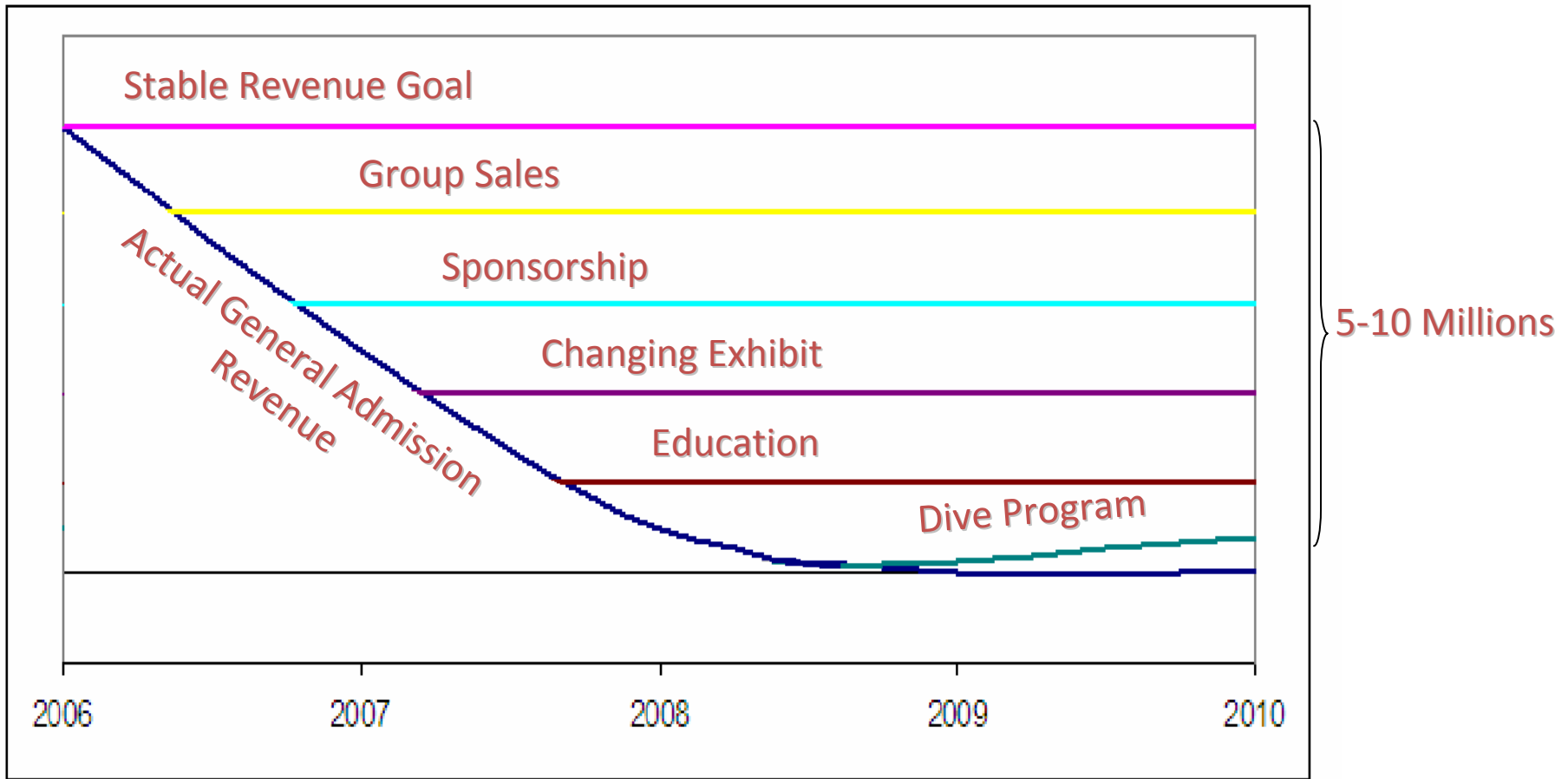# Georgia Aquarium BI Rollout

Beach Clark, VP of IT

Agenda

- Business Need
- Technology Tools
- Deployment
- QA

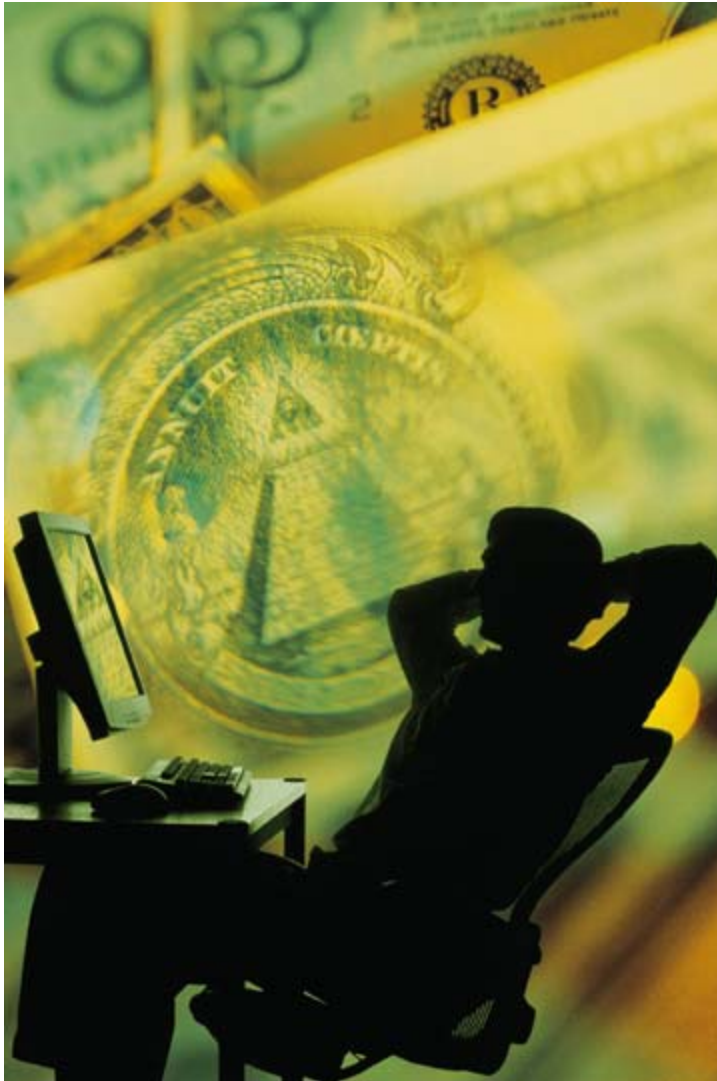# Business Need

Strategic Goal-Stabilize Grow Revenue

Technology Tools

- Dashboards
- Tailored Reports
- Ad Hoc Analysis

Dashboards – Focus on key results

- Attendance
- Net Margin
- Guest Perception
- Sales
- Capture rate for key add-ons

Operational Reports - Tailored to improve operational effectiveness

- Reservation details; reconciliation; revenue calculations; sales commission
- Easy to use formatting
- Easy to create and maintain
- Combine information from multiple systems
- Web-based access to allow better coverage

Ad hoc analysis – Identify important trends

- Having access to a data warehouse with data from multiple sources makes Ad hoc analysis easier and more effective:
  - Zip code analysis
  - Sales force effectiveness
  - Promotional campaign analysis
- Caveat – single version of the truth is still a potential issue
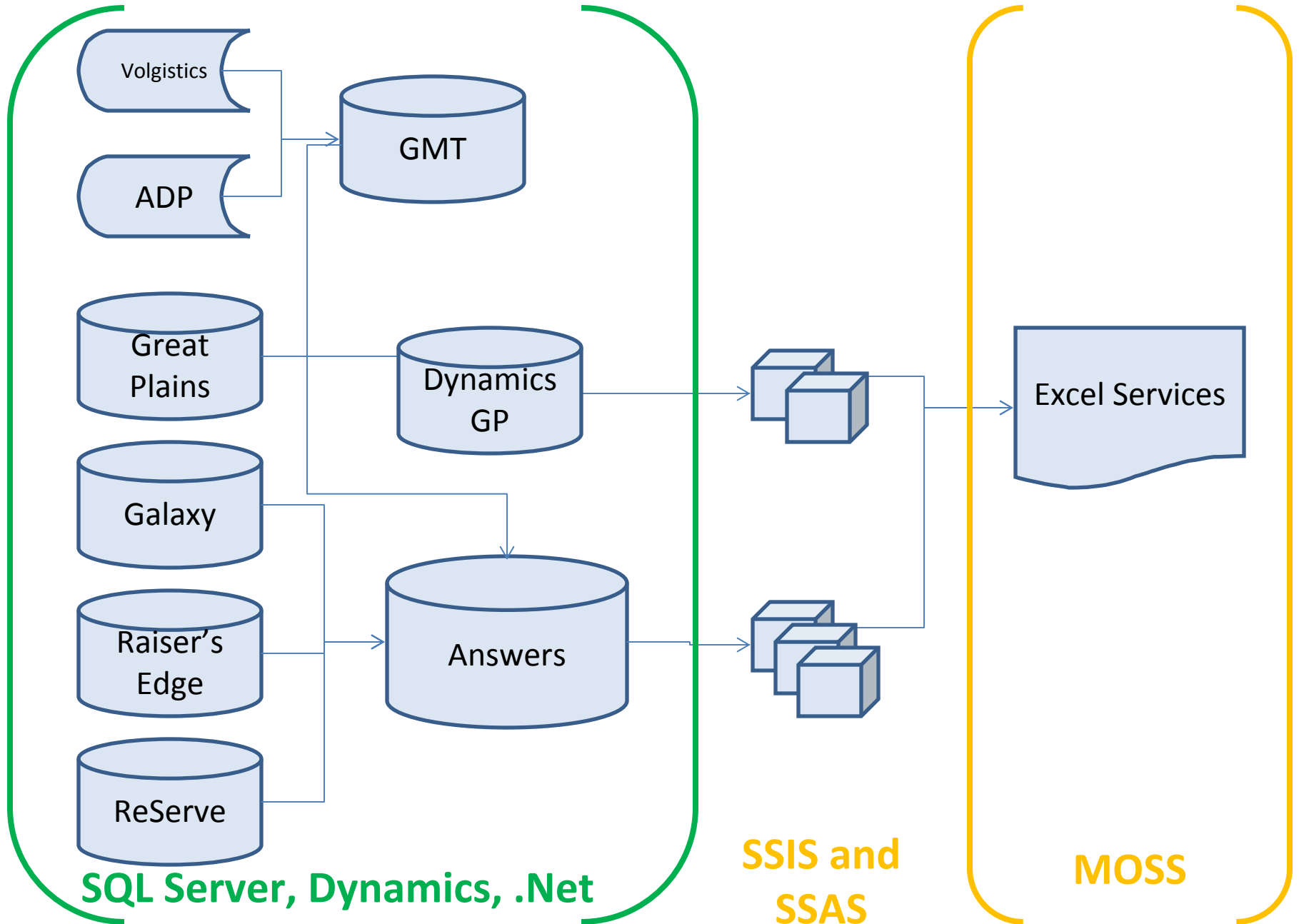
Technology Tools – IT Role

- Help Business Refine the Key Metrics
- Help Refine Data Collection Processes
- Assist with dashboard and report development
- Participate in ad hoc analysis efforts

Georgia Aquarium BI Architecture

SQL Server, Dynamics, .Net

SSIS and SSAS

MOSS

Volgistics

ADP

GMT

Great Plains

Dynamics GP

Galaxy

Raiser's Edge

Answers

ReServe

Excel Services

Technology Tools - Platform Decision

•Existing systems
•Pre-built cubes & warehouse for ticketing & financials

→

MS SQLServer
MS Integration Services
MS Analysis Services

Intranet using Sharepoint

→

Sharepoint for Dashboard

Business Analysis skills in Accounting Dept.

→

Excel services

Deployment - Timeline

Georgia Aquarium
Aquarium Dashboard Development Timeline

Description	August	September				October				November				December			
Install and Load Answers DW and Cubes	▉ ▉	▉	▉														
Upgrade GP to version 10					▉	▉											
Develop User Interface In Excel		▉	▉	▉	▉	▉	▉										
Develop User Interface in Sharepoint				▉	▉	▉	▉	▉	▉								
Complete Dashboard									▉	▉							
Develop Cubes for Reserve												▉	▉				
Develop Add'l Drilldowns for Expense Cubes											▉	▉					
Develop Add'l Drilldowns for Sales Cubes														▉	▉	▉	▉

Interim Milestones: ▲

  Working prototype (usable for executive management)

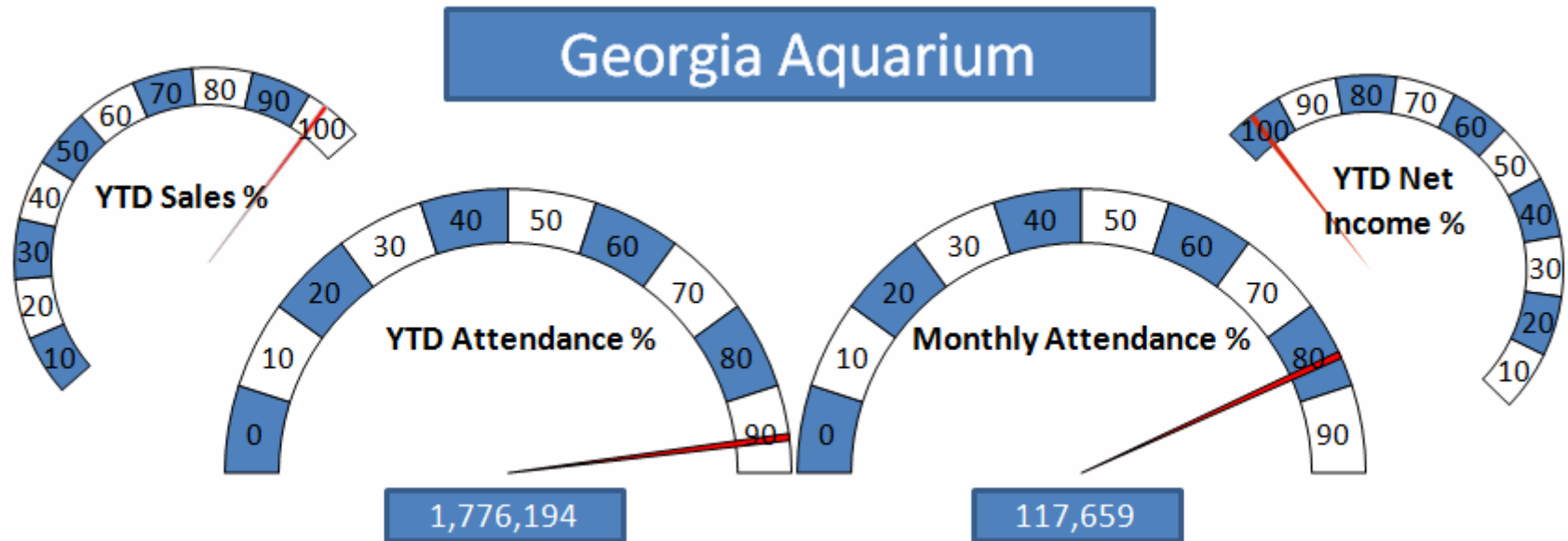 Phase I complete

  Phase II complete

Results

- Increased capacity for Dive Program (33% increase in sales)

- Reduced discounting during peak periods

- Increased sales staff for Education

Results

- Wider access to operational reports
- Tailored reporting means better customer service
- Dashboards let everyone know how we're doing
- Ad hoc analysis is easier and more consistent
- For shops with SQL 2005 and MOSS, platform is low-cost
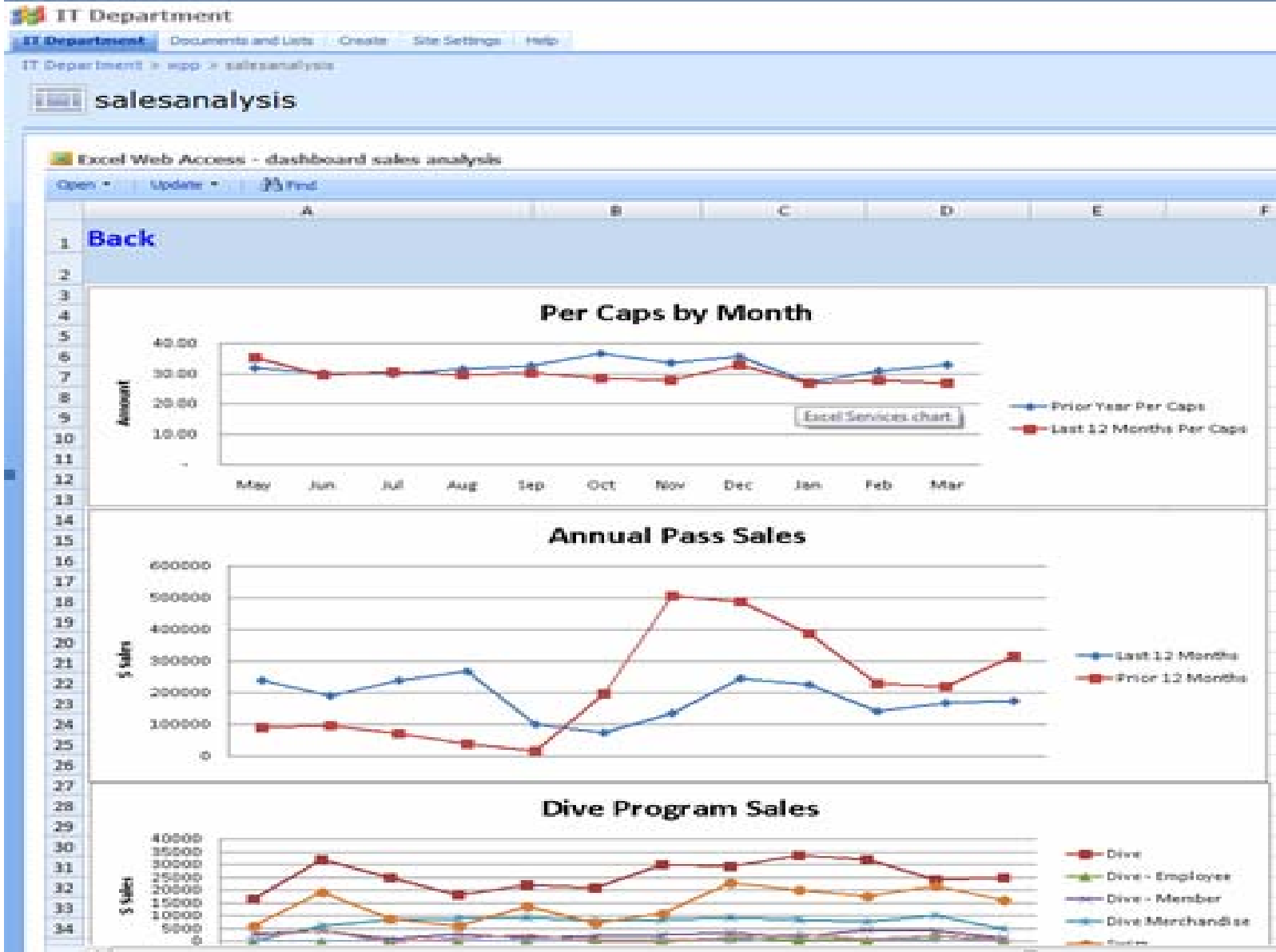- Pre-built cubes and warehouse shorten development time drastically

Result – New Look

Georgia Aquarium

YTD Sales %

YTD Attendance %

1,776,194

Monthly Attendance %

117,659

YTD Net Income %

Result (Dashboard)

Result (Drill Down Sales Analysis)

Result (More Drill Down Sales)

	A	B	C	D	E	F	G	H
1	**Back**					**YTD**		
2					**Promotional Tickets This Year vs Last Year**			
3	**Top 30 Customers**	**YTD**			Ticket Type	2009	2008	Var
4		2009	2008		3 o'clock class	6924	2351	4,571
5	INTERNET CUSTOMER	4,124,638.16	4,766,949.02		AD PREMIUM ADV	25	44170	(44,145)
6	CALL CENTER	62,260.42	64,265.98		AD PREMIUM PASS	8465	30986	(22,521)
7	AAA Auto Club South	19,500.00			SR PREMIUM ADV	14	8830	(8,816)
8	Military Ticket Program	17,620.20			SR PREMIUM PAS	819	4801	(3,982)
9	Dive Program	12,266.00	8,083.50		CH PREMIUM ADV	9	20068	(20,059)
10	Social Media	60,537.50	148,500.00		CH PREMIUM PASS	4378	14633	(10,255)
11	Georgia Tech	5,850.00			After School Speci		373	-
12	Piedmont Hospital	5,700.00			Appreciation Ticke	21855		-
13	Premier Exhibitions	3,992.50			ATL Braves Promo	1000	6001	(5,001)
14	Marriott Marquis	3,712.50			Bounce Back Ticket	10169		-
15	Embassy Suites Hotel Centennial Park	3,696.50			City Pass Adult	5023	5802	(779)
16	Southern Company	2,288.00			City Pass Child	1764	1925	(161)
17	AAA Carolinas	1,595.00			FERNBANK COMBO			-
18	Summer Camp	2,859.20	11,587.71		Ice Fishing	5		-
19	Univision WUVG 34	1,313.00			Me and Mommy	3575		-
20	AFCTP	1,194.00			ORCHIDS AND OTT AD	87	57	30
21	CALL CENT	874.66			ORCHIDS AND OTT CH	7	2	5
22	OMNI HOTEL	870.00	816.75		ORCHIDS AND OTT EX	9	1	8
23	Georgia State University - NSPPR	794.00			ORCHIDS AND OTT SR	13	14	(1)
24	Renaissance Hotels	769.00			Pemberton Place AD	9724	286	9,438
25	Dive Immersion	727.25			Pemberton Place CH	3071	98	2,973
26	Suntrust	681.00			Pemberton Place SR	695	61	634
27	Big South	613.10	168.75		Six Flags Combo AD	0	7	(7)
28	Hartsfield-Jackson Atlanta International Airport	600.00	1,075.65		Six Flags Combo CH		1	-
29	Wellstar-Kennestone	595.00			Six Flags Combo EX			-
30	Martha Stewart	583.75			Six Flags Combo SR			-
31	State Personnel Administration	575.00			Stone Mountain AD	64	173	(109)
32	Geico	564.00			Stone Mountain CH	35	100	(65)
33	Concierge Services of Atlanta	564.00			Stone Mountain SN	0	5	(5)
34	Ritz Carlton Buckhead	560.50			TURNER TICKETS	12362		-

Result (Expense Analysis)

expenseanalysis

Excel Web Access - dashboard expense analysis

Open ▾ | Update ▾ | 🔍 Find

	A	B	C	D	E	F	G	H
1	Expenses By Department	YTD		19 Apr 2008			YTD	
2			Amount			Pending PO's		
3	Department	2009	2008	Var		Top Vendors	2009	2008
4	Accounting & Finance	4,185,246.46	152,547.31	(4,032,699.15)		US Foodservice	$58,275.00	$10,307,898.27
5	Administration	214,025.22	176,123.51	(37,901.71)		KRILL CANADA	$35,998.90	
6	Audio Visuals	75,488.15	111,701.70	36,213.55		Breathing Air Systems Division Sub	$30,377.00	
7	Call Center	73,922.26	128,944.08	55,021.82		AnswerNet	$28,540.00	
8	Communications	134,671.13	89,617.69	(45,053.44)		Bulach Custom Rock	$25,820.00	
9	Conservation	78,067.26	75,277.19	(2,790.07)		Thibault's Electrical Service	$23,000.00	
10	Dive Immersion	104,056.40	1,834.00	(102,222.40)		Logoman Marketing Group	$20,856.25	
11	Dive Safety Operations	153,439.75	140,447.73	(12,992.02)		A Work Of Art	$19,580.00	
12	Education	(156,838.73)	(58,423.95)	98,414.78		CR Construction, Inc.	$17,912.70	
13	Environmental Operations	326,586.04	429,970.98	103,384.94		Studio One One, Inc.	$17,046.00	
14	Exhibits & Graphics	175,236.96	148,392.86	(26,844.10)		Convergint Technologies	$16,870.00	
15	Guest Programs	279,361.99	394,845.59	115,483.60		McKenney's Mechanical Contractor	$16,258.00	
16	Guest Services	321,823.30	477,351.95	155,528.65		Land O Lakes Farmland Feed LLC	$14,988.38	
17	Human Resources	136,407.47	188,162.37	51,754.90		Ozone Water Systems	$13,630.20	
18	Husbandry East	329,805.43	478,484.07	148,678.64		Ivesco	$13,200.00	
19	Husbandry Education Loop	-	29,771.86	29,771.86		Gateway Ticketing	$11,437.50	
20	Husbandry West	323,870.47	360,713.26	36,842.79		Total Graphic Solutions	$10,766.72	
21	Information Technology	269,339.54	326,862.65	57,523.11		Electronic Motor Drives	$10,485.00	
22	Life Support Operations	330,692.23	348,192.14	17,499.91		WolfGang Puck	$9,882.00	
23	Membership	(2,607,837.72)	(2,545,803.08)	62,034.64		Bionic Bait	$9,800.00	
24	Nutrition Services	165,958.87	223,262.42	57,303.55		Grand Total	$657,514.50	$30,463,533.67
25	Plant Engineering	19,984,057.34	906,004.89	(19,078,052.45)				
26	Plant Engineering Administrati	5,915.09	977,523.32	971,608.23				
27	Quarantine/Acquisition	122,234.00	176,956.71	54,722.71			YTD	
28	Safety & Security	264,587.04	437,882.59	173,295.55		Purchase Orders		
29	Sales & Marketing	(9,666,282.88)	(1,644,889.97)	8,021,392.91		Top Vendors	2009	2008
30	Training Services	5,754.20	45,382.68	39,628.48		Corporate Express	$610.70	$24,371.33
31	Veterinary Services	298,080.01	325,810.61	27,730.60		Webster Veterinary Supply	$282.05	$7,005.40
32	Volunteer Programs	114,732.63	101,870.37	(12,862.26)		Rexel	$250.00	
33	Grand Total	16,042,399.91	3,004,817.53	(13,037,582.38)		Artlite Office Supply Co.	$201.60	
34						1 Stop Square		
35	GAI		Amount			100 Black Men of Atlanta, Inc.		

Result (Comment Card)

Comment Cards - Internet Explorer provided by Dell

http://fishnet/guestservices/Lists/Comment%20Cards/all.aspx

File Edit View Favorites Tools Help

Comment Cards

Fishnet Homepage > Guest Services

Guest Services

Guest Services

Guest Services > Comment Cards
Comment Cards

New ▾ | Actions ▾ | Settings ▾

View All Site Content

Documents
- Shared Documents
- Fish Facts

Pictures

Lists
- Contacts
- Tasks
- BTS Survey 2

Discussions
- General Discussion

Surveys

Recycle Bin

Title	Type of Pull	Date	Enjoyed Most	Enjoyed Most 2	Overall Experience	Enjoyed Least	Enjoyed Least 2	Deepo Show	Cafe Aquaria	General Comments	Common comments 2
comm	Weekday	4/16/2009	No Answer		No Answer	No Answer		No Answer	No Answer		
comm	Weekend	4/14/2009	Sea Otters		Fantastic	I don't know		Good	Didn't Visit		We should be able to pet the otters
Comm	Weekday	4/13/2009	No Answer; OV		Good	No Answer; Cafe		Good	Poor		
Comm	Weekday	4/13/2009	No Answer; OV	The walk through the tunnel in oceanic voyage	No Answer	Crowds		Fantastic	No Answer		Jennifer is cute
Comm	Weekday	4/13/2009	OV		Good	Only one changing table for babies	Having only one changiong table is just rediculous!	Fair	Fair		
comm	Weekend	4/13/2009	TD		Fair	No Answer		Didn't Visit	Didn't Visit		Get more organized
comm	Weekday	4/13/2009	Titanic		Poor	Everything else		Didn't Visit	Fair		
comm NEW	Weekday	4/13/2009	TD; Whale Sharks; tunnel		Good	No Answer; Crowds		Didn't Visit	Fair		
comm NEW	Weekday	4/13/2009	touching fish		Good	Crowds		Good	Didn't Visit		Please add more kid friendly interactive activities
comm NEW	Weekday	4/13/2009	OV		Fantastic	No Answer		Didn't Visit	Fair		Love the new petting area-very easy for kids-need to change sharks/rays tank, so little kids get a chance

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QA

- Questions?

- For more, contact:
  - Beach Clark, bclark@georgiaaquarium.org

Technology Solution – Dashboard for Key Metrics

- ## What were key metrics
  - Timeliness vs accuracy
  - What processes are required to get timely, accurate numbers

- ## How does a dashboard help?