

# Customer Stories

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## *With reports in Tableau, we make key decisions faster.*

Our main motivation, which decided to choose Tableau, was a large variety of expectations of report recipients. Like most companies, we prepared reports in Excel. Initially, the data source was an ERP system containing transaction tables regarding purchasing, sales and finance. The reports prepared by the analysis department were a flat presentation of data. Excel is a tool that everyone is familiar with and most users have been able to do a lot with. However, training users on the pivot tables proved to be a major challenge. **Data visualizations were limited to flat graphs, which were mostly transferred to Power Point. Such reports required lengthy processing to present the data in a different layout.** In addition to Excel, we used Reporting Services, which was a tool that required programming expertise to present the data in the layout discussed in the meeting.

As the company grew, there were new sources of data that we wanted to analyze. The amount of data was growing rapidly. Initially, we analysed sales data, but with time additional areas, such as production and transport, required analysis. Our company began to grow. **The company's new branch in Bochnia forced us to look for a solution that would provide access to data in both locations and cope with the increasing scope of data.**



Since the beginning of the use of transactional, production and transport programs, data has been and is grouped in the data warehouse. Data collection is done at different frequencies - daily, weekly, or monthly. The collection of all data is used to build reports for our company's employees. These are production, logistics, sales, or financial reports. Reports prepared in this way form the basis for assessing the current condition of the company and making various types of decisions.

Data collectors face the same problems, namely data dispersion across multiple programs and lack of data consistency. Each program used generates huge amounts of information. The first step is to check what data is available and in what formats. Whether the data are reliable and have no logical or factual errors. The next step is to consolidate the data according to the client's expectations. **This is where Tableau came in handy. Building a data warehouse in Tableau helped us to structure our data. We used the building of dimensions and measures in the next phase to build visualizations.**



We started Tableau implementation with the sales area. This is the area where we have the largest number of stakeholders in this program. The arrival of the new plant prompted us to focus on this area. We were able to eliminate the file and Excel, although I have to admit, not all of them.

**Presenting sales data during meetings became transparent and the same for everyone.** Comparing the results of the current period to the previous one, or to the sales plans, has become very simple and intuitive. The multi-sectional presentation of data allowed the data to be analysed from different perspectives. Of course, this does not mean that this data was not there before. It was, but presented in multiple Excel sheets. **Tableau provided the ability to multidimensionally analyze sales data and make faster decisions.**

After sales analyses, it was time for the warehousing and purchasing areas. Based on these reports, various decisions are made in day-to-day work. Despite the reports already created, both areas have a lot of potential for further development.

**Tableau has allowed us to change our approach to data collection and how we collect data. We are now getting answers to the specific questions asked. We also pay attention to issues that are not visible at first glance.** Another example is a logistics department that uses Tableau visualizations.

**Working in Tableau, first and foremost, has reduced data access time.** Excel sheets that contained data scattered across multiple files throughout the company were eliminated. **We gained access to data in one place** for all interested parties. Data in any business is a source of information. It's the same with us. What you should pay attention to is having uniform data. We avoided errors resulting from reports created based on different assumptions. Tableau has given the ability to analyze data in the same way for all users.

An important change with the introduction of Tableau occurred in the analytics department, which is responsible for creating reports. **We saved time on preparing the "same" reports** based on one database for different recipients. The reports used the same database, but differed in details. Tableau allowed reports to be personalized for the appropriate people in departments.

In areas where Tableau reports have been deployed, most recipients use them daily. Other people in the company receive reports periodically or monthly. Employees with a Tableau Creator license are responsible for creating data sources for other departments and implementing them in Tableau.

The main recipients of the reports are those responsible for sales. The second is the people in charge of the warehouses. **Tableau implementation has brought real benefits to the entire company, not just the users. The company is based on values. One of them is MODERNITY. We want to keep growing, creating interesting things and serving others wisely. The Tableau tool fits perfectly with our values.**



Tableau implementation has accelerated data access. Data is constantly increasing and the expectations of report recipients are changing as a result of changing environments. **Tableau gives you the ability to respond quickly to these expectations.** Of course, the changes require a certain amount of work, but this is not the same as the time needed in Excel - he adds. **In addition, it is worth mentioning the NewDataLabS company and the team of people who provide us with a lot of substantive support.**

We have been working with NewDataLabS since 2017, **they are the reason we made the decision to choose Tableau.** Our specialists, who create reports, have undergone training conducted by consultants. **The advantage of such training was to work on our own data.** Cooperation with NewDataLabS is based on partnership, i.e. working out proper solutions tailored to our expectations and needs at a given time. Through the support agreement, we are able to benefit from the team's knowledge and experience. Transparency of the use of support hours does not raise any doubts in our minds and it is a very convenient solution.

**I believe that using Tableau tool is the way to improve the position of the company.** Implementation of projects with such a company as NewDataLabs is a guarantee of success, and work is a pleasure.



**It is NewDataLabs that helps us look at data from a different perspective.** Their experience allows us to see something that we fail to see. In our collaboration, we value their willingness to respond to our ideas. **Comparing current data with plans and planned activities. Analysis of customers in terms of the volume of their purchases according to commodity indices. Assessment of the seasonality of individual assortments.** Much more could be said.

One could go on and on. At Werner Kenkel, we have very many areas that we have not yet addressed. Production, transportation, maintenance, or finally, finance. **People responsible for these areas see what Tableau can do and report to us their needs. We will implement them systematically.**



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Polish family-owned company that produces corrugated cardboard, packaging with flexographic, offset and digital printing, as well as cardboard displays. It employs a total of 1,800 people in three production plants located in Krzycko Wielkie in Greater Poland and Bochnia in Lesser Poland, and supplies **products to more than 1,000 companies in Poland and abroad.**

In its long-term strategy, the Werner Kenkel Group incorporates the principles of a sustainable economic development policy, the key elements of which are the promotion of social progress and the conduct of business with respect for the environment. We achieve this goal thanks to our **high organizational culture and company values: modernity, responsibility, partnership, transparency and family.**

Werner Kenkel has won many awards and certificates, such as: **The Best Employer of Poland 2021, Forbes Polska Diamonds 2021 award for the fastest growing Polish company, Climate Leader Poland 2021 or Family Company of the Year 2021 title awarded by the Family Business Institute.**

**NEWDATALABS**



NewDataLabs is a company focused on implementing business analytics. It is a **Premier Partner of Tableau**, it is also involved in building solutions "one step before Tableau" - Data Warehouse, ETL / ELT solutions, data modeling, designing analytical dashboards, etc. it is also a **SNOWFLAKE Partner and a Microsoft Silver Partner**. The company was founded in 2015 from the merger of two teams of Consultants, since then it has completed over 200 projects in various types of organizations - such as **Auchan Poland, T-Mobile Poland, BNP Paribas Poland, VELUX, Śnieżka SA, INTERIA SA, or Volkswagen Group Poland**. The company has gathered a unique team of experienced Consultants in offices in Wrocław, Warsaw, Katowice and Lublin.



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