

Using Dashboards to Drive Business Intelligence

A Bit About Me

- WiseAnalytics is an independent analyst firm specializing in mid-market Business Intelligence (BI) and data visualization with a focus on helping organizations use BI and data to drive business value.
- Services include:
 - Independent and sponsored research
 - Advisory services for organizations evaluating BI solutions and solution providers

Agenda

- 1) How Dashboards Fit Within the Overall BI Stack
- 2) Business Benefits of Dashboards
- 3) Developing relevant KPIs/Metrics
- 4) Best Practices and Takeaways to Get the Most Out of Your Company's Dashboard Use

How Dashboards Fit Within the Overall BI Stack

BI Technology

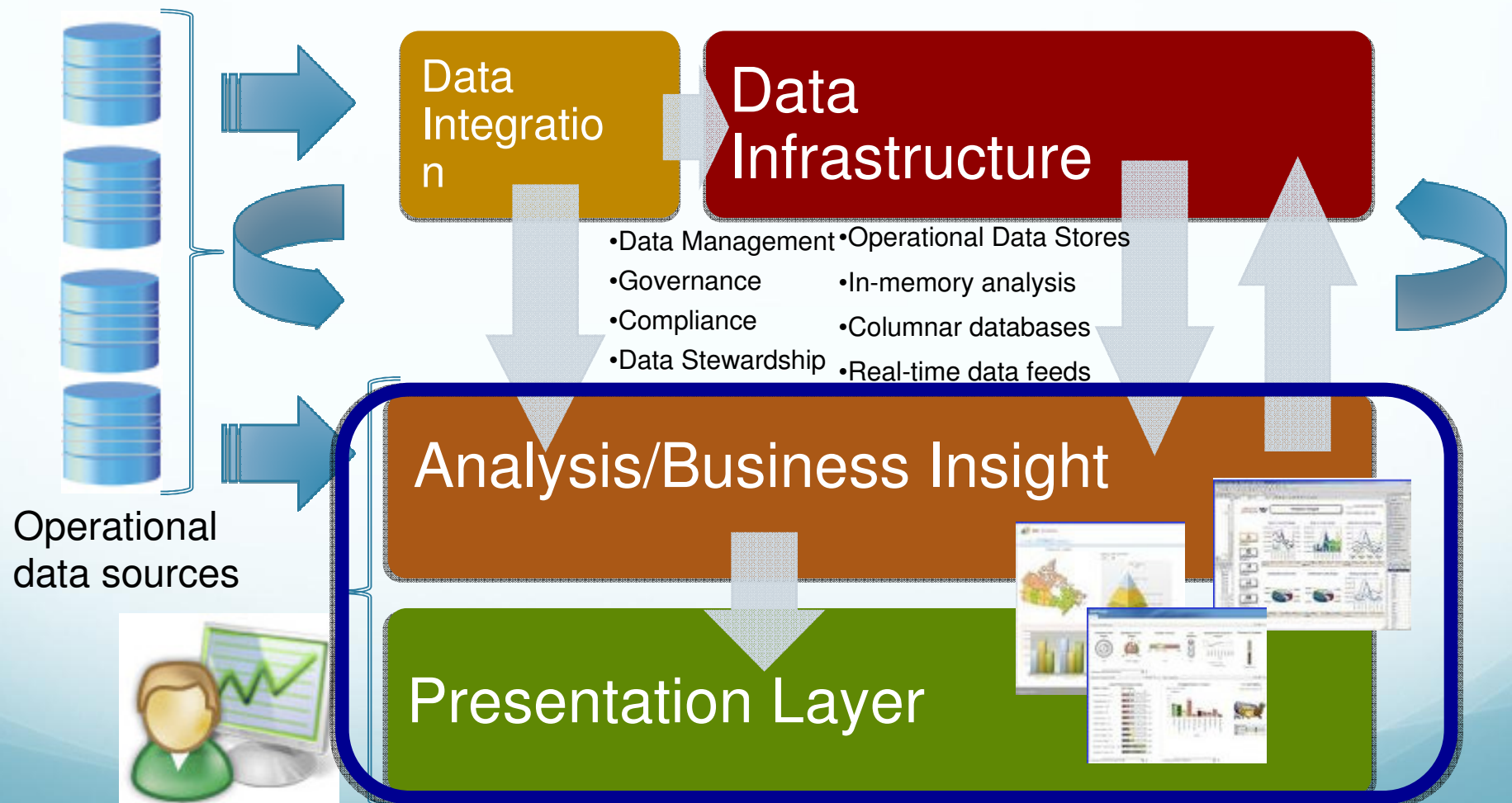
Then	Now
Data warehousing, OLAP, and reporting solutions	In memory storage, dynamic data – dashboards, reports, on the fly, etc.
Structured data marts and weekly or monthly batch jobs	Ability to load data multiple times daily
Limited updates and data storage	TBs and PBs of data storage from both internal and external data sources
Historical and trends based data analysis and reporting	Current data for operational intelligence and predictive for increased competition

What this means



- Smaller players and newer entrants fill industry gaps
- Increase of best of breed and diverse offerings
- Mega vendors with mid-market offerings
- BI vendors developing less expensive alternatives

Where Dashboards Fit



Business Benefits of Dashboards

Business benefits of dashboards

Benefit	Description
Data visibility	Providing customers with better insights into their business/data, insights into marketing campaigns, customer behaviour
Making sense of large amounts of information	The ability to classify and set performance metrics
No more data silos	“Single view” of operational data across the organization
Compliance	The ability to meet compliance and monitor processes and
Better planning	Alignment of strategic goals across the organization
Collaboration	The ability to share data across departments and increase effectiveness

Getting the Most Out of Your Dashboards and Technology



- Getting more for less – costs have decreased
- Better information and data access – data integration processes and plug-ins
- Quicker implementation times
- Overall lower maintenance costs
- Business focused moving away from IT only – business implementation and maintenance

Implications of Trends and Benefits

Trends

Continued expansion of BI in the cloud/SaaS models

Smaller vendors gain bigger market share as larger players' BI stack becomes a smaller piece of the pie

Vendors no longer differentiate based on features and functionality



Implications

More demand for low cost, rapidly implemented solutions, changing the way companies look at BI

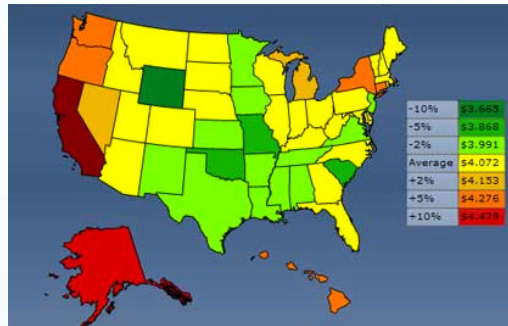
Market is in the hands of organizations -- leading to flexible solutions and delivery

Organizations can focus on value-added services when features offered become part of the solution, not a differentiator

Developing relevant KPIs/Metrics

A closer look: metrics, KPIs, and the like...

Types of visualizations will vary based on the goals of the organization.



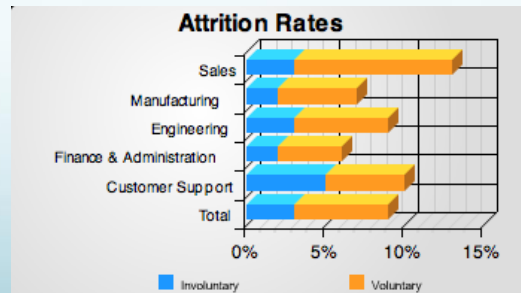
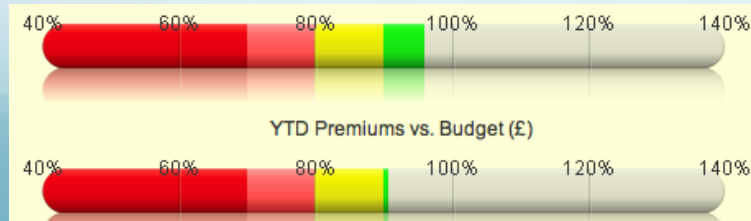
Geographic data:
Disparate cost structures,
demographics and sales,
regional performance, location
intelligence

Accumulative totals,
performance over time, set
targets

Visitors

Metric	Value	Change	Sparkline
Visits	10,357	▲ 16.9%	
Visitors	9,567	▲ 19.6%	
Pageviews	36,285	▲ 26.6%	
Avg. Pagevi...	3.5	▲ 9.4%	
Time on Site	02:15	▲ 0.4%	
Bounce Rate	42.0%	▼ -8.5%	

Identification of
targets or trends
over time



Comparative
performance,
overall sales, etc.

Defining KPIs

- Key Performance Indicators are used to measure performance by evaluating how successful initiatives are and whether there is overall progress related to meeting and/or exceeding defined targets
- Using SMART to choose KPIs:

S	Specific
M	Measurable
A	Attainable
R	Relevant
T	Time-bound

Best Practices and Takeaways to Get the Most Out of Your Company's Dashboard Use

Looking deeper at dashboard deployments



Considerations	Details	Implications
Current solution use	Are there already dashboards being used within the organization? What are the business requirements?	There may be the opportunity to take advantage of what already exists in-house, saving time and money
Type of deployment	On-premise, cloud, Software as a Service (SaaS)	Depending on the amount of data, number of users, internal architecture, preferred licensing models, etc
Dashboard scope	What is the goal of the dashboard? What are you measuring?	Although some companies like to get as much in as possible, it makes most sense to keep it simple and stick to the top metrics required
Technology and	What is the current IT environment? Does a strong BI infrastructure exist? Is this your	In many cases, organizations can take advantage of a current BI

Challenges

- Many challenges exist within the organization when looking at dashboard implementations, as opposed to the choice of solution itself - what does this mean?
- Most solution providers have defined procedures for implementations (general discrepancies can be identified beforehand) that can eliminate potential issues
- Organizations should map out and define their goals, identify stakeholders, and project dates (project management type activities) to ensure that discrepancies can be identified proactively
- Because of the expertise of solution providers, organizations should spend more time working on buy-in, training, and creating positive end user experiences

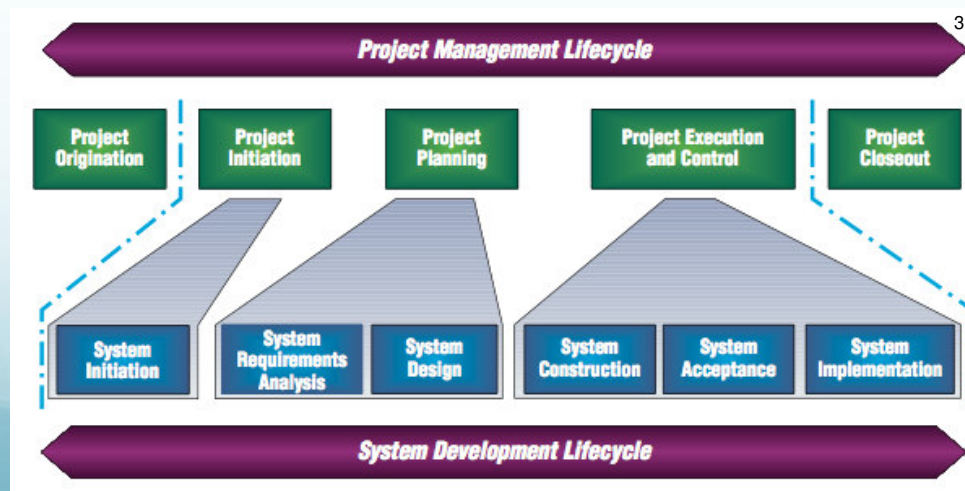
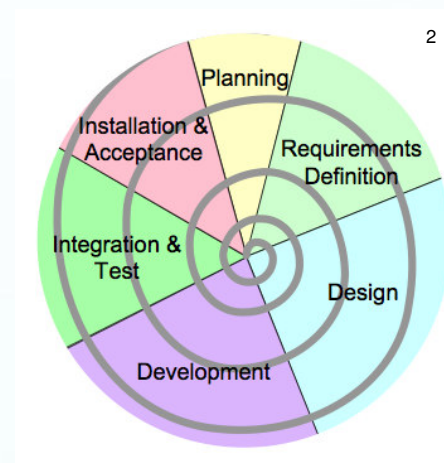
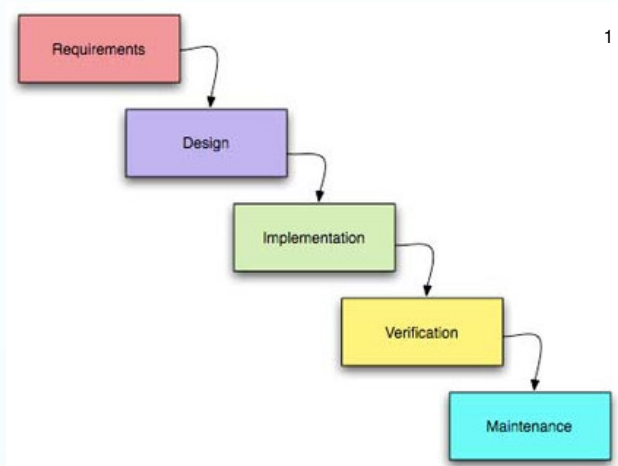
Individualized project success

- Project success will not only differ within an organization, but should actually be identified on a project-by-project basis
- Can apply SMART to project success as well – for example:

Specific	Measurable	Attainable	Relevant	Time-bound
To create a dashboard that enables our sales department to increase sales performance by 10% in 12 months	10% in 12 months – creates a realistic goal (and hopefully challenging) that can be measured as well as monitored throughout the	Needs to be realistic – based on past and industry standards (i.e. cutting IT costs by 50% is probably not realistic!)	Needs to be aligned to organizational strategic goals and specific to the department/business unit	12 months – this can include development and implementation

Guidelines to follow

- Many systems development and project life cycles exist



These are some...

1. ya.files.wordpress.com/2009/03/waterfall-models1.jpg
 2. www.shellmethod.com/refs/SDLC.pdf
 3. www.oft.state.ny.us/pmmp/guidebook2/phase.pdf

Turning general best practices into your own

HOW?
Identify how things are done in your company

WHO?
People required to facilitate change

GAPS?
Look at gaps within current processes

FAILURE?
How were they handled?

HISTORY?
Consider what has worked in the past

Thank You Questions

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