**Dashboard Quality Assessment Examples**

**For Session 4 Practice Exercise**

**Dashboard A: "The Data Dump" (Poor Quality)**

**Visual Description:**

*A cluttered dashboard with 12 different charts, multiple color schemes, and no clear hierarchy*

**Title:** "Grace Kennedy Operations Dashboard - Q3 2024"

**Contents:**

* Daily transaction volumes (line chart with 90 days of data)
* Employee headcount by department (pie chart with 15 slices)
* IT system uptime percentages (gauge showing 99.7%)
* Customer service call volumes by hour (heat map)
* Inventory levels for top 50 products (horizontal bar chart, tiny font)
* Website traffic by source (stacked area chart)
* Accounts receivable aging (detailed table with 200+ rows visible)
* Marketing campaign click-through rates (scatter plot)
* Energy consumption by facility (map with color coding)
* Social media engagement metrics (multiple small line charts)
* Competitor stock prices (real-time ticker)
* Weather data for all locations (icon display)

**Colors:** Random rainbow scheme, inconsistent across charts

**Executive Checklist Assessment:**

❌ **Strategic Relevance:** Mix of operational and strategic metrics with no clear focus  
❌ **Exception Focus:** Everything looks equally important, nothing stands out  
❌ **Trend Clarity:** Too many trends to process, conflicting time periods  
❌ **Context Provision:** Numbers without benchmarks or targets  
❌ **Action Enablement:** No clear next steps or decision points

**Executive Response:** "This tells me everything and nothing. What decisions am I supposed to make with this information?"

**Dashboard B: "The Pretty but Pointless" (Better but Insufficient)**

**Visual Description:**

*Clean, visually appealing dashboard with good design but wrong focus*

**Title:** "Grace Kennedy Brand Performance Dashboard"

**Contents:**

* Brand awareness scores (clean bar chart, well-labeled)
* Social media follower growth (smooth trend lines)
* Website session duration (KPI card showing 3:24 average)
* Marketing campaign impressions (large number displays)
* Customer demographic breakdown (clean pie charts)
* Brand sentiment analysis (sentiment score: +0.67)

**Colors:** Consistent Grace Kennedy brand colors, professional appearance

**Executive Checklist Assessment:**

⚠️ **Strategic Relevance:** Relevant to marketing but not to strategic decisions  
❌ **Exception Focus:** All metrics appear to be performing normally  
✓ **Trend Clarity:** Clear directional indicators and time-based comparisons  
⚠️ **Context Provision:** Some context provided but no competitive benchmarks  
❌ **Action Enablement:** No clear connection to business decisions

**Executive Response:** "This looks professional, but how does brand awareness translate to revenue growth or market share gains?"

**Dashboard C: "The Strategic Command Center" (Excellent Quality)**

**Visual Description:**

*Clean, focused dashboard with clear hierarchy and strategic focus*

**Title:** "Grace Kennedy Strategic Performance Review - Q3 2024"

**Contents:**

**Top Section - Exception Alerts:**

* 🔴 Food Division: Margin -2.3% vs target (requires attention)
* 🟡 Financial Services: Revenue +8% vs target but slowing (watch)
* 🟢 International: Above target on all metrics (on track)

**Middle Section - Strategic Progress:**

* 2026 Revenue Target Progress: 73% complete (vs 75% target)
* Market Share by Division: Food +1.2%, Financial -0.3%, International +2.1%
* Cross-Division Synergy Revenue: $12M achieved ($15M target)

**Bottom Section - Forward Indicators:**

* Pipeline Health: Q4 forecast confidence 87%
* Competitive Positioning: 2 divisions gaining, 1 defending
* Strategic Initiative Status: 8 on track, 2 at risk, 1 behind

**Context Elements:**

* All metrics include prior year comparisons
* Targets clearly marked with rationale
* Drill-down capabilities indicated
* Last updated timestamp prominent

**Executive Checklist Assessment:**

✓ **Strategic Relevance:** Directly connected to board-approved strategic objectives  
✓ **Exception Focus:** Red/yellow/green clearly highlights what needs attention  
✓ **Trend Clarity:** Progress against strategic timeline clearly shown  
✓ **Context Provision:** Targets, benchmarks, and historical context provided  
✓ **Action Enablement:** Clear next steps implied (investigate Food Division margins)

**Executive Response:** "Now I understand our strategic position and know exactly what requires my attention. Let's drill into the Food Division margin issue."

**Assessment Exercise Instructions:**

**Time Allocation:** 10 minutes total

* 2 minutes per dashboard for individual assessment
* 4 minutes for group discussion

**Individual Assessment (6 minutes):**

1. Spend 2 minutes on each dashboard
2. Apply the Executive Checklist to each
3. Rate each dashboard: Reject / Accept with Reservations / Excellent
4. Note your gut reaction: What would you ask for next?

**Group Discussion (4 minutes):**

* Which dashboard would command your attention in a 30-second scan?
* What specific improvements would you request for Dashboards A and B?
* How would you brief your team to produce more Dashboard C-style analysis?

**Key Learning Points to Emphasize:**

* Quality isn't about visual appeal—it's about strategic utility
* Executive time is precious—dashboards should accelerate decisions
* Your standards train your team's analytical thinking
* Good dashboards raise strategic questions, not just answer operational ones

**Facilitator Notes:**

* Project each dashboard for 2 minutes while participants assess
* Encourage quick, instinctive reactions—that's how executives really consume dashboards
* Connect assessment criteria to real strategic decision-making needs
* Use this to set standards for what they should expect from their teams