ABSTRACT

Dashboarding is a powerful metaphor because it is something we see every time we drive our cars. But would you really want to run a business with a dashboard as limited as the one in your car? No. Executives need to be able to drill down and through the indicators in your BI dashboard to see what the top level gauges really mean. The dashboard needs to be linkable to operational systems so problems can be acted upon immediately. Dashboards should make an organization's experts more efficient by providing advanced data visualizations, and all users benefit from dashboards that can be customized. Most importantly, dashboards shouldn't just react to old news or current situations. They should be predictive and strategic. This talk discusses how to use the dashboarding technologies of SAS® to make such intelligent dashboards that leverage not only the power of the dashboarding metaphor, but the power of SAS BI.

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