

Data & Automation Line Up 2024



Khoi Pham

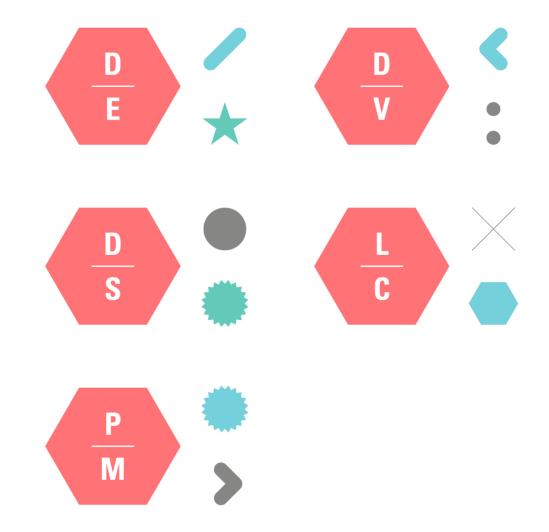
Khoi is a Data Analytics Consultant at Rockfeather, holding a Master's degree in Business Information Management and a Bachelor's degree in International Business Administration.

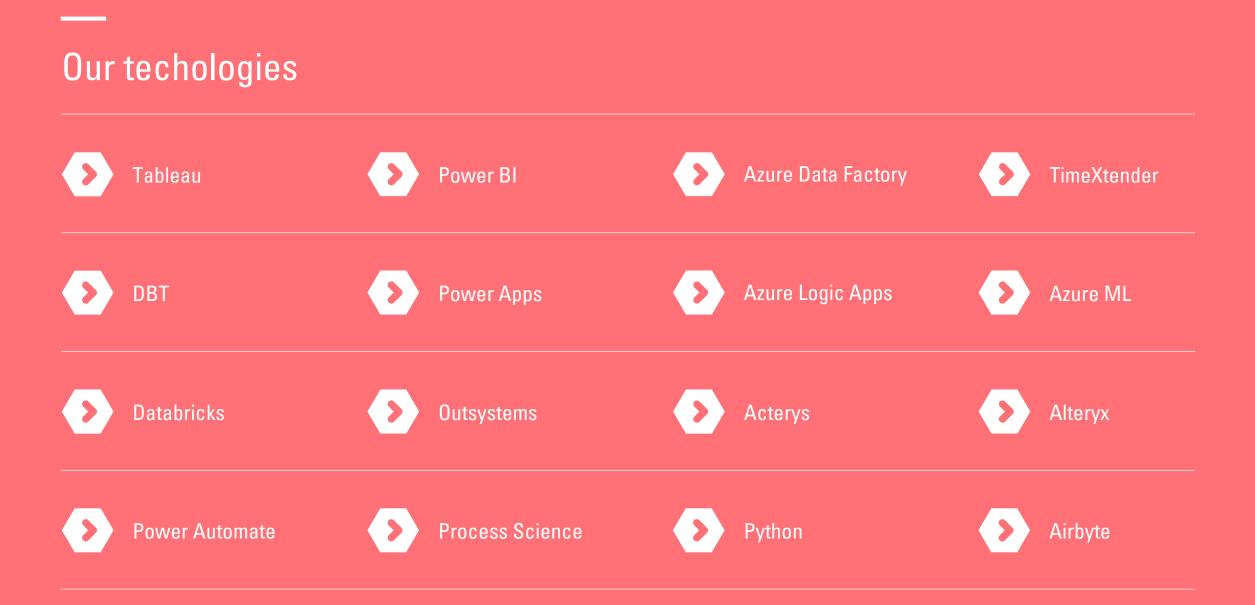
He is skilled in using SQL/R/Python for data manipulation, machine learning, and statistical analysis. He also has experience with PowerBI and Tableau helping multiple customers bringing Data & Automation dreams to life!



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-inhand 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.







AGENDA

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

THE NEEDS FOR BUSINESS INTELLIGENCE DASHBOARDS

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3 Sales Performance		
Analysis complete ①	$ \begin{array}{c c} \leftarrow & \rightarrow & & \\ \hline & \bullet & \bullet & \bullet \\ \hline & & \\ \hline & \\ & \\ \hline & \\ & \\ & \\ & \\ &$	
Dimensions		
Abc Category City Country	Or try one of these suggestions:	
Abc Customer Name	Discount at least 0%	
Order Date Abc Order ID	by Category , top Category by most expensive Profit	
Postal Code	sum of Discount	
Abc Product Name	sum of Discount by Order Date's year as a line chart	
Abc Region Abc Segment	by Category	
🛱 Ship Date	sort Category in alphabetical order	
Abc Ship Mode State	top Category by sum of Number of Records	
Abc Sub-Category		
Measures		
# Discount =# Number of Records		
# Profit =# Profit Ratio		
# Quantity		
# Sales	Feedback	∟earn More 🖾

- 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



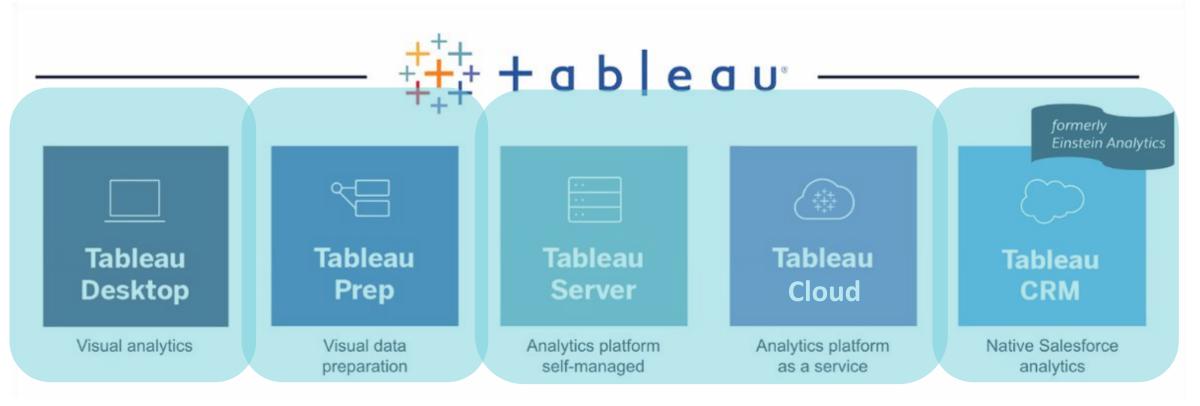
TABLEAU ADVANTAGES OVER POWER BI

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

Connect

Search for Data

Tableau Server

To a File

File-based

Server-based

Microsoft Excel Text file JSON file Microsoft Access PDF file

Spatial file Statistical file More...

To a Server MySQL Oracle

Amazon Redshift Google Analytics More...

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Exasol NYC Taxis Exasol NYC Taxis Sample - Superstore World Indicators Search Alibaba MaxCompute Amazon Redshift Aster Database Databricks Google BigQuery

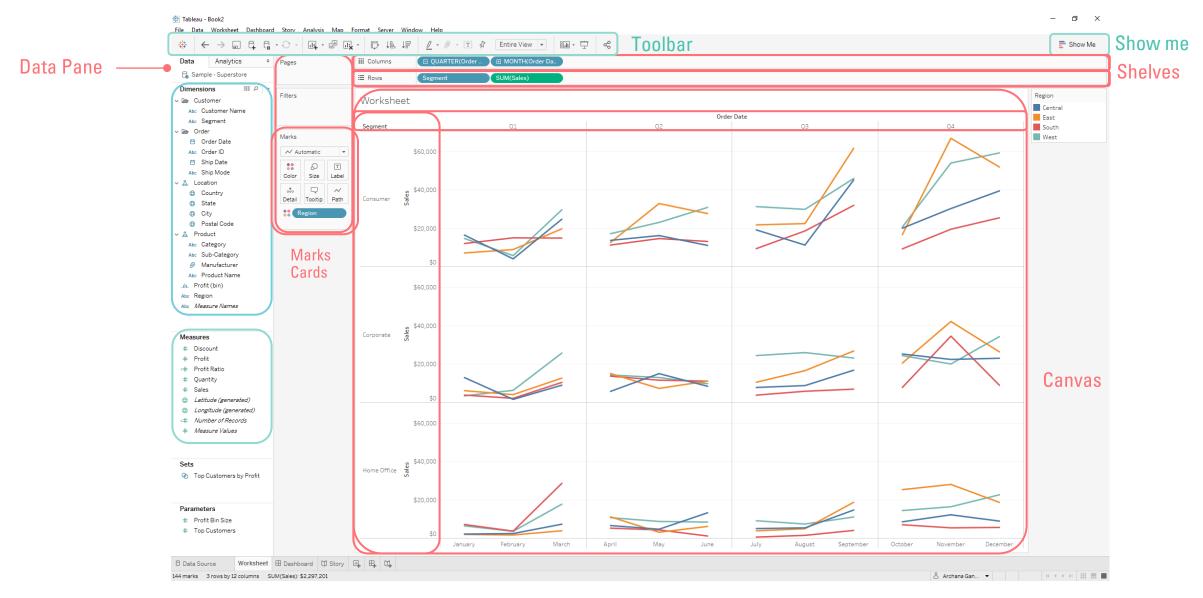
Intuit QuickBooks Online MapR Hadoop Hive Microsoft SQL Server

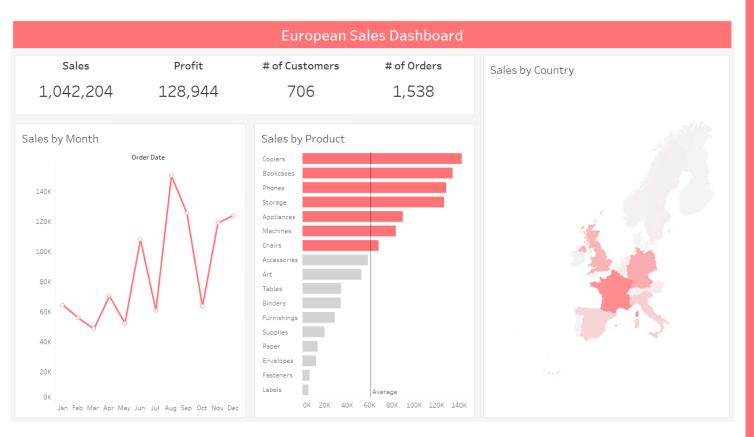
SAP HANA SAP NetWeaver Business Warehouse SAP Sybase ASE SAP Sybase IQ SharePoint Lists Teradata OLAP Connector

Other Databases (JDBC) Other Databases (ODBC)

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Orders (Central)	All Orders	Orders + R	leturns	Split C	Customer	Create	' All Orde					\rightarrow	Tableau Server	Tableau Cloud
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TABLEAU DESKTOP INTERFACE





DEMO

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

