

“

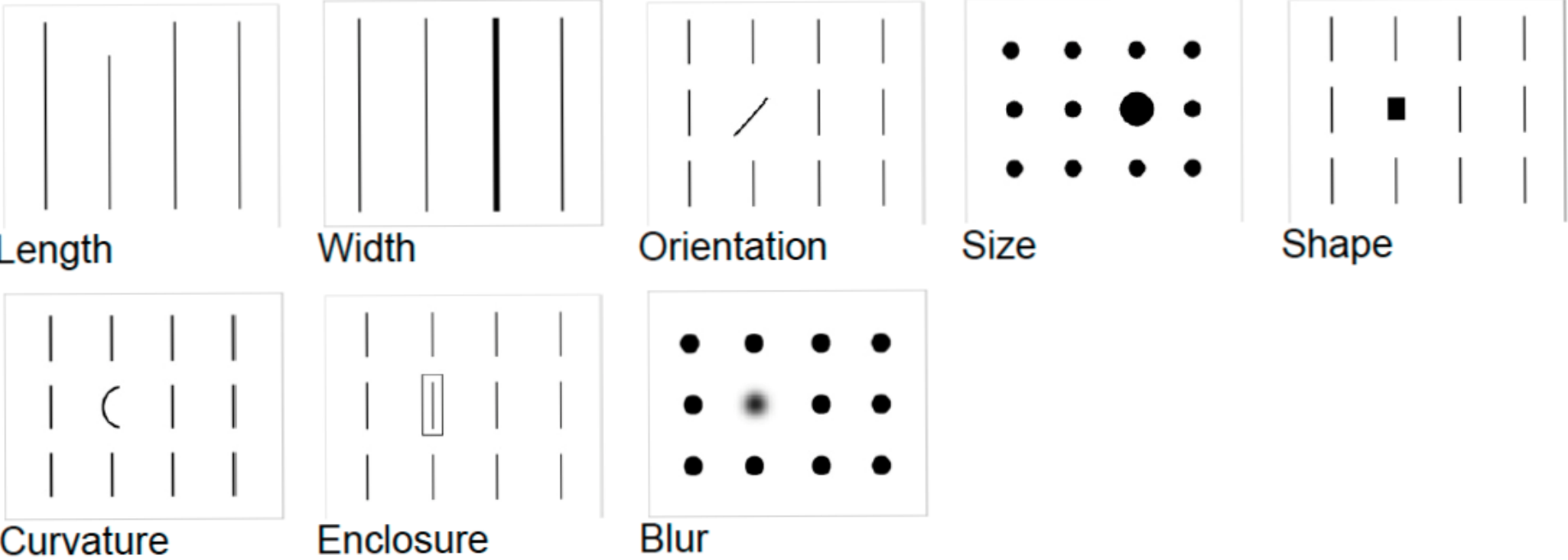
The gold standard in
business intelligence and
analytic platforms

”

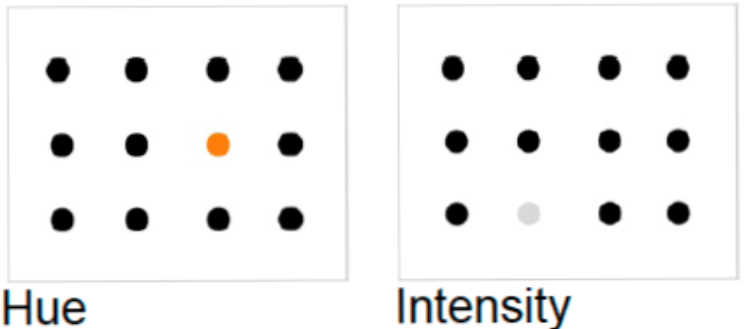
- Gartner, Magic Quadrant

Pre-Attentive Attributes

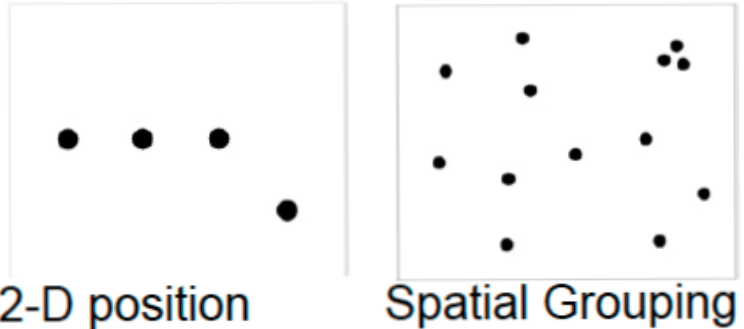
Form



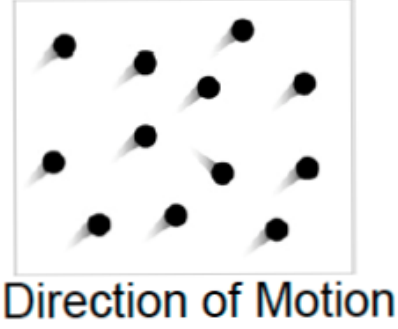
Color



Position

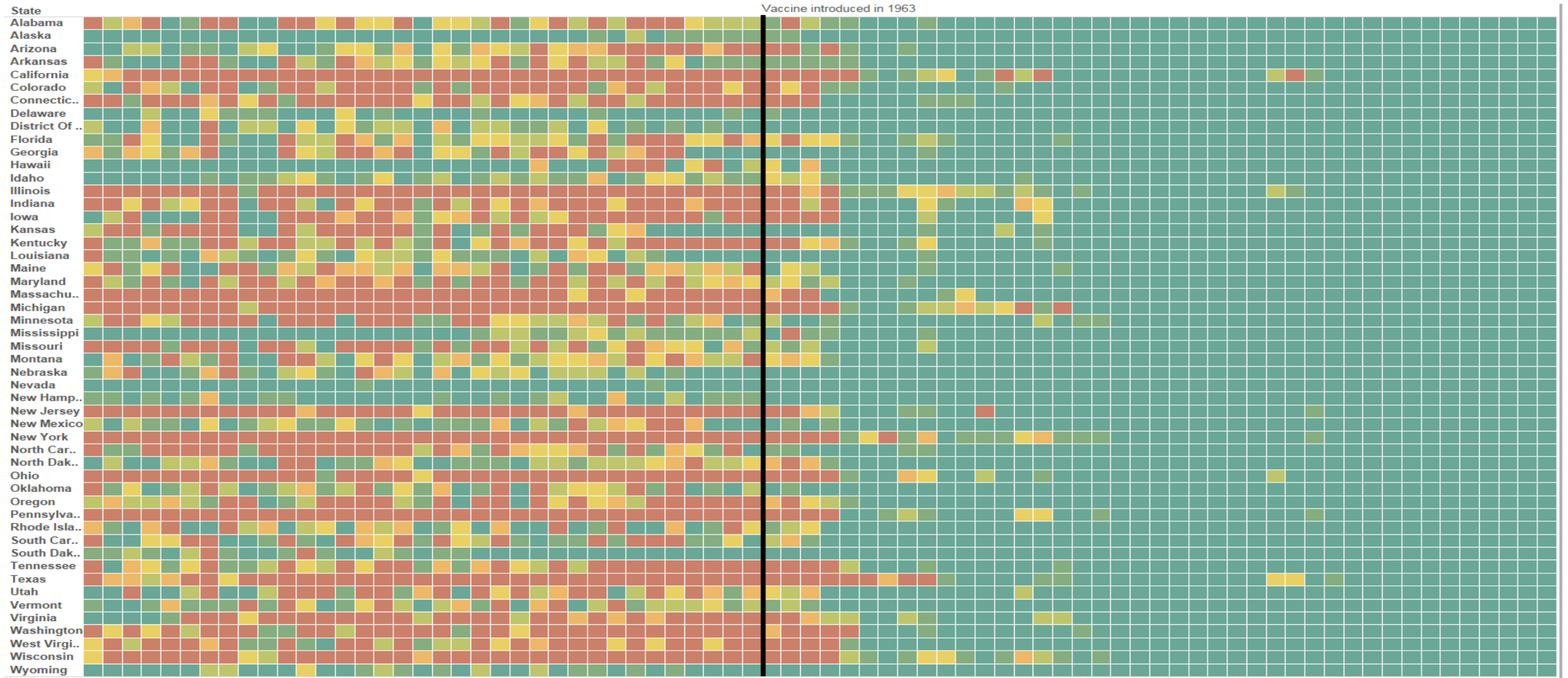


Motion



	Alaska	Arizona	Arkansas	California	Colorado	Connecticut	DC	Delaware	Florida	Georgia	Hawaii	Idaho	Illinois	Indiana	Iowa	Kansas
1928		205	673	284	184	398	234	43	175	367		11	331	680	86	236
1929		57	199	315	237	620	39	62	89	97		88	2,222	616	171	807
1930		212	196	2,524	993	118	79	28	530	335		99	923	210	776	863
1931		222	74	1,796	669	870	373	265	289	186		29	2,317	1,341	113	131
1932		12	6	717	183	301	26	3	21	95		5	1,428	213	9	549
1933		135	475	1,388	19	328	48	18	97	524		94	953	316	108	407
1934		76	765	1,570	2,112	316	711	269	1,187	2,122		179	2,700	1,525	917	836
1935		63	241	1,714	1,016	1,779	92	125	102	26		82	3,231	628	1,889	1,785
1936		212	15	2,841	44	249	187	203	29	8		133	57	165	14	41
1937		294	64	310	96	799	146	184	55			102	1,299	935	15	53
1938		82	501	1,017	620	207	183	60	1,313	1,576		878	6,933	1,322	392	770
1939		110	236	4,513	536	1,505	357	39	232	232		898	1,947	443	290	342
1940		187	304	2,391	281	525	181	14	190	283		186	737	32	416	639
1941		203	479	607	641	631	370	431	1,337	1,207		44	4,497	1,156	340	1,169
1942		365	365	6,930	336	656	134	50	363	450		156	768	481	402	720
1943		119	239	4,067	879	506	132	331	175	352		402	1,942	688	393	797
1944		557	437	4,371	511	622	238	65	416	777		116	1,331	374	386	863
1945		160	159	2,421	183	284	77	43	217	191		136	687	187	151	419
1946		266	222	3,976	1,684	636	427	66	311	459		227	1,939	1,045	500	1,077
1947		134	383	755	141	1,072	44	4	144	264		32	770	245	1,248	474
1948		556	259	3,854	792	245	194	82	363	147		143	2,649	1,335	907	92
1949		242	1,114	2,230	630	1,570	161	68	326	989		238	408	283	172	1,735
1950		181	246	777	367	578	110	115	225	341	7	209	1,530	610	1,083	179
1951		855	812	3,827	959	387	90	54	186	641	784	190	880	433	326	941
1952		470	344	5,584	473	2,228	405	50	280	587		81	2,195	547	305	661
1953		494	1,536	3,666	830	557	63	46	98	314		121	1,095	657	978	1,336
1954	180	257	235	3,409	193	603	314	170	968	554	37	446	2,170	2,319	986	150
1955	106	721	260	4,194	460	2,189	37	10	115	229	473	44	728	364	670	383
1956	213	531	702	1,916	902	248	130	75	444	362	406	209	2,707	1,390	1,009	905
1957	106	531	193	3,403	189	727	62	19	602	392	456	240	509	501	721	3
1958	106	977	546	2,149	843	997	102	38	1,721	646	115	259	1,845	1,550	2,909	34
1959	178	696	158	2,708	490	863	34	49	362	110	382	126	438	277	1,053	
1960	201	326	188	1,379	580	1,037	86	357	265	29	621	240	1,439	635	252	
1961	232	510	233	2,276	253	476	43	158	729	53	14	166	700	361	641	
1962	148	442	383	1,754	679	1,344	67	224	262	64	180	124	1,074	555	1,076	
1963	197	782	341	1,283	699	432	41	157	468	29	345	339	919	435	824	
1964	165	451	226	2,340	282	351	37	34	707	45	55	125	1,267	2,272	5,251	
1965	16	84	430	1,263	527	844	17	69	341	71	290	165	411	156	832	
1966	89	362	207	997	116	74	50	32	385	57	9	194	1,240	523	385	
1967	18	93	512	285	113	9	4	6	125	9	16	59	104	46	104	30
1968	7	20	1	153	37	59	2	3	34	2	8	4	128	80	36	8



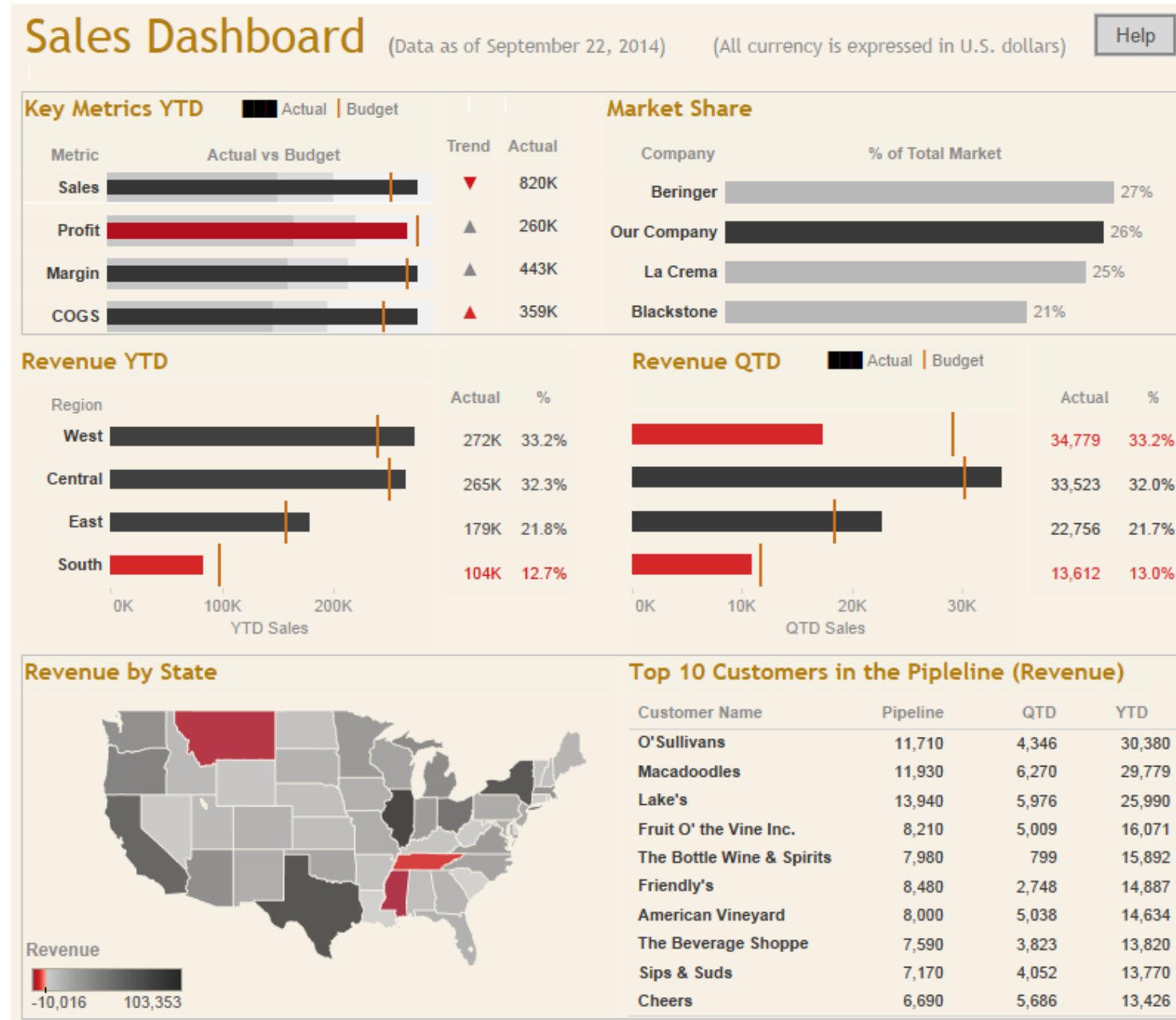


Incidents in hundreds 0 5

A well designed dashboard...

- 1. Is more **impactful** for end users*
- 2. Creates **urgency** to act*
- 3. Makes you **look like an expert***

Strategic Dashboard



Operational Dashboard

Superstore, LLC

\$151,237 ▲ \$22.38 (+0.01%)

Real-Time: 5/15/2014 9:19:42 AM
Currency in USD (\$)

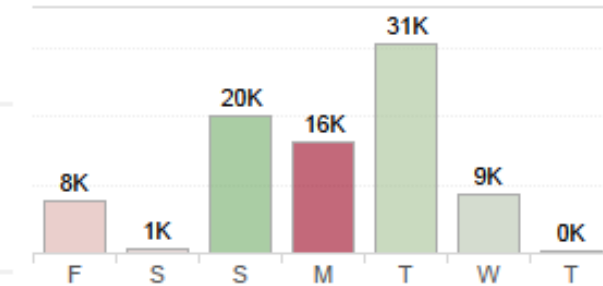
5/5/2014: (\$1,833.33)



Top 5 Products

Product Name	Profit Margin	Product Sales
Okidata ML390 Turbo Dot Matrix Printers	30.44%	\$202,652
Bretford "Just In Time" Height-Adjustable	-0.11%	\$179,444
Epson FX-980 Dot Matrix Printer	27.57%	\$171,314
Dual Level, Single-Width Filing Carts	29.77%	\$64,359
Null	20.04%	\$61,920

Last 7 Days Sales

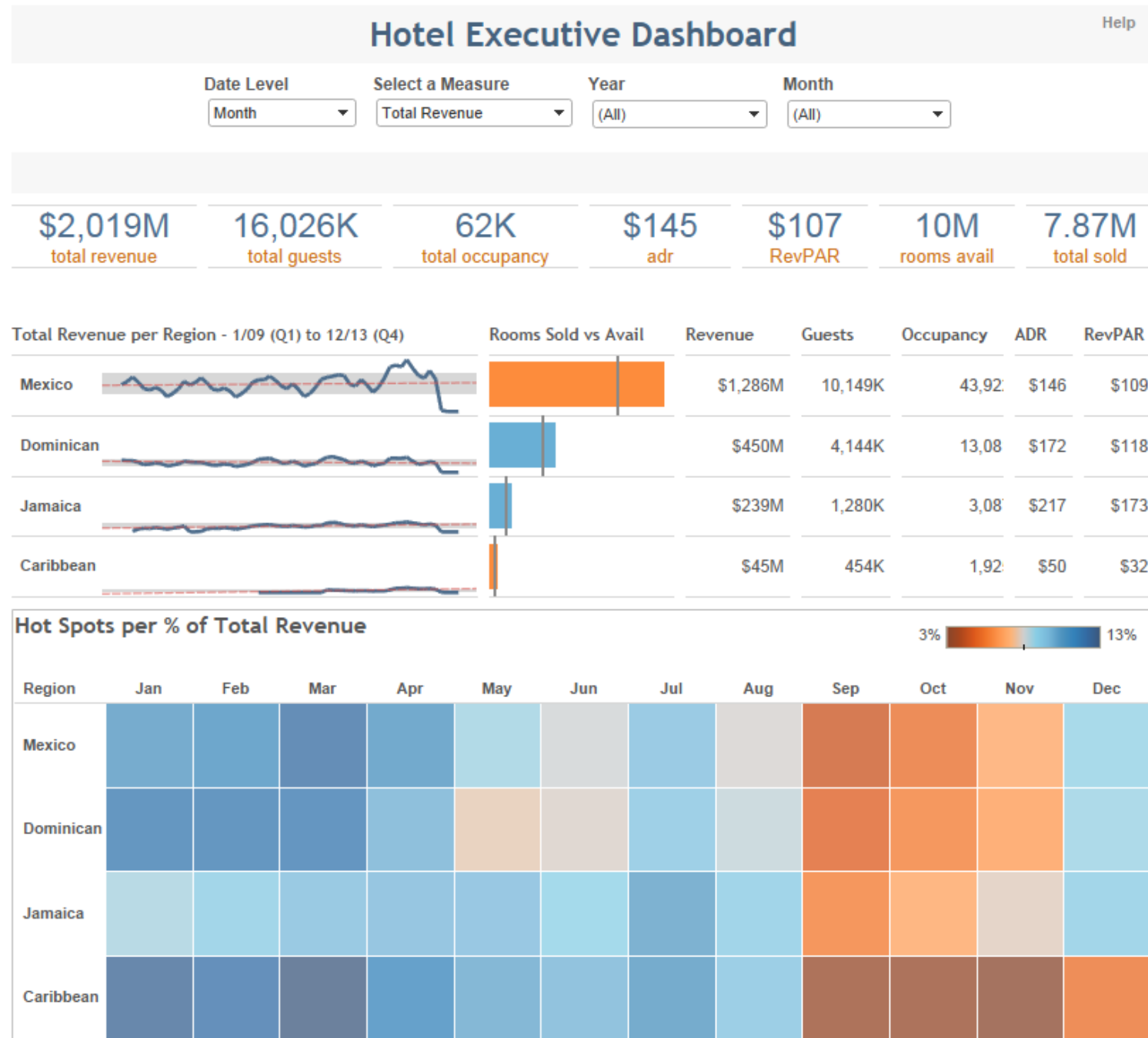


Today's Orders

Customer Name	Order Qty	Sales
Paul Van Hugh	97	\$233,543
Tonja Turnell	41	\$174,488
Marc Crier	43	\$171,314
Erin Creighton	190	\$91,226
Linda Southworth	51	\$61,319
Astrea Jones	70	\$53,463
Tony Chapman	86	\$32,523
Art Ferguson	74	\$21,201
Mick Crebagga	195	\$20,633

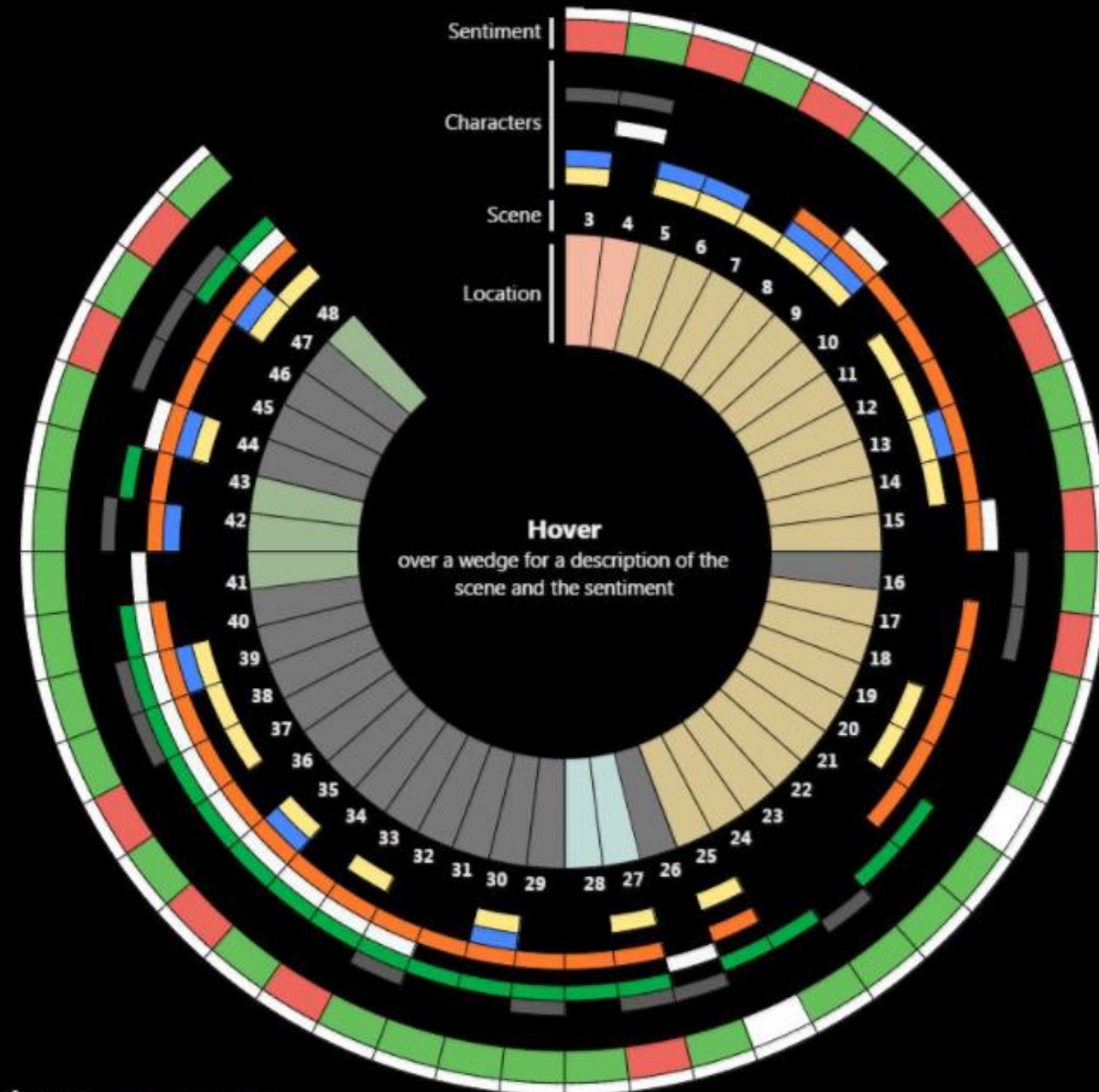
Country/Region	QTD Sales	QTD Profit	Margin %	Performance	Today	QTD Net Profit
Belgium	\$51,118.55	\$3,943.00	7.71%	✓	▼94	
France	\$982,158.03	\$134,112.27	13.65%	✓	▲1058	
Ireland	\$4,372.96	(\$1,409.87)	-32.24%	✗	▼1172	
Netherlands	\$171,448.28	\$13,010.87	7.59%	✓	▲3000	
United Kingdom	\$319,839.19	\$1,580.97	0.49%	✗	▲22	

Analytical Dashboard



Location sized by screen time

Character sized by # lines spoken



Sentiment positive vs negative

