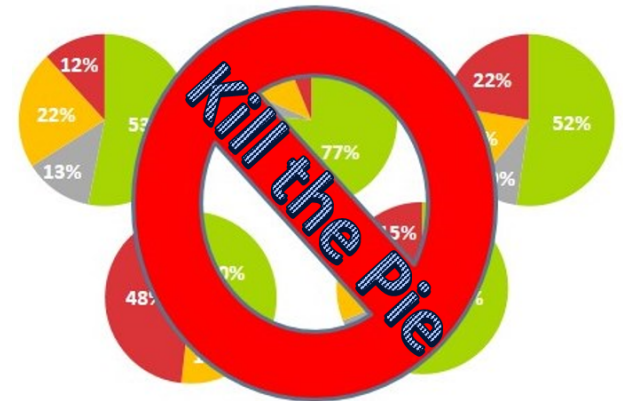


Steps to Dashboard Success

- ▶ Understand your audience
- ▶ Start with Business Goals
- ▶ Do the “So What” Test
- ▶ Identify what needs to be fixed
- ▶ Identify where you can improve
- ▶ Tells the story in 60-seconds or less



Goals & Suggested Metrics

