

Dashboard Operating Layer

Public-safe recreated dashboards based on the kind of reporting layer I built and maintained.

Context: these are recreated to show the operating layer without publishing private company data.

Why These Are Recreated

- I do not want to publish internal dashboards with company data, user metrics, wallet details, or private source links.
- So the public version shows the dashboard families, metric logic, and decision use cases without leaking the underlying data.

Dashboard Families

- Executive finance: cash, runway, burn, close status, revenue, margin, vendor movement, and decisions.
- Growth/product: connected vehicles, app conversion, retention/churn, attribution, lifecycle conversion, and marketplace activity.
- Ops/fulfillment: device sales, inventory, logistics cost, fulfillment status, support signals, and tax/compliance blockers.

What This Is Based On

- My internal work included dashboard planning, Looker/BigQuery/Fivetran/Mixpanel-style reporting, weekly data syncs, connected vehicle KPIs, churn definitions, attribution, lifecycle conversion, and cash/accrual reporting.

What I Can Walk Through

- Ask me how I define churn, how I tie dashboards back to finance, and how I prevent dashboards from becoming pretty but wrong.

Public version: methodology and judgment only. I can walk through examples live; raw company files stay private.