InfoCepts

Process Automation: Using Tableau to Give a Global Media Company Deep Insights on Operational Data and Technology Expenses

Summary

When our client, a global media and entertainment company, needed a far more efficient, reliable BI reporting system to track operational and technology expenses and budget for and forecast shows, we created a user-friendly, high-performing solution with Tableau.

Industry
Media and Entertainment

Users
Director, Broadcast Operations
Director, Business Analytics
VP, Operations and Technology/Finance

Technologies
Tableau, Teradata, Informatica and SQL, customized web interfaces for BI applications (.NET application)

Team Size
4 InfoCeptians

➔ The Challenge

Our client, a global media and entertainment company, needed deeper insights on the operational and technology expenses incurred by employees. Of particular concern were expenses generated from hotel accommodations, meals, shuttles, cabs, conference rooms, plus costs associated with technologies like laptops and cell phones.

For years, our client relied on Excel to generate employee expense reports, which took manual effort and time; lacked a single report repository; and came with display problems caused by disconnected reports.

With this, our client needed help with another matter: improving how it budgeted for and forecasted television programming across various channels. Achieving this required tracking actual production costs and hours invested per show, which would lead to better budgeting and forecasting down the road. Using an existing platform, Business Objects (BO), our client had created a few reports, but any new report development or enhancements required great effort. Likewise, the platform's poor graphics, lack of ad-hoc reporting, limited forecasting functions, and low performance made it unsuitable for the task at hand.

To overcome these problems, our client needed a graphically-rich, easy-to-use solution with a powerful forecasting feature — and turned to InfoCepts for help.

➔ The Solution

Our team at InfoCepts developed a new BI reporting platform in Tableau with 12 workbooks and 72 dashboards. We configured the setup to give users fast access to reports on operational and technology expenses and on the budgeting and forecasting of shows. A highly visually-appealing, user-friendly solution, our reporting platform pulls data from Teradata to Tableau and features:

- Self-service BI for individual report creation (ad-hoc reporting)
- A reporting structure to display multiple levels of data in the same report
- Forecast and measure calculations using conditions in Tableau
- Conditional forecasting and year-over-year and quarter-over-quarter analysis using custom SQLs in Tableau
- Dynamic labeling that includes column headers based on selections
- Tableau measures data to achieve complex business requirements
- Faster calculations and performance
- Options of multiple screen sizes, a single dashboard view, and eight browser versions.

➔ The Results

Our solution in Tableau offers a much more interactive user experience and higher-performing reporting platform with an integrated view of information. Ultimately, it gives our client:

- 60 percent faster development cycles for reporting
- 30 percent improvement in performance
- Ad-hoc reporting capabilities
- Readily available visualizations at the report level
- Editable reports that can be shared with other users
- The ability to perform complex calculations on the report itself
- Integrated reports/dashboards in a single customized web interface (.NET Application) for BI applications.

Perhaps most importantly, the improved performance and reporting empower our client to work more efficiently, decrease operating and technology costs, and budget for and forecast future shows – all of which bolster the company's bottom line and help it stay at the forefront of the global media marketplace.