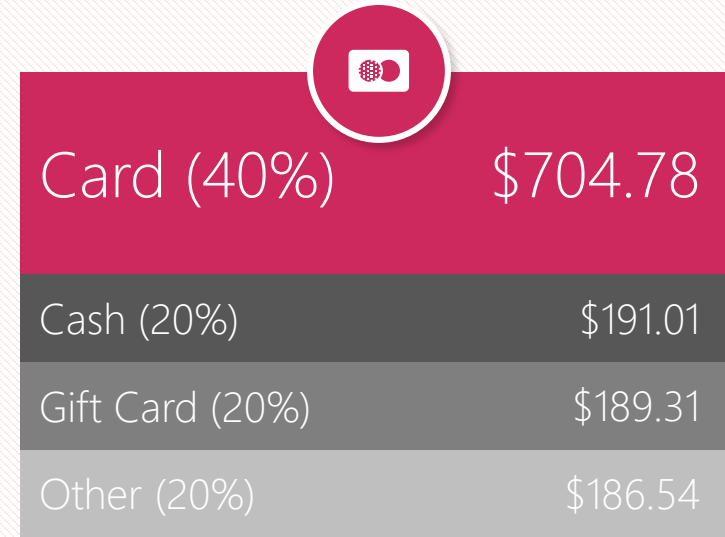
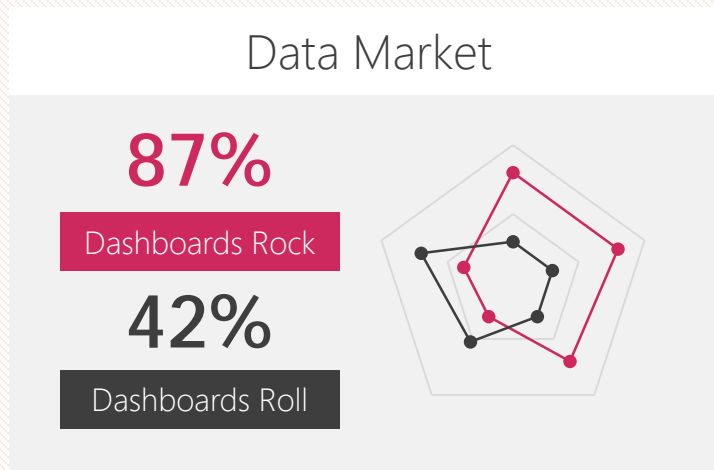
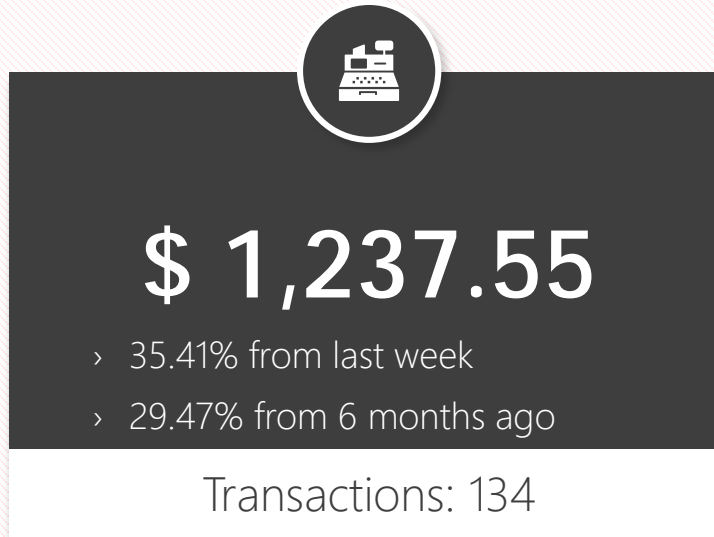
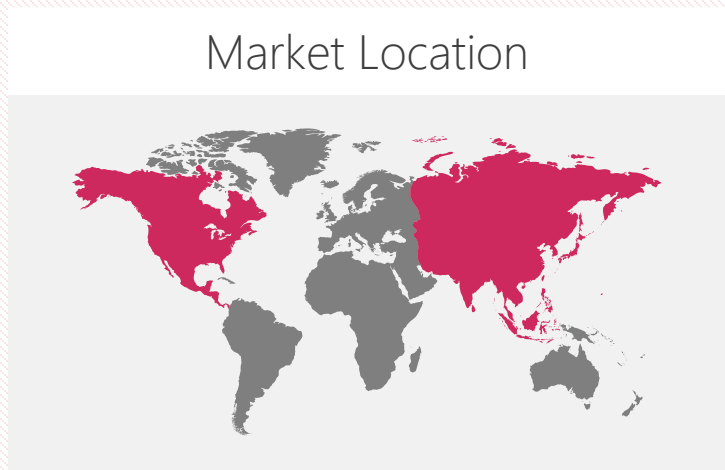
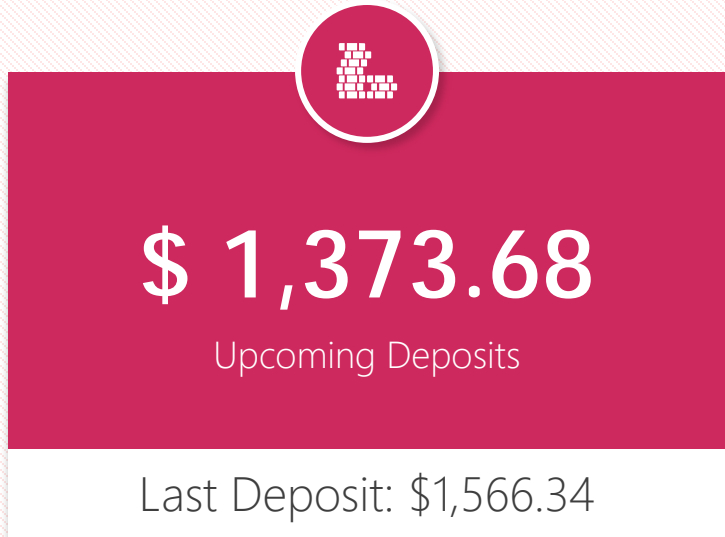


DASHBOARDS

1



OUTLINE

- Purpose of Dashboards
- Dashboard Best Practices
- Data to Information
- Dashboard Pitfalls
- Demonstration

WHY HAVE THEM

3

- Data visualizations are key to open communication
- Dashboards create context

- Visualize KPIs and other strategic data
- Minimize potential for misleading visualizations presented alone
- Help data team members collaborate

Deposits

- Quick to digest
- Practical
- Actionable
- Hides detailed data from unauthorized users

Key Performance Indicators (KPI) = quantifiable measurements, agreed to beforehand, that reflect the critical success factors of an organization

BEST PRACTICES

- Answer important questions about business
- Collection of related visualizations
- Updated regularly/ frequently
- Design using question/answer process

How can we track?

1. What are the top 5 products in Sales Revenue?
Where are there opportunities?
2. What are the traffic sources to the website?
Has there been an increase in search?
3. What does our marketing funnel look like?
Is it on target?

5 THINGS THAT REALLY MATTER

5

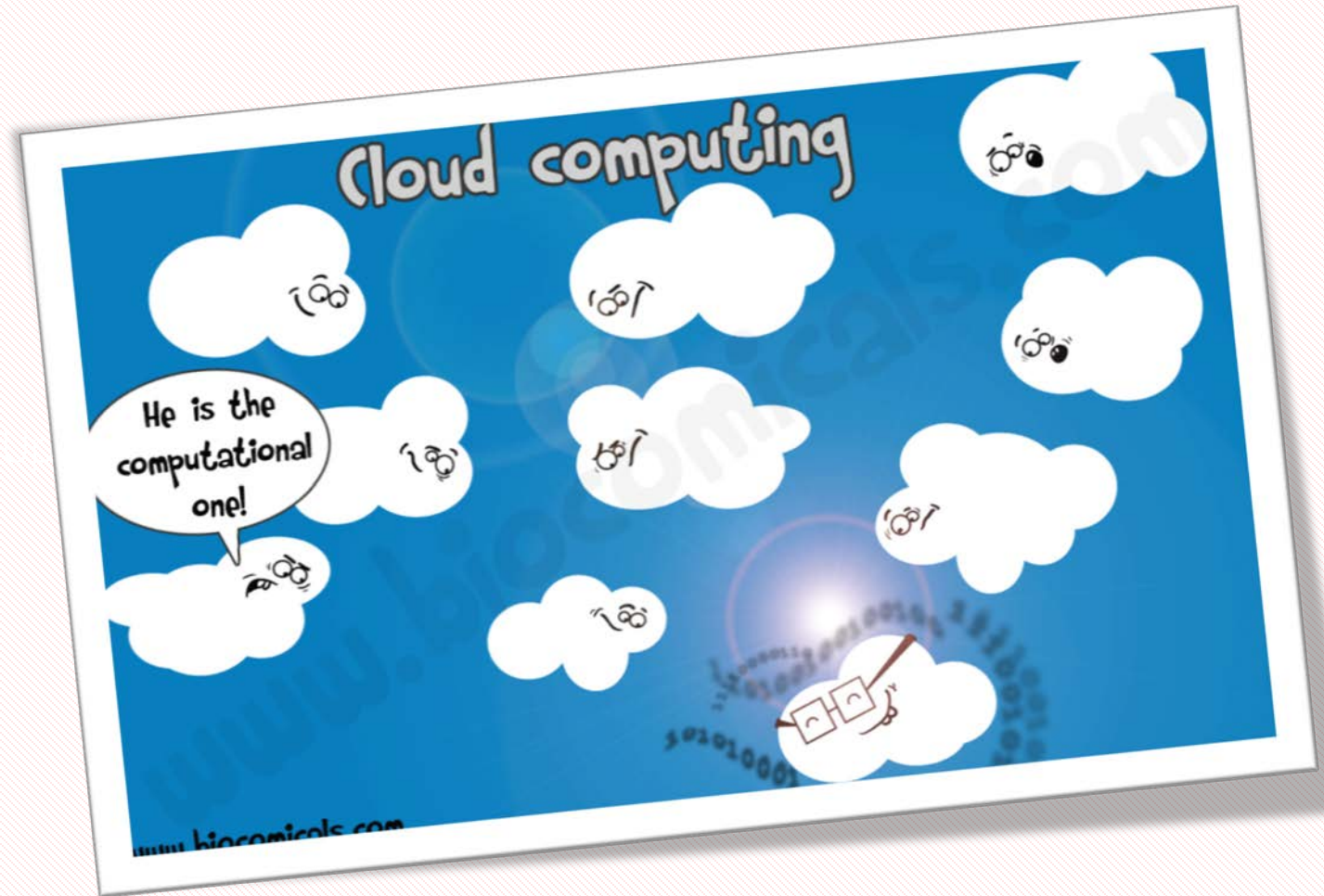


1. Gathering the Facts
2. Authentic Materials
3. Being Understood
4. Invitation to Improve
5. Future Direction

COLLECTING DATA

6

1. Transactional Data
2. Customer Feedback
3. Employee Feedback
4. Competitive Intelligence
5. IOT
6. many others...



INFORMATION IS AN ASSET

7



SIMPLIFY the Experience



PERSONALIZE the Experience

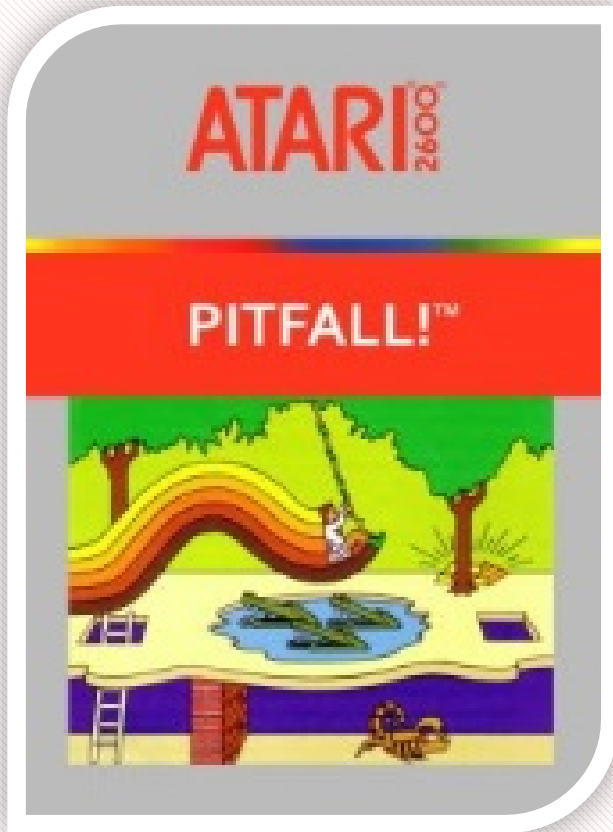


EXTEND the Experience

***"Numbers have an important story to tell. They rely on you to give them a clear and convincing voice."
Stephen Few***

5 DASHBOARD PITFALLS TO AVOID

8



1. Cool doesn't trump useful
2. Users will come automatically
3. The more advanced it is, the better it must be
4. The overall data quality
5. Little relation between strategy and action



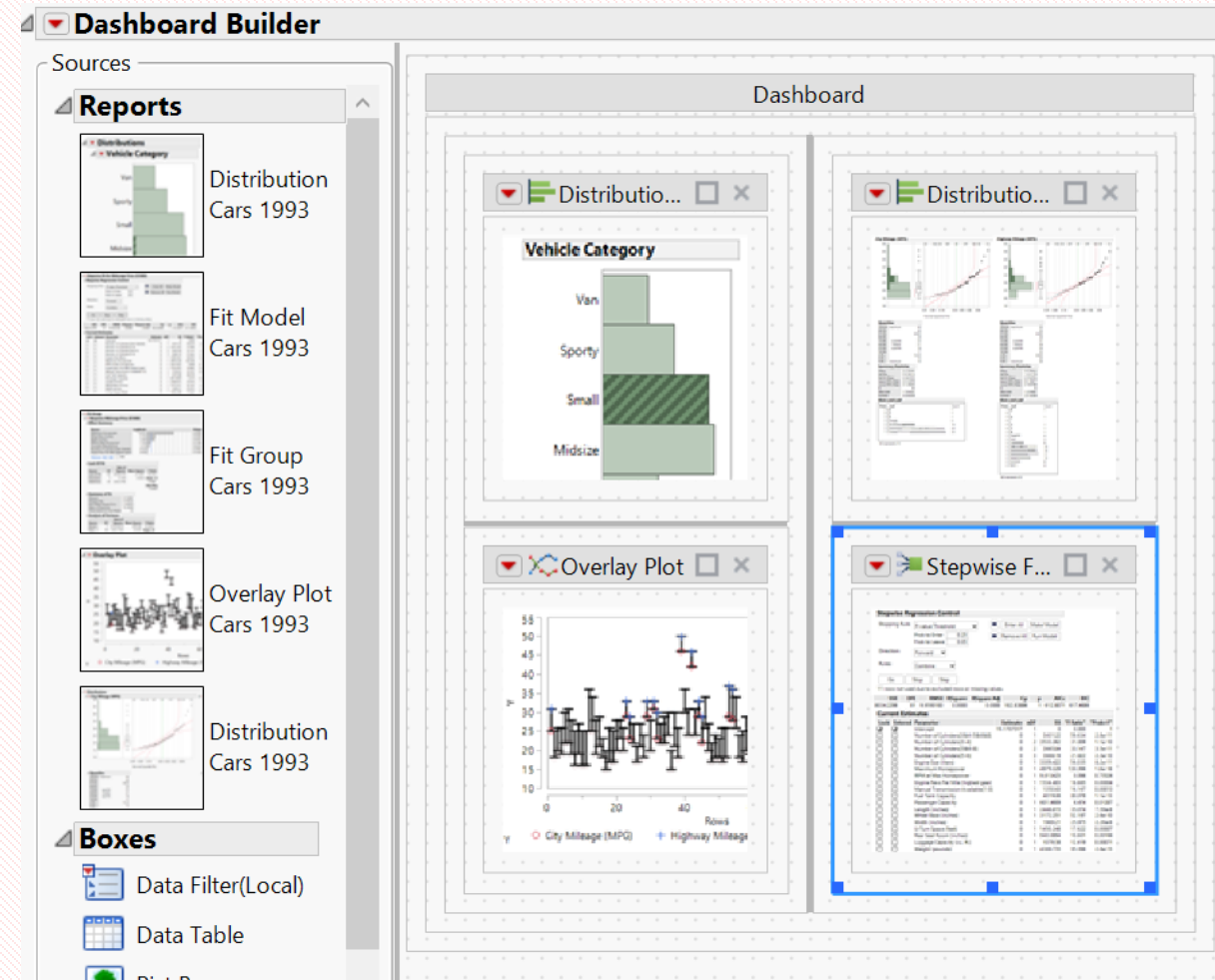
Demo: JMP Dashboards

Data Set: Cars 1993.jmp

WHAT IS IMPORTANT IN MID-PRICED CARS?

10

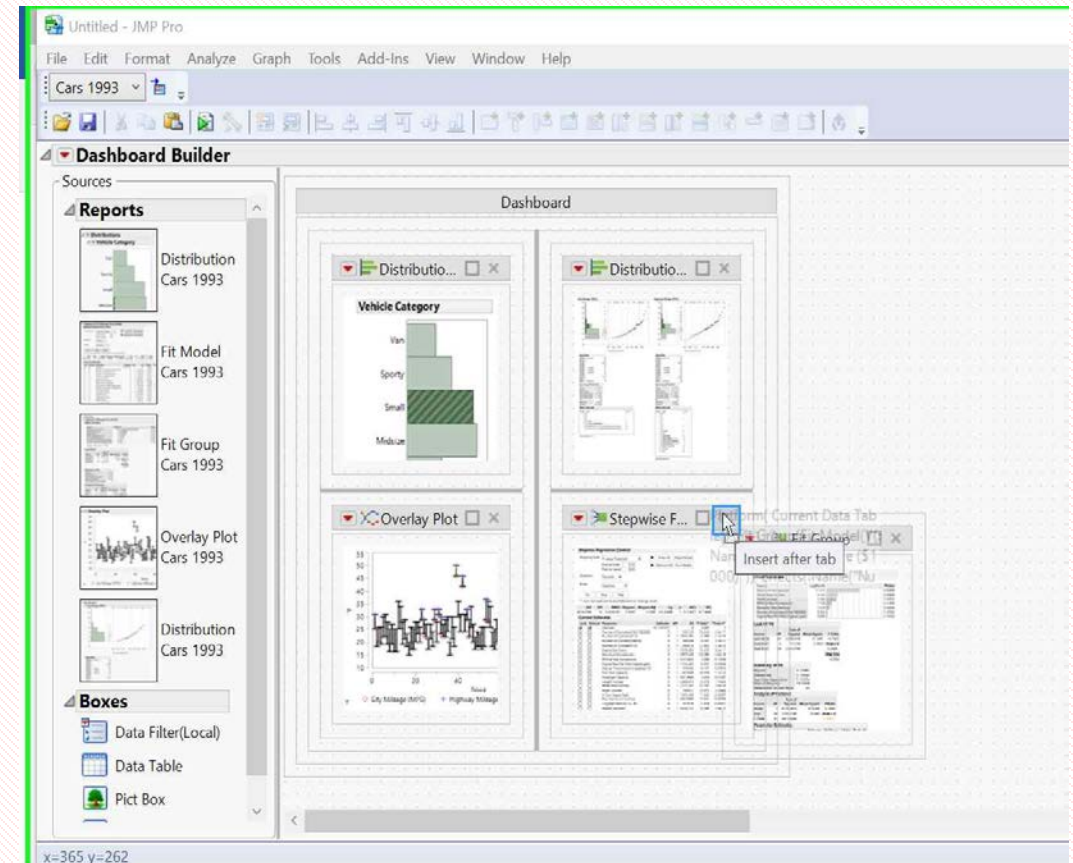
- Open Cars 1993.jmp table
- Run all of the scripts found in the data table and minimize windows (do not close them)
- File >> New >> Dashboard and select 2X2 Dashboard
- Create dashboard to the right



ADDING MULTIPLE ANALYSES TO SQUARE

11

- Drag “Fit Group Cars 1993” (Regression Model) to the bottom right
- Make sure you get the little blue box around the X of the Fit Group model
- Creates a second tab inside the same dashboard square



VIEWING THE DASHBOARD

12

- Dashboard Builder red triangle >> Preview Mode
- To turn off frequencies:
Distribution of Vehicle Category
red triangle >> Report View >> Summary
- Run dashboard after all adjustments are finished

