



## Building Digital Dashboards

Digital dashboards enable data-driven decision making by providing real-time visibility into key performance metrics.

The steps to build an effective digital dashboard include:

1. **Identify key performance indicators (KPIs)** - Determine the vital few metrics that indicate process health and outcomes. Avoid vanity metrics.
2. **Select data sources** - Identify the various business systems and databases that contain the required data points. Common sources include ERPs, CRMs, ticketing systems, etc.
3. **Extract and transform data** - Specialized integration tools (e.g. APIs, ETL software) help connect to sources and prepare the data for analysis.
4. **Load data into a reporting database** - A data warehouse or business intelligence system structures the data for dashboard reporting and visualization.
5. **Design dashboard layout and visuals** - Simple, intuitive visualizations (charts, graphs, gauges, reports) should display on the dashboard canvas. Limit clutter.
6. **Develop interactive features** - Elements like filters, drop-downs and drill-downs allow users to slice and dice data on-the-fly.
7. **Create automatic alerts and notifications** - Set threshold-based alerts that get triggered when KPIs breach defined limits.
8. **Deploy the dashboard** - Use a centralized dashboard platform that provides easy access for relevant teams and managers.
9. **Review, refine and update** - Get feedback from users, adjust metrics and visuals, ensure quality data, and refresh dataset connections.

Effective dashboards transform raw data into actionable business insights. They require technical skills to construct but should be easy for business teams to interpret. Key best practices include simplicity, visibility, timely and accurate data, and promoting data-driven discussions and decisions. Maintaining a digital dashboard takes work but pays dividends in performance management.