

# Tableau AI

salesforce

## Propel your data culture with AI

With the arrival of mainstream generative AI, we can now respond to complex questions with equally complex answers that sound as if a human wrote them. Tableau AI - the next generation of Tableau - is leveraging generative AI technology to help everyone increase their data culture and reach the ~70% of employees not using data tools to make data-driven decisions today<sup>1</sup>. Tableau AI does this while considering the trust concerns customers are raising. In fact, for the last six years, Salesforce's had an AI ethics group establishing principles for the ethical use of AI technology.

Tableau AI is a suite of capabilities that brings trusted predictive and generative AI to the entire Tableau Platform to simplify and democratize data analysis and insight consumption at scale. This next generation of Tableau accelerates time to value and reduces repetitive tasks for the data analyst with smart suggestions and in-product guidance. And because Tableau AI is built on the Einstein Trust Layer, it allows administrators to enable trusted, ethical, and open GPT-powered experiences without compromising data security and privacy. Tableau AI also empowers business users with smart, personalized, and contextualized insights in the flow of work.



### Automate data analysis, prep, and governance

Enable analysts to accelerate time to insights and reduce repetitive tasks with smart suggestions and in-product guidance.

### Leverage generative AI while maintaining trust

Allow administrators to create trusted, ethical, and open generative AI-powered experiences that fit your business needs without compromising data security and privacy.

### Gain distilled, meaningful insights to guide every decision

Empower every analytics consumer with smart, personalized, and contextual insights from all your data delivered directly in their flow of work.

To get started today, visit [tableau.com/products/trial](https://tableau.com/products/trial) and start your free trial.

# Features and Benefits

## Insights summaries & headlines

Get natural language summaries of the most relevant insights across all the metrics you follow so you know what to pay attention to. Also, with metric digests, understand what is happening with individual metrics that matter to you.

## Proactive Q&A

Tableau AI anticipates user questions proactively and uncovers answers to ad hoc questions in conversational experiences.

## Smart calculation creation

Tableau AI will help you streamline the data preparation by suggesting new calculations. Simply ask questions in a conversational interface, review the proposed calculations, and accept them.

## Build visualizations faster

Use natural language to quickly setup dashboard actions and speed up repetitive tasks such as applying your organization's custom formatting.

## Smart metric creation

Automatically generate metrics with Tableau AI suggestions based on your data source. Select measure, aggregation, dimensions, and filters and Tableau AI does the rest.

## Automatic metadata catalog descriptions

Based on the data source metadata, generate a default description for each field and the data source in your catalog to provide a first-level understanding of what they represent.

## Salesforce trust and security controls

Tableau AI inherits Salesforce Trust and Security Controls. Requests to model provider services are encrypted.

## Zero data retention

3rd party model providers delete the prompts that are sent to their services once a response is generated. They do not store Salesforce's customer data or the responses that are generated.

## No data sharing for model training

The data Salesforce sends to the 3rd party model providers is never used to train or improve their models.

## Intelligent search

Ask questions in natural language to discover insights in a single, unified experience.

Tableau AI delivers rich answers leveraging existing resources and generative-powered summaries, suggested questions, and insights.

1. Source: IDC Whitepaper, sponsored by Tableau, How Data Culture Fuels Business Value in Data - Driven Organizations, doc. #US47605621, May 2021.

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For more information, contact your Tableau Account Executive to learn how Tableau AI can help you extract value from your data and become more data-driven.