KPI Dashboards
The New Financial Reporting Model

26th July 2018

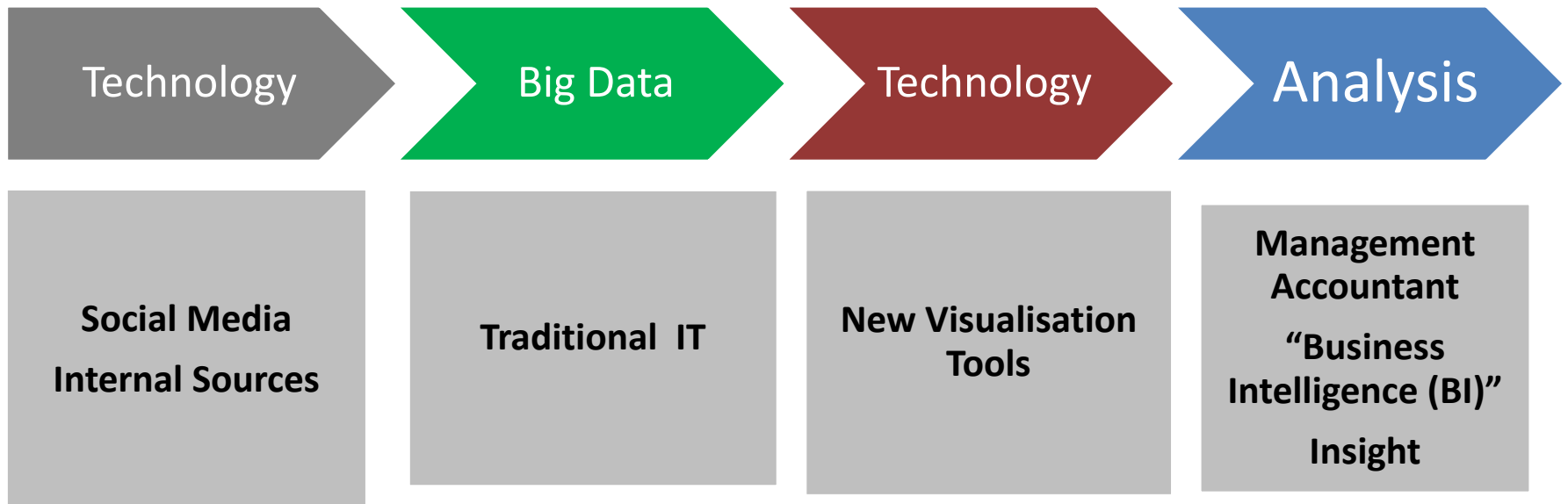**Swati Nathwani, Chair, CIMA Africa Regional Board**

What is a Dashboard?

The Changing Role of Finance

Modern technology is disrupting the finance function

Technology	Big Data	Technology	Analysis
Social Media **Internal Sources**	**Traditional IT**	**New Visualisation Tools**	**Management Accountant** **"Business Intelligence (BI)"** **Insight**

Example of a Dashboard
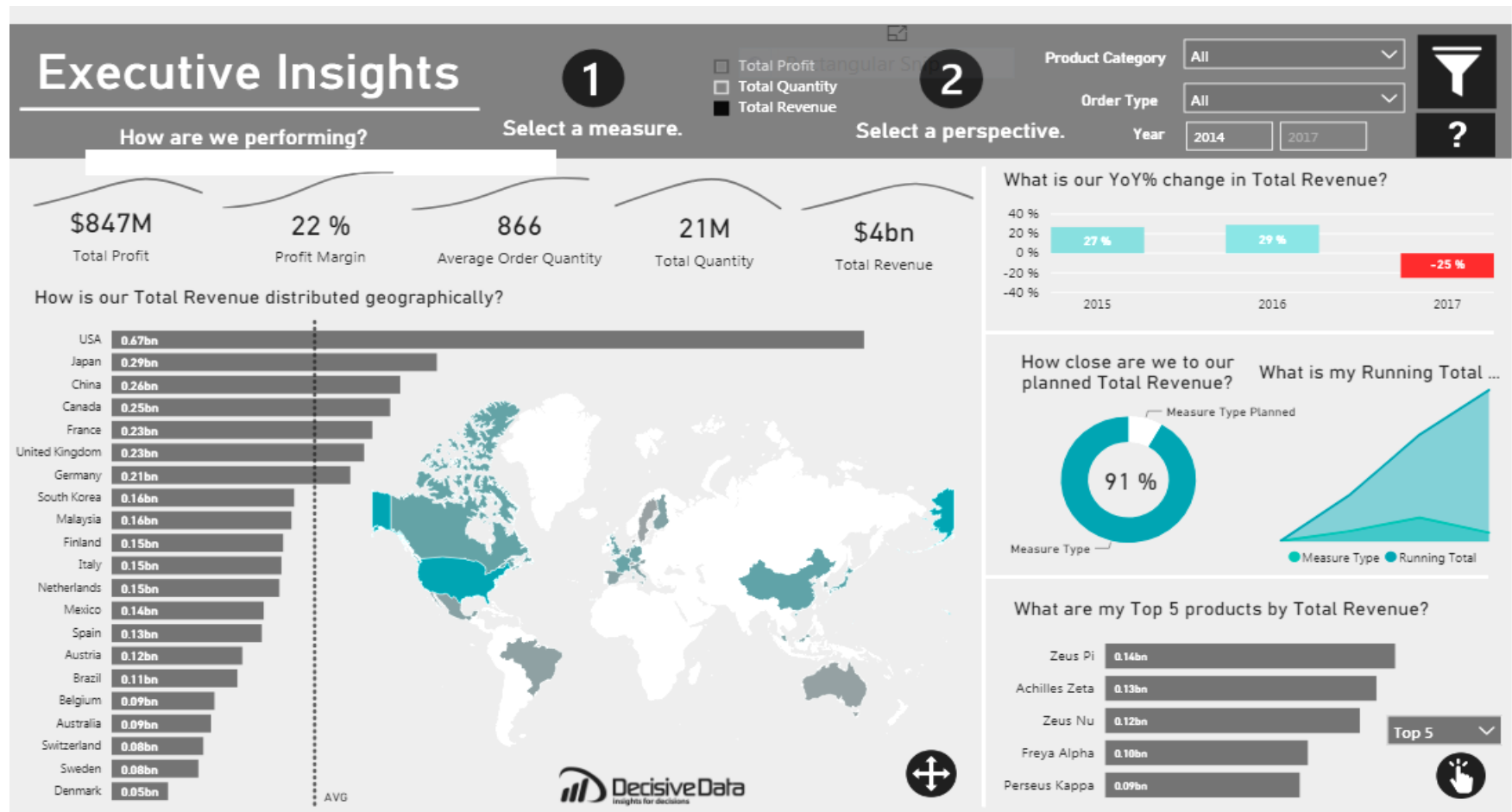
Visualisation

The human brain consumes information much more easily when presented with graphical representations, and so report visualisation concepts have become a key aspect of report design

Visualisation is now a term in the same way as **Big Data**

Visualisation

• The role of **visualisation** is to present the relevant data in such a way that the message is quickly absorbed and understood by the reader.

• Decisions can be made quickly and actioned, rather than time spent reading and processing reports.

Visualisation

• The price of these visualisation solutions has fallen dramatically in the last few years and are cloud based

• The market leaders are:
  • Microsoft Power BI
  • Tableau

How to create a KPI Dashboard

- Define your Key Performance Indicators in consultation with stakeholders
- Create your data visualizations. Design your dashboard manually
- Select your KPI dashboard software
- Gather your key data points
- Schedule a feedback session
- Deploy your KPI dashboard

Defining KPIs

- Understand the **core activities** and **competencies** that define the organisation's success and that underpin it
- Consult widely with stakeholders – think of them as "consumers" of the dashboard
- Define the KPIs
- Define how to measure the KPIs – the metrics

Visualisation

- Simplicity is key – all the relevant information, but no superfluous information
- Layout – Multimedia – desktop, mobile, paper
- Positioning – we read from left to right, so key messages in this optimum area
- Colour consistent, eg red "bad", green "good", certain products the same colour.
- Interactive, offer drill down facilities
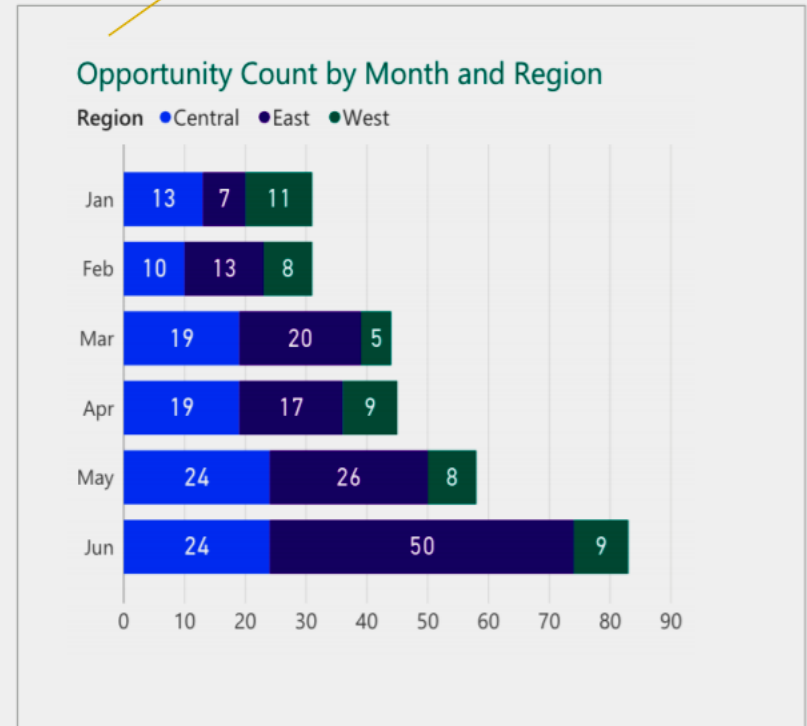- Realtime

Visualisation
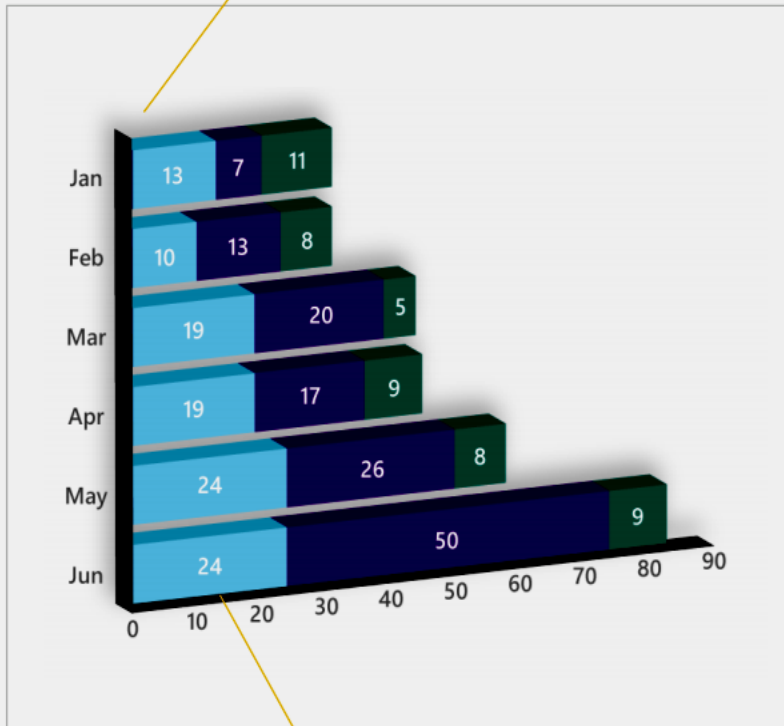
Visualisation

Visualisation
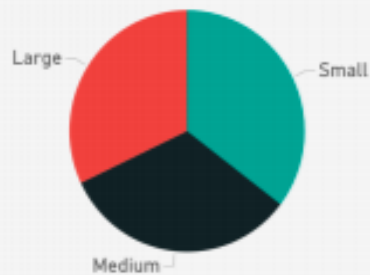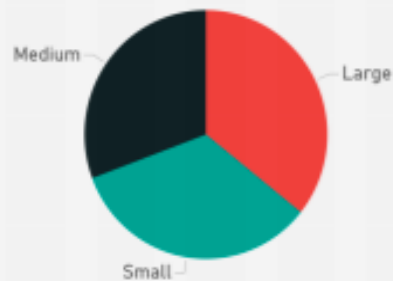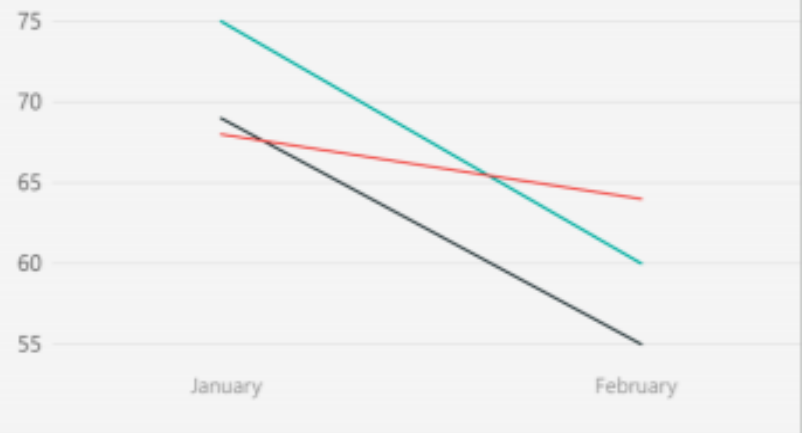
Choose your software

- Cost

- Data integration - all of the leading solutions offer pre-built data connectors to multiple-source systems. IT may need to be involved initially for data security

- Pre-built starter kits are also included within the solutions. These lead to an accelerated development time and have been built with best practice in mind.

Choose your software

- User-friendly functionality - combined with online help tutorials, this enables getting up to speed as fast as possible

- Mobile reporting - used to involve complex coding. All of the leading providers now enable the option to publish reports to mobile devices, whether tablets or phones. However, care must be taken to ensure the report is relevant to each device

Data Integrity

- Have a data governance plan in place

- Identify the source of the data

- Is this data refreshed often enough to make my dashboard relevant?

Deploying the KPI Dashboard

- Deploy a pilot Dashboard

- Evaluate the information – is it correct?

- Ask Stakeholders for feedback
- Refine the Dashboard

- Automate the Dashboard

- Roll out the Dashboard

- Advocate it

Interactive Dashboard example

https://powerbi.microsoft.com/en-us/industries/retail/

In Summary

A KPI dashboard needs to be

• Relevant – the dashboard is used for decision making

• Concise - all the information, but no unnecessary information

• Realtime

• Interactive

• Well designed in terms of visuals across multimedia

• Automated

The Changing Role of Finance

Figure 1: The potential for automation of the basic finance activities

Data collection	Data processing	Applying expertise	Stakeholder interactions	Managing others
64%	69%	18%	20%	9%

Estimates of extent to which different types of roles could be automated; Source: McKinsey

Interactive Session