

Streamlining Data Analysis for Industry Excellence

Client Success Story



Industry

Life Science, FMCG, Animal Health

Client

Selection of Fortune 500

Solution

Data Visualization

Challenges

Uncontrolled democratization and self-service in report building impairs reporting quality and generates unnecessary costs.

- Little or no user research
- Little or no design for a certain group of users (a generic approach)
- Not suitable for people with lower data literacy skills
- BI clutter – big number of reports are being generated with low quality and low analytical performance
- Little awareness regarding negative impact of badly designed and poor quality, analytical solutions
- Treating UX as a cost and not an investment

Solution

- There are several good practices - we always communicate these to our customers. We aim to educate them.
- Ensure that the level of analytical skills possessed by the audience corresponds to the granularity and type of data presented
- Manage the on-screen data density carefully to maintain a cognitive balance
- Use visualizations appropriately, with a sound information architecture and flow
- Use proper hierarchies and be consistent with colors and styles.
- Draw attention to important information by using effective titles, sizing, contrast, and correlation between data sets.
- To improve clarity, use clear nomenclature and aesthetic coherence.

Benefits

- Up to 5x **faster Data Analysis**
- 2x-3x **lower Cognitive Burden**
- Even 3x **lower Error Risk**
- Up to 5x-6x faster **Conclusions**
- The right design of BI solutions is essential for their widespread adoption in an organization, building competitive advantages, and enabling less skilled users to effectively analyze data and generate usable and insightful reports through self-service.