



GOLDSTONE ANALYTICS BULLETIN

AUGUST 2018



National Grid makes savings by giving engineers control of their data using Tableau

National Grid owns the electricity and gas transmission system in across England and Wales, and is responsible for balancing supply and demand. National Grid's story is common amongst any large organizations, where it typically has relied on spreadsheets, SharePoint and manual processes to get the insights that it needs. However, unsurprisingly, this is cumbersome and inefficient.

Just over a year ago, it decided to rethink its approach and create a data lake, bringing all of its disparate data sources together, and implement Tableau to give engineers real-time insights into their performance through the use of customized dashboards. Some of the results have been impressive, with uptake strong and savings being made. [Read More](#)

Improved Eloqua Connector For Tableau



Tableau is pleased to announce enhancements to our Oracle Eloqua connector. These improvements came with our new Eloqua Dashboard Starters, marking a step in our continued commitment to help marketers see and understand their data.

Eloqua, an Oracle Marketing Cloud product, is a Gartner Magic Quadrant leader in CRM Lead Management. Eloqua allows marketing teams to connect data from multiple sources back to an individual customer so that marketers can curate relevant experiences for potential customers and track the performance of their efforts. [Read More](#)

Tableau Use Case: Retail Sector



Online flash-sale retailer Zulily uses BigQuery and Tableau to help power its predictive analytics, which, in turn, boosts its marketing efforts and ability to manage incoming data.

Predictive analytics can add fuel to an ad campaign, help build new consumer bases and produce a higher consumer retention rate. **Zulily, an online flash-sale retailer of women's and children's products**, said some best practice for using predictive analytics in marketing has played a key role in the company's growth.

A driving factor in that expansion "is leveraging data science to optimize marketing return on investment," Sasha Bartashnik, marketing analytics manager at Zulily, said in a recent webinar produced with Tableau.

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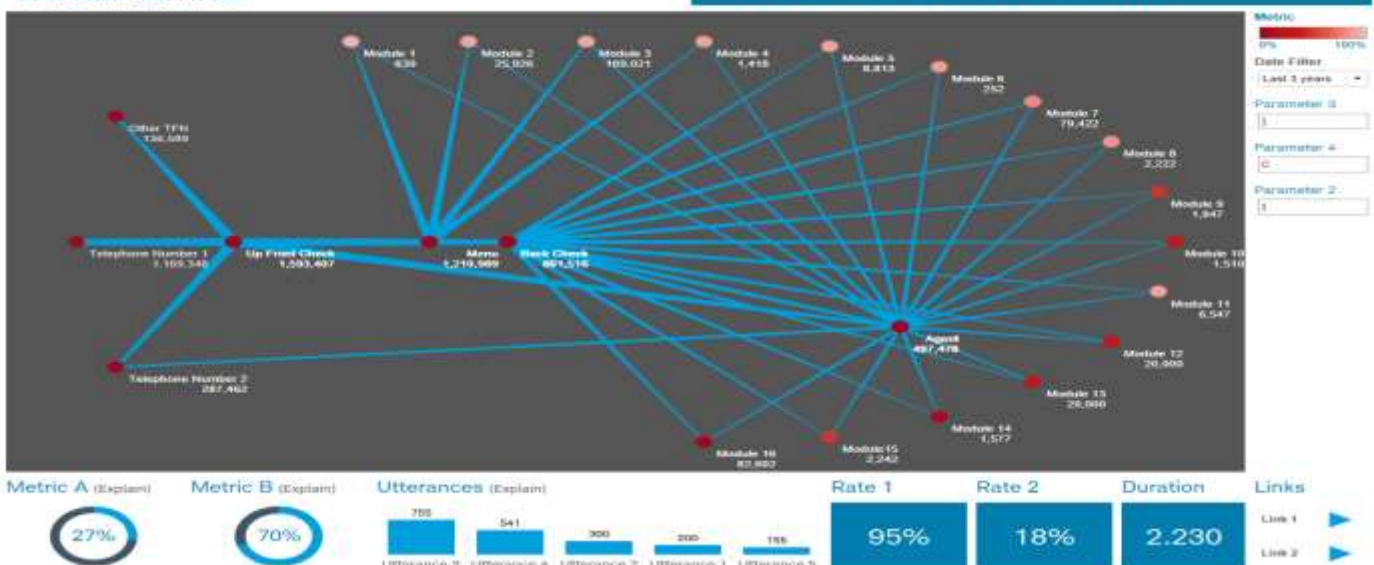
"A point of view can be a dangerous luxury when substituted for insight and understanding."

Marshall McLuhan - Canadian Communications Professor

Tableau Use Case - Traded Financial Service

Contact Center Experience IVR REPORTING

IVR Routing | Destinations



Charles Schwab is one of the largest publicly-traded financial services firms and data is essential across multiple departments.

Schwab's contact center team looks at how interactions (like the customer service line) affect the overall customer experience, using Tableau to dig deeper into feedback data from customer support calls. This involves collecting and digging into data from many sources including Hadoop, Splunk, Oracle relational databases, Teradata and others. Bringing everything together with Tableau and optimizing extracts on the Server means Schwab aggregates more extensive data pulls that call center staff access daily. Data quality is stronger too, as they collect details from customer conversations across the team and foster a collective understanding of customer support. [Read More](#)

Introducing Tableau's Extended and Premium Support

Tableau have announced new Support programs that give customer the help they need, when they need it. Every customer with a Tableau license receives standard support, but these new options provide additional choices for organizations who are looking for a little more peace of mind when unexpected challenges arise.

Extended Support: Accelerated target response time, and Support when you need it.

Premium Support: Proactive Account Care, Support Care and Product Care

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