Case study 6 – data analytics and visitor flow
Using: Analytics Engine Ltd, Cisco Meraki

National Gallery, London

Founded in 1824, The National Gallery is situated in London's Trafalgar Square and counts some of the world's best-loved paintings among its 2,300-strong collection.

Over the past few years, The Gallery has been building out its data insight function looking primarily at audience data and creating more robust reporting on visitor experiences.

National Gallery use a hardware solution which is called **Cisco Meraki**. This allows them to track visitors throughout the galleries. Based on the information they collect from the visitors, another company called **Analytics Engines** analyse the data. It is hoped this will help plan routes through the Gallery when it re-opens, to ensure social distancing.

To analyse the data, the **Analytics Engines** team created "Perspective" - a platform which allows stakeholders to make data-driven strategic decisions by harnessing and examining data from a disparate range of sources.

A key aspect in the development was the creation of an intuitive platform – a dashboard - enabling the greatest possible utility to all users throughout the organisation.

The engineering team were able to roll-out Perspective within just four months of the contract start date.

Casey Scott-Songin, the Senior Manager Data & Insights at The National Gallery London said: "It has been really easy for staff to understand the dashboard and the pick-up has been really quick. I can see teams using this information on a daily basis. Adoption was much easier than I anticipated."