

Strategy Document: [Project Name]

Sign-off matrix:

Name	Team / Role	Date

Proposer: [Name and title]

Status: [Draft] > **Under review** > Implemented | Not implemented (Highlight current status)

Primary dataset:

Secondary dataset:

User Profiles [Who is the intended audience for this dashboard? How do you expect them to use this dashboard?]

Dashboard Functionality

Dashboard Feature	Your Request
Reference dashboard (Should this dashboard be modeled on an existing dashboard? If so, provide a link and describe the similarity.)	
Access (How should access to the dashboard be limited? Who needs to have access?)	
Scope (What data should be included or excluded in this dashboard?)	
Date filters and granularity (Should the dashboard include date filters? If so, what time frame should be displayed by default? Should the dashboard include a “granularity” drop-down? If so, what granularity should be selected by default?)	

Metrics and Charts

Create a table for each chart that you'd like to include in the dashboard. If you'd like to break the dashboard under different headers, feel free to list those here as well.

Chart 1

Chart Feature	Your Request
Chart title	
Chart type (What type of chart needs to be created?)	
Dimension(s) (What dimensions does this chart need to include?)	
Metric(s) (What metrics are relevant to this chart?)	

Chart 2

Chart Feature	Your Request
Chart title	
Chart type (What type of chart needs to be created?)	
Dimension(s) (What dimensions does this chart need to include?)	
Metric(s) (What metrics are relevant to this chart?)	

Chart 3

Chart Feature	Your Request
Chart title	
Chart type (What type of chart needs to be created?)	

Dimension(s) (What dimensions does this chart need to include?)	
Metric(s) (What metrics are relevant to this chart?)	

Dashboard mockup

[Include mockup sketch here.]

