

People's History Museum

Data Hierarchy Moodboard

Trello Board Headers

Activity and Engagement

Social (Impact) - What metrics?

Financial Performance

Environmental Impact

Future Forecast

SLT Dashboard - what metrics should we monitor and use to inform strategic decisions and direction?

Governance - what metrics do Trustees need sight of?

What should an insights dashboard for all staff or all managers show? Linking directly to strategic objectives

Board ▾ Data Hierarchy Moodboard ☆ SMT Free Team Visible Invite Butler Show Menu

Activity and Engagement

Number of events hosted, how many people we reached, qualitative feedback from participants, what changed as a result of the event, how they found out about the event, cost or income as a result of event.

Volume and segment breakdown plus demographic insight of who

+ Add another card

Social (Impact) - What metrics?

Number of children and young people who have learned about heritage and civic or democratic engagement - past, present, and future - by age, and geographic chart of where from. Cross comparison against level of deprivation or democratic participation in those areas?

Adults who have learned about heritage/civic/democratic engagement - past, present, and future - by age, segments/demographics and geographic chart of where from. Cross comparison against level of deprivation or democratic participation in those areas?

+ Add another card

Financial Performance

Retail turnover, split between online and in-museum, number of customers, ATV, gross profit, overheads and shrinkage, most popular products, most profitable products

Venue hire enquiries, conversion rate

Donor enquiries/leads, conversion rate

Event sales

Event donations

Visitor donations

Cafe concession

+ Add another card

Environmental Impact

Co2 emissions, carbon savings

Trees saved

Mode of transport to PHM

+ Add another card

Future forecast

What data should and can we predict

Financial forecast

+ Add another card

SLT Dashboard - what metrics should we monitor and use to inform strategic decisions and direction?

image.png

+ Add another card

Governance - what metrics do Trustees need sight of?

image.png

+ Add another card

What should an insights dashboard for all staff or all managers show? Link directly to strategic objectives

+ Add a card