QUESTION:
Why do we collect financial and other performance data?

ANSWER:
For only one reason: Decision-Making.

The Performance Scorecard (PSC) is designed to facilitate data visualization. Massive amounts of numerical data can overwhelm even the most experienced analyst. However, data visualization through charting or pictographs can remediate much of the data congestion and clear a path to better informed decisions.

There are a number of steps in the data visualization process that include:

1. **Pictographs or charts**
   ➔ Provides specific points for analysis

2. **Interrelated Pictographs**
   ➔ Provides opportunity for simultaneous analysis of multiple data points

3. **Interactive Pictographs**
   ➔ Facilitates spontaneous analyses of flexible data points

The **Performance Scorecard** is a guide to the data analysis process that will assist in decision-making related to assessing management strategies and performance.

---

Step-by-Step procedure for completing your PSC... **Click below!**