



# MARKET OPPORTUNITIES AND OUTLIERS:

find a competitive edge in financial services

| eMagazine

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- 3 Winning with insight: 3 tips to spot market trends you can't afford to miss
- 4 RBC Wealth Management U.S.: get answers with self-service dashboards
- 5 Shawn Spott, RBC Wealth Management U.S., describes success due to fast insight
- 6 Visual reporting and analysis: seeing is knowing
- 7 Real-time answers: enhance market perspectives quickly
- 8 5 best practices for creating effective dashboards
- 9 About Tableau

## editor's note

Dear financial services professional,

We know identifying opportunities and outliers is the lifeblood of the financial services industry. Brokers seek to grow a client's portfolio. Bankers analyze risk and valuations. Analysts assess a company's performance.

Outpacing the competition is the unrelenting mantra – and challenge – in the financial services industry. It's not going to change. And you want to win.

How can you give yourself an edge? Insist that your data give you more insight. Fast.

Today's data-saturated environment provides a wealth of opportunity to create the advantage you seek. But finding nuggets of insight in those mountains of data is often daunting, time consuming or impossible.

This Tableau eMagazine provides tips and examples about how you can equip yourself to quickly see opportunities and outliers that will give you an advantage.

Happy hunting,

**Malia Hardin**  
*Tableau Software*



# Winning with insight:

## 3 tips to spot market trends you can't afford to miss

The world of equities, bonds, funds and portfolio management is full of opportunities to make your mark. But the environment is anything but static. What separates you from that bit of insight to differentiate your offering – your expertise, is often a matter of how quickly you can spot something significant.

Three tips stand out as ways you can close the gap between you and the insight you require.

### 1 Empower yourself.

You've got a hunch, but peeling back the data layers to investigate trends and spot "aha" moments can be hard – or take forever.

Take control of the situation by using self-service, intuitive data analysis tools that let you quickly analyze and visualize data. If you're waiting for someone to do this for you, chances are your competitor will beat you to the punch.

### 2 Interact with your data.

Once you start seeing the trends and outliers you suspected were there, it's not going to be enough. Confirmation that your idea has substance will raise more questions that become paramount to fully understand the opportunity at hand. So ask the questions. And get answers – immediately.

By using the right analytical application, you will be equipped to see the information you're investigating and query it further.

“Using Tableau, I am able to quickly drill down into large sets of data & find relationships that would have taken 10x as long with traditional tools.”

– Brandon Nichols, Assistant Vice President, Firm Technology, National Financial Partners

Drill into data until you're satisfied that you've seen what the data has to reveal. Combine graphs to get a new perspective. Blend related data to provide context that you'd otherwise lack. Do it all in minutes. With insight in hand, you'll be the one getting the first swing.

### 3 Collaborate with your team.

Your idea will become more impactful when you and your colleagues push hard against it. Use an analytics application that lets you ask – and answer – questions in real-time, harnessing the power of a lot of smart people in a room to take an idea from good to great.

Equip yourself with the tools you need to do your own analysis, getting the answers you need along the way to fully understand the opportunity you've identified. Setting yourself apart relies on more than a good hunch.



#### Rocket Ships vs. Slow Burners.

This **interactive dashboard** is a new take on technology IPOs that looks at growth since company inception, not by a traditional timeline. For instance, most successful technology companies aren't rocket ships-- only 28% were.

 [Explore the dashboard](#)



RBC Wealth Management®

# RBC Wealth Management, U.S.

## Business users get answers with self-service dashboards

Shawn Scott, Vice President and Manager of Marketing Research at RBC Wealth Management U.S., needed to respond to a reasonable request from his business partners. Provide relevant, timely information so they could better serve their wealth management clients. But over 15 years in the industry led him to know he had cause for concern.

“I’ve worked with many business intelligence (BI) tools that claim to put the power in the users’ hands and simplify BI. And it’s never ever happened.”

Scott turned to Tableau. Using its powerful, fast visualization capabilities, Scott was providing self-service dashboards that answered his partners’ questions within two months. Now used by executives, managers and field sales alike, Tableau is helping RBC Wealth Management U.S. make data-driven decisions like never before.

“Tableau’s visualization and dashboard capabilities are very appealing ... It’s been off-the-charts successful.”

– Shawn Spot, Vice President, Marketing Research, RBC Wealth Management, U.S.



[Read the entire case study](#)

3

three minutes with RBC Wealth  
Management U.S.'s

SHAWN  
SPOTT



Shawn Spott discusses the challenges he faced to deliver insight to his business partners to drive opportunities for RBC Wealth Management U.S. Shawn talks about how his team deployed Tableau Server and began providing self-service dashboards in weeks, and the value they've seen from that.

“ In August we had an idea to implement Tableau Server – by the end of September we were live, in production and users were already asking for more.”

– Shawn Spott, Vice President, Marketing Research, RBC Wealth Management U.S.

 [Watch the video](#)



# Visual reporting and analysis: seeing is knowing

Visualizing data – in the form of charts, maps and other graphs – is no longer restricted to specialized applications. Further, using data visualization as a standard part of analysis is enabling business users to better understand data and use it to their advantage.

Incorporating data visualization into day-to-day analysis is prompting a cultural shift toward more analytic, data-driven environments by empowering users to explore data in a graphically inviting medium – data that was previously available only in tabular reports.

This TDWI Best Practices Report, based on a Web survey of BI professionals and interviews with BI practitioners and experts, finds that data visualization is in the middle of a remarkable growth phase. It also reveals that data visualization contributes impressively to improvements in business user insight and productivity as well as the usage of dashboards, the preferred medium for data visualization.

“Nearly three-quarters (74%) of respondents to our survey rated the influence of data visualization on business insights as “very high” or “high.”

– TDWI Research



[Read the white paper](#)

# Real-time answers

Enhance market perspectives quickly

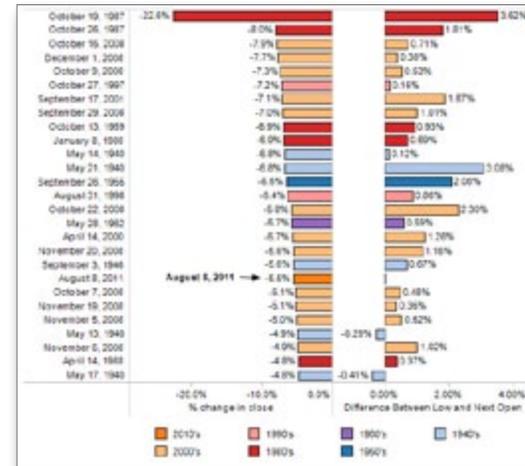
Financial services companies are teeming with data. Making sense of it – and finding the insights to set you apart – is the hard part. Or at least it used to be.

Insist that your data tell you something you don't already know. Establish relationships between key

pieces of information that change the way you think about opportunities and outliers. Find the detail that drives a wedge between you and your competition.

Check out these interactive visualizations by clicking the graphs and exploring what they reveal about the market – and what this approach could mean for you and your data.

## Daily Drops – DJIA since 1940



*A bad day...but a rebound on the way? On August 8, 2011, the stock market reacted violently to S&P's downgrade of the U.S. **This dashboard** shows big market drops – and what happened the next day. In this case, it hinted that August 9th would rebound. (It did, opening at 0.30% higher than August 8th's low.)*

 [Explore the dashboard](#)

## Profitable vs. Unprofitable IPOs



*Does profitability matter for technology IPOs? Do the stock prices of tech companies that are profitable when they go public outperform those that aren't? **Click into this dashboard** and see how the decades differ and which companies are behind the numbers.*

 [Explore the dashboard](#)

# 5 Best practices for creating effective dashboards



When created well, dashboards answer questions that drive success. They help spot trends, monitor hot opportunities and reveal the cause-and-effect relationship between data.

But many dashboard attempts fall short. They can be hard to configure or take forever to wait on a centralized business intelligence group to deliver. They can be difficult to update, rendering the data meaningless soon after it's built. They can be hard to understand when cluttered with too much – or the wrong – information.

Five best practices stand out that will make your dashboards meaningful:

1. Choose metrics that matter
2. Keep it visual
3. Make it interactive
4. Keep it current or don't bother
5. Make it simple to access and use

Take hold of the potential of dashboards and start making them part of your analysis approach. Dashboards can be easy and fast to create, sharing meaningful metrics that make a difference in your decision making efforts.

“Tableau really allows you to design dashboards that will help you get your analysis out of PowerPoint and put it into action.”

– Dana Zuber, Vice President, Strategic Planning Manager, Wells Fargo



[Read the white paper](#)

## Insight for success in financial services

Winning in financial services is about finding and capitalizing on opportunities and outliers faster than your competition. Using an analytical application that can convert the deluge of data available into meaningful insight you can act upon puts distance between you – and them.

Tableau Software helps people see and understand data. Ranked by Gartner in 2011 as the world's fastest growing business intelligence company, Tableau helps anyone quickly and easily analyze, visualize and share information. More than 6,500 customers across most industries get rapid results with Tableau in the office and on-the-go. Tens of thousands of people use Tableau to share data in their blogs and websites. See how Tableau can help you in the **financial services industry**.

 [Download the free trial](#)