Question 1

Consider the different types of dashboards:

* How are the different types of dashboards similar to each other?
* In what ways do they differ?

Write 2-3 sentences (40-60 words) in response to each of these questions. Type your response in the text box below.

All of the types of dashboards use metrics to reveal if the business' demands are met. In every three types one can see a representation of business' expectations in comparison to actual results. However, they differ in terms of being useful to make decisions in different time, at different pace.

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Question 2

Now that you have considered the different types of dashboards, think about the impact that dashboards can have on a company:

* What is an example of a data source a company might use with a dashboard?
* How would a company benefit from a dashboard that uses this data?
* What industries or businesses might benefit from using dashboards more than others?

Now, write 2-3 sentences (40-60 words) in response to each of these questions. Type your response in the text box below.

Tracking e-commerce sales is a great example of a data source a company might use with a dashboard. It can benefit from it by tracking the impact of every single action on the sales, they can measure an effectiveness of their business strategy and analyze trends in order to make decisions about the company's offer. I think that dashboards will appear more beneficial for industries with online leading part of creating revenue, because they provide lots of clean data, that do not need to be sorted before viewing.

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Question 3

Finally, think about the person you had your data conversation with in the [last activity](https://www.coursera.org/learn/ask-questions-make-decisions/quiz/4MP2O/self-reflection-smart-questions-in-real-life). Based on the [notes you took during that conversation](https://www.coursera.org/learn/ask-questions-make-decisions/supplement/8vBEt/learning-log-ask-smart-questions-about-real-life-data-sources):

* Which types of dashboards would you recommend for your conversation partner’s data needs?
* How would the dashboards you recommend help them better accomplish their goals?

Then, write 2-3 sentences (40-60 words) in response to each of these questions. Type your response in the text box below.

I would recommend strategic and operational dashboards to the person I had conversation with. Operational dashboard would help them to track the popularity of services and goods among customers and change it on-the-go as the trend changes. Strategic dashboard would help them to extract the main groups of customers and create offers that answers their needs in order to raise the revenue.