(Mr. Tenkey #541)

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Dear Management: Rules of thumb for a company's analytics and business intelligence reporting...

- Most managers can't be bothered with ALL the details. They simply want cumulative results that tell them a story, of the subject matter they are reviewing.
- Details are for you to provide, when they DON'T LIKE the story the results are telling them.
- Add colored pictures and graphs (as needed) to keep their attention.

Hence,

If you can't have all the stats, prod #'s, pull-thru's, costs, data bits AND pretty pictures...

In a concise, summary result. (A report card, some might say.)...

Then, you're not trying hard enough.

As my take away would be...

It's a report card peeps... NOT report cardssssssss.

My couple pennies.

(More blogs/Find my book @ www.mrtenkey.com)