

Wk 9 Project Executive Decision Support

Dashboard Memo

This dashboard is a straightforward show of how the business is doing based on order and sales total. I focused on four KPIs Total Sales, Total Orders, Total Resellers, and Average Lead Time because together they paint a solid picture of how operations are performing. Having These Total Sales, Total Orders, Total Resellers, and Average Lead Time lets executives quickly read and understand how well a region or year did. The homepage acts as the central hub, and the navigation makes it simple to jump between the different views without getting lost.

Each supporting page adds a different perspective and the performance. The Orders Over Time shows how many orders were received across the years, which shows executives what year and what part of that year the business did well or poorly. The Operations by Territory page breaks things down geographically, this allows executives to see where the business is performing best, and help make decisions such as advertising. Another way executives can use this information is to know where to increase the volume of a product towards a particular region. The Product Category, what category, and what products are doing well, this helps to tell which product can drop and what product can increase in production. Altogether, these pages turn the dashboard into a practical decision-making tool, helps tell a story of how the business is doing and helps executives make decisions in the future..