Self-Reflection: Dive deeper into dashboards

Total points 3

1.

1 point

Overview

Previously, you were introduced to the data management tool known as a dashboard. In this self-reflection, you'll examine different kinds of dashboards and consider how they are used by data analysts and their employers.

As a refresher, a dashboard is a single point of access for managing a business's information. It allows analysts to pull key information from data in a quick review by visualizing the data in a way that makes findings easy to understand.

This self-reflection will help you develop insights into your own learning and prepare you to connect your knowledge of dashboards to what you know about business needs. As you answer questions—and come up with questions of your own—you will consider concepts, practices, and principles to help refine your understanding and reinforce your learning. You've done the hard work, so make sure to get the most out of it: This reflection will help your knowledge stick!

Types of dashboards

For a refresher, consider the different types of dashboards a business may use. Often, businesses will tailor a dashboard for a specific purpose. The three most common categories are:
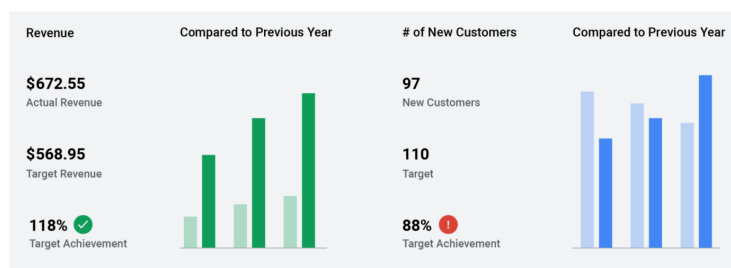
- **Strategic**: focuses on long term goals and strategies at the highest level of metrics
- **Operational:** short-term performance tracking and intermediate goals
- **Analytical:** consists of the datasets and the mathematics used in these sets

Strategic dashboards

A wide range of businesses use strategic dashboards when evaluating and aligning their strategic goals. These dashboards provide information over the longest time frame—from a single financial quarter to years.

They typically contain information that is useful for enterprise-wide decision-making. Below is an example of a strategic dashboard which focuses on key performance indicators (KPIs) over a year.

Revenue and Customer Overview - Q1

| Revenue	Compared to Previous Year	# of New Customers	Compared to Previous Year
$672.55 Actual Revenue		**97** New Customers	
$568.95 Target Revenue		**110** Target	
118% ✓ Target Achievement		**88%** ⚠ Target Achievement	

Operational dashboards

Operational dashboards are, arguably, the most common type of dashboard. Because these dashboards contain information on a time scale of days, weeks, or months, they can provide performance insight almost in real-time.

This allows businesses to track and maintain their immediate operational processes in light of their strategic goals. The operational dashboard below focuses on customer service.

**Customer Service Team Dashboard**

First Call Resolution
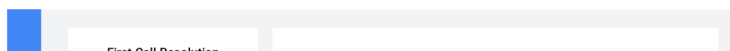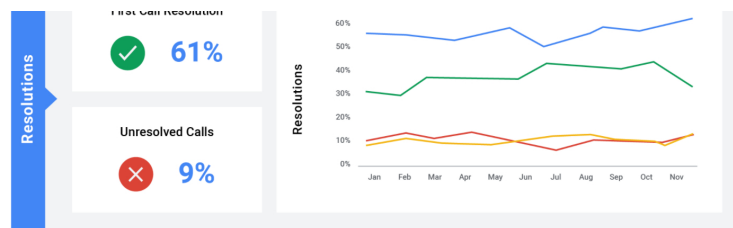
Analytical dashboards

Analytic dashboards contain a vast amount of data used by data analysts. ==These dashboards contain the details involved in the usage, analysis, and predictions made by data scientists.==

Certainly the most technical category, analytic dashboards are usually created and maintained by data science teams and rarely shared with upper management as they can be very difficult to understand. The analytic dashboard below focuses on metrics for a company's financial performance.
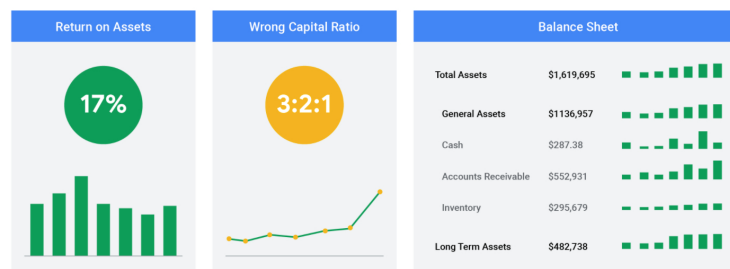
Reflection

Consider the different types of dashboards:

- How are the different types of dashboards similar to each other?
- In what ways do they differ?

Write 2-3 sentences (40-60 words) in response to each of these questions. Type your response in the text box below.

> What do you think?

Your answer cannot be more than 10000 characters.

2. Now that you have considered the different types of dashboards, think about the impact that dashboards can have on a company:

1 point

- What is an example of a data source a company might use with a dashboard?
- How would a company benefit from a dashboard that uses this data?
- What industries or businesses might benefit from using dashboards more than others?

Now, write 2-3 sentences (40-60 words) in response to each of these questions. Type your response in the text box below.

> What do you think?

Your answer cannot be more than 10000 characters.

3. Finally, think about the person you had your data conversation with in the last activity. Based on the notes you took during that conversation:

1 point

- Which types of dashboards would you recommend for your conversation partner's data needs?
- How would the dashboards you recommend help them better accomplish their goals?

Then, write 2-3 sentences (40-60 words) in response to each of these questions. Type your response in the text box below.

What do you think?

Your answer cannot be more than 10000 characters.

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