

DEMOGRAPHIC ANSWERS



Challenges

One of the world's foremost academic institutions has implemented a ground-breaking Wellness Program for its staff – the problem? The institutions analysts didn't know what was working for which members!

Solutions

Proximos was able to tap into the rich source of data provided by the Wellness Program data – this included a full demographic profile of the members and which activities they participated in. Combined with cost data, the answers to which programs were most effective were there, they just couldn't be seen.

The Proximos team developed a Tableau based dashboard, supporting more than 20 reporting dimensions across 7 different program locations.

Technical challenges for this many reporting dimensions were addressed using specific Tableau Data Extract techniques, while the end-users were presented with functional prototypes each week to test and fine tune – leading to very high rates of engagement.

Results

The business users are now able to measure the program's effectiveness by looking at the community by gender, age, location, job function and a host of other demographic characteristics – matched up with the different wellness activities offered.

The granular aspects of each program activity can now be fully evaluated to see which members of the community embrace it, which members do not take part, and which members begin and drop out; this helps the team to direct marketing and operational expenditures in the most effective manner.

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