BETTER INSIGHTS

FROM CONSISTENT REPORTS AND DASHBOARDS

DR. JÜRGEN FAISST

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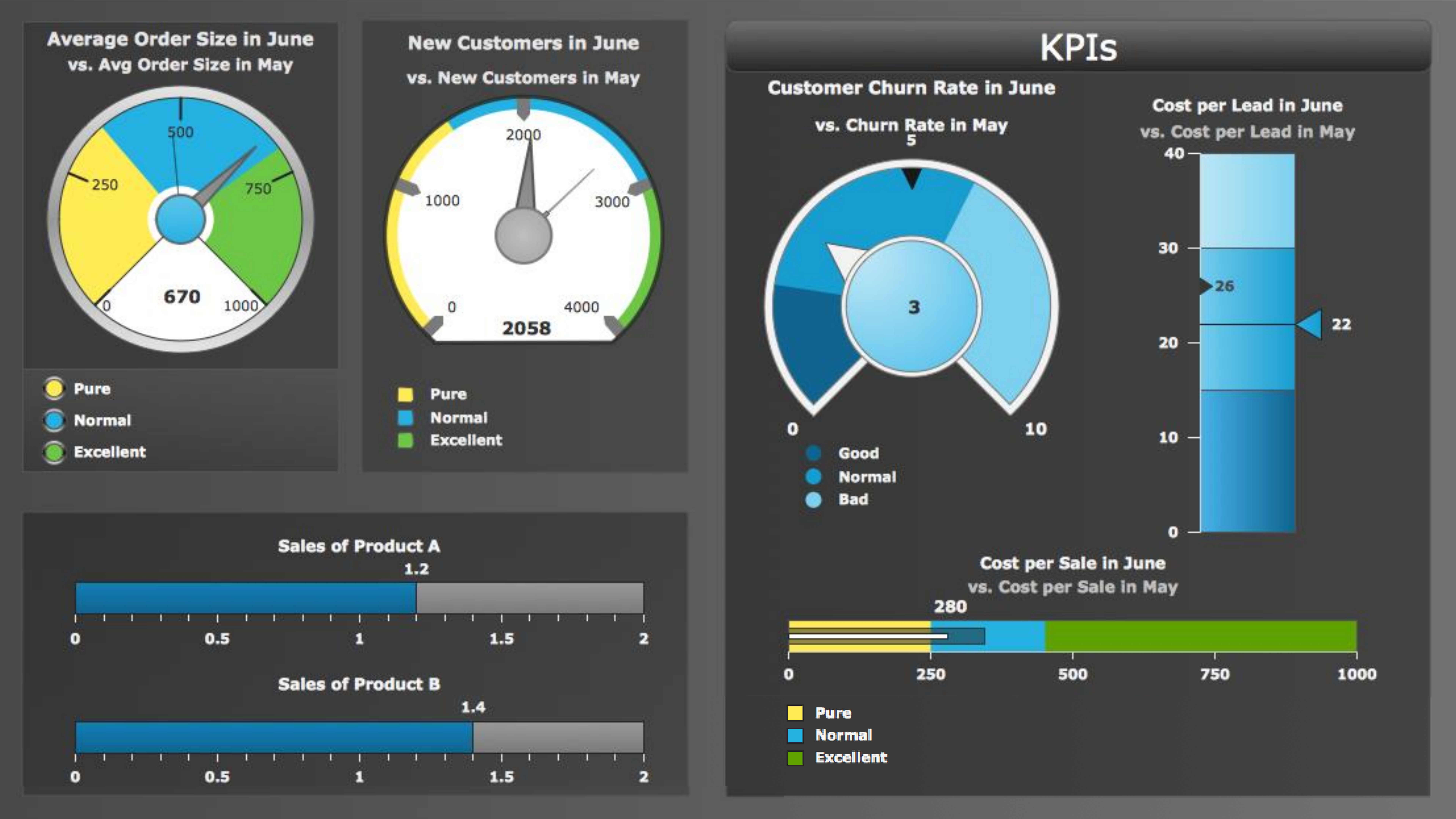
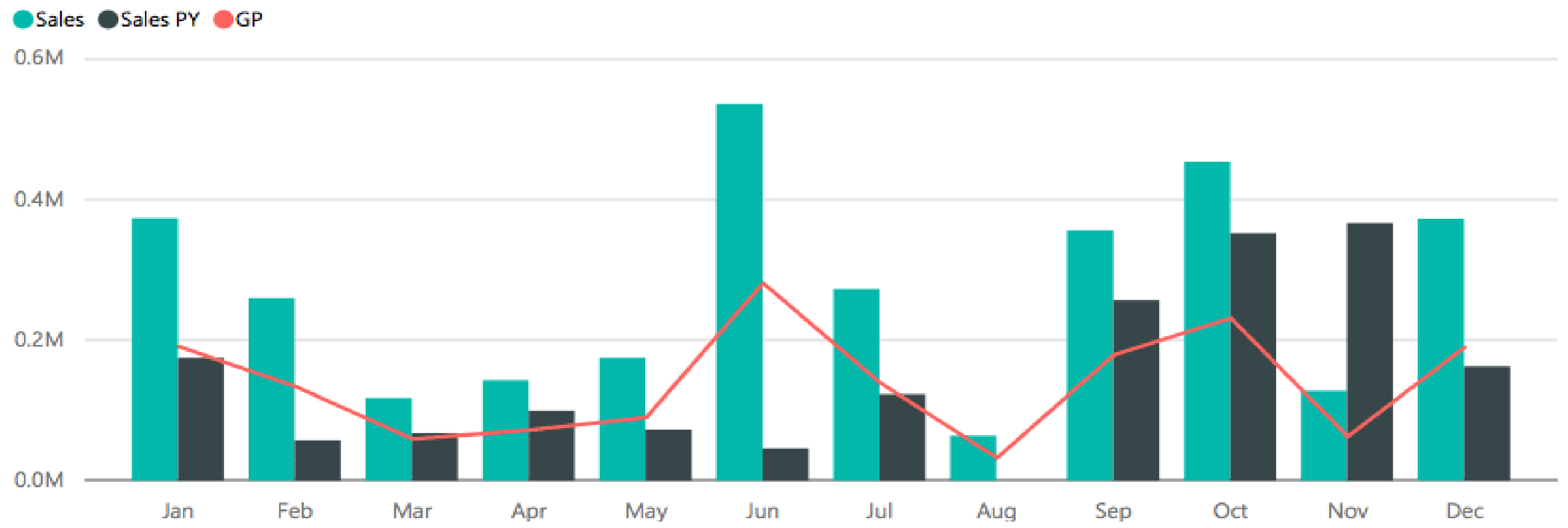


KPIs
Average Order Size in June
vs. Avg Order Size in May
0
250
500
750
1000
670
Pure
Normal
Excellent
New Customers in June
vs. New Customers in May
0
1000
2000
3000
4000
2058
Pure
Normal
Excellent
Customer Churn Rate in June
vs. Churn Rate in May
5
3
0
10
Good
Normal
Bad
Cost per Lead in June
vs. Cost per Lead in May
40
30
26
22
20
10
0
Sales of Product A
1.2
0
0.5
1
1.5
2
Sales of Product B
1.4
0
0.5
1
1.5
2
Cost per Sale in June
vs. Cost per Sale in May
280
0
250
500
750
1000
Pure
Normal
Excellent

Sales
BY MNTH



Sales Vs Prior Year

Sales
3,249,702 (+82.9 %)

Gross Profit Vs Prior Year

GP
1,659,371 (+81.8 %)

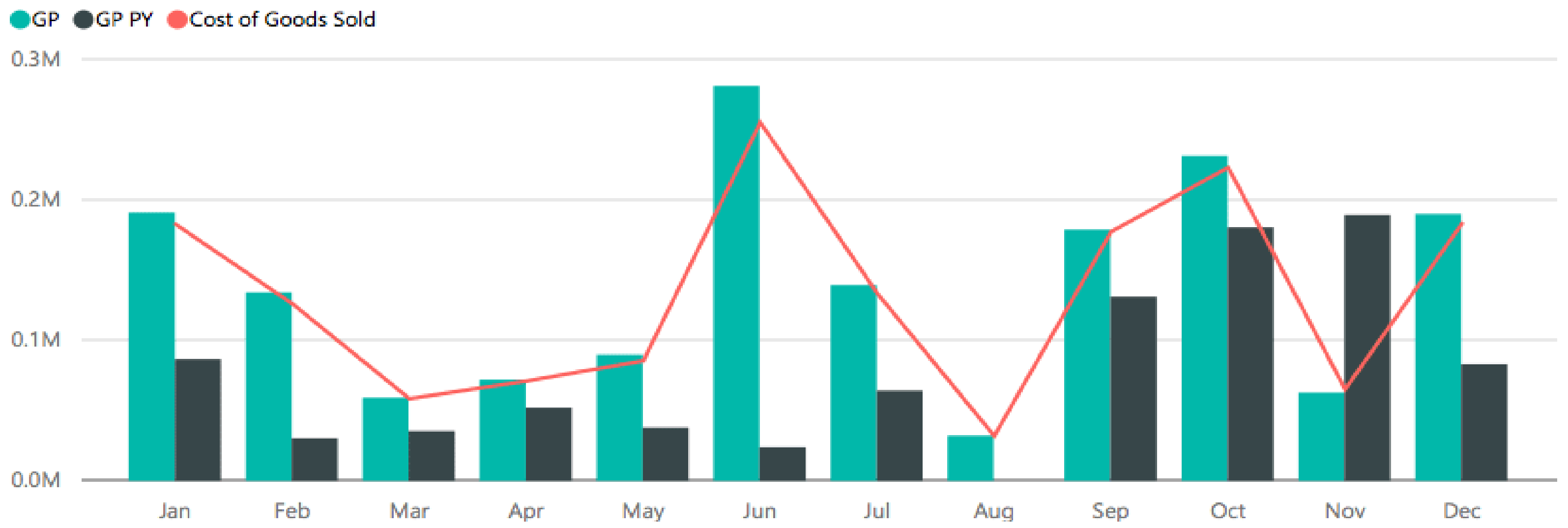
Cost of Goods Sold Vs Prior Year

Cost of Goods Sold
1,590,331 (+84.1 %)

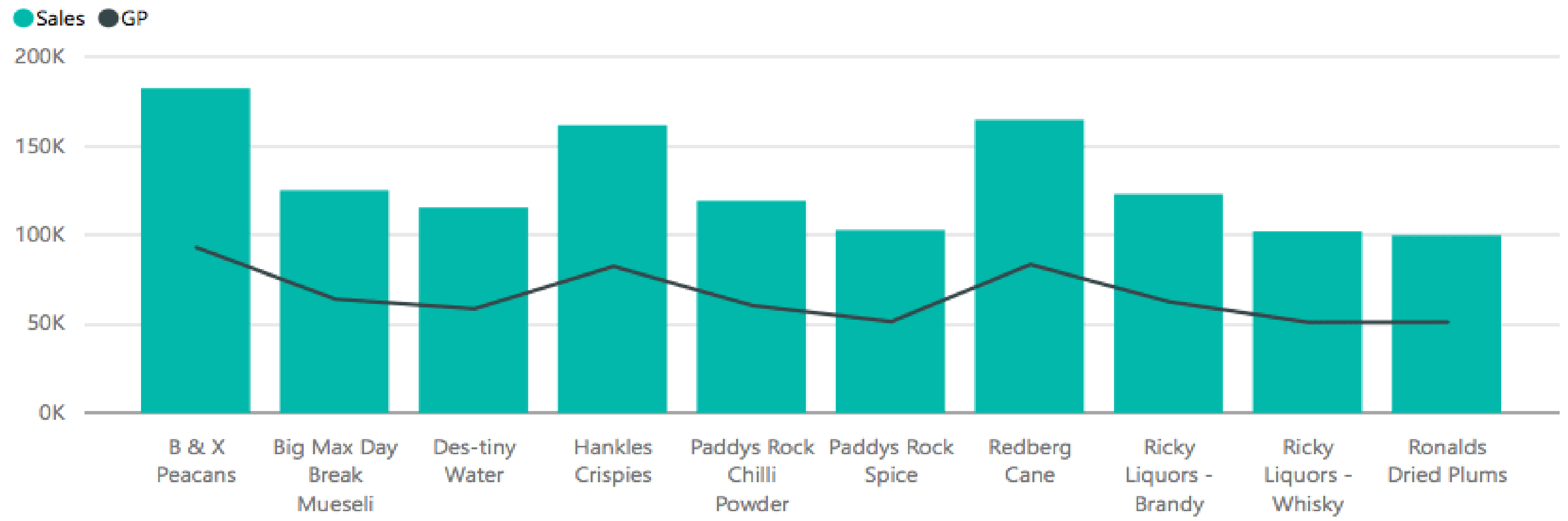
Quantity Vs Prior Year

QTY
1,777 (+61.8 %)

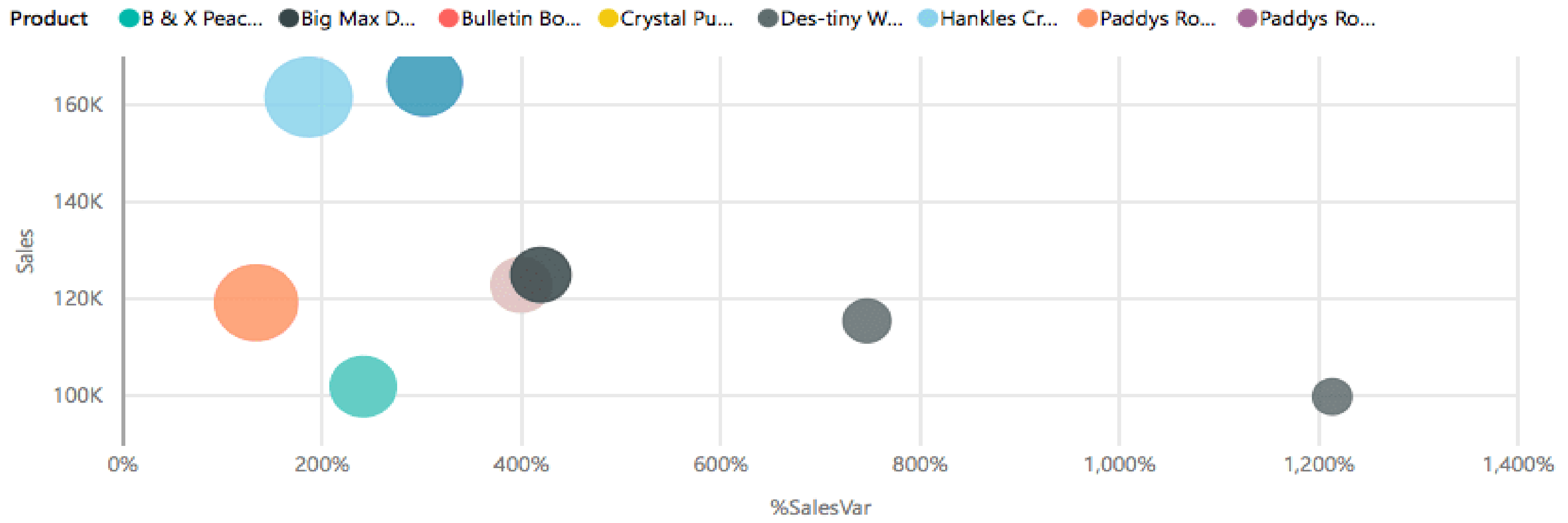
Gross Profit
BY MONTH



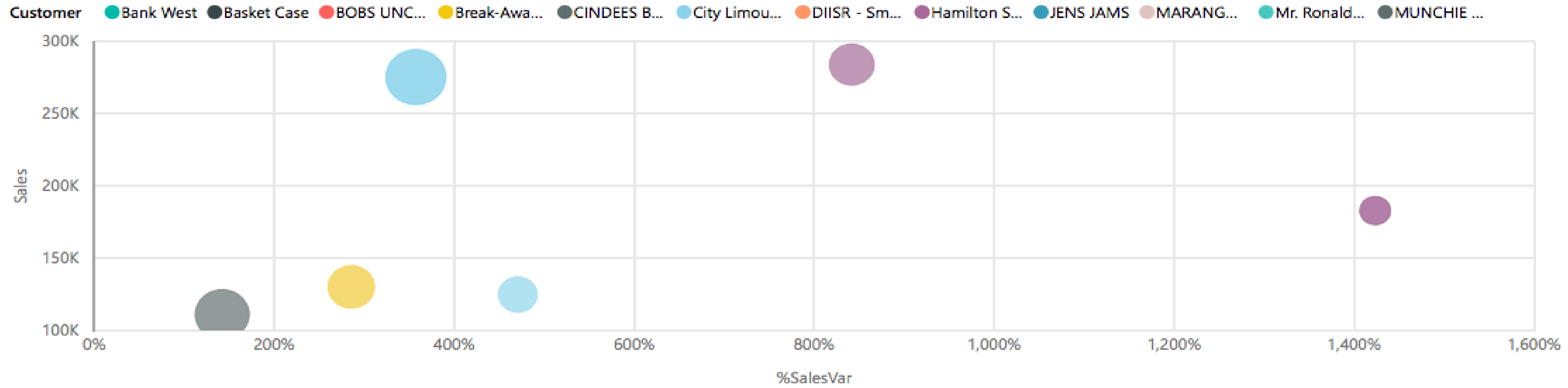
Top 10 Products



Top 10 Products Growth

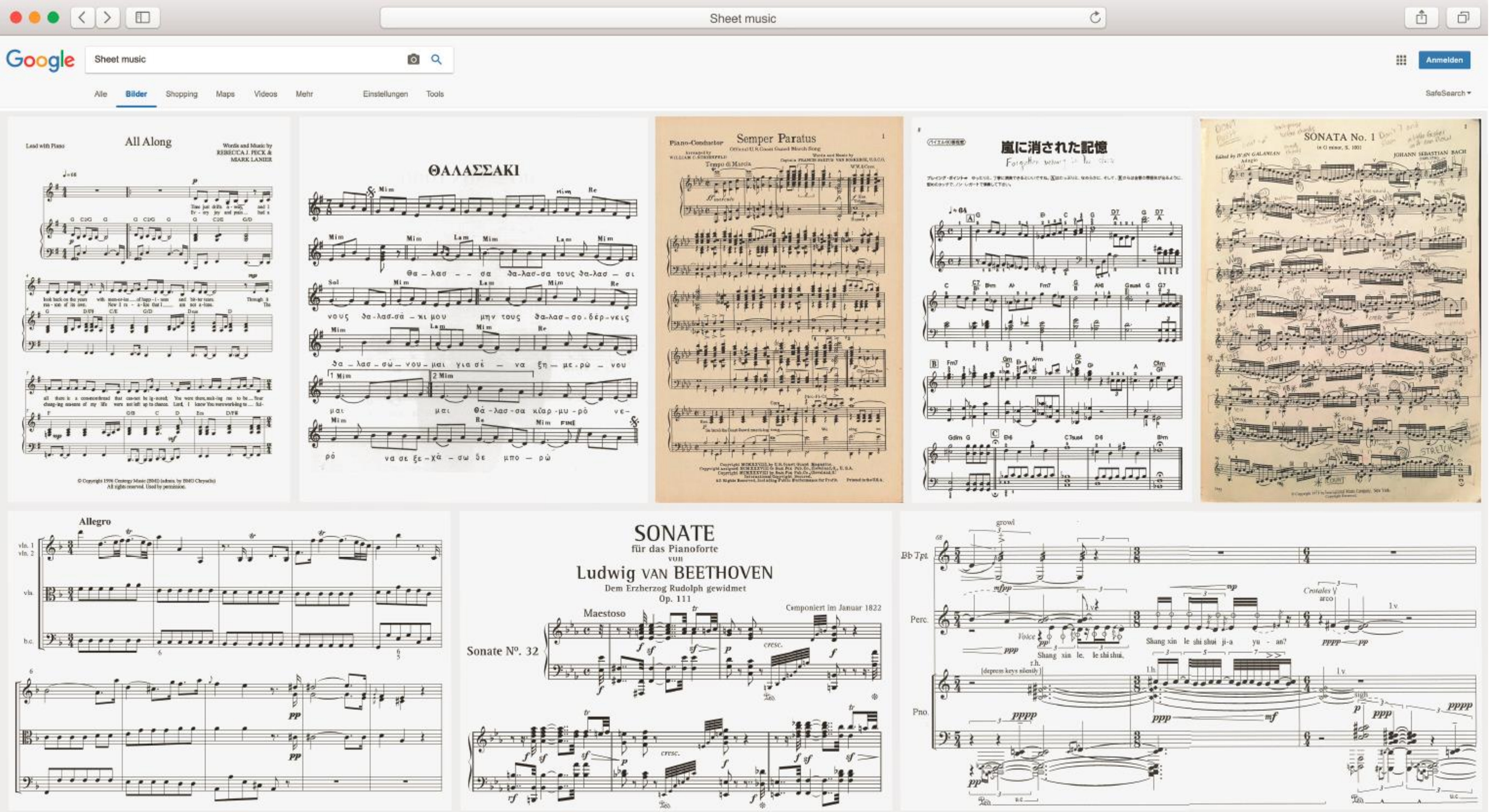


Top 10 Customers Growth

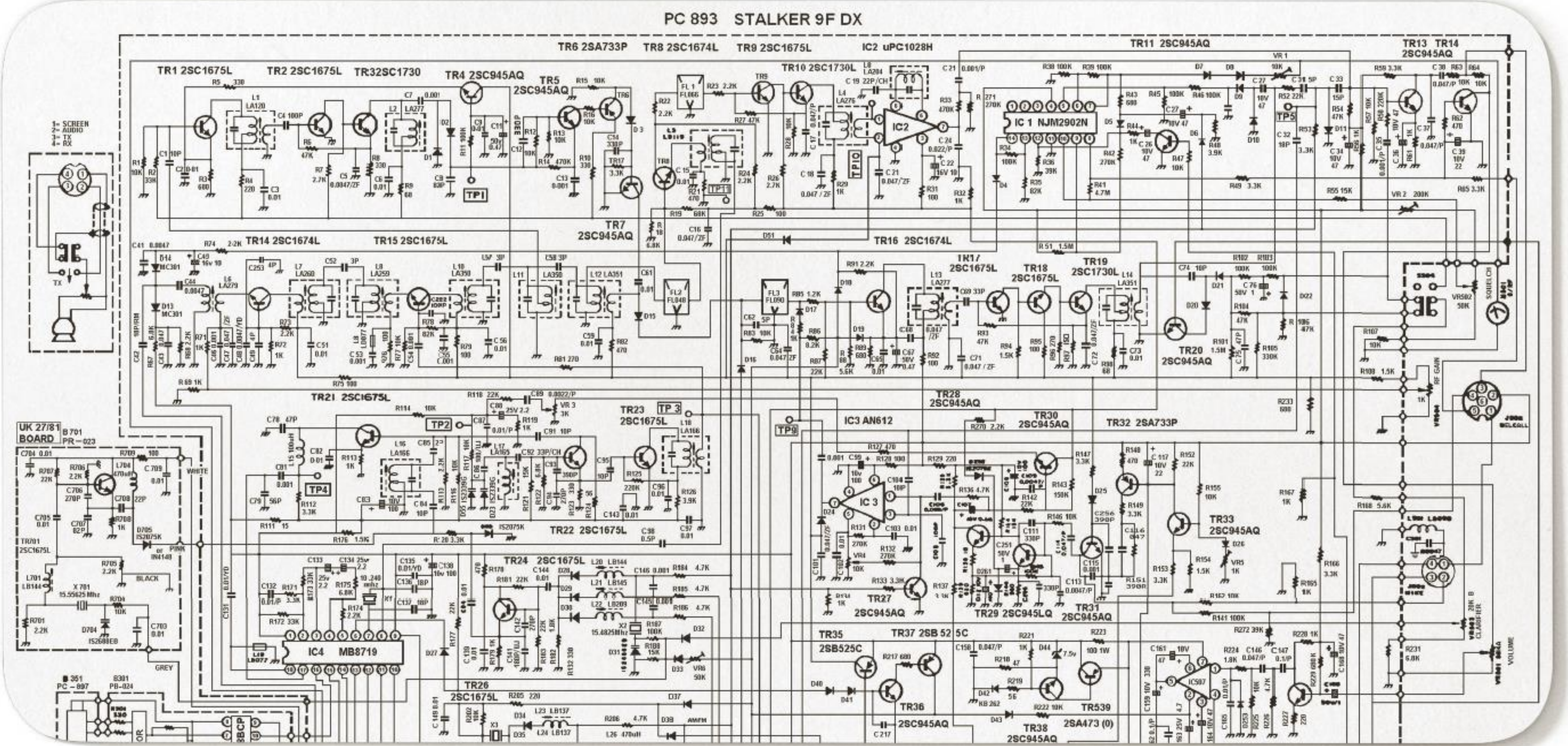


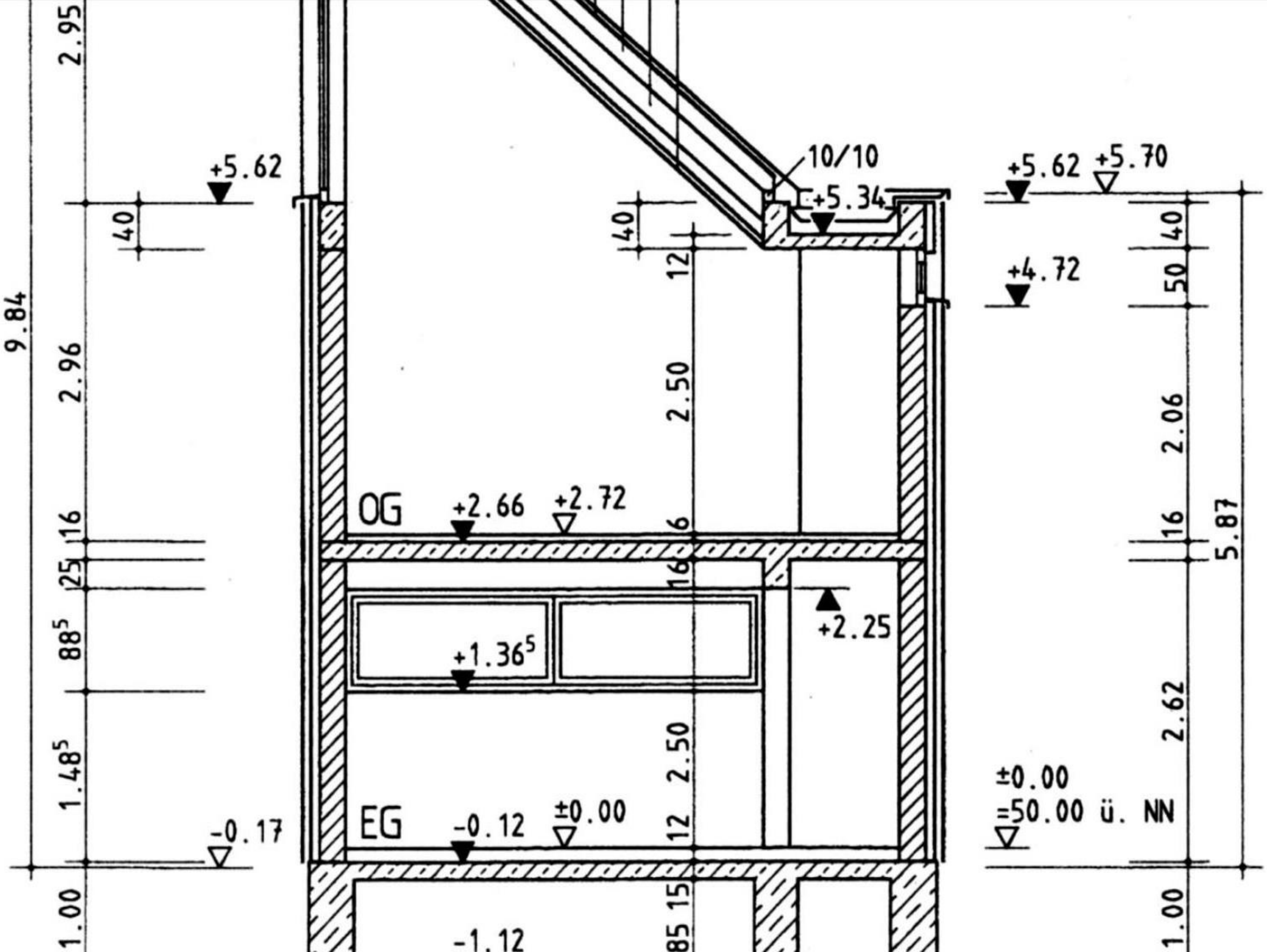
Top 10 Customers

Dashboard
Corporate - Sprint 2
CLEAN DASHBOARD
Financial Performance - YTD
Regional Sales Status
Dashboards should be kept simple so it is easy to interpret where attention is needed.
Dashboard & Overview
1131 × 500 - webdesigndev.com
Klipfolio Dashboard
Project Honeycomb
OVERVIEW
WORLD in 2010

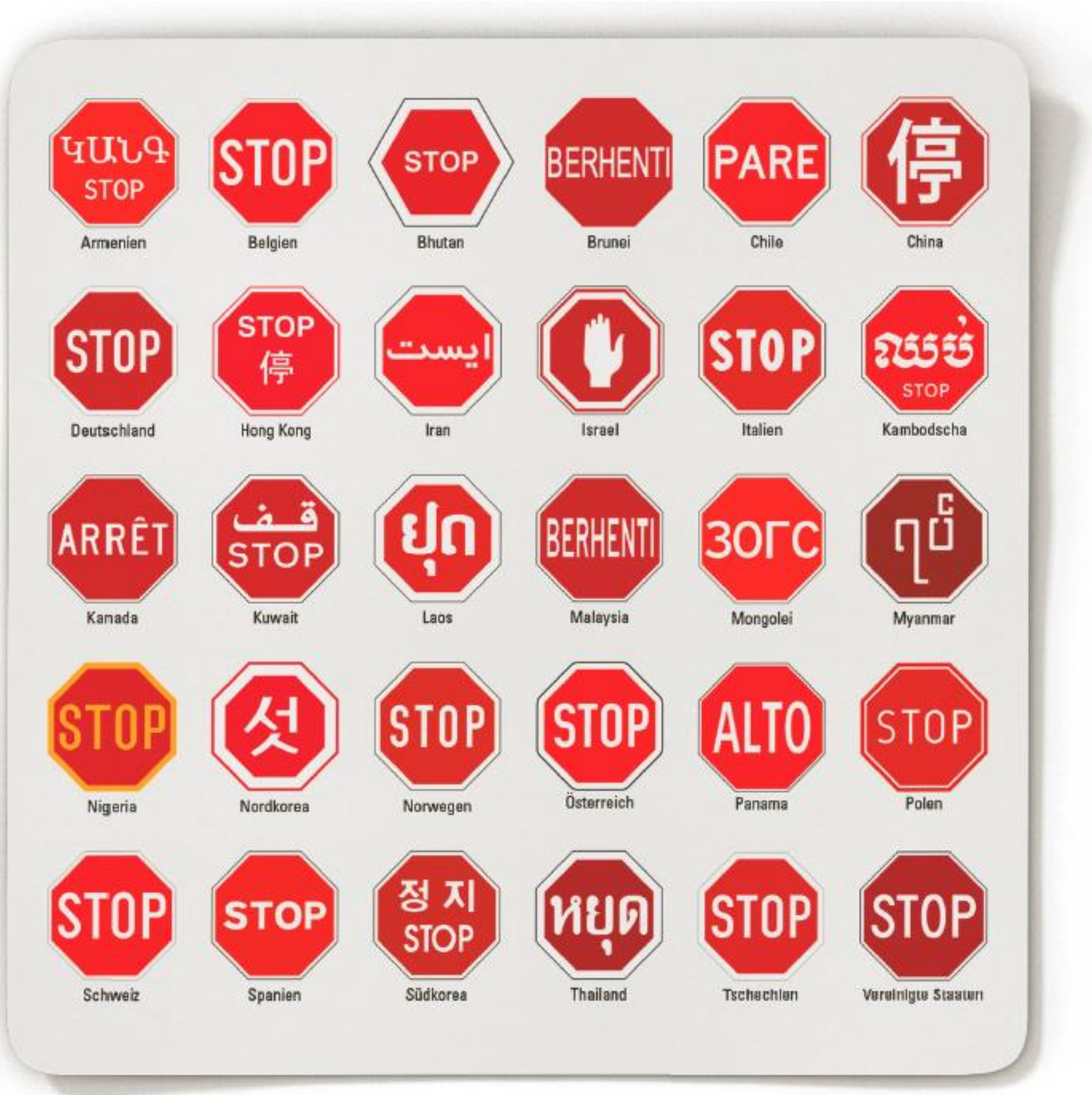


Sheet music
Google
Sheet music
Anmelden
Alle
Bilder
Shopping
Maps
Videos
Mehr
Einstellungen
Tools
SafeSearch
All Along
ΘΑΛΑΣΣΑΚΙ
Semper Paratus
嵐に消された記憶
SONATA No. 1
Allegro
SONATE
für das Pianoforte
von
Ludwig VAN BEETHOVEN
Dem Erzherzog Rudolph gewidmet
Op. 111
Sonate Nº. 32
Maestoso


PC 893 STALKER 9F DX
TR1 2SC1675L
TR2 2SC1675L
TR32SC1730
TR4 2SC945AQ
TR5 2SC945AQ
TR6 2SA733P
TR7 2SC945AQ
TR8 2SC1674L
TR9 2SC1675L
TR10 2SC1730L
IC2 uPC1028H
TR11 2SC945AQ
TR13 TR14 2SC945AQ
IC 1 NJM2902N
TR14 2SC1674L
TR15 2SC1675L
TR16 2SC1674L
TR17 2SC1675L
TR18 2SC1675L
TR19 2SC1730L
TR20 2SC945AQ
TR21 2SC1675L
TR22 2SC1675L
TR23 2SC1675L
TR24 2SC1675L
TR26 2SC1675L
TR27 2SC945AQ
TR28 2SC945AQ
TR29 2SC945LQ
TR30 2SC945AQ
TR31 2SC945AQ
TR32 2SA733P
TR33 2SC945AQ
TR35 2SB525C
TR36 2SC945AQ
TR37 2SB 52 5C
TR38 2SC945AQ
TR539 2SA473 (0)
IC3 AN612
IC4 MB8719
UK 27/81 BOARD
B 701 PR－023
1= SCREEN
2= AUDIO
3= TX
4= RX
TP1
TP2
TP 3
TP4
TP5
TP9
TP10
TP11
RF GAIN
SQUELCH
CLARIFIER
VOLUME
WHITE
PINK
BLACK
GREY
X 701 15.55625 Mhz
B 351 PC－897
B301 PB－024
X2 15.4825Mhz



2.95
9.84
2.96
+5.62
40
16
25
88⁵
1.48⁵
-0.17
1.00
OG
+2.66
+2.72
+1.36⁵
EG
-0.12
±0.00
-1.12
10/10
+5.34
12
2.50
6
16
+2.25
2.50
12
85 15
+5.62
+5.70
+4.72
40
50
2.06
16
5.87
2.62
±0.00
=50.00 ü. NN
1.00



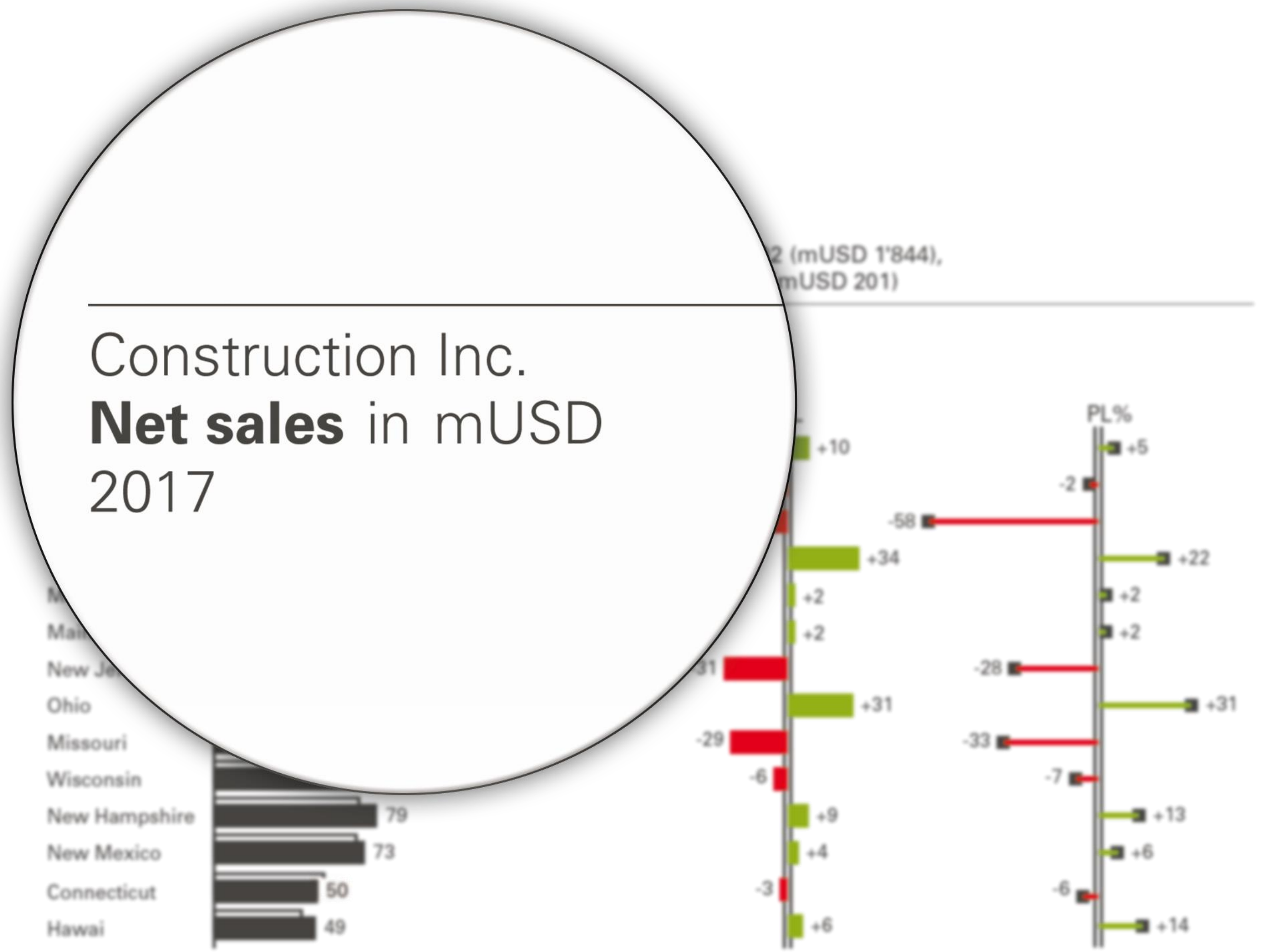
Sources: Wikimedia “Road signs in Kuwait” and Wikipedia “Stop signs”

If we want to make business communication more effective, then **things that mean the same have to look the same**.

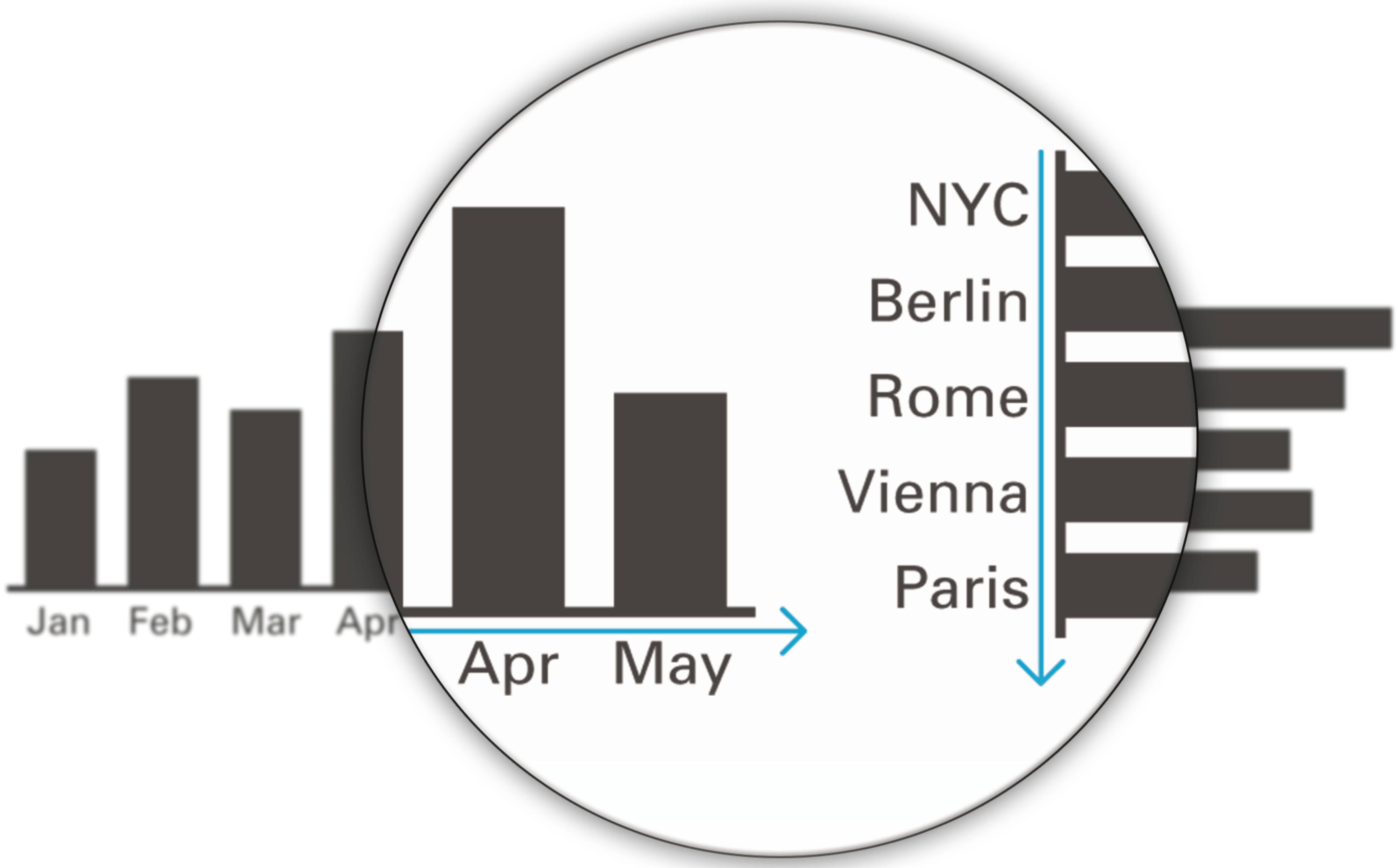
Prof. Rolf Hichert ”

UNIFY Apply semantic notation

1 Let us unify the titles of pages, charts, and tables. We name the who (entity), what (measure), and **when** (time period).

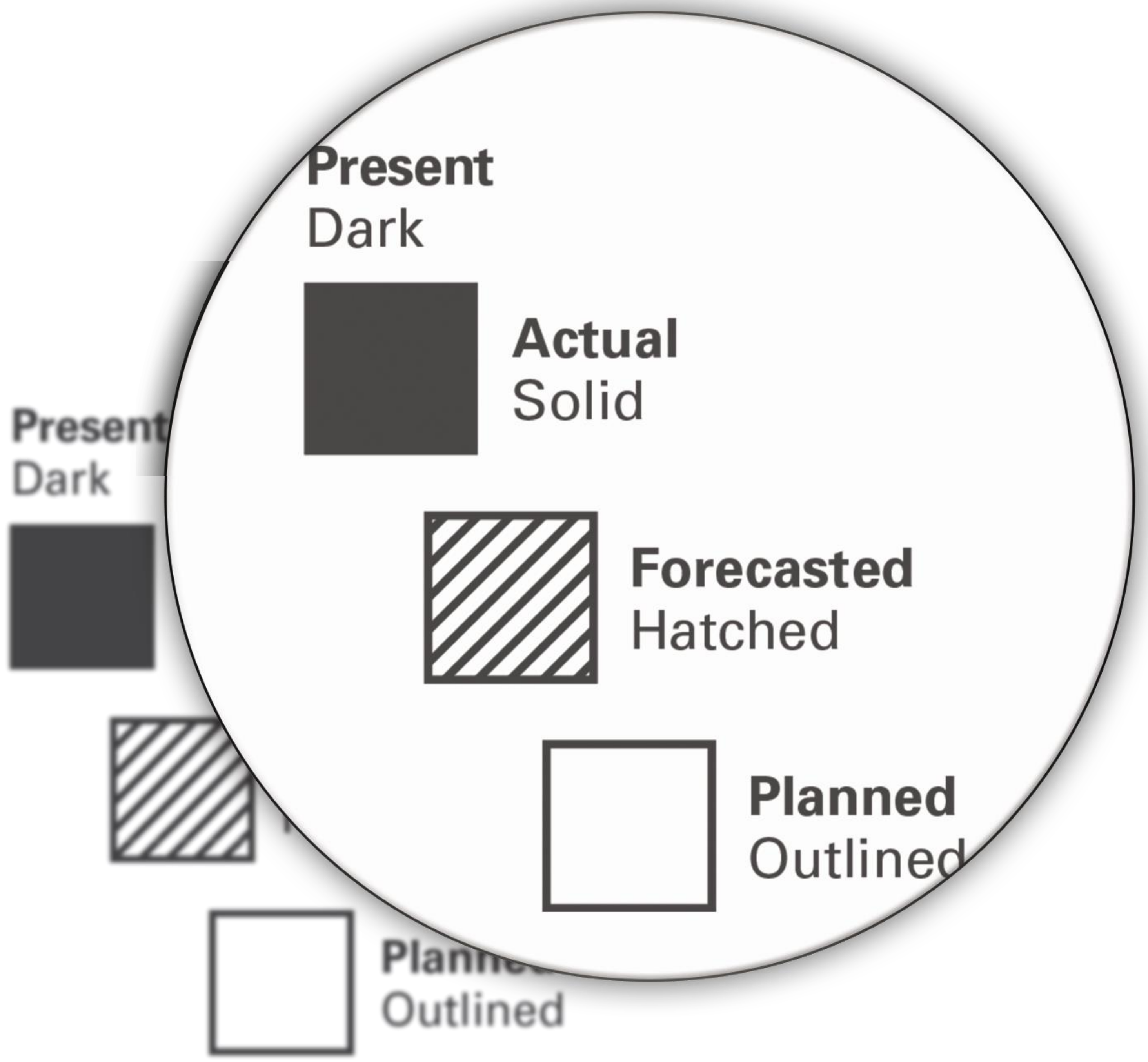


2 Let us present time series consistently with horizontal axes and structural comparisons with a vertical axis.



3

Let us identify scenarios by fill patterns.



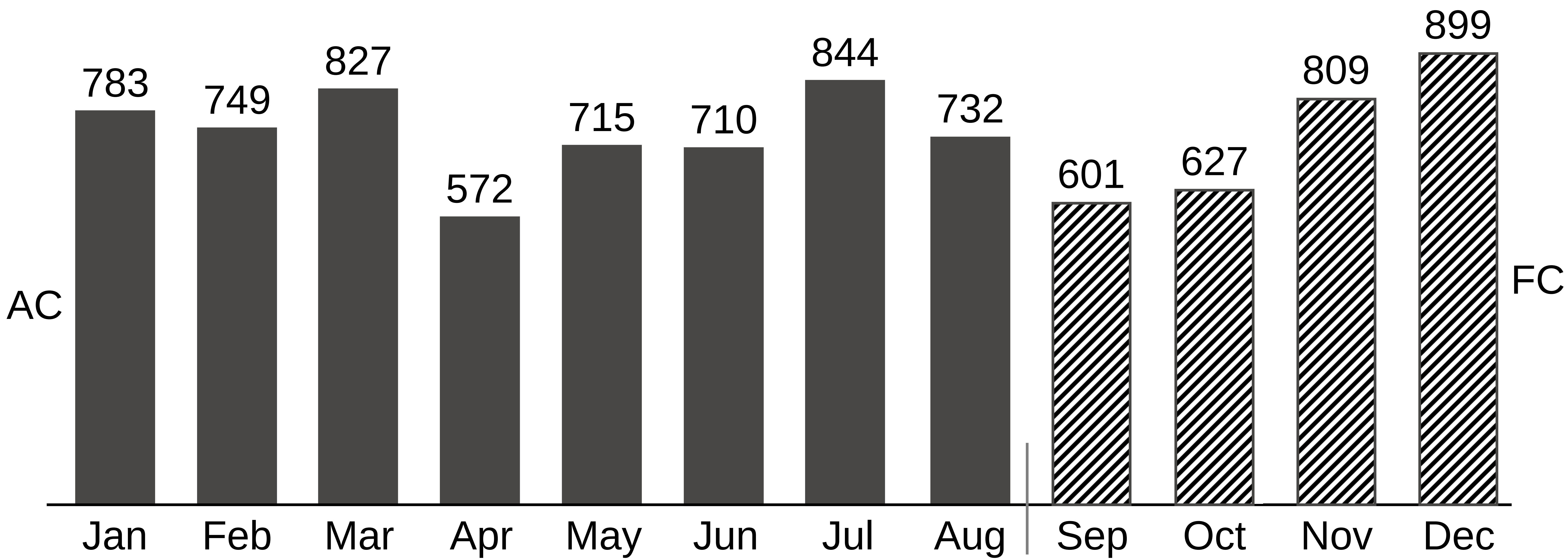
Alpha Corporation
Net sales in mUSD
2022

1

2

Alpha Corporation
Net sales in mUSD
2022

Alpha Corporation
Net sales in mUSD
2022



SOLID
OUTLINED
HATCHED

HOW VISUAL CONSISTENCY HELPS
BETTER UNDERSTAND REPORTS,
PRESENTATIONS AND DASHBOARDS

HICHERT+FAISST

IBCS.TEACHABLE.COM

Solid, outlined, hatched

How visual consistency helps better understand reports, presentations and dashboards

Enroll

SAY Convey a message

UNIFY Apply semantic notation

Alpha Corporation
Net sales in mUSD
2022

Despite variances of 19% and 18% in Apr and Oct,
we expect 250 mUSD more sales than planned in 2022

SAY Convey a message

UNIFY Apply semantic notation

STRUCTURE Organize content

Alpha Corporation
Net sales in mUSD
2022

Despite **variances of 19% and 18%** in Apr and Oct,
we expect 250 mUSD more sales than planned in 2022

ΔPL%

ΔPL

AC

PL

FC

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec 2022

SAY Convey a message

UNIFY Apply semantic notation

EXPRESS Choose proper visualization

STRUCTURE Organize content

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Net sales in mUSD
2022

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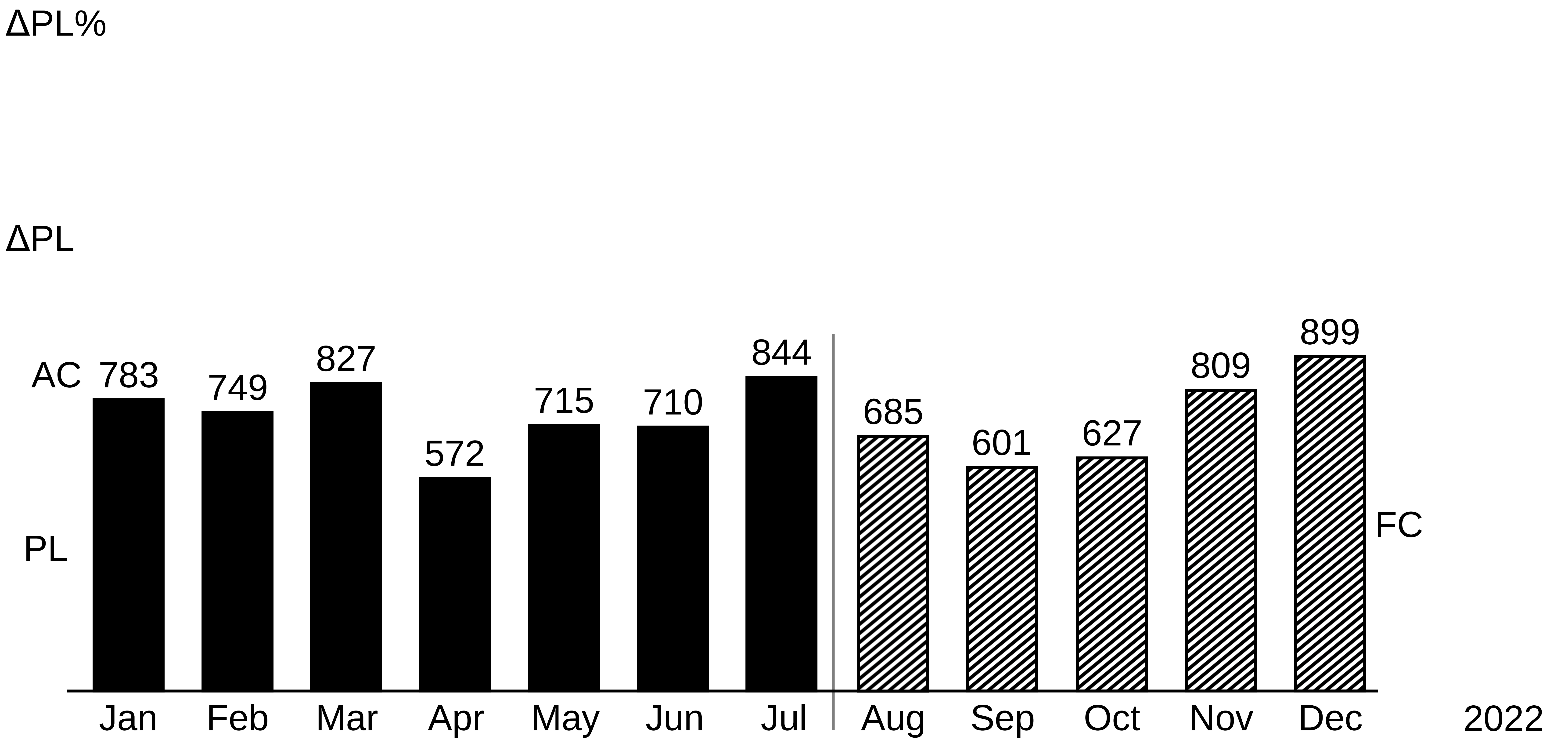

SAY Convey a message

UNIFY Apply semantic notation

EXPRESS Choose proper visualization

SIMPLIFY Avoid clutter

STRUCTURE Organize content

Alpha Corporation
Net sales in mUSD
2022

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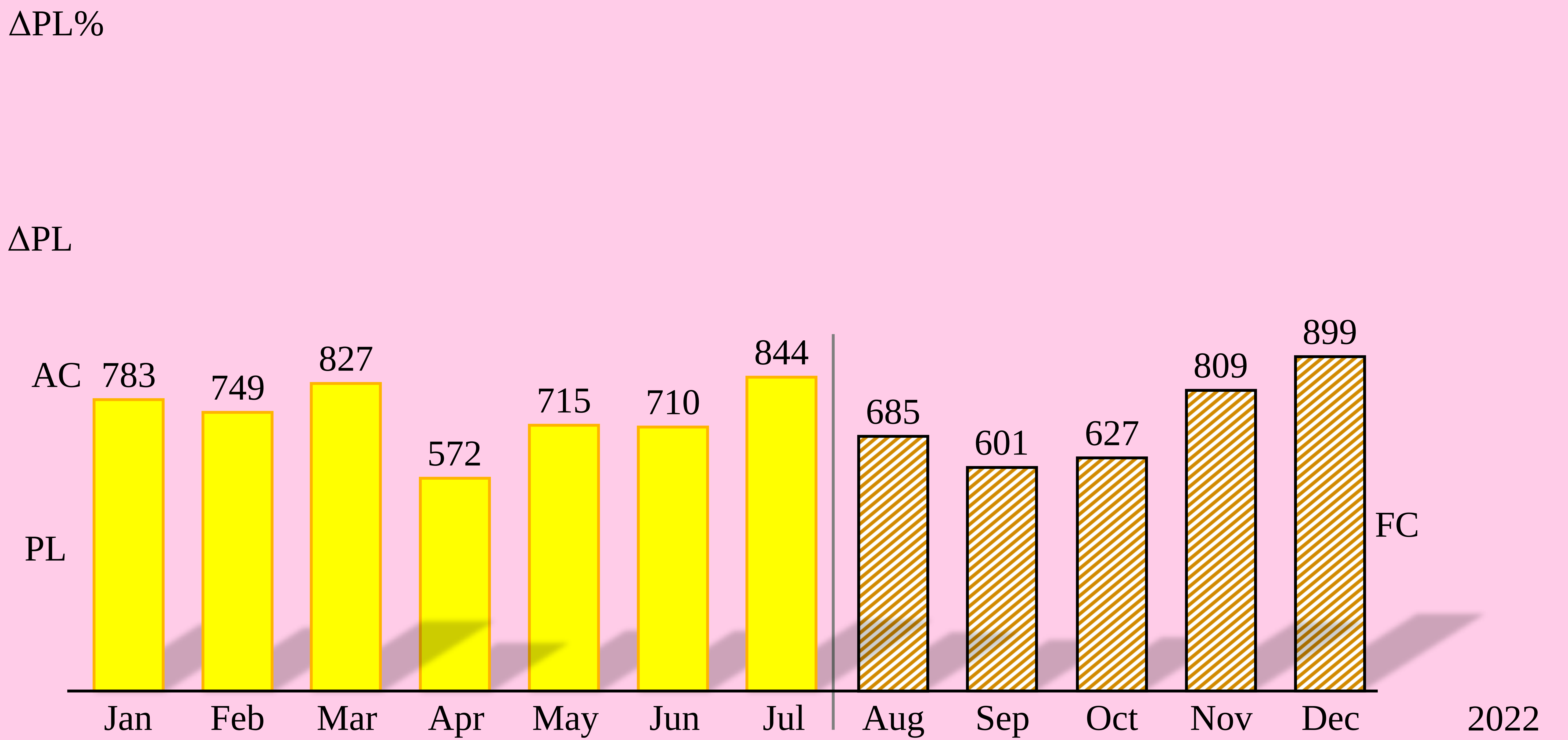

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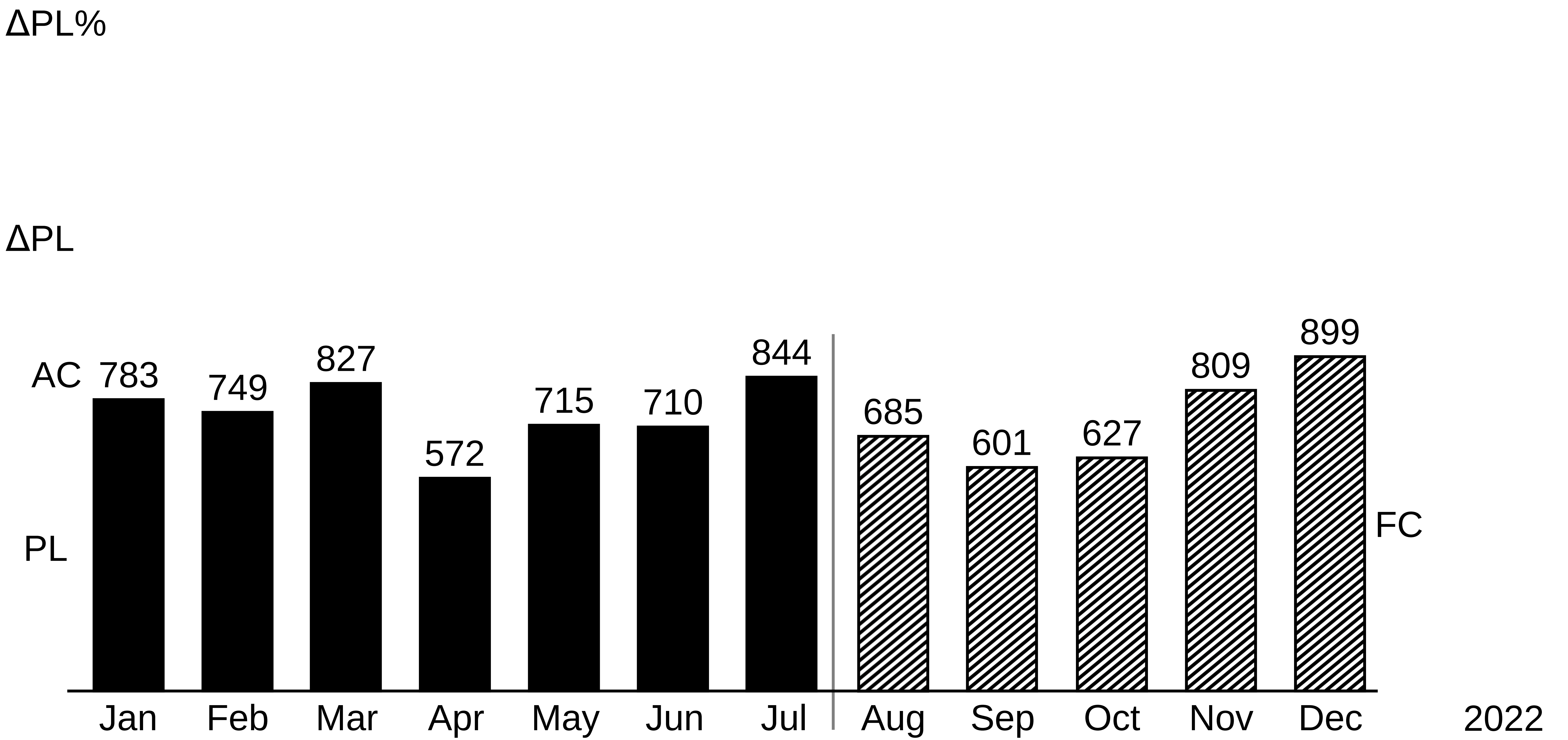
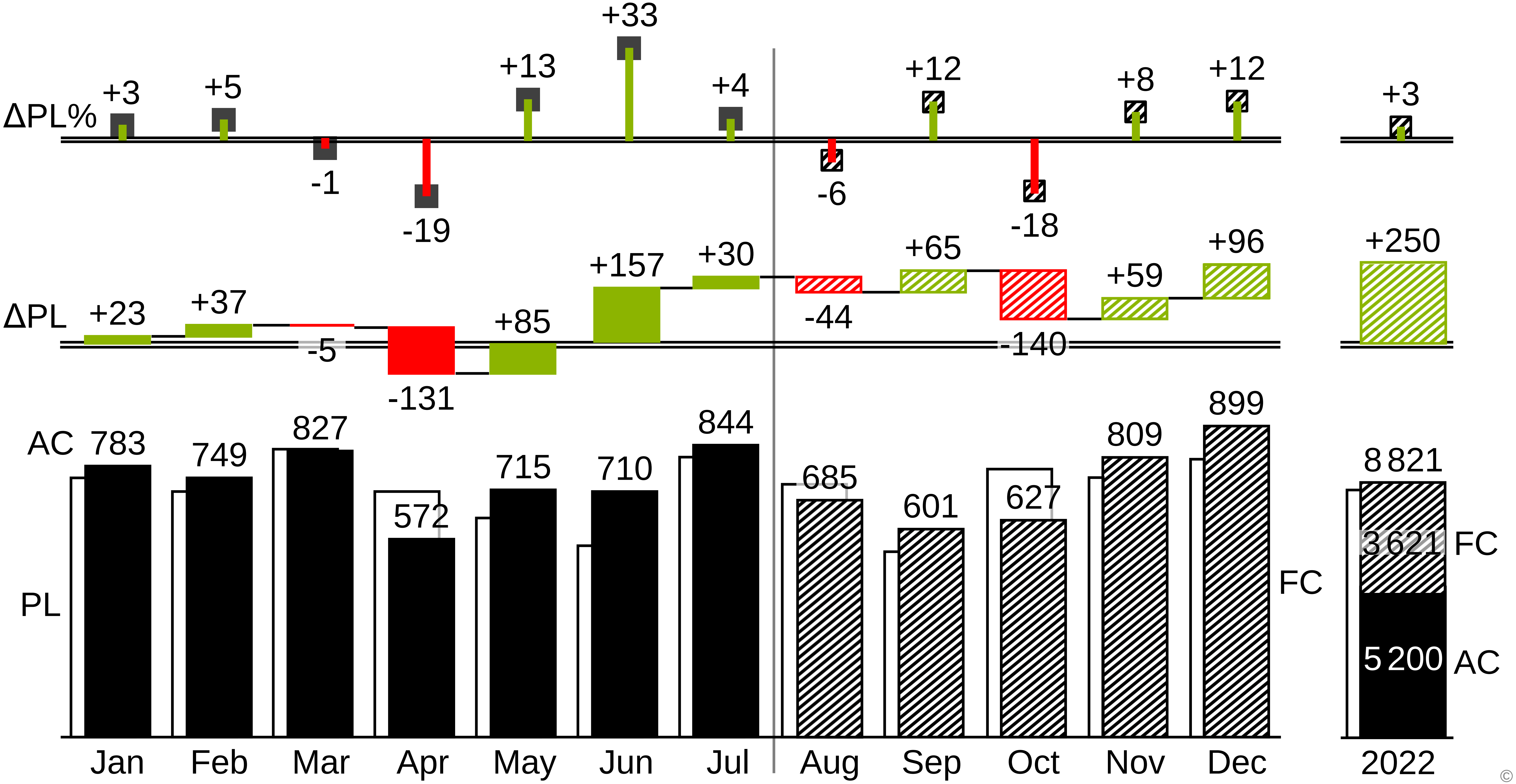


S AY Convey a message
U NIFY Apply semantic notation
C **ONDENSE** **Increase information density**

E XPRESS Choose proper visualization
S IMPLIFY Avoid clutter
S TRUCTURE Organize content

Alpha Corporation
Net sales in mUSD
2022

Despite variances of 19% and 18% in Apr and Oct, we expect 250 mUSD more sales than planned in 2022



SAY Convey a message

UNIFY Apply semantic notation

CONDENSE Increase information density

CHECK Ensure visual integrity

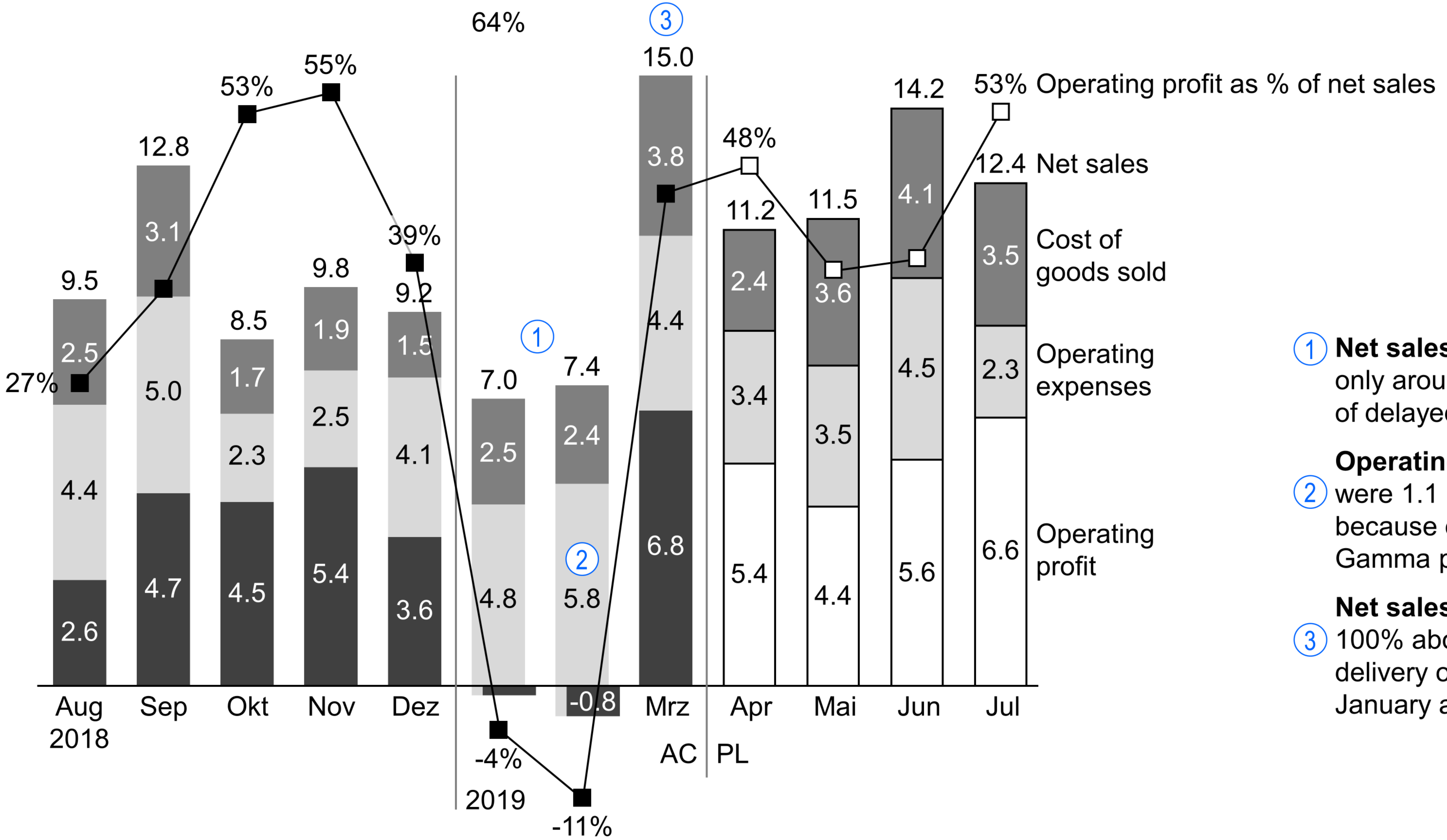
EXPRESS Choose proper visualization

SIMPLIFY Avoid clutter

STRUCTURE Organize content

Alpha Tools Corporation
Net sales and **operating profit** in mUSD and in %
Aug 2018..Jul 2019

Delivery problems at the beginning of 2019 led to a drop in sales and corresponding operating losses in January and February



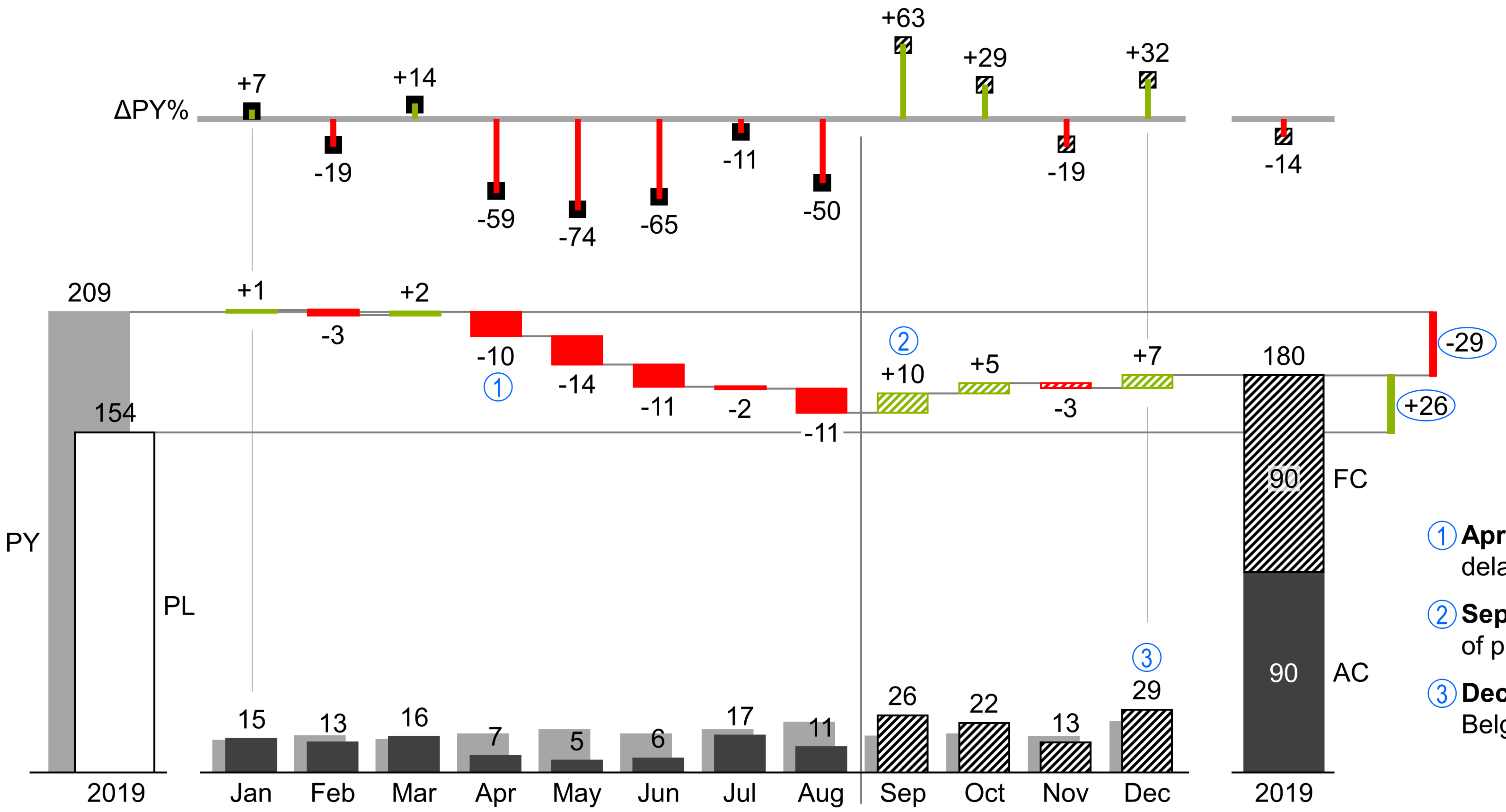
1 **Net sales Jan and Feb 2019** were only around 50% of plan because of delayed deliveries from plant B

2 **Operating expenses Feb 2019** were 1.1 mUSD above plan because of disruptions in the Gamma production line

3 **Net sales Mar 2019** were almost 100% above plan because of the delivery of delayed material from January and February

Engineering Corporation
Net sales in mUSD
2019 PY, AC and FC

We expect net sales to be 26 mUSD above plan; however, this is still 29 mUSD less than in 2018



1 **Apr..Jun:** Sales drop due to delay with project Alpha

2 **Sep..Dec:** Delayed invoicing of project Alpha

3 **Dec:** Includes delivery to Belgium in Jan 2020

SoftMechanics International Corporation
Income statement in mUSD
2019

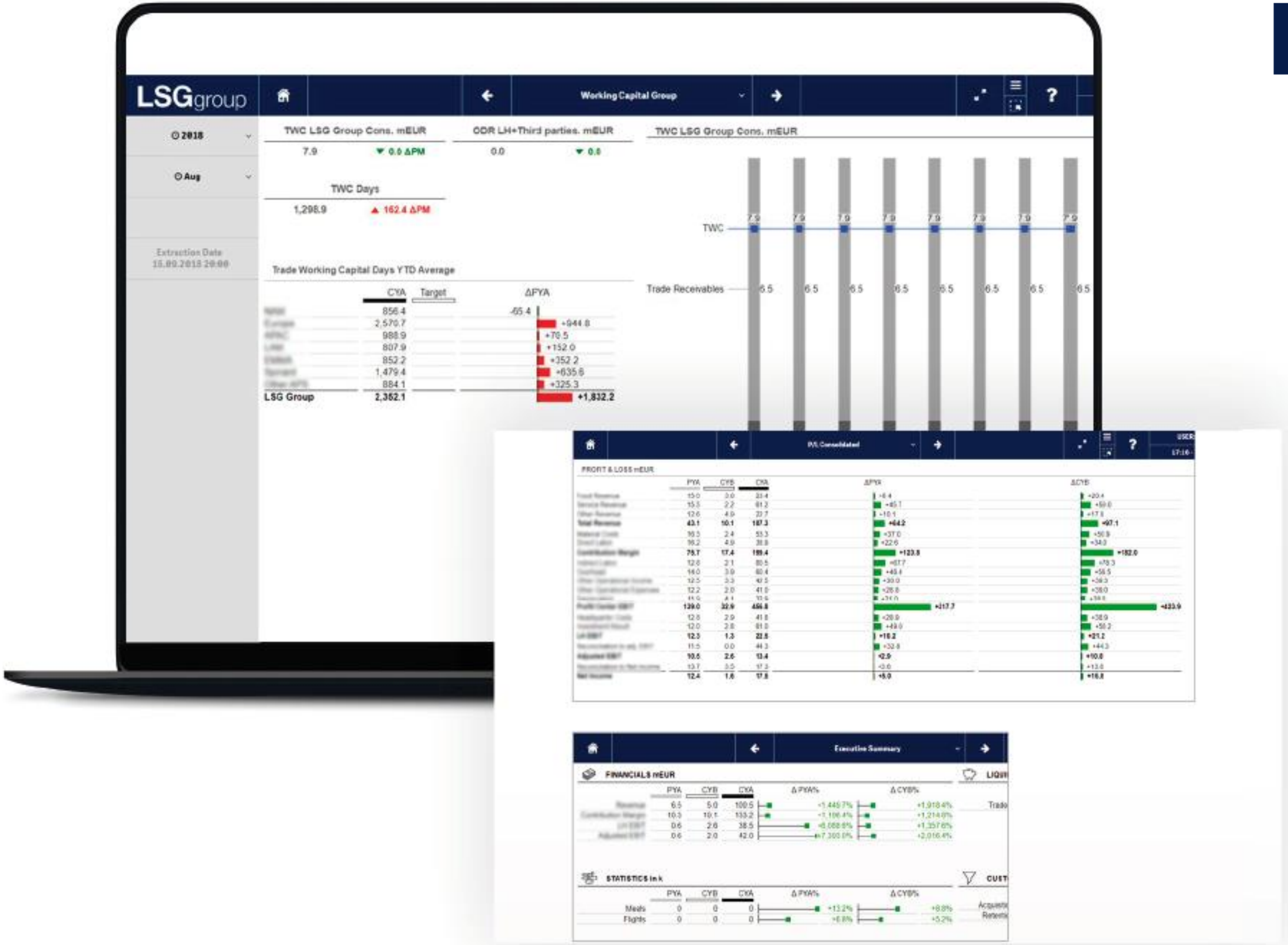
With a financial income of 25 mUSD, we were able to increase the net income by 10 mUSD (+5.5%) compared to the previous year

	PY	Q1	Q2	Q3	Q4	AC 2019	ΔPY	ΔPY%
+ Software revenue	265	63	72	68	75	**278**	+13	+4.9
+ Services revenue	87	21	19	25	25	**90**	+3	+3.4
+ Hardware revenue	121	28	32	35	33	**128**	+7	+5.8
= Total revenue	**473**	**112**	**123**	**128**	**133**	**496**	**+23**	**+4.9**
+ Other income	33	6	8	6		**27**	-6	-18.2
- Cost of sales	122	29	33	34	32	**128**	+6	+4.9
= Gross profit	**384**	**89**	**98**	**100**	**108**	**395**	**+11**	**+2.9**
- Personnel costs	78	22	22	23	24	**91**	1 +13	+16.7
- Amortizations	97	23	25	26	18	**102**	+5	+5.2
- Other costs	11	2	3	2	3	**10**	-1	-9,1
= Operating income	**198**	**42**	**48**	**49**	**53**	**192**	**-6**	**-3.0**
+ Finance income						**25**	+19	+316.7
= Income before income tax	**204**					**217**	**+13**	**+6.4**
- Provision for income tax	22					**25**	+3	+13.6
= Net income	**182**					**192**	**+10**	**+5.5**

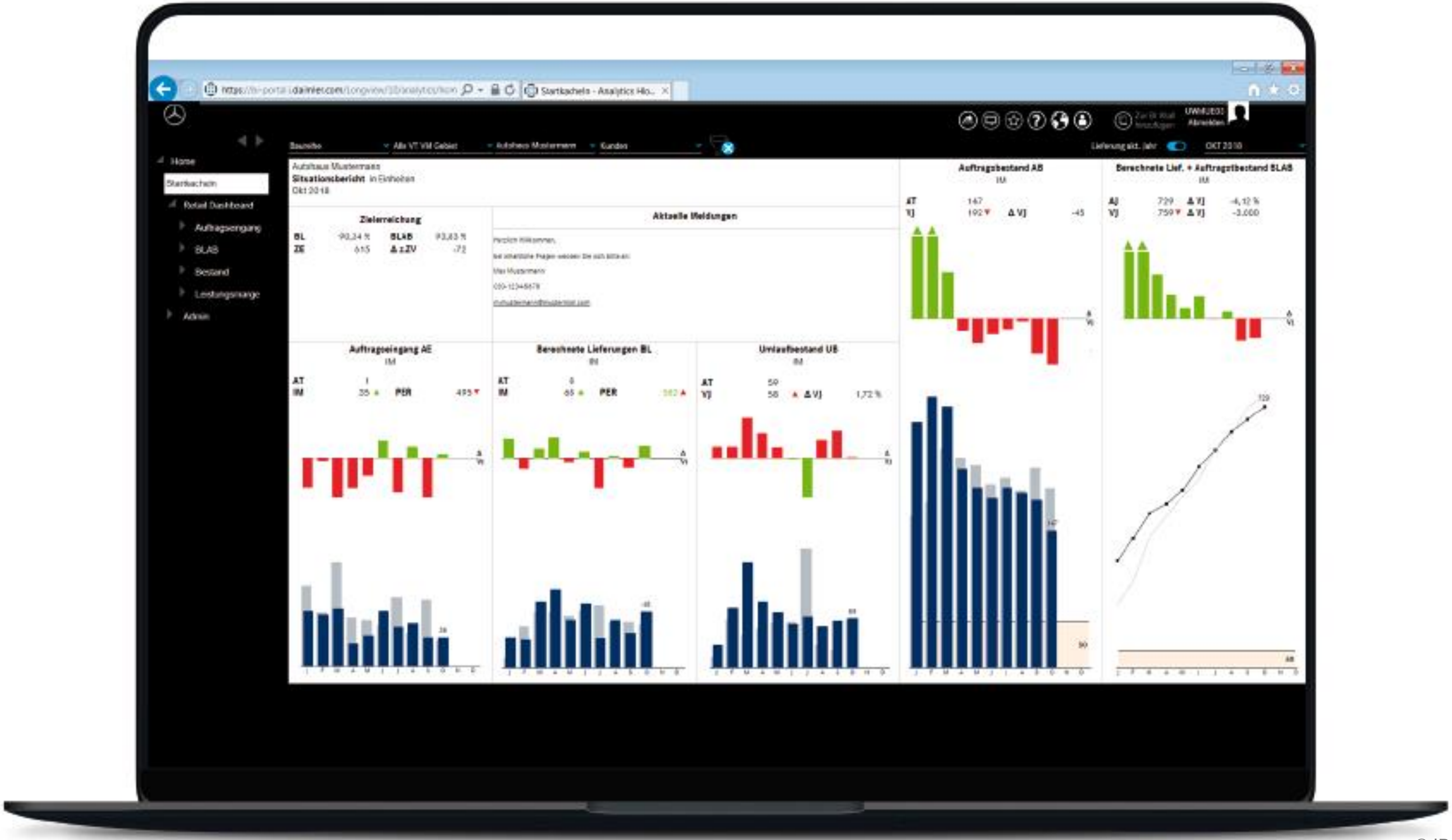
1 **Personnel costs**: 80 percent of this 13 mUSD growth comes from the new partner model

Beta Corp, 25 locations of Central Europe
Net profit in mEUR, absolute variance from location average (Ø)
2007..2016 AC, 2017..2018 PL

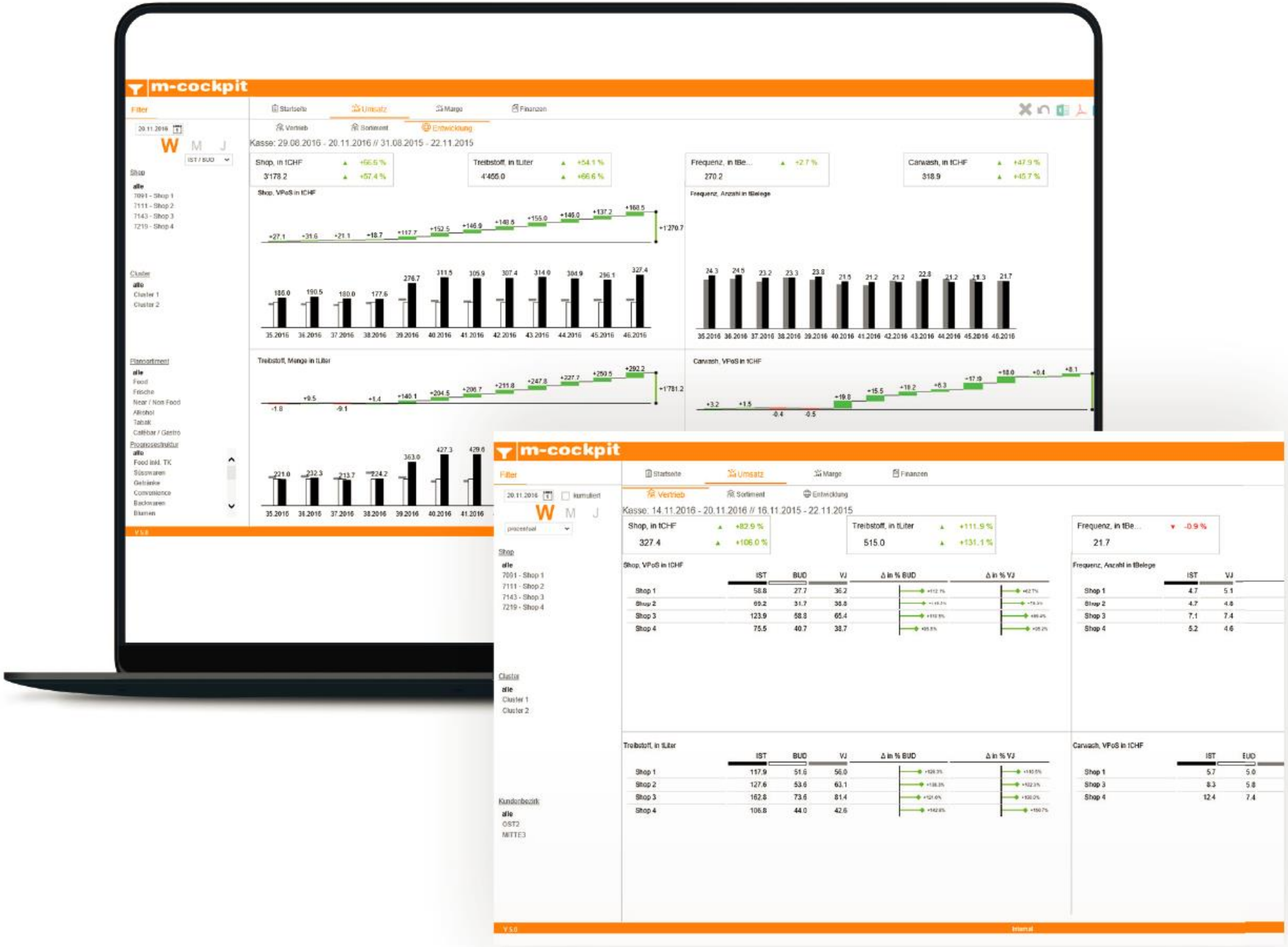
LSGgroup


LSGgroup
Working Capital Group
TWC LSG Group Cons. mEUR
7.9
0.0 ΔPM
COR LH+Third parties. mEUR
0.0
0.0
TWC Days
1,298.9
162.4 ΔPM
2018
Aug
Trade Working Capital Days YTD Average
CYA
Target
ΔPYA
LSG Group
2,352.1
+1,832.2
TWC
Trade Receivables
Executive Summary
FINANCIALS mEUR
PYA
CYB
CYA
STATISTICS in k
Meals
Flights

Mercedes-Benz



migrolino

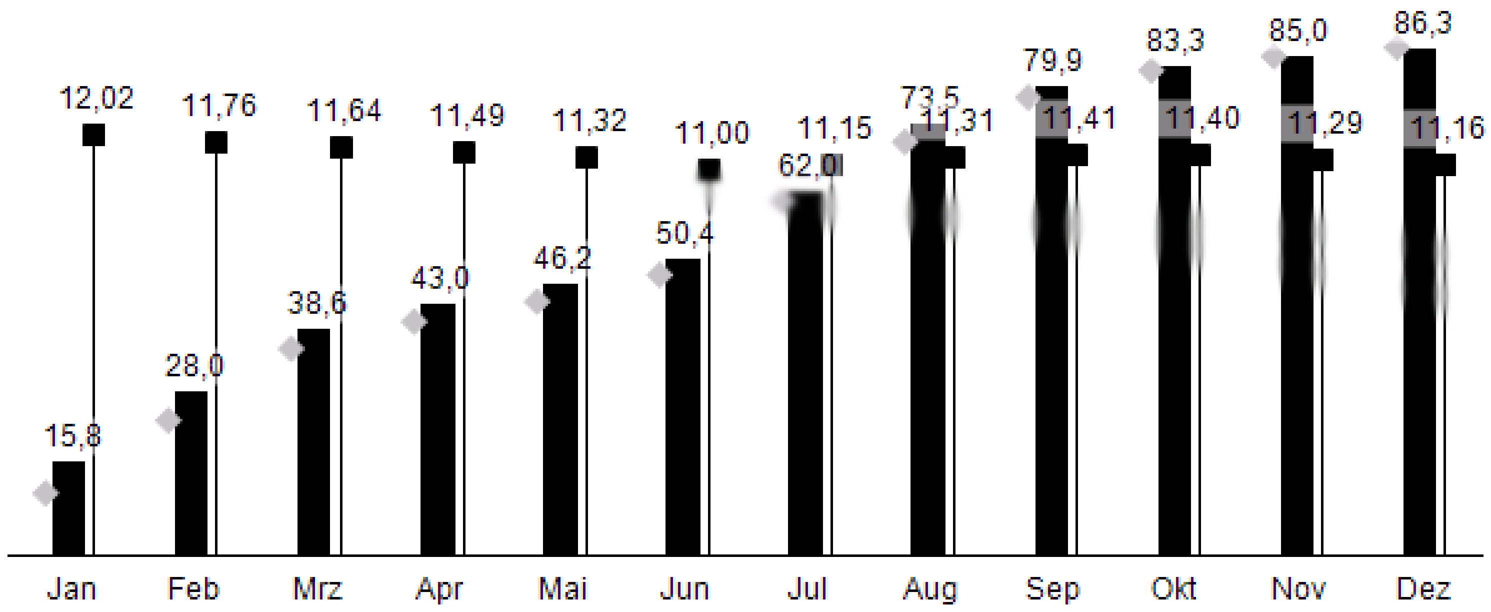

m-cockpit
Filter
Startseite
Umsatz
Marge
Finanzen
Vertrieb
Sortiment
Entwicklung
W M J
Kasse: 29.08.2016 - 20.11.2016 // 31.08.2015 - 22.11.2015
Shop, in tCHF
3'178.2
Treibstoff, in tLiter
4'455.0
Frequenz, in tBe...
270.2
Carwash, in tCHF
318.9
Shop, VPoS in tCHF
Frequenz, Anzahl in tBelege
Treibstoff, Menge in tLiter
Carwash, VPoS in tCHF
m-cockpit
Kasse: 14.11.2016 - 20.11.2016 // 16.11.2015 - 22.11.2015
Shop, in tCHF
327.4
Treibstoff, in tLiter
515.0
Frequenz, in tBe...
21.7
Shop 1
Shop 2
Shop 3
Shop 4
IST
BUD
VJ

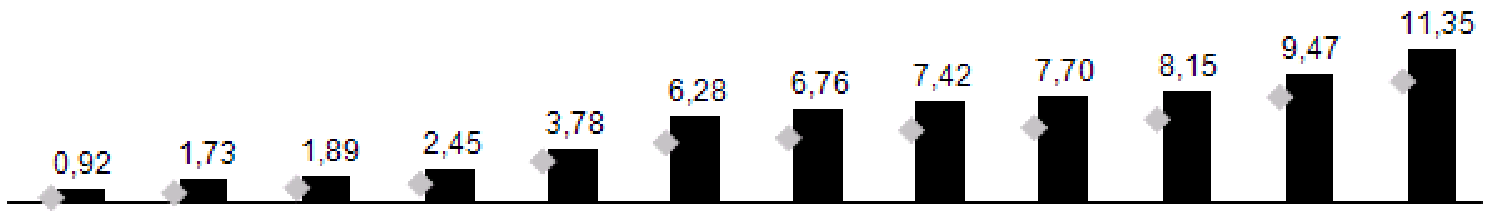
Gesellschaft: Gabor, Warengruppen: 01 Schuhe, 01 Schuhe camel active

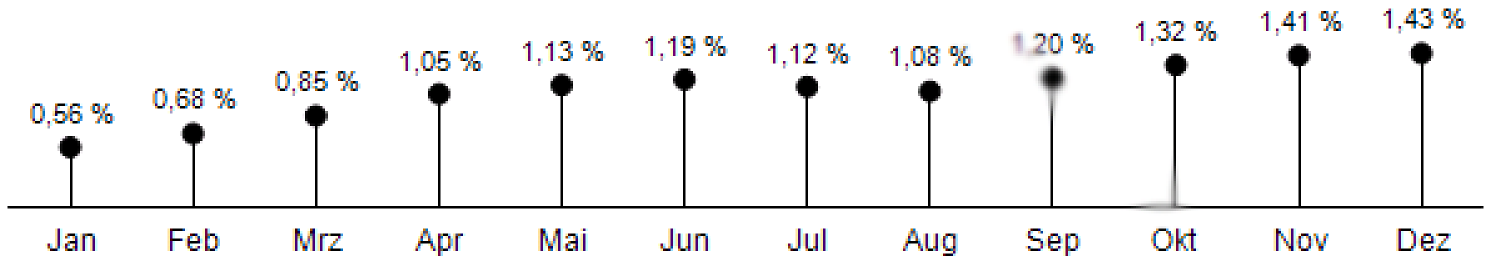
Vertriebscockpit zu Standardkosten

Jan..Dez 2018 IST

	IST	VJ	ΔVJ	IST	VJ	ΔVJ
	7.733	7.920	-186	3.146	3.511	-365
	324,5	**330,6**	**-6,1**	**125,9**	**141,7**	**-15,8**
	44,4	44,8	-0,4	29,4	32,8	-3,4
	280,1	**285,7**	**-5,7**	**96,5**	**108,9**	**-12,4**
	16,5	18,2	-1,7	0,0	0,0	+0,0
	143,6	148,7	-5,1	52,9	60,6	-7,7
	120,0	**118,9**	**+1,1**	**43,6**	**48,3**	**-4,7**
	33,7	32,0	+1,7	12,3	13,3	-0,9
	86,3	**86,9**	**-0,6**	**31,2**	**35,0**	**-3,8**
	11,16	10,97		9,92	9,98	







ProSiebenSat.1 Media SE

KABEG

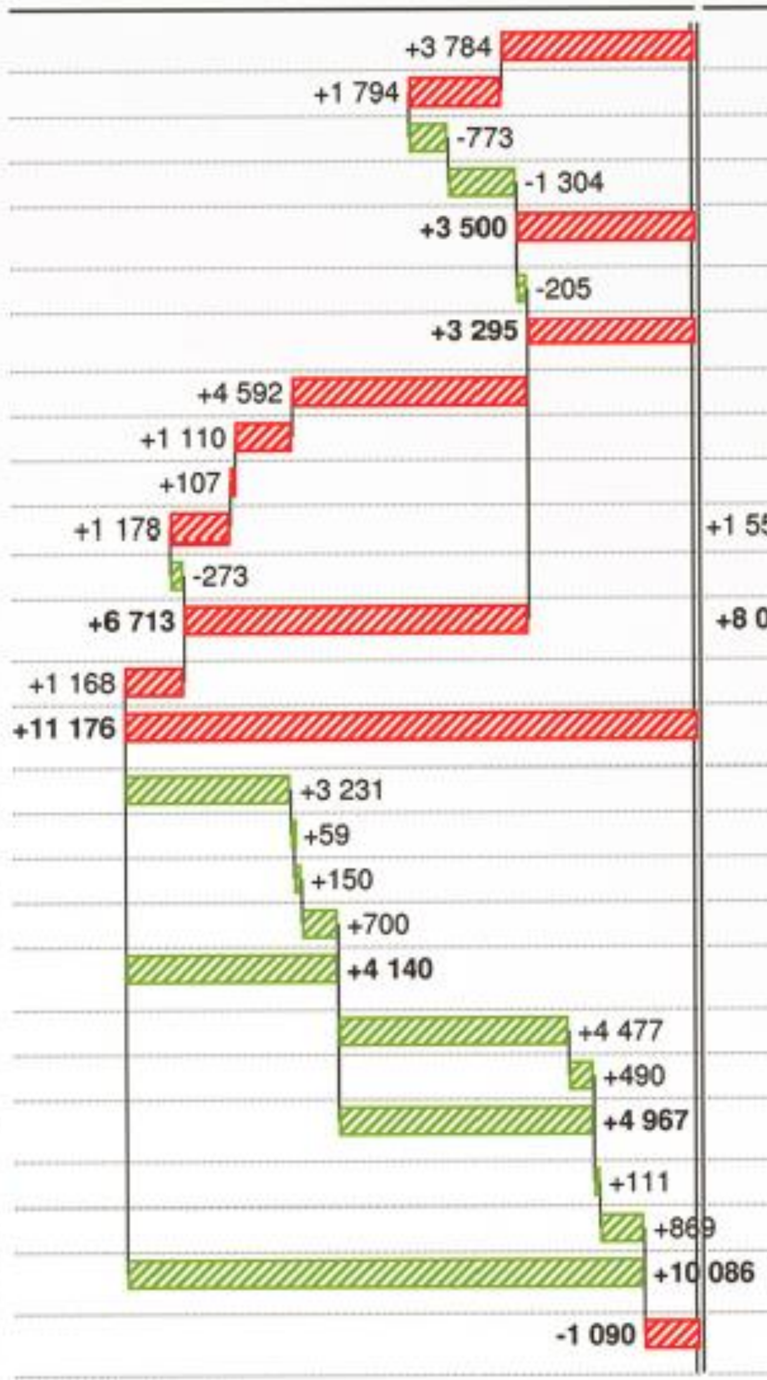
Managementboard: 4. Quartal 2016

KABEG

Ergebnis des laufenden Betriebes (in Tsd.)

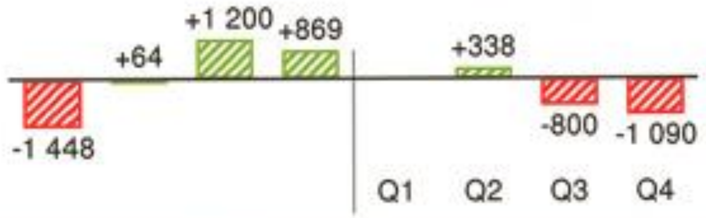
ausgewählte Finanzpositionen	VJG	PLG	HRH	HRH - VJG
1a1) Ärzte	69 935	68 504	72 287	+2 353
1a2) Pflege	120 040	123 541	125 334	+5 294
1a3) Verwaltung	41 078	42 314	41 541	+463
1a4) Koll. Führung	7 148	8 669	7 365	+217
1a) All. Personalaufw.	**238 200**	**243 027**	**246 527**	**+8 327**
1..) Sonst. Personalaufw.	12 986	14 027	13 822	+836
1 Personalaufwand	**251 186**	**257 054**	**260 349**	**+9 163**
3a) Apotheke	27 048	26 967	31 559	+4 511
3b) sonstiger a. med. Sa.	33 058	33 227	34 336	+1 278
3d) Instandhaltung	3 065	4 494	4 601	+1 536
3e) + 3c) sonst. a. nm. Sa. + IT	21 684	21 489	22 667	+983
3f) Handelswaren	9 086	9 255	8 982	-104
3 Sachaufwand	**93 941**	**95 432**	**102 145**	**+8 203**
00 Sonstiger Aufwand	28 095	32 347	33 515	+5 419
Betrieblicher Aufwand	**373 222**	**384 833**	**396 008**	**+22 786**
14a) LKF-Einnahmen	183 461	174 516	177 746	-5 714
14b) Pflegegebühren SKL	4 829	4 788	4 847	+18
14c) Behandlungsgebühren	9 084	10 100	10 250	+1 166
14d) Sonstige Einnahmen	8 289	7 708	8 408	+119
14 Einnahmen f. stat. Pat.	**205 662**	**197 112**	**201 251**	**-4 411**
15a) LKF-Einnahmen	43 193	50 273	54 750	+11 557
15b) Sonstige Einnahmen	6 933	6 663	7 153	+220
15 Einnahmen f. amb. Pat.	**50 126**	**56 936**	**61 903**	**+11 777**
16 Einnahmen f. Lei. a. D.	10 764	10 590	10 701	-64
00 Sonstige Einnamen	109 391	120 195	121 064	+11 673
Betriebliche Einnahmen	**375 943**	**384 833**	**394 918**	**+18 975**
34 Ergebnis d. l. Betriebes	**2 721**		**-1 090**	**-3 811**

HRH - PLG



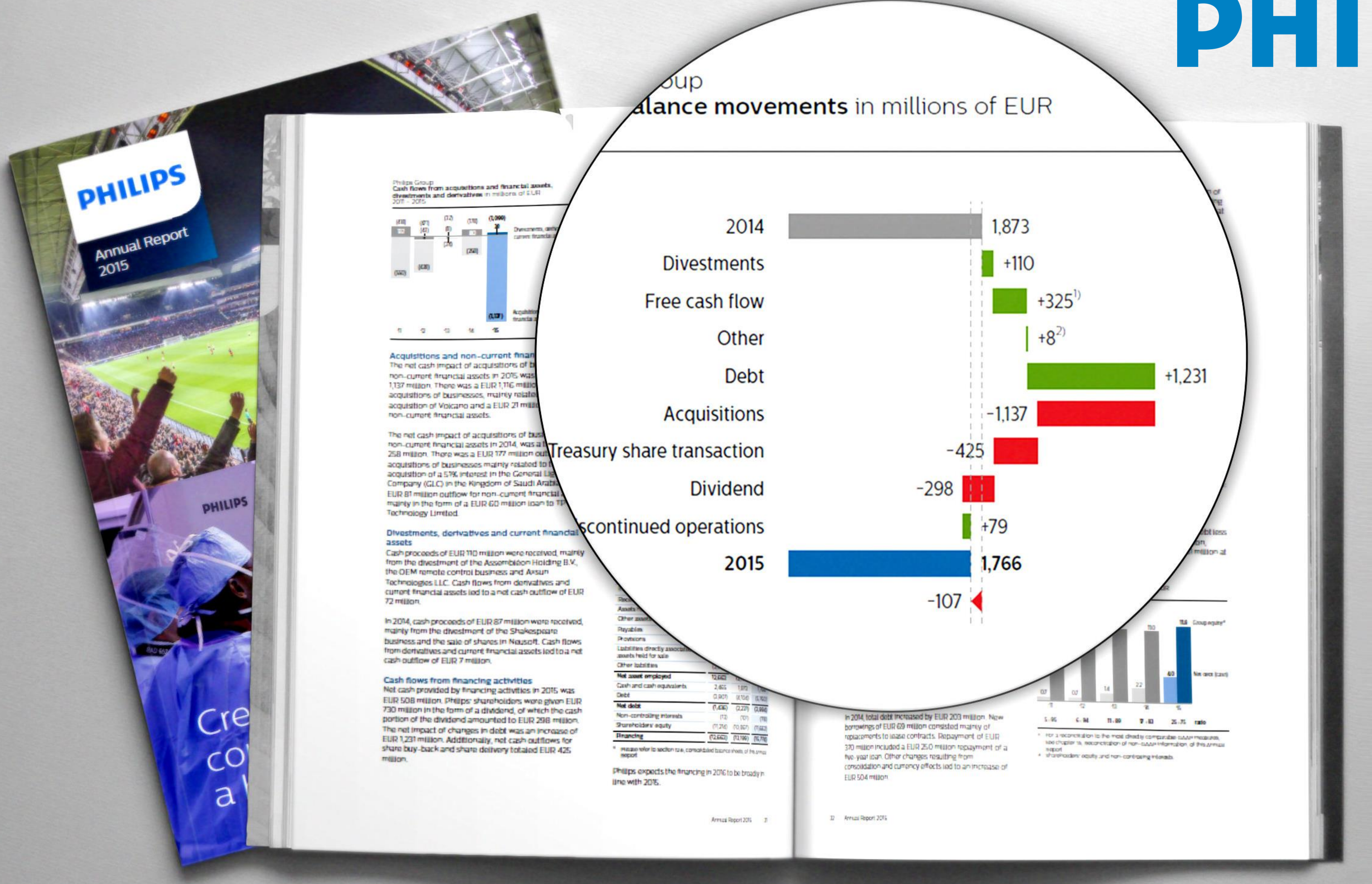
IST - PL

Ergebnis des laufenden Betriebes: Quartalsverlauf (VJ und IST)



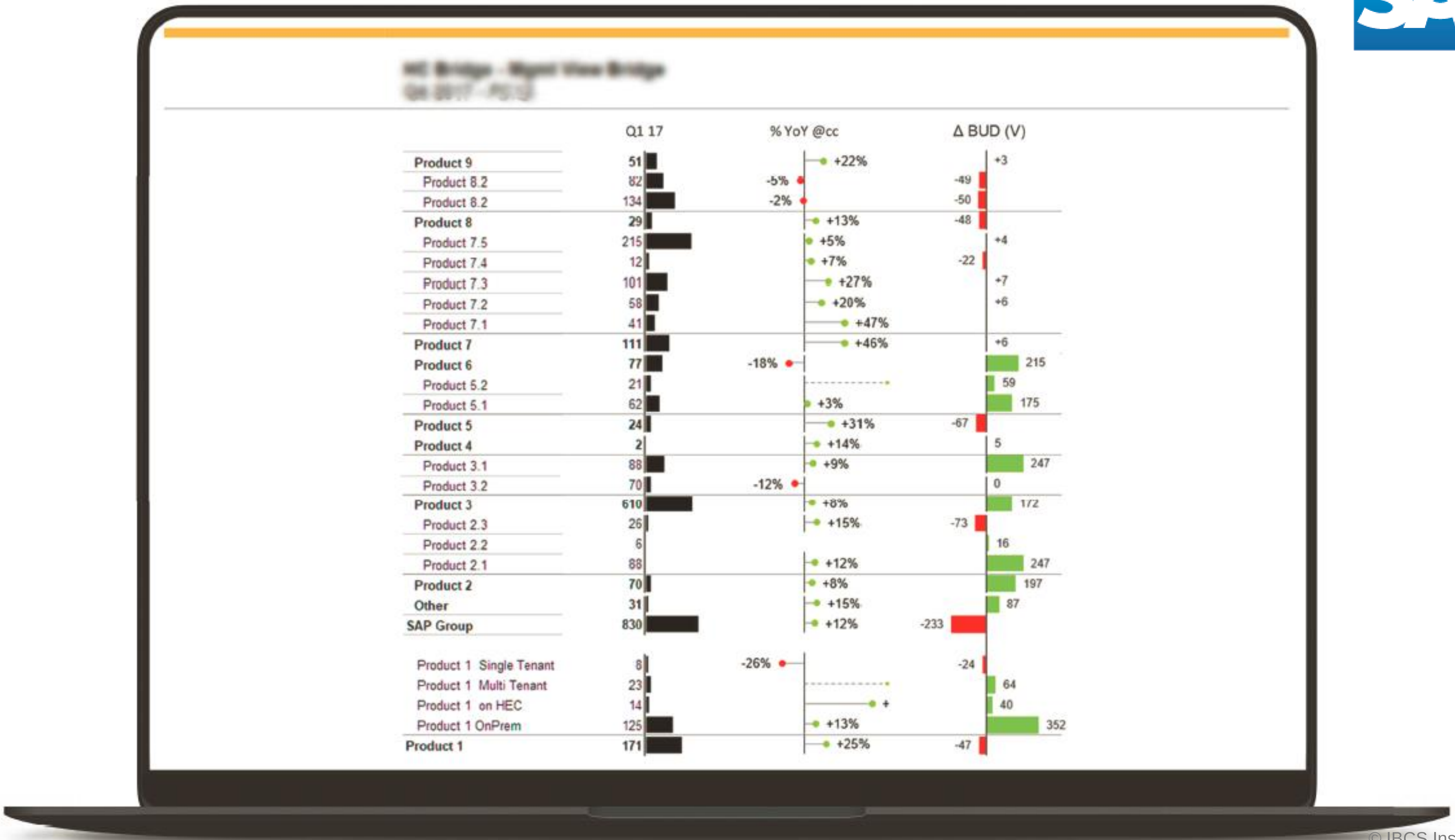
Hi-Chart GmbH

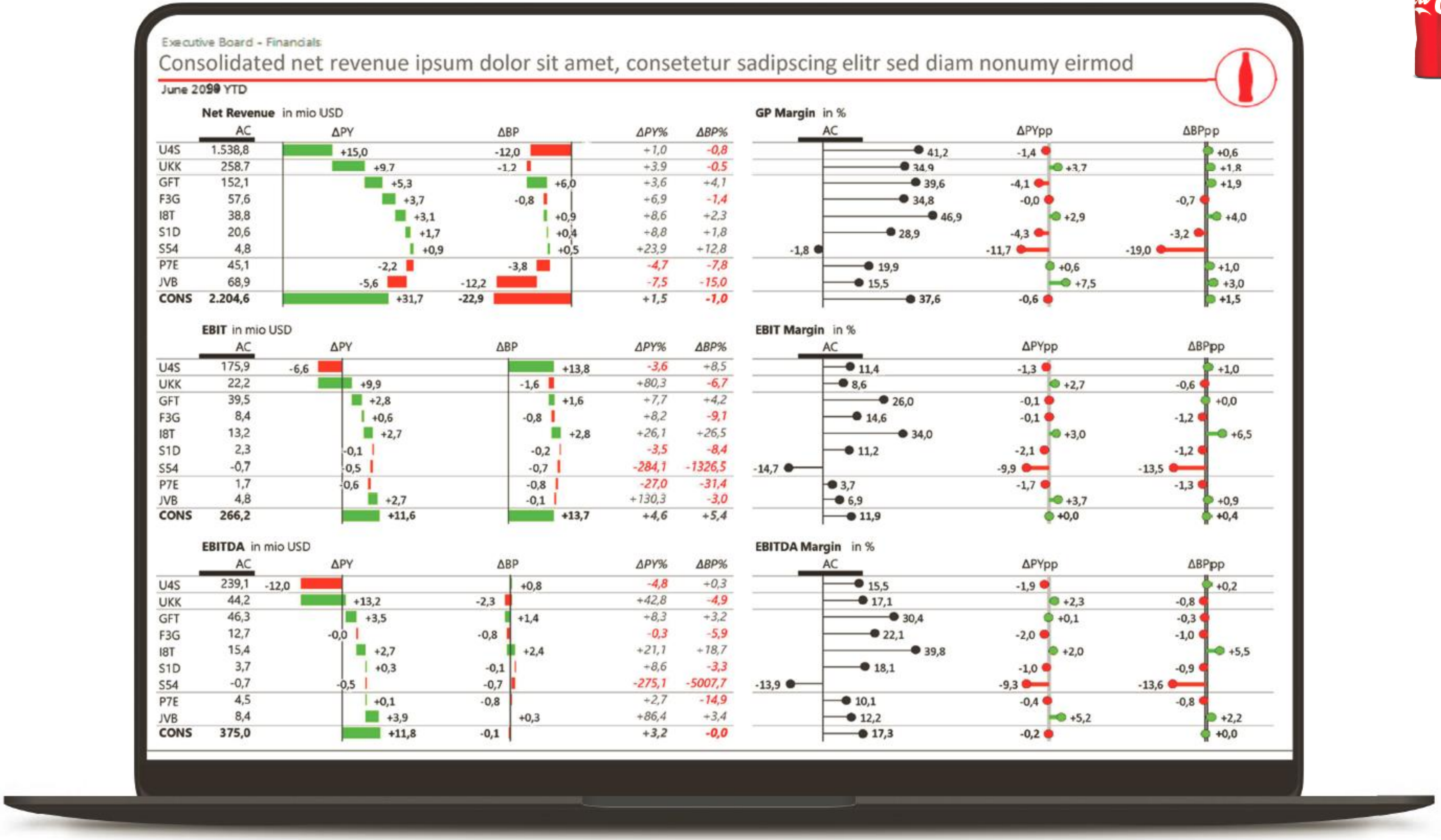
PHILIPS



alance movements in millions of EUR
2014
1,873
Divestments
+110
Free cash flow
+325 1)
Other
+8 2)
Debt
+1,231
Acquisitions
-1,137
Treasury share transaction
-425
Dividend
-298
scontinued operations
+79
2015
1,766
-107
PHILIPS
Annual Report 2015

Open Grid Europe
The Gas Wheel


Q1 17
% YoY @cc
Δ BUD (V)
Product 9 51 +22% +3
Product 8.2 82 -5% -49
Product 8.2 134 -2% -50
Product 8 29 +13% -48
Product 7.5 215 +5% +4
Product 7.4 12 +7% -22
Product 7.3 101 +27% +7
Product 7.2 58 +20% +6
Product 7.1 41 +47%
Product 7 111 +46% +6
Product 6 77 -18% 215
Product 5.2 21 59
Product 5.1 62 +3% 175
Product 5 24 +31% -67
Product 4 2 +14% 5
Product 3.1 88 +9% 247
Product 3.2 70 -12% 0
Product 3 610 +8% 172
Product 2.3 26 +15% -73
Product 2.2 6 16
Product 2.1 88 +12% 247
Product 2 70 +8% 197
Other 31 +15% 87
SAP Group 830 +12% -233
Product 1 Single Tenant 8 -26% -24
Product 1 Multi Tenant 23 64
Product 1 on HEC 14 + 40
Product 1 OnPrem 125 +13% 352
Product 1 171 +25% -47



Executive Board - Financials
Consolidated net revenue ipsum dolor sit amet, consetetur sadipscing elitr sed diam nonumy eirmod
Net Revenue in mio USD
AC ΔPY ΔBP ΔPY% ΔBP%
GP Margin in %
AC ΔPYpp ΔBPpp
EBIT in mio USD
EBIT Margin in %
EBITDA in mio USD
EBITDA Margin in %
U4S UKK GFT F3G I8T S1D S54 P7E JVB CONS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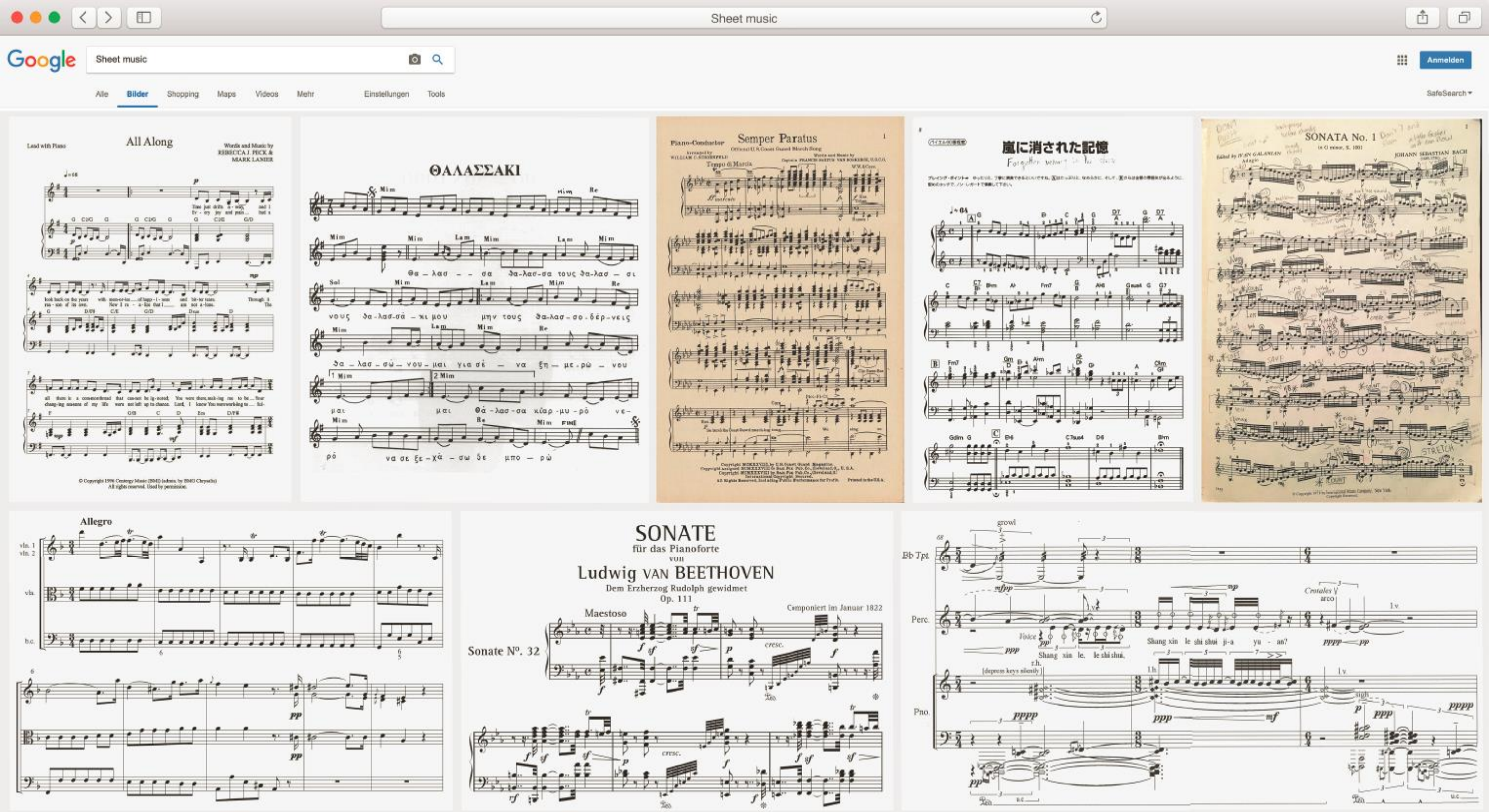
Compared to 2017, the higher operating expenses (mEUR +38) were mainly compensated by higher license sales (mEUR +84), leading to a higher result after tax (mEUR +144)
Software and Service Group
2017, 2018
Licences
Consulting
Maintenance
Other revenue
Sales revenue
Other op. income
Purchases
Material expenses
Personnel expenses
Amortization
Other op. expenses
Operating expenses
Operating result
Investment income
Financial income, net
Result before tax
Income tax
Result after tax
Profit to other interests
Group result
Created with Chart-me Web
plusIT
Sicherheit SBB
SBB CFF FFS
Market share in %
GM
FORD
TOYOTA
CHRYSLER
HONDA
NISSAN
HYUNDAI-KIA
VOLKSWAGEN
MAZDA
BMW
DAIMLER
MERCEDES
SKODA
Berlin will further be above average in 2014 and 2015,
in 2016 its profits will be mEUR 228 above average (mEUR 86)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Google
Sheet music
Anmelden
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Mehr
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Tools
SafeSearch
All Along
ΘΑΛΑΣΣΑΚΙ
Semper Paratus
嵐に消された記憶
SONATA No. 1
Allegro
SONATE
für das Pianoforte
von
Ludwig VAN BEETHOVEN
Dem Erzherzog Rudolph gewidmet
Op. 111
Maestoso
Componiert im Januar 1822
Sonate No. 32

Using IBCS reduces processing time by 46% and error rate by 61%

Test group (90 participants)

Average processing time in sec.

	Classic layout	IBCS layout	ΔClassic	ΔClassic%
Classic layout first (35 participants)	278	124	-154	-55%
IBCS layout first (42 participant)	230	146	-84	-36%
77 Participants with lower error rate	**252**	**136**	**-116**	**-46%**
Participants with higher error rate	319	168	-151	-47%
All participants	**262**	**141**	**-121**	**-46%**

Average error rate in %

	Classic layout	IBCS layout	ΔClassic	ΔClassic%
Classic layout first (39 participants)	24	8	-15	-65%
IBCS layout first (51 participant)	24	10	-14	-58%
All participants	**24**	**9**	**-15**	**-61%**

Source: Freyer, J. et al.: More than just a standard — How IBCS facilitates the perception of business data. Creative Space Publishing, Charleston, USA, 2022.

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IBCS STANDARDS 1.2

The International Business Communication Standards (IBCS®) are practical suggestions for the consistent design of reports, presentations, dashboards and the charts and tables they contain.

UN 3.2 UNIFY SCENARIOS

In charts with stacked columns, sta
application of this semantic scenari
notation to the lowest segment and
Add a frame (outlined) or hatch pattern to these segments if they represent planned or forecasted data.

Comments Close

Jürgen Feb 20 2022 at 10:36AM Question

I love this new illustration of scenarios. What about other reference scenarios like benchmarks and competitors?

reply 0 0

1

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FREQUENTLY ASKED QUESTIONS

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