## Client Experience – Affinity Education

Affinity Education Group has set its sights on analytics and data visualisation in a bid to gain customised insights into its 170 childcare centres across Australia for better decision-making and planning.

With up to 4,000 employees attending to 100,000 children across Australia over the next five years, Thomas McDade, senior director of innovation said Affinity Education needed a "*single source of truth*" that could be relied on by all decision-makers from senior executives to childcare centre workers on the ground.

With the help of **tech partner KeyData**, Affinity Education created a centralised operational dashboard called Pulse, which provides a single source of truth across all levels of the business.

From this central dashboard, users can drill down deeper to get tailored insights, with up to 100 analytical workbooks actively in use by different business units. The **dashboard links to Affinity Education's key applications** such as timesheet and attendance tracking, customer relationship management, human resources, customer pipeline and surveys.

"*Everything we need to know about the business is embedded in one single view*," said McDade.

### Building a Competitive edge

McDade acknowledged that childcare in Australia is highly competitive with a range of private, not-for-profit and semi not-for-profit operators vying to service the needs of Australian families.

Before Tableau, Affinity Education's executives and managers worked with month-old retrospective data.  With Tableau as its centralised reporting tool, Affinity Education now gets freshly updated data and forward-facing insights.

"We now know where we're going to land and have two to four weeks to influence that to get a better result," said McDade. "*That wasn't even possible prior to Tableau*."