

Create an insightful business dashboard

Dashboards are a great way to visually manage and display key data points that are important to your business operations and future success. With these six steps, you can quickly build a dashboard that provides deep insight into the business data used and analysed across your organisation.

1 DEFINE THE BUSINESS OBJECTIVES

The most important step in the process is understanding and defining what the overall business objectives are. Spend a good amount of time on this as it will define what metrics you will need to build your dashboard. Decide what information will provide insight into your decision-making process in the future across your business. The objectives decided in this step will help aid data set relationships and the visualisation of the dashboard.



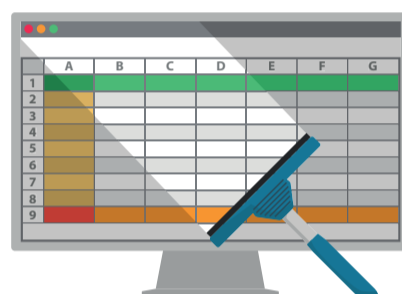
2 MINE THE METRICS

Once your business objectives have been determined, the next step is to extract the metrics from your data in order to deliver those reports. This requires a good understanding of the systems where the different data points needed live, as your business operations will have multiple, and the correct method to extract them to create your visual dashboard (eg API connection, OData feed, etc). Don't include metrics that won't provide you any value; just because you have used them in the past does not mean that you need to use them now or in the future. Depending on the objectives and your business model, such metrics could include Campaign Responses, Audience Engagement, Revenue Growth and Churn, etc.



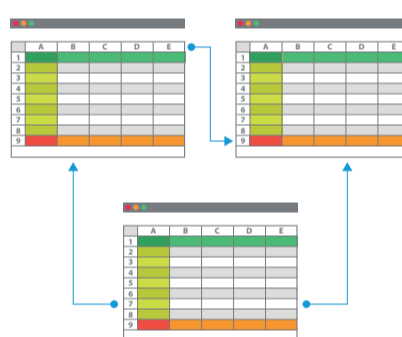
3 CLEAN AND FORMAT YOUR DATA

The medium you end up using to create your dashboard (eg Power BI, Tableau, etc) determines how you format your columns and rows. Raw data points extracted from multiple systems will, most of the time, not be ready to load directly into a dashboard. Each data table likely needs to be cleaned up and formatted so that it is easier for you to work with when creating your dashboard. Examples of cleaning include editing column headers, filter rows, table names, data formatting, removing duplicates and blank rows.



4 SET UP DATA RELATIONSHIPS

With each data point sitting in its own table, the chances are they will be reliant on one or more other data sets to create the final desired metric within your dashboard. This step will require you to create the formulas that determine the variables and relationship between the data sets which will give you the desired metric. While this step can seem rather complex, regardless of which medium you utilise to create your dashboard, the formulas are usually very straightforward and follow a logical method.



5 CREATE YOUR DASHBOARD

Now that all of the preparation work has been completed, it is time to create your dashboard! Different types of data visualisations such as graphs, tables, charts, tree diagrams and geographic diagrams can be used to present your desired metrics. Filters can also be set up (eg time frames, order type, view by brands, etc) to help display the metrics more clearly. In the same way that you determined the metrics at the beginning, decide on what will be the best way to show how this information is displayed so that it can easily be analysed.



6 ANALYSE YOUR RESULTS

Share the dashboard across your business and understand how you can utilise the metrics given to inform future actions. And as businesses and their models are constantly evolving, review the dashboard's metrics to determine if they are still providing you with the answers you need to succeed in the future, and refresh where necessary.



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Our team of highly specialised consultants help our clients to create dashboard reports that provide them with important information to help them build successful businesses. To learn more about our range of consultancy packages and how we can help you gain further insight into your business operations, please get in touch.