

MAN_10 - Data-driven decisions in contingency: the role of BI dashboards

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Introduction: Faced with the challenges posed by the Covid-19 pandemic, Bio-Manguinhos has played a leading role in many areas against the coronavirus, from innovation and offering strategic products to the Ministry of Health, to the preparation of internal conditions for maintaining essential activities while preserving safety of its collaborators. To deal with the entire volume of information and the need for an agile response to the demands of the government and society, data were collected, processed, and transformed into useful management information through the adoption of a business intelligence tool. This approach allowed the construction of automated dashboards to monitor actions and contingency indicators in real time, which were essential for quick decision-making required by the context.

Objective: The main purpose is present the pilot project of implementing business intelligence tools in the construction of automated dashboards for the contingency period in Bio-Manguinhos, and its potential for future institutional performance system and its impact in data-driven decisions.

Methodology: This is a qualitative research based on a case study. The method assumed the steps of: Identification of critical processes; Definition of critical indicators; Identification and processing of databases; Establishment of relationships/parameters; Build of managerial visuals; Validation with responsible business areas; Establishment of business rules and routines; Publication and monitoring. Applying the main Business Intelligence (BI) techniques, the pilot project object of this work sought to develop descriptive analyzes from the verification of contextualized data where the Business Process Office intermediated the development with the business areas that own the processes.

Results: Three dynamic monitoring dashboards were implemented - People (focused on health and safety indicators that supported decisions on leaving, return and other health preservation measures), Delivery of Products and Customer Experience (which supported reports to customers and negotiations with the MS); in addition to a systemic panel of all the fronts to face the pandemic undertaken by the Unit.

Conclusion: The implementation of BI associated with management routines was able to enhance the decisions and performance of the studied organization through applications, infrastructure and best practices for information analysis. The data modeling, transformed into managerial information, provided the upper and middle management with qualified information for decision and help to support the organization's current performance system.

Keywords: Business intelligence; Data-driven decisions; Contingency indicators