

Prime Time for Data: Supporting Board Level Decision Making Processes

Brief Summary: To address the urgent need for a streamlined executive decision-making process, Forte Partners teamed up with a leading broadcasting and entertainment company in the MENA region to overhaul its existing, manually-prepared set of reports. The project began with an in-depth audit of current KPIs and metrics, and also included the integration of newly identified KPIs. By engaging in consultations with various business units, the team fine-tuned and finalized a high-level design for the revamped dashboard. Leveraging the preferred BI platform, the dashboard's data visualization, UI/UX, and graphic elements were refined to meet organizational standards. The result is a fully automated dashboard serving as an indispensable tool for data-driven, board-level decision-making.



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Case Study: Serving multiple markets in the MENA region, our client stands as an industry leader in broadcasting and entertainment, having a broad spectrum of audiences demographically and culturally. With an expansive portfolio ranging from movies and TV shows to documentaries and live sports, the company is a hub for premium content, accessible to millions via its state-of-the-art satellite and online platforms.

Recognizing the escalating complexities in the entertainment sector, the company pinpointed a critical need to revamp its existing CEO dashboard. Initially confined to manually prepared PDF documents, both the reporting framework and data visualization were identified as areas requiring significant upgrades. Aiming to transition from a static, labor-intensive approach to a dynamic, automated model via a modern BI platform, the organization also sought to make the redesigned dashboard conveniently available as static PDFs for offline usage. A predefined set of KPIs laid the groundwork, setting the stage for an impactful revamp in executive decision-making capabilities.

Embarking on this transformative journey, Forte Partners executed a thorough audit of the current reporting mechanisms, scrutinizing existing KPIs, metrics, and data divisions for improvement opportunities. A recently updated list of KPIs was then evaluated and integrated into the renewed dashboard framework.

Capitalizing on cross-functional input from the organization's diverse business units, Forte Partners refined and finalized the dashboard's conceptual design. This set the stage for an intensive revamp of its data visualization, UI/UX, and graphic design features, culminating in a finished product developed on the chosen BI platform as a cornerstone for board-level, data-driven decisions. The revamped CEO dashboard strikes a balance between user-friendliness and analytical rigor, enabling streamlined decision-making at the highest level.

If you're contemplating an overhaul of your current decision-making tools, we invite you to reach out to us.

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