The Payoff: A Story in Building Community

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Outline

• How visual data stories accelerate understanding, decision-making, and action-taking
• Proven techniques, based on brain research, to improve the visual impact of your data
• Critical steps for managing the cultural transformation to a data-driven mindset
• Q&A
As the nation's largest domestic hunger-relief organization, Feeding America is leading the charge to end hunger in America.
The Feeding America Network

200 Member Food Banks

1 National Office

60K Food Pantries and Meal Programs

= 46M Americans Served Annually
Through national network of food banks, we serve every county in the U.S.
Our Vision:
A Hunger-Free America

Our mission: To feed America’s hungry through a nationwide network of member food banks and engage our country in the fight to end hunger.
1.3 Billion More Meals Over Six Years, a 46 Percent Increase

FY11

2.8B MEALS

FY17

4.1B MEALS
Yet the Need Remains Large

Through the *Map the Meal Gap* study, Feeding America identified a MEAL GAP OF **8.7 BILLION MEALS**

That means 8.7 billion meals are missing from families’ tables in the United States.

WE MUST DO MORE.

Source: *Map the Meal Gap 2015*
How our Network is Fighting to End Hunger

Meet the Need and End Hunger

SOURCE
Expand and diversify nutritious food sources

Distribute
Optimize distribution of nutritious food

Intersect
Address the intersection of opportunity, need and innovation

Access
Maximize access to government meal programs

Influence
Influence people and policymakers to take action

Analytics can provide actionable strategies on all fronts.
Our technology and organizational assessment has identified 5 strategic capabilities that we need to enable for the organization:

- **Cloud-Based Platforms**
  - Modern & sustainable
  - Flexible
  - Cost-effective

- **Strong Controls**
  - Reduced risk
  - Strengthened security practices
  - Repeatable processes

- **Enhanced Collaboration & Productivity**
  - Better sharing & communication
  - Improved organization effectiveness

- **Mobile Capabilities**
  - Greater internal & external engagement
  - Readily available information
  - Secured devices

- **Data & Analytics**
  - Data-driven decisions
  - More timely insights
Data Analytics

• Unlock insights and enable data-driven decisions
  – Establish centralized data repository
  – Create new Tableau visualizations
  – Establish single source of truth for master data
  – Automate data feeds
• Allow us to adjust and streamline decisions in a timely manner
Driving growth and transformation

Data Sources
- Master Data (e.g. Food Banks, Vendors, Items, Donors)
- Transactional Data (e.g. ERP, CRM, Supply Chain, Service Manager)
- Food Bank Data (e.g. NAR/CPR/MPR, Real Time Shipment Data, Donors)
- Client Data (e.g. Program Usage, Demographics, Demand Data)
- Research Data (e.g. Map the Meal Gap, Hunger in America, Census Data)

Data Visualization
- Mobile Apps
- Scorecards

Insights & Actions
- People Facing Hunger
- Network & Partners
- Donors
Data has been elevated throughout the network, starting with comparison of food bank performance on 12 KPIs.

*Tableau was the GAME CHANGER*
Ease of use and flexibility were key requirements for this dashboard to be widely adopted

- Select peers on the fly
- Recalculate all metrics with new peer selections
- Show three-year trends for all metrics
- Provide suggested peers on a variety of criteria
- Drill-down capability for each metric
- Display in an easy to understand & clean format
Retail Opportunity

Enabled food banks to efficiently leverage agency partners in sourcing food donations
Current Distribution and Meal Gap

Enabled food banks to adjust distribution strategy to be more effective
Produce Opportunity

Identify fresh produce commodities for donation by county, season, growers
Building Tableau (and Data) Capabilities in Network
Tableau Data Fellowship

15 individuals selected

• Tableau experts in FA network
• Support other Tableau users of FA network
• Bring data visualization expertise to their food bank
• Foster a culture of collaboration and data-driven decision making
Data Fellowship Program Requirements are designed in concert with Tableau training experts to help Data Fellows be most successful.

- **Complete Tableau Desktop Starter Kit**
  - **July**
  - Pass Tableau introduction exam

- **Attend Tableau Desktop I course**
  - **Aug**
  - Complete Data Visualization Workshop with DecisionViz

- **Attend Tableau Desktop II course**
  - **Oct**
  - **Dec**
  - **Feb**

- **July**
  - Case study: Tableau’s impact at my food bank
Tableau Data Fellows are ambassadors for Tableau & data in network

- Webinars
- Learning conferences
- Tableau templates
- User community
- Assigned outreach
Tableau’s impact for our Data Fellows already

- SNAP and Medicaid participation
- Fundraising program performance
- Prioritize highest need
- Building agency capacity
- Donor profiles and communications
Tableau’s impact for our Data Fellows already

- Sourcing of nutritious food
- Evaluating department performance
- SNAP application assistance
- Call center results
- Client visitation patterns

![Graph showing team performance](image-url)
Thank you to The Tableau Foundation, DecisionViz, and other partners

- With this support, we were able to have a smooth and successful first step: Adoption of our Performance Benchmarking Dashboard

- Our Tableau journey is ongoing, and their support continues to help our network move towards a more data-driven culture
ATHENA RISING™ FOUNDATIONS
VISUALIZATION AND STORYTELLING
THE NEW BIG DATA SKILLS

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Good or bad?
the brain can identify images in **13** milliseconds
THINKING BRAIN

literal
numbers
facts

creativity
big picture
highly visual
THINKING BRAIN
6 Traits

Easier

Location

Size

Gradient

Color

Direction

Shape

Harder

Location

Size

Gradient

Color

Direction

Shape
color vision deficiency
(not color blindness)

7% of men
1% of women
DON’T DO THIS

Total Sales
$719.0K

- Binders $203.4K (28.3%)
- Appliances $107.5K (15.0%)
- Paper $78.9K (10.9%)
- Supplies $46.7K (6.5%)
- Envelopes $18.5K (2.6%)
- Art $27.1K (3.8%)
- Labels $12.5K (1.7%)
- Fasteners $3.0K (0.4%)
- Storage $223.8K (31.1%)
DON’T DO THIS … except

$719.0K Total Office Supplies ($K)

- Appliances: $107.5K
- Art: $27.1K
- Binders: $203.4K
- Envelopes: $10.5K
- Fasteners: $3.0K
- Labels: $12.6K
- Paper: $73.5K
- Storage: $223.8K
- Supplies: $48.7K

DO THIS

$719.0K Total Office Supplies ($K)

- Storage: 31.1% (223.8K)
- Binders: 28.3% (203.4K)
- Appliances: 15.0% (107.5K)
- Paper: 10.9% (78.5K)
- Supplies: 6.5% (45.7K)
- Art: 3.8% (27.1K)
- Envelopes: 2.3% (16.5K)
- Labels: 1.7% (12.5K)
- Fasteners: 0.4% (3.0K)

optional
THANK YOU

Tableau Foundation:
https://www.tableau.com/foundation

Tableau Service Corps:
https://servicecorps.tableaufoundation.org

Join Feeding America in their work to end hunger: www.feedingamerica.org

Sign up for Lee’s blog:
https://decisionviz.com/blog