2805 The Dashboard Hides the Math

Product Fieldbook · https://kb.jeffreysummers.com/docs/2805-the-dashboard-hides-the-math-2/

The Demand

Before your next dashboard review, pull one metric that is currently up — app downloads, coupon-night check average, Guest count — and name the minus the dashboard is not recording alongside it. The dashboard only counts pluses; the subtraction compounds silently until a Guest simply stops coming. Decide this week whether the metric you are celebrating is actually evidence of a gimmick working, or evidence of a relationship being bought instead of built.

The Work

The metric currently trending up on your dashboard:

The plus the dashboard is recording:

The minus the dashboard is not recording — what the Guest is quietly losing or discounting in return:

Rate your confidence that this metric reflects a real relationship rather than a bribed transaction, 1-5:

Name one Guest signal you would only notice by walking the stage, not by checking the dashboard (a reservation that stopped coming, a party size that shrank):

The one number you will start tracking this week that the dashboard currently hides: