TABLEAU
CONFERENCES
Best Practices for Updating Your Analytics Strategy

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Senior Practice Manager
Tableau Software

#data19
Jim Webb

Senior Practice Manager

Former customer and COE leader

Triathlete
Chart Your Course with the Subway Map

- Analytics Strategy
- Exec Advocacy & Project Teams
- Deployment
- Monitoring
- Maintenance
- Education
- Measurement
- Analytics Best Practices
- Communications
- Engagement
- Support
- Agility
- Proficiency
- Community

Trusted & Governed
WIN

LEARN
Define Your Vision and Strategy

"There go my people. I must find out where they are going so I can lead them."

Alexandre Ledru-Rollin
Begin with the End in Mind
Initiatives
Challenges
Tableau goal

Use the Blueprint Planner for Analytics Strategy
Analytics Strategy Summary

+ Start with business objectives
+ Create unity of action
+ Determine how we measure success

Winning

It is clear what individuals will do with data to be successful

Learning

Data exists, but next steps are unclear to data consumers
Identify Team and Executive Sponsors
Questions, Questions, Questions

Who will use the analytics?

Who will revise the content when needed?

Who will measure our progress?

Who will provide leadership and oversight?

Who gathers user feedback?

Who reviews and approves the content?

Who is responsible for data quality?
Life Without Defined Roles
Relationship with Data

- IT
- Steering Comm
- Analytics Comm of Practice
- Line of business
- Business Lead
- COP Resource
- Business Analyst
- Business Lead
- COP Resource
- Business Analyst
Agility and Learning Path
Building Your Team

- Executive sponsor
- Data team definition
- Broader audience
Building a Project Team Summary

- Enlist an executive sponsor
- Specify how users will interact with data
- Identify roles, assign responsibilities, fill key positions

<table>
<thead>
<tr>
<th>Winning</th>
<th>Learning</th>
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<tbody>
<tr>
<td>Individuals understand how they contribute to the analytical process</td>
<td>All users take a DIY approach to data</td>
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Discover and Prioritize Use Cases
How You Start and How You Develop…
Everyone Uses Data for Everyday Decisions
“If I had 8 hours to chop down a tree, I would spend the first 6 hours sharpening my axe.”

-Abraham Lincoln
Create Data Use Cases

☑️ Objective
☑️ Audience
☑️ Visualization
Prioritizing Use Cases Summary

+ Understand what projects will have the largest impact
+ Design your solutions to fit the purpose—resist scope creep
+ Seek feedback and iterate as needed

<table>
<thead>
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<th>Winning</th>
<th>Learning</th>
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<td>Solutions in place, definitive business goals being achieved</td>
<td>Time savings, but limited link to business performance</td>
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+ Define vision and strategy for analytics

+ Identify exec sponsors and project teams

+ Discover and prioritize use cases
Tableau Can Provide Resources!

Meet Tableau Blueprint
Your guide to building a Data Culture
GET STARTED
Questions
Please complete the session survey in the mobile app

View ‘My Evaluations’ in the menu or find your session under ‘Schedule’
Updating Your Analytics Strategy
Thursday 12:45 – Bayan B
Thank You

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