Measuring Impact of a Banking and Insurance Performance Dashboard

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Abstract

This research project investigated two methods of displaying information currently used by a local community bank and insurance agency. The first method was to design and develop a performance dashboard proof-of-concept that monitors anonymous deposit, loan, and investment values of a local community bank, as well as anonymous insurance statistics of the insurance agency owned by the same bank. The secondary method was to improve the current system used by the bank and insurance agency, displaying the same information in a concise and cost-effective manner as an alternative to using a performance dashboard.

Reflections on the Learning Experience

After participating in this research, I have a better understanding not only of how research is conducted, but also the critical differences between working on research and working on a project. Our approach was atypical – for example, our outlook was that of a bottom-up approach instead of the usual top-down method. Using an outline to guide progress helped to translate research objectives into a poster to display and helped to create the final report.

I understand how the each section of the research is structured to obtain a specific piece of the end result. This research project was similar to previous classes which allowed the opportunity to rekindle previously learned ideas and concepts.

The hands-on experience gained from this research is invaluable. Though I feel I could have explored the research in more detail, I also feel that I am much more prepared to handle assignments similar to this in the future.

Though I was not able to perform hypothesis testing, I was able to design the survey that would have collected testing data. Taking the perspective not only of asking pertinent questions, but also of designing questions to be used to collect data was a new and valuable experience for me. On a related note, I have previously taken statistics courses, and have performed similar tests for homework and class exercises.