



# What is a Business Dashboard and how can a Business Dashboard help your business?



# 2012

## PCA Business Notes Series

### What is a Business Dashboard?

**Your Data Visualized. Actionable Information. Informed Business Decisions.**

**Business Dashboards** provide easy access to data about the company's operations. Data Dashboards are a graphical representation of interesting data (key performance indicators (KPIs)) that may be updated in real time, allowing for user interaction of current and trend information to support informed decisions.

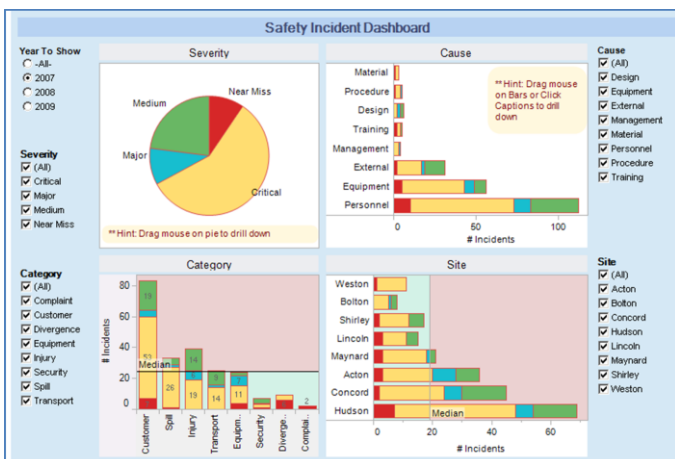
Dashboards (other than those for vehicles) are generally known as **Analytical, Interactive and Data Dashboards**. When providing access to company data they are called **Company, Business Intelligence (BI) or Business Dashboards**. When focused on the IT capabilities, they are often called **IT Dashboards**.

Other types of business dashboards are named for the data visualization tool used to create the dashboard. For example: **Excel Dashboards, Tableau Dashboards and Smart Client Dashboards**. Examples of each are included in this paper.

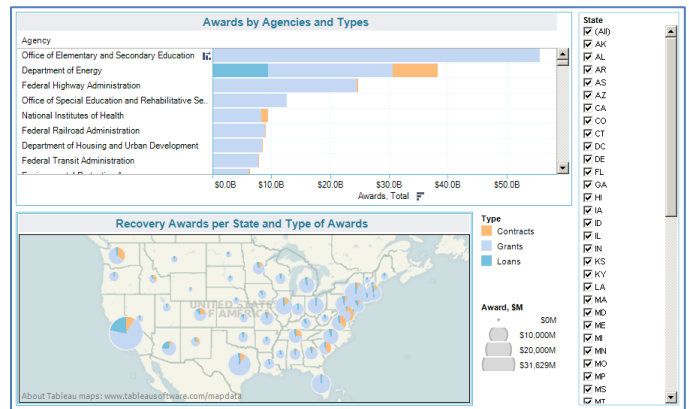
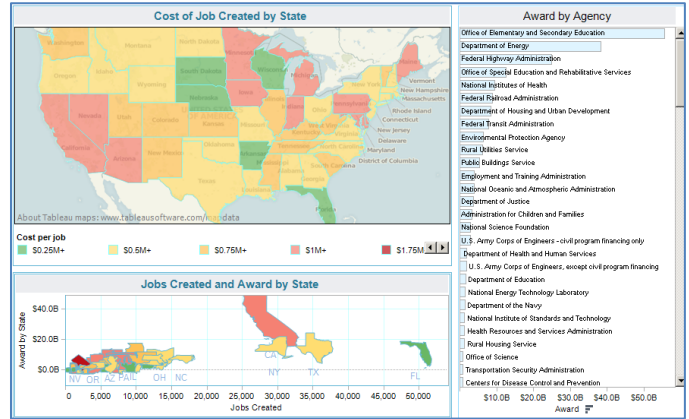
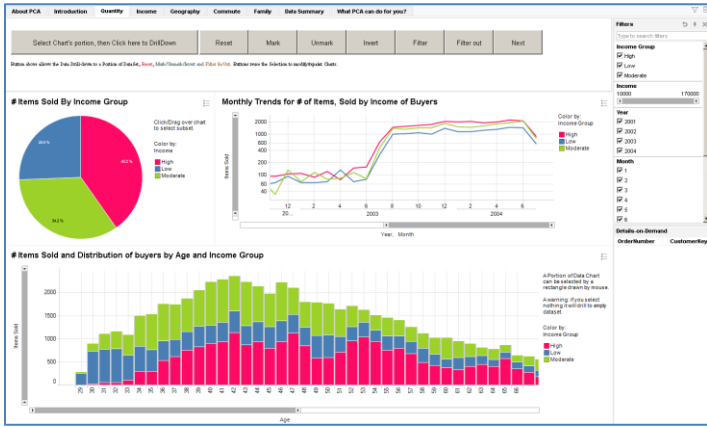
### Example Business Dashboards

The interactive **business dashboard** below helps management identify safety issues. Visual drilldown provides an easy way to access and analyze the data. Users can narrow the data selection by visually choosing segments such as Near Miss Accidents (the most serious – shown in red) on these interactive charts, so that the values associated with those segments will be highlighted. The Charts behave as filters enabling the mouse for selection. The drilldown results in the repainting of all synchronized charts with only the selected data. The key to success was properly constructing the SQL database and designing an effective presentation of the important information.

[Try this interactive business demo yourself!](#)

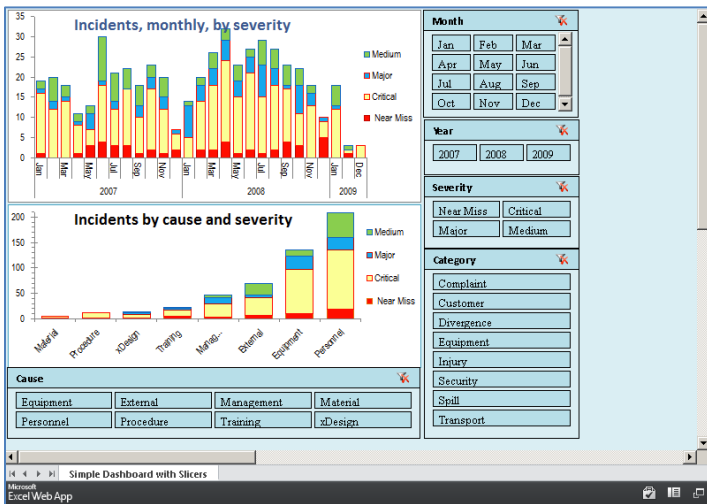


In this [live demo of a business dashboard](#) there are several pages of charts showing sales quantity, customer income, geography, commute, and family information so that management can better understand their current client base and make plans for additional sales and target markets. [Click here](#) or on the image to interact with this dashboard.



## Excel Dashboard

Dashboards can be built from many types of data bases. One of the most popular databases is Excel and it is used to build [Excel Dashboards](#). [Click here](#) or on this image to see an example of an Excel Dashboard:



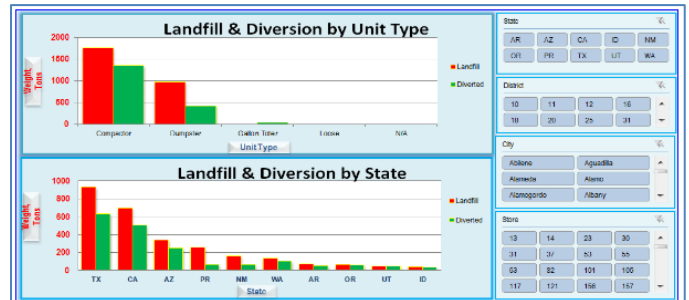
This simple Business Excel Dashboard is accessible through a web browser and shows safety incidents cause and severity by location and time. The filters on the side and along the bottom affect each chart in the dashboard. In this example there are only two charts but a dashboard can have any number of charts.

## Tableau Dashboard

There are several [Tableau Dashboards](#), which are built from large databases, on our demo page:

## Smart Client Dashboard

Our Smart Client Dashboard demo requires [a login](#) because some downloads may initially take some time and these dashboards are best viewed with a PCA consultant to get you up to speed quickly and explain the finer points of these demonstrations.



## Dashboard Data

A dashboard is only as good as the underlying database. Your database must be structured correctly to support quick and reliable Business Dashboards and subsequent analysis and decision making.

Let us show you a Smart Client Dashboard Demo and learn more about our database capabilities by contacting us at (617) 527-4722, or toll-free (877) 843-3405, or email [pdbinfo@pcapps.com](mailto:pdbinfo@pcapps.com)