Module 1
Dashboards

Background and basic concepts

- **Relationship to business intelligence (BI)**
  - Business intelligence
  - Defining business intelligence
  - Business intelligence tools
  - Convergence of disciplines
  - Relating DSS and BI solutions
- **Background**
  - Business dashboard predecessor
  - Change in user needs over time
  - Major changes in the 1990s
  - Data consolidation driver
  - Meeting performance management needs with dashboards

Background and basic concepts (continued)

- **Dashboard**
  - Car dashboard
  - Business dashboard
  - Defining a dashboard
  - Dashboard goal
  - Well-designed dashboard
  - Dashboard's core characteristics

Background and basic concepts (continued)

- **Dashboard**

  - Process that dashboards are designed to support

  - Characteristics of dashboard displays

  - How dashboards display data

  - Impact of user experience

  - Examples of dashboard visualization diversity
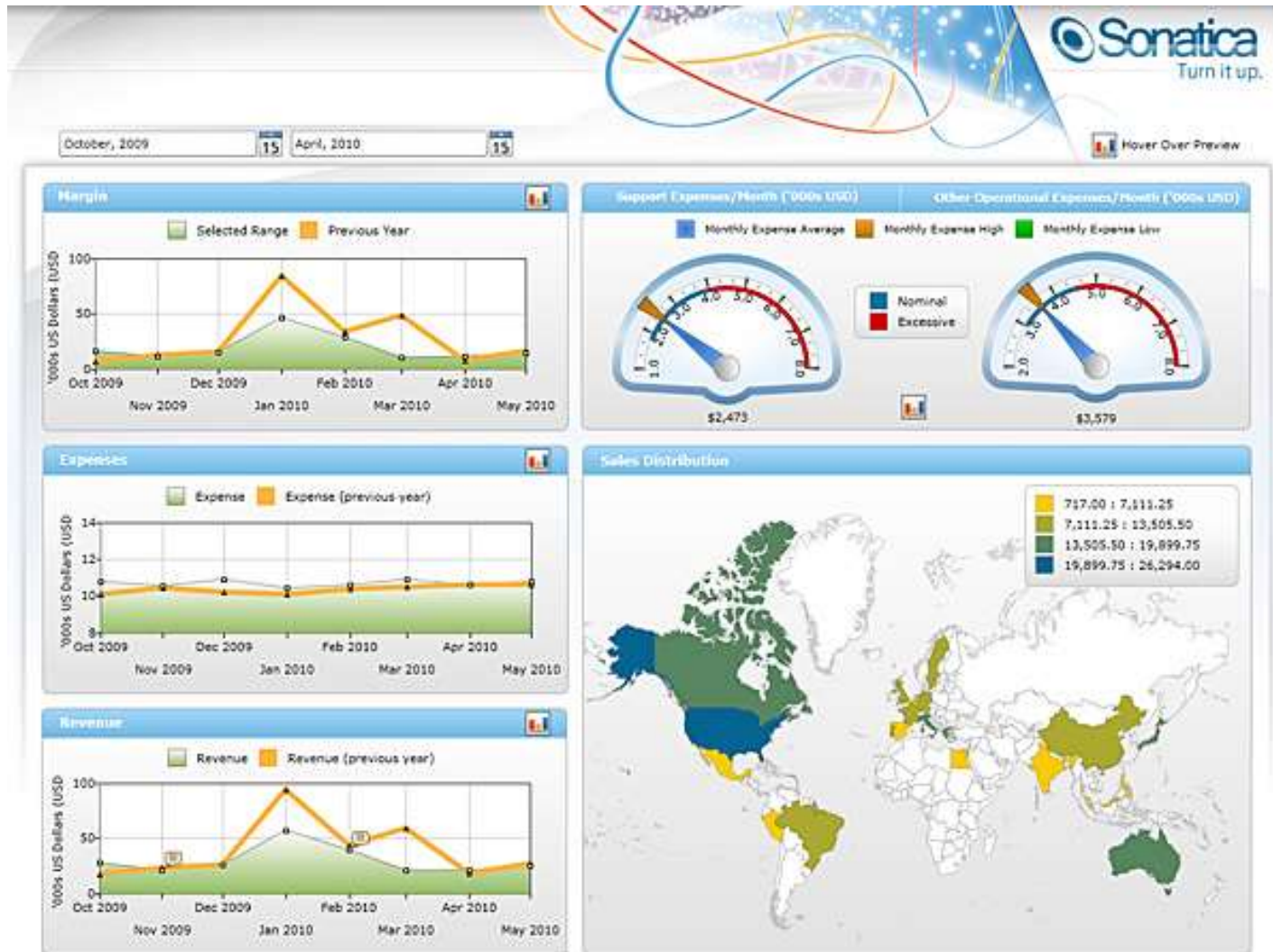
Figure 1a: Example of Dashboard Visualization

Figure 1b: Example of Dashboard Visualization

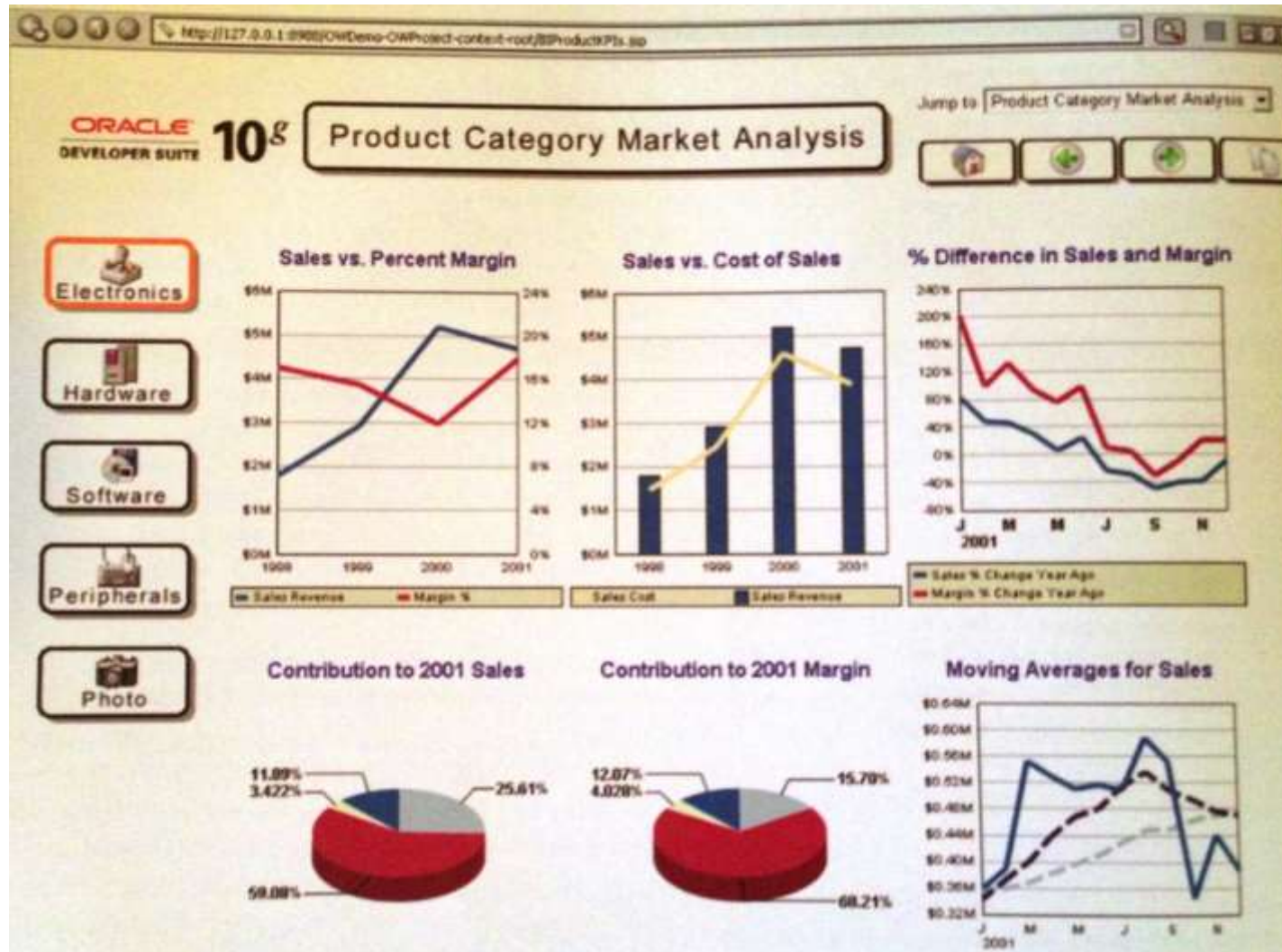# *Figure 1c: Example of Dashboard Visualization*
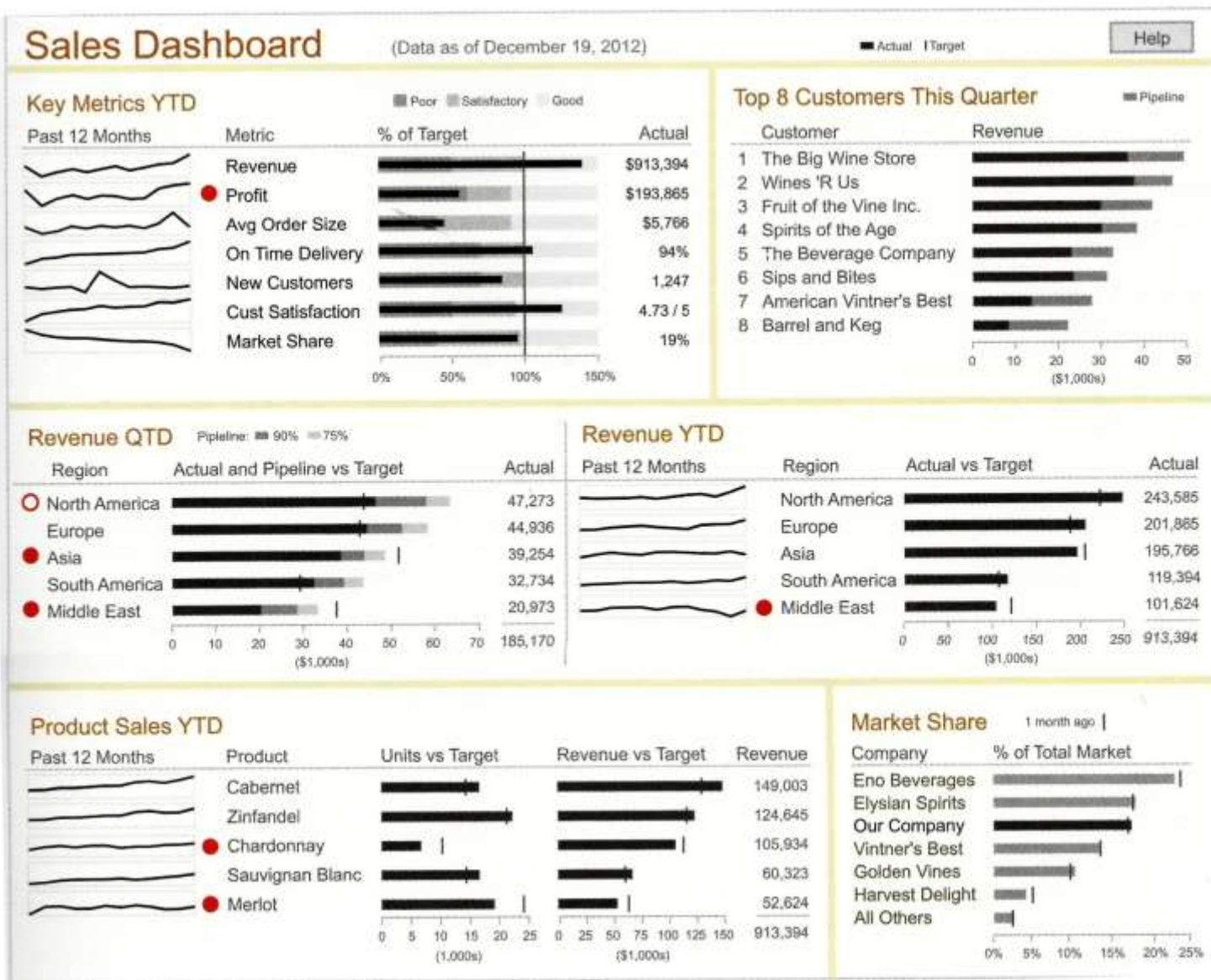
Figure 1d: Example of Dashboard Visualization

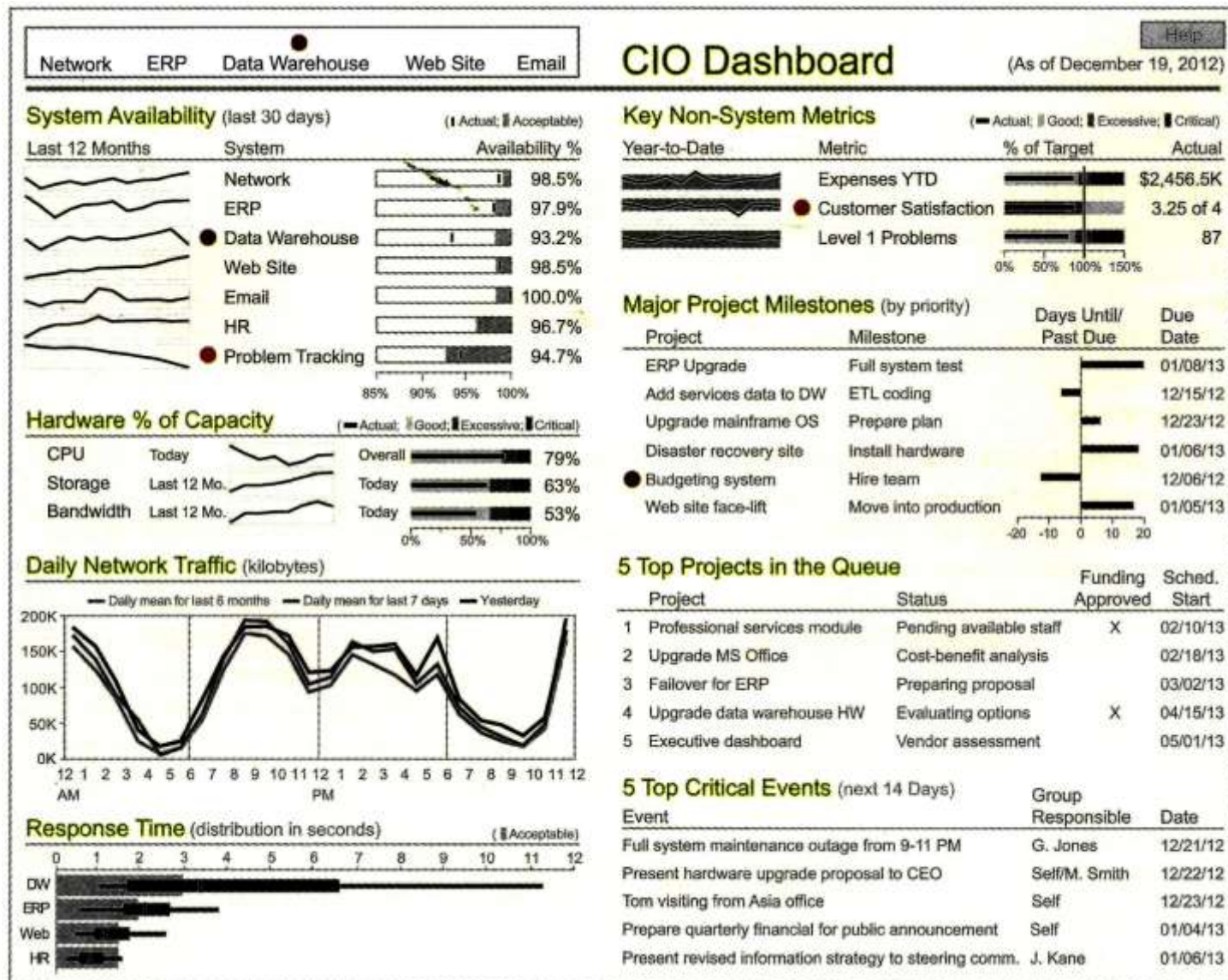# *Figure 1e: Example of Dashboard Visualization*

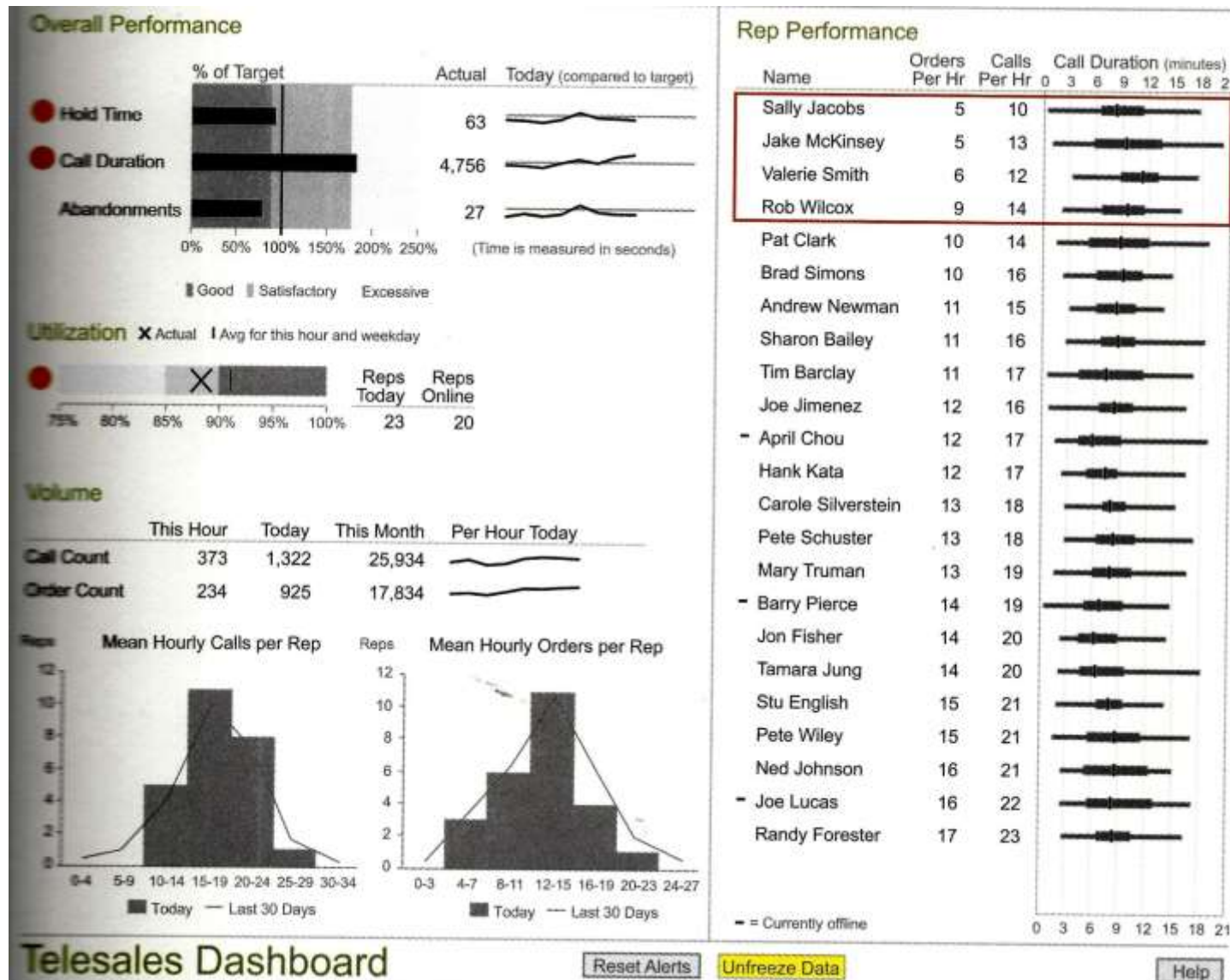# *Figure 1f: Example of Dashboard Visualization*

Figure 1g: Example of Dashboard Visualization

Types of Dashboards

- **Implementation levels**
- **Types of dashboards**
  - Strategic dashboard
  - Analytical dashboard
  - Operational dashboard
  - Personalized dashboard

Elements, characteristics and product features

- **Elements and characteristics**
  - Why dashboard designs are unique
  - Key dashboard elements
  - Desired dashboard characteristics
  - Other commonly available features
  - Incorporating context
  - Dashboard challenges
  - Needs of novice dashboard designers
- **Dashboard software product features**
  - Key software feature categories
  - Common dashboard software tool features
  - User interface requirement
  - Access and performance requirements

Obtaining value from dashboards

- **Prerequisites**
  - Determine the dashboard objective
  - Determine the expected value
  - Identify users whose needs are to be met
- **Leverage advantage over conventional reporting**
  - Report limitations
  - Advanced reporting tools versus data visualization
  - Balance conflicting dashboard display requirements

Selection and implementation

- **Cost components**
  - Cost as a selection variable
  - General costs and licensing fees
  - Added value costs
  - Costs for smaller organizations
  - Balancing costs and benefits
- **ROI for dashboards**
  - ROI for making decisions
  - Variables evaluated for calculating ROI
  - Key considerations for selecting the best solution
  - ROI calculations
  - Difficulties in calculating ROI

Selection and implementation (continued)

- **Selection**
  - Selecting the dashboard type
  - How the business view drives selection
  - How the technical view drives selection
  - How to use guidelines

- **Implementation**
  - Factors considered for dashboard implementation
  - Additional evaluation to be performed
  - Implementation period
  - Ability to deploy quickly