

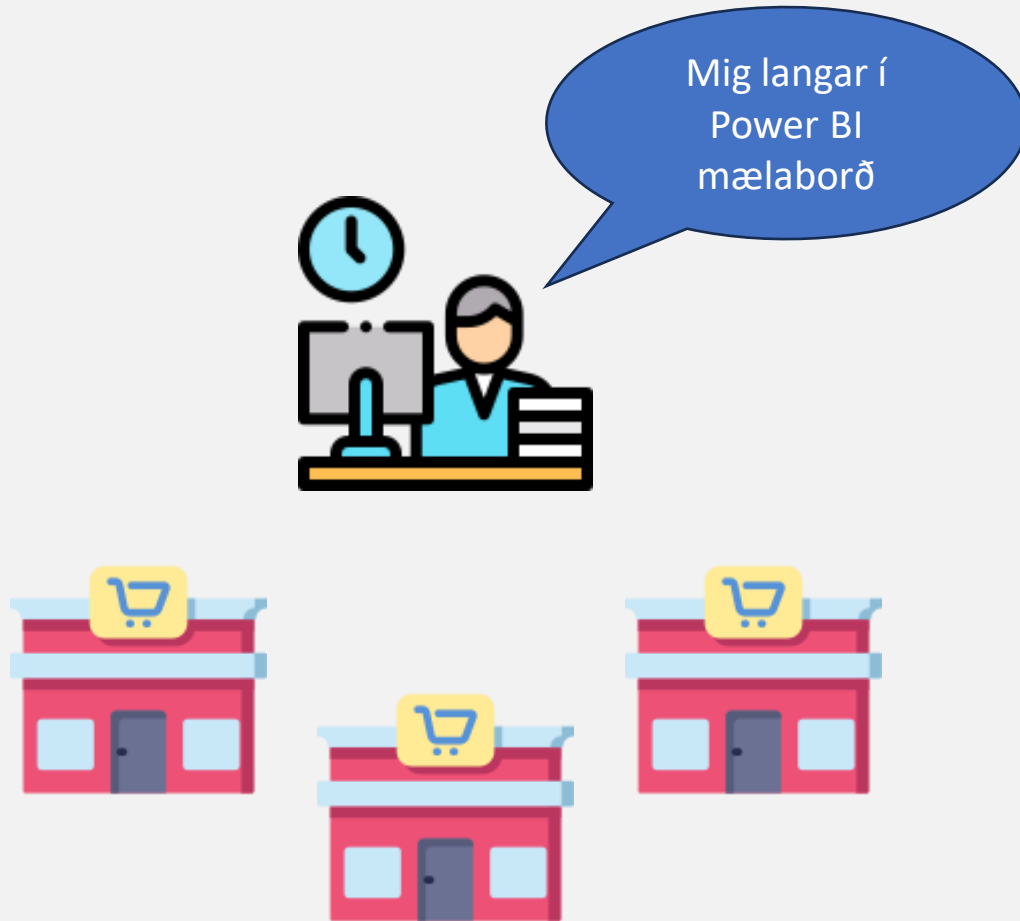
Í upphafi skyldi endinn skoða

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EXPECTUS

Hvernig verða mælaborð til?

Að hitta viðskiptavininn



Hvert er markmið mælaborðsins?

- Árangurseftirlit
- Markmiðamæling
- Tekjugreining
- Kostnaðargreining
- Ákvarðanataka í rauntíma



Hver á að nota mælaborðið?

Stjórnendur



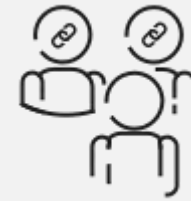
Starfsmenn



Milli stjórnendur



Ytri aðili

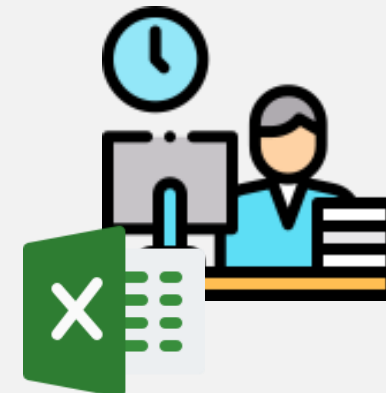


Hvernig eru gögnin?



- Frumskilyrði: Framsetningarhæf gögn
- Hvaðan koma gögnin?
- Koma gögnin svona úr viðeigandi kerfi?
- Þarf að vinna þau mikið?

Hvernig eru gögnin?

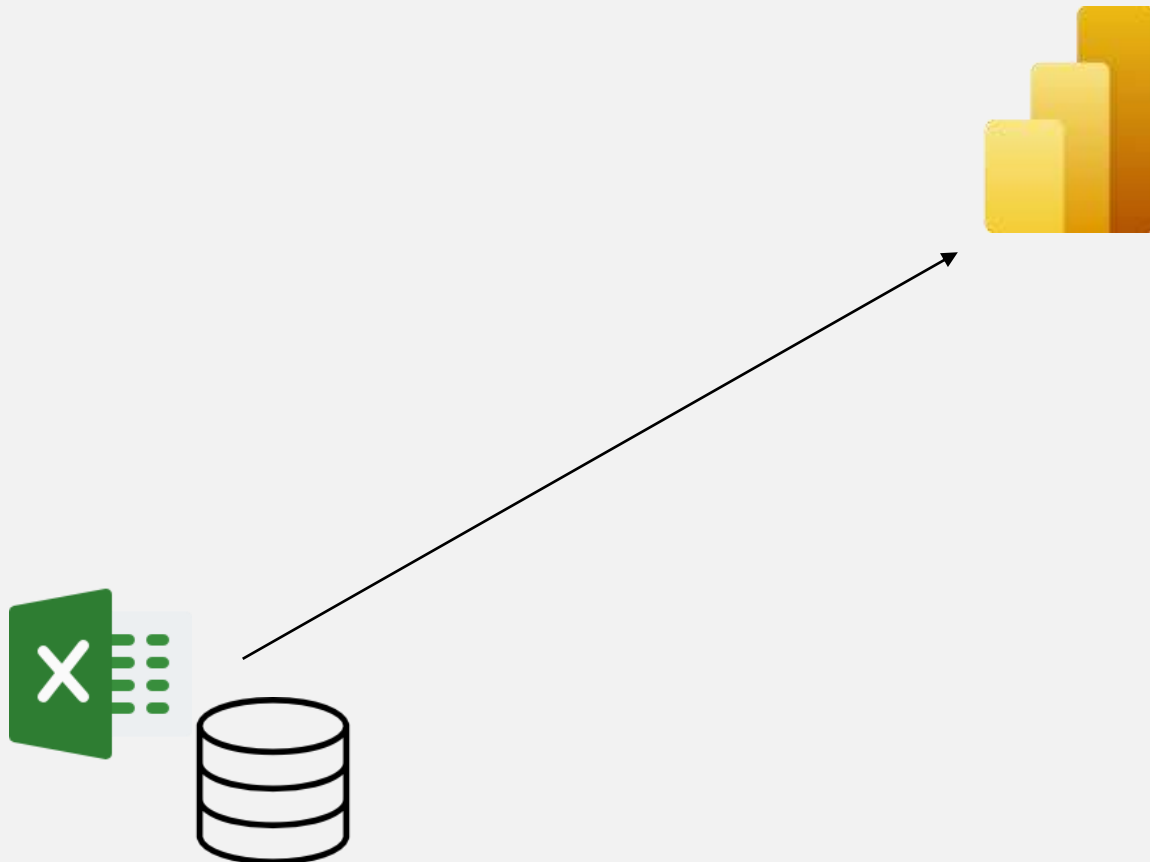


Column1	Column2	Column3	Column4	Column5	Column6	Column7	Column8	Column9	Column10	Column11
			Höfuðborgarsvæði	Höfuðborgarsvæði	Höfuðborgarsvæði	Höfuðborgarsvæði	Höfuðborgarsvæði	Höfuðborgarsvæði	Höfuðborgarsvæði	Höfuðborgarsvæði
Ár	Mán	Month num								
29 2009	Janúar	1	30	2749	5811	3	96	230		12
30 2009	Febrúar	2	30	2749	5811	3	96	230		12
31 2009	Mars	3	30	2749	5811	3	96	230		12
32 2009	Apríl	4	30	2749	5811	3	96	230		13
33 2009	Maí	5	30	2749	5811	3	96	230		13
34 2009	Júní	6	30	2750	5813	4	112	264		14
35 2009	Júlí	7	30	2750	5813	4	112	264		14
36 2009	Ágúst	8	30	2750	5813	4	112	264		14
37 2009	September	9	30	2750	5813	3	96	230		13
38 2009	Október	10	30	2750	5813	3	96	230		12
39 2009	Nóvember	11	29	2741	5795	3	96	230		12
40 2009	Desember	12	30	2750	5813	3	96	230		12
41 2010	Janúar	1	30	2812	5853	9	170	346		12
42 2010	Febrúar	2	31	2821	5877	9	170	346		12
43 2010	Mars	3	31	2821	5877	9	170	346		13
44 2010	Apríl	4	31	2821	5877	9	170	346		13
45 2010	Maí	5	31	2818	5958	9	170	346		14
46 2010	Júní	6	31	2894	6103	14	229	489		14
47 2010	Júlí	7	31	2897	6108	15	231	497		14
48 2010	Ágúst	8	31	2897	6108	15	231	497		14
49 2010	September	9	31	2897	6108	14	220	469		14
50 2010	Október	10	31	2897	6108	13	200	415		14
51 2010	Nóvember	11	30	2778	5870	14	203	421		14

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	
1	2002M03	Farþegar í Island	Útlending Austurkíi	Astralía / Bandaríkíi	Belgía	Bretland	Danmörk	Estland / Finnland	Frakkland	Holland	Hong Kong	Indland	Írland	Ísrael	Ítalía	Japan	Kanada	Kína	Noregur	Póllan					
2	2002M03	33816	18908	16650	0	0	4238	0	3401	1329	0	414	660	611	0	0	0	0	102	282	181	0	1459		
3	2002M04	35955	16655	19040	0	0	3286	0	5156	1159	0	643	687	680	0	0	0	0	96	178	111	0	1771		
4	2002M05	38770	19949	18801	0	0	3782	0	2590	1480	0	523	871	856	0	0	0	0	238	143	161	0	2078		
5	2002M06	60249	28034	32215	0	0	5635	0	3600	2349	0	842	2184	1020	0	0	0	0	709	312	455	0	2849		
6	2002M07	72861	26048	40015	0	0	5808	0	5636	4033	0	724	4800	1773	0	0	0	0	1725	504	285	0	2438		
7	2002M08	76494	25957	50537	0	0	5848	0	5573	2765	0	882	5197	1871	0	0	0	0	3674	698	227	0	2528		
8	2002M09	44754	26201	24553	0	0	4172	0	3271	2343	0	676	1653	940	0	0	0	0	393	337	271	0	2711		
9	2002M10	40284	22513	17771	0	0	3089	0	5086	1475	0	465	408	561	0	0	0	0	109	162	157	0	1624		
10	2002M11	30775	18369	12406	0	0	2384	0	2780	1155	0	296	530	385	0	0	0	0	129	93	118	0	1349		
11	2002M12	22427	11835	10592	0	0	1767	0	1816	855	0	212	358	286	0	0	0	0	104	169	96	0	1102		
12	2003M01	30556	17859	13697	0	0	2451	0	2927	763	0	194	412	294	0	0	0	0	222	385	125	0	1075		
13	2003M02	26738	13790	12948	0	0	1990	0	3805	917	0	290	611	458	0	0	0	0	158	238	98	0	1618		
14	2003M03	38177	19640	18537	0	0	2949	0	3812	1532	0	545	1072	1146	0	0	0	0	159	259	134	0	2064		
15	2003M04	45955	25490	20465	0	0	3838	0	5840	1864	0	702	881	480	0	0	0	0	196	146	185	0	1982		
16	2003M05	44693	24320	20373	0	0	3623	0	3960	1549	0	736	967	529	0	0	0	0	222	190	156	0	2031		
17	2003M06	66846	32333	34513	0	0	5943	0	4734	2955	0	644	2803	1083	0	0	0	0	748	262	339	0	2501		
18	2003M07	87639	35032	52607	0	0	6232	0	6026	4918	0	845	4870	1965	0	0	0	0	1939	526	281	0	2573		
19	2003M08	88150	29387	58763	0	0	6454	0	7270	3156	0	925	5908	2161	0	0	0	0	4255	723	496	0	3015		
20	2003M09	54228	25170	29058	0	0	4554	0	4179	2561	0	715	1487	844	0	0	0	0	546	388	310	0	2311		
21	2003M10	51657	29125	22532	0	0	3528	0	4143	2031	0	951	532	640	0	0	0	0	186	875	221	0	2631		
22	2003M11	47361	23144	14146	0	0	3774	0	3444	1424	0	370	388	491	0	0	0	0	146	214	101	0	1304		

Væntingastjórnun

Hvernig í margir halda að ferlið sé:



Hvernig ferlið í raun er:



Stefnan sett



Hönnun mælaborðs

- Flestir byrja að lesa efst í vinstra horni
- Flestir lesa frá vinstri til hægri
- Flestir lesa frá toppi til botns
- Mynd segir meira en þúsund orð (eða tölur)

2003 Call Volume (in thousands)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
United States	1,983	2,343	2,593	2,283	2,574	2,838	2,382	2,634	2,938	2,73
Europe	574	636	673	593	644	679	593	139	599	58
	2,557	2,979	3,266	2,876	3,218	3,517	2,975	2,773	3,537	3,32

Figure 1: A tabular display of call volume data.

Now, in Figure 2, here's the same exact information displayed as a simple line graph.

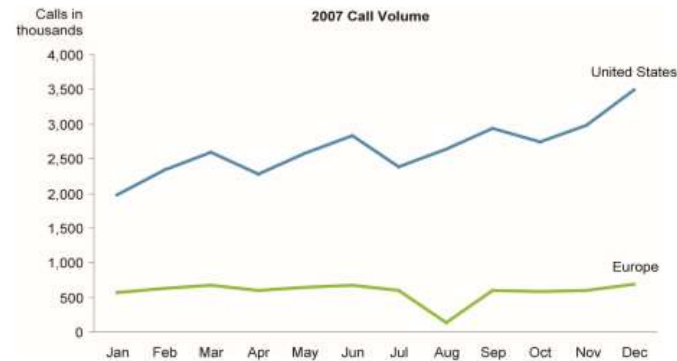
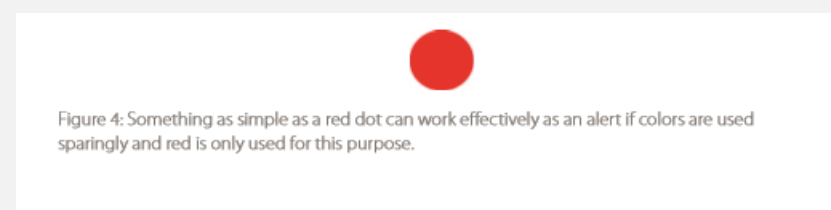
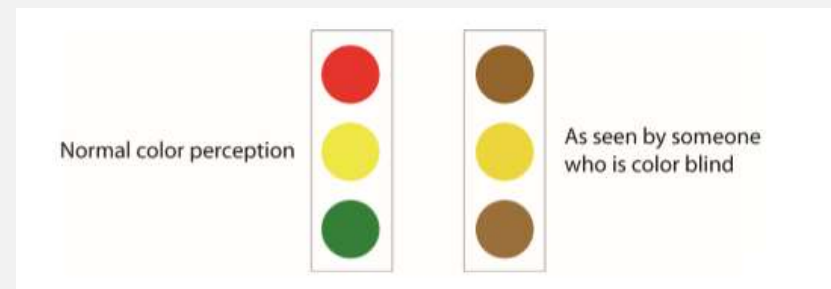
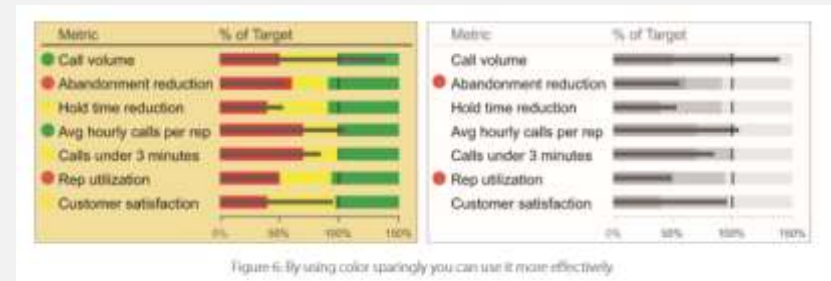


Figure 2: The same call volume data as before, but presented in a way that brings patterns, trends, and exceptions to light.



Hönnun mælaborðs

- Ekki nota of marga liti
- Hafa ber í huga að ekki sjá allir liti eins
- Ekki nota fleiri en tvo liti í árangurstengdum mælingum



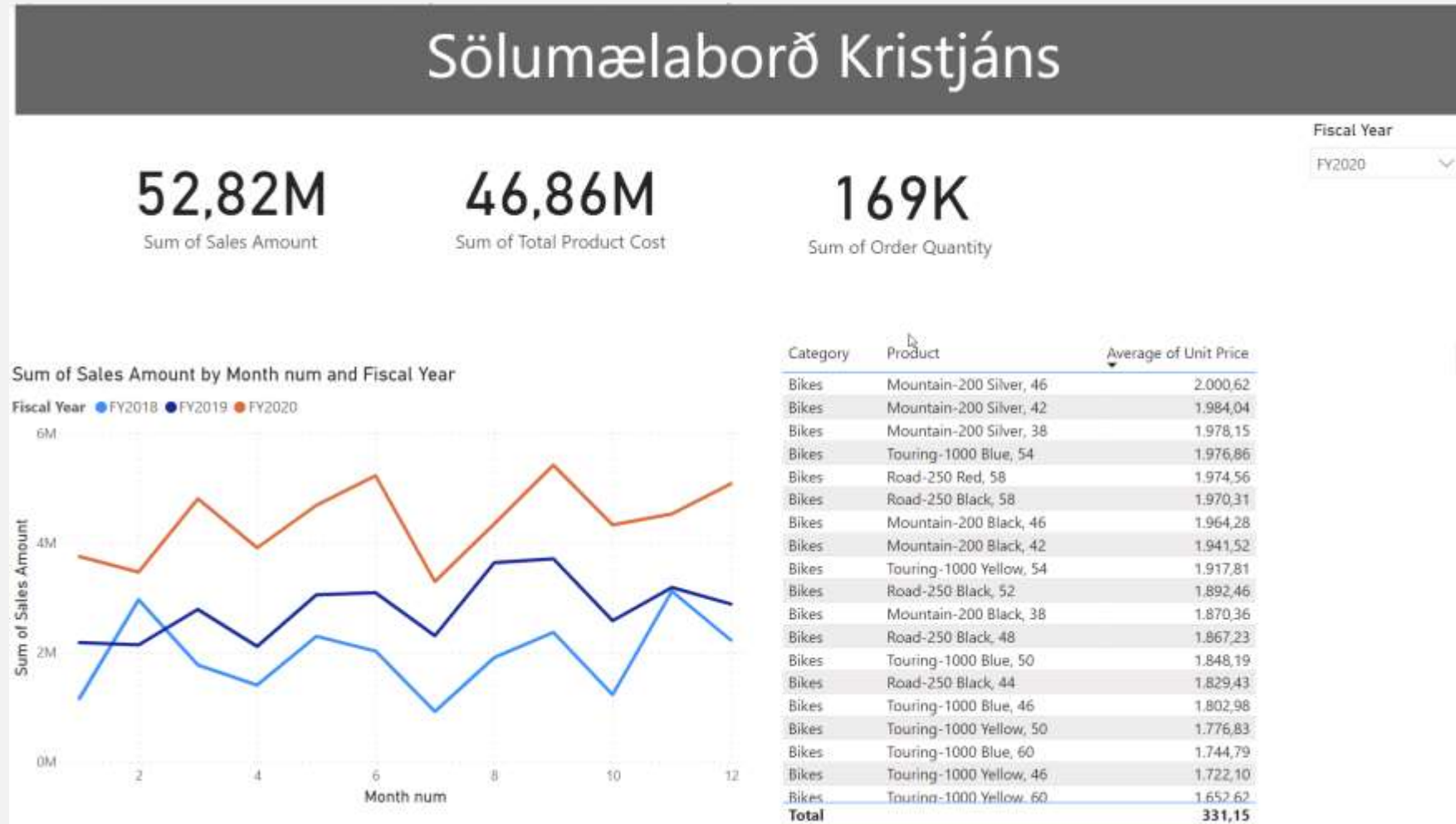
Hönnun mælaborðs

Product	1	2	3	4	5	6	7	8	9	10	11	12
Mountain-100 Black, 44	52.649,84	156.599,54	132.974,61	57.374,83	119.474,65	80.240,39	70.368,54	121.499,64	160.151,38	57.374,83	231.594,51	125.549,63
Mountain-200 Black, 38	334.183,33	312.790,74	393.858,57	403.933,19	381.302,75	451.817,96	231.253,03	363.572,71	368.082,76	384.578,85	394.021,09	381.197,84
Mountain-200 Black, 42	333.739,28	240.908,38	370.868,51	310.944,91	351.958,61	390.771,22	247.098,29	275.038,16	344.103,62	379.110,83	360.444,57	404.508,38
Mountain-200 Black, 46	289.420,14	183.566,41	334.068,58	294.671,34	244.055,79	330.593,31	218.778,12	246.432,75	274.923,41	317.694,65	249.449,02	326.019,72
Mountain-200 Silver, 38	303.040,41	224.608,17	318.350,88	363.001,15	328.096,30	396.293,00	248.969,13	272.458,80	330.300,29	340.674,59	303.621,86	264.263,43
Mountain-200 Silver, 42	288.035,87	199.585,43	294.515,27	303.288,98	303.184,11	315.236,93	194.348,88	309.188,38	333.570,42	318.146,03	259.789,17	319.589,39
Mountain-200 Silver, 46	304.647,83	211.533,37	327.633,36	318.418,63	292.003,88	276.873,18	202.153,99	281.960,58	306.735,82	300.040,99	272.797,68	339.457,62
Road-150 Red, 44	79.437,59	160.306,50	125.955,10	110.210,72	128.102,07	76.574,98	100.907,21	93.035,02	93.035,02	85.878,48	158.875,19	128.102,07
Road-150 Red, 48	130.249,03	173.188,27	162.453,46	131.680,34	139.552,53	67.987,13	130.249,03	96.613,29	96.613,29	100.191,56	168.178,69	143.846,45
Road-150 Red, 52	113.788,99	166.031,73	114.504,64	125.239,45	161.022,15	78.006,29	76.574,98	103.769,83	85.878,48	110.210,72	147.424,72	133.111,64
Road-150 Red, 56	100.907,21	227.577,97	116.651,60	156.012,57	178.197,85	126.670,76	103.054,18	168.178,69	157.443,88	143.846,45	224.715,36	144.562,11
Road-150 Red, 62	136.689,91	173.188,27	133.111,64	131.680,34	159.590,84	113.788,99	116.651,60	163.169,11	130.964,68	139.552,53	198.236,16	172.472,61
Road-250 Black, 44	150.911,77	185.886,58	223.880,67	132.132,88	225.137,25	230.146,12	207.049,48	271.456,19	248.683,29	181.401,29	240.121,09	220.050,72
Road-250 Black, 48	154.506,98	180.755,54	208.539,92	103.859,83	181.855,05	247.371,74	213.467,39	232.083,35	267.172,47	147.997,20	238.226,63	171.819,86
Road-250 Black, 52	107.367,78	132.708,81	132.778,62	103.475,87	182.047,03	194.857,16	139.585,10	199.656,60	230.914,03	156.740,90	203.339,08	228.976,80
Road-250 Black, 58	110.910,64	110.701,21	167.125,14	82.689,95	150.213,67	140.492,63	96.582,14	147.054,77	136.775,24	101.922,60	158.887,56	103.022,11
Road-250 Red, 44	86.983,26	124.610,85	133.406,91	46.423,65	159.306,42	130.474,89	124.173,00	146.692,63	156.425,22	68.902,47	150.510,36	120.212,82
Road-250 Red, 48	90.403,95	123.633,51	94.313,31	53.753,70	125.099,52	118.258,14	143.180,31	147.089,67	136.955,63	86.005,92	108.484,74	116.303,46
Road-250 Red, 58	100.404,23	134.733,30	158.294,18	68.483,61	137.473,34	189.272,36	123.144,84	131.085,73	150.405,65	112.725,70	163.320,50	117.664,76
Road-350-W Yellow, 40	106.481,97	138.460,59	144.333,08	118.641,16	194.253,06	139.140,98	72.283,57	182.542,08	123.423,83	120.608,36	154.717,97	162.311,53
Road-350-W Yellow, 48	121.772,51	126.213,46	173.479,38	114.646,73	218.407,12	147.121,35	65.658,21	216.378,35	118.422,92	116.310,97	187.861,59	168.610,97
Touring-1000 Blue, 46	124.925,27	111.574,48	167.361,71	117.421,17	101.561,38	196.447,37	52.328,43	104.547,19	189.269,41	110.280,88	121.414,72	189.821,56
Touring-1000 Blue, 60	139.328,87	126.882,11	171.176,23	118.941,01	134.938,36	182.619,76	72.410,17	97.746,87	234.175,28	129.782,81	145.428,27	167.812,78
Touring-1000 Yellow, 46	103.945,45	114.435,36	162.116,76	81.535,19	168.792,16	194.714,63	51.782,00	61.509,01	102.419,65	115.722,76	99.177,31	170.222,60
Touring-1000 Yellow, 60	86.303,33	114.435,36	165.931,27	110.745,77	127.786,15	228.091,61	38.621,93	76.385,60	154.964,55	116.132,10	131.725,59	167.009,83

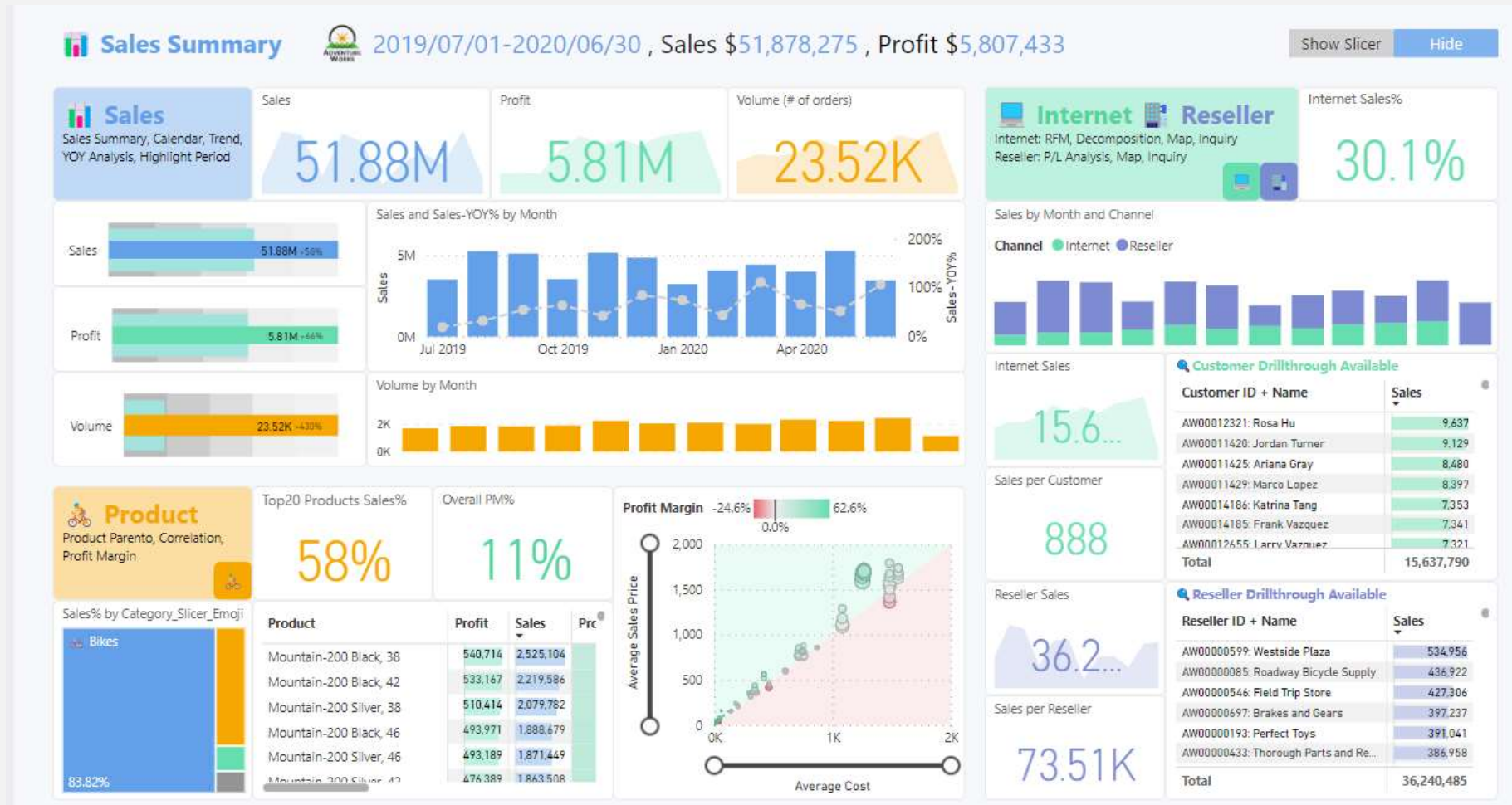
Hönnun mælaborðs

Product	1	2	3	4	5	6	7	8	9	10	11	12
Mountain-100 Black, 44	52.649,84	156.599,54	132.974,61	57.374,83	119.474,65	80.240,39	70.368,54	121.499,64	160.151,38	57.374,83	231.594,51	125.549,63
Mountain-200 Black, 38	334.183,33	312.790,74	393.858,57	403.933,19	381.302,75	451.817,96	231.253,03	363.572,71	368.082,76	384.578,85	394.021,09	381.197,84
Mountain-200 Black, 42	333.739,28	240.908,38	370.868,51	310.944,91	351.958,61	390.771,22	247.098,29	275.038,16	344.103,62	379.110,83	360.444,57	404.508,38
Mountain-200 Black, 46	289.420,14	183.566,41	334.068,58	294.671,34	244.055,79	330.593,31	218.778,12	246.432,75	274.923,41	317.694,65	249.449,02	326.019,72
Mountain-200 Silver, 38	303.040,41	224.608,17	318.350,88	363.001,15	328.096,30	396.293,00	248.969,13	272.458,80	330.300,29	340.674,59	303.621,86	264.263,43
Mountain-200 Silver, 42	288.035,87	199.585,43	294.515,27	303.288,98	303.184,11	315.236,93	194.348,88	309.188,38	333.570,42	318.146,03	259.789,17	319.589,39
Mountain-200 Silver, 46	304.647,83	211.533,37	327.633,36	318.418,63	292.003,88	276.873,18	202.153,99	281.960,58	306.735,82	300.040,99	272.797,68	339.457,62
Road-150 Red, 44	79.437,59	160.306,50	125.955,10	110.210,72	128.102,07	76.574,98	100.907,21	93.035,02	93.035,02	85.878,48	158.875,19	128.102,07
Road-150 Red, 48	130.249,03	173.188,27	162.453,46	131.680,34	139.552,53	67.987,13	130.249,03	96.613,29	96.613,29	100.191,56	168.178,69	143.846,45
Road-150 Red, 52	113.788,99	166.031,73	114.504,64	125.239,45	161.022,15	78.006,29	76.574,98	103.769,83	85.878,48	110.210,72	147.424,72	133.111,64
Road-150 Red, 56	100.907,21	227.577,97	116.651,60	156.012,57	178.197,85	126.670,76	103.054,18	168.178,69	157.443,88	143.846,45	224.715,36	144.562,11
Road-150 Red, 62	136.689,91	173.188,27	133.111,64	131.680,34	159.590,84	113.788,99	116.651,60	163.169,11	130.964,68	139.552,53	198.236,16	172.472,61
Road-250 Black, 44	150.911,77	185.886,58	223.880,67	132.132,88	225.137,25	230.146,12	207.049,48	271.456,19	248.683,29	181.401,29	240.121,09	220.050,72
Road-250 Black, 48	154.506,98	180.755,54	208.539,92	103.859,83	181.855,05	247.371,74	213.467,39	232.083,35	267.172,47	147.997,20	238.226,63	171.819,86
Road-250 Black, 52	107.367,78	132.708,81	132.778,62	103.475,87	182.047,03	194.857,16	139.585,10	199.656,60	230.914,03	156.740,90	203.339,08	228.976,80
Road-250 Black, 58	110.910,64	110.701,21	167.125,14	82.689,95	150.213,67	140.492,63	96.582,14	147.054,77	136.775,24	101.922,60	158.887,56	103.022,11
Road-250 Red, 44	86.983,26	124.610,85	133.406,91	46.423,65	159.306,42	130.474,89	124.173,00	146.692,63	156.425,22	68.902,47	150.510,36	120.212,82
Road-250 Red, 48	90.403,95	123.633,51	94.313,31	53.753,70	125.099,52	118.258,14	143.180,31	147.089,67	136.955,63	86.005,92	108.484,74	116.303,46
Road-250 Red, 58	100.404,23	134.733,30	158.294,18	68.483,61	137.473,34	189.272,36	123.144,84	131.085,73	150.405,65	112.725,70	163.320,50	117.664,76
Road-350-W Yellow, 40	106.481,97	138.460,59	144.333,08	118.641,16	194.253,06	139.140,98	72.283,57	182.542,08	123.423,83	120.608,36	154.717,97	162.311,53
Road-350-W Yellow, 48	121.772,51	126.213,46	173.479,38	114.646,73	218.407,12	147.121,35	65.658,21	216.378,35	118.422,92	116.310,97	187.861,59	168.610,97
Touring-1000 Blue, 46	124.925,27	111.574,48	167.361,71	117.421,17	101.561,38	196.447,37	52.328,43	104.547,19	189.269,41	110.280,88	121.414,72	189.821,56
Touring-1000 Blue, 60	139.328,87	126.882,11	171.176,23	118.941,01	134.938,36	182.619,76	72.410,17	97.746,87	234.175,28	129.782,81	145.428,27	167.812,78
Touring-1000 Yellow, 46	103.945,45	114.435,36	162.116,76	81.535,19	168.792,16	194.714,63	51.782,00	61.509,01	102.419,65	115.722,76	99.177,31	170.222,60
Touring-1000 Yellow, 60	86.303,33	114.435,36	165.931,27	110.745,77	127.786,15	228.091,61	38.621,93	76.385,60	154.964,55	116.132,10	131.725,59	167.009,83

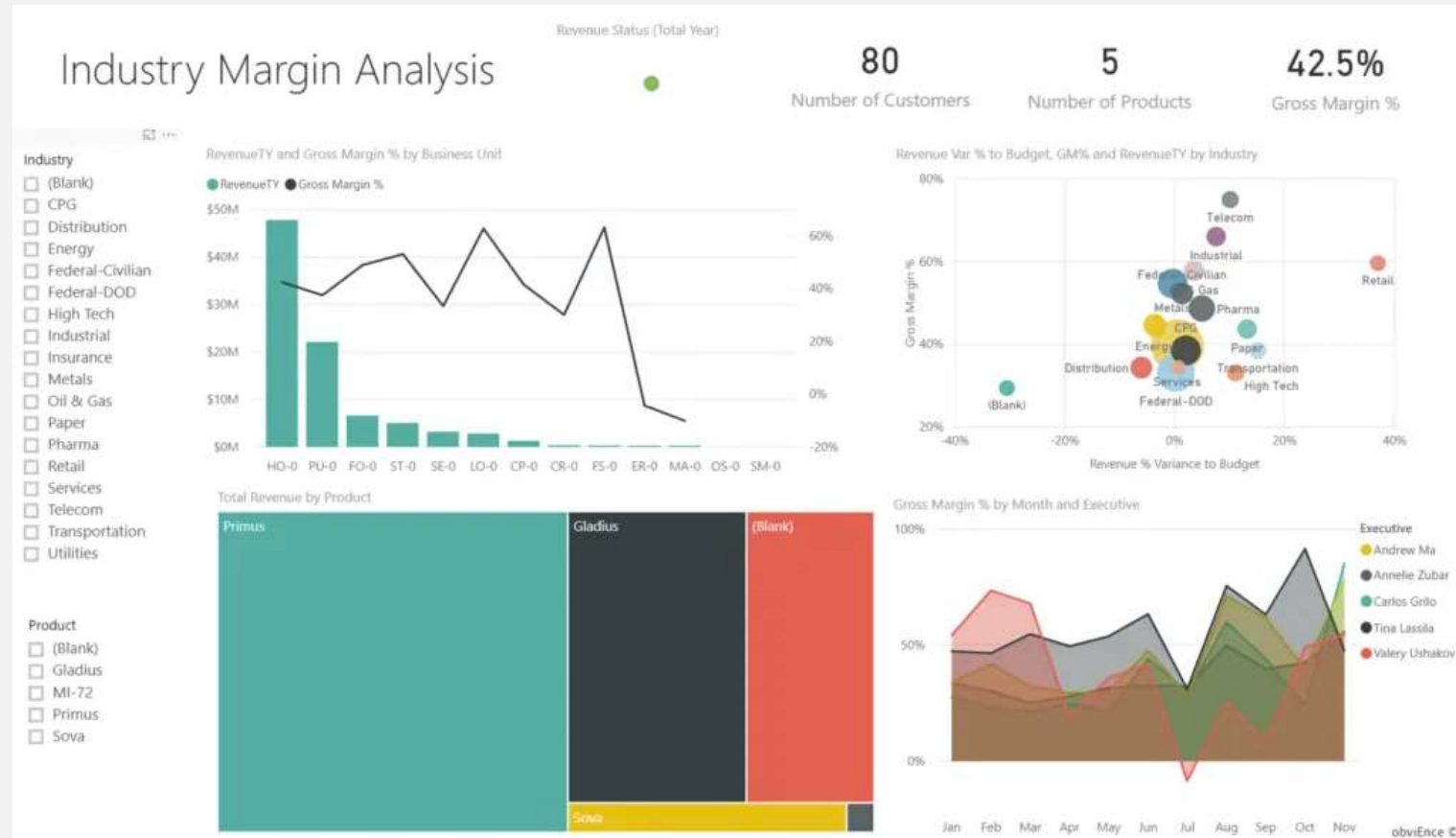
Hönnun mælaborðs



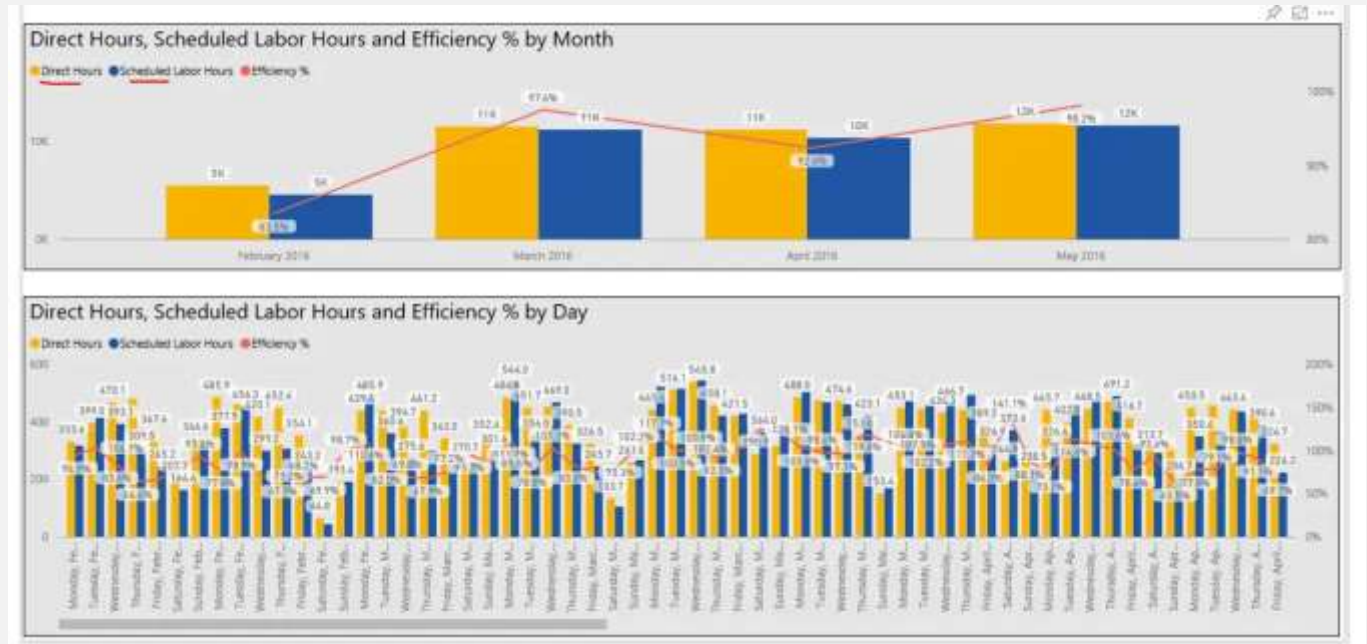
Hönnun mælaborðs



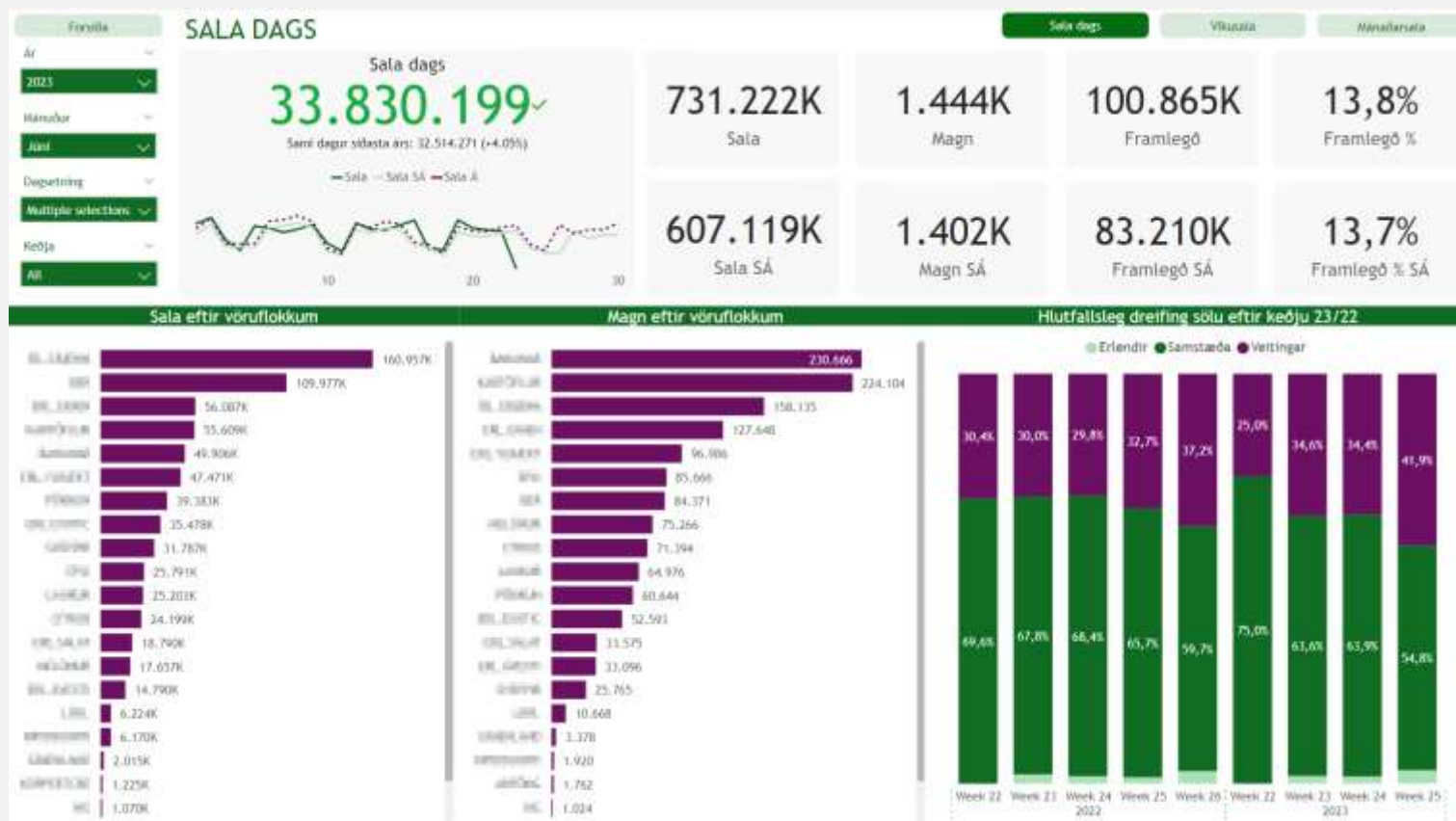
Hönnun mælaborðs



Hönnun mælaborðs



Niðurstaða



Takk fyrir mig