

Pandora Opens the Box on Data for Improved Revenue and Relationships

PANDORA

FOUNDED: 2000
HEADQUARTERS:
OAKLAND, CALIFORNIA

PANDORA IS THE LEADING INTERNET RADIO SERVICE IN THE WORLD. EVERY MONTH, MILLIONS OF LISTENERS ACCESS PANDORA THROUGH VARIOUS CONNECTED DEVICES AND ENJOY PERSONALIZED STATIONS PLAYING THE MUSIC THAT THEY LOVE.

ANALYZING DATA FROM

200

MILLION LISTENERS

50

DESKTOP USERS

220

SERVER USERS

Pandora wanted to support data-driven business decisions, but access to data was limited. Now employees across the company are using Tableau to visualize their data, enabling benefits for not just Pandora, but also its advertisers and artists.

Plenty of Data, Insufficient Access

Pandora believes in its ability to turn raw data into actionable insight. In fact, its entire business model is built on it. With more than 200 million listeners tuning in to stations tailored to their musical tastes through a combination of user feedback and song attributes, Pandora delivers data-driven personalization every day.

Richard Rothschild, VP of Enterprise Information Services, wanted the Pandora team to increase its use of data to drive business decisions but the company's many silos of data storage created barriers.

"We have listener data, data about our advertisers in Salesforce, and much more," says Rothschild. "We needed some way to centralize it and get data into the hands of as many people as possible."

Unfortunately, there were practical limits on who could access and use the data.

"Only a few people knew how to write scripts to query the data, which meant most people couldn't get the information they needed to make better decisions," he explains. Pandora had dozens of data analysts on staff, but their time was being used running

reports instead of providing higher-value analysis.

Pandora's dramatic growth—the company has doubled from 100 million to 200 million registered listeners in only two years—made enabling data-driven decision making a high-priority project. "It was crucial to take the friction out of the system and provide visibility across the organization," says Rothschild.

Pandora Turns to Tableau

Rothschild used Tableau Software at his previous job as Senior Director of IT at TiVo, and he was eager to introduce the data visualization tool to Pandora. The company now has 50 Tableau Desktop users and 220 Tableau Server users.

Users quickly adopted Tableau, building data visualizations to answer questions and drive meaningful insight throughout Pandora. The Salesforce Direct Connector allows users to quickly access Salesforce data directly through Tableau.

"We use Tableau across the company," Rothschild says. "Everyone uses Tableau. Marketing, finance, sales. We introduced it to HR to help them track and visualize the employee life cycle. Our IT help desk is using it. It's everywhere," he explains.



“Now we can figure out by zip code who listens to what music and how often. This more granular view of customers has really helped our marketing efforts.”

— Richard Rothschild, VP of Enterprise Information Services, Pandora

Increased Insight Leads to Improved Revenue

Management and the finance department at Pandora use Tableau to better analyze its revenue. “Tableau makes it easy to see what we book versus how much we expect. We can see how much money we are making in region X compared with region Y,” Rothschild says. “We can quickly see where we have untapped opportunities.”

Advertising sales teams use Tableau to provide additional value to their customers. “Now we can figure out by zip code who listens to what music and how often. This more granular view of customers has really helped our marketing efforts,” he explains.

“If we’re talking to an advertiser—say a chain of retail stores—we can show them the demographics in Tableau and help them determine the most advantageous advertising strategy.”

Feeling the Love from Artists, Analysts, and Executives

Pandora is also using Tableau data visualizations to enhance artist relationships. Teams create heat maps to help musicians and comedians quickly identify where their listeners are located.

“Someone like Jay-Z can see where his listeners are and adjust his tours,” Rothschild explains. “Artists like it because we are able to show them this data while many others can’t.”

Pandora enjoys a close relationship with its artists as a result of these sorts of value-added efforts. “Now we have lots of bands that want to come and play at our office!” Rothschild says, laughing.

Most of all, Rothschild appreciates the self-service nature of Tableau. “Allowing our people to ask questions has provided huge value. Tableau makes it easier for people to get their own data and answer their own questions,” he says. The data analysts like it too, as they are now free to focus on more complex and value-added analysis functions.

One other group is enthused, says Rothschild. “Our executives are super excited when we tell them about what we’re doing. One said, ‘I’m in love with Tableau!’”

About Tableau

Tableau Software helps people see and understand data. Tableau helps anyone quickly analyze, visualize and share information. More than 10,000 organizations get rapid results with Tableau in the office and on-the-go. And tens of thousands of people use Tableau Public to share data in their blogs and websites. See how Tableau can help you by downloading the free trial at www.tableausoftware.com/trial.

Tableau and Tableau Software are trademarks of Tableau Software, Inc. All other company and product names may be trademarks of the respective companies with which they are associated.

837 N 34TH ST, SUITE 400
SEATTLE WA 98103
(206) 633-3400

tableausoftware.com

