



Business Intelligence Dashboard Types

Executives

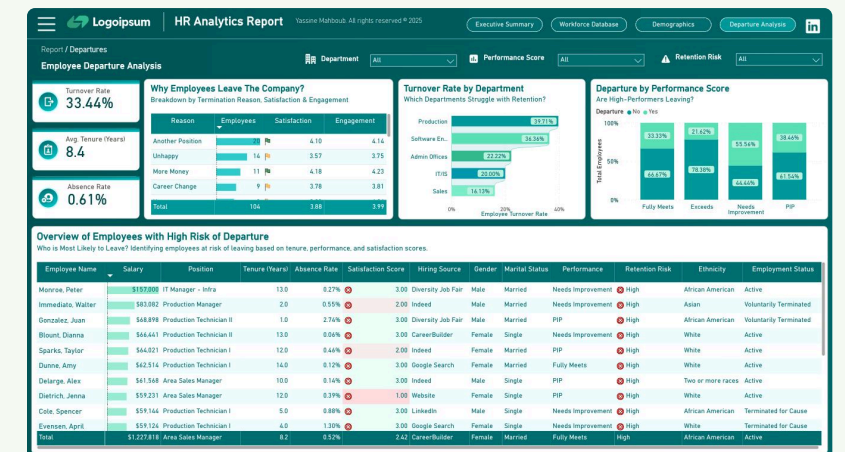
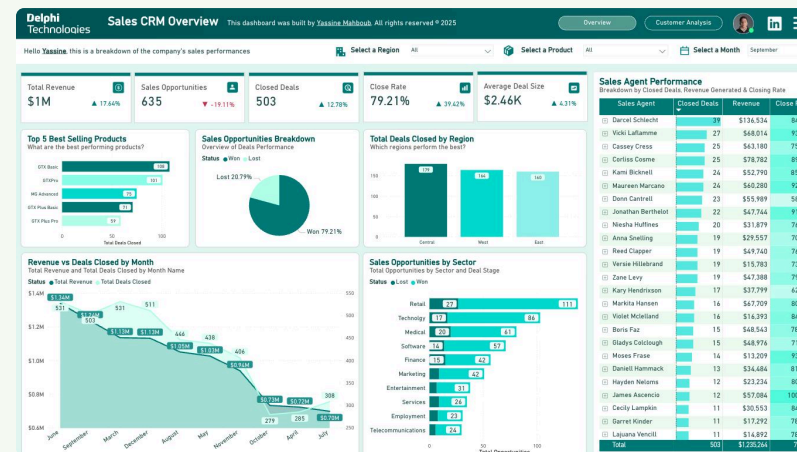
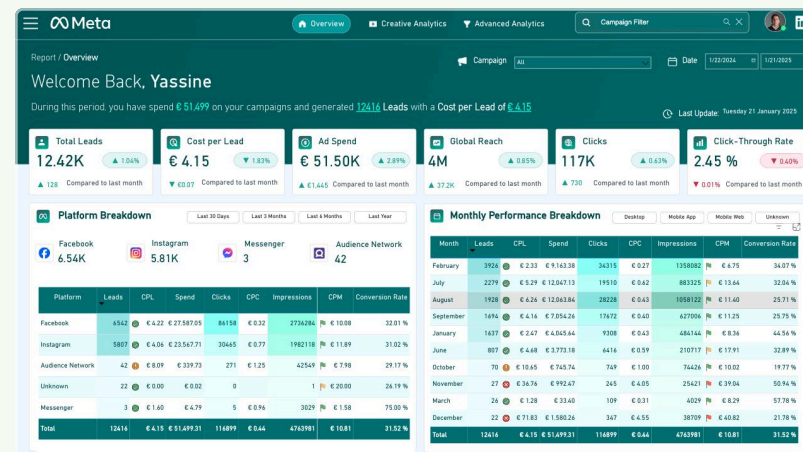
Analytical

Operational



Build Strategically

Each type serves a specific purpose depending on the audience and goals.



Primary Goal

Track strategic performance & business health

Explore trends, identify patterns, root cause analysis

Monitor operations & trigger fast actions

Typical Users

Executives, board members, senior leadership

Business analysts, data scientists, domain experts

Operations teams, frontline staff, supervisors

Decision Type

Long-term & strategic

Mid-term, data-informed

Immediate, tactical

Time Horizon

Monthly to quarterly performance

Weeks to years of historical data

Real-time to daily

Update Frequency

Daily to weekly

On-demand or periodic

Real-time or near-real-time

Data Granularity

Aggregated KPIs

Granular, detailed data with drill-down capabilities

Real-time metrics, individual transactions

Interactivity Level

Low to medium (summaries, filters)

High (filters, segments, slicers, custom queries)

Very high (live updates, alerts, quick filters)

Insights Delivered

Strategic progress, high-level KPIs

Why things happened, what may happen

What's happening now, what action is needed



Yassine Mahboub

Follow for more Data & Business Intelligence Insights

REPOST