

Product dashboards:

Actionable insight, not a magic eightball



No, I don't believe in a single 'magic' number

Your dashboard should not be too complex, but should measure and track a range of key performance indicators which deliver the business **actionable insights**



Magic 8 Ball
share your
secrets





LET'S GET STARTED

- Who is your **audience**?
- What **business value** will your dashboard deliver?
- What **type** of dashboard are you creating?





Who is your audience?

What decisions do they make?

What questions do they need answered to help them make those decisions?

How proficient are they in understanding and measuring key performance indicators/metrics?

How much time do they have to review the dashboard?



What business value will your dashboard deliver?

- Help the business **focus** on the right **priorities**
- Identify **realisable business value**, at scale
- Set **goals** and accountabilities for specific business units and/or individuals
- Identify scalable business **opportunities** and also highlight **issues** – both actual and emerging within the portfolio
- **Communicate** progress and success
- Provide a **common point of understanding** of business performance across your organisation





What type of dashboard are you creating?

- Scope – is it broad or focussed on a specific part of the product portfolio?
- Operational versus strategic
- Time horizon: Looking back, real time, snapshot, predictive
- How much detail should you include? (In this context you also need to consider what device or medium they will use to access the dashboard, e.g. phone, tablet, laptop)



You need to
measure the
right things

*“Not everything that
can be counted
counts, and not
everything that counts
can be counted..”*

- Albert Einstein



Some common reporting metrics

- **Revenue** (including revenue per product line/per segment or customer)
- **Costs** (in insurance this would include claim payments). Within cost, you may also want to break this down by channel and look at the cost to acquire, cost to serve and cost to retain. This can be very useful in determining where to allocate scarce resources and marketing/BD expenditure.
- **Margin performance** across your whole product portfolio and within each product line/series
- **Sales volume**: value by product, channel and location
- **Customer acquisition, retention and satisfaction**. Where are you retaining and losing customers? Is your future customer retention at risk?



Above all they need to be **S.M.A.R.T**

Specific; **M**easurable; **A**chievable; **R**elevant; **T**imely



Using the SMART framework will help you 'join the dots' and make connections across different elements of your product portfolio. In making connections you can identify interventions you can undertake to make the most of opportunities or address issues within your portfolio.



What would your top 5
S.M.A.R.T. metrics be?



One last word ...

As with all prototypes and products, **actively seek feedback** from your key stakeholders about your dashboard.

- Do they find it useful? If so, what in particular?
- Any gaps?
- What areas of the dashboard do they most regularly refer to?
- Any suggestions they may have?

Use that feedback to keep iterating and developing your dashboard.



*pokemon
blue/red/yellow
gen 1
1998*



*pokemon
gold/silver/crystal
gen 2
2000*



*pokemon
ruby/sapphire/emerald
gen 3
2003/2005*



*pokemon
diamond/pearl/platinum
2007/2009
gen 4*



*pokemon
heartgold/soulsilver
gen 2(remake)
2010*



*pokemon
black/white and black2/white2
gen 5
2011/2012*



*pokemon
x and y
gen 6
2013*

Thanks



Any questions?

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Credits

Special thanks to all the people who made and released these awesome resources for free:

- Presentation template by [SlidesCarnival](#)
- Photographs by [Unsplash](#)

Sources:

- Juice Analytics, www.juiceanalytics.com
- *Information Dashboard Design (2nd Ed)*, Stephen Few
- “When a dashboard isn’t enough”, ClearPoint Strategy, www.clearpointstrategy.com

