

Visualizing Sales and Marketing and Sabermetrics Data for a Pro Baseball Franchise

Challenge

A storied professional baseball franchise wanted to level-up its use of Tableau across the organization, as many reports were neither realizing the software's full potential nor meeting the expectations of front office stakeholders. The franchise needed help building a mobile-enabled, real-time dashboard for reporting retail transactions during home games, creating custom visualizations for tracking pitcher and batter performance, and training franchise superusers on Tableau best practices.

Solution

SEI conducted extensive interviews with reporting leadership stakeholders to understand the full breadth of challenges facing the franchise. We then mapped key fields and calculations from the franchise's POS database with limited documentation from the vendor, reviewed the franchise's existing Tableau workbooks to determine how they could be optimized to improve the user experience, and provided one-on-one training sessions with Tableau developers to work through specific issues they were having with the software.

Results

SEI delivered a mobile-enabled sales reporting dashboard that allowed sales managers to monitor inventory levels at each sales location in near real time, enabling them to shift stock to prevent outages of best-selling items. We also delivered highly customized visualizations that met the complex demands of evaluating current players, minor leaguers, and acquisition targets. With our guidance, the franchise's in-house developers were able to leverage Tableau best practices to optimize dashboards that analyzed season ticket purchases and renewals, customer survey data, parking, and various promotional campaigns.



**Data
Visualization**



**Solution
Design**



**Strategy
Enablement**