

Data in Action

Through footfall analytics via an automated dashboard, National Gallery Singapore has been able to improve productivity and enhance their offerings during lull periods.

COMPANY PROFILE



National Gallery Singapore (The Gallery) oversees the world's largest public collection of Singapore and Southeast Asian modern art. Reflecting Singapore's unique heritage and geographical location, the Gallery aims to be a progressive museum that creates dialogues between the art of Singapore, Southeast Asia and the world to foster and inspire a creative and inclusive society. In 2020, the Gallery was the only museum in Southeast Asia that received a ranking in The Art Newspaper's annual global survey of attendance at art museums, taking 20th place.

THE CHALLENGE



As a progressive art museum, the Gallery recognises that digital technology can enhance efficiency and enable a lean workforce to make better decisions. Centralised data assets—such as visitorship numbers, ticketing and financial data—can enable the team to store and stream as required. The value of data also increases when they can be transformed into meaningful insights for organisational improvements.

The Gallery also wanted to empower teams to track and improve performance in real-time and promote cross-sharing of data.



THE SOLUTION



NGS worked with consulting firm Accenture and Just Analytics to catalogue key business concerns and tackle the urgent priorities of data transparency and timely dissemination of information to various users.

Through the exercise, the team decided to pilot a management dashboard to analyse footfall flowthrough and ticketing sales and trends.

Data champions from the Gallery worked closely with the existing data source vendors and the Just Analytics team to verify and cleanse the data assets. Just Analytics also advised the Gallery on the industry's best practices for data visualisation to generate meaningful insights.

Business intelligence at a glance

The team is able to collect and view visitor data such as footfall segregated by area, ticketing insights, sales volume and trends. Through data automation and housing data within a centralised warehouse, the dashboard can display trends on footfall and revenue over time and compare details during peak and non-peak periods. The dashboard is made available to the management, marketing team and colleagues from Programme and Exhibition to allow staff to define business strategies based on these data.

Reports generation

The solution allows the teams to instantaneously generate reports on key performance indicators such as footfall flowthrough, exhibitions visitorship, ticketing sales volume.

Training and talent spotting

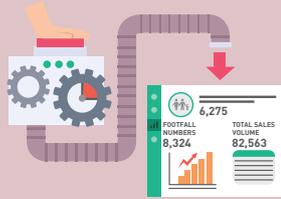
Various team members at the Gallery have been sent for external training in data analytics to generate greater awareness of its usefulness in day-to-day operations. Those who demonstrate interest and act on learnings serve as motivators for others.



RESULTS



Process is automated, and information is near real-time, which frees up valuable time for the analyst to focus on evaluating the analytics and strategies instead of data retrieval.



SIGNIFICANT TIME SAVINGS

By making data widely available and accessible, it has helped the organisation embrace the use of data in decision making. Analyses on visitorship, footfall and trends are transparent and swiftly shared with relevant division users including colleagues in exhibition planning and curation.



DEVELOPS DATA-DRIVEN CULTURE

With proper programming of the data schema and model at the data warehouse stage, information retrieved through the dashboard is less prone to human error, compared to it being retrieved and processed manually.



GREATER ACCURACY

Teams now have greater visibility of the data required, which helps align cross-functional collaborations and strategies.



GREATER TRANSPARENCY AND COLLABORATION

The Gallery has immediate insights on effectiveness of promotion strategies and can swiftly address gaps in visitor trends and preferences. The dashboard also provides learning points for the team to manage bottlenecks and improve long-term strategy.



STRATEGY IMPROVEMENT

Data-driven decisions can be made quickly and easily with a central repository of data and clearly displayed trends.



INCREASED AGILITY

KEY TAKEAWAYS



The success of a data analytics undertaking hinges on commitment from various business divisions. The IT team cannot work in silo.



Support from higher management, inter-department collaborations and a top-down driven approach are crucial for success.



"It takes time and practice to develop a data-driven culture anywhere. We believe that with data guiding our decisions, it gives our organisation invaluable direction within our broader goals."

Melvin Yong

Assistant Director (Information Technology), National Gallery Singapore