**Tracking your performance and impact**

# What's a Dashboard?



A GRAPHIC interface for FAST visualization of KPIs relevant to a specific objective or process

# Why is It Important?

Real-time data at your fingertips
*You can only improve what you can measure*

Measure your progress towards your business goals

Reactively adjust your product, UX, marketing...

Understand your performance drivers

Manage your teams' performance and give them a sense of responsibility

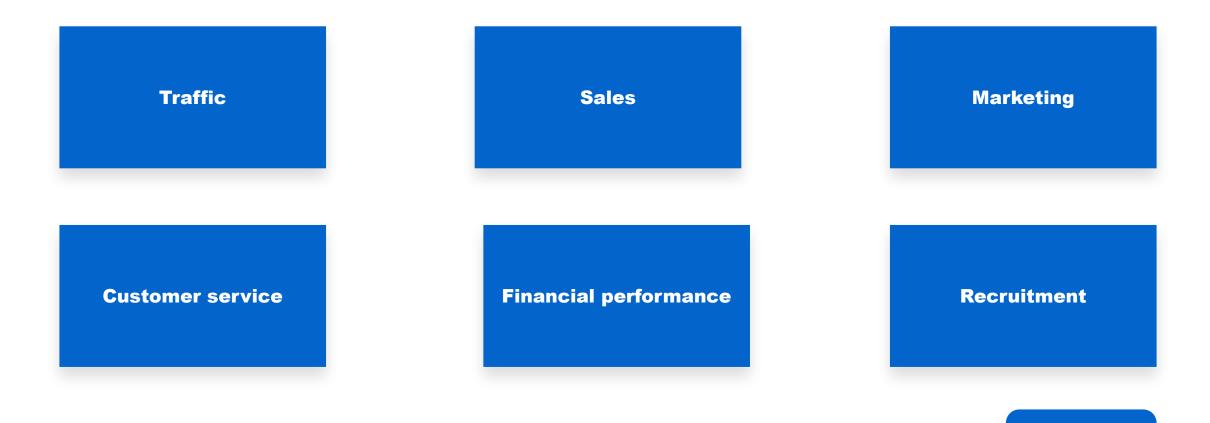Communicate with your key stakeholders

# Start by Formalizing Your Business Objectives

A few questions to ask yourself:

- What level of activity do we need to achieve to :
… cover our operating costs?
… generate a monthly income?
… interest investors?

- What do we need to do concretely to reach this level of activity?
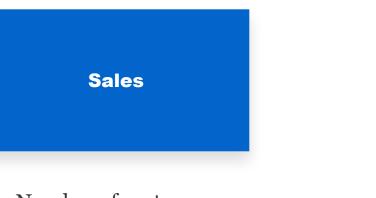
- What are our priorities?

# Identify the Categories of KPIs to Track According to Your Business Objectives

Traffic

Sales

Marketing

Customer service

Financial performance

Recruitment

...

# Choose Measurable KPIs That are Relevant to Your Business

**Traffic**

- Number of unique visitors
- Views
- Number of downloads
- Number of active users
- User journey
- Time spent on app or site
- ...

**Sales**

- Number of customers
- Conversion rate
- Average conversion time
- Revenue by segment, channel, payment method...
- Average basket
- Recurring revenue
- ...

**Marketing**

- Marketing campaign performance
- Conversion from social networks
- Cost of acquisition
- Net Promoter Score
- ...

# Choose Measurable KPIs That are Relevant to Your Business

**Customer service**

- Nombre de requêtes / bugs
- Temps moyen de résolution
- Satisfaction clients
- …

**Financial performance**

- Cashflow
- Margins by segment, product, channel…
- P&L vs. Budget
- Payback time
- …

**Recruitment / HR**

- Number of recruitments
- Recruitment by channel
- Average recruitment time
- Average recruitment cost
- Resource utilization
- …