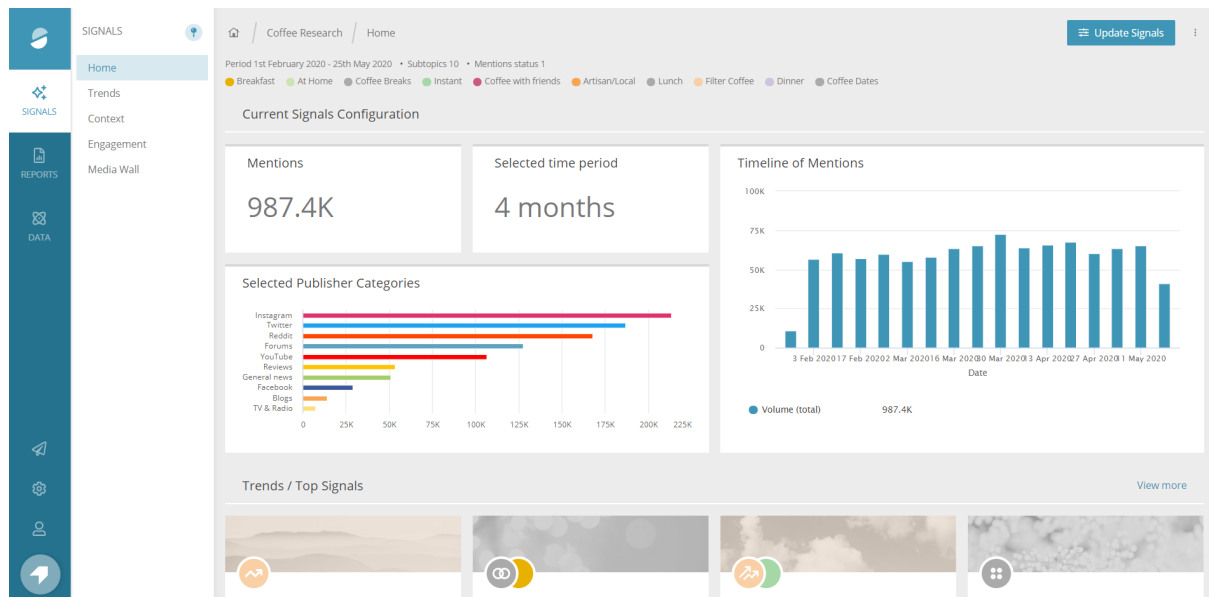


Last Updated: September 08, 2020

What is a Dashboard?

A dashboard is a collection and visualization of related social data, typically linked by use-case, in a single spot.

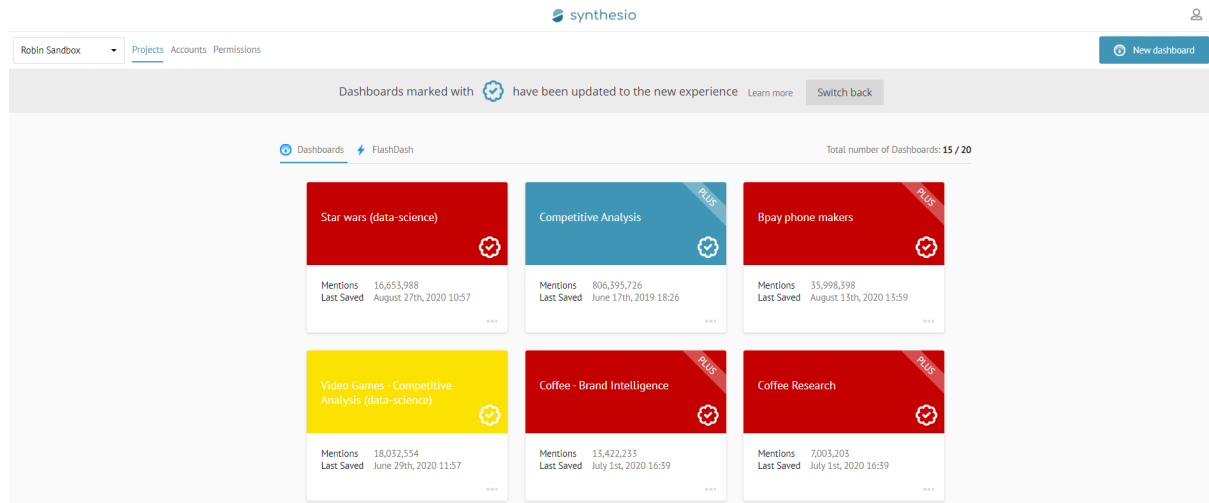


You can think about Dashboards in two dimensions:

1. The first dimension is the underlying data. As you know, Synthesio is constantly crawling millions of conversations. Your Dashboard uses queries and keywords to scoop up the most relevant data out of those millions of conversations. The queries and keywords you use is informed by your use-case. By use-case, we mean what you are interested in learning about: tracking your competitors, conducting market research, measuring your brand health, etc. In other words, if all of Synthesio's social data is the universe, each dashboard is a custom solar system of relevancy, a "haystack" where needles are more easily found. Customers can add more topics and queries, with no worry about data limits or user seat limits.
2. The second dimension to consider is the best way to understand, analyze, and visualize your data. We recommend this course of action:

- **Signals:** The purpose of Signals is to give you an overview of the most relevant findings within your data-set. It is an AI-powered insights module that alerts you to shifts in consumer conversation. Signals reveal trends and insights that you otherwise might miss. You can launch Signals either on your whole data-set, or focus it only on some parts, like specific topics or a specific period of time. We recommend using Signals as a first glance to detect some trends about which you will need to dive deeper to get more details and granularity.
- **Reports:** This is the place to build detailed visualizations on any specific topic. You can build different pages that allow you to have a complete view of any noticeable points. We call these visualizations *widgets*. The widgets within your Reports pages can answer more focused questions, like your share of voice relative to your competitors, your social reputation score, the ROI behind a particular social campaign, etc. Once your Reports page is created within a dashboard, over 80 widgets allow you to instantly compare, explore, and discover key insights. In addition, Synthesio offers standard KPIs for typical use-cases to maximize insight-gathering and minimize time spent digging.
- **Data:** This is where you can access your raw mentions and dive even deeper into a peak you have detected in Signals or Reports to really walk through the conversations and discover what people are saying. For example, in a dashboard about Coffee, if you have detected an emerging trend around "Dalgona Coffee", you can go to your mentions stream, filter on Dalgona, and discover what people are saying about it. More broadly, we advise you to always use filters when browsing through your mentions. When you have a dashboard with hundreds of thousands (even millions) of mentions, you can easily get lost. This is why using filters to narrow down your scope on a specific lens will help you get straight to the point.

In this section, you will also find other tabs like Influencers, Publishers List, Reveal and Semantic Analysis scorecards about which we will get into more details in other articles



Synthesio's dashboarding approach simplifies reporting by emphasizing business questions. As mentioned, each dashboard corresponds to a different use-case or business need, such as campaign monitoring, brand health, competitive analysis, etc.

Now that you know what a Dashboard is, the next step is building one yourself!