

# Course: Mission Control: Master Your Data, Metrics & Money

## Lesson 11: Assembling Your "Mission Control" Hub

### 1. Core Concept & Learning Objective

**Core Concept (149 words):** This is the "payoff" lesson. You've built three separate, powerful dashboards (L3, L4, L5) in Google Sheets. Now, you'll feel the "CEO" power by assembling them into one, single "Mission Control" hub. You will learn the *simplest* dashboarding "hack" in Google Sheets: creating a "Master" tab. This "Hub" tab will have *no data* on it. Instead, it will *pull* the "Top 5" most important numbers (your KPIs from L2) and "Charts" *from* your other three tabs. This is the "10-Minute Weekly Review" screen. You will stop "digging" in 3 tabs and start "glancing" at *one* "Hub" to know your *entire* business health.

**Learning Objective:** By the end of this lesson, you will be able to use simple Google Sheets "cell referencing" ( = ) and "chart embedding" to **pull** all your key metrics into one "Master" dashboard tab for a 10-minute weekly review.

### 2. Interactive Content Activities

#### Activity 1: Case Study: "The 'Data Digger' vs. The 'Dashboard CEO'"

- **Type:** Case Study Analysis
- **Time:** 15 minutes
- **Instructions:**
  1. Read the two scenarios:
  2. **'Founder A' (The 'Data Digger'):** Every Monday, she "reviews" her data. She opens "Tab 1 (Marketing)," digs for 'Traffic,' opens "Tab 2 (Sales)," digs for 'AOV,' and opens "Tab 3 (Finance)," digs for 'Profit.' It takes 45 minutes, and she is "lost" in the "weeds."

3. **'Founder B' (The 'Dashboard CEO'):** Every Monday, she opens *one* tab: "Mission Control." It shows her 5 "KPIs" (Traffic, Conversion Rate, AOV, Revenue, Profit) and 3 "charts." It takes 5 minutes. She sees the "trend" (L7) instantly.
4. In the text box, answer: "What is the *only* difference in their 'system'? Why is 'Founder B's' 5-minute 'glance' *more effective* than 'Founder A's' 45-minute 'dig'?"
- **Expected Outcome:** An "a-ha" moment that "reviewing" data is *not* "digging" for it. A "hub" separates the "signal" (the 5 KPIs) from the "noise" (the 100 other cells).

### Activity 2: Tool Exploration: "The 'Cell Reference' Hack (Your 'Hub' Build)"

- **Type:** Tool Exploration
- **Time:** 20 minutes
- **Instructions:**
  1. Open your "Marketing Dashboard" Google Sheet (from L3).
  2. Add a *new tab* (click the "+"). Name it "MISSION CONTROL (HUB)."
  3. This is your "Master" tab.
  4. In "Cell A1," type "My Mission-Critical KPIs."
  5. In "Cell A2," type "This Month's Traffic (L3)."
  6. In "Cell B2," you will *pull* the data. Type = (the "equals" sign).
  7. *Click* your "Marketing Dashboard (L3)" tab. *Click* the "Cell" that has "This Month's Traffic." Hit "Enter."
  8. You are now *back* on your "HUB" tab, and the "Traffic" number is *there*. It is "synced."
  9. *Your Task:* Do this for your 5 KPIs (Traffic, Sales, AOV, Revenue, Profit).
- **Expected Outcome:** You have just *built* your "Mission Control" hub. You've "pulled" your 5 most important numbers into *one view*.

### Activity 3: Tool Exploration: "The 'Embedded Chart' Hack"

- **Type:** Tool Exploration

- **Time:** 15 minutes
- **Instructions:**
  1. Go to your "Financial Health Dashboard (L5)" tab.
  2. *Create a Chart:* "Select" your "Revenue," "Expenses," and "Profit" rows (for all 3 months). Click "Insert" > "Chart." (A "Bar Chart" is good).
  3. *Move the Chart:* Click the "three dots" on the chart. Select "Move to... 'MISSION CONTROL (HUB)'."
  4. *Your Task:* Do this for all 3 dashboards. Move 1 "Trend Chart" from *each* (L3, L4, L5) onto your "HUB" tab.
- **Expected Outcome:** Your "Mission Control" hub now has *both* your "KPIs" (from Activity 2) and your "Trend Charts" (this activity). It is *complete*.

#### Activity 4: "My 'Mission Control' Hub" (Peer Collaboration)

- **Type:** Peer Collaboration / Discussion
- **Time:** 10 minutes
- **Instructions:**
  1. Go to the community discussion board.
  2. **Post:** A *screenshot* of your new "MISSION CONTROL (HUB)" tab.
  3. **Post:** "I just assembled my 'Mission Control' hub! It pulls my 5 KPIs and 3 charts into *one* view. This is a game-changer."
  4. Reply to one other student's "hub" screenshot with a "congratulations."
- **Expected Outcome:** A "show-and-tell" of your new "CEO Cockpit," building pride and validating the "win" of this lesson.

### 3. Assignment & Project Milestone

#### Assignment: My "Mission Control" Hub (Component 11 of Final Project)

- **Estimated Time:** 60 minutes
- **Deliverable:** A "share" link to your "Google Sheet" (or similar tool), with the "MISSION CONTROL (HUB)" tab "open" as the *first* tab.

- **Description:** This is the *physical assembly* of your three dashboards (L3, L4, L5) into one "CEO Cockpit." You will build (or "finish") the "Master" tab (from Activity 2 & 3) that gives you a 10-minute weekly review.
- **Step-by-Step Instructions:**
  1. Open your "Google Sheet" that *already* contains your 3 dashboards (L3, L4, L5) on *separate tabs*.
  2. Create a new tab (click "+"). Name it "**MISSION CONTROL (HUB)**."
  3. "Drag" this new tab to be the *first* tab in the "Sheet."
  4. **Section 1: "The 5 'Mission-Critical' KPIs."**
    - "Pull" your 5-7 KPIs (from L2) from your *other* tabs onto this "HUB" tab using the " = " (cell reference) hack (from Activity 2).
  5. **Section 2: "The 3 'Trend' Charts."**
    - "Create" 3 "charts" (one for Marketing, one for Sales, one for Profit) on their *own* tabs.
    - "Move" (embed) these 3 charts onto your "HUB" tab (from Activity 3).
  6. "Clean" the "HUB" tab. Make it bold, add color, make it "look" like a "CEO" dashboard.
  7. Save and generate a "share" link. This is Component 11 of your Final Project.
- **Connection to Final Project:** This "Hub" *is* "Mission Control." It is the *physical* "dashboard" you set out to build in L1. It is the "output" of your "KPI Brief" (L2) and the "input" for your "CEO Review" (L12).
- **Evaluation Criteria:**
  - **Excellent:** The link opens to a "HUB" tab. The "KPIs" are "cell-referenced" (e.g., = 'L3' !B2 ) (not "manual"). It contains at least 2-3 "embedded" charts.
  - **Proficient:** The link opens to a "HUB" tab, but the "KPIs" are "manually" typed in (they are not "synced" with cell references).
  - **Needs Improvement:** The link just opens one of the "old" tabs (L3, L4, or L5), not the *new* "HUB" tab.

#### 4. End-of-Lesson Assessment

(Multiple Choice 1) What is the *primary goal* of the "Mission Control" Hub (from the case study)?

- A. To "dig" for data in 10 different tabs (this is the "problem").
- B. To "build" a new "Financial Dashboard" (L5).
- C. To "assemble" your *existing* KPIs and charts into *one* "glanceable" "Master" tab (the "solution").
- D. To "forecast" your profit (L10). (Answer: C)

(Multiple Choice 2) The "Cell Reference" hack (Activity 2) (typing " = " and "clicking" another tab) is used to:

- A. "Manually" type in your data.
- B. "Sync" or "pull" data from one "Sheet" to another "Sheet" *automatically*.
- C. "Create" a "chart."
- D. "Find" your "Total Expenses." (Answer: B)

(Multiple Choice 3) The "Embedded Chart" hack (Activity 3) is used to:

- A. "Build" a chart.
- B. "Move" a "chart" from a "data" tab onto your "Master 'HUB'" tab.
- C. "Sync" your "KPI" numbers.
- D. "Build" your "Financial" dashboard. (Answer: B)

(Multiple Choice 4) Your "Mission Control" Hub (your assignment) is:

- A. A *new* "database" where you "manually" enter data.
- B. A *new "view"* (a "Master" tab) that "pulls" (syncs) data *from* your *other 3* dashboards.
- C. Your "Marketing" dashboard (L3).
- D. Your "Bookkeeping" "SOP" (L6). (Answer: B)

(Short Answer 1) In the "Cell Reference" hack, what is the *first* character you type in the "cell"?

- (Answer: The " = " (equals) sign.)

(Short Answer 2) What is the *one* "chart" you "embedded" in your "HUB" (from Activity 3)?

- *(Example Answer: "I embedded my 'Revenue vs. Profit' (L5) 'Bar Chart' so I can 'see' my 'Margin' (L5).")*

(Scenario-Based 1) You are on your "HUB" tab. You see that your "Traffic" (L3) KPI is "down" 50%.

- 1. What is your "Data-Driven" (L7) *next step*?
- 2. What "Tab" do you "click" on to "diagnose" (L7) the "leak"?
- *(Answer: 1. My 'next step' is to not 'panic,' but to 'diagnose' why. 2. I click on my*