



DOMOPALOOZA



POWER OF THE PLATFORM



THE JOY OF STORIES

How to Turn Your Data into
Happy Little Masterpieces

Brent Dykes | Sr. Director, Data Strategy

Sarah Chalupa | Consulting Manager

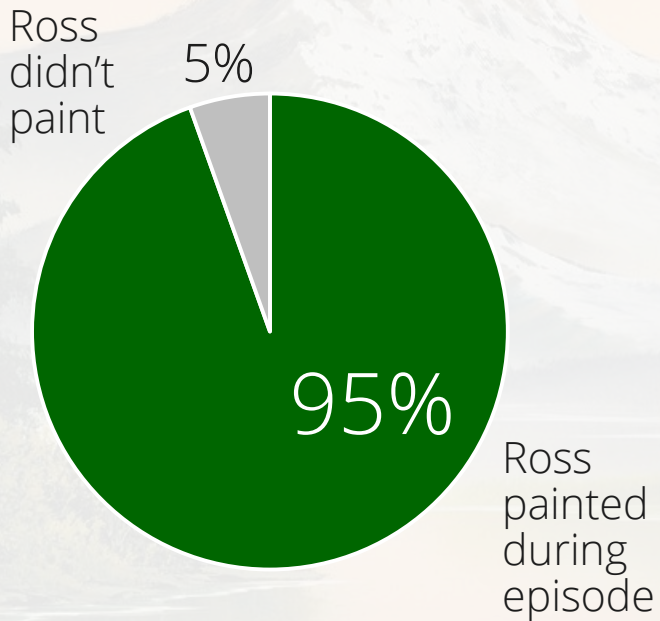
Asher Tenn-McClellan | Sr. Principal Consultant

A composite image featuring Bob Ross on the right side, smiling and holding a paintbrush. The background is a vibrant landscape painting of a mountain range with a waterfall and a lake. A semi-transparent blue box with white text is overlaid on the top left of the painting.

BOB ROSS

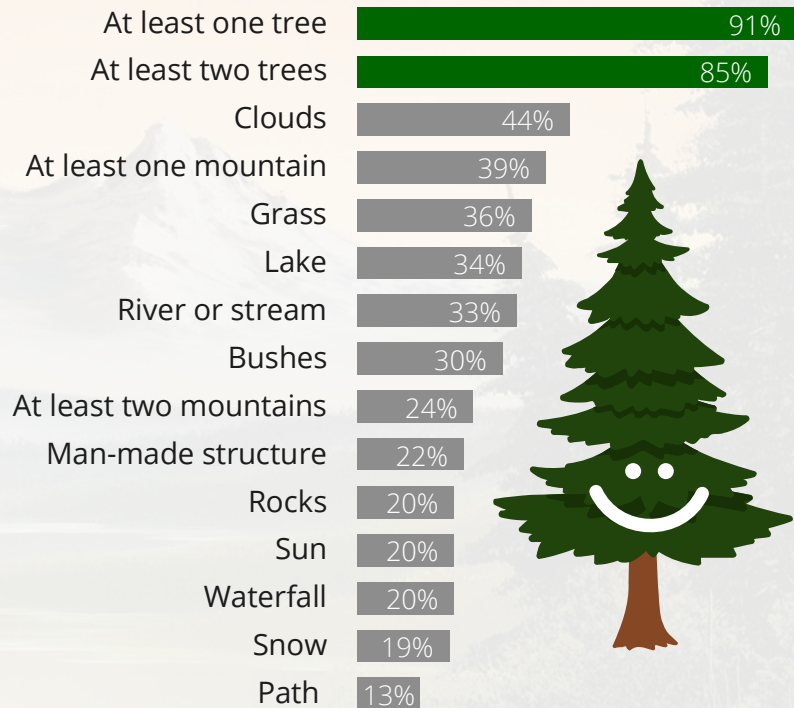
Painter / TV Host
1942-1995

From 1983 to 1994, there were **403 episodes** of "The Joy of Painting"



What did Bob like to paint?

% containing each element

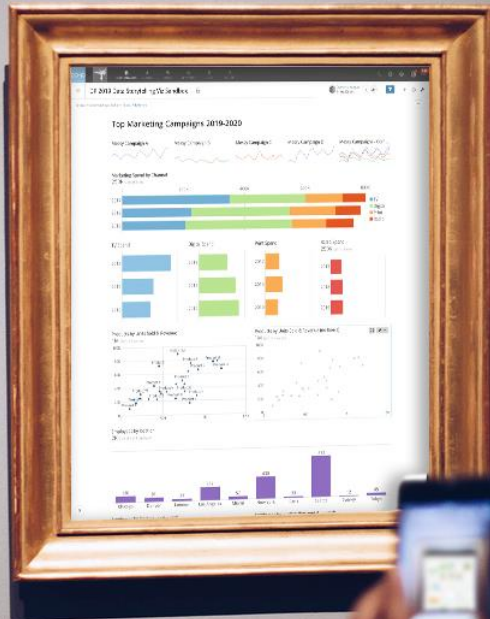


BOB ROSS APPROACH & PHILOSOPHY



1. Possessed a **positive attitude**.
2. Made art look **fun and easy**.
3. Empowered his viewers with **clear instructions and simple steps**.
4. Used **simple materials** such as widely-available paints and brushes.
5. Believed **anything is possible** if you just try.

HOW DO WE TURN DATA INTO HAPPY LITTLE MASTERPIECES?



...of the most effective ways to reach your target audience is through social media. This is because social media allows you to reach a large number of people in a short amount of time. It also allows you to track the performance of your campaigns and make adjustments as needed.

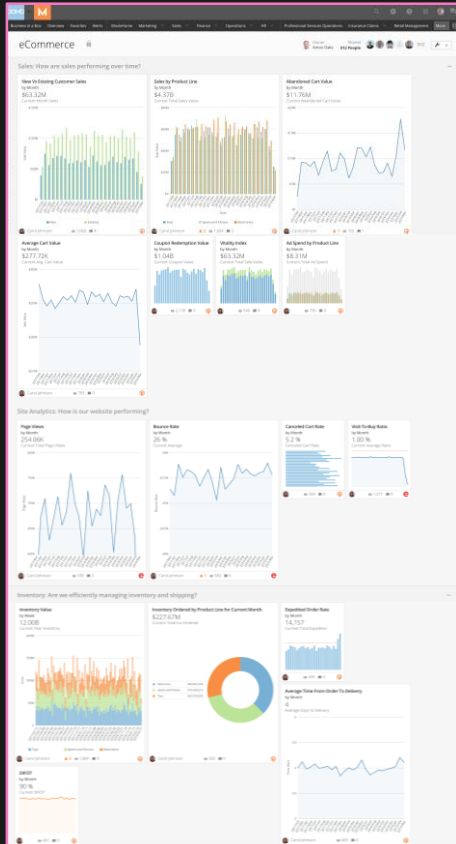
...of the most effective ways to reach your target audience is through social media. This is because social media allows you to reach a large number of people in a short amount of time. It also allows you to track the performance of your campaigns and make adjustments as needed.

725

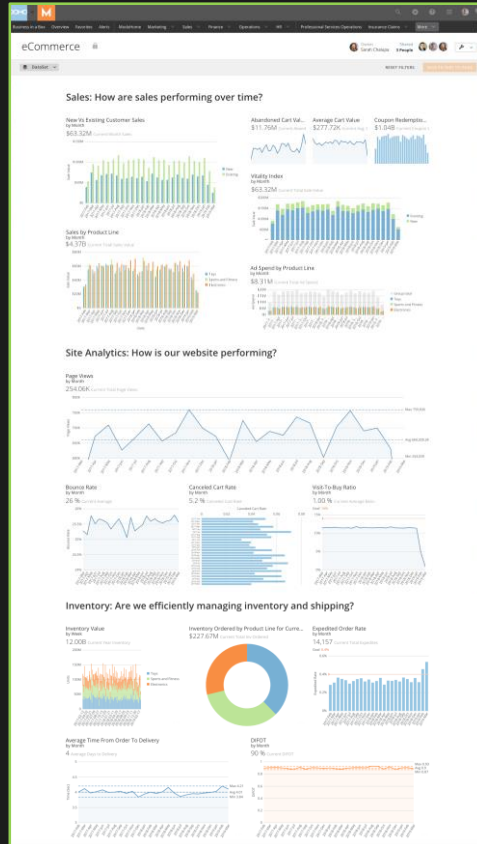


BETTER, CLEANER LAYOUTS WITH DOMO STORIES

Standard Dashboard



Stories Dashboard



ADVANTAGES

- More control over chart sizing & positioning
- More design options (borders, backgrounds, images, summary/title toggle)
- Richer interactivity (interactive filters, linking)
- More robust text options
- Better printing, viewing & exporting options



**BOB ROSS
KNEW HIS
AUDIENCE**



WHAT INFORMS DATA VISUALIZATION & DESIGN?



AUDIENCE



BUSINESS OBJECTIVES



METRICS & TARGETS



QUESTIONS



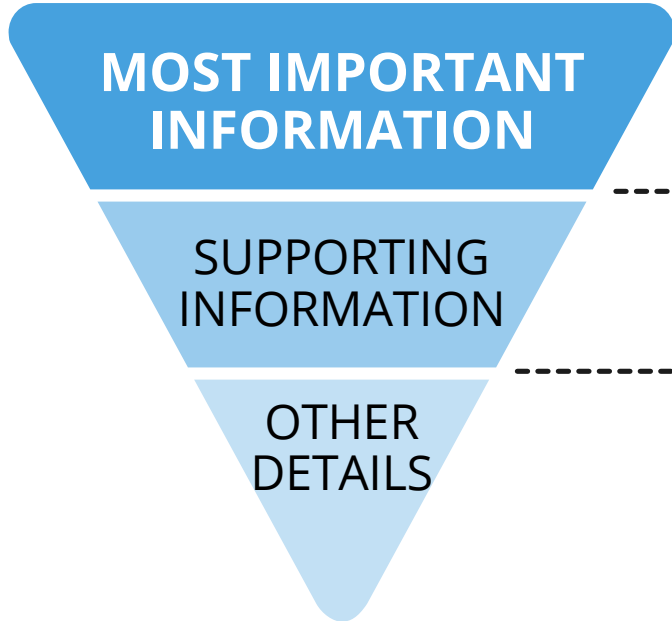
VISUALIZATIONS & DESIGN

BUSINESS QUESTIONS INFORM DASHBOARD DESIGN

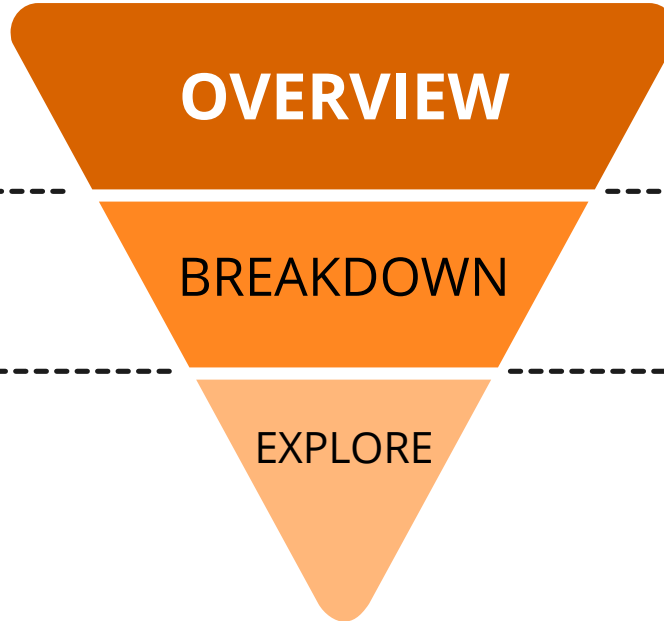


INVERTED APPROACH TO DASHBOARD DESIGN

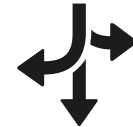
INVERTED PYRAMID



DASHBOARD DESIGN



HOW ARE WE DOING?



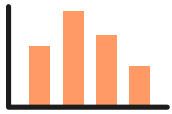
WHAT'S HAPPENING?



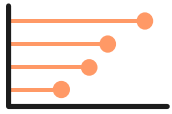
HOW CAN I LEARN MORE?

CHOOSE THE RIGHT CHART FOR YOUR DATA

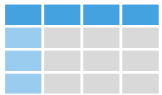
Comparison



Bar

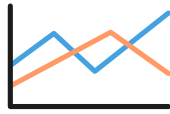


Lollipop

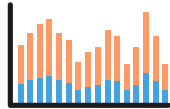


Table

Trend



Line

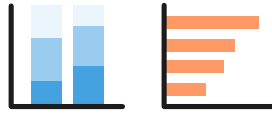


Column



Stacked Area

Composition



Bar

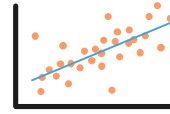


Pie & Donut



Treemap

Relationship



Scatterplot

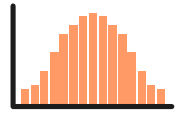


Bubble

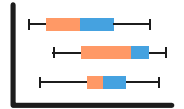


Heatmap

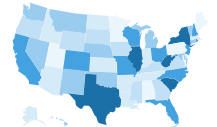
Distribution



Histogram


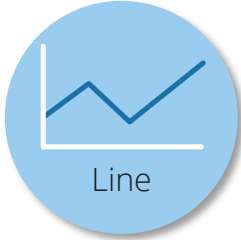



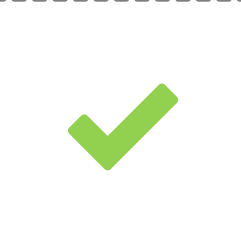

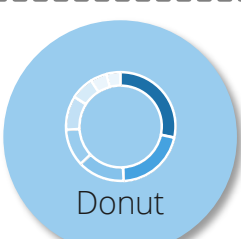
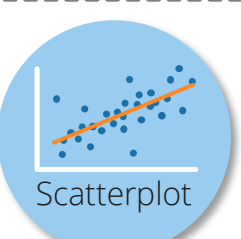

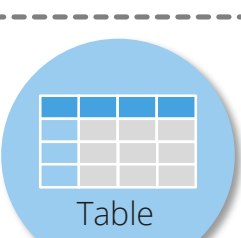
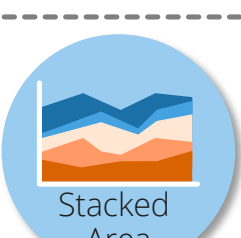
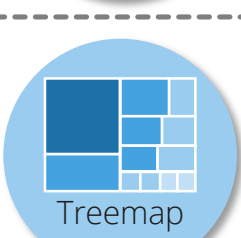
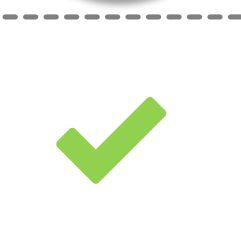
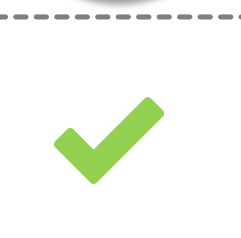


Box plot



Maps

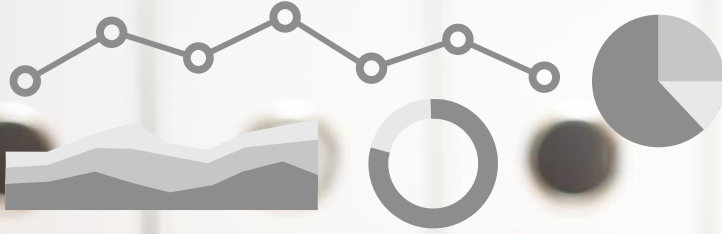
CHARTS MUST BE APPROPRIATE FOR THE LEVEL

	Comparison	Trend	Composition	Relationship	Distribution
OVERVIEW HOW ARE WE DOING?	 Bar	 Line	 Donut		
BREAKDOWN WHAT'S HAPPENING?			 Donut	 Scatterplot	 Maps
EXPLORE HOW CAN I LEARN MORE?	 Table	 Stacked Area	 Treemap		

LOTS OF GOOD DATA CAN STILL BE OVERWHELMING



DATA





DESIGN

NEED TO COMBINE THESE TWO DISCIPLINES



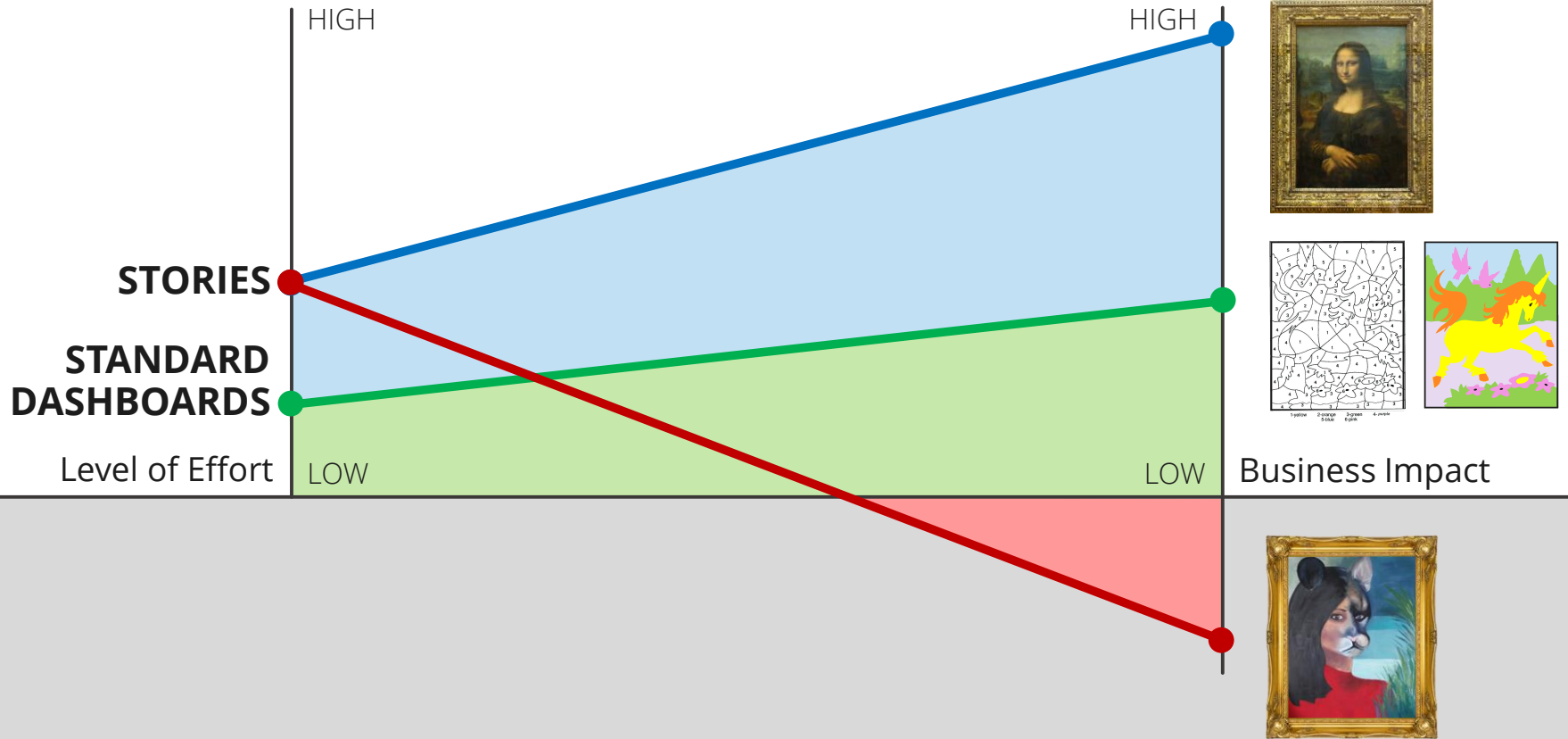


BEFORE DOMO STORIES

An artist's workspace featuring a blank white canvas on an easel, surrounded by various paintbrushes in containers against a wooden background. The scene is set against a rustic wooden wall. In the foreground, several paintbrushes with different bristles and handles are visible, some in a silver mesh container on the left and others scattered on the right. The central focus is a large, blank white canvas mounted on a wooden easel. The lighting is soft and natural, highlighting the textures of the wood and the canvas.

WITH DOMO STORIES

FREEDOM MEANS HIGHER REWARD, HIGHER RISK

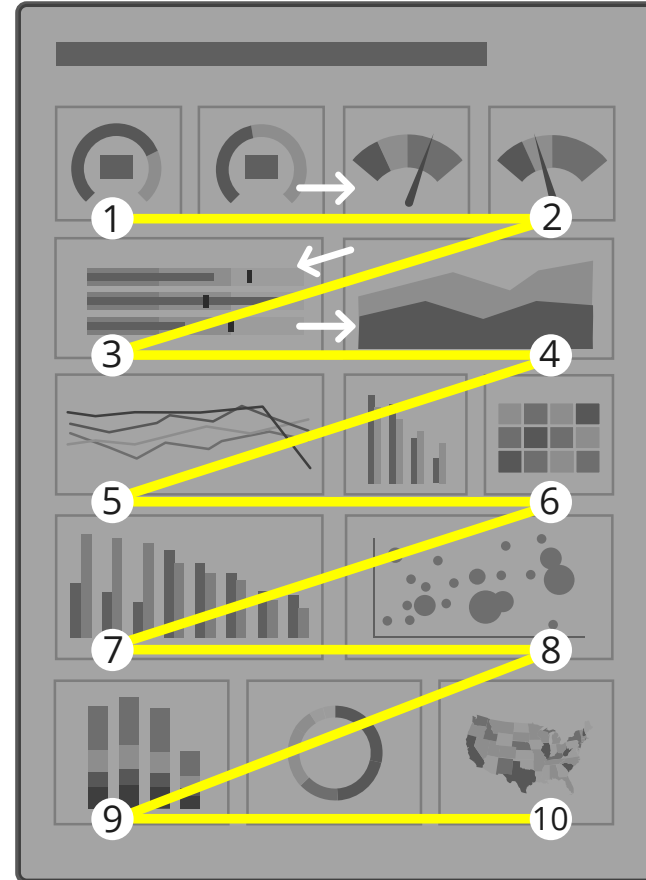


VISUAL HIERARCHY IS ESSENTIAL WITH STORIES



Visual hierarchy helps people to determine the *relative importance* of different elements and the *logical groupings* of content.

UNASSISTED VISUAL FLOW: Z-PATTERN



UNASSISTED VISUAL FLOW: LIGHTNING-PATTERN



VISUAL HIERARCHY > PRINCIPLES OF VISUAL PERCEPTION



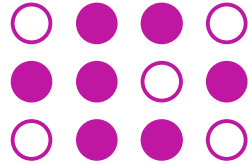
**GESTALT PRINCIPLES +
PREATTENTIVE ATTRIBUTES**

GESTALT PRINCIPLES > GROUPING

Proximity



Similarity



Enclosure

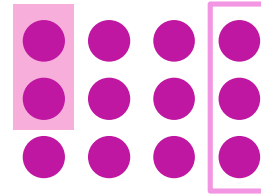


Figure-Ground



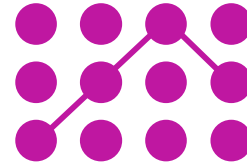
Continuity



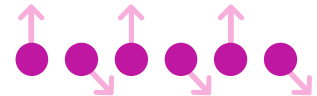
Closure



Connection



Common Fate

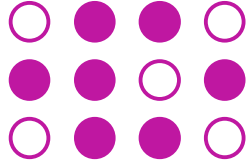


GESTALT PRINCIPLES > GROUPING

Proximity



Similarity



Enclosure

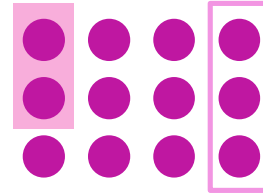
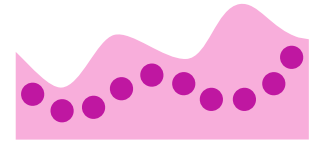


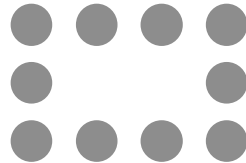
Figure-Ground



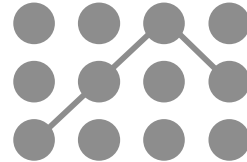
Continuity



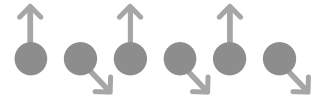
Closure



Connection

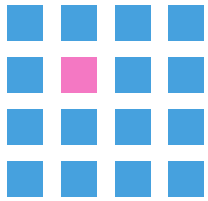


Common Fate

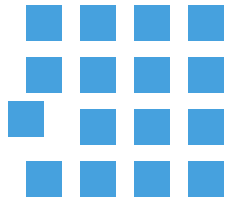


PREATTENTIVE ATTRIBUTES > IMPORTANCE

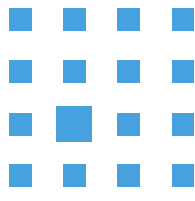
Color



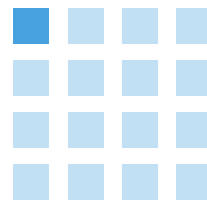
Position & Alignment



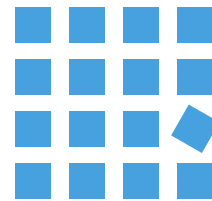
Size



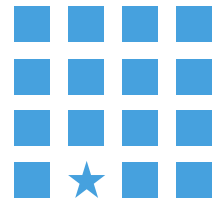
Intensity



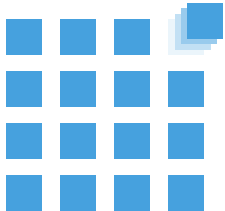
Orientation



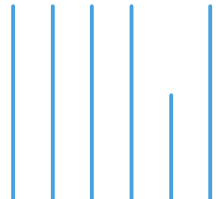
Shape



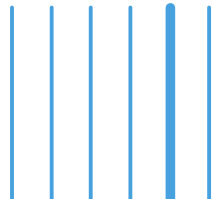
Motion



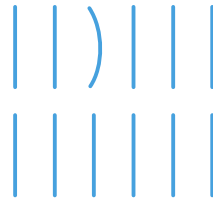
Line Length



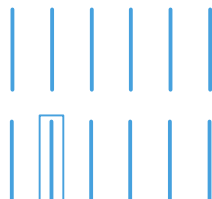
Line Width



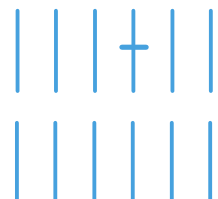
Curvature



Enclosure

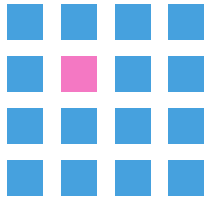


Added Marks

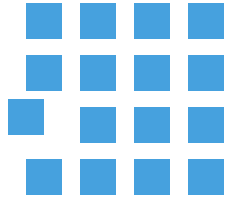


PREATTENTIVE ATTRIBUTES > IMPORTANCE

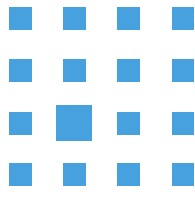
Color



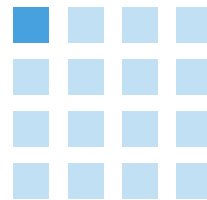
Position & Alignment



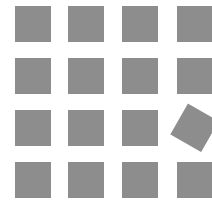
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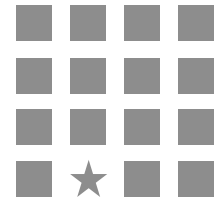
Intensity



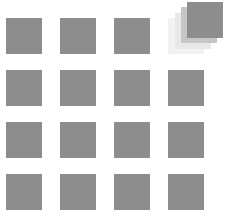
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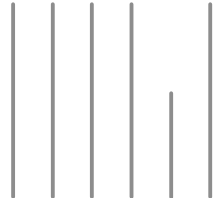
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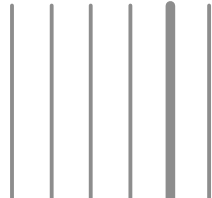
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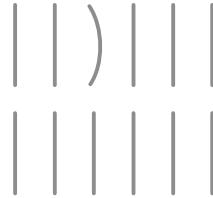
Line Length



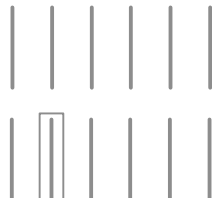
Line Width



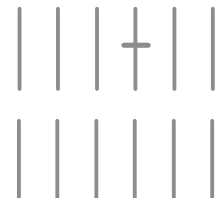
Curvature



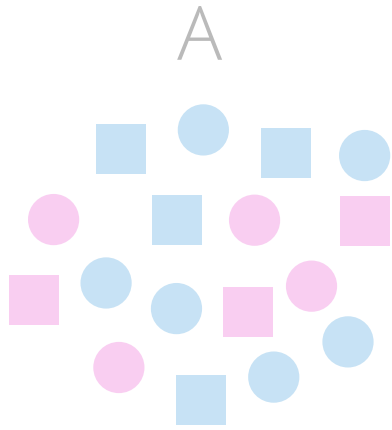
Enclosure



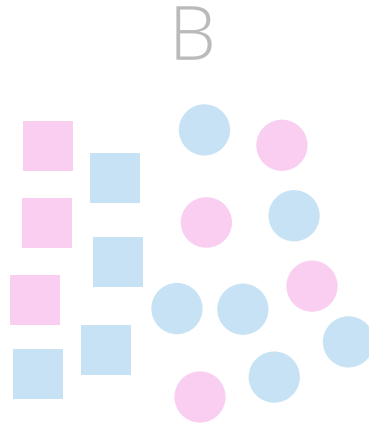
Added Marks



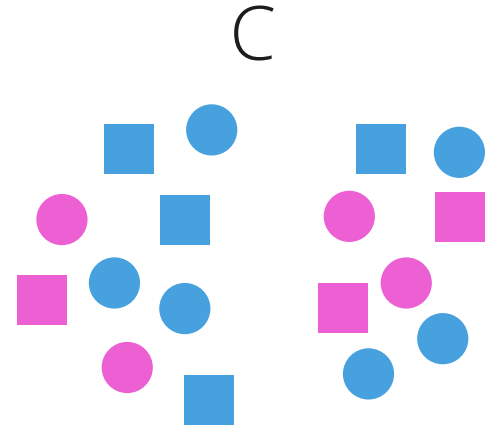
WHICH PRINCIPLE OR ATTRIBUTE IS DOMINANT?



COLOR



SHAPE



PROXIMITY

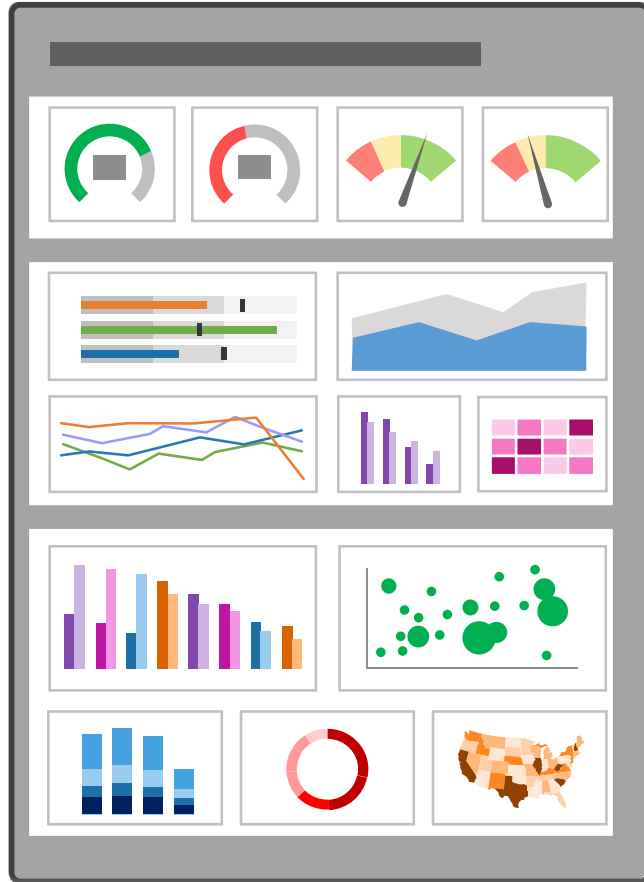
TOOLS FOR CREATING VISUAL HIERARCHY

GROUPING

1. Proximity
2. Alignment
3. Similarity / Repetition



GROUPING > PROXIMITY CREATES CONNECTIONS



Section #1

Section #2

Section #3

GROUPING > PROXIMITY CREATES CONNECTIONS



Section #1

Section #2

Section #3

GROUPING > PROXIMITY CREATES CONNECTIONS



Section #1

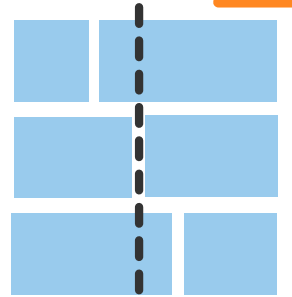
Section #2

Section #3

GROUPING > ALIGNMENT ADDS ORDER

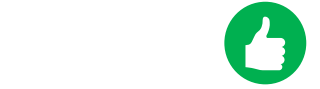
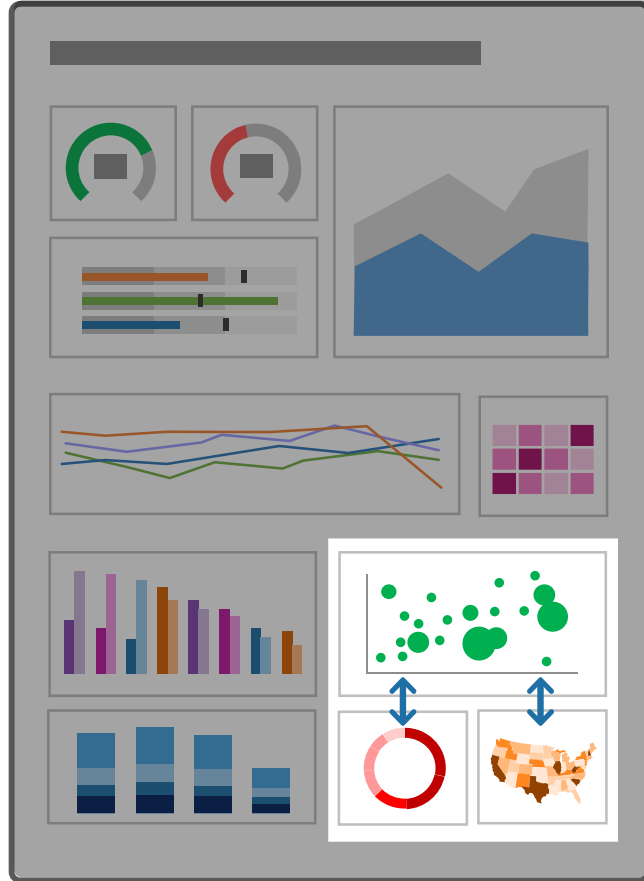


HORIZONTAL
ALIGNMENT

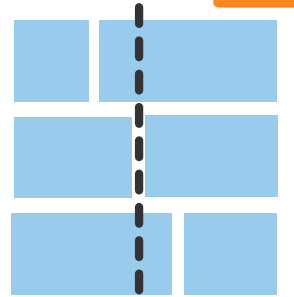


VERTICAL
ALIGNMENT

GROUPING > ALIGNMENT ADDS ORDER

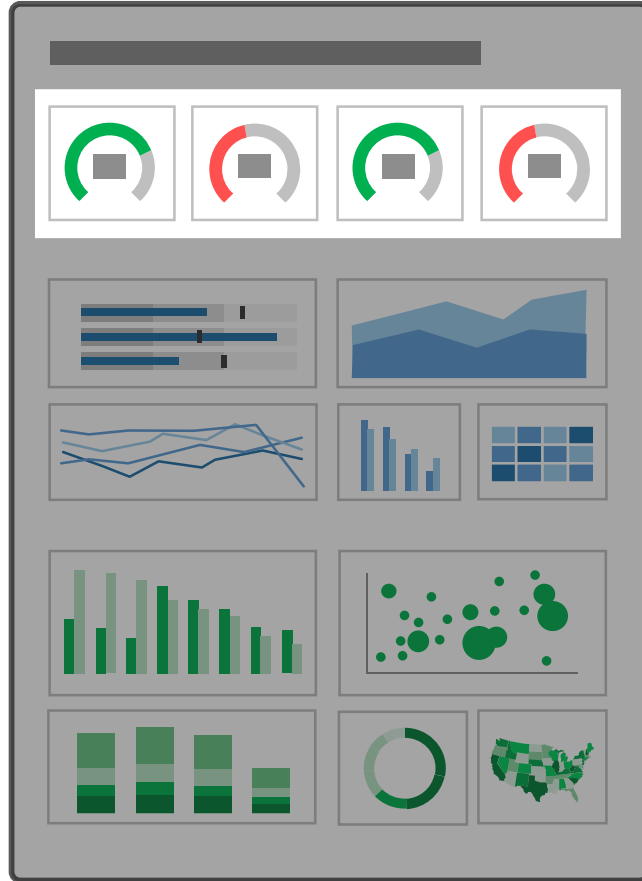


HORIZONTAL
ALIGNMENT



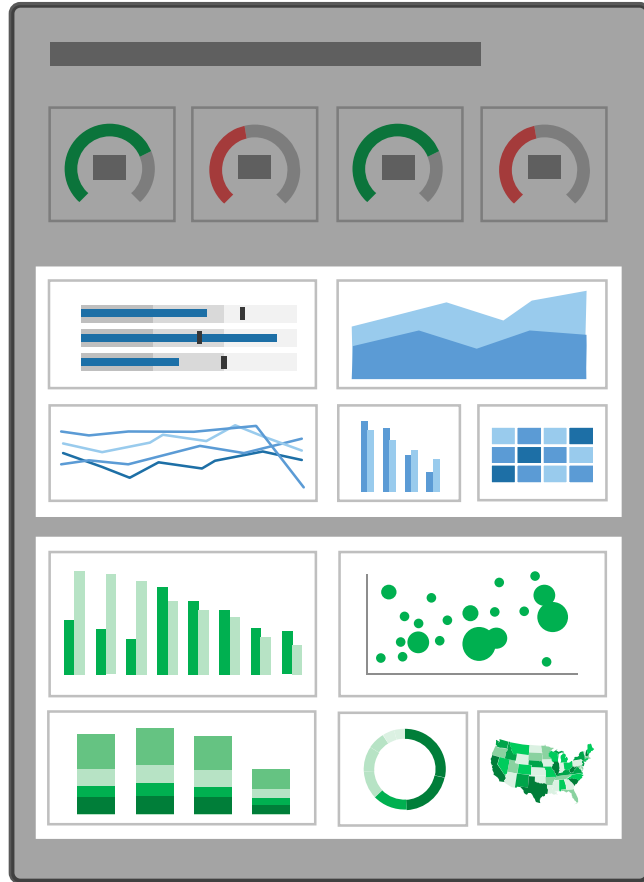
VERTICAL
ALIGNMENT

GROUPING > SIMILARITY CONVEYS RELATIONSHIPS



← SAME
CHART TYPE
(REPETITION)

GROUPING > SIMILARITY CONVEYS RELATIONSHIPS



← SHARED COLOR

← SHARED COLOR

TOOLS FOR CREATING VISUAL HIERARCHY

GROUPING

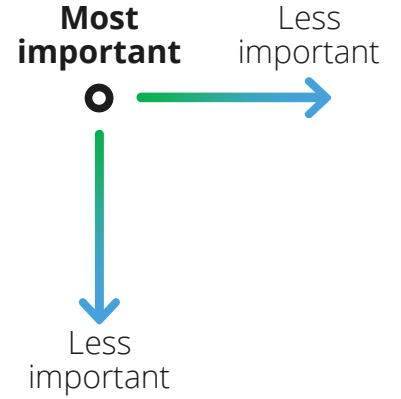
1. Proximity
2. Alignment
3. Similarity / Repetition

IMPORTANCE

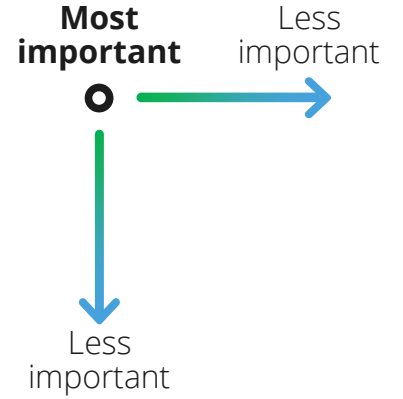
1. Position
2. Size
3. Color
4. Contrast / Intensity
5. Text / Imagery



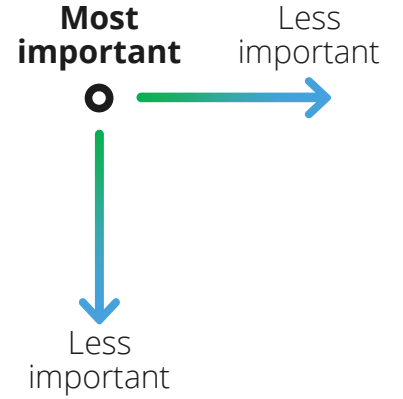
IMPORTANCE > POSITION FOR ATTENTION



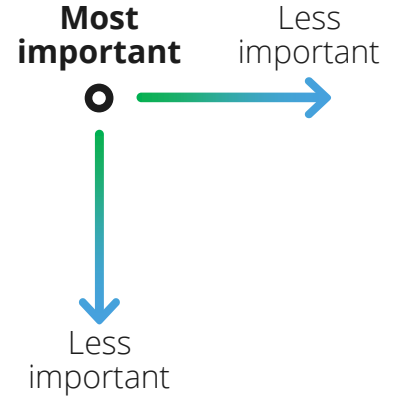
IMPORTANCE > POSITION FOR ATTENTION



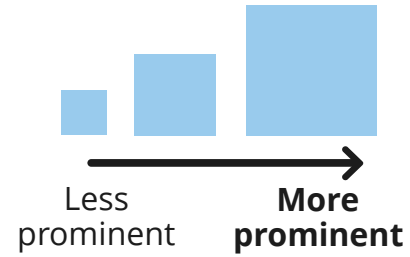
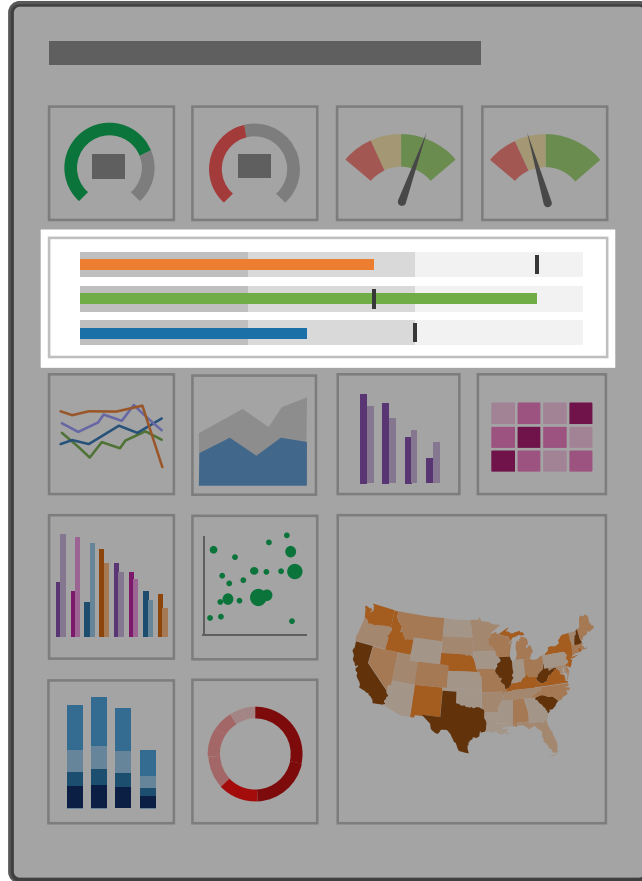
IMPORTANCE > POSITION FOR ATTENTION



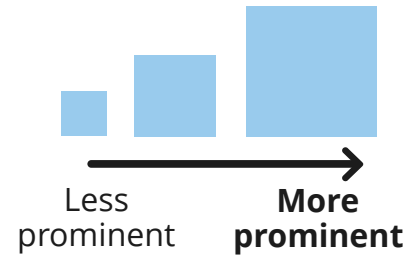
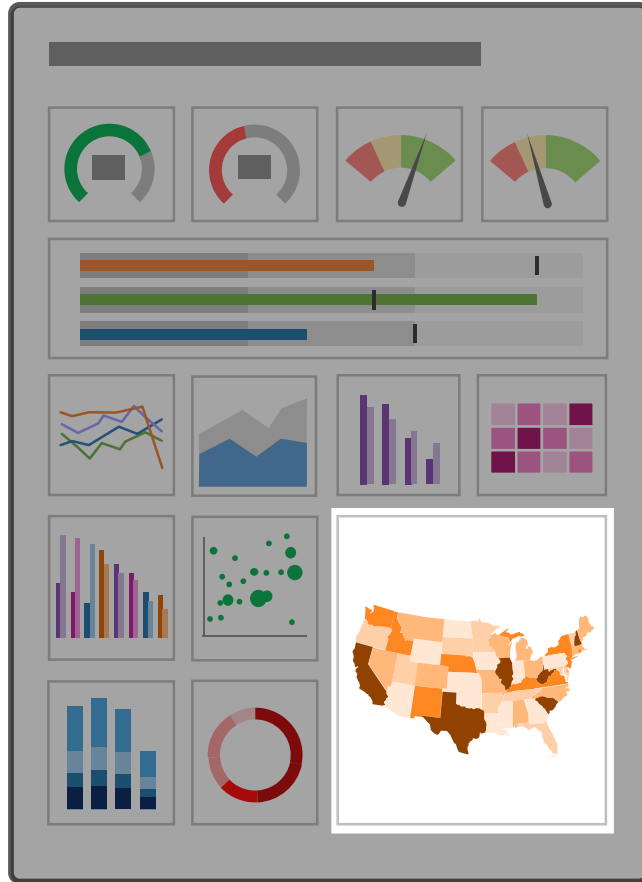
IMPORTANCE > POSITION FOR ATTENTION



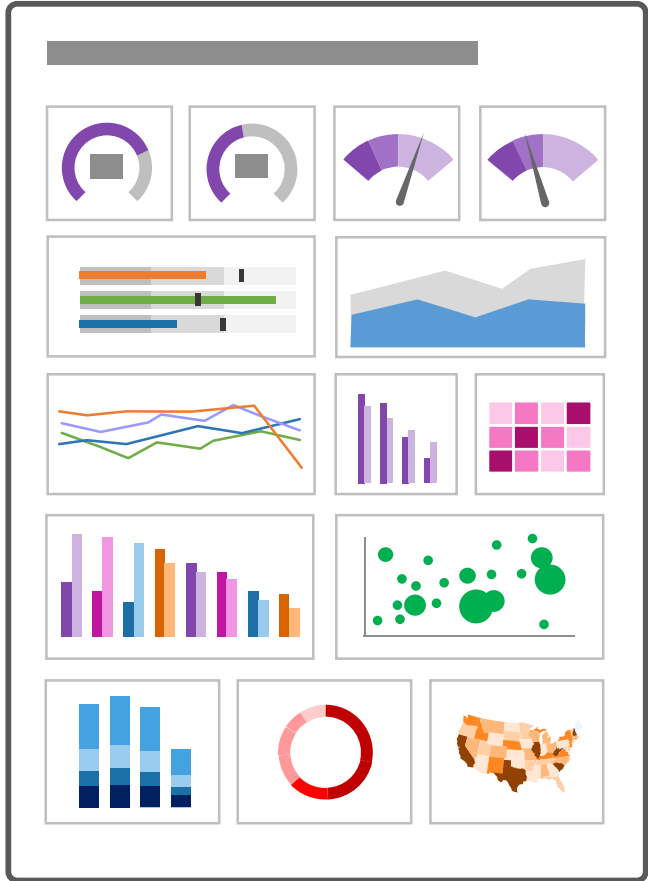
IMPORTANCE > SIZE MATTERS



IMPORTANCE > SIZE MATTERS

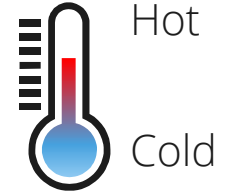


IMPORTANCE > COLOR SENDS A SIGNAL

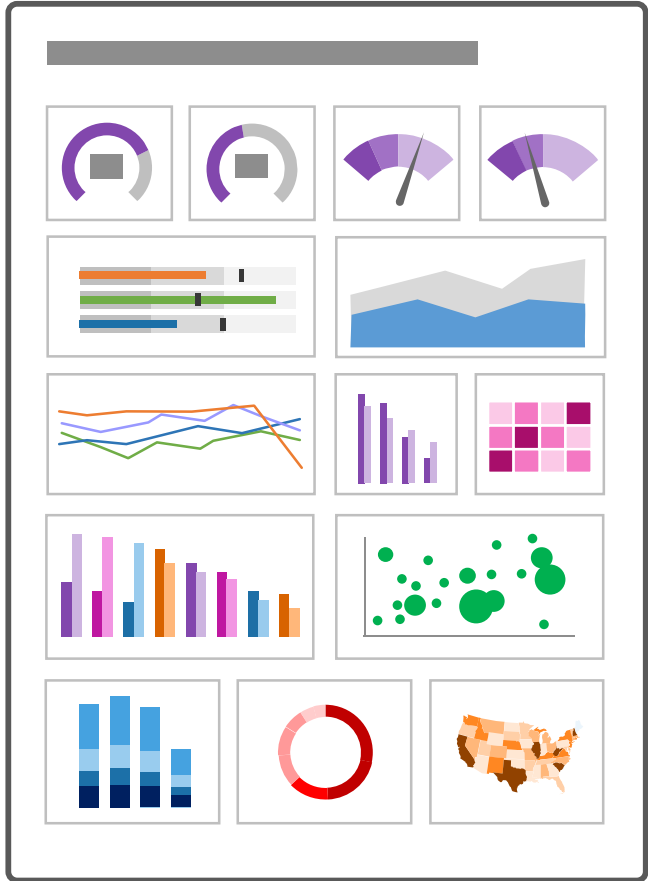


Bad
Caution
Good

IMPORTANCE > COLOR SENDS A SIGNAL



IMPORTANCE > COLOR SENDS A SIGNAL



Foreground



Background



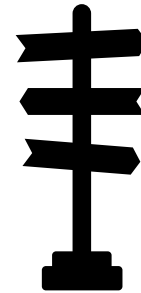
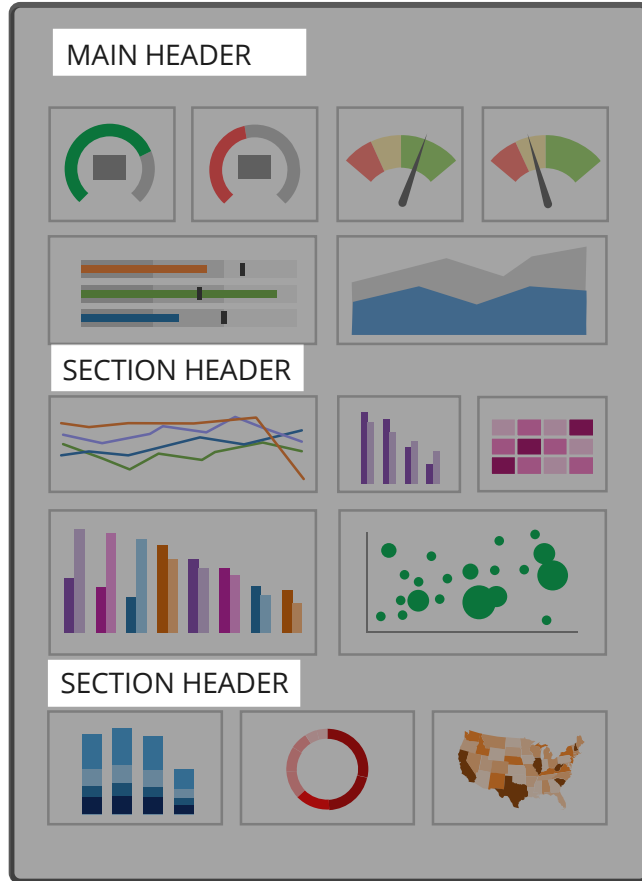
IMPORTANCE > CONTRAST TO STAND OUT



CONTRAST
CONTRAST

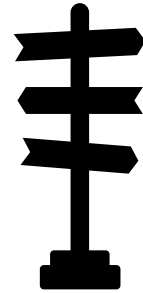
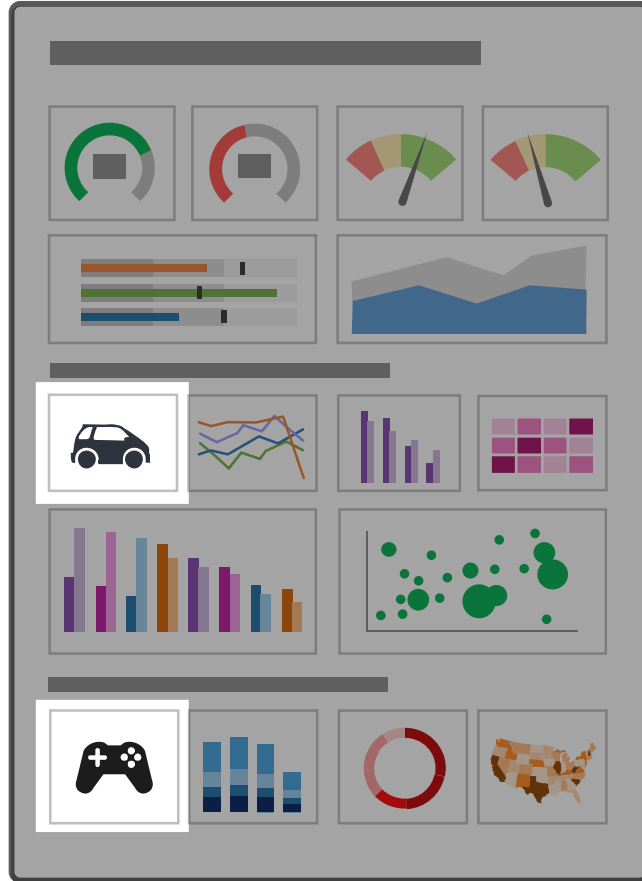
NO CONTRAST
NO CONTRAST

GROUPING > TEXT & IMAGES HELP WITH NAVIGATION



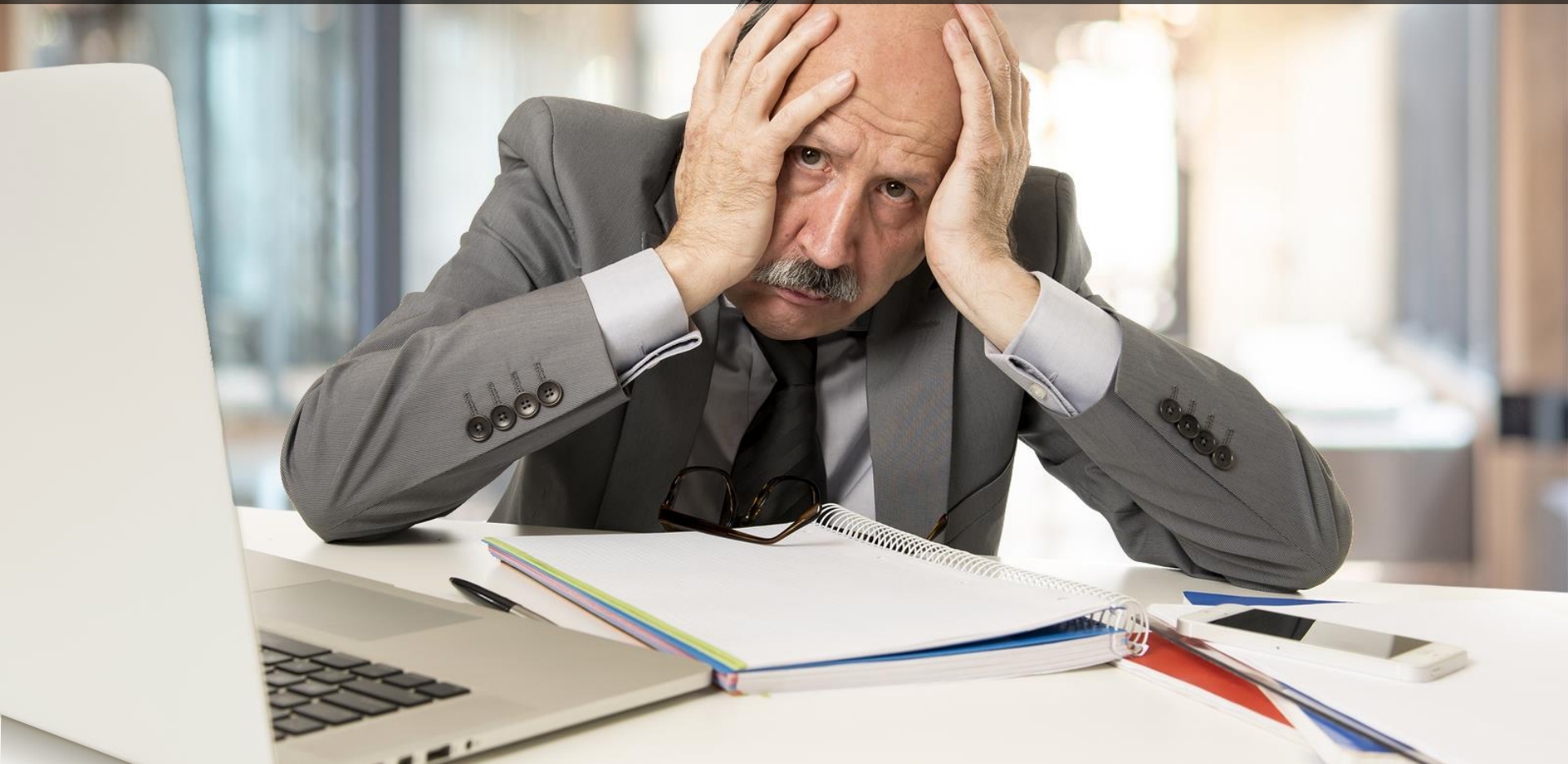
Headings help users to scan content quickly for relevant information

GROUPING > TEXT & IMAGES HELP WITH NAVIGATION



Icons & images can also help your content to connect with users

VISUAL HIERARCHY WON'T FIX TOO MUCH CONTENT



HOW MUCH IS TOO MUCH?

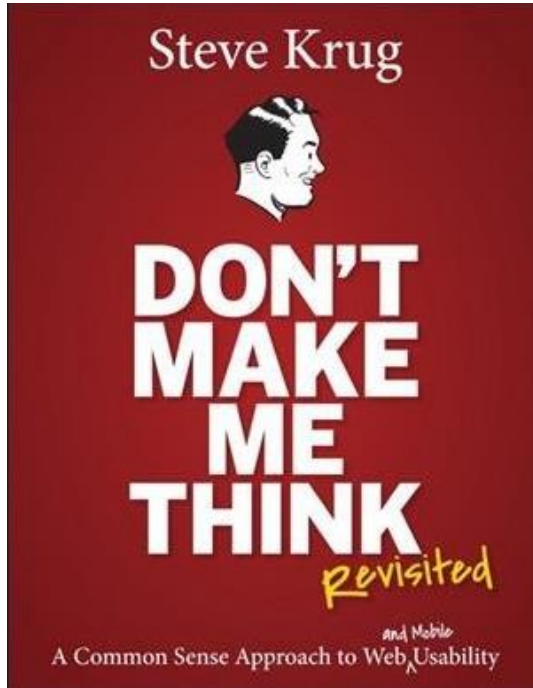
**BELOW
THE FOLD**



RECOMMENDATIONS

1. Total page length shouldn't be longer than 1.5-2 screens
2. No section should be larger than the visible screen
3. Consider linking to other pages to make content more digestible

LESS IS USUALLY MORE



If something requires a large investment of time — or looks like it will — it's less likely to be used.



Steve Krug
UX Expert & Author



GETTING STARTED

SAME PROCESS



AUDIENCE



BUSINESS OBJECTIVES



METRICS & TARGETS



QUESTIONS



VISUALIZATIONS & DESIGN

THE ARTIST PROCESS

SKETCH



PAINT



DISPLAY



SKETCH YOUR PAINTING

1



Convert your
page to a story

2



Change the
layout

3



Arrange the
cards

1. CONVERT YOUR PAGE TO A STORY



eCommerce

Owner Amos Oaks Shared 513 People

ADD CARD

Sales: How are sales performing over time?

New Vs Existing Customer Sales

by Month
\$68.99M
Current Month Sales

Carol Johnson 1,065 4

Sales by Product Line

by Month
\$4.37B
Current Total Sales Value

Carol Johnson 1,841 3

Abandoned Cart Value

by Month
\$12.81M
Current Abandoned Cart Value

Carol Johnson 707 1

Coupon Redemption

by Month
\$1.04B
Current Coupon Value

Carol Johnson 545 0

Vitality Inc.

by Month
\$68.99M
Current Total Sales

Carol Johnson 545 0

- Design Dashboard **BETA**
- View Page as Slideshow
- Publish as Slideshow
- Export as PowerPoint
- Schedule as Report
- Edit Scheduled Reports
- Send Now
- Turn on Page Filters
- New Collection
- Expand all Collections
- Collapse all Collections
- Save as...

1. CONVERT YOUR PAGE TO A STORY



eCommerce

Owner Amos Oaks Shared 513 People 513

Sales: How are sales performing over time?

New Vs Existing Customer Sales

by Month
\$68.99M
Current Month Sales

Legend: New (Blue), Existing (Green)

BETA Design Dashboard ✕

Start telling stories with your data

- ✓ Arrange your content to customize your story
- ✓ Add Cards, images, headers, and text
- ✓ Revert back to your previous Dashboard at any time

CANCEL DESIGN DASHBOARD

Coupon Redemption Value

by Month
\$1.04B
Current Coupon Value

Vitality Index

by Month
\$68.99M
Current Total Sale Value

Carol Johnson 1,065 4

Carol Johnson 2 1,841 3

Carol Johnson 1 707 1

545 0

2. CHANGE THE LAYOUT



EDITING DASHBOARD
[BETA] eCommerce (Copy)

PAGE OPTIONS ▾ CANCEL SAVE

Sales: How are sales performing over time?

Duplicate of New Vs Existing Customer Sales by Month
\$68.99M Current Month Sales

Duplicate of Aband... Duplicate of Averag... Duplicate of Coupo...

Duplicate of Vitality Index by Month
\$68.99M Current Total Sale Value

Duplicate of Sales by Product Line by Month
\$4.37B Current Total Sales Value

Duplicate of Ad Spend by Product Line by Month
\$9.05M Current Total Ad Spend

?

LAYOUT TEMPLATES



Choose a layout

Categories ▼ Number Of Cards ▼

With banner

Hero

Quick summary

General purpose

14 C

11 CARDS

11 CARDS

11 CARDS

11 CARDS

View more (71)

Hero

14 CARDS

10 CARDS

9 CARDS

9 CARDS

9 CARDS

View more (103)

Quick summary

14 CARDS

10 CARDS

9 CARDS

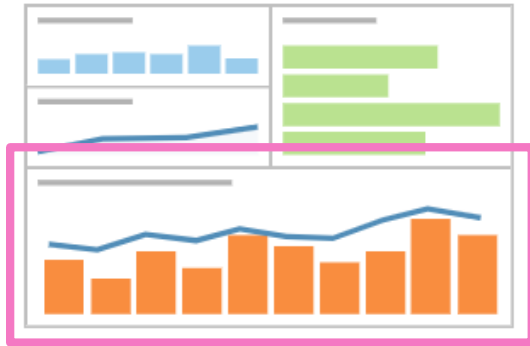
9 CARDS

9 CARDS

View more (146)

×

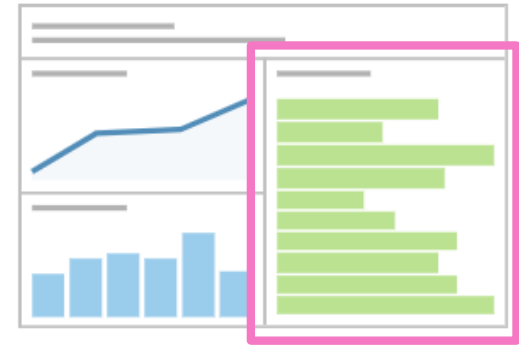
LAYOUT TEMPLATES - HERO



4 CARDS

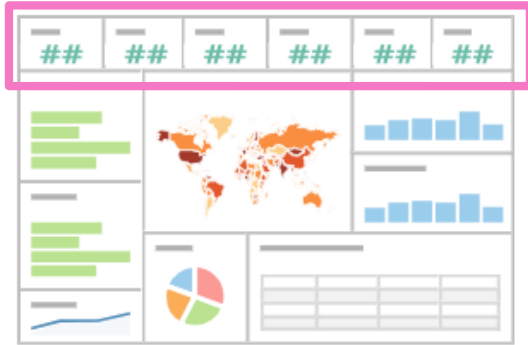


4 CARDS



4 CARDS

LAYOUT TEMPLATES – QUICK SUMMARY



14 CARDS

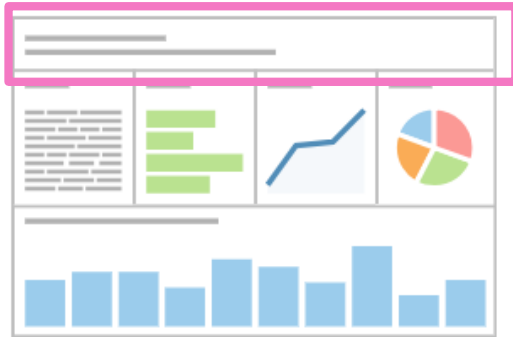


14 CARDS

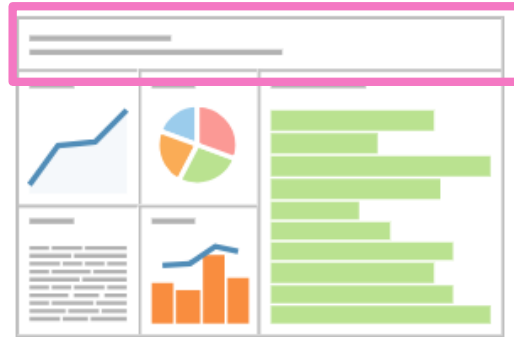


13 CARDS

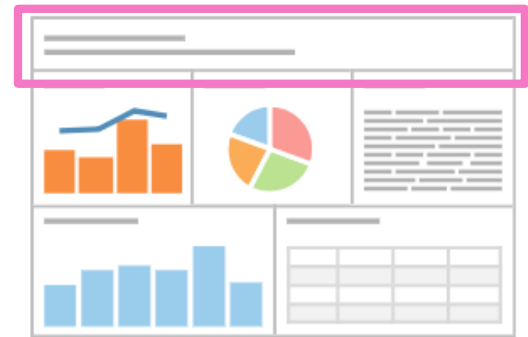
LAYOUT TEMPLATES – WITH BANNER



6 CARDS

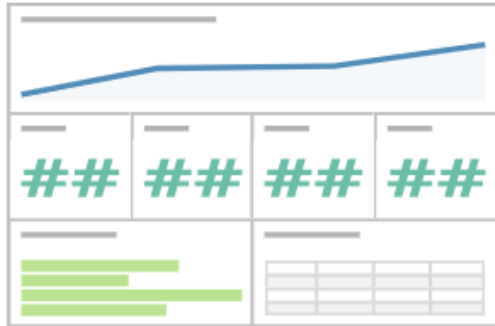


6 CARDS



6 CARDS

LAYOUT TEMPLATES – GENERAL PURPOSE



7 CARDS



7 CARDS



7 CARDS

LAYOUT TEMPLATES



Choose a layout

Categories ▼ Number Of Cards ▼

With banner

[View more \(71\)](#)

14 CARDS

11 CARDS

11 CARDS

11 CARDS

11 CARDS

Hero

[View more \(103\)](#)

14 CARDS

10 CARDS

9 CARDS

9 CARDS

9 CARDS

6 CARDS

6 CARDS

6 CARDS

6 CARDS

4 CARDS

4 CARDS

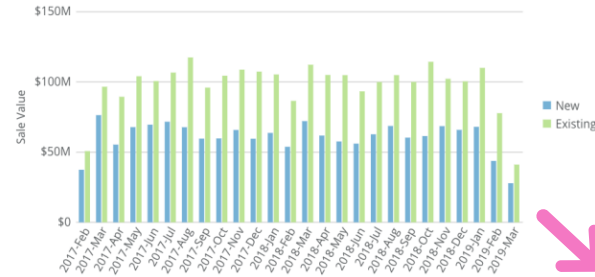
3. ARRANGE YOUR CARDS



Sales: How are sales performing over time?

Duplicate of New Vs Existing Customer Sales
by Month

\$68.99M Current Month Sales



Duplicate of Sales by Product Line
by Month

\$4.37B Current Total Sales Value



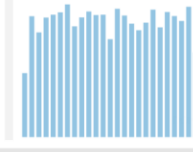
Duplicate of Aband...



Duplicate of Averag...

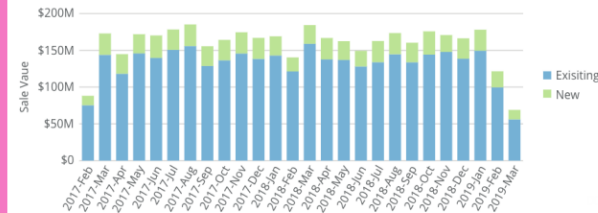


Duplicate of Coupo...



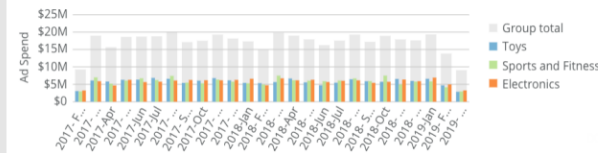
Duplicate of Vitality Index
by Month

\$68.99M Current Total Sale Value



Duplicate of Ad Spend by Product Line
by Month

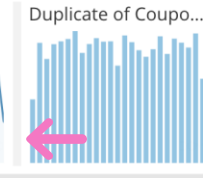
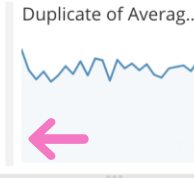
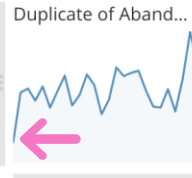
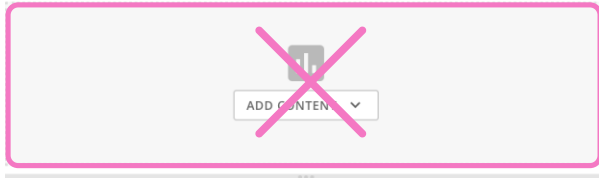
\$9.05M Current Total Ad Spend



3. ARRANGE YOUR CARDS

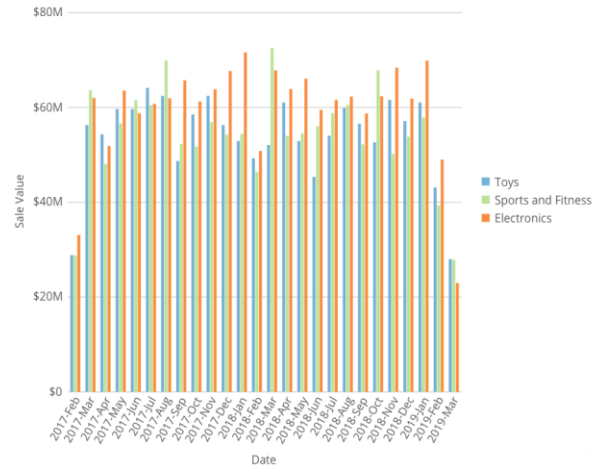


Sales: How are sales performing over time?



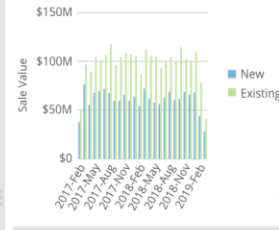
Duplicate of Sales by Product Line
by Month

\$4.37B Current Total Sales Value



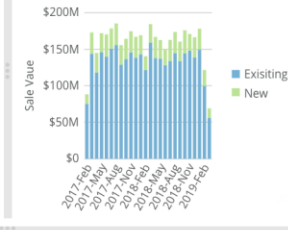
Duplicate of New Vs Existing Cus...
by Month

\$68.99M Current Month Sales



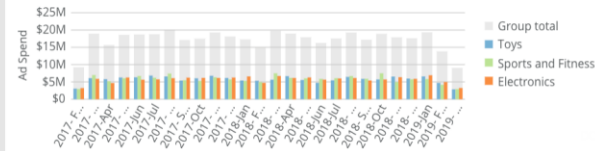
Duplicate of Vitality Index
by Month

\$68.99M Current Total Sale Value



Duplicate of Ad Spend by Product Line
by Month

\$9.05M Current Total Ad Spend

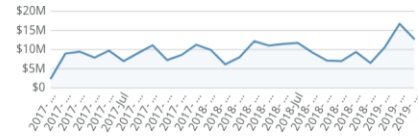


3. ARRANGE YOUR CARDS

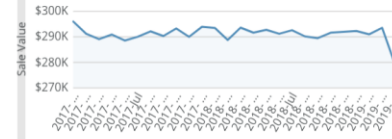


Sales: How are sales performing over time?

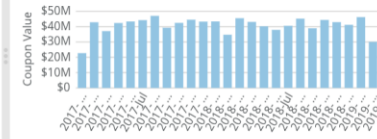
Duplicate of Abandoned Cart Value



Duplicate of Average Cart Value

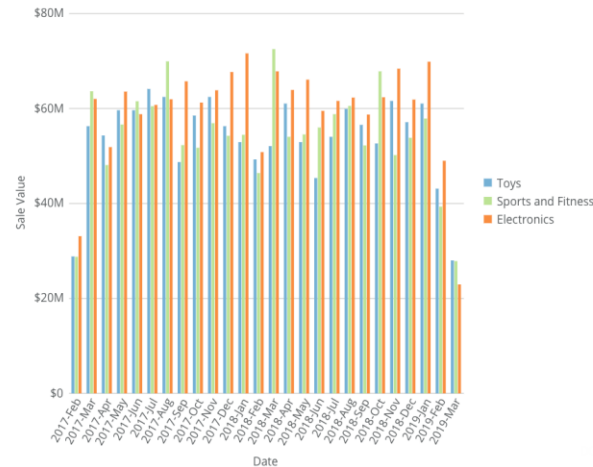


Duplicate of Coupon Redemption Value



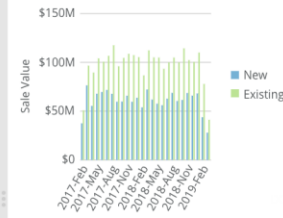
Duplicate of Sales by Product Line by Month

\$4.37B Current Total Sales Value



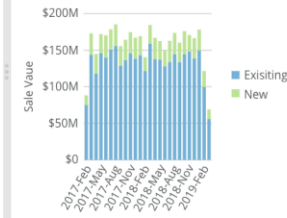
Duplicate of New Vs Existing Cus... by Month

\$68.99M Current Month Sales



Duplicate of Vitality Index by Month

\$68.99M Current Total Sale Value



Duplicate of Ad Spend by Product Line by Month

\$9.05M Current Total Ad Spend

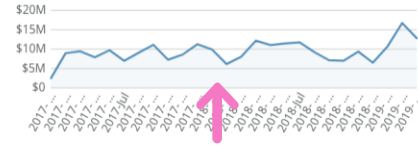


3. ARRANGE YOUR CARDS

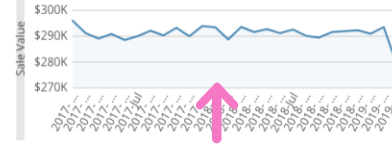


Sales: How are sales performing over time?

Duplicate of Abandoned Cart Value



Duplicate of Average Cart Value

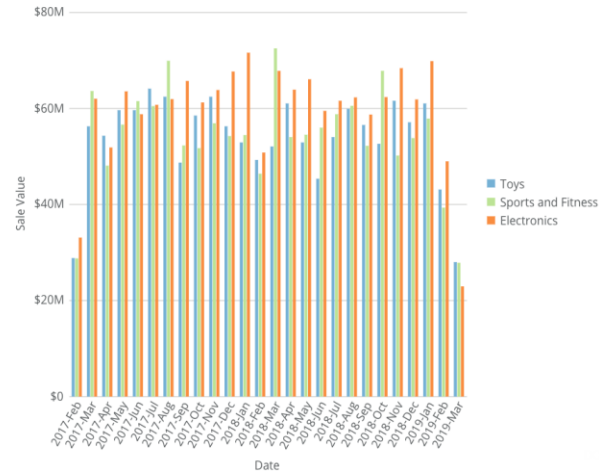


Duplicate of Coupon Redemption Value



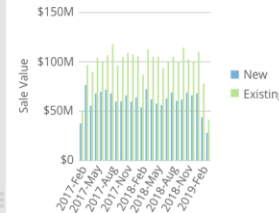
Duplicate of Sales by Product Line by Month

\$4.37B Current Total Sales Value



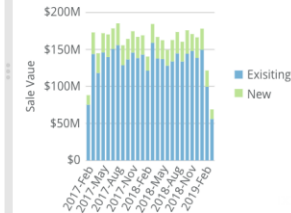
Duplicate of New Vs Existing Cus... by Month

\$68.99M Current Month Sales



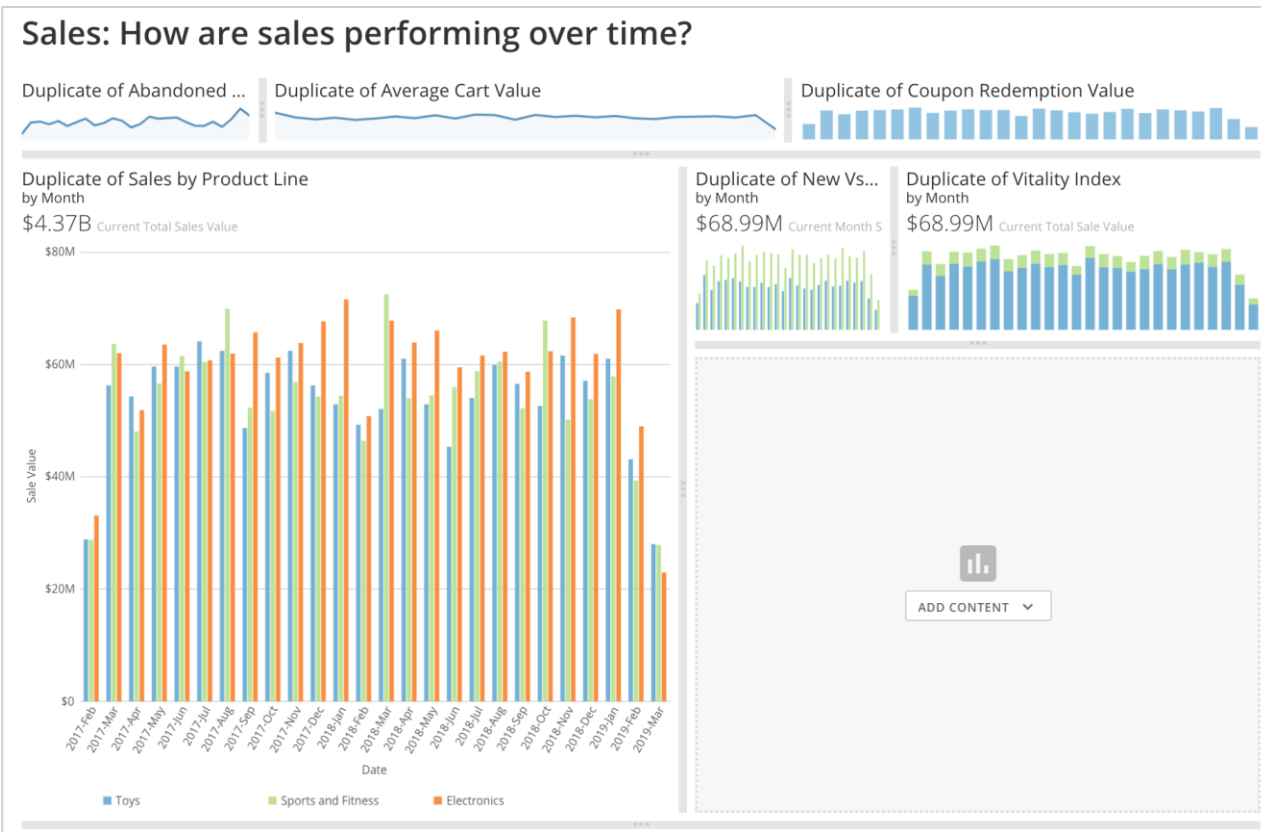
Duplicate of Vitality Index by Month

\$68.99M Current Total Sales Value

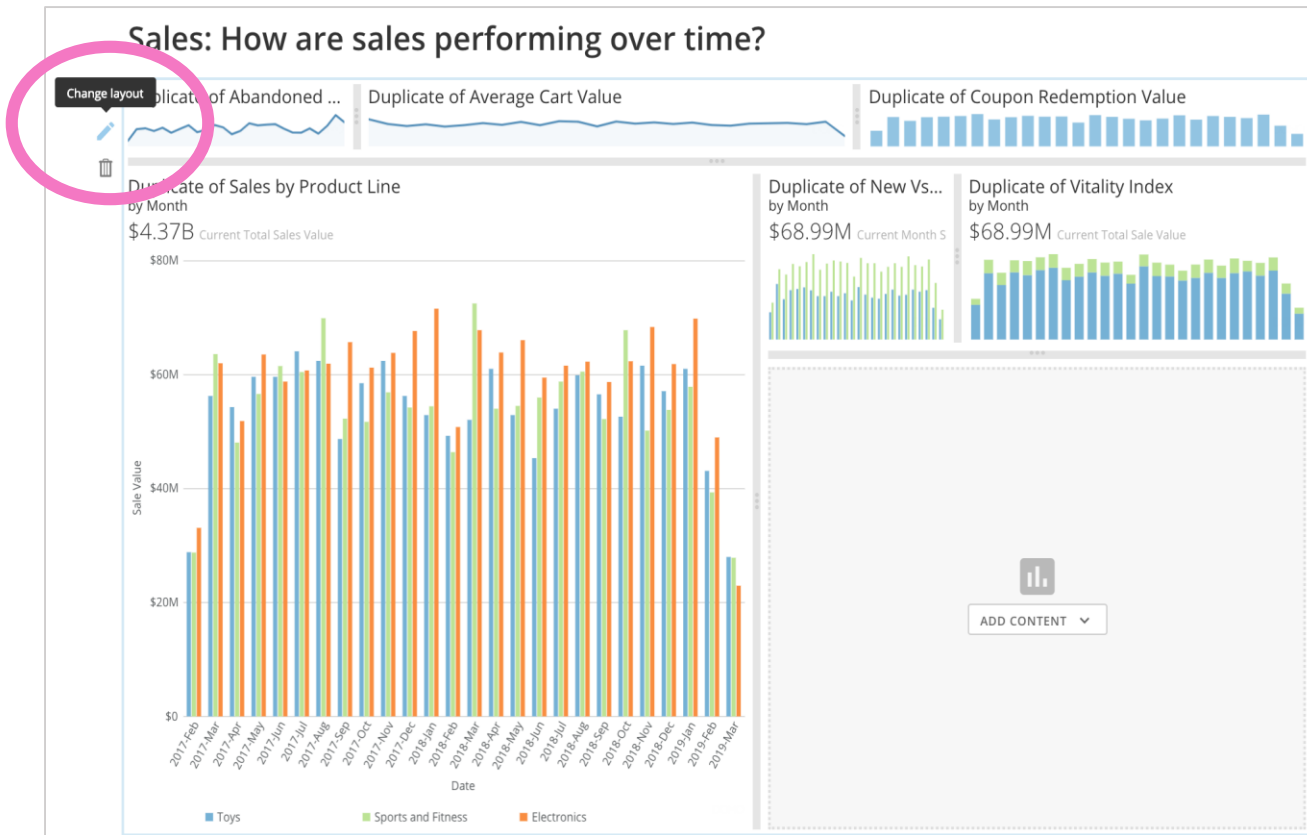


ADD CONTENT ▾

3. ARRANGE YOUR CARDS



3. ARRANGE YOUR CARDS



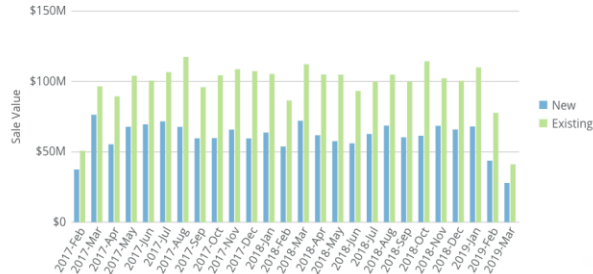
3. ARRANGE YOUR CARDS



Sales: How are sales performing over time?

Duplicate of New Vs Existing Customer Sales
by Month

\$68.99M Current Month Sales



Duplicate of Sales by Product Line
by Month

\$4.37B Current Total Sales Value



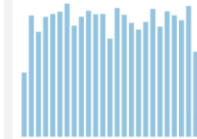
Duplicate of Aband...



Duplicate of Averag...

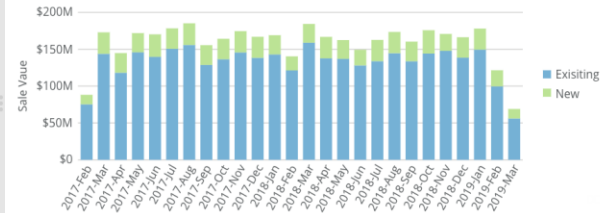


Duplicate of Coupo...



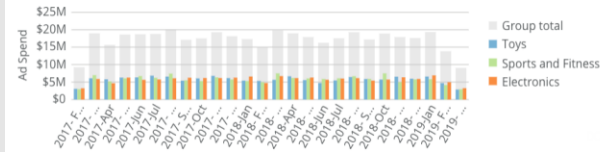
Duplicate of Vitality Index
by Month

\$68.99M Current Total Sale Value



Duplicate of Ad Spend by Product Line
by Month

\$9.05M Current Total Ad Spend



THE ARTIST PROCESS

SKETCH



PAINT



DISPLAY



ARTIST TOOLS



ARTIST TOOLS

EDITING DASHBOARD
[BETA] eCommerce (Copy)

PAGE OPTIONS ▾ CANCEL SAVE

Sales: How are sales performing over time?

Duplicate of New Vs Existing Customer Sales by Month
\$68.99M Current Month Sales

Duplicate of Vitality Index by Month
\$68.99M Current Total Sale Value

Duplicate of Sales by Product Line by Month
\$4.37B Current Total Sales Value

Duplicate of Ad Spend by Product Line by Month
\$9.05M Current Total Ad Spend

ARTIST TOOLS

- HEADER → H
- LAYOUT → [Layout Icon]
- CARD → [Card Icon]
- IMAGE → [Image Icon]
- TEXT → T
- BORDER → -

ARTIST TOOLS

EDITING DASHBOARD

BETA eCommerce (Copy)

PAGE OPTIONS ▾

CANCEL

SAVE

Background color >

Sales: How are sales performing over time?

Duplicate of New Vs Existing Customer Sales
by Month

\$68.99M Current Month Sales



Duplicate of Sales by Product Line
by Month

\$4.37B Current Total Sales Value



Duplicate of Aband...



Duplicate of Averag...



Duplicate of Coupo...



Duplicate of Vitality Index
by Month

\$68.99M Current Total Sale Value



Duplicate of Ad Spend by Product Line
by Month

\$9.05M Current Total Ad Spend



- H
- ☰
- ☰
- ☰
- T
-

ARTIST TOOLS

EDITING DASHBOARD
BETA eCommerce (Copy) SAVE

Sales: How are sales performing over time?

Duplicate of New Vs Existing Customer Sales by Month
\$68.99M Current Month Sales

Duplicate of Vitality Index by Month
\$68.99M Current Total Sale Value

Duplicate of Sales by Product Line by Month
\$4.37B Current Total Sales Value

Duplicate of Ad Spend by Product Line by Month
\$9.05M Current Total Ad Spend

PAGE OPTIONS **Background color**

White

Gray

H

☰

☰

☰

T

—

?

ARTIST TOOLS

EDITING DASHBOARD
BETA eCommerce (Copy)

PAGE OPTIONS ▾ CANCEL SAVE

Sales: How are sales performing over time?

Customer Sales

EDIT CONTENT ▾

- Choose different Card >
- Display settings >
- Change interaction
- Change background
- Move to appendix
- Remove from Dashboard

Duplicate of Aband... Duplicate of Averag... Duplicate of Coupo...

Duplicate of Vitality Index by Month
\$68.99M Current Total Sale Value

Duplicate of Ad Spend by Product Line by Month
\$9.05M Current Total Ad Spend

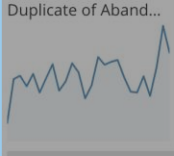
ARTIST TOOLS

EDITING DASHBOARD
[BETA] eCommerce (Copy)

PAGE OPTIONS ▾ CANCEL SAVE


Sales: How are sales performing over time?

Duplicate of New Vs Ex by Month
\$68.99M Current Month Sale Value




Duplicate of Aband... Duplicate of Averag... Duplicate of Coupo...

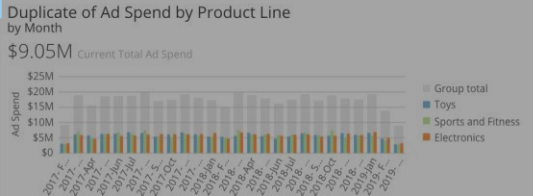
Duplicate of Vitality Index by Month
\$68.99M Current Total Sale Value



Duplicate of Sales by P by Month
\$4.37B Current Total Sales Value



Duplicate of Ad Spend by Product Line by Month
\$9.05M Current Total Ad Spend



EDIT CONTENT ▾

- ← Display settings
- ✓ Title
- ✓ Timeframe
- ✓ Summary

Legend for Sales by Product Line: Toys (blue), Sports and Fitness (green), Electronics (orange)

Legend for Ad Spend by Product Line: Group total (grey), Toys (blue), Sports and Fitness (green), Electronics (orange)

ARTIST TOOLS

EDITING DASHBOARD
BETA eCommerce (Copy)

PAGE OPTIONS ▾ CANCEL SAVE

Sales: How are sales performing over time?

Customer Sales

EDIT CONTENT ▾

- Choose different Card >
- Display settings >
- Change interaction
- Change background
- Move to appendix
- Remove from Dashboard

Duplicate of Aband... Duplicate of Averag... Duplicate of Coupo...

Duplicate of Vitality Index by Month
\$68.99M Current Total Sale Value

Duplicate of Ad Spend by Product Line by Month
\$9.05M Current Total Ad Spend

ARTIST TECHNIQUES



CREATE COLLECTIONS

Retention Initiative: How is our retention of newly hired employees?

Header

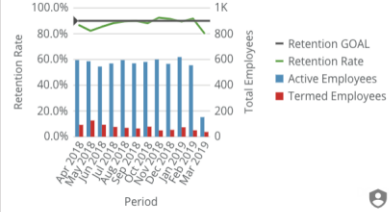
Text + Background Color

Areas of Focus: (1) Compensation and Benefits, (2) Management, (3) Career Growth Opportunities, (4) Values and Culture, (5) Meaningful Work, (6) Recognition and Appreciation.

New Hire Retention by Cohort by Month

80.42 % Current Retention Rate

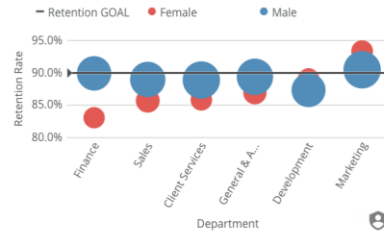
Retention GOAL 90.0%



New Hire Retention by Department

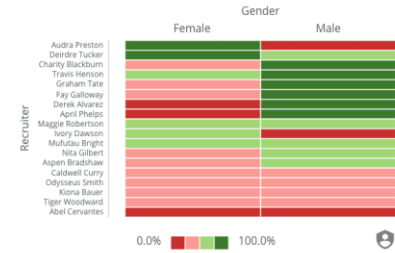
88.5 % Retention Rate in Period

Retention GOAL 90.0%



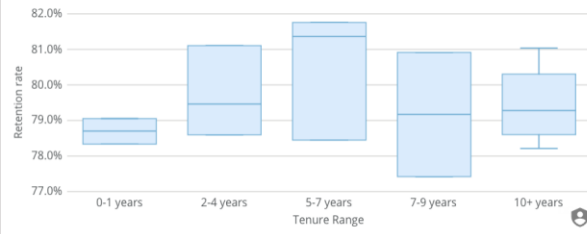
New Hire Retention by Recruiter

89.9 % Retention Rate in Period



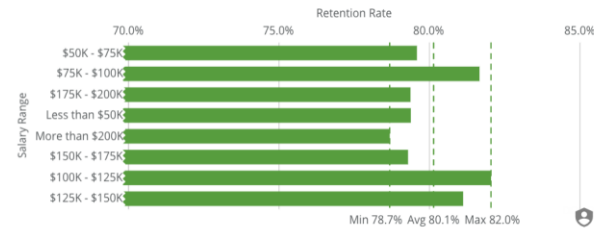
New Hire Retention by Tenure

79.5 % Retention Rate All Time



New Hire Retention by Salary

79.6 % Retention Rate All Time



Border

USE COLOR TO COMMUNICATE STRATEGICALLY

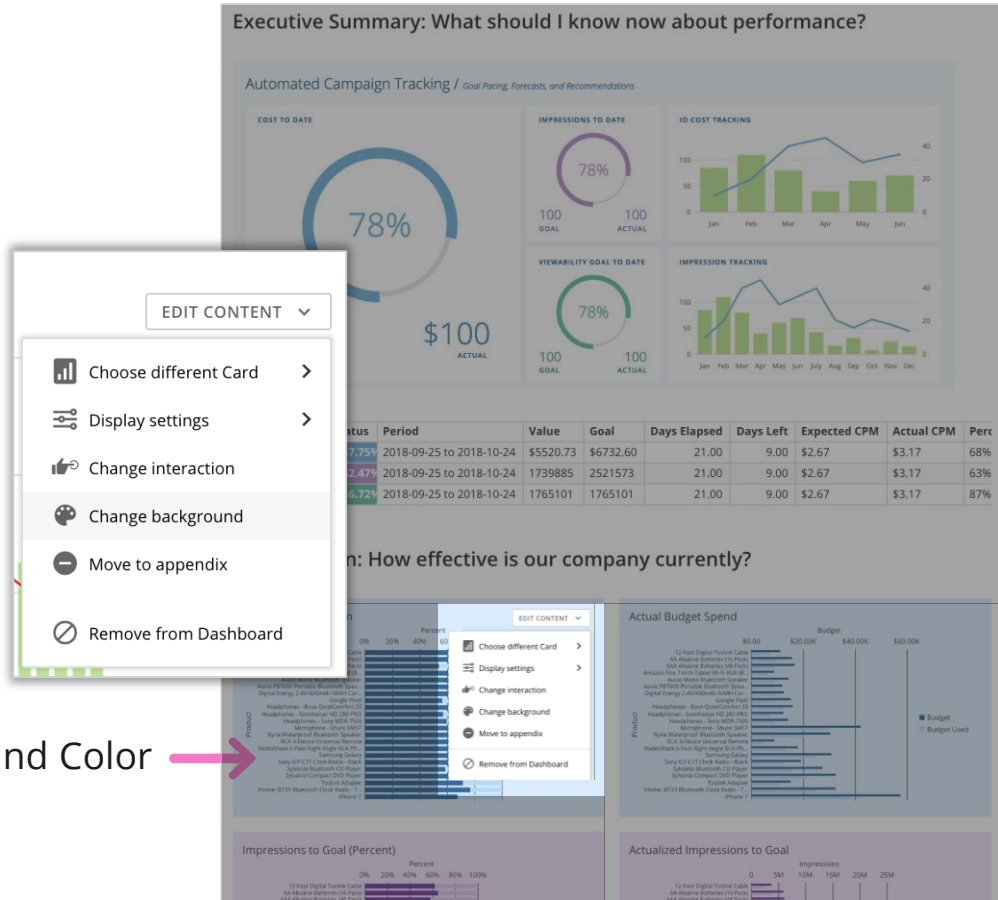


Design Studio App

Beast Mode +HTML

Color Rules

USE COLOR TO COMMUNICATE STRATEGICALLY



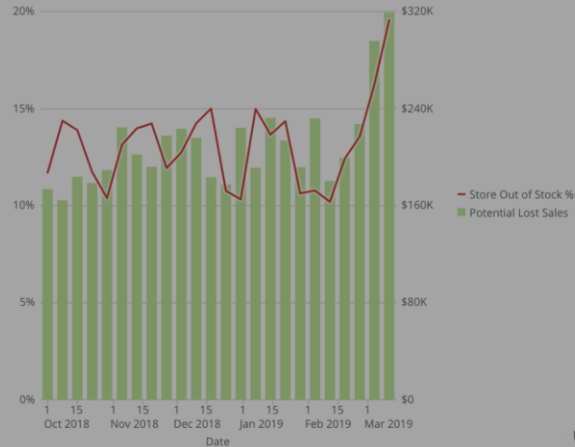
Card Background Color

USE COLOR + TEXT FOR NAVIGATION

Inventory Mgmt: Where are we missing sales optyps due to lack of inventory?

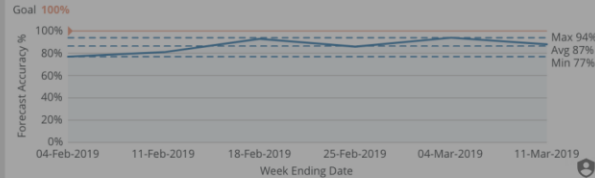
Out of Stock % vs. Lost Sales

\$5,032,468 Total Lost Sales from OOS



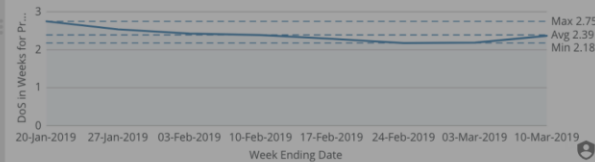
Forecast Accuracy %

86.5 % Avg. Forecast Accuracy

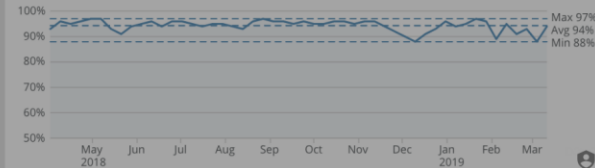


Warehouse Days of Supply by Week

2.39 Average DoS



Vendor Fill Rate %



How to use these cards:

Compare out-of-stock percentages to potential lost sales as a result of not having enough inventory to meet demand.

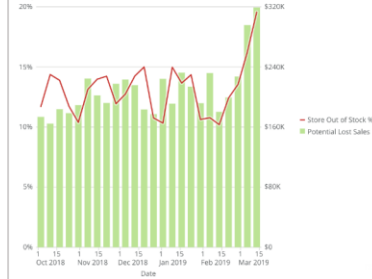
Potential Actions to Take:

1. Improve accuracy of sales forecasts
2. Increase warehouse stock of items
3. Improve vendor compliance to fill SLAs

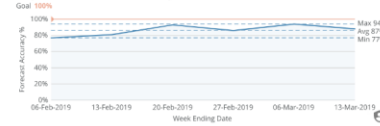
USE COLOR + TEXT FOR NAVIGATION

Inventory Mgmt: Where are we missing sales optyps due to lack of inventory?

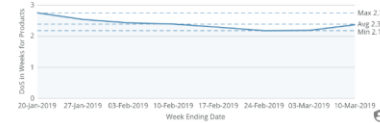
Duplicate of Out of Stock % vs. Lost Sales



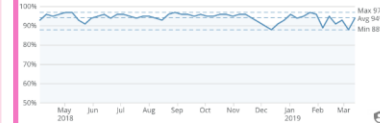
Duplicate of Forecast Accuracy %



Duplicate of Warehouse Days of Supply



Duplicate of Vendor Fill Rate %



How to use these cards:

Compare out-of-stock percentages to potential lost sales as a result of not having enough inventory to meet demand

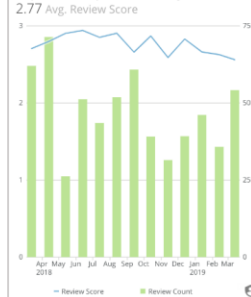
Potential Actions to Take:

1. Improve accuracy of sales forecasts
2. Increase warehouse stock of items
3. Improve vendor compliance to

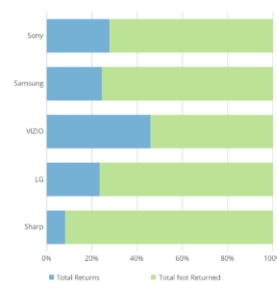


Customer Experience: How can we increase the lifetime value of our clients?

Duplicate of Duplicate of Average Review ...



Duplicate of Duplicate of Product Returns by Brand



How to use these cards:

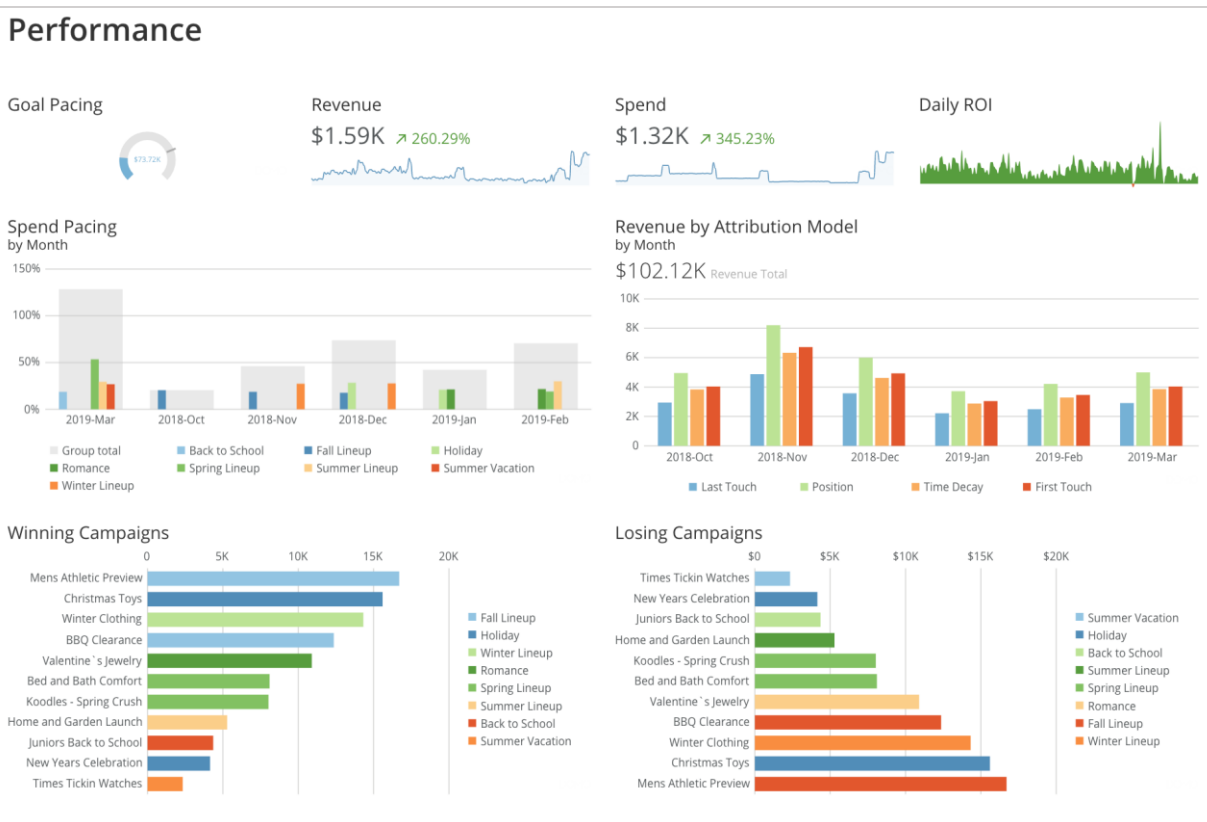
Compare out-of-stock percentages to potential lost sales as a result of not having enough inventory to meet demand.

Potential Actions to Take:

1. Improve accuracy of sales forecasts
2. Increase warehouse stock of items

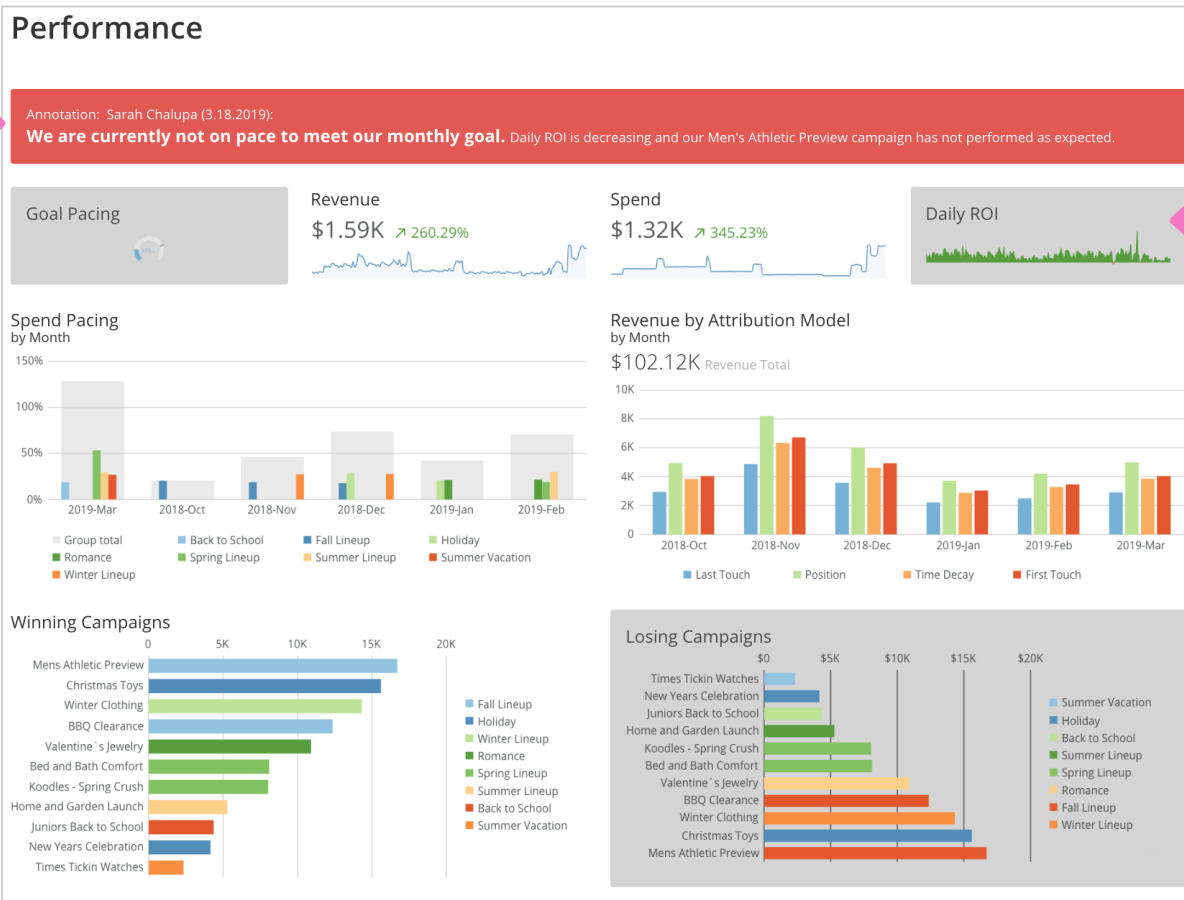


USE COLOR + TEXT FOR STORIES



USE COLOR + TEXT FOR STORIES

Text +
Background
Color



Background
Color

HIDE SUMMARY NUMBERS

Performance

Goal Pacing



Revenue

\$1.45K ↗ 234.45%



Spend

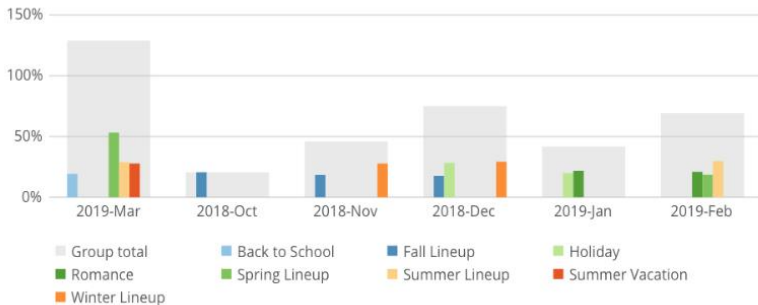
\$1.33K ↗ 342.07%



Daily ROI

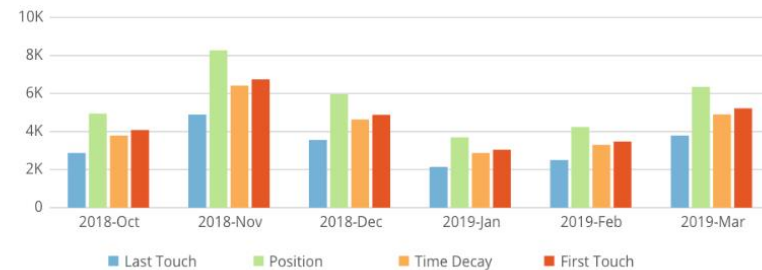


Spend Pacing by Month



Revenue by Attribution Model by Month

\$106.48K Revenue Total



HIDE TITLES

Converting Content

Total Traffic

1.5K \nearrow 359.75%



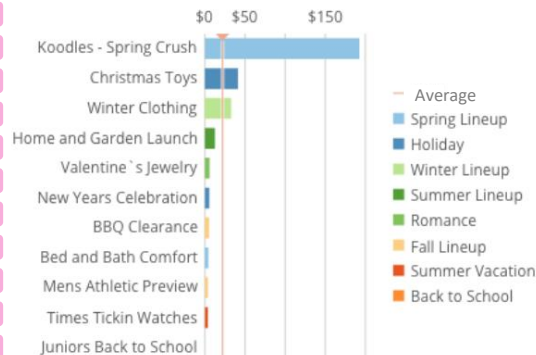
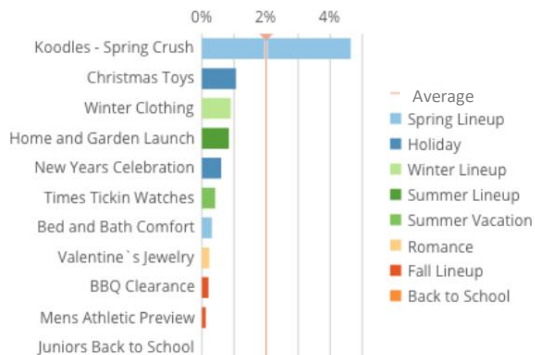
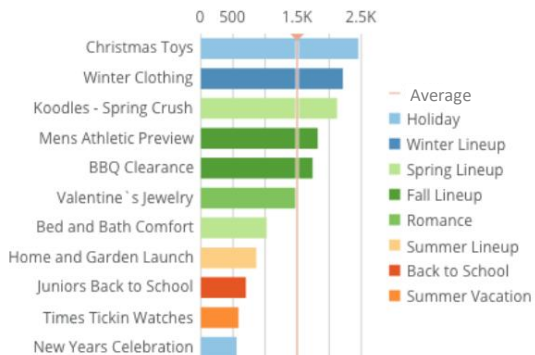
Conversion Rate

2% \nearrow 1.8%



Cost per Acquisition

\$22 \nearrow 32.62%



LEVERAGE PAGE BACKGROUNDS

Converting Content

Total Traffic

1.5K ↗ 359.75%



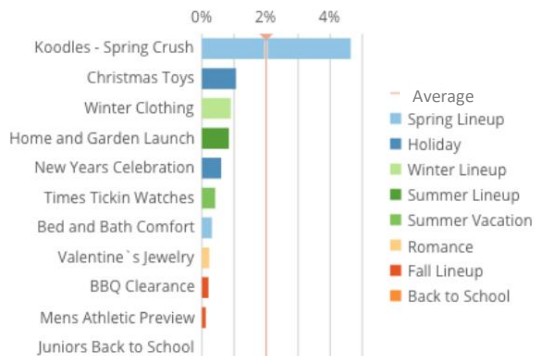
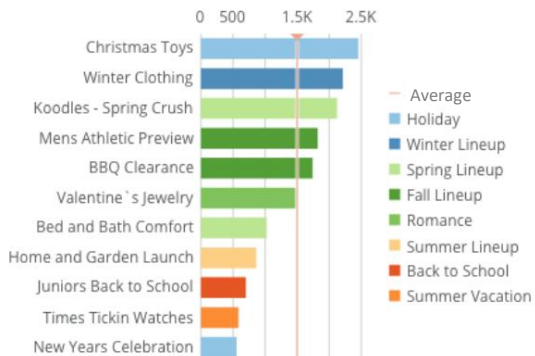
Conversion Rate

2% ↗ 1.8%



Cost per Acquisition

\$22 ↗ 32.62%



LEVERAGE PAGE BACKGROUNDS

Converting Content

Total Traffic

1.6K ↗ 406.23%



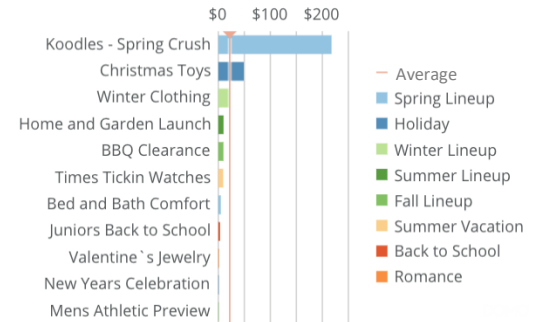
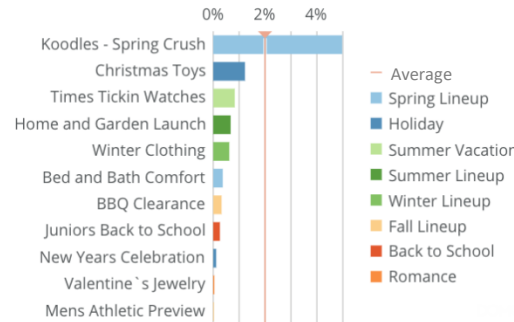
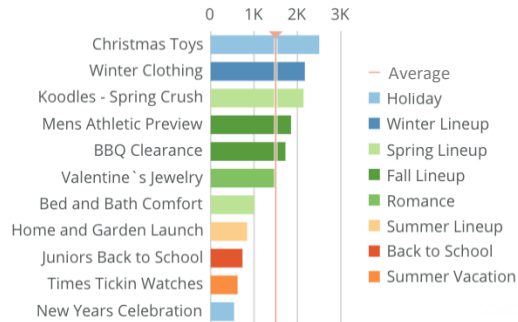
Conversion Rate

4% ↗ 3.5%



Cost per Acquisition

\$20 ↗ 38.08%

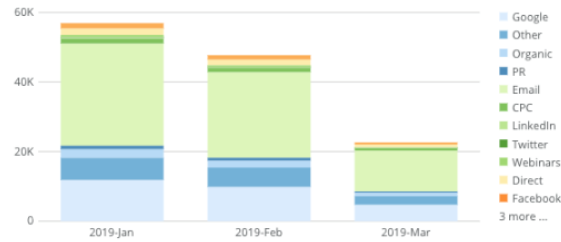


INCORPORATE IMAGES

Campaign: How is this Campaign Performing?

Campaign Generated Leads by Channel
by Month

127.3K Total Leads All Time



How to use this collection:

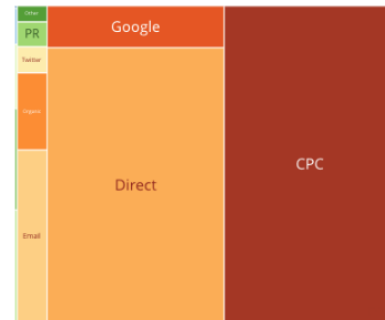
- **Campaign Generated Leads by Channel:** Understand how a campaign is performing over time and what channels generate the most leads.
- **Engagement by Channel:** What channels generate the most engagement?
- **Campaign Engagement Rate:** Which channels generate the highest rate of engagement?

Potential Actions to Take:

- **Reallocate spend to better performing channels** - either by quantity of leads, quantity of engagement, or rate of engagement.
- **End a campaign** - As we see campaign performance decrease, understand when to end a campaign.

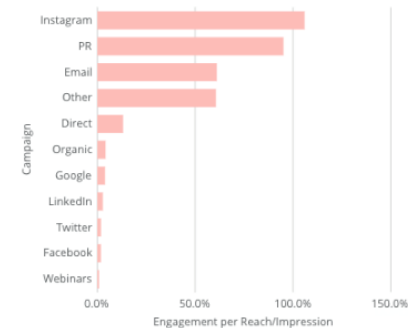
Engagement by Channel

1.3M Total Engagement



Campaign Engagement Rate

9.6 % Engagement per Impression



THE ARTIST PROCESS

SKETCH



PAINT



DISPLAY



INTERACTIVITY STRATEGY

SELF-GUIDED

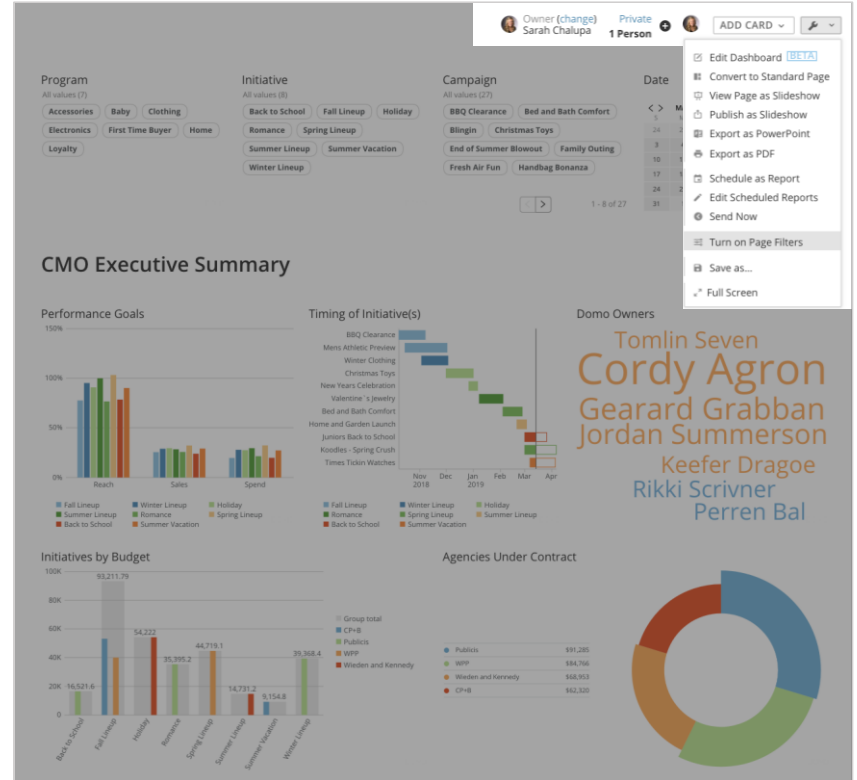


GUIDED TOUR



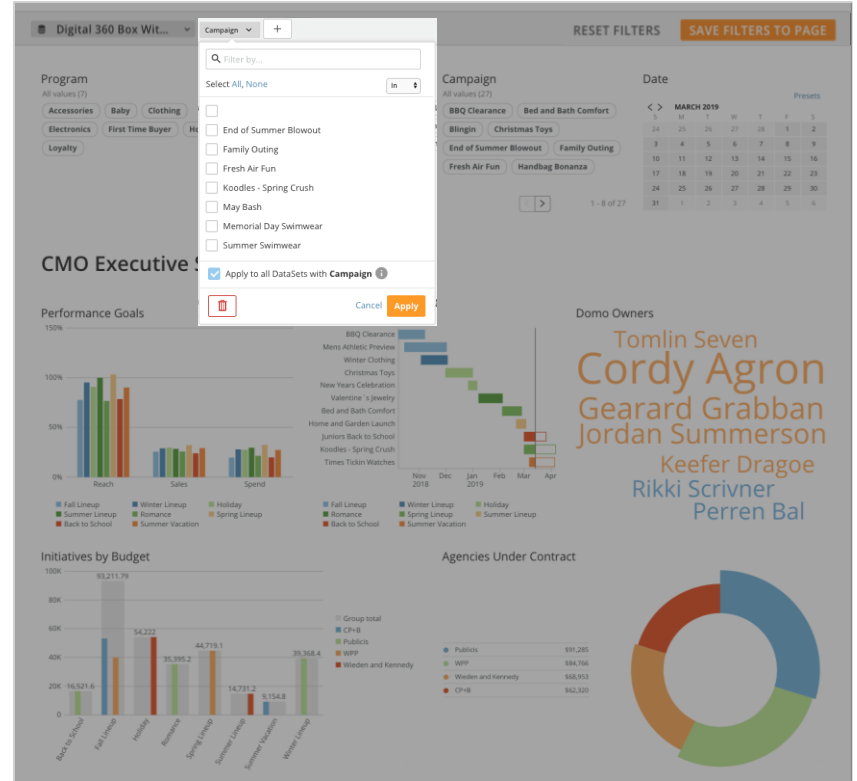
INTERACTIVITY STRATEGY

SELF-GUIDED



INTERACTIVITY STRATEGY

SELF-GUIDED



INTERACTIVITY STRATEGY

SELF-GUIDED

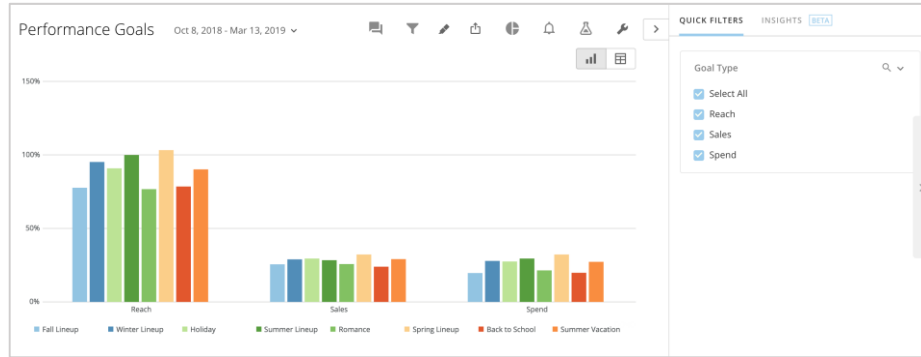


GUIDED TOUR

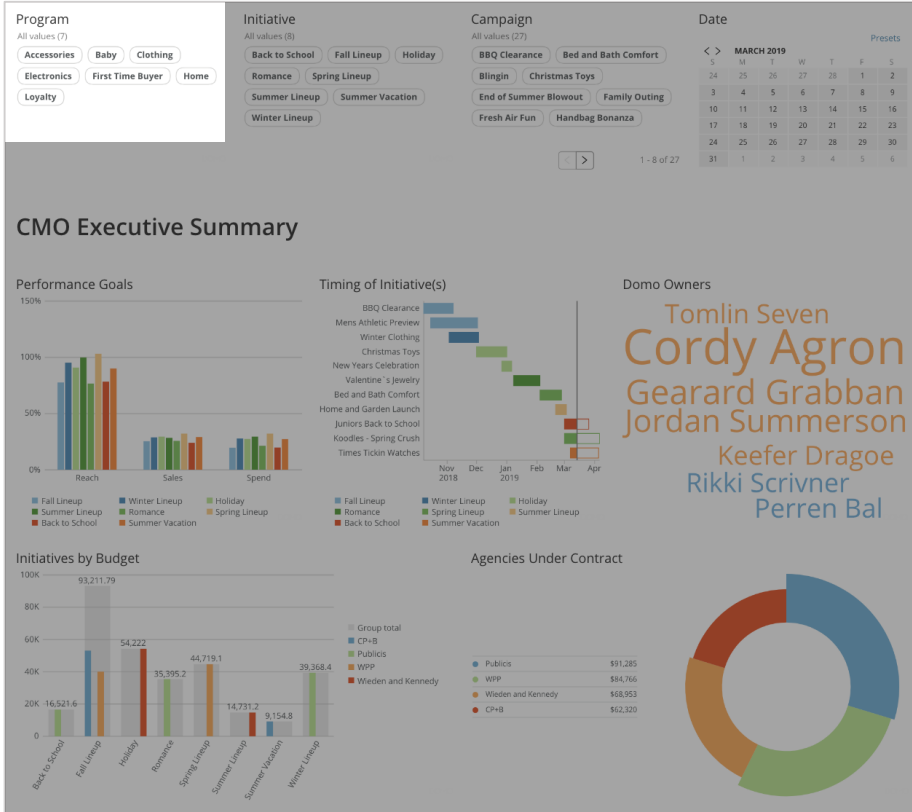


INTERACTIVITY STRATEGY

GUIDED TOUR



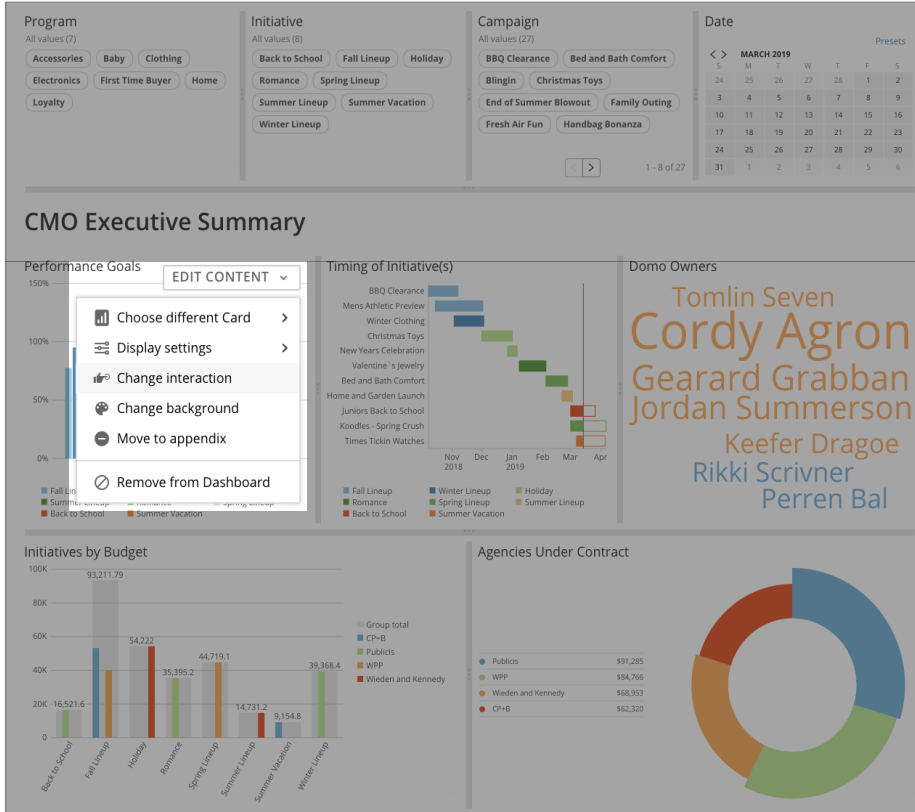
INTERACTIVITY STRATEGY



GUIDED TOUR



INTERACTIVITY STRATEGY



GUIDED TOUR



INTERACTIVITY STRATEGY

Program
All values (7)
Accessories Baby Clothing
Electronics First Time Buyer Home
Loyalty

Initiative
All values (8)
Back to School Fall Lineup Holiday
Romance Spring Lineup
Summer Lineup Summer Vacation

Campaign
All values (27)
BBQ Clearance Bed and Bath Comfort
Blingin Christmas Toys
End of Summer Blowout Family Outing

Date
All values (27)
MARCH 2019
Presets
S M T W T F S
24 25 26 27 28 1 2
3 4 5 6 7 8 9

Card interaction settings

Define what actions take place when you click on the card.

- Select interaction type
 - Standard
Link to Card details page with optional filtering.
 - Link to anything in Domo
 - Link to external web page
- Configure options
 - Open Card details in a new tab
 - Enable interaction filters
 - Apply to all Cards on dashboard
Chart highlighting and Card interaction filters will be applied across all other Cards on this dashboard that use the same data.
 - Apply to selected Cards
41 CARDS

Duplicate of Campaign ... Sarah Chalupa • 10 Views CHANGE

Duplicate of Big Four Vi...

CANCEL SAVE

GUIDED TOUR



INTERACTIVITY STRATEGY



SELF-GUIDED

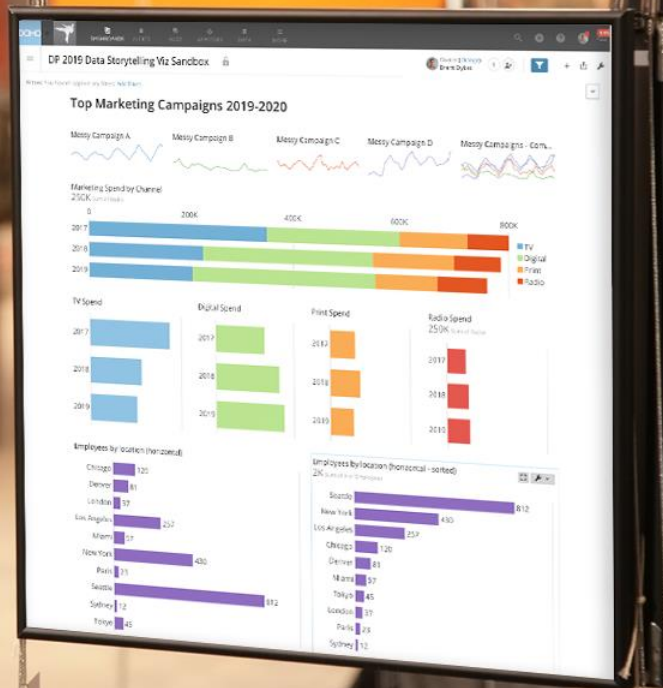
- Exploration
- Maximum flexibility
- Basic data literacy required
- No set-up time



GUIDED TOUR

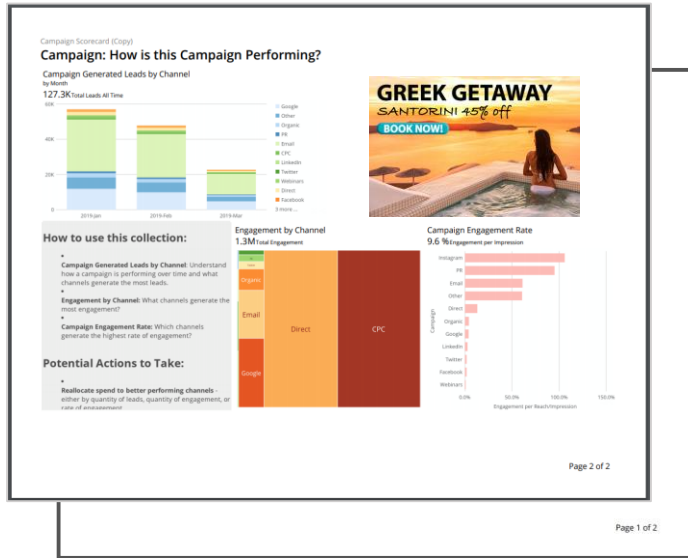
- Intuitive
- Visually appealing
- No training required
- Time spent on thoughtful design

DISTRIBUTION

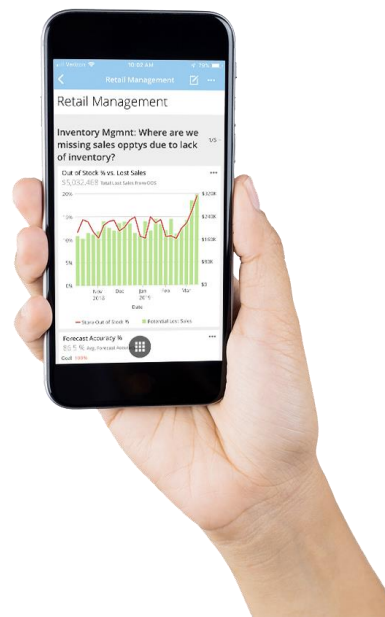


DISTRIBUTION

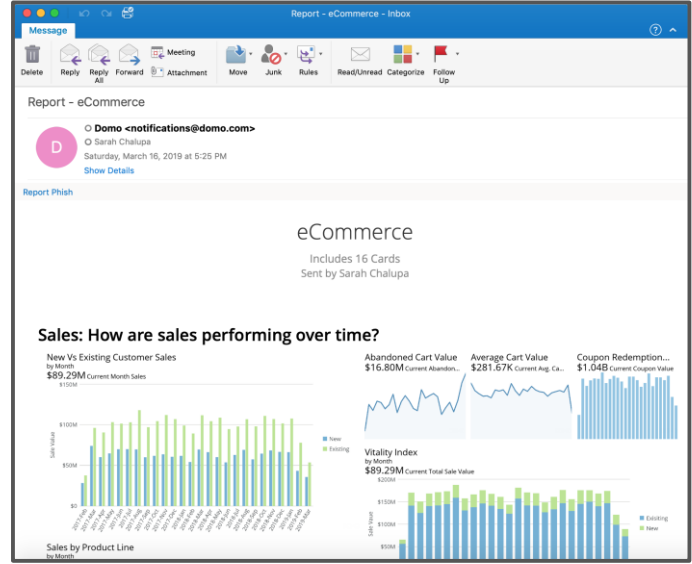
Print or PDF



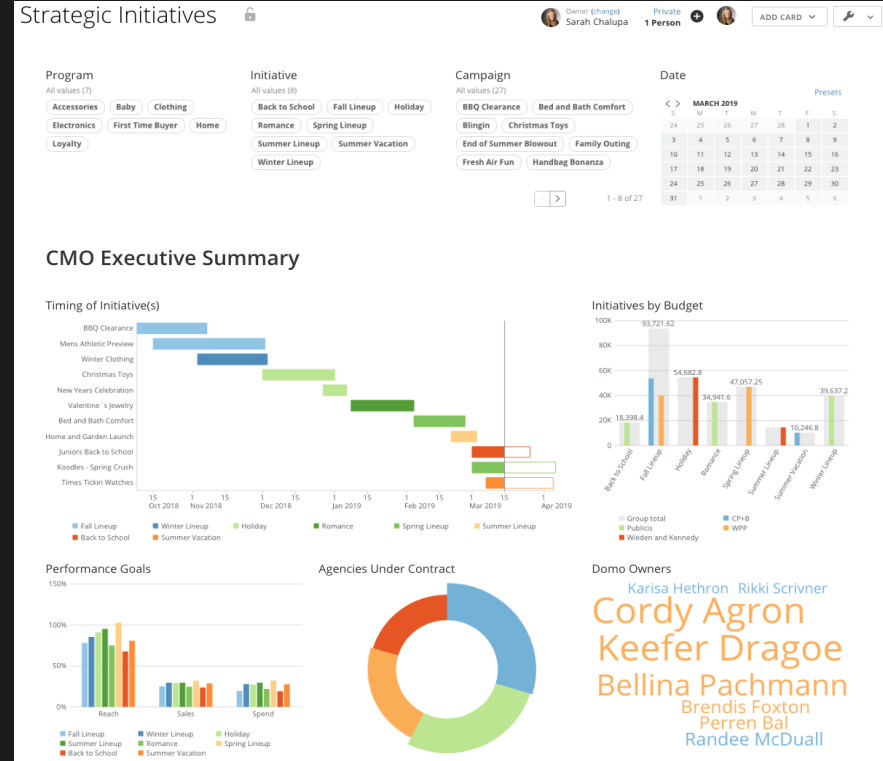
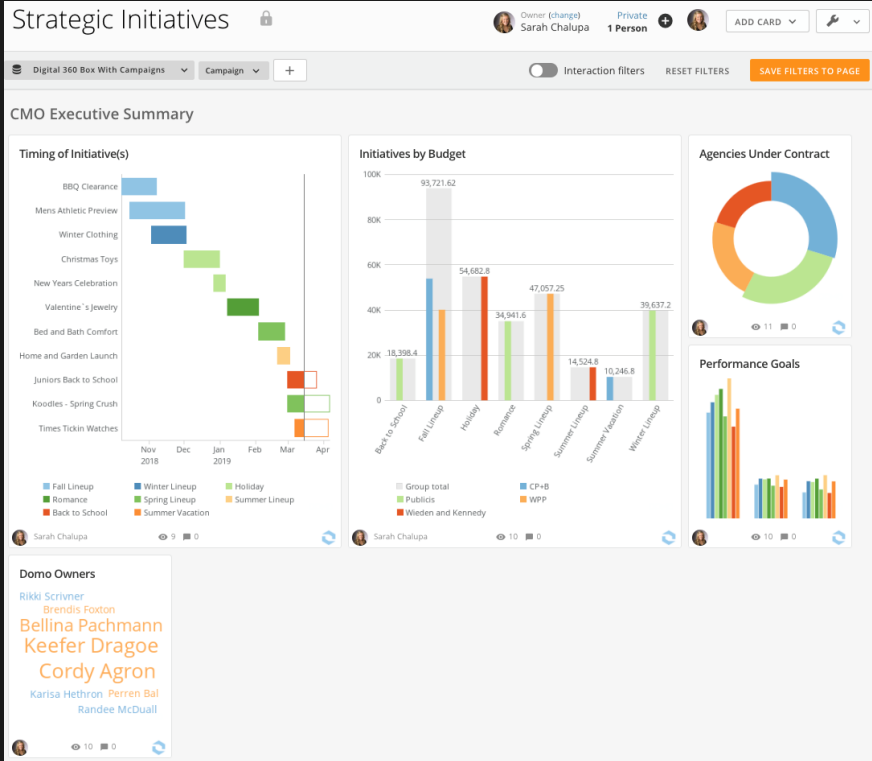
Mobile



Scheduled Reports



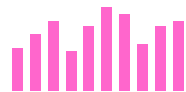
THE JOY OF STORIES





“All you need to paint is a few tools, a little instruction, and a vision in your mind.”

Bob Ross



DEMO

QUESTIONS?

THANK YOU



POWER OF THE PLATFORM

DOMOPALOOZA