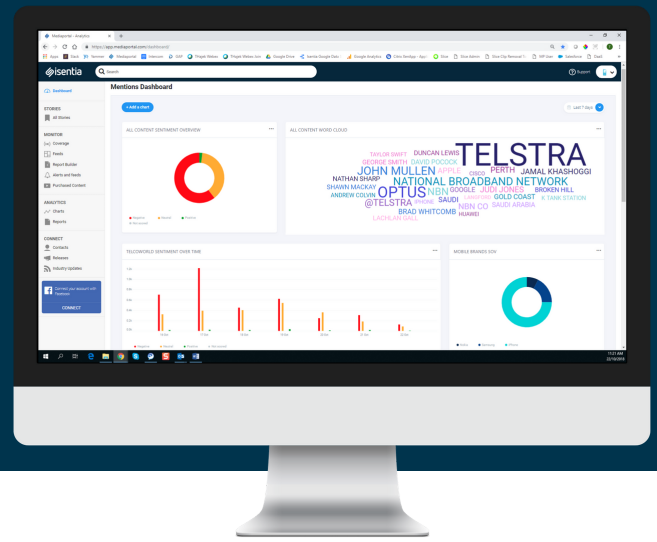


**CHEAT SHEET**

# Nailing your Analytics Dashboards



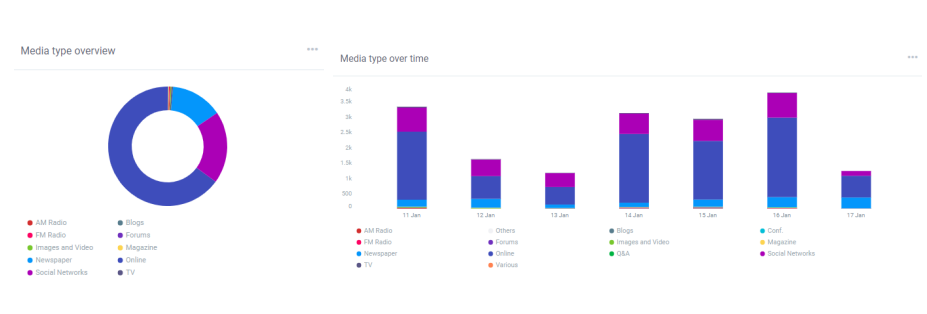
Our new Analytics Dashboard offers you powerful and customised analysis to help visualise your coverage, measure your impact and uncover and report on actionable insights.

To ensure you get the most value you can out of this new Dashboard, it's important you start with a good base. That's where this guide comes in handy. Use this cheat sheet to build the Dashboard of your dreams - and then some!

## Which charts to build?

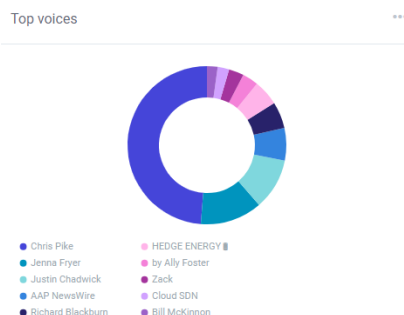
Since the Dashboard was released, the most popular charts built have included:

1. **Word cloud** - easily identify hot topics in your media coverage
2. **Media type overview & Media type over time** - identify key channels at a glance



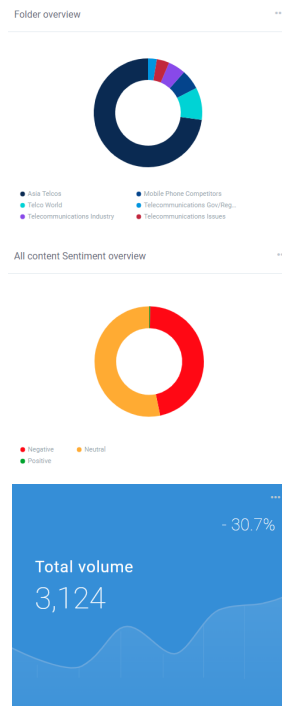
3. **Top voices** - identify the top 10 authors/comperes for your coverage

4. **Mentions over time** - uncovers peaks and troughs in media coverage over time



We also recommend adding **share of voice** charts to break coverage down by topics (eg competitors, brands or spokespeople) and **sentiment analysis charts** so you can quickly assess the tone of your coverage.

- **Share of voice** charts to break coverage down by topics (eg competitors, brands or spokespeople)
- **Sentiment analysis charts** so you can quickly assess the tone of your coverage
- A **total volume chart** to uncover how many items are being analysed in the given time period. **Hot tip:** this looks great next to a word cloud!



## Let's talk widget widths!

You may have noticed that some charts take up more space on the Dashboard than others. That's because these Charts (widgets) have been stretched across the 3 columns on the Dashboard.

We recommend using a widget width of 2 or 3 columns for the following charts, to enhance the aesthetics of your Dashboard:

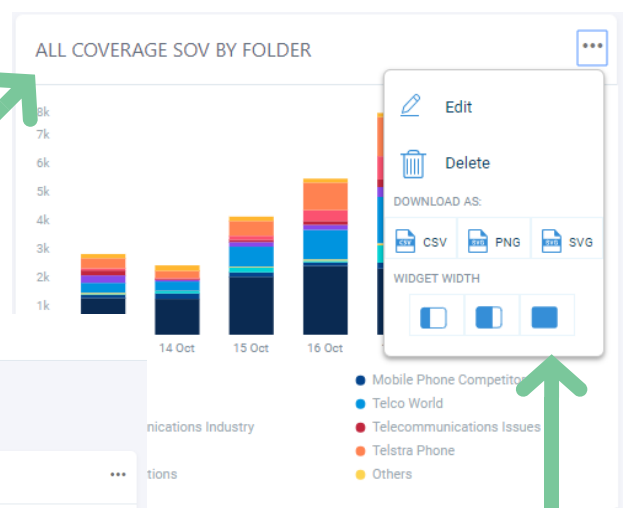
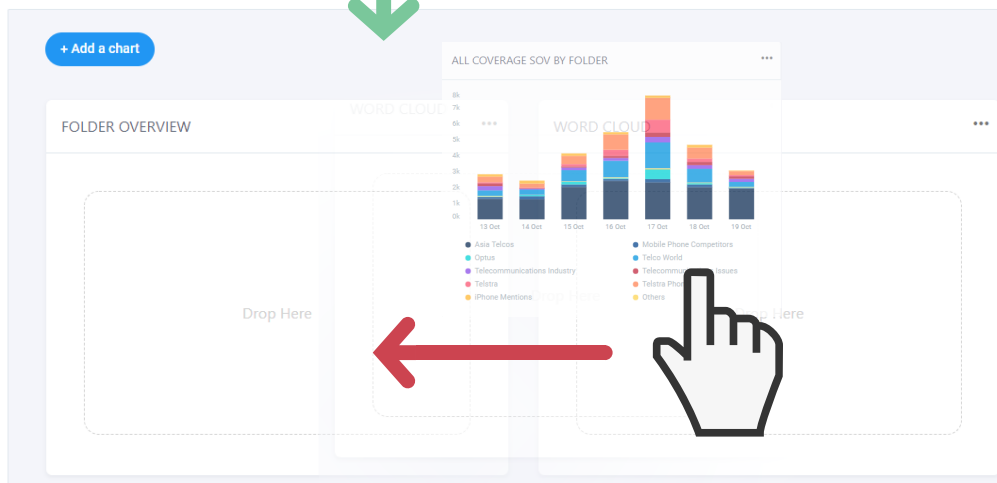
- Word cloud
- Any bar charts, eg Mentions over time, Sentiment over time, Language by media type and Share of voice by media type

## How to spruce your Dashboard

Drag and drop a chart to rearrange their order on the Dashboard

Click the chart title to add a custom title for more context

### Mentions Dashboard



Adjust the widget width of your chart. As per the above, we recommend 2 or 3 columns for word clouds and other bar charts.