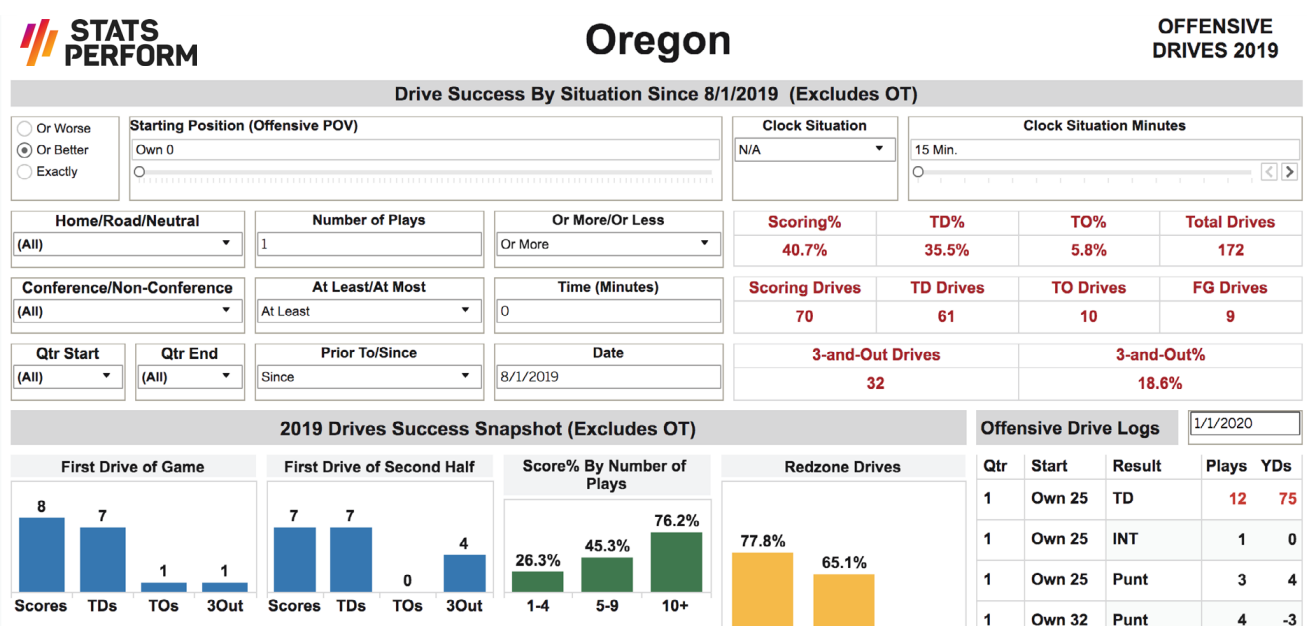


# Tableau Dashboards Drive Consistent Coverage for the Pac-12 Network

The Pac-12 Networks are leaders in collegiate athletics covering twelve of the most prestigious universities in the world. The network broadcasts over 850 live telecasts each year in addition to several daily and weekly studio shows to provide an encompassing view of what's happening within the conference.

In addition to the national network, they also operate a group of six regional networks focusing on specific universities within the conference.



## BUSINESS CHALLENGES:

### Consolidate Data Sources & Analytics Reporting

Having a unified source of data is paramount for helping the network build storylines and prepare for games. Many of the Pac-12 Network's teams relied on the data to produce content for broadcast, editorial, digital and social channels, however without a central source of data, they often ran into inconsistencies in data accuracy.

## PRODUCT IMPLEMENTATION:

### Custom Reports and Tableau Dashboards

By integrating Stats Perform’s robust college football data including the proprietary X-info dataset into Tableau dashboards, the Pac-12 Network now has a centralized and organized data center to pull information that can be used across its content creation teams.

The dashboard’s filterable views make navigation easy, giving teams more time to work on developing detailed stories with Stats Perform’s advanced analytical metrics. Easily-modifiable tables allow teams to customize reports at unmatched speed, without extensive resources or expertise so that each regional network can tailor the Tableau dashboard to their respective needs.

## THE RESULTS:

### Streamlined Production & More Analytical Content

In creating a centralized, and more reliable data source the Pac-12 network has been able to streamline the preparation for broadcasts, allowing them to go more in-depth with their storylines for each broadcast.

By increasing the reliability of basic data, the Pac-12 has also been able to introduce advanced X-info metrics into broadcasts, creating a more engaging experience for viewers.

*“I feel like we have gotten much more buy-in to football analytics as a company since we’ve started using Dashboards. The consistency of the information and the ease of use have been the biggest factors behind this. I believe this has helped our storytelling ability greatly.”*

Jim Thornby, Senior Producer, Pac-12 Network

## WR Targets Report

Games Involving  
At Least 1 FBS  
Team

Season 2019	Select Team Stanford	Team QBs K.J. Costello	Week (All)	Quarter (All)
Down (All)	Yards to Go (All)	Field Positon (All)	Home/Road/Neutral (All)	Non-Conf/Conf Opp. (All)

### Stanford 2019

	Targets	Catches	Catch%	Drops	Rec Yards
Michael Wilson	30	24	80.0%	0	245
Connor Wedington	31	22	71.0%	1	153
Colby Parkinson	40	17	42.5%	0	177
Cameron Scarlett	18	10	55.6%	4	73
Osiris St. Brown	11	8	72.7%	0	105

