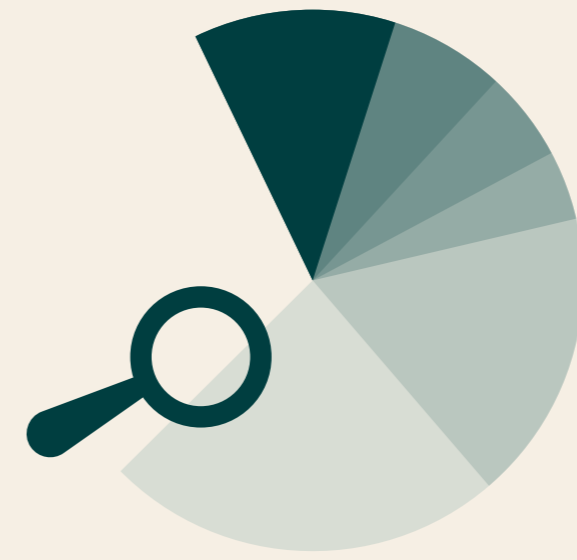


The Art of Reporting: Master Your Dashboard in 6 Steps

A good report needs to tell a compelling narrative that explains what's going on, and what we need to improve on. It all starts with your dashboard. Crack this and your reports will become showstoppers that get noticed!

26% of marketers say decision-makers don't review the information the marketing analytics team provides (Gartner). Get around this by producing electrifying reports from your dashboard that cannot be ignored!



Focus on the outcomes

A big challenge is often understanding 'what is important to your business?' When setting up your reports, always have an end goal in mind. Only when you know your end goal can you begin to build your dashboard.



Meet stakeholders needs

Be it performance metrics or engagement metrics; it's important to find out what your stakeholders need to know before you even begin building your dashboard.



Choose the right platform

Polymer has great templates and is more guided. Google Looker Studio is good for auto-generating reports and has great API options. Power BI is excellent for building powerful, intelligent, customised dashboards, and allows you to pull in data from lots of sources.



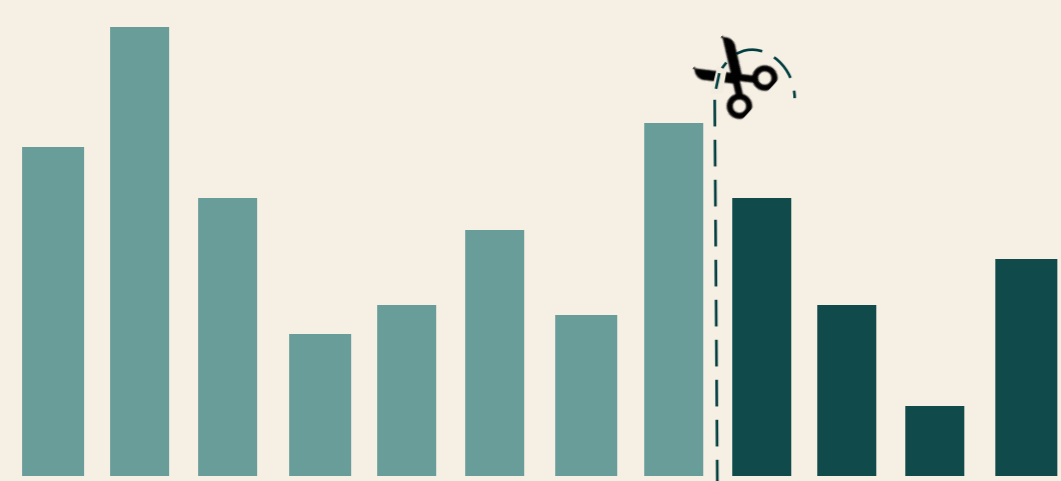
Implement AI solutions

AI can be used in dashboards to leverage a deeper understanding of trends and patterns. From real-time data visualisation to interactive dashboards, get on board with the latest in AI and reporting to help save time and resources.



Cut unnecessary data

Streamline your dashboard to only include actionable metrics that help to build a narrative. Actionable metrics might include conversion rates, A/B testing and campaign-specific metrics.



Stay clear of vanity metrics

If your data looks impressive, but it's not helping you understand your performance or make informed marketing decisions for the future, then it's a vanity metric – remove them from your dashboard for clearer, sleeker reports.