

**PROMPT WO-044**

Design a Professional Dashboard

Purpose

Use this prompt to design a clear, interactive, and visually effective dashboard that transforms business data into meaningful insights. It helps users identify the most important KPIs, choose the right charts, and create dashboards that support informed decision-making.

DIFFICULTY **Intermediate****TIME SAVED** **45–90 min****BEST FOR****BI & Dashboards**

Best AI Tools

- ChatGPT
- Claude
- Microsoft Copilot
- Google Gemini



Copy & Paste Prompt

You are an experienced Business Intelligence Consultant.

Design a professional dashboard using the information below.

Business Area:

[Sales, Finance, HR, Operations, Customer Service, etc.]

Purpose of the Dashboard:

[Explain what decisions the dashboard should support]

Data Available:

[List the available columns or datasets]

Key Performance Indicators (KPIs):

[List the KPIs to display]

Reporting Frequency:



[Daily, Weekly, Monthly, Quarterly]

Audience:

[Managers, Directors, Team Leaders, Executives]

Preferred Software:

[Excel, Google Sheets, Power BI, Looker Studio, Tableau, etc.]

Please:

- Design a professional dashboard layout.
- Recommend the most appropriate KPIs.
- Suggest the best charts or visualisations for each KPI.
- Recommend filters or slicers to improve usability.
- Explain how the dashboard should be organised.
- Suggest colour coding to highlight performance.
- Recommend ways to keep the dashboard easy to read and maintain.

Return only the completed dashboard design.



Example

INPUT

Business Area: Sales

Purpose: Monitor monthly sales performance.

KPIs:

- Total Sales
- Gross Profit
- New Customers
- Average Order Value

Audience: Sales Managers

Software: Microsoft Excel

EXPECTED OUTPUT

Sales Performance Dashboard

Dashboard Layout

Header

- Dashboard title
- Reporting period



- Last updated date

KPI Cards

Display four KPI cards across the top:

- Total Sales
- Gross Profit
- New Customers
- Average Order Value

Charts

Monthly Sales Trend — Line Chart

Purpose: Show sales growth over time.

Sales by Region — Clustered Column Chart

Purpose: Compare regional performance.

Product Performance — Horizontal Bar Chart

Purpose: Identify top-performing products.

Customer Acquisition — Line Chart

Purpose: Track new customers each month.

Filters

Add slicers for:

- Month
- Region
- Product
- Salesperson

Colour Coding

-  Green = Above target
-  Amber = Monitor
-  Red = Below target

Dashboard Design Tips

- Keep the most important KPIs at the top.
- Avoid overcrowding with unnecessary charts.
- Use consistent fonts and colours.
- Leave white space to improve readability.
- Refresh data regularly to ensure accurate reporting.

 **Builder's Tip:** *A dashboard should answer business questions at a glance. If someone has to search for the important information, the dashboard is probably too complex. Focus on clarity, consistency, and the KPIs that drive decisions.*



Related Prompts

- WO-041 – Analyse Spreadsheet Data
- WO-043 – Build a Pivot Table
- WO-046 – Create Charts and Graphs
- WO-048 – Write Data Insights

Tags

DASHBOARD

EXCEL

BUSINESS
INTEL

KPI

REPORTING