

AFP 2021

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Clear and Impactful Dashboards for Virtual Financial Presentations

with **Carl Seidman**
Principal, Seidman Financial



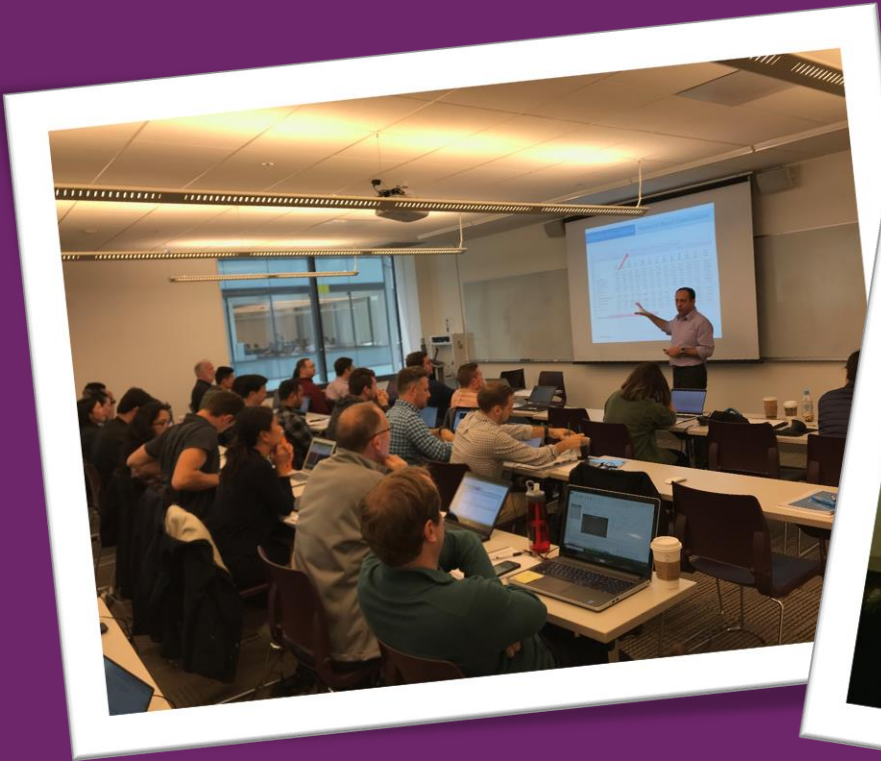
Objectives

- 1. Review the four (4) Seidman Financial Laws of Financial Presentations**
- 2. Highlight the elements of effective dashboards and visuals within financial and non-financial applications**
- 3. Structure data models to update dashboards seamlessly and easily**

Carl Seidman

CPA/CFF, CSP, CIRA, CFE, CGMA, AM

Helping companies build exceptional financial functions and cultures, providing the financial intelligence to help them grow more effectively



①

**Dashboards and Visuals:
Must Provide Insights
for Decision-Making**

Help turn data into **INFORMATION**



Information into **DECISIONS**



Decisions into **ACTION**

**An Attractive Visual
≠
A Good Visualization**



**An Attractive Visual
≠
A Good Visualization**



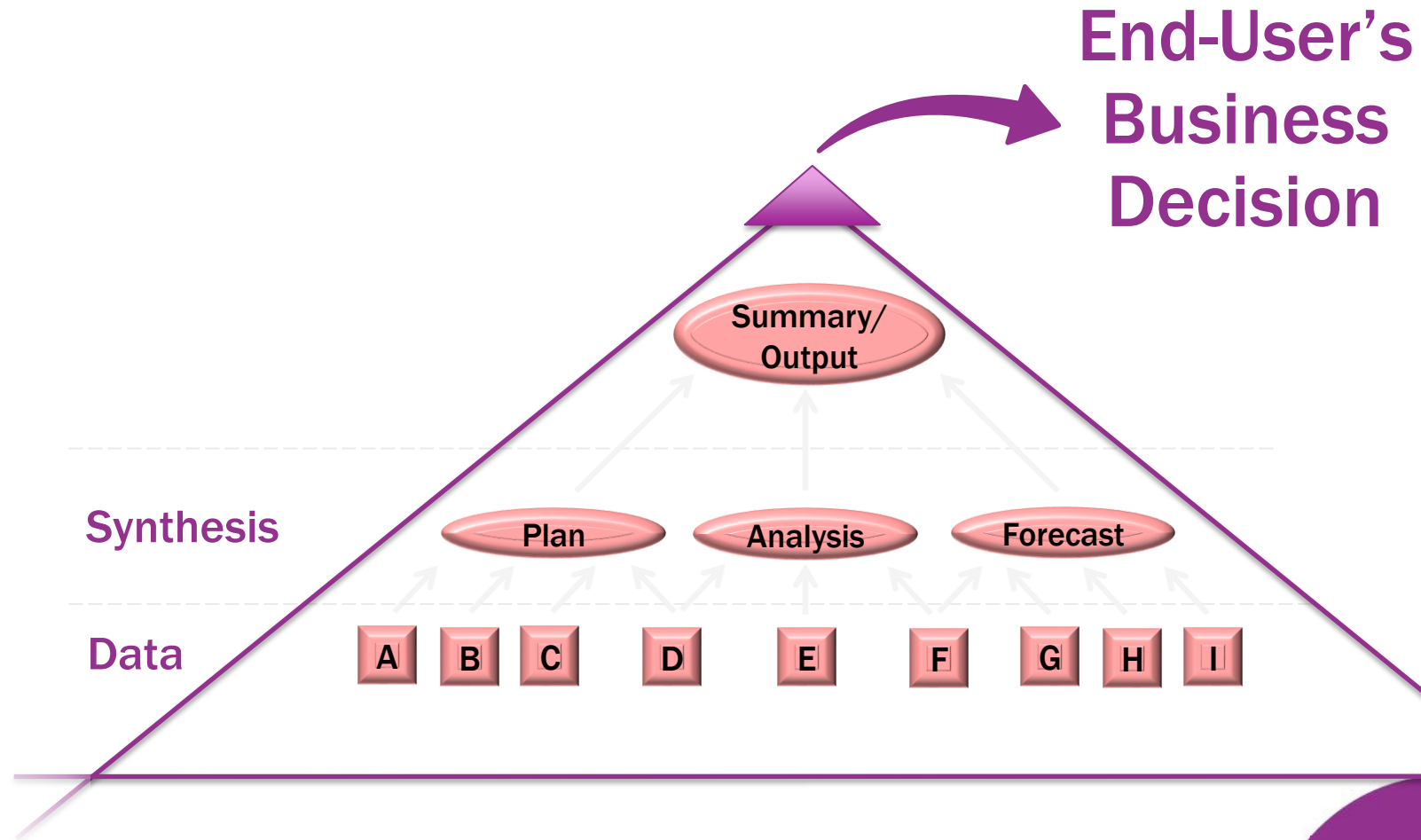
**Graphics
Images
Designs**

**Engaging
and
Aesthetic**

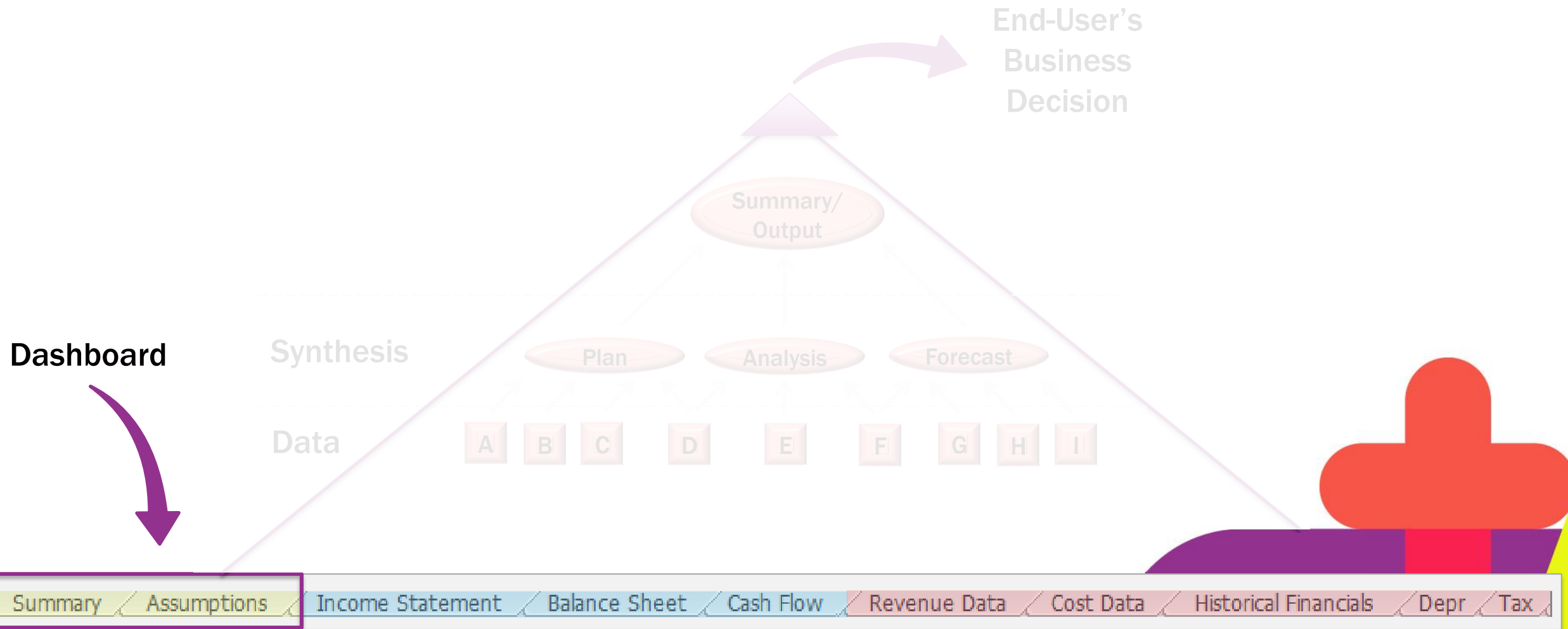
**Charts
Graphs
Tables**

**Informative
and
Clear**

Pyramid Structure to Information Flow

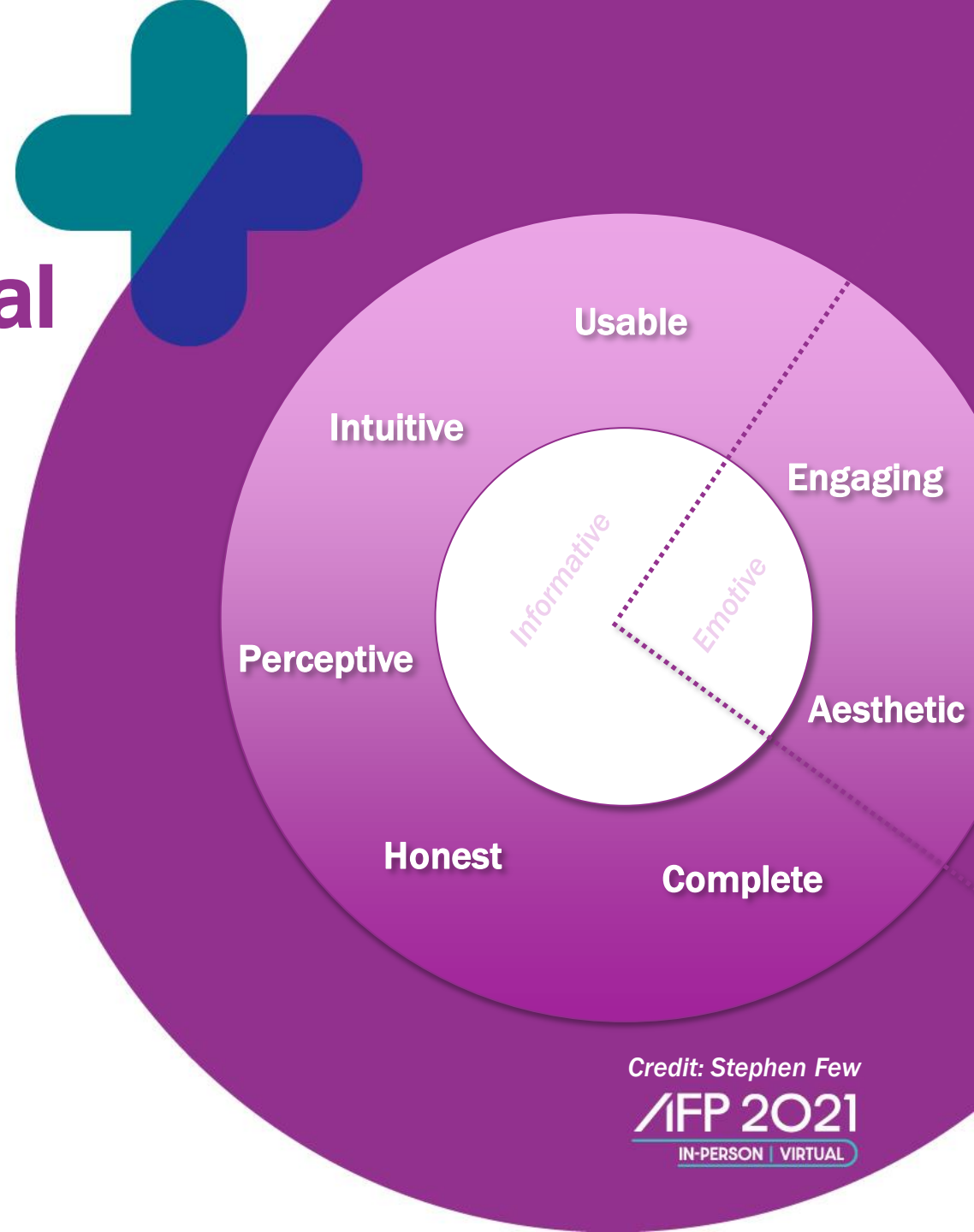


Pyramid Structure to Information Flow



Visuals Should Be Simple, Straight-Forward and Practical

- Tableau, Power BI, Qlik and other visualization software provides many options for different visuals – basic and fancy
- If it isn't clear what a visualization is supposed to mean within 5-10 seconds, consider alternatives



Credit: Stephen Few

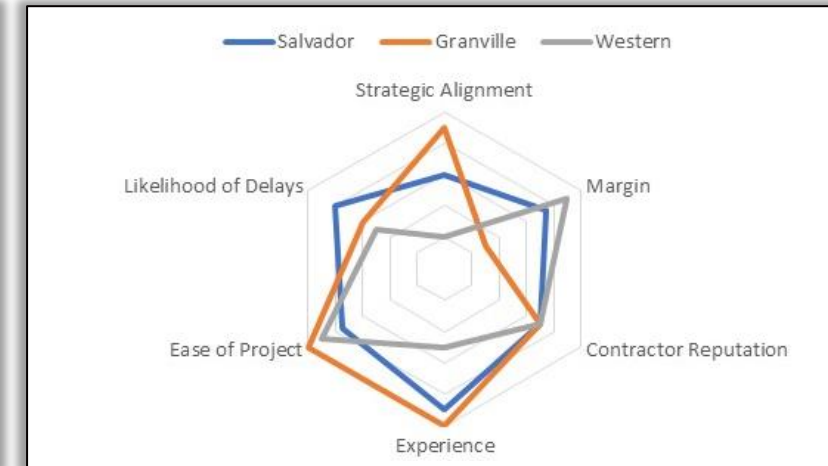
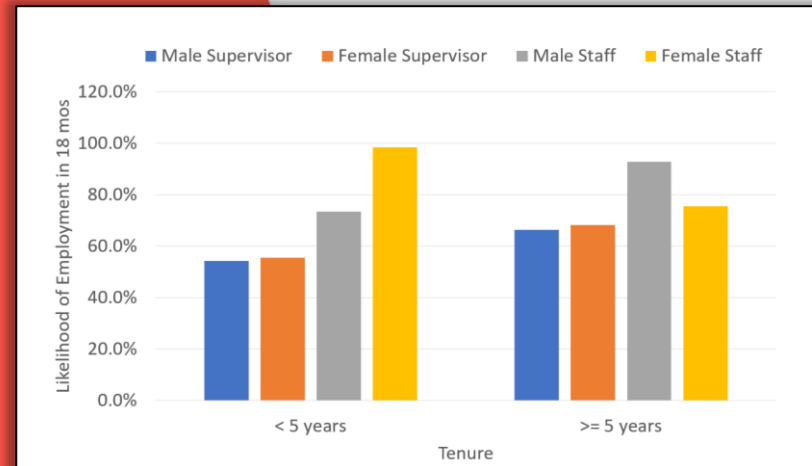
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②

**Utilize Attributes That Are
Easiest for the Brain
to Understand and Interpret**

When able, default to what's RECOGNIZABLE common charts vs. novel charts

- Column charts
- Bar charts
- Pie charts
- Donut charts
- Waterfall charts
- Line graphs
- Combo charts



③

**If You Control the Message
You Control the Presentation**

If you control the presentation... You control the message

Take a
logical or emotional
position?

Data and
information
may be more
objective

Visuals +
presentation
may be more
subjective

If you control the presentation... You control the message

Take a
logical or emotional
position?

```
graph TD; A[Take a logical or emotional position?] --> B[Data and information may be more objective]; A --> C[Visuals + presentation may be more subjective];
```

Data and
information
may be more
objective

Visuals +
presentation
may be more
subjective

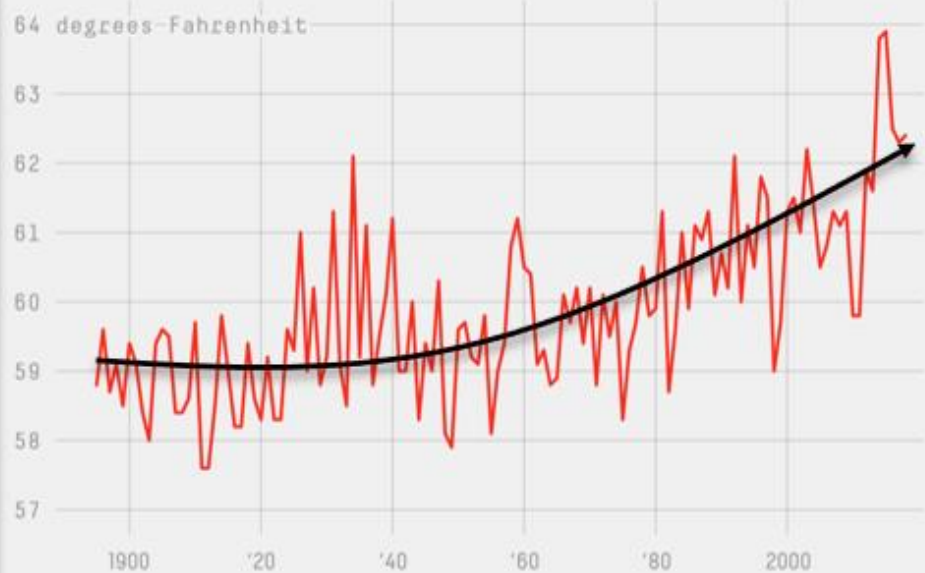
- Information flow
- Titles and axes
- Data contained
- Data displayed

Recognize Subjectivity

Prime the audience – titles and footnotes can help document the source of the data. Don't ignore them!

It's Hot in California

Average temperature in California from January through October of each year, 1895-2018

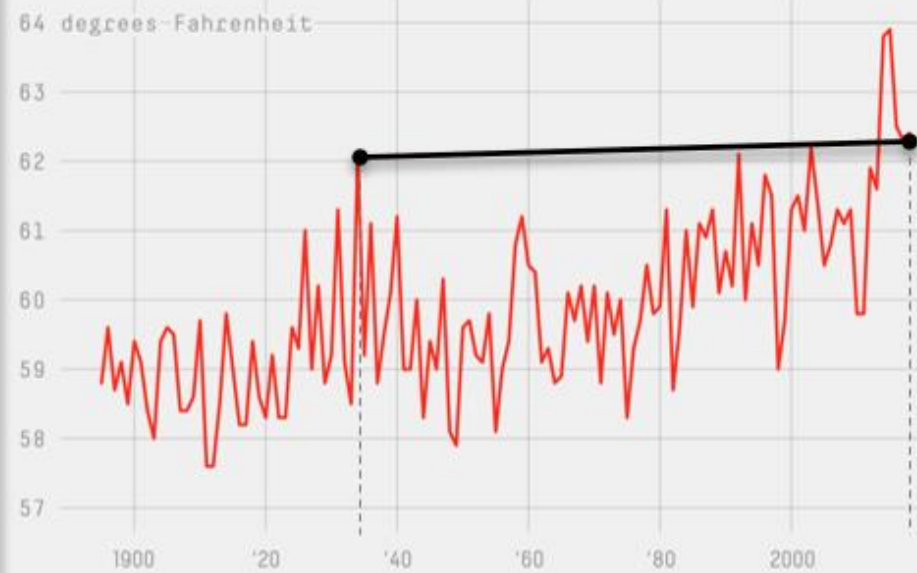


FiveThirtyEight

SOURCE: NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION

Temps Have Increased Barely a Degree-and-a-Half Since the Mid-1930s

Average temperature in California from January through October of each year, 1895-2018

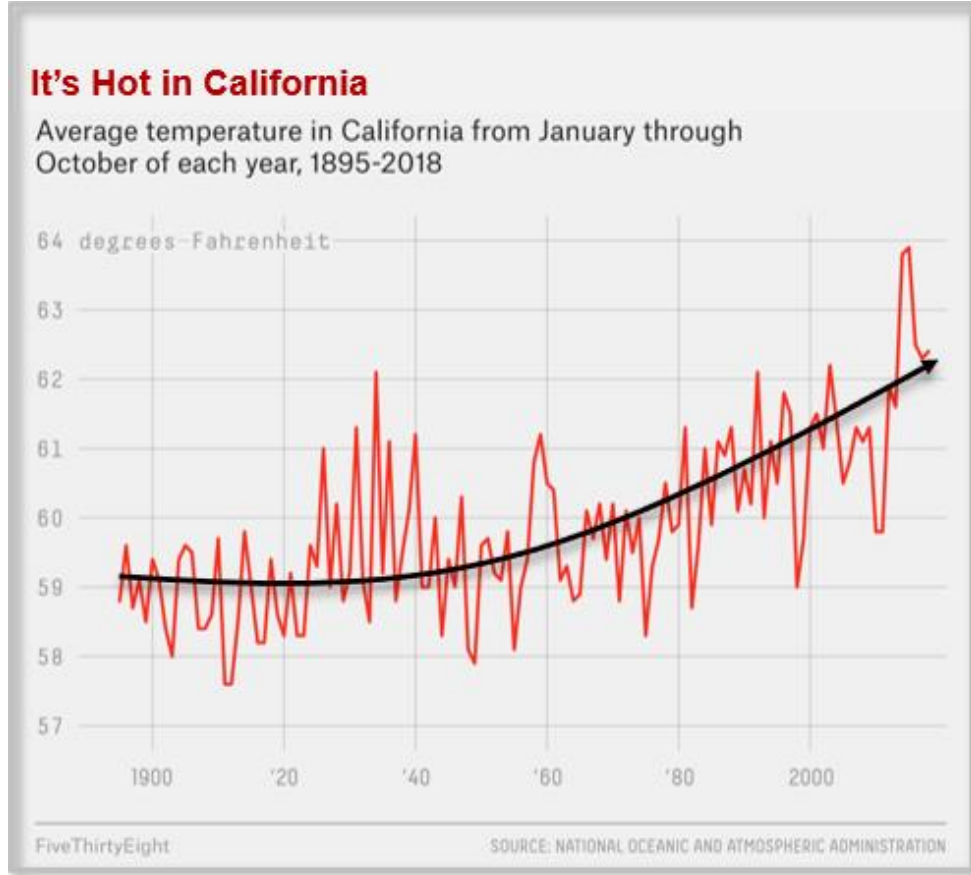


FiveThirtyEight

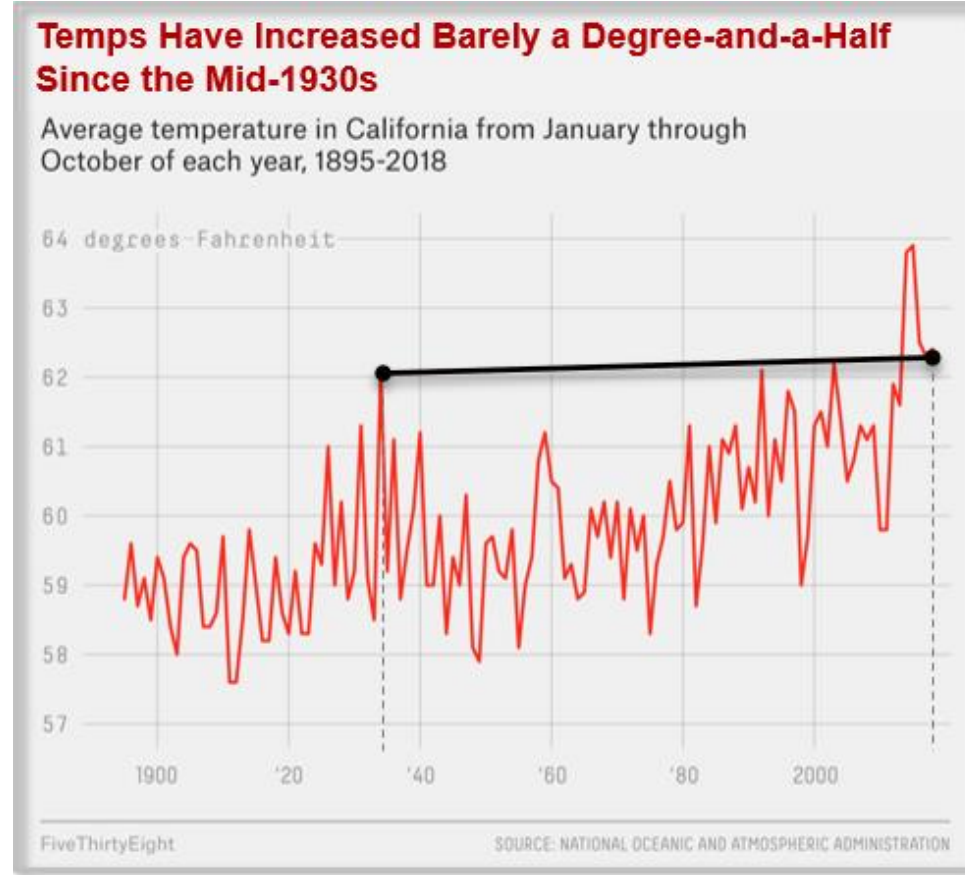
SOURCE: NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION

Utilize Graphics for Attention and Emphasis

Prime the audience – Use emphasis, call-out, trendlines and more. Guide audiences toward interpretation!



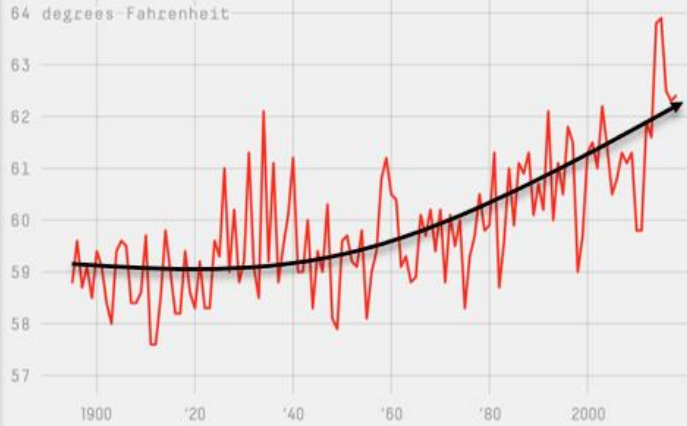
Trendlines



Call-Outs

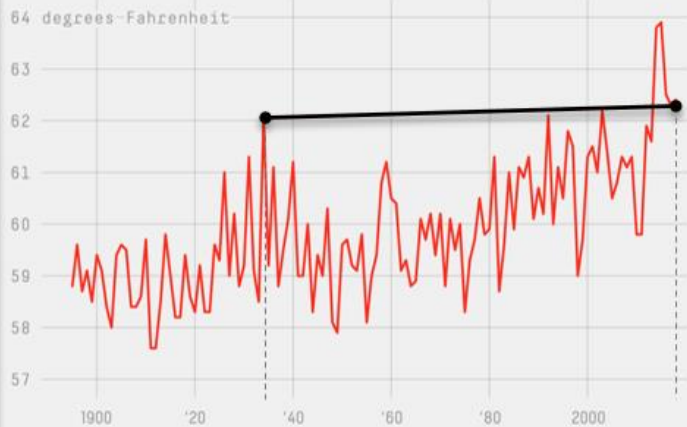
It's Hot in California

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Temps Have Increased Barely a Degree-and-a-Half Since the Mid-1930s

Average temperature in California from January through October of each year, 1895-2018



Use Vertical Stacking

For time-series charts

- Allows for period-over-period (independent variable) trend comparison with minimal eye-movement
- For dependent variable comparison, consider horizontal stacking

4

**End-Users' Needs
Dictate the Objectives**

Excel and Power BI Dashboard Examples

Summary of Seidman Financial Laws of Financial Presentations

①

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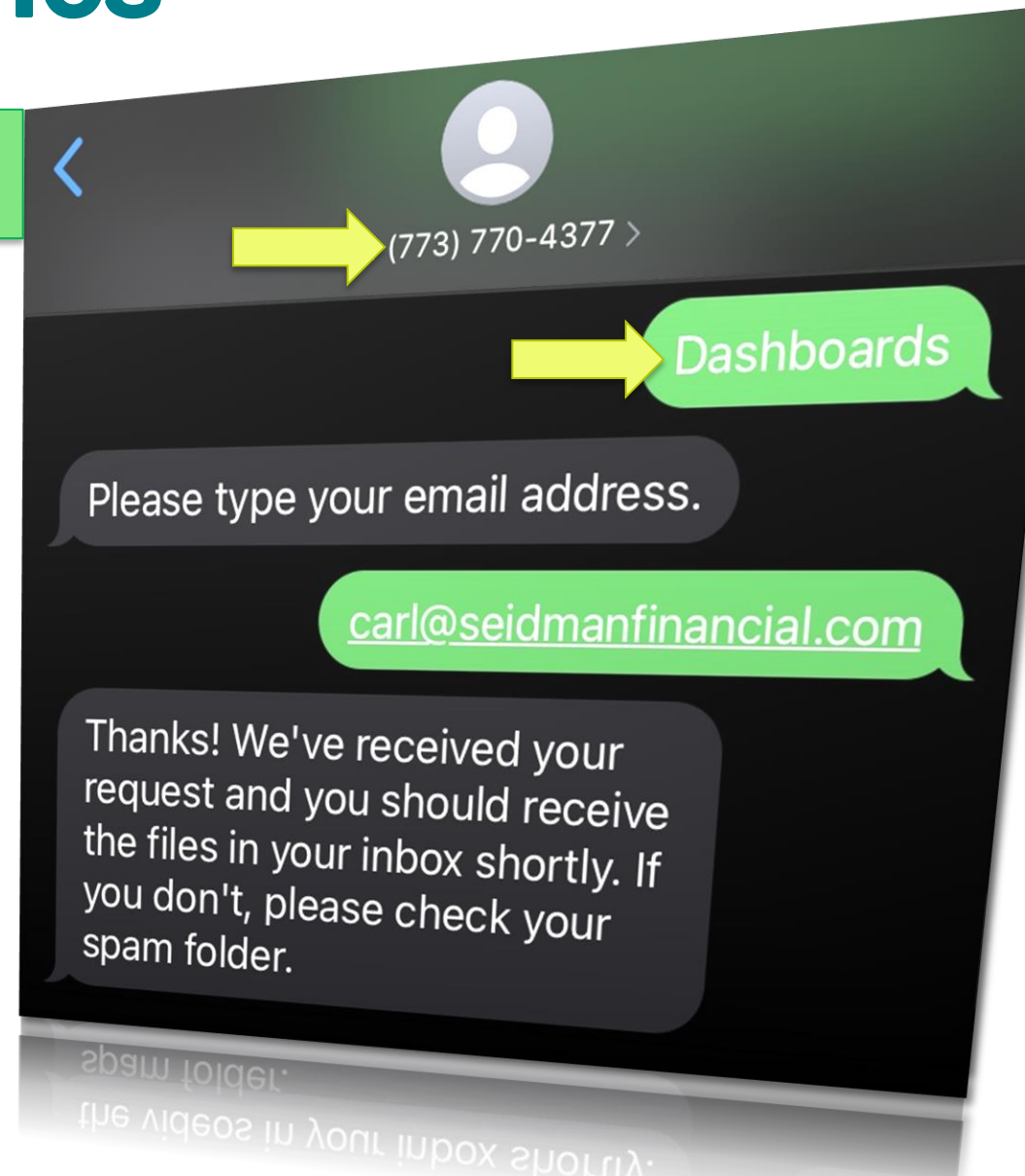
**End-Users' Needs
Dictate the Objectives**

**How do you act upon what
you've learned
to bring value?**

Complimentary Video Series

Text “dashboards” to 773 770 4377

We'll send you the entire
data visualization and presentation
video series



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