



# Viz Responsibly

How Tableau is Responding to COVID-19

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 @jeremyblaney

# Forward-Looking Statements



"Safe harbor" statement under the Private Securities Litigation Reform Act of 1995: This presentation contains forward-looking statements about the company's financial and operating results, which may include expected GAAP and non-GAAP financial and other operating and non-operating results, including revenue, net income, diluted earnings per share, operating cash flow growth, operating margin improvement, expected revenue growth, expected current remaining performance obligation growth, expected tax rates, stock-based compensation expenses, amortization of purchased intangibles, shares outstanding, market growth, environmental, social and governance goals and expected capital allocation, including mergers and acquisitions, capital expenditures and other investments. The achievement or success of the matters covered by such forward-looking statements involves risks, uncertainties and assumptions. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, the company's results could differ materially from the results expressed or implied by the forward-looking statements it makes.

The risks and uncertainties referred to above include -- but are not limited to -- risks associated with the effect of general economic and market conditions; the impact of geopolitical events; the impact of foreign currency exchange rate and interest rate fluctuations on our results; our business strategy and our plan to build our business, including our strategy to be the leading provider of enterprise cloud computing applications and platforms; the pace of change and innovation in enterprise cloud computing services; the seasonal nature of our sales cycles; the competitive nature of the market in which we participate; our international expansion strategy; the demands on our personnel and infrastructure resulting from significant growth in our customer base and operations, including as a result of acquisitions; our service performance and security, including the resources and costs required to avoid unanticipated downtime and prevent, detect and remediate potential security breaches; the expenses associated with our data centers and third-party infrastructure providers; additional data center capacity; real estate and office facilities space; our operating results and cash flows; new services and product features, including any efforts to expand our services beyond the CRM market; our strategy of acquiring or making investments in complementary businesses, joint ventures, services, technologies and intellectual property rights; the performance and fair value of our investments in complementary businesses through our strategic investment portfolio; our ability to realize the benefits from strategic partnerships, joint ventures and investments; the impact of future gains or losses from our strategic investment portfolio, including gains or losses from overall market conditions that may affect the publicly traded companies within our strategic investment portfolio; our ability to execute our business plans; our ability to successfully integrate acquired businesses and technologies; our ability to continue to grow unearned revenue and remaining performance obligation; our ability to protect our intellectual property rights; our ability to develop our brands; our reliance on third-party hardware, software and platform providers; our dependency on the development and maintenance of the infrastructure of the Internet; the effect of evolving domestic and foreign government regulations, including those related to the provision of services on the Internet, those related to accessing the Internet, and those addressing data privacy, cross-border data transfers and import and export controls; the valuation of our deferred tax assets and the release of related valuation allowances; the potential availability of additional tax assets in the future; the impact of new accounting pronouncements and tax laws; uncertainties affecting our ability to estimate our tax rate; uncertainties regarding our tax obligations in connection with potential jurisdictional transfers of intellectual property, including the tax rate, the timing of the transfer and the value of such transferred intellectual property; the impact of expensing stock options and other equity awards; the sufficiency of our capital resources; factors related to our outstanding debt, revolving credit facility and loan associated with 50 Fremont; compliance with our debt covenants and lease obligations; current and potential litigation involving us; and the impact of climate change, natural disasters and actual or threatened public health emergencies.

Further information on these and other factors that could affect the company's financial results is included in the reports on Forms 10-K, 10-Q and 8-K and in other filings it makes with the Securities and Exchange Commission from time to time. These documents are available on the SEC Filings section of the Investor Information section of the company's website at.

Salesforce.com, Inc. assumes no obligation and does not intend to update these forward-looking statements, except as required by law.

# Jeremy Blaney



- Lead the Federal Customer Success team
- 2.5 years at Tableau, all in Customer Success
- Previously on the workforce analytics team at Bank of America
- 15 years in the US Air Force (logistics and intelligence)



**Connections** +

mulesoft.snowflake...

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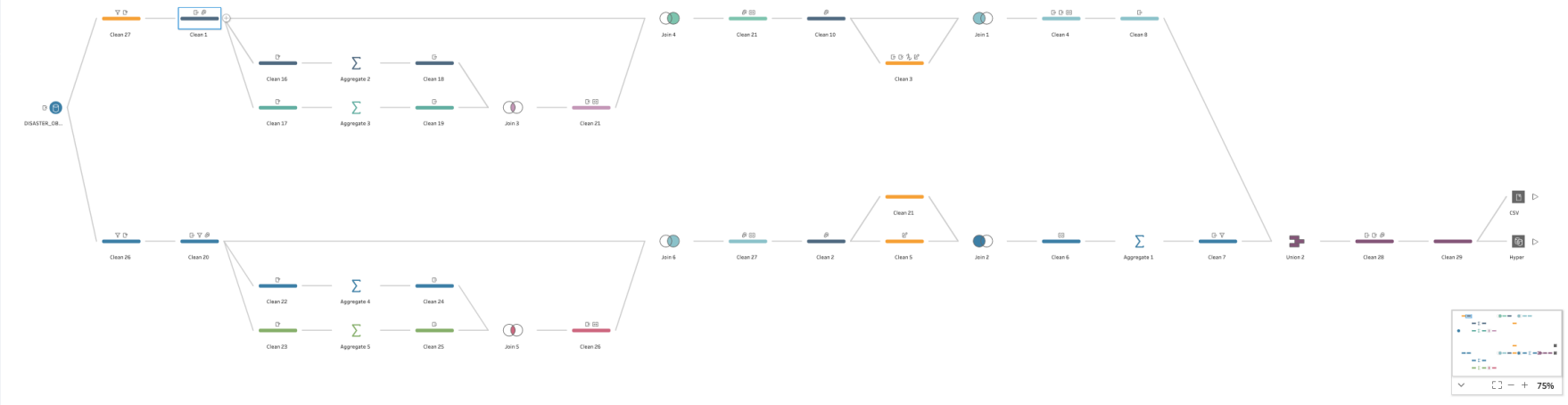
**Warehouse**

ENG\_COVID19

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**Database**

Select Database



75%

Clean 1 6 Fields 156K Rows  Keep Only  Exclude  Edit Value  Replace with Null 1 Recommendation Search

Changes (2)

PEOPLE\_POSITIVE\_CASES... 5K

PEOPLE\_DEATH\_COUNT 1K

REPORT\_DATE 119

PROVINCE\_STATE\_NAME 55

- Montana
- Nebraska
- Nevada
- New Hampshire
- New Jersey
- New London
- New Mexico
- New York**
- North Carolina
- North Dakota
- Northern Mariana Isla...
- Ohio
- Oklahoma

COUNTY\_NAME 2K

- New Castle
- New Hanover
- New Haven
- New Kent
- New London
- New Madrid
- New York City**
- Newaygo
- Newberry
- Newport
- Newport News city
- Newton

COUNTY\_FIPS\_NUMBER 3K

- 01001
- 01003
- 01005
- 01007
- 01009
- 01011
- 01013
- 01015
- 01017
- 01019
- 01021
- 01023

PEOPLE_POSITIVE_CASES_COU...	PEOPLE_DEATH_COUNT	REPORT_DA...	PROVINCE_STATE_NA...	COUNTY_NAME	COUNTY_FIPS_NUMB...
42	0	04/02/2020	New York	St. Lawrence	36089
31	0	04/02/2020	New York	Ontario	36069
12,024	138	04/03/2020	New York	Nassau	36059
3	0	04/02/2020	New York	Schuyler	36097
8	0	04/02/2020	New York	Cattaraugus	36009
4,289	42	04/03/2020	New York	Rockland	36087
2	0	04/02/2020	New York	Hamilton	36041
10	1	04/02/2020	New York	Chautauqua	36013
57,941	2,648	04/03/2020	New York	New York City	N/A
1	0	03/21/2020	New York	Tioga	36107
1	0	03/22/2020	New York	Fulton	36035
35	0	03/21/2020	New York	Saratoga	36001

# Global COVID-19 Tracker

December 31, 2019 - May 18, 2020



Global



United States

Cumulative or New  
New

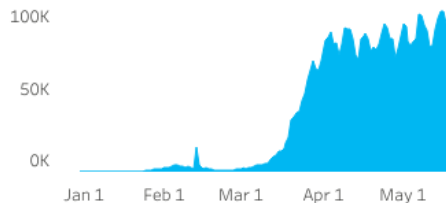
Positive Cases or Deaths  
Positive Cases



## New Positive Cases

84,064

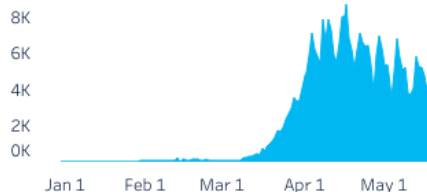
▼ -5.2% vs previous day  
88,644



## New Deaths

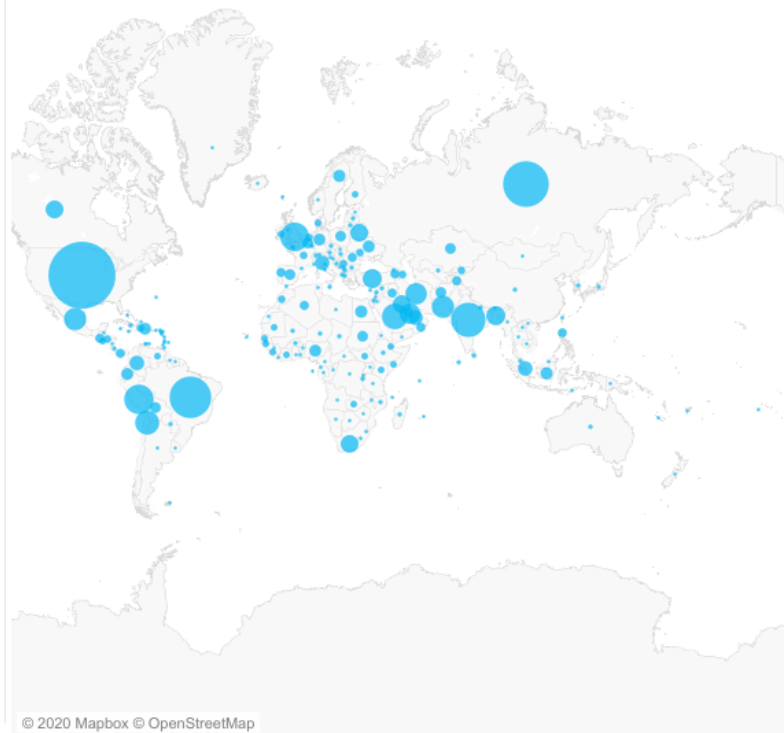
3,368

▼ -14.4% vs previous day  
3,935



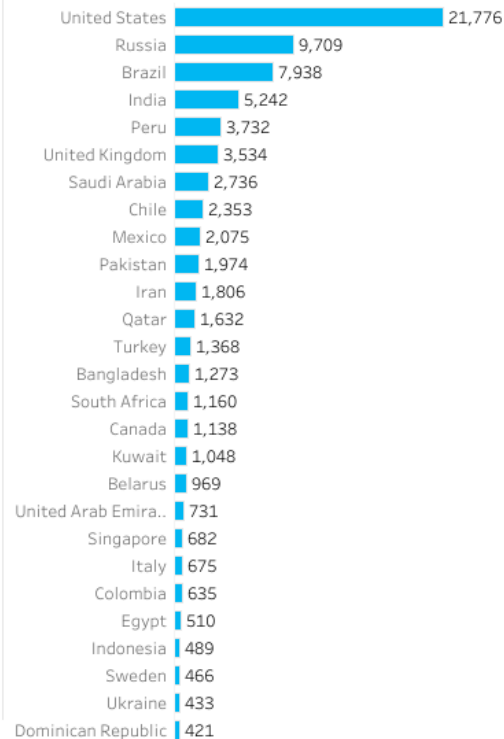
## New Positive Cases

Select a Country to see more details



## New Positive Cases

Select a Country to see more details



# Slowing the spread of misinformation

## Engaging experts to help all of us viz responsibly

Tableau Products Solutions Learning Community Support About COVID-19 PRICING SIGN IN TRY NOW

### 10 considerations before you create another chart about COVID-19

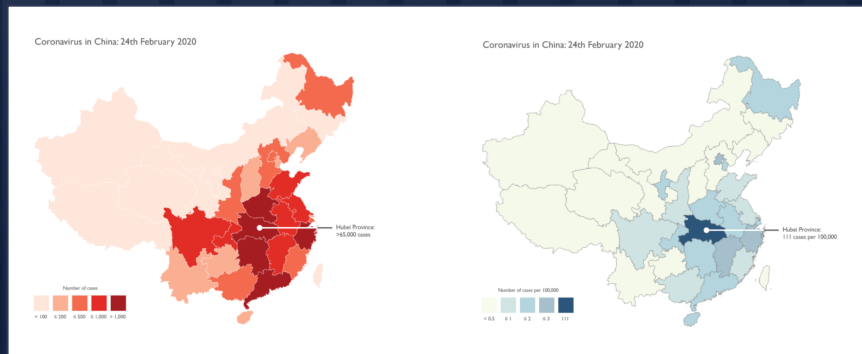
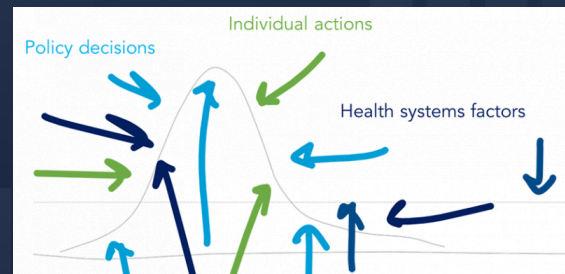
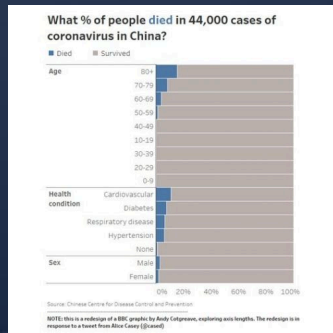
AMANDA MAKULEC  
MARCH 13, 2020

Editor's note: Amanda Makulec is joining as an advisor to the Coronavirus Data Resource Hub. As both a Masters of Public Health and the Operations Director for the Data Visualization Society, she's an expert in the responsible use of data visualization for public health. She will be helping the Tableau team identify data resources, curate visualizations, and ensure that what is available through the hub is of the highest quality and consistent with responsible information sharing during a critical time. Follow her at [@amakulec](#) and [The Nightengale](#), the journal of DVS.

Teams are making ready-to-use COVID-19 datasets easily accessible for the wider data visualization and analysis community. Johns Hopkins posts frequently updated data on [their github page](#), and Tableau has created a [COVID-19 Resource Hub](#) with the same data reshaped for use in Tableau.

These public assets are immensely helpful for public health professionals and authorities responding to the epidemic. They make data from multiple sources easy to use, which can enable quick development of visualizations of local case numbers and impact.

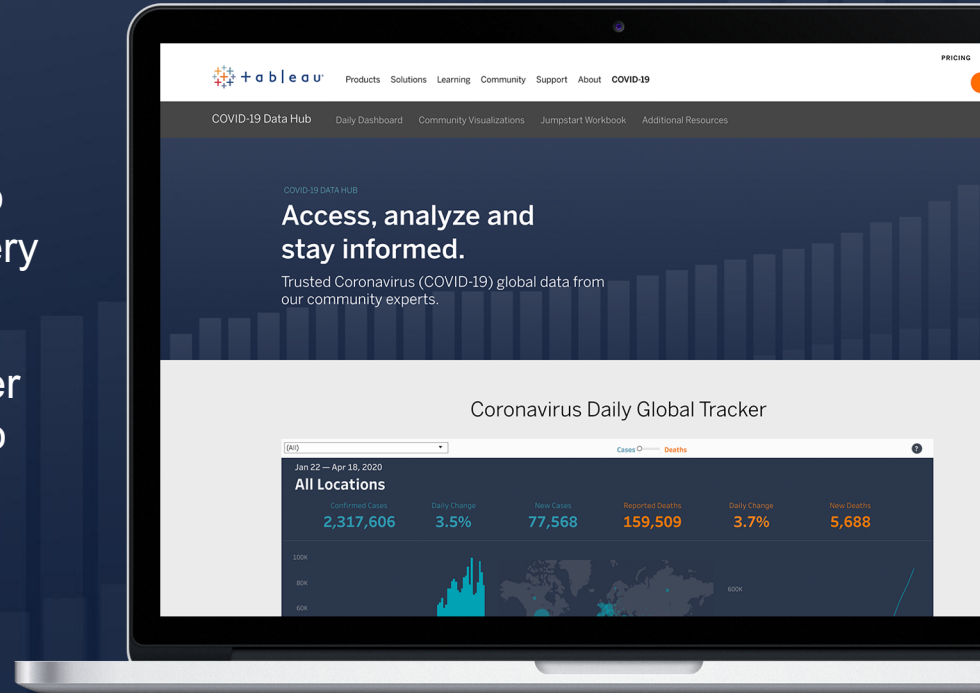
At the same time, the stakes are high around how we communicate about this epidemic to the wider public. Visualizations are powerful for communicating information, but can also mislead, misinform, and—in the worst cases—incite panic. We are in the middle of complete information



# COVID-19 Data Hub

Access, analyze and stay informed.

- **Keep track** of the pandemic with daily global tracker and industry trackers.
- **See and understand the impact** of the virus – and learn from examples of how to analyze the data – with a curated viz gallery from Tableau community.
- **Jumpstart your own analysis** with starter kits with trusted data that you can apply to your needs.
- **Learn how to work with COVID-19 data** responsibly with trainings and how-to guides.







# Inform critical decisions with the COVID-19 Data Platform



Gather, unify, and deliver trusted COVID-19 data, powered by Salesforce

## Highly curated data sources

Accurate and trusted data sources, including NYT and EU CDC, validated by domain experts

## Standardized data models

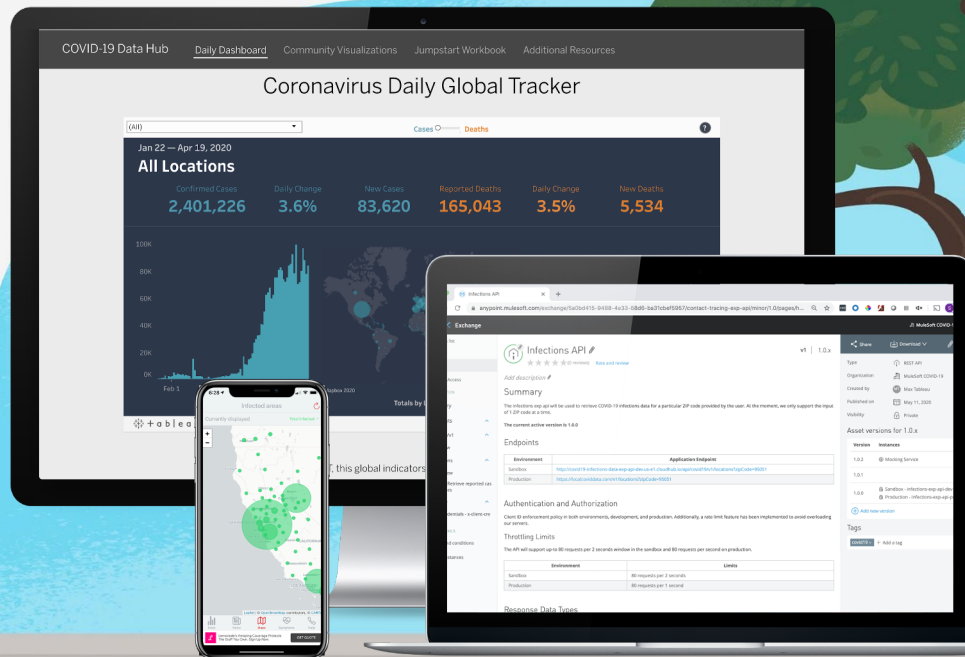
All data is protected, cleaned, and normalized to standard models: CIM, HL7/FHIR, ISO

## Highly resilient data pipeline

Reliable and scalable platform powered by MuleSoft, Tableau, and Salesforce

## Accessible to all

Data is available via Tableau visualizations or pluggable APIs via MuleSoft Anypoint Platform



No charge to access data



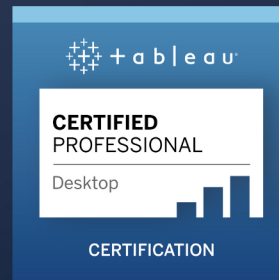
# Upskill your organization

Improve data skills to help your organization respond faster



## Tableau eLearning

As the global economy recovers, data skills will be in high demand. Tableau is offering free eLearning for 90 days so anyone can learn new skills while working from home.



## Tableau Certification

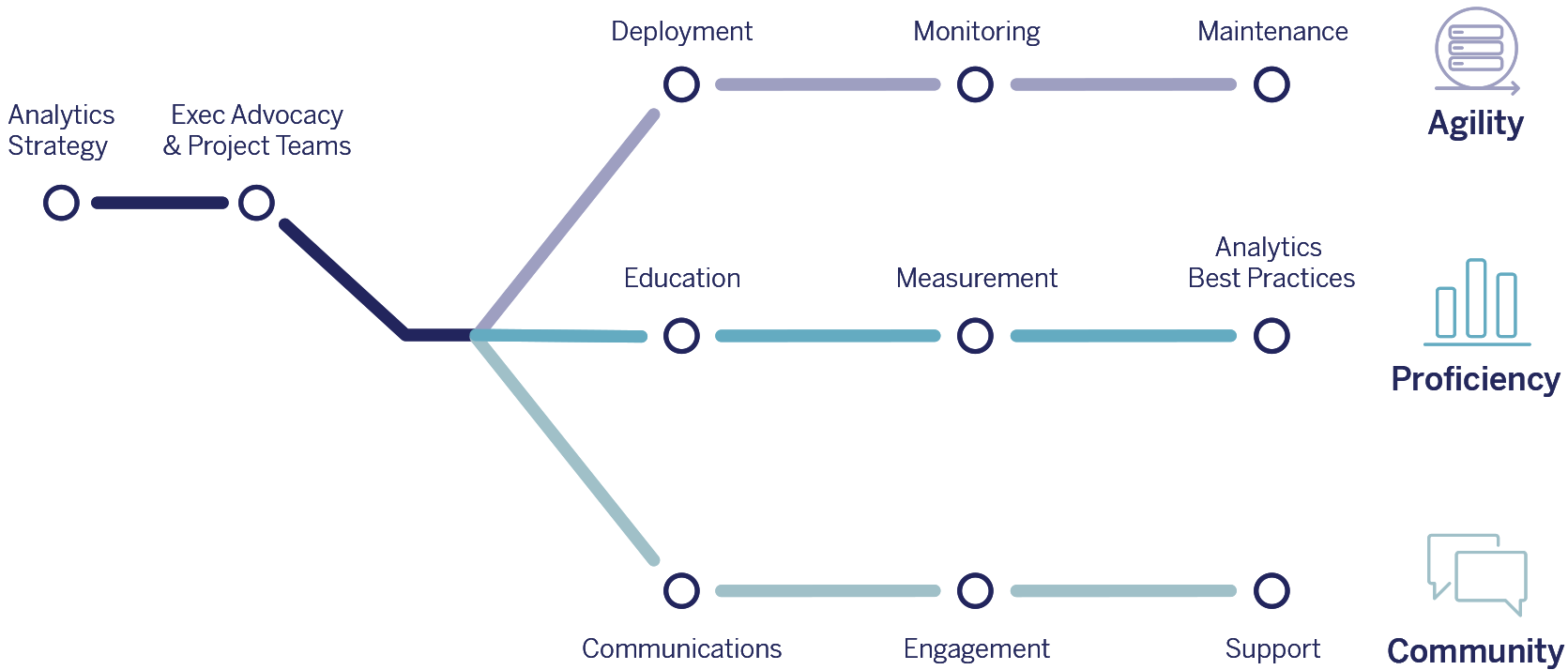
Tableau Certification is an excellent way for anyone to prove their data skills. Tableau is offering the on-demand, web-based training course and exam at 50% off through June 30.



## Learning Paths

12 specialized learning paths aligned to Tableau roles across the organization. Each path is designed to accelerate your proficiency. You can earn digital badges to show off your skills on social media.

← Trusted & Governed →



## Connecting the 2020 Federal Data Strategy to Tableau Blueprint



### Step One: Select Action Item



### Step Two: Select Milestone

Consult with key agency leaders, such as Chief Data Officers, Evaluation Officers and Statistical Officials to identify data needed to answer priority agency questions.



### Federal Data Strategy Leveraging Data as a Strategic Asset

[2020 Federal Data Strategy Website](#)



[Tableau Blueprint Website](#)

### Action 1: Identify Data Needs to Answer Priority Agency Questions

The Evidence Act now requires the development of learning agendas, directing CFO Act agencies to generate a multi-year learning agenda in conjunction with their strategic plans. Agencies develop learning agendas in consultation with both internal and external stakeholders, using the process to generate and organize priority agency questions that can be pursued through activities that include statistics, program evaluation, research, performance management, and policy analysis. Adopting this approach of identifying priority agency questions at the outset helps to establish a process through which an agency can allocate its statistical, performance management, research and evaluation efforts, and funding to the most critical questions that face the agency.

### What Part of Tableau Blueprint Fits with Action 1: Identify Data Needs to Answer Priority Agency Questions?



# The Federal Data Strategy

The Federal Data Strategy helps all agencies leverage data as a strategic asset. The Tableau Blueprint is a prescriptive, repeatable, and proven methodology that guides agencies as they embark on this journey.



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