

CHAPTER 2

From Data Overload to Clarity

THE BIG IDEA

The problem is rarely too little data. It is too much, too late, from too many places.

THE MOVE

Clarity is a subtraction problem. You get there by cutting, not adding. Pick the few metrics that actually drive a decision and let the rest go quiet. A number that does not change what anyone does is just noise wearing a tie.

IN SYMPLIFIED

It surfaces the few signals worth acting on instead of handing you another dashboard to drown in.

Keep, Cut, Combine

Drop every report or metric you track into one of these three. Be ruthless.

Keep	Cut	Combine

TRY IT

If you could only track five metrics this year, which make the cut, and why?

REFLECT



1. Which of your current reports or dashboards feels like clutter instead of clarity?

2. If you had to pick only five metrics this year, which would make the cut and why?

3. How can you turn one of your numbers into a story or a question people actually want to answer?

4. What regular visual clean-up can your team run to keep dashboards sharp and useful?
