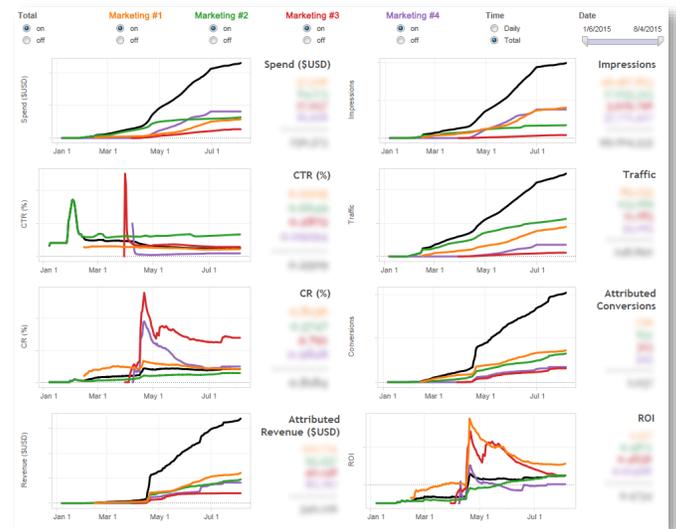# Automated Tableau Marketing Dashboards

Introduction: Marketing Dashboards made with data visualization software like Tableau are quickly becoming essential for automated reporting and decision making needs. Automated dashboards that provide daily ROI marketing campaign reports not only improve marketing returns by helping one understand what campaigns are performing, but what new dashboards are needed for deeper marketing insight.

Background: Tableau Software is a provider of visualization software based in Seattle, WA. Positioned by Gartner as a Leader in the 2014 Magic Quadrant for Business Intelligence and Analytics Platforms, Tableau provides powerful tools that have the ability to manage, manipulate, analyze, visualize and share complex information in simple to understand ways. There are currently more than 15,000 customers of Tableau's products.

Challenge: A client in the highly competitive consumer electronics industry required quick marketing decisions. Explore Consulting's E-commerce team implemented a multi-channel, multi-platform marketing plan, helping launch retail sales of consumer smart phones, smart watches, tablets, and accessories. The number of data sources to coordinate and analyze performance data was unrealistic to process manually on a daily schedule. They needed a way to automatically aggregate, analyze, and output visualizations for daily market, business, and product-based decisions.

Solution: Explore Consulting created an automated Tableau marketing dashboard solution that imports data via available APIs and browser scraping, manipulated with Python scripting, and published daily. Each morning, data files were either downloaded or pulled directly using Tableau connectors, Python scripts were run to process those files into consistent, functional formats, and sources were published to the Tableau Online platform, providing the data for the associated dashboard consumption and sharing. Eighteen dashboards in total, including ROI, Website Health, and Product Performance dashboards were created for the entire team to monitor how consumers were interacting with their campaigns online, how these campaigns were contributing to the bottom line, and how to optimize customer targeting for continual improvement. This solution allowed decisions to be made as a group based on relevant, cohesive information.

Results: Instead of having multiple employees compile spreadsheets for daily reporting or utilize an expensive platform for generic visualizations that don't accurately connect spend to revenue, these automated Tableau dashboards allowed both our client and Explore Consulting employees to focus on key marketing campaign decisions, improving customer offers, product positioning, campaign

strategies, and increase product sales. These marketing dashboards helped our client manage over 100K impressions and $1.3M in revenue in just 3 months. The team's quick decision-making resulted in an incredible 812% ROI in the month of July 2015.

About Explore Consulting

Based in Bellevue, Washington, Explore Consulting was founded in 2001 and is a professional services company dedicated to providing innovative and cost-effective solutions for their customers' database and IT systems needs. Having specialized in cloud-based solutions for more than 13 years, Explore Consulting is the largest and most experienced NetSuite reseller and solution provider in the Northwestern United States. Explore Consulting is well-known as a leader in NetSuite implementation, customization, integration and eCommerce, and has also been a 10-time NetSuite Star Performer, won 24 NetSuite awards, and was recently named as 2014 NetSuite Partner of the Year, Americas. For more information, visit www.exploreconsulting.com