

(Approximate time: 15 to 25+ hours)

Identify the organization/business you will develop and track as a dashboard for the semester.

Submit a paper/outline that include:

**1. Title Page with following Contents:**

- Your name
- Class and section
- Date
- Name of dataset
- Industry

**2. Organization's Background including Mission/Vision**

**3. Reason you selected the dataset**

**4. For each KPI [Need 6 to 8 KPIs] explain each of the following in bulleted-list format:**

- Objective (What is the reason you selected the KPI?)
- Logic of the underlying measure
  - Why is this being measure?
- Performance Measure (What is the measurement based on?)
- Data element for the information (Where will raw data for the KPI come from?)
  - What elements from your data are you using?
  - KPIs must be developed from information with at least two data points are being measured and calculated to determine the KPI value.
- Explain the relationship to the firm's goals and/or strategic objectives

**5. Reference page**

- Dataset Reference
- References to support Paper Contents
- Although this is not a research paper, this page will list where you will retrieve the data about the organization you will be using for the dashboard (APA format).

**6. Raw Dataset Chosen**

- [Separate Submission in MS Excel]