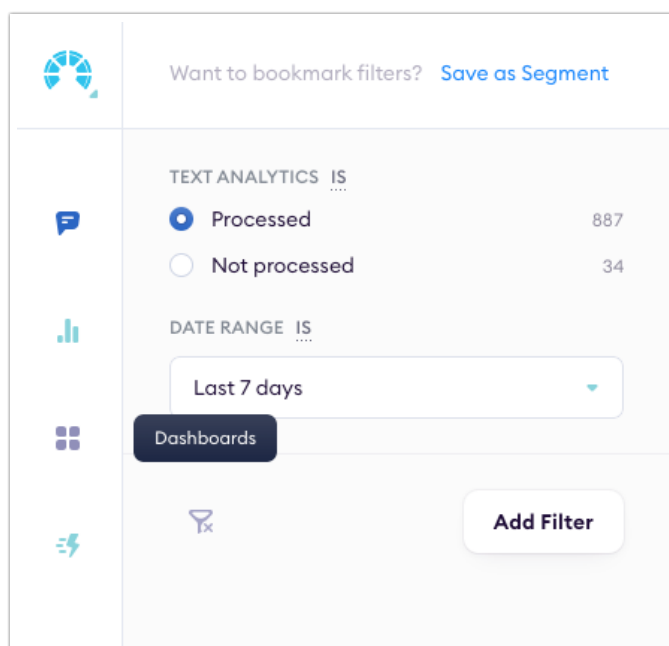


# Created Your First Dashboard in Alchemer Pulse

*This tutorial focuses on building your first dashboard, and this chapter relies on a sample data set for the reporting data.*

## Build a dashboard from scratch

When you log into your account on the left side of the screen, you can navigate to the dashboard editor by clicking on the square icon.



When you enter the page, you're greeted with the dashboards menu. From here, you can either select to create a new dashboard from scratch, or from one of our three dashboard templates. Find out more about templates [here](#).

For this example we'll create a dashboard from scratch.

Before we can create our new dashboard, we need to source some new insights! To do this, we'll need to explore the analytics and feedback tab so you can find answers in your data and save those insights at widgets to store in your dashboard.

## Finding your first insights

The act of creating a dashboard is very much like storytelling. A good story grabs your attention and takes you on a journey, evoking an emotional response. Wouldn't it be great if you ignite a response internally to act on the voice of the customer?

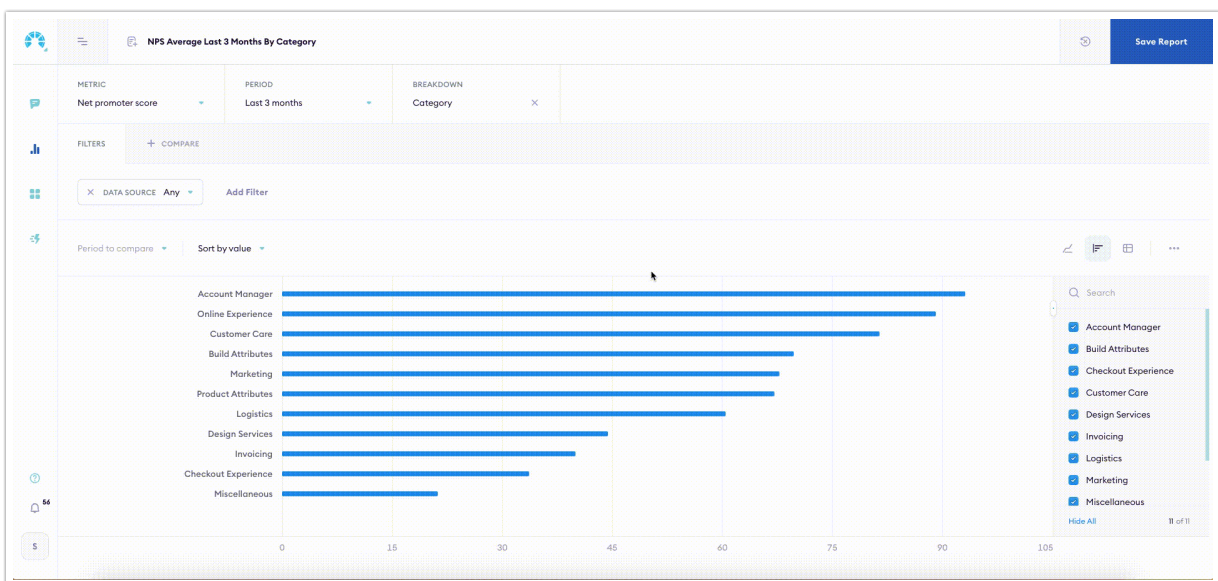
Head over to Reports, and select **'New Report from Scratch'**. Let's get some context on the data and find out how our NPS score is trending over time.



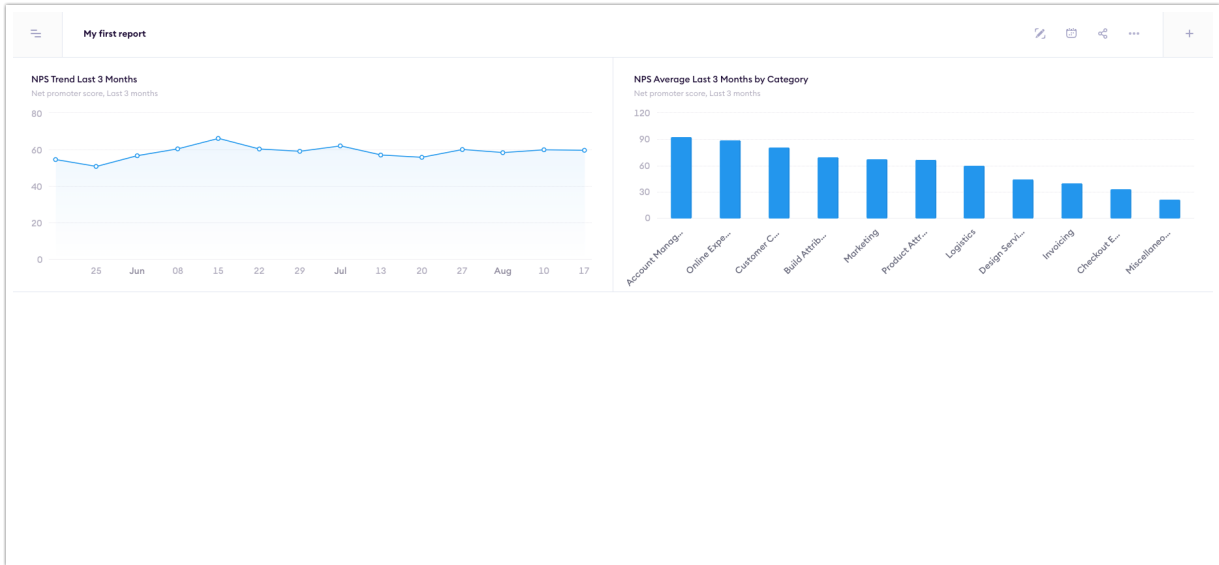
In the following report, we've selected the metric Net Promoter Score to be visualised over a time period of the last 3 months. Next, we need to save the report so we can access it in our dashboard editor.

To do so, give your report a descriptive name and click the bright blue button 'Save Report'.

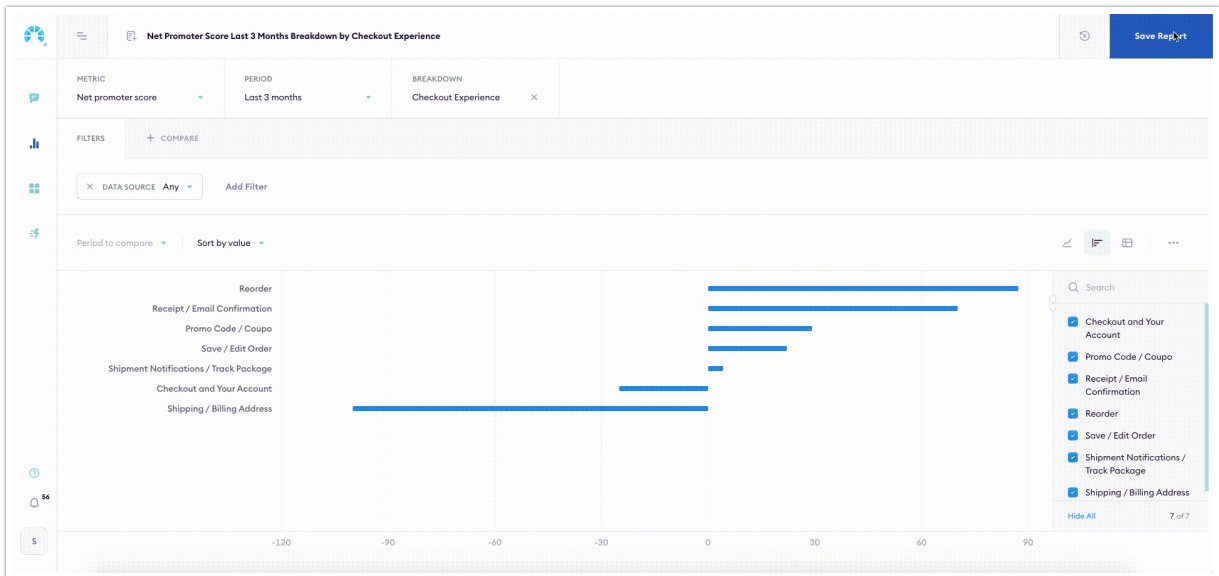
It's now time to drill down on the chart and shed some light on what is driving the NPS score. Let's breakdown the previous chart we made above by category and save as a new chart on our dashboard.



Now if we navigate back to our dashboard we now have 2 charts available to view.



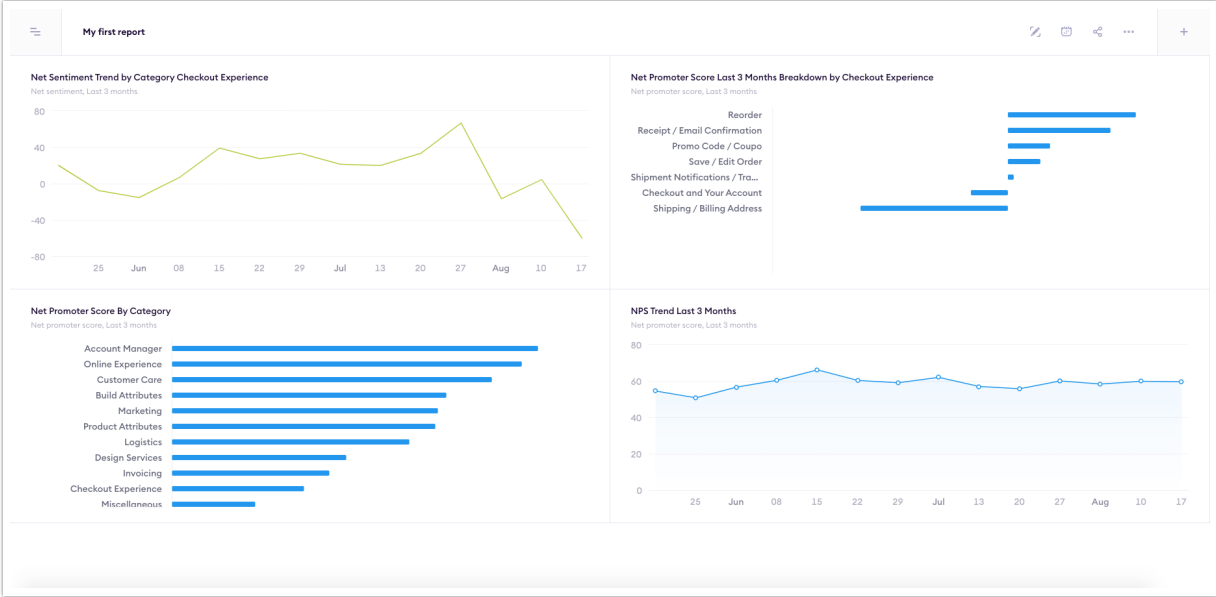
Let's fill out our dashboard with a few more insights. It's clear that the checkout experience category is driving negative NPS score amongst customers. Let's drill down deeper and try to understand what's driving the score.



Under further investigation, we can see that over the last three months checkout experience has trended downwards in Net Sentiment.

A few themes stand out as underperforming notably shipping and checkout of account features. Let's add another chart to the dashboard to see if the checkout experience has worsened over time.

Great, we now have a simple dashboard with a compelling story to bring back to key stakeholders in the business to take action on the data. It's now time to try this with your own data!



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