

salesforce

Unleash the Power of Your Data

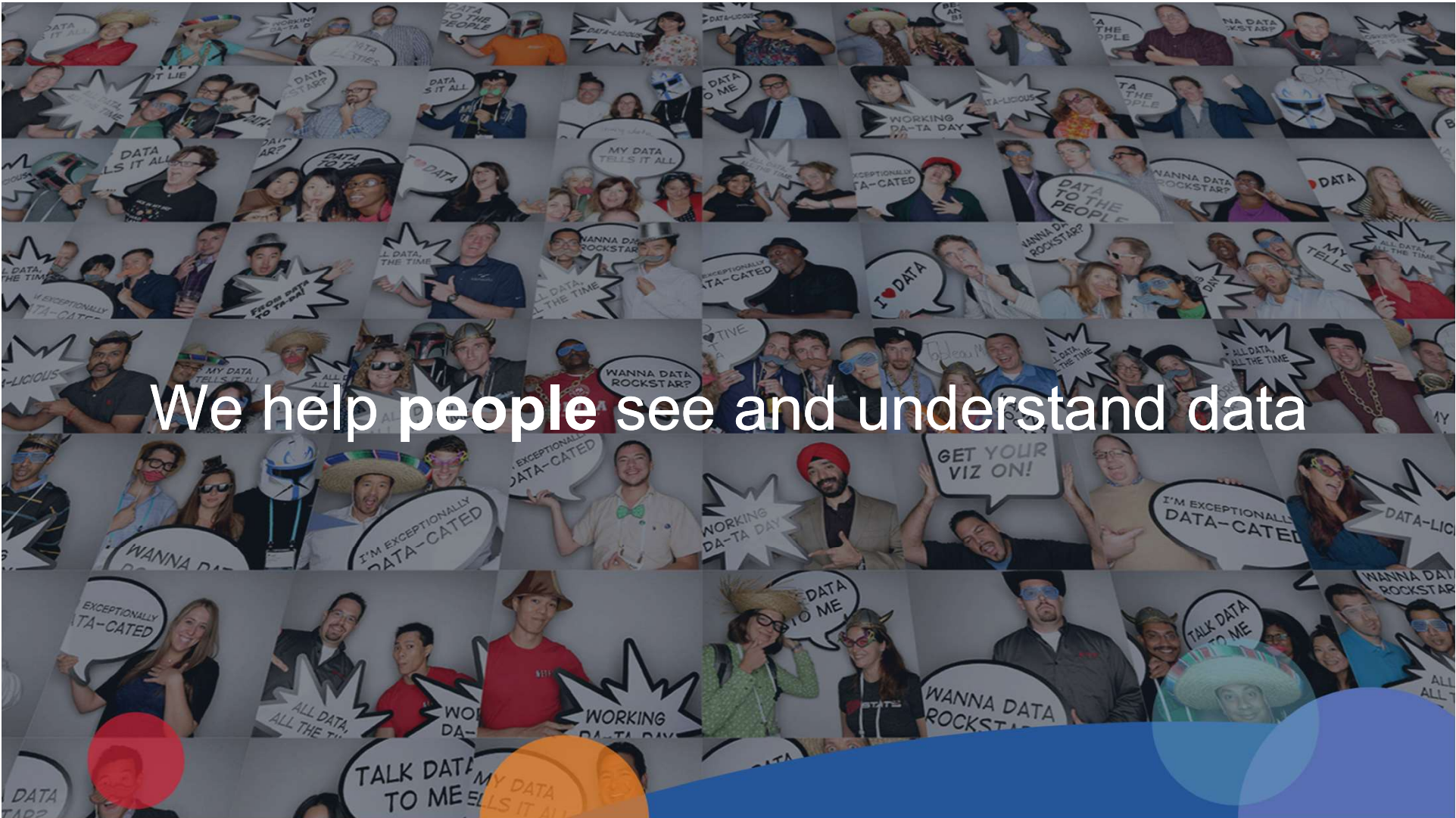
Unlock, Analyze, and Act on
Data to Drive Transformation

Michael Colasurdo, Account Executive

mcolasurdo@tableau.com

<https://www.linkedin.com/in/michaelcolasurdo>





We help people see and understand data

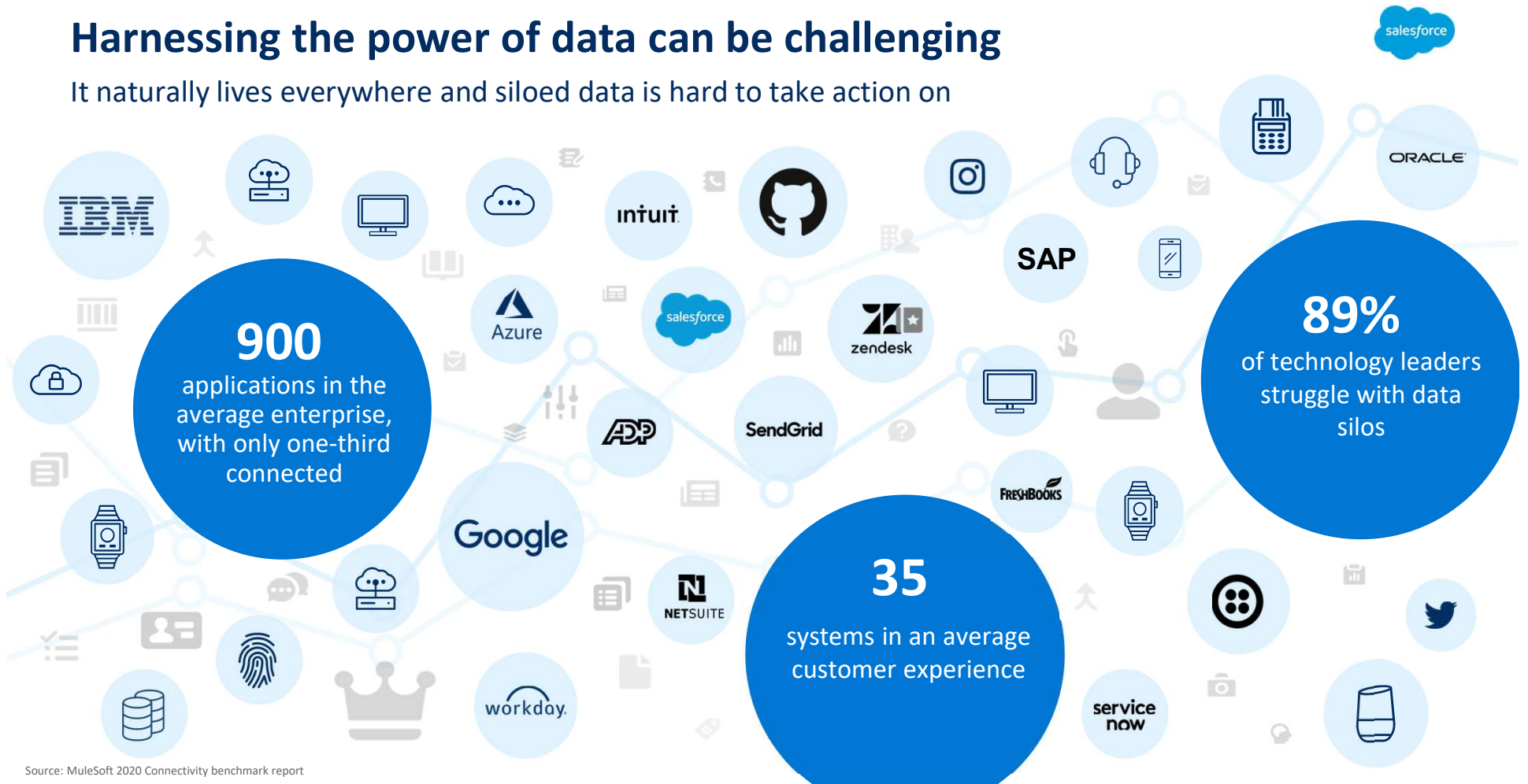
Enterprise Data is Exploding

salesforce



Harnessing the power of data can be challenging

It naturally lives everywhere and siloed data is hard to take action on



Source: MuleSoft 2020 Connectivity benchmark report

Business is changing more rapidly than ever

Companies need to make fast decisions, drive agility, and empower users

92%
Organizations failing to scale analytics*

Insights-driven companies are
23x
more likely to acquire new customers***

3%
successfully complete digital transformation**

*Deloitte Survey 2019

**McKinsey, [Five Moves to Make During a Digital Transformation](#)

***McKinsey, [Five Facts](#)

Data-driven organizations perform better

- Get a complete picture
- Make smarter decisions, faster
- Empower everyone

23x
more likely to
Add customers*

9x
more likely to
Retain customers*

1.5x
more likely to
Grow revenue
>10%**

*McKinsey, [Five Facts](#)

**McKinsey, [Catch Them If You Can](#)

**But organizations
are falling short.**

92%
Organizations failing
to scale analytics*

**Success requires
building a Data Culture**

95%
say that
Cultural Challenges
are blocking progress**

*McKinsey, Catch Them If You Can

**Deloitte Survey 2019

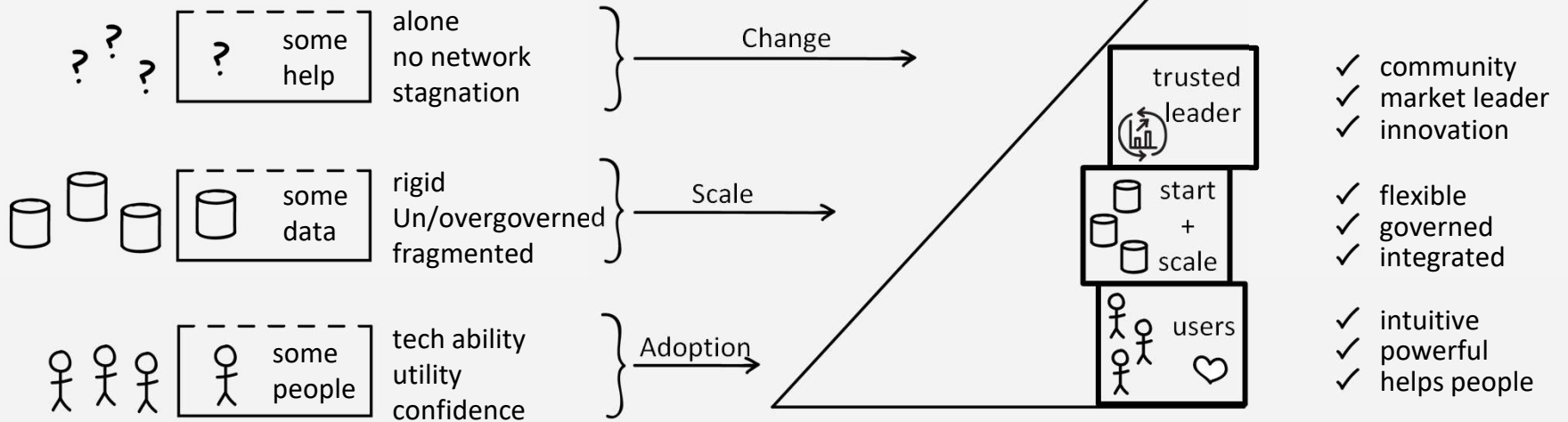


- ↑ Business Growth
- ↑ Customer Experience
- ↑ Efficiency
- ↓ Lower Costs

Status Quo:

~~“Underground Data Economy”~~

Data Driven Organization



Digital transformation is more critical than ever.

Every **digital transformation** is a **data transformation**.





What Are the Steps to Driving Data Transformation?



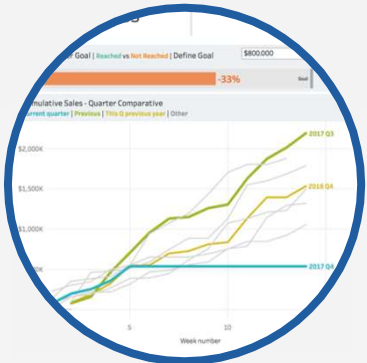
Data

Build a data infrastructure for useable and secure data



Insights

Empower teams to access and analyze data across silos



Action

Place data at the heart of every decision to drive action



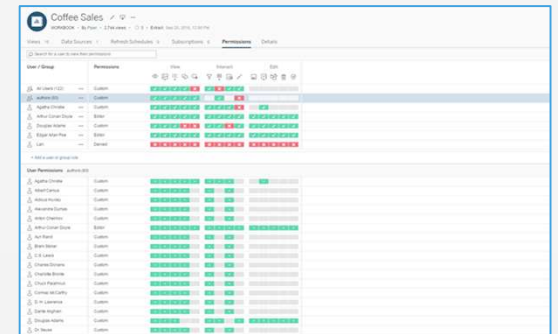
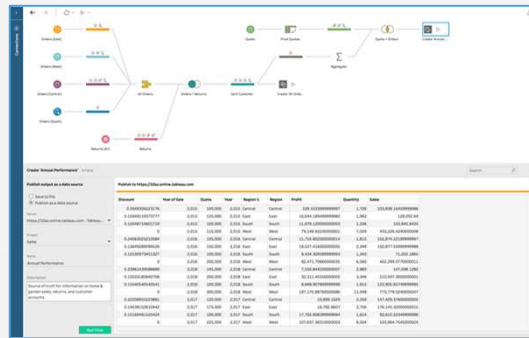
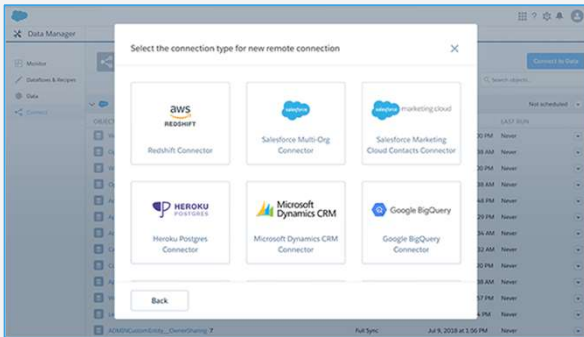
1: Data



Integration

Preparation

Governance



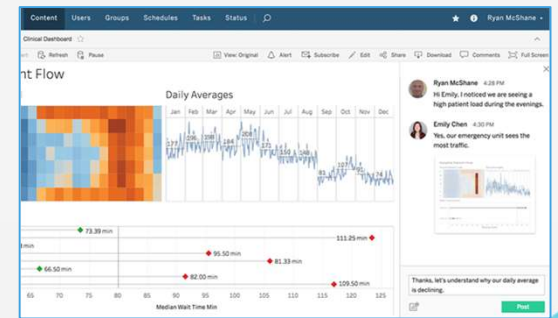
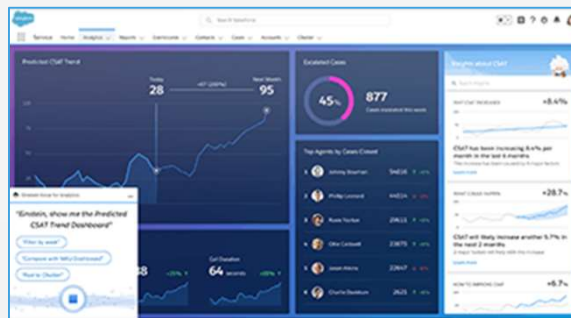
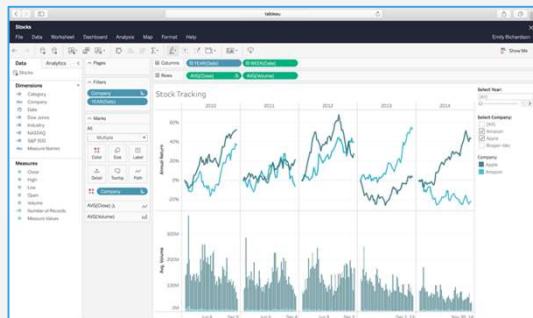
2: Insights



Exploration

Prediction

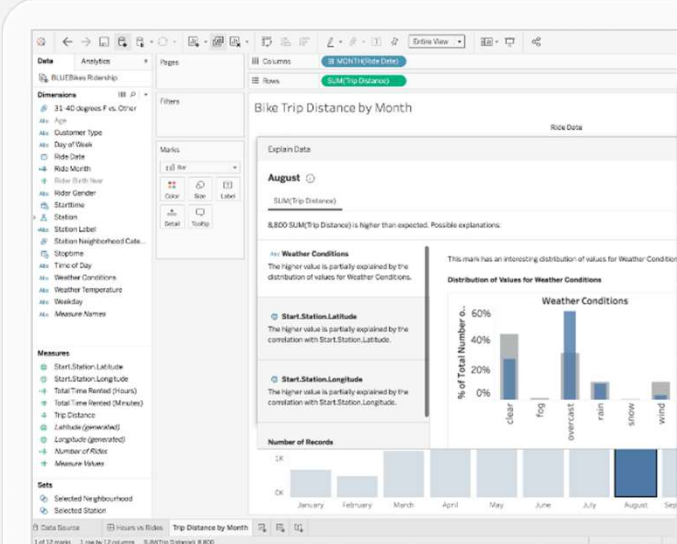
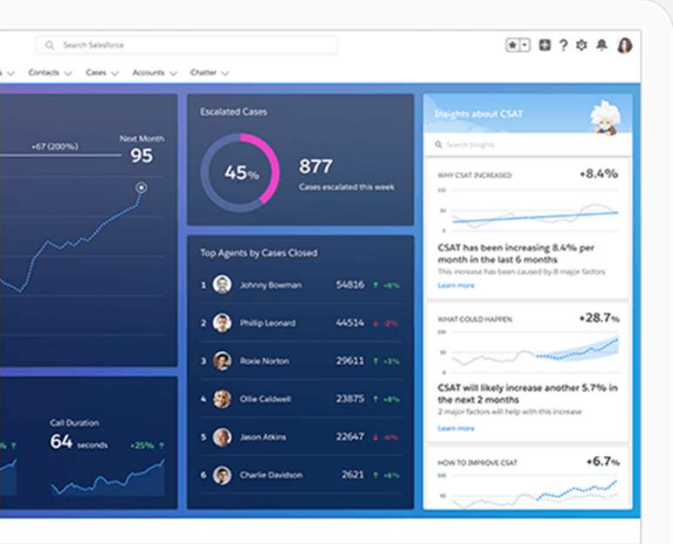
Collaboration

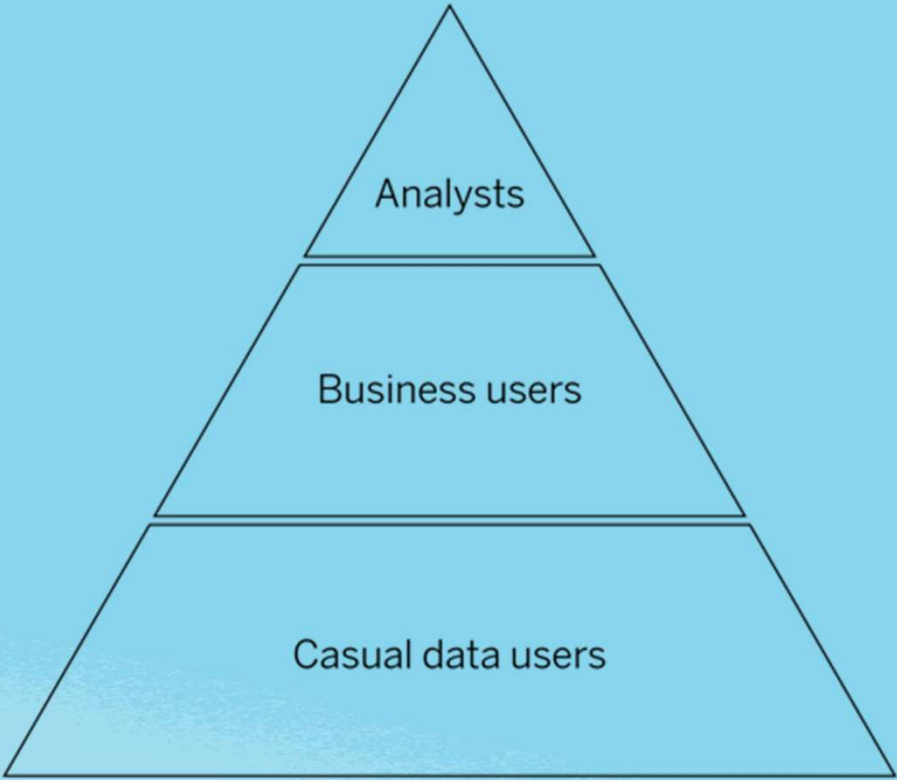


3: Action



Turn insights into actions that drive your organization forward





Built for Every User

Powerful analytics tailored to meet the unique needs of all types of users.

The Future of Analytics is AI

Forward-looking insights fuel actionability



1990s

Humans and Rolodexes



2000s

Humans and Databases



2020+

Humans and AI

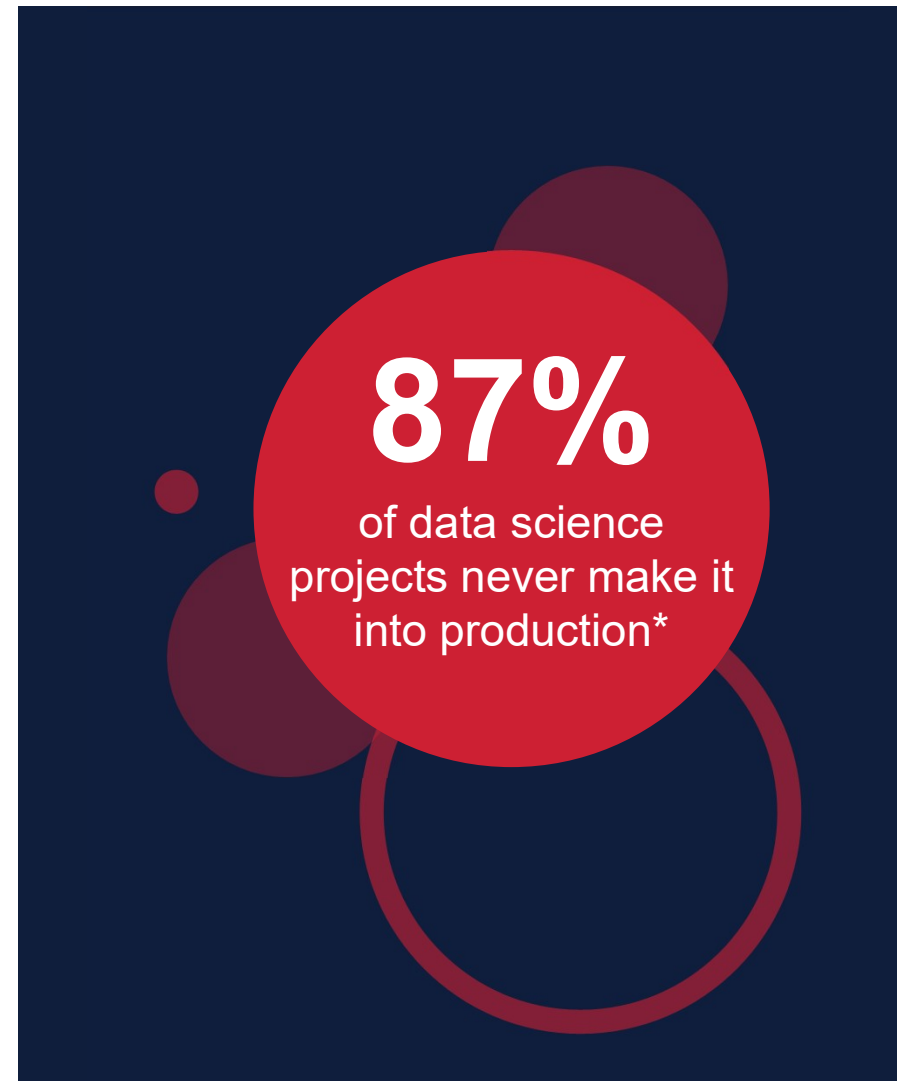
86%

of executives claim that AI is going to be a “mainstream technology” at their companies in 2021*

Data Science Today Is:

- Business critical
- Highly precise
- Driven by technical experts

* [Venture Beat, 2019](#)



INTRODUCING **Business Science**

Recognizing not all problems require precision at the expense of speed.

Democratizing data science for those with domain expertise.

Simple and Fast | Trusted | Integrated



Faster decision making



Increased transparency



Reduced resource burdens

Full Spectrum of AI in Analytics

Getting us to smarter decisions, faster

Augmented Analytics

Get to answers faster and uncover insights with increased confidence through ML, statistics, natural language, and smart data prep.

Business Science

Make better decisions by building intuitive models, operationalizing predictions, and uncovering actionable insights.

Data Science

Scale bespoke models across the organization with advanced tools like R, Python, and MATLAB integrations and analytics API extensions.

The trusted leader in analytics

Ask Data

The future of analytics starts now

average **Profit** by **City**, filter **Category** to Furniture sort by most profitable states

sort **State** in ascending order by sum of **Profit**

sort **State** in descending order by sum of **Profit**

sort **State** in ascending order by maximum **Profit**

sort **State** in descending order by maximum **Profit**

top **State** by average **Profit**



The Future of Customer Experience is Driven by AI

Solve pressing challenges with Business Science tools

Unclear store strategy

Inventory management costs

Transactional interactions turn off customers

Predict consumer behavior and preferences

ML guidance drives supply chain changes

AI insights shared across customer-facing teams

80%

of retail executives expect to adopt AI technology by 2027*

What Are Some Things I Can Predict?

By industry

Consumer Goods



Expected revenue by store location/promotion/brand
Likelihood of stock-out
Likelihood of cross-sell/upsell
Increase field rep productivity
Increase average order value
Intelligent markdowns
Improve utilization
Loyalty score
Price optimization

Financial Services



Likelihood to grow
Likelihood to increase AUM
Improve operational costs
Reduce insurance agent attrition
Reduce compliance risk
Reduce credit risk

Manufacturing



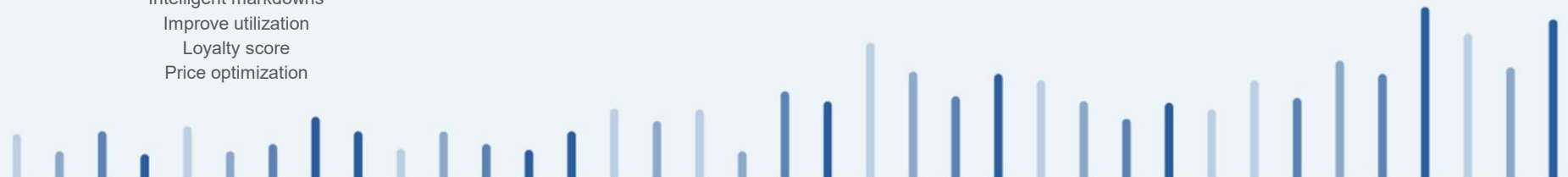
Improve inventory management
Improve network utilization
Increase on-time delivery
Cost reduction
Resource optimization

Healthcare and Life Sciences



Readmission risk
Cancelled visit rate
Increase referral conversion
Reduce wait/cancellation
Improve claims routing
Improve utilization
Predict staffing needs
Improve program completion

Improve inventory management
Improve network utilization
Increase on-time delivery
Cost reduction
Resource optimization



What Are Some Things I Can Predict?

Retail & Consumer Goods



- Expected revenue by store location/promotion/brand
- Likelihood of stock-out
- Likelihood of cross-sell/upsell
- Increase field rep productivity
- Increase average order value
- Intelligent markdowns
- Improve utilization
- Loyalty score
- Price optimization

Sales



- Increase conversion
- Improve win probability
- Decrease time to close
- Increase repeat business
- Increase lifetime value
- Discount guidance
- Predict expected revenue
- Intelligent white space

Service



- Likelihood of escalation
- Risk of churn
- Increase CSTA/NPS
- Decrease TTR
- Reduce handle time

Finance



- Forecasting revenue
- Late payments
- Invoice fulfillment
- Returns
- Maximize margin
- Cost reduction
- Reduce attrition
- Reduce compliance risk
- Improve margin

HR



- Employee productivity
- Reduce employee attrition
- Lead scoring
- Likelihood to secure a hire
- Improve candidate targeting
- Identify top performers

Operations

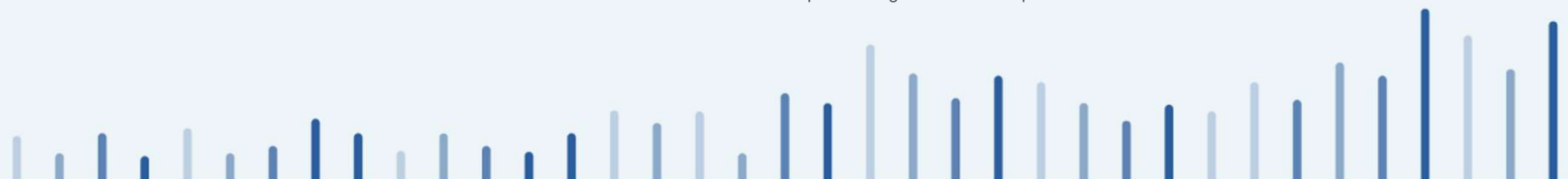


- Improve inventory management
- Improve network utilization
- Increase on-time delivery
- Cost reduction
- Resource optimization

Marketing



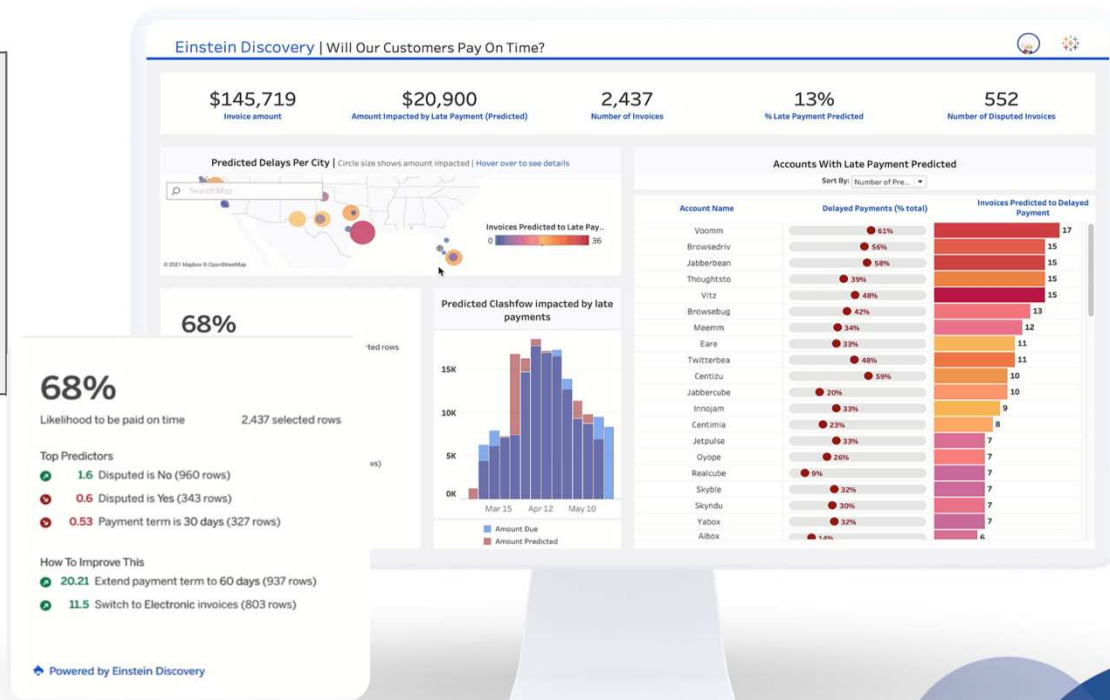
- Email campaign target
- Improve media spend
- Increase advertising ROI
- Market shift detection
- Increase conversion



Forecast Cash Flow and On-Time Payments

Example use case

What are expected payments and late payments so I can forecast cash flow and target my account collection activities?



Predict OTIF for Supply Chain and CX

Example use case

What is predicted on time delivery so I can better understand weather and location impacts and choose the best delivery mode for my shipments?



Cross Sell and Promotion Targeting

Example use case

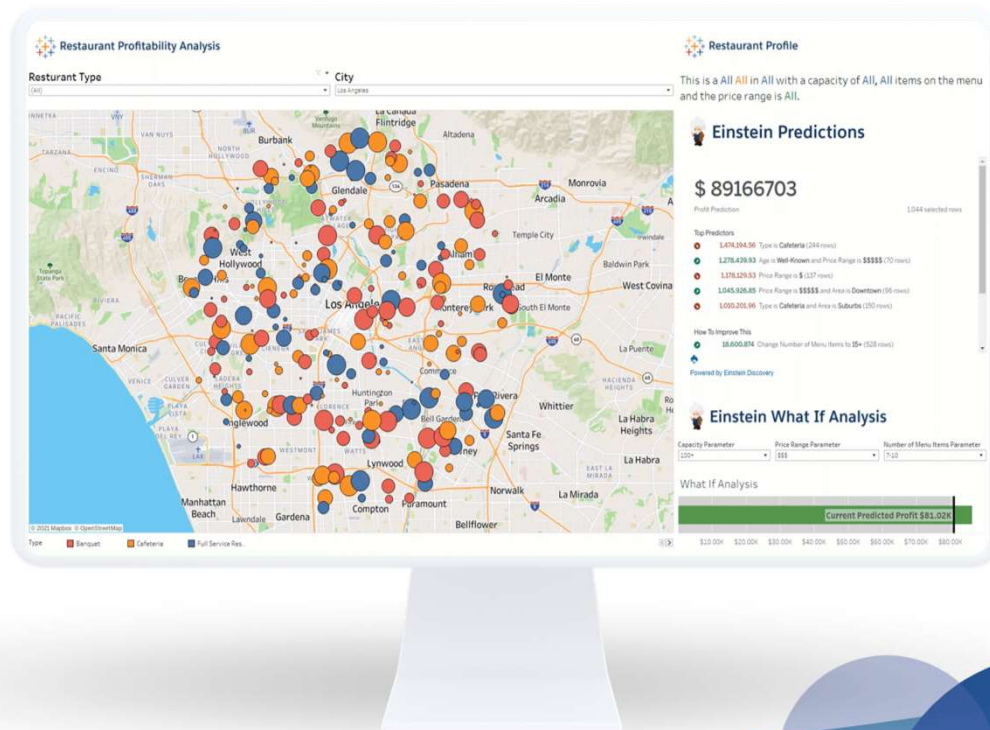
What is predicted upsell to premium SKUs by region, segment, product line so I can drive upsell programs and campaigns?



Profit and Performance

Example use case

What is predicted revenue, volume and profit, by location, product, location type? How does pricing and product mix and location impact results?





Data Culture



BLUEPRINT

← **Trusted & Governed** →

Analytics Strategy

Exec Advocacy & Project Teams

Deployment

Monitoring

Maintenance



Agility

Education

Measurement

Analytics Best Practices



Proficiency

Communications

Engagement

Support



Community



**Make smarter decisions
and increase agility**



Thank You!

Helpful Resources:

- Tableau 2-week free trial: <https://www.tableau.com/products/trial>
- Free Tableau Training - <https://www.tableau.com/learn/training/20204>
- Tableau Blueprint - <https://www.tableau.com/learn/blueprint>
- Tableau Public - <https://www.tableau.com/community/public>
- 2020 Data Trends - <https://www.tableau.com/learn/whitepapers/2020-data-trends>

Have questions? Contact me:

Michael Colasurdo

Email: mcolasurdo@tableau.com

<https://www.linkedin.com/in/michaelcolasurdo>

