

# 01.

## THE OPPORTUNITY

### **obtaining deeper insights from an ocean of data in order to re-think space allocation**

With the aim of creating more efficient workspaces, this leading financial institution wanted to better understand how its workstations and spaces within three of its large offices in Sydney were being used.

They engaged a third-party provider to undertake detailed utilisation studies, and over the course of a month, the provider audited individual workstations and meeting facilities | collaborative spaces within the three workplaces hourly between 8.30am and 5.30pm.

Workplace observers gathered intelligence about occupancy of spaces, the activity taking place in the space, and what equipment | technology was being used.

As an existing client of ours, and valuing our research and analytics capability, this organisation approached Puzzle to supplement the information provided by the third-party provider and undertake a deeper exploration and analysis of the data to better understand 'camping' behaviours being exhibited by their staff.

## 02. OUR APPROACH

Puzzle was provided with the raw dataset and undertook detailed multivariate analysis of the data over a two week period.

A total of 13,312 workstations were observed hourly over a five day period and information was captured about whether the workstation was occupied, unoccupied or was temporarily unoccupied (i.e. no seated person at the workstation but with belongings present, such as a bag, laptop, water glass, jacket etc.); resulting in more than 530,000 datapoints.

Initial analysis was undertaken to establish attendance patterns and workstation utilisation ratios by site and level. The results were then compared with global benchmarks.

We undertook further analysis of workstations left temporarily unoccupied to determine the extent of 'camping' within each building and ascertain how many were temporarily unoccupied for two or more consecutive hours, in contravention of the client's policy which requires staff at an agile workstation to fully vacate it if they are going to be away for more than two hours.

We then took the analysis a step further and ran a series of comparative analyses to see whether 'camping' behaviour appeared to be influenced by factors including workstation type (dual monitor, sit-to-stand etc.), day of the week, peak times during the day etc.

# 03.

## THE RESULTS

Our client was delighted with our analysis and received a deeper understanding of how their staff are using their spaces, as well as factors contributing to ‘camping’ behaviours.

They acknowledged that these insights would enable them to re-think space allocation and make more efficient use of their workplaces in the future.

The project highlighted Puzzle’s ability to conduct multivariate data analysis and identify relevant evidence to inform important property decisions and benchmark existing performance.





This was just one of our 1,200+ workplace adventures. We'd love to help you with your next adventure!

contact us

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