

CASE STUDY

Your team has the data. The problem is they can't use it without calling someone.

Government and recreation teams collect enormous amounts of operational data. Revenue, registrations, facility usage, program hours. Most of it ends up in spreadsheet exports that take hours to analyze and are outdated before anyone acts on them. The City of Frisco Parks and Recreation Department changed that in four days.

Does this describe your team?

- Program and revenue data lives across multiple exports with no unified view
- Staff spend hours assembling reports that are stale before leadership reads them
- Facility and service performance is compared manually with no consistent framework
- Any change to a report means calling IT or an outside consultant
- Power BI training used generic examples that had nothing to do with your actual data
- Leadership can't answer basic questions about peak demand or top-performing programs without a manual pull

What Armely delivered for Frisco Parks & Rec

The City of Frisco Parks and Recreation Department needed a way to understand revenue, registrations, facility performance, and service demand from one trusted view, and they needed their own staff to be able to maintain it.

Armely delivered a 4-day, 24-hour hands-on Power BI workshop built around real Frisco Athletic Centre data. Staff learned the full reporting lifecycle across 8 modules and finished with a working three-view dashboard covering Activity, Facility, and Services.

Before	After
Revenue, registrations, and hours split across CSVs and manual spreadsheets	Structured Power BI model connecting all data sources in one reporting environment
No single view of resident vs. nonresident revenue or registration trends	Activity View: revenue, registrations, hours, withdrawals, utilization by month and channel
Facility performance compared manually with no consistent framework	Facility View: revenue and KPIs compared across Frisco Athletic Centre and FAC Indoor Aquatic
Service rankings required custom reports each time	Services View: services ranked by revenue with drill-down across date, status, and type
Staff depended on outside support for any reporting changes	Internal team trained across 8 modules to maintain and extend reports independently
Training used generic data unrelated to the department's actual work	Workshop built on real Frisco Athletic Centre activity, facility, and services data

Book a free Power BI readiness review for your team

We look at your data sources and reporting needs and show you what hands-on training would deliver for your organization. armely.com | info@armely.com | 972-460-0643