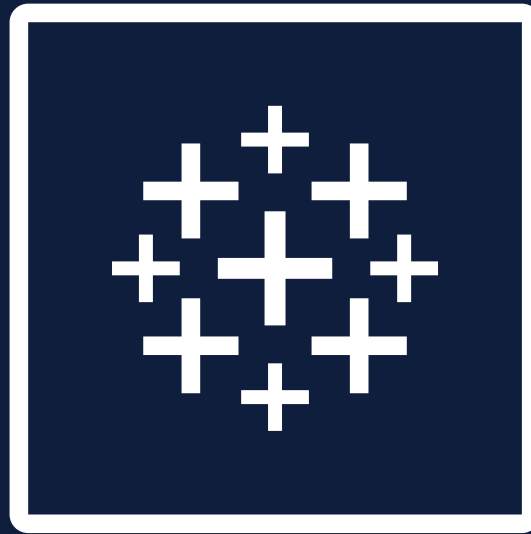
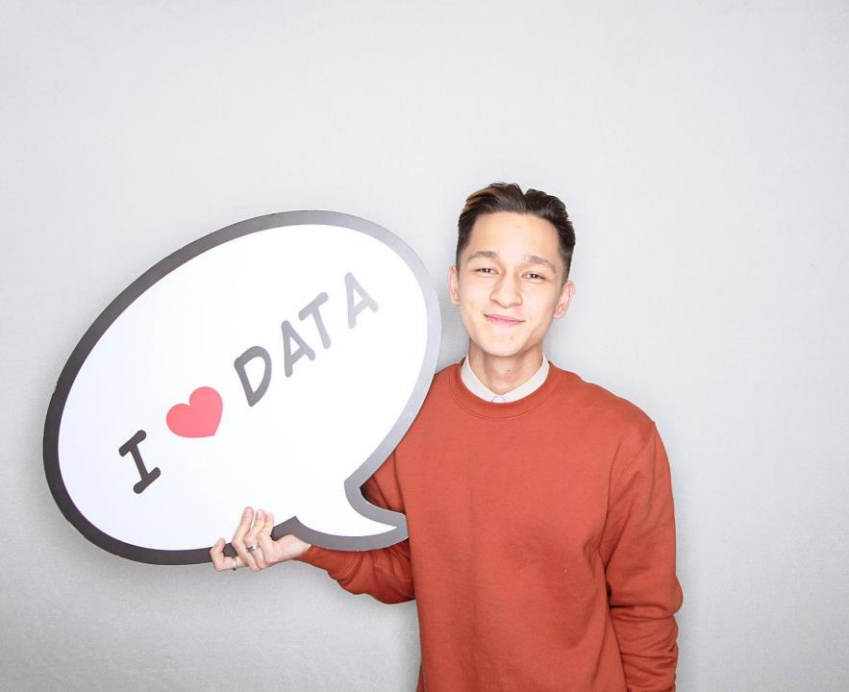


# Get to Know Tableau







We help **people** see and understand data

# Chapter 1

## The Problem

---

# Technology-Centric Analytics











How does  
technology-centric analytics  
**STOP PEOPLE**  
from solving  
business problems with data?





Analysis starts with a **BUSINESS QUESTION**



Mr. Pink  
Sales Manager

A specialist is needed to **MANAGE DATA**



Mrs. Blue  
Data Warehouse Developer

A specialist is needed to **QUERY DATA**



Mr. Blonde  
SQL Developer



A specialist is needed to **REPORT DATA**



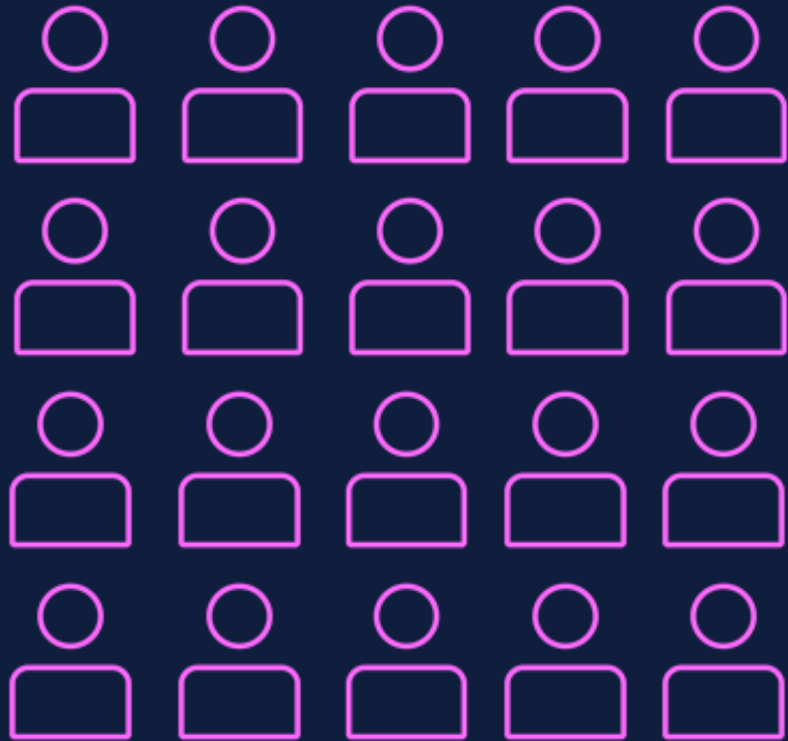
Mrs. Orange  
Data Report Writer

But...people ask **NEW BUSINESS QUESTIONS**



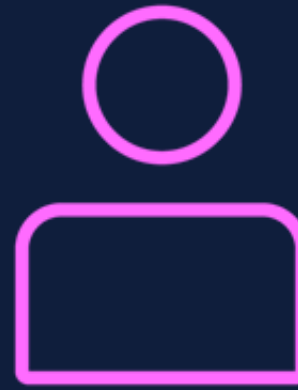
Mr. Pink  
Sales Manager

Technology-centric analytics creates a  
**BARRIER BETWEEN PEOPLE AND DATA**





Imagine if **EVERYONE**  
could ask and answer  
their own questions  
with data to  
solve business problems



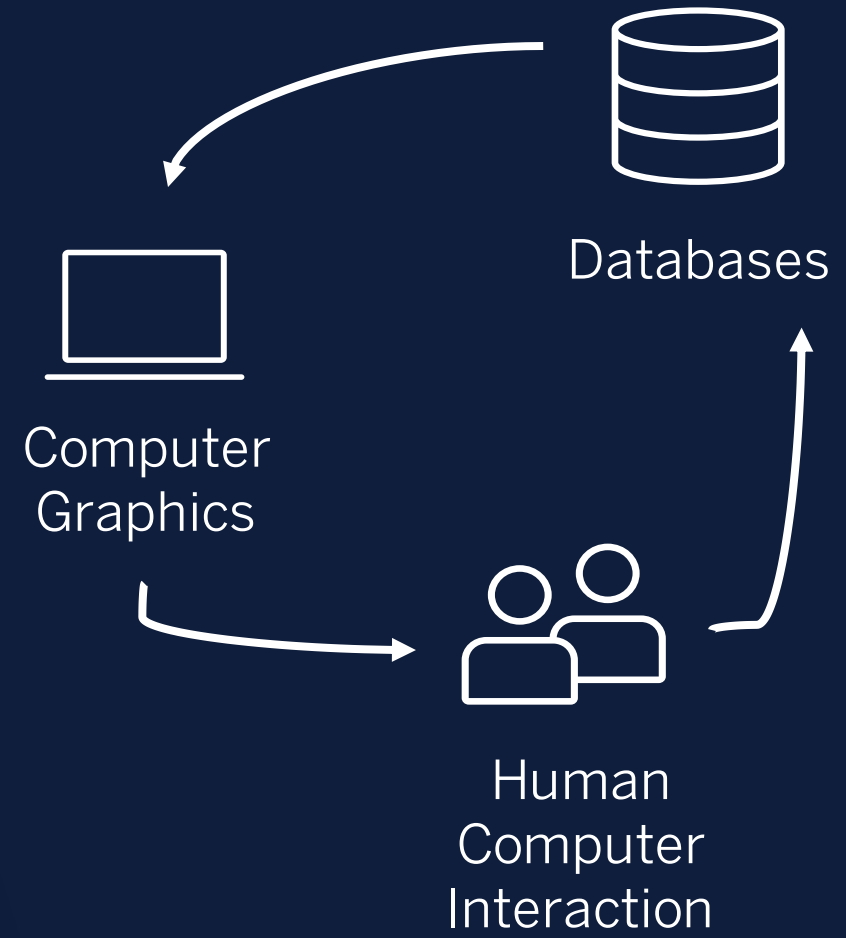
# Chapter 2

## A Better Way

---

# People-Centric Analytics

# Tableau: Analytics for **EVERYONE**





How do you put  
**PEOPLE**  
at the centre  
of data-driven  
analysis?



# Thinking is slow. **SEEING IS FAST**

50%

of your brain contributes  
to visual processing



70%

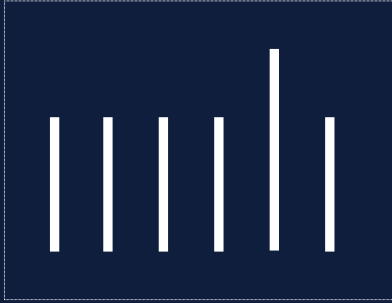
of sensory receptors  
are in your eyes



1/10<sup>th</sup>

of a second to  
sense a visual scene

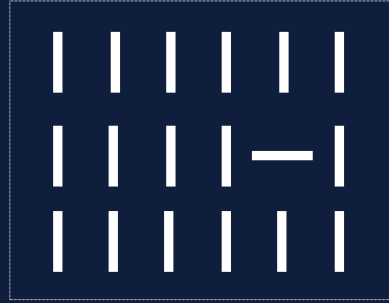




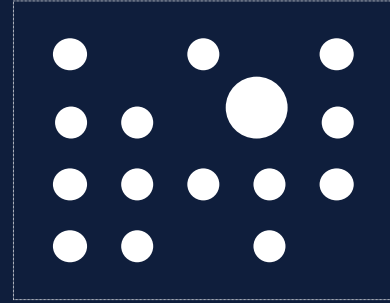
Length



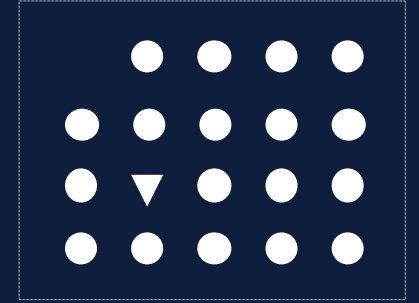
Width



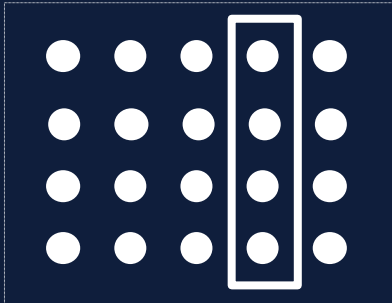
Orientation



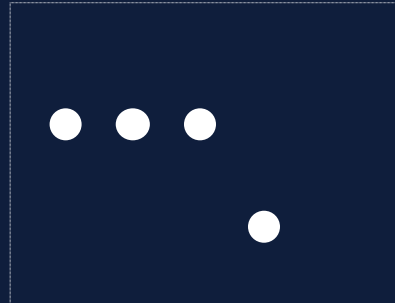
Size



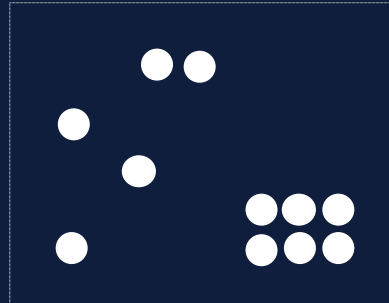
Shape



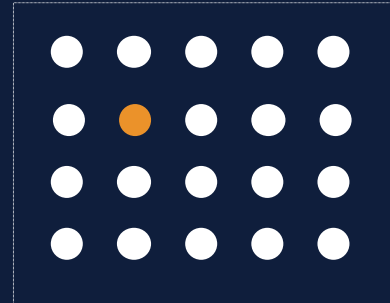
Enclosure



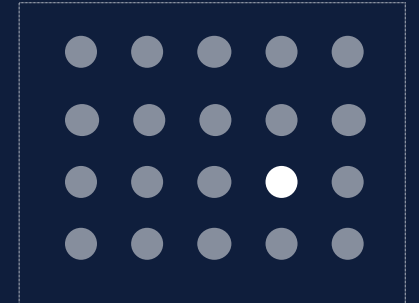
2D Position



Grouping

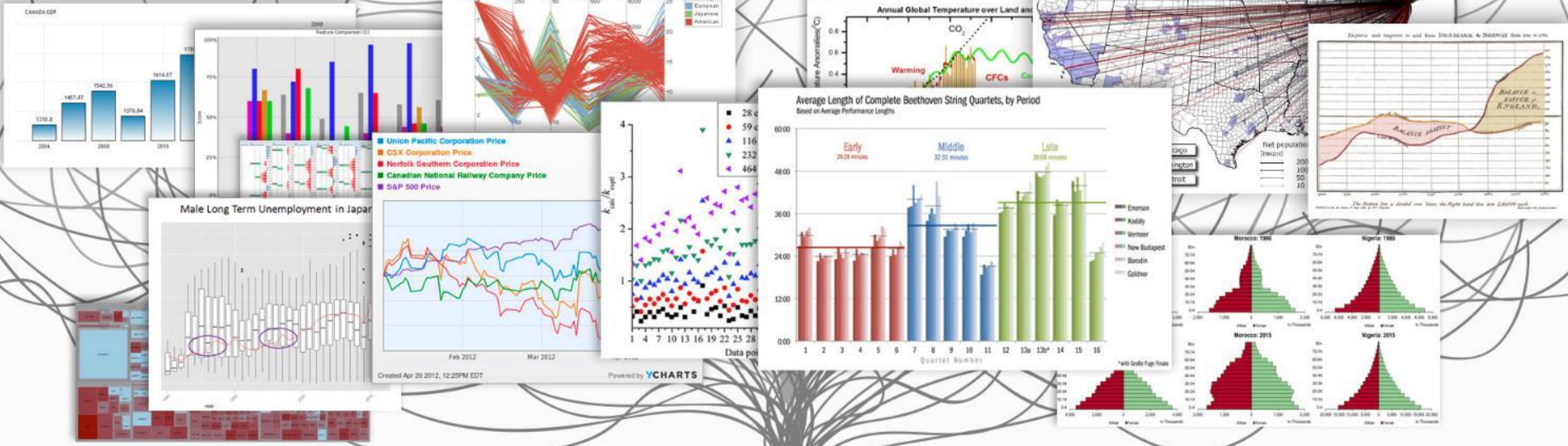


Color (Hue)

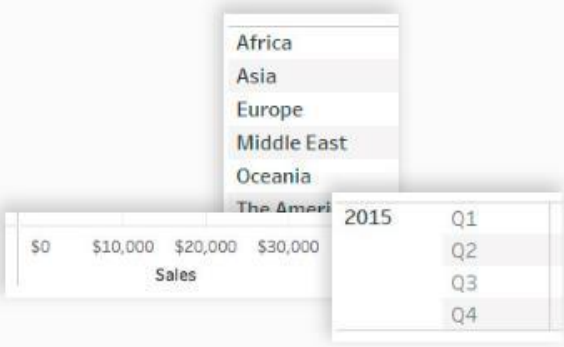
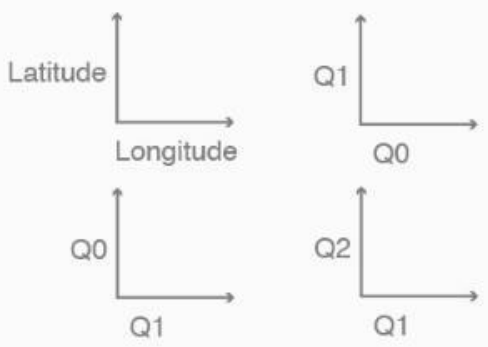


Color (Intensity)





# Single language



How does  
people-centric  
analytics  
help you quickly  
**SOLVE BUSINESS  
PROBLEMS?**



Your business will enable everyone with data—  
**INVESTING IN PEOPLE**, not technology



You will answer your own questions with data—  
**REIMAGINING HOW YOUR BUSINESS  
SOLVES PROBLEMS**





You will discover  
new insights that  
**REVITALISE**  
**BUSINESS SUCCESS**





You will share insights  
with business leaders—  
**INFORMING  
STRATEGIC  
CONVERSATIONS**



You will solve  
problems faster—  
**SAVING HOURS  
OF YOUR TIME**



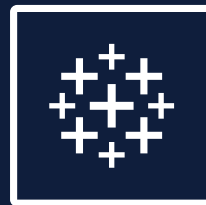
You connect people globally through a single analytics platform—**SOLVING PROBLEMS TOGETHER**



IT



Sales +  
Marketing



Tableau



Finance



Executive



Different Questions  
Different Data  
Same Analytics Platform

# Tableau Demo



## Chapter 3

Become the **DATA HERO**

Your Business Needs

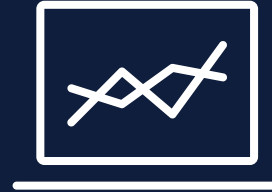
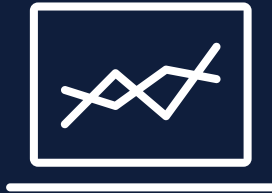
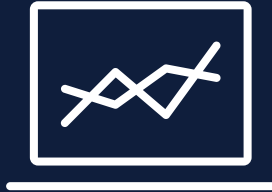


Become a  
**DATA HERO**



**TRANSFORM**  
Your Business





# You build a **DATA CULTURE**







ITV turns 300 million rows  
of customer data into fast,  
actionable insights with Tableau

“It’s easy to think of  
data analytics as a  
specialist skill, but  
tools like Tableau  
can enable anyone to  
start uncovering  
their own insights.”

Richard Cook,  
Commercial Analyst Manager at ITV



Ready to  
become a  
**DATA HERO?**







# Begin Your Own **NEW CHAPTER**



**TRY TABLEAU FOR FREE**

Download Today



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