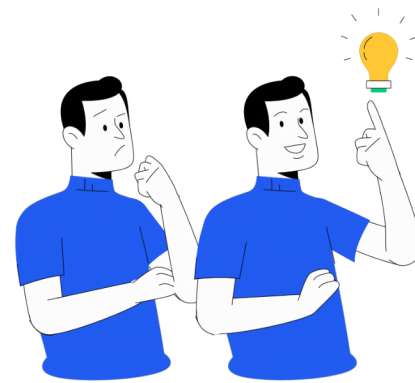


## Lucky Bird takes a new approach in Analytics

### How we increased data-driven decision making

Global B2B manufacturer, Lucky Bird, faced significant challenges with their dashboards. They introduced Tableau 4 years ago and provided extensive internal training in order to bring their employees up to speed? The aim was to create dashboards and reports on their own based on the individual business unit needs.

The result: their dashboards were failing to deliver clear insights. Crammed with data, they were difficult to read and offered no actionable takeaways. The number of users stalled. Instead of accepting this status quo, Lucky Bird embraced a new approach to dashboard design and experienced a remarkable turnaround.



### From Frustration to Flow: The ME Approach

By applying a ME (Metrics Enhanced) approach grounded in four key principles Lucky Bird transformed their dashboard experience in just three months.

- Design with the end game in mind
- Keep the 2 minute rule
- Introduce a threshold or benchmark
- Connect it to a question and next action

As a result, Lucky Bird's dashboard usage skyrocketed. The company's Marketing Director, Alex le Rois, explained, "We all love learning and growing. The new dashboards are not just tools but catalysts for better decision-making and continuous improvement."

### The ME factor:

- Increase client and employee satisfaction
- increase data driven decision making
- increase employee use of intelligence dashboards

Read the Lucky Bird's full story (coming soon)

In just 3 months, Lucky Bird began implementing the ME approach across their dashboards. The impact was immediate and profound. Teams were not only using the dashboards more frequently but also deriving meaningful insights that drove the company's growth.

Alex le Rois credits the ME approach with creating a unified and engaged team across different locations. "We can't go back to the old way. The new dashboards have revolutionized how we work together, making us more cohesive and effective."

Through the adoption of the ME approach, Lucky Bird not only solved their dashboard challenges but also set a new standard for data-informed decision-making, driving both internal success and client satisfaction.