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# OPERATIONAL, ANALYTICAL AND Strategic - The Three Types of Dashboards

Article from [Revalsys Technologies](#)

This article explains about the the three types of dashboards- operational, analytical and strategic

As you seek to make more informed decisions and know your customers even better, dashboards are an important addition to your BI (Business Intelligence) toolbox. A dashboard is a single display that offers important information at a glance. In fact, it is the best way to gain insights into an organization, different departments, operations as well as performance. A focused, well-built dashboard can offer summaries and reports of BI easily which is critical to the success of the organization.

While more and more organisations are feeling the importance of dashboards in their business, most still lack the knowledge on the different types of dashboards used in business. Depending on your data and audience, you need to create a different dashboard. Here we'll discuss the differences between operational, analytical and strategic dashboards.

- **Operational Dashboard**

As the name the name goes, an operational dashboard focuses on business operations and performance monitoring. An optimal operational dashboard can monitor your business in real-time or near real-time which is beneficial to both company and departmental levels.

As an operational dashboard helps in understanding the internal operations and measure performance of the organizations, each department should have their own operational dashboard. As the operational goals of the marketing department differ from the sales department, you should have a different operational dashboard for different departments.

- **Analytical Dashboard**

Analytical dashboards offer users insights from a volume of data that are collected over a period of time. It enables the users to understand why certain things are happening, identify trends, what are the possible changes they can make in the future etc. As the data presented in an analytical dashboard tend to be complex, it requires advanced training to use an analytical dashboard. Instead of being available to employees across all departments, such dashboards are used by business analysts.

As analytical dashboards offer in-depth information, it allows you compare between current and historic data. Using such dashboards, you can make complex business decisions, product features, money spend on marketing, customer churn etc. The insights derived from analytical dashboard can be filtered back into a strategic dashboard as a way to establish a strategy and targeted goals.

### **How to choose the right dashboard?**

As you have understood the differences between operational, analytical and strategic dashboard, it will become easier for you to choose the right dashboard. But you have to be very clear about the things stated below before creating any of the dashboards:

- Objective
- Target audience
- **Strategic Dashboard**  
Strategic dashboard offer executives and managers at all levels the information required to understand the overall organisation's health. It also helps them identify the potential improvement and expansion opportunities. However, strategic dashboards do not provide in-depth information required to make complex business decisions.

Typically, strategic dashboard offers bird's eye view of a business which can contain sales and revenue comparison, overall sales number, inventory details etc. making it easier for executives and managers to understand the organisation's health. There is no requirement for interactive features in a strategic dashboard. Data should be updated on a monthly basis.



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