



DATA & ANALYTICS LINE UP

Tuesday, October 18, 2022





INÊS OLIVEIRA





GOALS OF TODAY

-  Introduction to Tableau
-  Why should you choose Tableau?
-  Live demonstration with Tableau

MAGIC QUADRANT FOR ANALYTICS AND BI PLATFORMS 2020 - 2022



TABLEAU PLATFORM



Tableau Desktop

Visual analytics



Tableau Prep

Visual data preparation

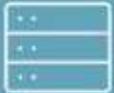


Tableau Server

Analytics platform self-managed



Tableau Online

Analytics platform as a service



formerly Einstein Analytics

Tableau CRM

Native Salesforce analytics

CONNECT YOUR DATA TO TABLEAU

The screenshot displays the Tableau 'Connect' interface. On the left, there are three main categories: 'Search for Data' (including Tableau Server), 'To a File' (including Microsoft Excel, Text file, JSON file, Microsoft Access, PDF file, Spatial file, Statistical file, and More...), and 'To a Server' (including MySQL, Oracle, Amazon Redshift, Google Analytics, and More...). Below these is a 'Saved Data Sources' section with Exasol NYC Taxis, Sample - Superstore, and World Indicators. The main area on the right features a search bar and a grid of data sources. 'Google Analytics' is highlighted in the grid.

Search			
Action Matrix	Google Drive	Oracle Eloqua	
Action Vector	Google Sheets	Oracle Essbase	
Alibaba AnalyticDB for MySQL	Hortonworks Hadoop Hive	Pivotal Greenplum Database	
Alibaba Data Lake Analytics	IBM BigInsights	PostgreSQL	
Alibaba MaxCompute	IBM DB2	Presto	
Amazon Athena	IBM PDA (Netezza)	Progress OpenEdge	
Amazon Aurora for MySQL	Impala	Qubole Presto	
Amazon EMR Hadoop Hive	Intuit QuickBooks Online	Salesforce	
Amazon Redshift	Kognitio	SAP HANA	
Anaplan	Kyvos	SAP NetWeaver Business Warehouse	
Apache Drill	LinkedIn Sales Navigator	SAP Sybase ASE	
Aster Database	MapR Hadoop Hive	SAP Sybase IQ	
Azure Synapse Analytics	MariaDB	ServiceNow ITSM	
Box	Marketo	SharePoint Lists	
Cloudera Hadoop	MarkLogic	Snowflake	
Databricks	MemSQL	Spark SQL	
Denodo	Microsoft Analysis Services	Splunk	
Dropbox	Microsoft PowerPivot	Teradata	
Esri ArcGIS Server	Microsoft SQL Server	Teradata OLAP Connector	
Exasol	MonetDB	TIBCO Data Virtualization	
Firebird 3	MongoDB BI Connector	Vertica	
Google Ads	MySQL	Web Data Connector	
Google Analytics	OData		
Google BigQuery	OneDrive	Other Databases (JDBC)	
Google Cloud SQL	Oracle	Other Databases (ODBC)	



DATA PREP

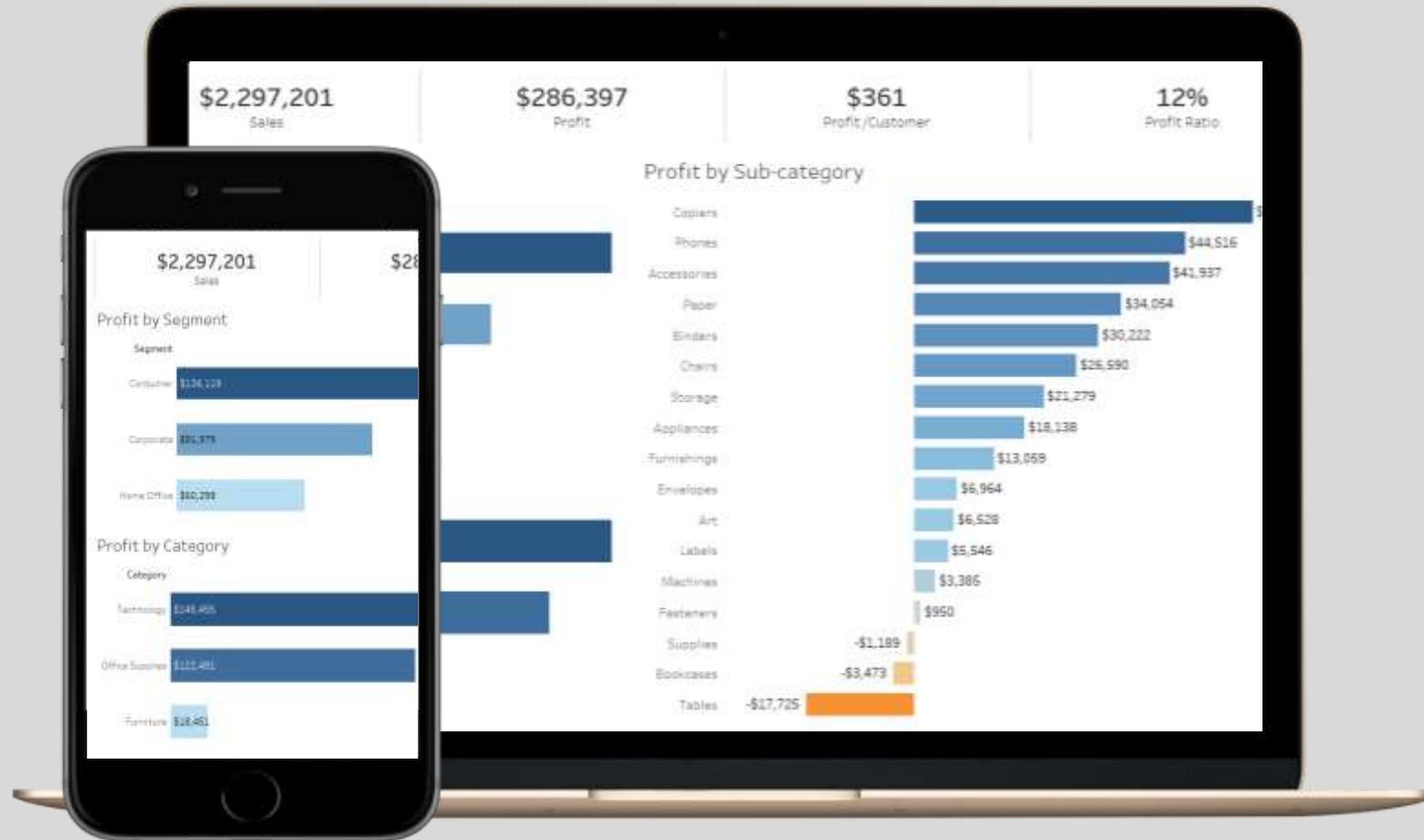
The screenshot displays a Tableau workflow for data preparation. On the left, a 'Connections' pane lists data sources: Orders (East), Orders (West), Orders (Central), Orders (South), and Returns (All). These are combined into 'All Orders' and 'Returns'. These sources are then joined into 'Orders + Returns'. This data is processed through 'Split Customer' and 'Create All Ord...' steps. The final output is 'Quota + Orders', which is then aggregated and used to 'Create Annual Performance'.

Below the workflow, the 'Create Annual Performance' view shows a data preview table with the following columns: Discount, Year of Sale, Quota, Year, Region-1, Region, Profit, Quantity, and Sales.

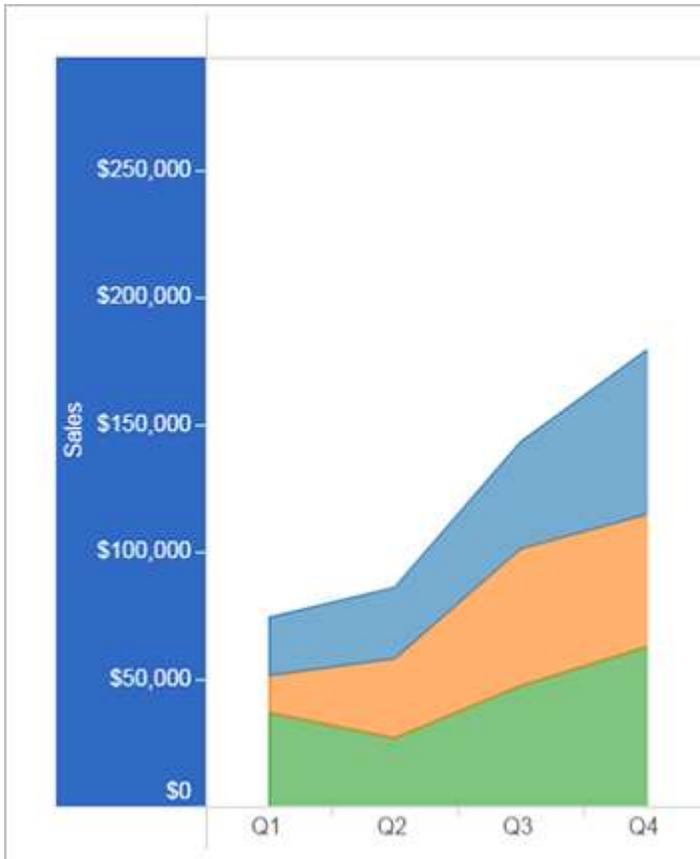
Discount	Year of Sale	Quota	Year	Region-1	Region	Profit	Quantity	Sales
0.2649356223176	2,015	100,000	2,015	Central	Central	539.5033999999997	1,726	103,838.16459999998
0.15949119373777	2,015	125,000	2,015	East	East	16,644.1894999999982	1,962	128,092.69
0.12048710601719	2,015	100,000	2,015	South	South	11,879.1200000000003	1,336	103,845.6435
0	2,015	115,000	2,015	West	West	79,148.822300000001	7,029	433,226.4240000008
0.24063025210084	2,016	105,000	2,016	Central	Central	11,716.8020000000014	1,815	102,874.22199999997
0.13649289099526	2,016	150,000	2,016	East	East	15,527.4160000000005	2,349	150,877.55999999998
0.15530973451327	2,016	100,000	2,016	South	South	8,434.3095999999993	1,343	71,202.1865
0	2,016	200,000	2,016	West	West	82,471.706600000035	6,560	402,299.0770000011
0.23961439588689	2,018	145,000	2,018	Central	Central	7,550.8442000000007	2,880	147,098.1282
0.15033185840708	2,018	200,000	2,018	East	East	32,311.455500000002	3,348	210,937.3000000001
0.15540540540541	2,018	100,000	2,018	South	South	8,848.9078999999998	1,915	122,905.85749999995
0	2,018	300,000	2,018	West	West	197,170.887600000086	11,048	773,779.0240000047
0.22208955223881	2,017	120,000	2,017	Central	Central	19,899.1629	2,359	147,429.37600000005
0.14538152610442	2,017	175,000	2,017	East	East	18,782.6607	2,756	176,145.32000000015
0.15169491525424	2,017	100,000	2,017	South	South	17,702.808399999994	1,614	93,610.22349999996
0	2,017	225,000	2,017	West	West	107,637.363100000003	8,304	533,864.7545000024



DEVICES



SEND DATA-DRIVEN ALERTS



Create Alert

Send alert if 'Compensation (\$)' is:

Condition	Threshold
Above or equal to	170,000

Condition currently true

Subject

Data alert - Commission Model

When the condition is true, send alert:

As frequently as possible

Recipients

Recipient name or username

Make visible to others ⓘ

Create Alert

Alerts

Create

Data alert - Dashboard One
Above or equal to 3
1 recipient

Add Me

TABLEAU DESKTOP INTERFACE

The image shows the Tableau Desktop interface with several components labeled in red text:

- Workbook**: Points to the top window title bar.
- Side Bar**: Points to the left-hand navigation pane.
- Data/Analytics Pane**: Points to the left-hand pane containing Dimensions, Measures, Sets, and Parameters.
- Toolbar**: Points to the top menu bar and toolbar area.
- View**: Points to the main visualization area (Worksheet).
- Marks Card & Shelf**: Points to the Marks card and the Columns/Rows shelves.
- Data Source Status Bar**: Points to the bottom status bar.
- Sheet Tabs**: Points to the bottom sheet tabs.
- Show Me**: Points to the Show Me button in the top right corner.

The main visualization is a line chart showing Sales over time (Order Date) for three segments: Consumer, Corporate, and Home Office. The Y-axis represents Sales, ranging from \$0 to \$60,000. The X-axis represents Order Date, with columns for Q1, Q2, and Q4. The chart is faceted by Region (Central, East, South, West).





TABLEAU LIVE DEMO



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WHAT'S
NEXT



- Data visualization blogs section on rockfeather.com
- Upcoming events: Tableau Test Drive (15 Nov)

Q&A

