



Washington State Liquor and Cannabis Board

Development and Process

Developing a Foundational Data Dashboard

August 2024

LCB Research Program

The Research Program at the Washington State Liquor and Cannabis Board (LCB) is a non-partisan, transparent resource focused on public health and safety outcomes related to the products, policy, and regulation of alcohol, cannabis, tobacco, and vapor products.

Purpose

This document discusses the initial/foundational development of a public-facing data dashboard on the LCB website.

Contact

For more information about the Research Program and its work, please visit: lcb.wa.gov/research_program.

For specific questions, please email the Research Program at lcbresearch@lcb.wa.gov.

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What is the goal?

The Research Program's goal by December 2025 is to create a *foundational* public-facing data dashboard to be displayed on LCB's external website. This dashboard will feature high-level, aggregated data from each division that is of interest to LCB, public health partners, prevention partners, licensees, state agencies, legislators, researchers, and the public. The data will be displayed in a way that is easy to navigate, understandable, and informative.

Data dashboards are a long, complex, and ever-evolving project. The Research Program uses the term 'foundational' to emphasize the importance of creating a strong base prior to building more advanced dashboard versions.

Why are dashboards important?

Dashboards can provide insight into trends, increase informed decision making, track goals, and provide reliable and accessible data to both internal and external stakeholders. Creating dashboards aligns with [LCB's Strategic Plan and Goals for 2024-2029](#).

Goal 1: All Washington communities have the highest level of public health and public safety.

A data dashboard supports public health and safety by transforming complex data into easily digestible, visual formats. This will increase our ability to understand trends, develop calls to action, and inform decision making.

Goal 2: Our services are accessible and responsive to the needs of communities, partners, and our customers.

A data dashboard can reduce siloed, disparate, and difficult-to-understand data into insights that are accessible and readily available. Dashboards will allow LCB to be more responsive to frequently requested information. It will also allow LCB to gain further insights and promptly provide answers to emerging situations and questions.

Goal 3: We have a culture of trust, belonging, and valuing people.

Data dashboards are designed to be accessible to both technical and non-technical audiences by providing information in a clear, visual format that is easily understood. Transparent and accessible data will increase trust with various stakeholders.

What would be included in the dashboard?

The Research Program is currently working to decide which data are most relevant to provide. It is important to begin with a strong foundational dashboard that can be developed over time. Therefore, we plan to prioritize data that is currently accessible and most important to display. Below are some factors that will determine if data will be included in the foundational dashboard.

What Would Be Included	What Would NOT Be Included
Internal data (i.e., data we collect and own)	External data that would require additional data sharing agreements (for the time being)
Key metrics (e.g., frequently requested data)	Information that identifies or provides specific information about licensees
Aggregated trends over time	Data that is not reliable or consistently collected
High-level data and overarching insights	Extensive raw data or highly technical data analytics
Visualizations (e.g., pie charts, bar graphs, maps, etc.)	Excel documents with lists of information
Quarterly updates	Immediate updates (initially unavailable)

What is the status of this project as of August 2024?

The agency’s leadership is on-board with the development of a foundational dashboard. Several members of LCB were recently trained on Power BI, the platform we will use to create the dashboard. The Research Program is also in the process of building an internal data dashboard workgroup. This workgroup will help the Research Program better understand current data sources that are available, accessible, and important to display. The Research Program is also asking other agencies with experience building dashboards, such as the Washington Traffic Safety Commission, to better understand the process of dashboard development and to problem solve potential barriers. The agency is also seeking information from external stakeholders to find out what metrics may be most valued. Stakeholders include, but are not limited to, license holders, public health and prevention partners, communities, legislators, and state agencies.

Where can people share ideas?

Email the Research Program at lcbresearch@lcb.wa.gov. We are interested in hearing ideas and seeing examples of existing dashboards you find informative.