

# TABLEAU HR SCORECARD: MEASURING SUCCESS IN TALENT MANAGEMENT

## 1. INTRODUCTION :

### 1.1 OVERVIEW :

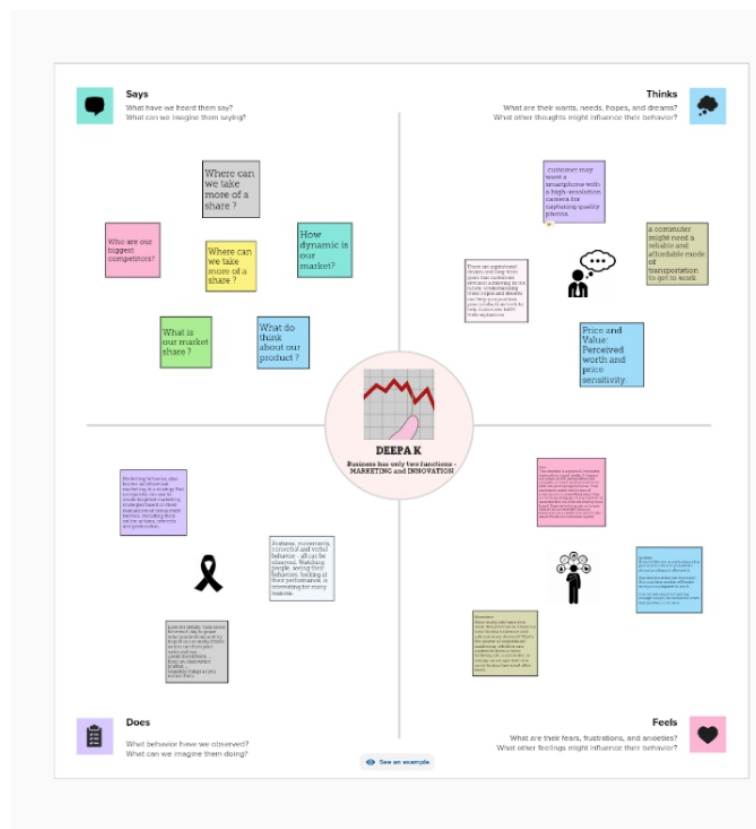
First I created an EMPATHY MAP. A map has four quadrants - Says, Thinks, Does and Feels. How to improve our business in the market will be in say quadrant. Next I created BRAINSTORM. Our team take a problem statement and we discuss how to solve that problem. Our team problem statement is "people has interested but they are not ready to buy". Then I created my data analysis – Dashboard and Story. Next step I published my Dashboard and Story in tableau public.

### 1.2 Purpose :

Data analysis help a business optimize its performance, perform more efficiently, maximize profit, or make more strategically – guided decisions. The techniques and processes of data analytics have been automatic into mechanical processes and algorithms that work over raw data for human consumption.

## 2. Problem Definition & Design Thinking :

### 2.1 Empathy Map :



## 2.2 Tableau & Brainstorming Map :

### Brainstorm & idea prioritization

Use this template to generate ideas, brainstorm, and prioritize them. It's a great way to get your team's input and ideas, and to make sure you're all on the same page.

- 1. Brainstorm ideas
- 2. Prioritize ideas
- 3. Map ideas

#### Before you collaborate

Before you start collaborating, make sure you have a clear understanding of the problem you're trying to solve. This will help you to generate ideas that are relevant and useful.

- 1. Define the problem
- 2. Gather information
- 3. Set goals

#### Define your problem statement

Write down a clear statement of the problem you're trying to solve. This will help you to generate ideas that are relevant and useful.

**Problem Statement:** People have trouble finding the right product for their needs.

#### Key ideas of brainstorming

- 1. Brainstorming is a creative process.
- 2. Brainstorming is a group activity.
- 3. Brainstorming is a time-limited activity.
- 4. Brainstorming is a structured activity.

#### Brainstorming

Write down any ideas that come to mind. Don't worry about whether they are good or bad. Just write them down. This will help you to generate ideas that are relevant and useful.

**Person 1:** People have trouble finding the right product for their needs. They often have to search through a lot of options before they find the one they want. This is a waste of time and money.

**Person 2:** People have trouble finding the right product for their needs. They often have to search through a lot of options before they find the one they want. This is a waste of time and money.

**Person 3:** People have trouble finding the right product for their needs. They often have to search through a lot of options before they find the one they want. This is a waste of time and money.

**Person 4:** People have trouble finding the right product for their needs. They often have to search through a lot of options before they find the one they want. This is a waste of time and money.

#### Group ideas

Write down any ideas that come to mind. Don't worry about whether they are good or bad. Just write them down. This will help you to generate ideas that are relevant and useful.

**Group Idea 1:** People have trouble finding the right product for their needs. They often have to search through a lot of options before they find the one they want. This is a waste of time and money.

**Group Idea 2:** People have trouble finding the right product for their needs. They often have to search through a lot of options before they find the one they want. This is a waste of time and money.

**Group Idea 3:** People have trouble finding the right product for their needs. They often have to search through a lot of options before they find the one they want. This is a waste of time and money.

**Group Idea 4:** People have trouble finding the right product for their needs. They often have to search through a lot of options before they find the one they want. This is a waste of time and money.

#### Prioritize

Write down any ideas that come to mind. Don't worry about whether they are good or bad. Just write them down. This will help you to generate ideas that are relevant and useful.

**Prioritized Ideas:** People have trouble finding the right product for their needs. They often have to search through a lot of options before they find the one they want. This is a waste of time and money.

**Other Ideas:** People have trouble finding the right product for their needs. They often have to search through a lot of options before they find the one they want. This is a waste of time and money.

**Other Ideas:** People have trouble finding the right product for their needs. They often have to search through a lot of options before they find the one they want. This is a waste of time and money.

**Other Ideas:** People have trouble finding the right product for their needs. They often have to search through a lot of options before they find the one they want. This is a waste of time and money.

#### After you collaborate

Write down any ideas that come to mind. Don't worry about whether they are good or bad. Just write them down. This will help you to generate ideas that are relevant and useful.

**After Collaboration:** People have trouble finding the right product for their needs. They often have to search through a lot of options before they find the one they want. This is a waste of time and money.

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## 3. RESULT :

DASHBOARD :

## Wholesaler Customer Analysis

Sheet 1

Milk  
2,550,357

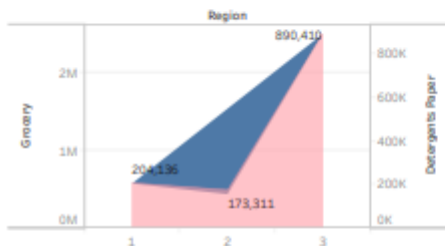
Sheet 2

Grocery  
3,498,562

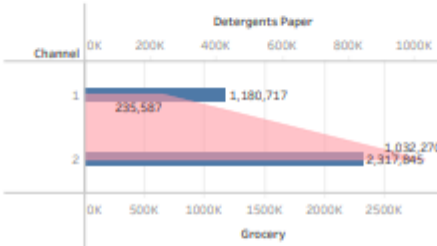
Sheet 3

Fresh  
5,280,131

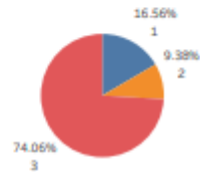
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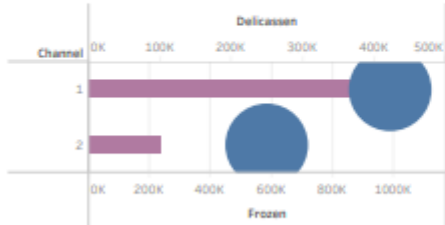
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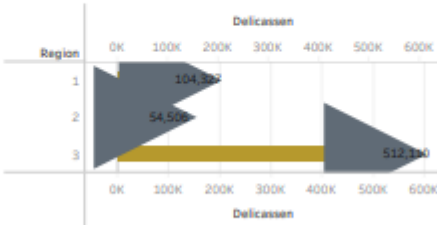
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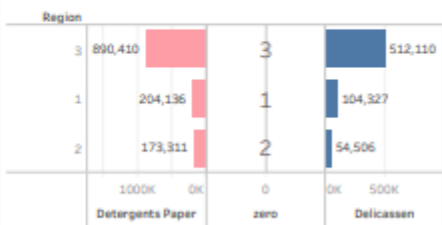
Sheet 7



Sheet 8



Sheet 9



STORY :

Milk KPI :-

Story 1

Milk kpi	Grocery kpi	Fresh kpi	Region Wise Detergent Paper and Grocery	Channel wise Detergent Paper and ..	Region Wise Milk	Channel Wise Delicassen a...
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Milk  
2,550,357

Grocery KPI :-

Story 1

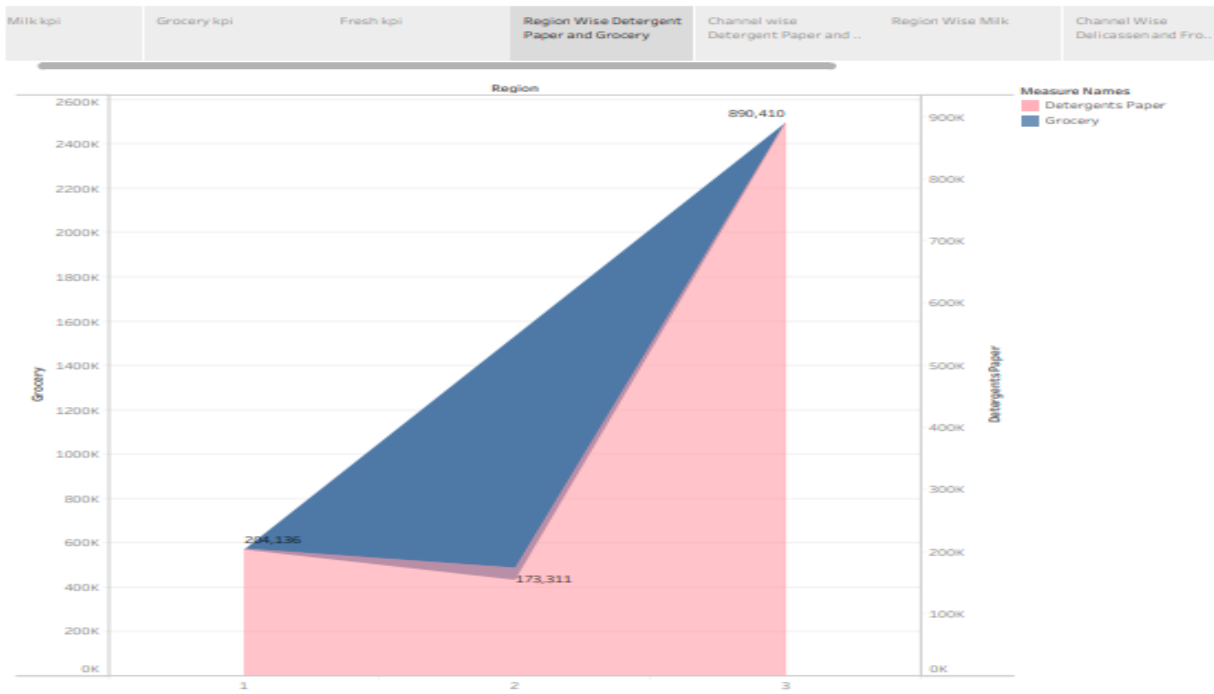
Milk kpi	Grocery kpi	Fresh kpi	Region Wise Detergent Paper and Grocery	Channel wise Detergent Paper and ...	Region Wise Milk	Channel Wise Delicassen a...
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Grocery  
3,498,562

Area and Polygon Region :-

Grocery and Detergent paper for each Region. Color shows details about Grocery and Detergents paper. For pane sum of Detergents Paper. The marks are labeled by Detergents Paper.

## Story 1



## Pie Chart :-

% of Total Milk and Region. Color shows about Region. Size shows sum of Milk. The marks are labeled by % of total Milk and Region.

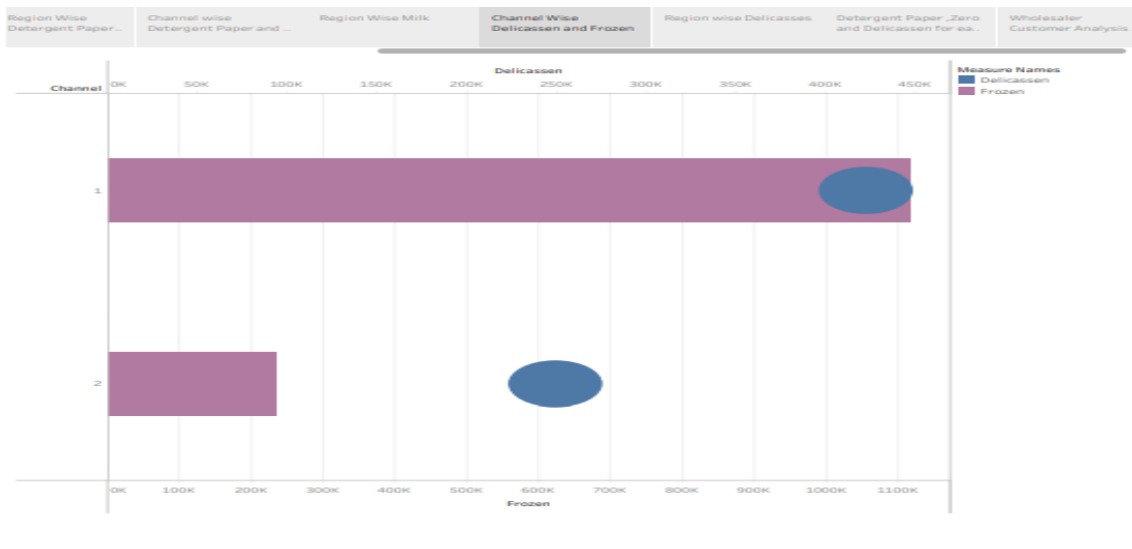
## Story 1



## Lollipop Chart :-

Frozen and Delicassen for each Channel. Color shows details about Frozen and Delicassen.

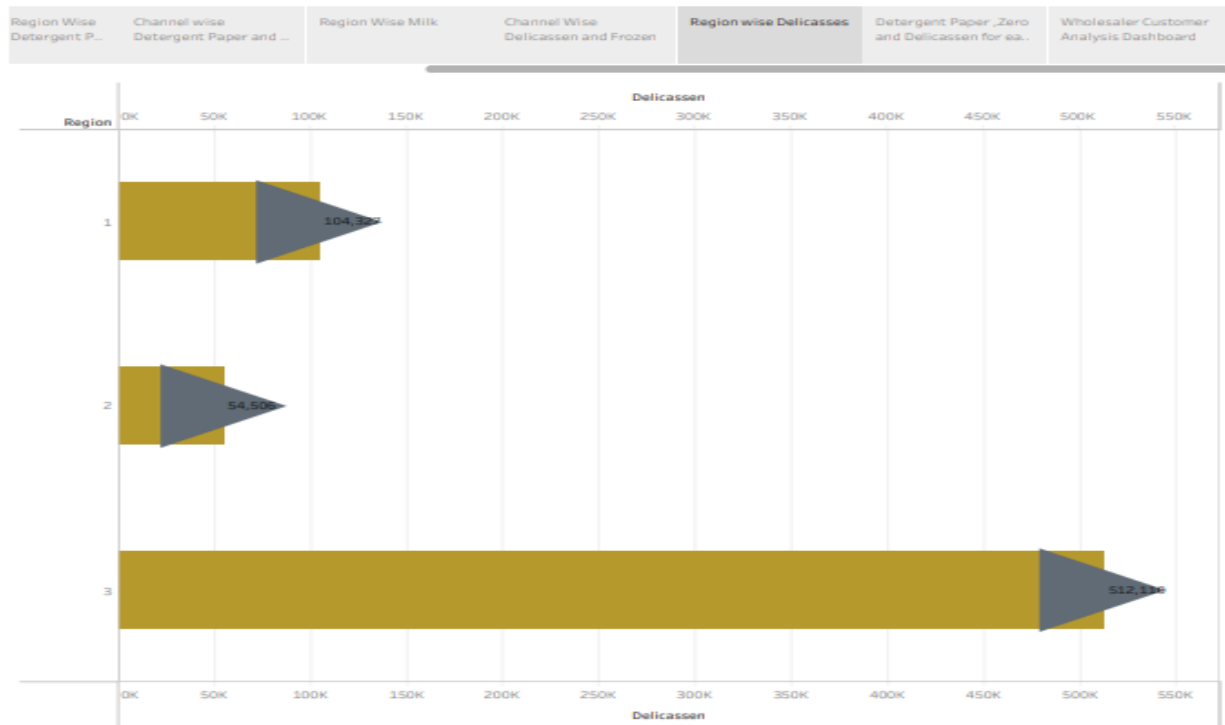
## Story 1



## Arrow Chart :-

Sum of Delicassen and Sum of Delicassen for each Region. For pane sum of Delicassen. The marks are labeled by sum of delicassen.

## Story 1



### Butterfly Chart :-

Detergents papers, Zero and Delicassen for each region. Color shows details bout Detergents paper, Zero and Delicassen. For pane sum of detergent paper : The marks are labeled by Detergent paper. For pane sum of Delicassen. The marks are labeled by Delicassen.

## Story 1

Region Wise Detergent P...	Channel wise Detergent Paper and ...	Region Wise Milk	Channel Wise Delicassen and Frozen	Region wise Delicassas	Detergent Paper ,Zero and Delicassen for ea..	Wholesaler Customer Analysis Dashboard
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### Wholesaler Customer Analysis

Sheet 1

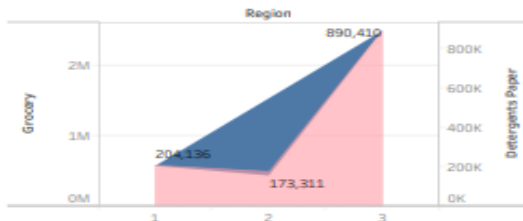
**Milk**  
2,550,357

Sheet 2

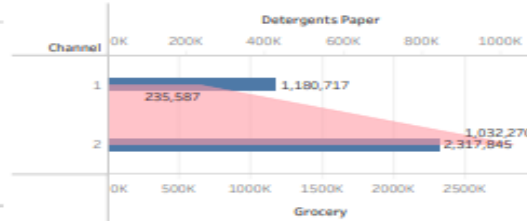
**Grocery**  
3,498,562

Sheet 3

Sheet 4

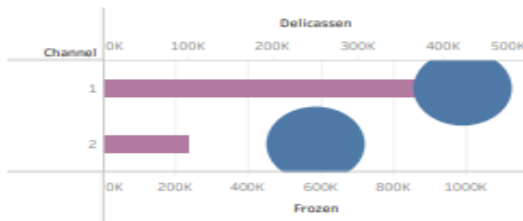


Sheet 5

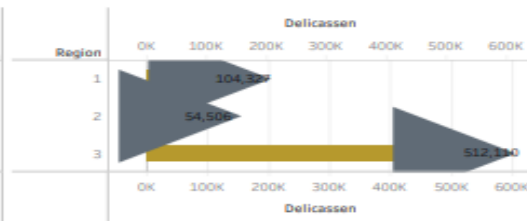


Sheet 6

Sheet 7



Sheet 8



Sheet 9

## 4. ADVANTAGES & DISADVANTAGES :

### Advantage :

The main advantage of a market analysis is that it helps a firm save itself from potential loss. If a firm blindly introduces a product into the market without knowing who might buy it or why, then the product isn't likely to find success.

A market analysis reveals to the firm what it must change to meet the market's needs more profitably. It identifies how the firm can reach its potential consumers and appeal to their needs. Conducting a market analysis also helps firms identify when to discontinue products.

### Disadvantages :

- ❑ Misidentifying Market Needs
- ❑ Evaluating Market Growth without market share
- ❑ Market segmentation versus target markets
- ❑ Improper interpretation of data

## 5. APPLICATION :-



- ☒ Building Better Customer Relationships
- ☒ Appropriate Brand Positioning
- ☒ Optimizing Prices
- ☒ Designing Campaigns and Advertisements

## 6. CONCLUSION :-

This is a clear enough fact that the more data a brand acquires the more avenues open for them to gain momentum in the market, to improve their services, to get better engagement from the customers, and also promote their brands and reach the right customers.

Strategy improvisation, looking for better alternatives and adequate channels for marketing is only possible with the basis of a strong conclusion provided by the big data. As the data gets interpreted notably helps in making better and informed decisions in a lot of industries and steps, big data having a remarkable application in marketing, is just yet another field.

## 7. FUTURE SCOPE :-

Market research plays a critical role in providing insights and data to businesses and organization that help them make informed decisions. As the global market continues to evolve and new technologies emerge , the future and scope of market research is constantly changing.