# Module 3 Dashboards and Scorecards: Characteristics and Implementation



#### Common characteristics

# Basic characteristics of dashboards and scorecards

- Many variations exist among dashboards and scorecards
- Three common characteristics define them and enable them to provide value to the organizations implementing them
- Each one has:
  - Three applications
  - Three layers
  - Three types



# Three common applications

#### Three Applications

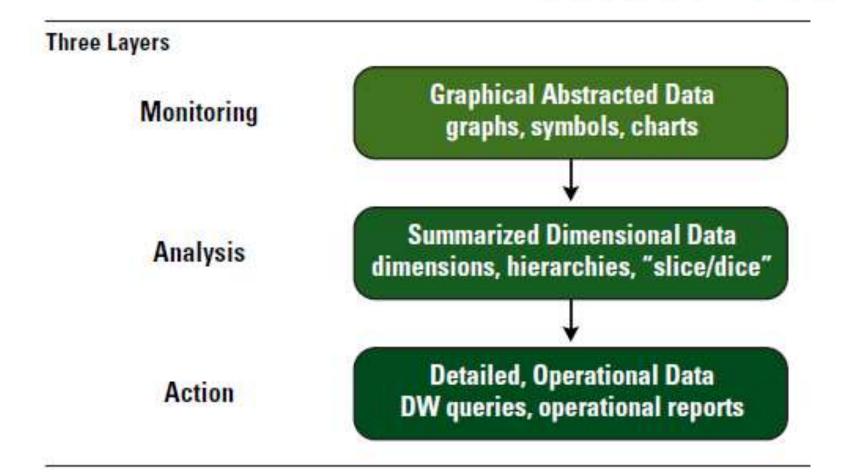
	Monitoring	Analysis	Management
Purpose	Convey information at a glance	Analyze exception conditions	Improve coordination and collaboration
Components	Multi-paned screens with visual elements     Graphs (i.e., dials, gauges, thermometers)     Symbols, alerts     Charts, tables with conditional formatting     Alerts	Analytics (i.e., dimensional, time-series, segmentation)     Forecasting, modeling, and predictive statistics     Visual analysis     Reporting	Annotations     Threaded discussions     Meetings     Strategy maps     Workflows

Figure 5: Three applications

# What is an application?



# Three common layers





# Three common types

- Strategic
- Tactical
- Operational



#### Differences and measures used

	Dashboard	Scorecard
Purpose	Measures performance	Charts progress
Users	Managers, staff	Executives, managers, staff
Updates	Real-time to right-time	Periodic snapshots
Data	Events	Summaries
Top-level Display	Charts and tables	Symbols and icons

- Functional and design distinctions
- Making dashboards and scorecards effective



### Example: Dashboard vs scorecard measures

**Scenario:** Manager responsible for outbound renewal collection calls at a large enterprise

#### Example:

- Dashboard measures
- Scorecard measures



# Application and implementation

#### Application

- Popularity of dashboards and scorecards
- Scope of implementations

#### Implementation

- Implementation prerequisites
- Implementing multiple dashboards
- Implementing dashboards as part of a BI solution
- Selecting the dashboard functions to be implemented
- Providing information to users



#### Benefits

- Dashboard benefits
- Benefits of a dashboard's intuitive environment
- Benefits of a properly deployed dashboard or scorecard
- Benefit of communicating strategy
- Monitoring and adjusting strategy



# **Shortcomings**

- Dashboard shortcomings
- Issues with low-cost dashboards

