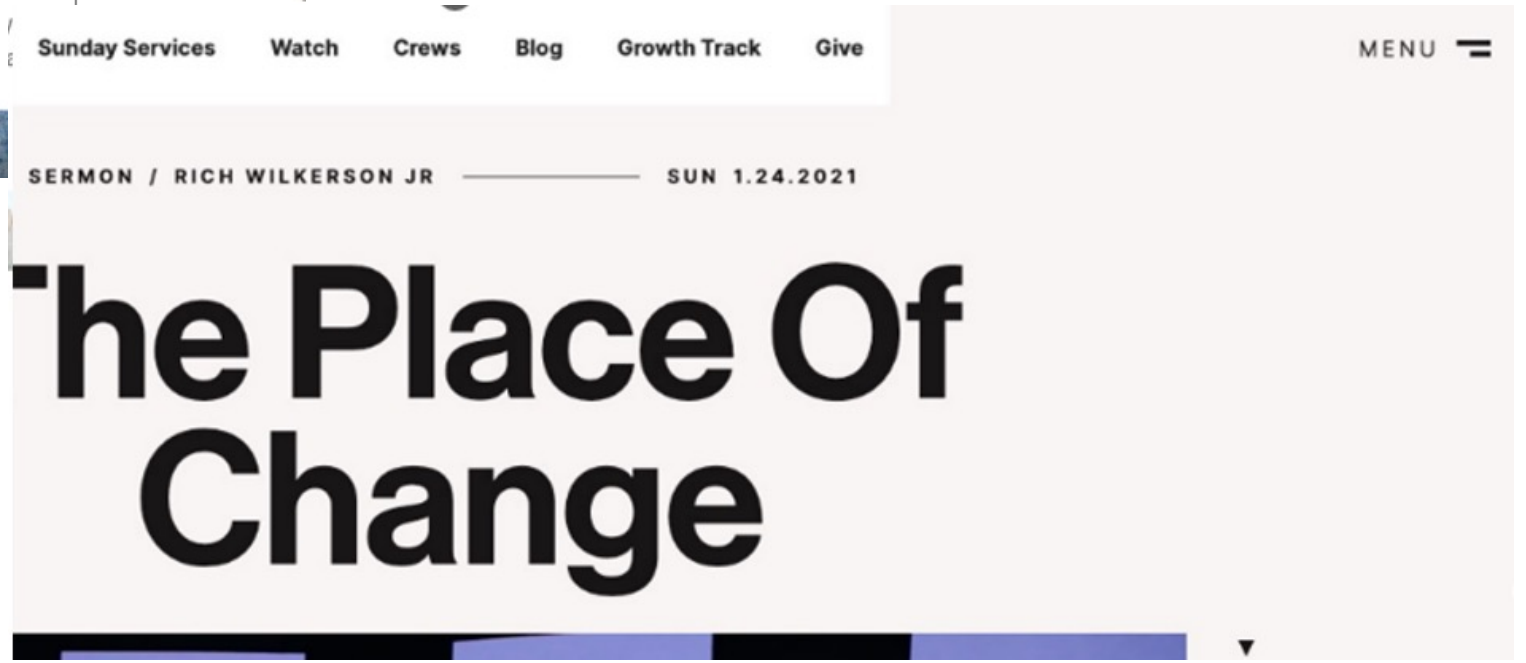
Process Work FAQs Webflow Blog Contact

We'll create an award winning website for you through our carefully crafted process.

MAKING MEANINGFUL EXPERIENCES

We're online! Let's talk Webflow


YouTube AU
Search
All
Mixes
Business intelligence
Music
Gaming
Live
Sales
Highlight films
Home
Shorts
Subscriptions
Library
DEEP FOCUS
MUSIC FOR STUDYING
DEEP FOCUS
3:56:41
Deep Focus Music To Improve Concentration - Ambient Study and...
4K Video Nature - Focus Music
72 watching
LIVE
4 Hours of Music For Studying, Concentration And Work - Ambient...
Quiet Quest - Study Music
5M views • 1 year ago


Sunday Services
Watch
Crews
Blog
Growth Track
Give
MENU
SERMON / RICH WILKERSON JR
SUN 1.24.2021
The Place Of Change

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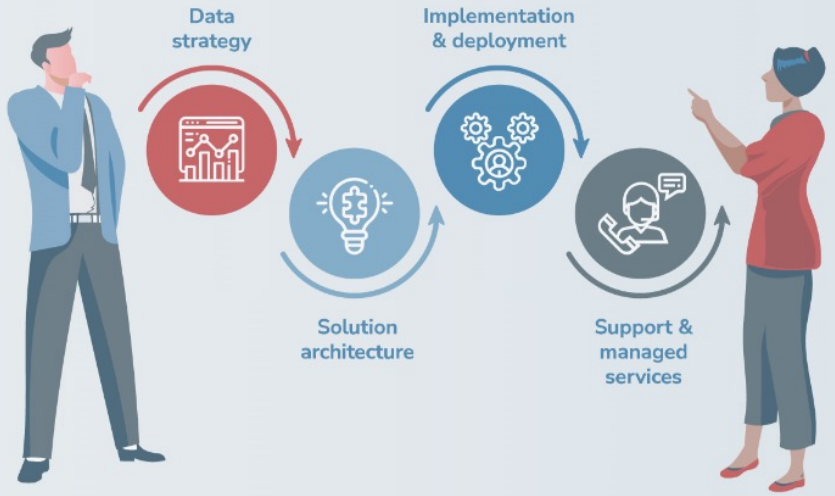
Comprehensive solutions for your business' budgeting, forecasting, and data analytics needs

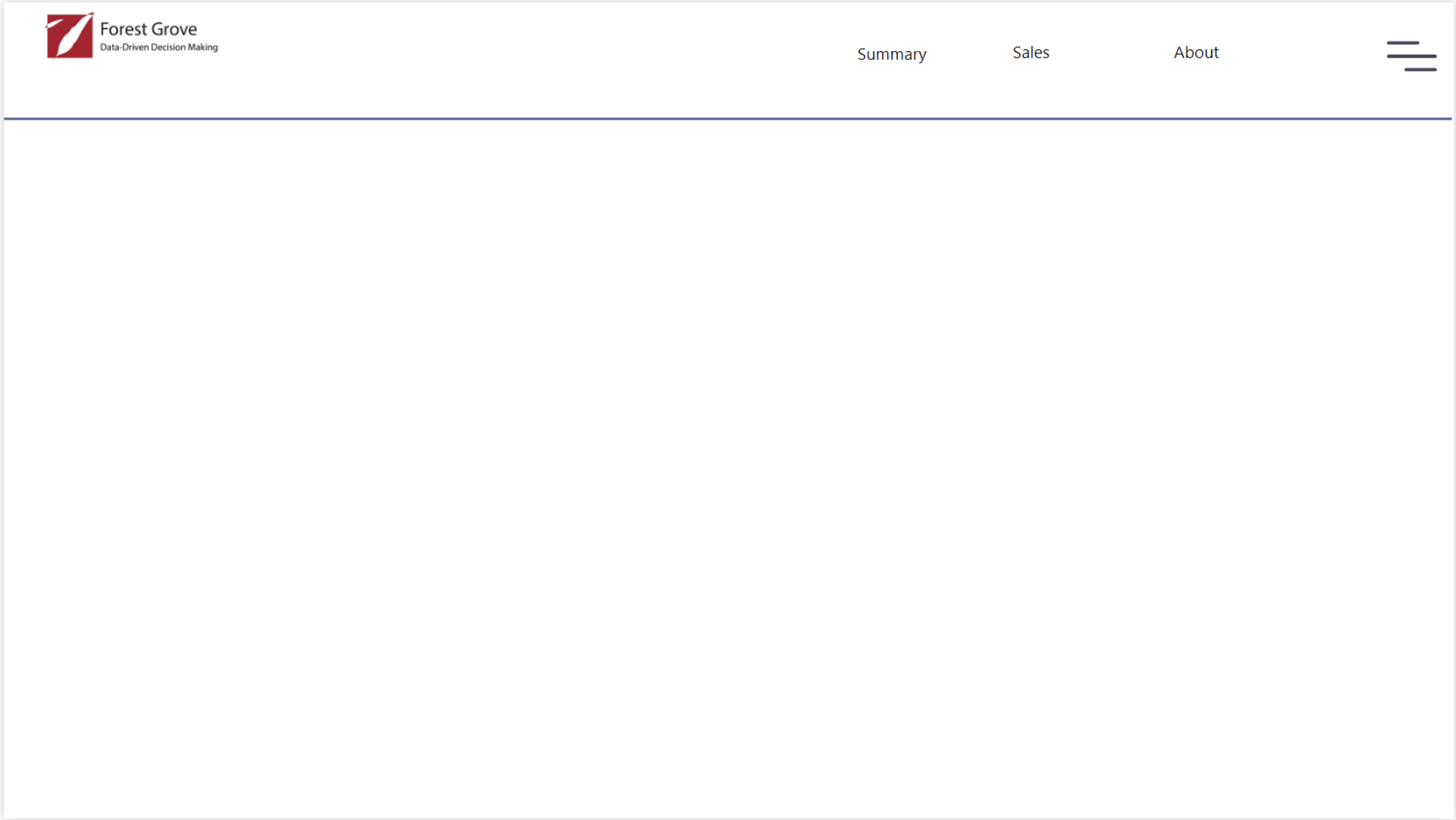
to help you drive better decisions using real-time insights.

FIND OUT MORE



Data & Analytics Consulting

Template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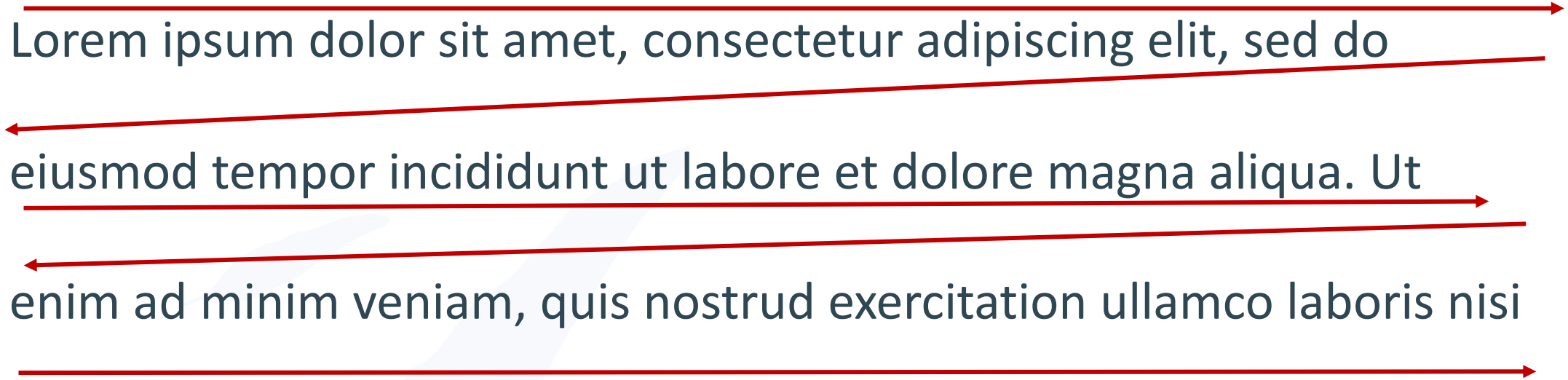
Summary
Sales
About

Consider how people read

Design to a grid



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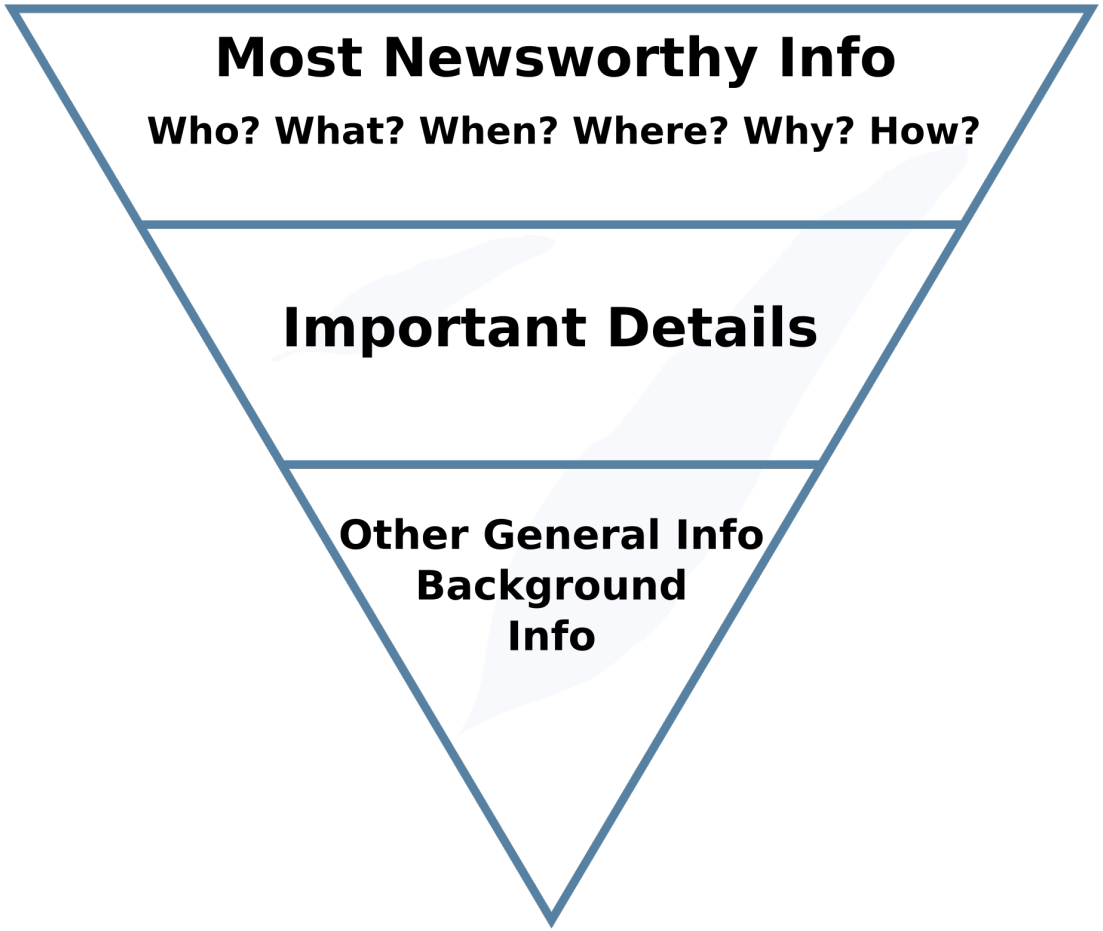
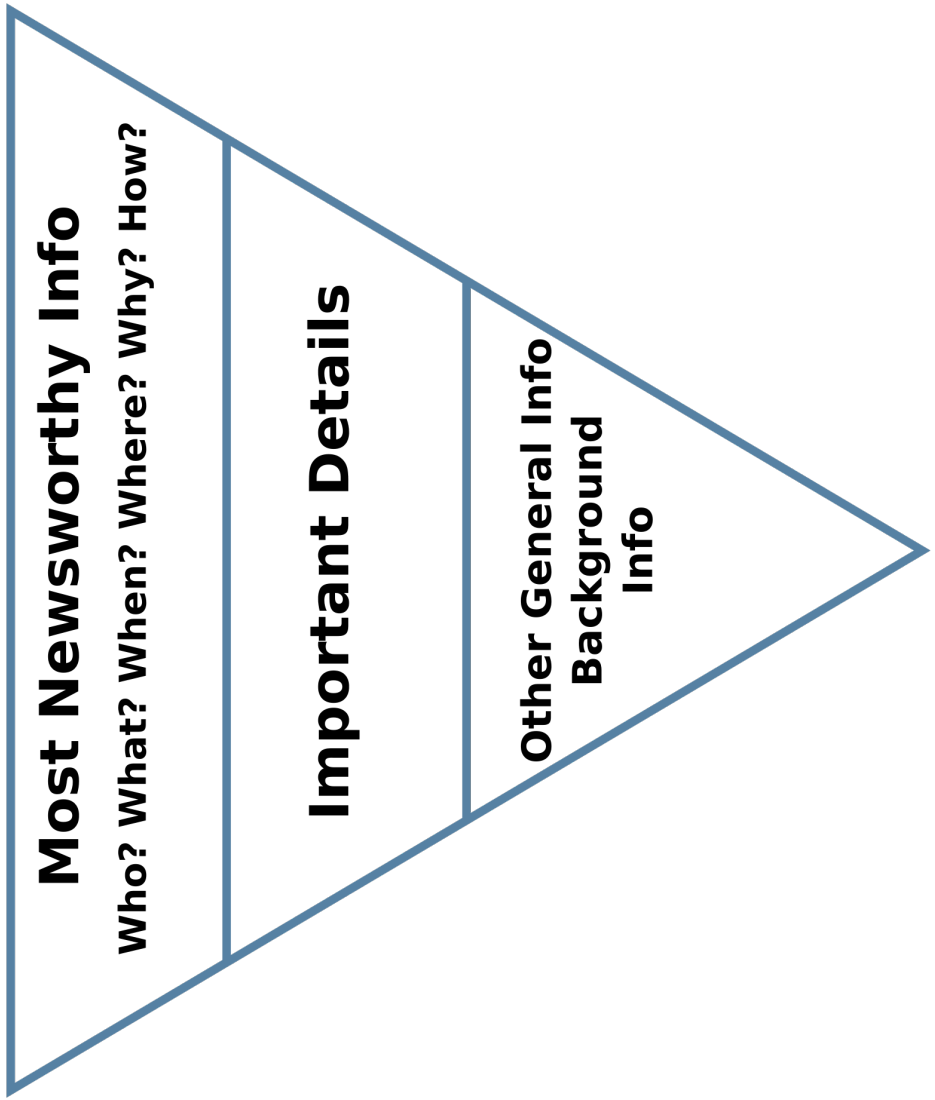
Design to a grid

Consider how people read

Logical Layout: the Inverted Pyramid

Design to a grid





Design to a grid

Consider how people read

Logical Layout: the Inverted Pyramid

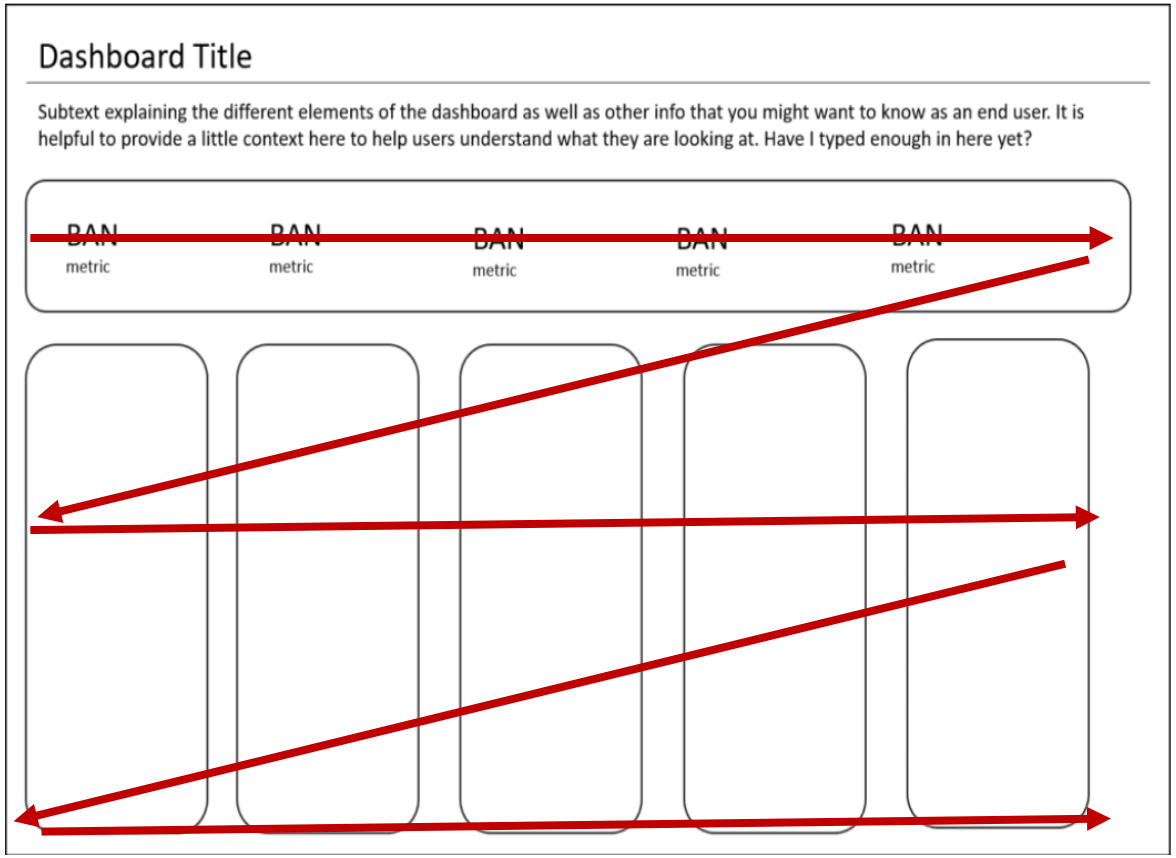
Top - most significant insights

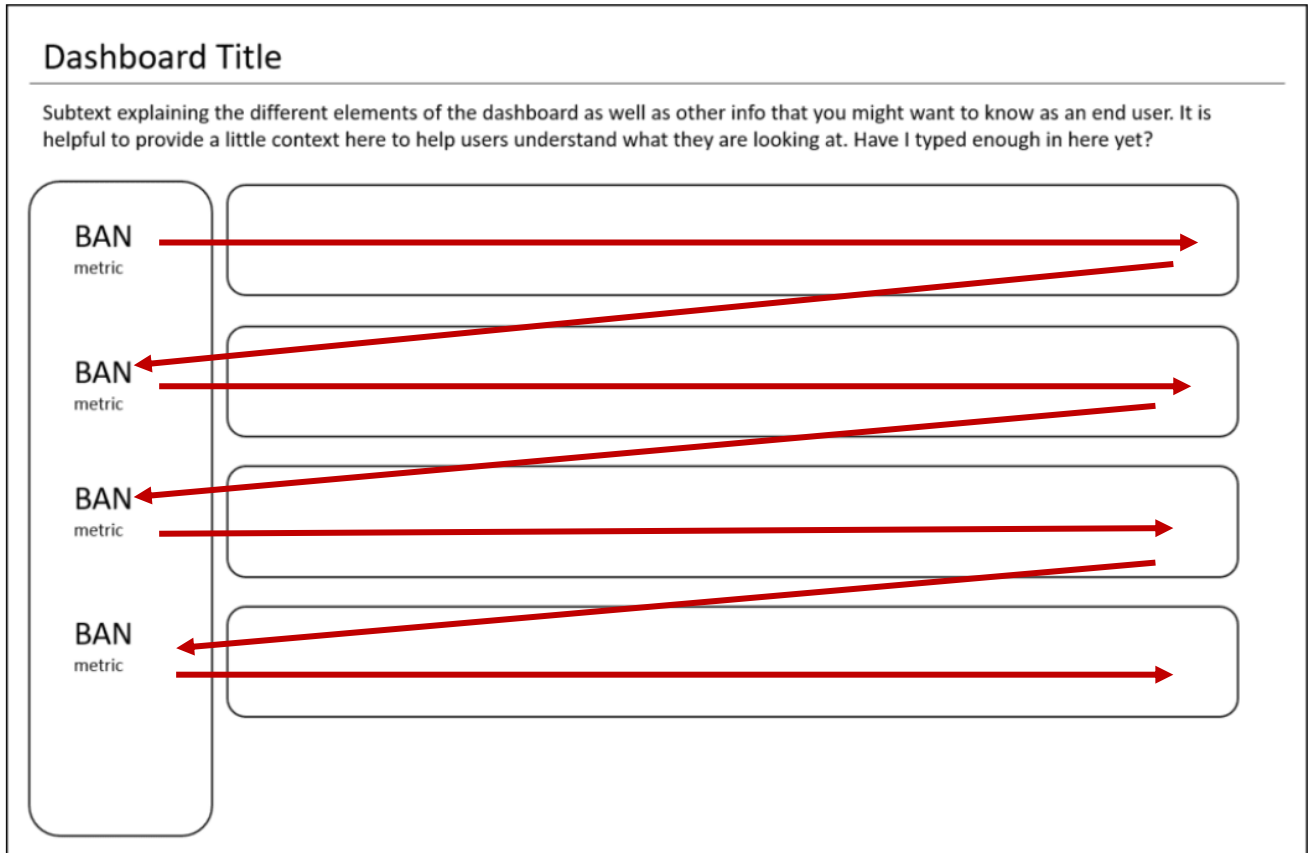
Middle - trends

Bottom - granular details

a simple two-dimensional grid can bring form and function in dashboard design.

Design to a grid





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SALES PERFORMANCE - EXECUTIVE SUMMARY

Comparasion period December 2019 vs. December 2018

SALES | PROFIT | ORDERS | CUSTOMERS | ABOUT

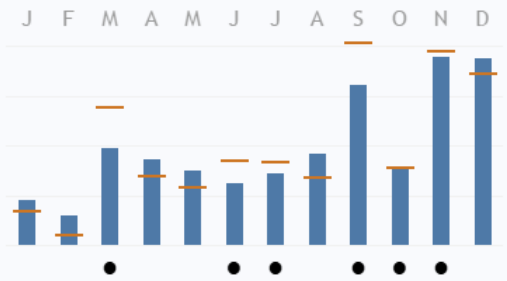
• Below Previous Period | Current Period | Previous Period

SALES

$470.5K

$484.2K Prior Year

-2.8% vs. PY

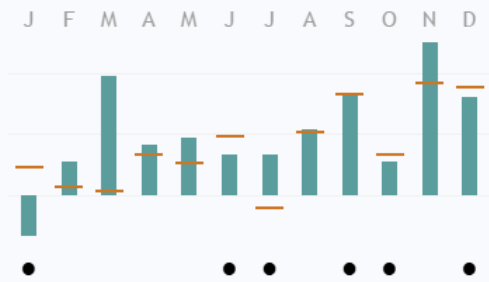


PROFIT

$61.6K

$49.5K Prior Year

24.4% vs. PY

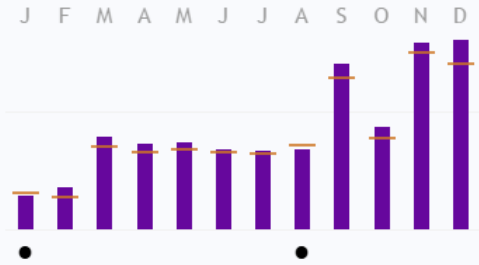


ORDERS

1,038

969 Prior Year

7.1% vs. PY

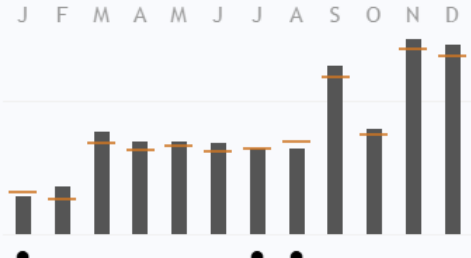


CUSTOMERS

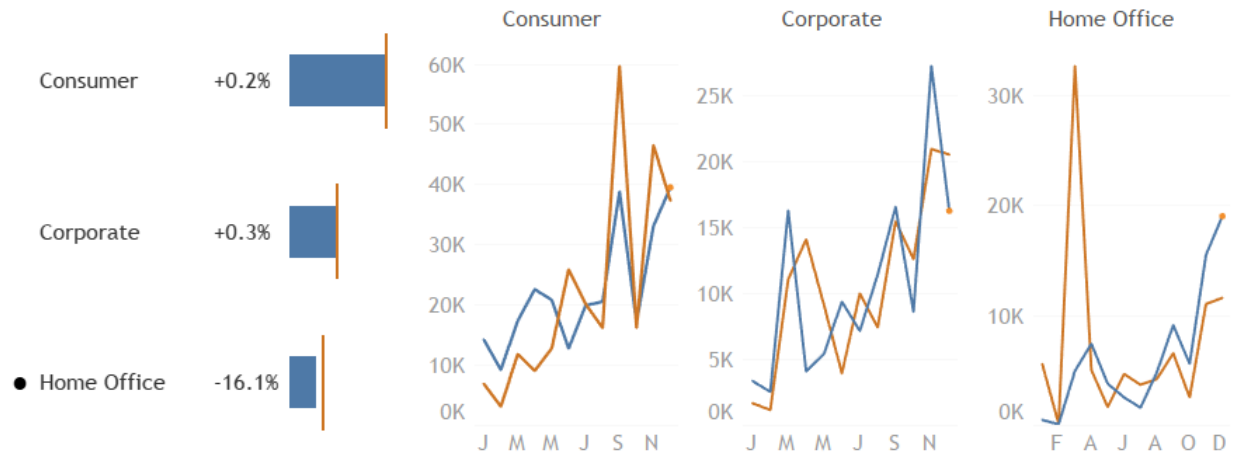
573

595 Prior Year

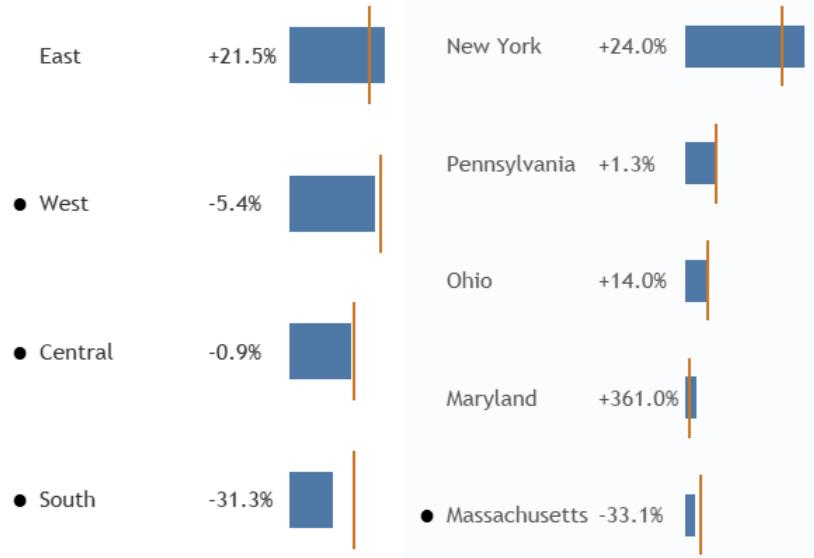
-3.7% vs. PY



SALES COMPARISION BY SEGMENT | *Hover the cursor over the bars to view top 5 clients*



SALES COMPARISION BY REGION | *Click on region to filter the top 5 states*



SALES COMPARISION by SHIP MODE

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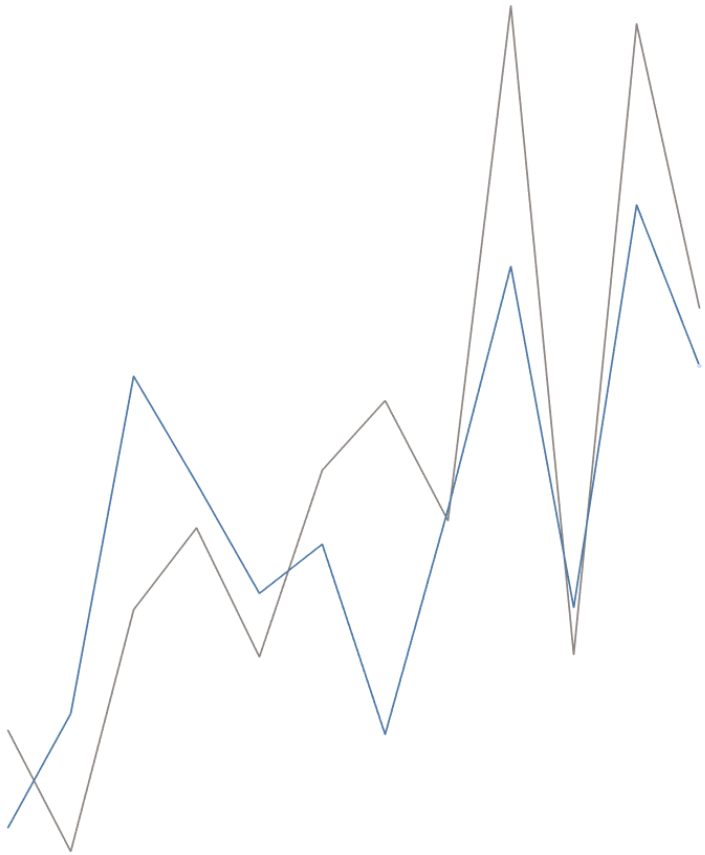
Colour

Make sure you use the colours, so it is easy to see the data

Make sure you use the colours, so it is easy to see the data

2,297,201

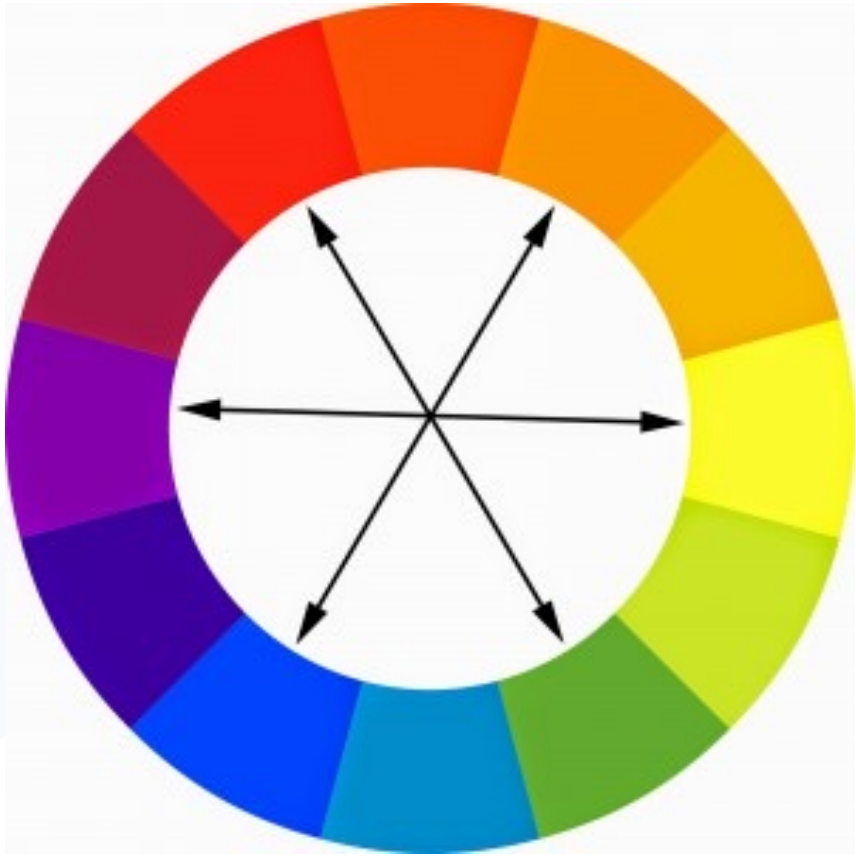


Colour

Make sure you use the colours, so it is easy to see the data

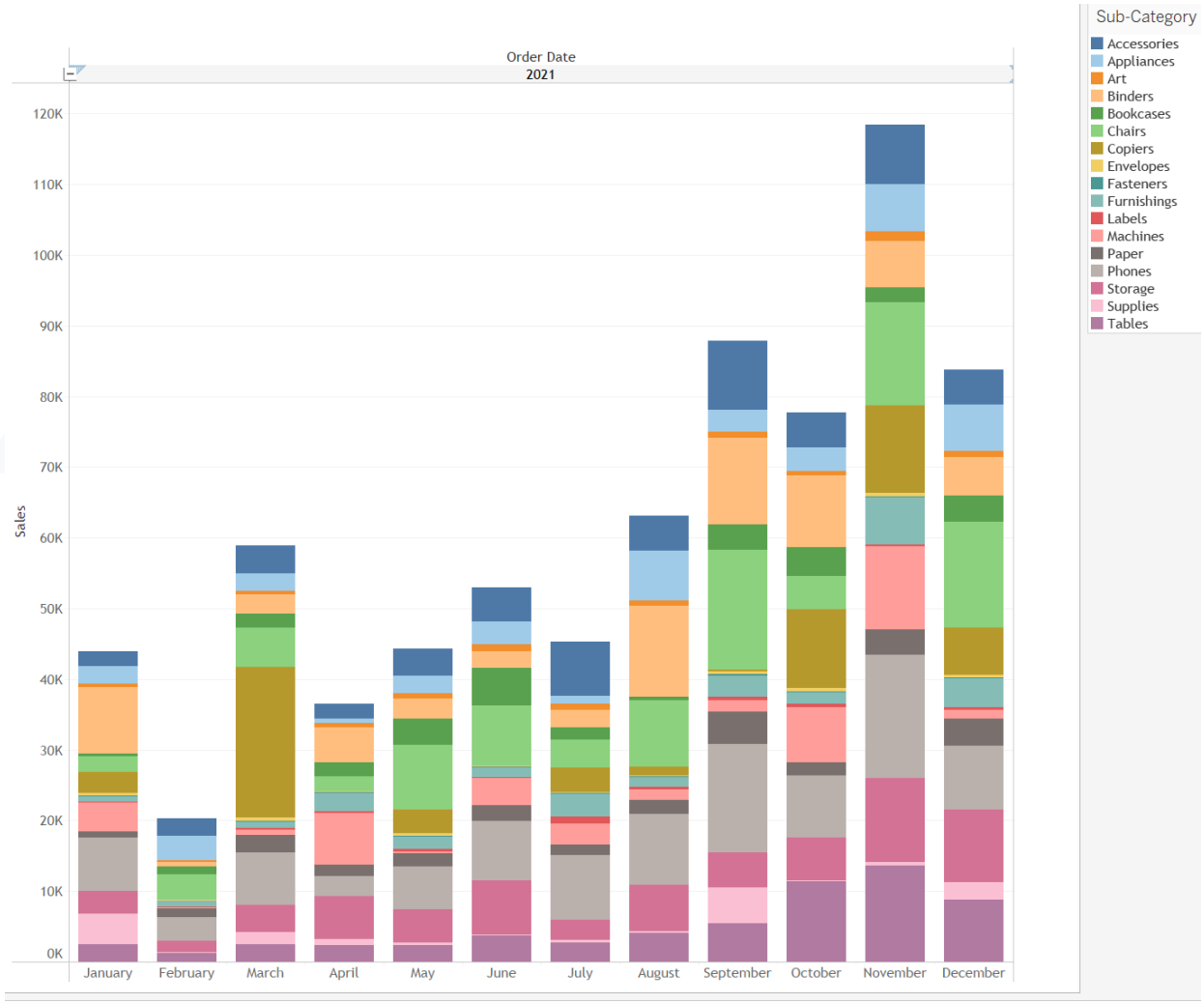
Be careful with colours

Colour



Be careful with colours

Be careful with colours



Colour

Make sure you use the colours, so it is easy to see the data

Be careful with colours

Consistency

Monitoring & Performance

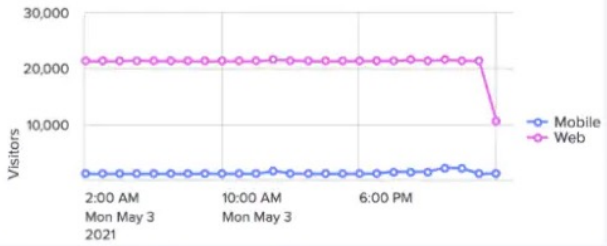
Application Incident Management (last 24 hours)

Moderate	High	Critical	Resolved
93 ↓-71%	7 ↓-53%	0 ↓-1	1,520 ↓-281

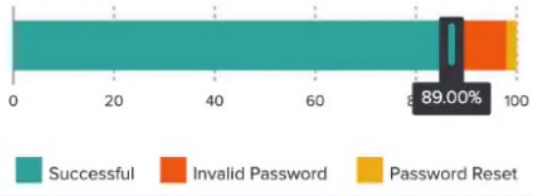
Performance Metrics (last 24 hours)

Latency		Response Time		4xx Errors	5xx Errors
Web	0ms	Web	418ms	93 ↓-226	418 ↑418
Mobile	11ms	Mobile	418ms		

Unique Visitors (by hour)



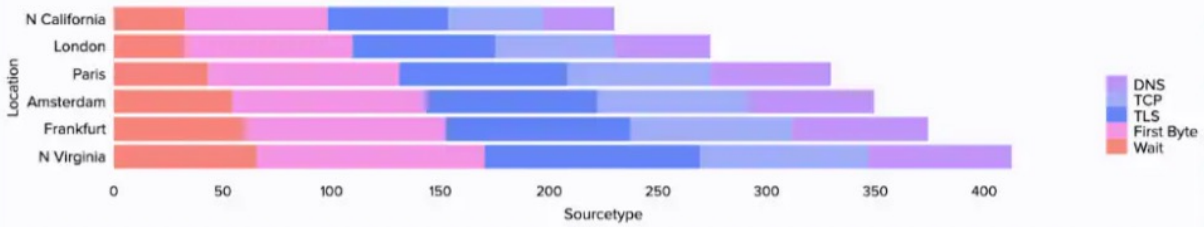
Account Management & Customer Logins (Last Hour)



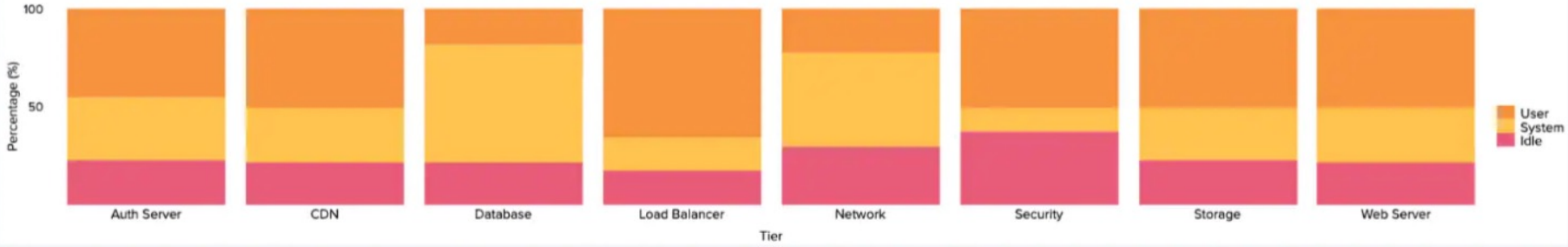
Currently Running Processes

ID	APPLICATION	PROCESS	LAST RUN	PROGRESS
ID-001	LOGIN	thisprocess.exe	2021-05-04T02:29:27....	
ID-002	SEARCH	thatprocess.exe	2021-05-04T02:29:27....	
ID-003	SEARCH	thisprocess.exe	2021-05-04T02:29:27....	
ID-004	INVENTORY	query foo	2021-05-04T02:29:27....	
ID-005	LOGIN	processprocess.exe	2021-05-04T02:29:27....	
ID-006	CART	foobarprocess.exe	2021-05-04T02:29:27....	
ID-007	CART	/bin/init	2021-05-04T02:29:27....	
ID-008	LOGIN	/bin/init	2021-05-04T02:29:27....	
ID-009	GIFTING	/bin/init	2021-05-04T02:29:27....	
ID-010	INVENTORY	query567	2021-05-04T02:29:27....	
ID-011	SEARCH	thatprocess.exe	2021-05-04T02:29:27....	
ID-012	CHECKOUT	/bin/init	2021-05-04T02:29:27....	

Content Distribution Network Health



eCommerce Infrastructure CPU Usage



Payment Health (last 24 hours)

Colour

- Make sure you use the colours, so it is easy to see the data
- Be careful with colours
- Consistency
- “Traffic light” colours.

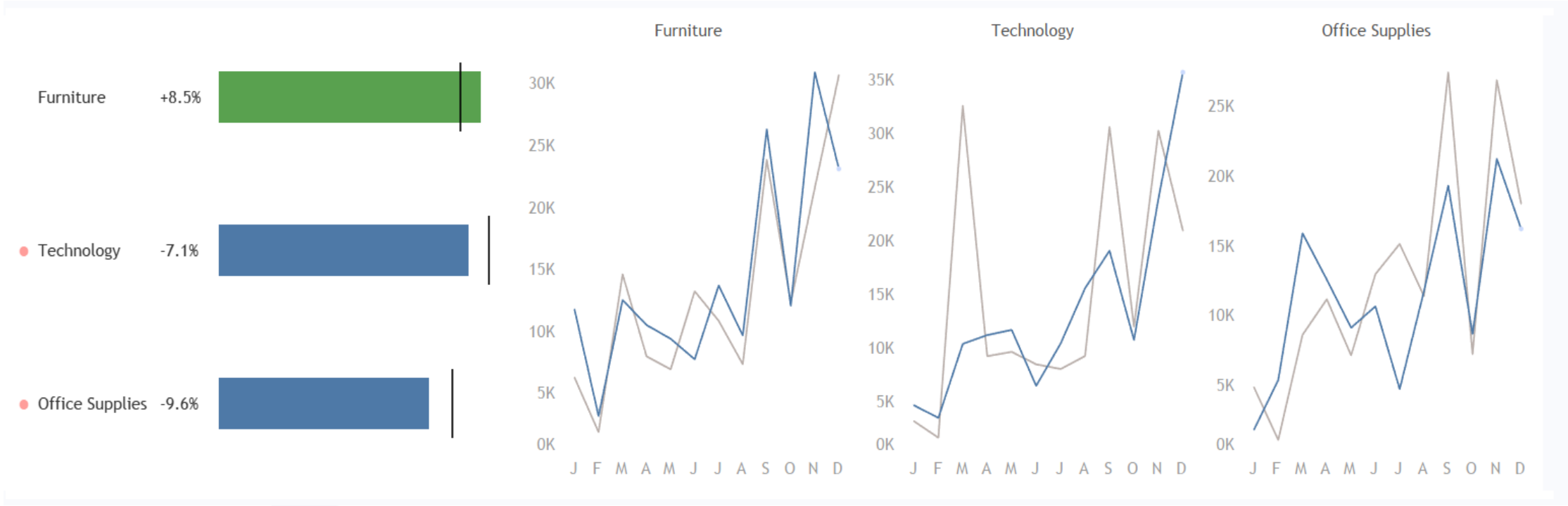
Colour

Data-ink ratio

Chartjunk

Remove anything else that does not actually communicate data

Data-ink ratio



Data-ink ratio

Chartjunk

Remove anything else that does not actually communicate data

Data-ink ratio

Home
Overview
Vendors
Materials
Plants
DowntimeImpact
Total Defects , Quantity
2,599M
Overall Impact
Category
Electrical
Goods & Services
Logistics
Materials & Components
Mechanicals
Packaging
318
Of Vendors
22
Of Materials
30
Of Plants
Impact
No Impact
Rejected
2018
416M
438M
310M
2019
414M
587M
434M
31.9% of Total Defects
39.4% of Total Defects
28.6% of Total Defects
Defects
Downtime
Worst 3 Performers
Vendors
Yombu
15.14M
Avamm
14.72M
Meejo
14.21M
Materials
Raw Materials
770.58M
Corrugate
624.44M
Film
200.40M
Plants
Hingham
100.17M
Charles City
99.39M
Twin Rocks
96.90M
Category
Mechanicals
820.84M
Logistics
698.67M
Packaging
444.48M
Defects
Not Certified
151.95M
Bad Seams
146.16M
Misc
127.43M
Defects By Years
2018
1164M
2019
1435M

What is data storytelling?

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Narratives

Two types of narratives:

- data visualization narratives
- story narrative

Journey from the current state to a future action

Beginning - Middle - End

Providing information is the goal of good data visualization and storytelling.

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Feedback loops

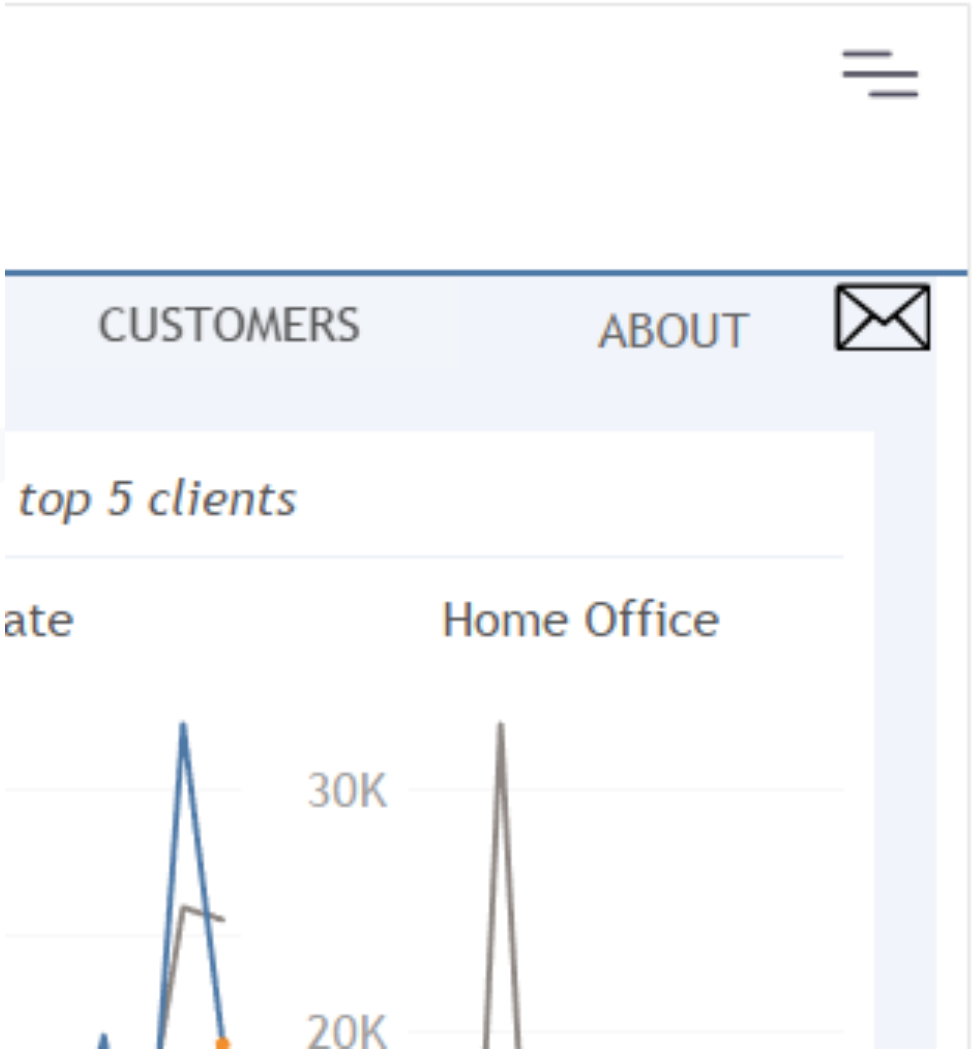
Audit

Feedback loops

Audit

Include feedback functionality in report

Feedback loops



Storytelling

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