

DR. RUNG ANDRÁS

Ergomania

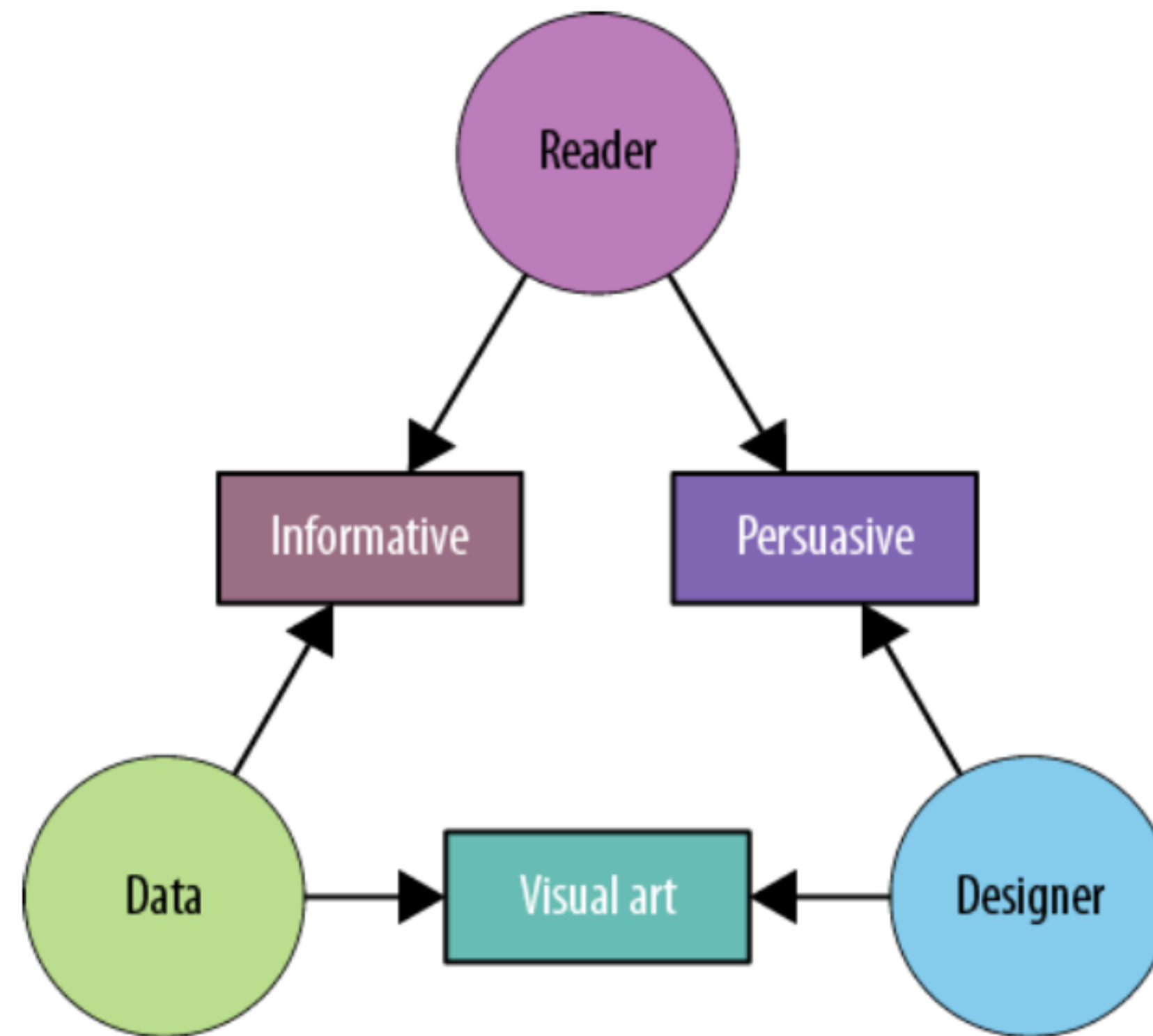
Tulajdonos-ügyvezető

# BIG DATA VIZUALIZÁCIÓ

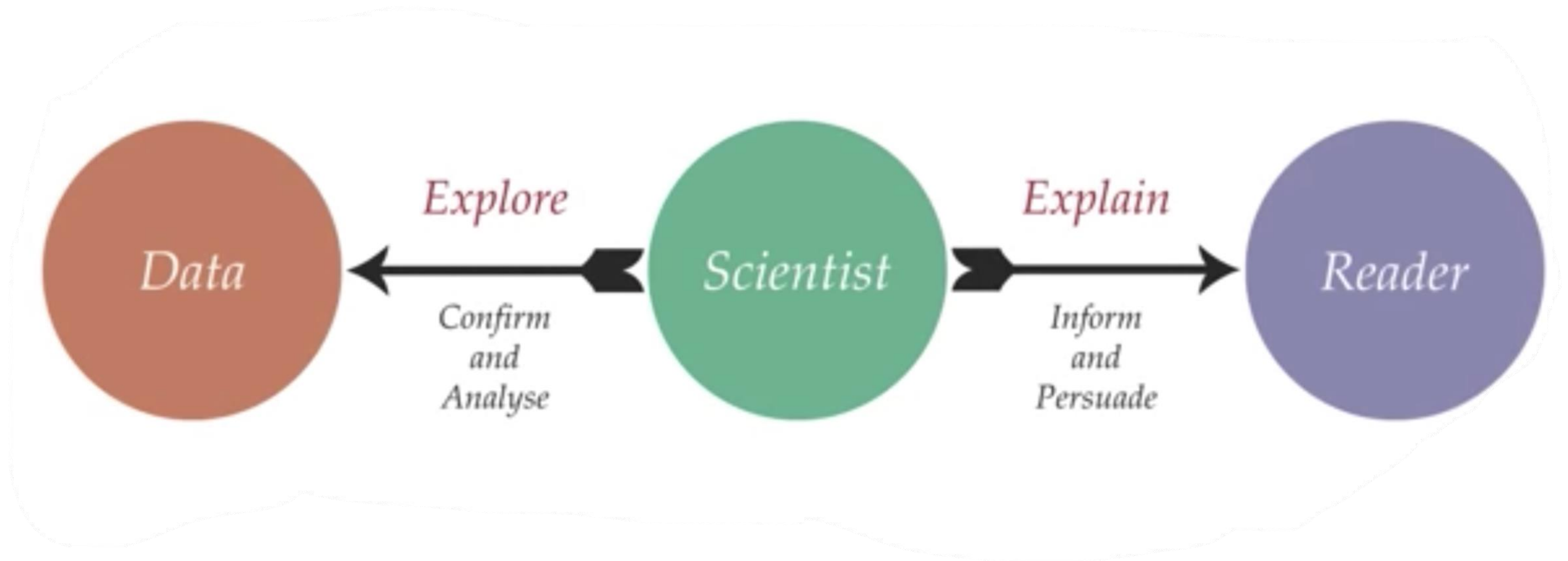


Magyarország első UX ügynöksége  
15 év tapasztalat

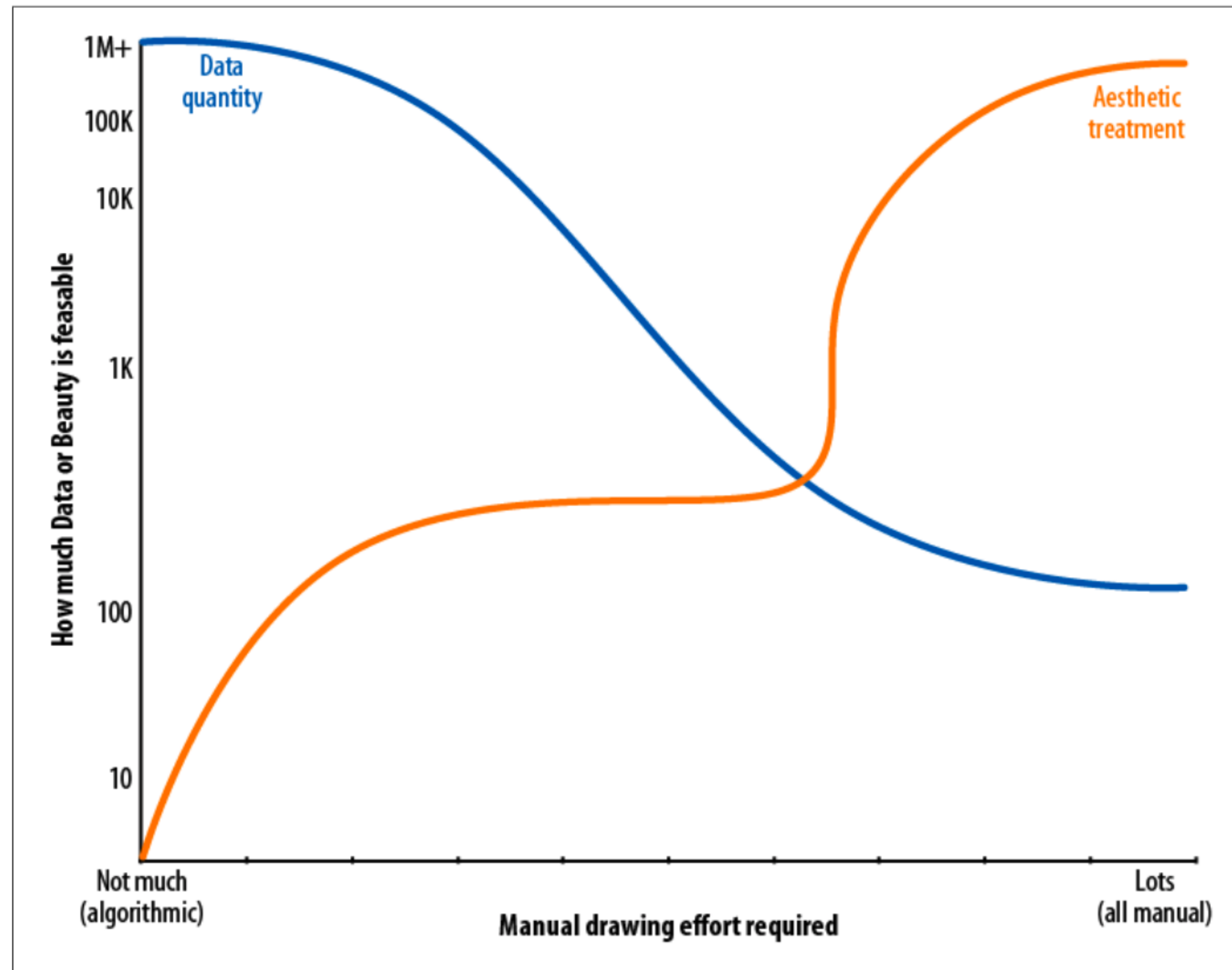
# A DESIGNER-OLVASÓ-ADAT HÁRMASSÁGA



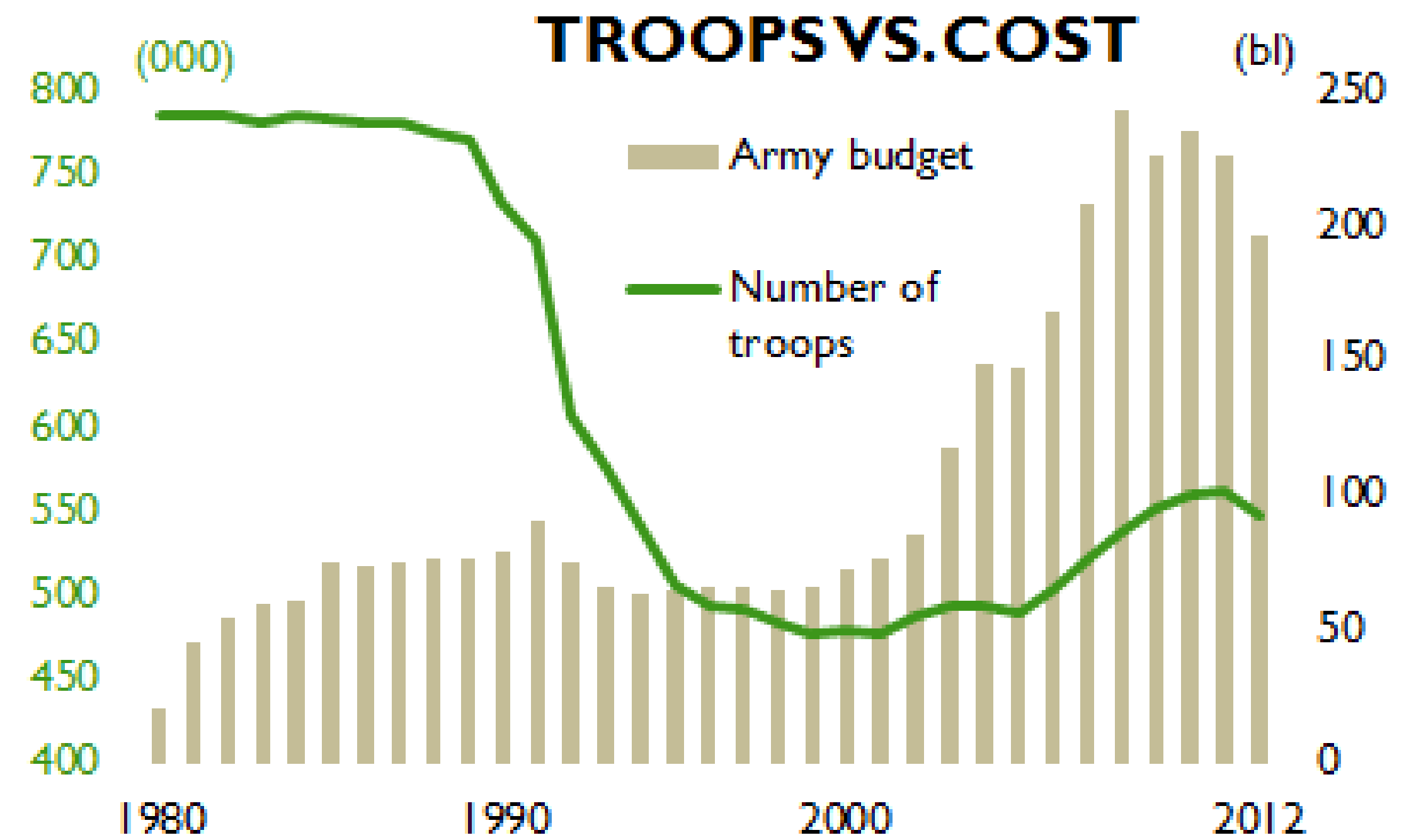
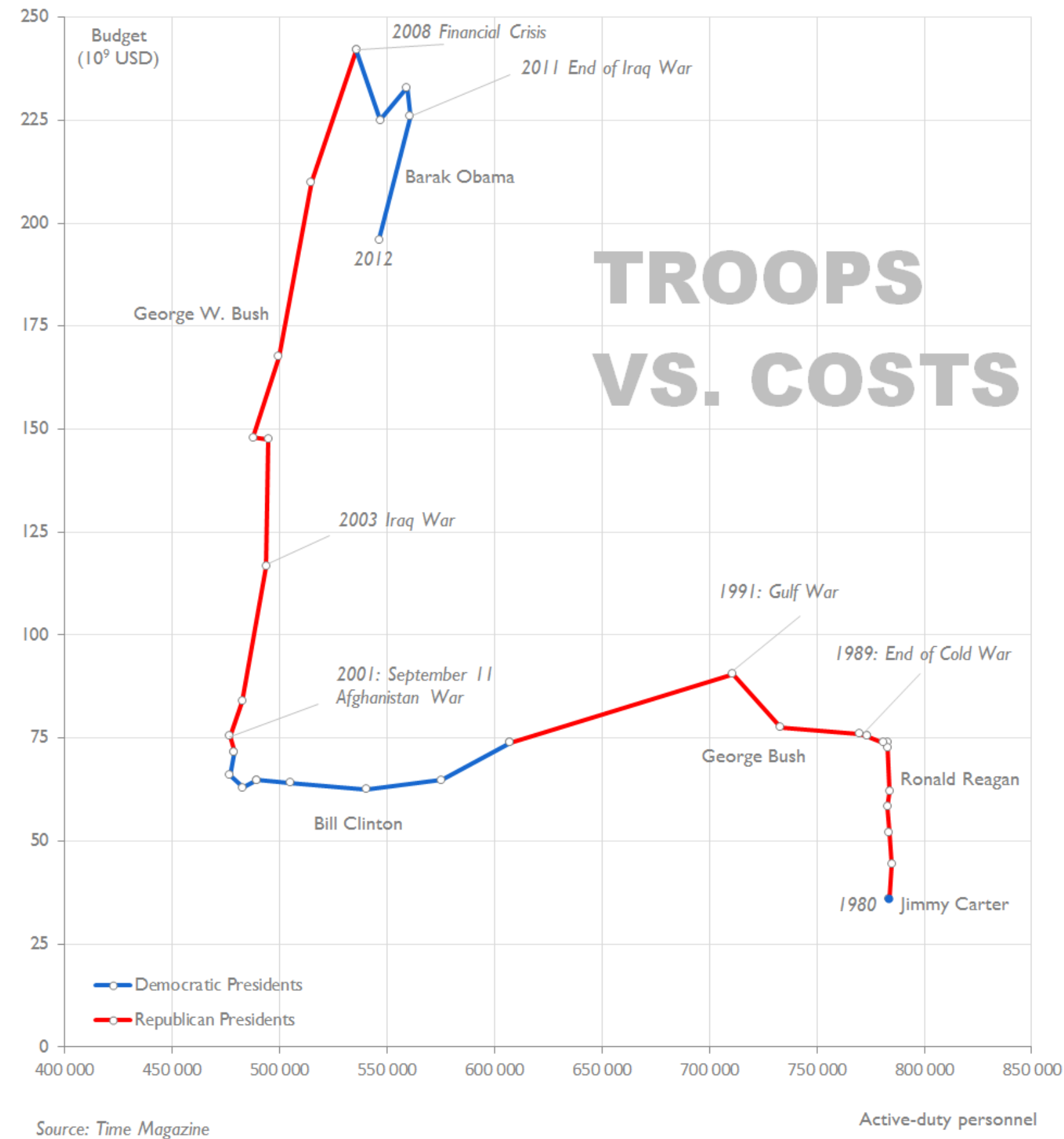
# FELTÁRÓ VS. ÉRTELMEZŐ



# INFOGRAFIKA VS. ADATVIZUALIZÁCIÓ



# KÍMÉLJÜK A SZELLEMI TŐKÉT



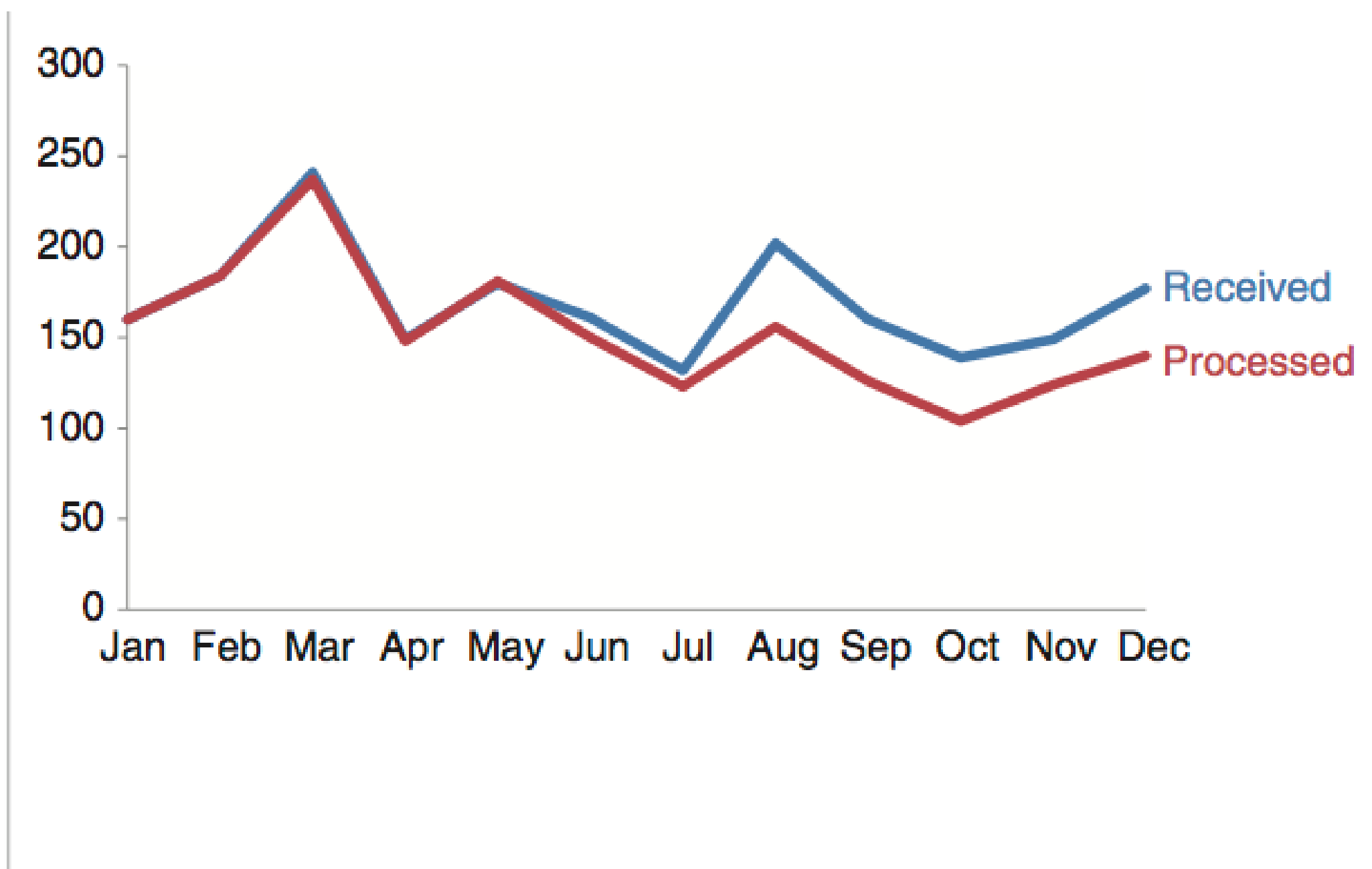
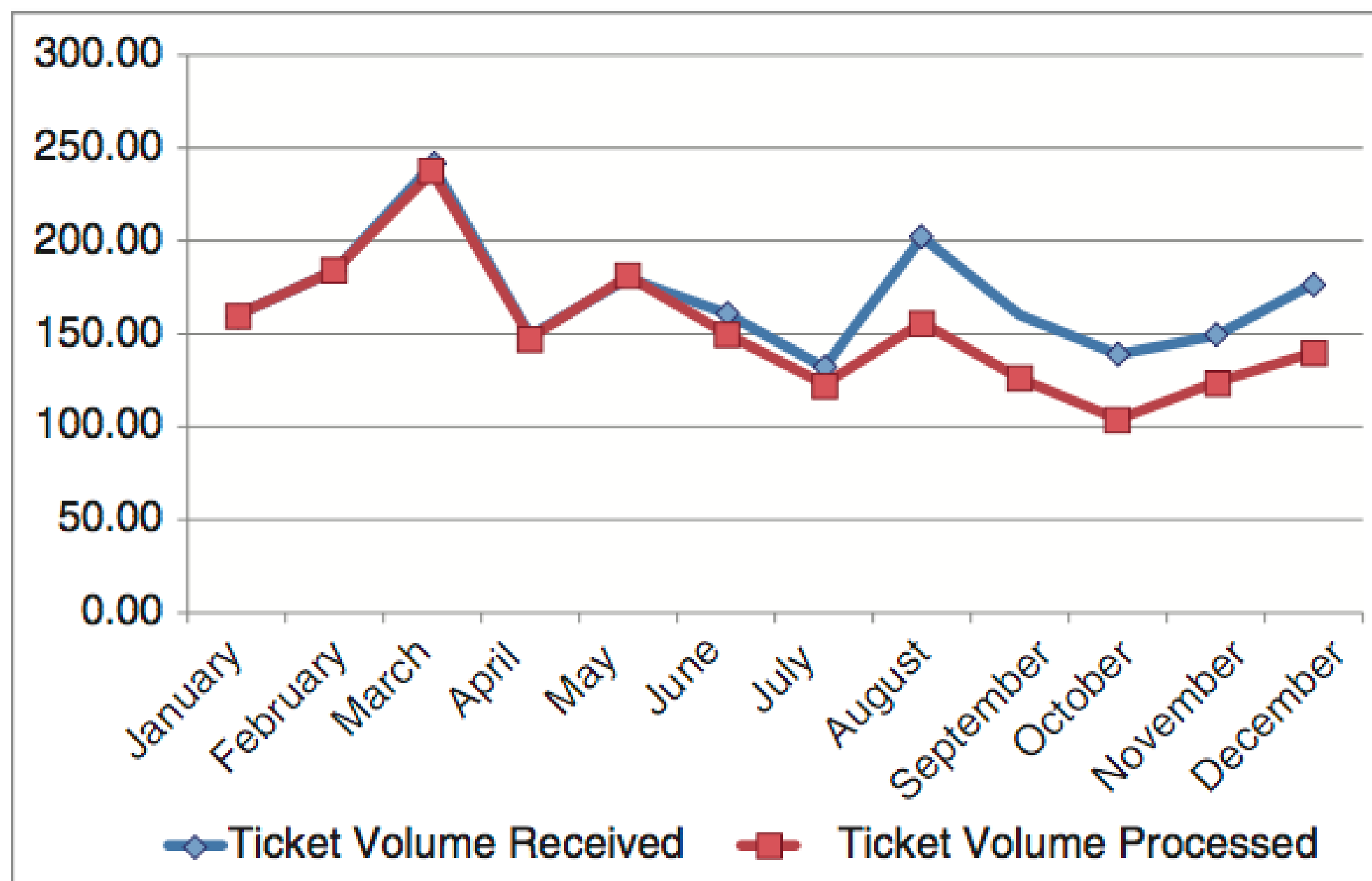
# FOGLALJUK ÖSSZE AZ INFORMÁCIÓKAT



# TÖRJÜK MEG A KONVENCIOÓKAT



# TISZTÁZZUK LE

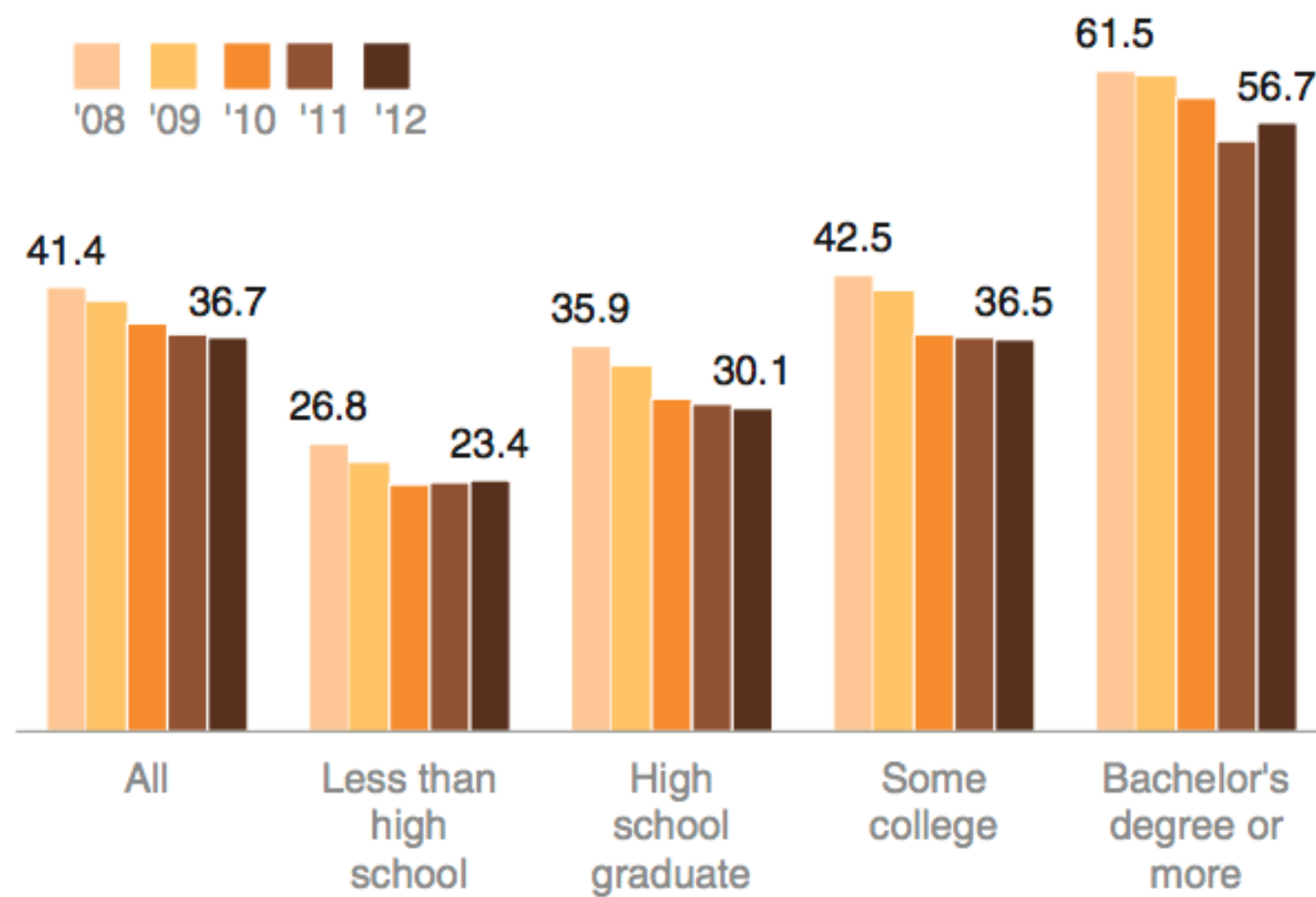




# VÁLASSZUK KI A MEGFELELŐ ESZKÖZT

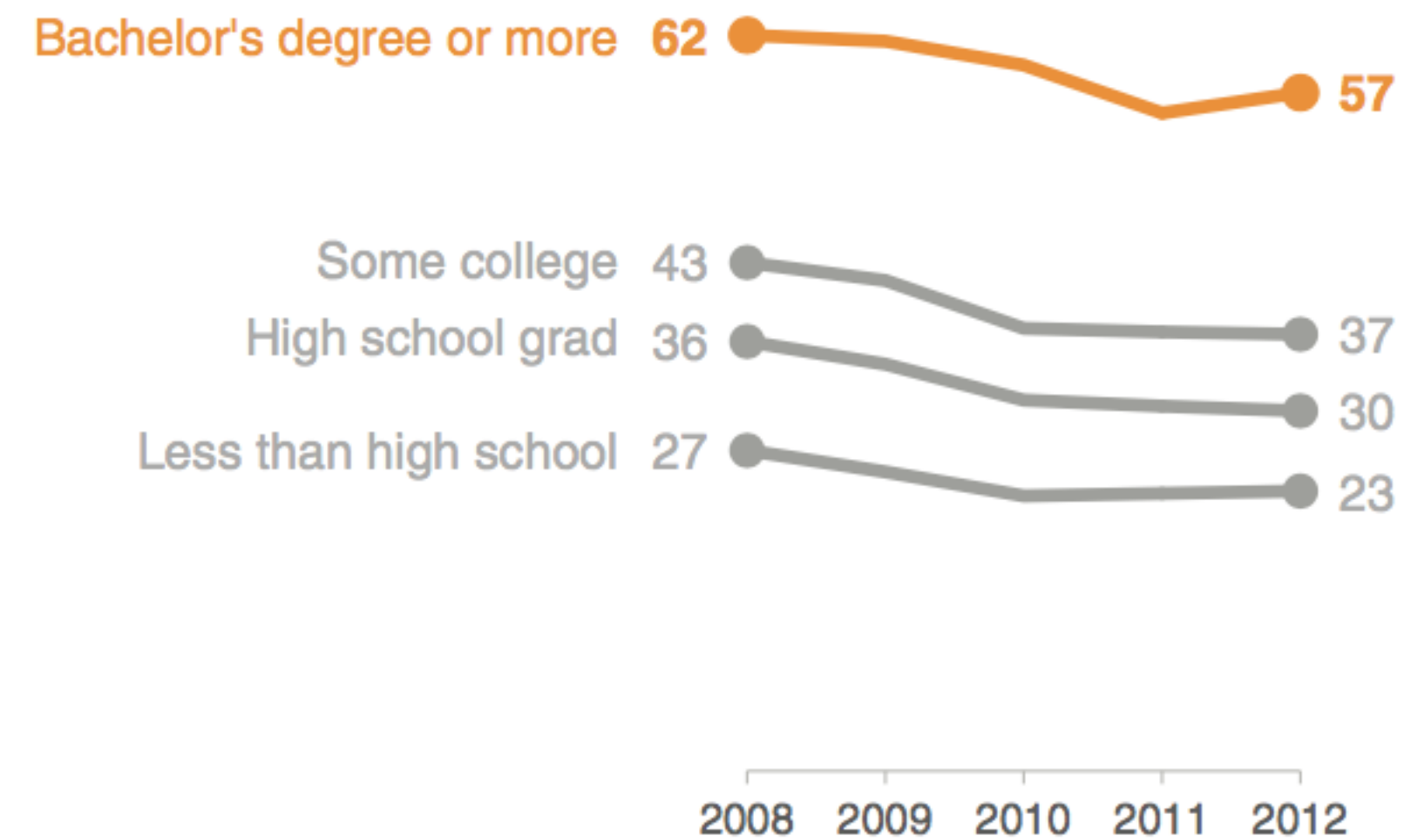
## New Marriage Rate by Education

Number of newly married adults per 1,000 marriage eligible adults



## New marriage rate by education

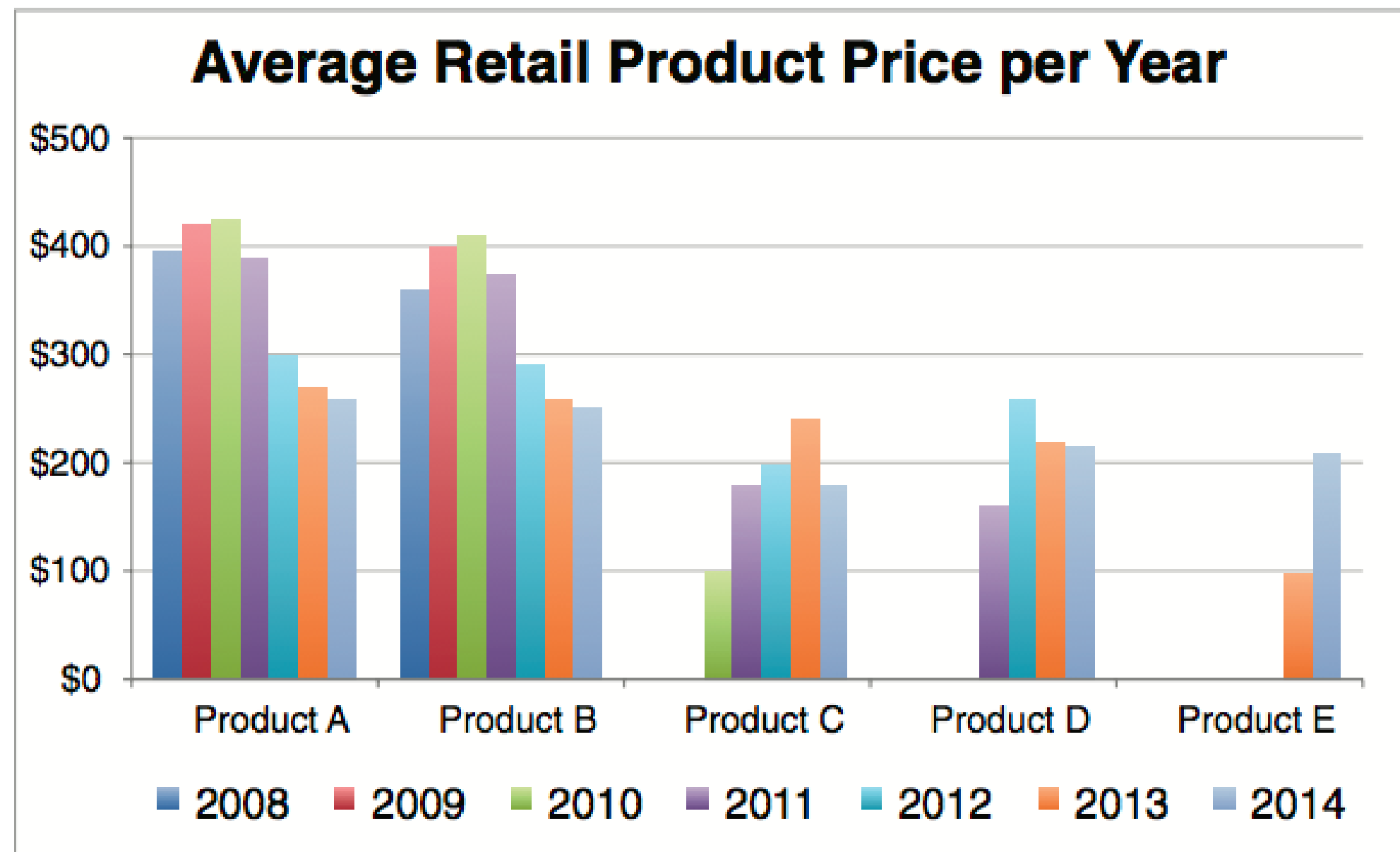
Number of newly married adults per 1,000 marriage eligible adults



# TÁMOGASSUK JOBBAN A DÖNTÉSHOZÁST

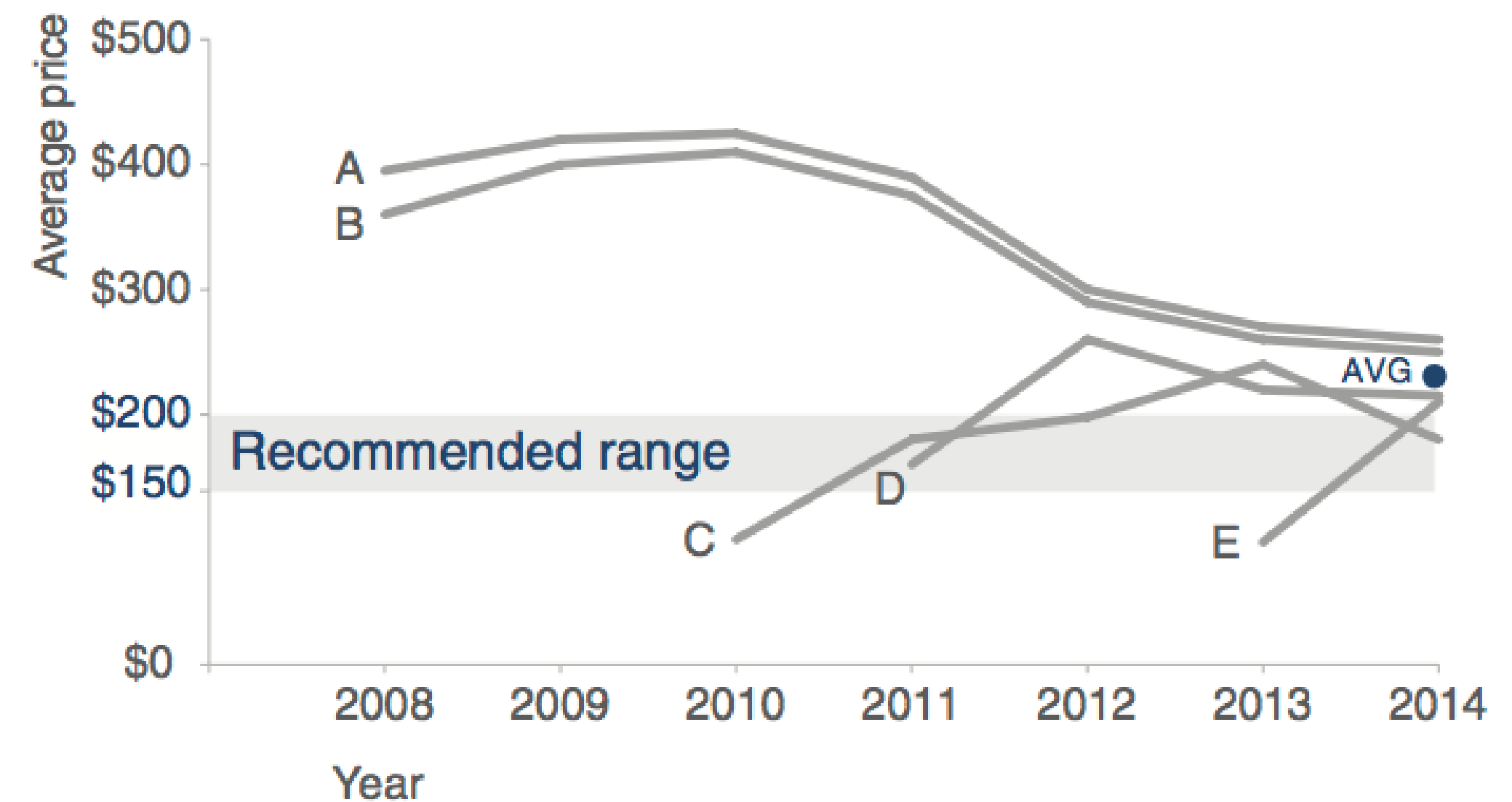
2

Price has declined for all products on the market since the launch of Product C in 2010

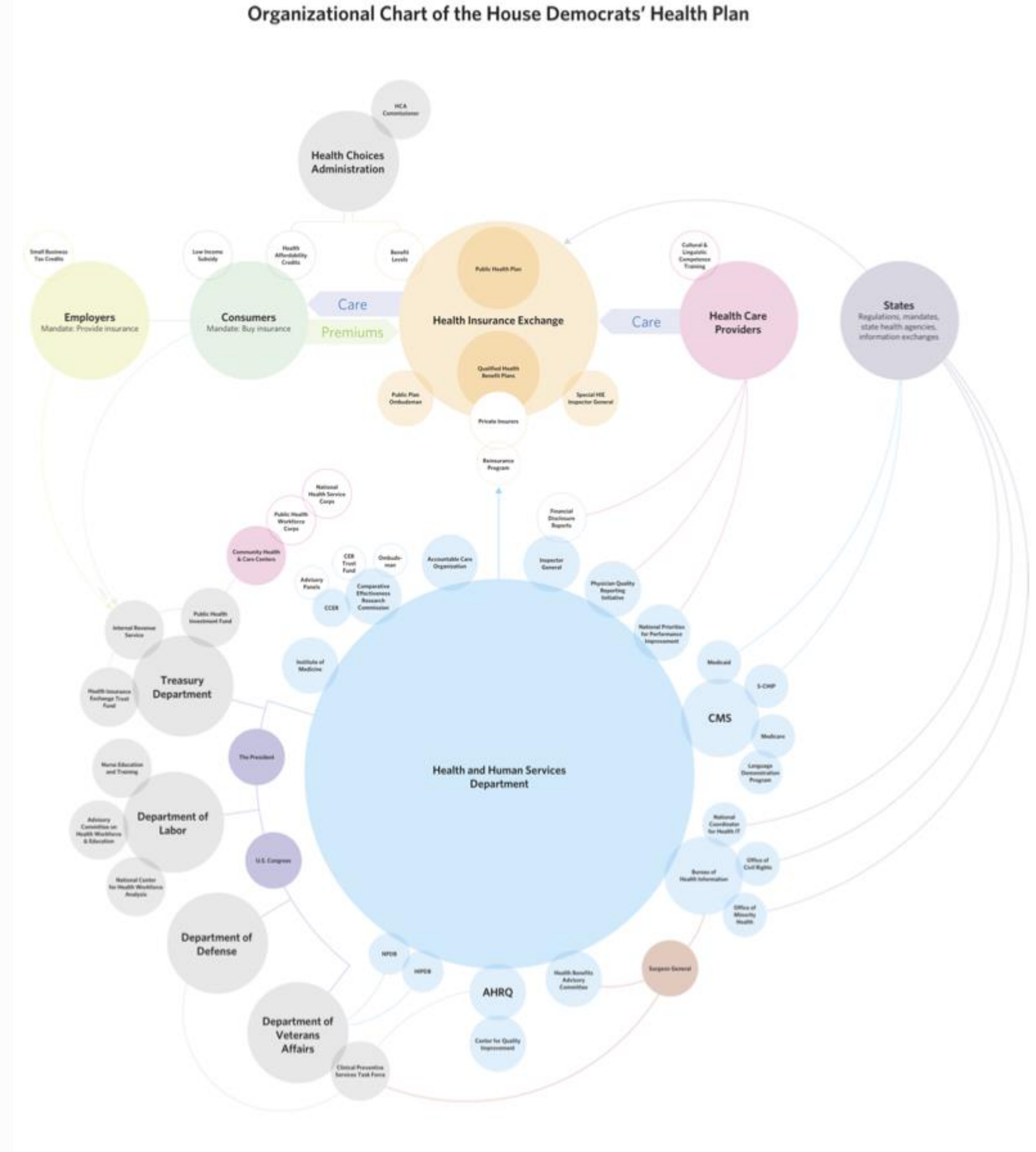
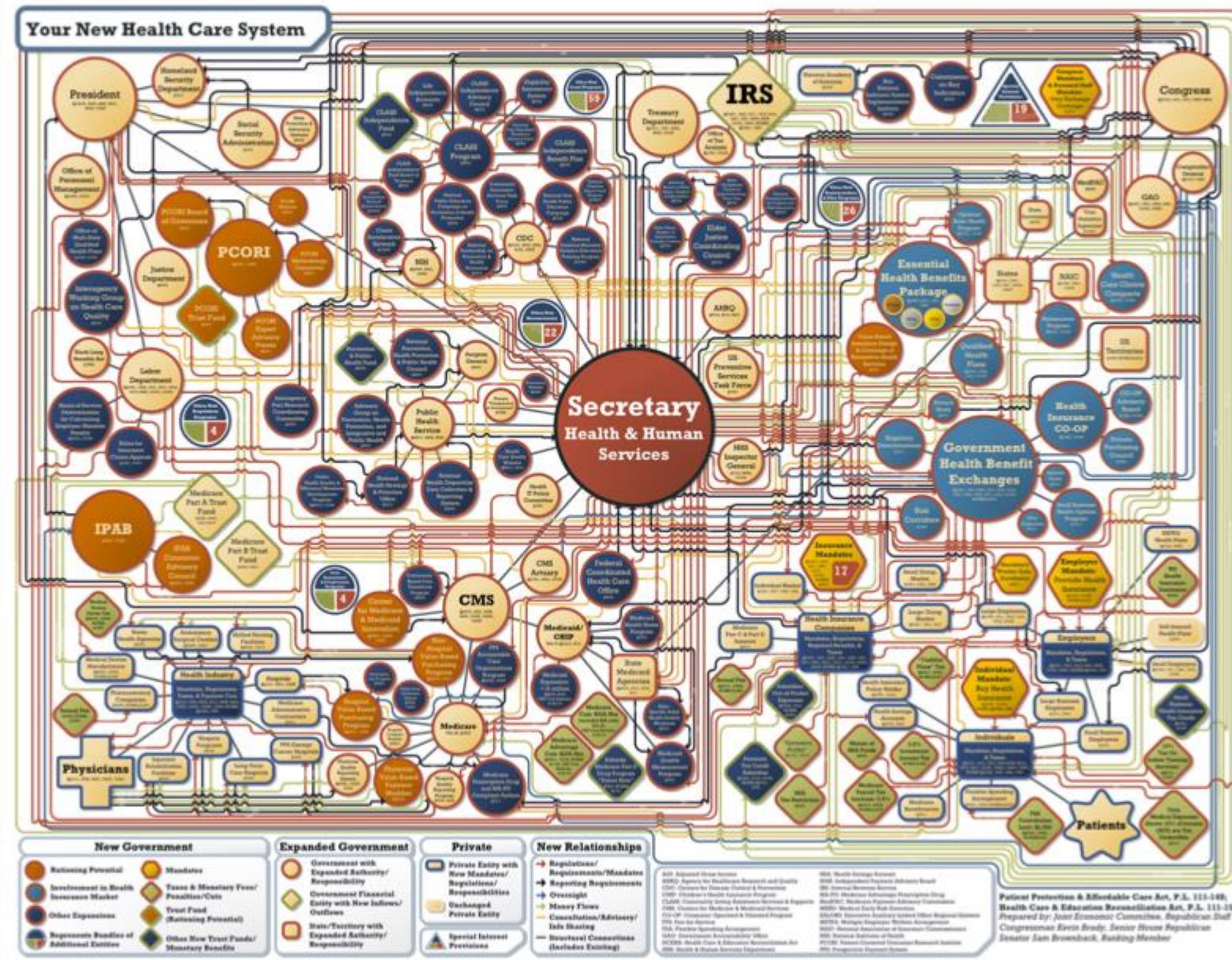


To be competitive, we recommend introducing our product *below* the \$223 average price point in the \$150–\$200 range

### Retail price over time



# FŐ AZ EGYSZERŰSÉG



# MINIMALIZÁLJUK A ZAJOKAT



# HATÁROZZUK MEG A KÖZÖNSÉGET

- Mit jelentenek a színek?
- Milyen irányban olvas az olvasó?
- Milyen ikonokat ismer a felhasználó?
- Iparágon belüli, vagy kívüli az olvasó?

# A FELHASZNÁLÁS KONTEXTUSA

- Milyen információra van szüksége az olvasóknak a sikerhez?
- Mennyi részletre van szükségük?
- Mennyi idő áll rendelkezésre a hatékonyság eléréséhez?

# AZ ADATSTRUKTÚRA MEGÉRTÉSE

- Idősorozatról van szó? Hierarchiáról?
- Hány dimenzióból áll?
- Melyek a legfontosabbak?
- Milyen viszonyban állnak egymással (pl.: egy-az-egyhez, több-a-többhöz)?
- Mennyire változóak?
- Kategorikusak az értékek? Diszkrét, vagy folyamatosak? Lineárisak, vagy nem lineárisak? Milyen a korlátosságuk?
- Hány kategória van?

# ADATTÍPUSOK

- Nominális
- Kategorikus
- Ordinális
- Intervallum
- Időbeli
- Földrajzi
- Reláció



# HATÁROZZUNK MEG JOBB CÉLOKAT

- Mutassuk meg az értékesítési adatokat / Mutassuk meg mely termékek teljesítettek a legjobban és a legrosszabbul az egyes régiókban az elmúlt öt negyedévben.
- Hasonlítsuk össze a Twitter és Facebook felhasználók demográfiai adatait / Hasonlítsuk össze a Twitter és Facebook felhasználók életkorát, végzettségét és a tőlük származó bevételek mértékét
- Mutassunk egy idővonalat minden NFL csapat 2011-es szezonban nyújtott teljesítményéről / Tegyük lehetővé, hogy a felhasználók összehasonlítsák bármely két csapat, vagy az egész liga 2011-es teljesítménymutatóit

# PREATTENTÍV JELLEMZŐK



Orientation



Length



Width



Size



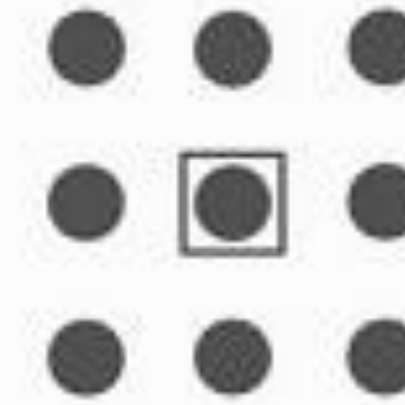
Shape



Curvature



Added Marks



Enclosure



Color Value



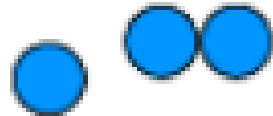

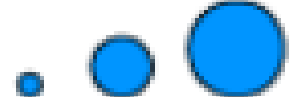











Color Hue



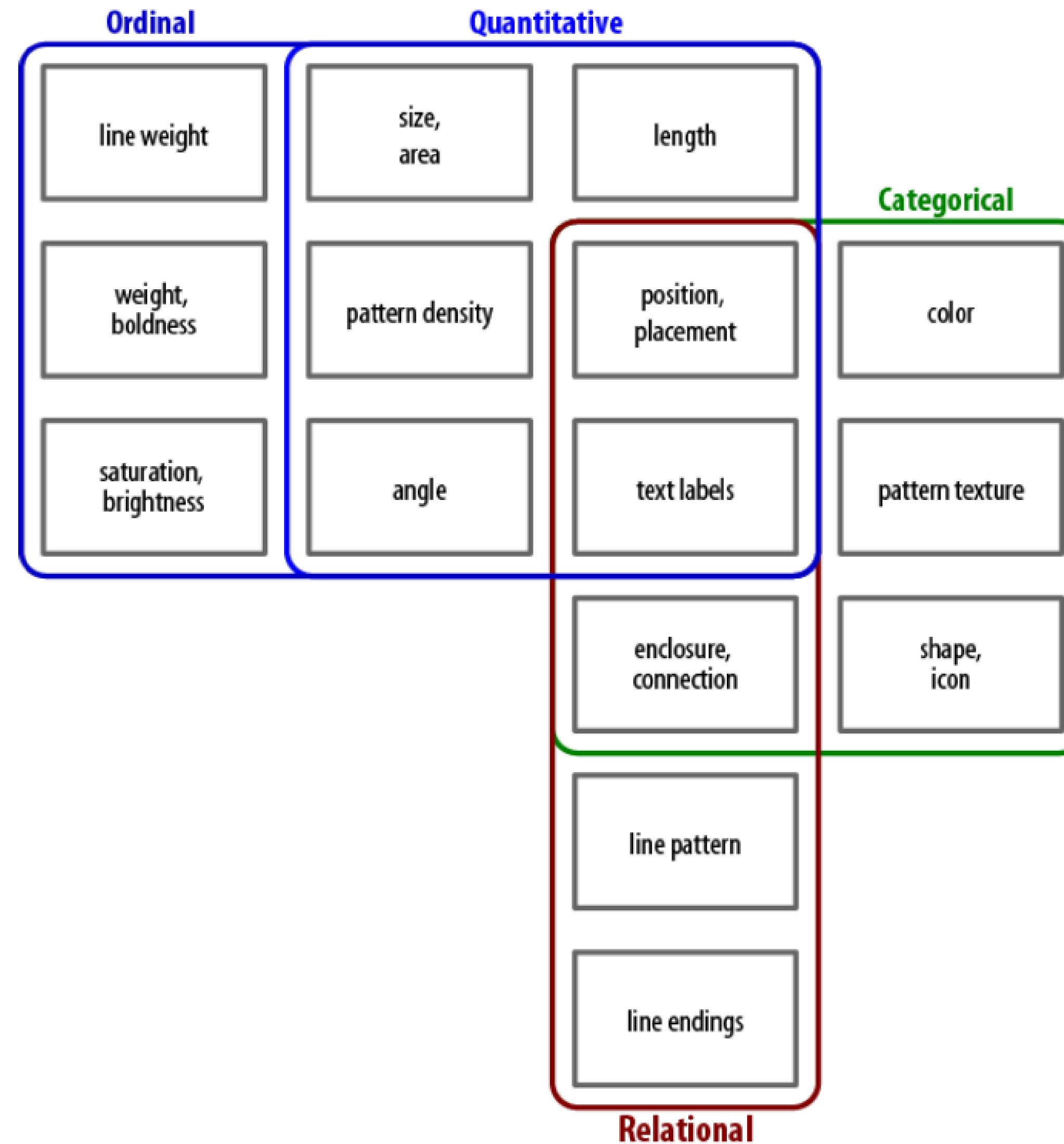
Position



Spatial Grouping

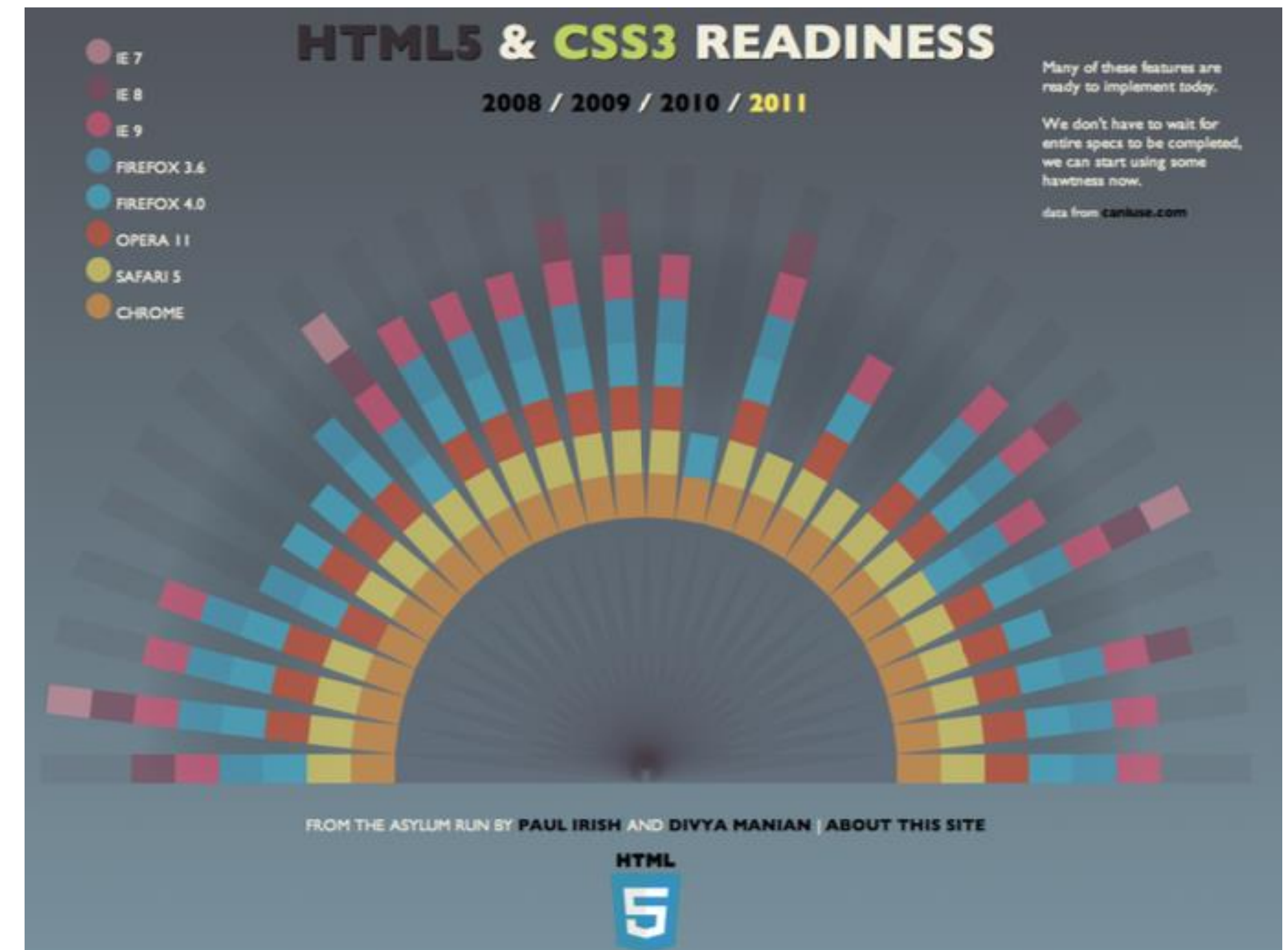
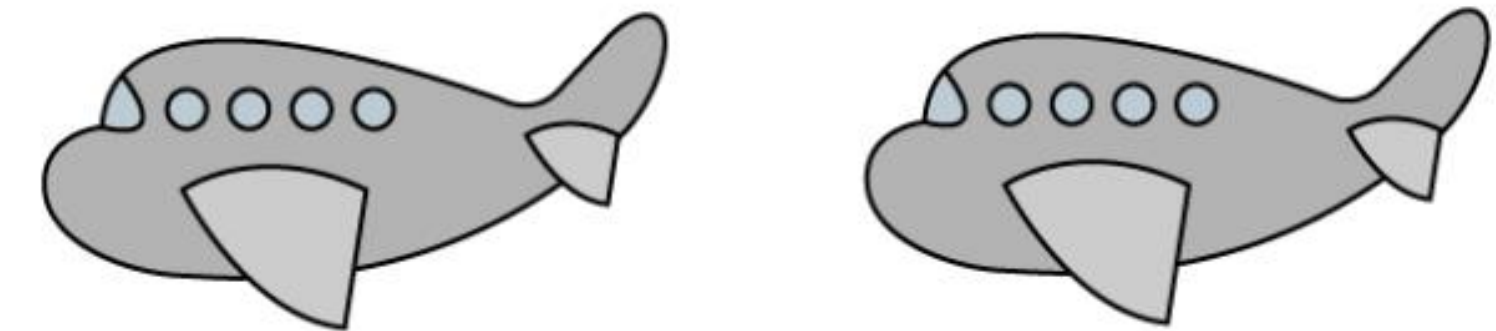
Example	Encoding	Ordered	Useful values	Quantitative	Ordinal	Categorical	Relational
	position, placement	yes	infinite	Good	Good	Good	Good
1, 2, 3; A, B, C	text labels	optional alpha or num	infinite	Good	Good	Good	Good
	length	yes	many	Good	Good		
	size, area	yes	many	Good	Good		
	angle	yes	medium	Good	Good		
	pattern density	yes	few	Good	Good		
	weight, boldness	yes	few		Good		
	saturation, brightness	yes	few		Good		
	color	no	few (<20)			Good	
	shape, icon	no	medium			Good	
	pattern texture	no	medium			Good	
	enclosure, connection	no	infinite			Good	Good
	line pattern	no	few				Good
	line endings	no	few				Good
	line weight	yes	few		Good		

# AZ EGYES ADATTÍPUSOK VIZUÁLIS JELLEMZŐI



# ÁBRÁZOLÁS ÉS VALÓSÁG

- Velejáró tulajdonságok
- Tanult konvenciók



# A KIEMELÉS SZÁMOS FORMÁJA

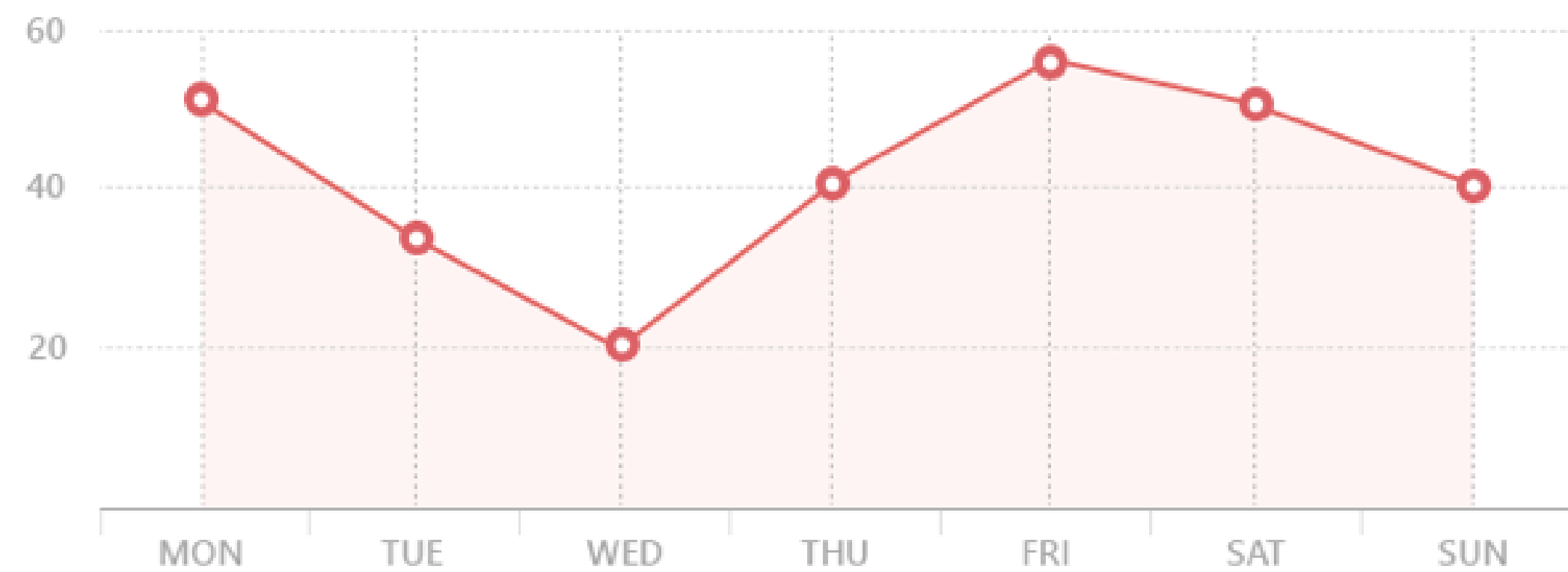
2	2	5	6	7	1	1	6	9	1
9	1	7	5	5	5	6	2	5	9
4	5	2	9	6	9	7	6	4	6
8	1	5	7	8	5	6	6	6	7
7	2	3	6	8	9	1	7	9	1
3	8	6	8	4	5	6	9	4	5
4	9	9	2	3	7	1	9	1	2
3	7	8	1	6	1	5	6	1	6
5	6	6	8	6	6	9	1	2	6
3	2	4	2	6	9	4	2	7	1

2	2	5	6	7	1	1	6	9	1
9	1	7	5	5	5	6	2	5	9
4	5	2	9	6	9	7	6	4	6
8	1	5	7	8	5	6	6	6	7
7	2	3	6	8	9	1	7	9	1
3	8	6	8	4	5	6	9	4	5
4	9	9	2	3	7	1	9	1	2
3	7	8	1	6	1	5	6	1	6
5	6	6	8	6	6	9	1	2	6
3	2	4	2	6	9	4	2	7	1

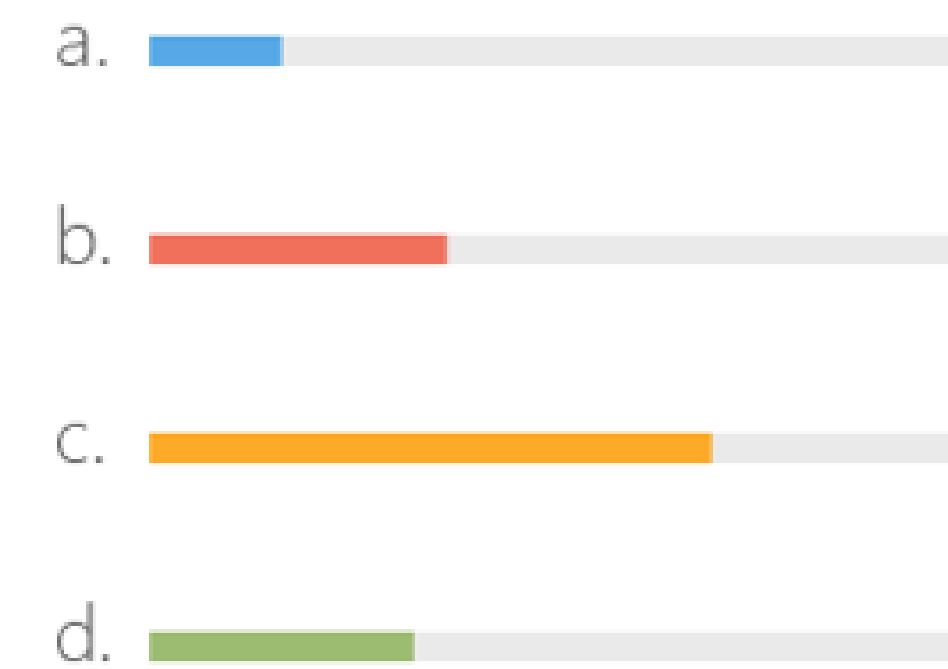
2	2	5	6	7	1	1	6	9	1
9	1	7	5	5	5	6	2	5	9
4	5	2	9	6	9	7	6	4	6
8	1	5	7	8	5	6	6	6	7
7	2	3	6	8	9	1	7	9	1
3	8	6	8	4	5	6	9	4	5
4	9	9	2	3	7	1	9	1	2
3	7	8	1	6	1	5	6	1	6
5	6	6	8	6	6	9	1	2	6
3	2	4	2	6	9	4	2	7	1

# MENNYISÉGI ÁBRÁZOLÁS HOSSZ ÉS ELHELYEZKEDÉS ALAPJÁN

Weekly Statistics 📊



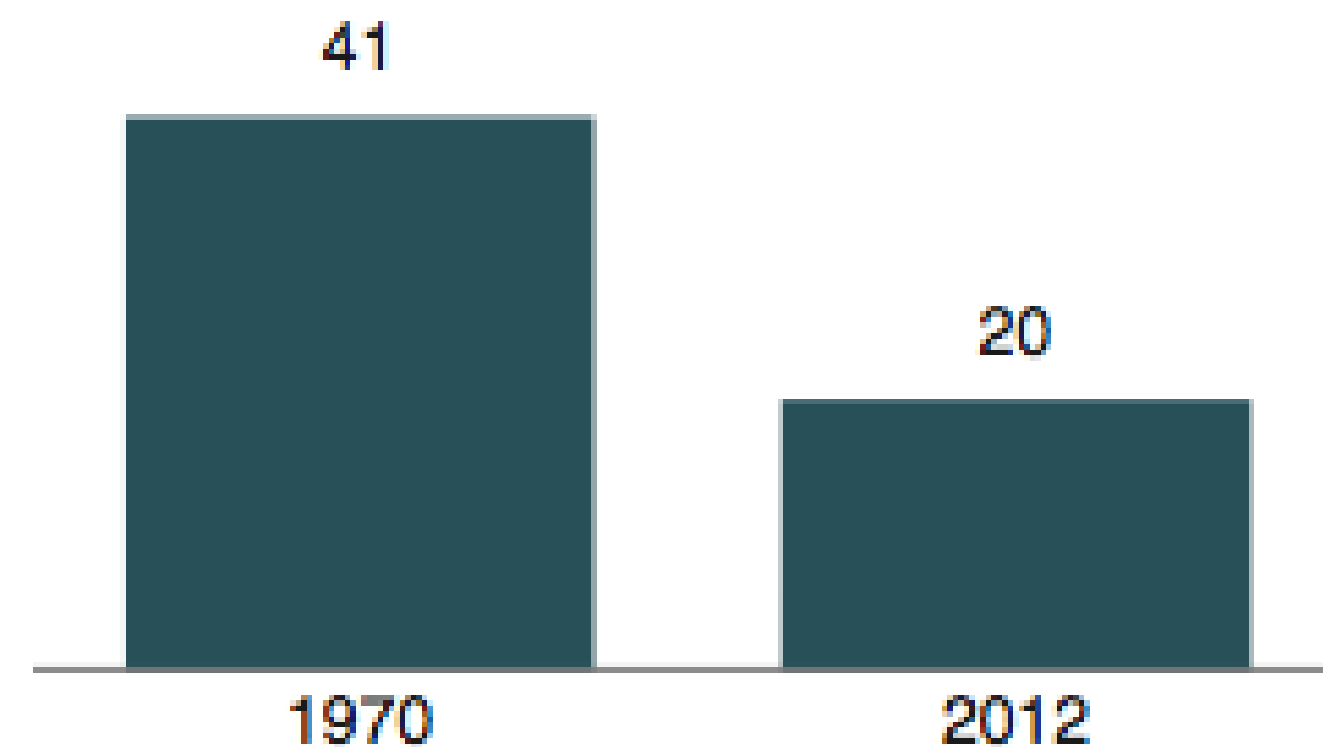
Usage Overview



# A GRAFIKON NEM KÖTELEZŐ

## Children with a "Traditional" Stay-at-Home Mother

*% of children with a married stay-at-home mother with a working husband*



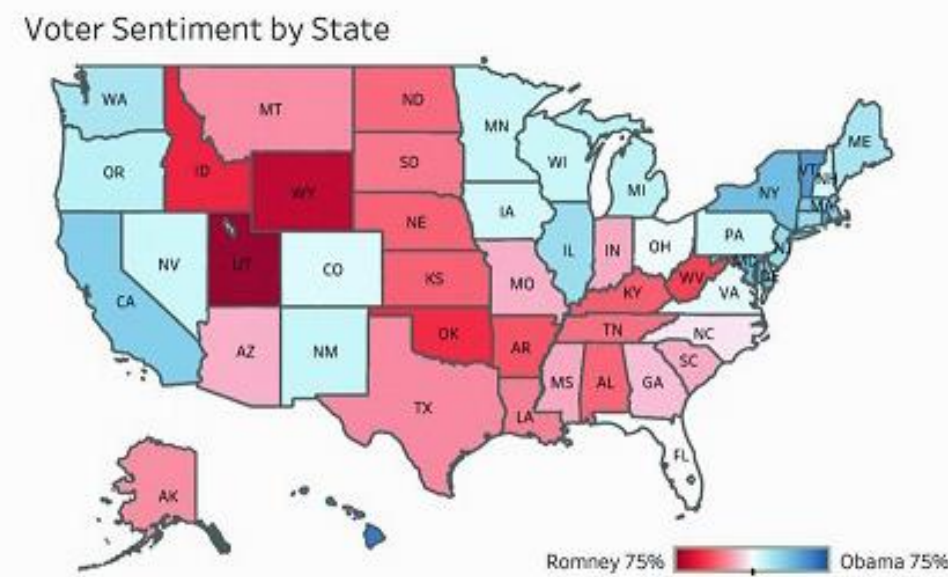
# 20%

of children had a **traditional stay-at-home mom** in 2012, compared to 41% in 1970



# A SZÍNEK HASZNÁLATA AZ ADATVIZUALIZÁCIÓHOZ

- 1 Red
- 2 Green
- 3 Yellow
- 4 Blue
- 5 Black
- 6 White
- 7 Pink
- 8 Cyan
- 9 Gray
- 10 Orange
- 11 Brown
- 12 Purple



**SEQUENTIAL**  
color is ordered from low to high



**DIVERGING**  
two sequential colors with a neutral midpoint



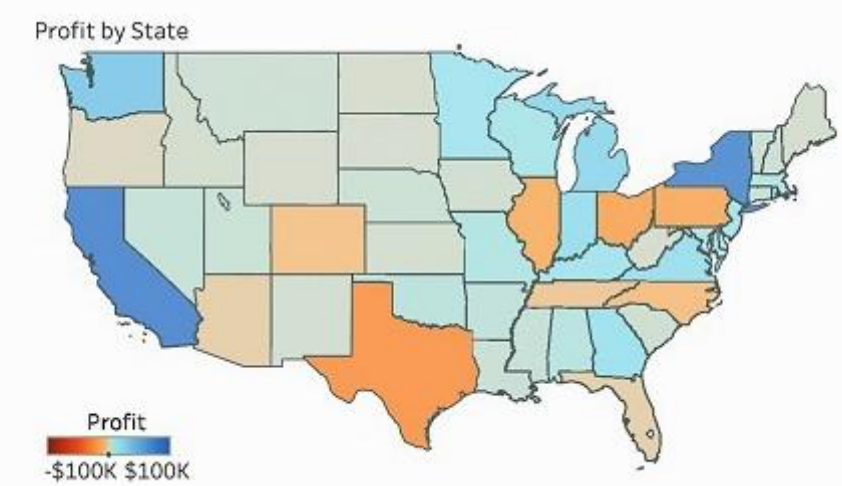
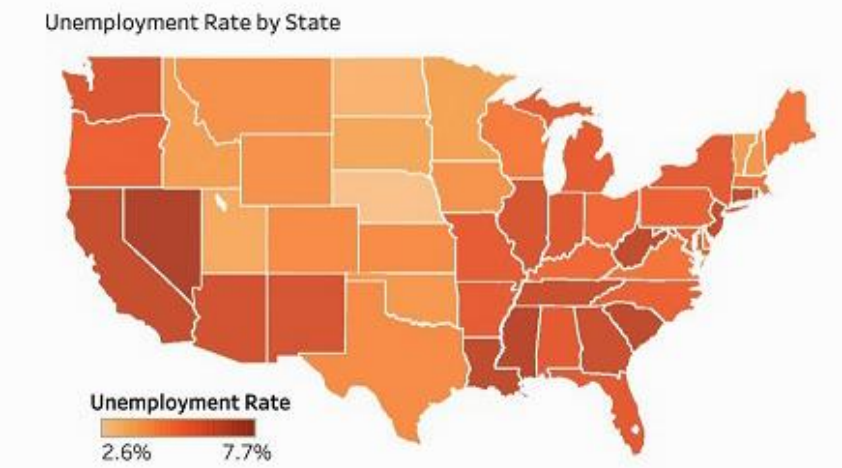
**CATEGORICAL**  
contrasting colors for individual comparison



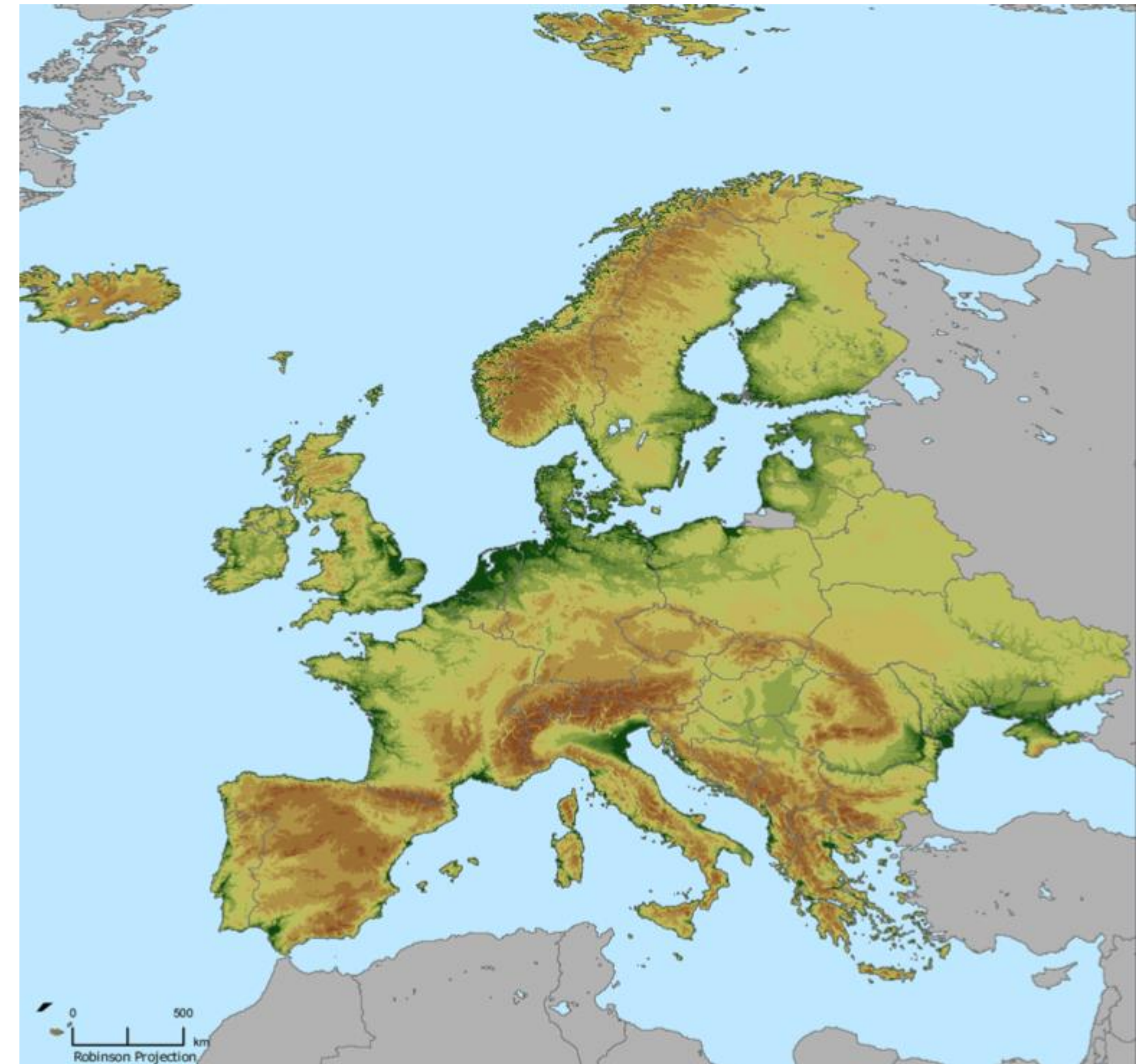
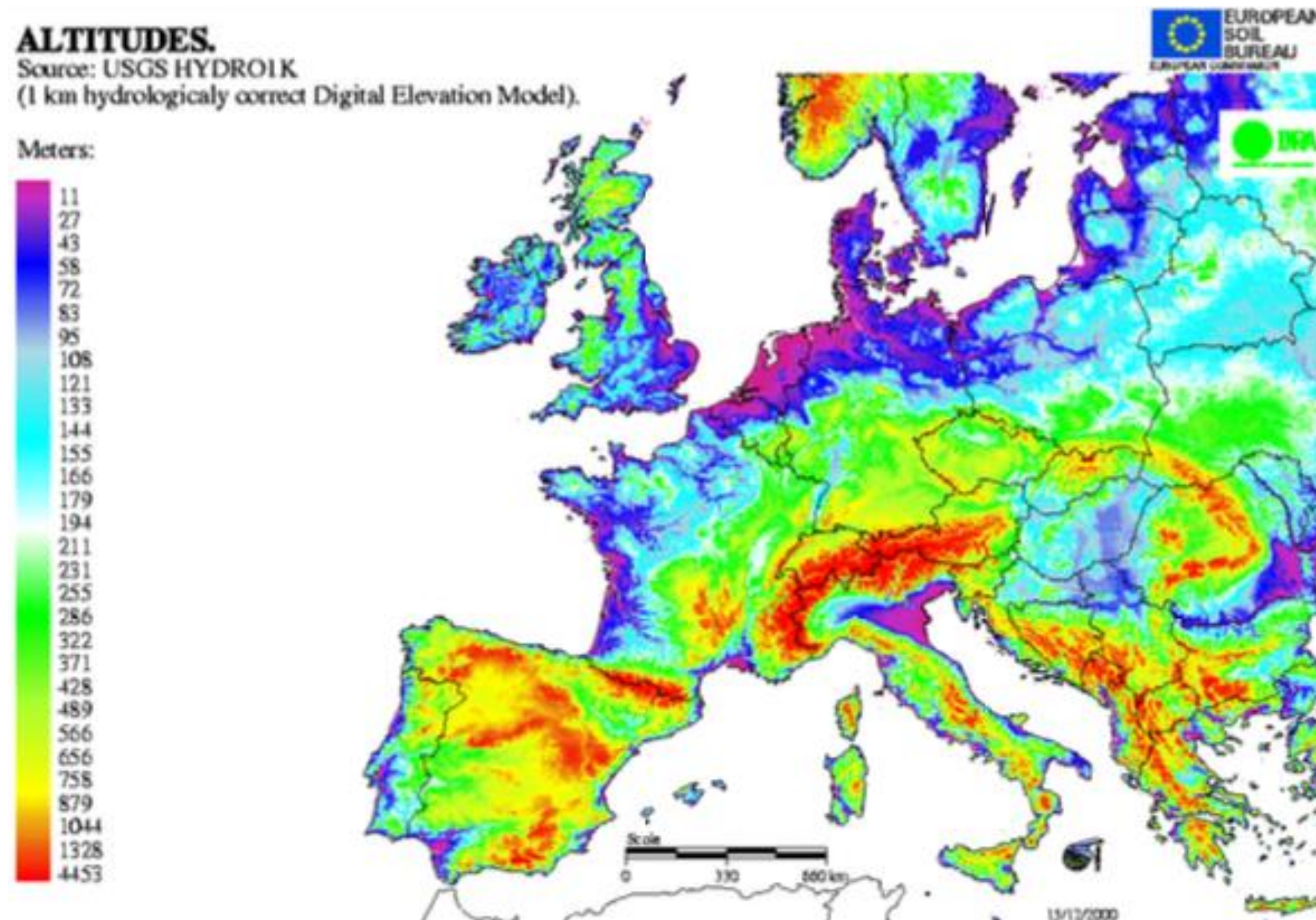
**HIGHLIGHT**  
color used to highlight something



**ALERT**  
color used to alert or warn reader

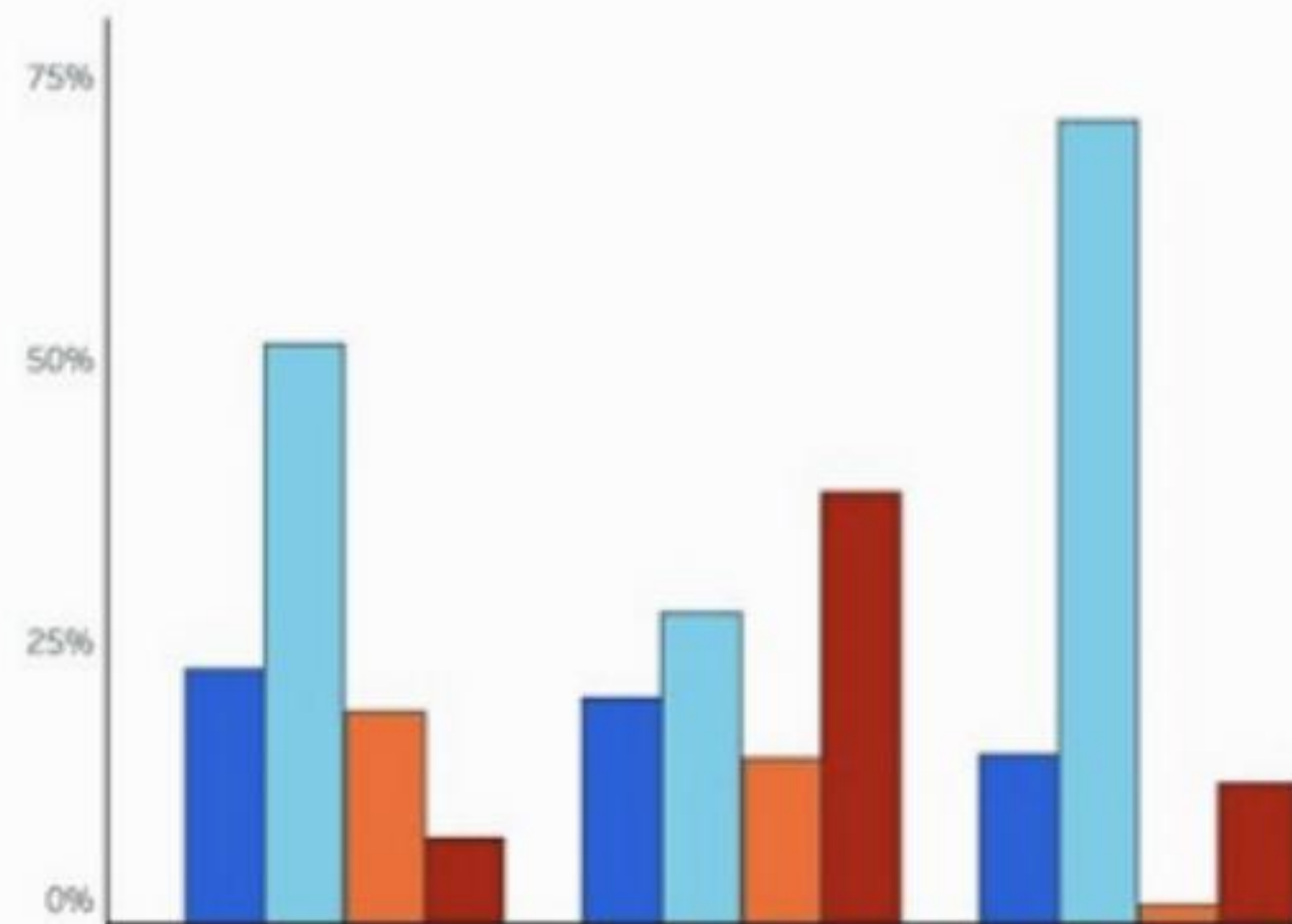


# A SZÍN NEM RENDEZHETŐ

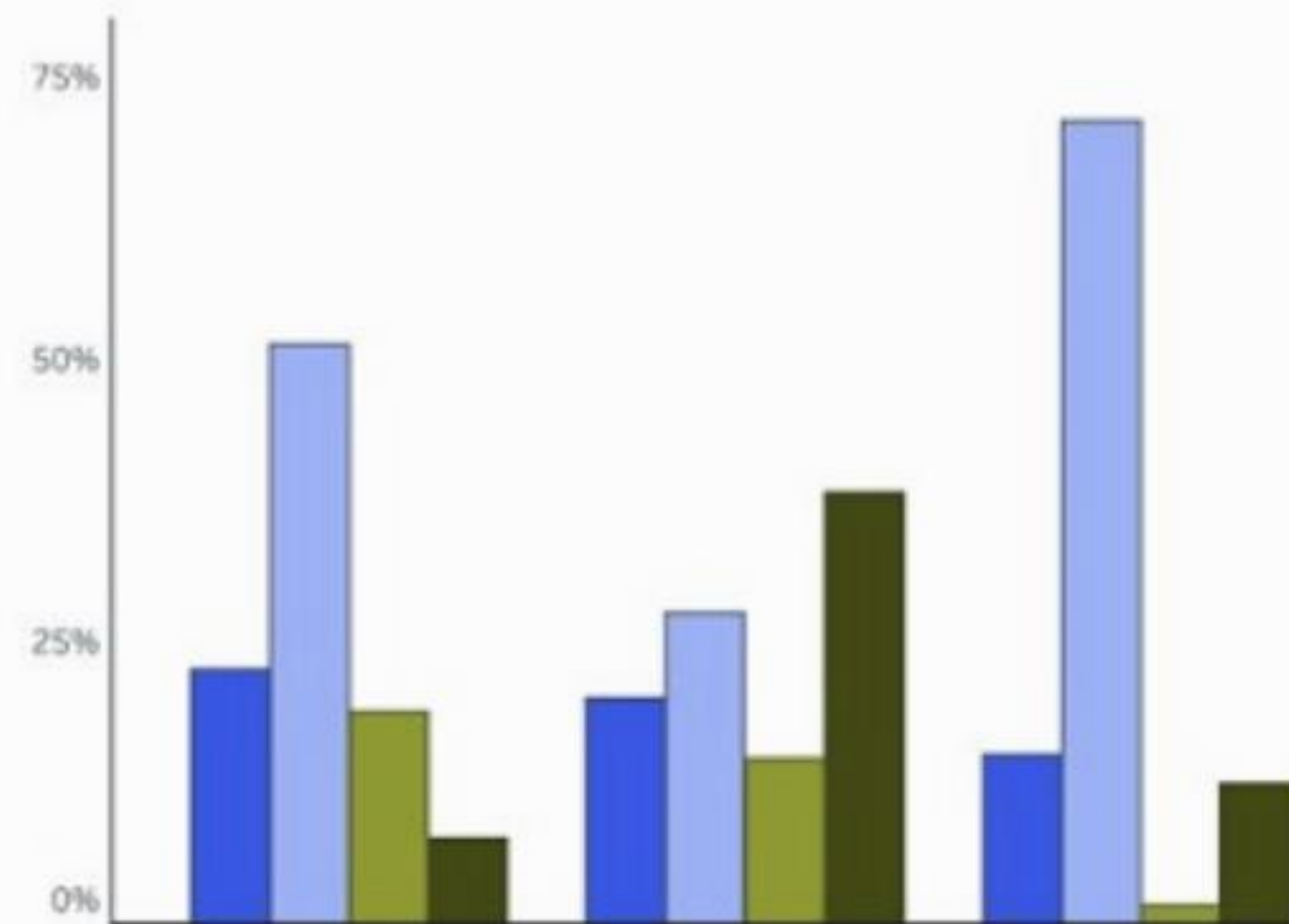


# KIEMELÉS SZÍNVAKOK SZÁMÁRA

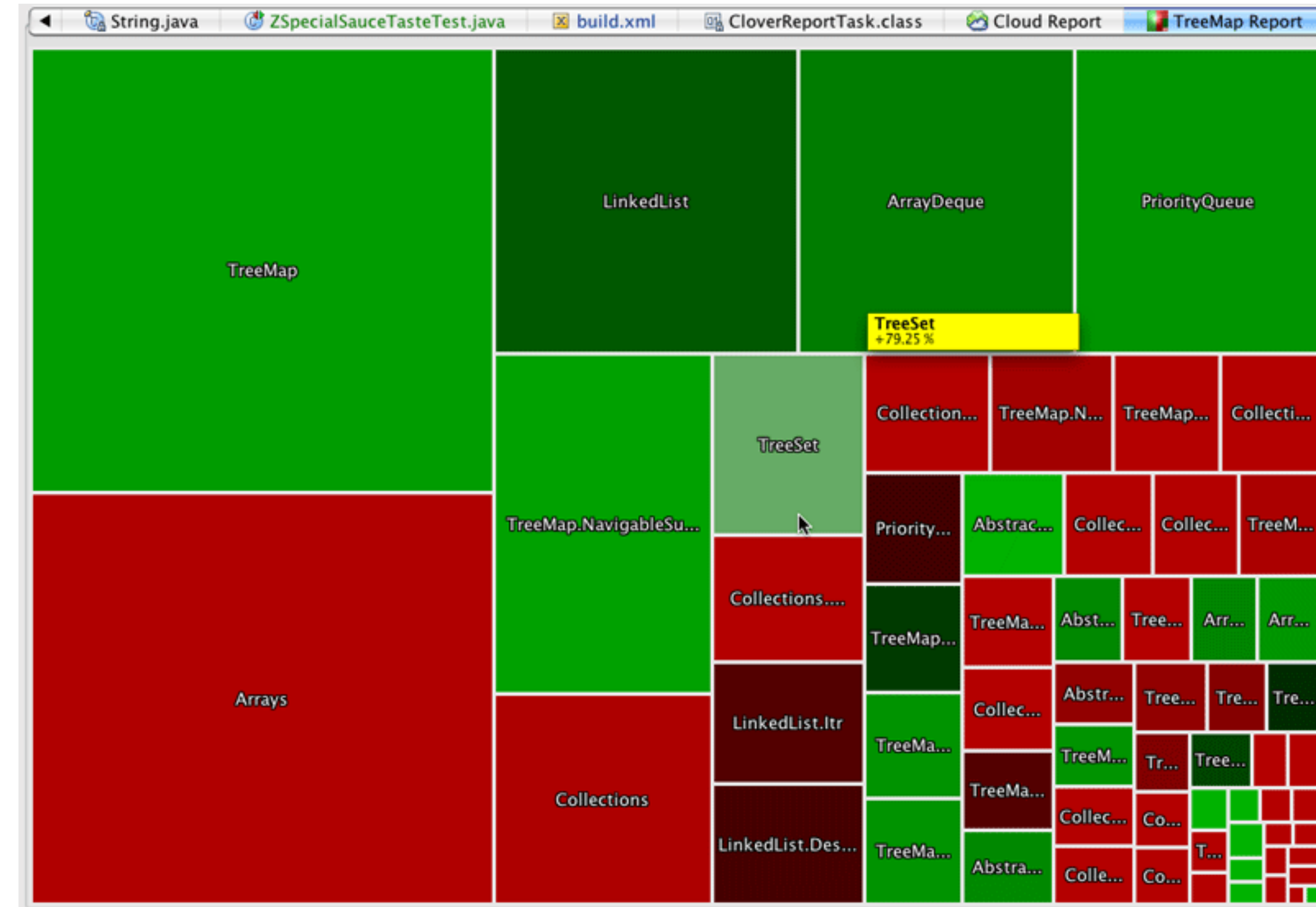
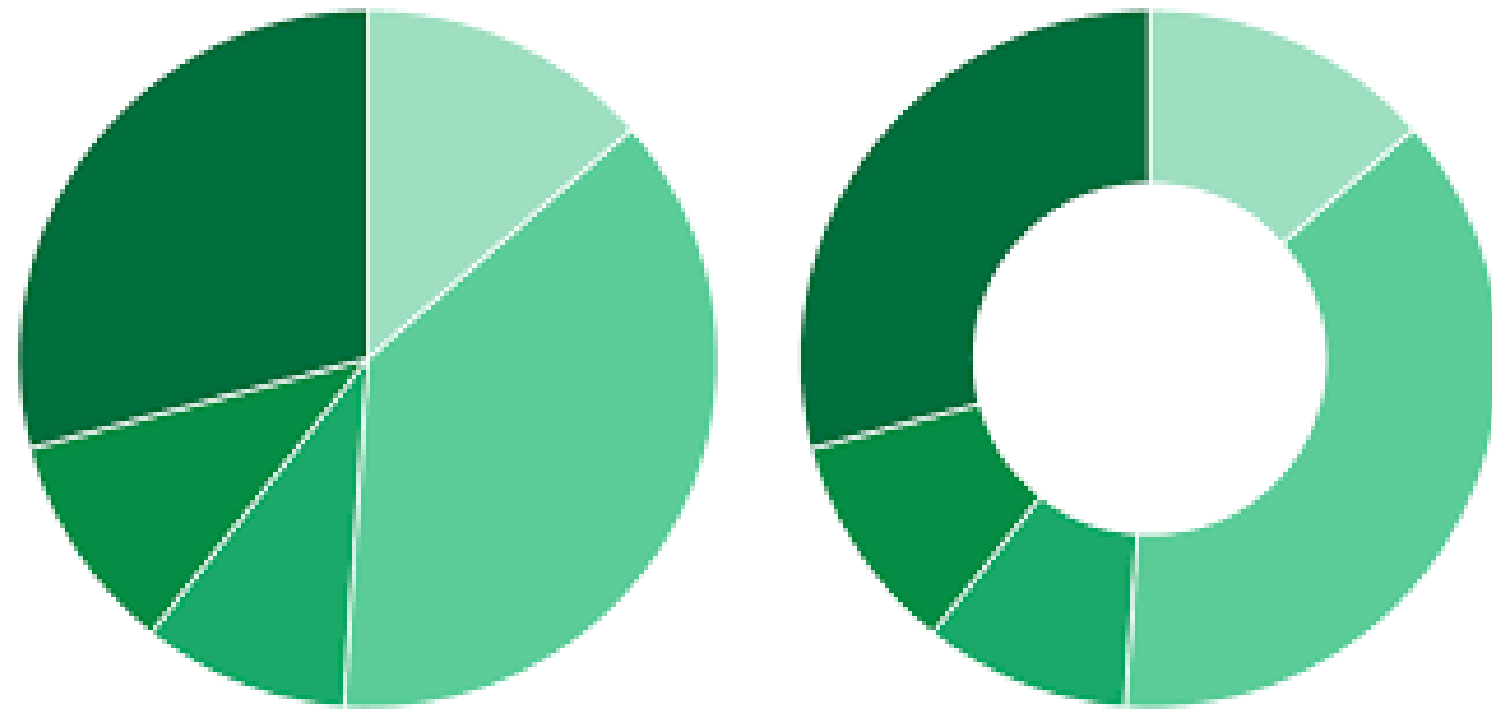
Color-blind-Friendly Blue and Orange



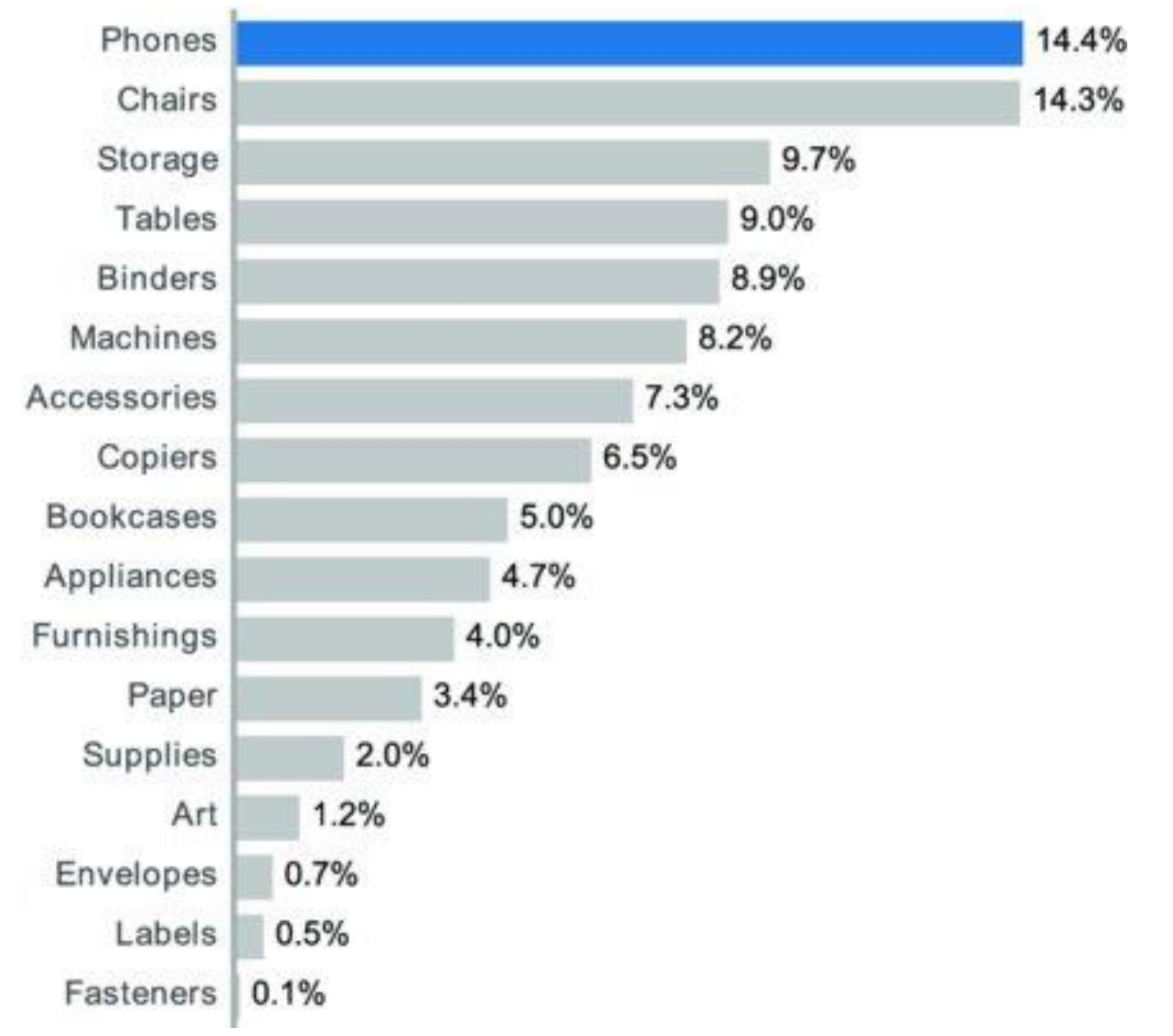
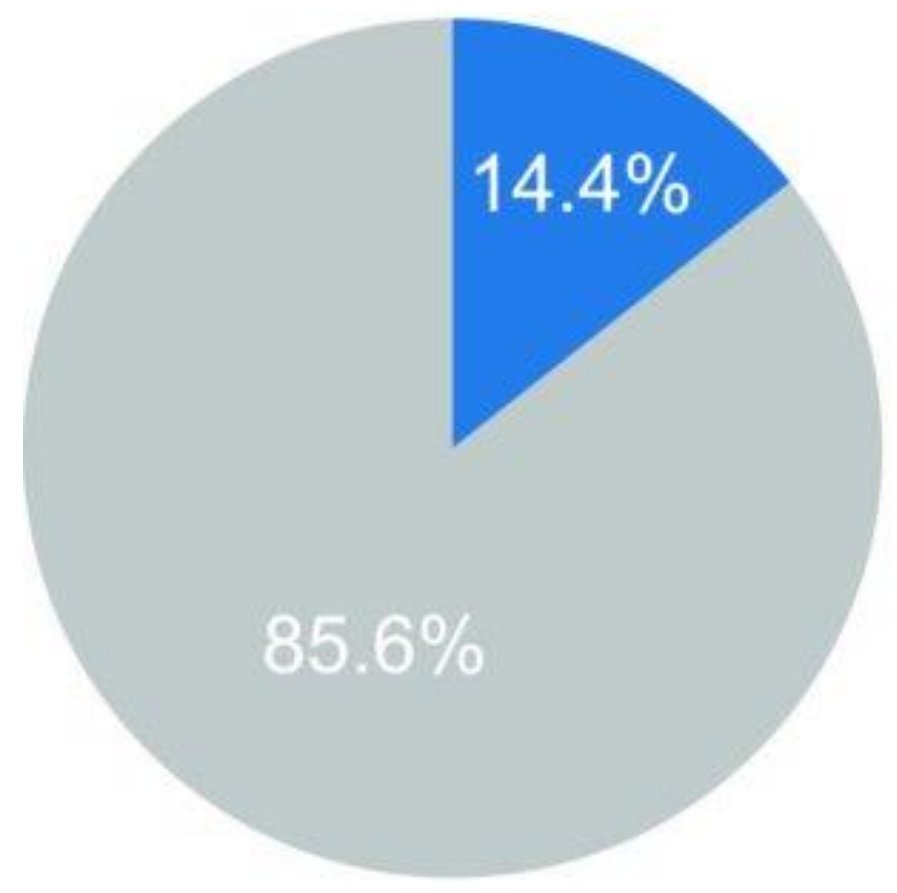
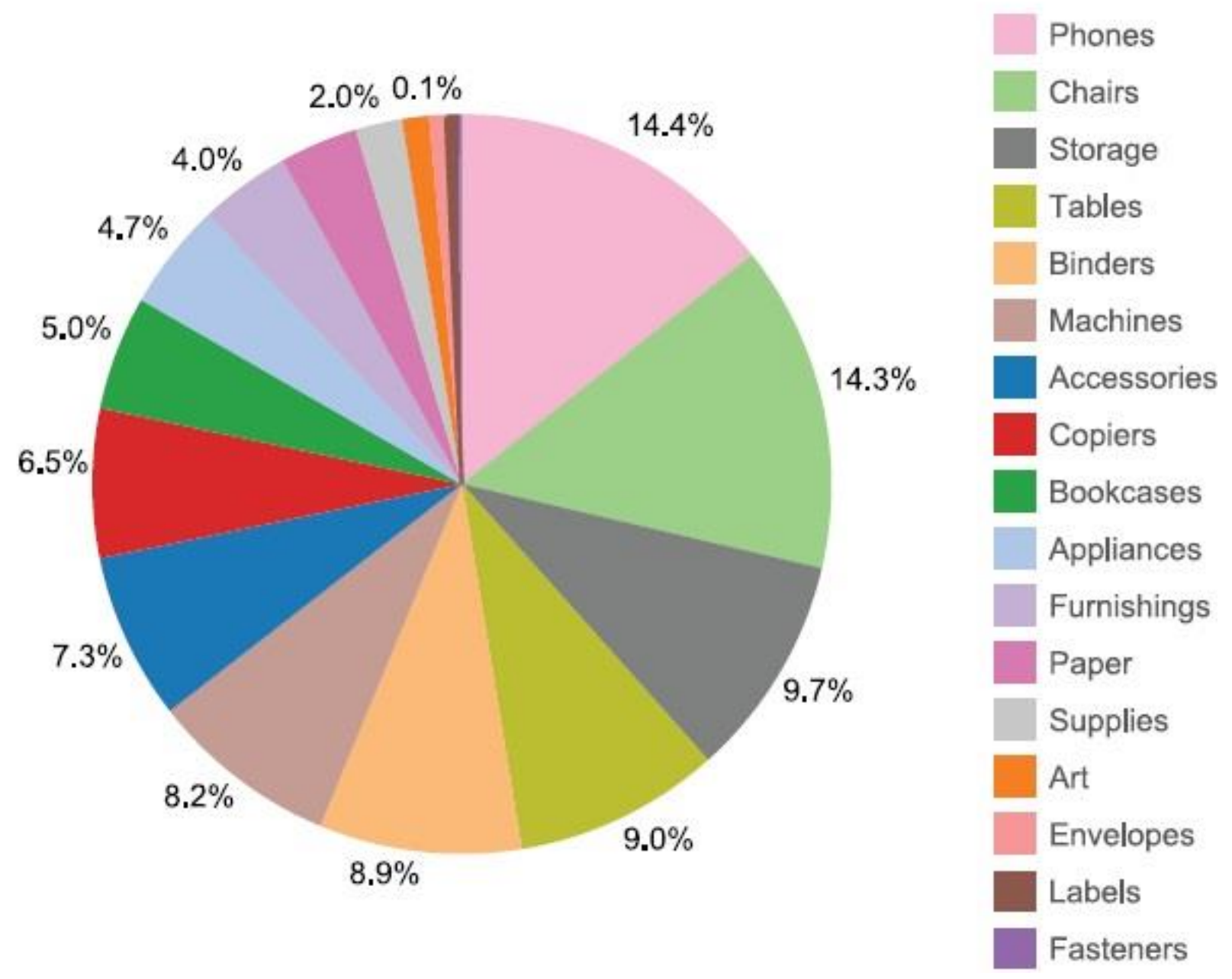
Protanopia Simulation



# TORTA-, FÁNK- ÉS FADIAGRAM MAGAS SZINTHEZ

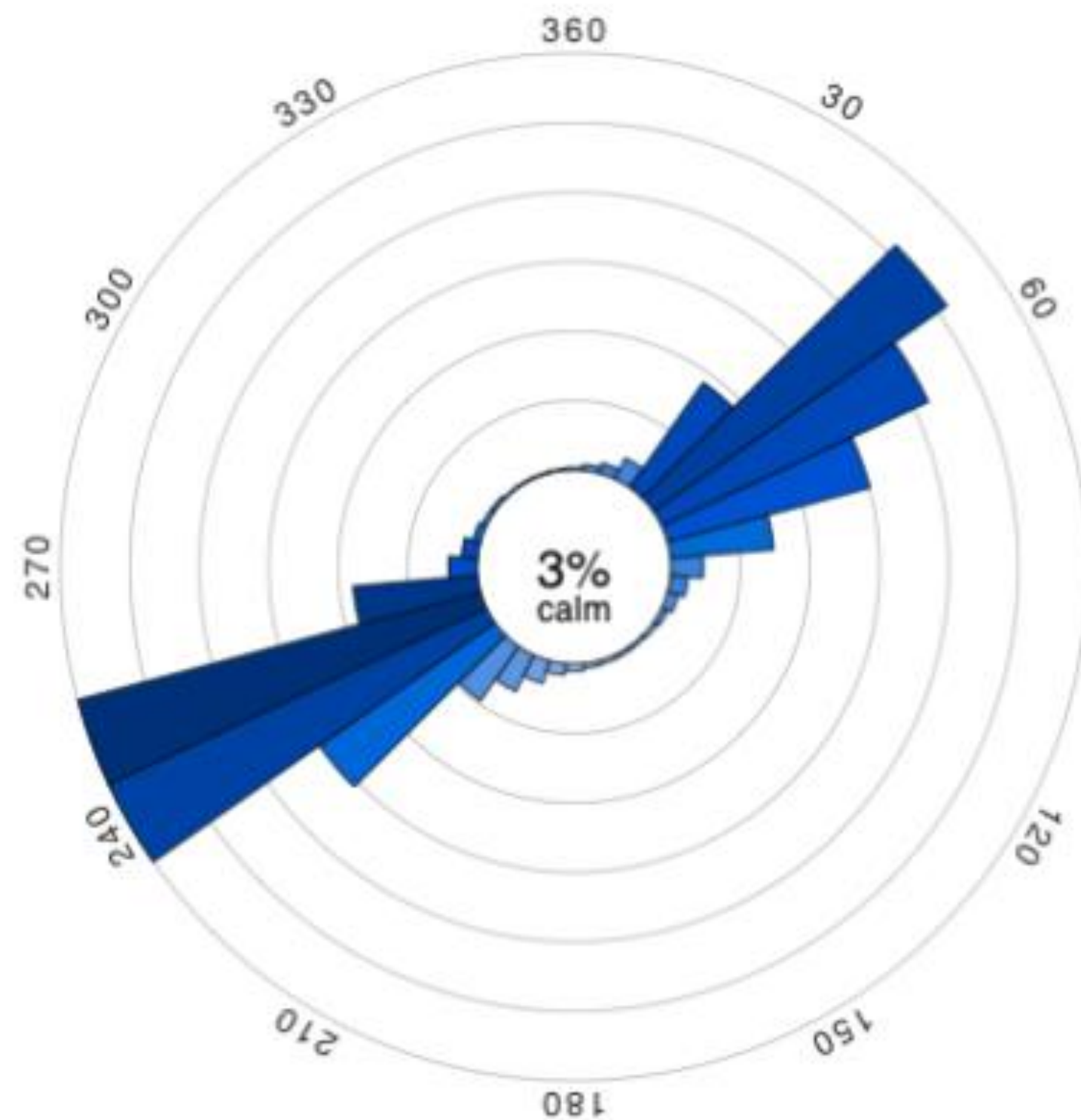


# HOGYAN HASZNÁLJUK KI A TORTADIAGRAM LEHETŐSÉGEIT

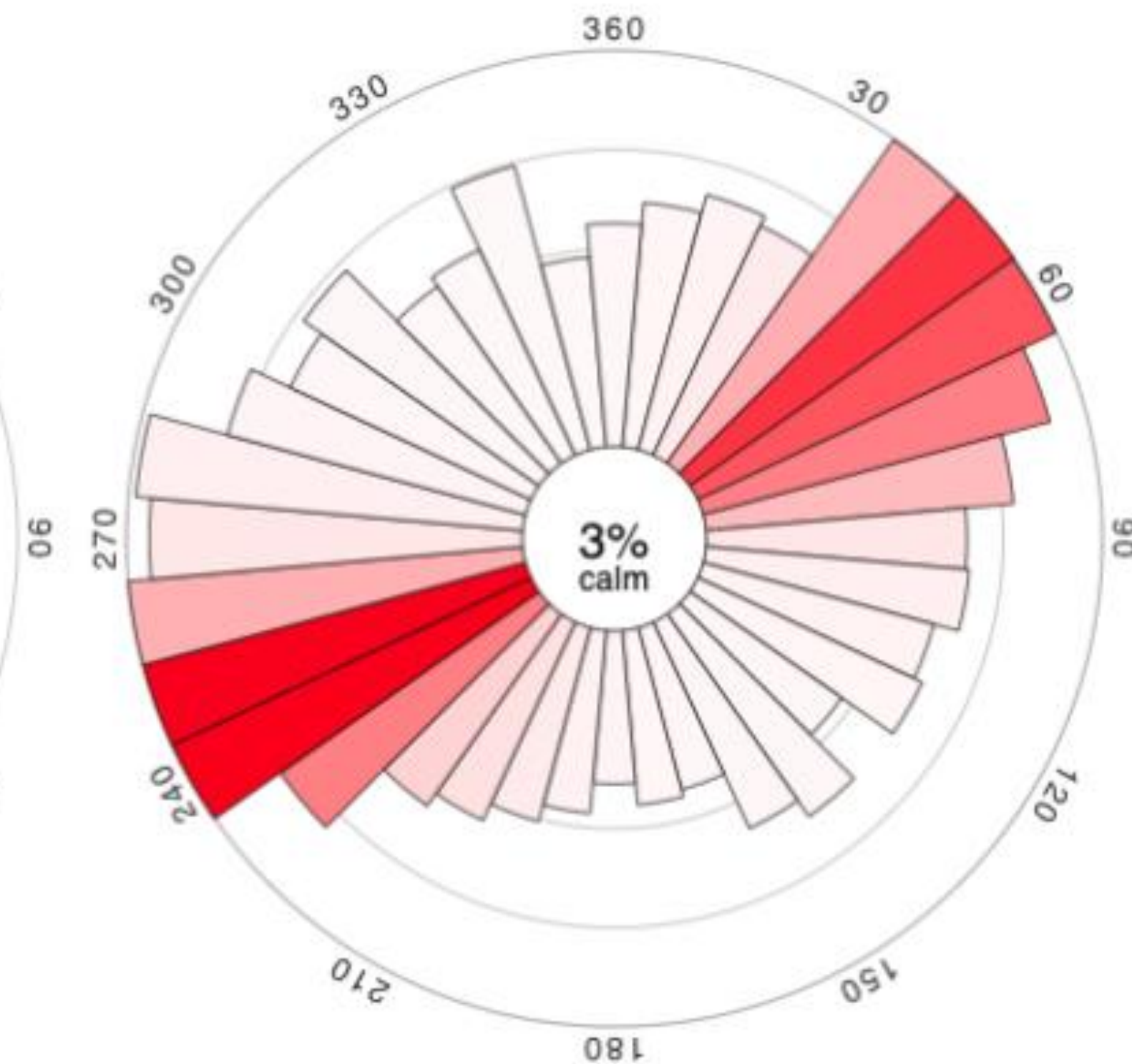


# CIKLIKUS KAPCSOLATOK ÉS IRÁNY

## KGDP: Guadalupe Pass

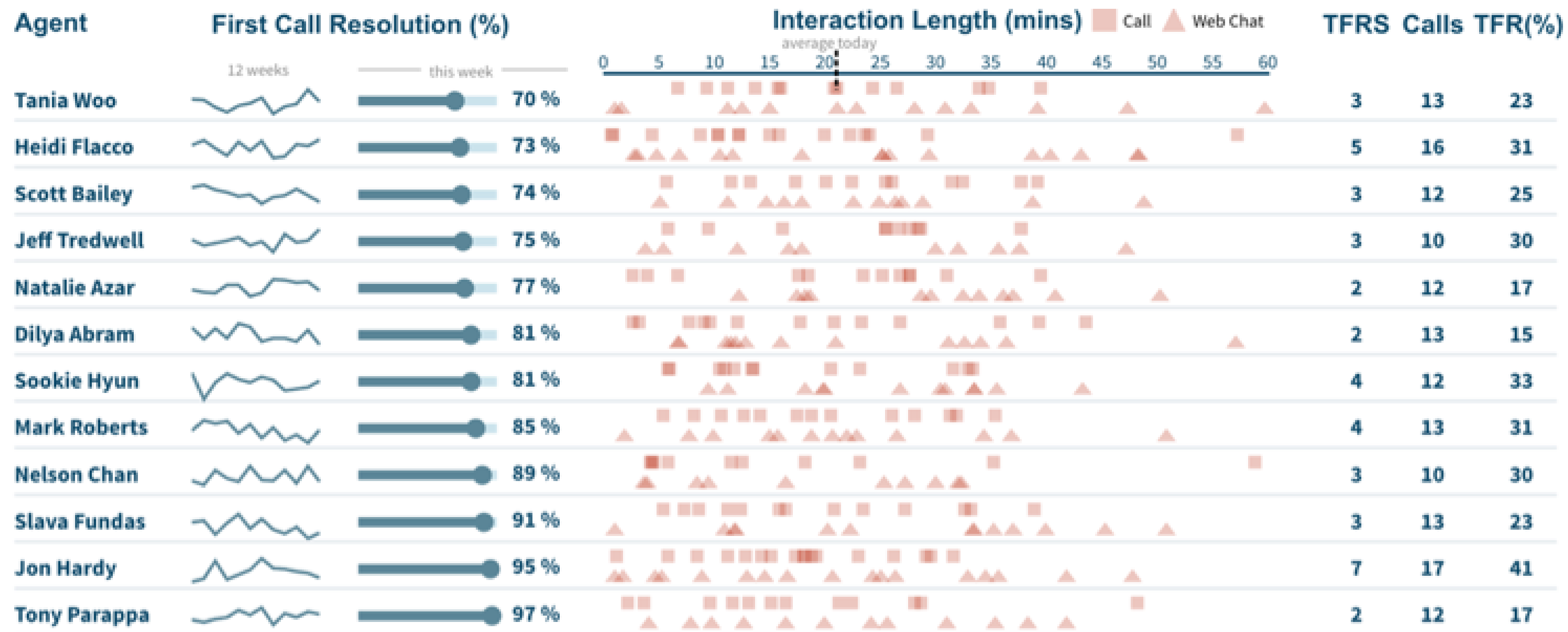


Frequency by Direction



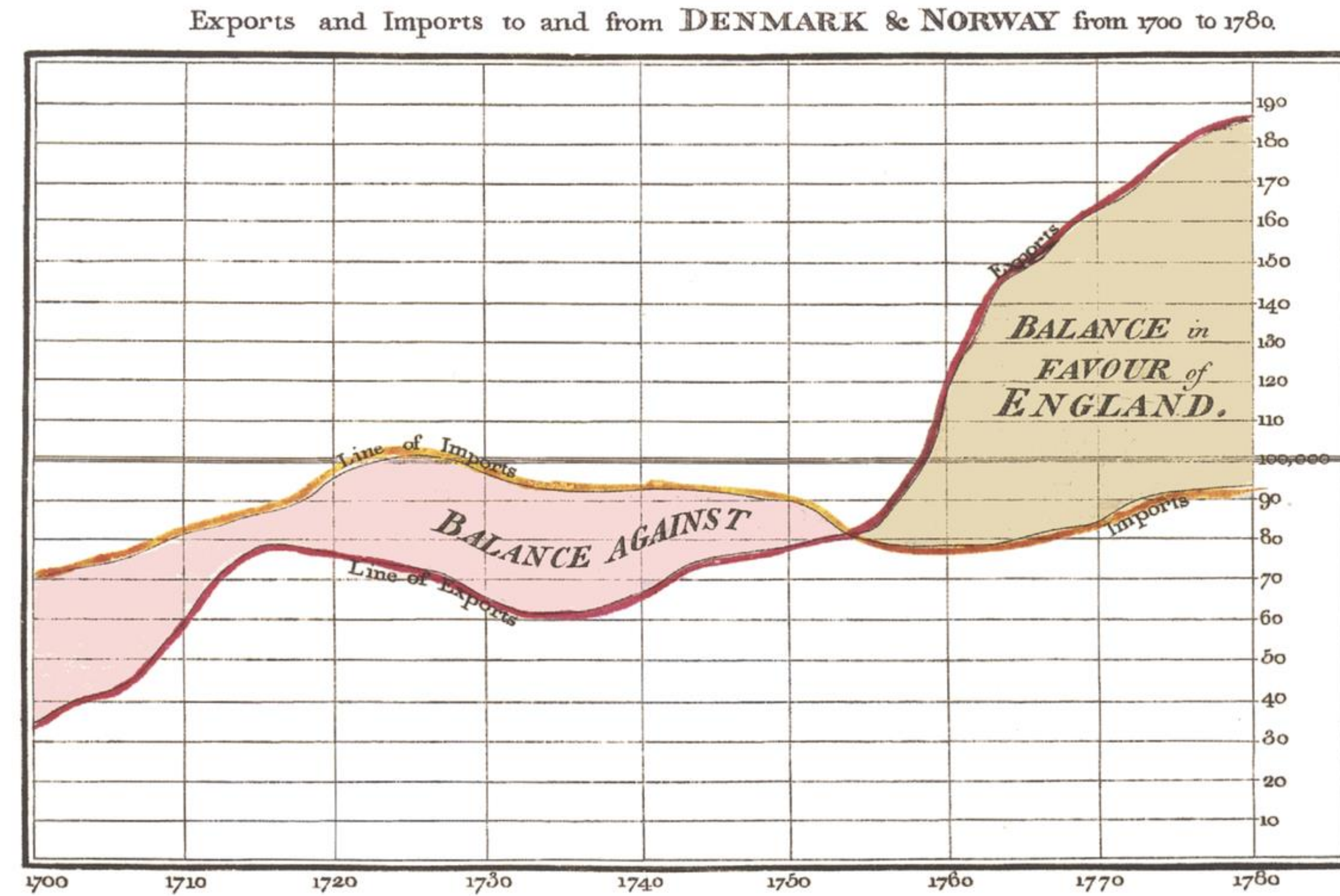
Average Speed by Direction

# A JELLEMZŐK KOMBINÁLÁSA



Agent	Occupancy (%)	Calls
Parappa	~85%	29
Hyun	~85%	29
Roberts	~85%	33
Bailey	~85%	31
Azar	~85%	31
Abram	~85%	32
Hardy	~85%	41
Tredwell	~85%	26
Chan	~85%	26
Flacco	~85%	40
Woo	~85%	32
Fundas	~85%	32

# AZ IDŐ VIZUALIZÁCIÓJA

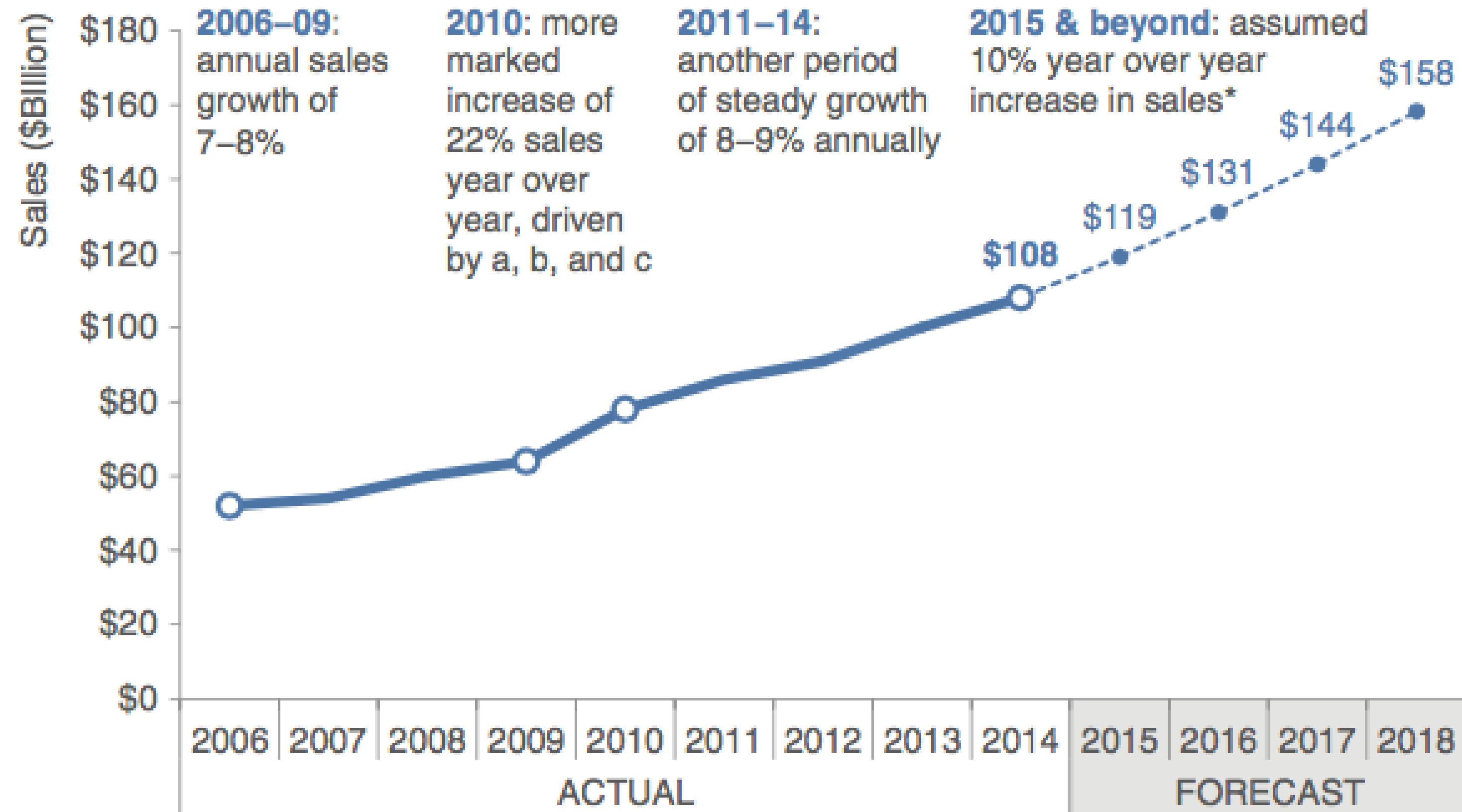


*The Bottom line is divided into Years, the Right hand line into £10,000 each.*  
Published as the Act directs, 1<sup>st</sup> May 1786. by W<sup>m</sup> Playfair. Neale sculpt 352, Strand, London.

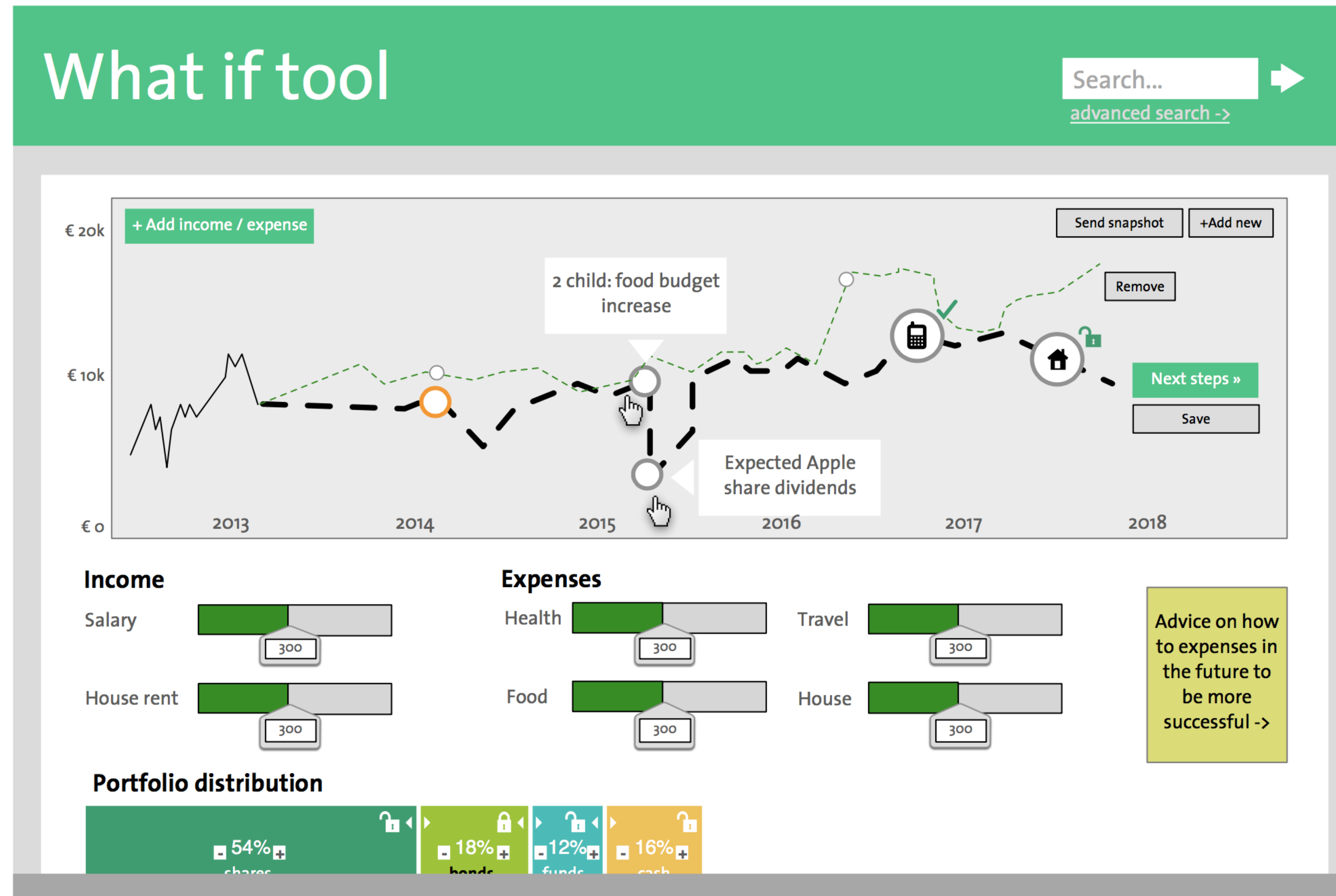


# ELŐREJELZÉS

## Sales over time



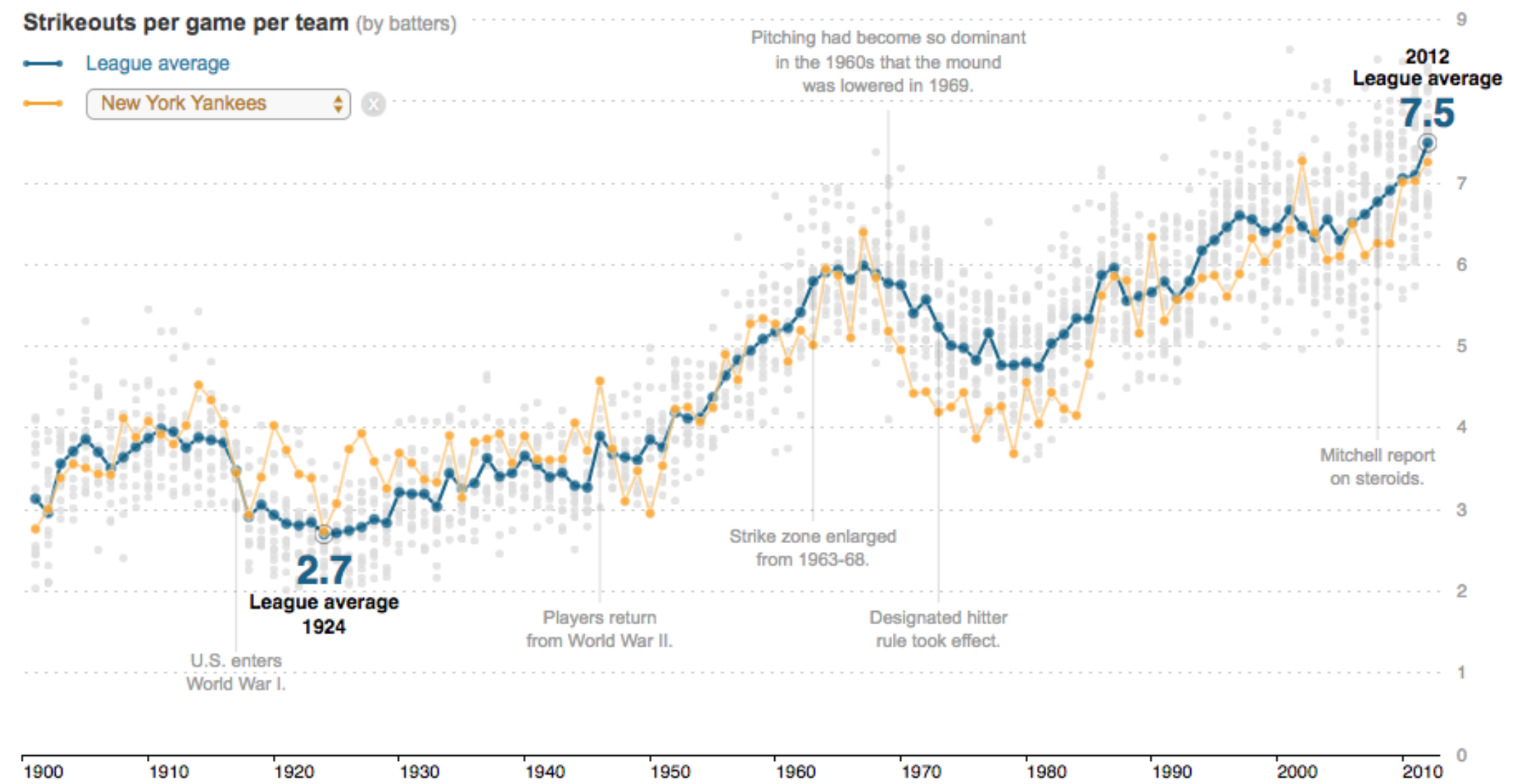
# „MI VAN HA” ESZKÖZ



# ÁTLAG ÁBRÁZOLÁSA

## Strikeouts on the Rise

There were more strikeouts in 2012 than at any other time in major league history.



Last season, teams struck out at a rate never before seen: 7.5 times for each team every game, an increase of nearly 20 percent from 2005. Ten of the 30 major league teams set franchise records for strikeouts last season and most came close.

### Strikeouts per game, 2012

#### NATIONAL LEAGUE BATTERS

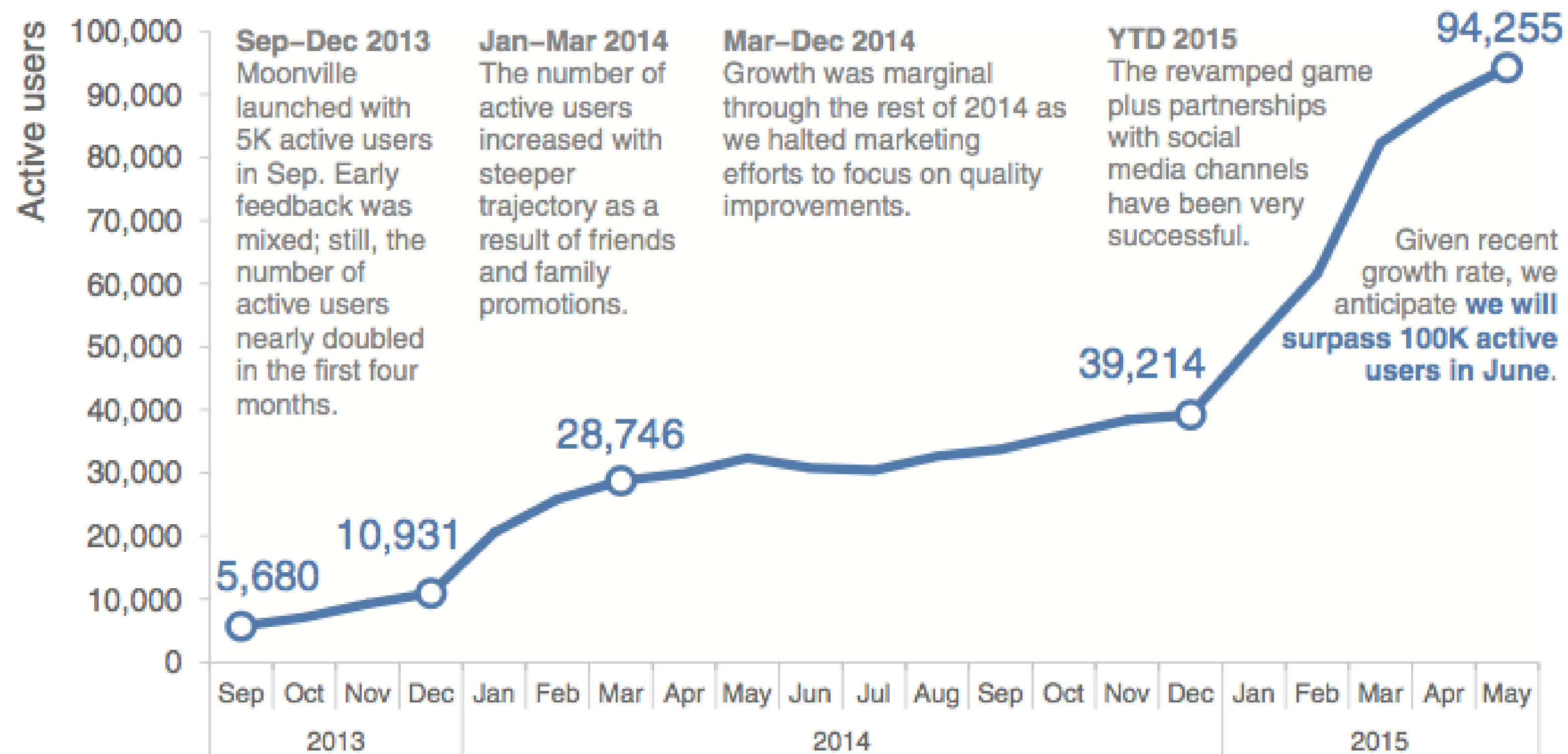
Houston Astros	8.4	Record
Pittsburgh Pirates	8.4	Record
Washington Nationals	8.2	2nd most
Atlanta Braves	8.0	Record
Arizona Diamondbacks	7.8	4th most
Cincinnati Reds	7.8	4th most
New York Mets	7.7	Record
Milwaukee Brewers	7.7	3rd most
San Diego Padres	7.6	4th most
Chicago Cubs	7.6	3rd most
Miami Marlins	7.6	6th most
Colorado Rockies	7.5	3rd most
St. Louis Cardinals	7.4	3rd most
Los Angeles Dodgers	7.1	3rd most
San Francisco Giants	6.8	7th most
Philadelphia Phillies	6.8	15th most

#### AMERICAN LEAGUE BATTERS

Oakland Athletics	8.6	Record
Tampa Bay Rays	8.2	2nd most
Baltimore Orioles	8.1	Record
Seattle Mariners	7.8	2nd most
Toronto Blue Jays	7.7	Record
Chicago White Sox	7.4	Record
Boston Red Sox	7.4	Record
New York Yankees	7.3	2nd most
Los Angeles Angels of Anaheim	6.9	Record
Texas Rangers	6.8	8th most
Detroit Tigers	6.8	12th most
Cleveland Indians	6.7	10th most
Minnesota Twins	6.6	4th most
Kansas City Royals	6.4	7th most

# AZ ISMÉTLŐDŐ INFORMÁCIÓK ÖSSZEFOGLALÁSA

## Moonville: active users over time



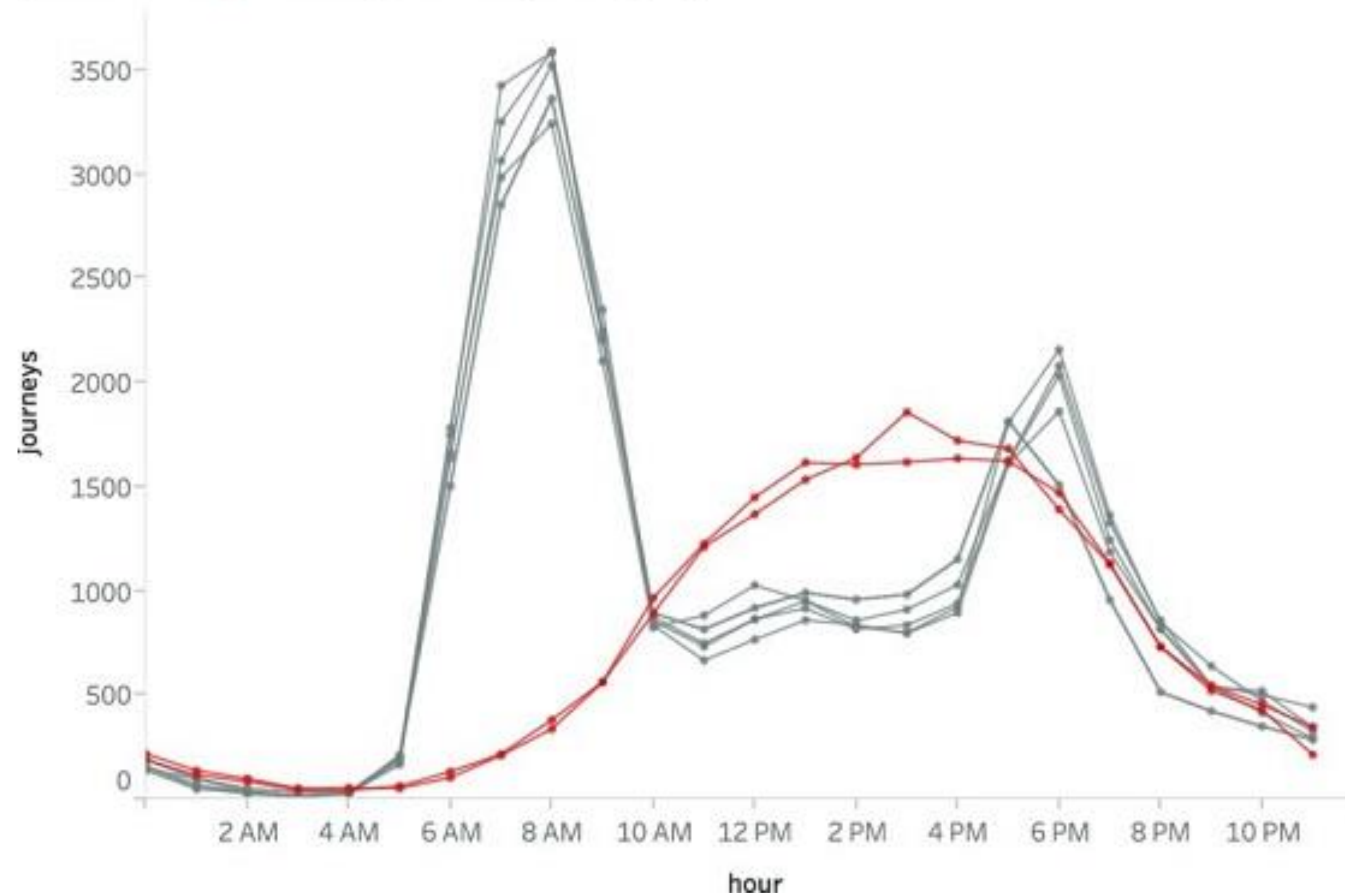
# A KÖZBRINGA ÁLLOMÁSOK ÖSSZEHASONLÍTÁSA

Citi Bike: A tale of two docking stations



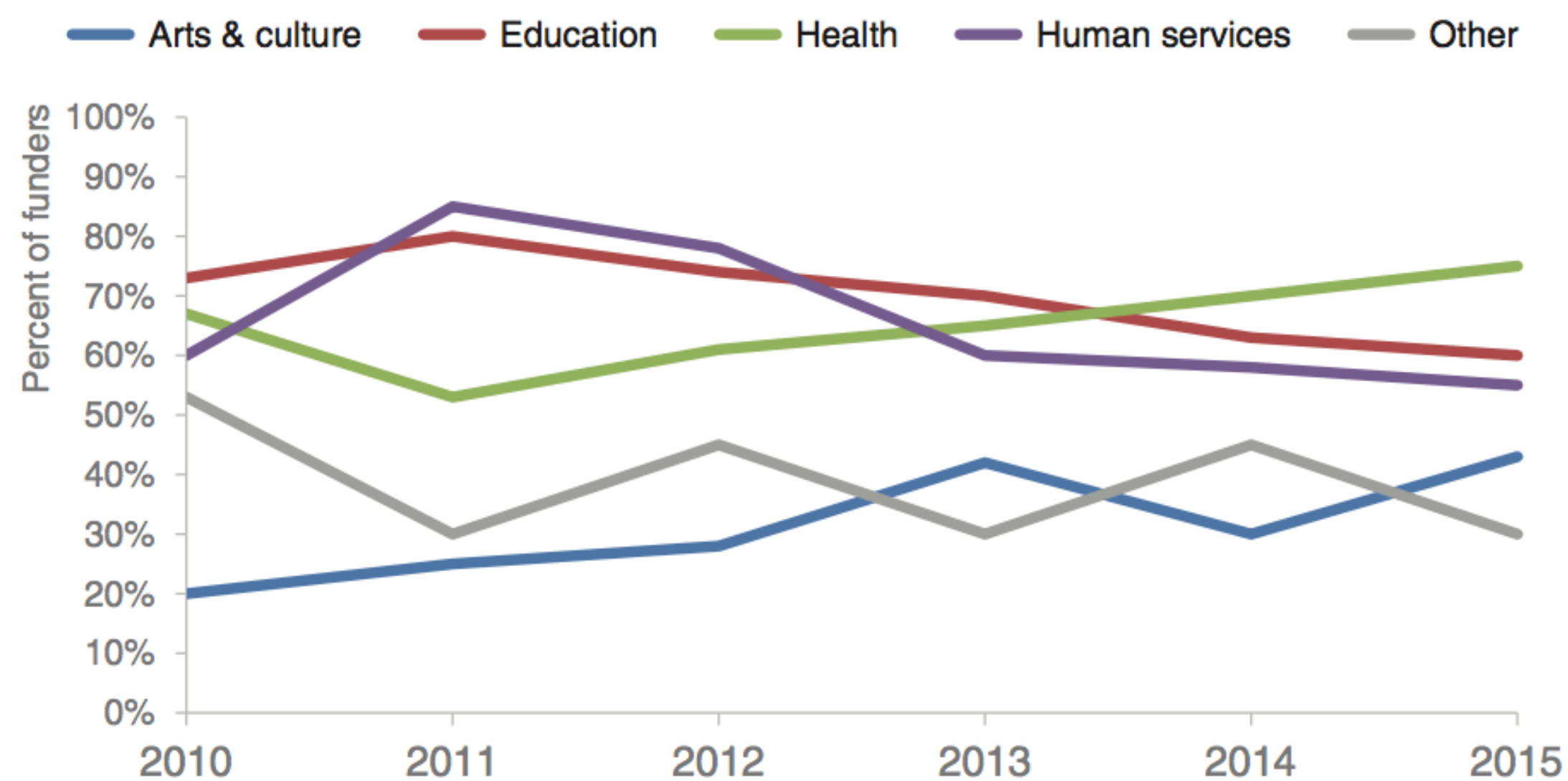
# A HÉTKÖZNAPOK ÉS A HÉTVÉGÉK ÖSSZEHAISONLÍTÁSA

Citi Bike in New York: Journeys by hour of day and day of week  
(weekend days are red, weekdays are grey)

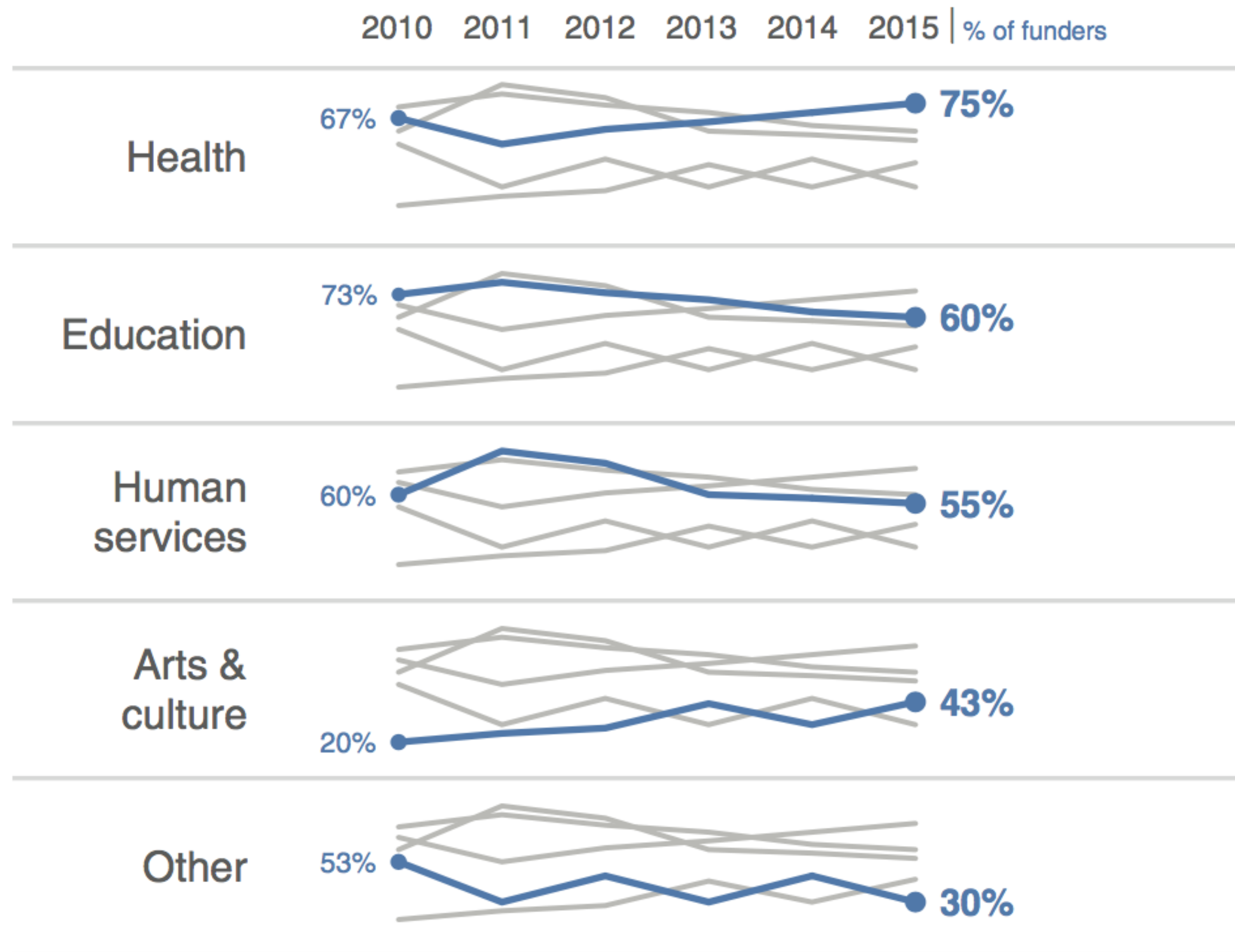


# KERÜLJÜK EL A SPAGETTI DIAGRAMOT

Types of non-profits supported by area funders

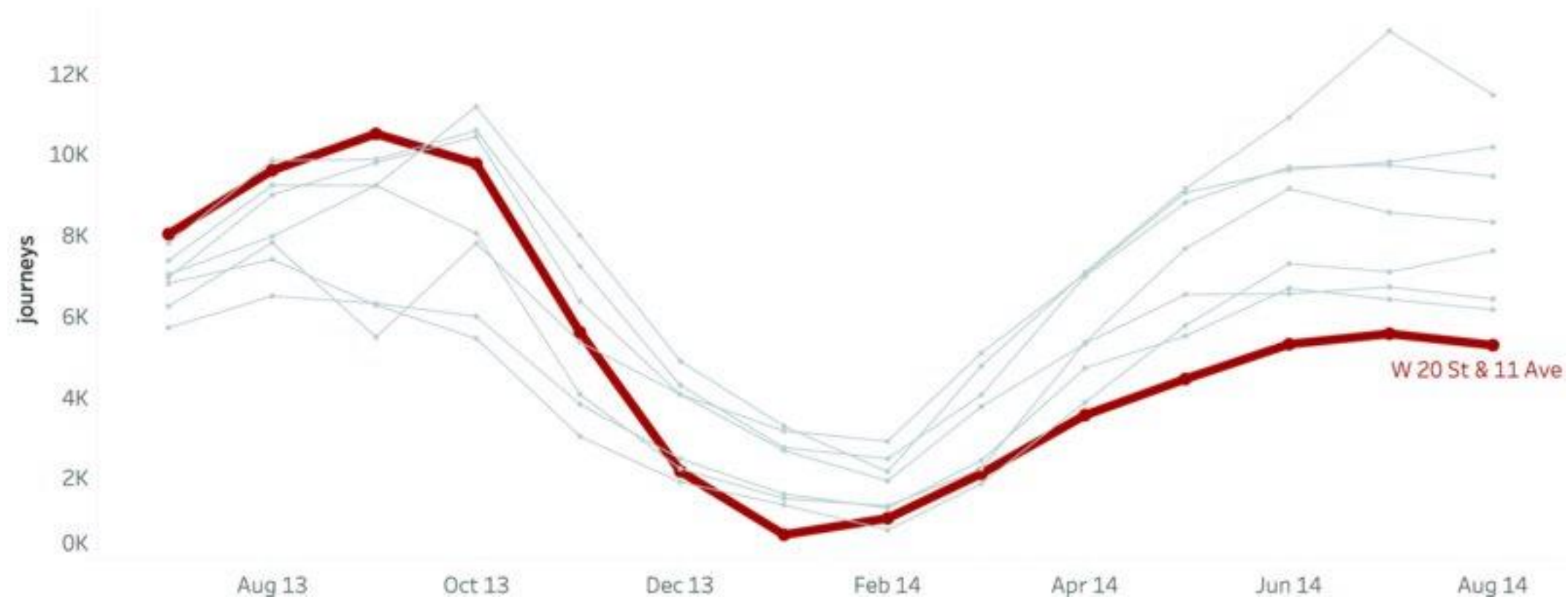


Types of non-profits supported by area funders

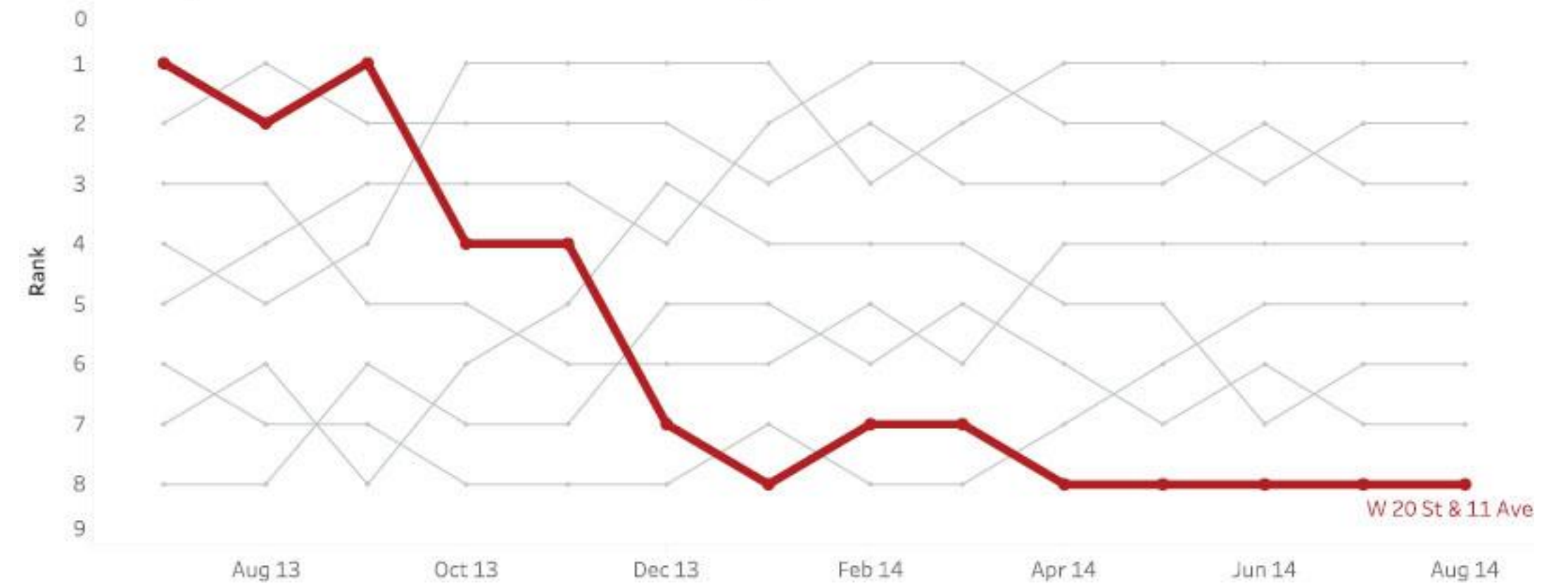


# VONALDIAGRAM A RANGVÁLTOZÁSOK ÁBRÁZOLÁSÁRA

Citi Bike's Top 8 stations: How did W 20 St & 11 Ave change in rank over time?

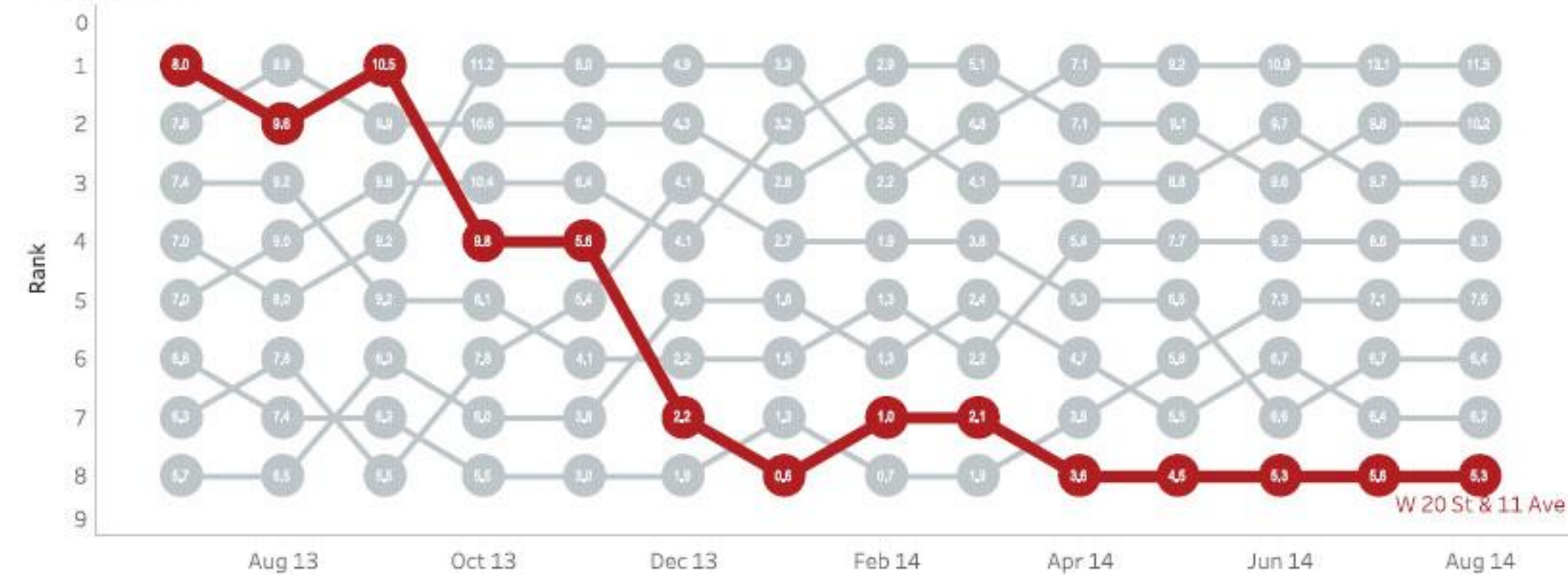


Citi Bike's Top 8 stations: How did W 20 St & 11 Ave change in rank over time?



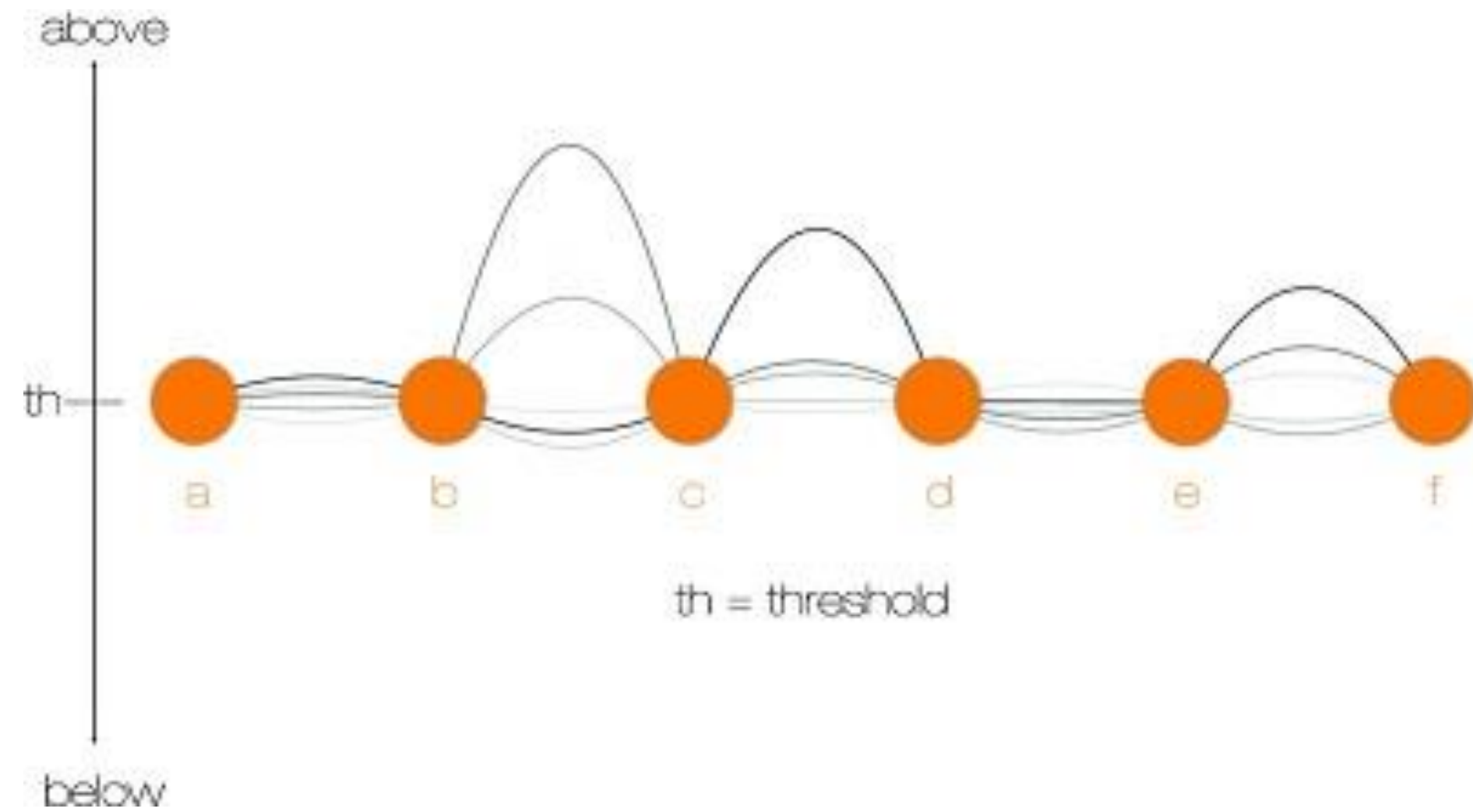
Citi Bike's Top 8 stations: How did W 20 St & 11 Ave change in rank over time?

Labels: journeys, 000s



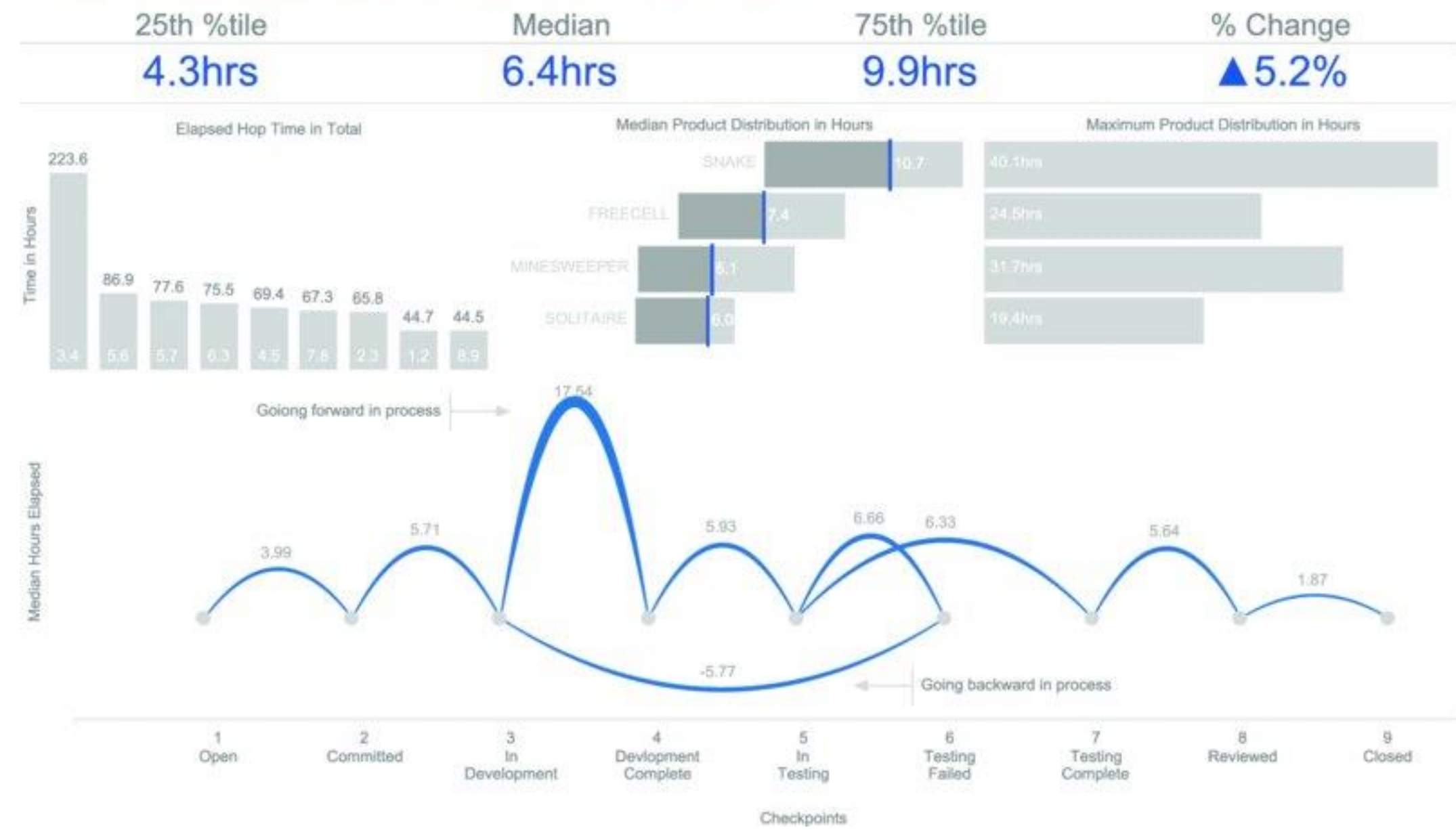


# JUMP PLOT



## Software Development Life Cycle Dashboard

@demartsc @vb\_tom



# IDŐ HŐTÉRKÉP

Table

	A	B	C
Category 1	15%	22%	42%
Category 2	40%	36%	20%
Category 3	35%	17%	34%
Category 4	30%	29%	26%
Category 5	55%	30%	58%
Category 6	11%	25%	49%

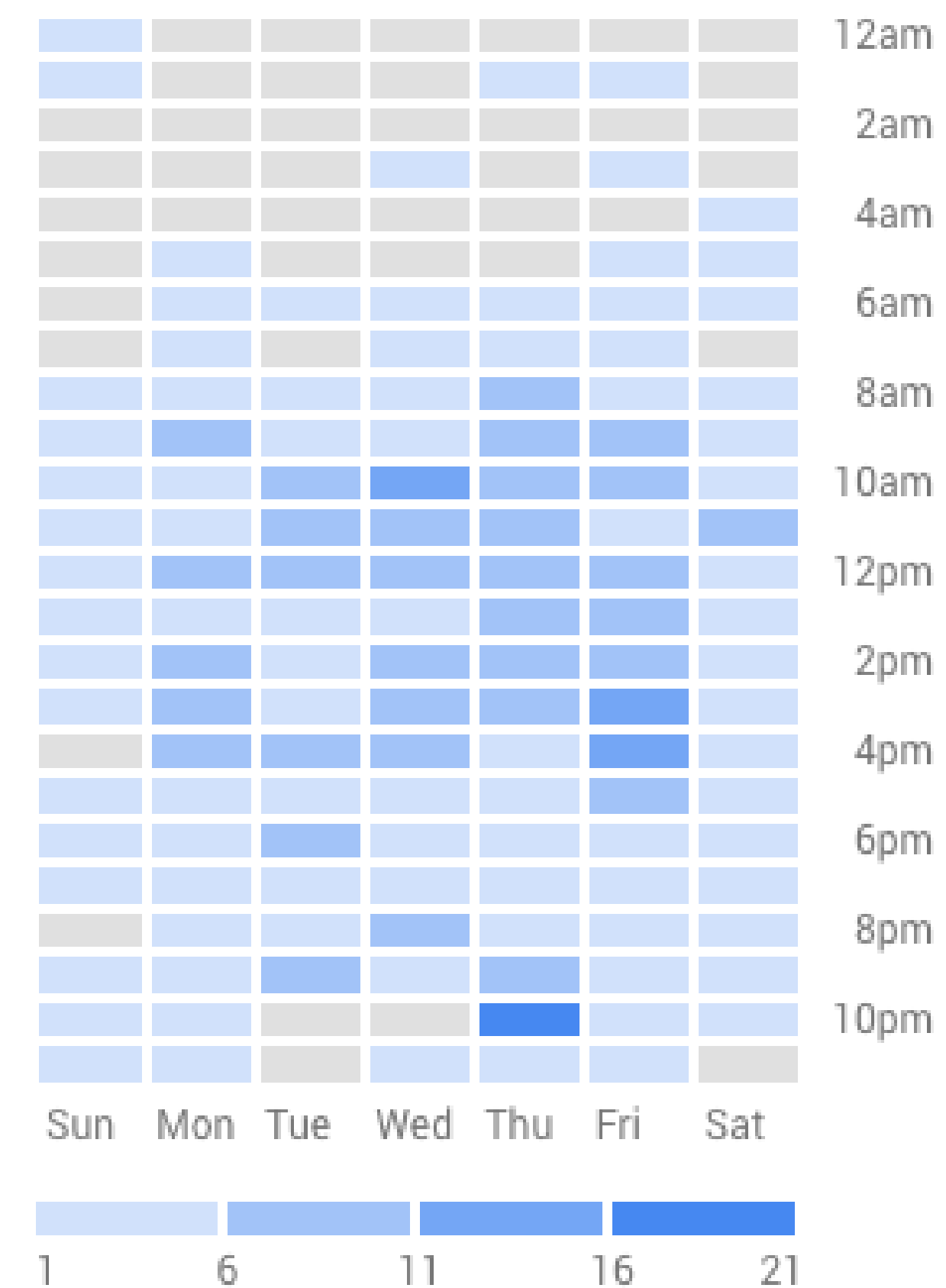
Heatmap

LOW-HIGH

	A	B	C
Category 1	15%	22%	42%
Category 2	40%	36%	20%
Category 3	35%	17%	34%
Category 4	30%	29%	26%
Category 5	55%	30%	58%
Category 6	11%	25%	49%

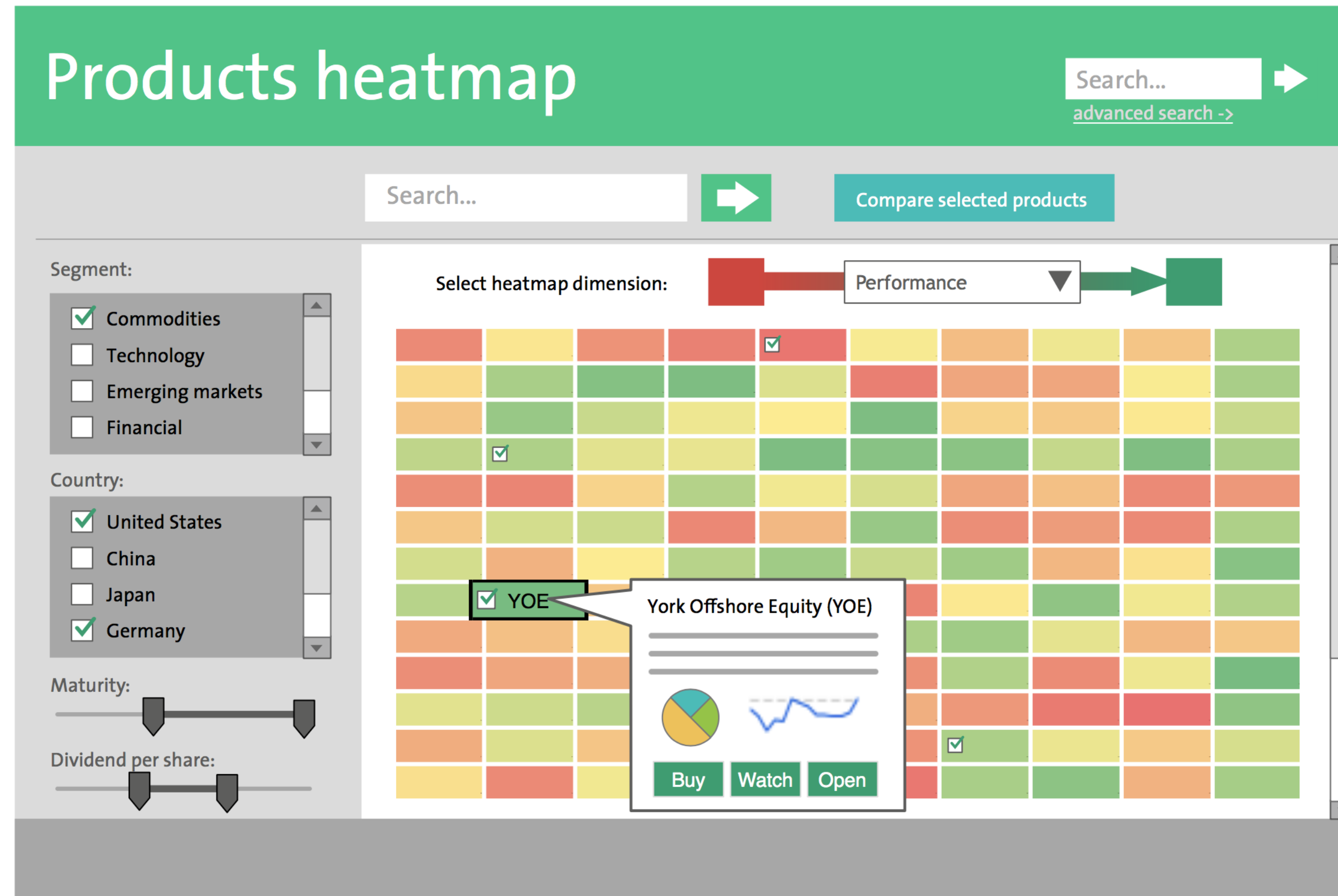
When do your users visit?

Users by time of day

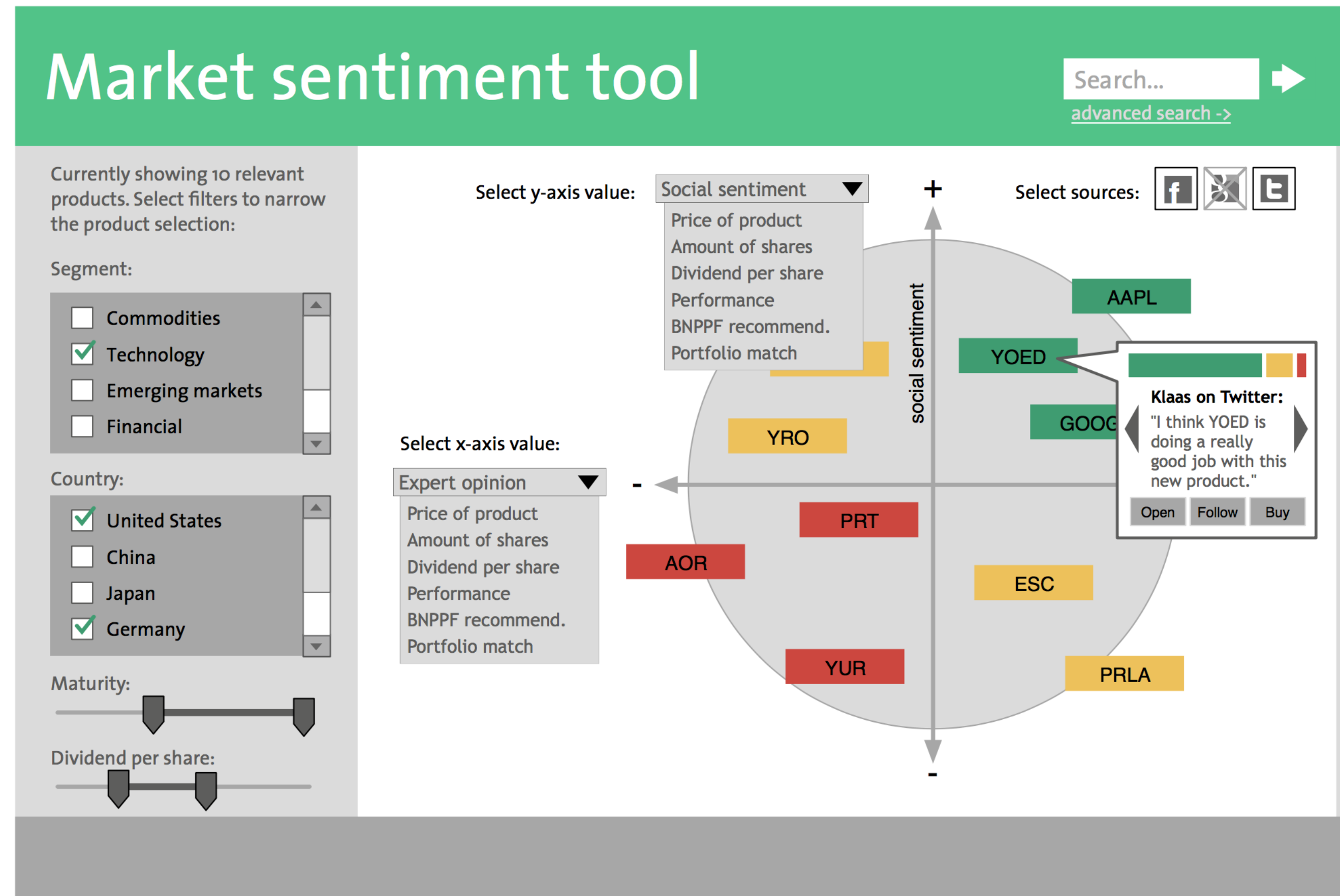


Last 30 days ▼

# INTERAKTÍV HŐTÉRKÉP

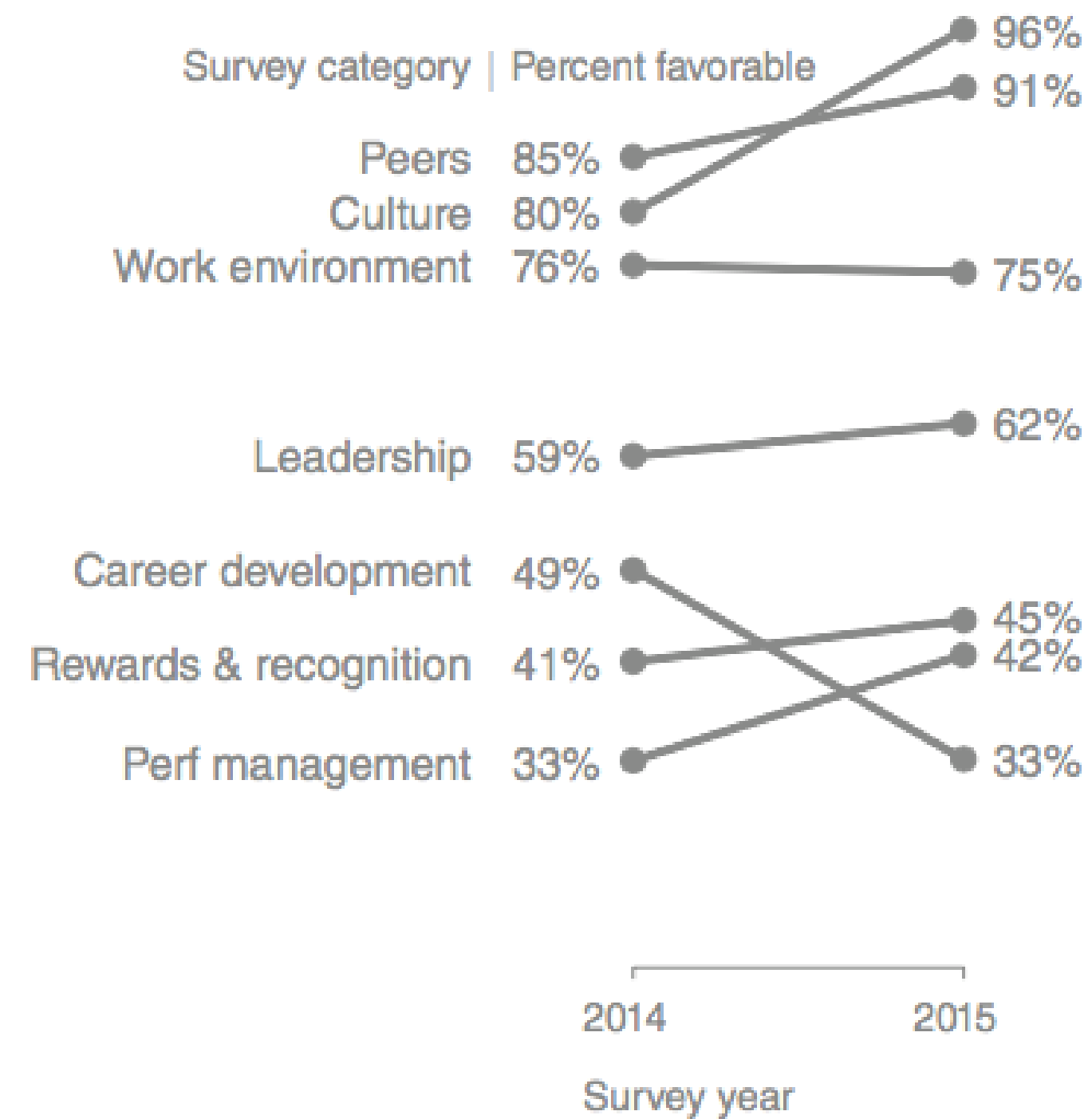


# INTERAKTÍV SZÓRÁSGÖRBE

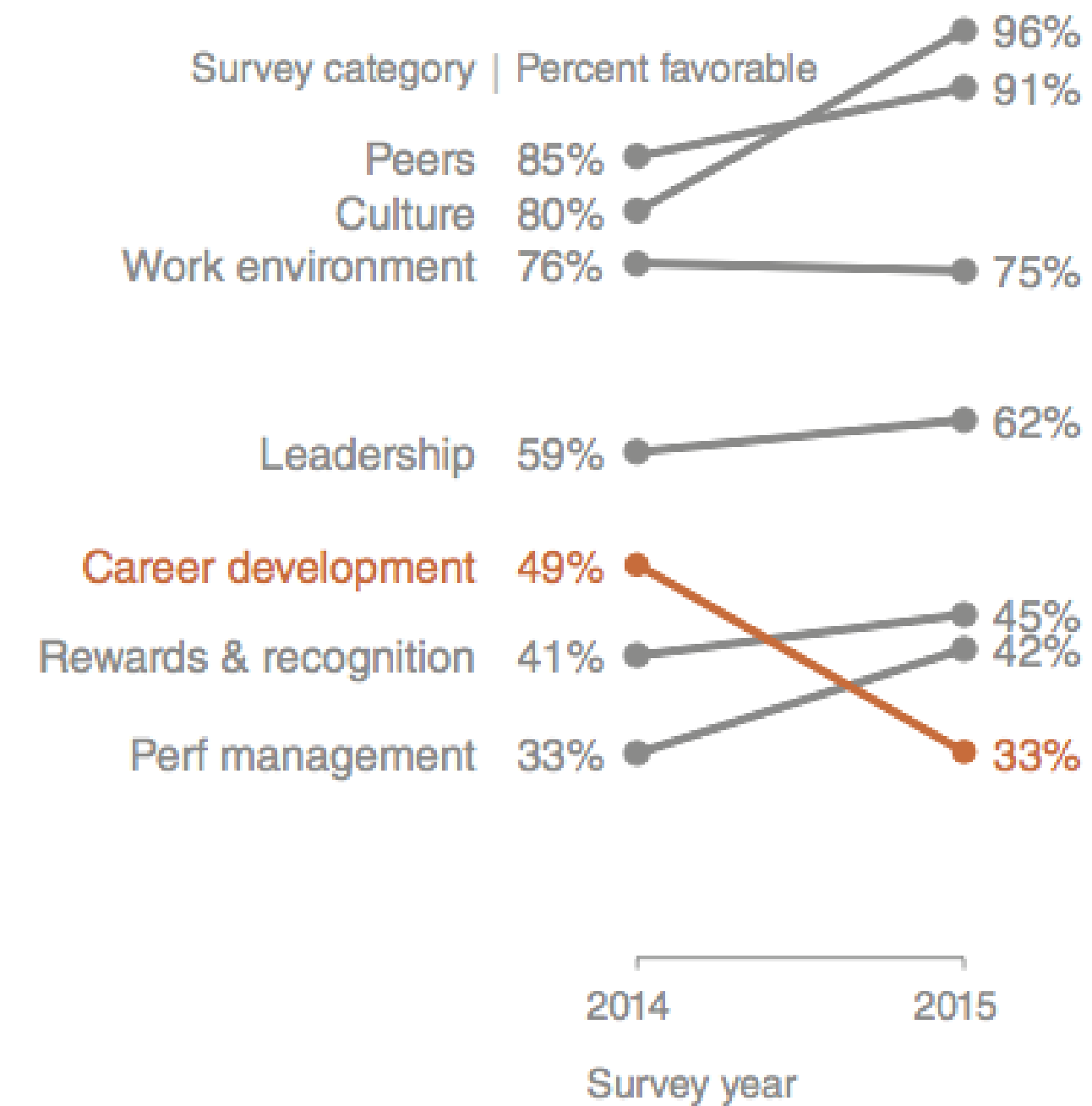


# LEJTŐDIAGRAM

Employee feedback over time



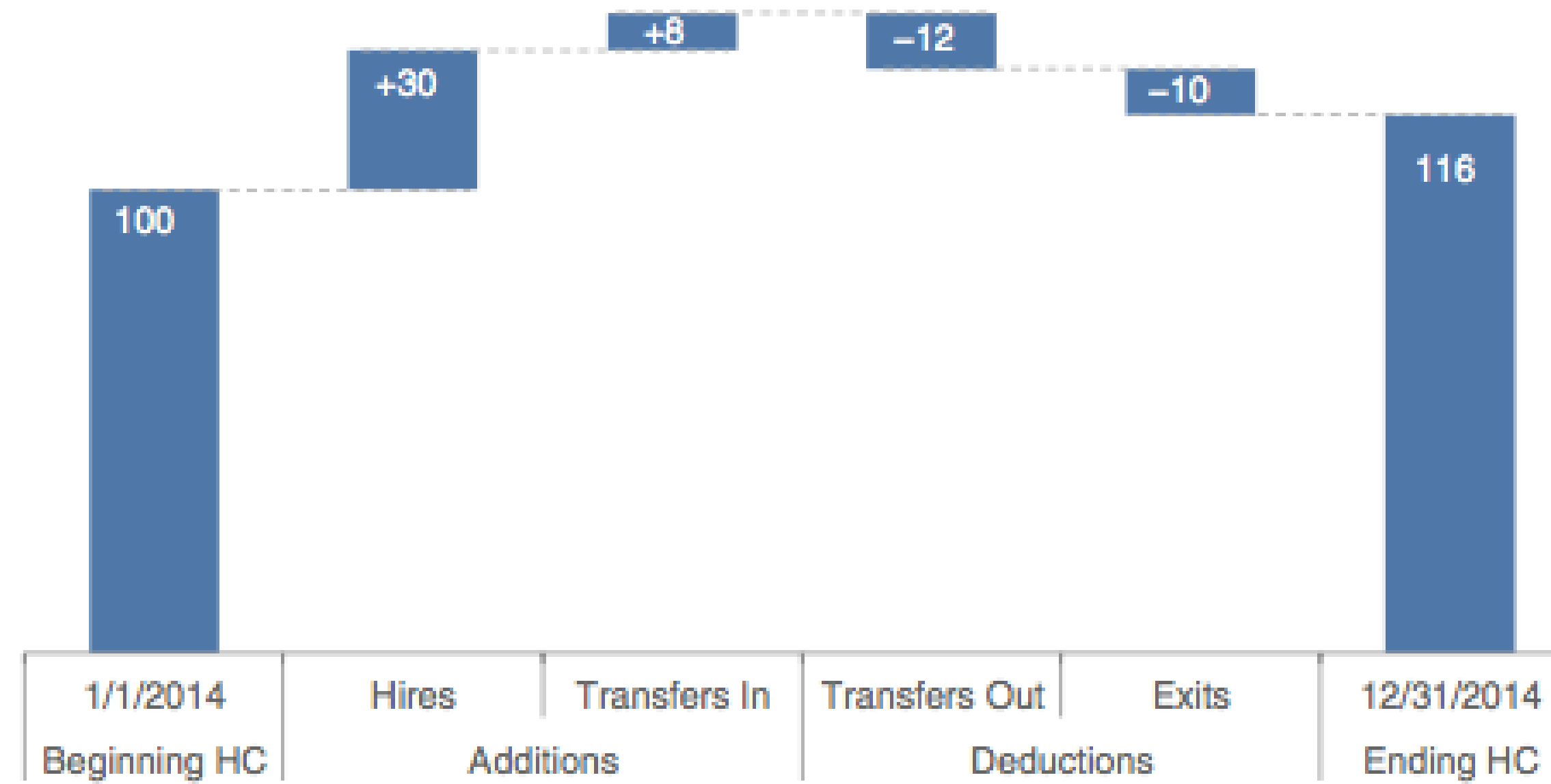
Employee feedback over time



# VÍZESÉS

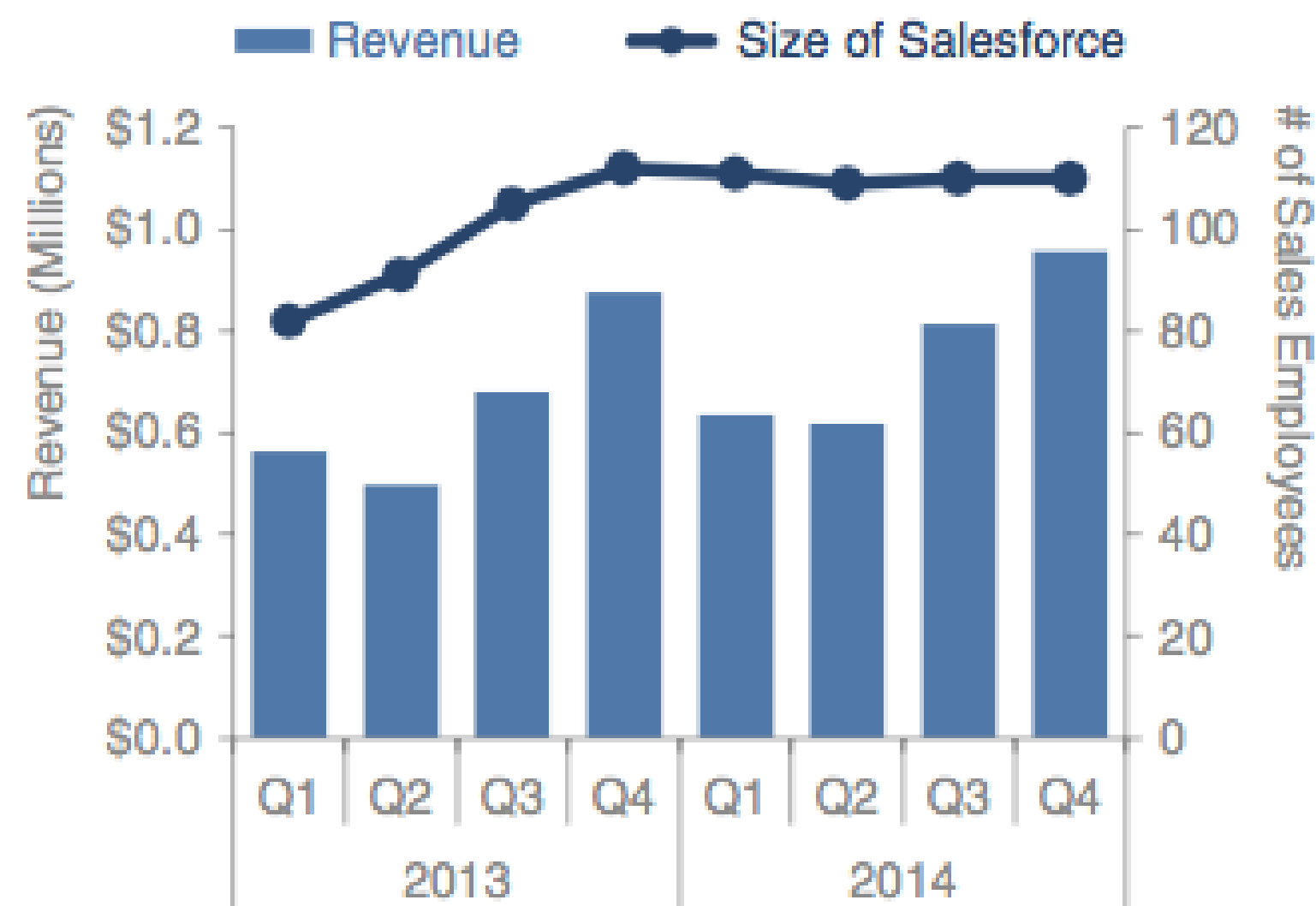
## 2014 Headcount math

Though more employees transferred out of the team than transferred in, aggressive hiring means overall headcount (HC) increased 16% over the course of the year.

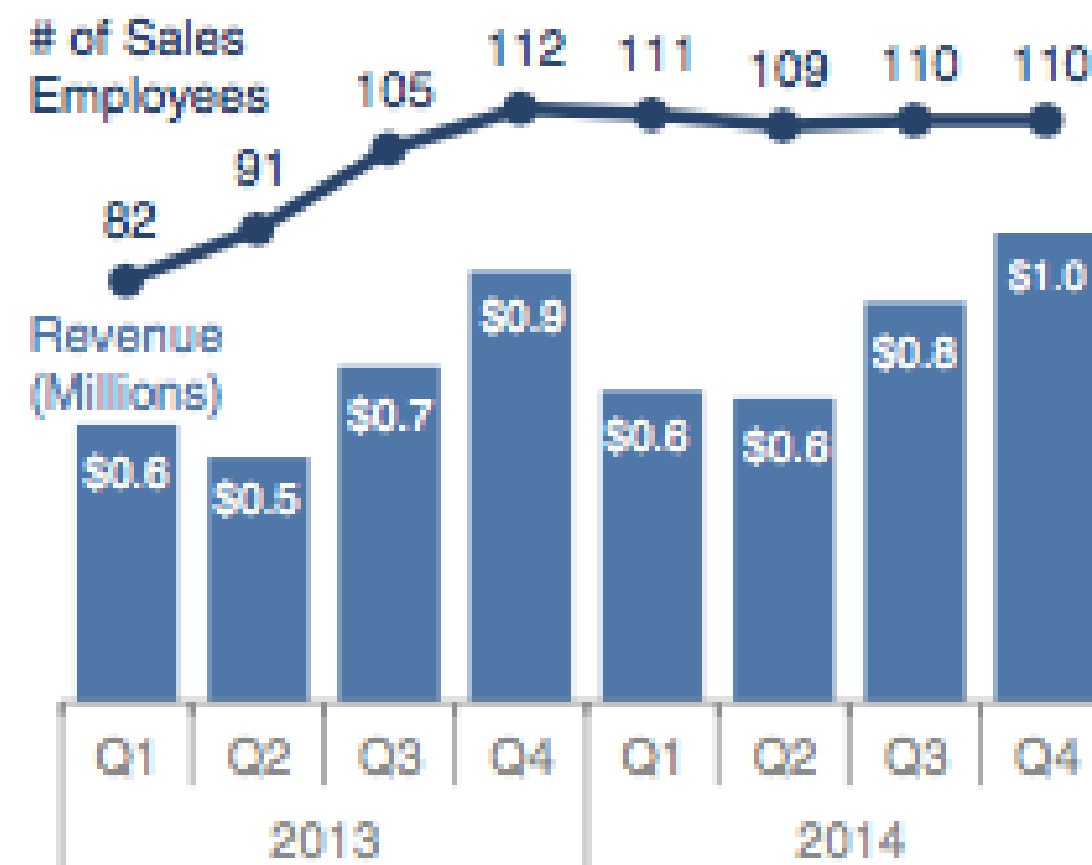


# KERÜLJÜK EL A MÁSDOLLAGOS TENGELYT

Secondary y-axis



Alternative 1: label directly



Alternative 2: pull apart vertically

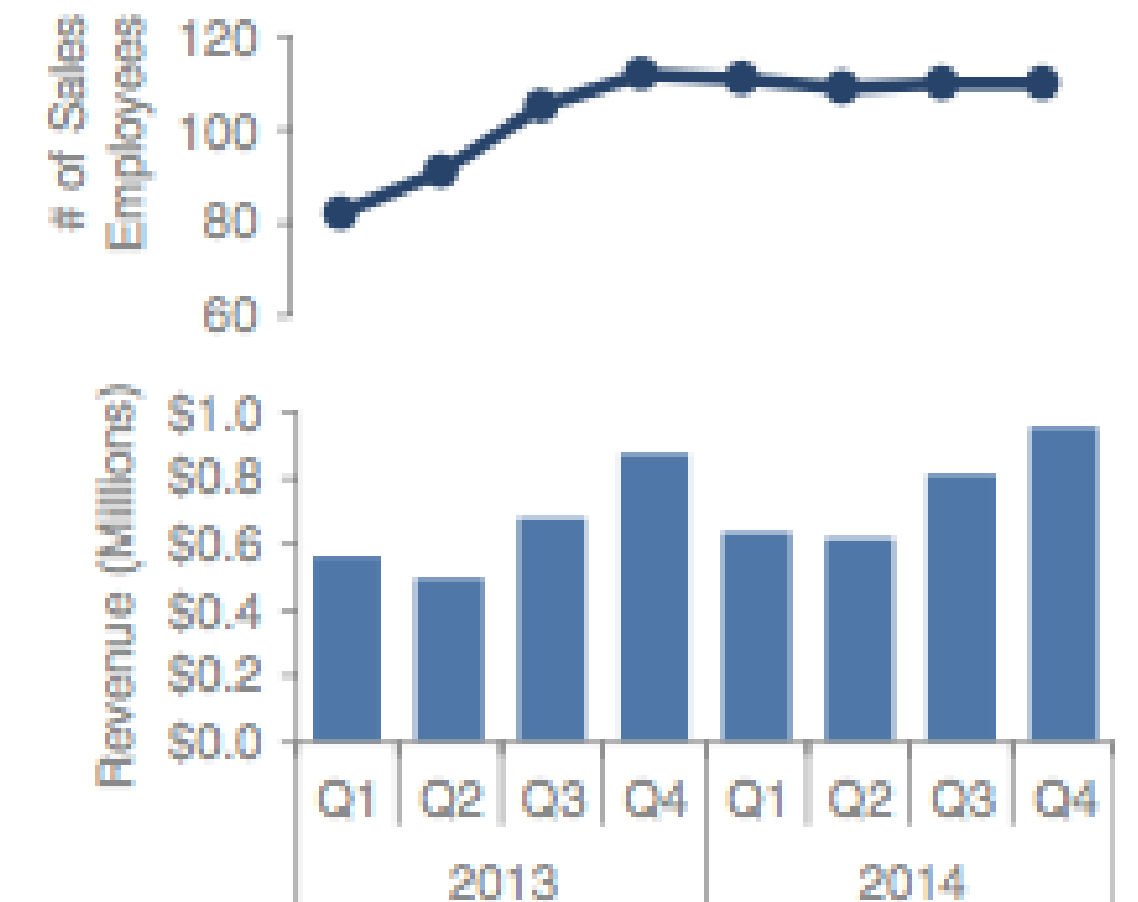


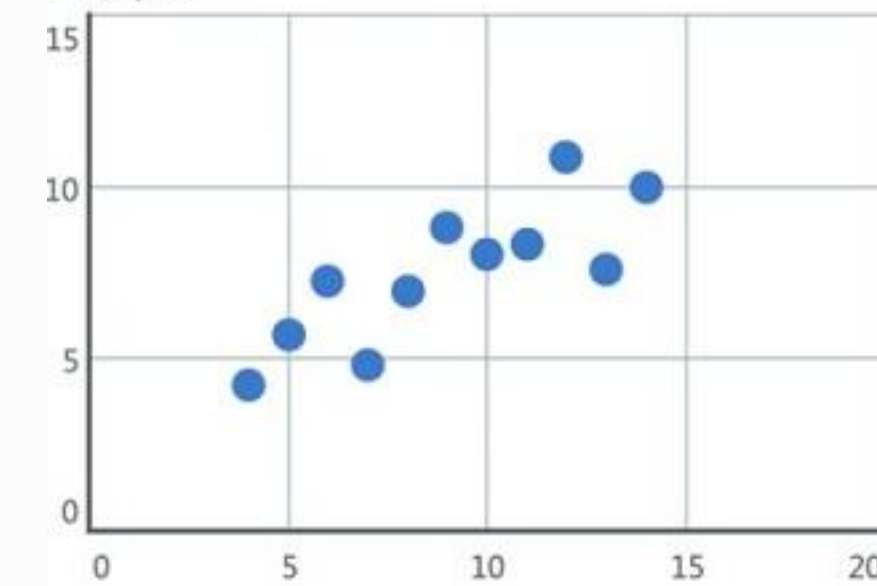
FIGURE 2.26 Secondary y-axis

# MI AZ A DASHBOARD?

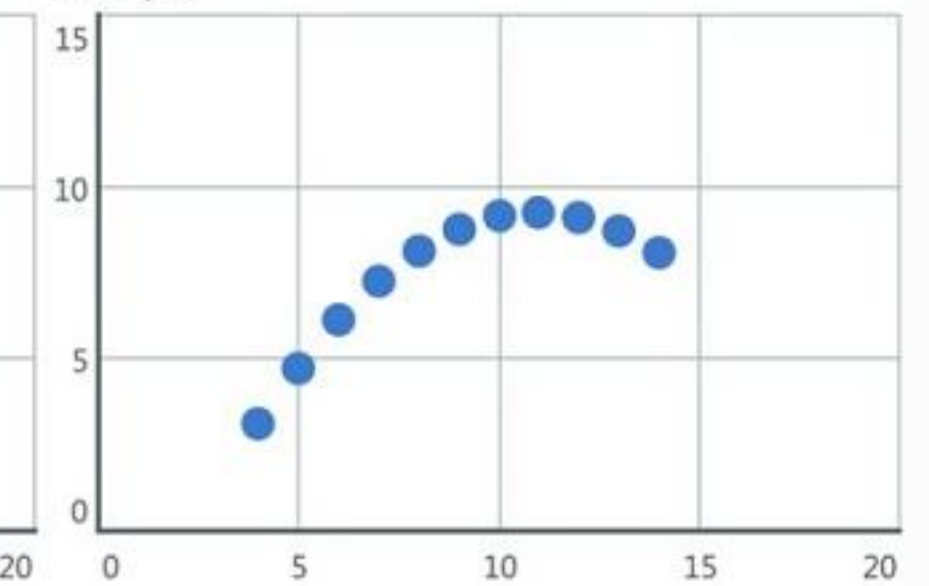
- Adatok vizuális megjelenítése
- Állapotok ellenőrzése
- Megértés megkönnyítése

Group A		Group B		Group C		Group D	
x	y	x	y	x	y	x	y
10.00	8.04	10.00	9.14	10.00	7.46	8.00	6.58
8.00	6.95	8.00	8.14	8.00	6.77	8.00	5.76
13.00	7.58	13.00	8.74	13.00	12.74	8.00	7.71
9.00	8.81	9.00	8.77	9.00	7.11	8.00	8.84
11.00	8.33	11.00	9.26	11.00	7.81	8.00	8.47
14.00	9.96	14.00	8.10	14.00	8.84	8.00	7.04
6.00	7.24	6.00	6.13	6.00	6.08	8.00	5.25
4.00	4.26	4.00	3.10	4.00	5.39	19.00	12.50
12.00	10.84	12.00	9.13	12.00	8.15	8.00	5.56
7.00	4.82	7.00	7.26	7.00	6.42	8.00	7.91
5.00	5.68	5.00	4.74	5.00	5.73	8.00	6.89

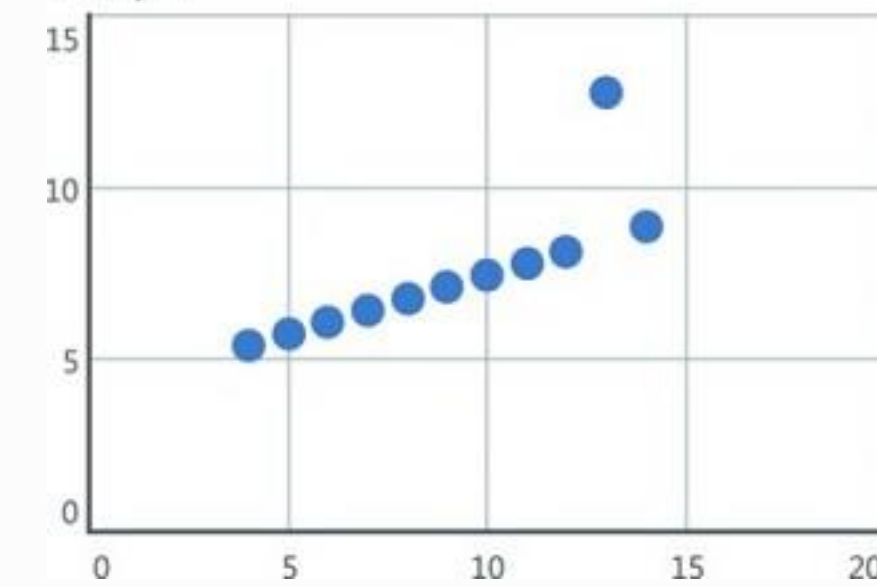
Group A



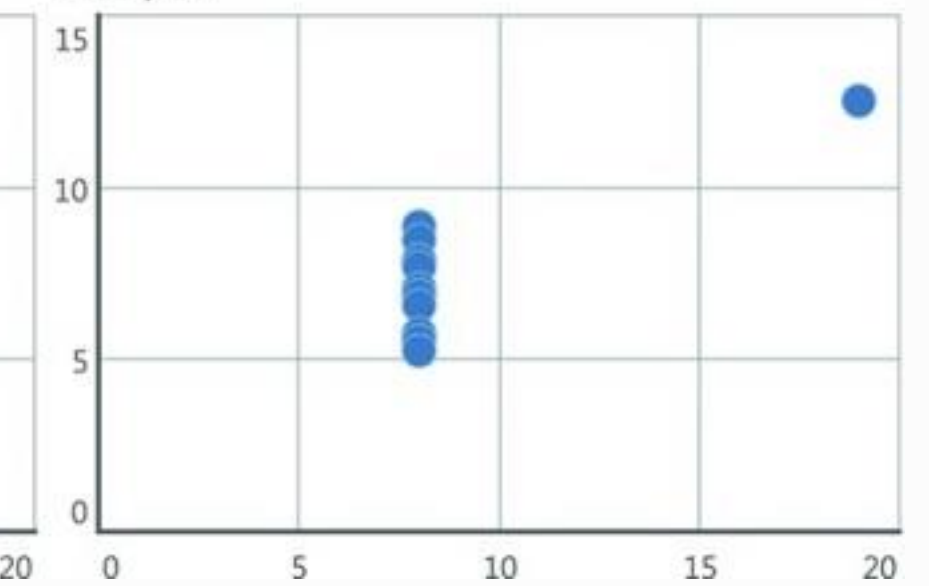
Group B



Group C



Group D

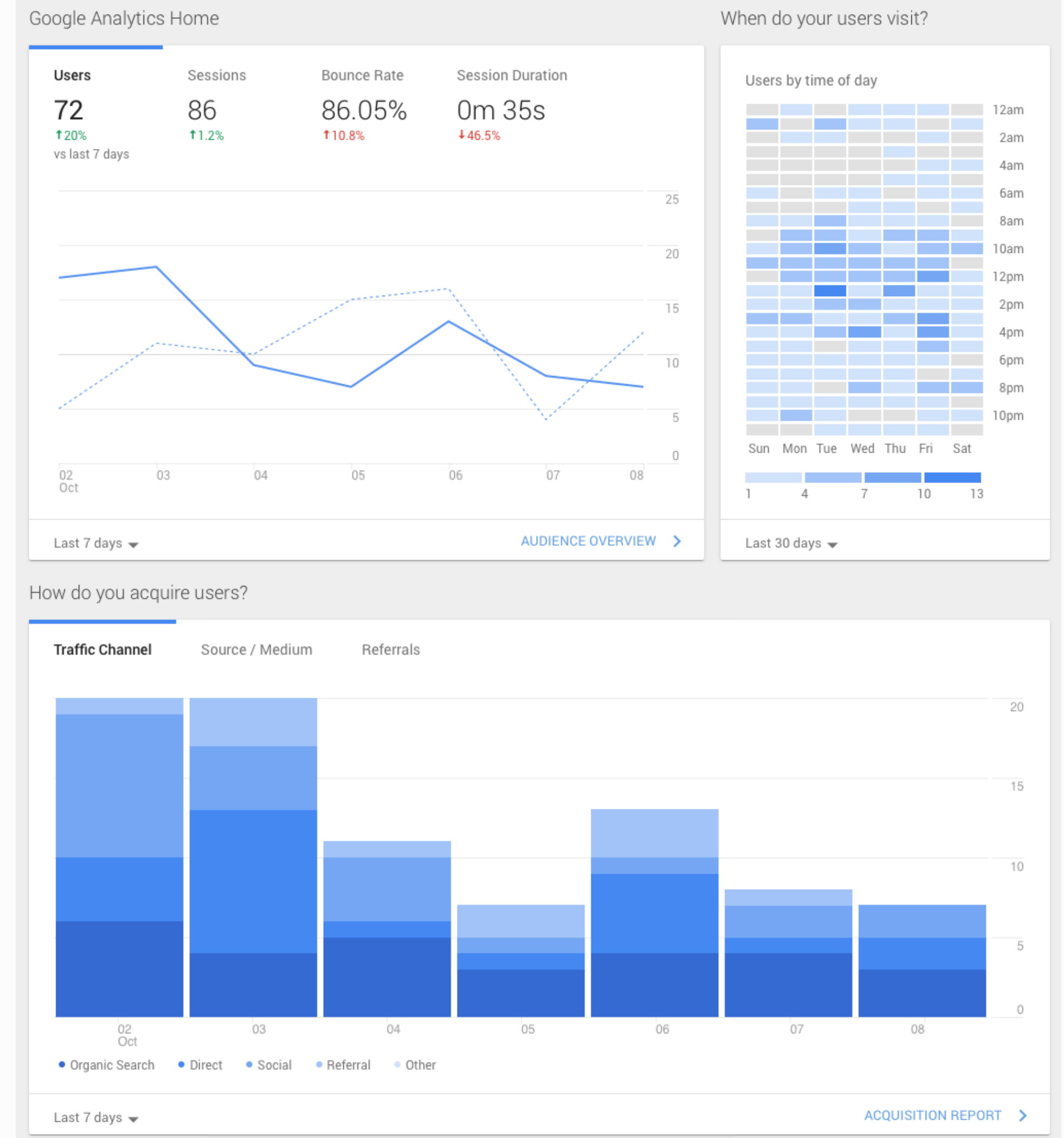
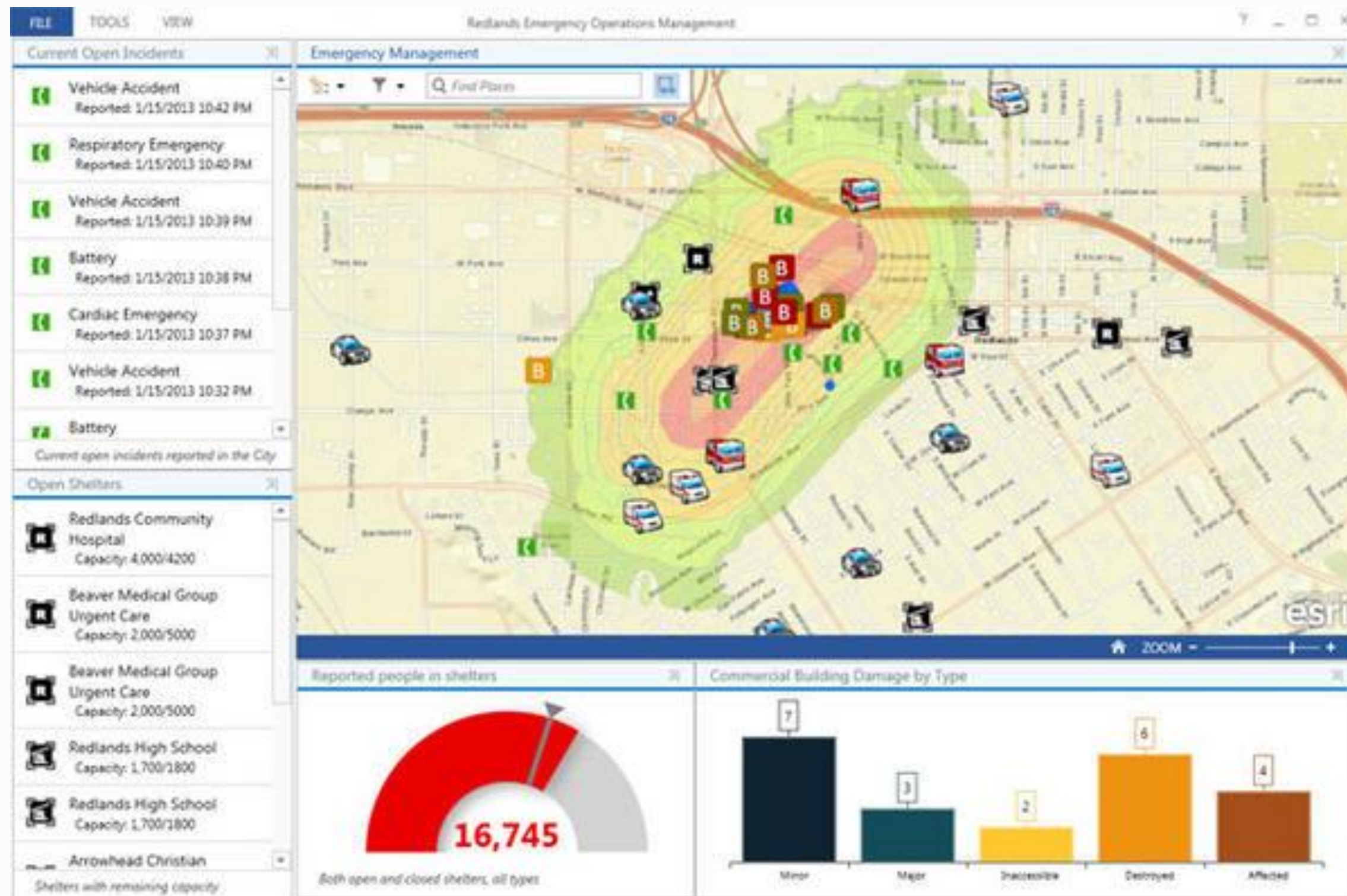




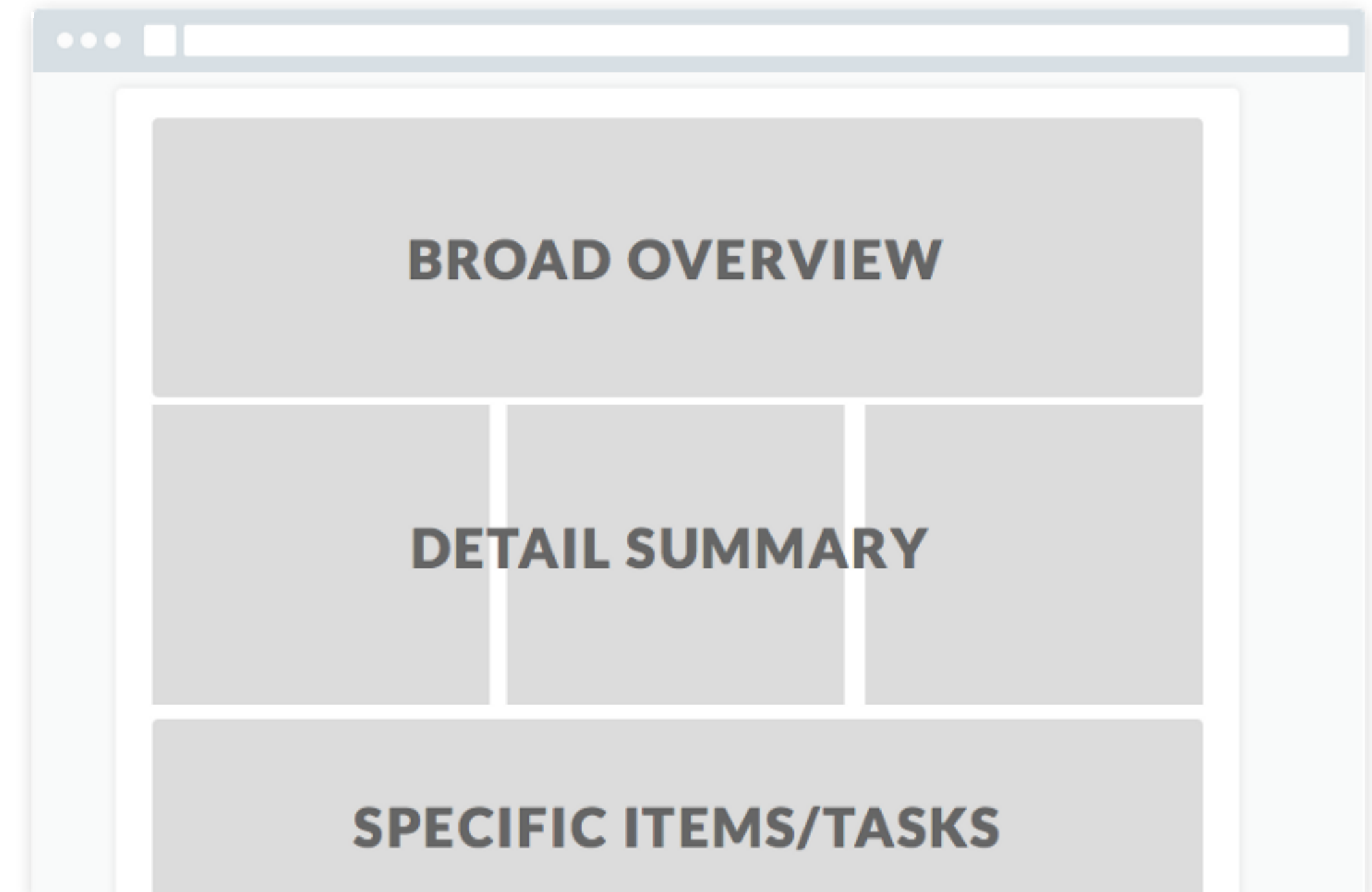
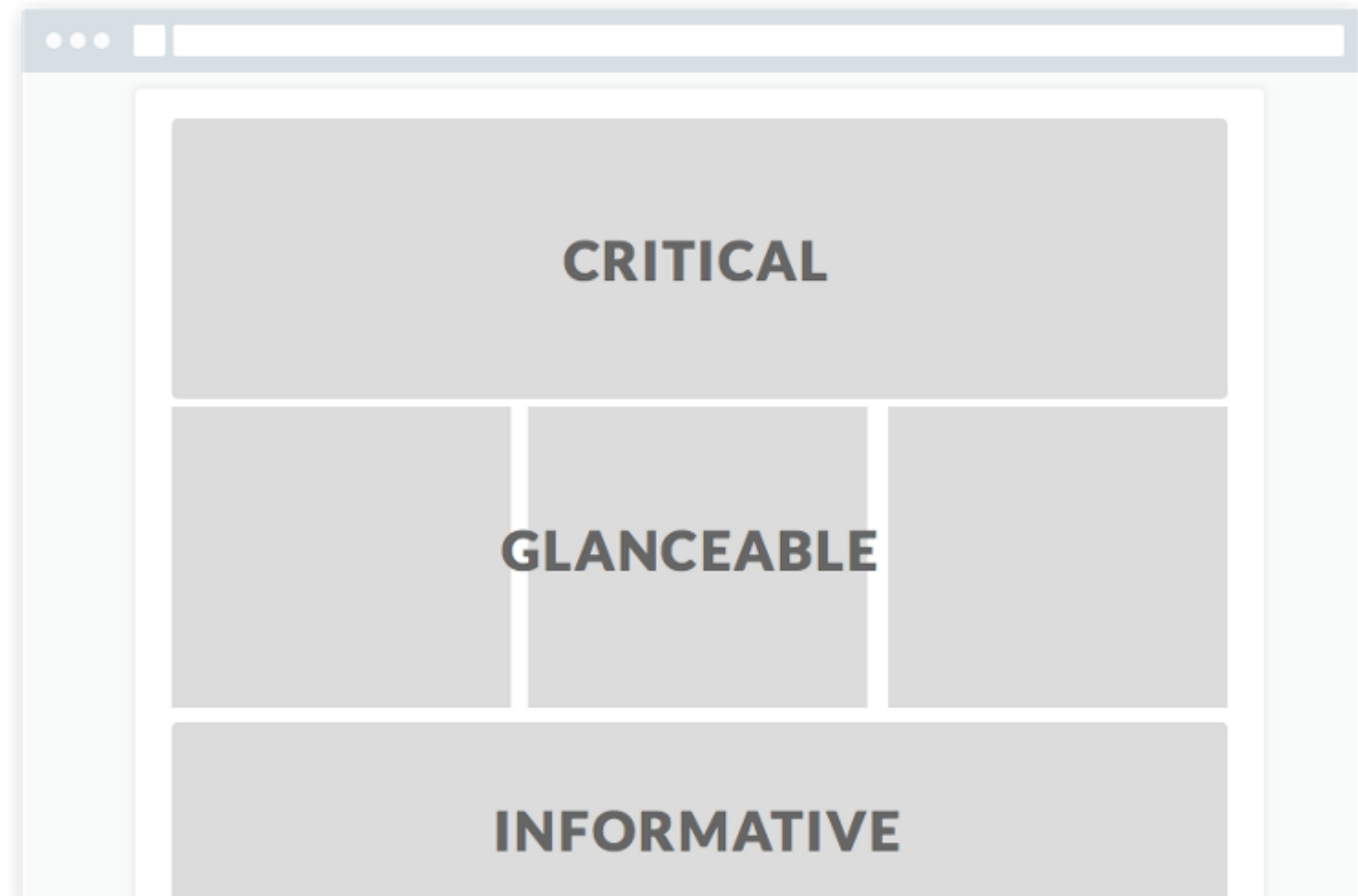
# PSZICHOLÓGIAI MOTIVÁCIÓ

- Az irányítás vágya
- Rövidtávú memória / egy képernyő
- Lefúrási lehetőség
- Az információ elosztása a tabok között

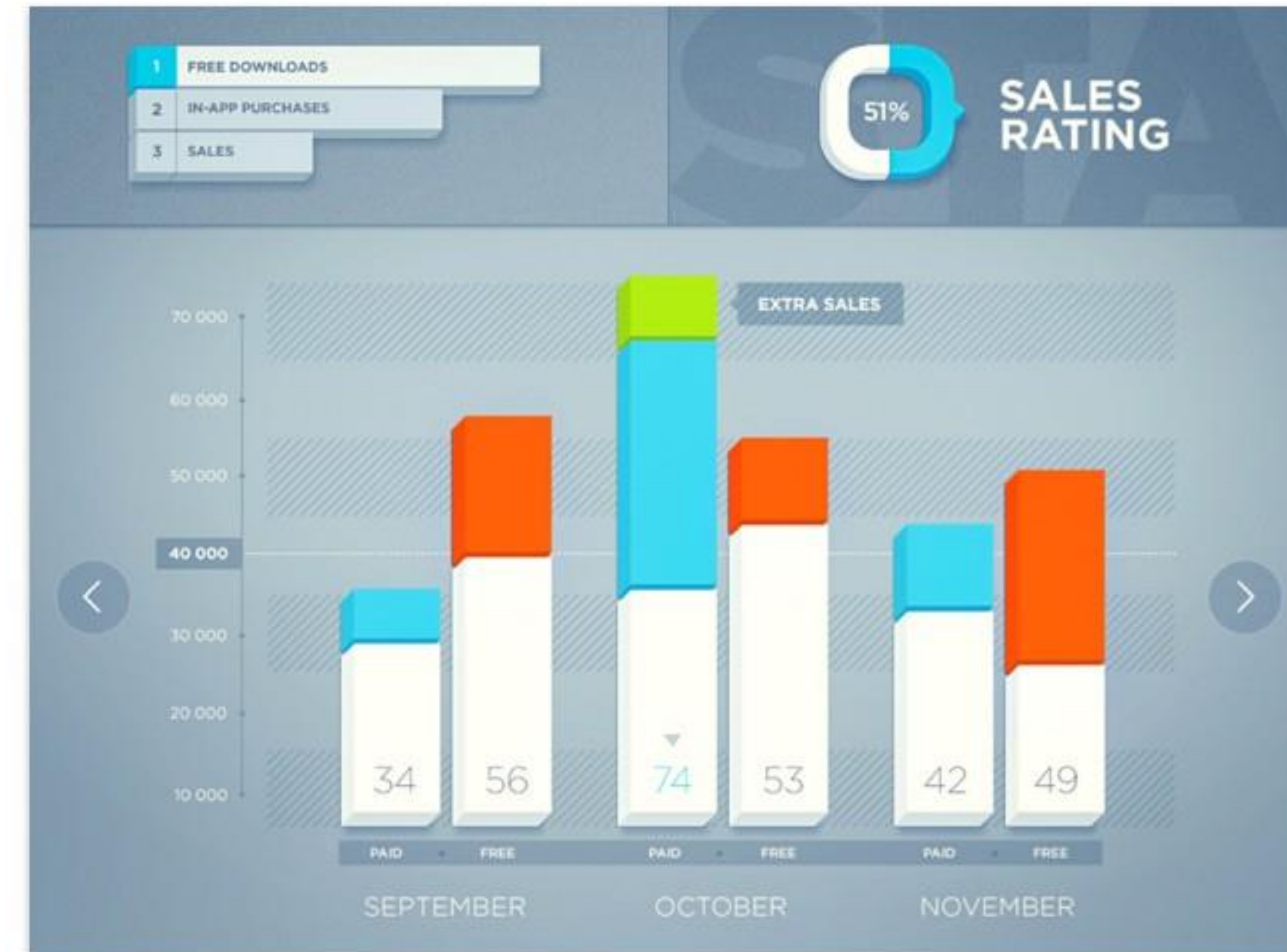
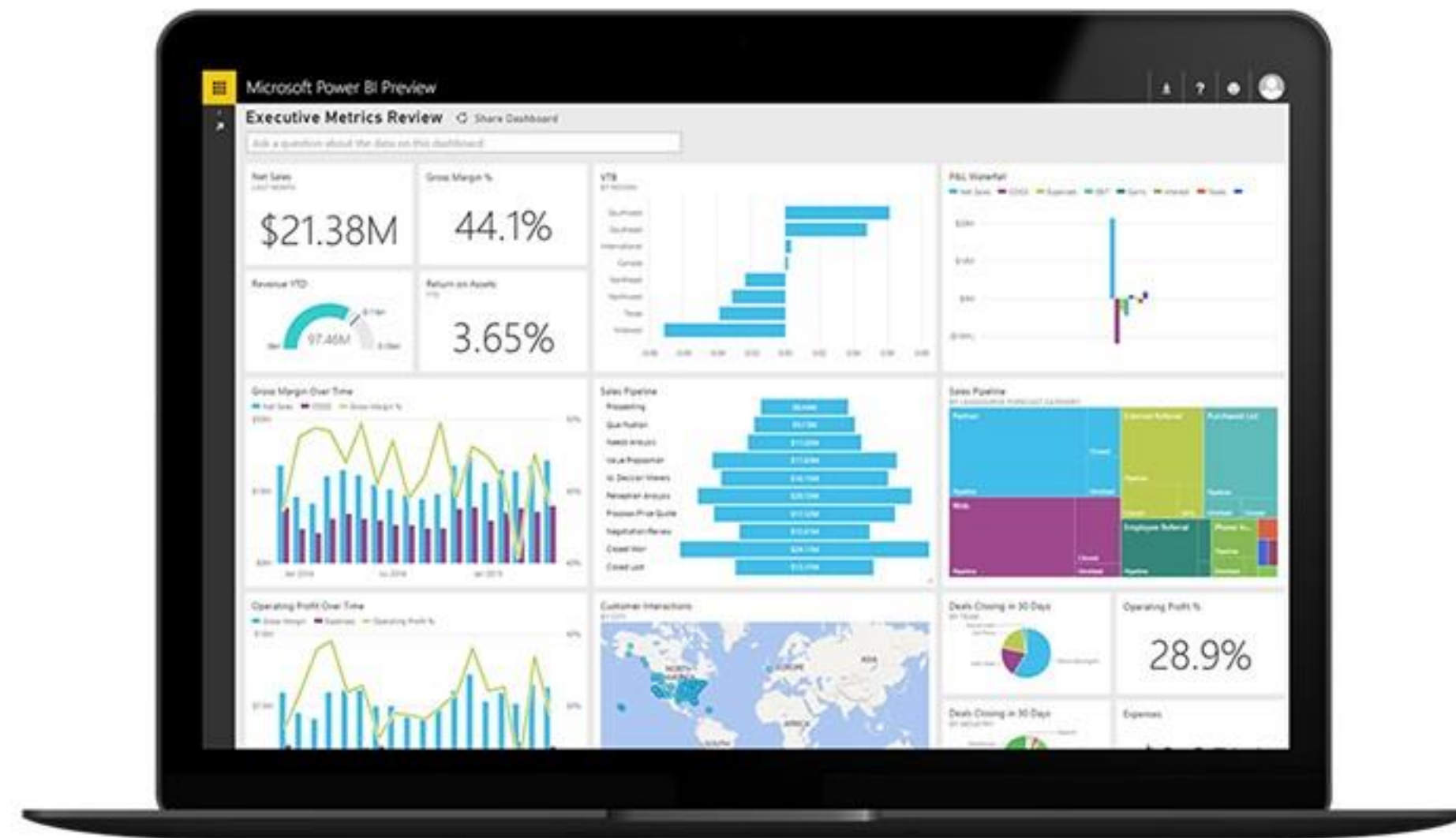
# MŰKÖDÉSI VS. ANALITIKAI DASHBOARDOK



# JÓ STRUKTÚRA



# TÚLÁRADÓ, TÚLDÍSZÍTETT



# SZEMÉLYRE SZABÁS

What we heard - Personas



**Christine, 48**  
CENTER MANAGER

**"We need to identify improvement opportunities"**

Christine is a shrewd leader whose duty is maintaining operations, responding to everchanging needs of the organization, and ensuring a steady donor base. She needs to maintain and increase donor satisfaction and the efficiency of the operators within her center. One way to achieve this is through intelligent reporting. She wants to collect as much product as possible at the lowest cost-per-liter to the organization.



**Carol, 37**  
FLOOR SUPERVISOR

**"Donor optimization, device optimization"**

Carol oversees several concurrent plasmapheresis procedures and responds to operational events, directs personnel to instruments and beds that require service. Carol needs to minimize the donor time spent at: check-in, waiting room, and connected to device. She reports to the Center Manager and needs to monitor donor wait times, instrument utilization, NINO time, and number of procedures per day per operator. No donor, no product, so Carol needs bodies in chairs.



**Nancy, 49**  
DIRECTOR OF NURSING

**"We modify the Drug Library to meet the practice"**

Nancy is a crisis manager, a people person, and a detective. She's in the business of "reducing medication errors" and interested in generating "clean" reports with valid alerts and sentinel events. Her main objective is to work closely with pharmacists to align the practice with the clinical data sets. The data regarding drug administration will indicate how nurses are actually using the drugs in hospitals and any errors or alerts will inform the ranges and limits of the drugs in the future.



**Jim, 52**  
SERVICE TECHNICIAN

**"We want to increase the first time fix"**

Jim typically answers and sets-up his maintenance calls as he's fixing another machine. He's burdened with the hard-earned knowledge that comes from working on his machines for up to 30-35 years. As such he's sometimes the only one who can answer the troubleshooting questions. One way to make Jim more productive would be to offer an Intelligent Trouble-Shooting service that operators could use to jump-start the diagnosis and once the service is over, offer a QA check and electronic paper work storage in the cloud.



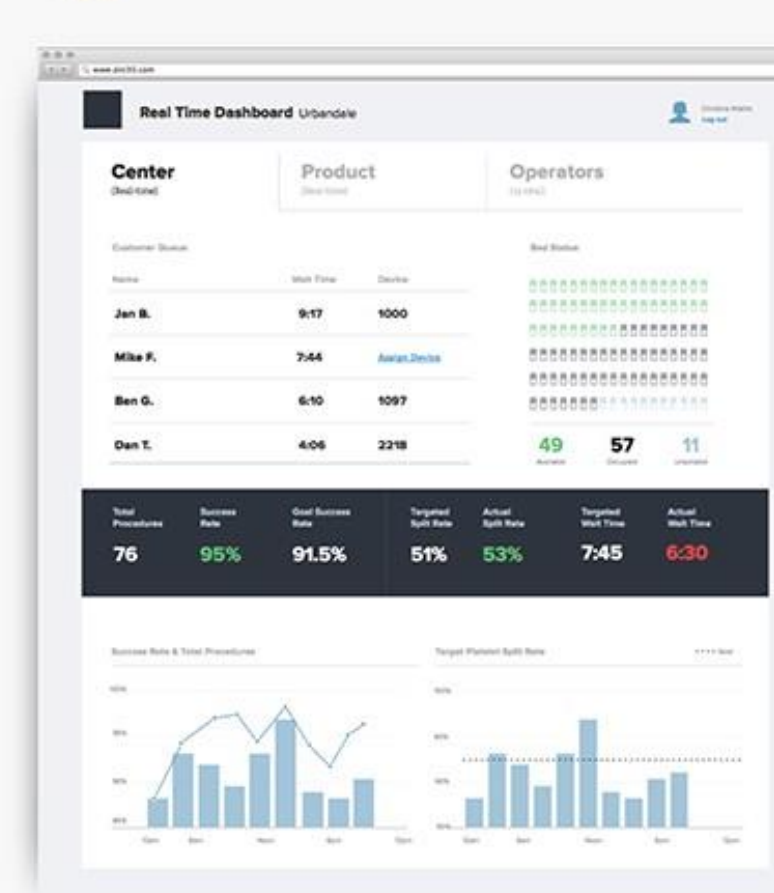
**Nancy, 49**  
DIRECTOR OF NURSING  
"We modify the Drug Library to meet the practice"



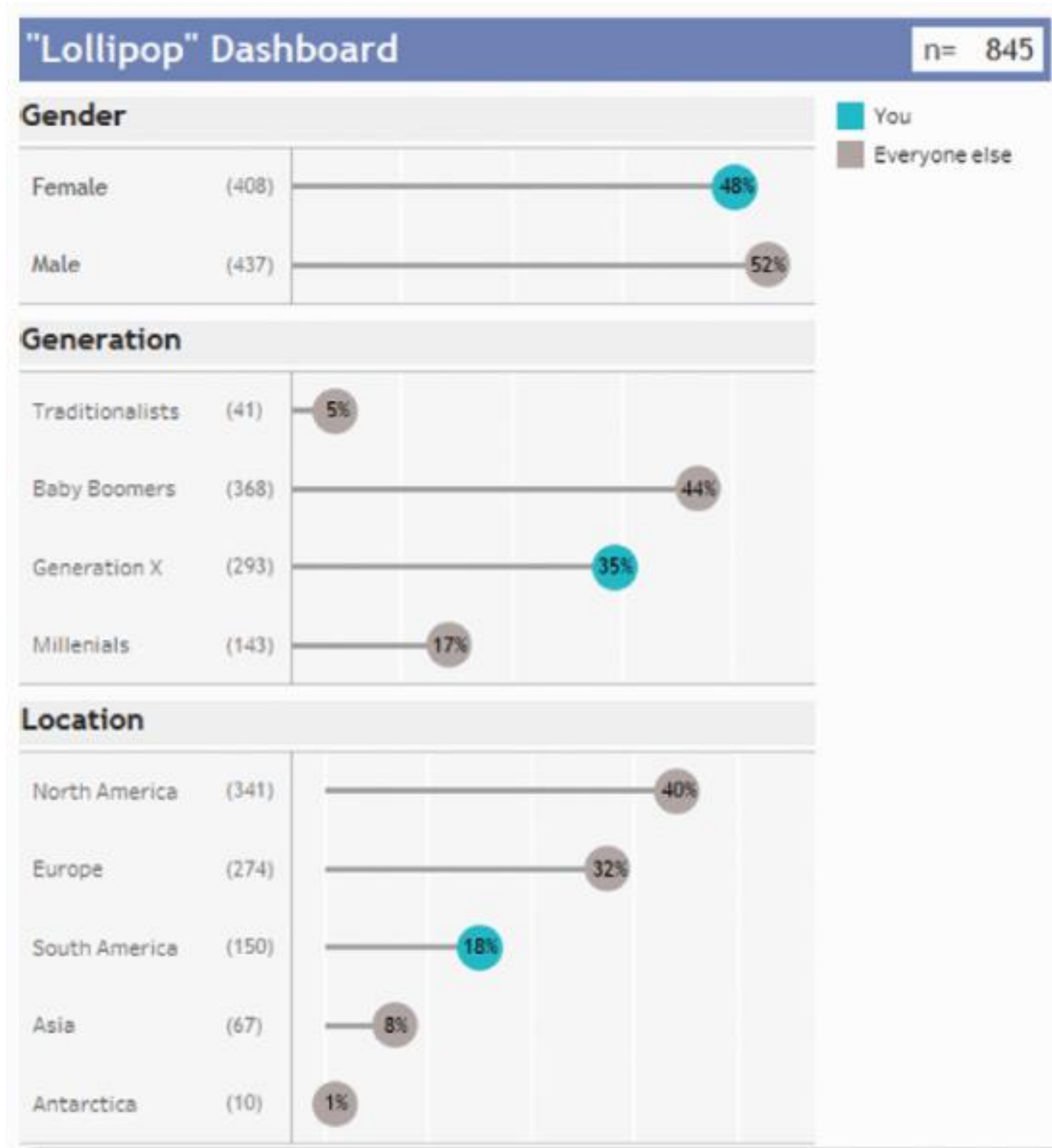
**Christine, 48**  
CENTER MANAGER  
"We need to identify improvement opportunities"



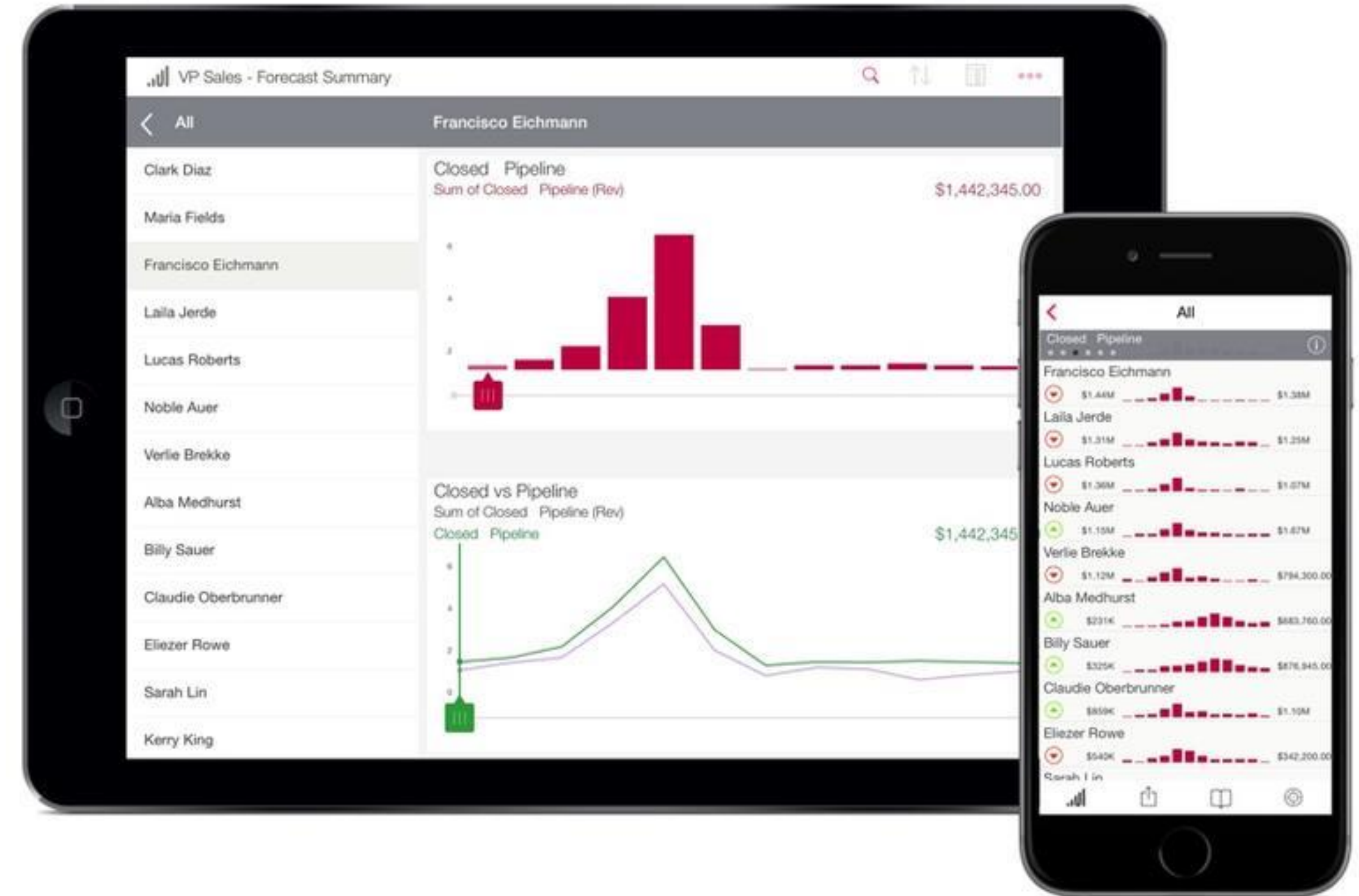
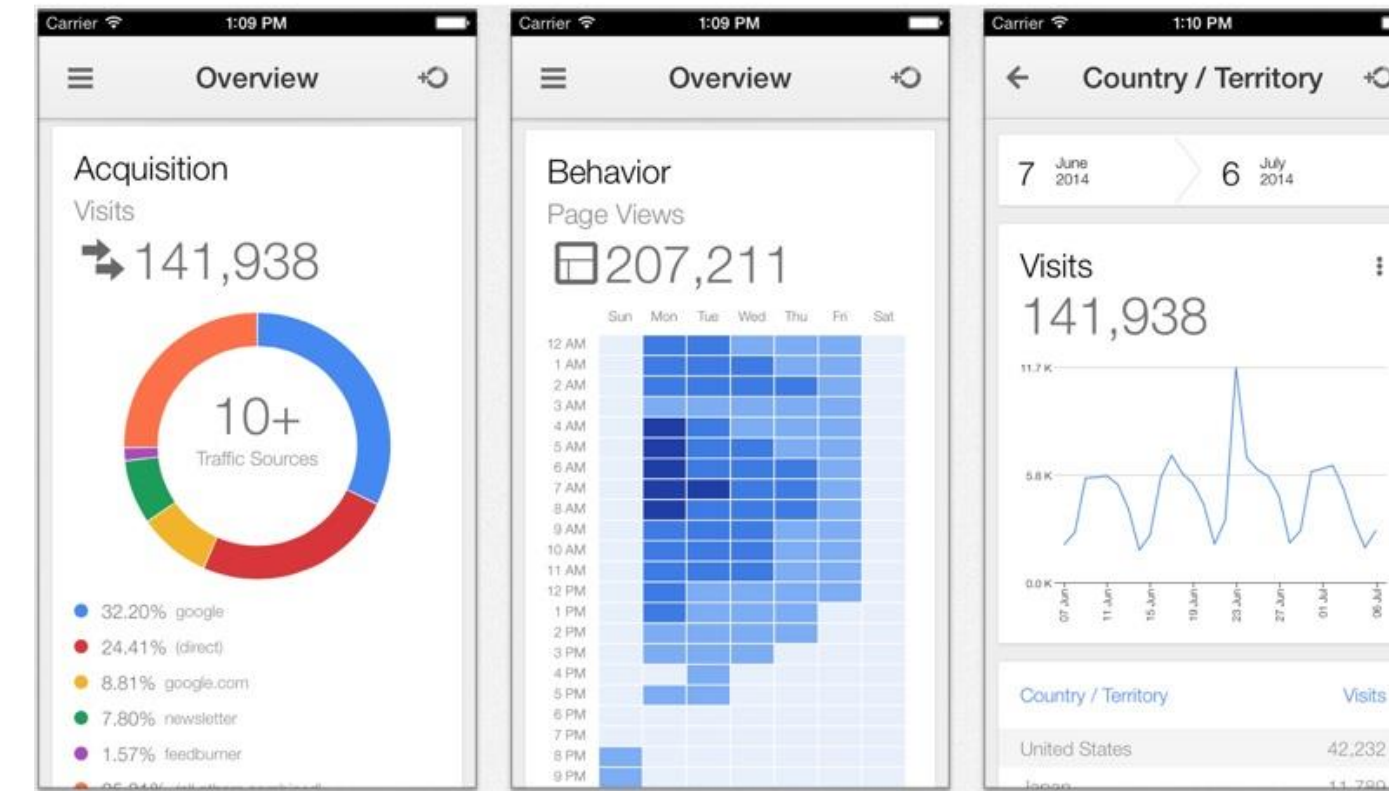
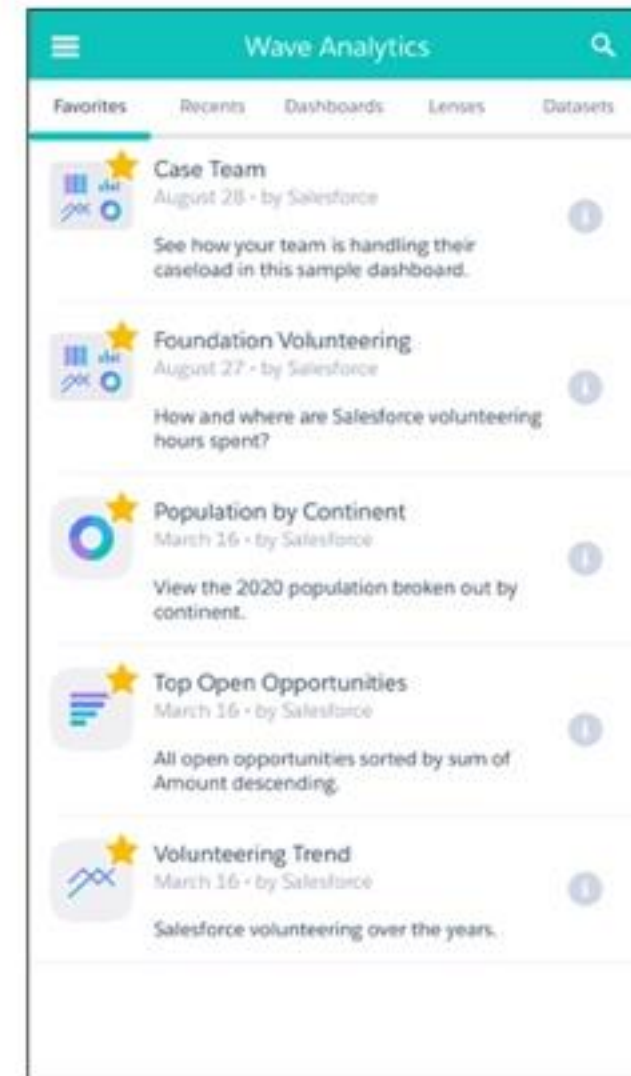
**Carol, 37**  
FLOOR SUPERVISOR  
"Donor optimization, device optimization"



# SZEMÉLYRE SZABOTT DASHBOARDOK



# MOBIL MEGOLDÁSOK



- „Azt a feladatot kapjuk, hogy mutassuk be hoteleink rendelkezésre álló szobára jutó bevételét (RevPAR) egy társasapattal összevetve.
- Régióként kell rendeznünk a hoteleket és összehasonlítást végezni az egy régióban található hotelek között.
- Időbeli adatokat kell bemutatnunk, elmúlt időszakba eső, tetszőlegesen kiválasztott hetek figyelembevételével.
- Szeretnénk látni a rendelkezésre álló szobák szórását a legolcsóbbtól a legdrágábig.
- Meg kell értenünk, milyen sebességgel reagál az üzlet ezekre az árakra és milyen mértékű összehangolódás jellemzi a különböző területeket.
- Biztosítanunk kell egy igény szerinti (interaktív) bontást a napi arányra, szegmens és csatorna szerint.





# SOFTWARE LICENSE SALES REPORT

- Product 1
- Product 2

## License or MR

- (All)
- Invoice
- Maintenance Renewal

## Region

All

## Last 5 orders

Company 1	\$	1,300
Company 1	\$	1,300
Company 1	\$	1,300
Company 2	\$	1,299
Company 3	\$	1,299

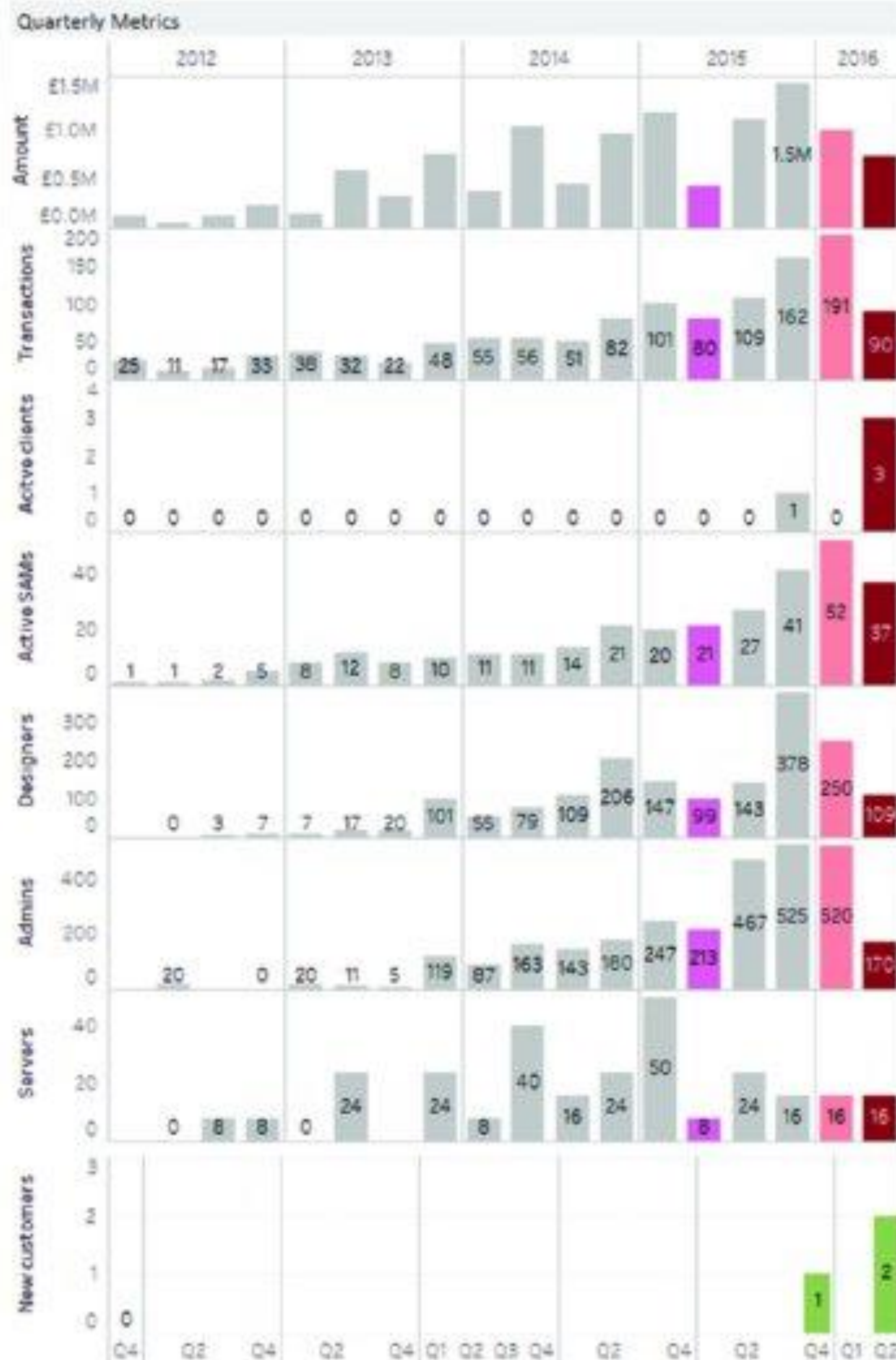
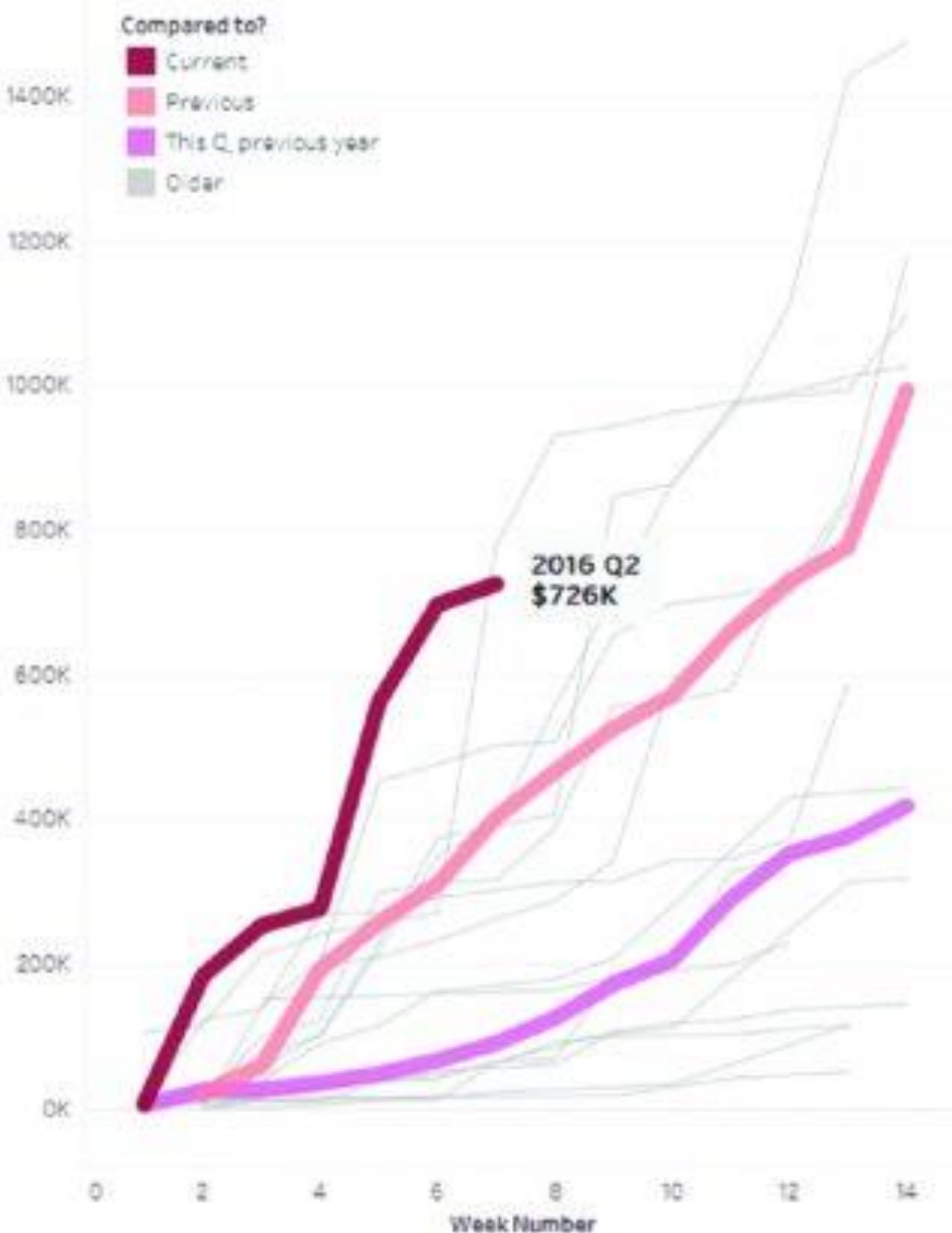
## Country performance

UK	\$451K
NO	\$241K
GR	\$22K
IT	\$8K
SP	\$2K
LU	\$2K

Amounts are shown as monies passed to the vendors. For Product 1, this is shown in USD; for Product 2 it is GBP. EUR amounts for European countries are converted at a rate of 1.35.

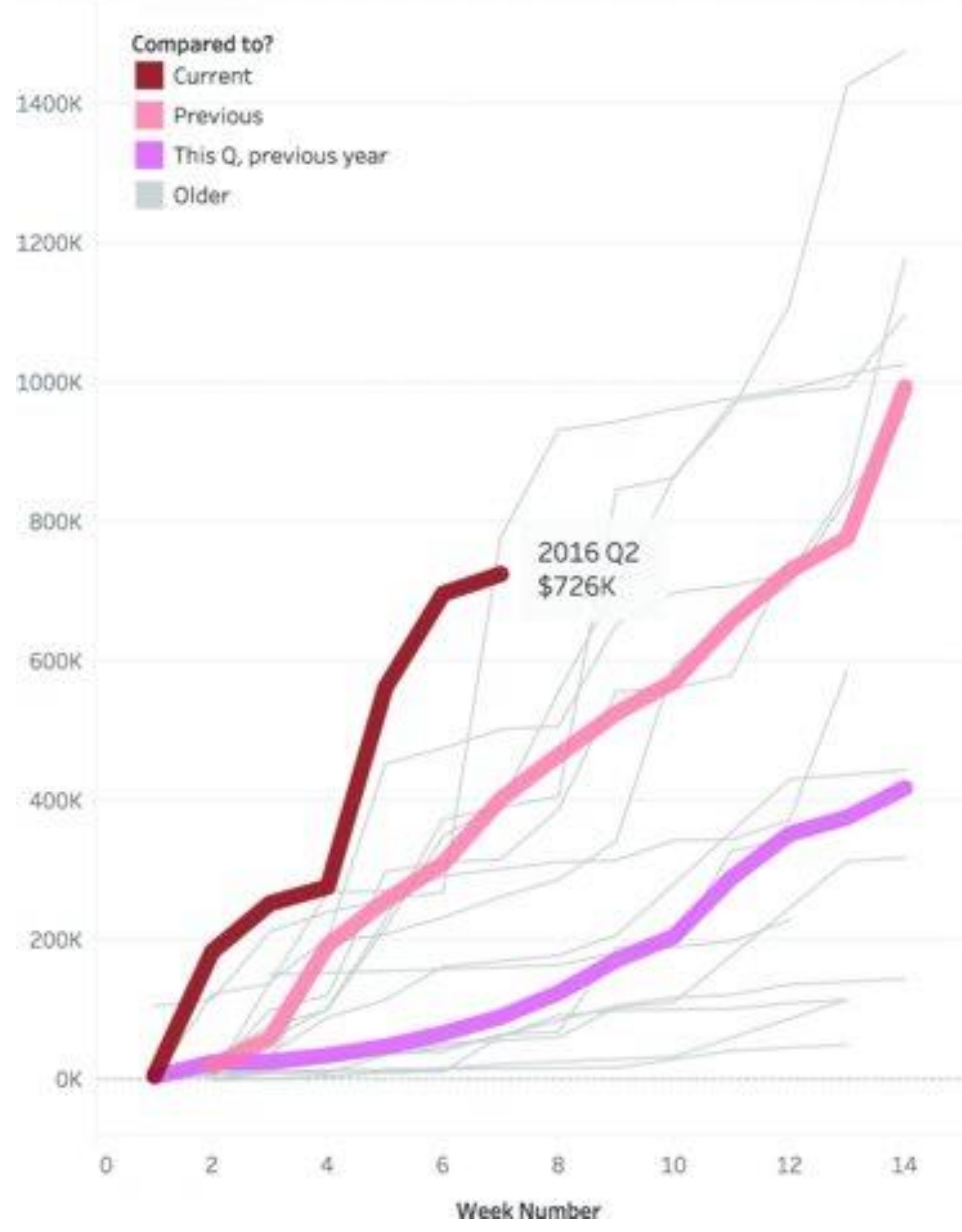
Days Left EOQ	90	3	37
QTD Transactions	Admins	Designers	Servers
726,225	170	109	16

## Running totals



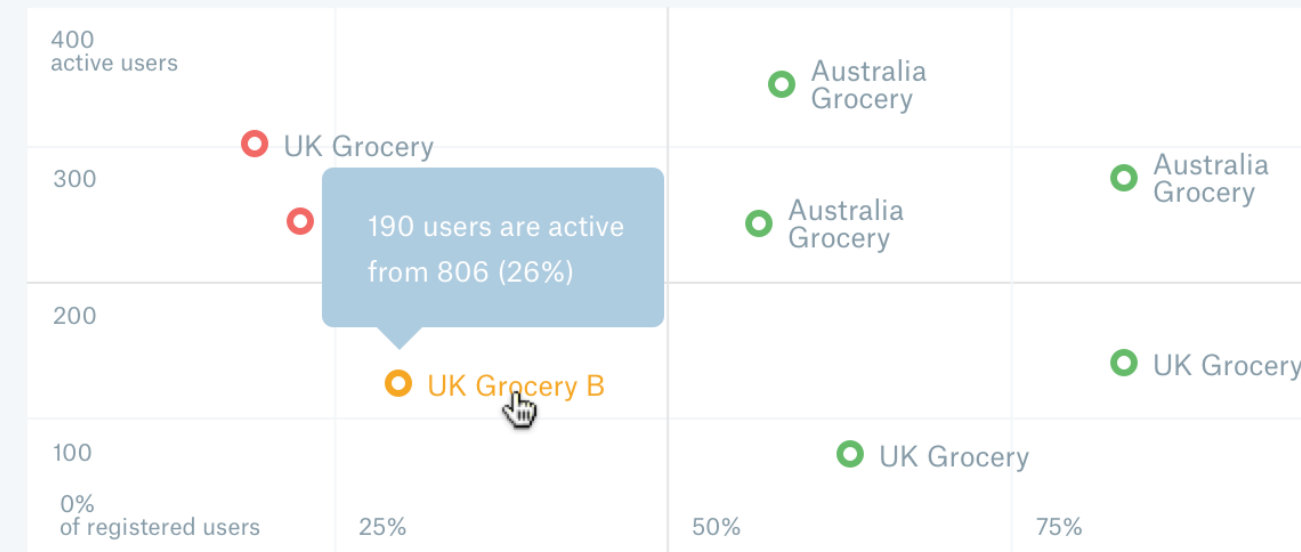
Days Left EOQ	QTD Transactions	QTD Active Clients	QTD SAMs
76	90	3	37
QTD Sales	Admins	Designers	Servers
726,225	170	109	16

Running totals



Channel selection: **UK Grocery** | Client selection: | User selection: | This week, 8-14 Aug

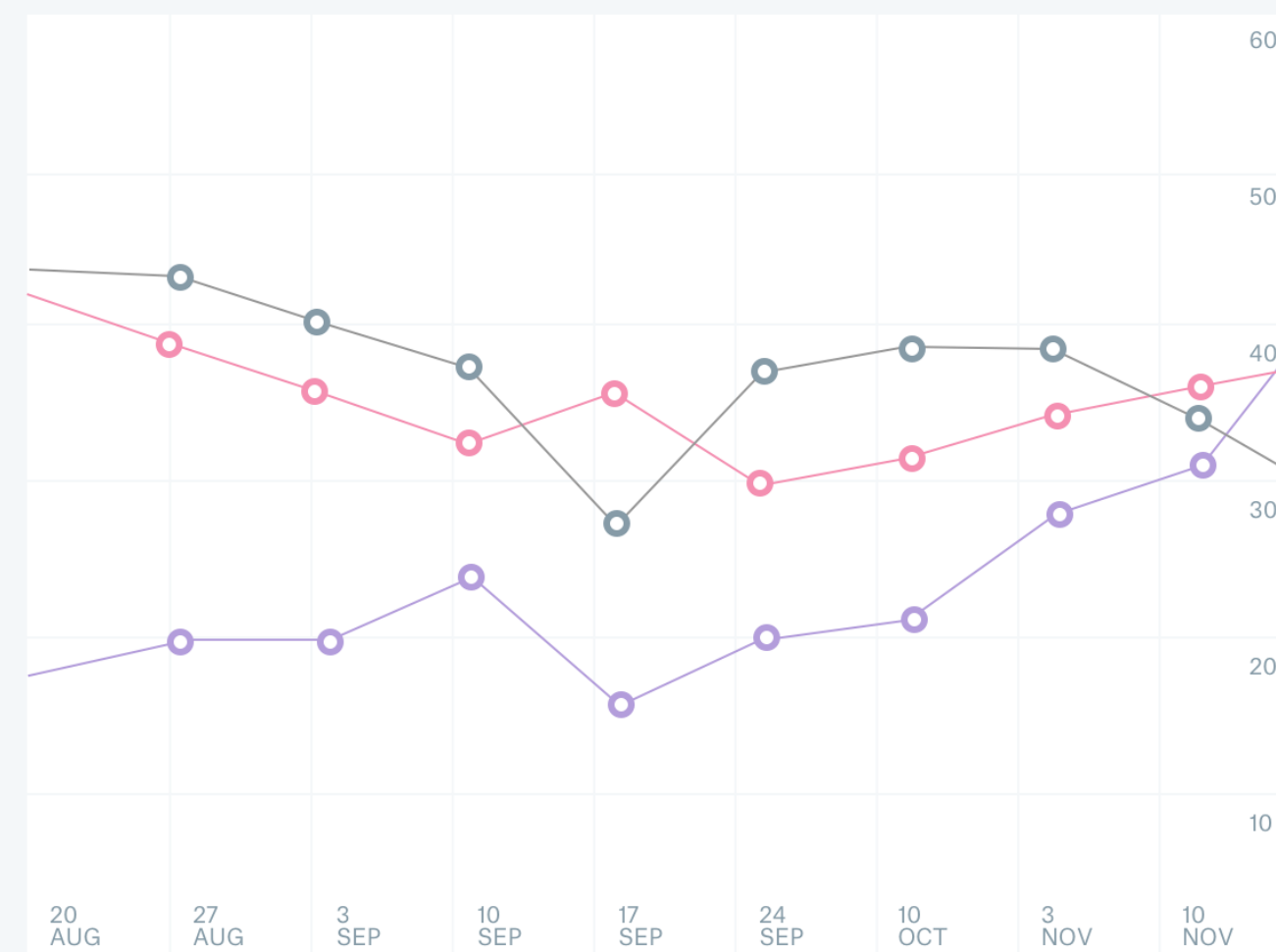
Activity snapshot [Close](#)



Activity summary

	FOR CHANNELS		FOR PAGES		
	Weekly active users	% of registered users	Visits	Page views	Average session length
	74 ↑ +88% from 66	22% ↑ +88% from 66	74 ↑ +88% from 66	74 ↑ +88% from 66	74 ↑ +88% from 66
My Dashboard	74 ↑ +88%	14% ↑ +3%	18 ↑ +3%	345 ± 0%	00:20:22 ↑ +88%
Slice & Dice	7 ↑ +12%	22% ↑ +3%	255 ↑ +3%	4567 ↑ +88%	01:18:22 ↑ +88%
Storyboards	Compared to last week 1-8 Aug		2 ↑ +99%	2 ↑ +88%	00:00:14
Pop up category review	5 ↑ +99%	12% ↑ +3%	99 ↑ +1%	21 ↑ +88%	03:58:14 ↑ +33%
Market Overview	2	1%	99 ↓ +12%	21 ↓ +12%	03:58:14
Quick start	5 ↑ +99%	12% ↑ +3%	99 ↑ +1%	21 ↑ +88%	03:58:14 ↑ +33%
Category overview	74 ↑ +88%	14% ↑ +3%	18 ↑ +3%	345 ± 0%	00:20:22 ↑ +88%

Activity trends for **Average session length**



All channels  UK Grocery  Australia liquor



Channel selection

UK Grocery

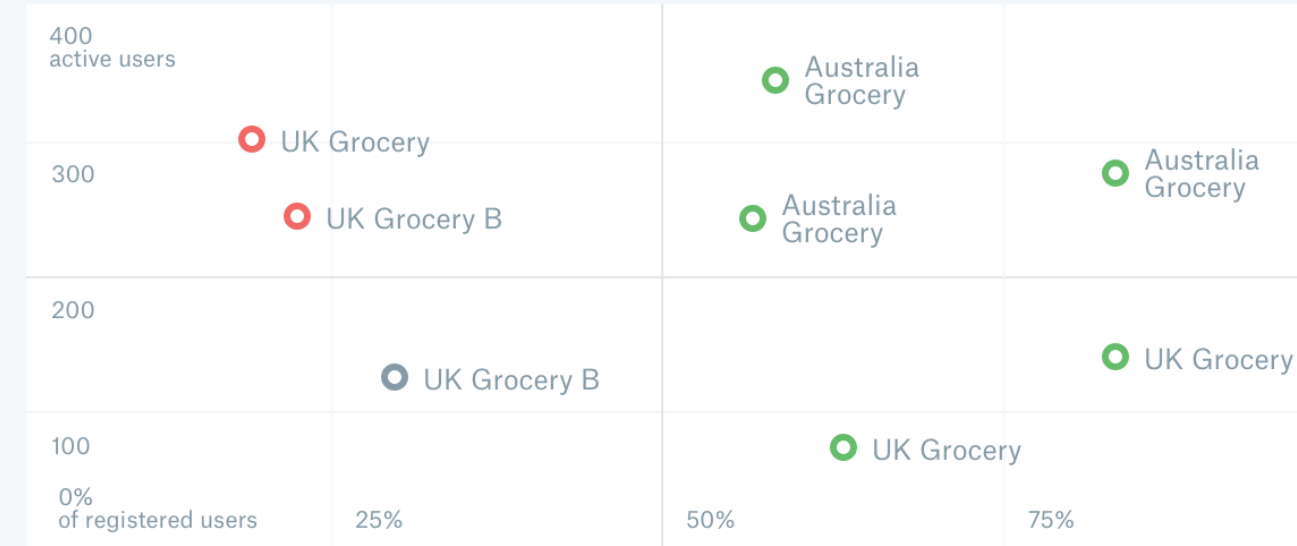
Client selection

Heineken

User selection

This week, 8-14 Aug

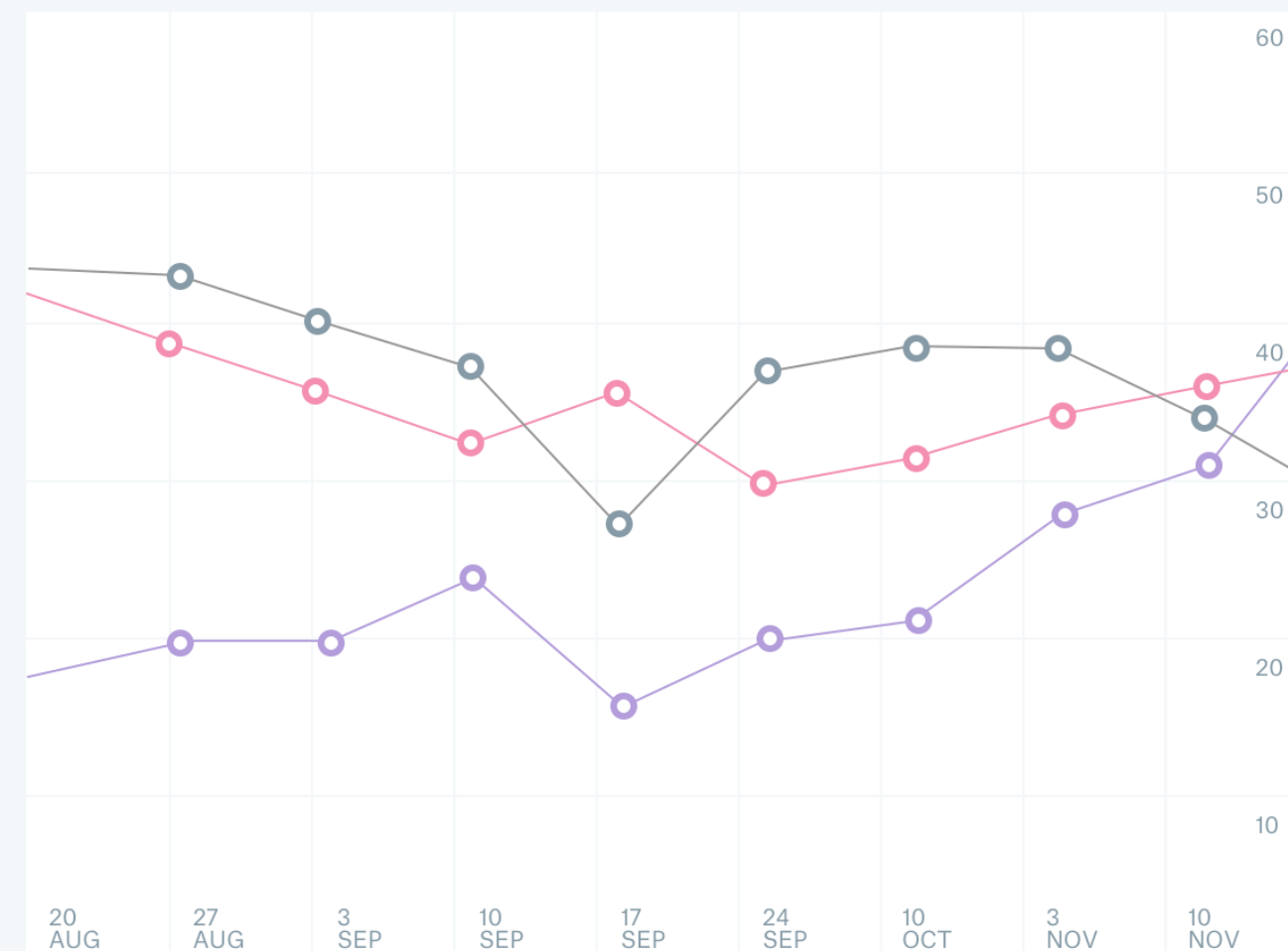
Activity snapshot [Close](#)



Activity summary

	FOR CLIENTS	FOR PAGES			
	Weekly active users	% of registered users	Visits	Page views	Average session length
	74 ↑ +88% from 66	22% ↑ +88% from 66	74 ↑ +88% from 66	74 ↑ +88% from 66	74 ↑ +88% from 66
My Dashboard	74 ↑ +88%	14% ↑ +3%	18 ↑ +3%	345 ±0%	00:20:22 ↑ +88%
Slice & Dice	7 ↑ +12%	22% ↑ +3%	255 ↑ +3%	4567 ↑ +88%	01:18:22 ↑ +88%
Storyboards	4 ↑ +99%	5% ↑ +3%	3 ↑ +1%	2 ↑ +88%	00:00:14
Pop up category review	5 ↑ +99%	12% ↑ +3%	99 ↑ +1%	21 ↑ +88%	03:58:14 ↑ +33%
Market Overview	2	1%	99 ↓ +12%	21 ↓ +12%	03:58:14
Quick start	5 ↑ +99%	12% ↑ +3%	99 ↑ +1%	21 ↑ +88%	03:58:14 ↑ +33%
Category overview	74 ↑ +88%	14% ↑ +3%	18 ↑ +3%	345 ±0%	00:20:22 ↑ +88%

Activity trends for Average session lenght



All channels  All client avarage  Heineken  Kellogs



Channel selection

UK Grocery

Client selection

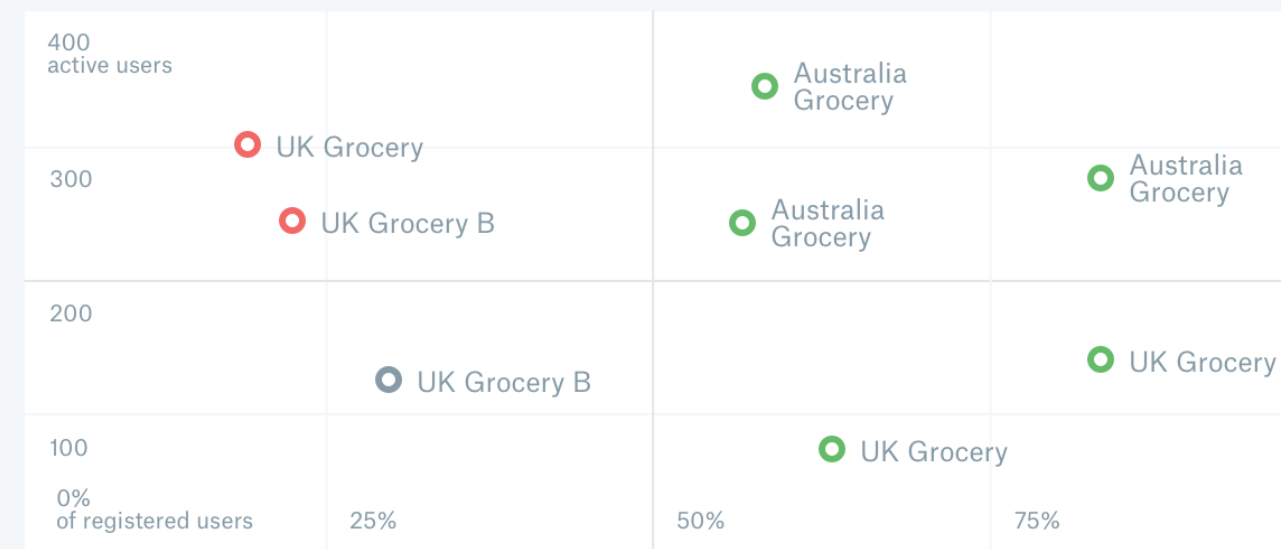
Heineken

User selection

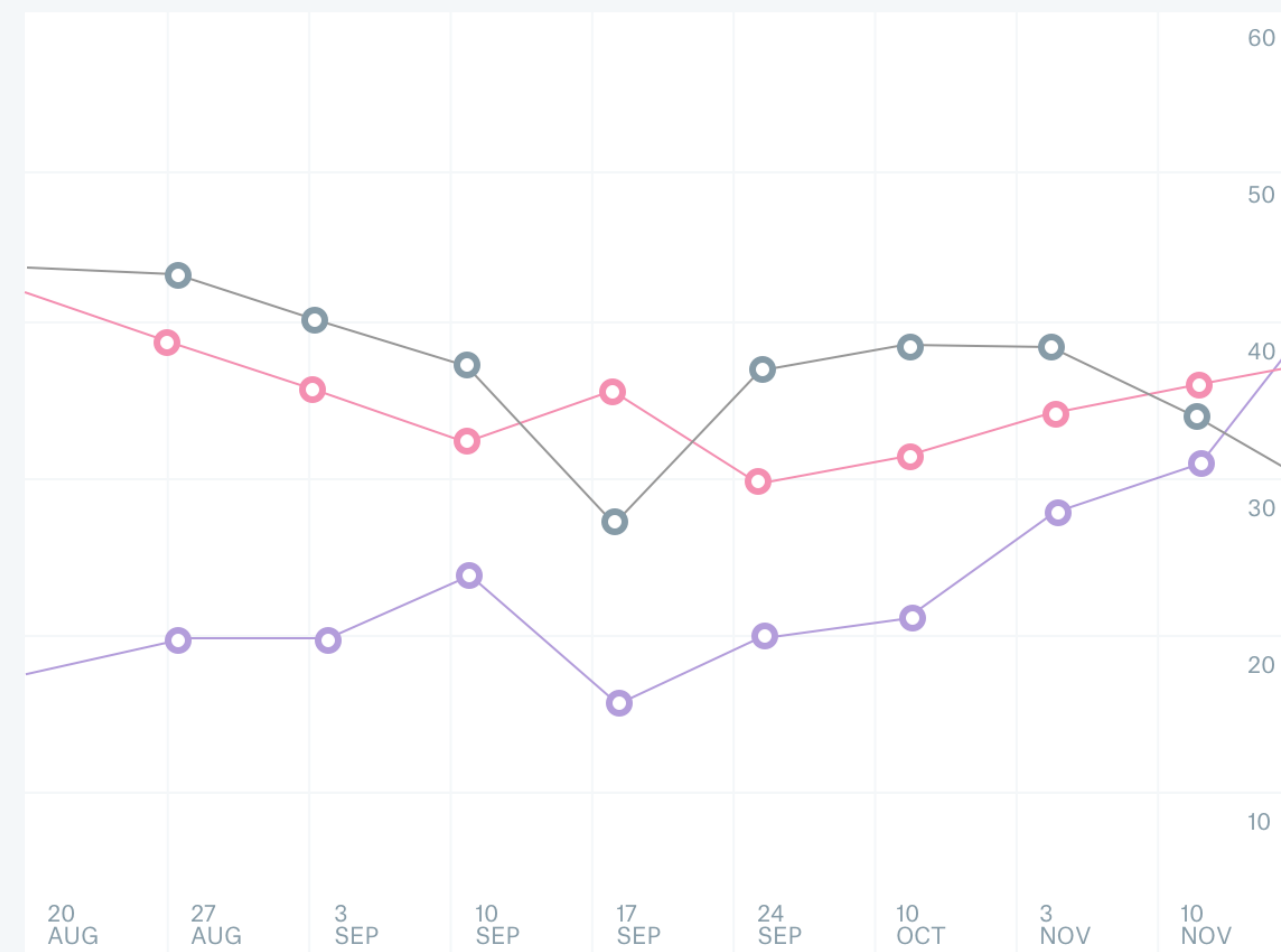
All users

This week, 8-14 Aug

### Activity snapshot [Close](#)



### Activity trends for Average session lenght



All channels
  All client average
  Heineken
  Kellogs

### Activity summary

	FOR USERS	FOR PAGES			
	Weekly active users	% of registered users	Visits	Page views	Average session lenght
	74 ↑ +88% from 66	22% ↑ +88% from 66	74 ↑ +88% from 66	74 ↑ +88% from 66	74 ↑ +88% from 66
My Dashboard	74 ↑ +88%	14% ↑ +3%	18 ↑ +3%	345 ±0%	00:20:22 ↑ +88%
Slice & Dice	7 ↑ +12%	22% ↑ +3%	255 ↑ +3%	4567 ↑ +88%	01:18:22 ↑ +88%
Storyboards	4 ↑ +99%	5% ↑ +3%	3 ↑ +1%	2 ↑ +88%	00:00:14
Pop up category review	5 ↑ +99%	12% ↑ +3%	99 ↑ +1%	21 ↑ +88%	03:58:14 ↑ +33%
Market Overview	2	1%	99 ↓ +12%	21 ↓ +12%	03:58:14
Quick start	5 ↑ +99%	12% ↑ +3%	99 ↑ +1%	21 ↑ +88%	03:58:14 ↑ +33%
Category overview	74 ↑ +88%	14% ↑ +3%	18 ↑ +3%	345 ±0%	00:20:22 ↑ +88%



Channel selection

UK Grocery

Client selection

Heineken

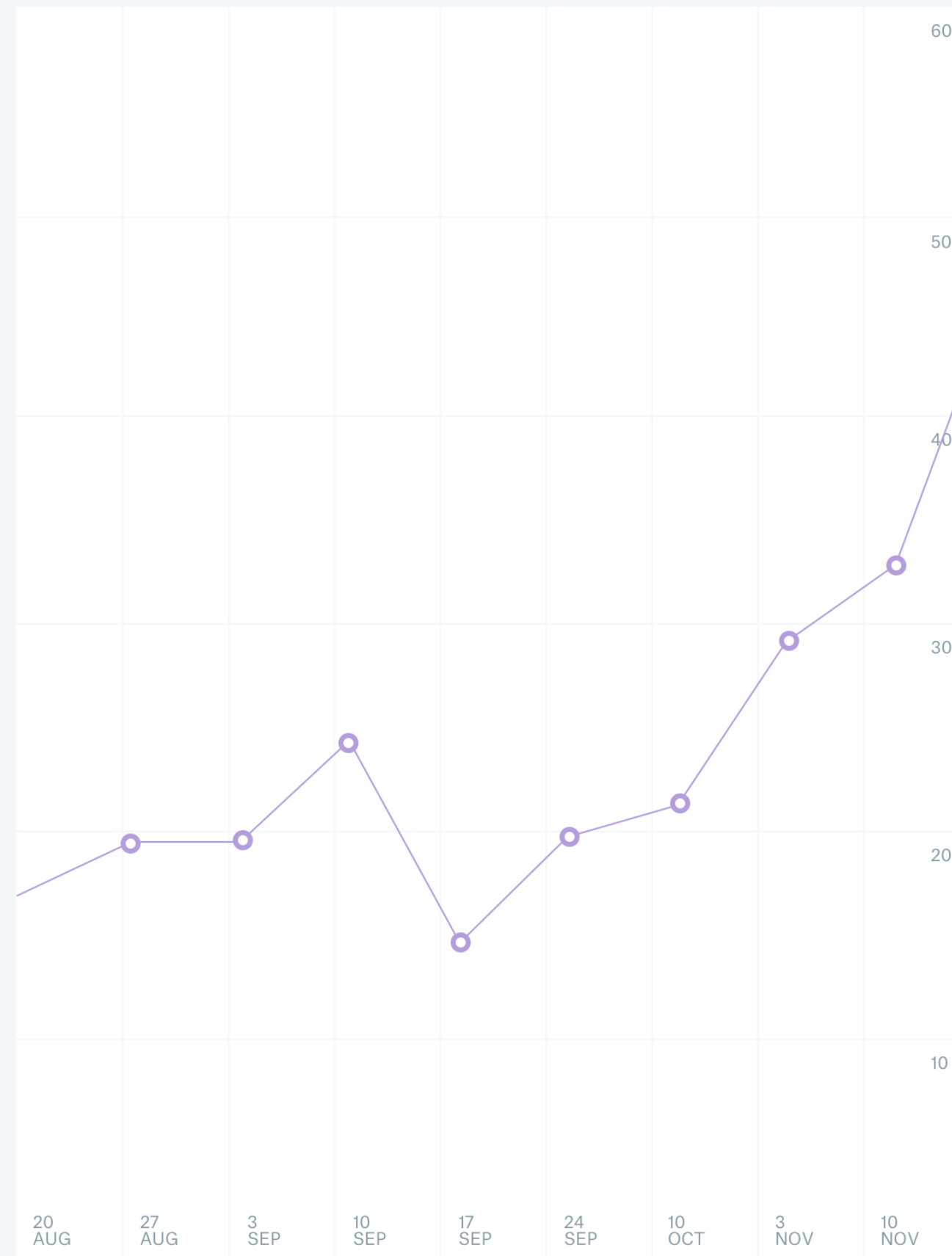
User selection

John Smith

This week, 8-14 Aug

Activity trends for

Visits



Activity summary

FOR PAGES	Visits	Page views	Average session length
	74 ↑ +88%	14% ↑ +3%	00:20:22 ↑ +88%
My Dashboard	74 ↑ +88%	14% ↑ +3%	00:20:22 ↑ +88%
Slice & Dice	7 ↑ +12%	22% ↑ +3%	01:18:22 ↑ +88%
Storyboards	4 ↑ +99%	5% ↑ +3%	00:00:14
Pop up category review	5 ↑ +99%	12% ↑ +3%	03:58:14 ↑ +33%
Market Overview	2	1%	03:58:14
Quick start	5 ↑ +99%	12% ↑ +3%	03:58:14 ↑ +33%
Category overview	74 ↑ +88%	14% ↑ +3%	00:20:22 ↑ +88%

John Smith

**KÖSZÖNÖM  
A FIGYELMET**

**DR. RUNG ANDRÁS**

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Magyarország első UX ügynöksége  
15 év tapasztalat

