Data Visualization Project

Healthcare Data Dashboard: Optimizing Hospital Operations

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Date of Submission:

February 17, 2025

Academic year: 2024/2025

1 Introduction

In the modern healthcare sector, data-driven decision-making is crucial for optimizing hospital operations and improving patient care. This project focuses on developing a Healthcare Data Dashboard using Google Looker Studio, aiming to enhance hospital management and financial planning.

The dashboard provides key operational insights to hospital administrators and financial analysts, enabling them to monitor hospital admissions, analyze billing trends, and optimize resource allocation. The project is particularly aligned with the objectives of the French Ministry of Health (Ministère de la Santé et de la Prévention), which seeks to improve hospital efficiency, financial transparency, and patient flow management.

2 Dataset Description

2.1 Dataset Source

The dataset is obtained from Kaggle: Healthcare Dataset.

2.2 Dataset Overview

Each column provides specific information about the patient, their admission, and the healthcare services provided, making this dataset suitable for various data analysis and modeling tasks in the healthcare domain. Here's a brief explanation of each column in the dataset:

- **Name**: This column represents the name of the patient associated with the healthcare record.

- **Age**: The age of the patient at the time of admission, expressed in years.

- **Gender**: Indicates the gender of the patient, either "Male" or "Female."

- **Blood Type**: The patient's blood type, which can be one of the common blood types (e.g., "A+", "O-", etc.).

- **Medical Condition**: This column specifies the primary medical condition or diagnosis associated with the patient, such as "Diabetes," "Hypertension," "Asthma," and more.

- **Date of Admission**: The date on which the patient was admitted to the healthcare facility.

- **Doctor**: The name of the doctor responsible for the patient's care during their admission.

- **Hospital**: Identifies the healthcare facility or hospital where the patient was admitted.

- **Insurance Provider**: This column indicates the patient's insurance provider, which can be one of several options, including "Aetna," "Blue Cross," "Cigna," "UnitedHealthcare," and "Medicare."

- **Billing Amount**: The amount of money billed for the patient's healthcare services during their admission. This is expressed as a floating-point number.

- **Room Number**: The room number where the patient was accommodated during their admission.

- **Admission Type**: Specifies the type of admission, which can be "Emergency," "Elective," or "Urgent," reflecting the circumstances of the admission.

- **Discharge Date**: The date on which the patient was discharged from the healthcare facility, based on the admission date and a random number of days within a realistic range.

- **Medication**: Identifies a medication prescribed or administered to the patient during their admission. Examples include "Aspirin," "Ibuprofen," "Penicillin," "Paracetamol," and "Lipitor."

- **Test Results**: Describes the results of a medical test conducted during the patient's admission. Possible values include "Normal," "Abnormal," or "Inconclusive," indicating the outcome of the test.

3 Healthcare Dashboard: Optimizing Hospital Operations

3.1 The Situation: A National Healthcare Initiative

The **French Ministry of Health (Ministère de la Santé et de la Prévention)** has requested a data-driven dashboard to enhance hospital operations nationwide. This initiative focuses on:

- **Optimizing hospital capacity and admissions management.**

- **Enhancing financial planning and transparency in hospital billing.**

- **Improving patient flow and reducing congestion in critical areas.**

As data analysts, our role is to design a dashboard using Google Looker Studio that provides key operational insights for hospital administrators and financial analysts.

3.2 The Assignment

We need to create an explanatory dashboard that enables the Ministry of Health and hospital administrators to track key performance indicators (KPIs) and make data-driven decisions on:

- **Hospital admission trends** → Monitor patient inflow and medical conditions.

- **Billing and financial performance** → Analyze revenue trends and insurance coverage.

- **Resource allocation efficiency** → optimize operations and allocate resources in an effective way.

This dashboard will help decision-makers (hospital managers) identify **bottlenecks**, improve **service delivery**, and allocate **resources** efficiently.

4 Dashboard Objectives

- **Define the purpose**: Provide a structured overview of hospital operations, admissions, and billing.

- **Choose the right metrics**: Track KPIs such as admission trends, billing performance, and patient flow.

- **Present data effectively**: Use a mix of KPI cards, line charts, bar charts, tables, and pie charts.

- **Eliminate clutter**: Ensure the dashboard remains clean and user-friendly.

- **Use layout strategically**: Organize insights efficiently to highlight key trends.

- **Tell a clear story**: Narrate a cohesive analysis of hospital efficiency and financial health.

4.1 Dashboard Link

you can see the dashboard from this link Healthcare Dashboard.

4.2 Step 1: Define the Purpose

4.2.1 Who is Your Audience?

Hospital Administrators & Managers: Oversee hospital operations and ensure efficient resource allocation.

4.2.2 Business Goals & Objectives

Our dashboard is designed to help hospital administrators make data-driven decisions by focusing on key operational and financial metrics. Based on the selected charts, the main objectives include:

- **Monitor Hospital Admissions**: Track total admissions and analyze trends over time to anticipate demand and optimize resource allocation.

- **Analyze Medical Condition Trends**: Identify the most common medical conditions leading to hospitalization, enabling better preparedness and resource distribution.

- **Understand Admission Types Distribution**: Evaluate the proportion of emergency, scheduled, and other types of admissions to optimize patient flow and staffing.

- **Provide Detailed Billing Insights**: Offer a structured view of billing patterns over the past five years to assess revenue consistency and insurance impacts.

- **Support Strategic Decision-Making**: Ensure hospital administrators can use this data to enhance service efficiency, reduce costs, and improve patient care.

4.2.3 Key Business Questions Answered by the Dashboard

The dashboard is designed to provide insights into critical healthcare operations and financial performance by answering the following key questions:

- How have patient admissions changed over time?

- Which medical conditions contribute most to hospitalizations?

- What is the distribution of hospital admissions based on admission types (e.g., emergency vs. elective)?

- How has the average hospital billing amount evolved over different periods?

- What data-driven insights can improve hospital resource allocation and efficiency?

4.2.4 How Often Will the Dashboard Be Reviewed?

The dashboard will be reviewed **monthly** to ensure continuous improvements in:

- Hospital resource management : optimizing staffing and facility usage.

- Financial planning and forecasting : enhancing budgeting accuracy and sustainability.

- Decision-making processes : enabling proactive strategies for patient flow and service efficiency.

4.3 Step 2: Choose the Right Metrics

- **Hospital Admissions Monitoring**: Measure total admissions, month-over-month (MOM) admissions changes, and percentage changes to track trends over time. Utilize the Date of Admission field to analyze seasonal patterns.

- **Medical Condition Trends Analysis**: Track admissions by medical condition to determine the most prevalent diagnoses and allocate resources accordingly.

- **Admission Types Distribution**: Evaluate the proportion of admission types (Emergency, Elective, Urgent) to optimize staffing and patient flow.

- **Billing Insights and Financial Performance**: Analyze the average billing amount and a comprehensive billing summary to assess financial health and revenue trends.

- **Comprehensive Decision Support**: Integrate all key visualizations to enable data-driven strategic planning and hospital management.

4.4 Step 3: Present the data effectively

KPI Cards (Key Performance Indicators)

- **Total Admissions**: Measures the total number of hospital admissions, derived from the count of Date of Admission.

- **Average Billing Amount**: Calculates the mean of Billing Amount, providing insight into financial performance.

Bar Charts (Comparative Analysis)

- **Admissions by Medical Condition**: Displays the number of admissions per medical condition (X-axis: Medical Condition, Y-axis: Count of Admissions).

Line Charts (Trends Over Time)

- **Admissions Over Time**: Shows trends in hospital admissions over time (X-axis: Date of Admission, Y-axis: Count of Admissions).

Pie Charts (Proportional Analysis)

- **Admission Types Breakdown**: Represents the distribution of different admission types (Emergency, Elective, Urgent).

Tables (Detailed Financial and Patient Insights)

- **Billing Summary Table**: Displays structured financial data including Patient Name, Billing Amount, Insurance Provider, and Admission Type.

Histograms (Analyze Distribution)

- **Length of Stay Distribution**: Understanding the length of hospital stay for patients is critical for hospital resource planning, patient flow management, and financial assessment.

Purpose of Each Chart in the Study

Here's how each chart serves hospital administrators:

4.4.1 Admissions Section

Total Admissions (KPI Card)
Purpose: Provides a quick overview of the total number of hospitalizations.
Actionable Insight: Helps administrators assess patient influx and adjust hospital resources accordingly.

Weekly Admission Patterns (Line Chart)
Purpose: Analyze patient admissions by day of the week to identify patterns.

Actionable Insight: Determine the busiest weekdays for hospital admissions, helping optimize staff scheduling and resource allocation.

Admissions by Medical Condition (Bar Chart)

Purpose: Shows the most common reasons for hospitalization.

Actionable Insight: Helps in disease prevention efforts, specialization planning, and resource allocation.

Admission Types Breakdown (Pie Chart)

Purpose: Illustrates the distribution of emergency vs. scheduled admissions.

Actionable Insight: Supports decisions on whether to expand emergency services or scheduled procedures.

4.4.2 Billing Section

Average Billing Amount (KPI Card)

Purpose: Gives a snapshot of the hospital's financial health.

Actionable Insight: Helps in financial forecasting and pricing adjustments.

Billing Summary Table (Table - 5 years of data)

Purpose: Tracks annual billing trends across different categories.

Actionable Insight: Helps in financial planning, detecting underperformance, and evaluating policy impacts.

Length of Stay Distribution

Purpose: It can highlight variations in patient stay duration, helping administrators identify trends in long stays that may require additional intervention or optimization.

Actionable Insight: help in detecting inefficiencies in hospital discharge processes and predicting future bed occupancy rates.

4.5 STEP 4 : Eliminate clutter and noise

The goal of this step is to streamline the dashboard by removing unnecessary elements, ensuring that only essential information is displayed. By reducing visual noise, we enhance readability, improve user focus, and make data interpretation more efficient. This involves refining color schemes, optimizing chart designs, and other further steps to implement.

Healthcare Dashboard: Optimizing Hospital Operations

Region : *Paris*

MINISTÈRE
DE LA SANTÉ
ET DE LA PRÉVENTION
Liberté
Égalité
Fraternité
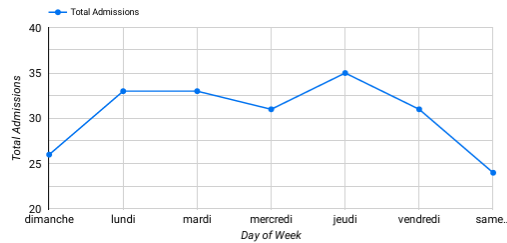
month of admission: 2024-05 (1) ▾

Total Admissions
213
⬆ 21,200.0% M-o-M

Billing Amount
25 499,05

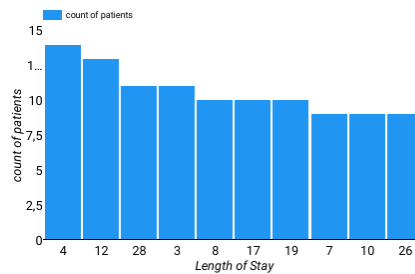**Weekly Admission Trends**

Admission Type Breakdown

- Emergency
- Urgent
- Elective
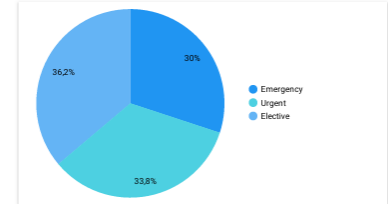
admissions by Medical Condition
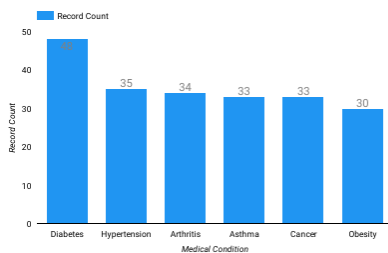
Length of Stay Distribution

Detailed Financial and Patient Insights

Medical Cond…	Admission Type / Billing Amount		
	Urgent	Emergency	Elective
Diabetes	32,1 k	24,6 k	23,1 k
Arthritis	24 k	33,5 k	22,1 k
Obesity	32,8 k	20,3 k	22,8 k
Asthma	26,6 k	28 k	21,7 k
Hypertension	24,1 k	22,9 k	27,9 k
Cancer	27,3 k	25,7 k	21,2 k

1. Improve Data Visualization

✓ **Enhance Pie Chart Readability**

- Replace high-contrast colors with a muted, professional palette to reduce visual strain.

- Ensure the proportions are clear and easy to interpret.

✓ **Refine Bar Charts & Line Graphs**

- Maintain consistent bar widths and spacing for better comparison.

- Remove unnecessary gridlines and labels to declutter the view.

2. Optimize Table Formatting

✓ **Use Conditional Formatting for Key Insights**

- Apply color coding green for low values, red for high) to highlight trends in financial and patient data.

- Ensure text is aligned properly and easy to read.

✓ **Simplify Column Headers**

- Use shorter, clear labels instead of long text descriptions.

4.5.1 STEP 5 : Use layout to focus attention

The goal of this step is to guide the viewer's focus to key insights by organizing the dashboard effectively, using whitespace effectively, and applying consistent formatting to highlight key insights without distractions.
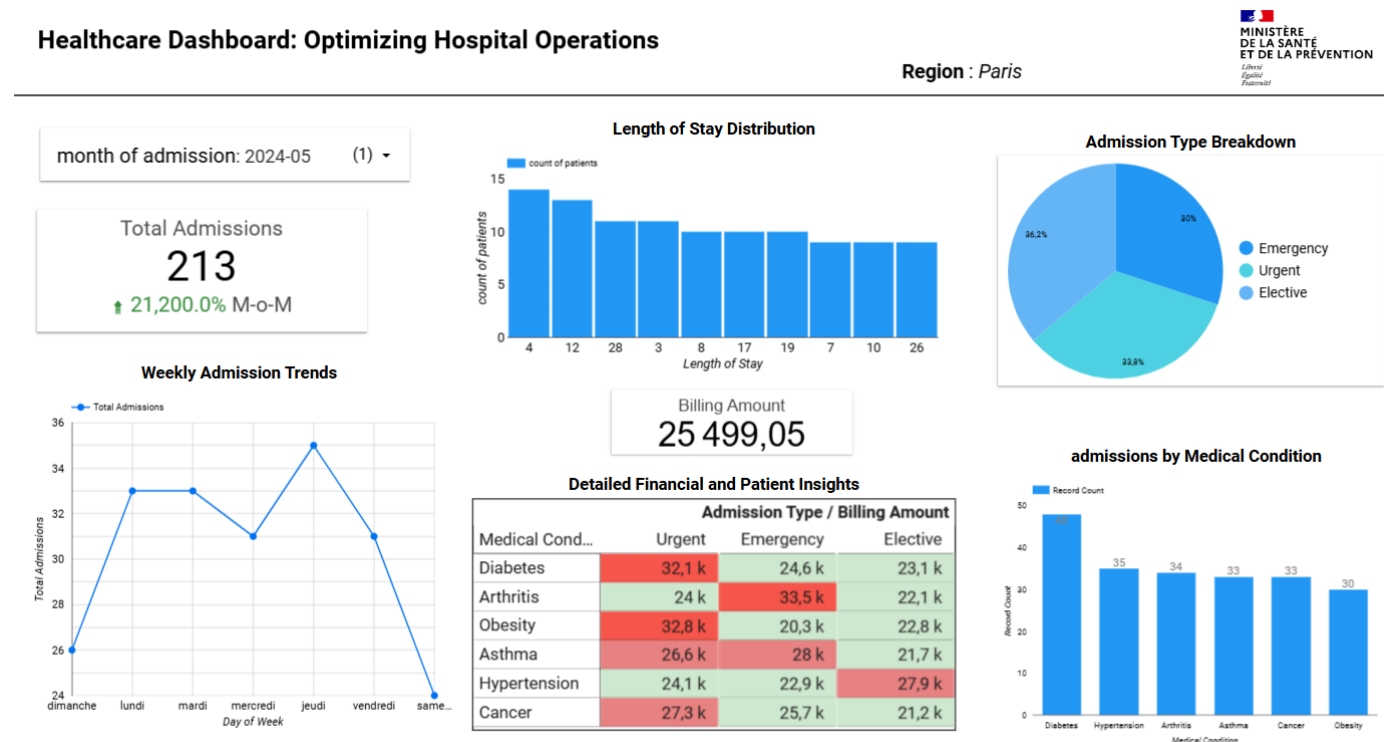
3. Improve Layout & Whitespace

✓ **Ensure Logical Flow**

- Place important KPIs (Total Admissions, Billing Amount) at the top for quick insights.

- Group related visualizations together (e.g., admission trends near medical conditions).

✓ **Use Whitespace Effectively**

- Avoid overcrowding charts.

- Ensure consistent spacing between elements.

4.6 STEP 6 : Tell a clear story

The goal of this step is to ensure that the data visualizations presented in the dashboard are not just informative but also easy to understand and actionable. A well-structured dashboard should lead the user through the data in a logical and intuitive flow, guiding them to insights without confusion.

Healthcare Dashboard: Optimizing Hospital Operations
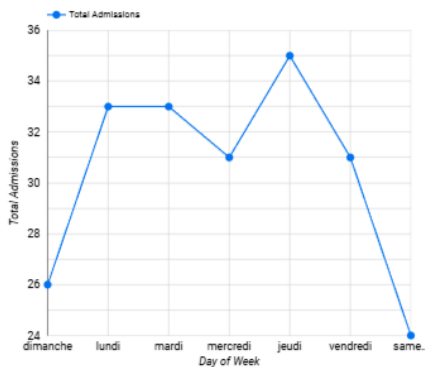
Region : Paris

month of admission : 2024-05 (1) ▾

This is the total number of **patients** admitted...

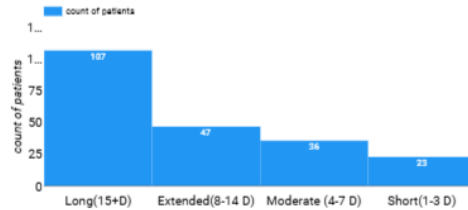**Total Admissions**
213

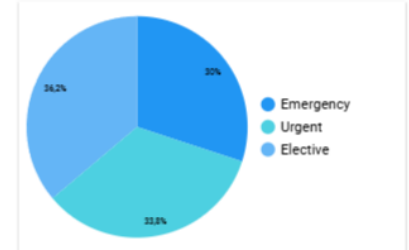....and the **daily** variations in **patient admissions**

Weekly Admission Trends

This is the spread of **hospital stay durations** which provides valuable insights into hospital capacity management.

Length of Stay Distribution

These are the **proportions of admissions**

Admission Type Breakdown

- Emergency
- Urgent
- Elective

This is the total revenue generated from **hospital admissions**

Billing Amount
25,499.05

Elective procedures have **lower billing** compared to emergency cases and Diabetes-related hospitalizations generate the **highest total revenue.**

... the most common **medical conditions** leading to hospitalization which help with hospital resource planning.

admissions by Medical Condition

Detailed Financial and Patient Insights

Medical Cond...	Admission Type / Billing Amount		
	Urgent	Emergency	Elective
Diabetes	32.1k	24.6k	23.1k
Arthritis	24k	33.5k	22.1 k
Obesity	32.8k	20.3k	22.8k
Asthma	26.6 k	28 k	21.7k
Hypertension	24.1k	22.9k	27.9k
Cancer	27.3k	25.7k	21.2k
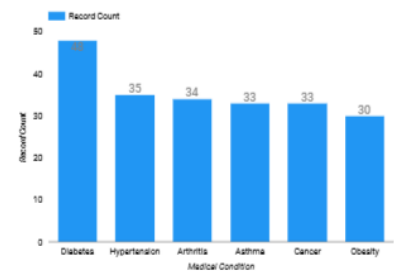
5 Introduction to Google Looker Studio

Google Looker Studio, formerly known as Google Data Studio, is a powerful business intelligence (BI) tool that enables users to create interactive and insightful dashboards. It is designed to help organizations visualize and analyze data from multiple sources in a seamless manner.

Looker Studio offers an intuitive drag-and-drop interface that allows users to create professional dashboards without the need for extensive coding knowledge. It supports real-time data updates and provides seamless integration with various Google and third-party data sources, making it a preferred choice for data-driven decision-making.

For this project, Google Looker Studio was chosen due to its ability to provide:

- A user-friendly interface for designing dashboards efficiently.

- Real-time synchronization with multiple data sources.

- A cost-effective solution with powerful data visualization capabilities.

- The ability to share and collaborate with team members easily.

6 Why We Chose Google Looker Studio

The decision to use Google Looker Studio for this project was based on several key advantages that it offers:

6.1 Ease of Use

Google Looker Studio provides a highly intuitive interface that allows users to build dashboards with a simple drag-and-drop functionality. Unlike other BI tools that require advanced programming knowledge, Looker Studio enables users to create compelling visualizations with minimal effort. The user-friendly environment ensures that both beginners and experts can efficiently develop interactive reports.

6.2 Data Integration

One of the most significant advantages of Looker Studio is its ability to connect with various data sources. It supports seamless integration with:

- **Google Services**: Google Sheets, Google Analytics, Google BigQuery, Google Ads, and more.

- **Databases**: SQL databases, MySQL, PostgreSQL, and other relational databases.

- **Third-Party Data Connectors**: APIs, social media platforms, and cloud storage services.

This flexibility allows users to consolidate data from multiple platforms into a single, unified dashboard.

6.3 Customization

Looker Studio offers extensive customization features, allowing users to modify charts, graphs, and reports according to specific business needs. Some of the key customization options include:

- Custom color palettes and themes for branding consistency.

- A wide range of chart types, including bar charts, pie charts, time series, heatmaps, and tables.

- The ability to create calculated fields for advanced data analysis.

- Conditional formatting to highlight critical insights dynamically.

6.4 Collaboration

Collaboration is a vital feature of Google Looker Studio. Users can share dashboards and reports with team members by granting different levels of access, such as view-only or edit permissions. This enables teams to work together on the same dashboard in real time, ensuring data accuracy and improving decision-making efficiency.

6.5   Real-Time Data Updates

Unlike static reports, Google Looker Studio provides real-time data updates from connected sources. This ensures that users always have access to the most recent data, which is crucial for making timely business decisions. Dashboards automatically refresh data at regular intervals, eliminating the need for manual updates.

6.6   Cost-Effective Solution

One of the biggest advantages of Looker Studio is that it is completely free to use. Unlike other premium BI tools that require expensive licenses, Looker Studio provides powerful visualization and reporting features without any additional cost. This makes it an ideal solution for businesses and teams looking for a budget-friendly yet effective data analysis tool.

Pros of Looker Studio:

- Small and medium businesses looking for a **free, user-friendly** BI tool.
- Users who rely on **Google products** (Sheets, BigQuery, Ads, Analytics, etc.).
- Teams that need **real-time collaboration and cloud-based dashboards**.

Cons for Looker Studio:

- Organizations requiring **advanced analytics, AI/ML, or deep statistical analysis**.
- Companies dealing with **large-scale enterprise data and high-performance processing**.
- Users who need **highly customized, intricate visualizations**.

Conclusion

In conclusion, our project successfully utilized **Google Looker Studio** to create an interactive and user-friendly dashboard for tracking hospital admissions and billing data. By focusing on key metrics like **Total Admissions** and **Billing Amount**, and employing effective visualizations such as pie charts, line graphs, etc, the dashboard provides actionable insights into hospital performance. The use of clean design, real-time data integration, and intuitive layout ensures that the dashboard remains easy to interpret and navigate, enabling decision-makers to efficiently assess trends and make informed choices. Despite some limitations, such as performance with large datasets, Google Looker Studio proved to be a powerful and cost-effective tool for this project, offering a comprehensive solution for monitoring and analyzing hospital data.