QA Metrics Dashboard Template

A dashboard planning template for tracking useful QA metrics without turning quality reporting into vanity charts or team surveillance.

Purpose

Use this template to design a QA dashboard that helps teams make better delivery decisions, spot quality risks, and improve feedback loops.

1. Dashboard Purpose

- Define the decisions the dashboard should support, such as release readiness, regression health, automation reliability, or defect trends.
- Identify the primary audience: delivery team, QA leadership, engineering managers, product owners, executives, or support teams.
- Avoid metrics that look impressive but do not change decisions, priorities, investment, or risk conversations.
- State how often the dashboard will be reviewed and what actions should follow concerning trends.

2. Quality Signal Metrics

- Track escaped defects by severity, feature area, root cause, discovery phase, and customer impact.
- Track defect aging, reopen rate, duplicate rate, severity mix, and blocked defect count.
- Track regression result quality by pass rate, failure reason, flaky test rate, and unresolved failures.
- Track risk coverage across critical journeys, recent changes, high-defect areas, and compliance-sensitive workflows.

3. Flow and Feedback Metrics

- Measure time from code complete to test start, defect found to fix, fix to retest, and release candidate to release decision.
- Track test environment availability, data readiness, build stability, and dependency blockers.
- Show whether testing starts early enough to shape the work rather than only approve the work.
- Pair speed metrics with quality outcomes so faster feedback does not hide weaker validation.

4. Automation Metrics

- Track automated coverage by risk area, layer, journey, and business value rather than only script count.
- Track execution duration, flakiness, maintenance effort, failure categories, and stale test retirement.
- Separate product failures from script failures, environment failures, and test-data failures.
- Use automation metrics to guide cleanup and investment, not to punish teams for honest failures.

5. Review Cadence

- Review dashboard trends in retrospectives, release readiness meetings, and quarterly quality planning.
- Add commentary explaining context behind spikes, dips, missing data, and measurement changes.
- Retire metrics that no longer drive decisions and add metrics for emerging product or delivery risks.
- Keep the dashboard small enough that teams can understand it in minutes and act on it in days.