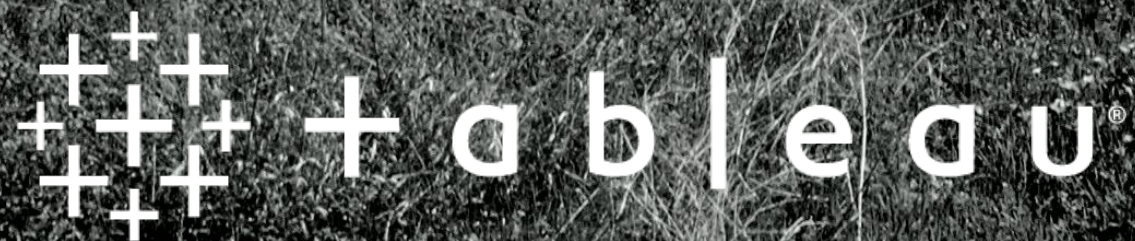


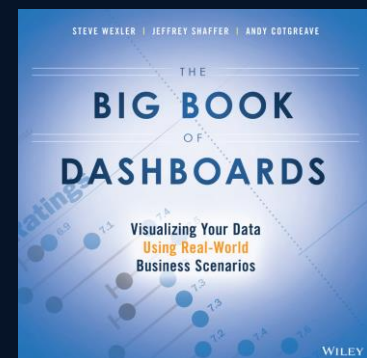
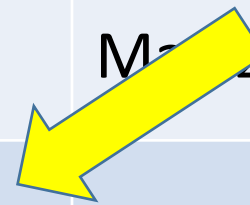
Dead-end dashboards and how to avoid them

Andy Cotgreave, Technical Evangelist, Tableau



Building dashboards that persuade, inform, and inspire

What is a dashboard, anyway?	April 17	10am
Dashboards for Insight and Impact	April 24	9am
Design tricks for great dashboards	May 16	10am
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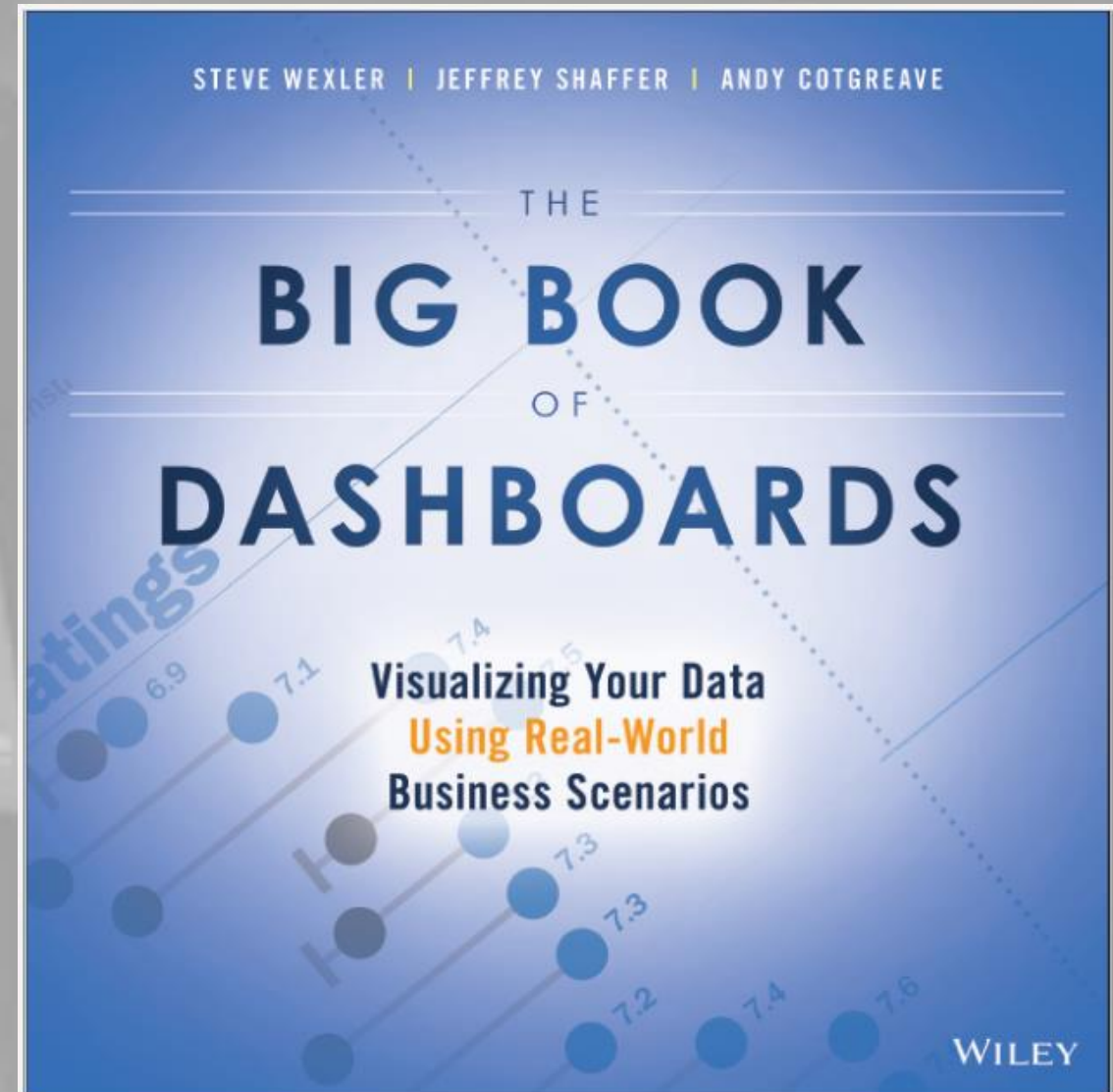


<https://www.tableau.com/learn/series/dashboards>



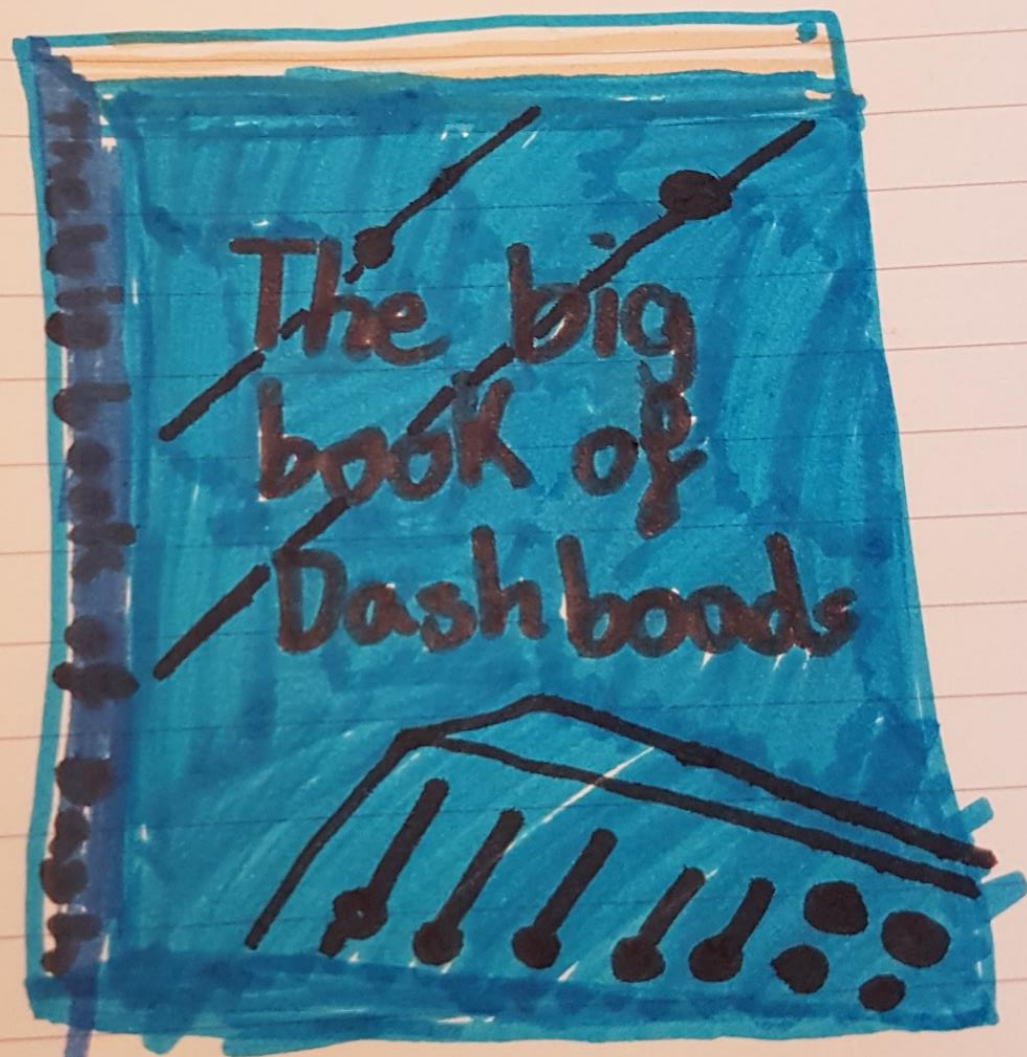
Andy Cotgreave

Technical Evangelist, Tableau



www.bigbookofdashboards.com

This is my Dad's book.
And I think it's really
boring because it's -
about Dashboards!!!!!!





We help people see and understand data



For
Everyone

Complete
Platform

Enterprise
Class

Cloud
Ready



















How does this happen?







Credit: Gwen Schroeder, Flickr, and The Herald Sun

Agenda:

Dashboards?

Mobile

Stories not dashboards

Why? Why? Why

Review your work

Dashboard?

~~Dashboard?~~

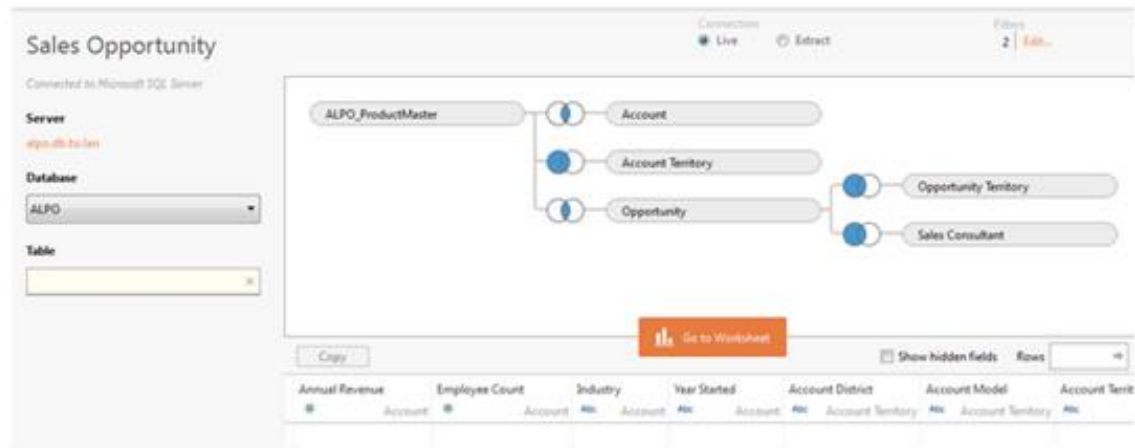
Springboard?

Spring Dashboard

Sales Opportunity Data Source

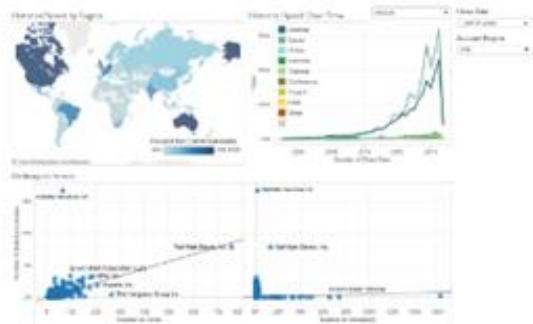
Version 24

The **Sales Opportunity Data Source** is the one-stop shop for Sales pipeline analysis. Not only does it include information on accounts and opportunities, but adds the granularity required to do product level analysis, along with the data needed to roll-up by territory.



Starter Workbook

Not sure how to get started with the data source? Try downloading the starter workbook below.



Projects 13 Workbooks 345 Views 1,646 Data Sources 62

Search

0 selected

Name	Views: All	Workbooks
Carrier Logistics	38,980	26
Case Reports	35,486	20
Campaign Report	26,763	16
Customer Values	20,232	33
Defects Store	51,201	5
Event Leads	36,497	35
Indicators	34,475	26
Network Status	37,611	26
Primary Events	33,216	18
Request Logs	52,546	26
Service Rates	34,339	16
Shipment Data	45,087	20

General Filters

Project: [Dropdown]

Owner: [Dropdown]

Tag: [Dropdown]

Modified on or after: [Dropdown]

Modified on or before: [Dropdown]

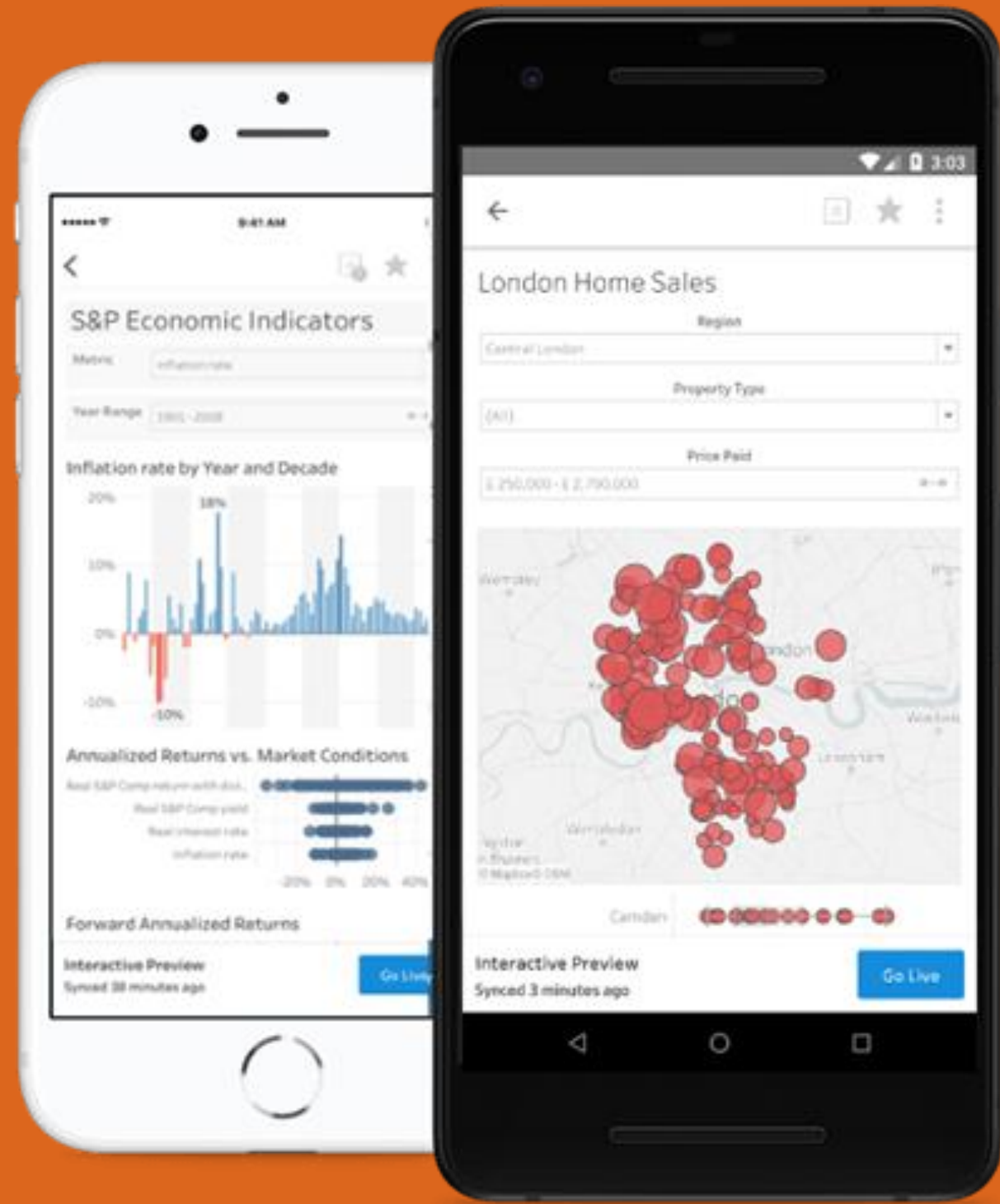
Has an alert

Only my favorites

Data Source Filters

Data Source: Published

Mobile





Dashboard Layout

Device Preview

Device Preview Device type Default

Size Custom size (1200 x 800)

- Sheets
- Use this sheet t...
 - Activity Time H...
 - Cumulative dist...
 - Activities by mo...
 - Activiy Summar...
 - Done at least 1 a...
 - Activiy Summar...
 - Histogram of ac...

My Strava Activities Overview

Data collected using the Strava Web Data Collector.

1 thing per day?

Status: True▲
 158 activities in 153 days.

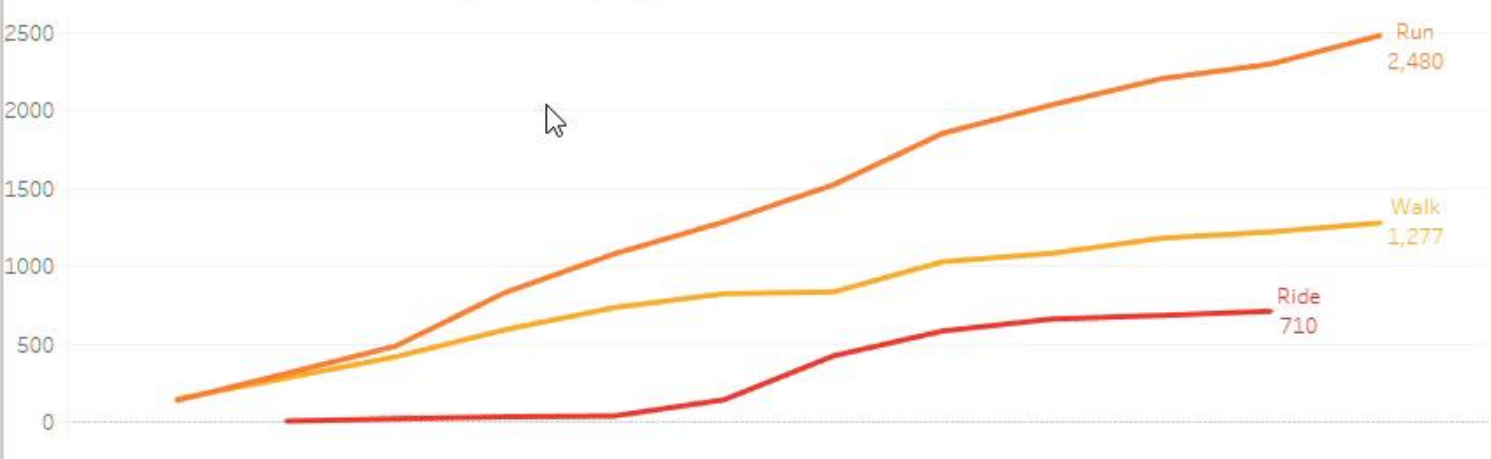
Year to date (km)

	Total	Walk	Run	Ride
Activities:	158	144	12	2
Distance:	679.1	572.6	91.5	15.0
Average:	4.30	3.98	7.62	7.50

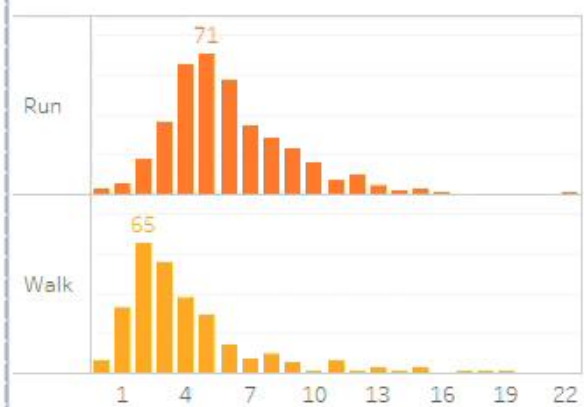
All time

	Total	Walk	Run	Ride
Activities:	703	281	384	38
Distance:	4,467	1,277	2,480	710
Average:	6.35	4.54	6.46	18.69

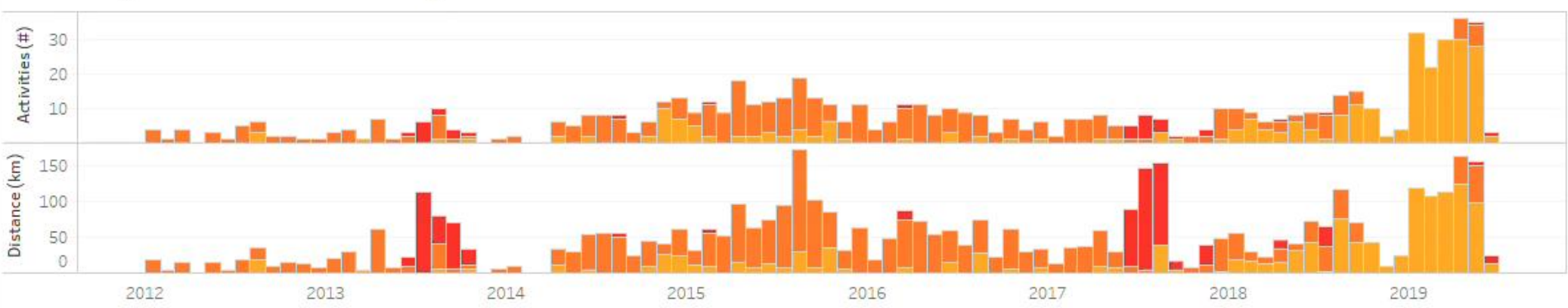
What's the total distance by activity type over time?



Histogram of distances by activity



How many activities have I done by month?



Objects

- Horizontal Web Page
- Vertical Blank
- Text Button

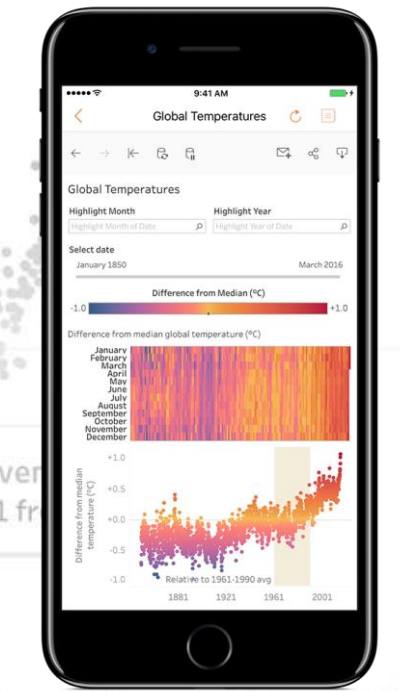
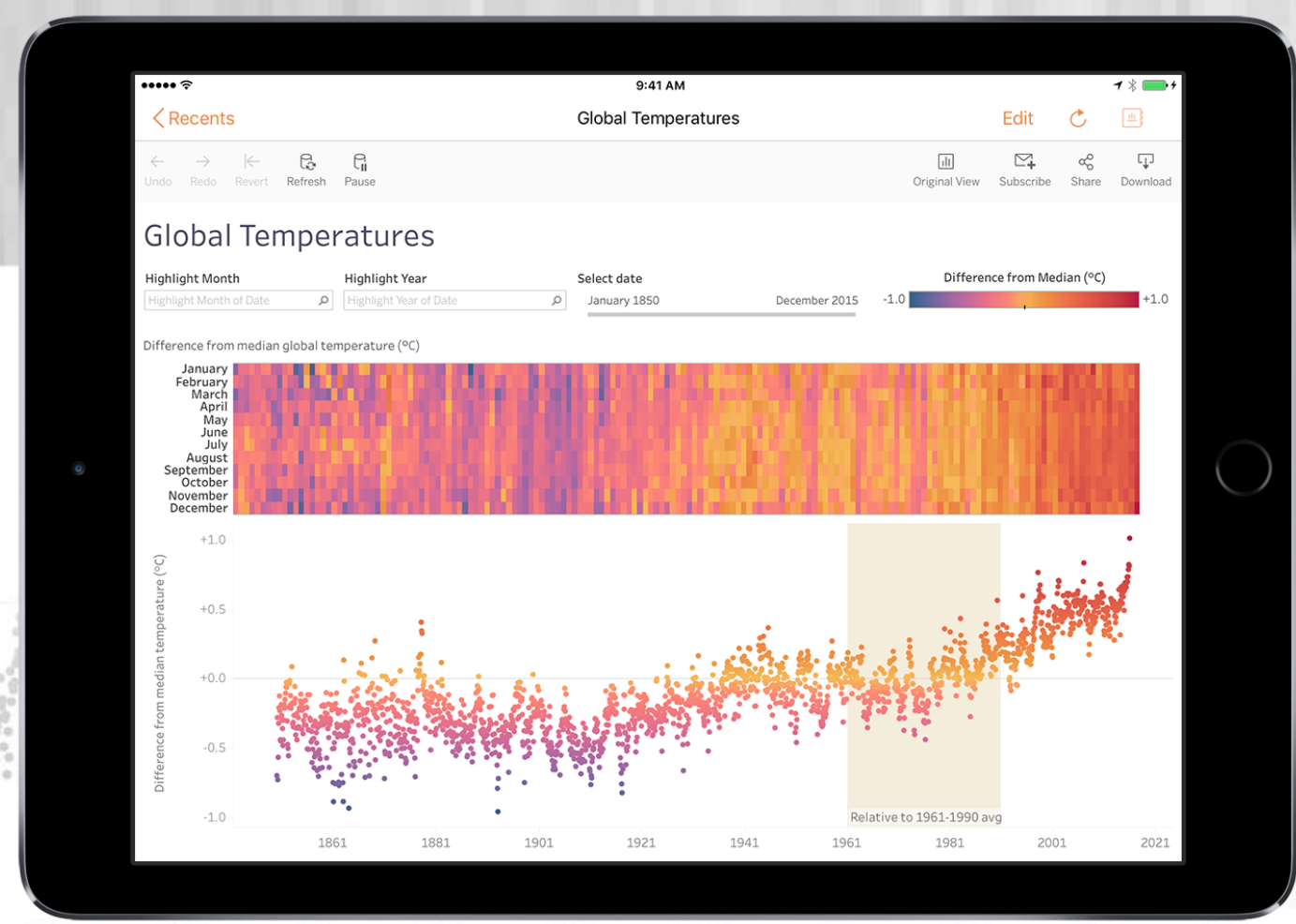
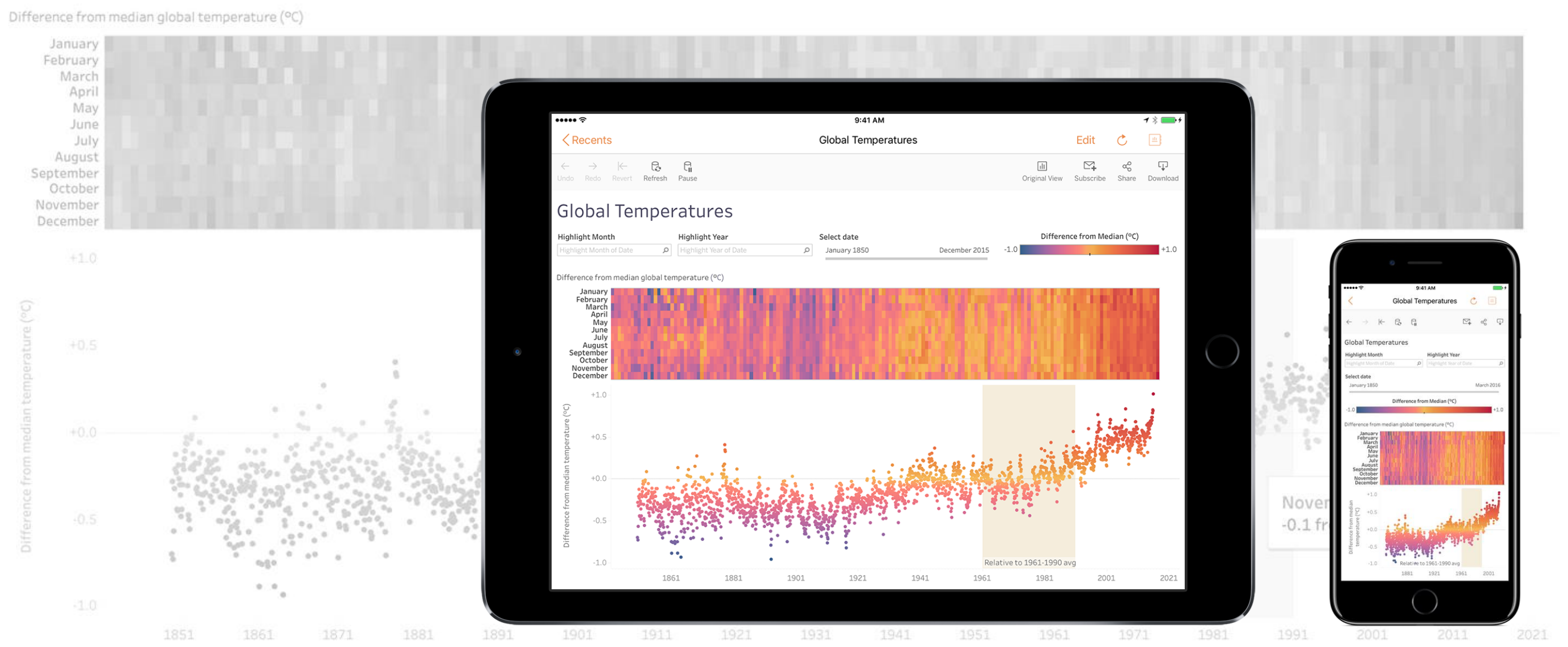
Global Temperatures

Highlight Month: Highlight Month of Date

Highlight Year: Highlight Year of Date

Select date: January 1850 - December 2015

Difference from Median (°C): -1.0 to +1.0



Jim Webb

Director of Customer Solutions,
Miller Coors





“In a world of hundreds of taps, we need data to help our bar managers succeed. We saw a great opportunity to present better information to our retailers.”



JIM WEBB
DIRECTOR OF CUSTOMER SOLUTIONS

Market Comparison Dashboard

Data Through 8/6/2017

Employee Name

Ausloos, Aaron

Invoice Date

Year to date

Click square to filter

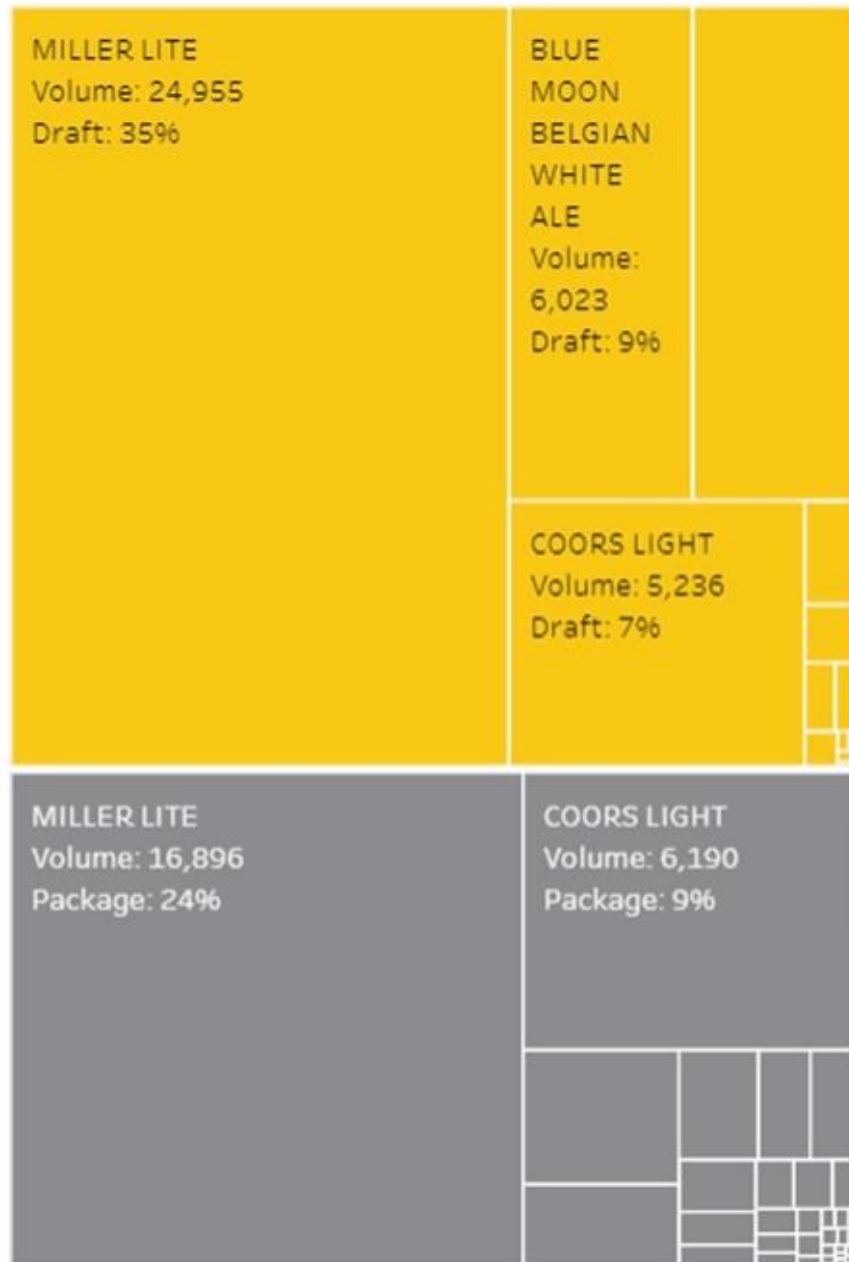
Draft

Package



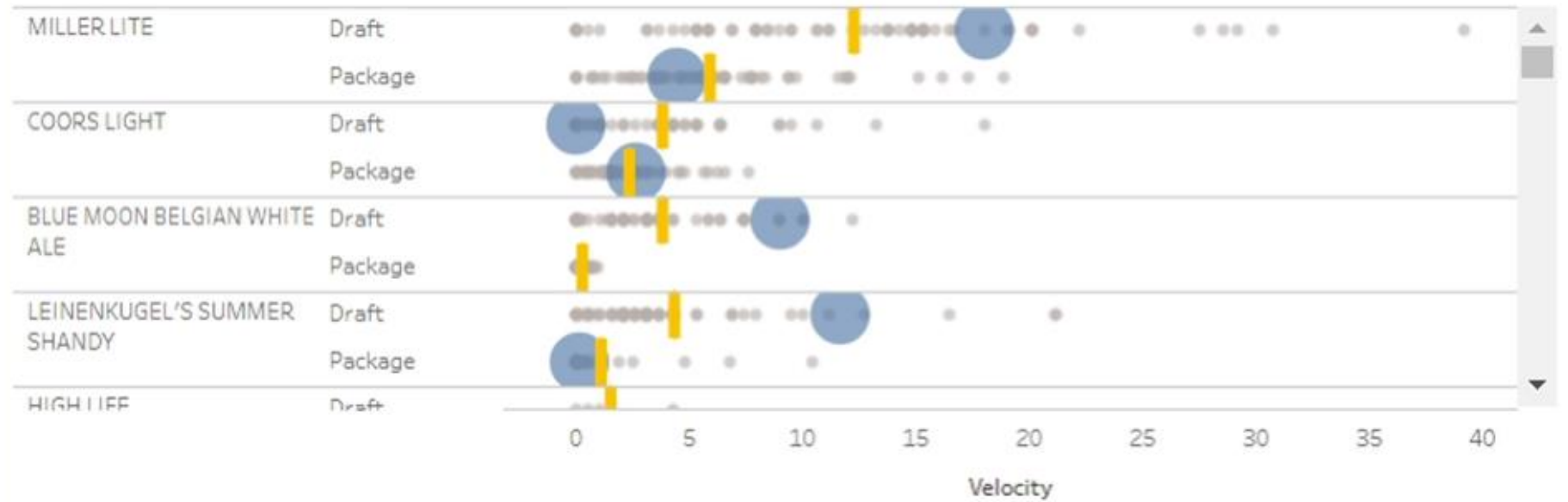
Search an Outlet:

What brands are being sold in Ausloos, Aaron's market



What is the weekly velocity for brands at recent 13 weeks? Blue dots represent what is currently carried.

compared to the market in the most

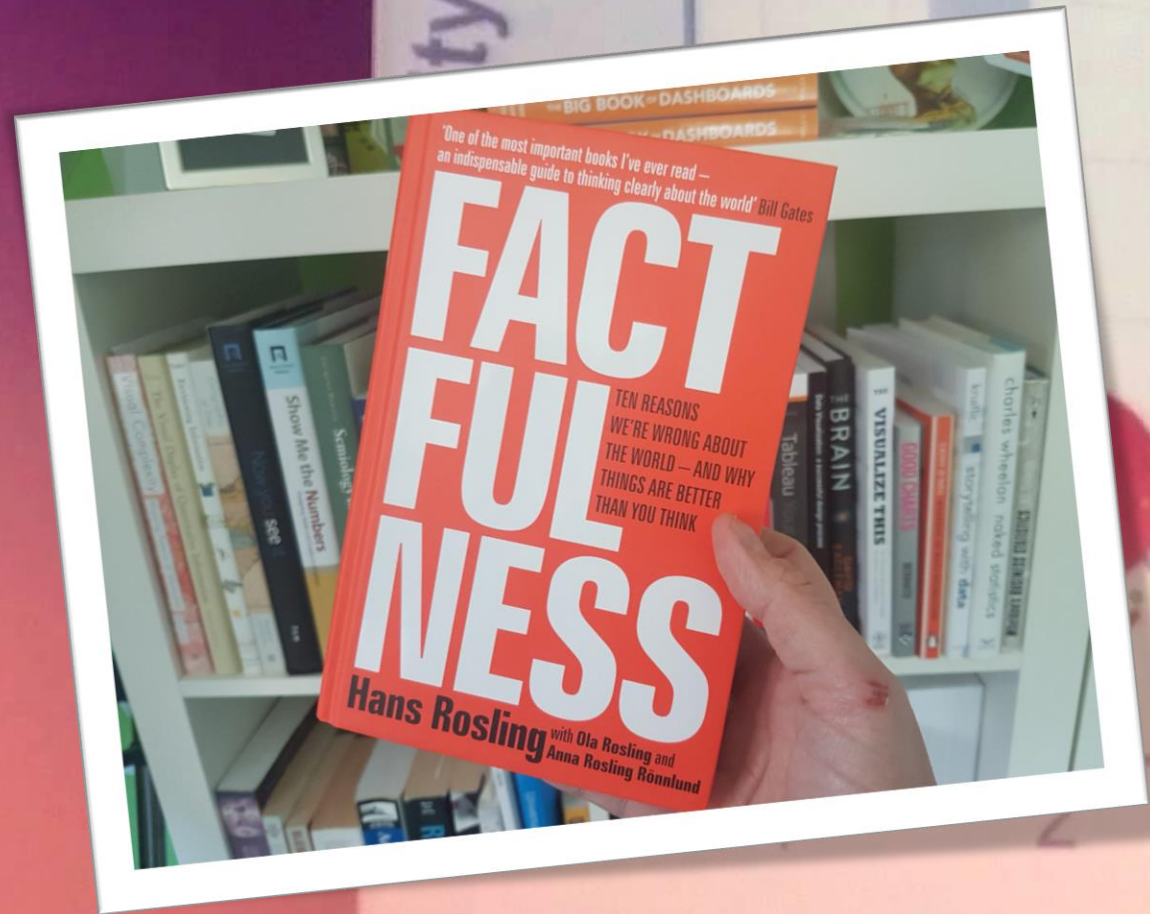


How does

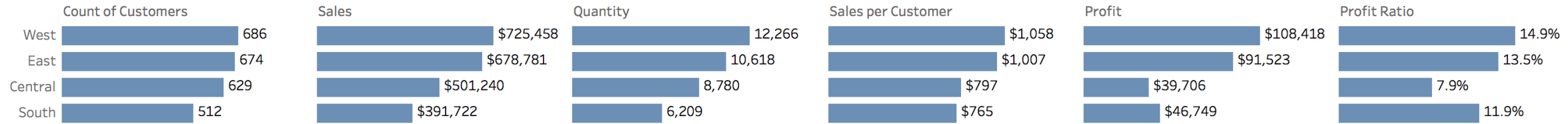
Volume Trend compare to the rest of selected market?



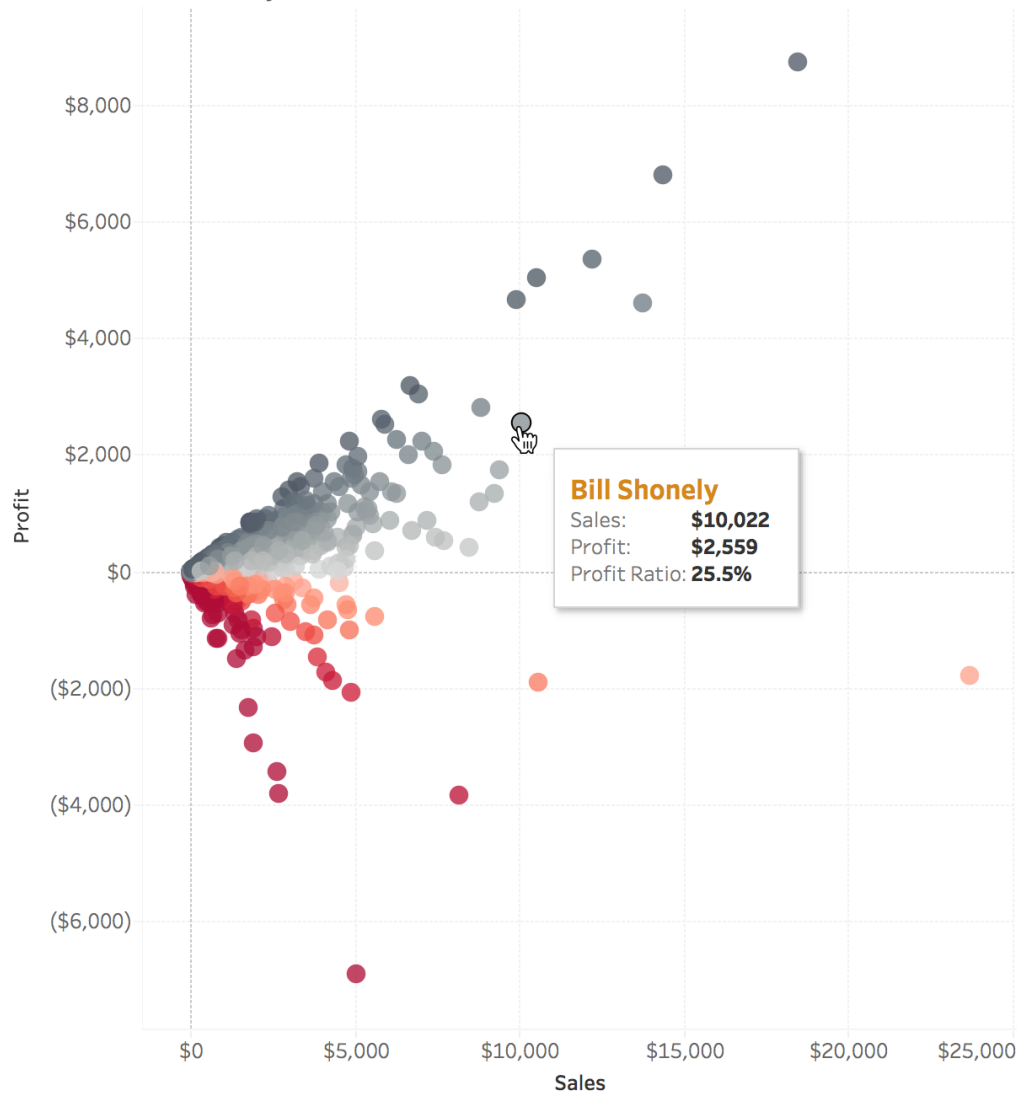
Stories, not dashboards



Customer Analysis



Sales and Profit by Customer



Customer Ranking



Year
 (All)

Category
 (All)
 Furniture
 Office Supplies
 Technology

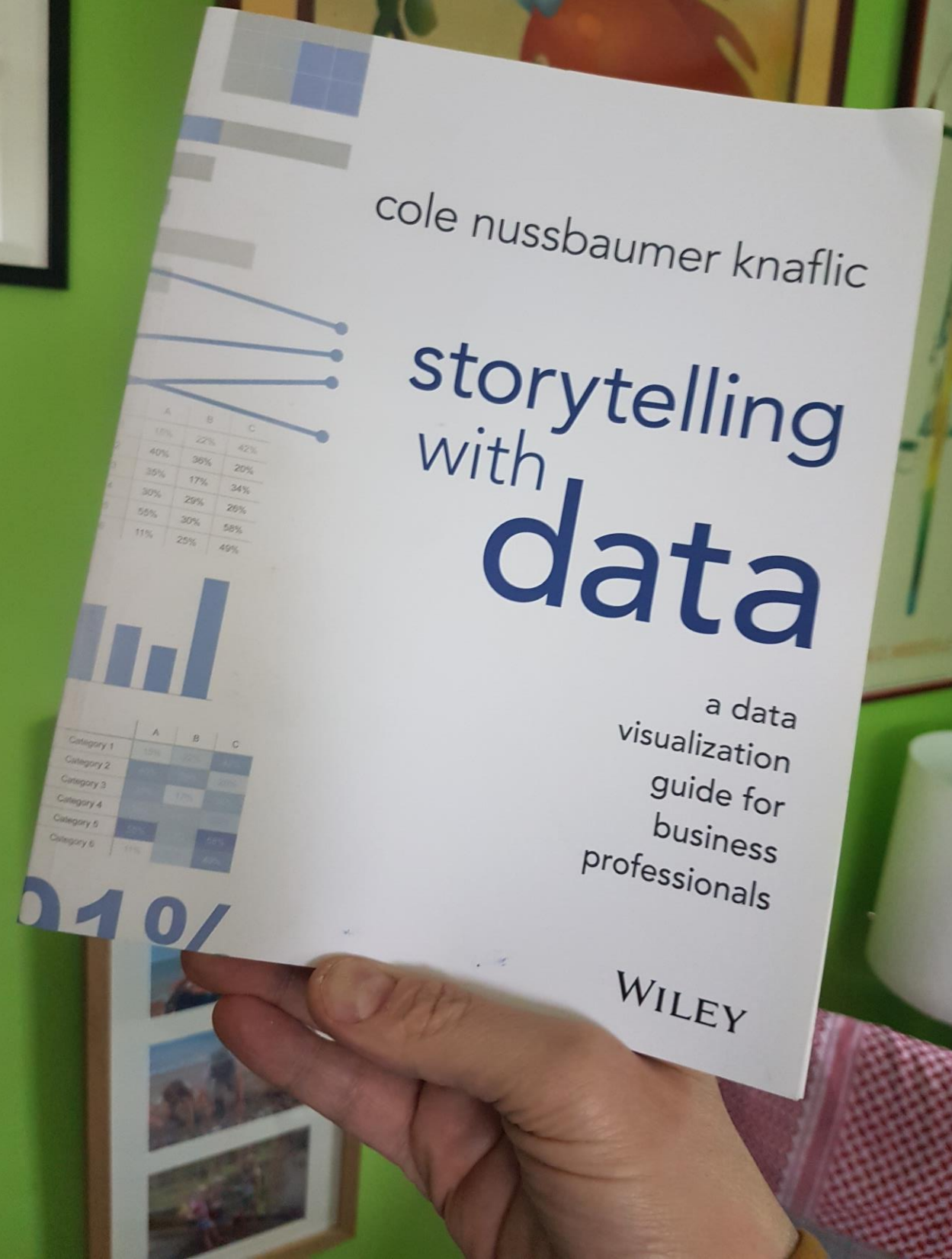
Segment
 (All)
 Consumer
 Corporate
 Home Office

Profit Ratio
 -50.0% to 50.0%



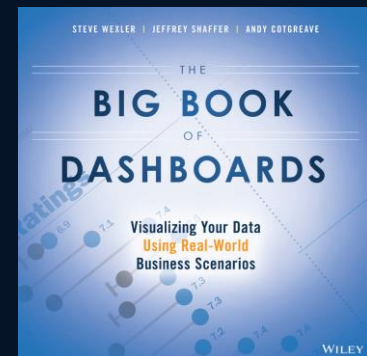
Storytelling with data

Cole Nussbaumer Knafflic



Building dashboards that persuade, inform, and inspire

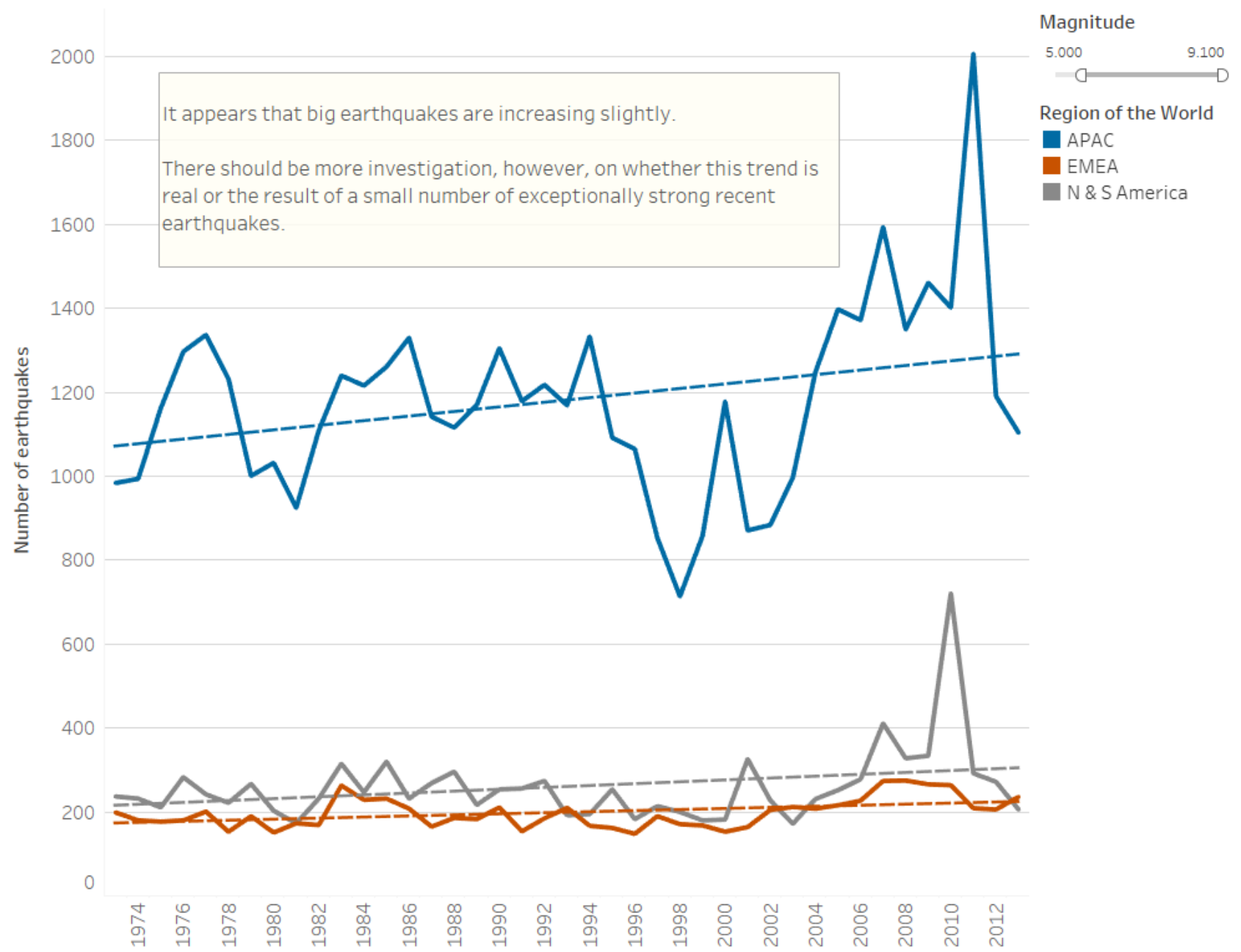
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<https://www.tableau.com/learn/series/dashboards>

Are big earthquakes on the rise?

Thousands of earthquakes are recorded every year. About two quakes each year qualify as "major". These megaquakes have drawn a lot of attention. The Indian Ocean earthquake and tsunami of 2004. The Japanese earthquake and tsunami of 2011. More and more earthquakes are being detected. Especially on the eastern side of the Pacific Rim. But the trend in big quakes is not as clear.



Amanda Gessert

Senior Manager, BI, MERKLE



Video:

<https://www.tableau.com/solutions/customer/merkle-wows-clients-interactive-presentations-tableau>



“Story Points give you the opportunity to segment your presentation (like PowerPoint), and allows you to be able to drill down a little bit deeper, or even dig into the underlying data to answer an unanticipated question.



Amanda Gessert

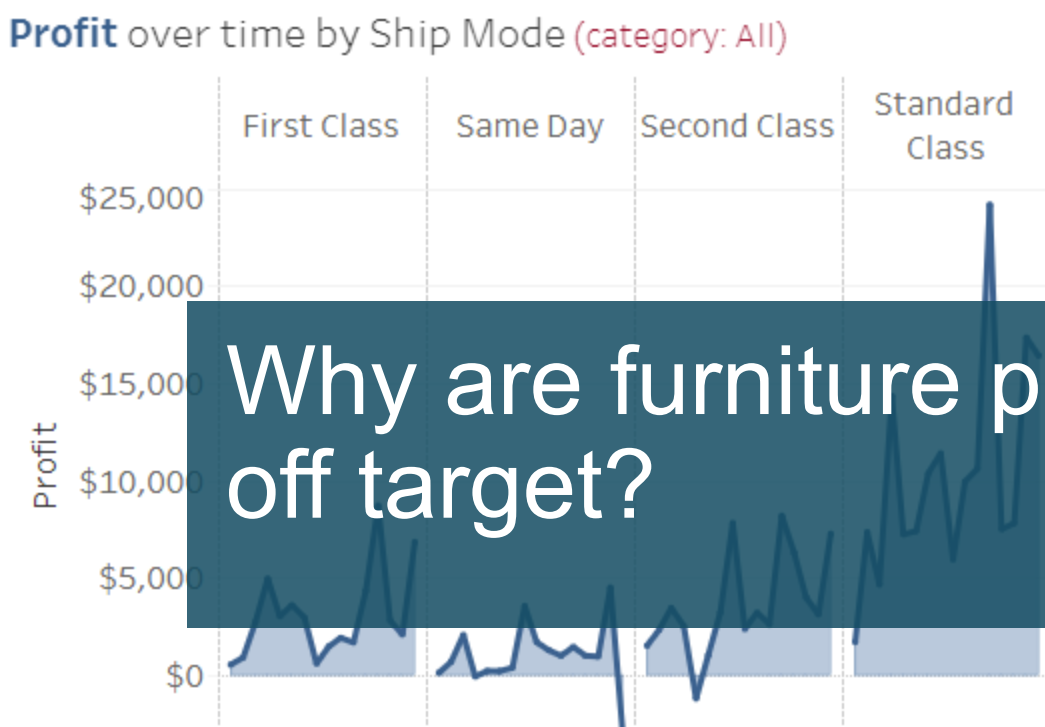
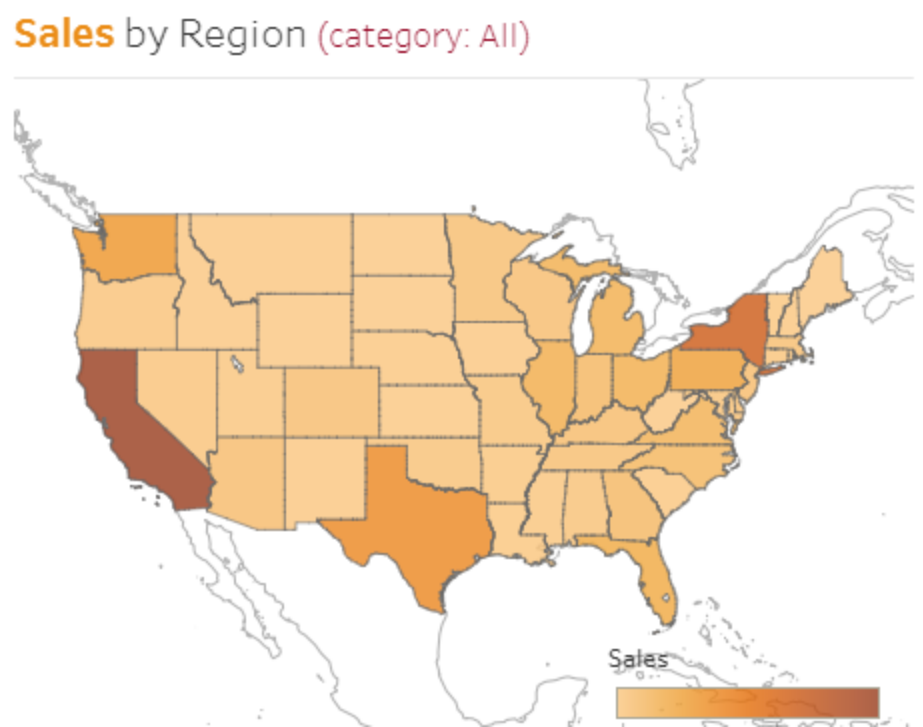
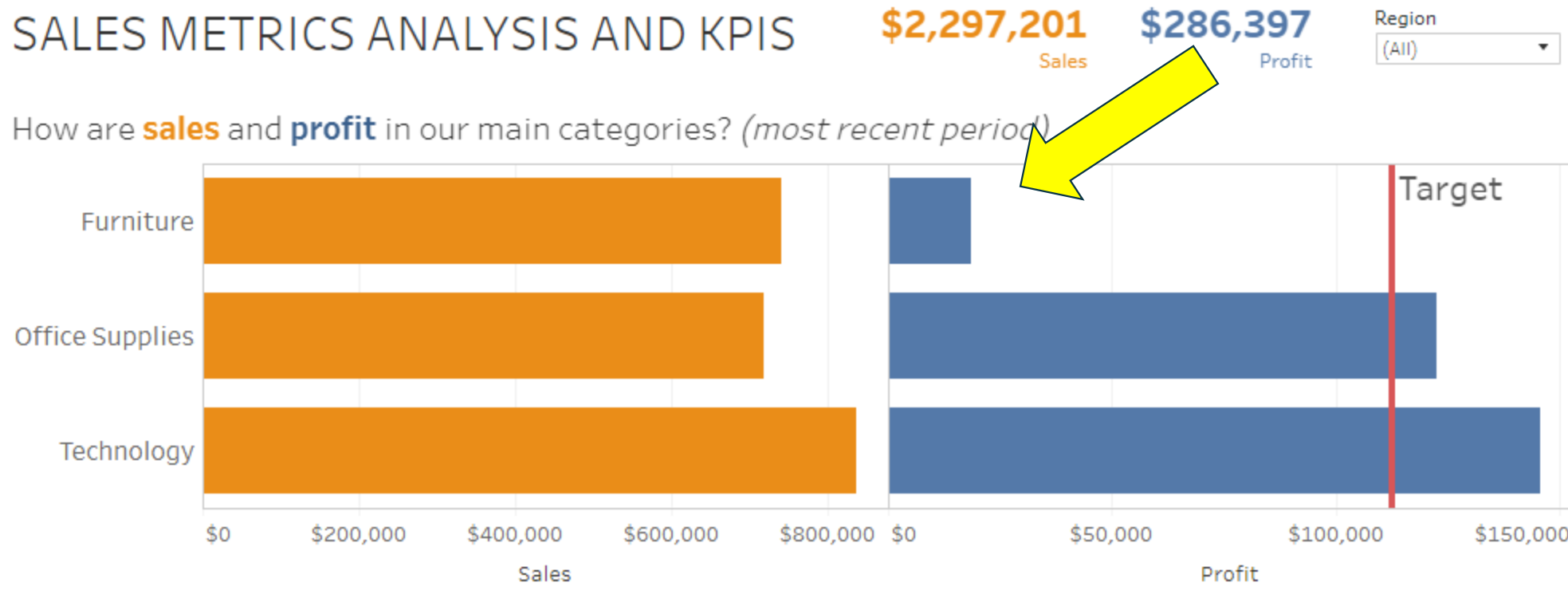
Senior Manager, BI, MERKLE



Why? Why? Why?

**A dashboard can only
answer a small number of
questions.**

**Your users have an
infinite number of
questions.**



Why are furniture profits so far off target?

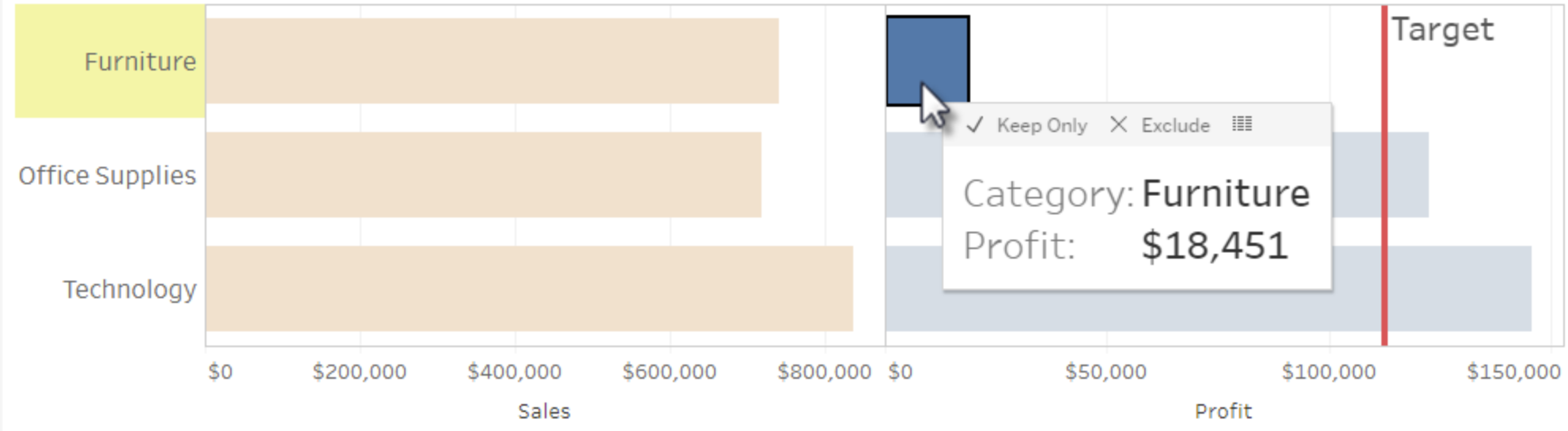
SALES METRICS ANALYSIS AND KPIS

\$742,000
Sales

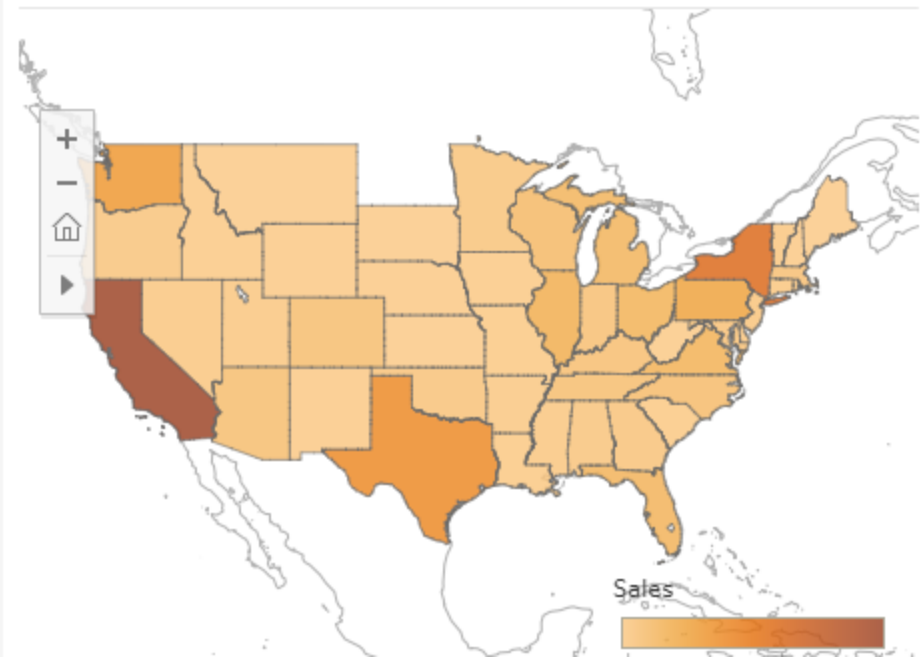
\$18,451
Profit

Region
(All)

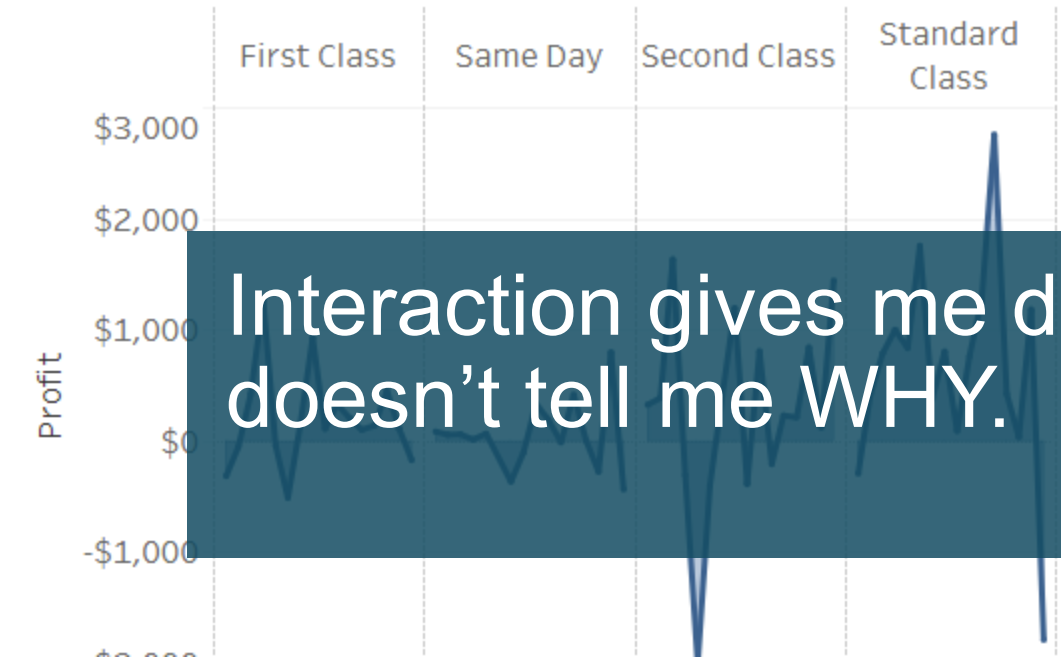
How are **sales** and **profit** in our main categories? (most recent period)



Sales by Region (category: Furniture)



Profit over time by Ship Mode (category: Furniture)



Interaction gives me detail but doesn't tell me WHY.

Home > default > why why why why > Sales organisation KPIs

View: Original Alert Subscribe Edit Share Download Comments Full Screen

SALES METRICS ANALYSIS AND KPIS

\$742,000 Sales **\$18,451** Profit

Region: (All)

How are **sales** and **profit** in our main categories? (most recent period)

Category	Sales	Profit
Furniture	\$750,000	\$10,000
Office Supplies	\$700,000	\$120,000
Technology	\$800,000	\$140,000

Sales by Region (category: Furniture)

Profit over time by Ship Mode (category: Furniture)

Ship Mode	Profit
First Class	\$0
Same Day	\$0
Second Class	\$0
Standard Class	\$3,000

To ask why I need to dive deeper

Data Analytics <

Sample - Superstore

Dimensions

- Customer
 - Customer ID
- Order
- Location
- Product
 - Product ID
 - Profit (bin)
 - Region
 - Measure Names

Measures

- Discount
- Profit
- Profit Ratio
- Profit target
- Quantity
- Row ID
- Sales
- Latitude (generated)
- Longitude (generated)

Sets

- sdfjsdfjksdf (Category...
- Top Customers by Profi...

Parameters

- Profit Bin Size
- Profit Ratio Parameter
- Top Customers

Pages

Filters

Region

Marks

All Automatic

Color Size Label

Detail Tooltip

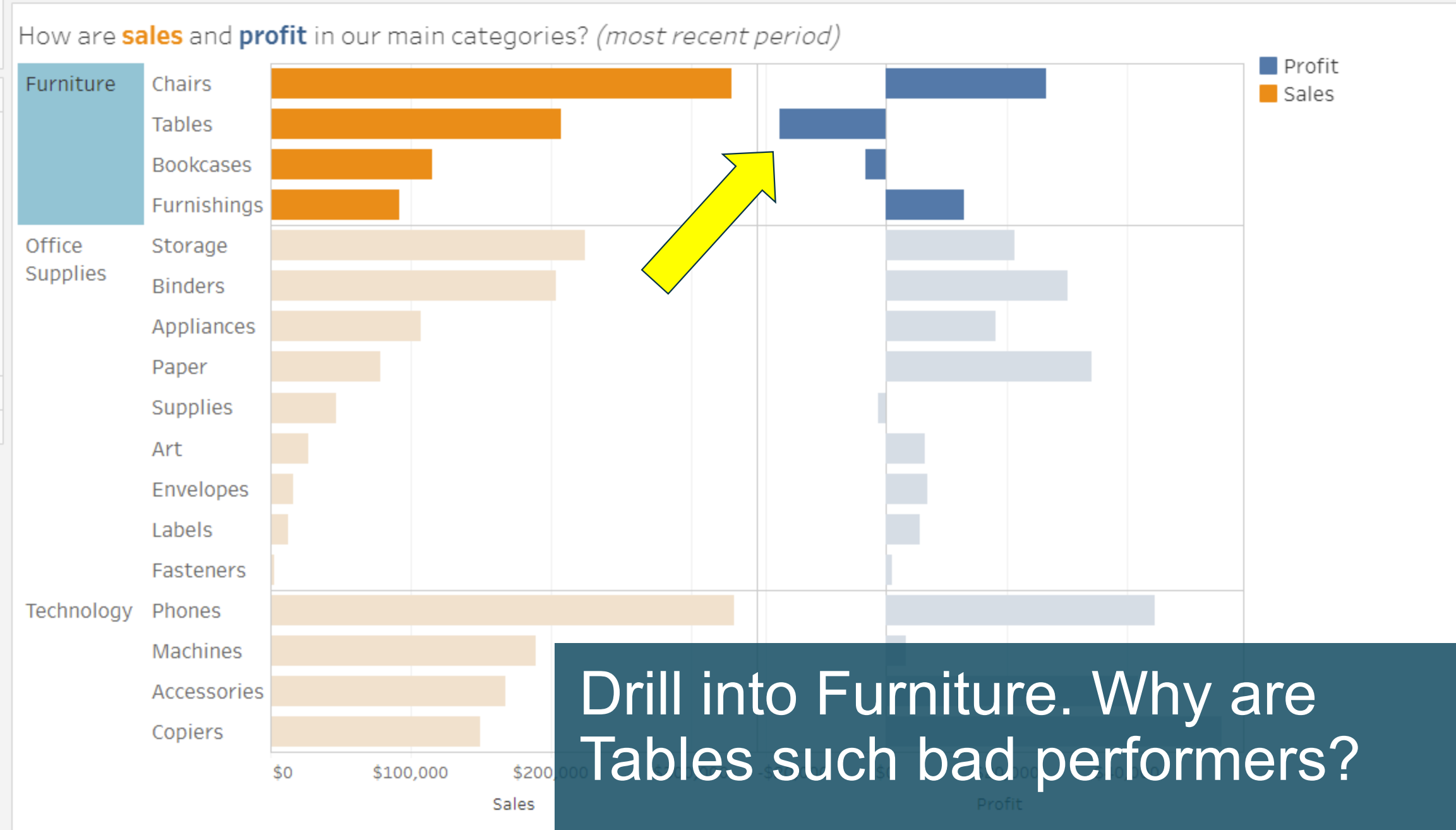
Measure Names

SUM(Sales)

SUM(Profit)

Columns SUM(Sales) SUM(Profit)

Rows Category Sub-Category



Drill into Furniture. Why are Tables such bad performers?

Sales and Profit for each Sub-Category broken down by Category. Color shows details about Sales and Profit. The data is filtered on Region, which keeps Central, East, South and West.

Navigation icons: back, forward, refresh, save, print, zoom, etc.

Data | Analytics | Pages

Sample - Superstore

Dimensions

- Customer
- Order
- Customer ID
- Location
- Product
- Product ID
- Profit (bin)
- Region
- Measure Names

Measures

- Discount
- Profit
- Profit Ratio
- Profit target
- Quantity
- Row ID
- Sales
- Latitude (generated)
- Longitude (generated)

Sets

- sdfjsdfjksdf (Category,....)
- Top Customers by Profi...

Parameters

- Profit Bin Size
- Profit Ratio Parameter
- Top Customers

Filters

- Region
- Sub-Category: Ta...

Marks

All

Automatic

Color | Size | Label

Detail | Tooltip

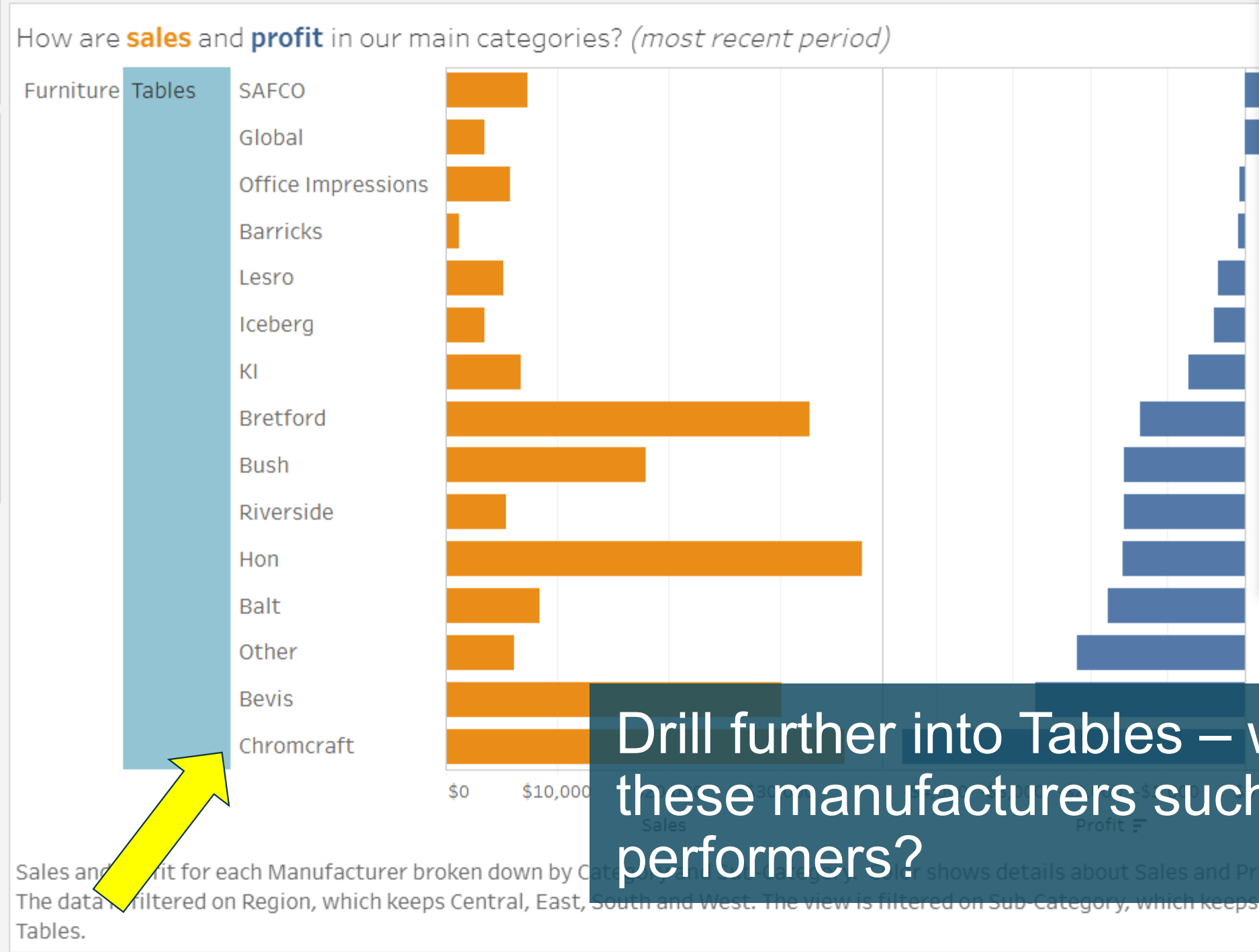
Measure Names

SUM(Sales)

SUM(Profit)

Columns | SUM(Sales) | SUM(Profit)

Rows | Category | Sub-Category | Manufacturer



Drill further into Tables – why are these manufacturers such bad performers?

Show Me

Visualizations: Maps, Bar charts, Line charts, Scatter plots, etc.

For scatter plots try

- 0 or more Dimensions
- 2 to 4 Measures

Data | Analytics | Pages

Sample - Superstore

Dimensions

- Customer
- Order
- Customer ID
- Location
- Product
- Product ID
- Profit (bin)
- Region
- Measure Names

Measures

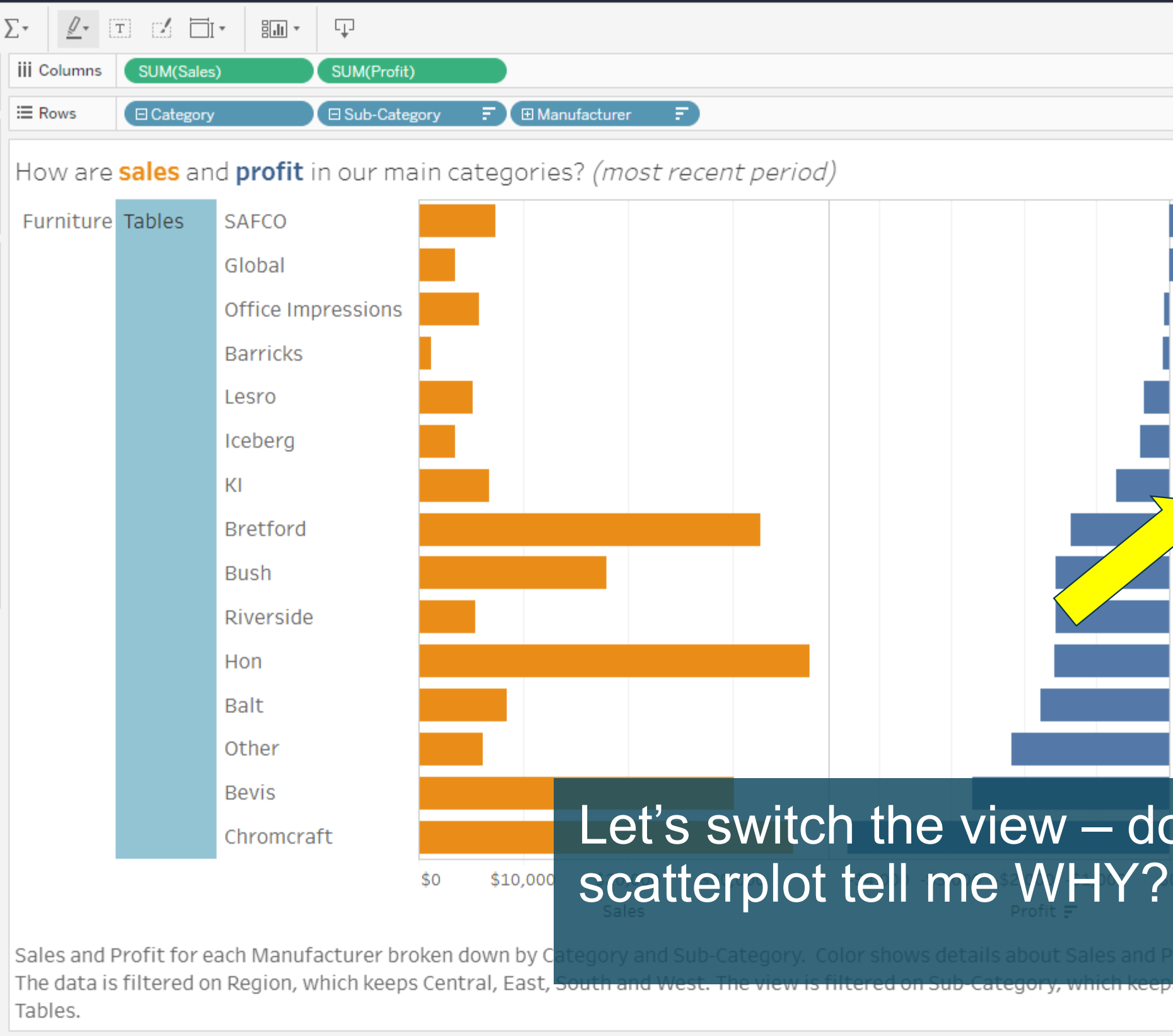
- Discount
- Profit
- Profit Ratio
- Profit target
- Quantity
- Row ID
- Sales
- Latitude (generated)
- Longitude (generated)

Sets

- sdfjsdfjksdf (Category,....)
- Top Customers by Profi...

Parameters

- Profit Bin Size
- Profit Ratio Parameter
- Top Customers



Show Me

For scatter plots try
 0 or more **Dimensions**
 2 to 4 **Measures**

Let's switch the view – does a scatterplot tell me WHY?

Sales and Profit for each Manufacturer broken down by Category and Sub-Category. Color shows details about Sales and Profit. The data is filtered on Region, which keeps Central, East, South and West. The view is filtered on Sub-Category, which keeps Tables.

Data Analytics <

Sample - Superstore

Dimensions

- Customer
- Order
- Customer ID
- Location
- Product
- Product ID
- Profit (bin)
- Region
- Measure Names

Measures

- Discount
- Profit
- Profit Ratio
- Profit target
- Quantity
- Row ID
- Sales
- Latitude (generated)
- Longitude (generated)

Sets

- sdfjsdfjksdf (Category,...
- Top Customers by Profi...

Parameters

- Profit Bin Size
- Profit Ratio Parameter
- Top Customers

Columns SUM(Sales)

Rows SUM(Profit)



Sum of Sales vs. sum of Profit. Details are shown for various dimensions. The data is filtered on Region, which keeps Central, East, South and West. The view is filtered on Sub-Category, which keeps Tables.

Data | Analytics | Pages

Sample - Superstore

Dimensions

- Customer
 - Customer Name
 - Segment
- Order
 - Order Date
 - Order ID
 - Ship Date
 - Ship Mode
 - Customer ID

Measures

- Discount
- Profit
- Profit Ratio
- Profit target
- Quantity
- Row ID
- Sales
- Latitude (generated)
- Longitude (generated)

Sets

- sdfjsdfjksdf (Category....)
- Top Customers by Profi...

Parameters

- Profit Bin Size
- Profit Ratio Parameter
- Top Customers

Columns | SUM(Sales)

Rows | SUM(Profit)

Filters

- Region
- Sub-Category: Ta...

Marks

- Circle
- Color
- Size
- Label
- Detail
- Tooltip

AVG(Discount)

- Manufacturer
- Sub-Category
- Category
- Customer ID



Let's look at discount: WOW! DISCOUNTED orders are the root cause.

Sum of Sales vs. sum of Profit. Color shows average of Discount. Details are shown for various dimensions. The data is filtered on Region, which keeps Central, East, South and West. The view is filtered on Sub-Category, which keeps Tables.

Navigation icons: back, forward, home, search, refresh, zoom, print, share, etc. Show Me

Data | Analytics | Pages

Sample - Superstore

Dimensions

- Customer
 - Customer Name
 - Segment
- Order
 - Order Date
 - Order ID
 - Ship Date
 - Ship Mode
 - Customer ID

Measures

- Discount
- Profit
- Profit Ratio
- Profit target
- Quantity
- Row ID
- Sales
- Latitude (generated)
- Longitude (generated)

Sets

- sdfjsdfjksdf (Category, ...)
- Top Customers by Profi...

Parameters

- Profit Bin Size
- Profit Ratio Parameter
- Top Customers

Filters

- Region
- Sub-Category: Ta...

Marks

Circle

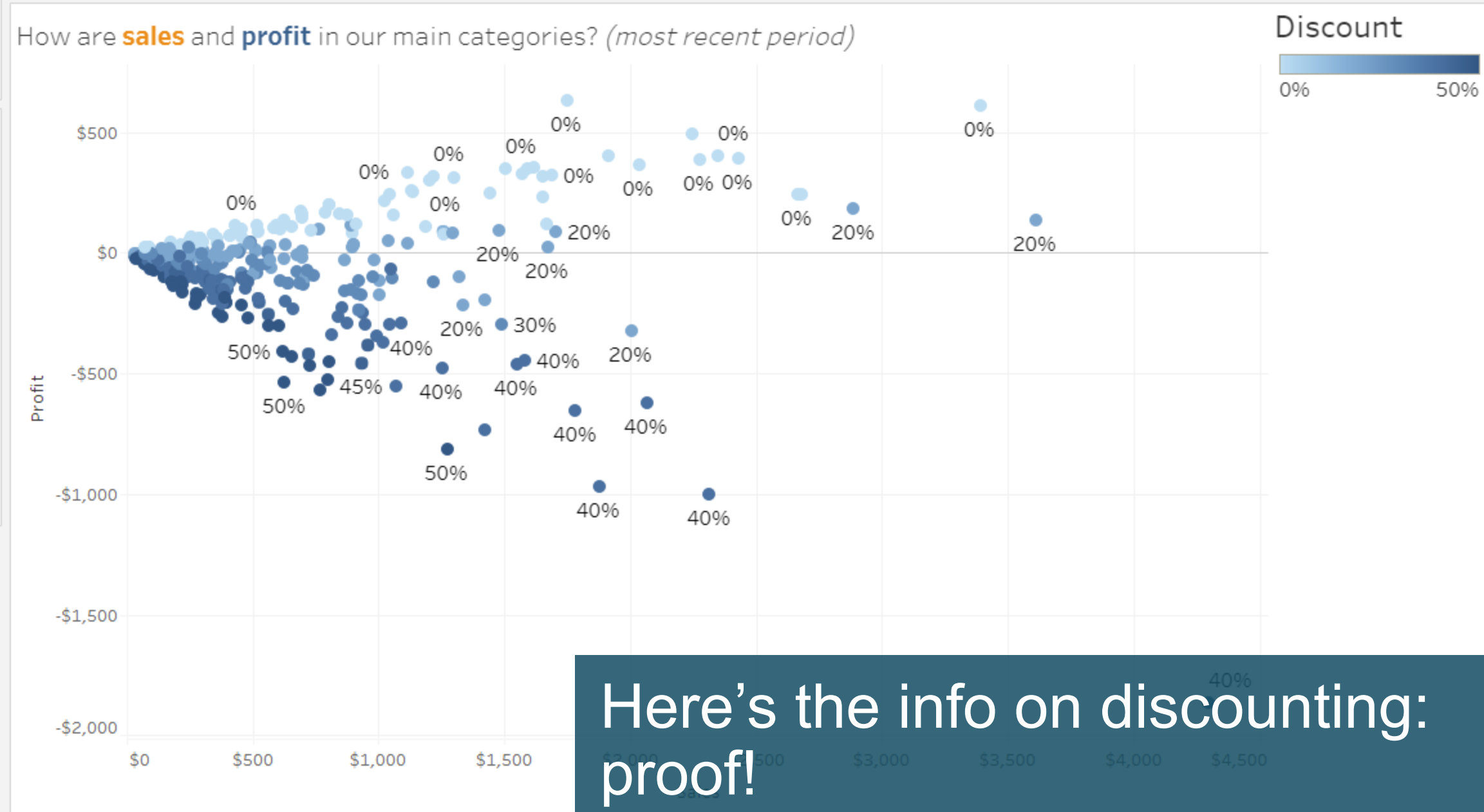
Color Size Label

Detail Tooltip

- AVG(Discount)
- AVG(Discount)
- Manufacturer
- Sub-Category
- Category
- Customer ID

Columns SUM(Sales)

Rows SUM(Profit)



Here's the info on discounting: proof!

Sum of Sales vs. sum of Profit. Color shows average of Discount. The marks are labeled by average of Discount. Details are shown for various dimensions. The data is filtered on Region, which keeps Central, East, South and West. The view is filtered on Sub-Category, which keeps Tables.

Data | Analytics | Pages

Sample - Superstore

Columns | SUM(Sales)

Rows | SUM(Profit)

Filters

- Region
- Sub-Category: Ta...

Dimensions

- Customer
 - Customer Name
 - Segment
- Order
 - Order Date
 - Order ID
 - Ship Date
 - Ship Mode
 - Customer ID

Measures

- Discount
- Profit
- Profit Ratio
- Profit target
- Quantity
- Row ID
- Sales
- Latitude (generated)
- Longitude (generated)

Sets

- sdfjsdfjksdf (Category,...
- Top Customers by Profi...

Parameters

- Profit Bin Size
- Profit Ratio Parameter
- Top Customers

Marks

- Circle
- Color
- Size
- Label
- Detail
- Tooltip

AVG(Discount)

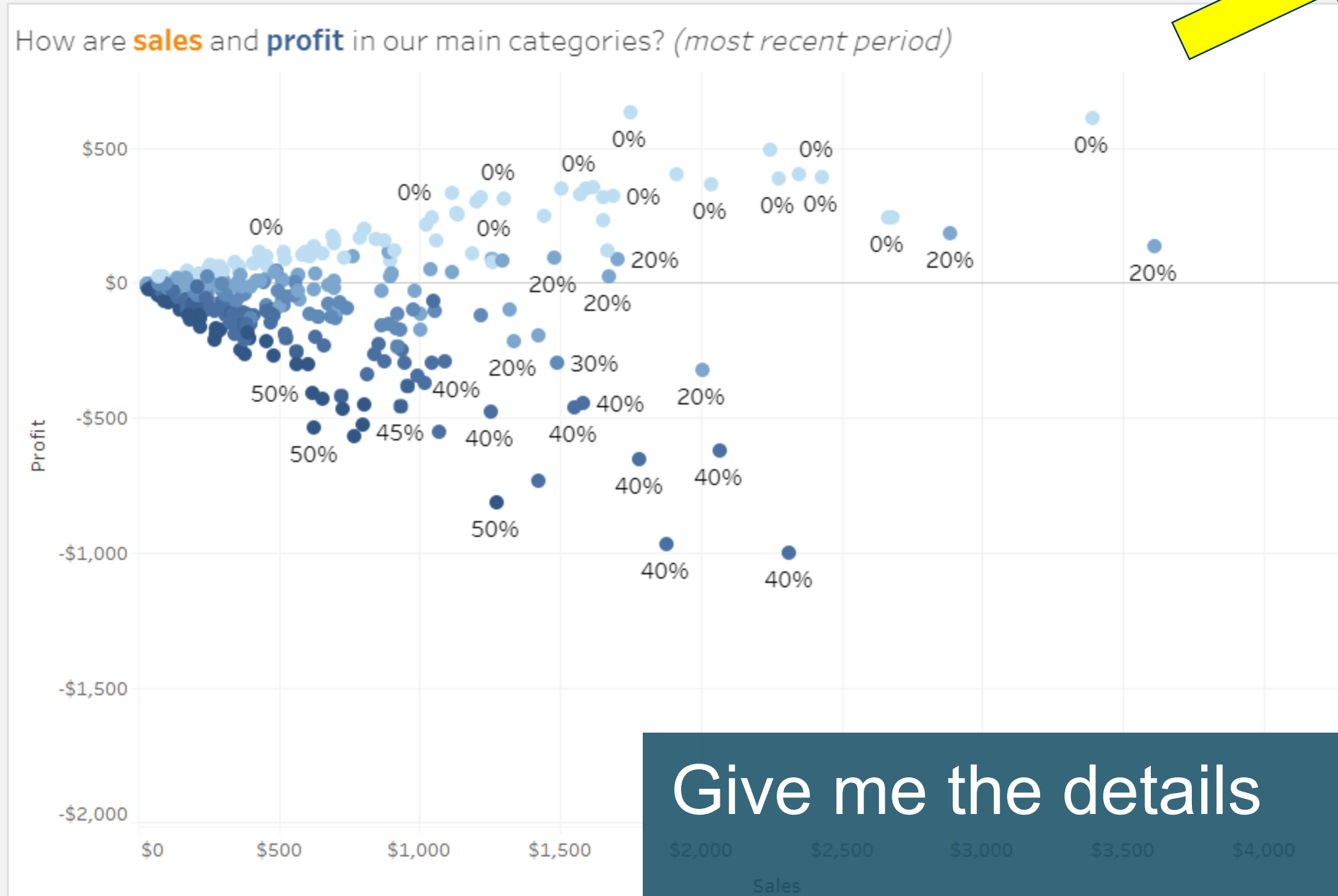
AVG(Discount)

Manufacturer

Sub-Category

Category

Customer ID



Show Me

For text tables try

- 1 or more Dimensions
- 1 or more Measures

Give me the details

Sum of Sales vs. sum of Profit. Color shows average of Discount. The marks are labeled by average of Discount. Details are shown for various dimensions. The data is filtered on Region, which keeps Central, East, South and West. The view is filtered on Sub-Category, which keeps Tables.

Navigation icons: Home, Back, Forward, Refresh, Filter, Sort, Sum, Text, Table, Chart, Download, Show Me

Data | Analytics | Pages

Sample - Superstore

Dimensions

- Customer
 - Customer Name
 - Segment
- Order
 - Order Date
 - Order ID
 - Ship Date
 - Ship Mode
 - Customer ID

Measures

- Discount
- Profit
- Profit Ratio
- Profit target
- Quantity
- Row ID
- Sales
- Latitude (generated)
- Longitude (generated)

Sets

- sdfjsdfjksdf (Category, ...)
- Top Customers by Profi...

Parameters

- Profit Bin Size
- Profit Ratio Parameter
- Top Customers

Filters

- Region
- Sub-Category: Ta...
- Measure Names

Marks

Automatic

Color | Size | Text

Detail | Tooltip

Measure Values

- AVG(Discount)
- SUM(Profit)
- SUM(Sales)

Columns | Measure Names

Rows | Order ID | Customer ID | Category | Sub-Category | Manufacturer

How are **sales** and **profit** in our main categories? (most recent period)

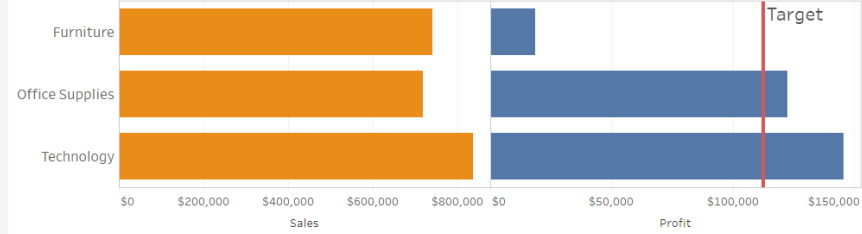
Order ID	Customer ID	Category	Sub-Category	Manufacturer	Discount	Profit	Sales
CA-2014-100090	EB-13705	Furniture	Tables	Hon	20%	-\$88	\$502
CA-2014-100916	FH-14275	Furniture	Tables	Hon	0%	\$112	\$591
CA-2014-104283	LM-17065	Furniture	Tables	KI	0%	\$22	\$86
CA-2014-105165	SZ-20035	Furniture	Tables	Riverside	30%	-\$23	\$201
CA-2014-105648	EJ-14155	Furniture	Tables	Bevis	20%	-\$23	\$626
CA-2014-106229	NR-18550	Furniture	Tables	Bevis	50%	-\$210	\$269
CA-2014-108609	AJ-10780	Furniture	Tables	Hon	40%	-\$735	\$1,422
CA-2014-114517	TH-21235	Furniture	Tables	Hon	40%	-\$20	\$53
CA-2014-115812	BH-11710	Furniture	Tables	Chromcraft	20%	\$85	\$1,706
CA-2014-116932	ME-18010	Furniture	Tables	Hon	20%	\$27	\$273
CA-2014-117464	NP-18325	Furniture	Tables	SAFCO	20%	\$19	\$170
CA-2014-117765	RB-19465	Furniture	Tables	KI	0%	\$112	\$430
CA-2014-121769	JS-15880	Furniture	Tables	Riverside	40%	-\$95	\$172
CA-2014-122931	SM-20950	Furniture	Tables	Hon	40%	-\$102	\$476
CA-2014-124429	MH-17785	Furniture	Tables	KI	20%	-\$28	\$567
CA-2014-124688	CC-12610	Furniture	Tables	Bretford	0%	\$301	\$1,203
CA-2014-124702	MH-17785	Furniture	Tables	Lesro	0%	\$95	\$730
CA-2014-124723	GZ-14470	Furniture	Tables	SAFCO	30%	\$42	\$489
CA-2014-125829	WB-21850	Furniture	Tables	Bevis	20%	-\$65	\$574
CA-2014-126683	PP-18955	Furniture	Tables	Bevis	0%	\$399	\$2,349
CA-2014-127446	MC-17590	Furniture	Tables	Bretford	30%	-\$122	\$1,219
CA-2014-127614	NF-18385	Furniture	Tables	Hon	0%	\$112	\$591
CA-2014-129924	AC-10420	Furniture	Tables	Hon	20%	-\$17	\$358
CA-2014-132612	FO-14305	Furniture	Tables	Bevis	0%	\$245	\$1,441
CA-2014-133690	BS-11755	Furniture	Tables	Other	5%	-\$9	\$50
CA-2014-134572	CV-20265	Furniture	Tables	Push	20%	-\$96	\$744

Discount, Profit and Sales broken down by Order ID, Customer ID, Category, Sub-Category and Manufacturer. The data is filtered on Region, which keeps Central, East, South and West. The view is filtered on Sub-Category, which keeps Tables.

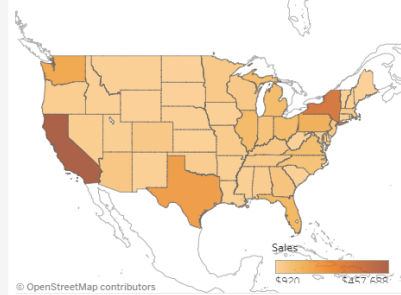
Here is every order with a big discount that led to a loss.

SALES METRICS ANALYSIS AND KPIS **\$2,297,201** Sales **\$286,397** Profit Region (All)

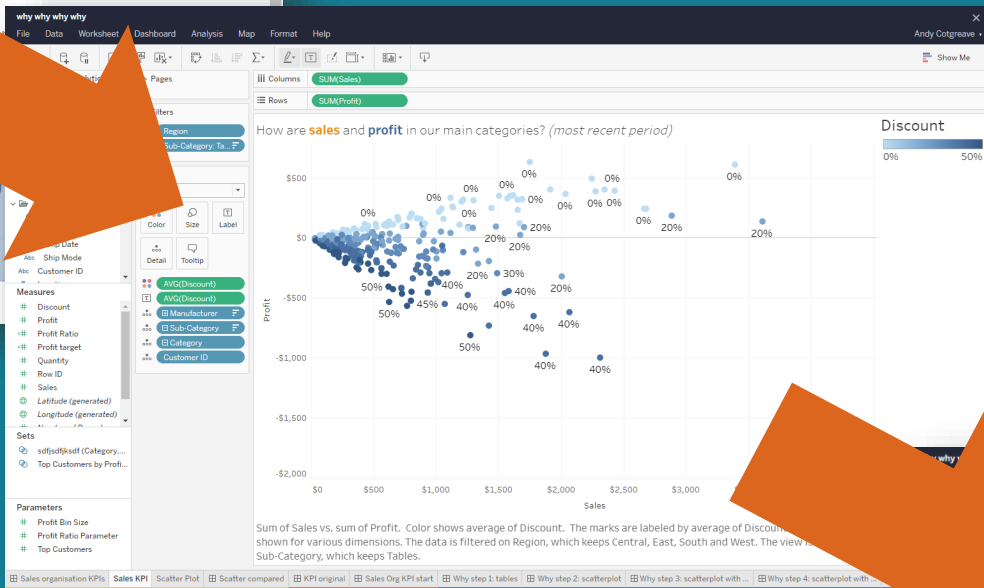
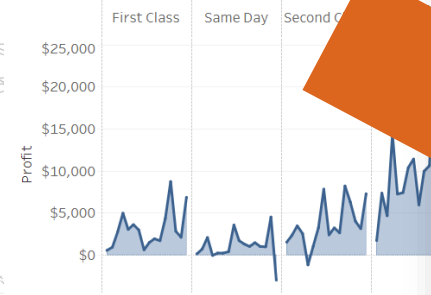
How are sales and profit in our main categories? (most recent period)



Sales by Region (category: All)



Profit over time by Ship Mode (category: All)



How are sales and profit in our main categories? (most recent period)

Order ID	Customer ID	Category	Sub-Category	Manufacturer	Discount	Profit	Sales
CA-2014-100090	EB-13705	Furniture	Tables	Hon	20%	-\$88	\$502
CA-2014-100916	FH-14275	Furniture	Tables	KI	0%	\$112	\$591
CA-2014-104283	LM-17065	Furniture	Tables	KI	0%	\$22	\$86
CA-2014-105165	SZ-20035	Furniture	Tables	Riverside	30%	-\$23	\$201
CA-2014-105648	EJ-14155	Furniture	Tables	Bevis	20%	-\$23	\$626
CA-2014-106229	NR-18550	Furniture	Tables	Bevis	50%	-\$210	\$269
CA-2014-108609	AJ-10780	Furniture	Tables	Hon	40%	-\$735	\$1,422
CA-2014-114517	TH-21235	Furniture	Tables	Hon	40%	-\$20	\$53
CA-2014-115812	BH-11710	Furniture	Tables	Chromcraft	20%	\$85	\$1,706
CA-2014-116932	ME-18910	Furniture	Tables	Hon	20%	\$27	\$273
CA-2014-117464	NP-18325	Furniture	Tables	SAFCO	20%	\$19	\$170
CA-2014-117765	RB-19465	Furniture	Tables	KI	0%	\$112	\$430
CA-2014-121769	JS-15880	Furniture	Tables	Riverside	40%	-\$95	\$172
CA-2014-122931	SM-20950	Furniture	Tables	Hon	40%	-\$102	\$476
CA-2014-124429	MH-17785	Furniture	Tables	KI	20%	-\$28	\$567
CA-2014-124688	CC-12610	Furniture	Tables	Bretford	0%	\$301	\$1,203
CA-2014-124702	MH-17785	Furniture	Tables	Lesro	0%	\$95	\$730
CA-2014-124723	GZ-14470	Furniture	Tables	SAFCO	30%	\$42	\$489
CA-2014-125829	WB-21850	Furniture	Tables	Bevis	20%	-\$65	\$574
CA-2014-126683	PP-18955	Furniture	Tables	Bevis	0%	\$399	\$2,349
CA-2014-127446	MC-17590	Furniture	Tables	Bretford	30%	-\$122	\$1,219
CA-2014-127614	NF-18385	Furniture	Tables	Hon	0%	\$75	\$1,256
CA-2014-129924	AC-10420	Furniture	Tables	Hon	20%	-\$17	\$698
CA-2014-132612	FD-14305	Furniture	Tables	Bevis	0%	\$245	\$1,441
CA-2014-133690	BS-11755	Furniture	Tables	Other	50%	-\$162	\$219

Discount, Profit and Sales broken down by Order ID, Customer ID, Category, Sub-Category and Manufacturer. The data is filtered on Region, which keeps Central, East, South and West. The view is filtered on Sub-Category, which keeps Tables.

SALES METRIC ANALYSIS

REGION

(All)

ORDER DATE

Last 6 years

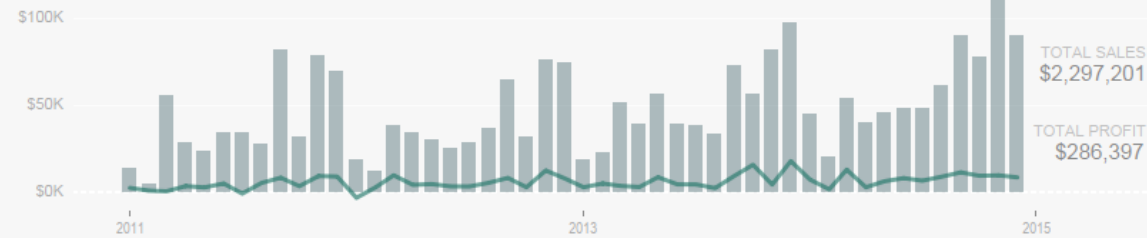
CATEGORY

Furniture

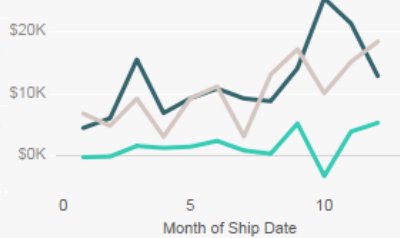
Office Supplies

Technology

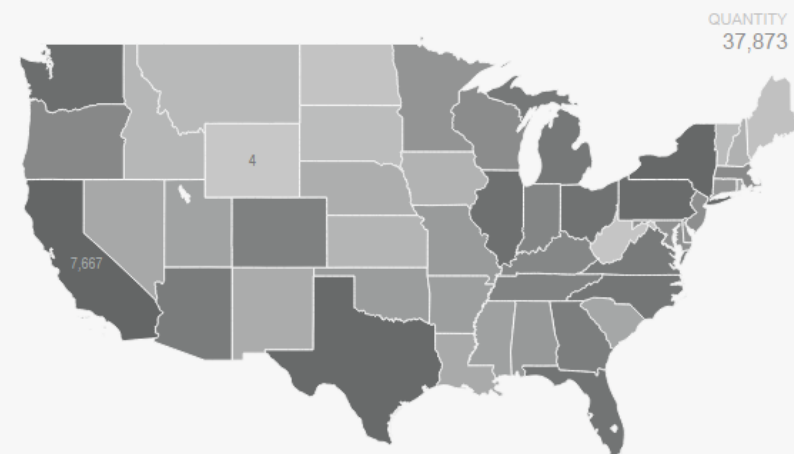
WHAT ARE OUR SALES & PROFITS OVER TIME?



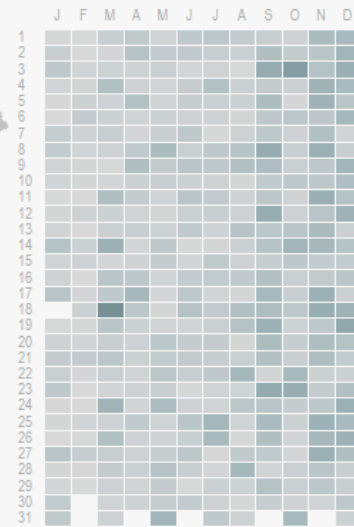
WHAT ARE OUR PROFITS BY CATEGORY?



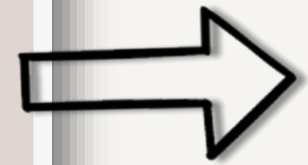
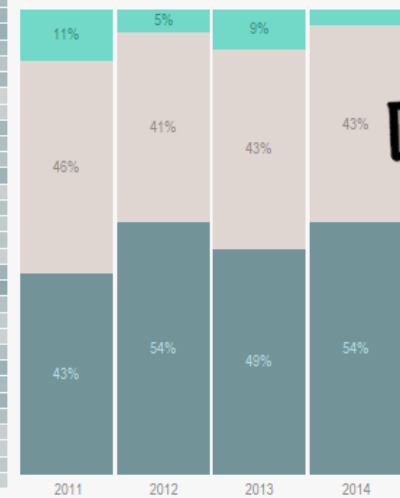
WHAT DO WE SELL IN EACH STATE?

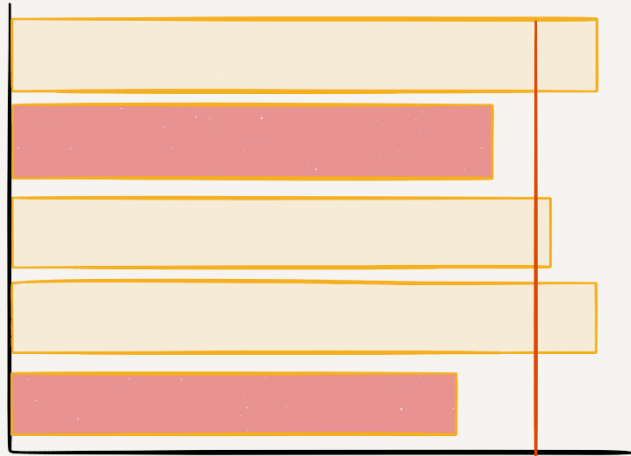


WHAT ARE OUR SALES TRENDS?

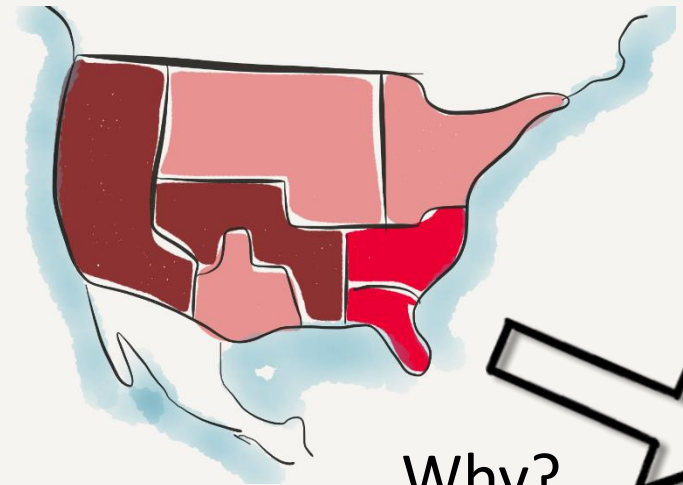


WHAT DOES EACH CATEGORY CONTRIBUTE TO PROFIT?

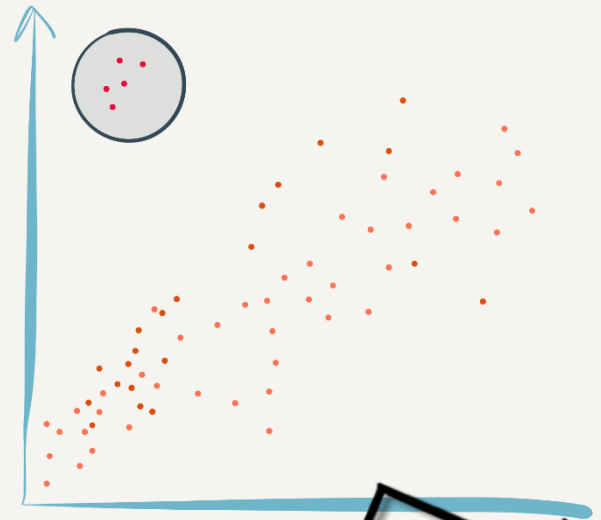




Why?

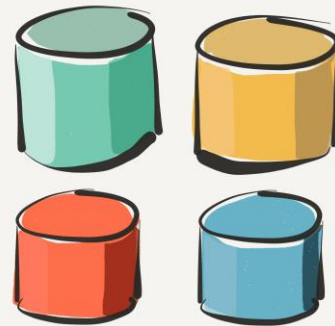
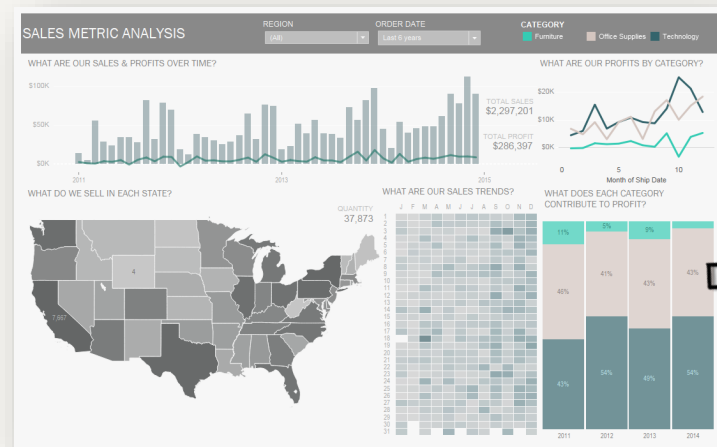


Why?

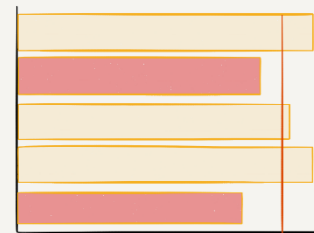


Why?

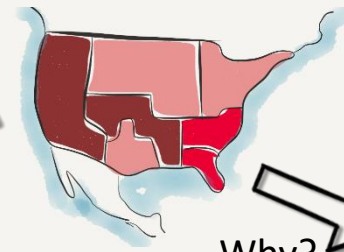
mm	MM	Mm	mm
mm	mm	Mm	mm
Mm	mm	Mm	mm
mm	mm	Mm	mm



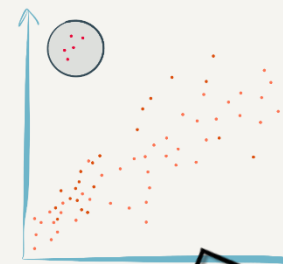
Data visualisation
 Known unknowns
 Predefined answers only



Why?



Why?



Why?



mm	mm	mm	mm
mm	mm	mm	mm
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mm	mm	mm	mm

Visual analytics
 Unknown unknowns
 Instant answers to new questions

Jonathan Capper

Production Planning, Aer Lingus



'Okay, I've discovered a new aspect of engine cost that we hadn't realized.

Suddenly you're going, 'Bang, bang, bang, two minutes in Tableau' and you can see the average per month, the average per day



Review your work



Manufacturing Indicators

PROJECT

Workbooks 14

Views 18

Data Sources 8

Permissions

Details

0 selected

Sort by Views: All (Most-Least)



General Filters

Owner

Tag

Modified on or after

Modified on or before

Only my favorites

Only my recently viewed

Has an alert

	Name	Views: All	Sheets	Size	Owner	Modified
<input type="checkbox"/> ☆	Product Defects	50,440	1	940.8 KB	Erin Cabrera	Today 7:06 AM
<input type="checkbox"/> ☆	Key Metrics	48,943	4	970.2 KB	Piper Stull-Lane	Yesterday, 10:43 AM
<input type="checkbox"/> ☆	Defect Age Tracking	44,886	6	713.0 KB	Matt Daly	Yesterday, 11:15 AM
<input type="checkbox"/> ☆	Shipping Rates	43,214	2	413.0 KB	Paul Lucas	Today, 6:15 AM
<input type="checkbox"/> ☆	Cluster Analysis	40,105	4	119.3 MB	Stuart Calhoun	Yesterday, 8:45 AM
<input type="checkbox"/> ☆	Base Sales Opportunities	32,301	5	3.3 MB	Erin Cabrera	Yesterday, 2:33 PM
<input type="checkbox"/> ☆	Active Trends	25,443	1	560.2 KB	Matt Daly	Today, 7:42 AM
<input type="checkbox"/> ★	Backend Site Performance	22,913	3	50.3 MB	Emily Richardson	Yesterday, 5:43 PM
<input type="checkbox"/> ☆	Components	21,440	3	15.9 MB	Saskia van Daal	Today, 6:32 AM
<input type="checkbox"/> ☆	Shipping Trends	18,249	2	66.4 MB	Gary Stevens	Today, 6:23 AM
<input type="checkbox"/> ☆	Sales Opportunities Won	17,440	1	920.8 KB	Emily Richardson	Yesterday, 1:10 PM

My Tableau Server Stats

Stat Scope:

Last 30 Days

Project:

(All)



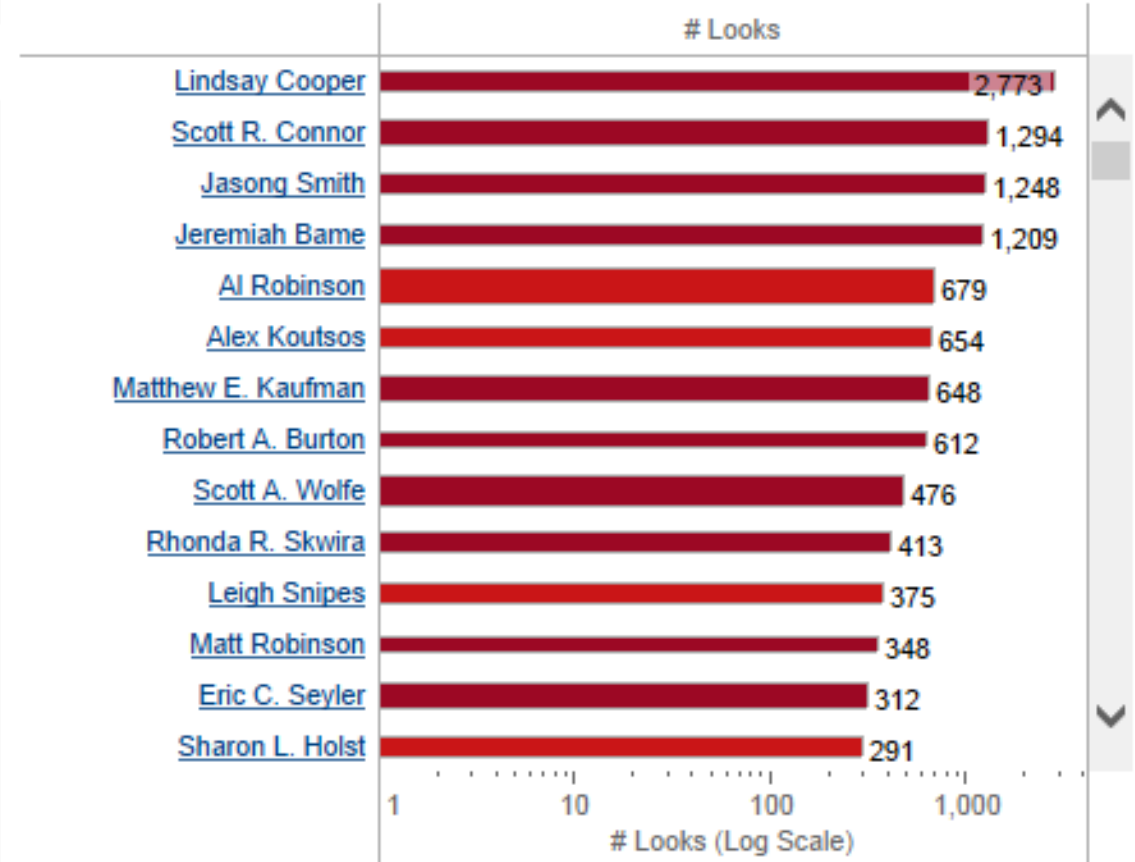
GLOBAL STATS

# Workbooks		134
# Workbook Views		466
# Looks		47,819
Size of Workbooks	249.69M	
Audience Size		896

MY LEAST POPULAR WORKBOOKS (days since last viewed)

1	Eastside Downstream	Piedmont Heart Administration (M..	691
2	Forecast Test	Quality Assurance / Testing	673
3	PFH vs PNH Wound Care Com..	Piedmont Newnan Administration ..	660
4	Downstream Department Impact	Quality Assurance / Testing	646
5	Pathway Data - Activity Codes v2	Piedmont Heart Administration (M..	625

MY AUDIENCE - 324 (Excluding Me)

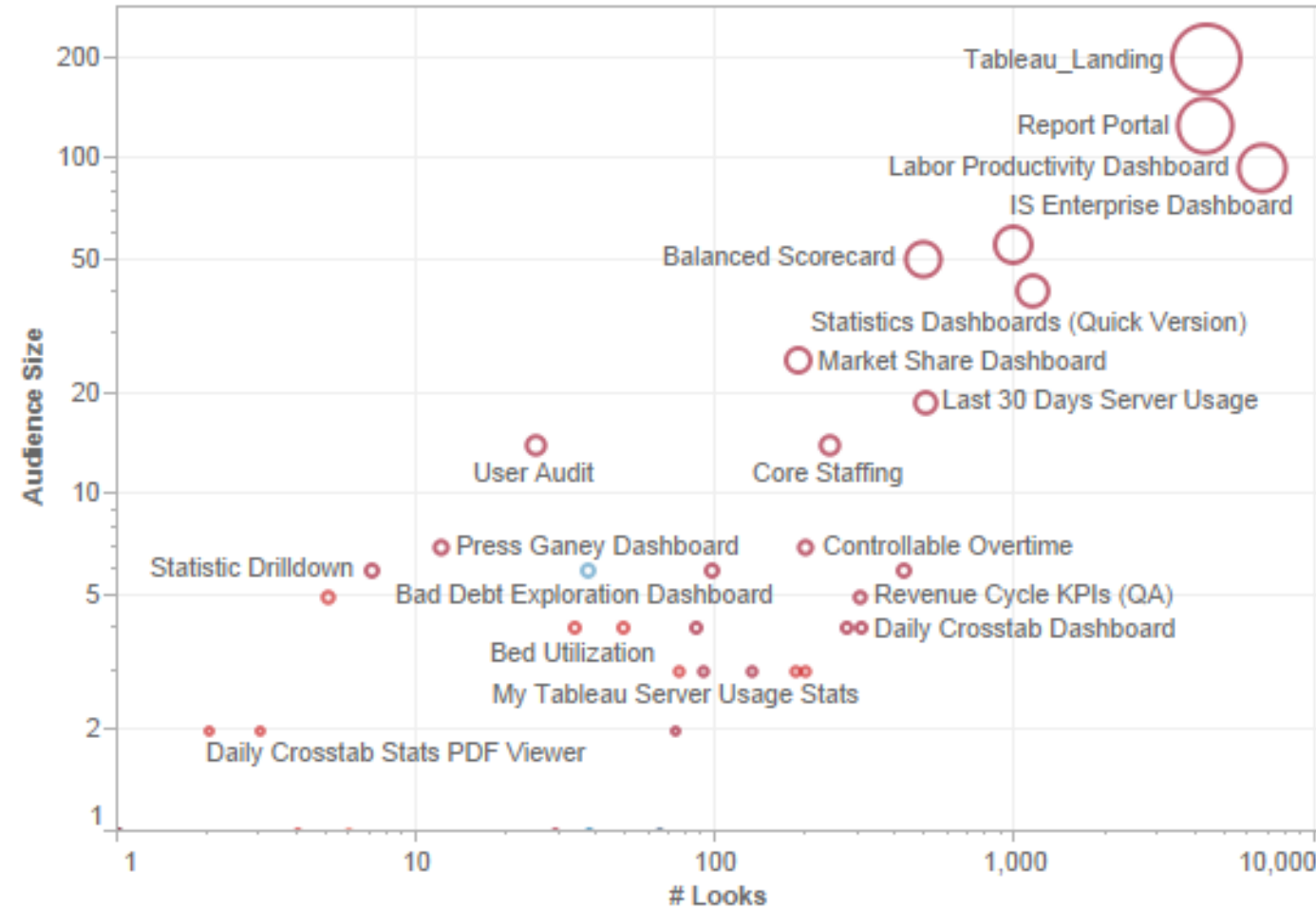


width of bar represent number of unique workbooks looked at

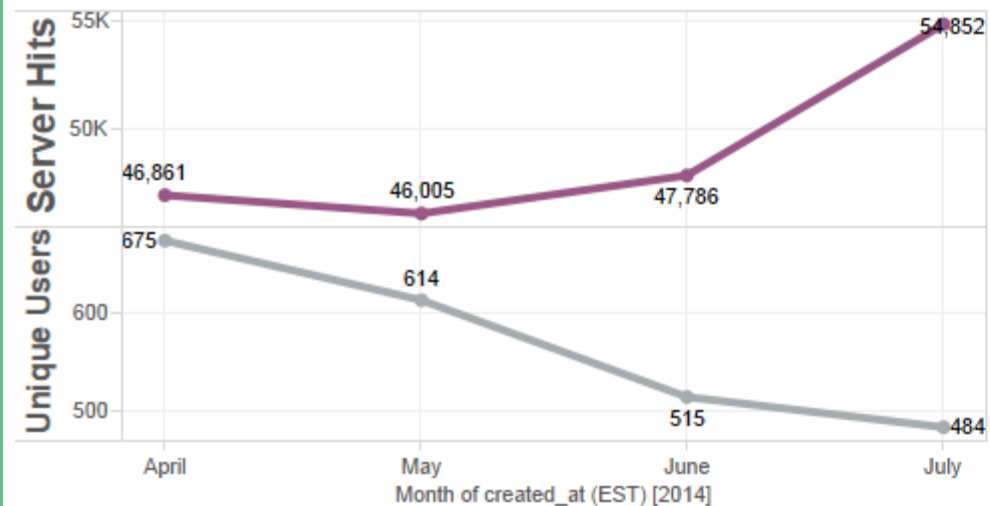
days since last viewed (hot / cold)



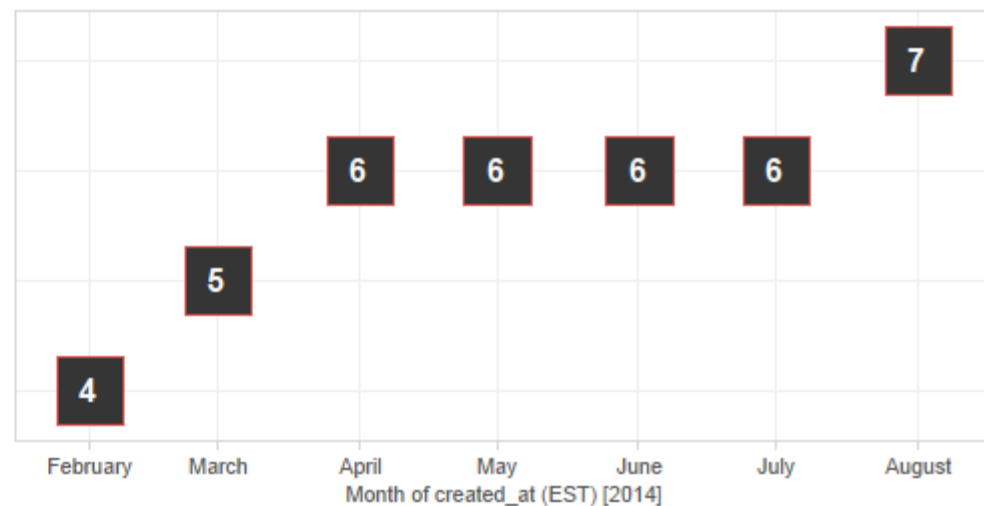
WORKBOOK POPULARITY



Monthly Server Stats



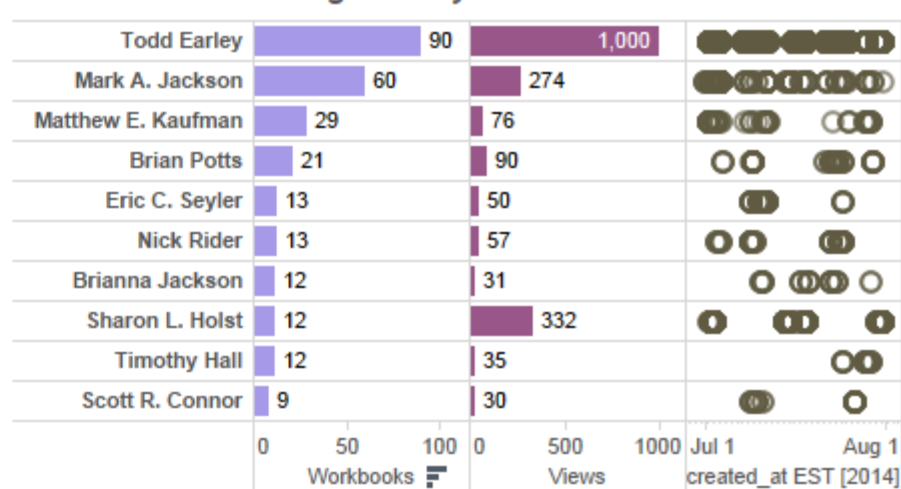
Monthly Concurrent Users



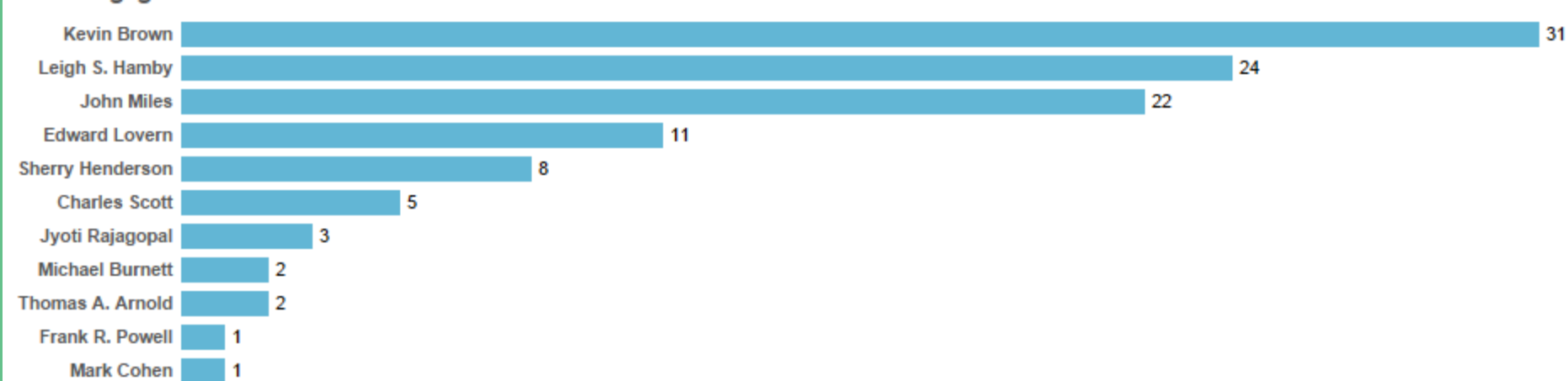
Popular Workbooks Last Month

Workbook	Author	users	views
Tableau_Landing	Mark A. Jackson	191	833
Report Portal	Mark A. Jackson	121	451
Labor Productivity Dashboard	Mark A. Jackson	88	1,516
Balanced Scorecard	Mark A. Jackson	47	78
Statistics Dashboards (Quick Version)	Mark A. Jackson	42	224
IS Enterprise Dashboard	Mark A. Jackson	40	126
STARS Initiative Calendar	Kathleen Majester	37	100
Provider Scorecard	Al Robinson	28	514
Readmission_Tracking	Al Robinson	23	131
OR Turnover Time	Timothy Hall	20	268

Cumulative Publishing Activity Last Month



Most Engaged Executives Last Month



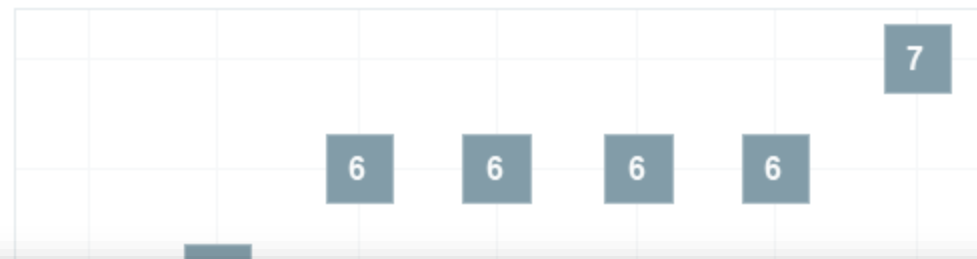

Mark Jackson
@ugamarkj **FOLLOWS YOU**



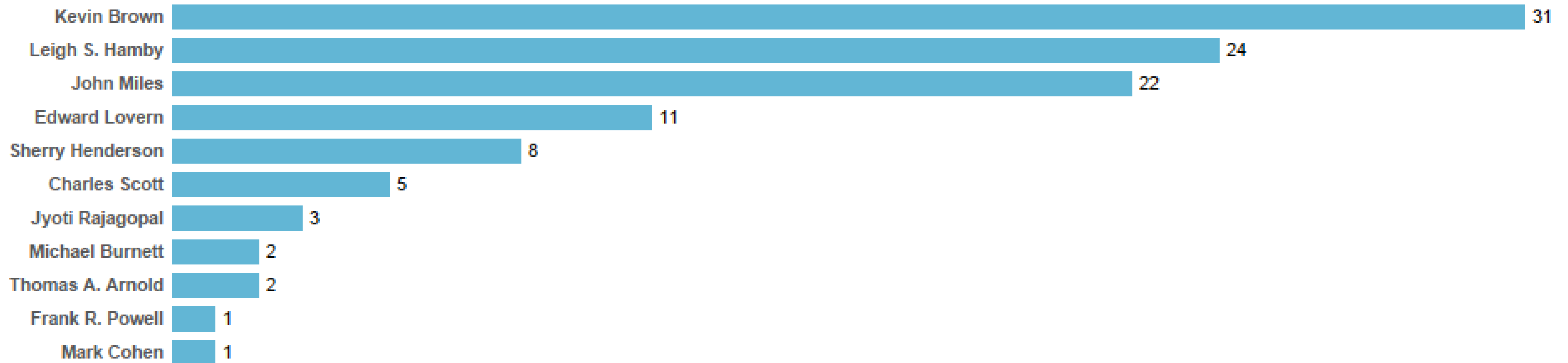
Monthly Server Stats



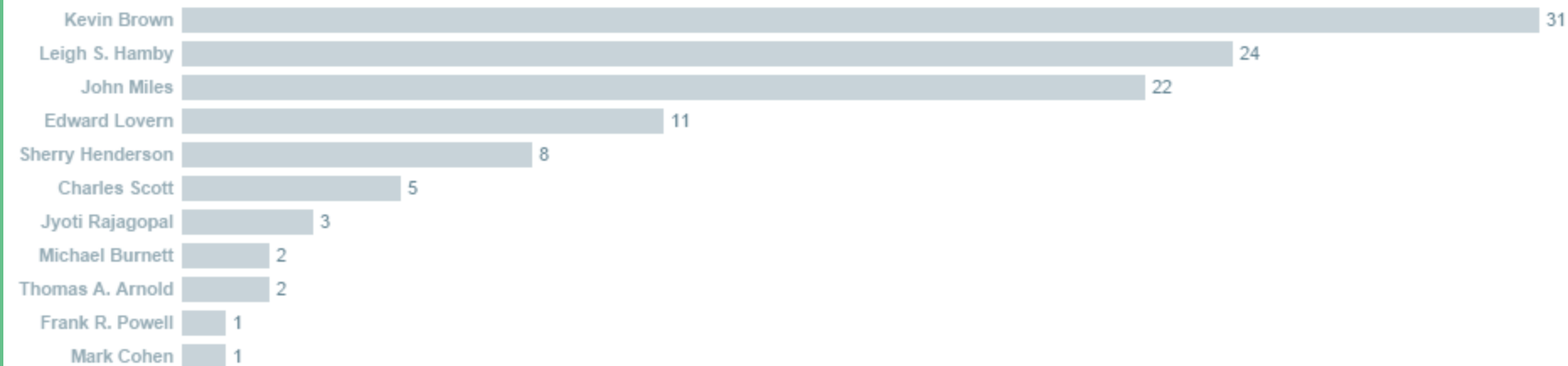
Monthly Concurrent Users



Most Engaged Executives Last Month



Most Engaged Executives Last Month



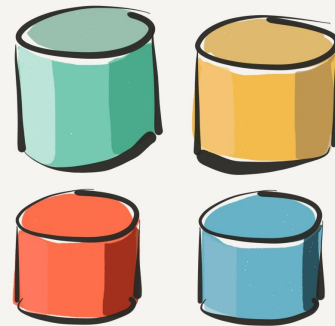
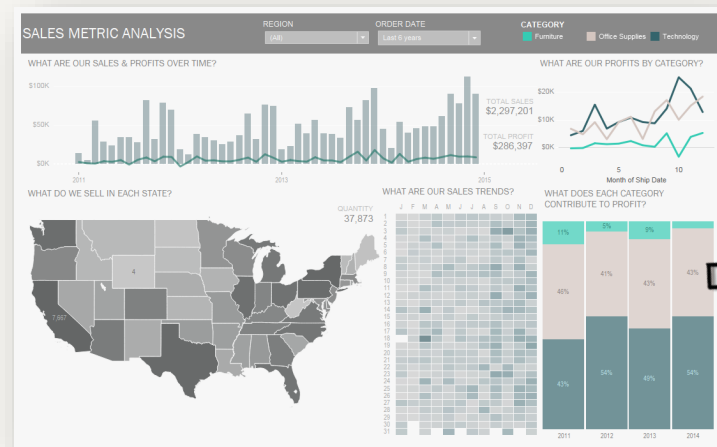
Mark Jackson

@ugamarkj **FOLLOWS YOU**

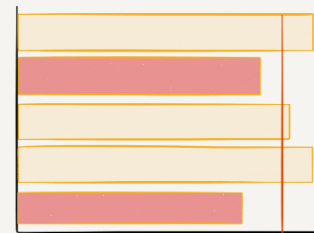


**So I don't need
dashboards?**

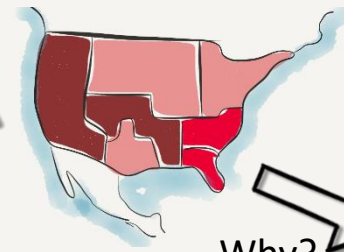




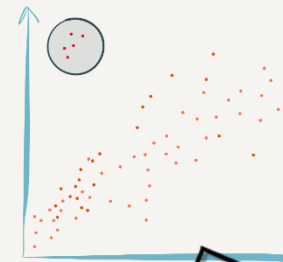
Data visualisation
 Known unknowns
 Predefined answers only



Why?



Why?



Why?



mm	mm	mm	mm
mm	mm	mm	mm
mm	mm	mm	mm
mm	mm	mm	mm

Visual analytics
 Unknown unknowns
 Instant answers to new questions

Dashboards?
Mobile
Stories not dashboards
Why? Why? Why?
Review your work



Week of Start Date (Local)
20 May 2018 to 3 June 2019
and Null values

Activity Dashboard

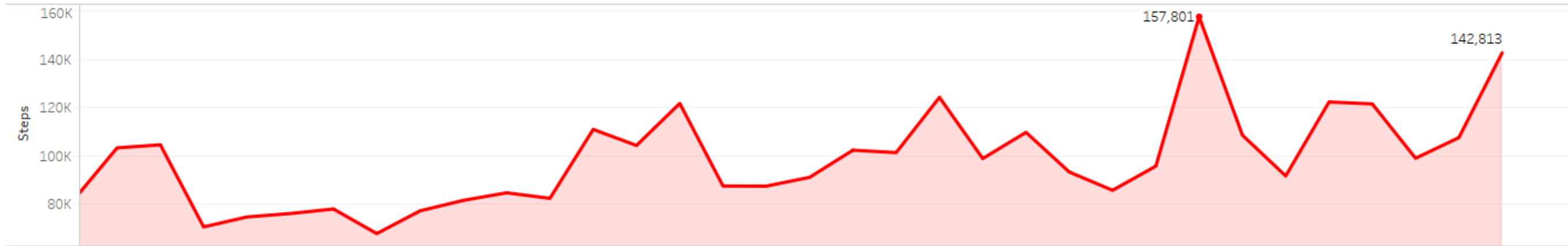


STRAVA™

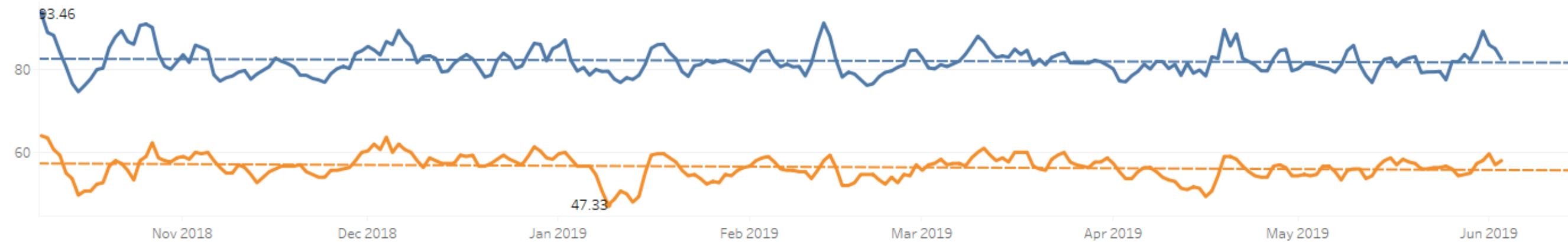
How many activities have I done each week?



How many steps each week?



Average and Resting BPM



Dead-end dashboards and how to avoid them

Andy Cotgreave, Technical Evangelist, Tableau

<http://tableau.com/deadend>

