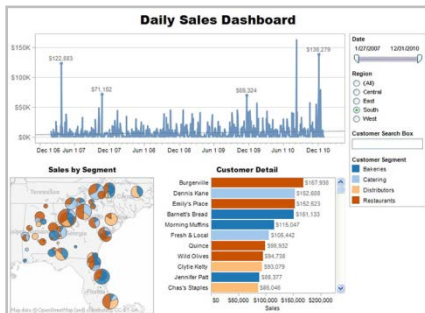


## INTELLIGENT DASHBOARD

*In today's dynamic and competitive environment, Managements across the world are trying to find the optimal level of effectiveness and efficiency that would enable them to meet ever increasing better performance expectations. This requires a strong performance measurement solution that provides senior management with a timely, aggregated picture of the organization across all functions, enabling reporting as well as user analysis.*

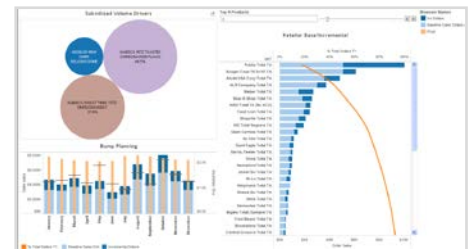
### What is Dashboard

Dashboards can provide a unique and powerful means to present information and communicate clearly, rapidly, and compellingly. It is a visual display of the most important information needed to achieve one or more objectives; consolidated and arranged on a single screen so the information can be monitored at a glance. It helps people visually identify trends, patterns and anomalies, reason about what they see and help guide them toward effective decisions. It can be tailored to specific purposes, and a single individual might benefit from multiple dashboards, each supporting a different aspect of business function.



### Characteristics of a dashboard

All dashboards mainly display what's currently going on and should address key features like multiple pieces of information, in a single view, monitoring at a glance, interactivity and analysis.



Primarily, there are three types of dashboards; strategic, analytical and operational. It can handle quantitative as well as non-quantitative data for the enterprise, department or individual. It caters to different measures right from scorecards, six sigma, to non performance. Frequency for update could be real time, hourly, daily, weekly or monthly.

### How it is used

Dashboards provide a snapshot of organizational/functional performance and can be used effectively for measuring, monitoring and managing business. Time saved in preparing reports can be better utilized for enhanced analysis. Advantages are -

- Aligning strategies and organizational goals
- Metrics and KPI reporting
- More informed and timely decisions
- Instant visibility; saves time over running through various reports
- Interactivity helps in further focused analysis
- Measure efficiencies/inefficiencies and trends
- Used during presentations

We use Tableau software ([www.tableau.com](http://www.tableau.com)) - a BI and data visualization software for faster visual analysis and better business intelligence at a fraction of the cost of traditional business intelligence software.

We welcome the opportunity to have conversation with you. Do get in touch with us.