CASE STUDIES

INFORMATION AT THE SPEED OF BUSINESS

MIP is an end-to-end data analytics company. Technology driven, providing implementation, consulting, training and support to help you build a self-service analytics culture.

In sharing the art and science of developing possibilities with data, we've democratised technology to make it accessible to all organisations.

YOU THINK YOU'VE GOT DATA PROBLEMS?

> **All companies can make better use of their existing data to solve business problems**

At first glance you wouldn't expect a beef producer/exporter, an educational institution and a telecommunications company to have similar business challenges. But in a data rich world, all of these businesses needed to better harness the data they create, streamline its collation and deliver beneficial business outcomes through enhanced data analytics.

It's a common theme - businesses have the data, but how do they make the best use of it? When MIP is engaged to solve business problems for clients, there is no cookie cutter approach. Each organisation will have grown its data systems organically over time and each will require their own unique solution.

For three MIP clients, Teys Australia, The Catholic Education Diocese of Parramatta (CEDP), and a leading Australian telecommunications provider, the primary need was to continue to improve the clarity and format of the data used for analysis so it could drive real time decision making to meet business goals.
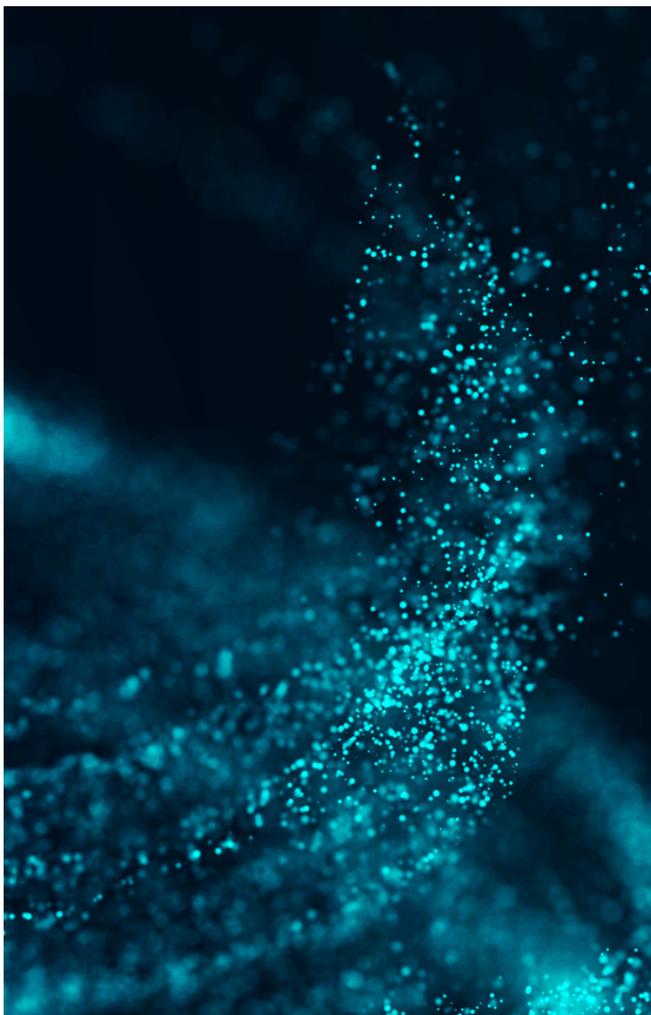
TEYS AUSTRALIA

Teys Australia is an innovative Australian food business with 70+ years' experience in the beef industry and a team of over 4,700 staff. Teys partner with more than 7,000 beef producers and some of the largest names in fresh food retailing in the country. Their culture is already data-driven; a core pillar in their line of work where understanding the yield of a carcass drives pricing, revenue and profit.

The company needed to be able to rapidly extract, aggregate and visualise data from a variety of sources to understand operational performance in order to make meaningful changes in real time. However, the presentation layer technology needed to be reviewed in order to meet Teys' data ambitions.

To overcome speed issues with loading and processing data, and lack of ability to customise reports for ease of use, Teys chose Tableau data visualisation technology due to its advanced functionality and its compatibility with data hosting options.

Teys engaged MIP to create prototype visualisations in Tableau and then moved ahead with a full production deployment. MIP provided implementation support for Tableau as well as training in the use of the software.

> **The implementation has allowed Teys to clarify all of its business rules, allowing for clear visibility of how data is treated and what calculations are in place**
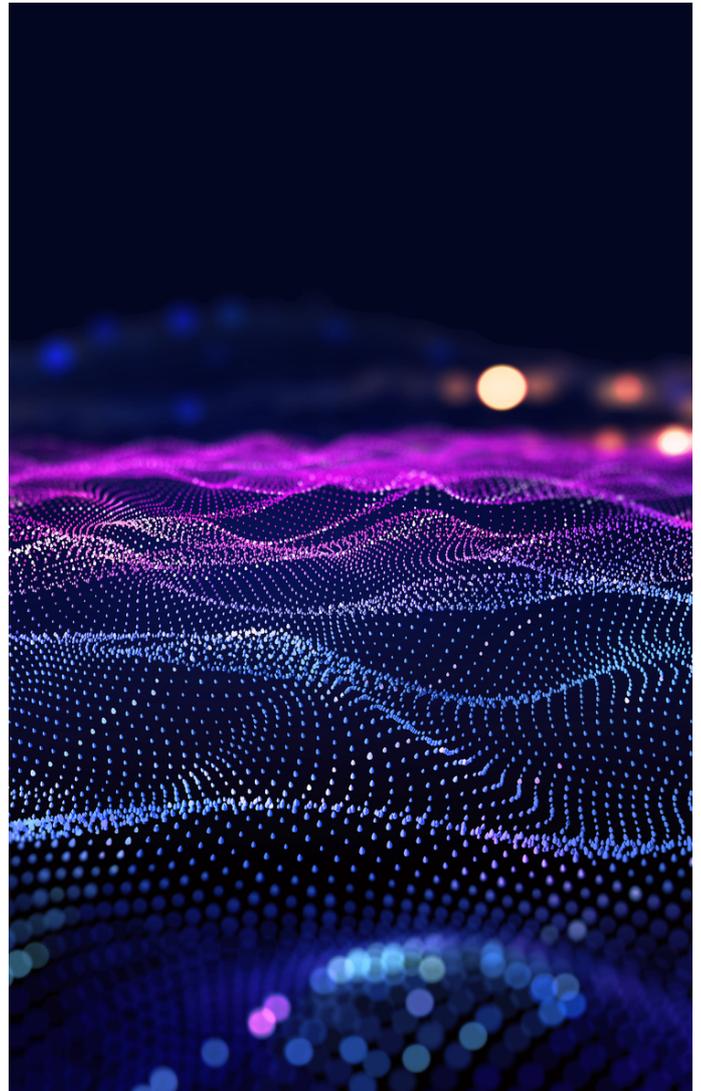
THE CATHOLIC EDUCATION DIOCESE OF PARRAMATTA

The Catholic Education Diocese of Parramatta (CEDP) comprises 80 primary and secondary schools in one of the fastest growing areas of New South Wales. The organisation's goal is to provide quality schooling and improve the learning outcomes for each student in a Catholic faith community.

For CEDP, siloed information stores across the network resulted in multiple problems. Each school collects a large amount of data during the course of the academic year. From attendance records and academic results to budgets and maintenance logs, much of this data was captured in spreadsheets and stored in multiple different locations.

CEDP was unable to analyse this data because it was spread across the organisation with no ability to easily aggregate it for analysis, and no access to analysis or visualisation tools.
Trends such as student progress, the impact of staff development and investment in new teaching infrastructure could not be readily analysed and reviewed.

With assistance from MIP, CEDP now has significantly improved data analysis capabilities with key data sources now accessible across the organisation and the ability to perform complex analysis across these integrated data sets.

> **Analysis that previously would have taken days or even weeks to complete is now done in real time and delivered by intuitive dashboards**

With data now stored and accessed centrally, managers and teachers have the ability to track changes in key variables over time. As well as allowing current performance to be compared with previous years, this also provides an opportunity for future projections based on new initiatives in the schools.

CEDP has now been able to develop the "Six Lenses for School Effectiveness" approach to data analysis.

This involves using the solution built by MIP to track variables in key areas such as student performance, resourcing and regulation, community and culture, teacher development and school performance.

Datasets relating to very different aspects can be analysed and relationships discovered between them, such as discovering the relationship between attendance rates and school culture or between teacher development and resourcing.

A LEADING AUSTRALIAN TELE-COMMUNICATIONS COMPANY

A leading Australian telecommunications company has been serving a growing customer base with a portfolio of products including fixed-line and mobile networks as well as broadband internet services for more than 30 years. Beyond its nationwide networks and supporting infrastructure, the company operates a series of retail stores which incorporate product showrooms and provide access to technical and customer support staff.

While sales performance could be tracked at a store level, the company had limited ability to accurately track the sales performance of each staff member within the stores. This meant there was no way for performance to be monitored or staff fairly compensated for the sales they had achieved. Part of the limitation was due to a gap in the rostering data available in order to calculate sales targets at the individual staff level.
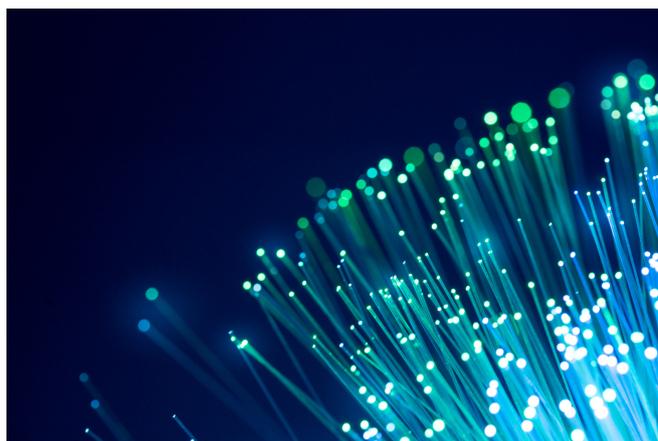
The existing system being used by staff to record their sales was prone to inaccuracies. If an incorrect code was used at the point of sale terminal, a sale could be allocated to the wrong staff member or even to someone working in a different store. This resulted in incorrect records of the sales being achieved by some individuals.

In addition, due to back-end system constraints, there was a delay of approximately two days for upstream source systems to process and validate the incoming data, before making this data available to multiple downstream reporting systems. This had an impact on financial planning and reporting and meant real-time views of store performance were unachievable.

The organisation realised it needed to improve its ability to track sales in stores and report data back to central office, and commissioned MIP to design and deploy a solution. The resulting solution used the company's existing data warehouse and added extra capabilities delivered by Alteryx and Tableau.

The Alteryx server manages required workflows and uses details of store rosters to create individualised sales targets for each staff member. Meanwhile, the Tableau server provides detailed dashboards showing how staff are tracking against their targets and how each store is performing overall.

A LEADING AUSTRALIAN TELE-COMMUNICATIONS COMPANY

Rosters are recorded in a template by store managers and automatically uploaded to the Alteryx server for processing. Store managers can readily see how each staff member is tracking by viewing their Tableau-based dashboard.

Should sales be allocated to the wrong staff member, this can be quickly and easily rectified by the store manager directly on the Tableau dashboard itself. Because sales tracking is now so much more accurate, the company has been able to introduce a commission-based compensation system for its staff across all retail stores.

To reduce the time lag between sales occurring and being reported to company headquarters, MIP developed a facility that allows sales estimates to be entered by store managers on a daily basis. These estimates are then matched against actual sales data at regular intervals to gain an accurate picture of the performance of each store.

> **This telecommunications company now has the ability to create an individualised sales target for each staff member based on their number of rostered hours for the week**

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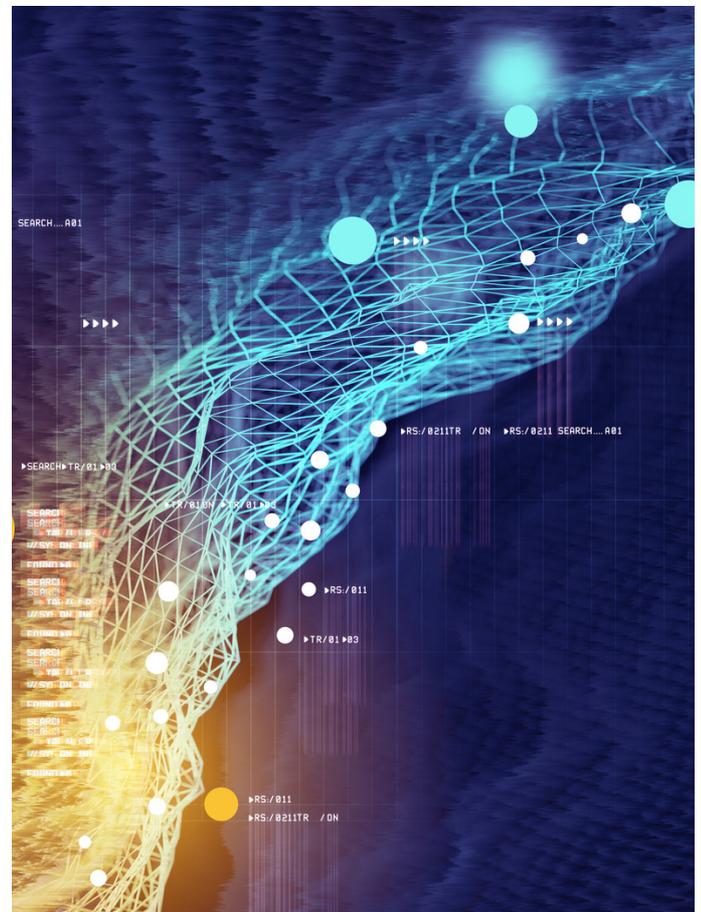
THE DATA COMPANY

GOT DATA PROBLEMS?

WE CAN HELP

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