

Advanced Analytics and Insights Dashboard Development

Service Definition

1. Service overview

Advanced Analytics and Insights Dashboard Development provide design and development of tailored analytics dashboards to support insight into performance, usage and outcomes for live digital services. The service supports public sector organisations needing deeper, evidence-based insight to inform decision-making and ongoing service performance.

2. How the service works

The service is delivered as a support-led engagement focused on creating advanced dashboards for existing services and data sources.

Typical activities include:

- Understanding reporting objectives and decision-making needs
- Reviewing available data sources, metrics and data quality
- Defining advanced KPIs, indicators and insight requirements
- Designing dashboard structures and visualisation approaches
- Building and configuring dashboards using agreed tools
- Implementing logic for data refresh and aggregation
- Creating role-based or audience-specific views
- Validating data accuracy and dashboard outputs
- Producing documentation and usage guidance
- Knowledge transfer to buyer teams

Delivery is typically remote. Buyers are expected to provide access to data sources, analytics tools and relevant stakeholders.

3. Skills and experience

The service is delivered by practitioners with experience in analytics, data visualisation and performance reporting for public sector services.

Roles involved may include:

- Data or performance analyst
- Digital Marketing specialist
- Analytics or dashboard specialist
- UX designer
- Delivery or service lead

The team applies evidence-led reporting methods and usability principles appropriate to operational and management reporting.

4. Relevant experience

The supplier has delivered advanced analytics dashboards for public sector and regulated organisations.

Relevant experience includes:

- Designing dashboards to support operational and strategic reporting
- Translating complex datasets into clear, actionable insight
- Supporting performance monitoring for live digital services

This experience has helped organisations improve visibility of trends, identify issues earlier and strengthen oversight of service performance.

5. Onboarding and offboarding

Onboarding

The service begins with a mobilisation phase to confirm objectives, users, metrics, tools and access requirements. Buyers provide access to data sources, documentation and relevant stakeholders.

Offboarding

At service end, completed dashboards, documentation and guidance are provided to the buyer. A close-out process confirms handover arrangements, access removal and any outstanding recommendations.

6. Service constraints

The service supports advanced dashboard design and development for existing services only. It does not include long-term analytics operations, hosting, data platform procurement or ongoing dashboard management unless otherwise agreed. Delivery depends on data availability, data quality and buyer approvals. Dashboards are delivered within the agreed scope, tools and technical constraints. Work is typically delivered remotely.

7. Service management and support

A named service or delivery lead manages the engagement and acts as the primary point of contact. Progress is managed through agreed milestones and regular check-ins. Issues or risks are communicated to the buyer as they arise. Ongoing support beyond the agreed engagement is not included.

8. Technical and operational requirements (if applicable)

Buyer-provided access to analytics platforms, reporting tools and data sources is required. The buyer must approve any third-party tools used as part of dashboard development.

9. Hosting, data and security

The service does not include hosting. Any access to data is used solely for dashboard design and development activities and handled in line with agreed confidentiality and data protection requirements. No long-term data storage is required.

10. Exit, data return and deletion

On exit, buyer-owned dashboards, documentation and materials are returned. Any copies of data or materials held by the supplier are deleted in accordance with agreed retention and confidentiality arrangements. No ongoing support is provided beyond the agreed offboarding activities.



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