Increasing speed to insight with data visualizations

Overview

USAA is a family of companies that provides insurance, banking, investments, and retirement products and advice to 12 million current and former members of the U.S. military and their families. Due to the nature of its business, USAA manages an abundance of product lines across all of its digital channels.

USAA's digital group product managers were tasked with measuring metrics such as performance, member acquisition and service transactions on an hourly basis, and distributing their analysis across the group utilizing D3.js, an open source JavaScript library for creating visualizations from data. However, USAA's product managers needed a way to increase the speed of analysis so that they could quickly and easily identify and share key insights with executives.

The Solution

USAA turned to Narrative Science to utilize its intelligent automation platform, Quill. USAA deployed Quill as a SaaS application on Amazon Web Services (AWS) secure cloud, and was able to quickly provide plain-English stories that automatically explain the analysis alongside the visualizations.

These stories dynamically identify the key insights hidden in the dashboards, articulating the drivers that contribute to product line performance, acquisition trends, and transactions. In addition, they have eliminated the need for summaries to be manually written and updated by the product team, allowing employees to focus on more strategic activities. Instead of spending time analyzing and communicating insights, USAA employees simply read key drivers contributing to performance and share them with key stakeholders to inform future decision-making.

Results

Communicate insights
from data by generating real-time, written stories across 40 charts in a single dashboard

Improve decisions
by immediately identifying performance issues and areas of improvement

Increase efficiency
by saving time that would have been spent doing manual analysis and data discovery

What our clients say

> We chose to work with Narrative Science because we want really great and innovative partners to help us better serve our members.

Chief Innovation Officer, USAA

About Narrative Science

Narrative Science creates software that writes stories from enterprise data to drive understanding and results. Powered by artificial intelligence, our technology automatically turns data into easy-to-understand reports, transforms statistics into stories, and converts numbers into knowledge.

Narrative Science works with customers including Deloitte, MasterCard, USAA, and members of the U.S. intelligence community, empowering them to understand and act on key business metrics, make better decisions, and focus talent on higher-value tasks -- all through the power of data storytelling.

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