

## **Business Intelligence – Story telling**

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#### **Dashboard 1:**

Story telling for this dashboard will be based on author-driven story telling because it is narrative and authoritative and is a best-fit for this scenario because I don't have real time audience at this moment.

The given dashboard is designed to answer the problem, 'What is the consumption of smarthome system's energy in XYZ home?' Therefore, this dashboard displays insights about the energy usage of home automation system in a house over a period of time. The first area graph of 'total consumption' represents that approx. 1600kWh of smart home system's energy has been consumed by a house. Breakdown of this total consumption has been presented in the pie chart labelled as 'Consumption by room', this graph provides a consumption of energy in the form of percentages w.r.t. each room of the house such that the largest amount of energy has been consumed by living room i.e. 32%; whereas, the remaining areas of the house consume energy within the range of 8 to 20%.

The top-right corner of the dashboard represents the equipments and areas that are being operated by the smart home system. But the icons that are highlighted with neon light in the dashboard represents the areas and equipments that are being under the control of smart home system at that particular time when the real-time data was collected.

The progress bar diagram has been customized to represent the heat settings of 24 degree Celsius in following areas of the house: Living room, Oliver's bedroom, Emily's bedroom and Kitchen, and these areas are highlighted with green in the diagram.

#### **Dashboard 2:**

As mentioned above, story telling for this dashboard will also be based on author-driven story telling because it is narrative and authoritative and is a best-fit for this scenario because I don't have real time audience at this moment.

The given dashboard is designed to provide insights about the financial position of a company over a period of one year. For this purpose, the first scorecard of 'Total Accounts Recievable' represents the company's money due on customers and it is approx. \$6,621,280; whereas, second scorecard of 'Total Accounts payable' which is equal to \$1,630,270 represents the liabilities on the company and it must be paid within the time period given by each supplier.

Another scorecard labelled as 'Equity Ratio' represents the percentage of company's assets that were financed by investors and it equals to 75.38%; whereas, the last scorecard of 'Debt Equity' represents the relative contribution of the creditors and shareholders in the capital employed in business and it equals to 1.10% which can be considered as good indication because companies whose debt equity is 1 or less are considered as less risky and for our company it is 1.10% which is approx. equal to 1.

The bar graph labelled as 'Total Accounts Receivable and Payable Aging' represents the comparison between the two attributes and it shows that for all current and upcoming days, the total number of accounts receivables is much more than accounts payable that are due on the company. Hence, it can be said with confidence that company's financial position in terms of its liabilities is pretty good.

The scorecards below are gauge meters which show some of the major attributes of the company's financial status such as current ratio, the monthly inventory, outstanding and payable sales.

The line graph 'Net working capital vs gross working capital' shows that gross working capital of a company is greater than net working capital for most of the months, and both gross working capital and net working capital are maximum in the month of August. Furthermore, the stacked bar graph labelled as 'Profit and Loss Summary' represents Sales, COGS and OE of the company throughout the year. The blue & red bars next to each stacked bar shows the profit and loss, respectively such that company faced loss in the starting of the year and then recovered by making an increased amount of profits in the months that followed after June as shown that the maximum number of profit i.e. approx. 500K was earned in the month of december which is represented by the blue bar directed in the upward direction. And this statement is supported by the current ratio gauge meter i.e. 1.86% which represents the company's ability to pay all of its liquidities in an year.