**Dashboard Introduction**

- A single screen showing 3 views of your business (Operational/monitoring, Tactical/analysis, and Strategic/management).
- Each of these views will contain 3 layers of information (Detailed, Multidimensional, and Summarized).
- The purpose is to show the status of key performance indicators as determined by the strategic objectives, goals, and outcomes of an organization.
- **Visuals** for the purpose of effective communication of data.

---

**Communicating organizational strategy**

- **Business - strategy**
  - Objectives, initiatives, metrics, customizing tasks
  - Determining metrics – what measuring why
  - Initiatives – based on strategy

- **Academic - teaching**
  - Outcome based teaching strategy
  - Measuring competencies, performance, grades, affective, retention, motivation
  - Initiatives – lesson plan, instructional design, learner center, individual learning paths, customizable
Key Performance Indicators

- KPI’s help you take actions
- Aligned with strategic objective
- Predictive
- Owned by someone
- Actionable
- Only need a few
- Easy to understand
- Trigger a change – what is that?
- Standardized
- Context driven
- Lagging
  - Historic activity
  - Value drivers
  - Grades, time on task,
  - Student teacher evaluation – ratio of positive/negative comments
  - Stock sales price, monthly sales,
- Leading – what drives performance of test measure
  - Value drivers
    » Hours of study, completion of preliminary tasks or prerequisites
    » Activity of current state that predicts future success

Sales Dashboard (as of December 19, 2014)

Figure 8.1: A sample sales dashboard that puts into practice the principles we’ve discussed throughout this book.
Dashboards Characteristics

• “At a glance” overview and alerts of important information

• Information from different sources gathered in one place – UIS, College/Dept, Operations

• Flexibility, ability to zoom, drill, pivot, and analyze information as needed

• , information presented according to user needs

• Massage and filter data for analysis and exploration

• Alerts of changes, thresholds, reminders