Report: Analysis and Dashboard Design for Strategic Decision-Making

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This report presents an analysis of business performance metrics using a comprehensive dataset to address strategic priorities outlined by key stakeholders. The dataset includes tables capturing revenue, user trends, costs, and profitability, enabling tailored insights for Sarah (Head of Strategy), Mark (Director of Revenue), and Olivia (VP of Operations). A unified dashboard is designed to present interactive and actionable insights for all stakeholders.

Project Phases

1. **Data Exploration and Cleaning**
    ●   I examined the dataset in spreadsheets to analyze and address stakeholder requirements. This involved cleaning the data by correcting calculated fields to ensure accuracy.

2. **Analysis and Visualization**

    ●   Identified key metrics and KPIs based on stakeholder priorities.
    ●   Created visualizations to represent trends, patterns, and relationships within the data.

3. **Dashboard Development**

    ●   Consolidated visualizations into a unified, interactive dashboard.
    ●   Added filtering and drill-down features to enhance usability.
    ●

Design Process

1. **Understanding Stakeholder Needs**

    •   Sarah, Head of Strategy prioritized **user growth trends** for premium and ad-supported users to guide strategic decisions.

    •   Mark, Director of Revenue required a detailed breakdown of **revenue streams** and **Premium ARPU** trends to optimize profitability.

    •   Olivia, VP of Operations focused on analyzing the **cost structure** and improving operational efficiency.

2. **Metric Selection**

    •   Selected KPIs such as MAU Growth Rates, Revenue Contribution Percentages, and Cost Efficiency metrics to address specific stakeholder questions.

3. **Visualization Selection**

    •   Matched visualizations to metrics for clarity and impact (e.g., line charts for growth trends, stacked bar charts for cost breakdowns).

Dashboard Overview

1. User Growth and Strategic Insights (Sarah)
Focus: Long-term growth and segmentation trends.

- **Line Chart**: Tracks total, premium, and ad-supported MAUs over time.

- **Bar Chart**: Highlights the Premium to Ad-Supported User Ratio to evaluate user balance.

2. Revenue Streams and Profitability (Mark)
Focus: Evolution of revenue streams and profitability.

- **Line Chart**: Compares Total Revenue vs Cost of Revenue over time.

- **Line Chart**: Tracks Premium ARPU to measure revenue per subscriber.

3. Cost Structure and Efficiency (Olivia)
Focus: Breakdown of costs and identification of inefficiencies.

- **Stacked Bar Chart**: Visualizes the distribution of costs across categories (e.g., Revenue, R&D, Sales & Marketing).

- **Heatmap**: Displays cost efficiency by comparing costs as a percentage of revenue over time.

Interactive Features

- **Time Filters**: Enable stakeholders to view data at quarterly, or yearly levels.

- **Drill-Down Functionality**: Allows users to explore detailed data by clicking on visual elements.

Conclusion
The dashboard integrates critical metrics and visualizations to support decision-making for all three stakeholders:

- **Sarah** can monitor user growth trends and segment ratios to guide strategic planning.

- **Mark** gains insights into revenue streams and Premium ARPU trends for revenue optimization.

- **Olivia** can analyze the cost structure to identify opportunities for operational efficiency.

By leveraging this dashboard, the organization will be equipped with a data-driven tool to align strategic goals, maximize revenue, and optimize operational costs, fostering informed decision-making and long-term success.