DASHBOARD FINAL GUIDELINES

What is a Dashboard?

For the course, a "Dashboard" is a visual display of data used to monitor conditions and/or facilitate understanding1. Within organizations, dashboards provide an "at-a-glance" views of key performance indicators (KPIs) relevant to a particular organization/business objective or process.

Objective –

The objective of this project is to develop and expand your knowledge about "Dashboards". Dashboards are used extensively in digital enterprises. This project also provides you the opportunity to develop a more in-depth understanding of an organization's business model, performance and strategy through the development and tracking of KPIs to better understand the organization's performance.

In this dashboard final project you will be using a set of data to construct a dashboard to provide needful information to make decisions. There are two elements to this project: (1) the dashboard and (2) the attached written report. The idea is to build an information system that will allow for decision makers to make the needed decision as quickly and accurately as possible.

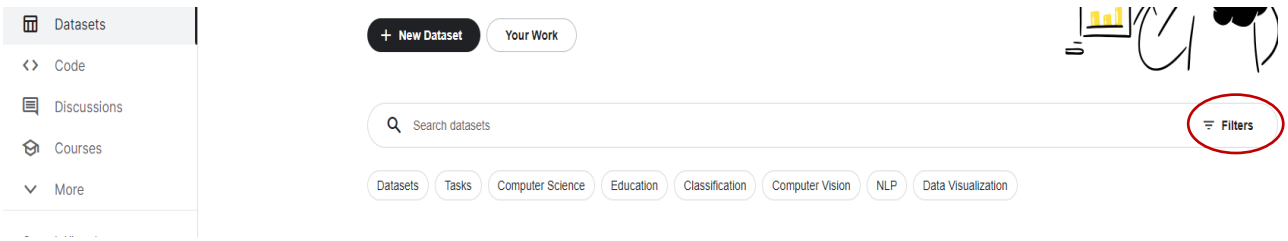
What is a KPI?

1. A KPI is a measurable value that demonstrates how effectively an organization is achieving key objectives. Organizations use KPIs to evaluate their success at reaching targets. Different organizations will select different KPIs depending on the industry and what is considered important to track. Each department within an organization will use some different KPI to measure success based on their specific goals and targets.
2. A KPI may be broken down into four elements:
    a. Data Source(s): The location is where the information will be coming from. For example: a database or a report such as a SEC 10-Q filing. (SEC is the U.S. Securities and Exchange Commission – website: www.sec.gov)
    b. Granularity: The amount of time between reported data and related attributes
    c. Calculation: The mathematical operation required to calculate the KPI
    d. Variance: The amount the KPI changes during the time period and how it is calculated.

Datasets:

To get your data set go to www.kaggle.com sign in or sign up [free account]. On the left hand side of the page you will see datasets.

The only requirement is that the data size can be no smaller than 15mb. You do this by setting the parameters in the search box click on "Filters":



A new box will open and specify 15mb as minimum and select CSV as file type. You can optionally select your desired dataset industry or browse the listed datasets and then click apply.

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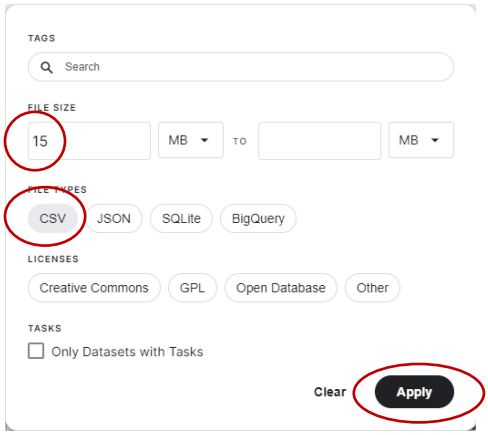

Dashboards will be built in MS Excel"

1. 6 to 8 Charts
    a. Ensure you are getting Data Saturation
    b. Connected Drill-down automation
2. Data for right type of chart
    a. Consider searching for data types and their chart type.
3. Pivot tables with slicers will be needed

MAJOR Deductions will be given for the use of:

Pie, Donut, or Spaghetti Charts

Data Report will be provided in a MS Word Document Consider the following:

1. What industry is your data in and how is it useful.
    a. Using the Kaggle description is a good source to help in this section
2. Problem or questions to be answered
    a. Consider data and develop questions or problems to be solved.
3. Derived Solutions
    a. The solutions will come from your analysis of the data
    b. Can you dashboard drive decisions to a solution?
4. Determined KPIs
    a. What indicators are viable to the decision making process
5. Data support
    a. Was the dataset you have complete, would you need something else?
6. Business Decisions
    a. What decisions can be made from your dataset