



How to use data to adapt in an ever-changing market

Stabilize | Recover | Grow & Reimagine

Jeremy A. Blaney

Senior Manager, Customer Success

USCA - Public Sector

 @jeremyblaney

Jeremy Blaney



- Customer success leader at Tableau, helping people see and understand data and organizations become more data-driven
- Product Owner for the COVID-19 Data Platform - gathering, unifying, and delivering trusted COVID-19 data to organizations around the world
- 15+ years in the world of analytics, both private and governmental



MAZE SOLUTION



EXIT
MAZE #2

Agenda

- The stages of crisis response
- How Tableau is helping organizations through each phase
- Pandemic response success stories from our customers and partners
- How to embrace a data culture during crisis

“Where do I start?”

Step 1: Evaluate the state of your business

Three stages of crisis response



Stabilize
your company



Reopen
your workplace



Grow
your business

Three stages of crisis response

“How can I create stability?”

How do I monitor and communicate what's happening?

How do I care for employees?

How do I respond and adapt operations quickly?



Stabilize
your company

Three stages of crisis response

“How can I create stability?”

How do I monitor and communicate what’s happening?

How do I care for employees?

How do I respond and adapt operations quickly?



Stabilize
your company

“How do I get back to work?”

How do I know when to reopen operations?

How do I identify changes I need to make to my business?

How do I build a foundation of trusted data I can rely on?



Back
to work

Three stages of crisis response

“How can I create stability?”

How do I monitor and communicate what’s happening?

How do I care for employees?

How do I respond and adapt operations quickly?



Stabilize
your company

“How do I get back to work?”

How do I know when to reopen operations?

How do I identify changes I need to make to my business?

How do I build a foundation of trusted data I can rely on?



Back
to work

“How will my business grow?”

How do I shift to a data-driven organization?

What new digital and data skills will my employees need?

How do I keep employees and customers informed?



Grow
your business

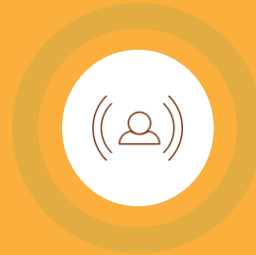
Survey



“How can Tableau help me through each phase?”

Step 2: Explore resources & learn from others

Stabilize



There's a lot of data out there; not all is ready for analysis



UNIVERSITY OF
OXFORD



USA **FACTS**



EUROPEAN CENTRE FOR
DISEASE PREVENTION
AND CONTROL

Our World
in Data

The New York Times




DATA.GOV



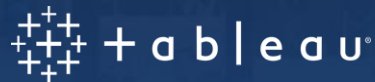
The COVID
Tracking Project

5	4	3	1	5	5	6	6	8	8	2	4	1	7	4	9	8	5	4	2
7	6	6	8	2	2	7	8	7	7	5	4	9	6	6	6	8	5	5	5
2	9	7	6	8	1	1	2	6	5	4	6	3	2	7	1	9	2	2	2
1	2	3	8	5	1	5	6	6	2	3	9	6	6	2	4	4	2	1	7
9	5	2	6	5	5	3	2	5	8	5	3	7	2	2	8	3	6	4	8
9	3	1	4	7	4	7	3	2	1	1	8	5	8	5	8	1	8	5	8
7	4	2	5	1	4	7	5	7	8	1	6	7	3	7	6	6	3	2	2
7	5	8	4	8	2	5	1	6	1	4	7	4	8	9	1	6	7	6	6
5	4	1	5	6	7	5	1	2	3	8	5	8	4	7	7	6	2	5	2
8	6	3	4	2	7	6	8	8	8	1	1	4	8	5	6	5	8	9	1
6	4	2	1	3	1	1	3	8	7	3	1	3	3	4	2	2	3	7	8
5	5	1	4	1	1	7	6	8	4	2	1	1	4	4	4	3	8	7	8
7	3	6	3	3	3	1	2	5	1	8	5	8	2	1	5	4	2	6	1
1	8	7	7	1	3	1	1	3	6	5	1	5	7	1	2	2	3	2	1
4	1	8	7	7	9	8	4	7	4	6	2	3	9	5	7	6	1	2	3
4	1	4	4	6	6	5	4	5	5	6	7	1	7	3	5	1	4	2	8
4	9	4	8	2	6	3	5	3	4	2	6	3	3	2	4	5	7	2	8
7	1	1	1	3	8	1	4	2	6	8	9	7	4	5	3	9	1	1	4
2	5	2	3	2	3	3	1	7	1	2	4	8	1	5	3	1	3	3	7
1	3	9	4	6	5	1	9	5	6	8	9	5	9	2	5	5	8	2	8

5	4	3	1	5	5	6	6	8	8	2	4	1	7	4	9	8	5	4	2
7	6	6	8	2	2	7	8	7	7	5	4	9	6	6	6	8	5	5	5
2	9	7	6	8	1	1	2	6	5	4	6	3	2	7	1	9	2	2	2
1	2	3	8	5	1	5	6	6	2	3	9	6	6	2	4	4	2	1	7
9	5	2	6	5	5	3	2	5	8	5	3	7	2	2	8	3	6	4	8
9	3	1	4	7	4	7	3	2	1	1	8	5	8	5	8	1	8	5	8
7	4	2	5	1	4	7	5	7	8	1	6	7	3	7	6	6	3	2	2
7	5	8	4	8	2	5	1	6	1	4	7	4	8	9	1	6	7	6	6
5	4	1	5	6	7	5	1	2	3	8	5	8	4	7	7	6	2	5	2
8	6	3	4	2	7	6	8	8	8	1	1	4	8	5	6	5	8	9	1
6	4	2	1	3	1	1	3	8	7	3	1	3	3	4	2	2	3	7	8
5	5	1	4	1	1	7	6	8	4	2	1	1	4	4	4	3	8	7	8
7	3	6	3	3	3	1	2	5	1	8	5	8	2	1	5	4	2	6	1
1	8	7	7	1	3	1	1	3	6	5	1	5	7	1	2	2	3	2	1
4	1	8	7	7	9	8	4	7	4	6	2	3	9	5	7	6	1	2	3
4	1	4	4	6	6	5	4	5	5	6	7	1	7	3	5	1	4	2	8
4	9	4	8	2	6	3	5	3	4	2	6	3	3	2	4	5	7	2	8
7	1	1	1	3	8	1	4	2	6	8	9	7	4	5	3	9	1	1	4
2	5	2	3	2	3	3	1	7	1	2	4	8	1	5	3	1	3	3	7
1	3	9	4	6	5	1	9	5	6	8	9	5	9	2	5	5	8	2	8

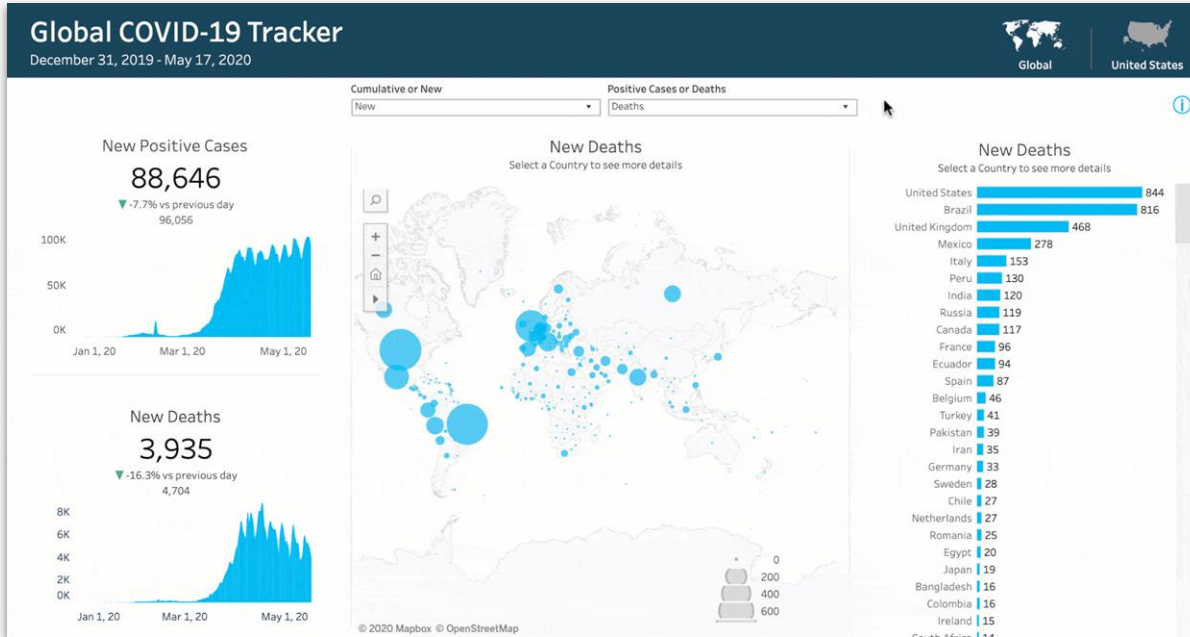


We help people see and understand data



COVID-19 Starter Workbook

Jumpstart your analysis

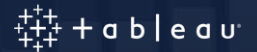


With the free COVID-19 Starter Workbook, you can blend your own data to better understand how COVID-19 is impacting your organization.

How close are employees to hot spots?

Which employee roles are business critical and can they be relocated to less risky locations?

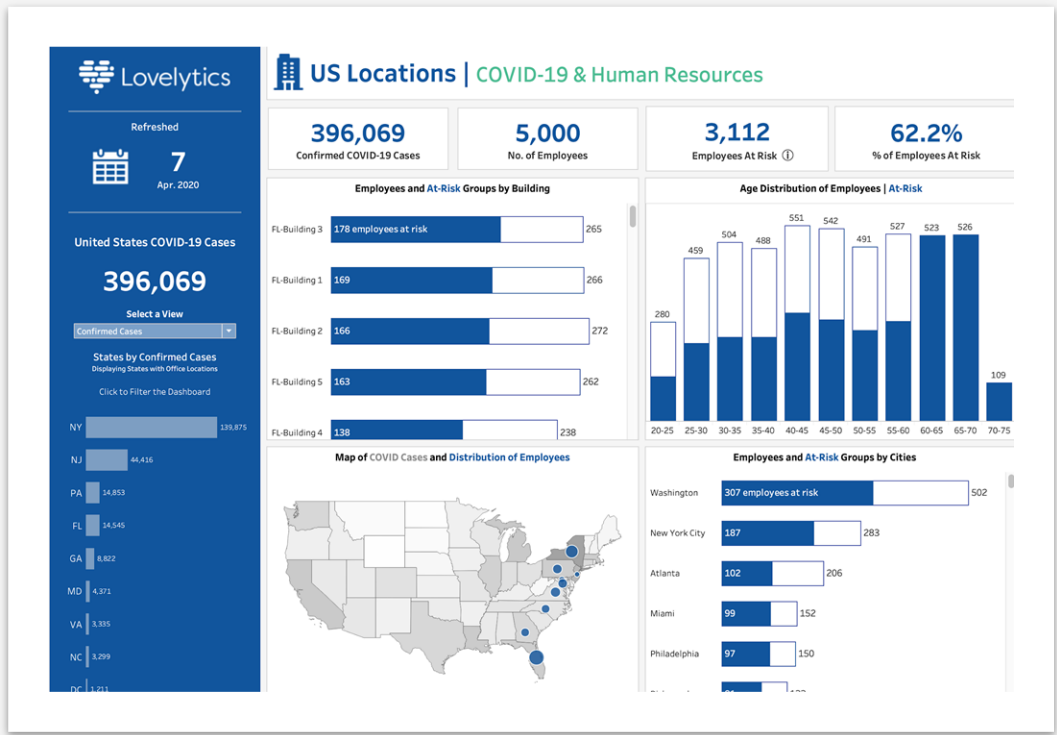
Which employees have the highest risk profiles?



Lovelytics

Identifying at risk employees

Lovelytics created a dashboard that combines COVID-19 case data and employee demographics and workplace data to identify employees that are at greater risk of contracting COVID-19. This information enables organizations to make data-driven decisions about when employees can begin to work from home.



WEBINAR 3:
How to use dashboards
to build an effective return
to work strategy

Sep 10 @ 10am PT



Slalom

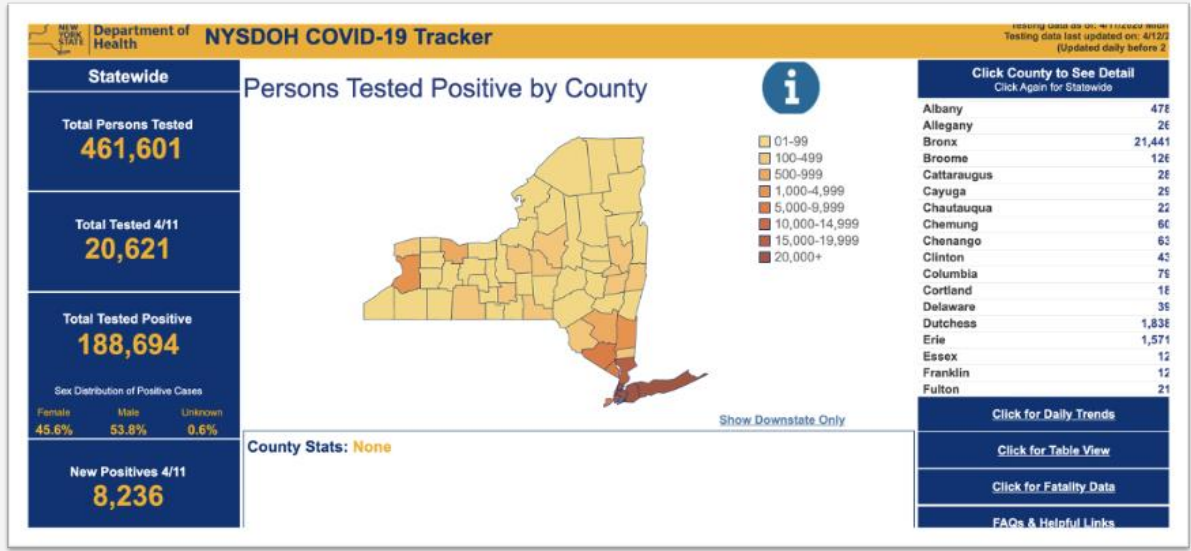
Hospital resource dashboard



Slalom developed a starter kit for hospitals to help them manage resources. This workbook is prepackaged to show the number of COVID-19 positive patients, COVID-19 patients under investigation, and the availability of medical resources. Additionally the Unit Snapshot dashboard tracks specific resources like where RNs are needed, RNs available, the variance, and any unassigned RNs.

New York State & NYC

Tracking exposed populations



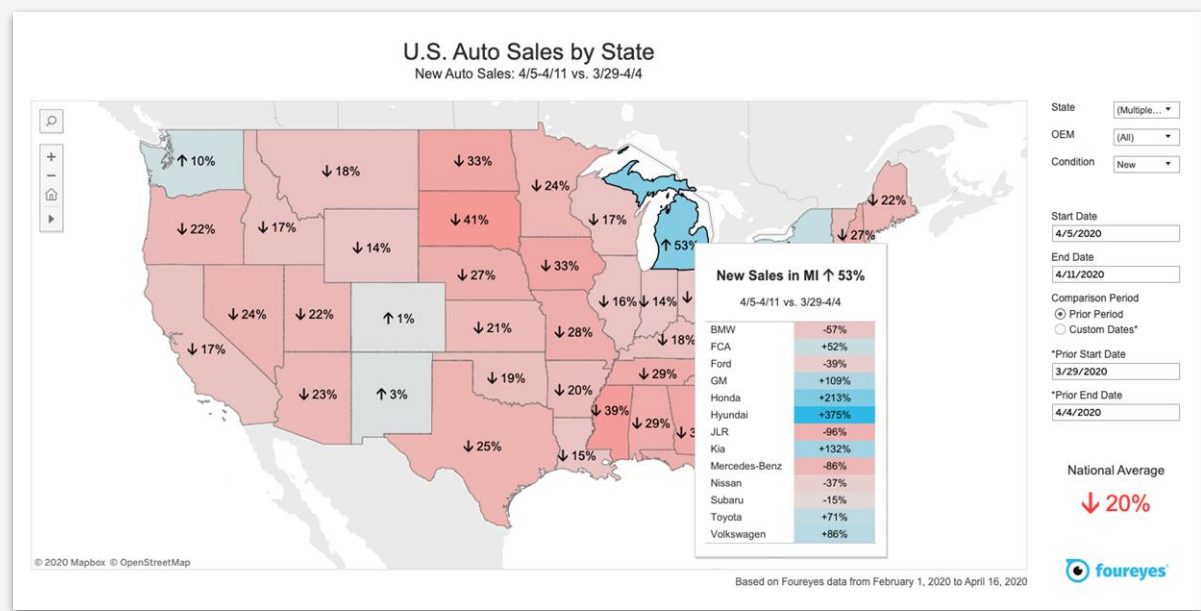
New York State Department of Health keeps their citizens informed with all of the state's testing, case, and mortality data. Includes county-level breakdown and daily trend information.

The New York City Mayor's Office and agency partners are using Tableau to track and manage crucial components of the City's pandemic response operations, including the capacity of health systems and the distribution of PPE supplies.

Four Eyes

Understanding car sales in the U.S.

Sales Intelligence Platform, Four Eyes, developed this interactive dashboard that shows the change in car sales by state. You can easily filter to see the type of car and different periods of time providing a rich analysis of where are the sales opportunities across the nation.



Three stages of crisis response



Stabilize
your company



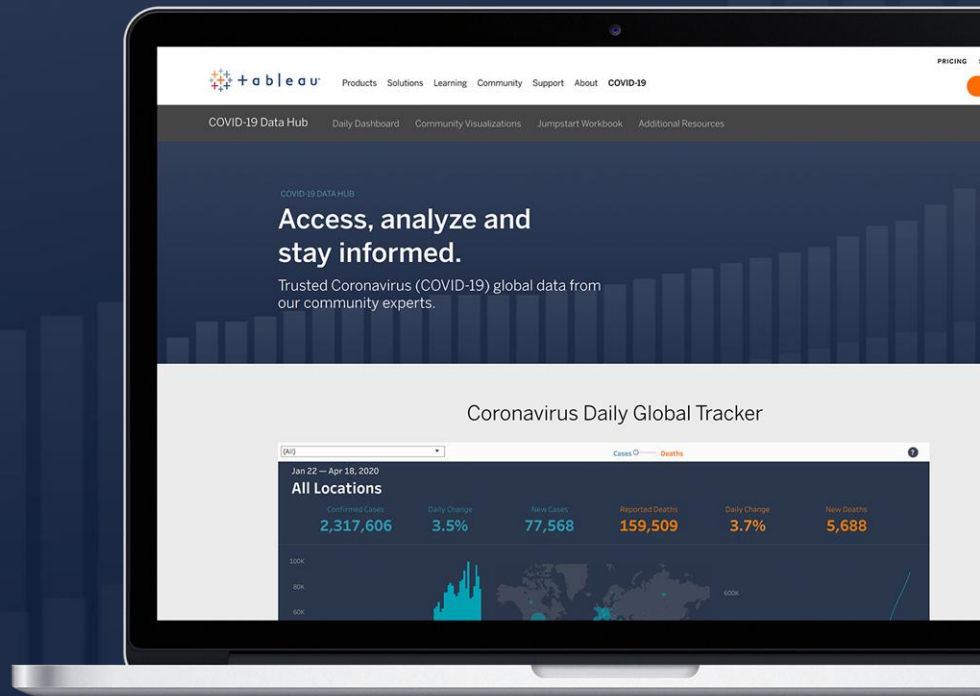
Reopen



COVID-19 Data Hub

Access, analyze, and stay informed

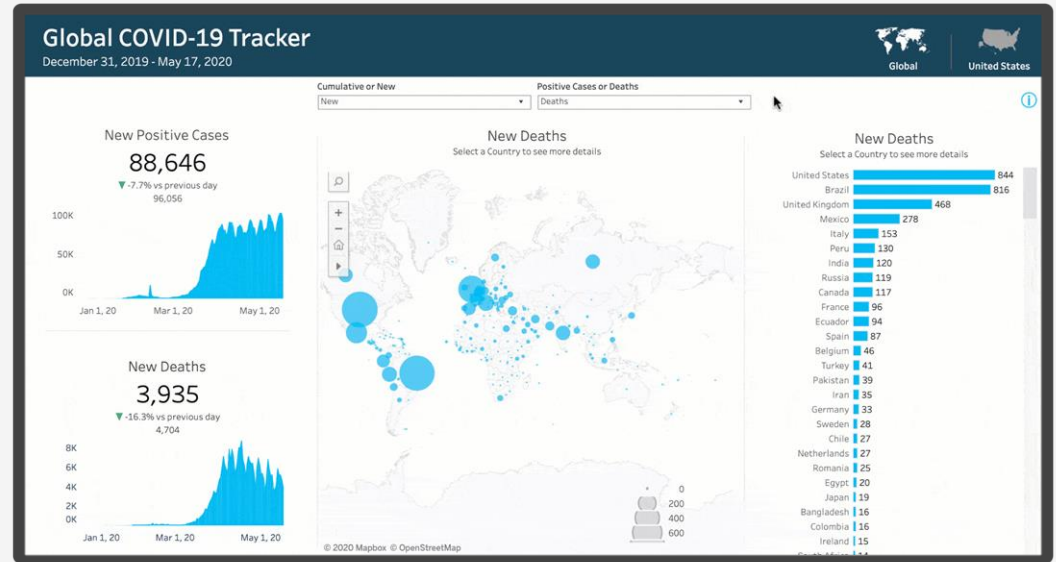
- **Keep track** of the pandemic with daily global tracker and industry trackers.
- **See and understand the impact** of the virus – and learn from examples of how to analyze the data – with a curated viz gallery from Tableau community.
- **Jumpstart your own analysis** with starter kits with trusted data that you can apply to your needs.
- **Learn how to work with COVID-19 data** responsibly with trainings and how-to guides.



Starter kits and data streams

Jumpstart your analysis with free plug and play solutions

- **Downloadable workbook** with an embedded connection to trusted COVID-19 data
- **Blend your data** with this workbook to better understand the impact on your organization
- **Additional curated data sources** on government policies, testing, hospitalizations, and more.



COVID-19 Data Platform

Gather, unify, and deliver trusted COVID-19 data



Highly curated data sources

Accurate and trusted data sources, including NYT and EU CDC, validated by domain experts

Standardized data models

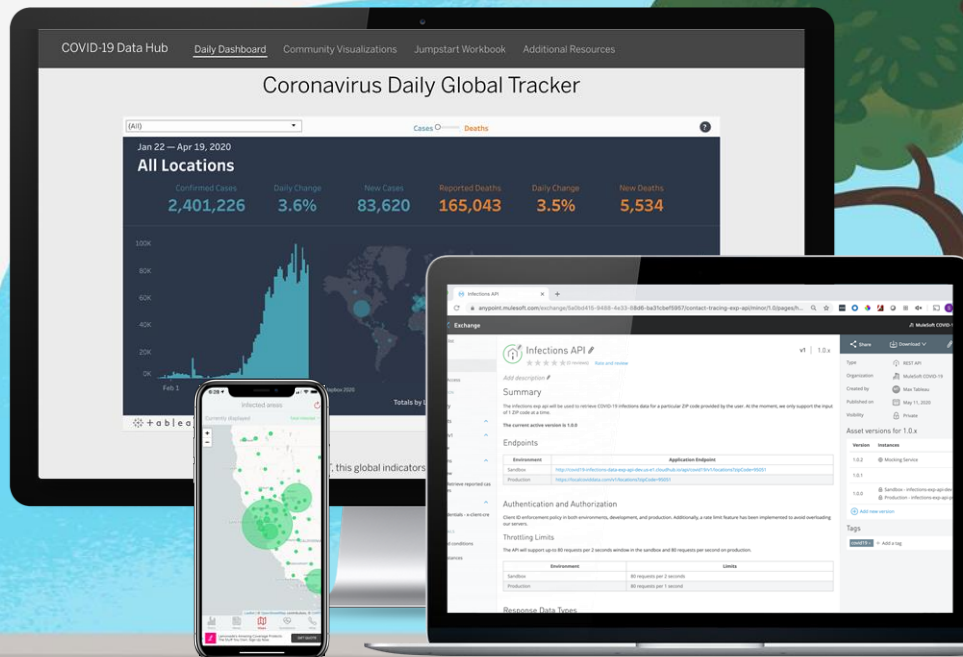
All data is protected, cleaned, and normalized to standard models: HL7/FHIR, ISO

Resilient data pipeline

Reliable and scalable platform powered by MuleSoft and Tableau

Accessible to all

Data is available on the COVID-19 Data Hub or via pluggable APIs on the MuleSoft Anypoint Platform



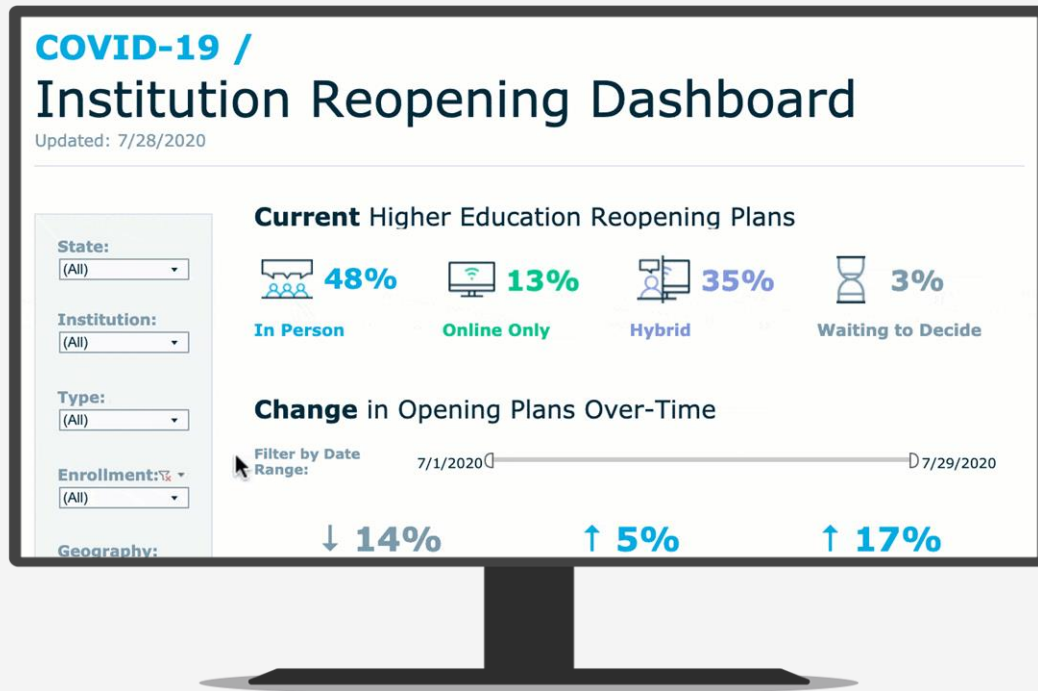
Free to everyone!



Viz Gallery

Curated coronavirus visualizations from the Tableau Community

- **Curated gallery** of the community's most impactful work
- **Vetted in partnership with health and data visualization experts** to bring you accurate, up-to-date insights from around the globe
- **Explore by use cases** from business, government, and healthcare/public health





Partner Solutions

Helping industries kickstart their data-driven journey back to business



Keep patients safe
workbook



Supply chain
starter workbook



Marketing
optimization
workbook



Healthcare
analytics starter
workbook



Human resources
starter workbook



Natural language
workbook



Healthcare starter
workbook



Credit risk
workbook



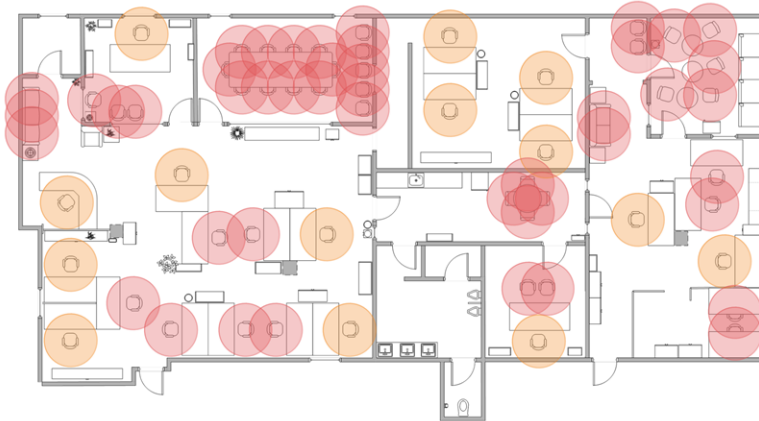
Ken Flerlage, Tableau Zen Master

Rethinking the workplace for social distancing

Office Social Distancing Floor Plan

The map below shows a sample office and the impact of social distancing requirements. Each sitting location is surrounded by a bubble approximately 6 feet in diameter. Red bubbles indicate sitting locations that do not adhere to this requirement (i.e. intersect with other bubbles), while orange bubbles show those that do (i.e. do not intersect).

Disclaimer: This is only a starting point for a true analysis of an office space. There are any number of additional factors that would need to be taken into account, such as the movement of people around the office, usage of shared spaces and resources (conference rooms, copiers, restrooms, water coolers, refrigerators, etc.), air movement and ventilation, usage of masks, etc. Physical distance is only one such factor that must be understood before office spaces can be considered safe working environments. This particular example shows that one of the most basic factors (social distancing) is still a significant issue for most work spaces.



Creative Commons Office Floor Plan by Marco Garbelli. Used Under CC BY. Modifications Made by Ken Flerlage. Social Distancing Idea Credited to John Forlow.

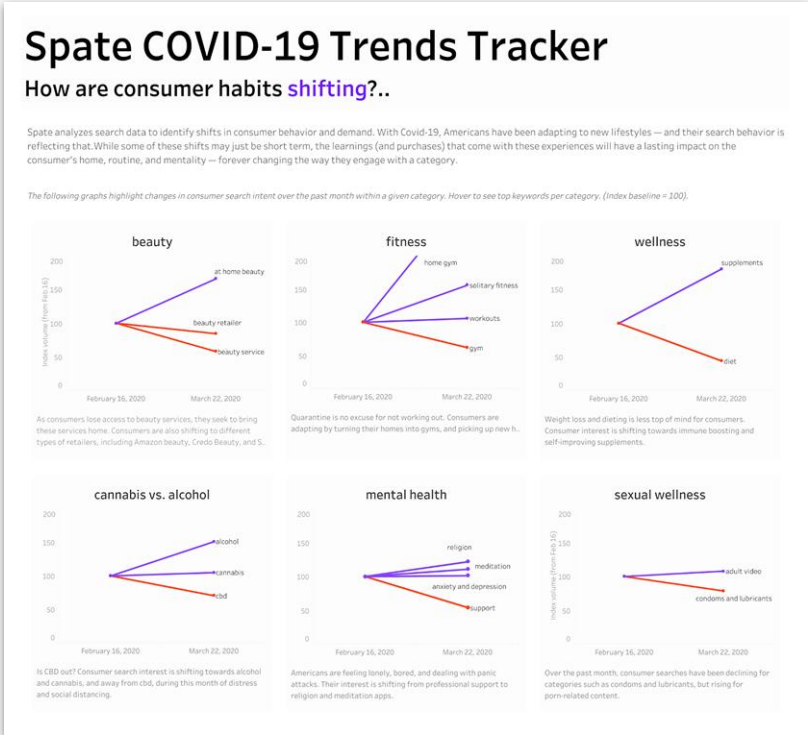
Ken Flerlage created this viz, showing a sample office and the potential impact of social distancing requirements. Each sitting location is surrounded by a bubble approximately 6 feet in diameter. Red bubbles indicate sitting locations that do not adhere to this requirement (i.e., they intersect with other bubbles), whereas orange bubbles show those that do (i.e., they do not intersect other bubbles).

Spate

Shifts in customer behavior and purchasing decisions

The technology company, Spate uses data science to predict the next big consumer trend in food and beauty.

The pandemic is changing customer purchasing habits and behaviors. Spate analyzes millions of online consumer signals to track how are consumer habits are shifting. Retailers can use this dashboard to gain more perspective on which goods and services are top of mind for consumers over time.





Expedia Group

Government policies and movement data

<p>COVID - 19 External Indicators</p> <p>INFORMATION: Use the tiles on the right to navigate around each area and the 'Data Visualisation' logo will bring you back to this home page.</p> <p><i>n.b.</i> This data does not reflect official travel advice and should only be used as an indicator.</p> <p> DataVisualisation</p>	<p>Global Government Responses</p> <p>The Global Government Responses includes data collected from the University of Oxford pertaining to policy responses to the pandemic. Here you will find a summary map, a country and recovery drill-down.</p> <p>EXPLORE</p> <p>DATA SOURCE: Blatvanik School, University of Oxford</p>	<p>Apple Mobility</p> <p>Apple Mobility includes data collected from the Apple Mobility Trends pertaining to mobility movements globally (driving, walking & transit). Here you will find a country and regional drill-down.</p> <p>EXPLORE</p> <p>DATA SOURCE: Apple Mobility Trends</p>
	<p>US Government Responses</p> <p>The US Government Responses includes data collected from the Kaiser Family Foundation (KFF) pertaining to policy responses to the pandemic. Here information is displayed as US State drill-down.</p> <p>EXPLORE</p> <p>DATA SOURCE: Kaiser Family Foundation (KFF)</p>	<p>Google Mobility</p> <p>Google Mobility includes data collected from the Google Mobility Reports pertaining to mobility movements globally (parks, residential, workplace, grocery & transit). Here information is displayed as a summary view.</p> <p>EXPLORE</p> <p>DATA SOURCE: Google Mobility Reports</p>



Expedia Group needed a way to track local restrictions and inform and keep employees safe. Expedia's data visualization team collected data from reliable sources and created multiple visualization to monitor the impact of Covid-19 and market recovery indicators.

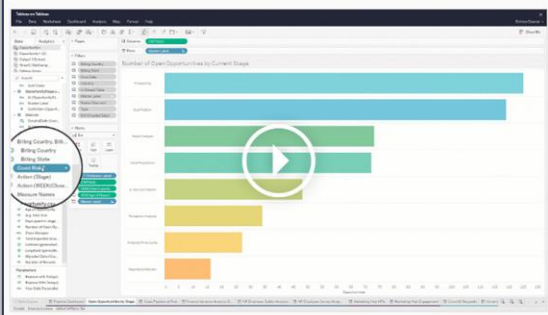
This data has had a positive impact on various teams who use it to enrich their analyses and continue to monitor the ongoing situation.

Tableau

Making decisions confidently and quickly

Sales: Reducing uncertainty in a crisis

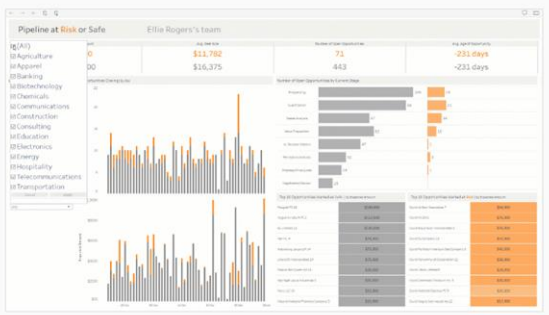
The Tableau sales team needed to understand what deals in its pipeline were at risk because of the epidemic. Leaders asked account teams to put the name "COVID" as a prefix in CRM opportunity names facing challenges, improving the tracking of potential impacts of the crisis on specific deals and segments.



Watch: See how Tableau analyzed its pipeline

By creating a calculated field flagging the deals at risk, Tableau was able to isolate the potential impact of the crisis. They were then able to improve their forecast. This video shows how Tableau's sales team did it.

[WATCH NOW](#) →



Interact with the pipeline dashboard

This dashboard shows the amount of pipeline at risk due to COVID-19 and allows our sales leaders to make better decisions about how to allocate their resources. Visit the [Tableau Sales Analytics solutions page](#) for more.

[INTERACT WITH THE DASHBOARD](#) →

Sales, finance, human resources, marketing, and customer support - Tableau is using data to make decisions confidently and quickly all in an effort to support our customers, business, and the public.

WEBINAR 2:
10 dashboards Tableau uses for insights during COVID-19

Sep 3 @ 10am PT



Three stages of crisis response



Stabilize
your company



TVSCREDIT



Reopen
your workplace



St. Mary's Bank

Three stages of crisis response



Grow



Every digital transformation is a data transformation





92% failing to scale analytics

Source: McKinsey Analytics, 2018

Coffee Sales

WORKBOOK • By Piper • 2,744 views • ☆ 3 • Extract: Sep 20, 2016, 12:06 PM

Views 15 Data Sources 1 Refresh Schedules 0 Subscriptions 0 Permissions Details

Search for a user to view their permissions

User / Group	Permissions	View	Interact	Edit
All Users (122)	Custom	✓	✓	✓
authors (93)	Custom	✓	✓	✓
Agatha Christie	Custom	✓	✓	✓
Arthur Conan Doyle	Editor	✓	✓	✓
Douglas Adams	Custom	✓	✓	✓
Edgar Allan Poe	Editor	✗	✗	✗
Lari	Denied	✗	✗	✗

What do the 8% know that the rest don't?



Agility



Proficiency



Community

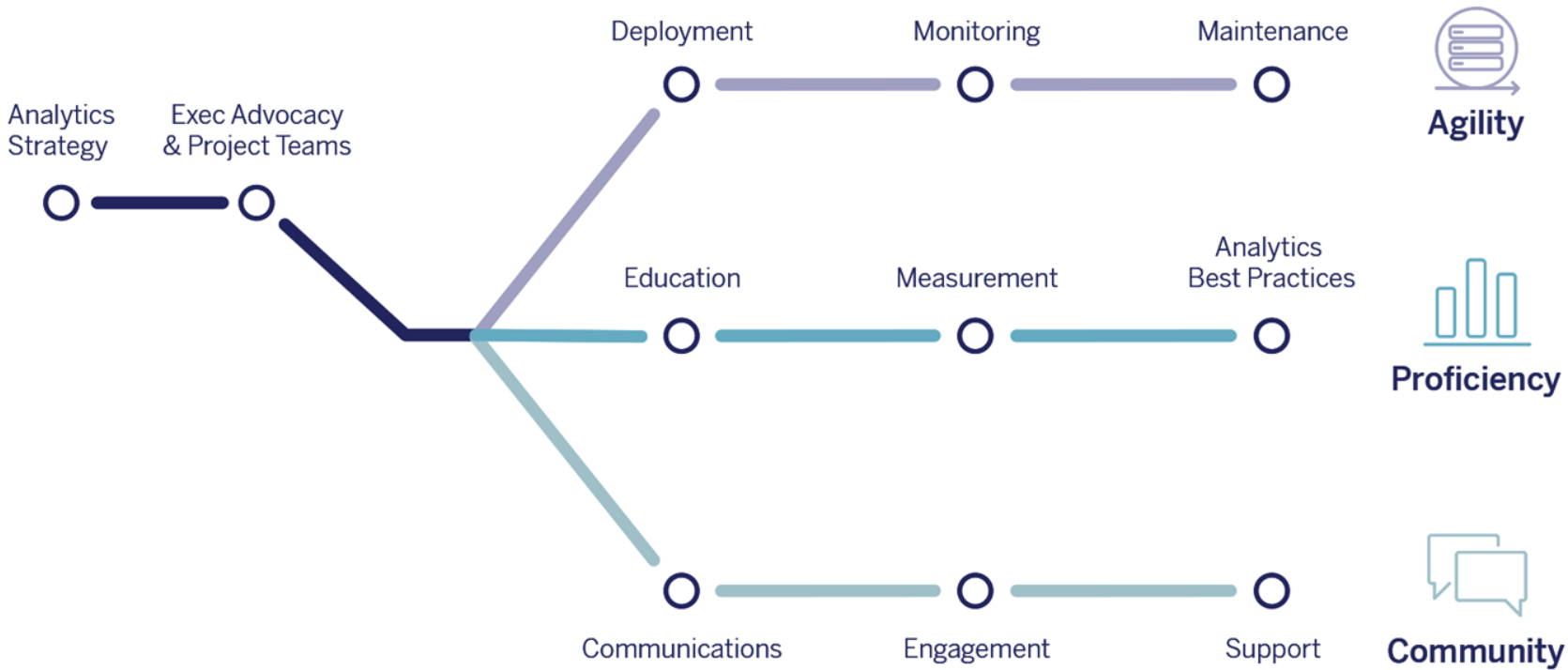


TRUSTED & GOVERNED



How do we build these capabilities?

← Trusted & Governed →



← Trusted & Governed →

Analytics Strategy

Exec Advocacy & Project Teams



+ **Define vision and strategy for analytics**

+ **Identify exec sponsors and project teams**

+ **Discover and prioritize use cases**

Deployment

Monitoring

Maintenance



Agility

Education

Measurement

Analytics Best Practices



Proficiency



Communications

Engagement

Support



Community

Trusted & Governed

+ **Establish right-sized, secure deployment environment**

Deployment

Monitoring

Maintenance



Agility

+ **Be responsive and scalable to use of analytics**

Education

Measurement



Proficiency

+ **Develop ongoing change management to continue to upgrade and evolve**

Communications

Engagement

Support



Community

+ **Design education program specific to job roles**

+ **Measure user engagement and adoption**

+ **Develop organizational best practices**



Trusted & Governed

+ Establish easy communication channels

+ Design opportunities for your community to engage and collaborate

+ Put processes in place to support your people

Deployment Monitoring Maintenance



Education Measurement Analytics Best Practices



Communications Engagement Support



← Trusted & Governed →

+ **Define roles, controls and processes to govern data and content**

+ **Establish governance models – centralized, delegated and self governing**

+ **Evolve over time**

Deployment Monitoring Maintenance



Agility

Education Measurement



Analytics Best Practices



Proficiency

Communications Engagement Support

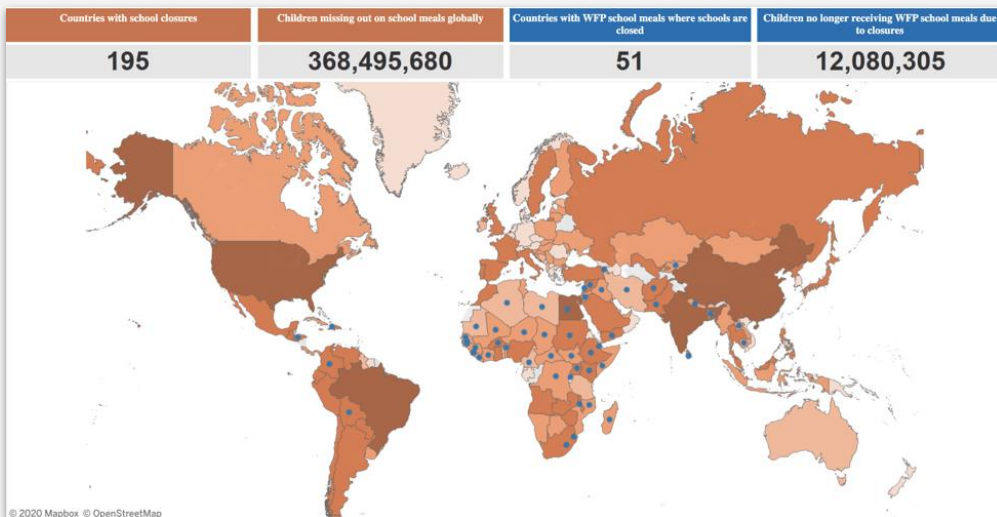


Community



The World Food Programme

Overcoming disruption to school feeding programs



World Food Programme

“In this moment, we’re making data a more powerful asset within the organization, bringing our data to a new level internally. Previously we thought of each track linearly, but Blueprint changed our perspective—that they need to run in parallel.”

Prianka Nandy
Chief Data & Analytics Officer

ON THE BLOG:

World Food Programme scales by 12x in 24 months with Tableau Blueprint



Three stages of crisis response



Stabilize
your company



Reopen
your workplace



Grow
your business



Agenda

- The stages of crisis response
- How Tableau is helping organizations through each phase
- Pandemic response success stories from our customers and partners
- How to embrace a data culture during crisis



TABLEAU

CONFERENCE

ish

100% Free • Virtual • Oct 6-8, 2020

MARK YOUR CALENDARS!

Questions?



How to use data to adapt in an ever-changing market

Stabilize | Recover | Grow & Reimagine

Jeremy A. Blaney

Senior Manager, Customer Success

USCA - Public Sector

 @jeremyblaney