

## ANALYTICS IN PRACTICE

### How Industries (or Departments) Use Visual Analytics

Go to: <https://www.tableau.com/solutions/industries>



### Main Objectives

For this assignment, take on the mindset that you are experiencing a “Day in the Life” with seasoned data professionals who have created wins for their respective companies using Tableau’s visual analytics. If you are successful with this challenge, you will build a new level of appreciation and awareness for:

- How data is making a difference in diverse businesses.
- Gain a sense of what constitutes a “win” and what’s being measured.
- Hear leaders describe the challenges and opportunities they faced and how they persevered and pivoted toward better outcomes.
- Consider if the work discussed connects to your interests & background.
- Can you imagine yourself involved in this work over time?

From a practical development perspective, this assignment is intended also to continue to develop your skills for effective presentations, collaboration, and the ability to quickly assimilate data-related issues and communicate them to stakeholders.

### Research Data Background

The Tableau Founders’ goal and early mission statement was “to help people see and understand data”. Organizations across all industries are empowering their people with data. Using Tableau, they are finding new opportunities for beneficial insights.

From Spotify to Southwest Airlines, companies across a wide range of industries are using visual analytics to reveal opportunities for data-driven decisions. On the linked site above, Tableau has compiled industry-specific testimonials, stories, and workbooks providing a look into how data leaders have advanced their company’s causes through better interpretation and use of their own internal data.

## Assignment Requirements

**Select from one of the Industries or Functional Departments** based on your professional and/or personal interest. Review and consider the testimonials and reports on how companies are using their data toward new levels of insight and success. Observe their concerns, pain points, and measures for business health and success.

**Prepare a brief presentation** to share what's happening in this industry/department with your colleagues.

**Contents of your presentation could include the following:**

### Key Metrics

- Pressing concerns of the industry or department (privacy, security, siloed data, etc.)
- Measures of health or success (Key Performance Indicators)
- Changing Market Dynamics (major changes in business models?)

### Insights

- From the Tableau Workbooks shared, what insights are being shown?
- What business health risks or successes do you see in the shared workbooks?
- Identify the **key statistical measures** being shown in the visual analysis. (Linear Regression? Forecasting? Correlation or Clustering?) If you don't observe any specific ones, suggest statistical measures that could be beneficial to the analysis.

### Testimonies & Leaders

- Based on two or more of the customer stories:
  - o What role does analytics play in the business model?
  - o What customer stories were compelling to you and why?
  - o What impact has the adoption of these strategies made for the leaders willing to implement them?

### Call to Action

- What is your call to action after reviewing these stories and techniques?
- Where can you imagine yourself participating?
- What data would be required to create insights. How or where would the data need to be collected?

Presentations should be 7-10 minutes long and contain snapshots from the materials hosted on the Tableau Industry website (linked above).

Prepare to share interesting facts about how analytics is being conducted and is impacting businesses and the lives of those involved in it.