TABLEAU CONFERENCE
Self-Service Analytics: From Rogue to Vogue

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Agenda

Introductions
Backstory
Mission
Priorities
Closing
Background
Placeholder, this is Cargill video
Teaching TABLEAU is EASIER than teaching business knowledge or domain expertise.

At CARGILL, a global company with 155,000 professionals in 70 countries, there is OPPORTUNITY under every rock.

We need more PEOPLE turning over rocks.
SSA Enables D&A for Everyone

From complex and slow ... to simple and fast.
Self-Service Analytics at Cargill

Strategy Alignment

How do self-service analytics align with Cargill’s strategies?

Source:
- Cargill Game Plan for Success
- Global IT Strategic Direction
- Cargill D&A Strategy

Digitalization and Analytics
- Leverage information to deliver competitive business advantage
- Culture of Innovation and Analytics
- Build Expertise
- Deliver analytics capabilities that can be used across the business
- Increase analytical talent
- Meet businesses where they are
- Enable Cargill to leverage digital business platforms
- Deliver capabilities that increase user adoption and satisfaction
- Develop common structure for analytics education
- Drive change through engagement
- Engage our people and raise our skills
- Promote grass-roots innovation for whole organization

Research

What does the industry think about self-service analytics?

IT’s role must evolve from:
Collection to Connection
Power to Empower
Control to Trust

- Gartner BI Summit, 2016

Framework

How can D&I empower our enterprises and functions to unlock the value of self-service analytics?

Self-Service Analytics
- Education
- Execution
- Community

Testimonials
“We need Digitalization & Analytics that harness new technologies and Big Data to deliver powerful insights.”

Digitalization & Analytics (D&A): Cargill’s newest core capability
**Global IT Strategic Direction**

**PURPOSE:** To be trusted partners who enable process, data and technology that help our businesses thrive

**Values**

- Committed to Service
- Trust and Respect
- Continuous Learning
- Deliver with Excellence

**Mission**

Prepare Cargill for a digital future

**Guiding Strategies**

- Enable digital foundations
- Create a space for innovation
- Be a catalyst for change

**Our people are...**

- Entrepreneurial
- Hands-on
- Customer-obsessed
- Curious
- Not afraid to fail
- Community enablers
- Unreasonably aspirational

**Team’s Creed**

- We care about our clients, work and making the organization better
- We create a safe environment to challenge the status quo and disagree
- We like and value our differences
- We want to be challenged and stretched
- We say it like it is and expect the same in return
- We are courageous and risk-takers

**Outcomes**

- A thriving digital culture across Cargill...
  - ...with a tolerance for exploration/failure
  - ...based on agile values
  - ...with an engineering focus
- Continual launching of new digital business initiatives
- Cargill is seen as a digital thought leader externally
- Cargill is a destination for digital talent
- Modern and secure digital capabilities and platforms are available for Cargill
Technology and BIG DATA cannot deliver powerful insights without PEOPLE.

“The employees best equipped to make good decisions effectively balance judgment and analysis, possess strong analytic skills, and listen to others’ opinions but are willing to dissent. However, only 38% of employees fall into this group. - Harvard Business Review
“Build a **culture of data enablement** that can scale the value and make data and analytics core to the business, **pervasive across the enterprise** and beyond for maximum business impact. This means making sure every person in the enterprise is **data-literate** and values fact-based decisions.” — **Gartner**
SSA Mission
“Preparing Cargill’s PEOPLE for a digital future.”
Self-Service Analytics will...

- Create a culture of data & analytics
- Foster data literacy across 155k employees
- Develop a foundational, self-supporting community
- Empower our community with modern analytic tools
Today
Self-Service Analytics: Preparing Cargill’s people for a digital future
Platform and Technology

• Platform
  • Tableau Server PROD: 32 cores, 256 GB memory, 3TB storage
  • Tableau Server TEST: 32 cores, 256 GB memory, 1TB storage
  • 6200+ Tableau Server Users
  • 76 Tableau Server Sites
  • 800+ Tableau Desktop Users
  • Tableau Mobile, Tableau Reader
  • Tabcmd, TabMon, TabJolt, Rserve, TabPy
Services

• **Consulting Blocks**
  • Have a problem but not sure what question to ask? In an hour or less, we'll help you find your way.

• **Awesome™ Coaching**
  • Four hour engagement: review goals, prototype, and teach self-service analytics.

• **WebWorkshops**
  • Interactive sessions for large audiences, covering specific topics in-depth. Topics are sourced from community demand.
  • Session topics run the gamut from intros for people just starting out ("Intro to Data Analytics" or "Intro to Power BI") to advanced technical topics ("APIs for Analysts" or "Mobile Makeover").

• **DataViz Challenges**
  • A hands-on, two-month, "bring your own data" event to find, connect, and create analytical talent.
Cargill DataViz Challenge 2017 Registration Demographics

Updated: 06/19/2017

Enterprise View
Select a function/enterprise to drill down.

- Cargill Food Ingredients & Bio-Industrial: 129
- Cargill Animal Protein & Salt: 104
- Cargill Animal Nutrition: 88
- Cargill Agricultural Supply Chain: 74
- Cargill Energy, Transportation & Metals: 6
- Cargill Financial Services: 6

Total Registrations: 716

Registration Trend
Select a day to drill down.

Registration by City
Select a city to drill down.

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DVC EMEA 2018 Workshops Attendance: WebEx

- **Sessions | Number of participants | Select to filter other**
  - Intro to Data Analysis: 137
  - Tableau Workshop: 136
  - PBI Workshop: 160
  - Alteryx Workshop: 136

- **Interests | Sessions attended per participant**
  - 60.25% of participants attended at least 2 sessions.

- **Full-time Participants**
  - Participants who have been present for at least 80% of the duration of the WebEx

- **Demographics | Where data is available**
  - 24 countries represented.
  - Cargill

- **Timeline**
  - Ordered by longer attendance
Cargill DataViz Challenge 2017

**Description**

Do you want the ability to make data driven decisions? Have you ever struggled to convert data into insights?

This challenge will assist with these questions and more! Join your colleagues to learn new skills, find value in your data, and have fun!

**Details**

**Who:** All employees of all skill levels are invited to learn how to turn data into insights and inspire action.

**When:** Two month duration. June 12th - August 14th

**Where:** The event will take place in North America then franchised regionally.

**Why:** Alignment with Cargill's strategy around digitization and analytics.

**Value**

1. Find, connect, and build analytical talent
2. Create lasting impact; change how we work
3. Find valuable insights
4. Showcase art of the possible; share Cargill’s knowledge

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**The Plan**

- **Preparation**
  - Intro to Data Analysis
  - Registration
  - Vendor Tool Education
  - Business Case
  - Free Trials
  - Visualization

- **Month 1**
  - Get Support
  - Showcase All Entries
  - Executive Judges
  - Cool Prizes

- **Month 2**
  - Lasting Change
  - Reinforce Community
  - Franchise Materials

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Cargill
Community

- Communities are the foundation of **Self-Service Analytics**. Self-service is the ability to find what you need by yourself. But we do that within the context of a community that is coaching and supporting each other. Together the community is building Cargill's analytic capability.

- Our communities use Yammer. We share experience, stories, tips and **SUPPORT** …
7200
Cargill employees actively using Tableau

5
Only 2 SSA team members support that community

0
There are NO support tickets for the SSA platforms!
Future Priorities
Analytics Academy
Governance Reform
Cargill Analytics Academy

Cargill Analytics Academy is designed to seed and grow Cargill’s analytic capability at scale. Participants leave their current positions and become members of the SSA team. 3 months later, the Cargill Analytics Academy graduate returns to their business as a Cargill Certified Data Champion.

Structure

1. Hands on curriculum
2. Deliver SSA coaching services
3. Capstone project to uncover their first opportunity!

Value

Return on Investment
• Value found for business: Profit/Cost Savings/Efficiency
• Turn over 1 rock and enable others people to turn over rocks

Intangibles
• Data, Platform, Educator, and Analyst skillsets
• Champion to seed analytics capability
• Inter-business networking
• Community development and growth
• Cargill branded as a Digital Employer of Choice
SSA Enables D&A for Everyone

From complex and slow … to simple and fast.
Bringin’ Law to the Wild, Wild West
SSA with Governance & Certification

Governance

Data Insights & Sources

Data Exploration Platform

Certify

Certified Citizen Analyst

Educate

Explore

Enhance

Analyze

Visualize

Review / Certify
PEOPLE in a COMMUNITY with high GADI and best in class analytic platforms (Tableau)

CULTURE OF ANALYTICS
Please complete the session survey from the Session Details screen in your TC18 app.
“Preparing Cargill’s PEOPLE for a digital future.”
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