

KPI DASHBOARD

macroeconomic data for corporate management



WHAT IS A KPI DASHBOARD?

A KPI dashboard is an interactive information and management tool that presents key business performance indicators in a clear and concise format. It is used to monitor a company's performance and progress against set targets.

Using graphs and charts, data is visualised in a simple and understandable way. Thus, making it easier to identify trends and patterns, and to react to potential issues at an early stage.

In uncertain times like these, it is more crucial than ever to make quick and reliable decisions. Companies need to keep a constant eye on their finances, performance, and potential to be successful. To this end, the monitoring of macroeconomic data that can have an impact on business operations is an important aspect. A KPI (Key Performance Indicator) dashboard can be used to facilitate this tracking.

FEATURES OF AN EFFECTIVE KPI DASHBOARD

Clear presentation

A KPI dashboard should be easy to understand and clear so that managers can quickly identify the most important information.

Relevant KPIs

A KPI dashboard should contain only the most meaningful and relevant KPIs to avoid an information overload.

Customization

A KPI dashboard should be customised to the needs of the company so that it provides exactly the information that is relevant for the business management.

Up-to-date

A KPI dashboard should be regularly updated to ensure that the data displayed is always current and reliable.

BENEFITS OF USING A KPI DASHBOARD

Performance monitoring

A KPI dashboard allows companies to monitor and track their performance and efficiency at a glance, enabling them to respond to potential issues at an early stage.

Data-driven decisions

A KPI dashboard provides managers with the relevant data and information they need to make data-driven decisions.

Comparability

A KPI dashboard allows companies to compare their performance with that of their competitors, for example, giving them a better understanding of their strengths and weaknesses.

Increase efficiency

By monitoring KPIs, companies can improve processes, optimise resources and increase their efficiency, thereby save costs and increase profits.

Foster collaboration

A KPI dashboard can help foster collaboration between departments and teams within a company by providing a shared view of business results.

DASHBOARD REQUIREMENTS

01

Sources

- » reliable
- » regular
- » comparable



02

Content

- » quantifiable data
- » focused on essential metrics
- » target-group specific

03

User

- » interactive
- » intuitive
- » simple

04

Presentation

- » clear-cut
- » small set of colours
- » focused



WHY MACROECONOMIC DATA ARE IMPORTANT

Macroeconomic data are an important component of corporate management. They help companies adjust and react to current market conditions and trends. They provide a valuable basis for decision-making and can help companies achieve their goals. Macroeconomic data can come in various forms, e.g.

- » consumer prices,
- » income statistics,
- » unemployment rates,
- » inflation rates,
- » exchange rates,
- » production numbers, etc.

They can help companies put their strategy development and decision-making on a sound data basis and minimise risks.

Unemployment rate, inflation rate and gross domestic product (GDP) are important indicators of the economic condition of a country and as such also of the business environment of a company. High unemployment can lead to lower demand for goods and services, while a rising inflation rate can increase the cost of raw materials and other important input factors. It is, therefore, important to track macroeconomic data in order to predict future trends and respond to potential challenges.



WHY WE DON'T STOP AT MACROECONOMIC DATA

In addition to general macroeconomic KPIs, industry specific KPIs, i.e. indicators that have been developed specifically for a particular industry and measure its performance, are also important for corporate management. They enable a deeper understanding of the key drivers of business success in a particular industry.

BUSINESS CASE - DASHBOARD FOR TRANSPORT & LOGISTICS



Using the example of a logistics radar, the dashboard presents key figures by country and category.

Legend for symbols on the dashboards (mouseover):

- Additional information about the index or raw data
- Written out legends of individual graphics
- The graphic shown is a screenshot
- Link to the original pdf-file
- Recent update

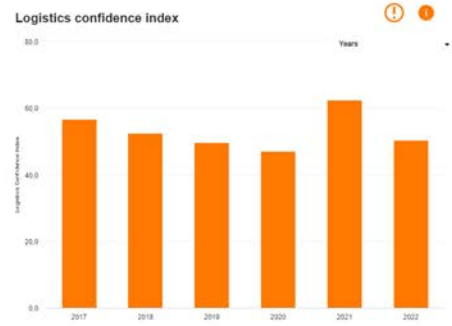
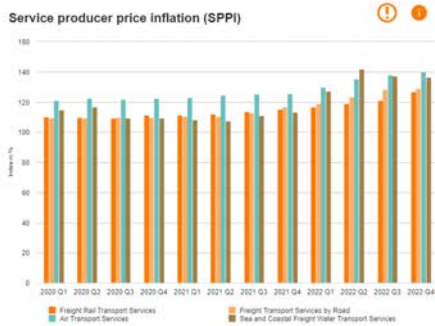
Efficient and cost-effective logistics and transport solutions are important to ensure competitive pricing for a product, while at the same time providing a satisfactory customer experience.

By effectively planning and optimising the supply chain, companies can minimise transport and logistics costs, shorten delivery times and improve the reliability and quality of deliveries.

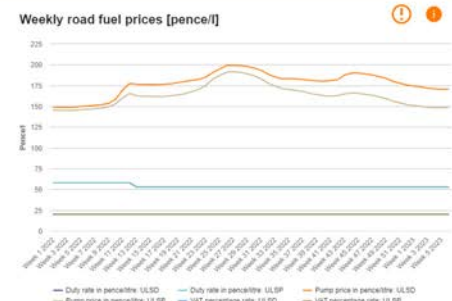
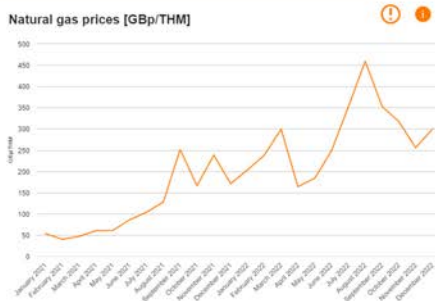
All in all, transport and logistics costs play an important role in shaping a company's overall strategy and have an influence on its success in the marketplace.

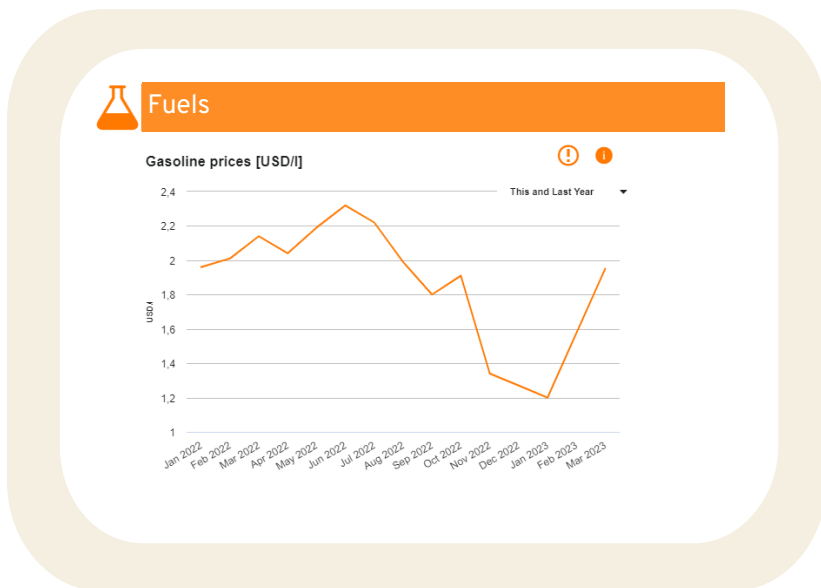
Depending on the industry, a dashboard like this can be relevant for the entire company, or for only individual departments that deal with optimising logistics, for example.

General logistical key facts



Fuels





It is **crucial** to limit yourself to essential key figures. The dashboard is a means to an end and allows the presentation of key data in a visually appealing and clear-cut format. It is easy to display many metrics but they will not provide you with a clearer picture. You need to draw conclusions from the data to extract actionable insights for the management of a company.

On an international level, data that are comparable across countries should be utilised, i.e. the metrics should either come from the same source or the metrics have the same or at least a similar definition. A definition of the metrics used must always be provided.

Once you have selected the relevant metrics, it is crucial to update them regularly, depending on the metrics and data availability. Nothing is less helpful than outdated data. Is the data available monthly, quarterly, semi-annually, or only annually, in what time frame do I actually need the data?

Any dashboard is only good when it is actually used. As already mentioned, it is not an end in itself. This means that the use of a dashboard only makes sense if it can be integrated into the operational workflow, i.e. the daily business, and when it is used. If this is not the case, it is doomed to failure.

Dashboard

- Formal**
- » Online – independent of internal IT infrastructure
- » Access by different user groups
- » Consistent source document
- » Scalable + *quantitative*
- Costs**
- » Higher entry costs
- » Low update costs
- Significance**
- » Good overview
- » Very good comparability
- » Dynamic – filterable
- Application**
- » Key figure-focused analysis of markets or competitors

On the one hand, this can be prevented by keeping the data up to date, and on the other hand, interactive filter options let you customize and visualize the data without much effort. This is also a decisive advantage over working in PowerPoint slides.

However, a dashboard is not all-encompassing. It is driven above all by quantifiable data that can be individually filtered, evaluated, and visualized. It is not suitable for processing text in large quantities, even if this would then be available in one centralized location.

Finally, the introduction and use of a dashboard does not necessarily have to be initiated by the management, but in any case, has to be supported and promoted by it. Again, if the necessary support and consistency is lacking at the management level, the project will not be successful.

WANT TO KNOW MORE?
We look forward to talking to you!

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