

Creating & Maintaining Impactful Dashboards



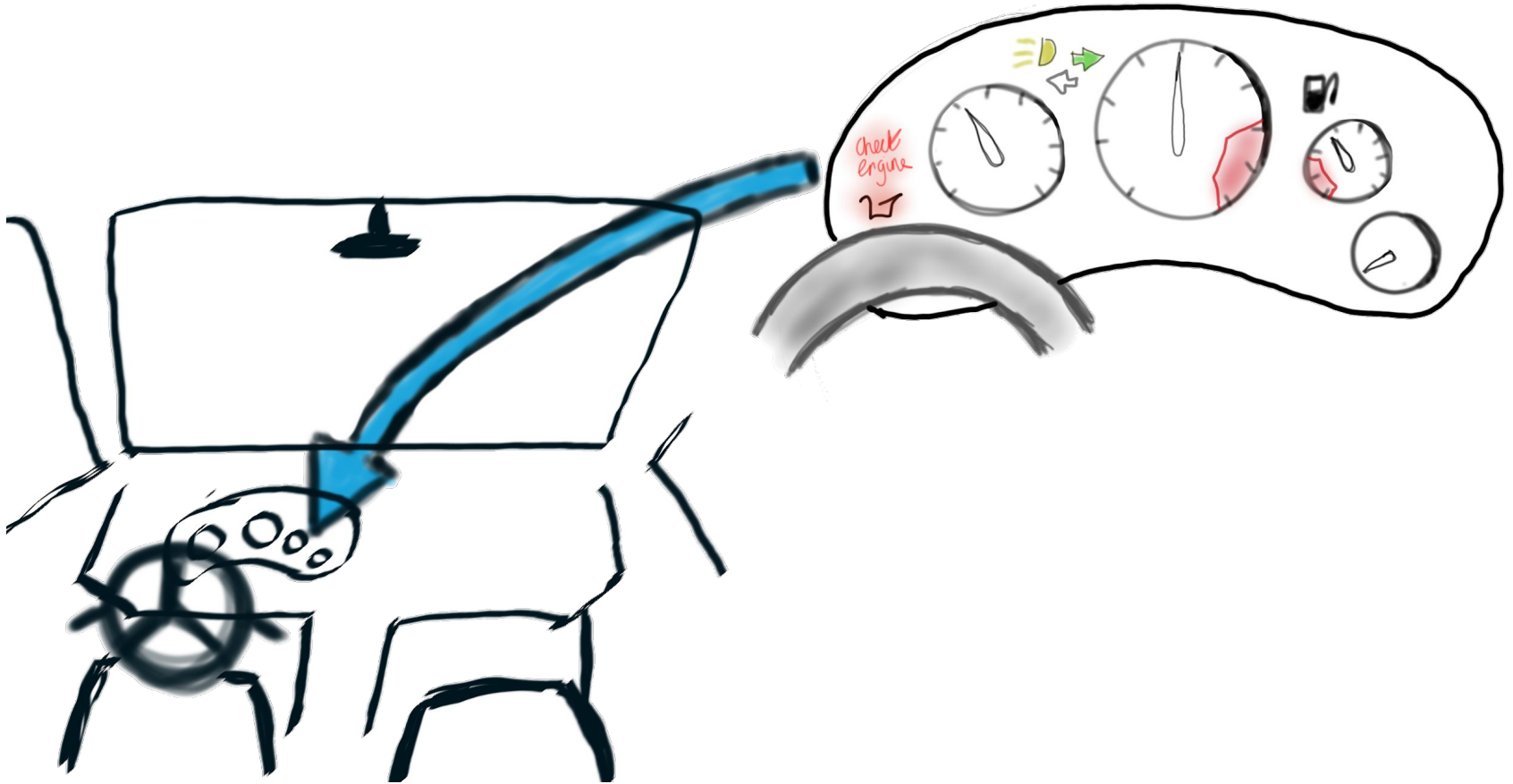
Jessica White

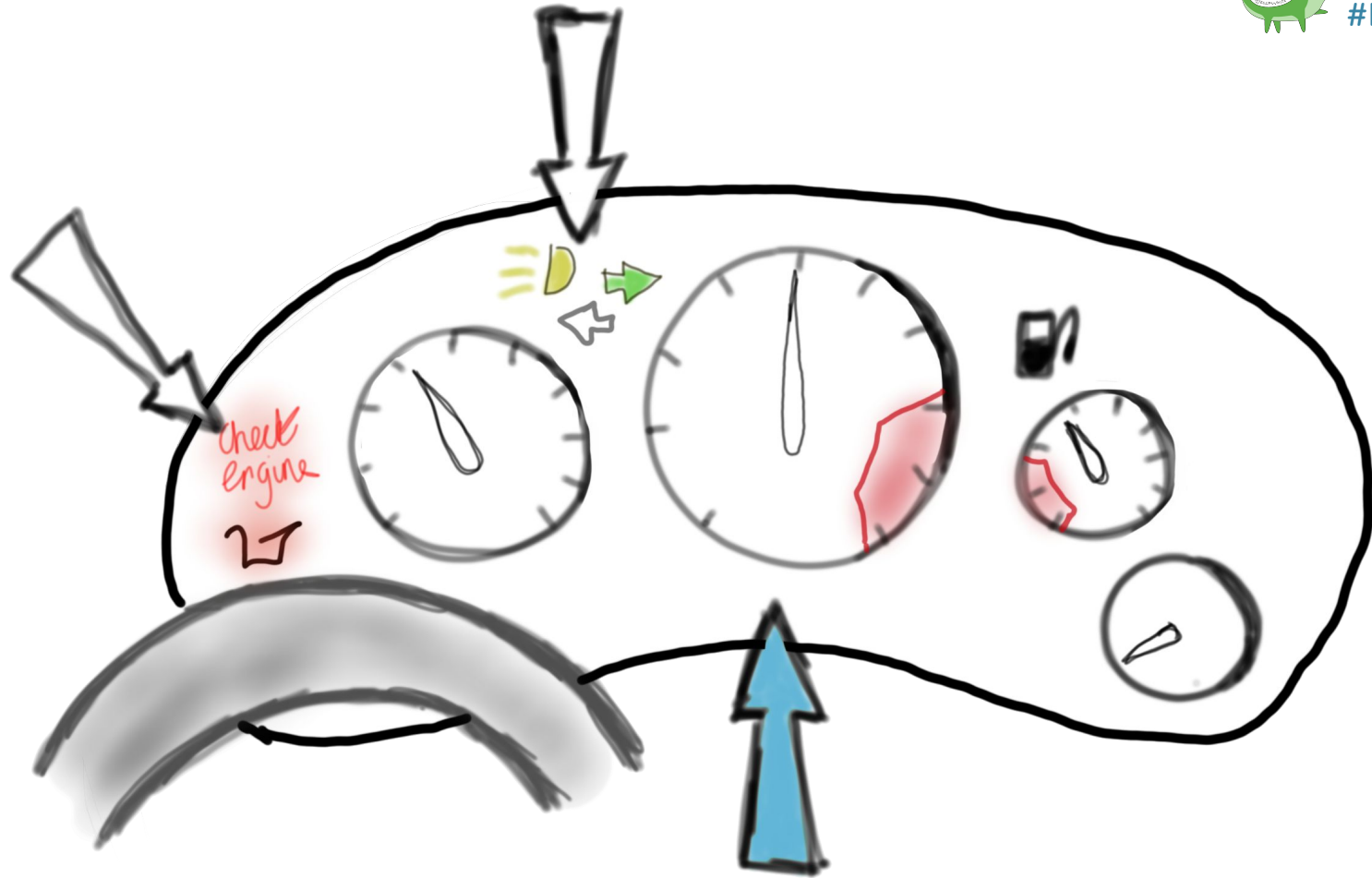
Software Engineer at

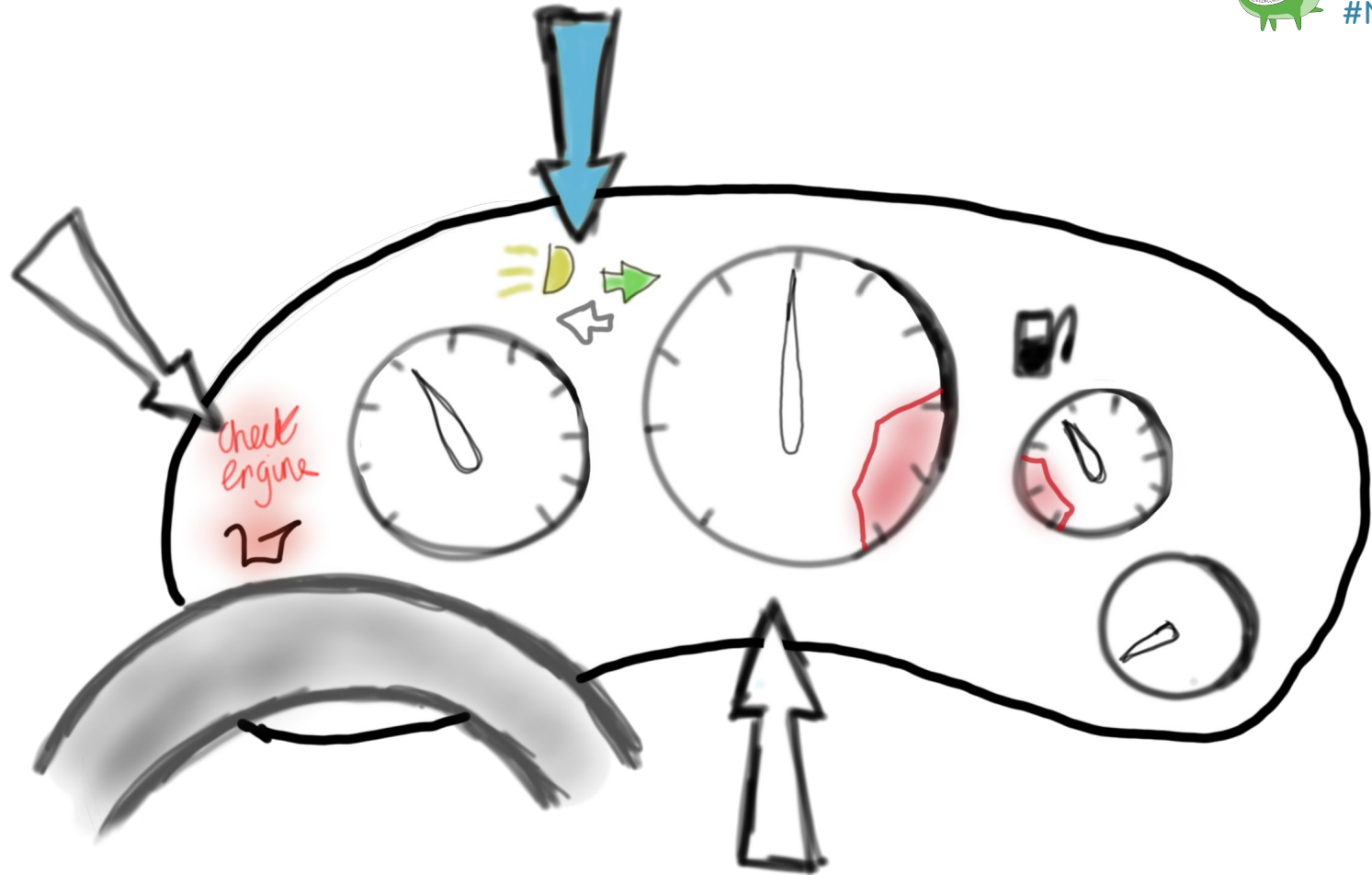
UNiDAYS

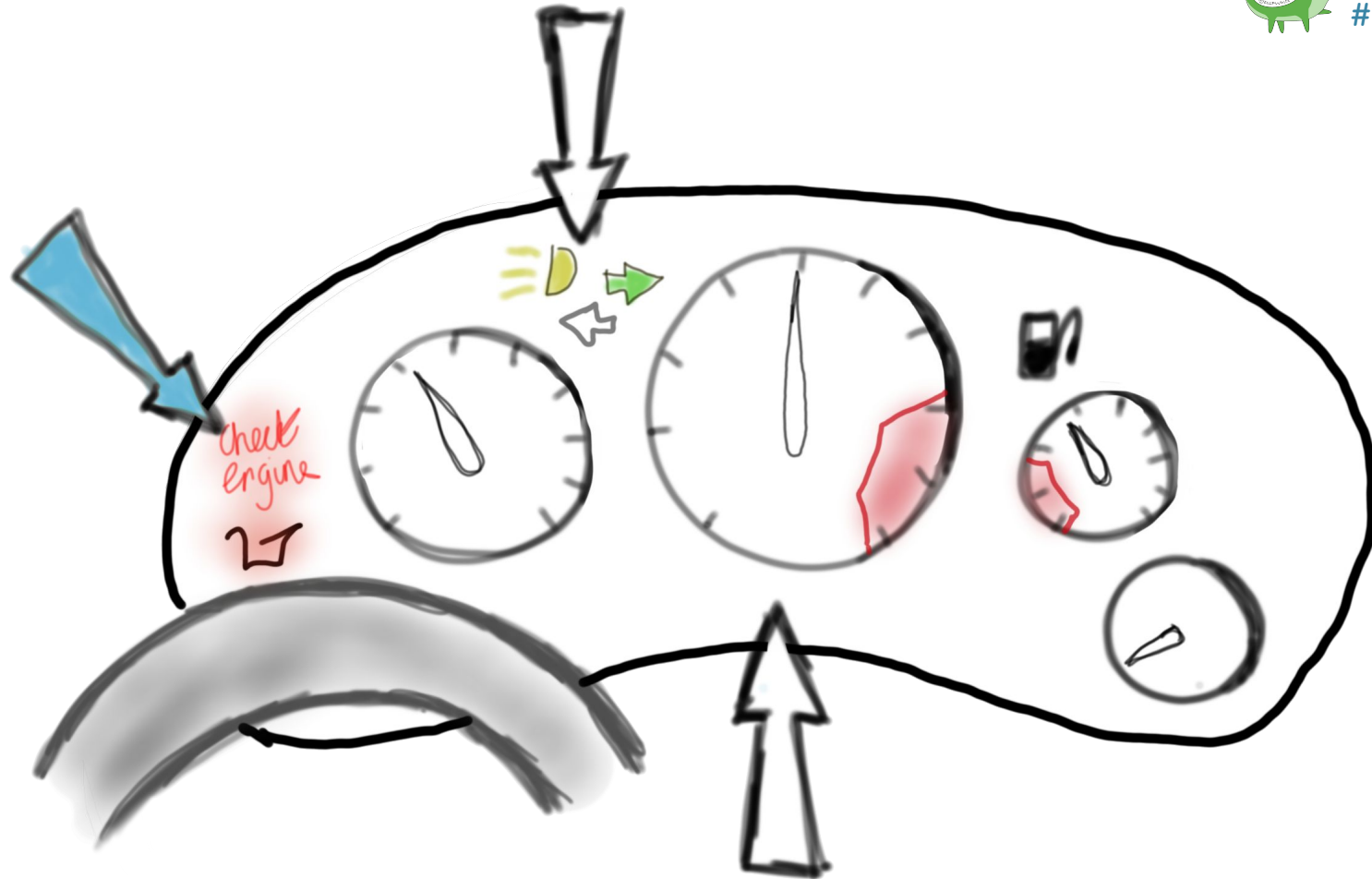
What is a Dashboard & Why Should We Care?















Who Needs Dashboards?





Business
Intelligence
STRATEGIC



Management
Information
TACTICAL



Operational / Dev
Informc
EXEC



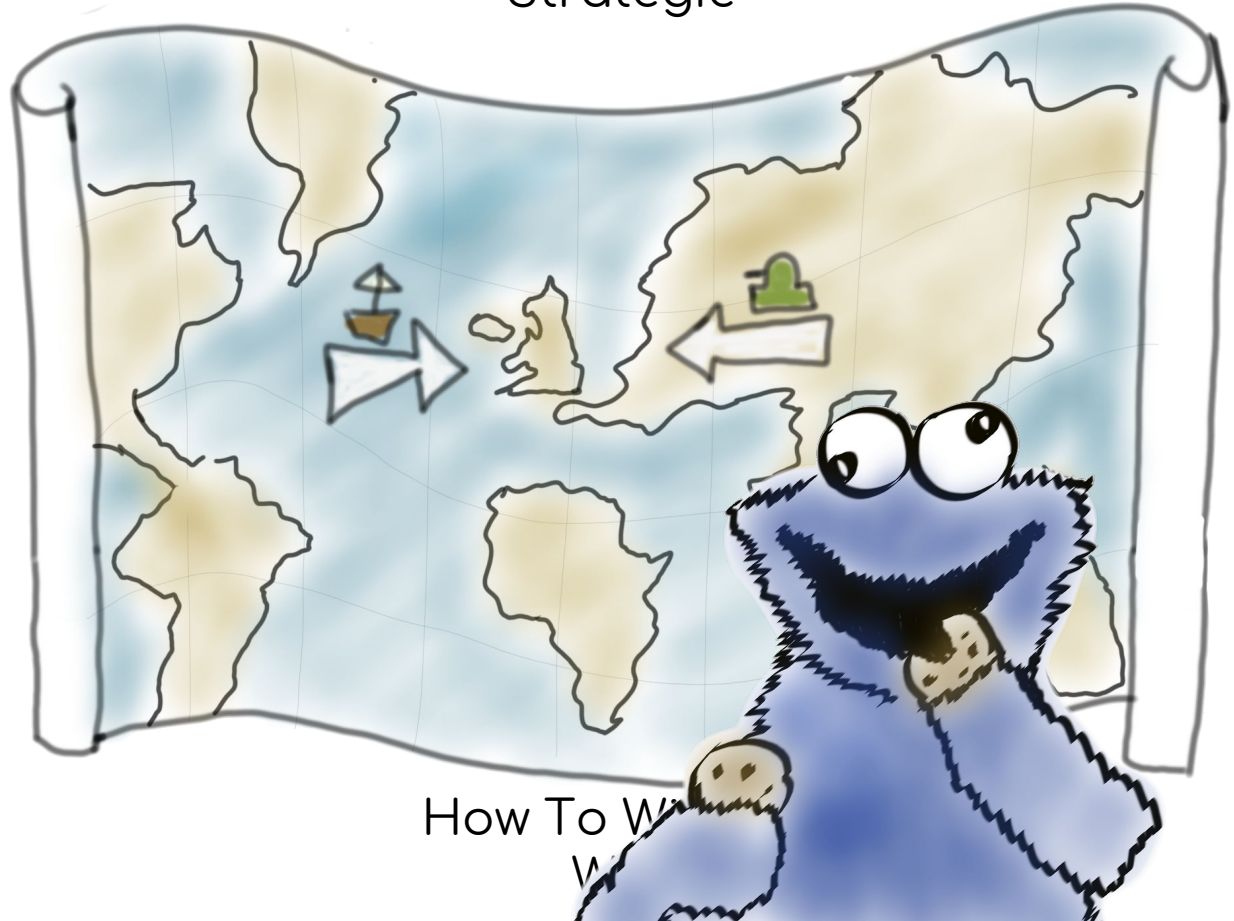
Business
Intelligence



Strategic



Business
Intelligence



How To Win
Win

Strategic



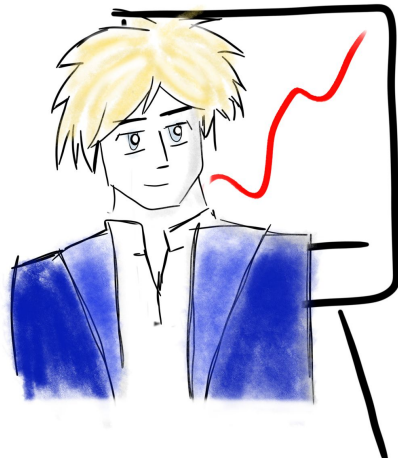
Business
Intelligence



How To Win The
War



Tactical



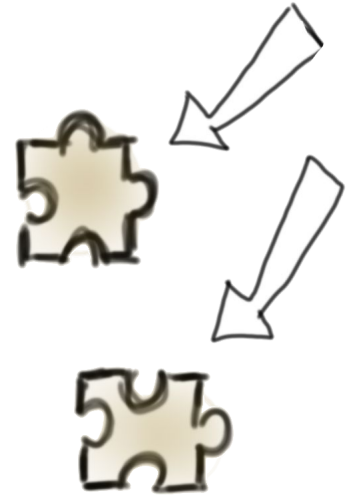
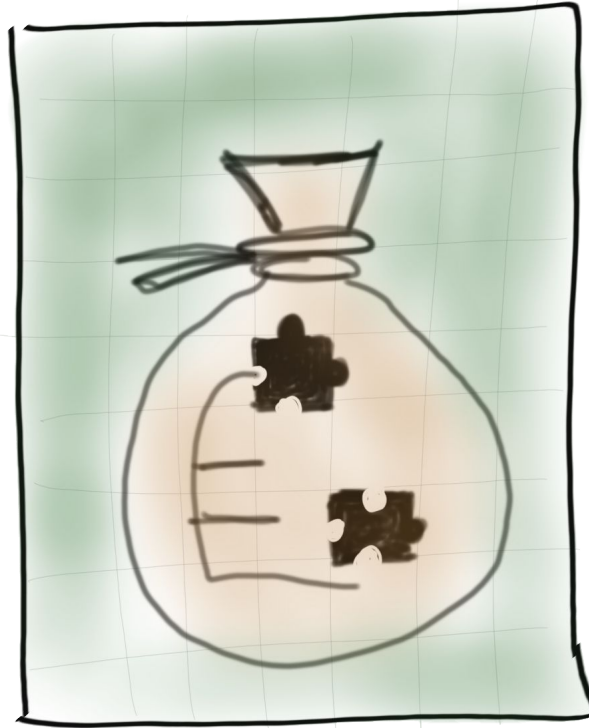
Management
Information

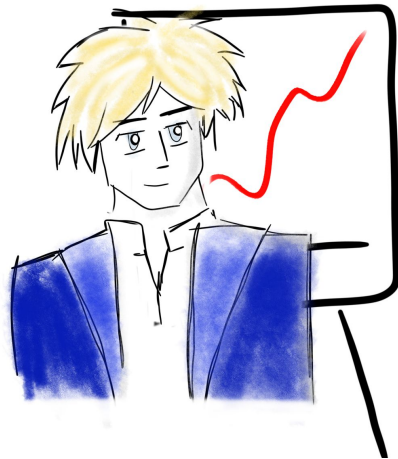


How To Win

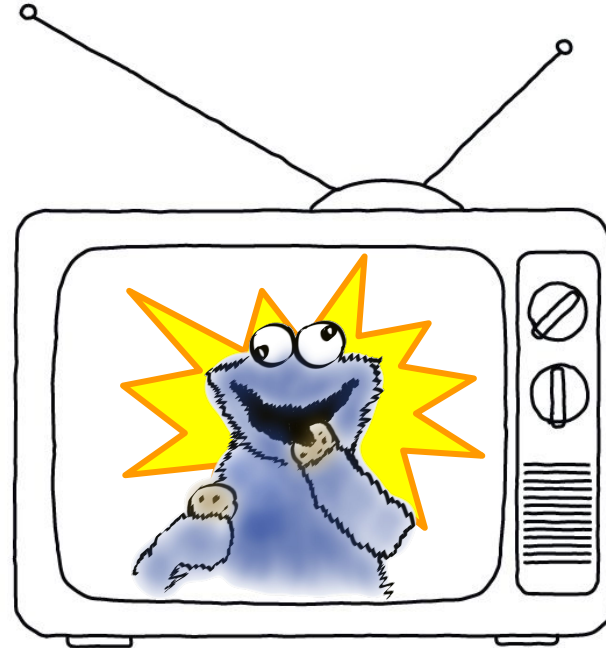


Management
Information

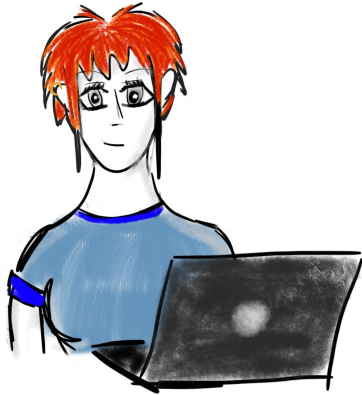




Management
Information



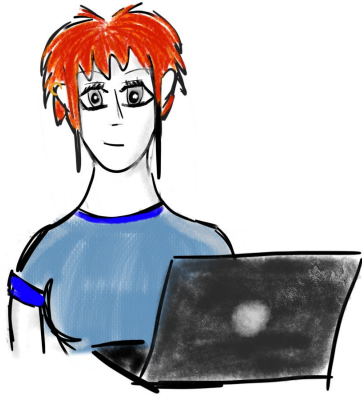
Execution



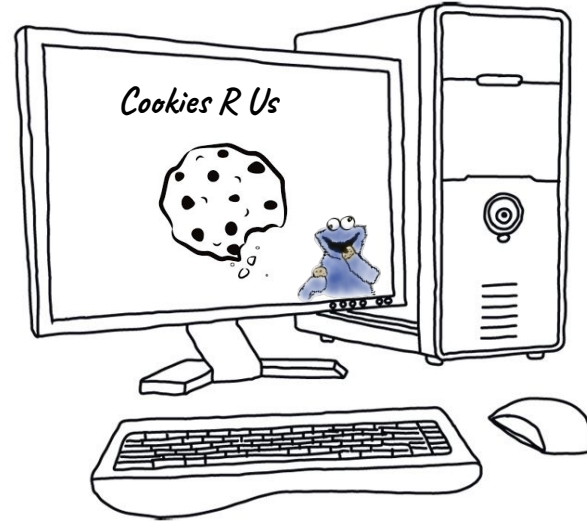
Operational /
Development
Information

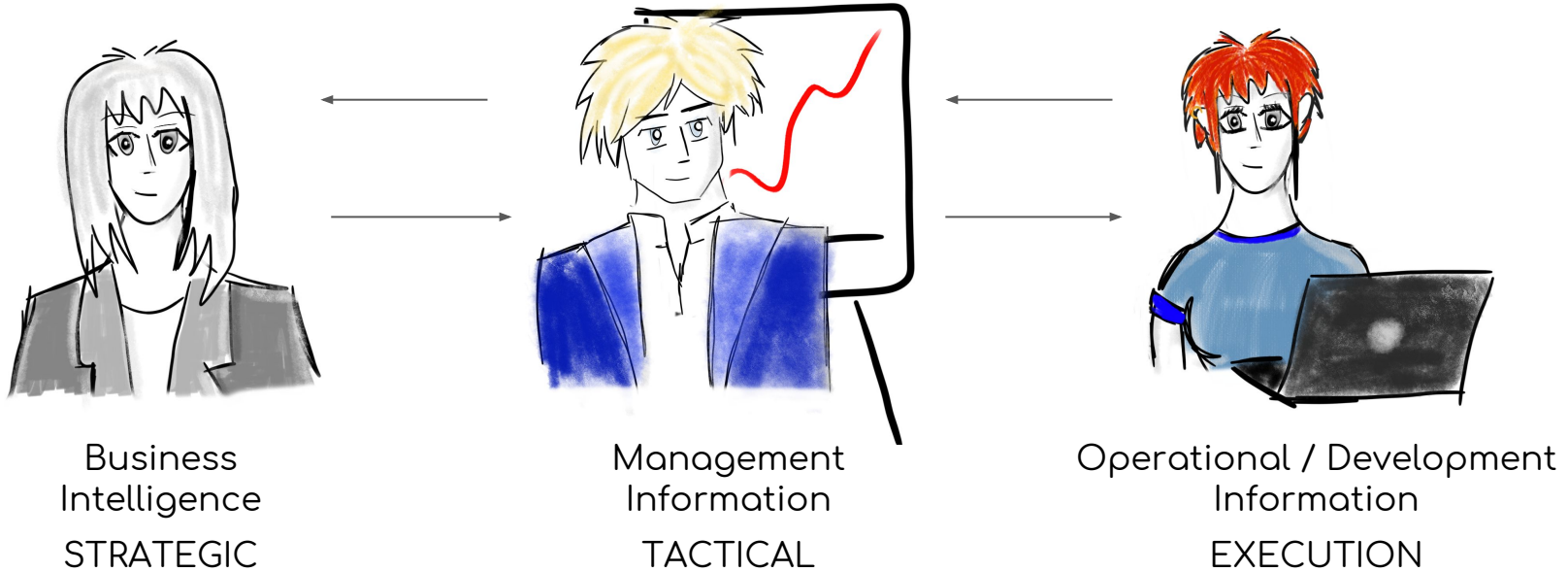


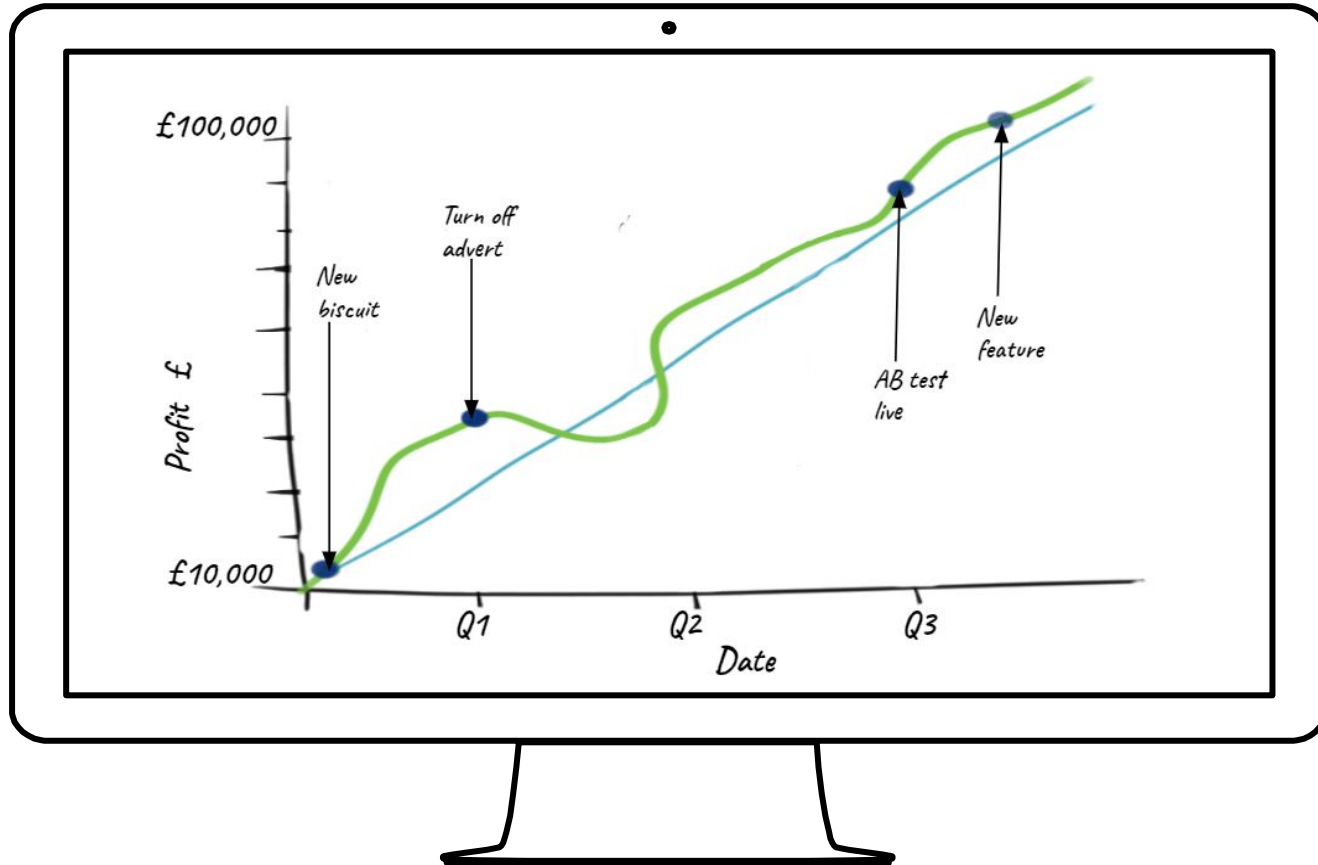
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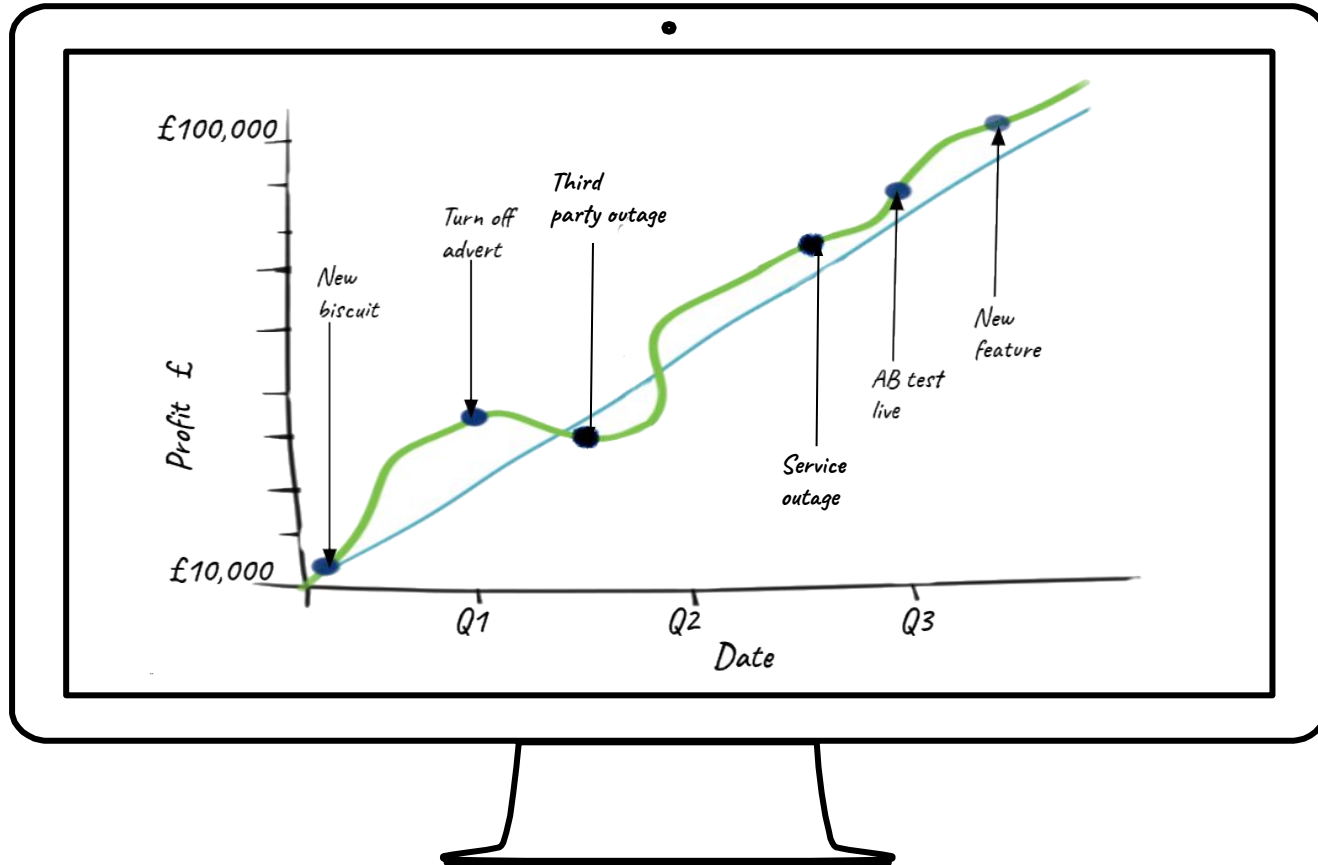


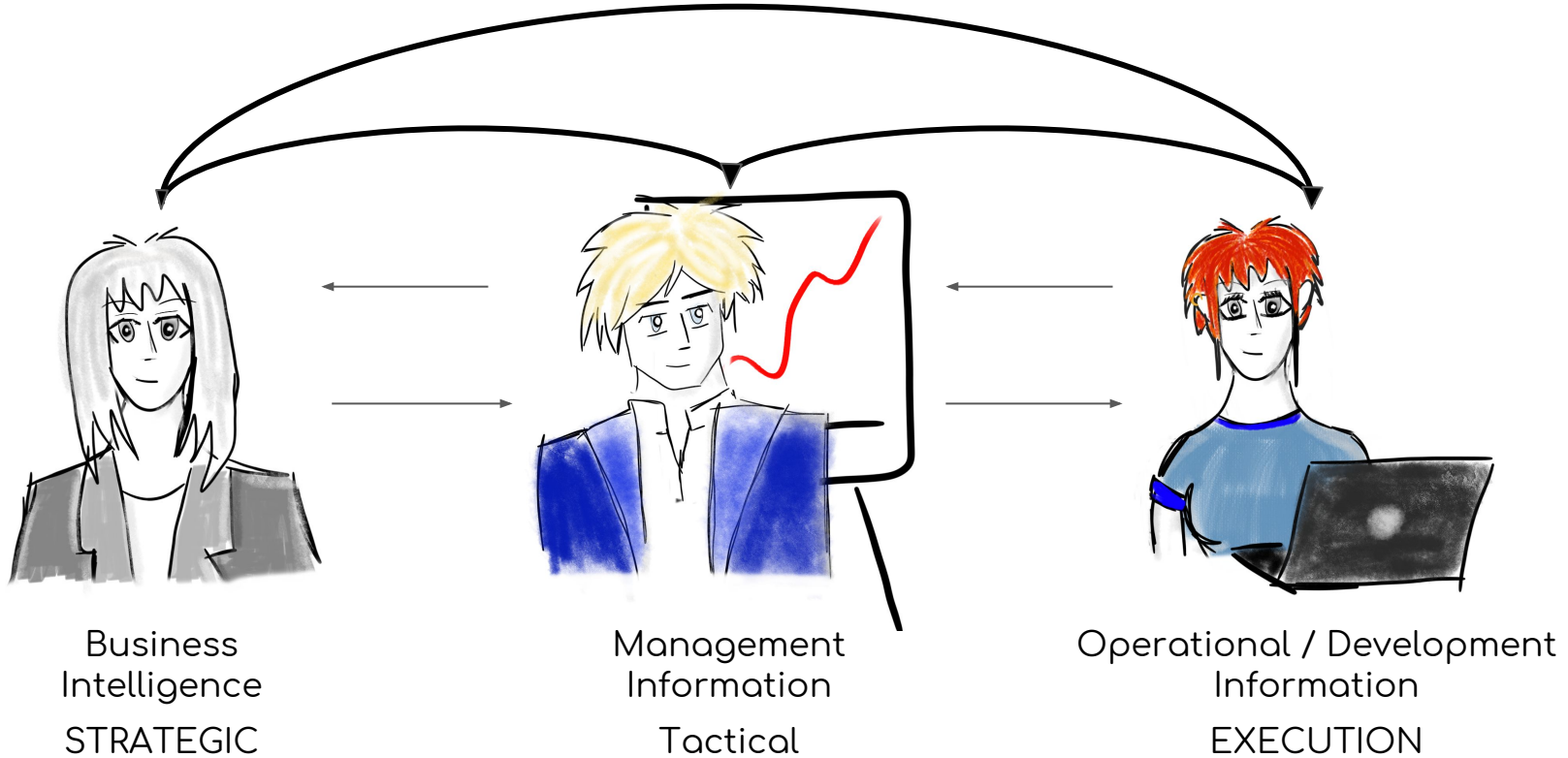
Operational /
Development
Information









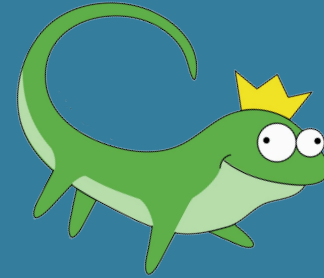


Who Needs Dashboards?





@JessPWhite
#NDCSydney



Everyone!



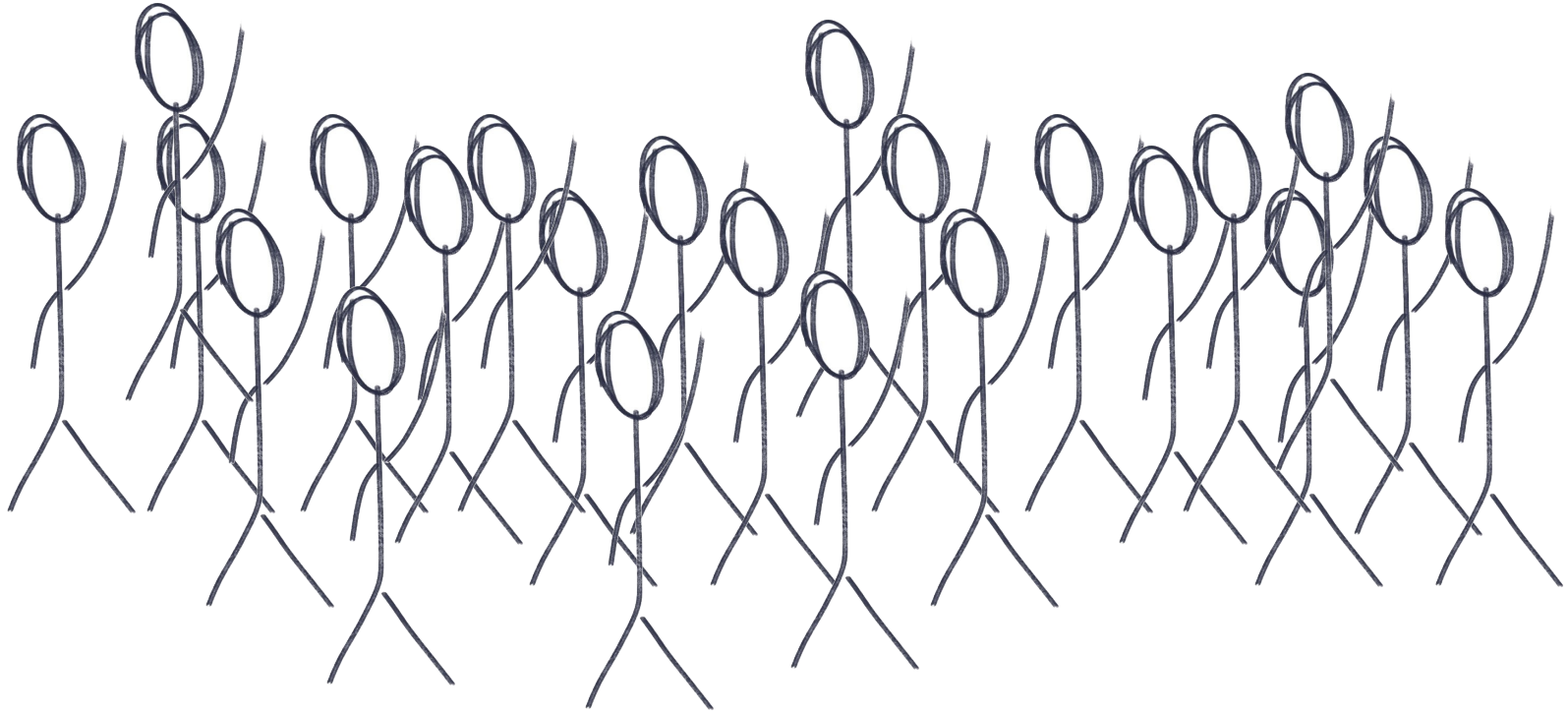
“If you don’t measure it, you can’t manage it”

“If you don’t measure it, you can’t improve it”

“If you don’t measure it, you probably don’t care”

“If you can’t influence it, then don’t measure it”

– Randy A. Steinberg



Dashboarding Is Hard To Do Right





NOT KNOWING
WHAT METRICS MEAN

NOT KNOWING
BASELINE BEHAVIOUR

TOO MANY
BOARDS

SINGLE POINT
OF RESPONSIBILITY

OUT OF DATE
METRICS

Danger Signs

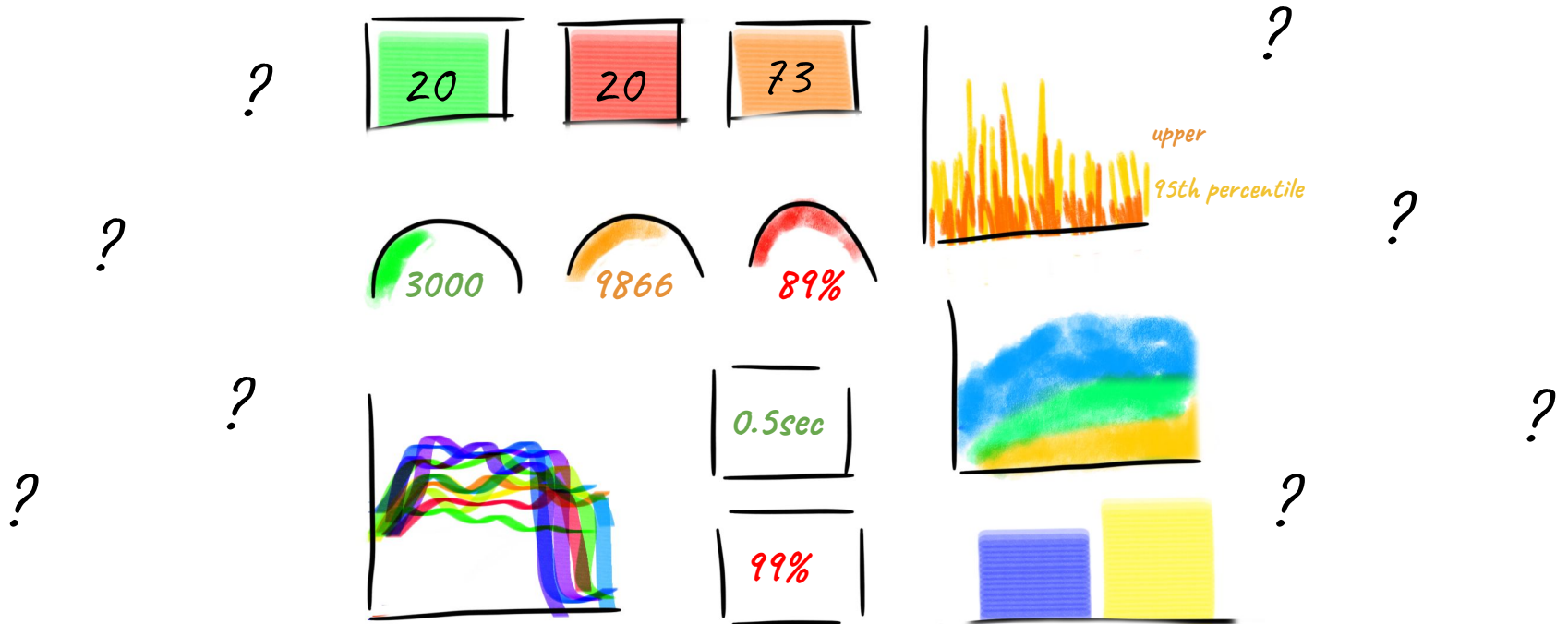
LACK OF PURPOSE

NOT KNOWING HOW
TO REACT TO
MEASUREMENTS

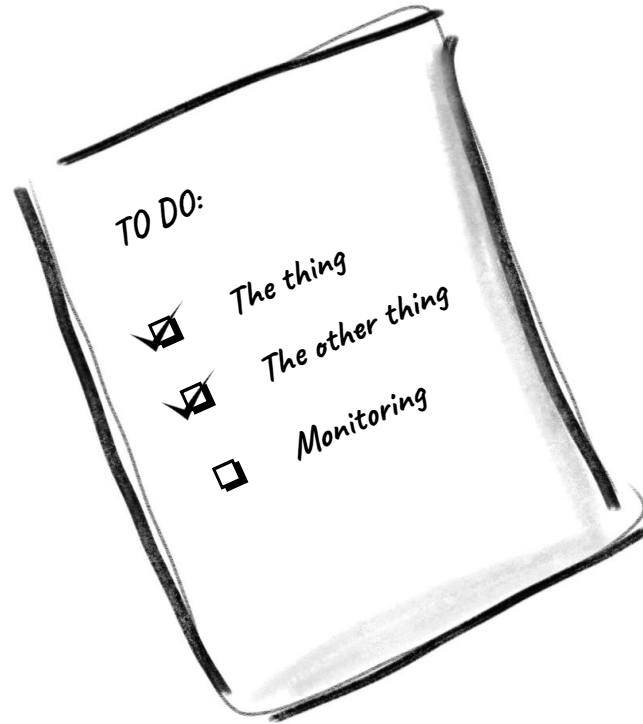
BUSY
BOARDS

TICK BOX
EXERCISE

Don't Know What The Metrics Are For



Tick Box Exercise



“We Have One Person That Makes All Our Dashboards”



Where Do I Start



Talking To Stakeholders

- What do you want?

Talking To Stakeholders

- ~~What do you want?~~

- What do you need?
- What are the company objectives?
- How might it fail?
- How do you know an app / feature is working?
- What are the KPI's

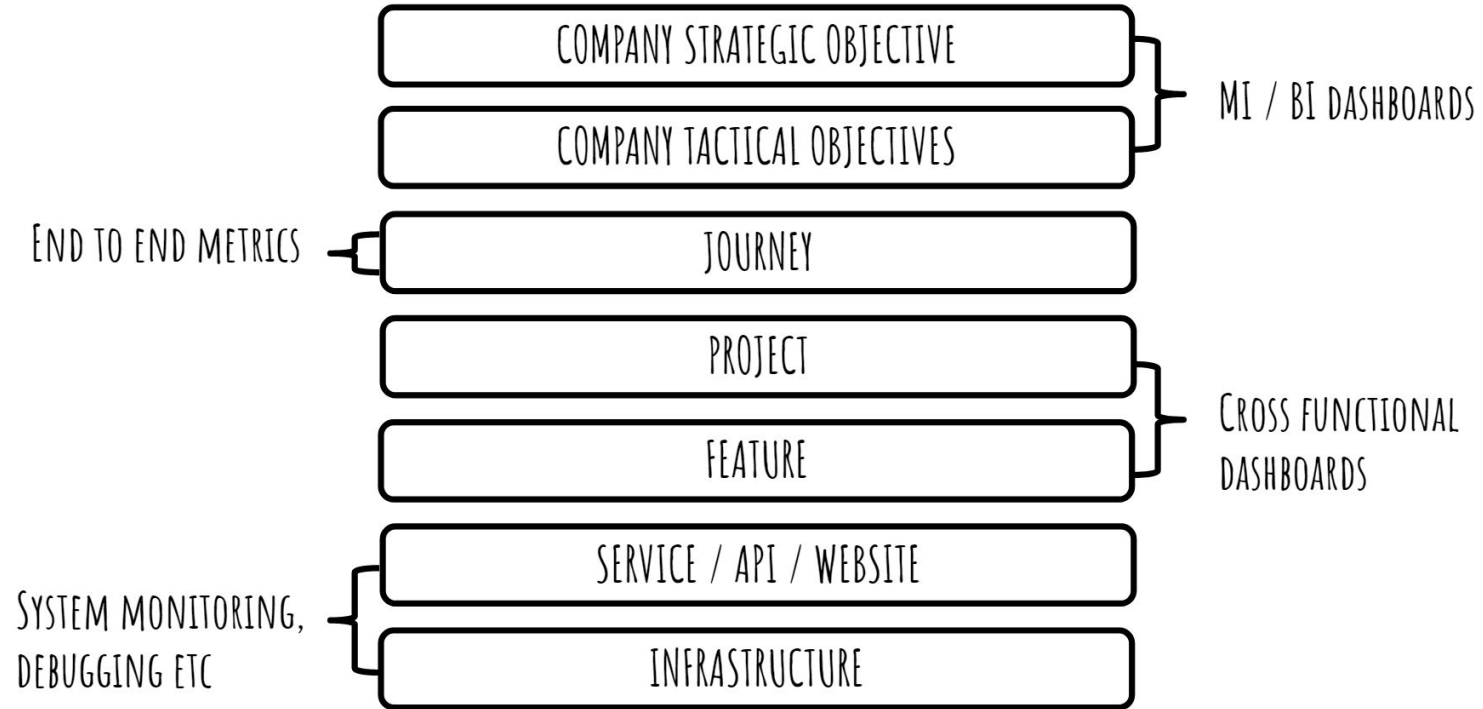
Requirement Gathering & Pushing Back



- WHY do you need this information?
- WHY does it need to live on the dashboard?
- WHAT does it provide?
- COULD it live somewhere else?



Layers



Tools



How Can I Pick Which Tools To Use?

USER / DEVELOPMENT CONCERNS

- Is it for a particular type of monitoring?
- Does it need to be accessible?
- What data sources does it support?
- Can the tool cover the type of queries you will be most commonly using?
- Does your team have experience / how steep is the learning curve / are the learning resources good.

COST & HOSTING

- What's the budget?
- Do you want to self host or have hosting provided?

OTHER FEATURES

- Does it support alerting in a way that's useful to you?

The Choice Is Yours

Do you have numerous data sources?



YES!



YES!



NO!

We Have A Winner



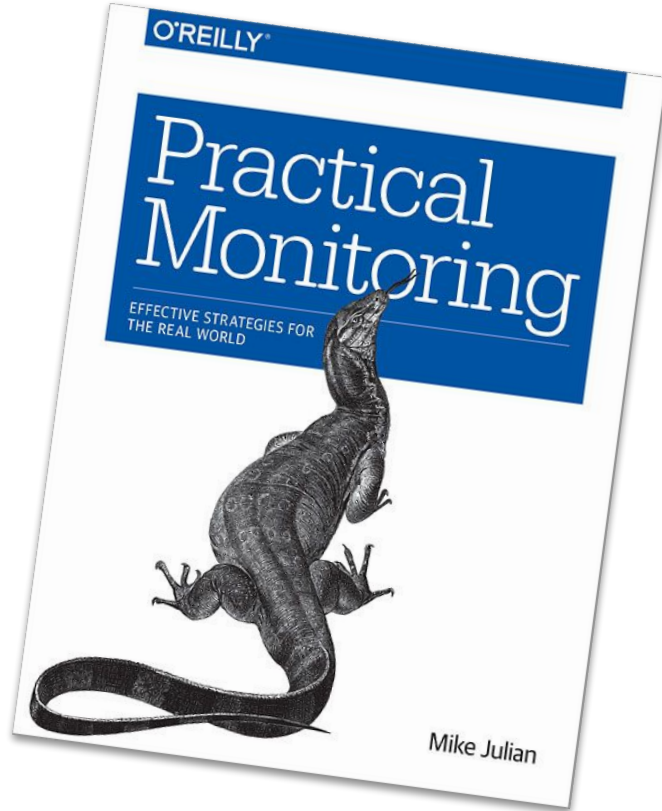
- Can do the type of monitoring needed
- Team is familiar with it
- Cheap
- Multiple hosting options
- Multiple data source options
- Alerting on a suitable messaging format
- Shareable dashboards

Where Can I Learn More?





@JessPWhite
#NDCSydney





What We've Covered

- There are many layers and type
- Dashboards are great for unity, transparency and purpose
- Scientific Method
- Consider the audience
- Asking the right questions and pushing back
- Layers of dashboard
- Tooling / Picking the right tool for you
- Resources

Thank you for listening

