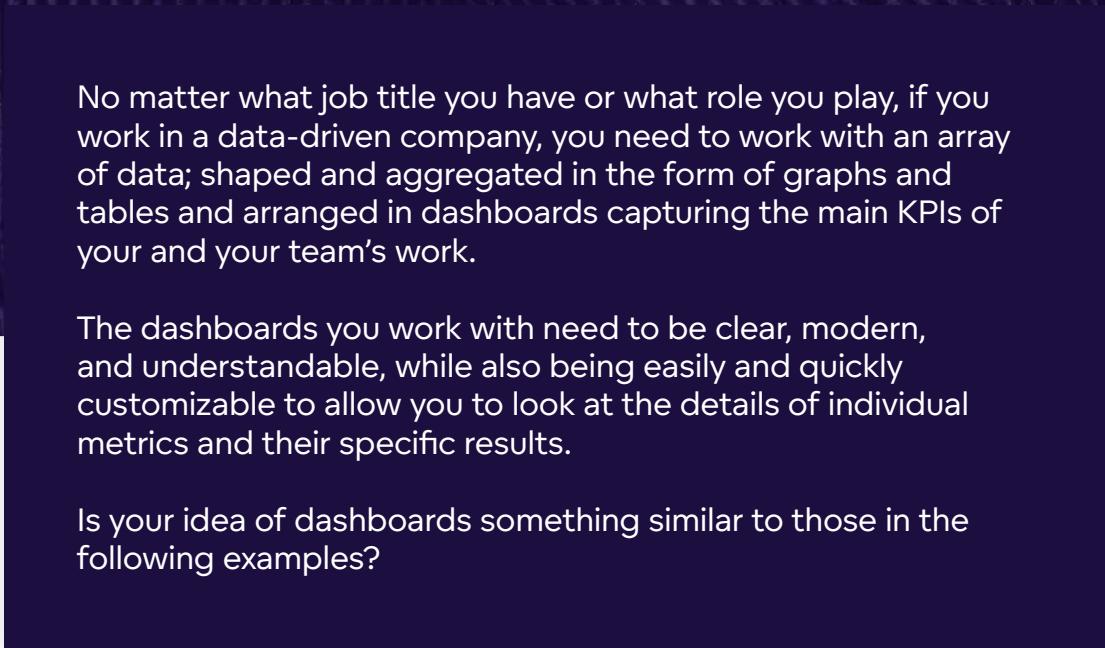


Inspiration:

Dashboards for a Data-Driven Organization





No matter what job title you have or what role you play, if you work in a data-driven company, you need to work with an array of data; shaped and aggregated in the form of graphs and tables and arranged in dashboards capturing the main KPIs of your and your team's work.

The dashboards you work with need to be clear, modern, and understandable, while also being easily and quickly customizable to allow you to look at the details of individual metrics and their specific results.

Is your idea of dashboards something similar to those in the following examples?

Overall Sales Performance

[Download PDF](#)

Time Period: Monthly

REVENUE
\$12,672

↑ 3.2% Prev. period

TARGET
\$17,000

↑ 3.2% Prev. period

VARIANCE
\$4,328

↓ 0.1% Prev. period

MARGIN
32%

↑ 1.2% Prev. period

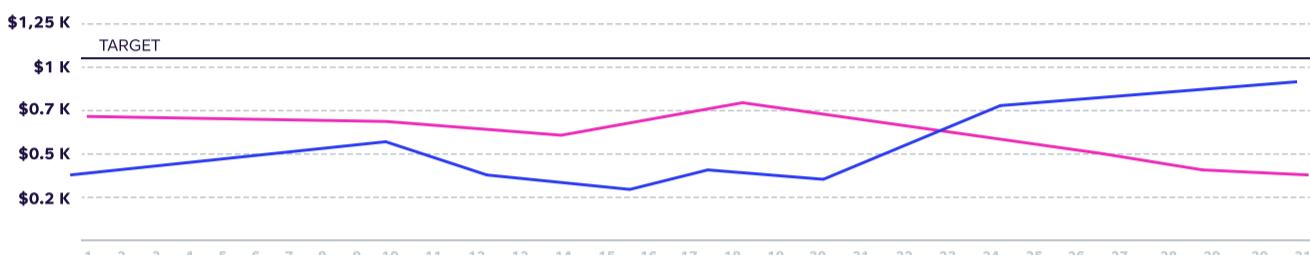
AVG. ORDER VALUE
\$67

↓ 4.3% Prev. period

Revenue Over Time

Current Period

Previous Period



Customer Overview

[See More](#)
MOST PROFITABLE CUSTOMER


Gender	Female	City	San Francisco
Age	35	State	California
Income	\$150,000	Loyalty	Yes

LOYALTY
30%

↑ 3.2%

CPA
\$3.4

↓ 1.2%

REPURCHASE IN THE LAST 3 MONTHS
35%

↑ 3.7%

Top-Sellers

SUB-CATEGORIES

Name	# of Items
Sneakers	2,675
Maxi Dresses	1,245
Jeans	976
Sports Jackets	897
Winter Jackets	760
Shorts	357
High Heels	237

BRANDS

Name	# of Items
Adidas	2,345
Mango	1,365
Patagonia	1,001
Bershka	968
Desigual	854
Marks & Spencer	458
Timberland	287

Revenue Over Time

"DAYS ON HAND"

54%

↑ 3.2%



Channels

IN STORE
36%
of revenue

REVENUE **▲ 3.2%** **\$4,367**
TARGET **▲ 0.0%** **\$6,000**
VARIANCE **▼ 1.3%** **\$1,633**
MARGIN **▲ 2.7%** **42%**
AVG. ORDER VALUE **▲ 2.1%** **\$54**
ONLINE
64%
of revenue

REVENUE **▲ 1.3%** **\$8,072**
TARGET **▲ 0.0%** **\$10,000**
VARIANCE **▼ 1.6%** **\$1,928**
MARGIN **▲ 0.2%** **24%**
AVG. ORDER VALUE **▲ 1.1%** **\$76**
IN STORE VS. ONLINE

 Select KPI: **AVG. ORDER VALUE** ▾


Overview

Sales

Customers

Store Overview

Customer Overview

Download PDF

Time Period: Monthly ▾

GENDER



32%



68%

LOYALTY

30%

↑ 3.2%

ACTIVE ACCOUNTS

62%

↓ 0.8%

NEW ACCOUNTS

345

↑ 1.2%

CHURN RATE

12%

↓ 0.2%

AVG. NUMBER OF ITEMS

2.6

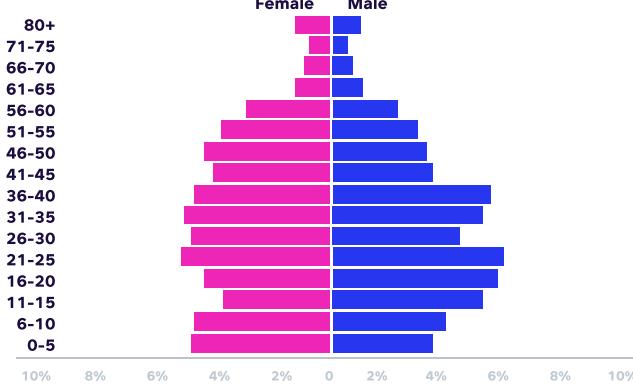
↑ 1.2%

REPURCHASE IN THE LAST 3 MONTHS

35%

↑ 3.7%

AGE



MOST PROFITABLE CUSTOMER



Gender Female

City San Francisco

Age 35

State California

Income \$150,000

Loyalty Yes

AVE. LIFETIME CUSTOMER VALUE

\$356

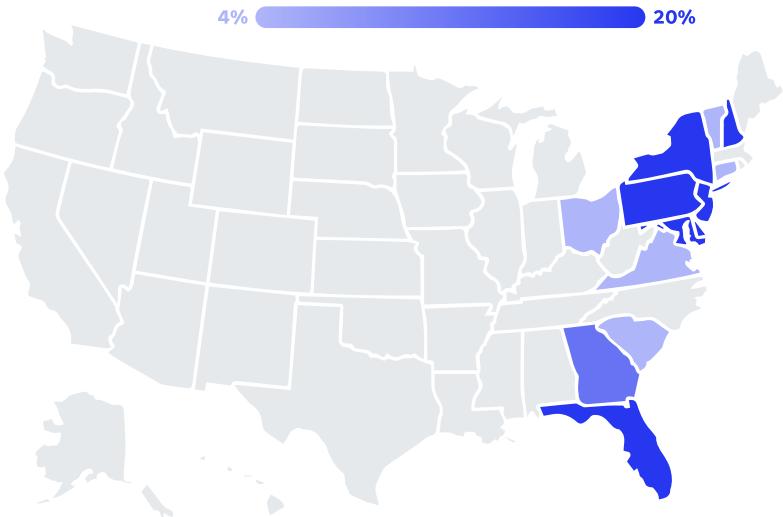
↑ 0.1%

Locations

See More

Select KPI: CHURN RATE ▾

STATE ▾	ACTIVE ▾	CHURN ▾	AVG.# OF ITEMS ▾
New York	25%	14%	5
Vermont	51%	12%	5
New Hampshire	6%	3%	4
Pennsylvania	16%	10%	3
Ohio	33%	5%	2
Virginia	34%	8%	2
North Carolina	62%	7%	2
Alabama	45%	10%	1
Georgia	55%	4%	1
Florida	32%	16%	1



Online Behavior

AVG. TIME SPEND

2:13

↑ 3.2%

VISITORS FROM CAMPAIGN

54%

↑ 2.1%

ABANDON CART

73%

↑ 0.7%

RETURNING VISITORS

25%

↓ 2.4%

Overview

Sales

Customers

Store Overview

Revenue by Categories

Download PDF

Time Period: Monthly ▾

REVENUE

\$12,672

↑ 3.2% Prev. period

SHOES

\$3,584
↑ 1.0%

SHIRTS AND TOPS

\$2,471
↓ 2.4%

BOTTOMS

\$1,932
↑ 0.8%

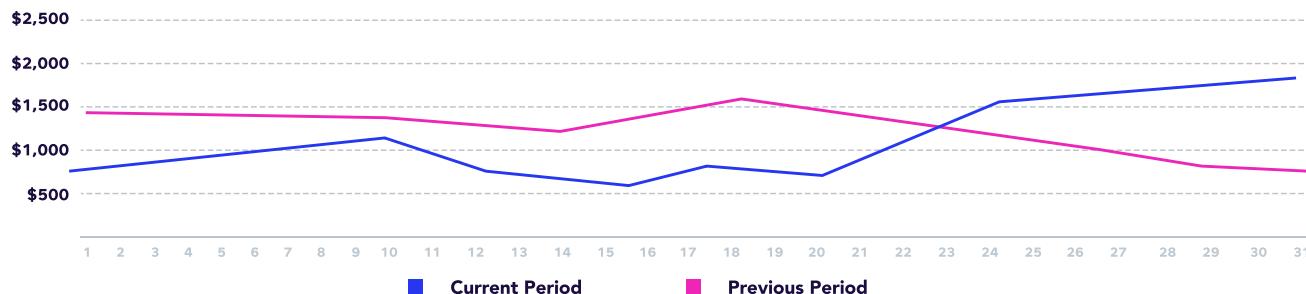
DRESSES AND SKIRTS

\$2,487
↓ 4.1%

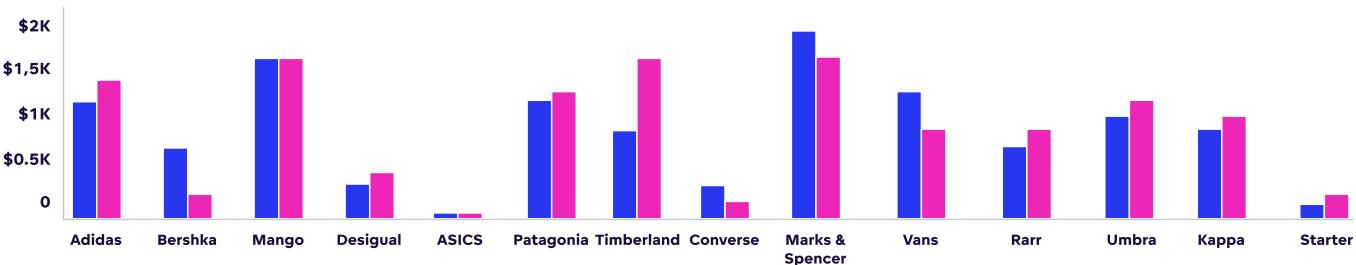
JACKETS

\$2,207
↑ 1.7%

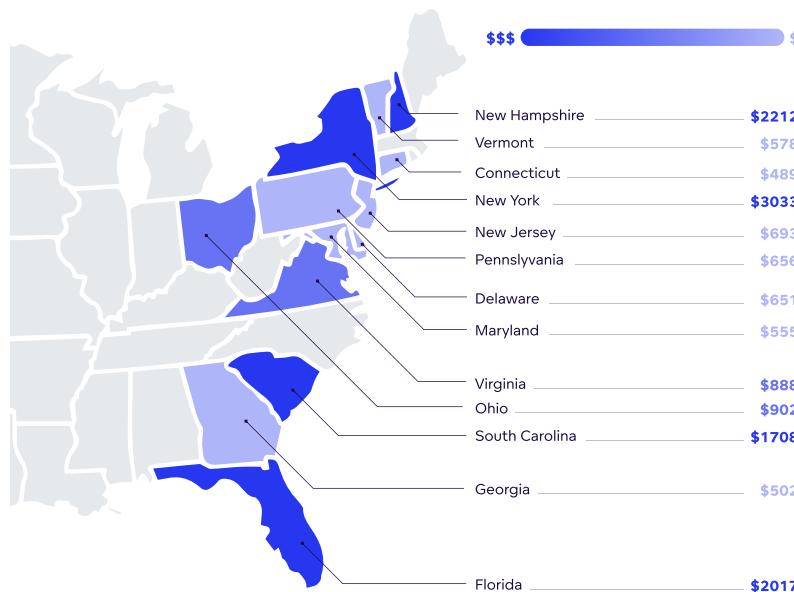
Revenue by Category

Select Category: **SHOES** ▾

Revenue by Brands



Revenue by Geo



Revenue by State

State: **NEW YORK** ▾

STORE ▾	REVENUE ▾
Online	\$1,298
76 9th Ave, New York	\$628
1590 2nd Ave, New York	\$522
881 Pelham Parkway, New York	\$399
401 Harrison, Syracuse	\$186

Store Overview

Download PDF

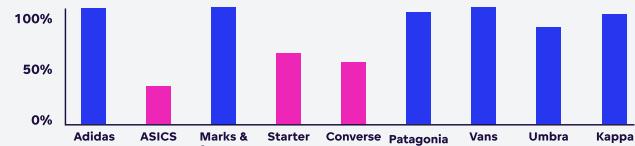
Location: New York

Time Period: Monthly

Recommendations

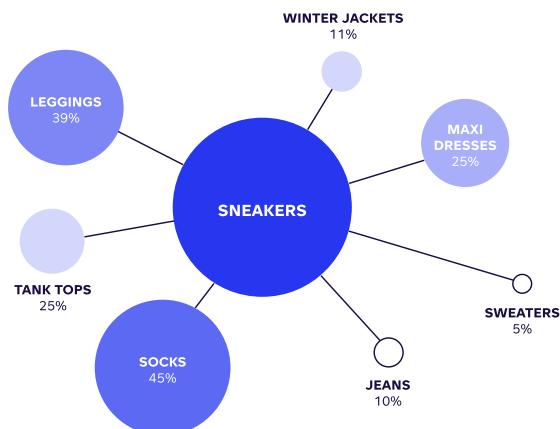
MISSING TARGET

Based on prediction model there is a high probability that brands **ASICS**, **Starter** and **Converse** aren't going to reach their sales targets this month.

[Send Alert](#)

Category Affinity & Basket Analysis

Category: SNEAKERS ▾



Top Selling Categories



Sub-Category: SNEAKERS ▾

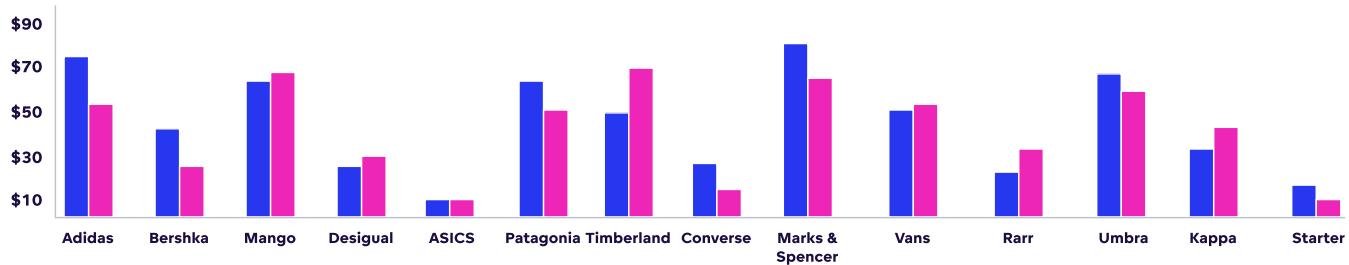
Name	# of Items
Designer Sneakers	1069
Classic Sneakers	520
Slip-On Sneakers	407
City Sneakers	312
Canvas Sneakers	281
Leather Sneakers	86

Brands

AVG. ORDER VALUE

Select Store: 76 9TH AVE, NEW YORK ▾

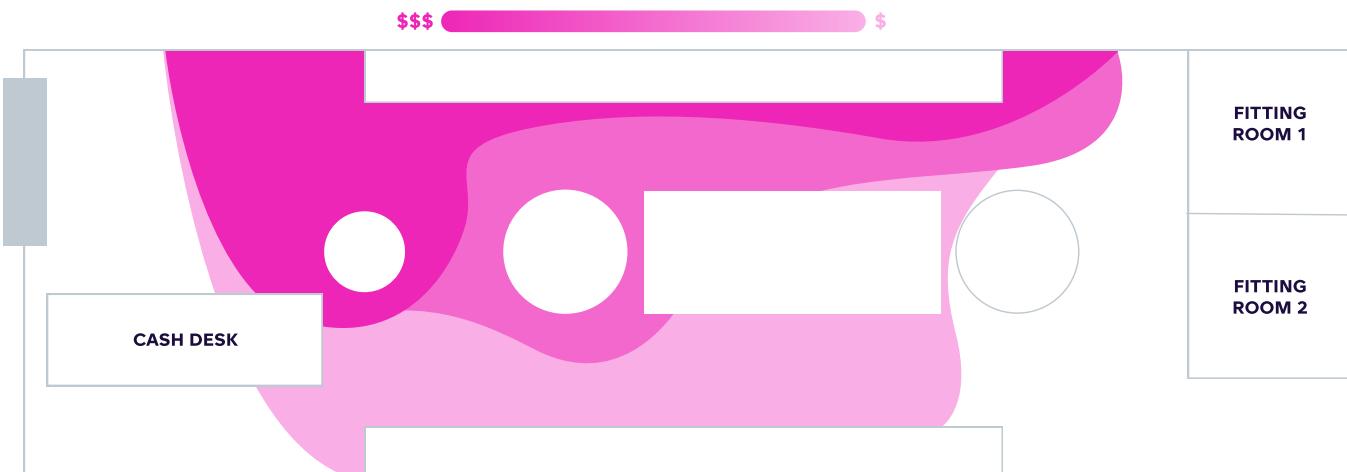
Select KPI: AVG. ORDER VALUE ▾



Indoor Mapping

Select KPI: REVENUE ▾

Select Store: 76 9TH AVE, NEW YORK ▾



Scalable Analytics

If so, then you should know that there is another essential criterion that affects whether the analytical solution will be suitable for the entire company and at the same time sustainable in the long run; and that is its scalability.

Regardless of how many end users of analytics you will have in the future or by how much the volume of data or the number of data sources will increase, an easily-scalable solution with a composable architecture will be able to adapt to the specific needs of your business no matter the circumstance.

So on a company-wide level, it is not only about dashboards, but also about choosing a sustainable analytics solution for your company.

Sustainable scalability, one could say, is when the solution has the ability to flexibly scale in line with user numbers and data quantity without sacrificing the flow of real-time data to your dashboards, your ROI, and the agility of your IT department.

When looked at from the other side of things, a solution that lacks this crucial capability is likely to leave your organization with:

- Lackluster IT processes that struggle to efficiently scale analytics to new teams and stakeholders
- Significantly higher analytics costs per user/dashboard/team
- Fragmented data and user management — much like in the case of having analytics tools scattered across departments and business units
- Potentially increased privacy and security risks

**Would you like to learn more?
Continue reading.**

Proceed to our "[Best practices for launching BI & analytics](#)" advanced guide to discover other aspects.

**Not keen on in-depth reading?
Alternative: Simply talk to us.**

Our experts will tell you more about all of the aspects to consider in your search for an analytics solution and demonstrate how the GoodData platform resolves them. It's commitment-free. Simply [go to the website](#) and request a demo call.

Who is GoodData?

GoodData powers modern BI for the modern data stack. GoodData's composable data and analytics platform provides a single source of truth across organizations and to their customers. To this day, GoodData has helped more than 140,000 of the world's top businesses deliver on their analytics goals and scale their data use cases — from self-service and embeddable analytics, to machine learning and IoT.

GoodData has teams in the U.S., Europe, and Asia, with customers including leading software companies (SaaS), global financial and payment institutions, and multi-brand e-commerce platforms.



The GoodData Advantage

Business

1. One platform for all: internal teams, client companies, external partners
2. Self-service analytics for all business managers
3. Your own branding
4. Predictable pricing to suit your business, no pay-per-user
5. The highest data privacy and security certifications

Technical

1. Automated scaling to different departments and companies
2. Embedded dashboards in your application or software product
3. Streamlined multi-tenant change management
4. Abundant data-source options
5. Fully hosted or deployed as a container in your private or public cloud (on-premises)