



# Red Hat, Inc.

HR & Strategic Dashboard

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## OVERVIEW

The HR & Strategic dashboard is an all-in-one interactive GUI built to help Red Hat Inc., visualize the various strategic and human resources related aspects of the organization on a single screen. The dashboard has multiple layers to equip the decision makers with adequate knowledge of the HR and Strategy related information before they make conclusions. The first page of the dashboard is shown below. The dashboard is divided into HR and Strategy segments and each of them have subpages within.

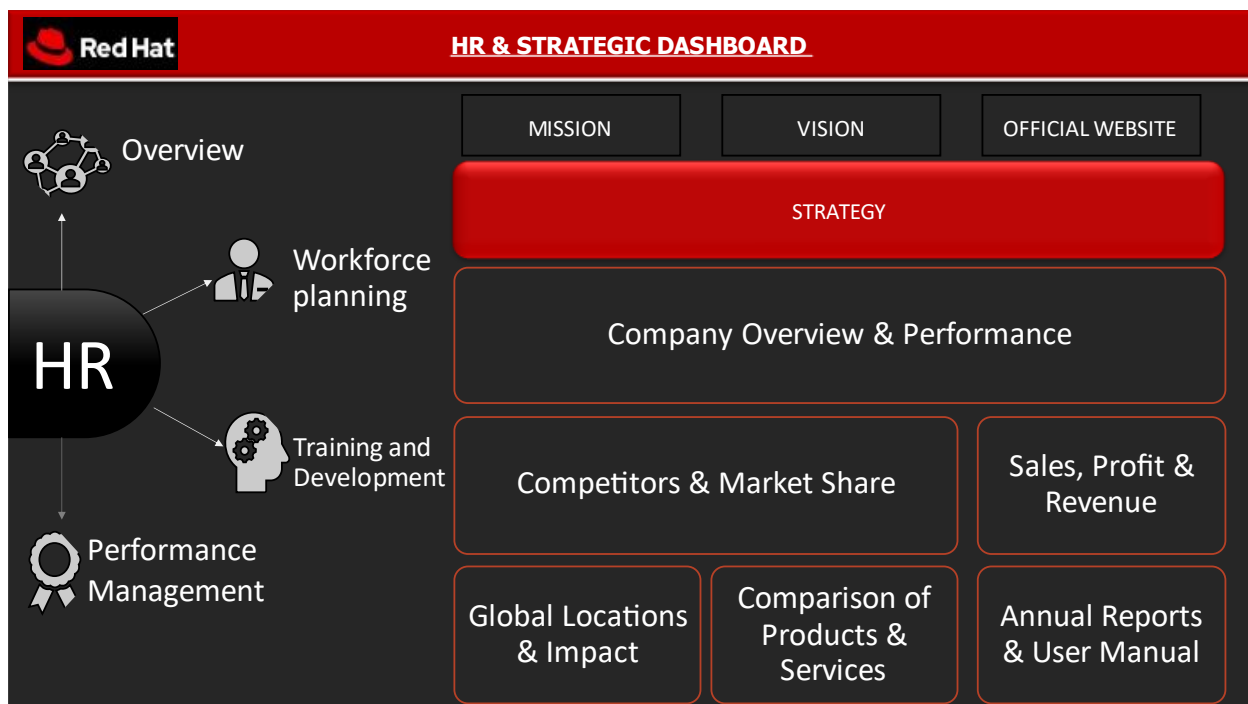


Figure 1 – Red Hat Inc., HR & Strategic Dashboard

Hovering the cursor over the “MISSION” and “VISION” buttons will pop up the respective information and clicking on the “OFFICIAL WEBSITE” button will redirect to the company website. Further, clicking on the individual buttons under either the HR or Strategy segment will open the respective pages. The pages of the dashboard are designed in such a way that the data over 10 years can be viewed by clicking on the required year.

## HR DASHBOARD

The HR segments are classified into four segments – Overview, workforce planning, training and development and performance management. Clicking on the allocated icon for each of these segments will open the respective page. Clicking on the icon on the top right corner of the screen will take the user back to the main dashboard page.

## OVERVIEW

The first segment is the Overview. As the name suggests this section has an overview of the Human Resources in Red hat. A screenshot of this is shown below.

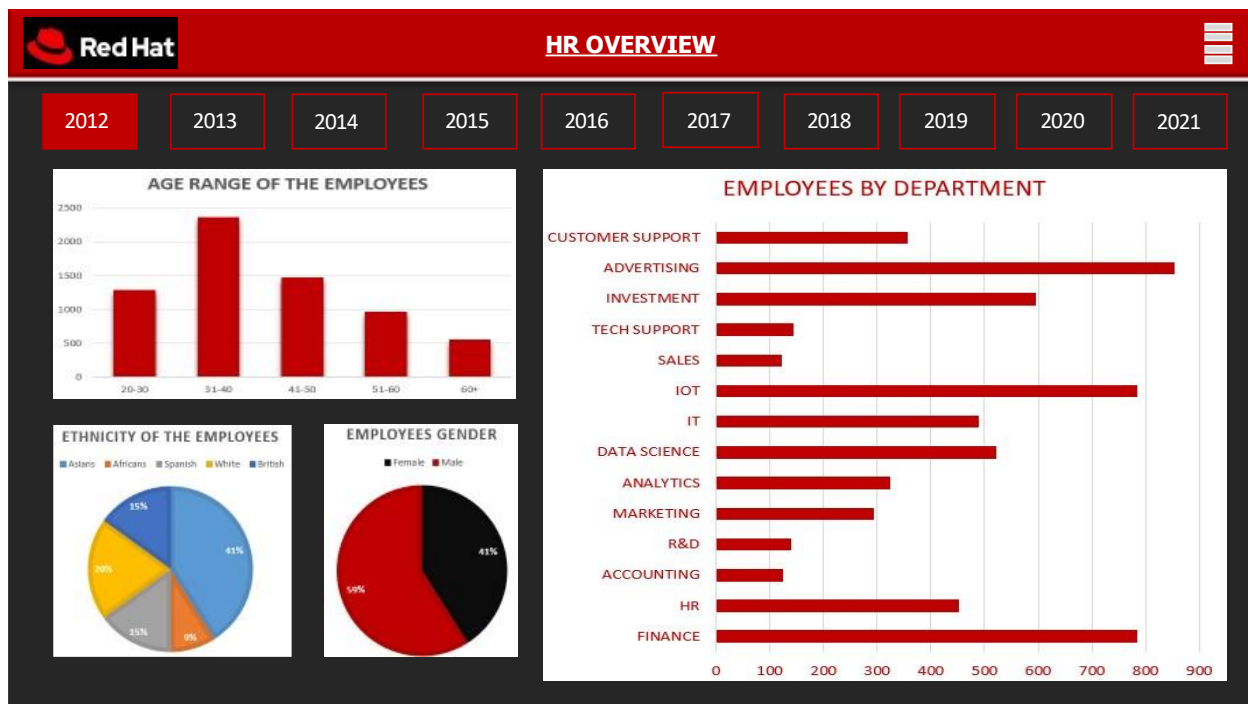


Figure 2 – HR Overview

A bar chart describes the number of employees in the organization age wise. Hovering over the bars will display the exact number of employees in each department through a popup. Another bar graph is used to display the number of employees by department. Moving the cursor through each

bar will display the number of employees in a particular geographical location as well. Further, two pie chars are used to display the ethnicity and the gender distribution of the employees. This data can be viewed over a period of ten years by clicking on the years at the top which can be used to understand trends.

## WORKFORCE PLANNING

The workforce planning is one of the crucial parts of annual review. This is to make sure that the workers employed are adequate and it also makes sure that the resource shortage if any in any of the departments is satisfied. The workforce planning dashboard page is shown below and the main component of this page is the line graph that shows the comparison between the open positions and the number of employees hired. Hovering over the line graph will display the exact numbers.

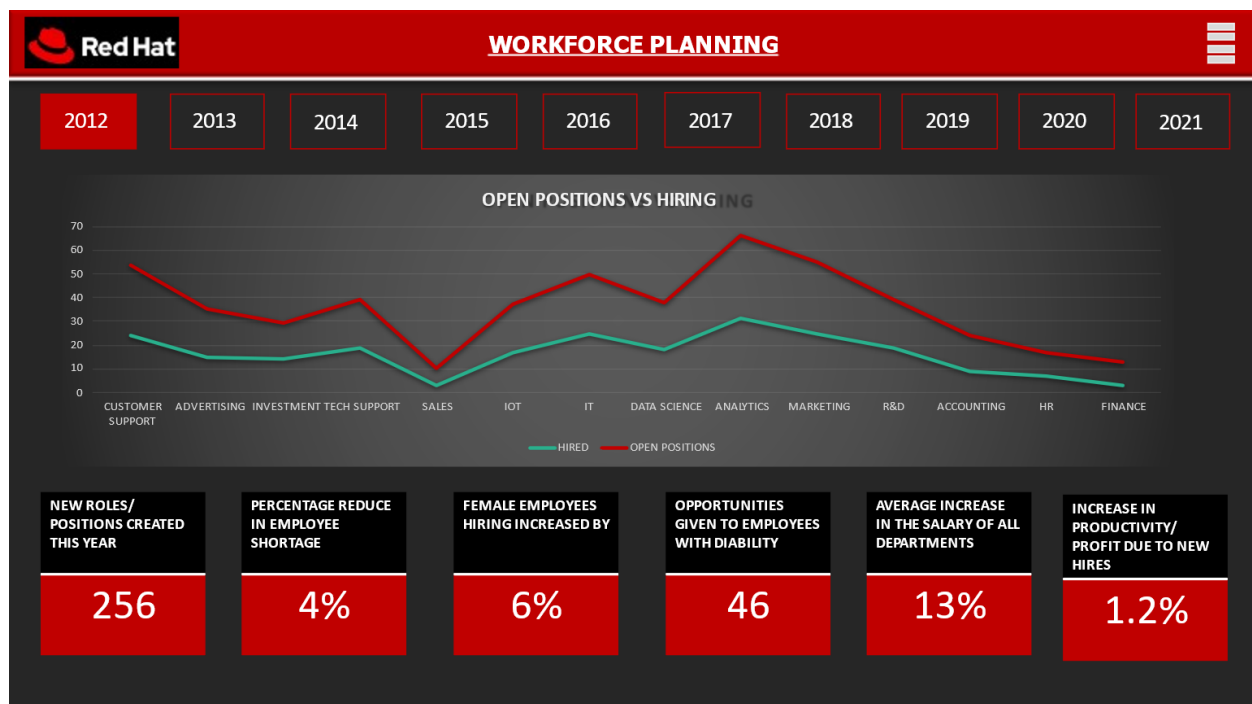


Figure 3 – Workforce Planning

Further, the facts regarding the new jobs created, new opportunities provided to women and the disabled, percentage reduction in the employee shortage, increase in productivity and profit due to the new hires, average pay rise is displayed as facts at the bottom. This will provide an overall

picture of the workforce to the management to help them make decisions regarding the financial resources spent on them.

## TRAINING & DEVELOPMENT

It is important to invest a fair amount of money in employee training and development. This not only makes sure that the employees are up to date with the new technological advancements but it also inculcates a sense of belonging in the minds of the employees which might in turn increase the employee retention rate. Training and development dashboard page shows the data regarding the employee learning and training undertaken and how effective it is for the company. It is a vital part of the dashboard as it gives information regarding how useful are the financial resources and time spent on training the employees useful for the organization. The training and development dashboard is shown below.

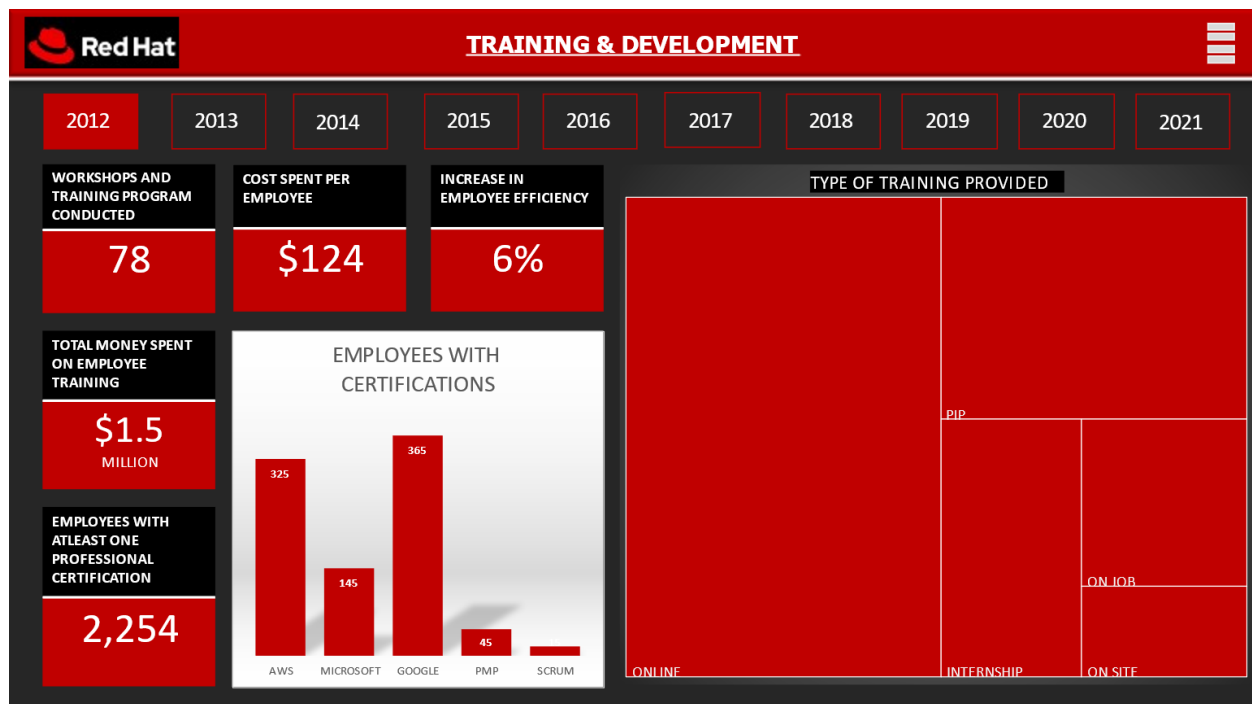


Figure 4 – Training and development

Important facts such as the number of training programs conducted, money spent on trainings, increase in efficiency after training etc., are displayed on the left side of the page as facts. A bar

graph is used to display the information regarding certifications the employees have. This is a real asset to the organization as it's a vital fact to be stated in client meetings to ensure trust and make a positive image of the organization.

On the right side of the screen the type of trainings given to the employees is represented. Clicking on each of these segments will redirect to page with employee details and training modules. It is seen that most of the employees perform well in online training programs compared to any other form of training. Further, it also shows that a significant number of people are in the Performance Improvement Program. Hence a revaluation can be carried out towards these employees.

## PERFORMANCE MANAGEMENT

The performance of the employees is one of the most important parameters to keep track of to conclude how efficient the organization is. Also, it helps to understand how closely aligned the employee activities are with the mission and vision of the organization. In the performance management dashboard (as shown below), the page is divided into three parts.

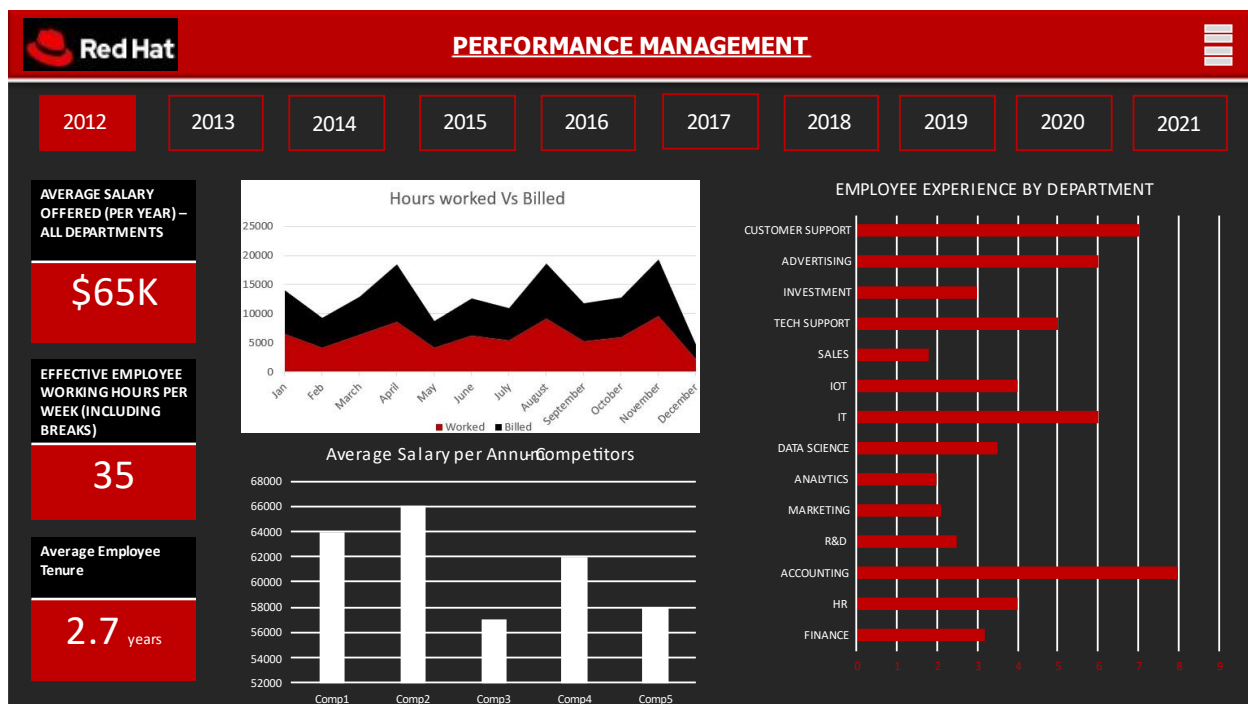


Figure 5 - Performance Management

On the left side the main attributes to focus on such as the number of hours effectively spent per week, employee tenure, average salary is displayed. Clicking on each of these will redirect to a page that has a comparison of the considered parameter with Red Hat's competitors. This will help the management to make useful decisions to ensure employee retention and make sure that the benefits are at par with the market trends. A graph shows the number of hours billed versus the number of hours of actual work. This is important to note as the company can manage its financial resources effectively and save money instead of paying for the hours not worked.

A bar graph is included to show the comparison of average salaries with the organization's competitors. This can be used as an input while calculating the pay rise annually. Finally, a chart displays the average years of experience of the employees in various departments.

## STRATEGIC DASHBOARD

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The strategic dashboard is designed in such a way to make sure that all the relevant information can be included with minimal loss of facts. Similar to the HR dashboard, the strategic dashboard is also divided into six individual segments – company overview and performance, competitors and market share, sales profit and revenue, global locations and impact, products and services and annual reports. The strategic dashboard makes sure that most of the important information in the annual report of the organization can be summarized in an interactive user interface to provide the decision makers with precise information that can be seen and understood without reading between the lines. In all the pages of the strategic dashboard the changes over the years can be seen by clicking on the year of interest.

## COMPANY OVERVIEW & PERFORMANCE

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The first page of the strategic dashboard is the company overview and performance. This will be useful for any new employees or other strategic analysts outside the organization as it provides a brief insight about the company. The left half of the page has information regarding the



establishment, headquarters, CEO, number of employees etc. clicking on the name of the CEO or founder redirects to their official profile so that the user can get a better insight if required.

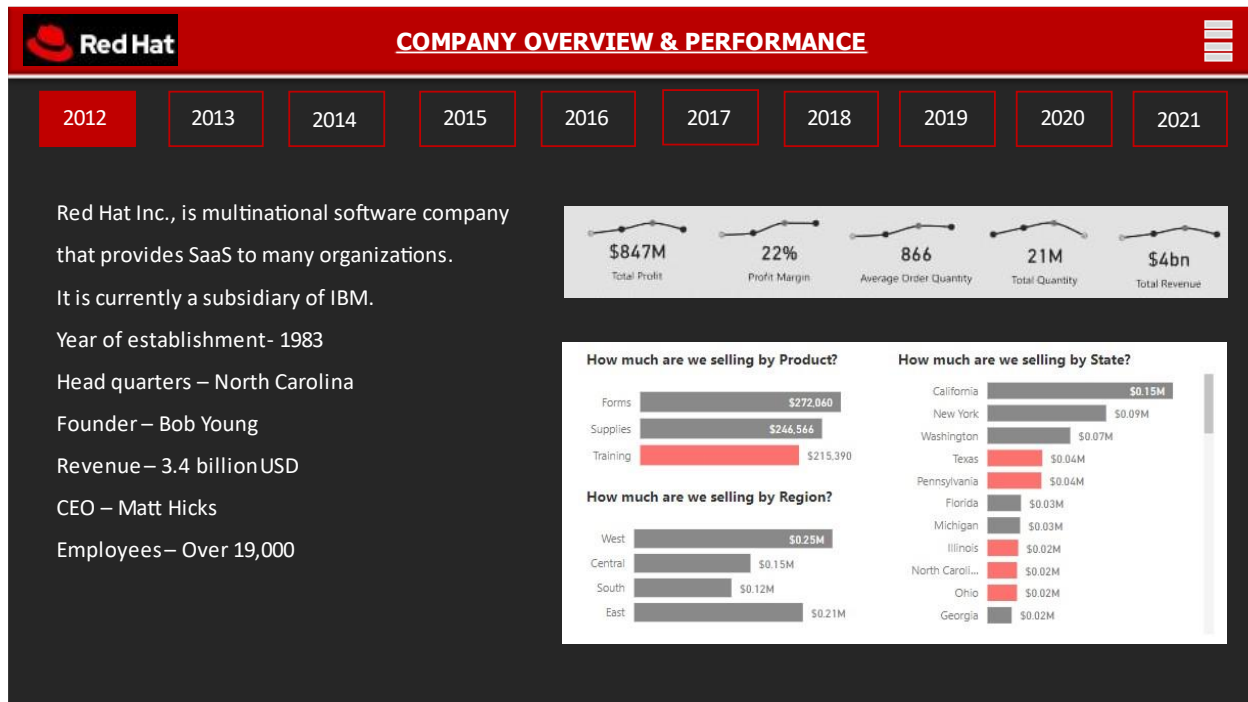


Figure 6 – Company Overview and Performance

On the right half of the page, the yearly total profit, margin, average orders, total services provided and the corresponding revenue for the chosen year is displayed. This provides an at a glance insight of the yearly performance of the company. Further, to support the previously mentioned data, the revenue and profit generated is displayed based on the states in the United States, Geographical Location of the world and the profit by product. This helps to understand which areas the company needs to focus more on geographically as well as which products are more preferred by their clients. Using these insights, the management can either enhance the top selling products with advanced features to make it more profitable or dissolve the products that seem to not perform very well in the market. In the above dashboard the bars shaded in red tend to not perform very well and these products or services are not very profitable to the organization and hence can be eliminated. On the other hand, the financial and human capital can be invested in new research and development activities to pave way for innovation.

## COMPETITORS & MARKET SHARE

External analysis of a market is very vital for any organization to thrive and maintain its position as a brand. Tracking the performance of the competitors and comparing it with the considered organization is important. Hence, the strategic dashboard has a separate section for competitor analysis. The dashboard design of this page is as shown below.

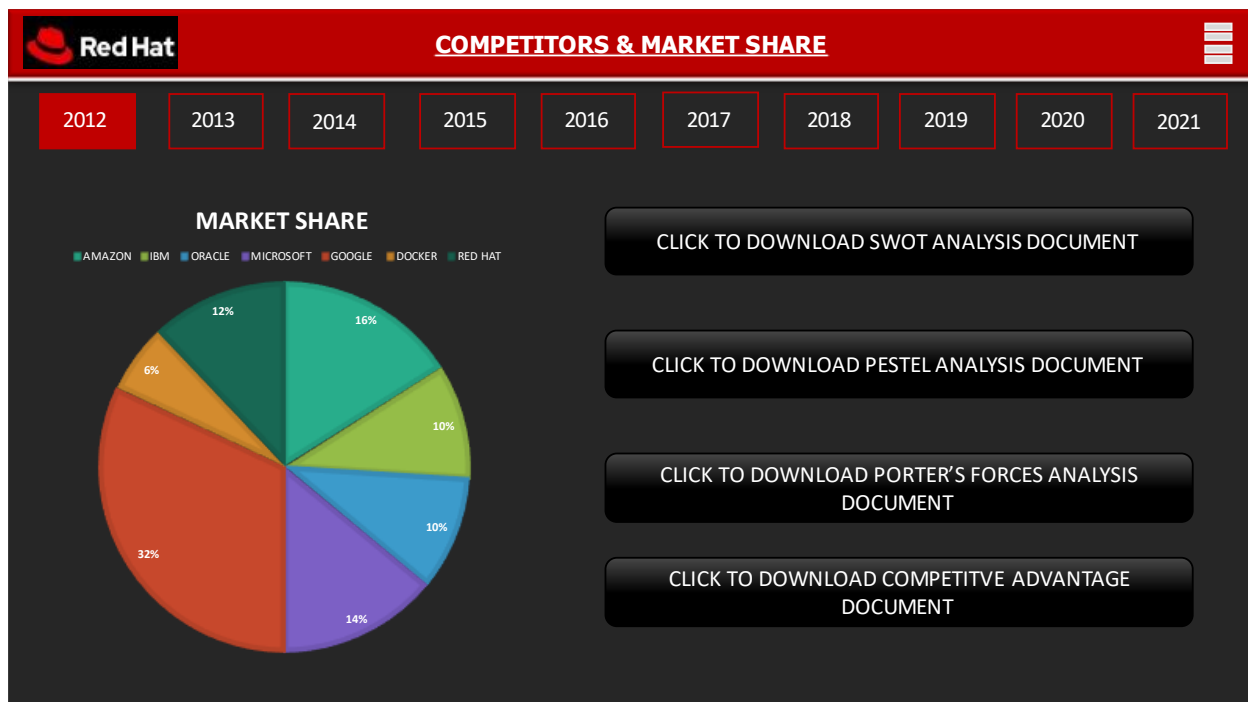


Figure 7 – Competitors and market share

On the left side of the page, a pie chart is used to visualize the market share held by Red Hat and its competitor organization. Although there might be numerous organizations that have similar products and services as Red Hat, to get a global perspective, only the top six competitors are considered for the visualization. To further analyze other competitors, click on the pie chart which will redirect to a page with the table of all the competitors.

On the right side of the page, the documents of various analysis conducted to understand the position of Red Hat in the global market can be download. The SWOT analysis is the analysis of the organization's Strengths, Weakness, Opportunities and Threats. This is a combination of both internal and external analysis of the organization and can be used to understand the position of Red Hat at a glance in the global market.

Further, the templates and documents for PESTEL analysis is included to help the decision makers or analysts decide the vital parameters while company expansion. The competitive advantage and Porter's Forces analysis are also included for further understanding. Clicking on the click to download button will automatically initiate the download and the selected document will be downloaded as a PDF into the device.

## SALES, PROFIT & REVENUE

The sales, profit and revenue related analysis can be found in the below dashboard page. In this page the product wise sales are shown in the form of a bar graph. This helps the management of the organization to decide on the investment plan for the upcoming years.

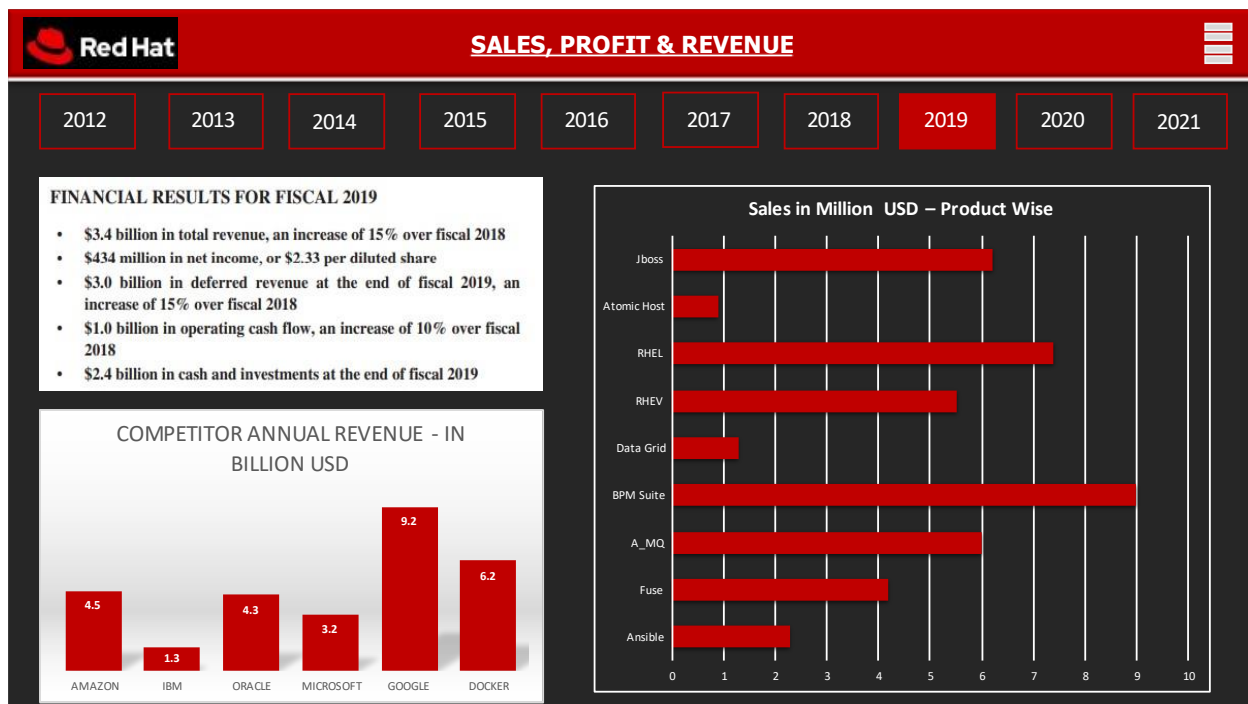


Figure 8 – Sales, profit and revenue

On the left side of the dashboard page, the main highlights of this year's financial report are displayed. It consists of the annual revenue, how much has it improved from the previous years, the net income, deferred revenue, how much has it increased from the previous years, cash flow, investments and share. Further, to have an idea of where the company stands compared to its competitors, a bar graph is shown on the bottom left which shows the annual revenue of the competitors.

## GLOBAL LOCATIONS & IMPACT

The global locations page gives insights regarding the company's geographical spread over various countries over the decade. It consists of a world map with the office locations in different cities. Clicking on each office location will display the details regarding the number of employees, revenue, sales and the main areas/products or services that particular branch of the company is focusing on.

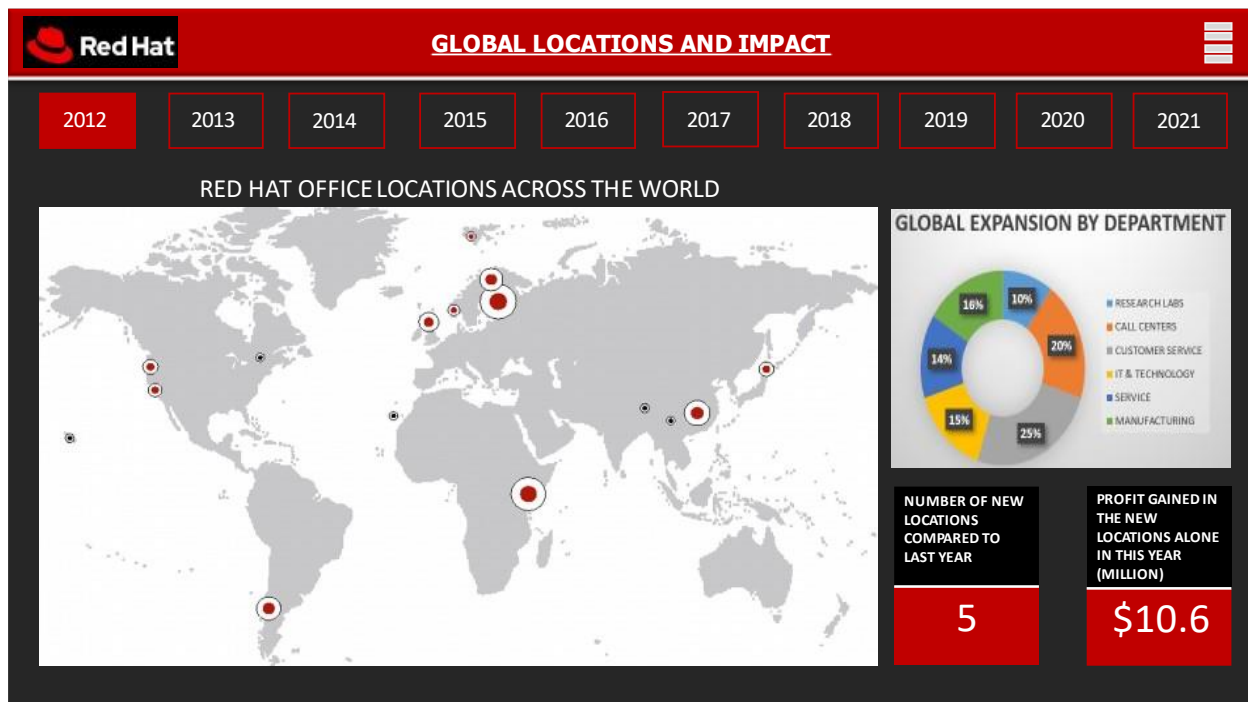


Figure 9 – Global locations and Impact

A pie chart is included to show the expansion of Red Hat department wise through the years. Further, information regarding the increase in the number of offices yearly and the respective profit it has generated is also displayed as facts.

## PRODUCTS & SERVICES

The products and services has been included in this dashboard to help the management and the decision-makers to have a good understanding of the various development and technical activities

on which the company's resources are distributed. This will also help them realise how the different teams in the company function, for instance, through agile or scrum.

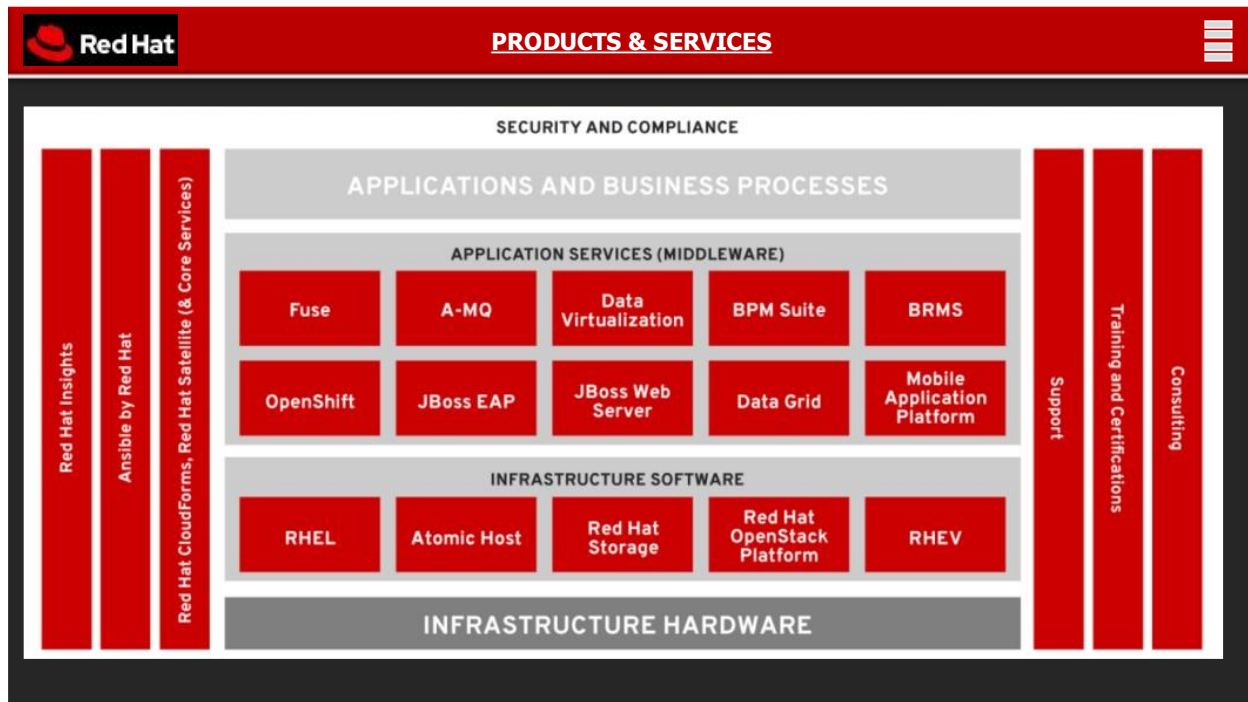


Figure 10 – Products and Services

In this page, click on the particular product or service under consideration. This will redirect to the page that contains the technical information such as the version of deployment, source library, requirement documents, POC, number of sprints worked on this project, current development or changed if any etc.

## ANNUAL REPORTS & USER MANUAL

Although the dashboard user interface is very simple to understand, easy to use and cover all the important aspects and provides a good insight into the HR and Strategic operations, an extra page is added in the dashboard from where the actual annual report and user manual can be downloaded for further information or clarification. The final part of the strategic segment is the annual reports and user manual tab. This page can be used to down load the annual reports over the decade and

the user manual of the dashboard in its latest version. Clicking on the user manual or the report widget will automatically initiate the download and the selected document will be downloaded as a PDF into the device. The screen capture of this page is shown below.

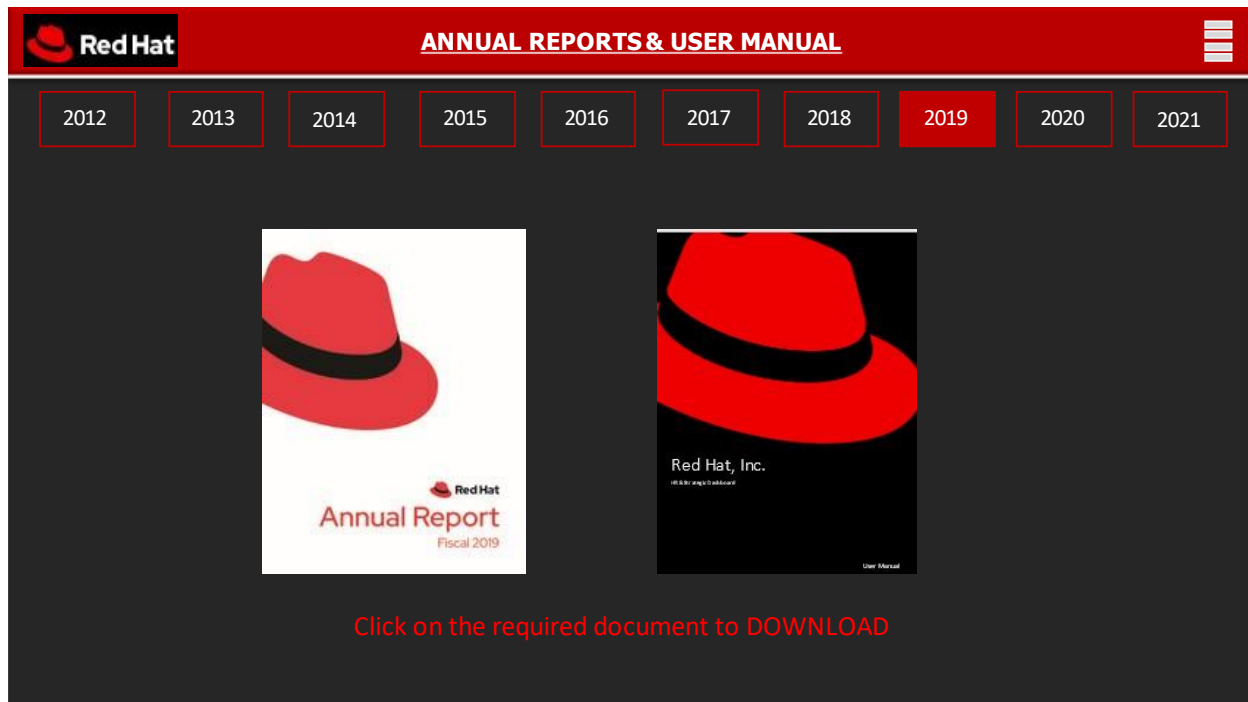


Figure 11 – Annual reports and user manual

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