The role of data visualization and analytics in performance management: Guiding entrepreneurial growth decisions.

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Highlights

- • This case introduces you to designing a performance management system using actual data.

- • The case challenges you to map business problems and analytical techniques.

- • The case addresses a growing need for accountants to develop competency in predictive analytics (PwC, 2015).
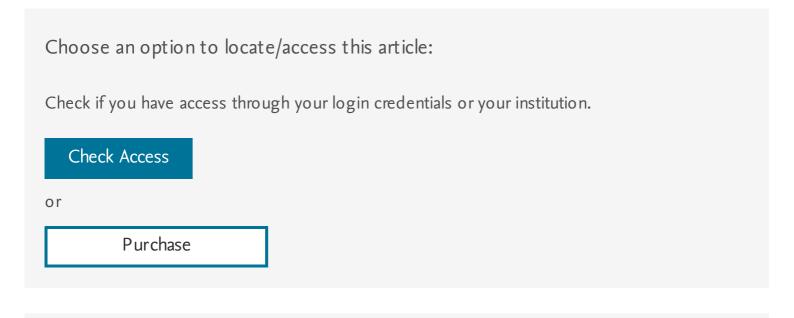
Abstract

This case introduces you to a small but growing e-commerce venture and asks you to assume the role of an accountant tasked with designing a performance management system that aligns with the venture's growth objectives. Using a sample of actual customer, order, and revenue data, you are guided to develop visualizations in Excel and Tableau and communicate your findings. Finally, the case challenges you to map business problems with analytical techniques such as regression, decision trees, and clustering in order to prioritize activities and manage the growth the company has experienced to date. The case addresses a growing need for accountants to develop competency in predictive analytics (PwC, 2015).

Keywords

Analytics; Big Data; Data visualization; Predictive modeling; Performance management; Strategy map; Balanced scorecard; Entrepreneurial growth; Heatmap; Metrics; Key performance indicators; Dashboard

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