

Ways to present data

3 simple ways of presenting data include:

Ranking tables: are a way to order metrics by best or worst performers. Such tables are easy to understand and virtually any metric can be ranked. Ranking tables can also drive healthy competition.

Scorecards: focus on highlighting the performance of the key metrics a company has chosen to drive. A rating scale (green/amber/red) can also be added to highlight over or under performance.

Graphs: allows a visual representation of performance.

Scorecards

Store Format	Store	Sales vs. Target £'000	No of top 100 products out of stock	Availability %	Mystery shop score	Health & Safety Audit	Payroll % sales
LFL	Store1	£20	9	98%	86%	Pass	9%
LFL	Store2	£30	14	94%	90%	Pass	8%
LFL	Store3	£10	22	93%	91%	Pass	7%
New	Store4	£10	19	91%	90%	Fail	8%
New	Store5	£34	14	95%	89%	Pass	9%
New	Store6	-£11	50	89%	88%	Fail	12%

*LFL - like for like store

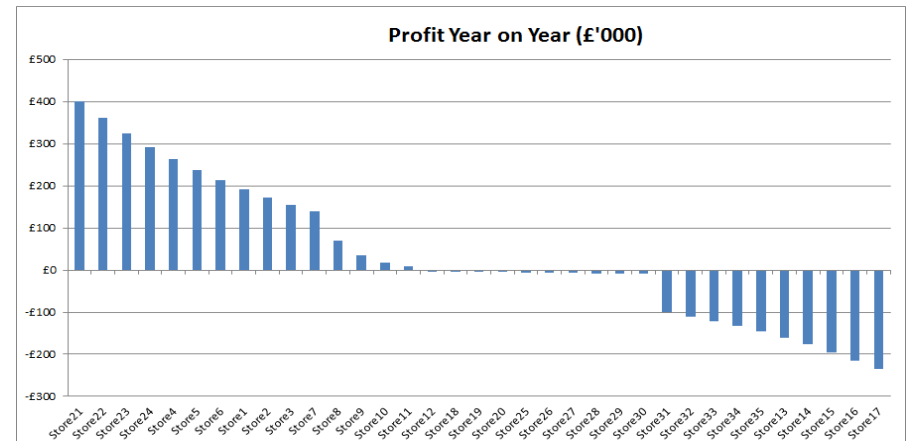
Table 2: Example scorecard

Ranking tables

Top sales stores		Best selling products - for a specific store		Top profit driving stores vs. budget		Highest payroll spend as % sales	
Sales	£k	Sales	£k	Profit	vs. Budget	Payroll	Payroll as % of sales
Store1	£456k	Product3	£45k	Store4	£20k	Store4	15.0%
Store2	£401k	Product1	£40k	Store5	£19k	Store5	14.0%
Store3	£300k	Product5	£39k	Store9	£18k	Store6	13.4%
Store4	£291k	Product7	£38k	Store2	£16k	Store7	12.3%
Store5	£290k	Product9	£27k	Store1	£15k	Store1	12.2%
Store6	£190k	Product6	£20k	Store3	£10k	Store3	11.0%

Table 1: Example ranking tables

Graphs



Graph 1: Example of presenting store data as a graph