The Future of Dashboarding Is the Future: Presenting Foresight through Analytics Using Dashboarding Techniques

Jeff Livermore, SAS Institute Inc.
Ken Matz, SAS Institute Inc.
Scott Sams, SAS
Michael Thomas, SAS Institute Inc.

ABSTRACT

Dashboards have taken hold in business intelligence, because they are a way to distill down a huge volume of information to the key items that might (or might not) need exploration. But like the dashboard in your car, enterprise dashboards tend to focus on the current state of key metrics and the past. While this might be true to the dashboard metaphor, the real power of dashboarding is the practice of aggregating key pieces of information in a manner that gets attention. The techniques of dashboarding can apply to analytics and forecasting just as easily as they apply to past metrics and historical data.

Dashboarding through business intelligence has visually helped understand questions like: what has happened, how many, and how much. These questions naturally lead to the future of dashboarding and that is through business analytics. Dashboarding through business analytics address more compelling questions that go beyond reporting on what has happened in your business to discovering why it has happened. This paper explores the application of dashboard technologies along with various SAS® technologies—including enterprise business intelligence, SAS® BI Dashboard, SAS® Enterprise Miner™, and SAS® Forecast Server—so that key stakeholders can go beyond the past (hindsight), have an understanding of the present (insight), and proactively make decisions on the future (foresight) through the application of analytics and forecasting models.

No paper was submitted for publication in the Proceedings. Check http://support.sas.com/rnd/papers/ or contact the author.

CONTACT INFORMATION

Jeff Livermore
SAS Institute Inc.
Jeff.Livermore@sas.com

SAS and all other SAS Institute Inc. product or service names are registered trademarks or trademarks of SAS Institute Inc. in the USA and other countries. © indicates USA registration.

Other brand and product names are trademarks of their respective companies.