

What do you mean by dashboard?



An online, real-time dashboard

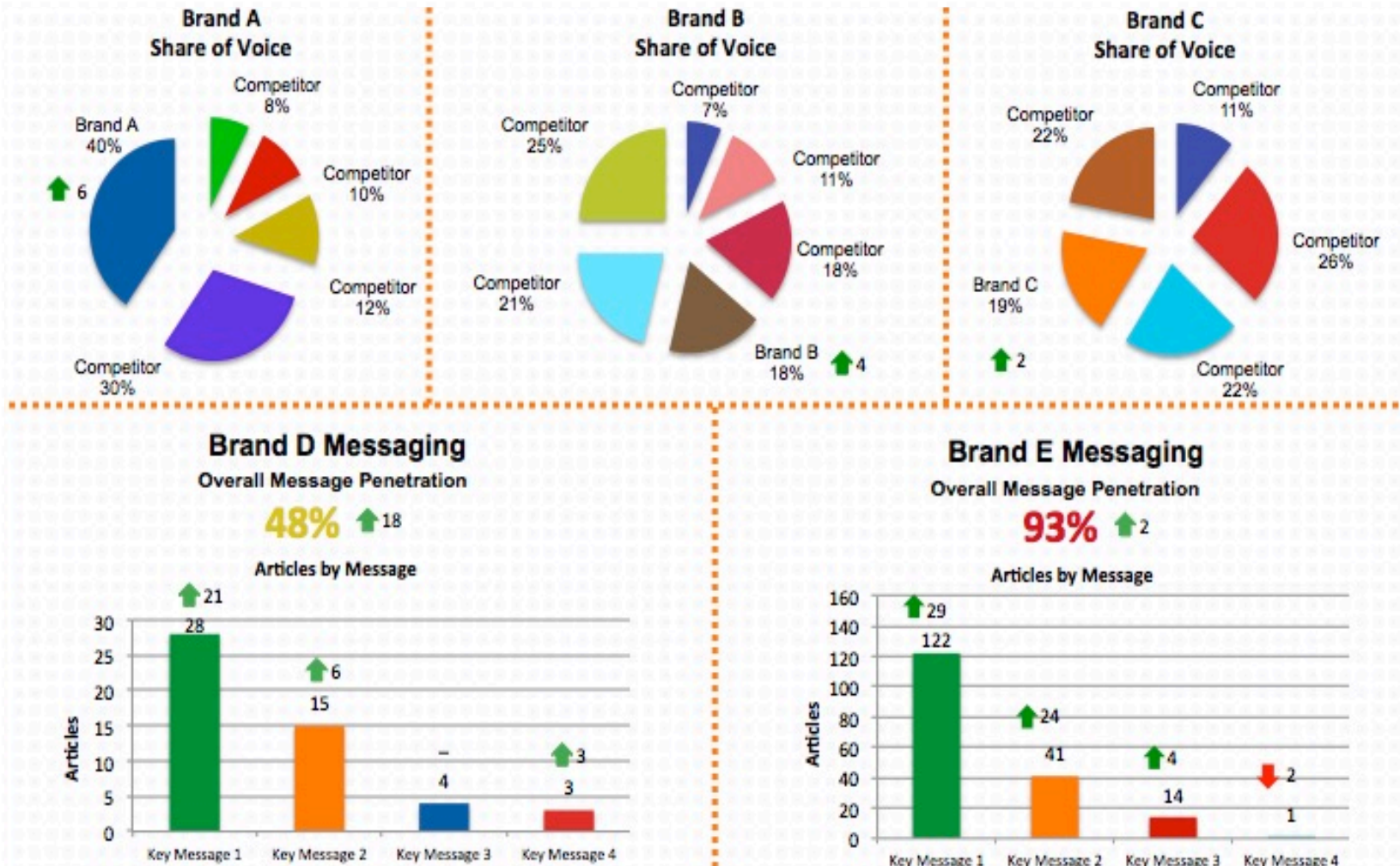


@margotsavell

A command center dashboard



A dashboard slide in monthly reporting



What is your budget?

Dashboard Slides

Static visualization

Provides key metrics to C-Suite

Typically included in monthly reporting fees



Online Dashboard

Anytime, anywhere real-time dashboard

Data in an instant

\$1,000-\$25,000/month depending on features and pricing structures

Keep it short

- Be concise – senior leadership doesn't have time to read a lot of details.
- Instead of a lengthy report, provide one or two slides:
 - Charts with business metrics
 - High-level insights

Outcomes	Change from last month
Revenue	↑ x%
Profit	↑ x%
Costs	↓ x%
Customer Satisfaction	(~) x%
Purchase Interest	↑ x%

Keep it clean!

- Limit the data on each page – too much to see means nothing might be seen.
- Make sure you understand what all the numbers and insights mean.

Dashboard Don't!

