

Dive Deeper into Dashboards

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.

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:

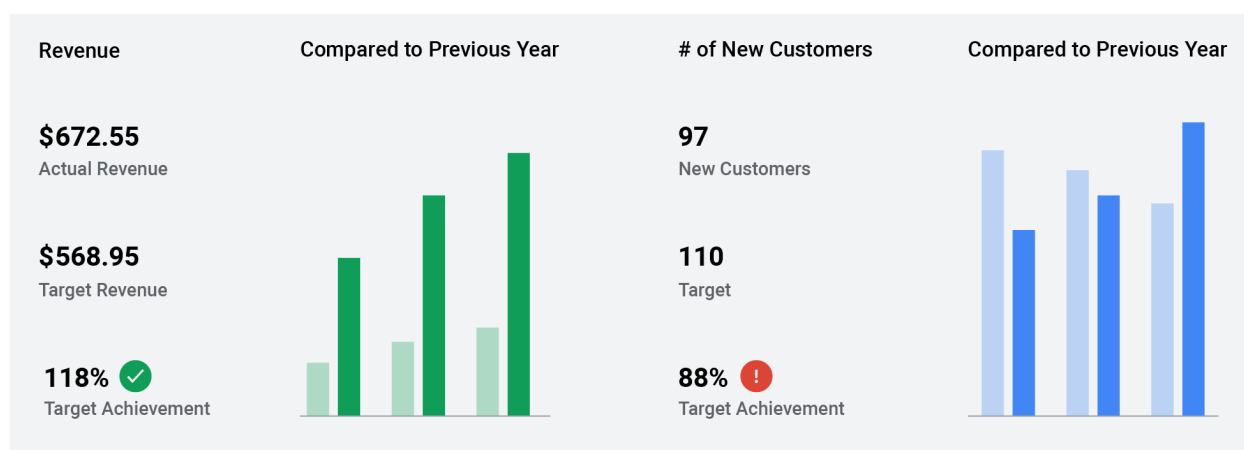
- **Strategic:** Focuses on *long term goals and strategies* at the highest level of metrics
- **Operational:** *Short-term* performance tracking and *intermediate* goals
- **Analytical:** Consists of datasets and the mathematics used in these sets

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 the 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

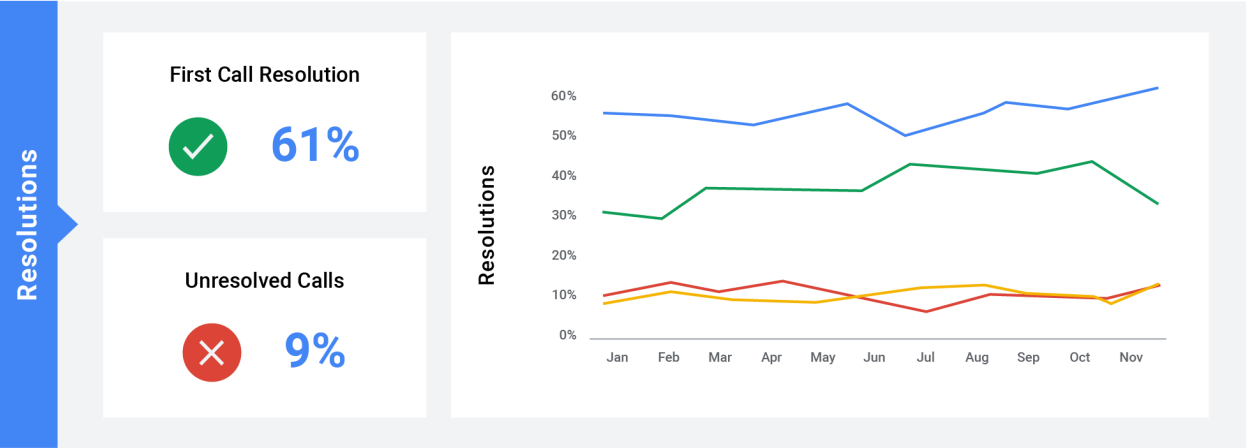


Operational Dashboards

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



Analytical Dashboards

Analytic dashboards contain a vast amount of data used by data analysts,. These dashboards contain the detailsinvolve3d 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 are 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.

Customer Service Team Dashboard

