[Visualization and Intelligence Delivery Capability](https://learn.wsu.edu/webapps/assignment/uploadAssignment?content_id=_3581613_1&course_id=_240449_1&group_id=&mode=view)

1. Read the articles Dashboards and Scorecards and What Gets Watched Gets Done: How Metrics Can Motivate posted under week 5’s readings and respond to the following questions (Max 50 words per question).
   1. What are the key distinguishing characteristics for dashboards and scorecards?
      * Dashboards exist at all levels of the organization and contain metrics. They do not require top management sponsorship and can monitor operational systems. Scoreboards include four different types of metrics (financial, customer, internal, business and innovation and learning). The linkage to one another enhances overall business strategies.
   2. What is the impact of real-time dashboards on operators' performance at 1-800-CONTACTS?
      * The impact of real-time dashboards was extremely helpful to the company. ‘What gets watched gets done’. Revenues increased $50,000 per month and call quality remained high. Also, the call center management attributed the increased sales revenue.
   3. Do the metrics or KPIs displayed on the 1-800-CONTACTS dashboards provide a balanced view of an operator’s performance? In other words, are the KPIs effective? Are these KPIs driving the right behavior?
      * KPIs are effective for the company because it creates a competitive environment. Looking at this from an outside perspective, I can see how the company can prosper from this environment. On the other hand, this also could be stressful as an agent always having to work under pressure of comparing themselves to their fellow employees.
   4. What do you make of the operator response to the 1-800-CONTACTS system? Are there any downsides to these kinds of systems that provide real-time performance information to the employees?
      * Agents can measure their performance and compare it to other agents. They also can see their job performance over time. I think that monitoring how employees are performing and encouraging competition between agents entices them to work harder. The employees who do not make the cut off shows who is more qualified for the job title.
2. Creating Advance Charts with Tableau.
   1. Using your group’s dataset, create any two tableau charts that you learned in Videos 3-8. Upload the Tableau file with your HW.
      * *Individual Assignment 5\_Tableau.twbx*