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DOES YOUR DATA NEED A DASHBOARD?

Article from [Revalsys Technologies](#)

This article explains about the importance of having a dashboard for your data

In today's business landscape, it's no surprise that every organisation requires data to compete and attain success. However, the most challenging part is to turn data into information that your audiences want to take. It means you need to share and display your data the right way.

What is a data dashboard?

A data dashboard is a tool used in information management and business intelligence (BI). It helps to monitor, analyse and display KPIs (Key Performance Indicators) visually. To monitor the health of a department, specific progress and the overall business, a dashboard is very beneficial. Based on the specific needs of your company or a department, you can customize it.

As the data dashboard provides a central location for a business to track and analyse performance, it's the most efficient method to track multiple data sources.

Let's check the signs that tell you that your data need a dashboard:

- **Your data lacks content**

No matter you have lots of data, it is useful only when you along with your audience can interpret and understand. Data scattered on spreadsheets won't allow you to see the big picture and the information it's conveying. When you visualize your data through a dashboard, you're providing the required content to the data you've visualized.

Right chart type and right colour scheme are vital to attract the attention of your audience. You can even add context through captions, labels, legends or annotations. When you integrate text into your data visualization, you can guide the interaction of the users, underline trends, emphasize key points etc.

Adding context to your graphs becomes much easier with dashboards. So, you need to understand well what you need to communicate and use the right visual elements to comprehend the information to your audience properly.

- **Your data is not organized**

When you don't have organized information, it becomes difficult for your business to take informed and accurate decisions. In addition, searching for data sets from your unorganised system is a huge waste of valuable time, offering your competitors an added advantage.

As the dashboard is a single repository of information, it eliminates the need to search data through databases or multiple reports. Be it SQL databases, excel spreadsheets or other data sources, dashboard connects with all the sources. It lets you save time and take informed decisions, as well.

- **Data communication becomes difficult**

When your business is having trouble communicating your information to different audiences, it's high time to have data dashboard. With dashboards, you can communicate information properly to all your audiences, as it offers a high-level scenario of metrics through easily understandable graphs and charts. When you pay heed to the needs of the audience, the chance of improving dashboard adoption rate gets higher.

Along with improving data communication with a dashboard, you can make better things such as:

- a) Transparency
- b) Accountability
- c) Visibility
- d) Productivity

- **Your data is not being used by anybody**

It's obvious that companies dedicate a whole lot of time in collecting as well as monitoring good data. But in spite of having loads of data, if your company is not data-driven, it's time to adopt better method to analyse your data. With the help of colourful and dynamic visuals, you can present a better story with your live data. It allows the users to interact with the data making it more engaging.



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