

CUSTOMER SUCCESS STORY

Ride-sharing company, Grab analyzes millions of rows of user data to optimize customer experience

Grab is Southeast Asia’s leading ride-hailing app, solving real-world transportation challenges for millions of people. Grab adopted Tableau Server to centralize millions of rows of customer data and help the business make data-driven decisions around app development and overall user experience. Today, Grab has expanded Tableau licenses across the company, with a 60% increase in their user base in the last six months alone. With Tableau dashboards, the product analytics team can track real-time metrics in different locations, leading to more strategic product launches—and ultimately a “super local” app experience.

Tableau allows Grab to slice and analyze data from an aggregate view—providing a holistic sense of what features are important to drivers and passengers. Linna Zhu, Business Analytics Lead at Grab explains how Tableau’s ability to easily blend data sources and create interactive, powerful dashboards empowers Grab to “better match the supply to the demand and the needs.”

“With Tableau, you can actually interact with the data set in real time and you are able to analyze and then present it in the way that you want within a few minutes.”

—JAMIE FAN

PRODUCT ANALYTICS LEAD



<https://www.grab.com/sg/>

One source of truth for millions of rows of data.

Optimize app features with real-time data.

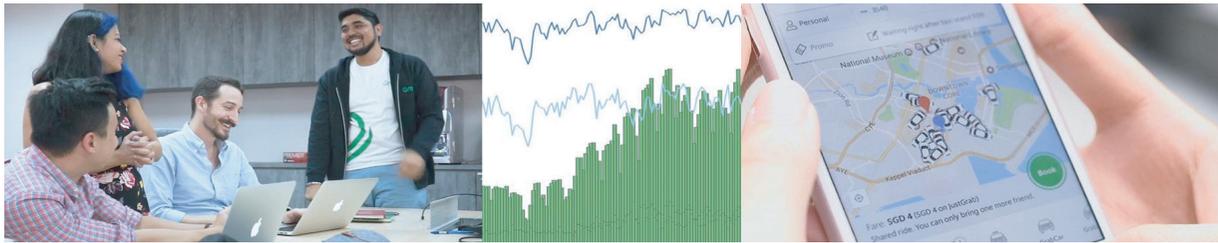
Refined market launches with local user data.

Tableau Server provides one source of truth for millions of rows of data

The Data Engineering team integrated its multiple data sources into Tableau Server to create a secure point of access for the entire organization. Grab now has “a single source of truth” from which they can analyze data from different angles and dimensions—allowing for more efficient communication about product features and new business launches.

With more visibility into their data, data scientists can be more creative about product solutions for their customers. “Tableau innovated the way we interact with the data,” said Linna Zhu, Business and Analytics Lead. “And when you really enjoy looking at your data, you can start asking good questions, and eventually all these good questions become our source [for] new ideas for the business.”

In the past six months alone, the Tableau user base has grown by 60%. Tableau allows Grab to “focus on humanizing the big data” so that specific teams can get actionable points that matter to them. Teams interact with the data in real time, and business leaders can present ideas based on user data—leading to more strategic decision-making.



Holistic view of data drives user-centric business decisions

To support deeper understanding of the customer experience and identify product enhancement opportunities, Grab teams extract raw data from their data warehouse and visualize it in Tableau. With Tableau, “everyone can become the analyst [and gain] insight from the data,” said Jamie Fan, Product Analytics Lead. “That’s not something that other kind[s] of BI platforms can offer at the moment.”

Since adopting Tableau, Grab has seen increased collaboration between product managers, designers, and engineers on how to provide the optimal app experience. With Tableau’s targeted analytics, teams can test hypotheses and track metrics for new and existing products to ensure that “passengers and drivers can find the best features in the most intuitive way.”

Tableau dashboards allow Grab to track how different markets will react to certain features, and give them real-time insights into drivers, passengers and match rates for each location. With this information, they can enhance initial product offerings and personalize features for each market based on the culture and need.

Read the full Grab story here: <http://tabsoft.co/Grab>