

You've been  
**showing TWO  
numbers.**

**When ONE  
was enough.**

This is costing you trust.

**SWIPE**

## THE MISTAKE

What you

**SHOW**

~~Actual~~

VS

~~Forecast~~

What they

**DO**

**Squint.**

**Subtract.**

**Guess.**

Then hope  
they got it right.

You built a puzzle,

**not a dashboard.**

Every chart

**that needs MATH**

costs you

**3-7 seconds.**

ACTUAL vs FORECAST

Actual 94L

Forecast 88L

= ???

VARIANCE

**+6.8%**

**= Done.**

Your chart should answer,

**not question.**

THE REFRAME

Old way

~~COMPARE.~~

~~Actual~~

~~VS~~

~~Forecast~~



New way

**DEVIATE.**

Show the

**GAP.**

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Don't make them compare.

**Make them ACT.**

Good BI  
doesn't make  
**you THINK.**

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It makes you  
**MOVE.**

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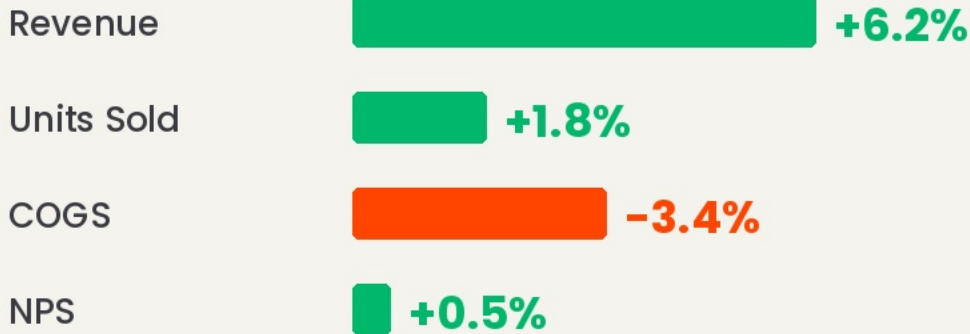
Variance is not a metric. It's a verdict.

Pre-compute

# the GAP.

Show it. Don't hide it.

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**One number. Instant verdict.**

No mental math. No guessing.

3 charts that

# SHOW variance.

Not ask you to compute it.

## 01 Bullet Chart

Target vs actual in one bar. No guesswork.

## 02 Variance Bar

(Actual - Forecast). Green above. Red below.

## 03 Small Multiples

One KPI. One delta. Scaled across every region.

## BEFORE

Revenue

Actual: 94L

Forecast: 88L

User thinks:

**94 - 88 = 6?**

Is that good?

Is 6 a lot?

Percent of what?

TIME TO INSIGHT:

**5-8 seconds**

of friction

per chart.

Multiply by 12 KPIs.

## AFTER

Revenue

vs Forecast

**+6.8%**



Above target

TIME TO INSIGHT:

**0.5 seconds**

No math.

No guessing.

**Instant signal.**

If your chart  
makes people  
**do MATH —**

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**it's not a chart.**

It's a spreadsheet  
with a theme.

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**Dashboards are for decisions.**

Not for reading comprehension.

**Pre-answer. Always.**

Your CFO should

**READ the chart,  
not STUDY it.**

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HOW TO GET THERE:

- Lead with % delta – not the raw number
  - Red / green by default. No legend needed.
  - YoY or MoM delta shown above the value
  - Absolute numbers live in tooltips only
- 

If it looks like a report,

**it will be ignored like one.**

THE IDENTITY SHIFT

You were hired  
~~to pull data.~~

You're here to  
**drive decisions.**

There's a difference between  
~~a Report Builder~~  
and a

**DECISION  
ARCHITECT.**

ONE LAST THING

If you've ever sat in a meeting watching someone squint at **your dashboard —**

this is for you.

**VARIANCE**

Comment that word below.

[ SAVE ] Share this with your BI team

[ FOLLOW ] for decision-first analytics

[ COMMENT ] your worst dashboard story

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