



## Interactive Dashboards

A **data dashboard** is an information management tool that visually tracks, analyses and displays key performance indicators (KPI), metrics and key data points to monitor the health of a business, department or specific process. They are customizable to meet the specific needs of a department and company. Behind the scenes, a dashboard connects to your files, attachments, services and API's, but on the surface displays all this data in the form of tables, line charts, bar charts and gauges. A data dashboard is the most efficient way to track multiple data sources because it provides a central location for businesses to monitor and analyse performance. Real-time monitoring reduces the hours of analysing and long line of communication that previously challenged businesses.

### **How do data dashboards work?**

Firstly, users need to know that dashboard definition is dependent on the role it plays within an organization. Everyone uses data dashboards differently. Not all business dashboards serve the same purpose, which is why its important users understand what KPIs to track and why. The best data dashboards answer important questions about your business. Unlike advanced business intelligence tools, dashboards are designed for quick analysis and informational awareness. The most common approach to designing a business dashboard is to build it using a question-answer format.

Dashboards can focus on presenting operational and analytical data. The business questions a dashboard answers depends on industry, department, process and position. Analytical dashboards are typically designed to help decision makers, executives and senior leaders, establish targets, set goals and understand what and why something happened with the same information they can use to implement appropriate changes. An analytical dashboard does this based on insights from data collected over a period of time determined by the user (i.e. last month, quarter or year).

Dashboards are a data visualization tool that allows all users to understand the analytics that matter to their business, department or project. Even for non-technical users, dashboards allow them to participate and understand the analytics process by compiling data and visualizing trends and occurrences. Data dashboards provide an objective view of performance metrics and serve as an effective foundation for further dialogue. A dashboard is a business intelligence tool used to display data visualizations in a way that is immediately understood.

The reasons why your business should visualize data on a dashboard, is that, it monitors multiple KPIS and metrics at once, tables, line charts, bar charts and gauges are easy to read, it allows cloud accessibility and it makes reporting more efficient.

The versatility of dashboards makes them useful for any industry and department, including, but not limited to: executives, sales, marketing, social media, SaaS, development, supply, call centres and healthcare. They are also used for sales and marketing, they are used by the executives to track, monitor and manage the most important metrics of the business.



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