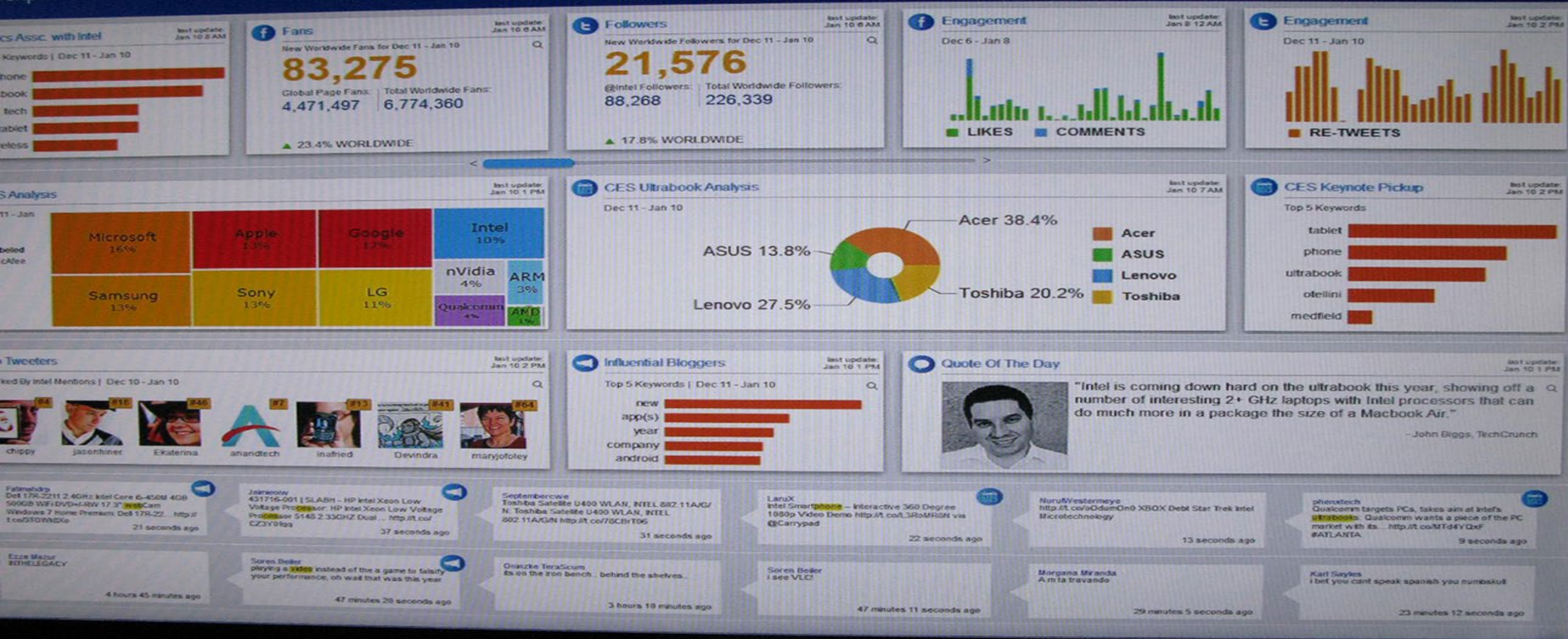


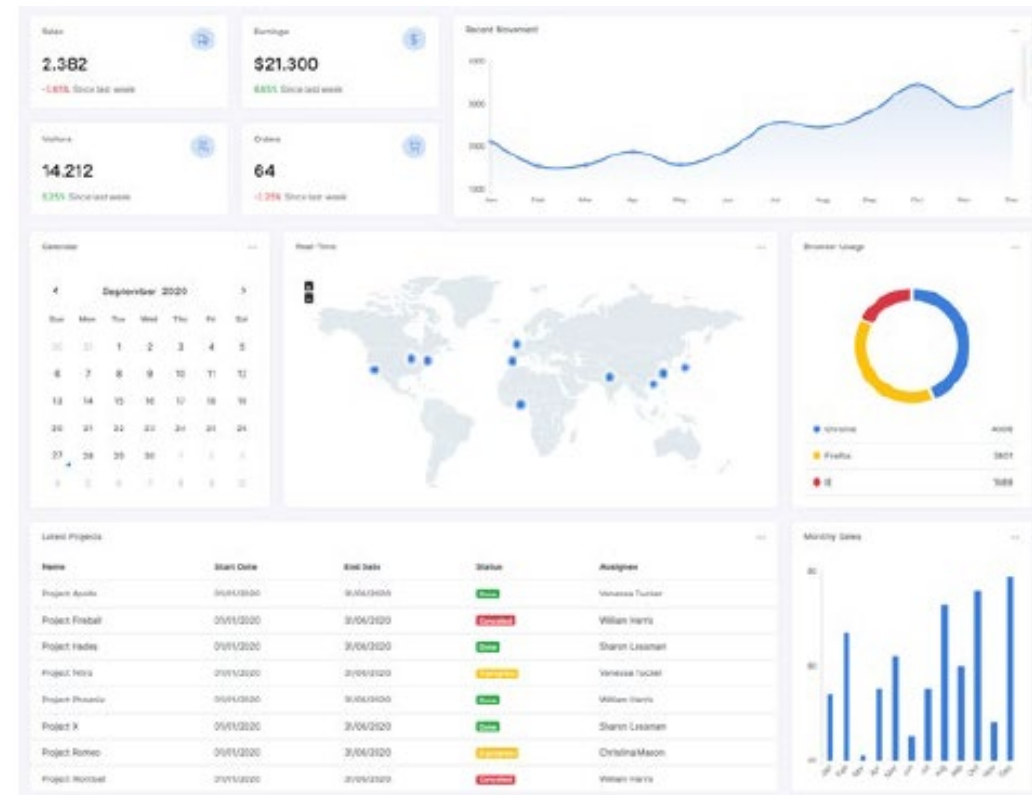


DASHBOARDS

Lecturer: Mark Gillan

TYPES OF DASHBOARD

- **Strategic**: this is normally used by the CEO and board of a company. It will contain the key metrics monitored by the business and show progress against these.
- **Operational**: this is generally focused on a specific area or process within a business. Sometimes they may display real-time information on a screen, making information freely available to all. Within a call centre this could demonstrate call waiting times, whereas within a factory, this might show orders or stock levels.
- **Analytical**: this type of dashboard is often interactive, with some filtering capability to dig into the data without the need for a data analyst. They allow domain experts to understand why something is happening.



METRICS AND KPI

Dashboards contain a mixture of visual graphics and raw numbers.

These raw numbers are referred to as metrics.

METRIC: a quantifiable or measurable value.

KEY PERFORMANCE INDICATOR (KPI): a strategic metric that supports a business goal.



TARGETS, THRESHOLDS, ACTION, KPI

Targets, thresholds and actions

For metrics to be useful on a dashboard they need to be given in context, so the user understands whether the raw number is within acceptable limits. Therefore, metrics must have targets and thresholds attached.

A **target** is the goal that is being aimed for.

A **threshold** defines the normal range of the metric, and often has predefined colours when the metric is outside these limits.

A **predefined action** is what will happen when a metric breaches its thresholds.

Examples of KPIs

KPIs are always aligned to business goals. Every business will measure different things depending on their priorities.

Examples of common KPIs include:

- Total number of customers
- Website visitors in the last month
- Absentee rate
- Average delivery time
- Customer satisfaction rate
- Sales revenue in the last

