



**United States Department of Agriculture (USDA)
Agricultural Marketing Service (AMS)
Livestock and Grain Market News (LGMN)**

**Livestock Mandatory Reporting (LMR)
Dashboard Users Guide**

Version 3.0 / 11 May 2012

AMS Dashboard Help Guide

Table of Contents

Livestock Mandatory Reporting (LMR) Dashboard Users Guide.....	1
Change History	3
Introduction.....	4
Contact Information.....	4
Technical Requirements.....	4
General Panel Overview	5
Tab Selectors.....	7
Criteria Selection Panel	8
Date Selection Scroll Bar.....	8
Main Content	9
Content Area.....	9
Grid Component	10
Pie Chart Component.....	11
Miscellaneous Features.....	12
Information Box.....	12
Grow / Off / Auto Arrow Button	12
Show Table Feature	15
Daily Ticker of Market Information	16
Dashboard Data Refresh Indicator.....	16
Download Feature.....	16
Page Header	17
Page Footer	17

Change History

Date	Description of Change(s)	Author
20 JUN 2010	Initial Draft	J. Gallagher
18 MAR 2011	Additions for Swine and Lamb	A. Lear
15 MAY 2012	Additions for Boxed Beef	J. Gallagher

Introduction

The Livestock Mandatory Reporting (LMR) Dashboards were developed by the Agriculture Marketing Service, Livestock and Grain Market News (LGMN) Division in response to a mandate in the 2008 Farm Bill to make improvements to the presentation of market information collected through the LMR program. Introduced to the public in July 2010, the focus of each dashboard is to allow users to see weekly volume and price information on cattle, swine and other commodities presented in graphs and tables that can be customized for viewing and downloaded for use in reports and presentations.

The current Dashboards offered include Cattle, Swine, Lamb, and Boxed Beef, all of which can be accessed through the LGMN Market News Portal (MNP) web site. This Help Guide provides an overview of functionality and navigational controls. Some dashboards have unique navigational controls and functionality based on the commodity selected. Some features are not on all dashboards. This help guide attempts to explain general navigation and usage. Where pertinent, controls that are unique to a particular dashboard are also described.

Contact Information

This Help Guide does not cover commodity specific information related to the aggregated data being reported. For questions on commodity specific data, use the following contact info:

- Live Cattle and Sheep Dashboards: (816) 676-7000
- Swine, Beef and Lamb Dashboards: (515) 284-4460
- You may also send an e-mail to mpr.lgmn@usda.gov

Technical Requirements

The LGMN LMR dashboards are developed in Adobe Flash. Your browser will need to have Adobe Flash plug-in installed for this application to work properly. The URL for downloading Adobe Flash is <http://get.adobe.com/flashplayer/>.

General Panel Overview

The Dashboard is a data visualization interface. Each dashboard has a series of panels. Each panel serves a specific function. As an example, the Cattle Dashboard is shown below.

1. Left Hand Criteria Selection Panel,
2. Main Data Display Panel,
3. Ticker Feature (only on Cattle, Swine, and Boxed Beef)

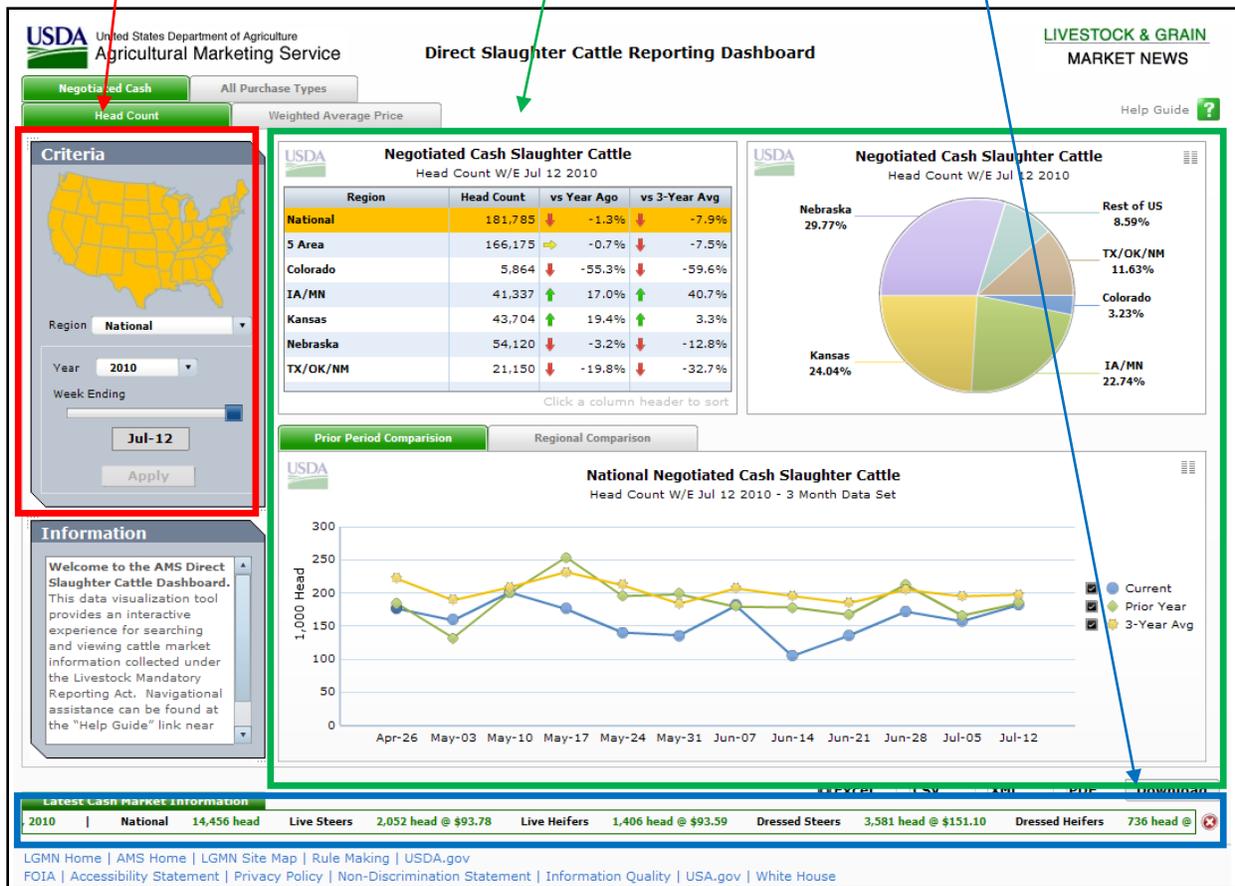


Figure 1 - Cattle Dashboard

Some dashboards offer slightly different controls or have panels positioned in a different way. For example, the Boxed Beef Dashboard has a Data Selection Panel on the bottom left. The data panels have been expanded to show a visual of each beef cut to the top right.

1. **Left Hand Criteria Selection Panel**
2. **Main Data Display Panel,**
3. **Ticker Feature (only on Cattle, Swine, and Boxed Beef)**

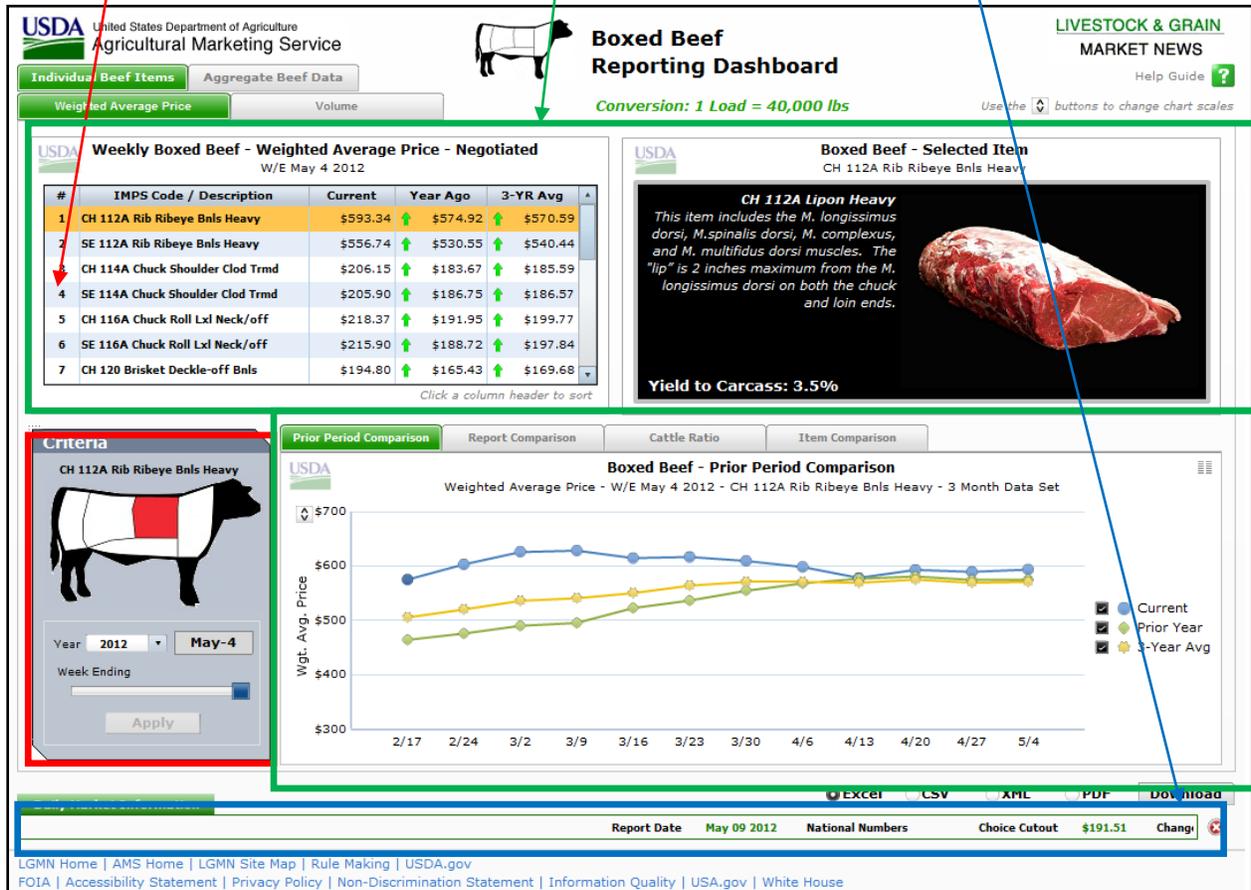


Figure 2 - Boxed Beef Dashboard

Tab Selectors

Each Dashboard offers a variety of data visualization options. To access these features, click on the tab(s) available at the top left of the Dashboard screen. Under each of the main tabs are two additional secondary tabs that further refine the data being viewed.



These tabs are specific to each to dashboard. The possible combinations are listed below:

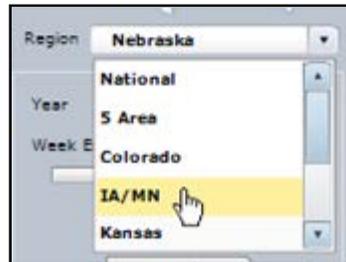
- Cattle Dashboard and Swine Dashboard
 - Top Level tabs
 - Option 1: Negotiated
 - Option 2: Purchase Type
 - Secondary tabs
 - Head Count
- Weighted Average Price Lamb Dashboard – There are no tab combinations for the lamb dashboard
- Boxed Beef Dashboard
 - Top level tab: Individual Beef Items
 - Secondary tab: Weighted Average Price
 - Secondary tab: Volume
 - Top level tab: Aggregate Beef Data
 - Secondary tab: Cutouts, Spread
 - Secondary tab: Volume

For all dashboards other than the lamb dashboard, the combination of the main and secondary tabs provides a total of four different dashboard pages to view. The selection of tabs is visually indicated by highlighting of the selected level 1 and level 2 tabs.

Criteria Selection Panel



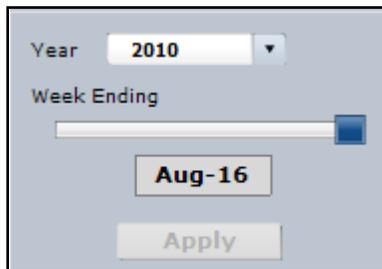
The Criteria Panel allows the user to narrow down the displayed dashboard data by certain criteria. Two commonly applied dashboard criteria are Region and Date. The default selection is National, and the user can change this selection by using the Region drop down menu located just below the map. The selected geographic area will be visualized on the map by highlighting that area.



Users may specify any particular region by selecting from this drop down menu.

Each criteria panel contains a date selector and may contain one or more additional dimensions depending on the dashboard. Each dashboard option contains slightly different criteria panel. For instance, the Boxed Beef dashboard does not contain the geographic map, as all data in that dashboard is national and not region specific.

Date Selection Scroll Bar



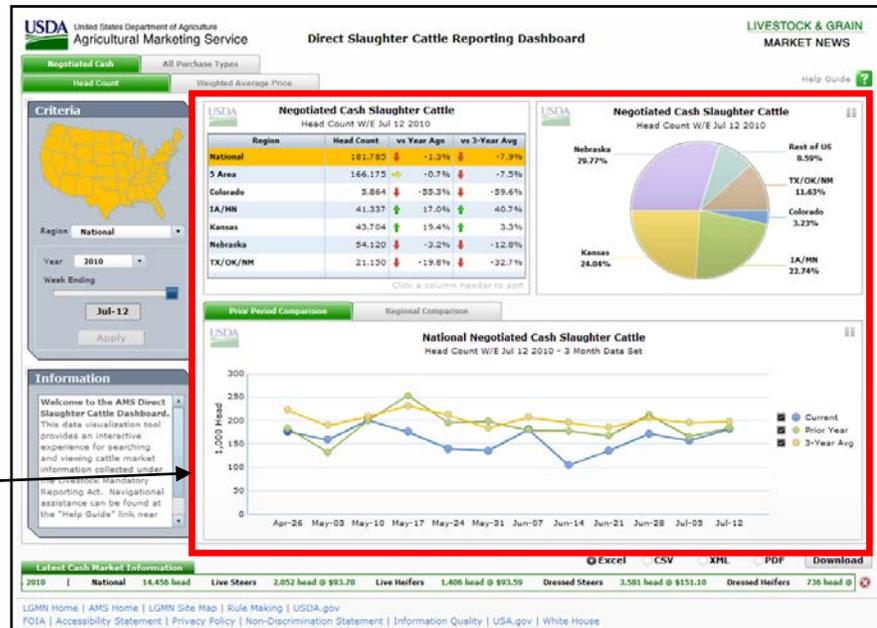
There is a date selector in each Criteria Panel that allows the user to select a single week which will be used as the “Current” week on the dashboard. The user first selects the desired year using the Year drop down menu option, then selects a week within that year by using the horizontal slider. Each week is identified by its weekending date, and the selected week is displayed immediately below the horizontal slider

Main Content

Content Area

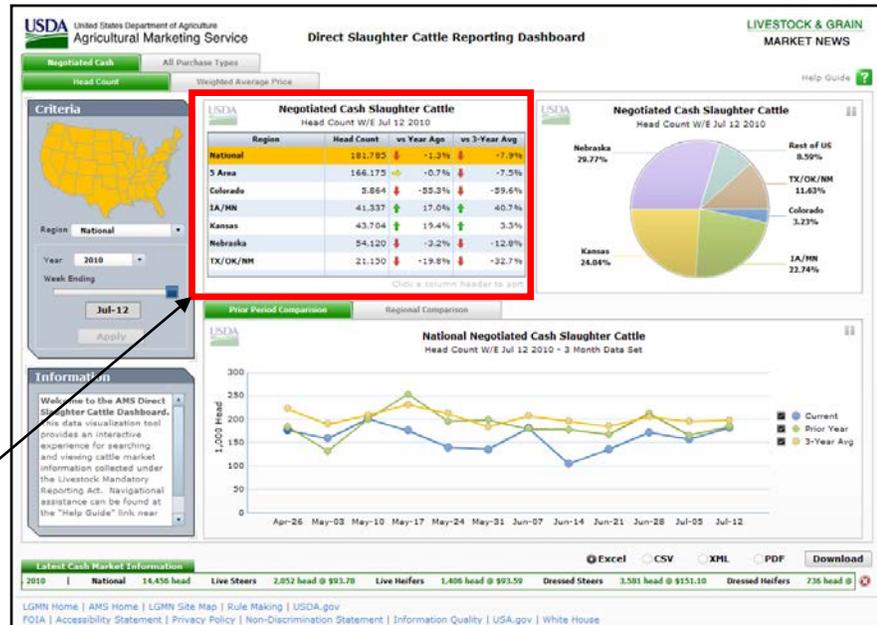
The main content area of each page consists of three analytic boxes.

The top row consists of 2 analytics: a scorecard formatted grid and a second analytic that is specific to the commodity. This second analytic may be a pie chart, line chart, column/line combination chart, or individual beef item information. The bottom row contains a tab set that contains two wide line charts with date trending.



Grid Component

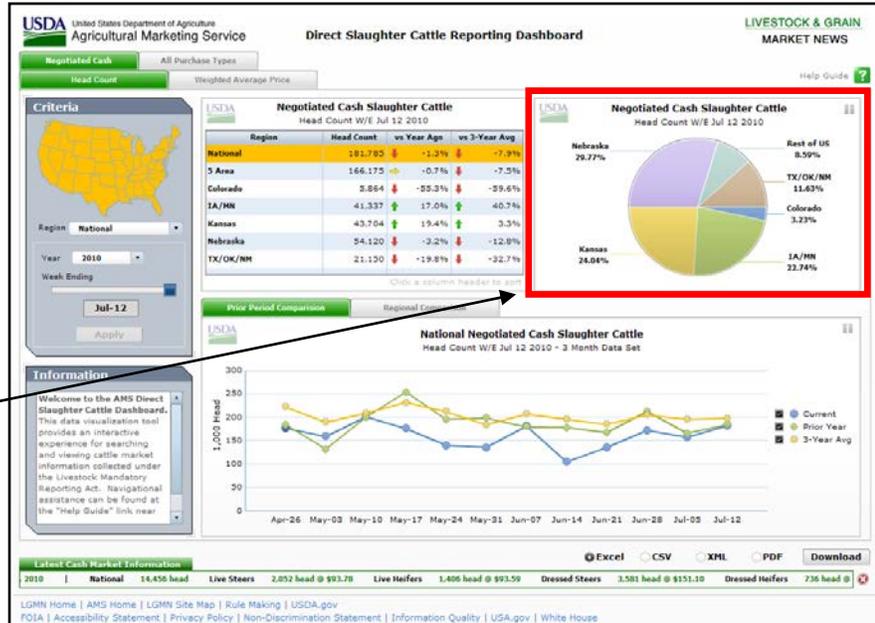
The top left analytic box on each page contains a grid that breaks down the selected measure. The grid component shows the current value of the selected measure, as well as the percent change from two historical periods, two historical values, and a colored trend icon to indicate the direction of the change from each of the historical periods.



If the current value has increased compared to a historical period, the trend icon will be a green arrow pointed up. If the value has decreased, a red down arrow will be displayed. If the value is unchanged, a horizontal yellow arrow will be shown. In the case of Head Count, the two historical periods are commonly Week Ago and Year Ago. In the case of Weighted Average Price, the two historical periods are commonly Year Ago and 3-Year Average. The user can sort the grid by clicking on any of the four grid headings. If the user has sorted one of the columns, the sorted column will display an up or down arrow to indicate either ascending or descending order. To toggle between ascending and descending order, the user can click the heading again. If the grid is displaying geographic regions, the selected region highlighted on the map in the criteria panel will be highlighted in the grid.

Pie Chart Component

The pie chart component is one common dashboard analytic. This single pie chart is often used to portray a percentage breakdown, such as a head count percentages for each of the region.



Miscellaneous Features

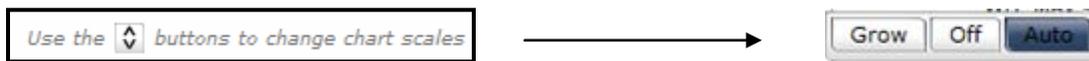
Information Box



The information box is a text box to be used to state important information regarding the interface including specific information for the selected tab. This area may contain text, links, and hover over information. The content of each box is to be determined. Due to the varying height of the criteria panel on each tab, the size of the Information Box will be different on each tab and may require vertical scrolling. (Only on Cattle, Swine, and Lamb Dashboards)

Grow / Off / Auto Arrow Button

The Auto-Grow Arrow feature is only available on the Boxed Beef Dashboard. To use this feature, left click the up/down arrow key as shown below. From there, left click either **Auto** or **Off**, depending on how you would like to view the data. The Grow button is not designed to be a third graphing option.



The Grow "Auto" option will keep the Y axis at predetermined values when graphing. The Grow "Off" option alternatively chooses the maximum and minimum values within the criteria that you have chosen to display. This allows users to observe a larger distribution of the data points in a graph. See the example below that demonstrates the exact same data set.

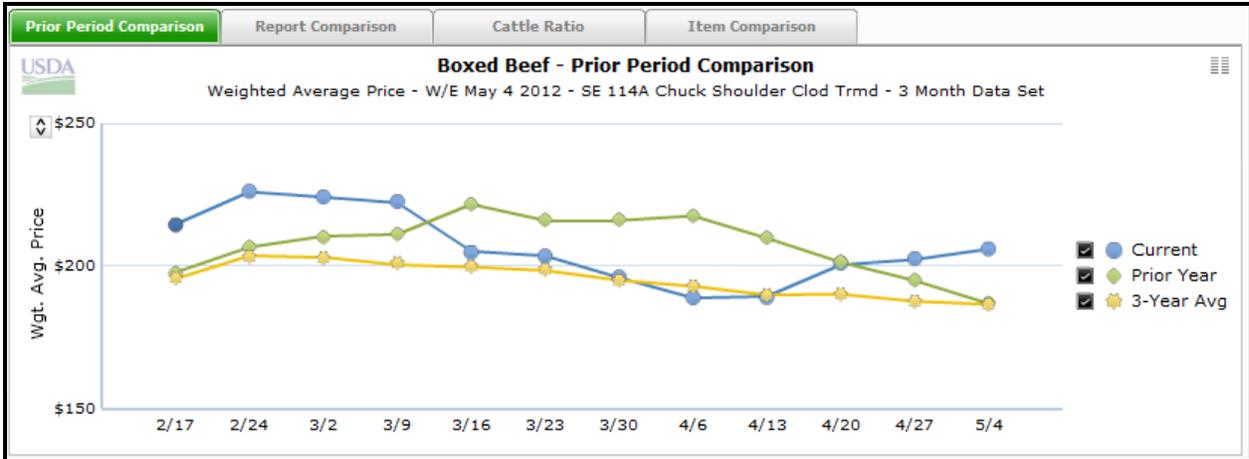


Figure 3 – With Auto Grow Selected

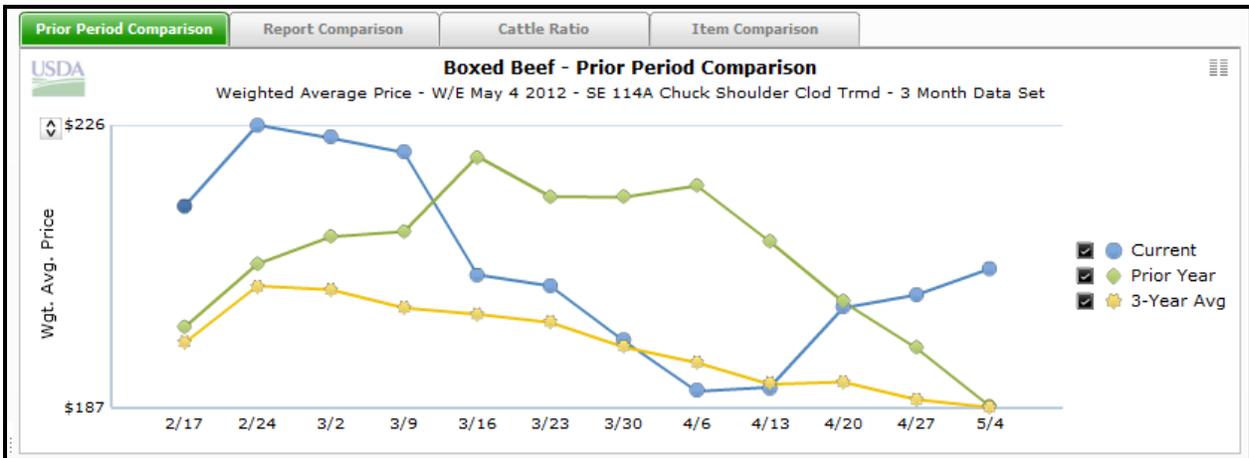


Figure 4 - Auto Grow Turned Off

Important Note: If a user selects Grow “Off” and then chooses new criteria from the top data panel to chart, the graph may not seem to accurately display the data. An example is shown below.

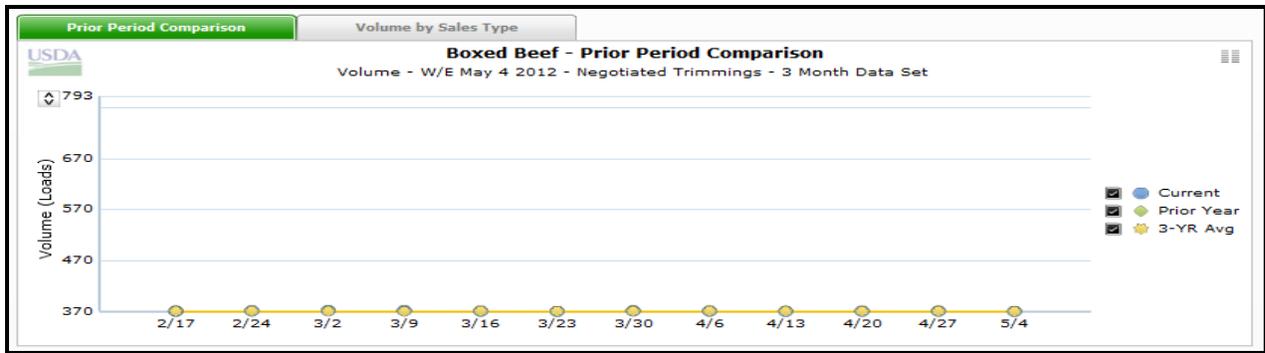


Figure 5 - Grow Set to Off

This happens because the chart is no longer in “Auto” and therefore will not automatically adjust to the changes in the selection criteria. To fix this, simply return to Grow “Auto” in order to adjust to the new criteria. Once the graph has refreshed you may return to the Grow “Off” option to view the new selection.

Show Table Feature

All dashboards display following icon on the top of all charts. . This icon, when select will change the graph to a data table. This allows users to see the raw data that represents the chart being displayed. The following example shows this feature.

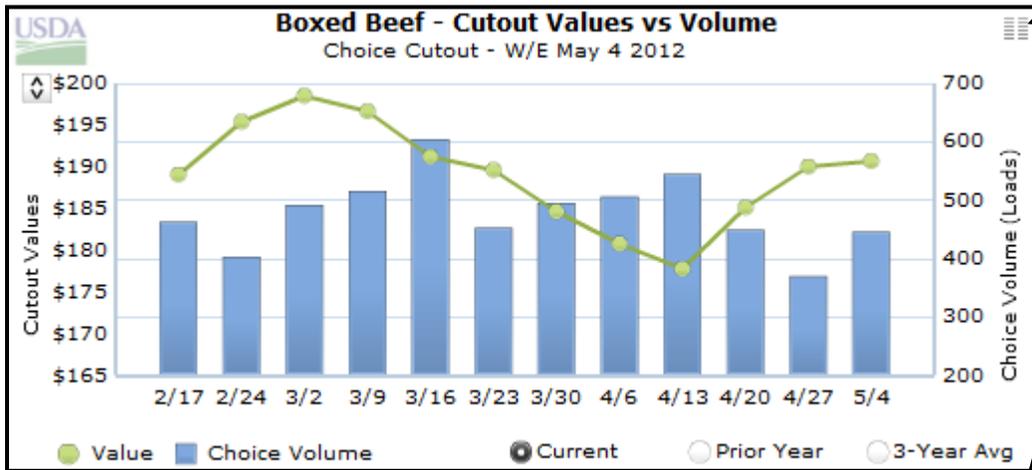


Figure 6 - Chart View (Same data)

Boxed Beef - Cutout Values vs Volume
Choice Cutout - W/E May 4 2012

Period	Choice Volume (Loads)	Cutout Values
February 17, 2012	462.49	\$189.04
February 24, 2012	403.45	\$195.42
March 2, 2012	491.60	\$198.51
March 9, 2012	515.88	\$196.65
March 16, 2012	604.93	\$191.24
March 23, 2012	452.81	\$189.62
March 30, 2012	495.73	\$184.65

Figure 7 - Table View (Same data)

Daily Ticker of Market Information

The Latest Cash Market Information is updated and displayed on the dashboard according to the commodity's reporting schedule. As an example, the Cattle dashboard ticker reflects key aggregated data from daily market reports released by AMS Livestock and Grain Market News as of 11:30am Central. The data is sorted by region, with National being listed first followed by the 5 Area, Colorado, IA/MN, Kansas, Nebraska, and TX/OK/NM regions.

Latest Cash Market Information						
146,937 head	Live Steers	43,155 head @ \$93.3	Live Heifers	31,716 head @ \$93.42	Dressed Steers	31,309 head @

1. Users can choose not to view Ticker data by clicking: 
2. Users can make the Ticker data reappear by clicking: 

Dashboard Data Refresh Indicator



The display of this menu in the middle of the Dashboard indicates that the dashboard is retrieving new data from the database. The dashboard will refresh momentarily following this action.

Download Feature

Users may choose from four available download formats by selecting the appropriate radio button or link and clicking the Download button. The system will generate a file in the specified format and prompt the user to save or open the file using a standard web browser download dialog box.



For users who choose the PDF option, the system will download an Adobe Portable Document Format (PDF) file that will display the same as the version shown in the browser.

Important: The PDF download feature is only supported by Adobe Reader version 9.0 and greater.

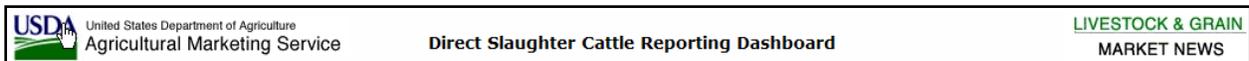
This file will contain the dashboard with the same look and feel as on the actual HTML/web version. When the user opens the PDF, they can load the default data and make one or more criteria selections and reload the data, provided they are connected to the Internet. The user can use all of the interactive features in the PDF document that are available on the website version

of the dashboard. For offline data viewing there is a save data button in the PDF version of the browser which will allow the user to save the current data to their local machine which can then be recalled at a later time even if the user is not connected to the Internet.

If the user chooses Excel, CSV, or XML, they will download an .xls, .csv, or .xml file which contains the raw data that is *currently displayed* based on the user's selected criteria. Any criteria selections that the user has made will be reflected in the data in the downloaded file.

Page Header

The page header is displayed at all times and consists of the USDA logo and name on the left side. The Livestock & Grain Market News title image is at the right side. The middle of the header is reserved for an overall dashboard title that is inclusive of all options/tabs.



Page Footer

The Page footer contains the standard two-line LGMN footer web links which will allow the user to select one of the displayed links which will open in a new browser window. Users may utilize these links without navigating away from the Dashboard.

