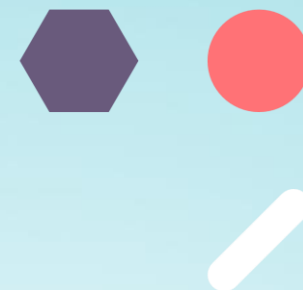




Data & Automation Line Up 2024



Khoi Pham

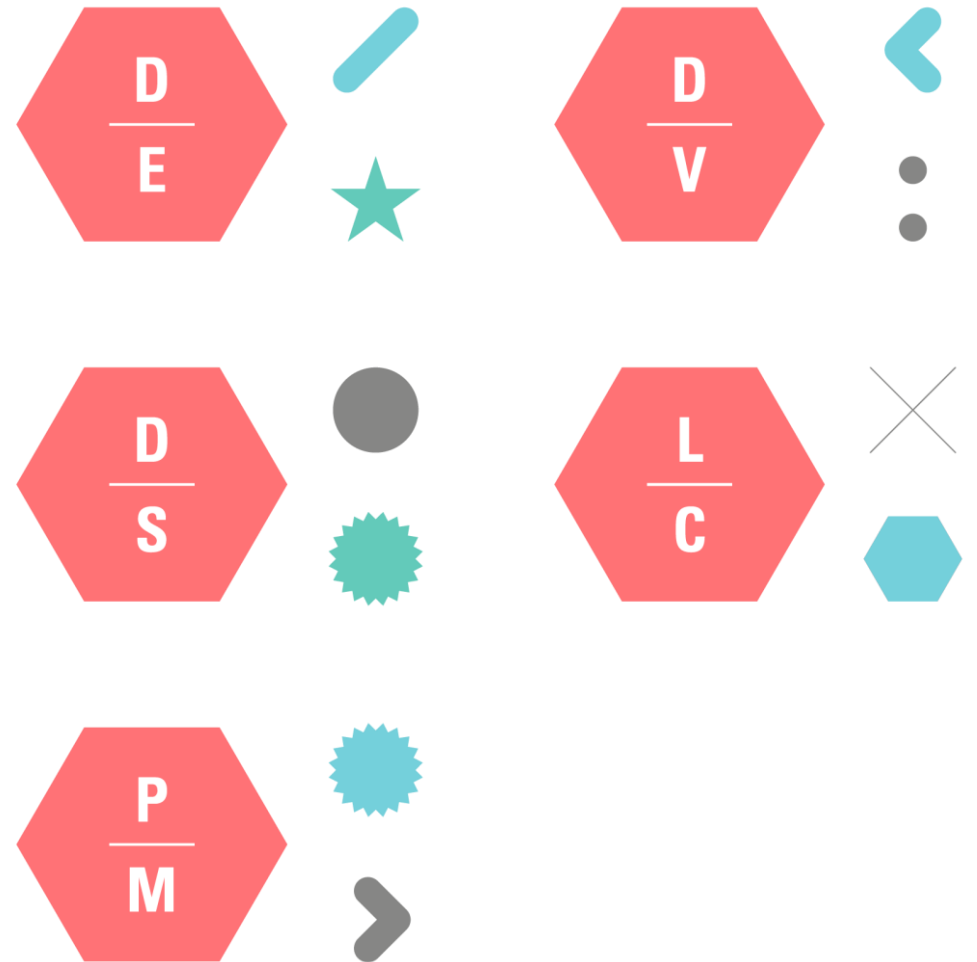
Khoi is a Data Analytics Consultant at Rockfeather, holding a Master's degree in Business Information Management and a Bachelor's degree in International Business Administration.

He is skilled in using SQL/R/Python for data manipulation, machine learning, and statistical analysis. He also has experience with PowerBI and Tableau helping multiple customers bringing Data & Automation dreams to life!



About Rockfeather

At Rockfeather, we're not just consultants; we're dream builders. We turn your Data & Automation vision into reality, using the power of technology to bring your ideas to new heights. Working hand-in-hand with you, we empower you to achieve your goals. Ready to see your solid ideas take flight? Partner with Rockfeather today, and let's start a journey of innovation and success. Together, there's no limit to what we can achieve.



Our technologies



Tableau



Power BI



Azure Data Factory



TimeXtender



DBT



Power Apps



Azure Logic Apps



Azure ML



Databricks



Outsystems



Acterys



Alteryx



Power Automate



Process Science



Python



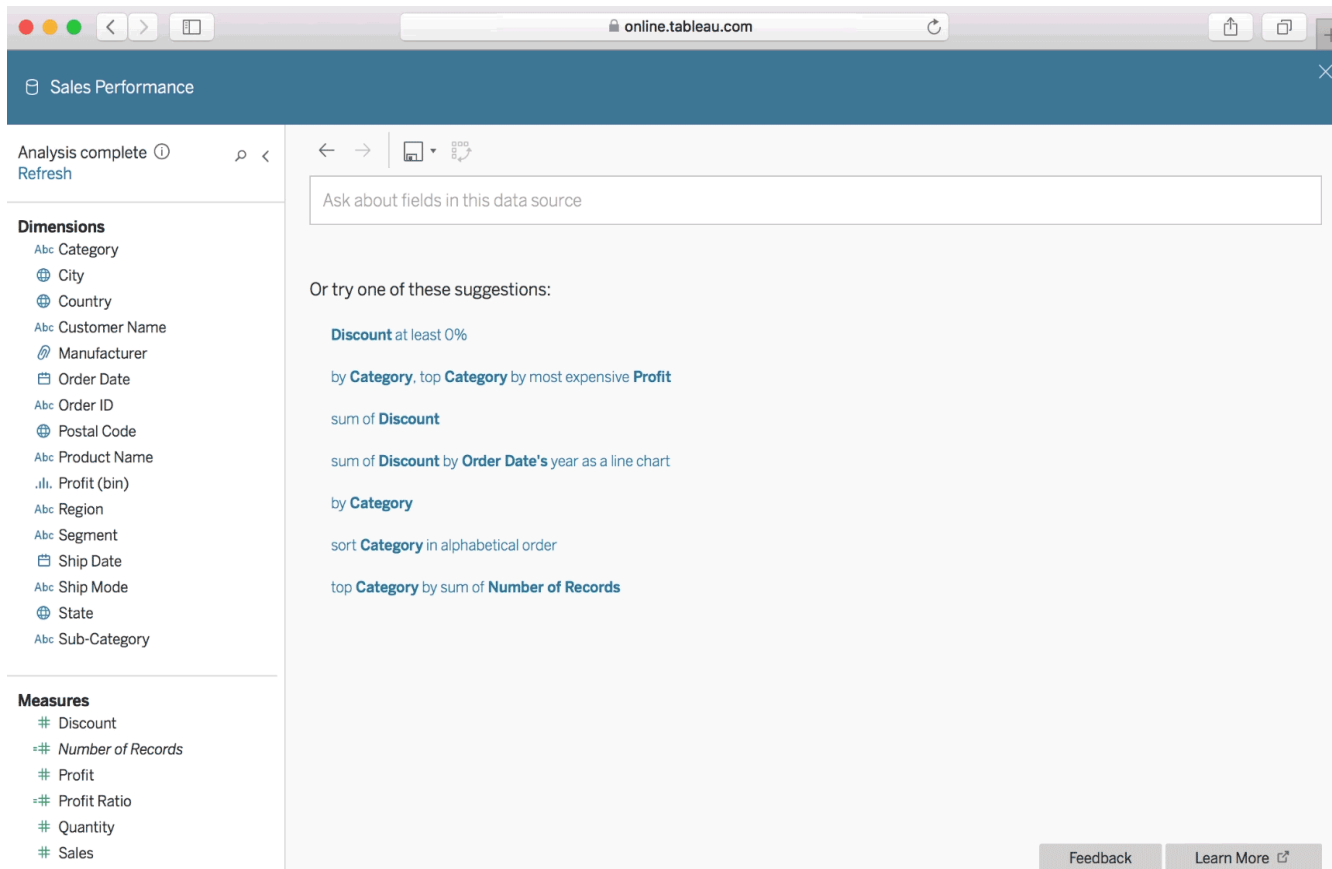
Airbyte



AGENDA

1. BI Dashboards & Gartner Magic Quadrant
2. Tableau Overview
3. Live Demo
4. Q&A

THE NEEDS FOR BUSINESS INTELLIGENCE DASHBOARDS



- Nearly 50% of all businesses are using BI tools
- BI tools help collect, analyze and visualize data.
- BI Dashboards benefits:
 1. Single Source of Truth
 2. Data-Driven Decision Making
 3. Increased Efficiency
 4. Enhanced Competitiveness

(Source: “Business Intelligence Software Statistics: 2023 Market Share & Data Analysis” Financesonline Report, Feb 2024)

2023 GARTNER® MAGIC QUADRANT™ FOR ANALYTICS AND BI PLATFORMS

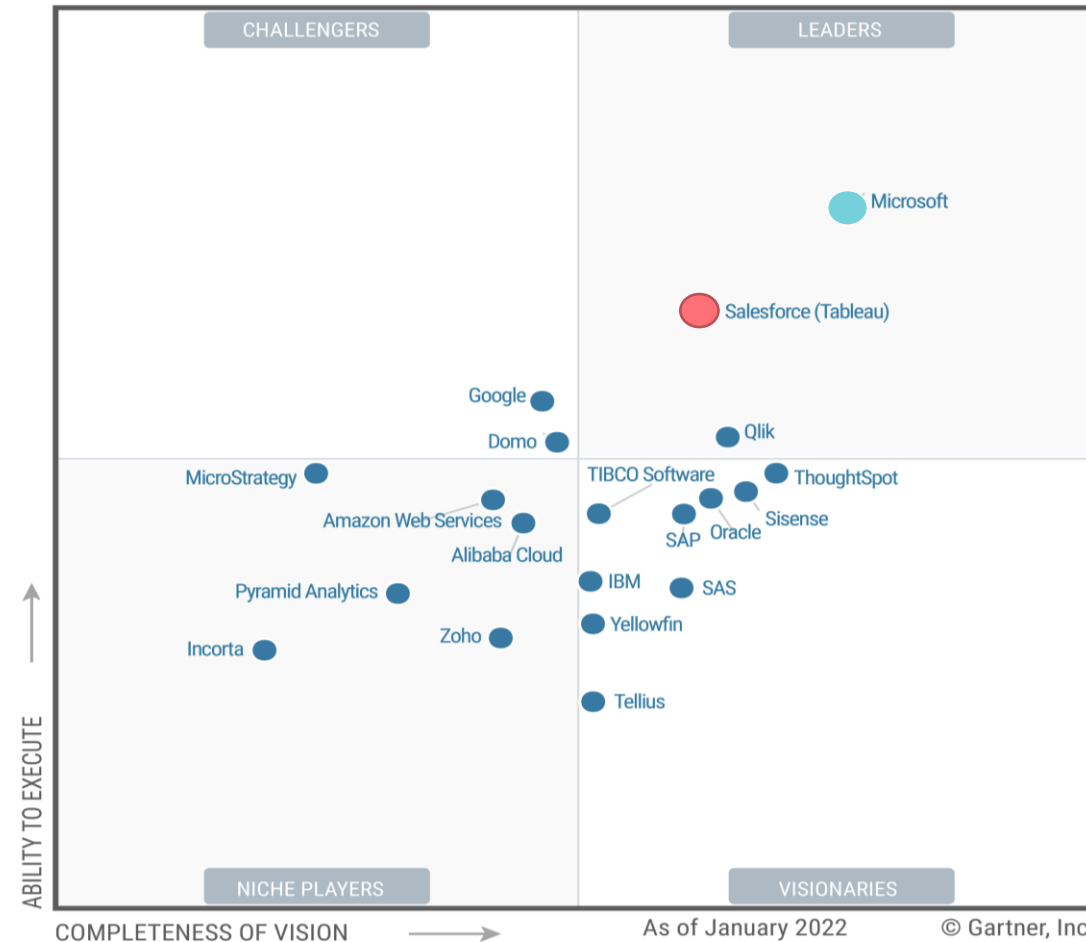


TABLEAU ADVANTAGES OVER POWER BI

1. Cross-platform support:

- Tableau is available on Windows and macOS.
- Power BI primarily supports Windows users.

2. Better handling of large datasets:

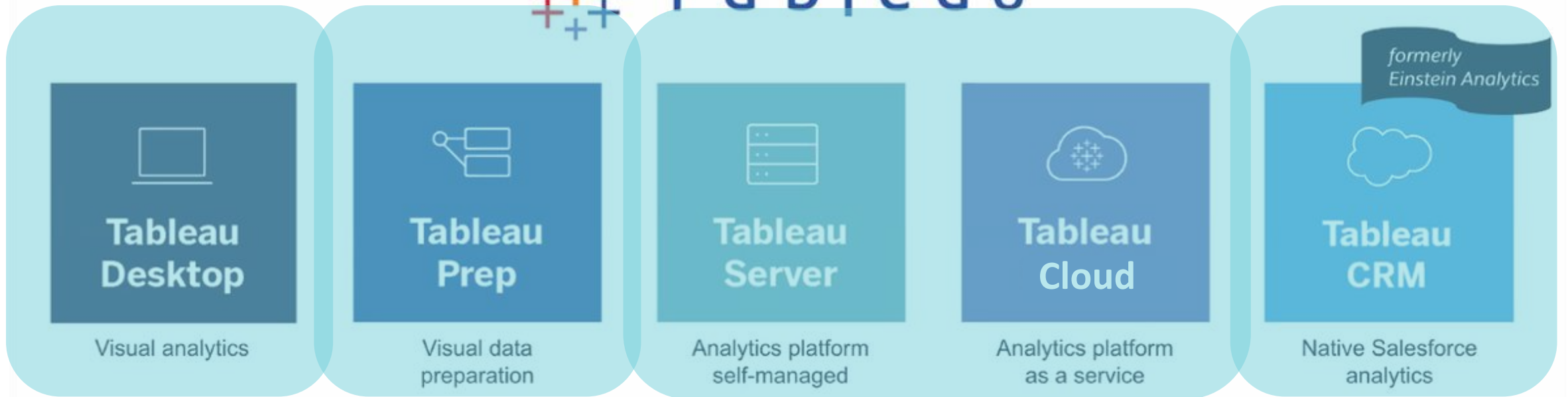
- Tableau uses columnar storage format, making it possible to fetch billions of rows.
- Power BI files are limited to 10GB in size

3. Advanced visualizations and analytics

(Source: Power BI vs Tableau: Which is Better in 2024?" DataCamp Blog, Dec 2023)



TABLEAU CORE PRODUCTS



CONNECT YOUR DATA TO TABLEAU

File-based

Server-based

The screenshot shows the Tableau 'Connect' interface. On the left, there are three main sections: 'Connect' (with a search bar), 'To a File', and 'To a Server'. The 'To a File' section is highlighted with a red bracket and labeled 'File-based'. The 'To a Server' section is highlighted with a teal bracket and labeled 'Server-based'. Below these are 'Saved Data Sources'. The main area on the right displays a grid of data sources, with 'Google Analytics' highlighted in the bottom row.

Category	Data Source	
File-based	Microsoft Excel	
	Text file	
	JSON file	
	Microsoft Access	
	PDF file	
	Spatial file	
	Statistical file	
	More...	
	Server-based	MySQL
		Oracle
		Amazon Redshift
		Google Analytics
		More...
		Exasol NYC Taxis
Sample - Superstore		
World Indicators		
Google Analytics		
Google BigQuery		
Google Cloud SQL		
Google Ads		
Firebird 3		
Exasol		
Esri ArcGIS Server		
Dropbox		
Denodo		
Databricks		
Cloudera Hadoop		
Box		
Azure Synapse Analytics		
Aster Database		
Apache Drill		
Anaplan		
Amazon Redshift		
Amazon EMR Hadoop Hive		
Amazon Aurora for MySQL		
Amazon Athena		
Alibaba MaxCompute		
Alibaba Data Lake Analytics		
Alibaba AnalyticDB for MySQL		
Action Vector		
Action Matrix		
Oracle Eloqua		
Oracle Essbase		
Pivotal Greenplum Database		
PostgreSQL		
Presto		
Progress OpenEdge		
Qubole Presto		
Salesforce		
SAP HANA		
SAP NetWeaver Business Warehouse		
SAP Sybase ASE		
SAP Sybase IQ		
ServiceNow ITSM		
SharePoint Lists		
Snowflake		
Spark SQL		
Splunk		
Teradata		
Teradata OLAP Connector		
TIBCO Data Virtualization		
Vertica		
Web Data Connector		
Other Databases (JDBC)		
Other Databases (ODBC)		



TABLEAU PREP

Flow

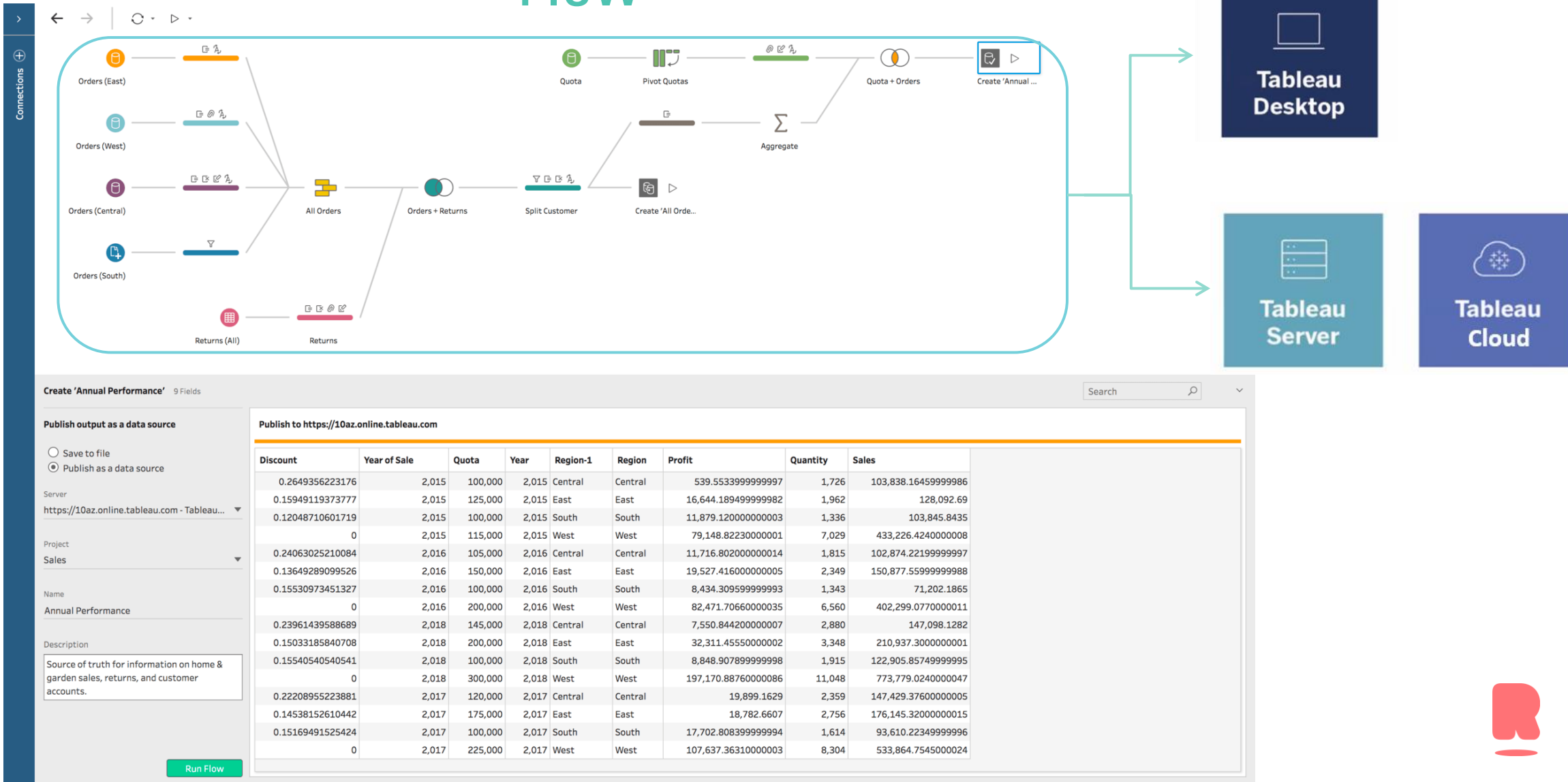


TABLEAU DESKTOP INTERFACE

Data Pane

Toolbar

Show me

Shelves

Marks Cards

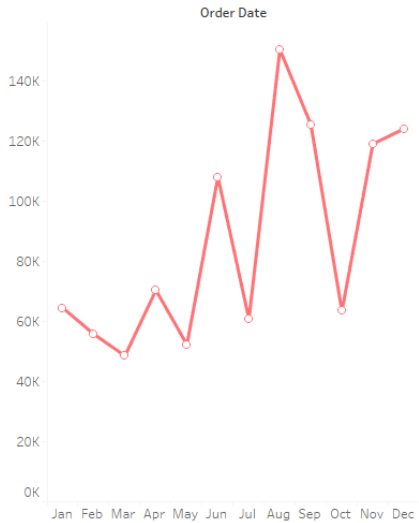
Canvas



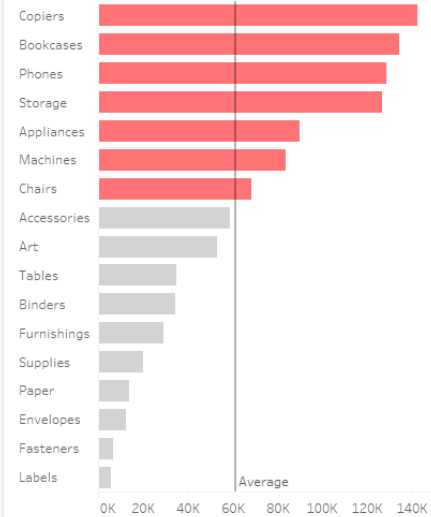
European Sales Dashboard

Sales	Profit	# of Customers	# of Orders
1,042,204	128,944	706	1,538

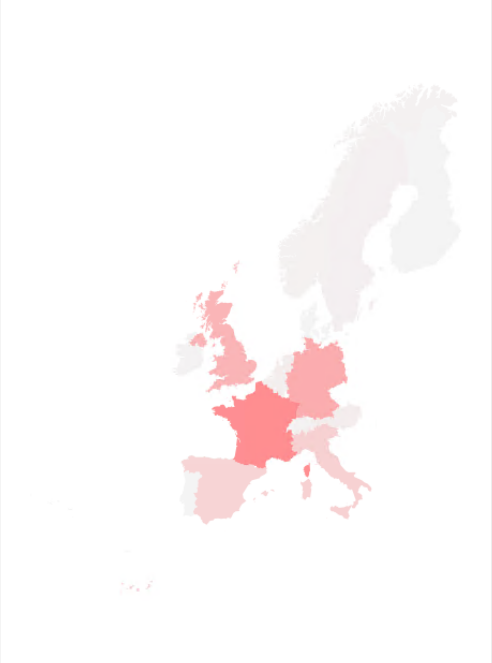
Sales by Month



Sales by Product



Sales by Country



DEMO

1. Build Visuals
 - KPIs
 - Monthly Sales
 - Top Selling Products
 - Regions
2. Customize Visuals
3. Build Dashboard
4. Add interactivity

Q&A