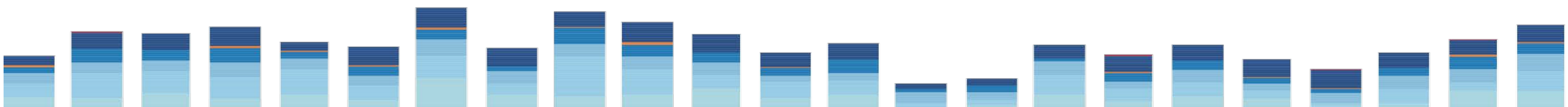




Empowering the business with trusted data for self-service analytics at GoDaddy



Your speakers today



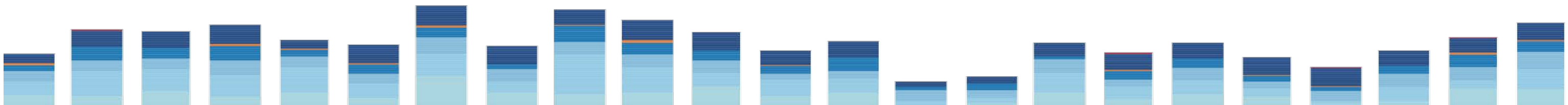
Sharon Graves – Enterprise Data & BI Tools Evangelist | GoDaddy
shgraves@godaddy.com
[linkedin.com/in/sharongravesscottsdaleaz](https://www.linkedin.com/in/sharongravesscottsdaleaz)



Stephanie McReynolds – Vice President of Marketing | Alation
[@slangenfeld](https://twitter.com/slangenfeld)



Dan Kogan – Director, Product Marketing | Tableau



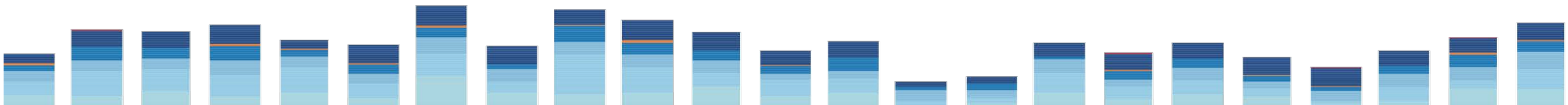
Agenda

The Modern Approach to Enterprise Analytics

GoDaddy's Data Environment

Governance-for-Insights

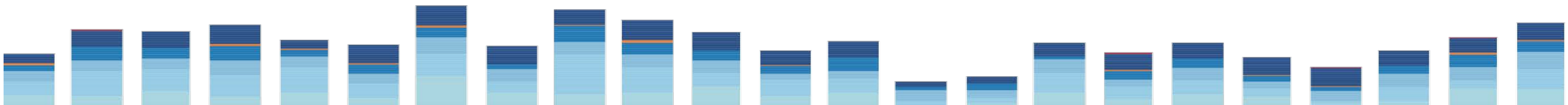
Q&A



Data Governance & the Modern Approach to Enterprise Analytics



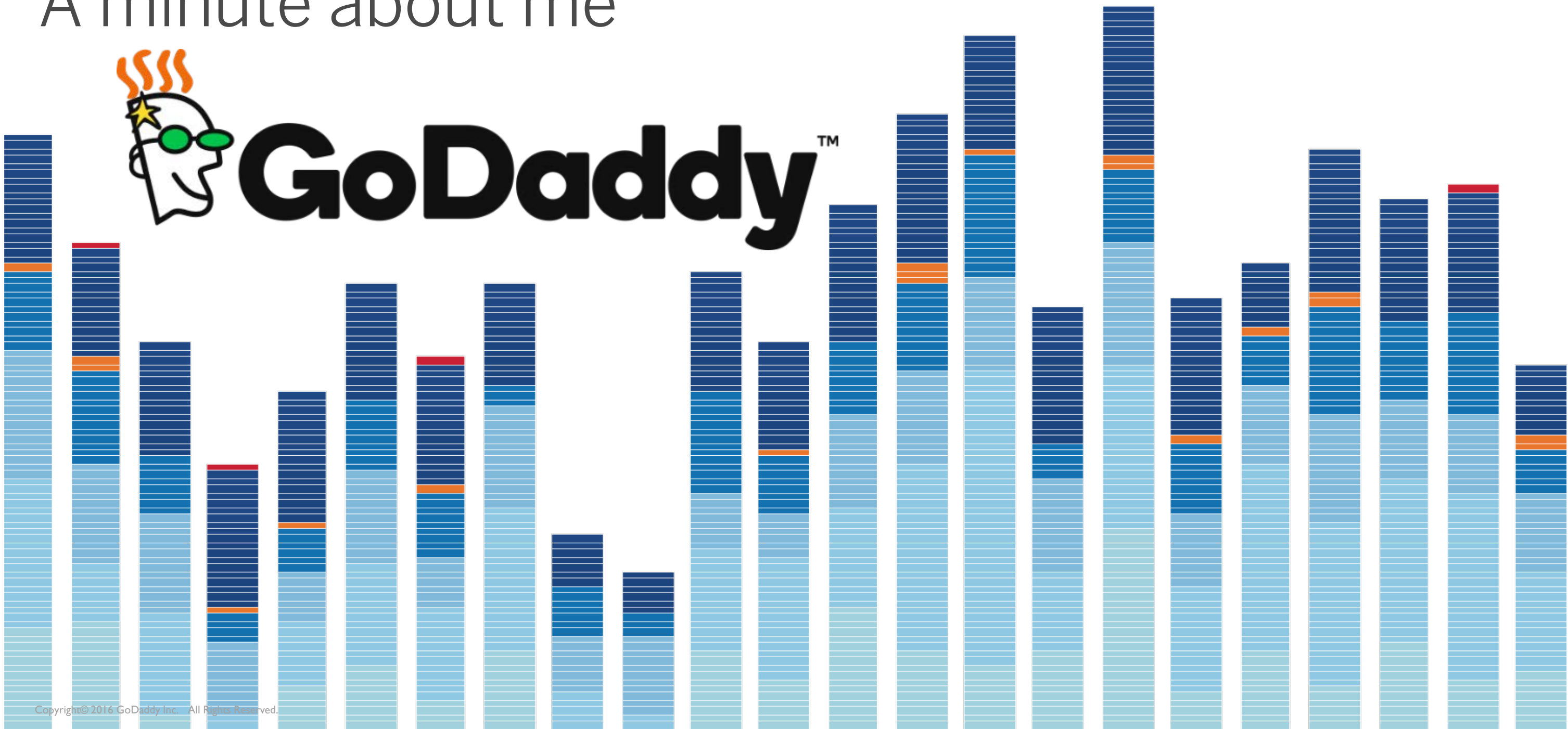
- Historical reporting landscape
- Partnership between the business and IT
- Trusted data for the entire organization
- Analytical accuracy & decision making for all



A minute about me



GoDaddy™



Then Reality Sets In

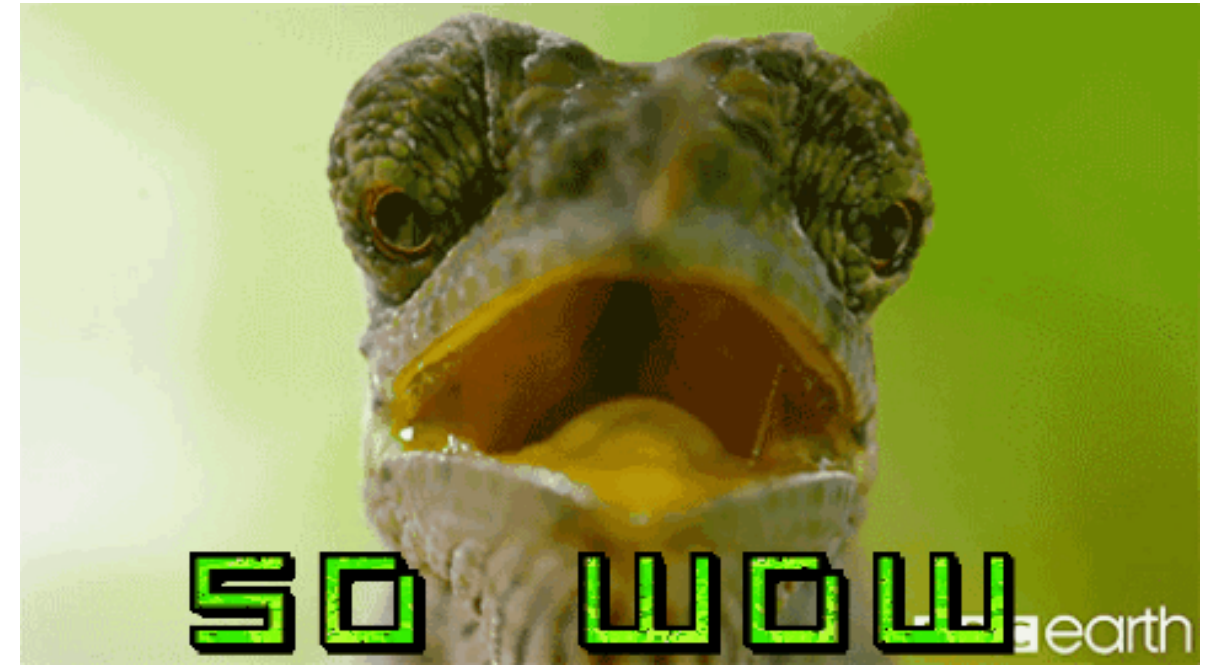
- The reality of ‘a ton of data’ sets in
- GoDaddy had and continues to grow at an incredibly rapid rate with terabytes of data coming in daily.
- It wasn't always a priority to use best practice to ingest it.
- Multiple Server Platforms, multiple copies, various refresh schedules, various content duration...



What do we do now

Because of this...

- Analytics was not what you'd think
- Hunter / Gatherer
- The majority of our Analysis time was spent on finding the right data and simplistic reporting
- We needed to organize our data and enable our users for self service.



GoDaddy Implements Tableau!!

GoDaddy Default Content Users Groups Schedules Tasks Status Settings | Sharon Graves

Projects 48 Workbooks 2,804 Views 12,888 Data Sources 168

+ New Project 0 selected Sort by Name (A-Z)

Afternic
Dashboards and reports that are to be displayed to All Tableau Users.
Production ready.
Workbooks: 27 Views: 57 Data Sources: 2

Afternic Sandbox
Sandbox area for the Afternic team.
Workbooks: 14 Views: 36 Data Sources: 0

BI Sandbox
Sandbox area for the BI team

Channel Marketing
Dashboards and reports that are to be displayed to All Tableau Users.
Production ready.

tableau.int.godaddy.com/#/projects

GoDaddy Implements Tableau!!

The screenshot displays the GoDaddy Tableau interface. At the top, the GoDaddy logo is on the left, and a navigation bar contains links for Default, Content, Users, Groups, Schedules, Tasks, Status, and Settings. A search icon and the user name 'Sharon Graves' are on the right. Below the navigation bar, there are sections for 'Projects 48' and 'Workbooks', with a '+ New Project' button and '0 selected' items. A search bar is present. On the left, 'General Filters' include 'Owner', 'Created on or after', and 'Created on or before'. A dropdown menu is open, showing 'Search sites', 'Manage All Sites', 'Customer Care Center', 'Default', and 'IT_Dev'. The main area shows a grid of Tableau workbooks. The top row includes 'Afternic Sandbox' (Sandbox area for the Afternic team) with 14 Workbooks, 36 Views, and 0 Data Sources. The bottom row includes 'BI Sandbox' (Sandbox area for the BI team) with 27 Workbooks, 57 Views, and 2 Data Sources, and 'Channel Marketing' (Dashboards and reports that are to be displayed to All Tableau Users. Production ready.) with 0 Workbooks, 0 Views, and 0 Data Sources. A 'Sort by Name (A-Z)' dropdown is visible on the right.

GoDaddy Implements Tableau!!

The screenshot displays the Tableau interface for a user named Sharon Graves. The top navigation bar includes the GoDaddy logo and menu items: Default, Content, Users, Groups, Schedules, Tasks, Status, Settings, and a search icon. Below the navigation bar, the main content area shows a grid of workbooks. The left sidebar contains a search bar and 'General Filters' for Project, Owner, Tag, and modification dates, along with checkboxes for 'Only my favorites', 'Only my recently viewed', and 'Has an alert'. The main grid displays several workbooks, each with a thumbnail and view count:

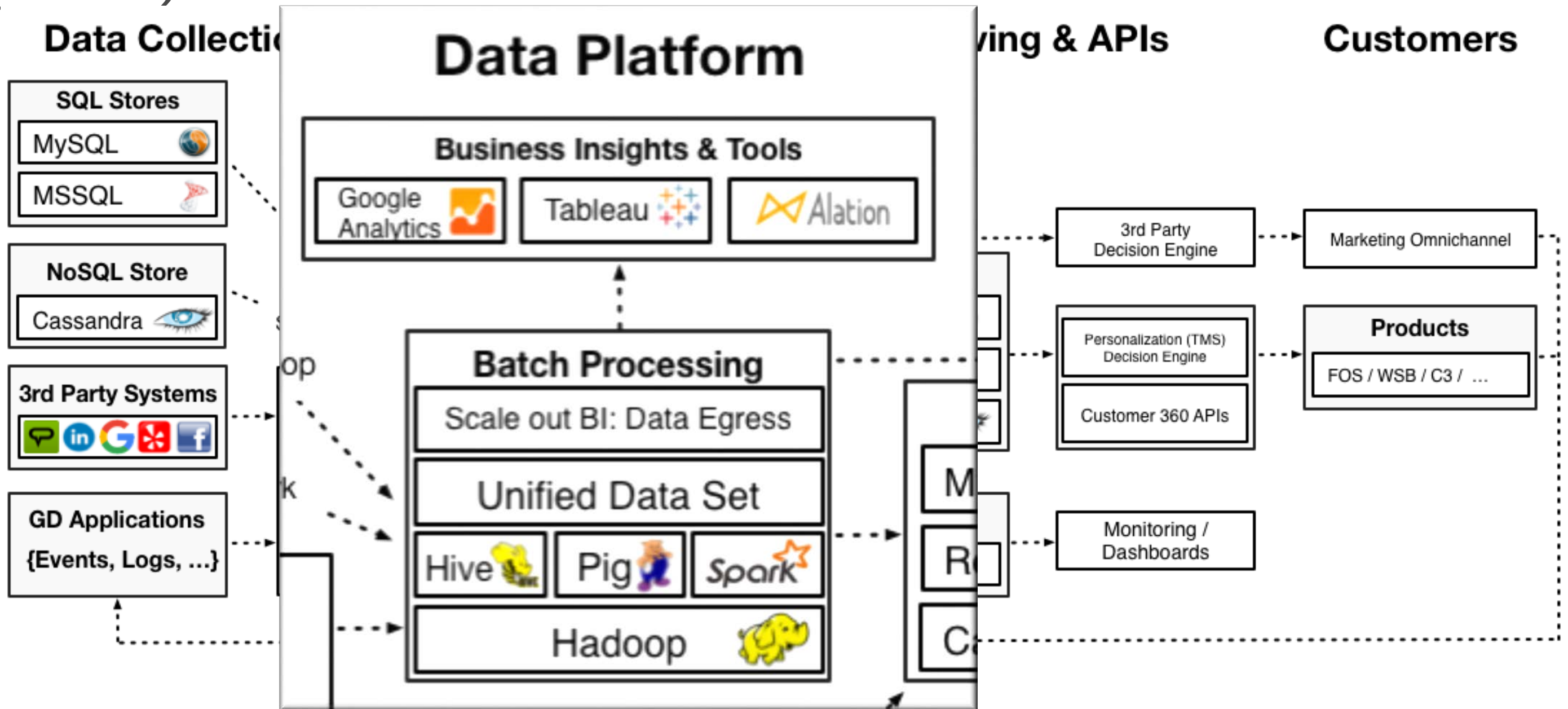
- iDashboard**: 428,973 views, 3 favorites
- C3 Driver Tree**: 17,395 views, 7 favorites
- GEM Channel Data**: 10,114 views, 0 favorites
- Split Dashboard**: 7,946 views, 5 favorites
- Web Pro Program Dash**: 7,410 views, 4 favorites
- Products Dashboard**: 6,248 views, 6 favorites
- New Customer Dash**: 6,191 views, 5 favorites
- PWS Bookings and Budget**: 5,437 views, 2 favorites

At the bottom of the grid, there are additional thumbnails for '2016 Priorities' and 'Daily Web Performance'.

Tableau / Alation User Roles (~1400 Users)

- **Tableau Desktop Power User (120)**
 - At least some SQL experience
 - Typically use Alation Compose for data discovery
 - Can publish their own data sources to Tableau
 - Publish advanced Dashboards in Tableau
- **Business Analytics (~30) / Business Intelligence Analyst (~10)**
 - Advanced SQL skills
 - Typically perform data discovery using Alation Compose
 - Can create their own data marts / publish data sources
 - Create and publish Advanced Dashboards using Tableau
- **Data Stewards (15)**
 - Build and Manage the data sources
 - Responsible for Alation Data Dictionary as well as endorsing, dialogue monitoring
 - DBA's, Product BI SME's and out BI Tools Admin
- **Tableau Server User (the balance)**
 - Limited to no SQL knowledge
 - Uses Tableau published data sources to perform product / website analytics
 - May modify existing workbooks to suit their specific needs

Enterprise Data Environment.. Our Future (Now)



Unified Data Set (UDS) – Single source of Reference

- Detail Level Data to address 80% of our end user questions
- Business Rules applied during processing
- Easily accessible/usable by all business units (Alation and Tableau)
- Performant to encourage wide-spread use
- Enterprise managed and maintained (data quality, change control, alerting, etc.)
- Definitions are standardized and documented and surfaced to end users

The Result....

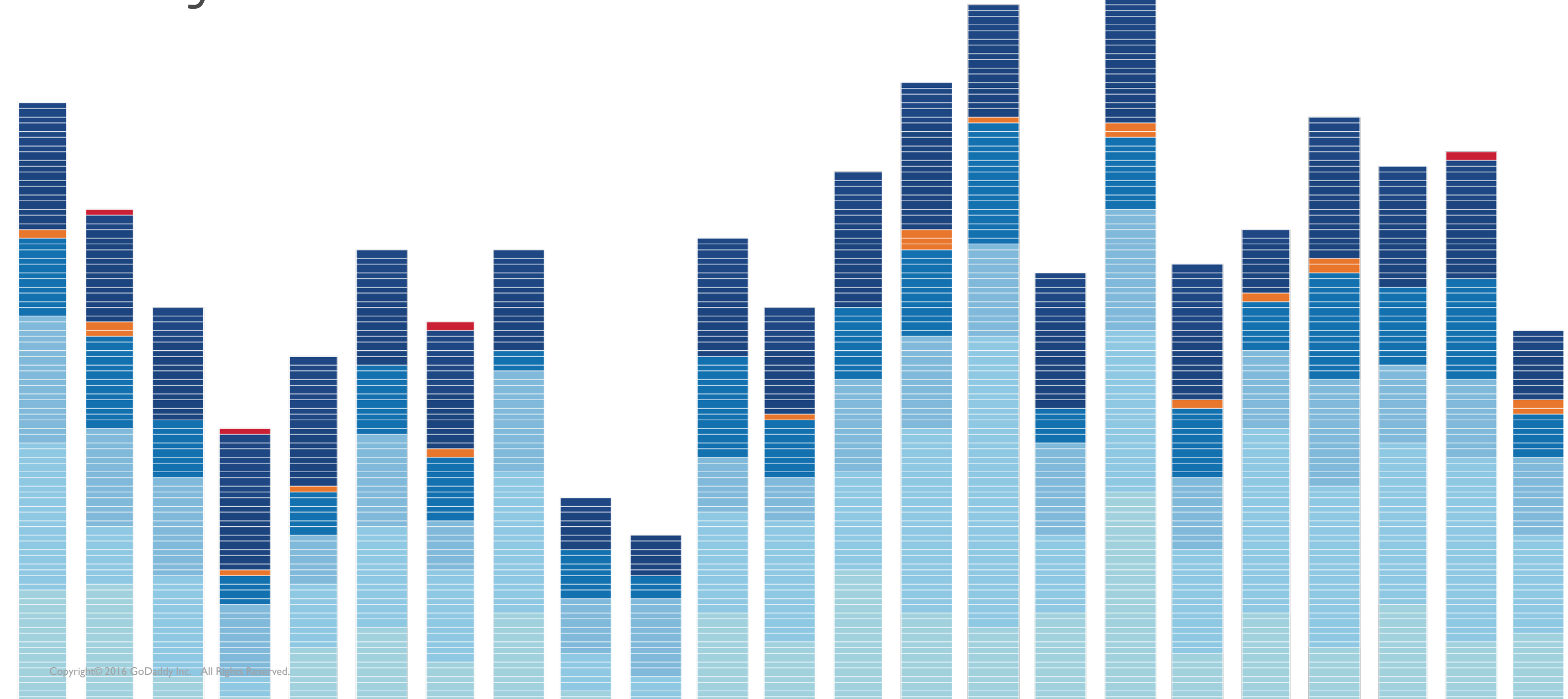
- More Accurate reporting
- End-user access via Tableau has increased; users are building their own reports
- Power users are now able to work in Tableau and Alation thanks to the simple data structure; reducing Analysts workload allowing them to address 'hard' questions.

The Files are in the Computer

So.. Now we have great data.. How do we let them know what / where it is..



A day in the life of a Power User



order

Showing Everything

Orders

Hive / dp_wmrcgkLee .

uds_order

UDS Order

Notes All virtual orders are included in UDS Order, while in legacy rptOrderDetail only domain COA

UDS Order

...

...

...

...

...

...

- Data All-D
- Queries All-Q
- Articles All-A
- Conversations All-C
- Reports

My Queries

- Untitled Query
- Most recent complete order by email with gem_us...
- Visit Tracking
- BI Logi Event Tracking
- New Customer Mart**
- SERP Visits and Domain Select (Clone)

New Customer Mart

```
select * from b... limit 100;
select
date
,reportregion1
,reportregion2
from b...
limit 100;
```

Getting Started for Analysts

Welcome to GoDaddy Alation

Alation is a collaborative data Catalog that enables analysts to search, query, and collaborate across multiple data sources, including SQL Server, Hive and more.

Alation is a web application, which means that it is accessible from any machine and operating system at any time.

Some fun features:

- Start your query and go home.. check in later if needed
- Alation will email you when it's completed your query
- Show's table usage by popularity
- Search all Queries, Tables, Articles, Conversations .. Tableau Reports for what you're looking for.

Quick Links for Analysts





Hive / dp_enterprise

1 Endorsement

dp_enterprise
Enterprise Data Marts



Overview Queries 8 Conversations 0

Tags

- UDS Orders
- Monitored Alert
- Traffic Visit Page
- Shopper Billing
- Page Event

+ Add

No mentioning articles

Top Users

- Sharon Graves
- Samantha Martin
- Megan Marjano
- Mike Zwick
- Prashant Shukla

+ Add

Stewards

- Sharon Graves
- Bryan Mosley

Description

Enterprise Data Team
Enterprise Data Process
Enterprise Data Projects
Enterprise Data Standards
Enterprise Data Roadmap

Data Location

Tables

25 rows/page



Table	Title	Columns	Rows	Popularity
uds_order	UDS Order	158	10,000+	<div style="width: 100%;"></div>
	UDS Product Resource	74	10,000+	<div style="width: 80%;"></div>
	UDS Traffic Page Request	72	10,000+	<div style="width: 80%;"></div>
	UDS Traffic Page Event	29	10,000+	<div style="width: 30%;"></div>



Hive / [uds_order](#)

6 Endorsements

uds_order
UDS Order

Starred
Watch
Upload Data
Upload Dictionary
Download Dictionary
Settings
Compose



Overview Columns 162 Samples 100 Filters 431 Joins 168 Lineage ... Queries 10

Tags

x UDS
x Order Detail
x GCR
x AOS
x Units
x Orders
+ Add

Top Users

- Sar...
- La...
- Ab...
- Me...
- Ma...
- Ch...
- + Add

Description

- Unified Dataset (UDS) that provides a comprehensive view of dimensions and metrics associated with core orders.

Common Use Cases

- Trend sales metrics (GCR, orders, AOS, new shopper acquisitions, margin) over time across dimensions (geo region, point of purchase, product, channel, etc...).
- View how sales metrics are performing intraday - underlying dataset is refreshed hourly
- Investigate how fraud has been impacting our sales numbers
- Investigate how foreign exchanges rates have changed over time and correlate those rates versus sales metrics.
- N-month value for shopper acquisitions (forthcoming)

Relevant Articles

Unified Data Set for Orders (UDS...)

Stewards

- Mike...
- Sharon...

Created Last Sun at 4:46pm
Owner hdp_datamgt
Partition Key order_year, build_ts

Sample Columns (3 of 162)

	Column	Title	Type	Popularity
1	order_id	Order Id	string	<div style="width: 100%;"></div>
2	row_id	Row Id	int	<div style="width: 100%;"></div>
3	order_ts	Order Ts	timestamp	<div style="width: 100%;"></div>

See all 162 columns...



Hive / d...

6 Endorsements

uds_order UDS Order

Starred Watch Upload Data Upload Dictionary Download Dictionary Settings Compose

Overview Columns 161 Samples 100 Filters 315 Joins 127 Lineage ... Queries 8 Conversations 0

50 rows/page

Export Expand

Column	Title	Type	Popularity
1 order_id	Order Id	string	[Bar]
2 row_id	Row Id	int	[Bar]
3 order_ts	Order Ts	timestamp	[Bar]
4 order_date	Order Date	date	[Bar]
5 shopper_id	Shopper Id		
6 shopper_acquisition_date	Shopper Acquisition Date		
7 order_isc_source_code	Order ISC Source code		
8 private_label_id	Private Label Id	int	[Bar]
9 rep_version_id	Rep Version Id	int	[Bar]
10 translation_language_name	Translation Language Name	string	[Bar]
11 order_country_code	Order Country Code	string	[Bar]
12 order_site_language_code	Order Site Language code	string	[Bar]
13 point_of_purchase_name	Point of Purchase Name	string	[Bar]
14 accounting_company_id	Accounting Company Id	int	[Bar]
15 notes_text	Notes Text	string	[Bar]

Description

The date of the very first order made by the shopper ID on the order.



Hive / d... / ...

6 Endorsements

uds_order UDS Order



Overview Columns 161 Samples 100 Filters 315 Joins 127 Lineage ... Queries 8 Conversations 0

Filters

Search

Items/Page: 10

Require that this table be queried with at least one of the starred filters:

* ..._order.order_ts >= <var1>

frequency 1044

Used values

1 Endorsement

* ..._order.new_acquisition_flag = <var1>

Indicates if this transactions was the first one made by this shopper with GoDaddy. Values are 'True' or 'False'

frequency 802

Used values

1 Endorsement

* LOWER(..._order.product_pnl_new_renewal_name) = <var1>

Find all orders where the pf_id is either a 'New Purchase' or a 'Renewal'. Values are camel case. This filter uses 'LOWER()' on the column

frequency 567

Used values



Hive / d...

6 Endorsements

uds_order UDS Order

Starred Watch Upload Data Upload Dictionary Download Settings Compose



Overview Columns: 162 Samples: 100 Filters: 431 Joins: 168 Lineage ... Queries: 10

Filters

acquisition

Items/Page: 10

Require that this table be queried with at least one of the starred filters:

- * `uds_order.new_acquisition_flag = <var1>` Query frequency 933
 - Indicates if this transactions was the first one made by this shopper with GoDaddy. Values are 'True' or 'False'
 - Used values
 - `uds_order.new_acquisition_flag = 1` 1 Deprecation
 - `uds_order.new_acquisition_flag = TRUE` 1 Deprecation
 - `uds_order.new_acquisition_flag = 0` 1 Deprecation
 - `uds_order.new_acquisition_flag = FALSE` 1 Deprecation
 - `uds_order.new_acquisition_flag = 'True'` 1 Endorsement
 - `uds_order.new_acquisition_flag = 'true'` 1 Deprecation
 - `uds_order.new_acquisition_flag = 'false'` 1 Deprecation
 - `dp_enterprise.uds_order.new_acquisition_flag = 'False'` 1 Endorsement
 - `dp_enterprise.uds_order.new_acquisition_flag = 'TRUE'` 1 Endorsement



Hive / [table icon] [table icon]

6 Endorsements

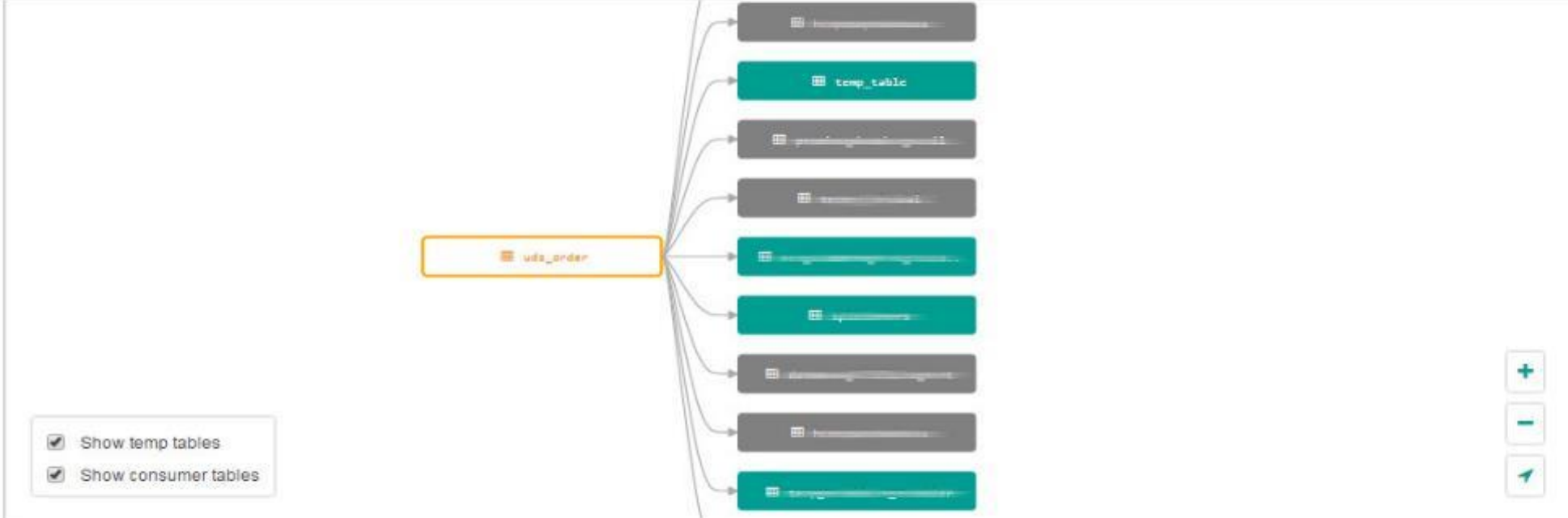
uds_order
UDS Order

Starred Watch Upload Data Upload Dictionary Download Dictionary Settings Compose



Overview Columns: 162 Samples: 100 Filters: 431 Joins: 168 Lineage ... Queries: 10

Lineage Graph



Hive / [table icon] [table icon]

6 Endorsements

uds_order

Starred Watch Upload Data Upload Dictionary Download Dictionary Settings Compose



UDS Order compare to rptOrder against Hive / ... connected as shgraves Default Connection

Changes restored from Yesterday at 7:36pm — Undo - Dismiss

```

1
2
3
4
5
6 SELECT CAST(order_ts as date) as OrderDate
7 , accounting_company_id as AccountingCompanyId
8 , new_acquisition_flag
9 , shopper_acquisition_
10 , sum(receipt_price_amt) as Receipts
11 , sum(gcr_amt) as Revenue
12 , count(distinct order_id) as Orders
13 FROM d... limit 10
14 WHERE order_ts >= '2016-01-01' and order_ts < '2016-08-23'
15 and exclude_reason_desc IS NULL
16 group by CAST(order_ts as date)
17 , Accounting_company_id
18 , new_acquisition_flag
19 , shopper_acquisition_date
20 order by OrderDate limit 50;
21
22
23 SELECT CAST(order as date) as OrderDate
24 , accounting_company_id
25 , new_acquisition_flag
26 , shopper_acquisition_date
27 , sum(adjusted_price) as Receipts
28 , sum(revenue) as Revenue
29 , count(distinct order_id) as orders
30

```

Results Previews History Description

Oct 27 12:22pm Oct 27 12:19pm Oct 27 12:18pm Oct 27 12:18pm Aug 23 11:38am Aug 23 10:42am Aug 23 9:58am Aug 23 9:49am Aug 23 9:48am Aug 23 9:48

Started 12:22:44pm, took 112.3 seconds. Displaying all 50 rows.

orderdate	accountingcompanyid	new_acquisition_flag	shopper_acquisition_date	receipts	revenue	orders
2016-01-01	1	False	2005-08-10	276.72	276.72	6
2016-01-01	1	False	2005-08-01	45.34	45.34	2
2016-01-01	1	False	2006-04-10	525.2	525.2	9
2016-01-01	1	False	2005-12-21	687.34	687.34	8
2016-01-01	1	False	2007-08-24	428.13	428.13	7
2016-01-01	1	False	2006-04-26	372.59	372.59	8
2016-01-01	1	False	2006-12-28	522.77	522.77	11
2016-01-01	1	False	2005-08-11	687.84	687.84	13
2016-01-01	1	False	2002-12-09	388.37	388.37	5
2016-01-01	1	False	2010-05-04	932.75	932.75	17

UDS Order compare to rptOrder against Hive / connected as shgraves Default Connection

Changes restored from Yesterday at 7:36pm — Undo - Dismiss

```

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6 SELECT CAST(order_ts as date) as OrderDate
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8   , new_acquisition_flag
9   , new_acquisition_flag
10  , shopper_acquisition_
11
12
13
14
15
16
17   , Accounting_company_id
18   , new_acquisition_flag
19   , shopper_acquisition_date
    
```

Columns

shopper_acquisition_date Shopper Acquisition Date

To see a preview of the selected suggestion, press Ctrl+P or click the Preview tab

Oct 27 12:22pm Oct 27 12:19pm Oct 27 12:18pm Oct 27 12:18pm Aug 23 11:38am Aug 23 10:42am Aug 23 9:58am Aug 23 9:49am Aug 23 9:48am Aug 23 9:45

Started 12:22:44pm, took 112.3 seconds.

Displaying all 50 rows.

SQL Download More

orderdate	accountingcompanyid	new_acquisition_flag	shopper_acquisition_date	receipts	revenue	orders
2008-01-01	1	False	2005-08-10	276.72	276.72	6
2008-01-01	1	False	2005-08-01	45.34	45.34	2
2008-01-01	1	False	2006-04-10	325.2	325.2	9
2008-01-01	1	False	2006-12-21	607.34	607.34	8
2008-01-01	1	False	2007-08-24	428.13	428.13	7
2008-01-01	1	False	2008-04-26	372.59	372.59	8
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UDS Order compare to rptOrder against Hive / ... connected as shgraves Default Connection

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12 , count(distinct order_id) as Orders
13 FROM d... limit 10
14 WHERE order_ts >= '2016-01-01' and order_ts < '2016-08-23'
15 and exclude_reason_desc IS NULL
16 group by CAST(order_ts as date)
17 , Accounting_company_id
18 , new_acquisition_flag
19 , shopper_acquisition_date
20 order by OrderDate limit 50;
21
22
23 SELECT CAST(order as date) as OrderDate
24 , accounting_company_id
25 , new_acquisition_flag
26 , shopper_acquisition_date
27 , sum(adjusted_price) as Receipts
28 , sum(revenue) as Revenue
29 , count(distinct order_id) as orders
30

```

Results Previews History Description

Oct 27 12:22pm Oct 27 12:19pm Oct 27 12:18pm Oct 27 12:18pm Aug 23 11:38am Aug 23 10:42am Aug 23 9:58am Aug 23 9:49am Aug 23 9:48am Aug 23 9:48

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2016-01-01	1	False	2005-08-01	45.34	45.34	2
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13 FROM ... LIMIT 10
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15     and exclude_reason_desc IS NULL
16 group by CAST(order_ts as date)
17 , Accounting_company_id
18 , new_acquisition_flag
19 , shopper_acquisition_date
20 order by OrderDate limit 50;
21
22
23 SELECT CAST(order as date) as OrderDate
24 , accounting_company_id
25 , new_acquisition_flag
26 , shopper_acquisition_date
27 , sum(adjusted_price) as Receipts
28 , sum(revenue) as Revenue
29 , count(distinct order_id) as orders
30

```

Results Previews History Description

Oct 27 12:22pm Oct 27 12:19pm Oct 27 12:18pm Oct 27 12:18pm Aug 23 11:38am Aug 23 10:42am Aug 23 9:58am

Started 12:22:44pm, took 112.3 seconds.

Displaying all 50 rows.

orderdate	accountingcompanyid	new_acquisition_flag	shopper_acquisition_date	receipts
2016-01-01	1	False	2016-01-01	276.72
2016-01-01	1	False	2016-01-01	45.34
2016-01-01	1	False	2016-01-01	325.2
2016-01-01	1	False	2016-12-21	687.34
2016-01-01	1	False	2017-08-24	428.15
2016-01-01	1	False	2016-04-26	372.59
2016-01-01	1	False	2016-12-28	522.77
2016-01-01	1	False	2017-08-31	687.84
2016-01-01	1	False	2017-12-06	286.37
2016-01-01	1	False	2016-05-04	932.75

Aug 23 9:48am Aug 23 9:48

SQL Download More

Download

Copy

Plotly

Tableau

Visitdate: 11/1/2015 to 11/30/2015

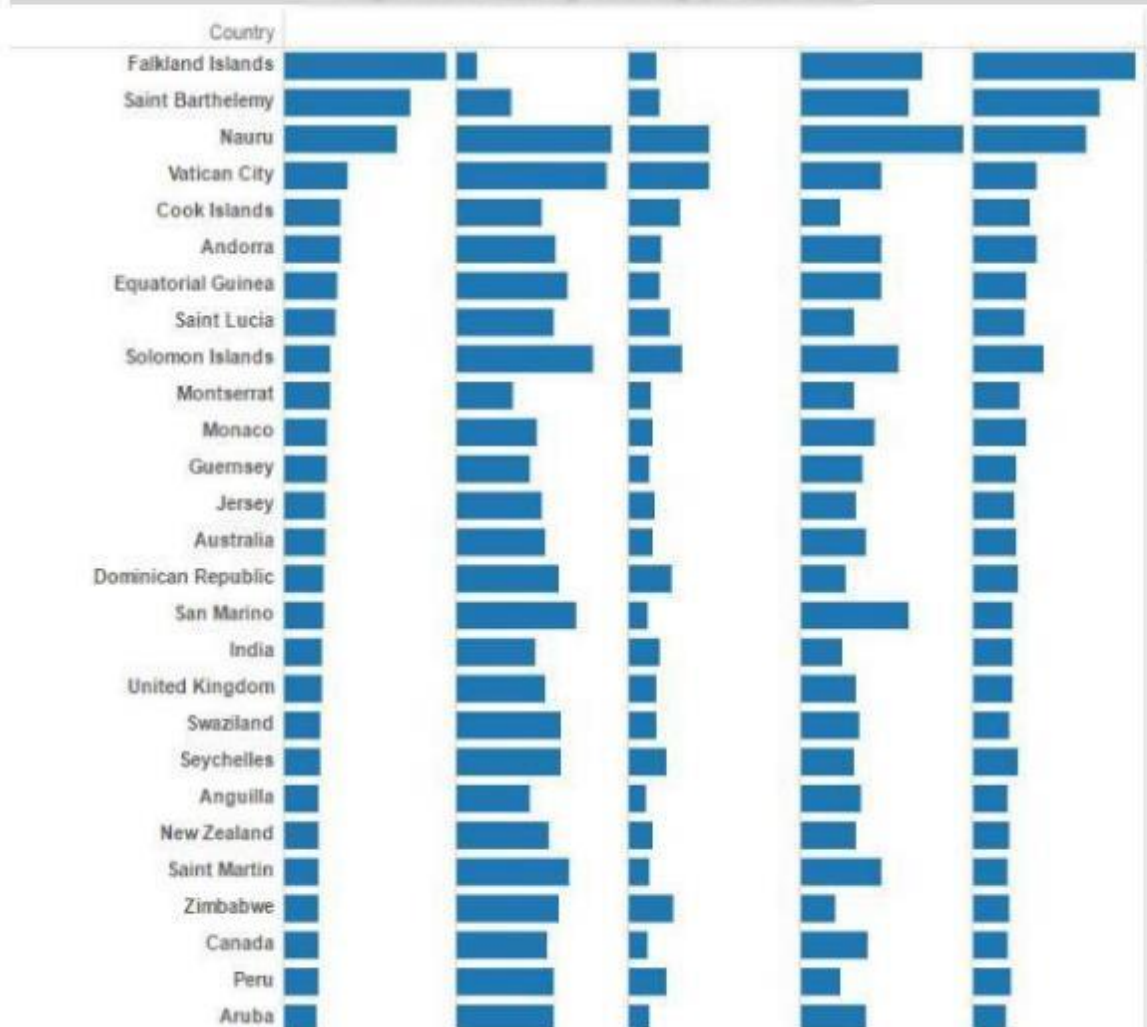
Reportregion1: (All) Reportregion2: (All) Country: (All) Sitecountry: (All)

Isnew: (All) New Repeat

Ismobile: (All) FOS Mobile

Acquisition Traffic Tier: (All) Low-Tier Top-Tier

Acquisition Rate by Country (IP Address)



Acquisition Rate by Country (Site Country)

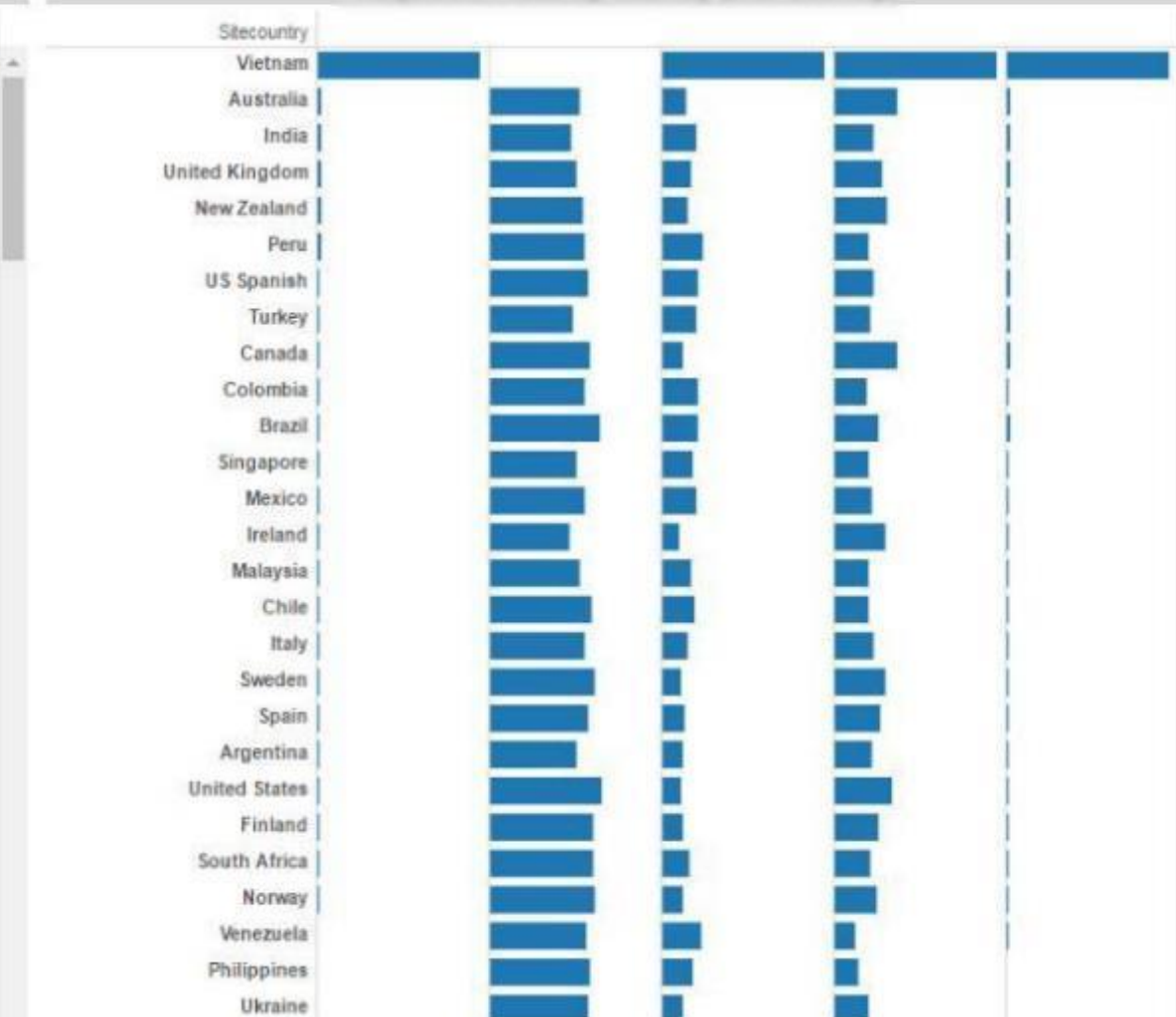
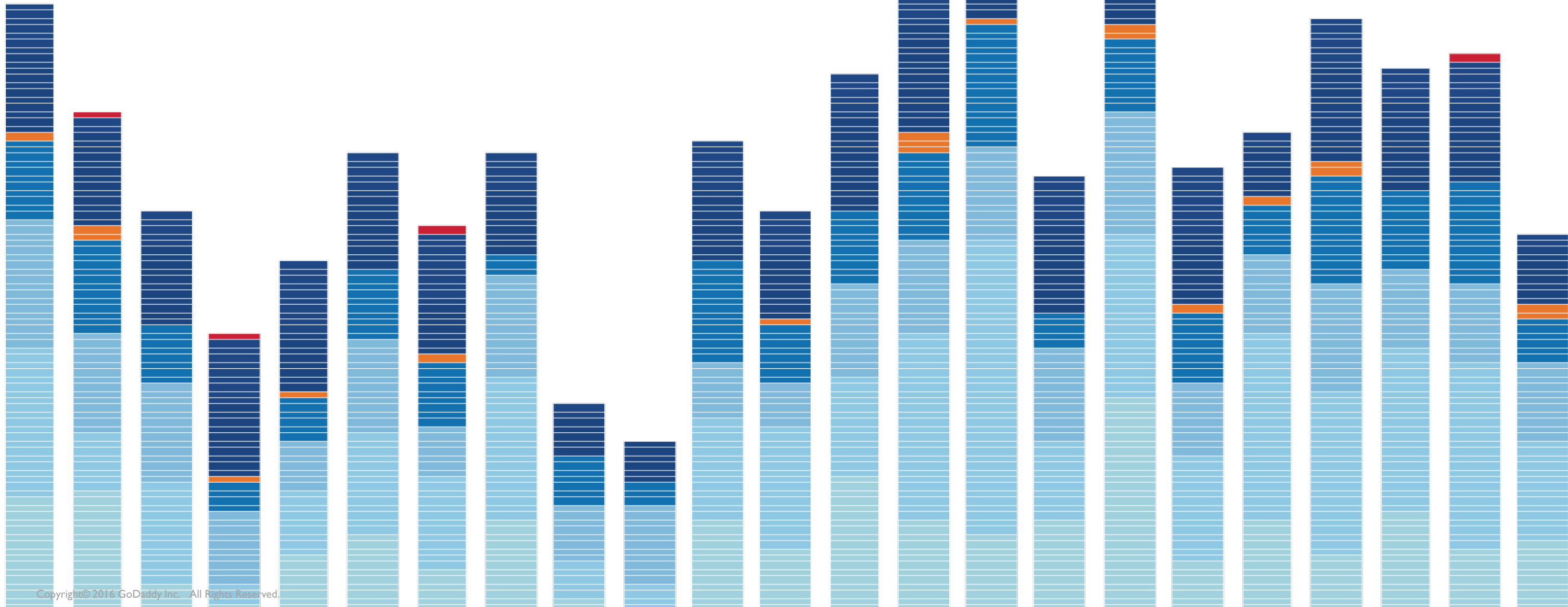


Tableau in Alation



1 Endorsement



Please provide a description

Workbooks

50 rows/page

Settings



Export Expand

Name	Site	Project	Owner	Info	Stats
★ C3 Driver Tree	Default	Customer Care Center		7 sheets	440 users, 9197 views
★ Products Dashboard	Default	Corporate		13 sheets	417 users, 4931 views
★ New Customer Dash	Default	Corporate		8 sheets	288 users, 5448 views
★ International Scorecards	Default	International		8 sheets	256 users, 3101 views
★ LTV Dash	Default	Corporate		5 sheets	248 users, 1940 views
☆ Next Gen Reporting	Default	Channel Marketing		25 sheets	240 users, 4408 views
☆ Domain Comms	Default	House Marketing Sandbox		75 sheets	212 users, 1497 views
☆ Domain Commv2	Default	House Marketing Sandbox		59 sheets	181 users, 885 views
☆ PWS Bookings and Budget	Default	Customer Care Center		7 sheets	174 users, 3137 views
★ Daily Trending	Default	Website Sandbox		23 sheets	174 users, 1382 views
☆ Web Pro Program Dash	Default	Hosting		12 sheets	163 users, 1837 views



Tableau / International Scorecards

International Scorecards

Starred Comment Server

Overview Tables Reports Lineage Conversations 0

Tags

+ Add

Usage

Last Updated

2016/10/04 09:10

Details

Project: International

Author: [Redacted]

Description

Please provide a description

Relevant Articles

No mentioning articles

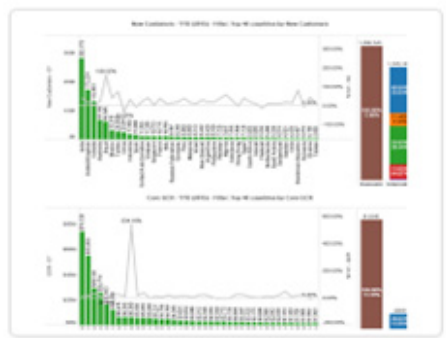
Dashboards



Monthly KPI



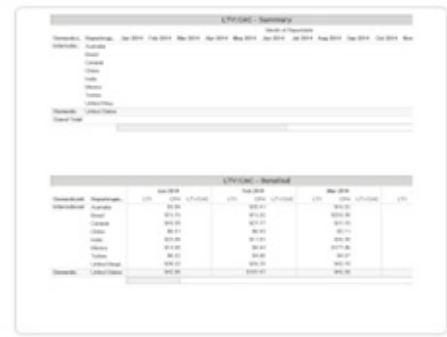
Region Scorecard



Top 40 International



Acquisition Rate by Country



LTV:CAC Dash



Product Breakdown



Top 40 International

Star Comment Server

Overview

Reports

Fields

Lineage

Conversations 0

Tags

+ Add

Usage



Last Updated

2016/10/04 09:10

Details

Site: Default

Project: International

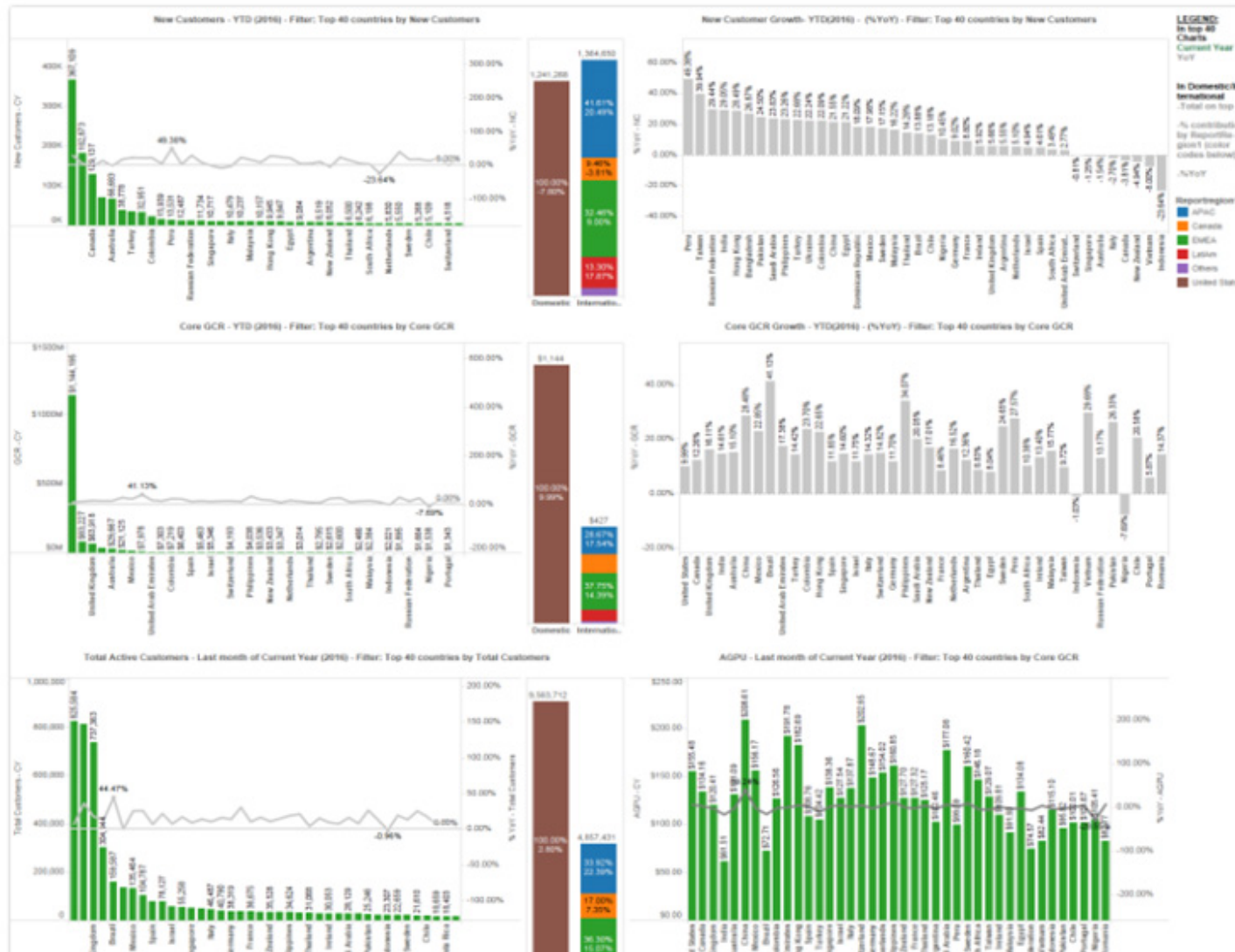
Author: Darpan Vyas

Description

Please provide a description

Relevant Articles

No mentioning articles





Top 40 International



Overview Reports **Fields** Lineage Conversations 0

Used Fields

Table	Data Field	Type	Expression / Values
scorecard_final_monthly (dvyas...	Churn Rate - CY	measure	SUM(IF YEAR([Reportdate]) = YEAR([Parameters].[Rep... (More)
scorecard_final_monthly (dvyas...	%YoY - Acq rate	measure	(([Acq Rate - CY] - [Acq Rate - PY])*10000
scorecard_final_monthly (dvyas...	%YoY - AOS - NC	measure	([AOS - NC - CY] - [AOS - NC - PY])/[AOS - NC - PY... (More)
scorecard_final_monthly (dvyas...	%YoY - GCR	measure	([GCR - CY] - [GCR - PY])/[GCR - PY]
scorecard_final_monthly (dvyas...	Total Customers - CY	measure	SUM(IF YEAR([Reportdate]) = YEAR([Parameters].[Rep... (More)
scorecard_final_monthly (dvyas...	Reportregion1	dimension	
scorecard_final_monthly (dvyas...	AGPU - CY	measure	([AGPU Revenue - CY])/[AGPU Shoppers - CY]
scorecard_final_monthly (dvyas...	GCR - CY	measure	[TABLE_CALC]: SUM(IF YEAR([Reportdate]) = YEAR([Parameters].[Rep... (More)
UDS Order	Product Pnl Group Name	dimension	
scorecard_final_monthly (dvyas...	%YoY - AGPU	measure	([AGPU - CY]-[AGPU - PY])/[AGPU - PY]
UDS Order	Gcr Amt	measure	SUM[TABLE_CALC]:
scorecard_final_monthly (dvyas...	New Customers - CY	measure	[TABLE_CALC]: SUM(IF YEAR([Reportdate]) = YEAR([Parameters].[Rep... (More)

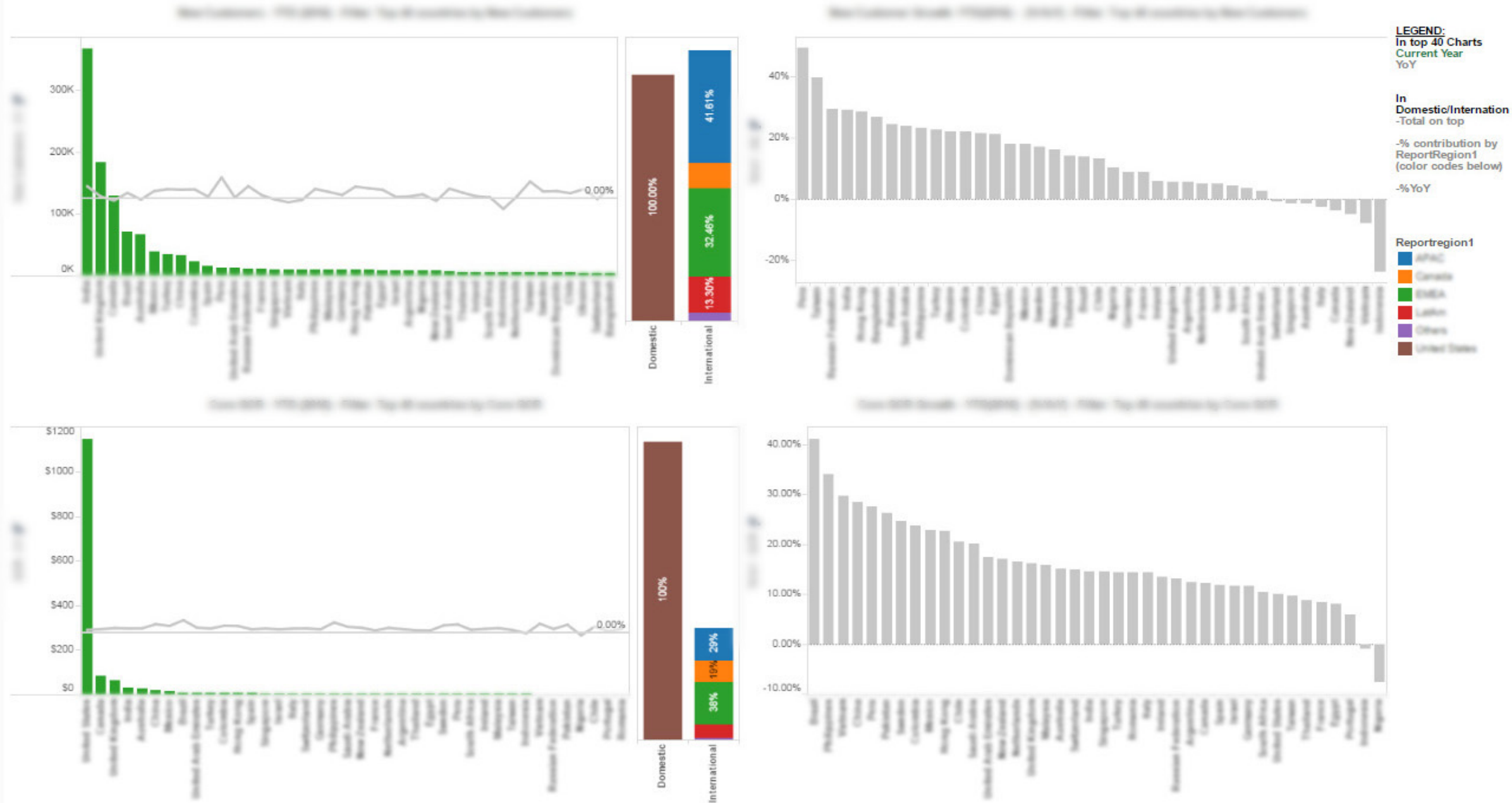
Top 40 International

Star Comment Server

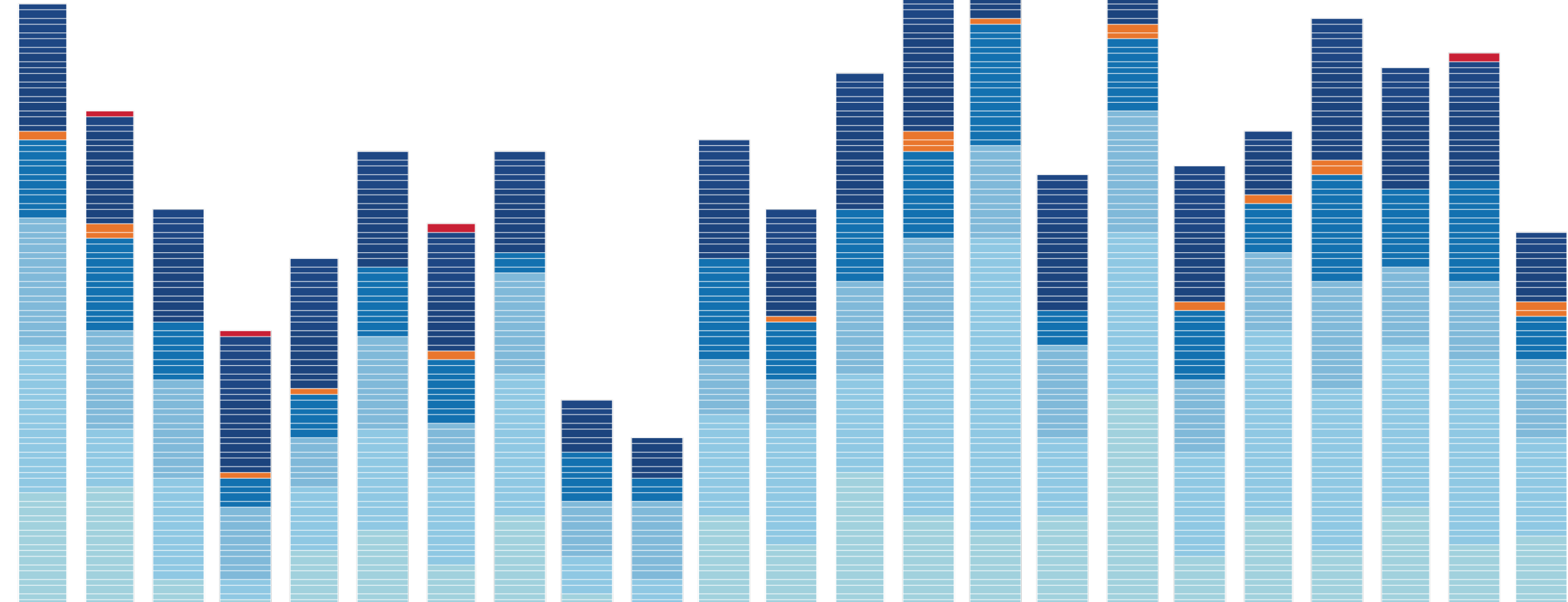
Overview Reports Fields Lineage Conversations 0

Lineage Graph





So how does that all happen..



Data Catalog

	Metadata	Profiling	Query Log	
Hive				>>
P3P				>>
P3P				>>
P3P				>>
Reds				>>

Report Sources

	Reports	
Tableau		>>



Settings / Hive

To finish configuring your database, you will need to run a couple more things:

- 1. Run Metadata Extraction**
 - This pulls your schemas into Alation.
 - To run Metadata Extraction, click on the Metadata Extraction tab, then click the **'Fetch from DB Now!'** button to fetch the schemas from your database. After the schemas have been fetched, click **'Launch Job'**.
- 2. Run Data Profiling**
 - This generates content previews for tables in your database.
 - To run Data Profiling, click on the Data Profiling tab, then click the **'Launch Job Now!'** button.
- 3. Run Query Log Ingestion**
 - This pulls your query history into Alation.
 - To run Query Log Ingestion, click on the Query Log Ingestion tab, then click the **'Preview'** button. After the preview is generated, **scroll down** and click the **'Import!'** button under the table.

- General Settings
- Metadata Extraction**
- Data Profiling
- Per-Object Parameters
- Import Data Dictionary
- Query Log Ingestion

Metadata Extraction

A background job periodically fetches the database's metadata (including schemas, tables, columns, and procedures/functions) to keep our representation of the database up to date. You can schedule this job according to how frequently the database changes its structure. The average run-time of this job is 13298.99 seconds.

WARNING:
This task may take substantial compute resources on the database. Use caution. It's advisable to consult with the DBAs.

Disable automatic extraction.

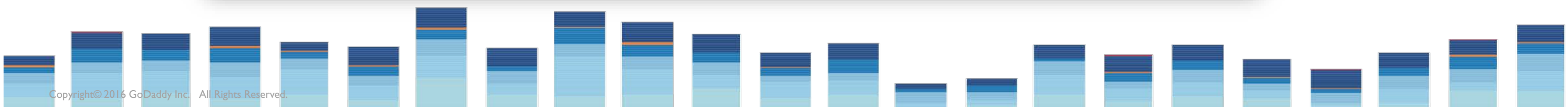
Every on at :

ETA: 3 days from now

in your local time (MST) and subject to US DST

Schemas

...excluding



Per-Object Parameters

In data profiling, we scan a limited number of rows in each table to extract a preview of the data and estimated value distributions of the columns. The higher this limit is, the better the estimation, but the database will also experience heavier load.

In the list below, select which schemas to be included in Catalog and in automatic profiling (see Data Profiling Job), and how many rows to scan/store for each table (you can drill down a specific schema to override these values for certain tables). If "Skip Views" is checked for a schema, automatic profiling will skip all views in this schema.

Search:

	Make Browsable*	Profiling Parameters			
		Profile?	Max rows to Scan	Max rows to Store	Skip Views
Hive	<input checked="" type="checkbox"/>	<input type="checkbox"/>			
02d1792c4b6e	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	10000	100	<input checked="" type="checkbox"/>
20150120_1148_test	<input checked="" type="checkbox"/>	<input type="checkbox"/>	10000	100	<input checked="" type="checkbox"/>
acaine	<input checked="" type="checkbox"/>	<input type="checkbox"/>	10000	100	<input checked="" type="checkbox"/>
acosantest	<input checked="" type="checkbox"/>	<input type="checkbox"/>	10000	100	<input checked="" type="checkbox"/>
agentstatetest	<input checked="" type="checkbox"/>	<input type="checkbox"/>	10000	100	<input checked="" type="checkbox"/>
akanilganekar	<input checked="" type="checkbox"/>	<input type="checkbox"/>	10000	100	<input type="checkbox"/>
akash_test	<input checked="" type="checkbox"/>	<input type="checkbox"/>	10000	100	<input type="checkbox"/>
akrishetty	<input checked="" type="checkbox"/>	<input type="checkbox"/>	10000	100	<input type="checkbox"/>
alphasql	<input checked="" type="checkbox"/>	<input type="checkbox"/>	10000	100	<input type="checkbox"/>
an_aftanets	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	10000	100	<input type="checkbox"/>
an_aftanets_ota	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	10000	100	<input checked="" type="checkbox"/>
an_biykmetns	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	10000	100	<input type="checkbox"/>
an_biykmetns_ota	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	10000	100	<input checked="" type="checkbox"/>
an_default	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	10000	100	<input type="checkbox"/>



Import Data Dictionary

Upload CSV/TSV file ▼

You can upload a data dictionary in CSV/TSV format with title/description annotations for each data object. The file should include the head and each line in the file should consist of the following columns:

```
< key . title . description . custom field name[:field type for sets] >
```

We determine the object type based on how many dots there are in `key`:

- 1 **schema** is a schema
- 2 **schema.table** is a table
- 3 **schema.table.column** is a column
- 4 **schema.table.column.value** is a column value

You can Download the current data dictionary for a table on any table page with the Download Dictionary button at the top right. For example, a valid CSV file may contain the following lines.

```
"key","title","description","has_ppi","steward:user"  
"public","An Awesome Schema","This schema consists of all the fact tables.", "", ""  
"public.customers","Master Table for All Customers", "", "", "steward@compan.com;steward@compan.com"  
"public.parts","List of Parts in the Inventory", "", "True", ""  
"public.parts.id","Internal ID", "", "True", ""
```

Drag & Drop or Click to Upload



Query Log Ingestion

Alation can generate a wide variety of valuable information on database objects by examining the queries executed on them from a query history log. Some of the generated analysis includes lineage, popularity of the database objects, frequent users of database objects, and commonly used filters and expressions.

Disable automatic query ingestion.

Configure HDFS Connection

Log Source on HDFS Folder Zip File

Folder HDFS Path

WebHDFS Server

WebHDFS Port

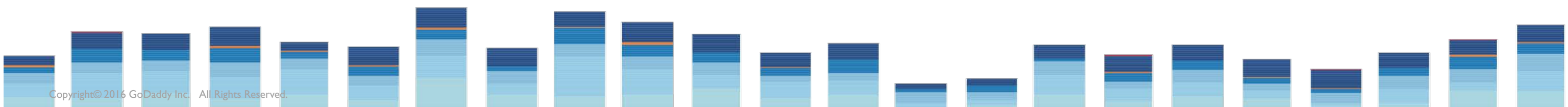
Filter Map Reduce Job

Run Manual Query Ingestion

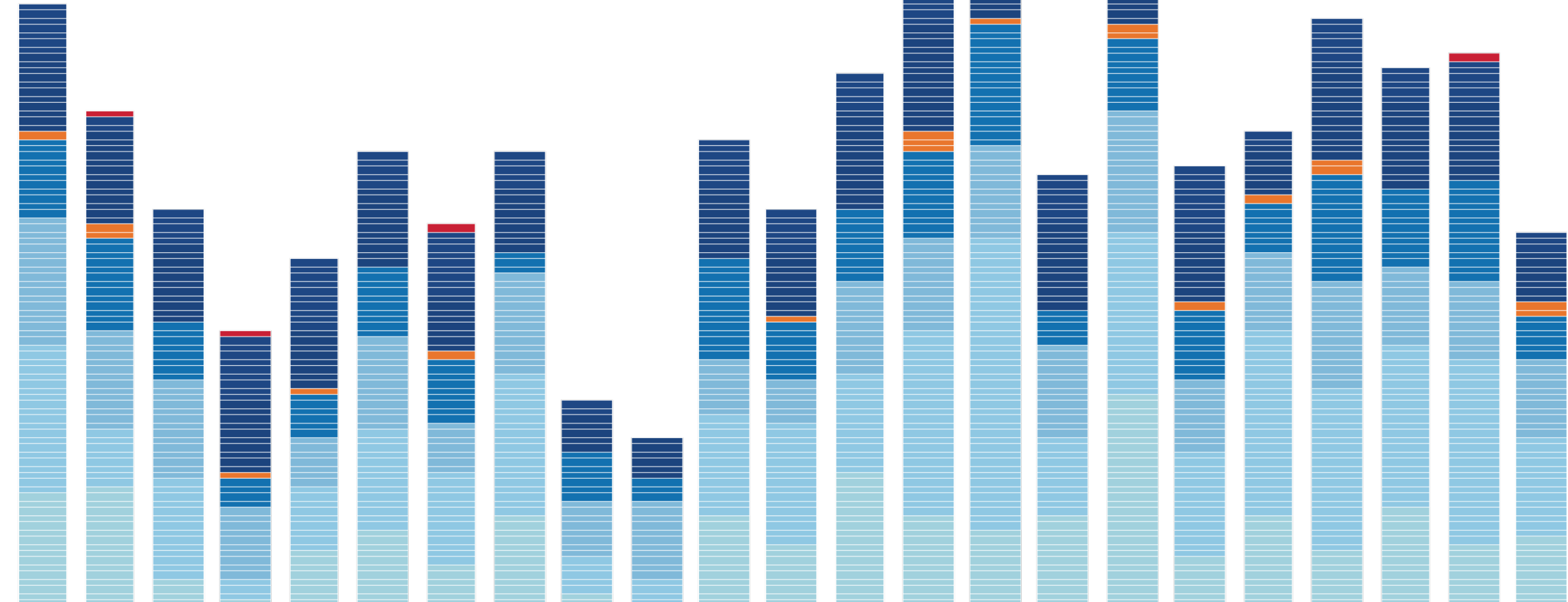
Date Range

Job History

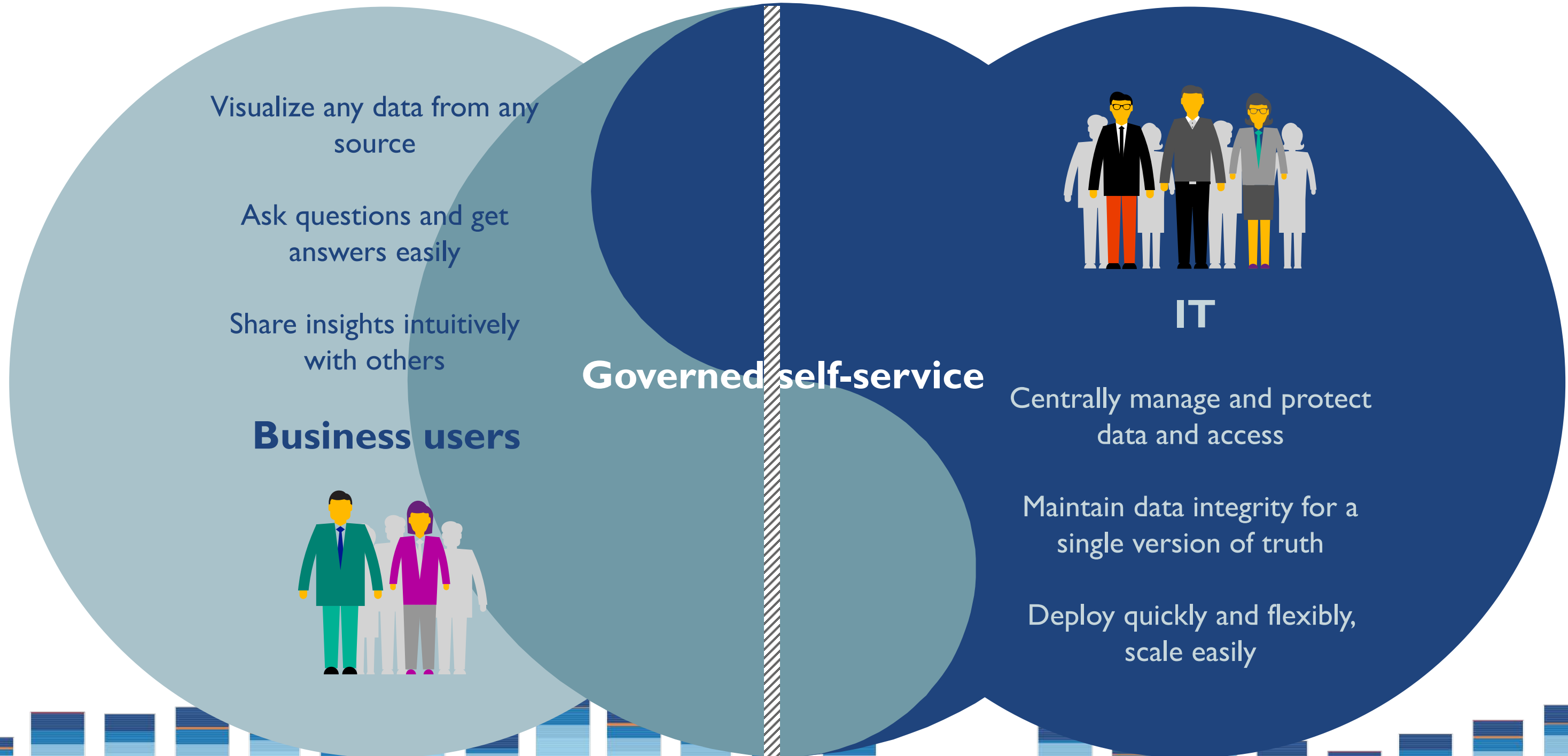
Started	Status	Detail
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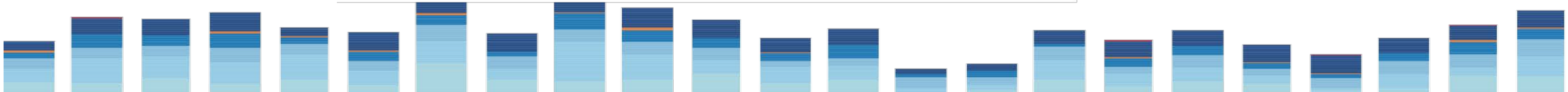
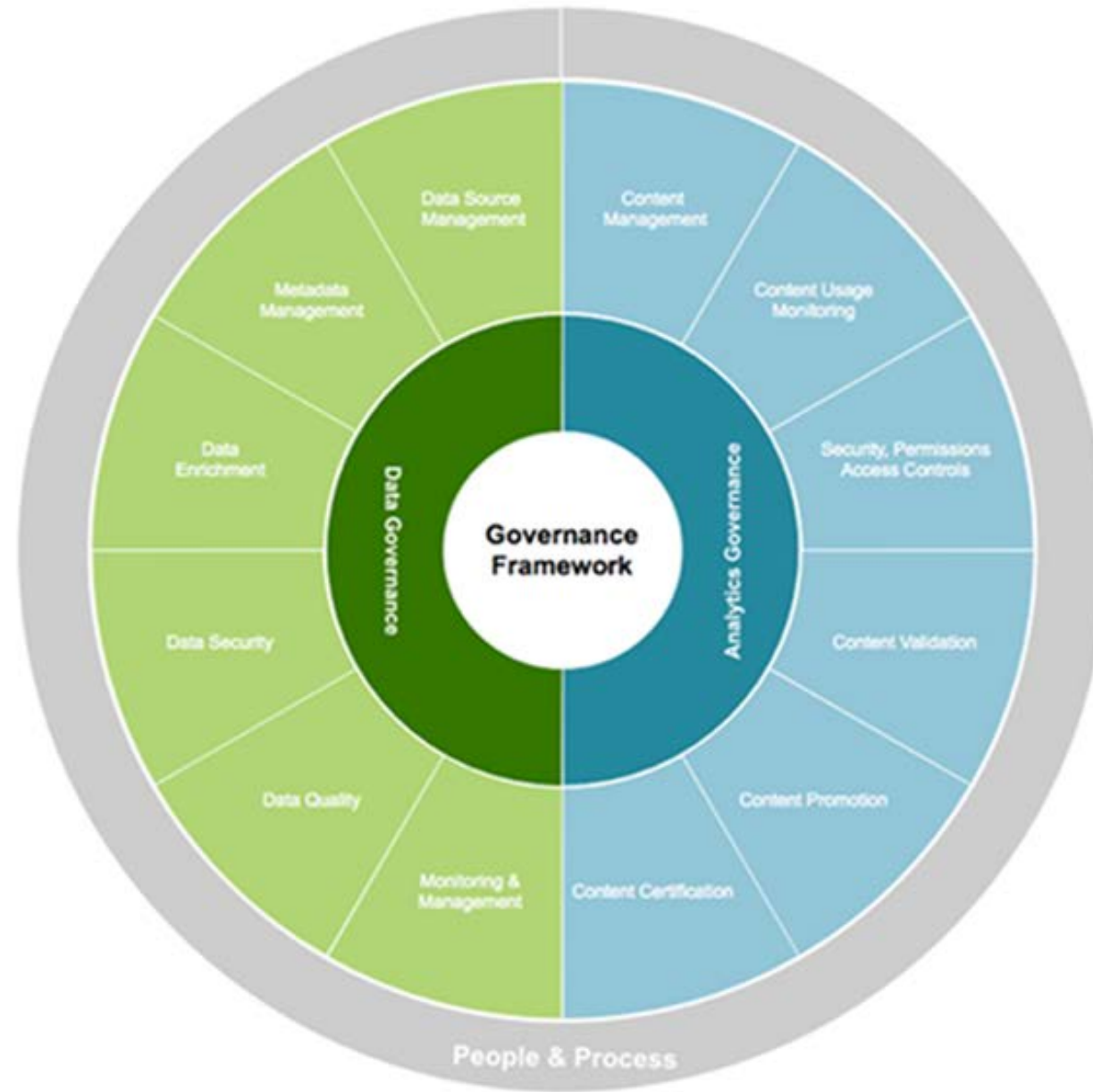
Data Governance



How Tableau bridges the divide



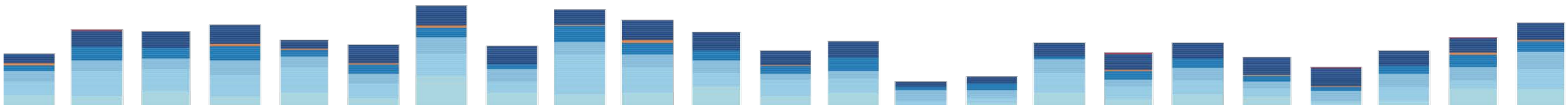
Spectrum of holistic enterprise BI governance



Steps to Success with Tableau

1. Set up the environment rapidly
2. Empower users to be self-reliant
3. Centralize data models to create a consistent source of truth
4. Monitor and audit actual day to day usage

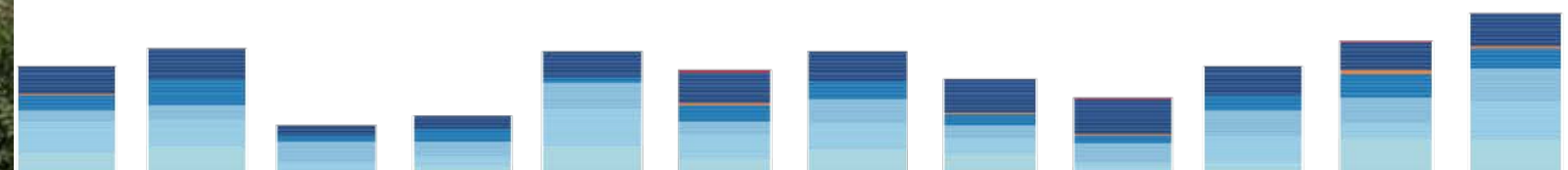
...and establish a Governance-for-Insight framework



Traditional approach

Governance for Compliance

- Response to government regulation
- Inventory of technical metadata
- Often business use or business semantics left behind
- Rule focused – “thou shalt not”...
- “Single source of truth” approach
 - One single pre-modeled repository (defined during data modeling)
 - Rigid data access rules
 - IT point of control & slow to change



Modern approach

Governance for Insights

- **Best practices oriented**
- **Inventory + catalog of data usage**
- **Automatically created & updated**
- **Business Context gathered**
 - Through indexing, log parsing, & human curation
- **Becomes the “single point of reference”**
 - Rules applied for compliance
 - Usage recommends best practices
 - Collaboration is increased between IT & the business

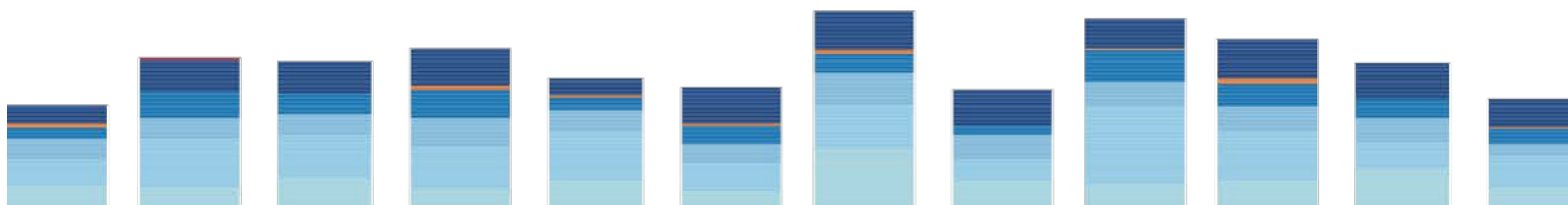


Tableau and Alation

Used at
companies like:

 Square  LinkedIn

 GoDaddy

 TESLA

 TESCO

 Chegg

 ebay

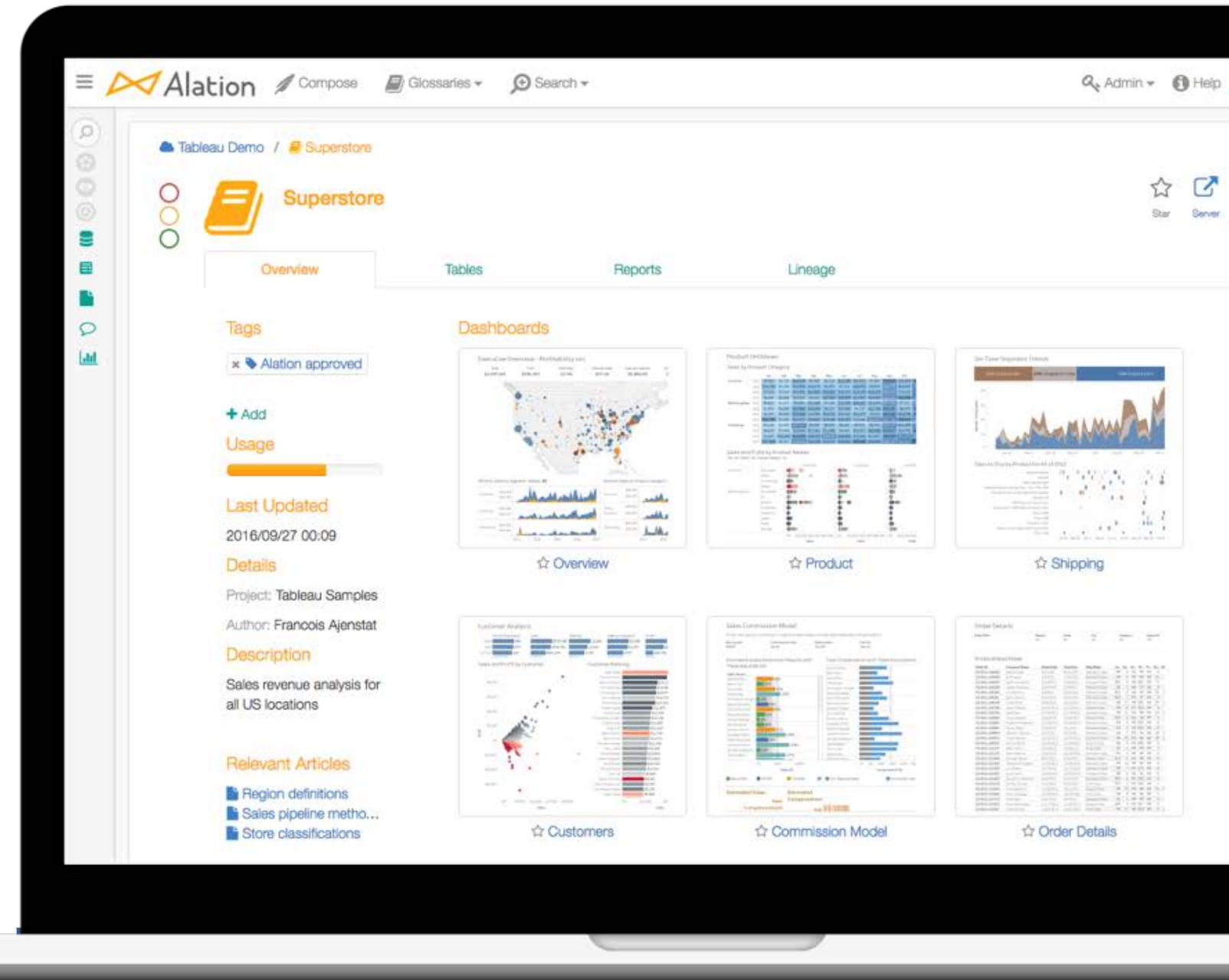
Used by
people like:

Data Consumers
Data Creators
Data Curators

Alation increases analyst productivity for insight

Delivers to Tableau Server users...

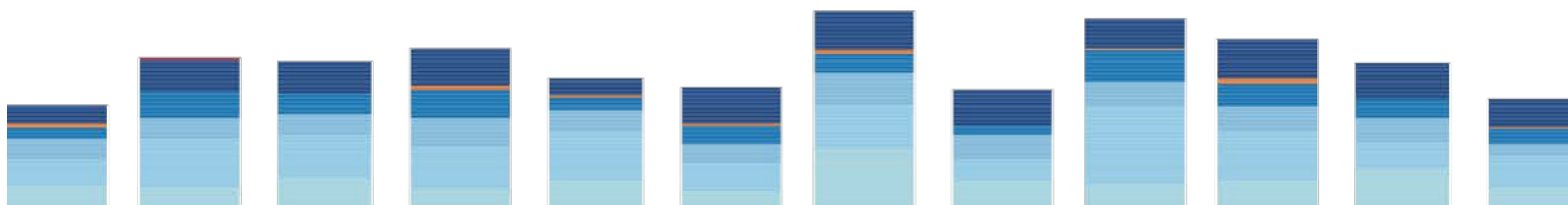
- **Visibility into all data assets** - creates a single source of reference
- **Deep data pipeline awareness** – from database or file to dashboard
- **Governance-for-Insight tooling** – for seamless data curation by stewards
- **Easy upgrade path** – to an enterprise data cataloging platform



Trust in Tableau Data with Alation

Governance for Insight

- **All data assets are cataloged** – including queries, joins, filters, data sources, workbooks
- **Usage informs governance** – governed for compliance & best practice propagation
- **Collaborative** - engages data stewards, IT creators & business users of in data knowledge sharing



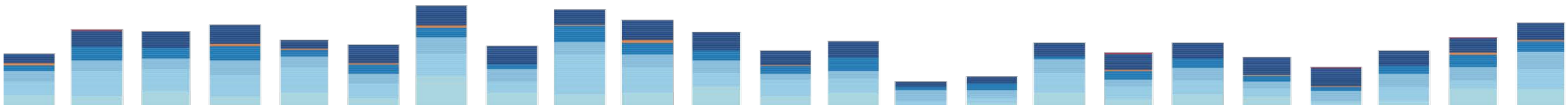
What's Next?

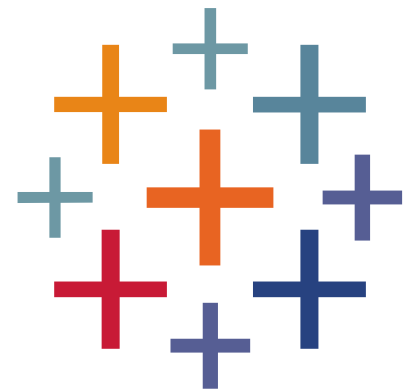
Tableau + Alation: tableau.com/tableau-alation

Tableau Trial: tableau.com/products/trial

Alation.com: go.alation.com/enabling-governance-for-insight-trust-in-data-for-tableau-with-a-data-catalog-a

Alation Trial: go.alation.com/tableau-and-alation-demo-request





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