**WHAT VARIABLES CAN BE DERIVED OUT OF THE DATA WHICH CAN BE HELPFUL?**

Variables Derived

* Revenue
* Potential Revenue
* Total purchase
* Potential purchase
* KPIs

**WHO CAN USE THIS DASHBOARD?**

This dashboard is to be used by administrators, senior managers, Board members, data analysts who need to view and analyze data. Since this dashboard gives key highlights such as KPIs (Key Performance Indicators) relevant to the organization's operations, operational efficiency, customers, market trends, and other metrics that help senior leaders make informed decisions about the direction of the organization.

**WHAT VALUE WOULD BE GENERATED BY USING THIS DASHBOARD?**

There are several key values that can be generated by using a dashboard designed for board members and high-level managers:

* Improved Decision Making
* Better Communication
* Improved Accountability
* Better Resource Allocation
* Enhanced Monitoring and Evaluation

**WHAT ADDITIONAL DATA CAN BE HELPFUL TO ADD MORE INSIGHTS AND VALUE OF THE TEAM ?**

In addition to the metrics and KPIs that are typically included in a dashboard designed for board members and high-level managers, there are several other types of data that can be useful in providing additional insights and value to the team:

* Market trends and competitor data
* Customer feedback
* Employee engagement data.
* Supply chain/efficiency data
* Operational /cost metrics:
* Social media metrics