

## Tableau Generates Action From Market Research Data

Amica Insurance Applies Visual Analysis to Advertising and Call Response Data

### Company Profile

Amica Insurance, founded in 1907, will be celebrating its 100-year anniversary in 2007. The company, with offices in Lincoln, Rhode Island, is a national writer of automobile, homeowner, marine, and personal excess liability insurance. Life insurance is available through Amica Life Insurance Company, a wholly-owned subsidiary. Amica employs more than 3,000 people in 40 offices across the country. Visit [www.amica.com](http://www.amica.com).

### Customer Case Description

The Market Research Department of Amica is responsible for collecting and analyzing **marketing** and sales data. In this particular case, Market Research needed to find a quick and accurate way to analyze Amica's advertising and direct mail campaign calls. "We routinely analyze inbound advertising and direct mail calls by campaign source, geographic origin, time zone, call duration, day, week, month, day of the week, hour of the day, etc," explained Yiguang Qiu, Ph.D. Manager, Market Research Department.

The key challenge was to sift through tens of thousands of call records to identify actionable information for senior management. Amica needed an application that enabled its marketing analysts to identify the important trends, relationships, and outliers in the data.

The department searched for an effective front-end application to perform data analysis and reporting. Compatibility with existing tools such as Excel, Access, PowerPoint, and SPSS was critical.

Its primary evaluation criteria for the new tool were: (1) it had to have **powerful visual analysis** features, (2) it had to be easy to learn and use, and (3) it had to be deployed quickly without servers or IT support.

### The Solution

The Market Research department selected Tableau Standard as its newest analytical application. "With Tableau, we are able to produce more visually appealing analysis at a fraction of the time that we use to spend," said Qui.

Tableau now enables the Marketing team to directly access the data in Microsoft Access, Excel, and in other formats.

### For More Information About This Case

Contact: [visualanalysis@tableausoftware.com](mailto:visualanalysis@tableausoftware.com) or call (206) 633-3400 x1

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