

# Exercise 3.2 Targets

## Part III: Ten Tips



By the end of this activity, you will be able to:



Follow these steps to get the course activity assets

- Skilfully define specific, measurable targets derived from data analysis, facilitating the creation of actionable strategies and goal-oriented decision-making.
  - Apply the comprehensive set of ten data analysis tips to any dataset, demonstrating the ability to extract valuable insights, make informed decisions, and derive meaningful conclusions across diverse data structures and contexts.
1. Under **Part III - Analyze (Insights that Drive Action & Story Telling)** section of the DABEU course.
  2. Select the appropriate activity
  3. Download the following file:
    - Clothes R Us Dataset.xlsx

## Instructions

1. The purpose of this exercise is to practice the Targets principle by creating different dashboard pages with various types of KPIs, Metrics and Charts / Visualisations.
2. Definitions
  - **Targets** Specific, measurable goals or objectives derived from data analysis.
3. Targets for the KPIs are defined in the Definitions page of the spreadsheet.
4. The next few pages provide you with a specification to get you started.
5. You are not limited to the specification
  - You should follow it as a guideline
  - You're welcome to add new visualisations with other metrics not specified
  - Feel free to create multiple pages if your analysis needs it

## Mandatory Exercise

### Financial Targets Dashboard

1. Create a dashboard page called Financial Targets Dashboard
2. KPIs along the top
  - a. \$ Sales Growth
  - b. % Sales Growth
  - c. \$ Profit
  - d. % Profit
  - e. \$ Quantity Growth
3. Metrics
  - a. Use the KPIs above in your charts as metrics
4. Ideas
  - a. Gauge with dynamic RAGs
  - b. Column Chart with reference lines or bars that RAG
  - c. Table with Variances and fonts that RAG
  - d. Heat Map
  - e. Maps
  - f. Bullet Charts
5. Each table could include one of the following dimensions listed below
  - a. Division
  - b. Country
  - c. City
  - d. Customer
  - e. Category
  - f. Product
  - g. Any other dimension that provides a good insight
6. Add any other Visualisation and combination of Metrics to find insights

(This should take no more 1 - 3 hours).

## Optional Exercise

### Operational Targets Dashboard

1. Create a dashboard page called Operational Targets Dashboard
2. KPIs along the top
  - a. \$ Sales Growth
  - b. # Net Promoter Score
  - c. % SLA
  - d. # Avg Minutes to resolve a call
  - e. # Social Media Engagements
3. Metrics
  - a. Use the KPIs above in your charts as metrics
4. Ideas
  - a. Gauge with dynamic RAGs
  - b. Column Chart with reference lines or bars that RAG
  - c. Table with Variances and fonts that RAG
  - d. Heat Map
  - e. Maps
  - f. Bullet Charts
5. Each table could include one of the following dimensions listed below
  - a. Division
  - b. Country
  - c. City
  - d. Customer
  - e. Category
  - f. Product
  - g. Any other dimension that provides a good insight
6. Add any other Visualisation and combination of Metrics to find insights. There are a few supporting metrics in the data:
  - a. % First Time Fix
  - b. % Due Dates Met
  - c. % Survey Results

(This should take no more 1 - 3 hours).