DOMOPALOOZA

The Super Bowl of Retail.

On your game day, there isn't room for mistakes. You need to know what play to make to go for the win.

Ben Schein | Target

"It is 2 AM on Thanksgiving, and I am sitting in a large meeting room with 10 monitors and hundreds of talented engineers waiting for the Target website to refresh with Black Friday deals."

Getting Your Game Face On.

Be agile every day: Everything will change. Be ready. Learn quickly, use small teams, work transparently.

Break silos: Bring different types of teams into conversations so you can work together.

Prepare: Have the right team, have the right approach, have the right tools.

Know the playbook: Combine things like Workbench, Beast Mode, Chart Properties, Drill Paths to make amazing things happen.

For the touchdown: Use a tool that supports Speed to Market, Scalability, and Collaboration.

Be prepared to pivot: Adjust quickly, collaborate on the play, pivot with speed, adjust on the fly.

Combine for the win: Bring in outside sources of data and clearly communicate results so that within 10 minutes of starting the conversation, everyone is aligned with the data and can start generating decisions rather than more questions.

Review the Tape.

• Sometimes, you have to show your work.
 - Use visualizations and other explanations to explain your rational behind a difficult calculation.
• Determine what you need to know real-time vs. not real-time, even if it means creating multiple datasets.
 - Data can take longer to load if you make it too heavy; determine the critical things and leave the details behind.
• Build to drive speed to market, scalability, and collaboration.

Want More?

• Data Processing Tools and Best Practices
• Limiting the Data in Your Chart
• Card Building FAQs

If you would like to know more about what Domo consulting could do to help your team prepare for your gameday, contact your CSM or AE.