

Credit Union TUG

Virtual Meetup: January 31st, 2019



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Credit Union User Group

Agenda

Introduction & Community Updates

How Wings' Realizes The Business Value of Tableau Dashboards

Q&A

Five Simple Tips To Improve Your Credit Union's Analytics Journey

Q&A

What's Next?



Introduction & Community Updates

Charlotte Taft | Director of Business Intelligence

Callahan & Associates | Washington, DC | ctaft@callahan.com



Interested in speaking?

Interested in hosting?

Interesting in planning?

Got ideas you want covered?

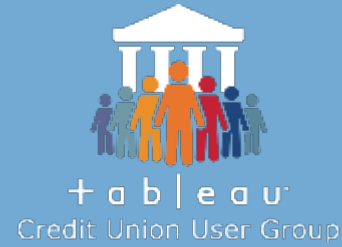


WE WANT YOU!
FOR THE CUTUG!

<https://community.tableau.com/groups/credit-unions>

Contact Us

Charlotte Taft | ctaft@callahan.com



How Wings' Realizes The Business Value of Tableau Dashboards

Brandon Cole | Data Analytics Business Systems Analyst

Wings Financial Credit Union | Apple Valley, MN | brandon.cole@wingsfinancial.com



HOW WINGS' REALIZES BUSINESS VALUE OF TABLEAU DASHBOARDS

Brandon Cole

Data Analytics Business Systems Analyst

1/31/2019

Wings Financial Credit Union

- Founded: 1938
- Headquarters: Apple Valley, MN
- Branches: 28 (22 MSP)
- Asset Size: \$5 Billion *
- Members: 262,000 *

* As of 12/31/2018

Membership is open to:

- : 13 county MSP Metro
- : Aviation Industry Employees
- : Seattle-Tacoma Metro
- : Wings Financial Foundation
- : Existing Members' immediate family

Member Experience

Data Driven

Efficiency

Culture of Service

Superior Rates

Innovation



<https://www.facebook.com/WingsFinancial>



<https://www.youtube.com/wingsfinancialcu>



@WingsFinancial



<https://www.linkedin.com/company/wings-financial-credit-union>



Wings
FINANCIAL
CREDIT UNION

Strategic Analytics & Member Insights

To serve, advise, and train credit union leaders in the stewardship of data, transforming the member experience, business unit function, and organizational value by making each interaction simple, purposeful and data enriched

Business Value

*Value is the regard that something is held to deserve; the importance, worth, or **usefulness** of something.*

- Google



The Result

66% of total users actively use Tableau dashboards

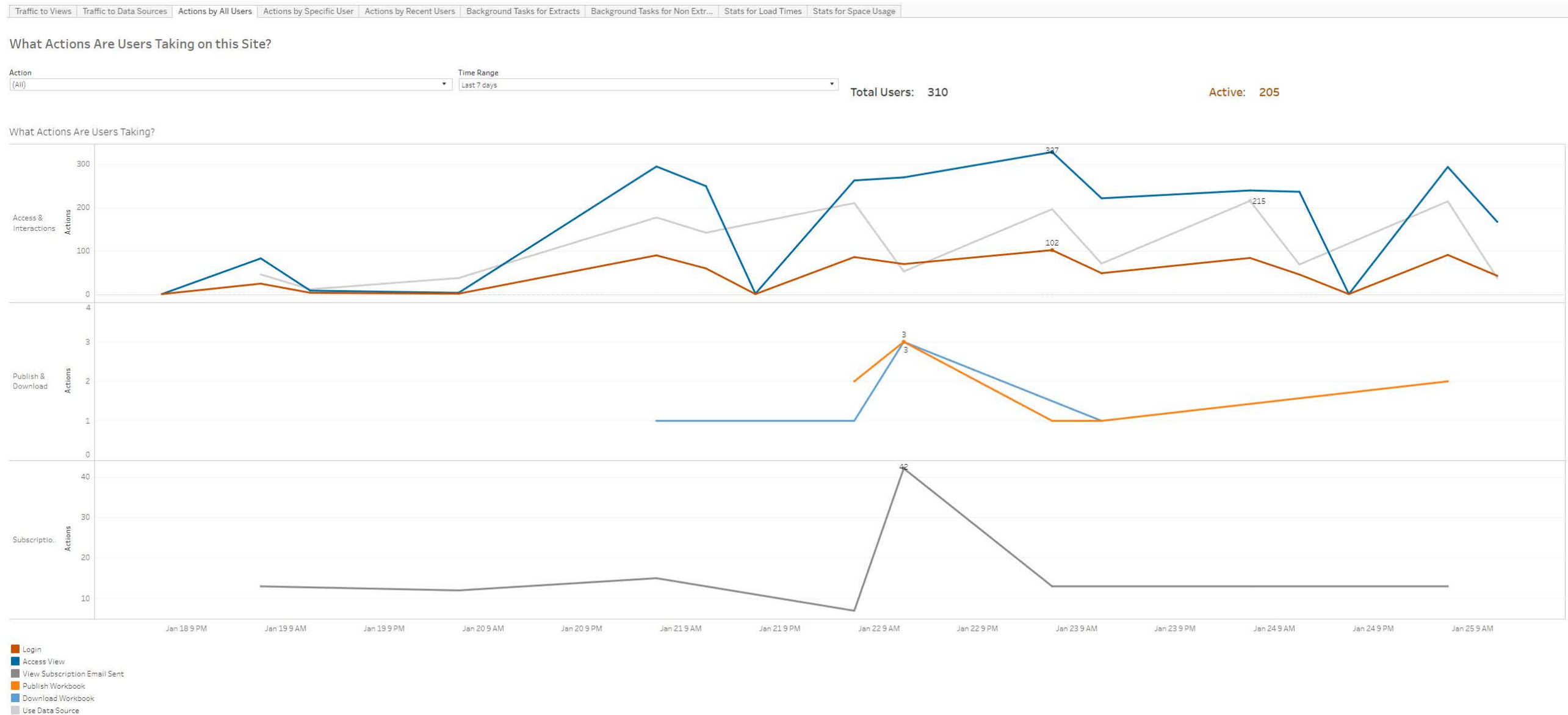
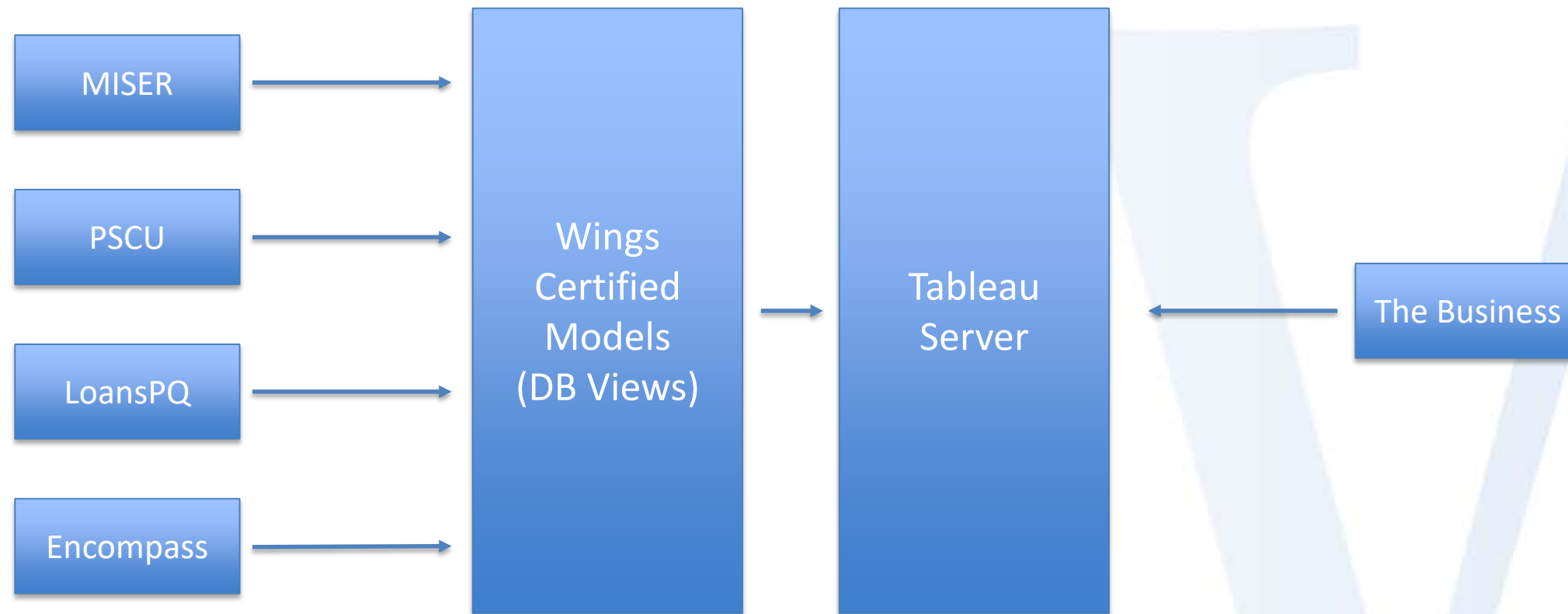
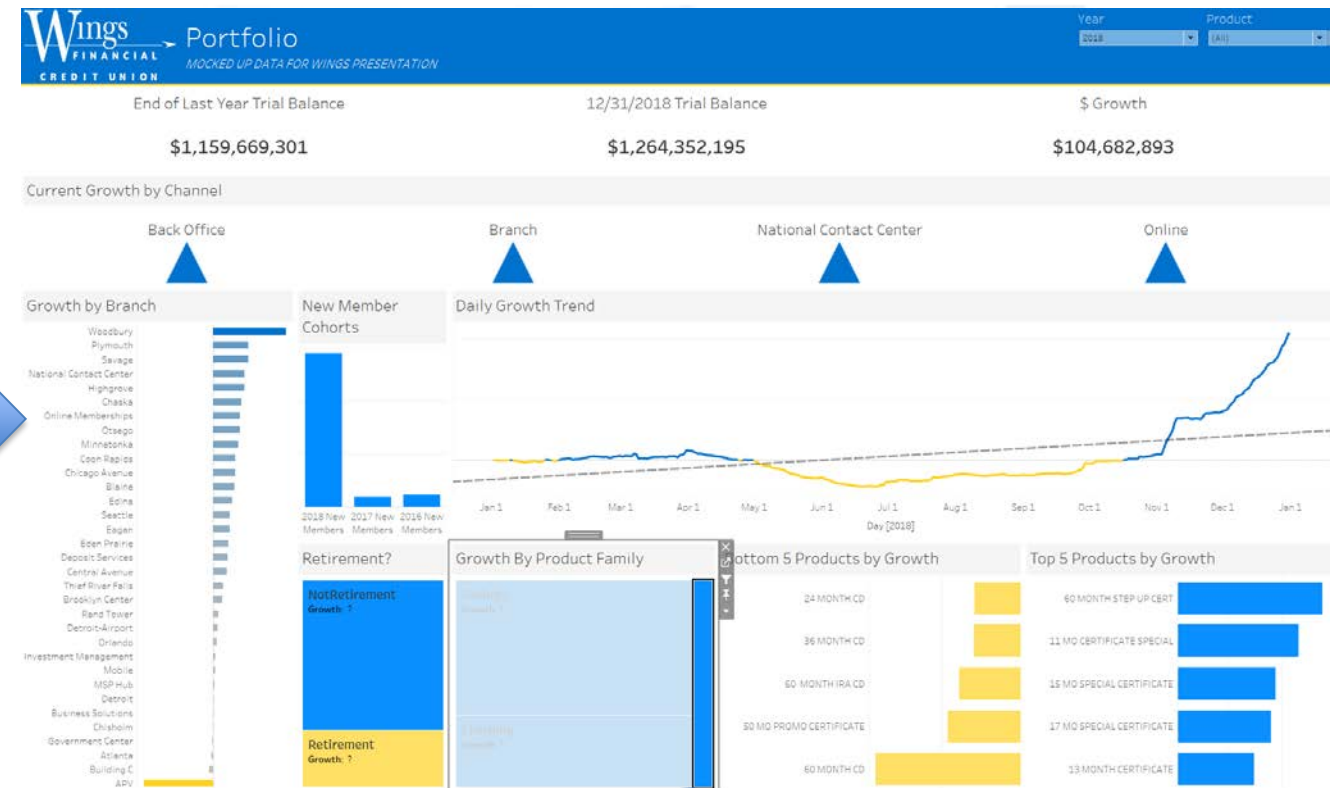
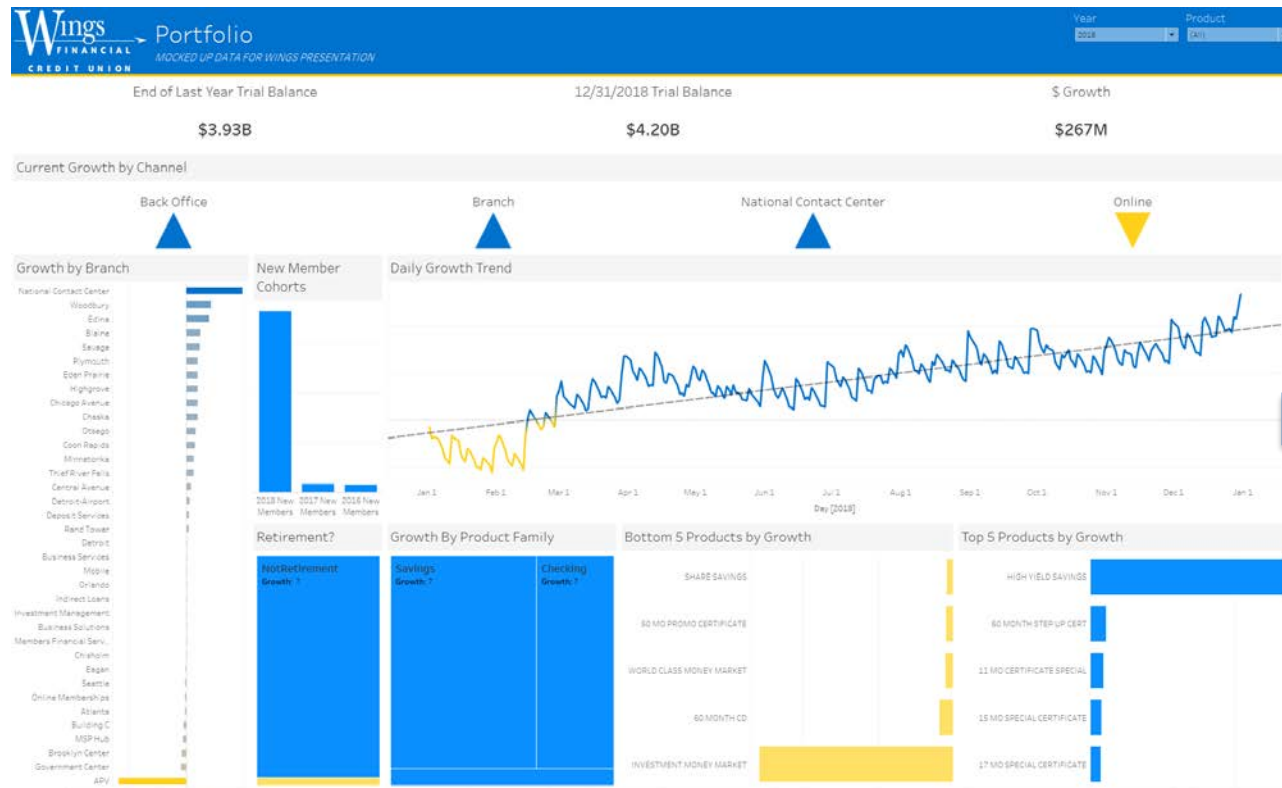


Tableau Setup



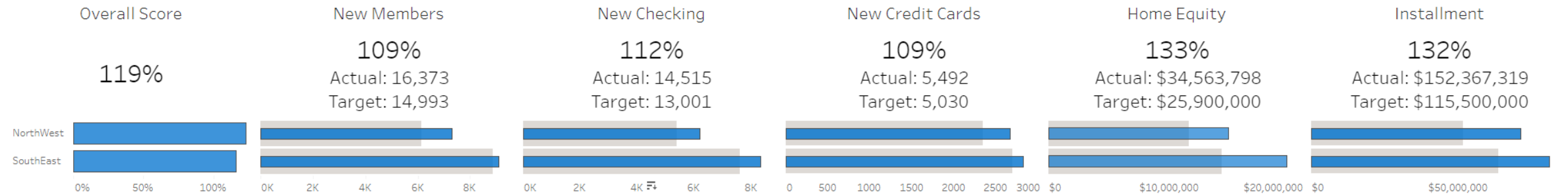
Deposits Dashboard (Strategic Value)



Branch Scorecard (Tactical Value)


Branch Scorecard

 Thresholds: ■ 100% ■ 85%-99% ■ < 85%
 Month: (Multiple values) ▼
Show Labels: No ?



Top Performers: Rand Tower 182% | Brooklyn Center 154% | Brooklyn Center 139% | Detroit 242% | Detroit-Airport 250% | Rand Tower 250%

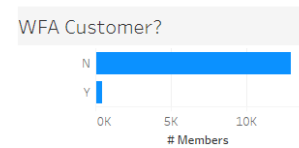
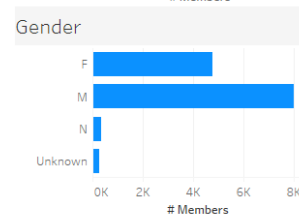
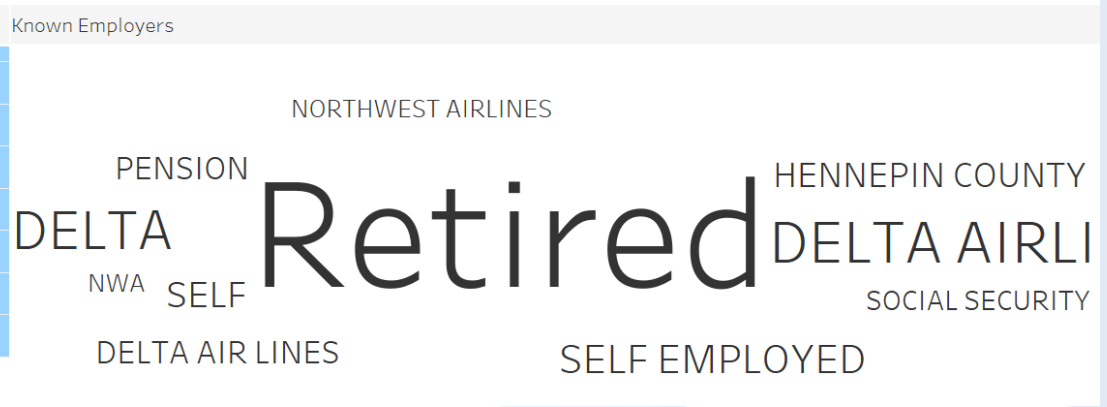
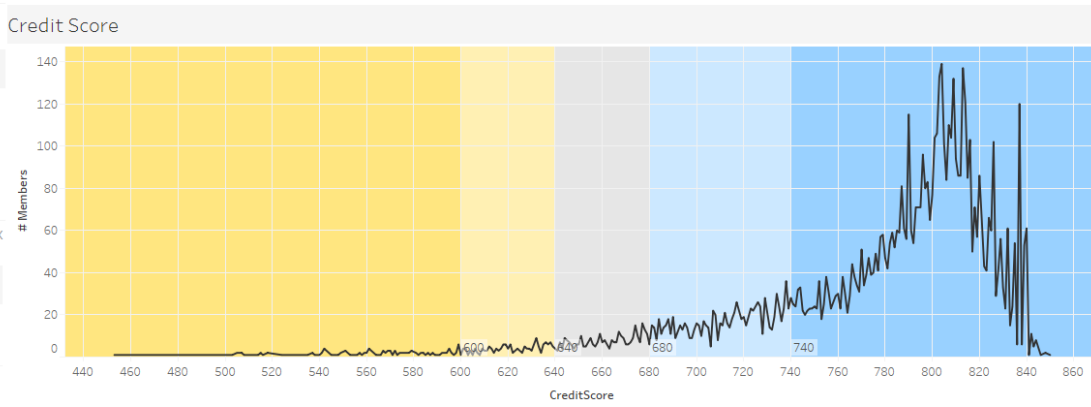
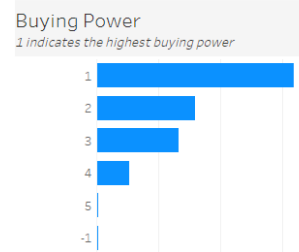
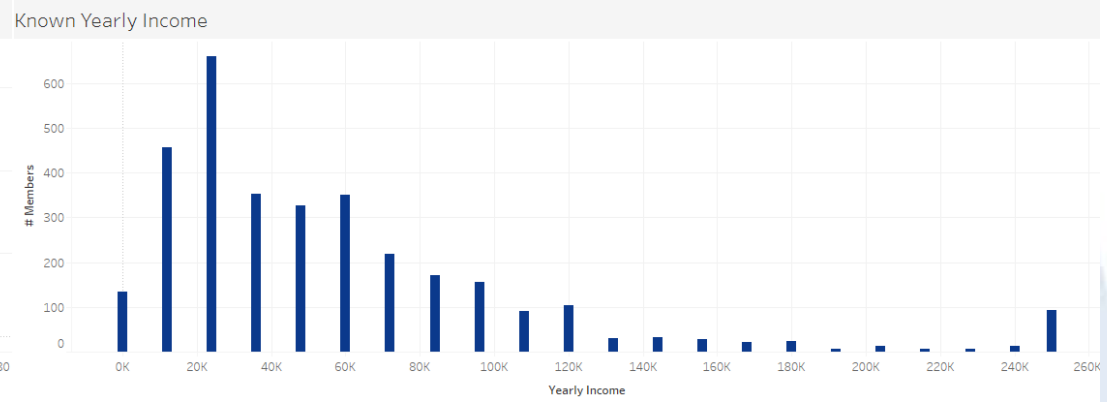
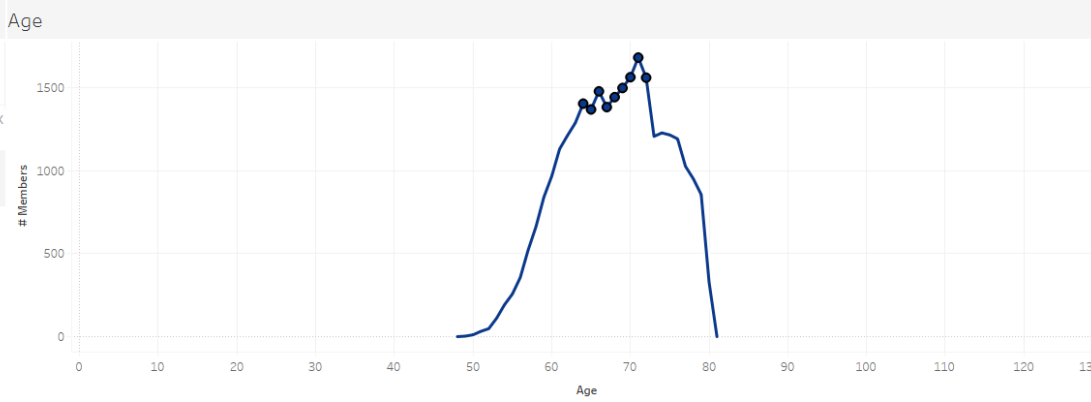
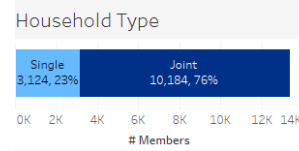
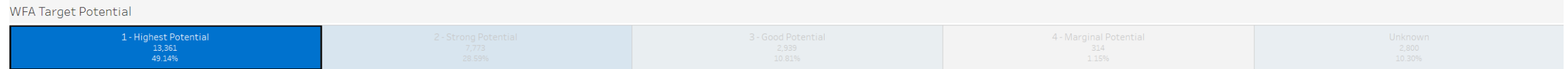
Retail Branch Number	Retail Branch Name	New Members Rank	New Checking Rank	New Credit Cards Rank	Home Equity Rank	Installment Rank
625	Rand Tower	6	19	16	5	1
610	Brooklyn Center	1	1	2	11	5
550	MSP Hub	19	12	3	2	2
710	Detroit	5	11	1	4	16
720	Detroit-Airport	2	4	22	1	7
630	Chicago Avenue	4	3	6	3	22
660	Minnetonka	9	6	5	6	12
640	Central Avenue	8	5	7	10	17
570	Woodbury	12	7	9	18	4
670	Chaska	13	18	13	14	3
820	Orlando	7	9	4	20	10
540	Savage	14	13	10	12	11
510	APV	16	17	8	13	13
590	Edina	11	8	12	15	18
520	Eagan	17	15	15	8	20
600	Highgrove	3	2	11	22	14
580	Building C	21	21	20	9	6
910	Seattle	23	23	19	7	8
690	Blaine	10	10	18	17	21
680	Eden Prairie	15	16	14	19	9
830	Atlanta	20	20	17	16	19
530	Chisholm	18	14	23	23	15
620	Government Center	22	22	21	21	23

Member Demographics (Tactic/Operational Value)

[Click to generate marketing list based on selected criteria](#)

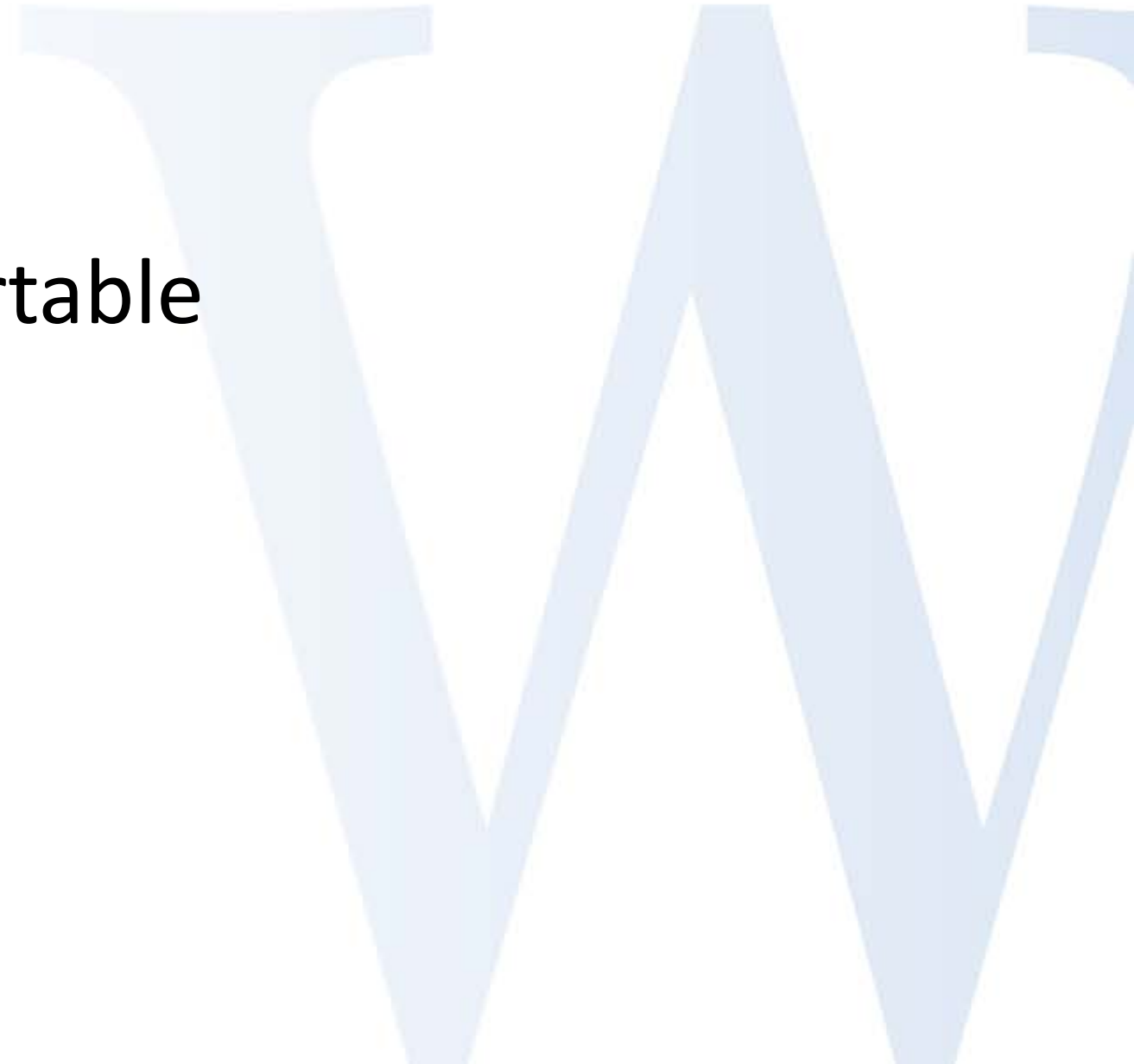
Wings FINANCIAL CREDIT UNION Member Demographics [Click to view Marketing List](#)

# Members	Median Age	Median Credit Score	Median Known Yearly Income	Median Estimated Yearly Income	% Female
13,361	68	789	\$48,000	\$81,000	36%



Key take-aways

- Start with why
- Partner with your colleagues
- If it isn't valuable, redo it.
- Meet them where they are comfortable
- Continually improve



THANK YOU!



Five Simple Tips To Improve Your Credit Union's Analytics Journey

Brewster Knowlton | Owner & Principal Consultant

The Knowlton Group, LLC | brewster@knowlton-group.com

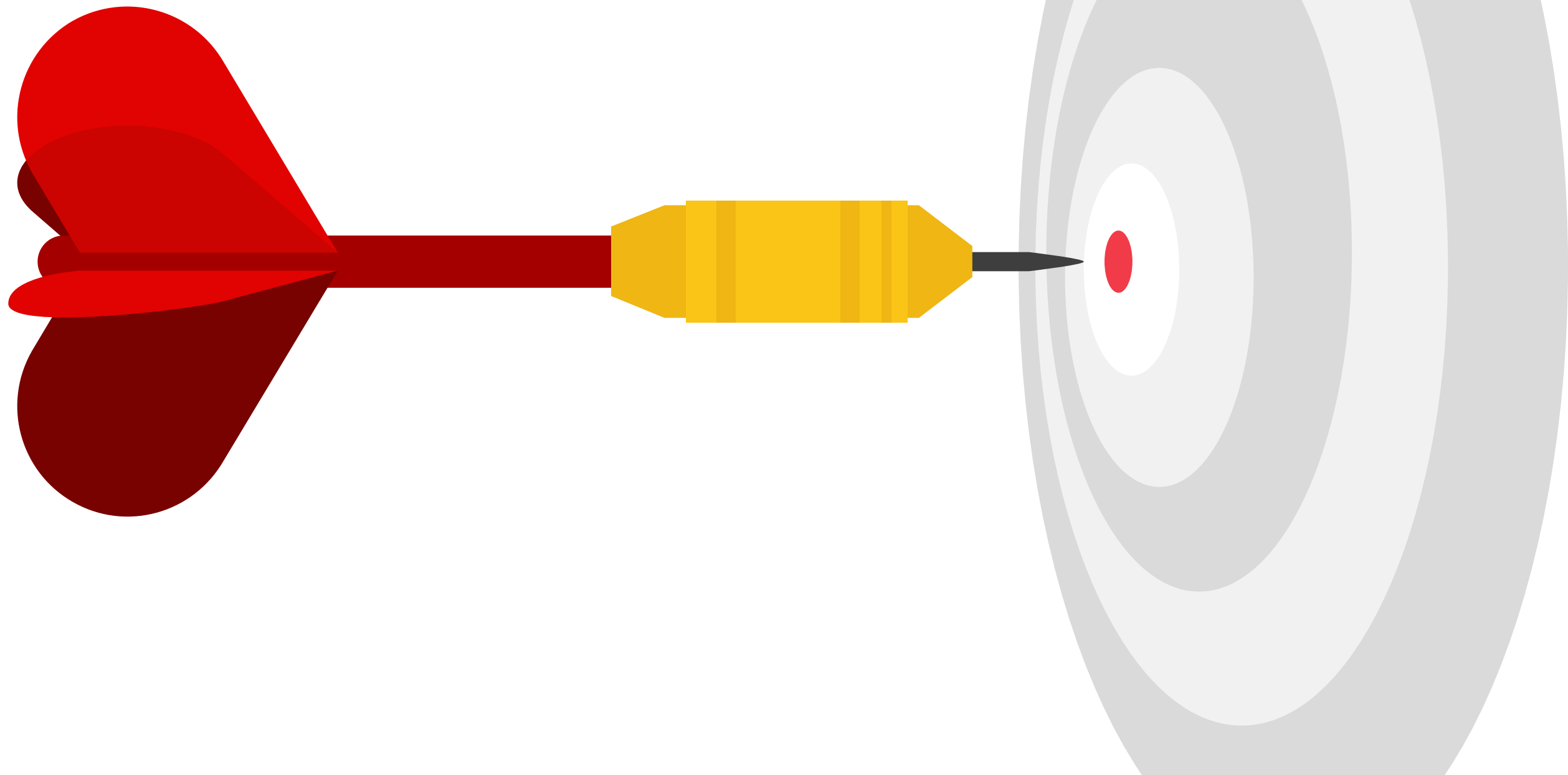


**KNOWLTON
GROUP**

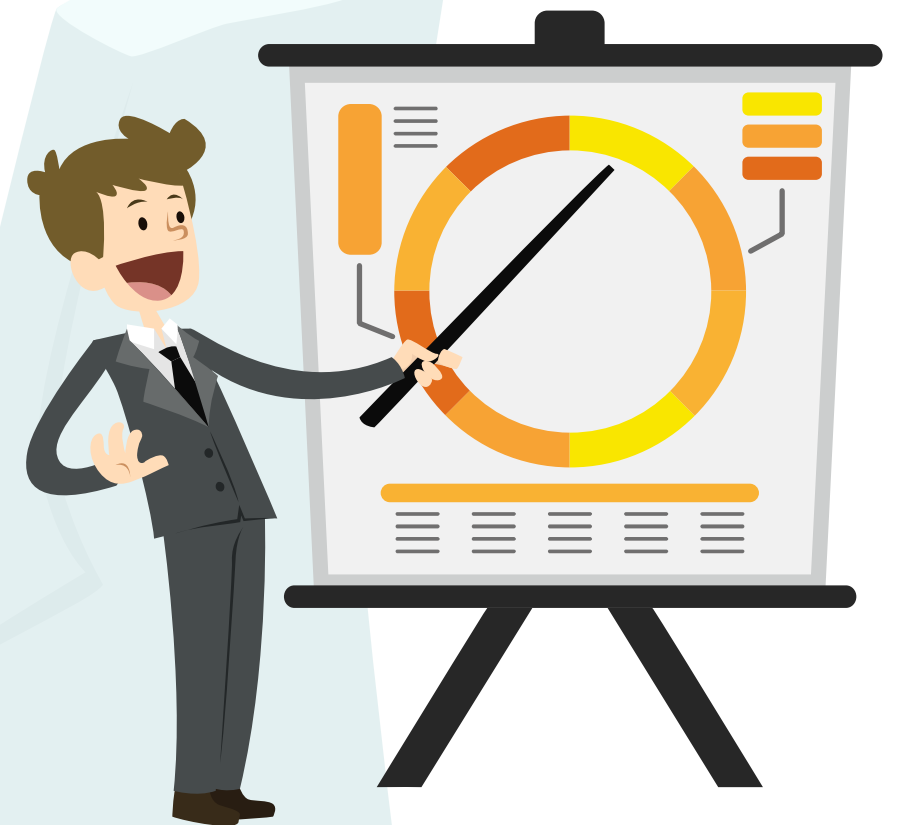
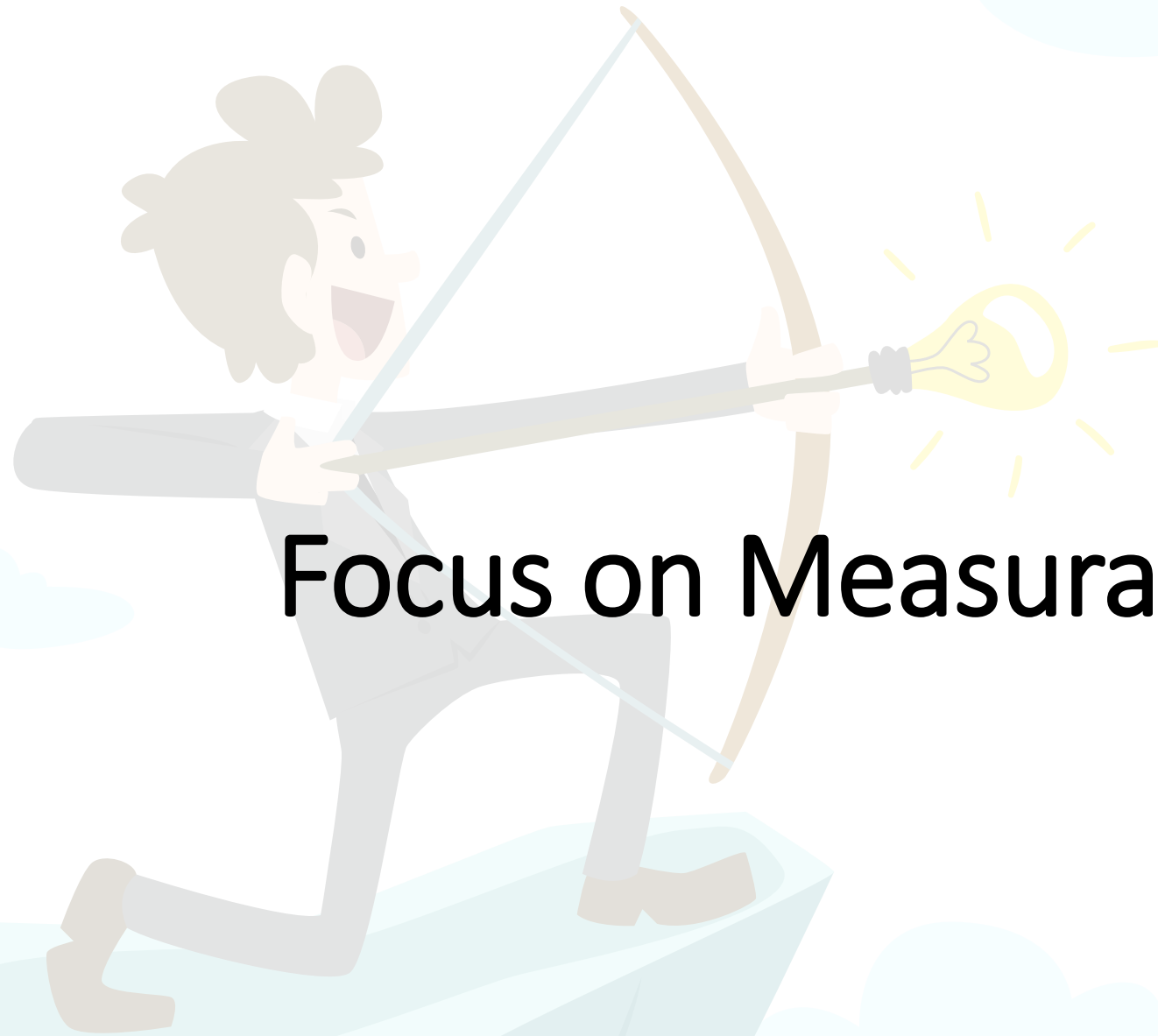
Five Tips to Improve Your Analytics Journey

Speaker: **Brewster Knowlton**
*Owner & Principal at The Knowlton Group,
Co-Founder, CEO at Coastline Analytics*

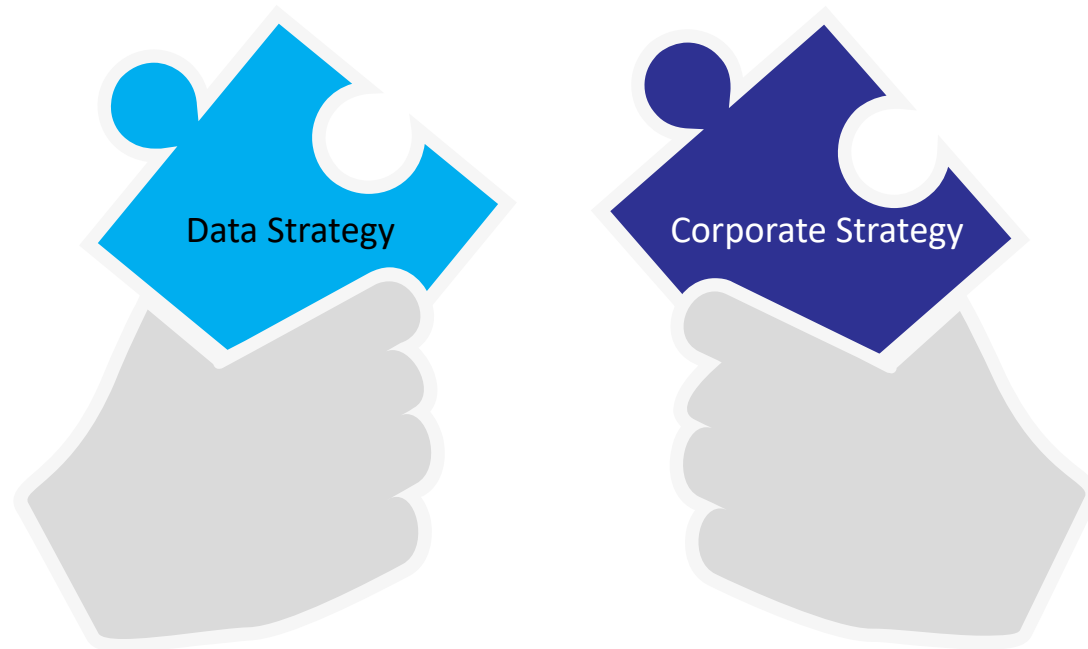
Aim Small, Miss Small



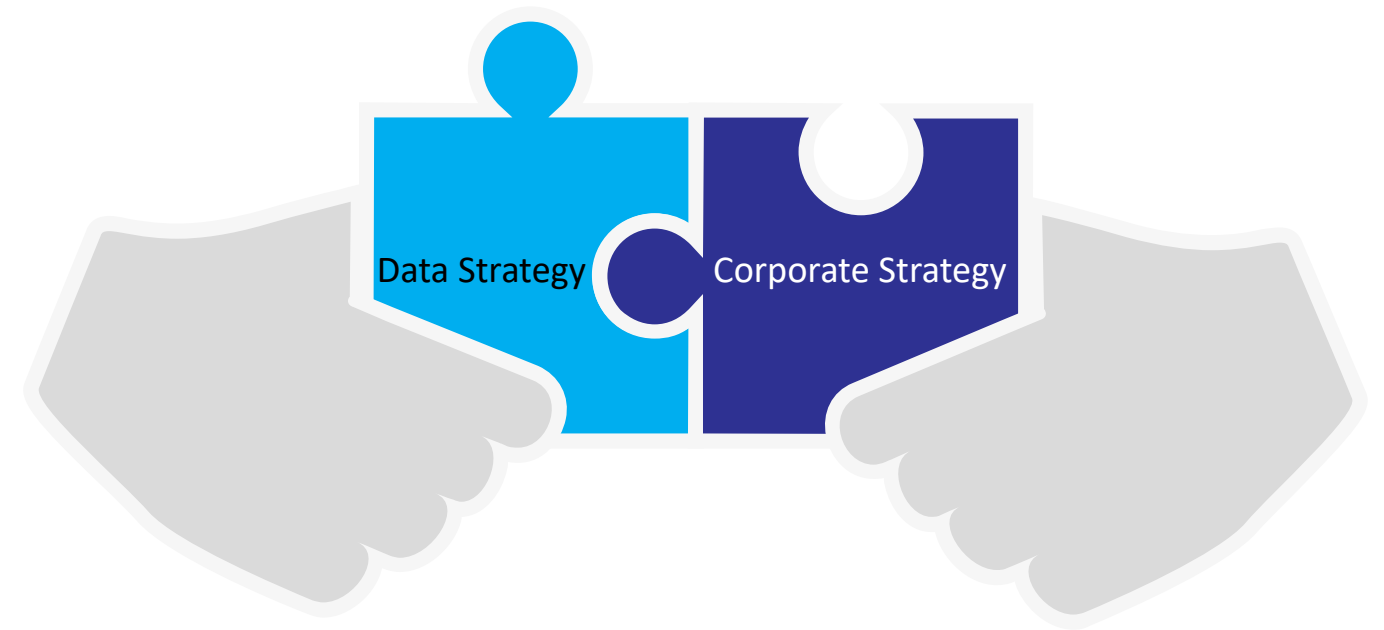
Focus on Measurable Results



Align Data Strategy and Corporate Strategy



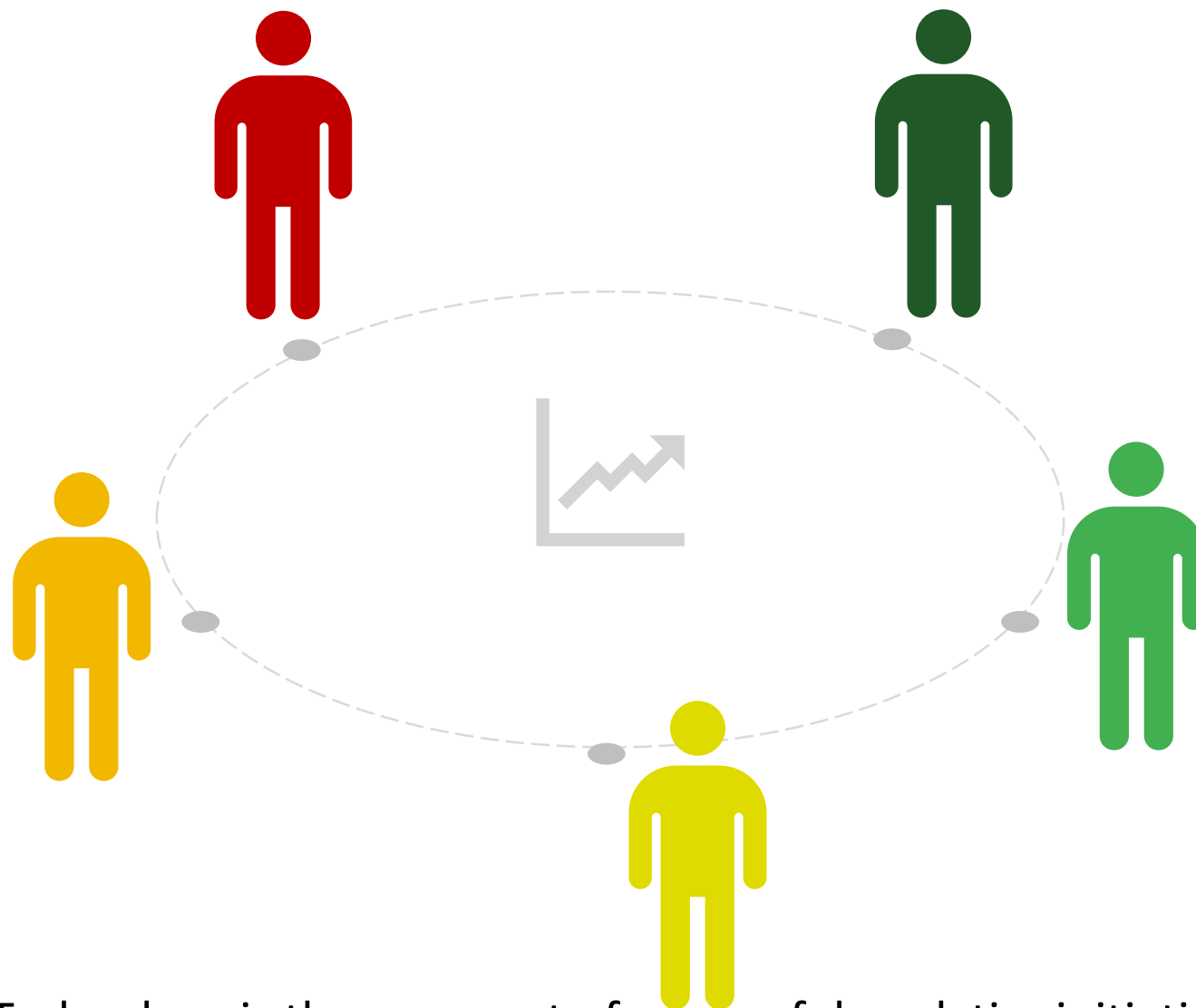
Without alignment between data and corporate strategy, an enterprise analytics effort will **always** fall short of its full potential.



If the data strategy supports the corporate strategy, complete executive support is more likely and the direction of analytics efforts are clarified from the top-down.

Don't Overlook Change Management

The Personalities You'll Need to Manage



Technology is the easy part of successful analytics initiatives!

“The Data Guru”

Wants data all the time, uses it for the right reasons. Strong promoter of analytics efforts at the credit union.

“Data Groupie”

Might not fully get how to use data for practical purposes, but they want to use data. Helpful in promotion throughout the CU. Submits lots of report requests.

“What’s the ROI on this?”

Probably the CFO on your executive team or another recovering CPA, this person is skeptical about the tangible value data can provide to the organization.

“Newton’s First Law”

An employee that hasn’t used data for 20 years will continue to not use data for 20 more years unless a force acts upon them.

“Lies, Damn Lies, and Statistics”

References big brother and Cambridge Analytica when talking about data. May still use a flip phone to avoid NSA spying.

Celebrate Your Wins



- Don't ignore the little victories (“Analytics Flywheel Effect”)
- Contrary to what may appear in trade journals, few credit unions are effectively leveraging ML/AI and other advanced analytics concepts.
- *You're probably doing better than you think.*

THANK YOU!

Brewster Knowlton

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860.593.7842





What's Next?

Don't Miss An Update

Join the CUTUG email list:

www.surveymonkey.com/r/cutug

Join the online community:

<https://community.tableau.com/groups/credit-unions>

Interested in speaking?

Interested in hosting?

Interesting in planning?

Got ideas you want covered?



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