

“The intuitive graphics help me visually monitor performance and quickly navigate through large and complex sets of data to identify performance priorities. ClicData provides us with powerful yet affordable BI tool we need to make data actionable.”

- Farhad

Executive Director at Pima Association of Governments



Effective Management by Objectives with KPIs

As the Executive Director, my role is to guide our organization to the achievement of diverse goals and objectives. I rely on the data driven performance metrics of our departments and programs to monitor progress and drive the organization’s mission.

The visual intelligence provided by ClicData helps us set targets, manage action plans, and achieve goals. We now have better program alignment around goals and priorities, greater transparency to drive engagement across the organization, and distributed accountability to ensure ownership by key stakeholders.

About PAG

Pima Association of Governments, a metropolitan planning organization, has four program areas: The transportation division develops the region’s transportation plans. The environmental division fosters air and water quality planning. The energy division encourages the use of clean fuels and the technical services division conducts transportation modeling, provides average daily traffic counts, produces population estimates and forecasts, and coordinates orthophoto data collection for the region.

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