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• DASHBOARD EXAMPLES • BOHIOSYSTEM

Dashboard Examples

What each dashboard measures by department and decision level, with the specific metrics we include in each one.

DOCUMENT

BS-SVC-11B

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DASHBOARD DESIGN

A good dashboard fits on one screen and answers one clear question. If you need to scroll to understand it, it's actually several dashboards poorly combined.

This document describes the dashboards we build most often and the metrics each one includes. It serves as a starting point: the final set is defined with each client based on what they need to manage.

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DASHBOARD LEVELS

1 screen

NO SCROLLING

5–9

METRICS PER DASHBOARD

By role

CONTROLLED ACCESS

01

The three levels

The difference isn't the data, it's the frequency of use and the decision it supports.

LEVEL	WHO LOOKS AT IT	HOW OFTEN	DECISION IT SUPPORTS
Executive	Leadership and the board	Weekly or monthly	Where the business is heading and where it needs intervention.
Tactical	Department heads	Daily or weekly	How the department is tracking against its target and what to correct this week.
Operational	Execution teams	Continuous	What to do right now: what's pending, stuck, or out of range.

THE MOST COMMON MISTAKE

Putting executive metrics on an operational dashboard. The execution team has no use for the quarter's cumulative margin: what they need is to know which order has been stuck for three days. Mixing levels produces dashboards no one uses because they belong to no one.

02

Executive dashboard

Results

- Period revenue against target.
- Gross margin and its trend.
- Comparison against the same prior period.
- Closing projection.

Sales

- Pipeline value by stage.
- Conversion rate.
- Average sales cycle.
- Weighted forecast.

Customers

- Active customers and their change over time.
- New customers versus recurring ones.
- Average revenue per customer.
- Churn rate.

Operations

- On-time delivery rate.
- Aggregate service level.
- Significant incidents for the period.
- Customer satisfaction.

03

Dashboards by department

DEPARTMENT	QUESTION IT ANSWERS	MAIN METRICS
Sales	Are we going to hit the target, and what does it depend on?	Pipeline by stage, conversion, sales cycle, activity per rep, weighted forecast, reasons for lost deals.
Finance	How is cash flow and margin?	Projected cash flow, overdue receivables by aging, days sales outstanding, margin by line, spend against budget.
Operations	Are we hitting targets, and where are the bottlenecks?	Volume processed, cycle time, on-time compliance, bottlenecks, rework, capacity utilized.
Inventory	Do we have what we need without excess?	Turnover, days of coverage, stockouts, excess and dead stock, count accuracy.
Customer service	Are we responding well?	Volume by channel, first response time, resolution time, reopen rate, satisfaction, recurring issues.
Technology	Does the platform support the operation?	Availability, incidents by severity, recovery time, deployment frequency, cloud consumption.

04

Design rules we apply

— One screen, one question

If a dashboard needs vertical scrolling to be understood, it gets split. The full view should read in under thirty seconds.

— Color with meaning

Color flags deviation, it doesn't decorate. If everything is permanently green and red, color stops communicating anything.

— Context is mandatory

A number on its own doesn't inform. Every metric carries a comparison: against target, against the prior period, or against its own trend.

— From summary to detail

From any figure, you can drill down to the record that makes it up. Without that traceability, the dashboard breeds distrust the moment a number surprises anyone.

SUCCESS CRITERION

A dashboard works when someone changes a decision because of what they saw in it. If it has been live for three months and no one has acted any differently, it's superfluous no matter how well built it is.

Let's talk

NEXT STEP

Write to us and we'll schedule a working session at no cost to review your specific case.

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