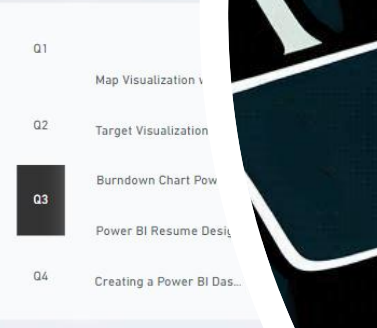
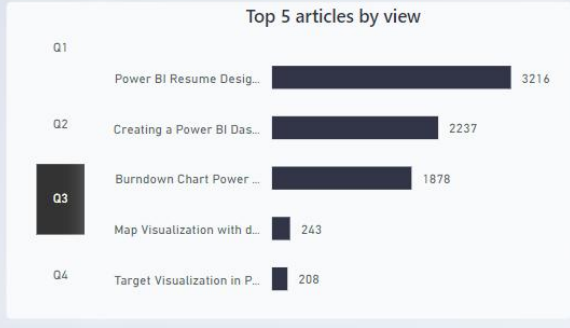
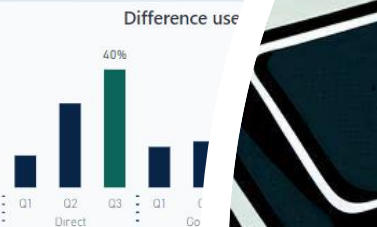
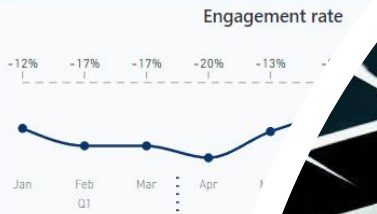


# Website Analytics 2023



**FROM DATA**

**TO ACTION**

**SPENT HOURS  
BUILDING AN  
AWESOME  
REPORT**



**NO ONE  
USES IT**





# Valerie Junk

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# Action-driven design

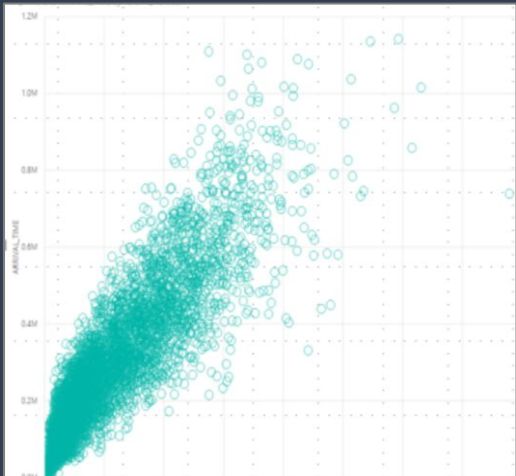
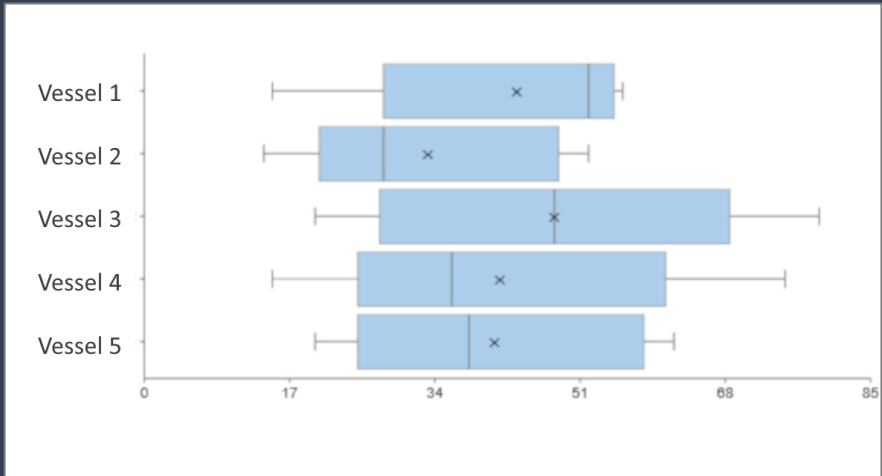
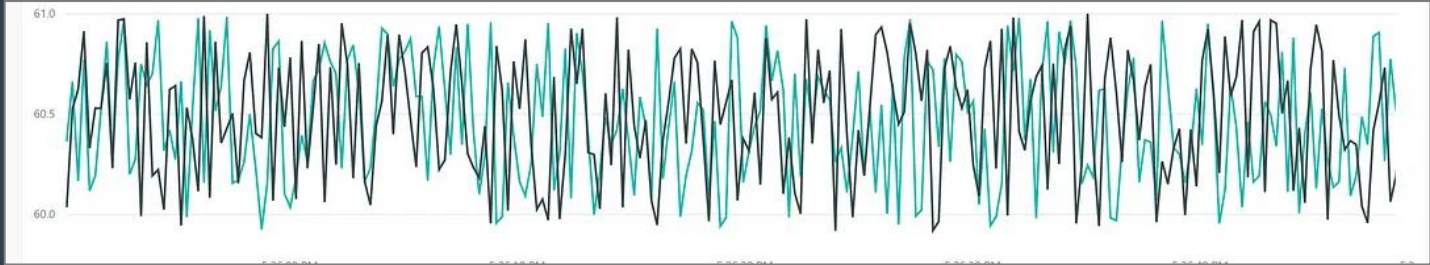
- Guiding the user
- Relevance
- Usability

You don't need everything!



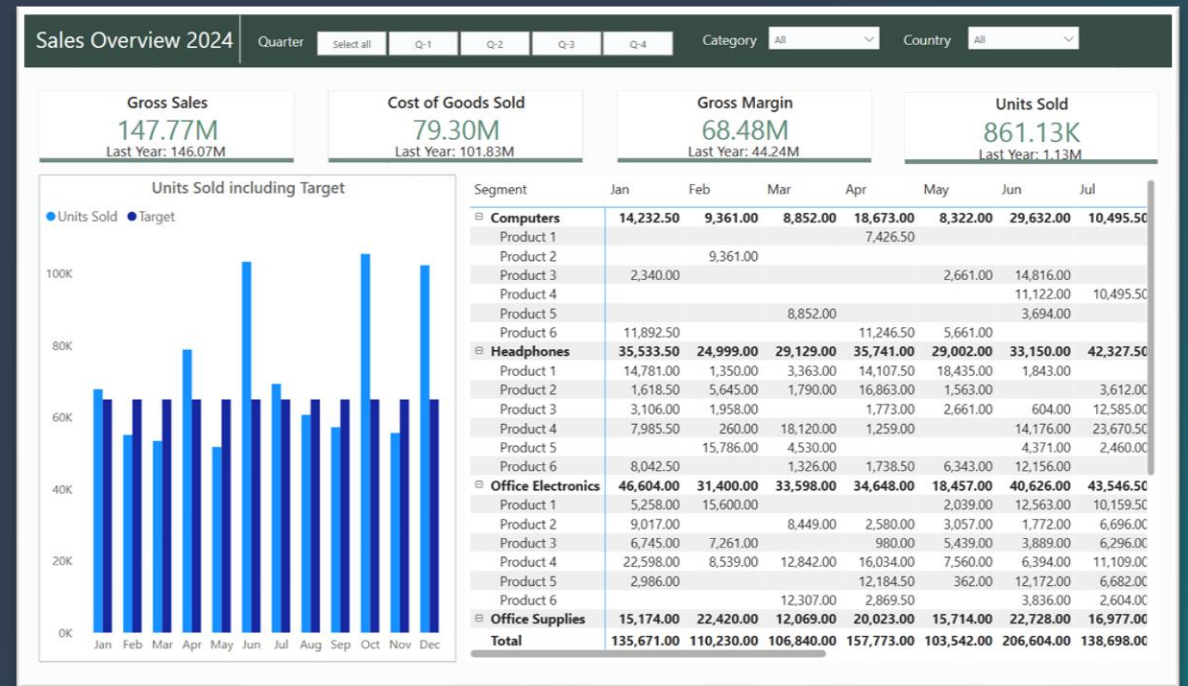
# Why care?

Is this good??

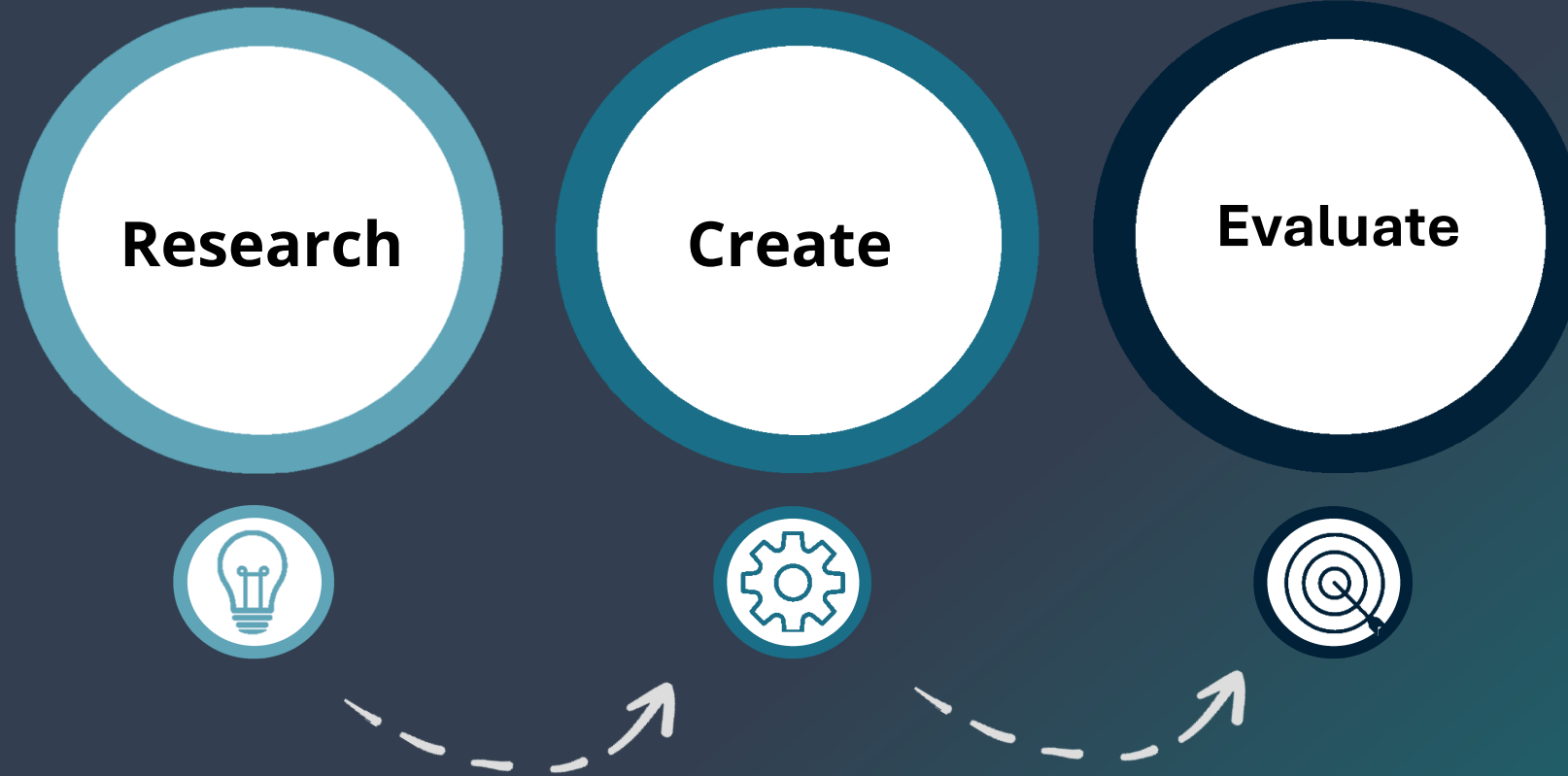


# Treasure hunt

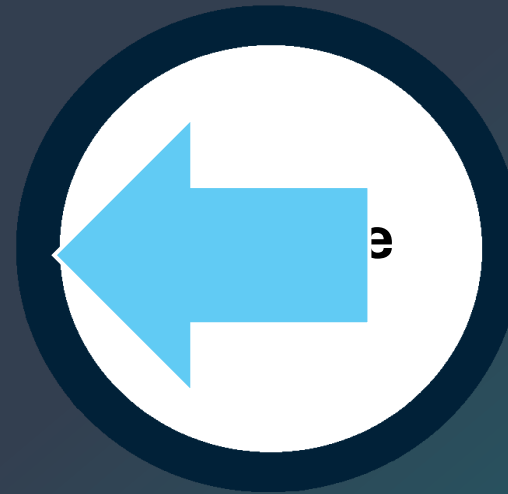
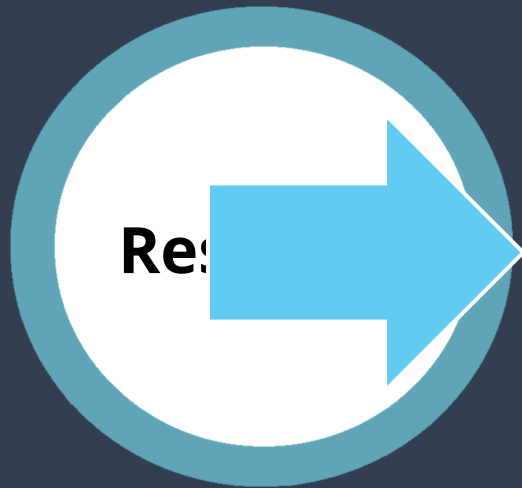
- The answer is in there (somewhere...)
- “Everybody knows this, right?”



# From data to action!







# Research

**Who, What & Why?**

# The audience

- **Who** is the audience?
- What is the **experience** level?
- What **actions** do they want to take and why?
- What's the **process**?



# Why do we need to know?

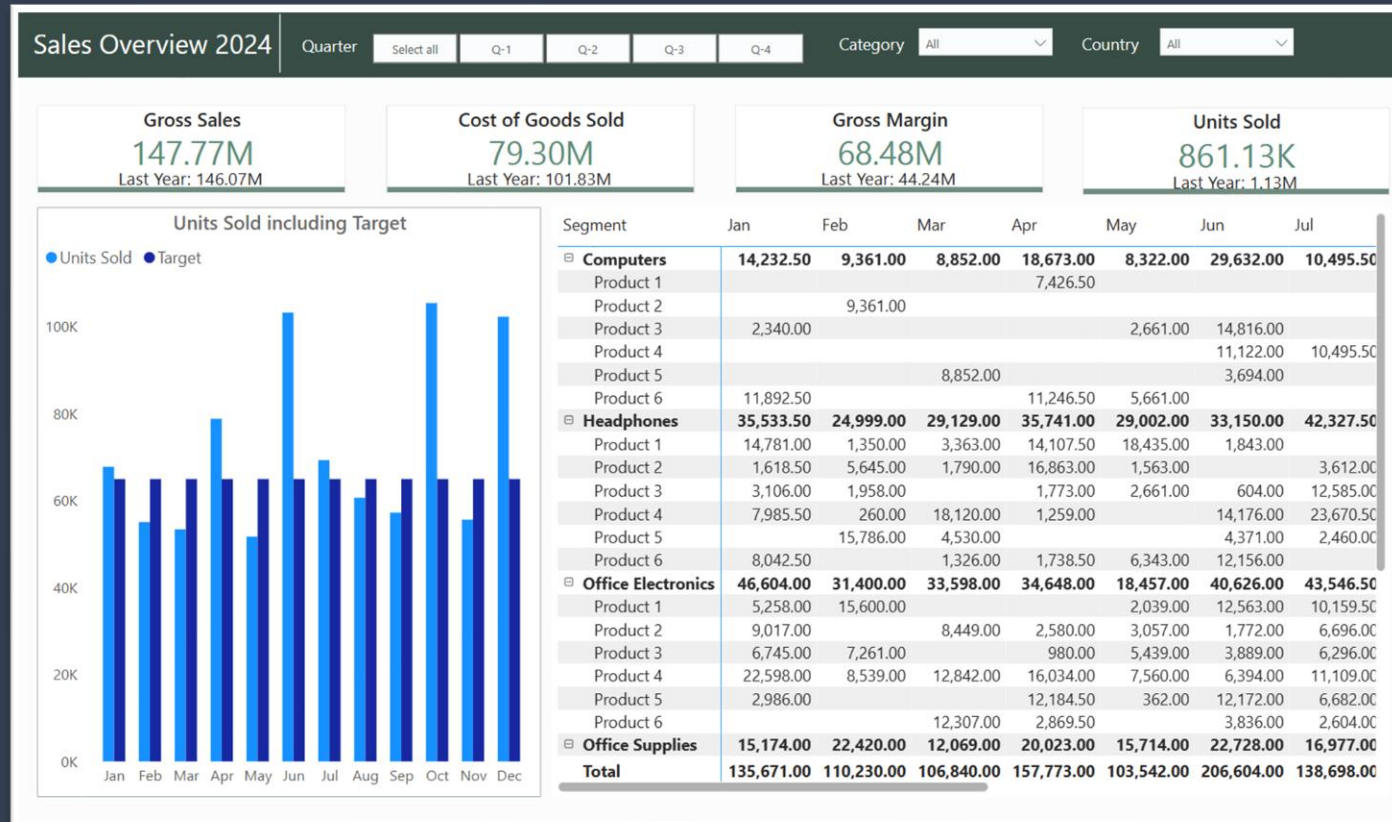
Visual without meaning

=

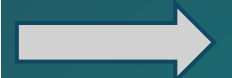
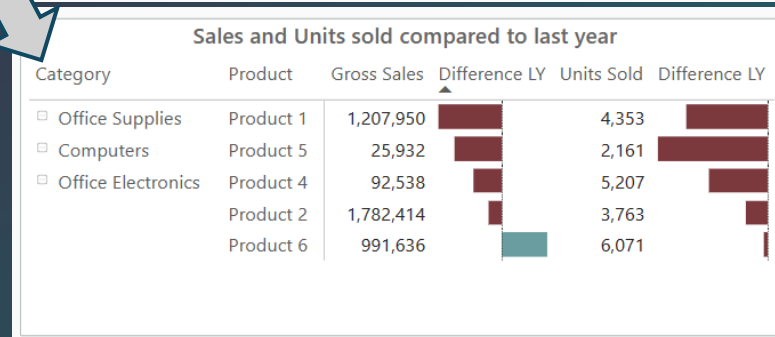
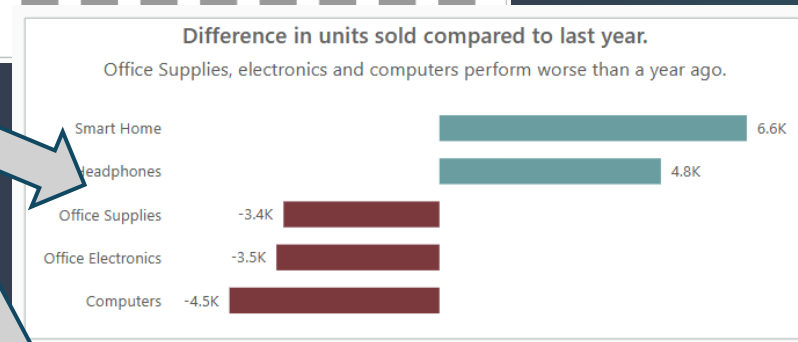
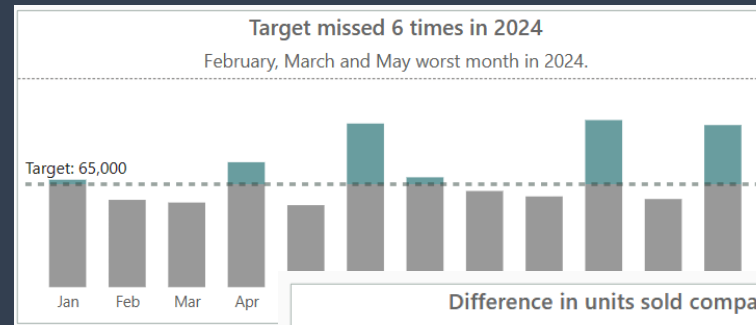
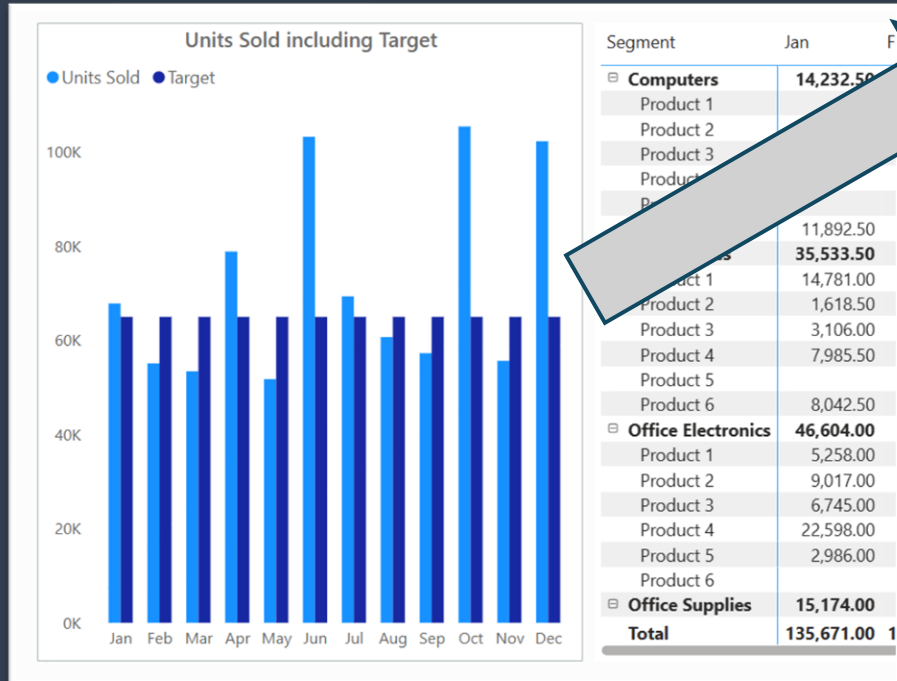
no purpose.



# Design to take the next step



# Design to take the next step

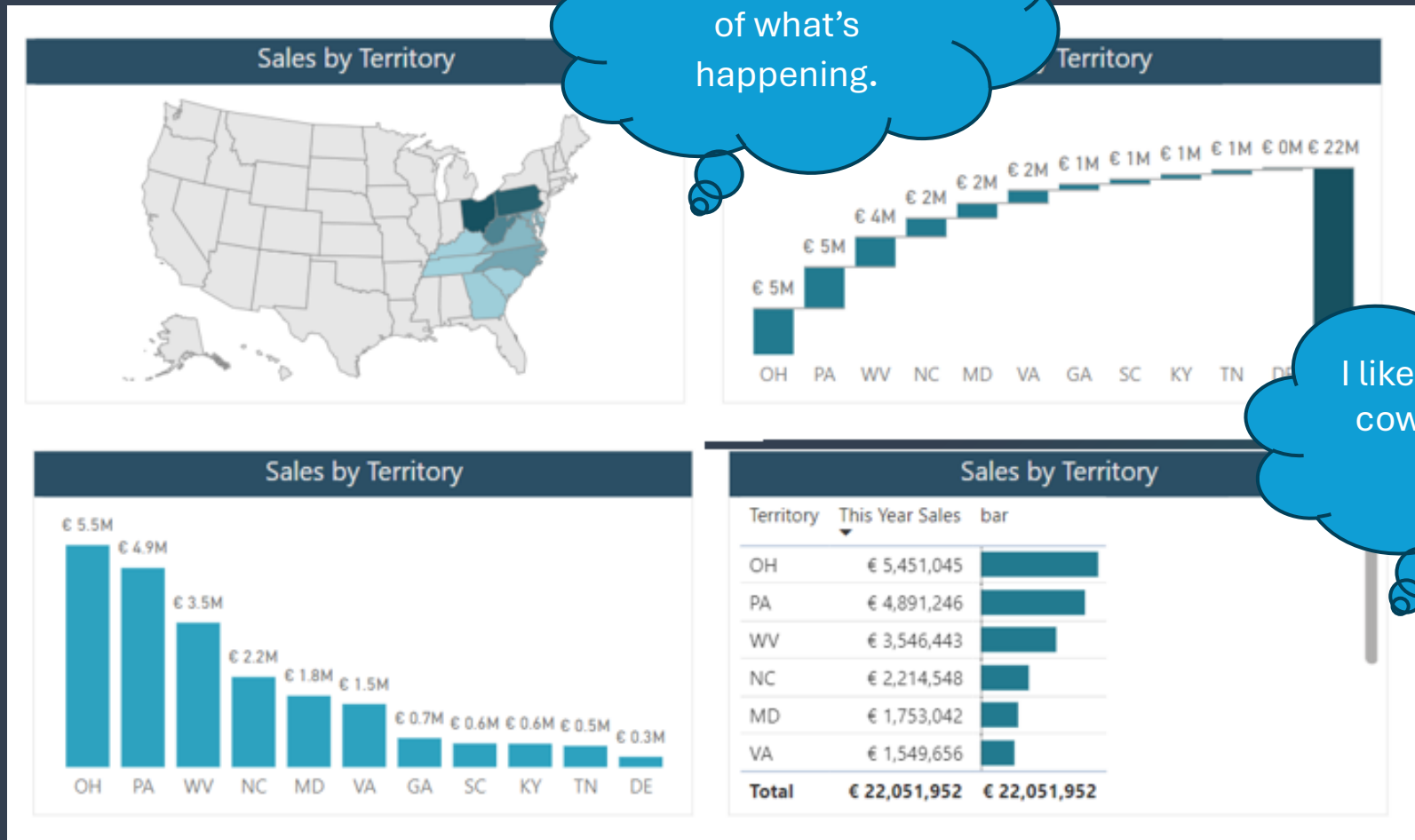


# Design

**Context, Simplicity & Relevance**

# Perfect visual?

I just want an idea of what's happening.



I like tables but my coworker prefers visuals.



# Small changes – huge effect

Sales Difference TY vs LY by Product				
Category	Gross Sales	Difference LY	Units Sold	Difference LY
Office Electronics				
Product 4	€ 15,468,394	-583,396.53	88,790	-31,303.00
Product 6	€ 12,043,158	1,804,151.16	40,983	-15,084.50
Product 5	€ 10,276,638	5,093,043.05	51,091	-2,640.50
Product 1	€ 7,302,443	-502,078.43	47,291	-8,067.50
Product 2	€ 7,082,499	-313,509.85	30,822	-10,722.00
Product 3	€ 5,204,885	-1,438,575.67	33,837	-16,389.00
Headphones				

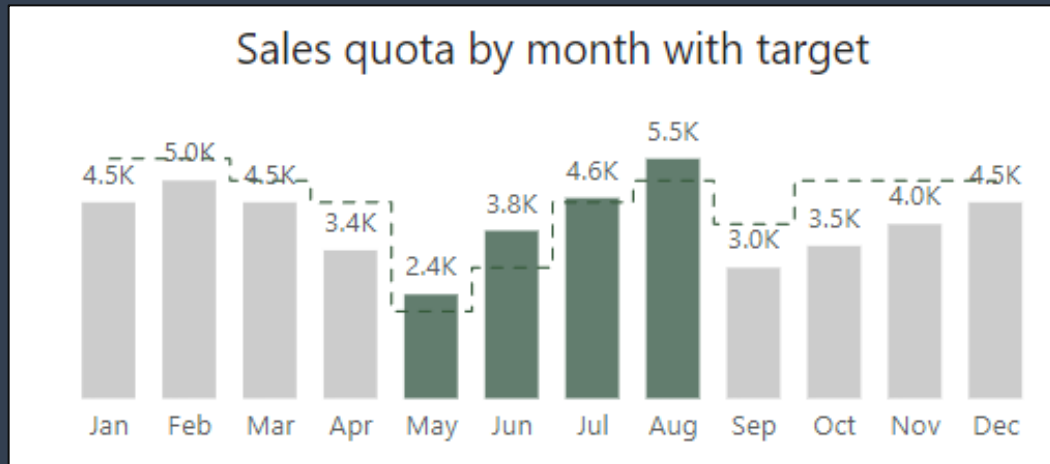
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Headphones				

# Adding Context

## Legend & Colour coding





# Simple & relevant

Conditional Formatting					
Category	Product	Gross Sales	Sales LY	Sum of Units Sold	Units Sold LY
Computers	Product 1	49,128	459,198.71	4,094.00	29,191.50
	Product 2	732,090	2,457,246.88	9,216.00	24,811.00
	Product 3	2,256,856	905,136.92	7,796.00	23,129.00
	Product 4	128,796	2,875,448.87	11,091.50	40,892.00
	Product 5	69,627	1,117,383.93	5,845.00	16,219.00
	Product 6	85,214	633,802.59	7,233.00	27,021.00
Headphones	Product 1	8,318,254	4,999,939.70	40,525.50	28,055.00
	Product 2	6,714,356	3,353,474.59	35,383.50	33,525.00
	Product 3	5,797,674	2,992,397.84	30,872.50	24,773.50
	Product 4	9,216,325	8,204,704.54	66,659.50	52,427.50
	Product 5	4,868,096	5,166,997.55	34,364.00	34,317.00
	Product 6	7,796,254	4,066,131.34	36,423.00	22,820.00
Office Electronics	Product 1	7,302,443	7,804,521.13	47,291.00	55,358.50
	Product 2	7,082,499	7,396,008.97	30,822.00	41,544.00
	Product 3	5,204,885	6,643,460.68	33,837.00	50,226.00
	Product 4	15,468,394	16,051,790.92	88,790.00	120,093.00
	Product 5	10,276,638	5,183,595.39	51,090.50	53,731.00
	Product 6	12,043,158	10,239,006.92	40,982.50	56,067.00

Conditional Formatting					
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Evaluate

A vibrant illustration of a diverse group of business professionals celebrating around a laptop. The scene is set against a teal background with floating icons of charts, graphs, and hearts. The individuals are wearing heart-shaped sunglasses and clapping, conveying a sense of joy and success. The central focus is a laptop displaying a bar chart, with other charts visible on floating screens in the background. The overall atmosphere is one of triumph and teamwork.

**IT'S PERFECT!**

# Continuous process

- **Involve the audience early on**
- **Don't stop directly after implementation**
- **Evaluate with the actual audience**



# Assumptions

- Don't assume that what worked last time will work this time.
- Proactive approach
  - How have processes changed?








# What if it doesn't work?

- Avoid adding unnecessary data, filters, or options.
- Provide guidance.

No Conditional Formatting			
Category	Product	Gross Sales	Difference LY
Office Electronics	Product 4	15,468,394	-583,396.53
	Product 6	12,043,158	1,804,151.16
	Product 5	10,276,638	5,093,043.05

Trend (up or down)			
Category	Product	Gross Sales	Difference LY
Office Electronics	Product 4	15,468,394	▼
	Product 6	12,043,158	▲
	Product 5	10,276,638	▲

Conditional Formatting: Bar Charts			
Category	Product	Gross Sales	Difference LY
Office Electronics	Product 4	15,468,394	
	Product 6	12,043,158	
	Product 5	10,276,638	

Conditional Formatting: Min Max			
Category	Product	Gross Sales	MinMax
Office Electronics	Product 4	15,468,394	
	Product 6	12,043,158	
	Product 5	10,276,638	★
	Product 1	7,302,443	
	Product 2	7,082,499	
	Product 3	5,204,885	☆

# Takeaway

- **Talk** to the end user!
- Understand the **processes**.
- Guide the end-user.
- **Evaluate** continuously!

# Contact

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 [porcubi](https://www.youtube.com/channel/UCporcubi)

 [valeriejunk.bsky.social](https://valeriejunk.bsky.social)

