Tableau Experience
Indonesia
13 March 2019

Demystifying Modern Analytics

Suhendra Tandera

Senior Manager, Customer Consulting, APAC

Tableau

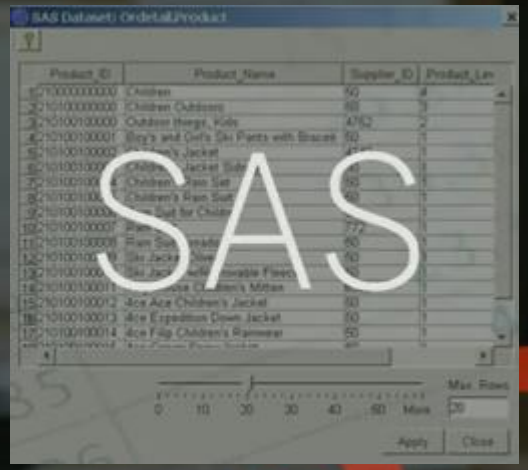
tableau

What is Modern really…

tableau®

the tableau story

Why we started…

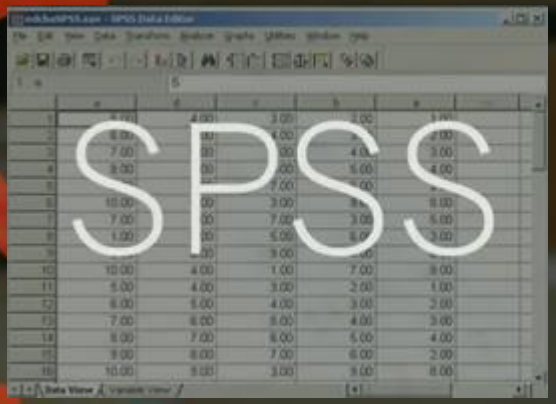


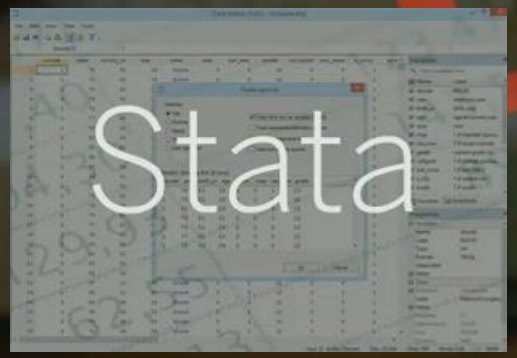
Data formats

Data integration

Data analysis UI

Data visualization





Charts and Graphs were nothing new…

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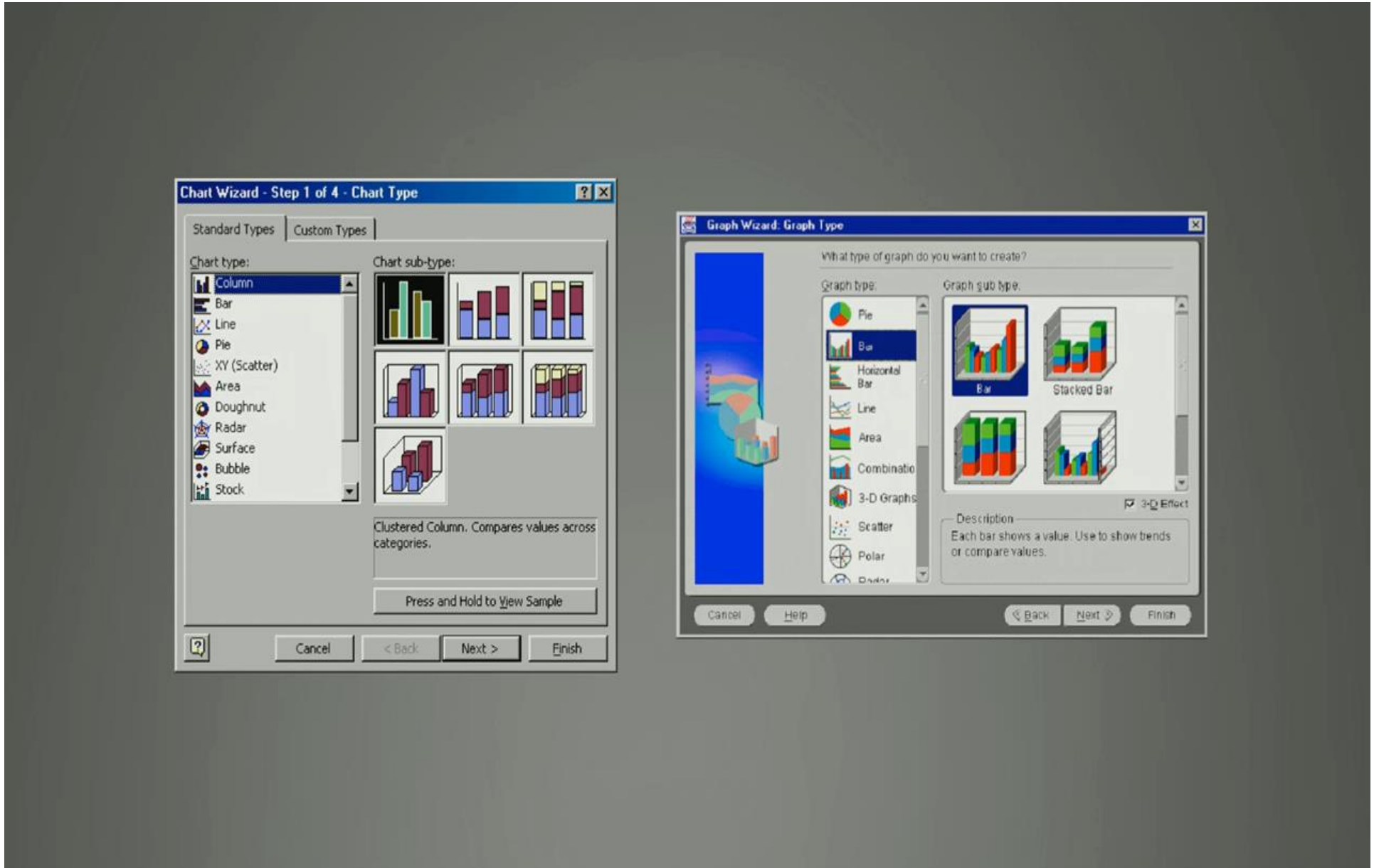

How we started…

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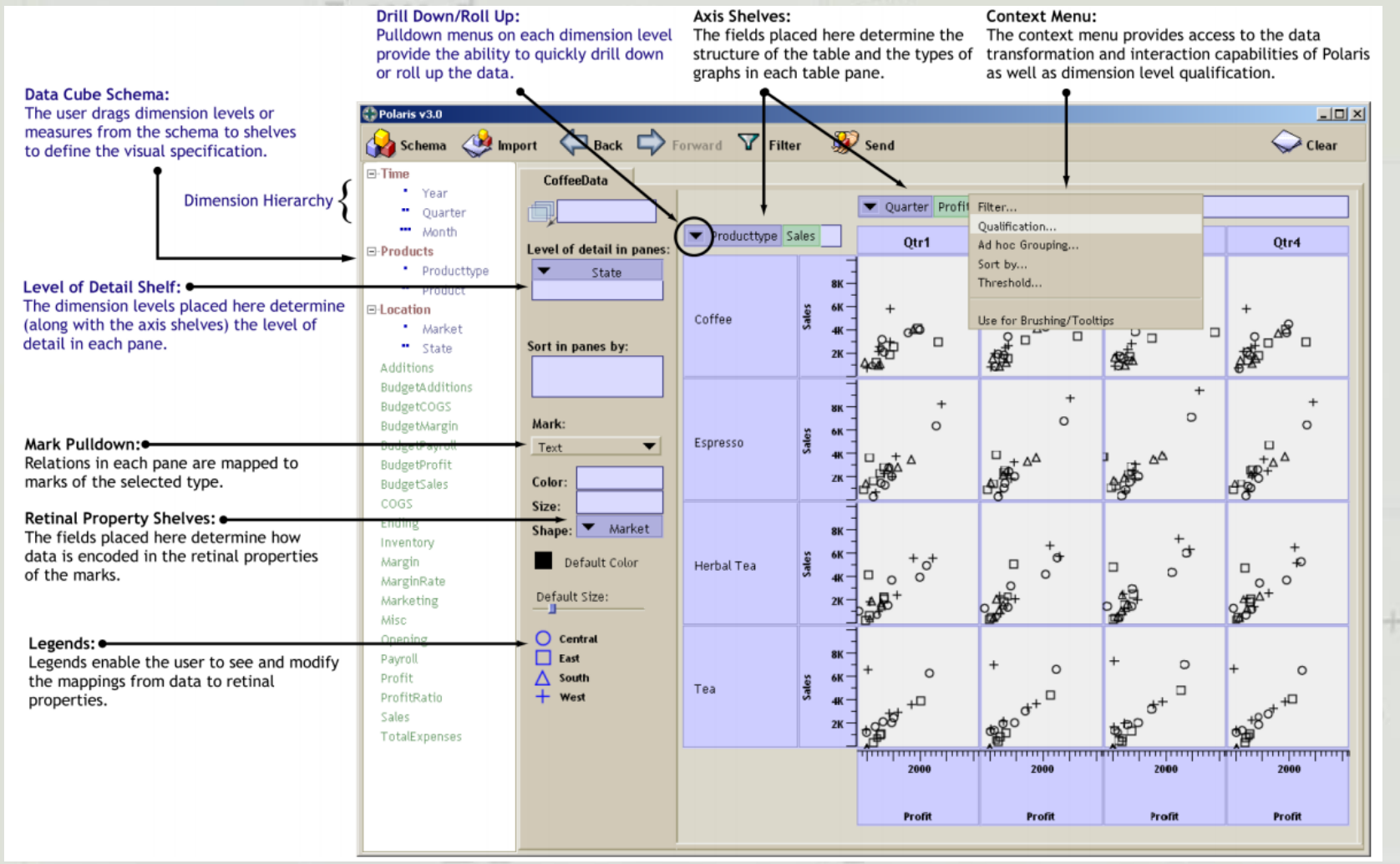
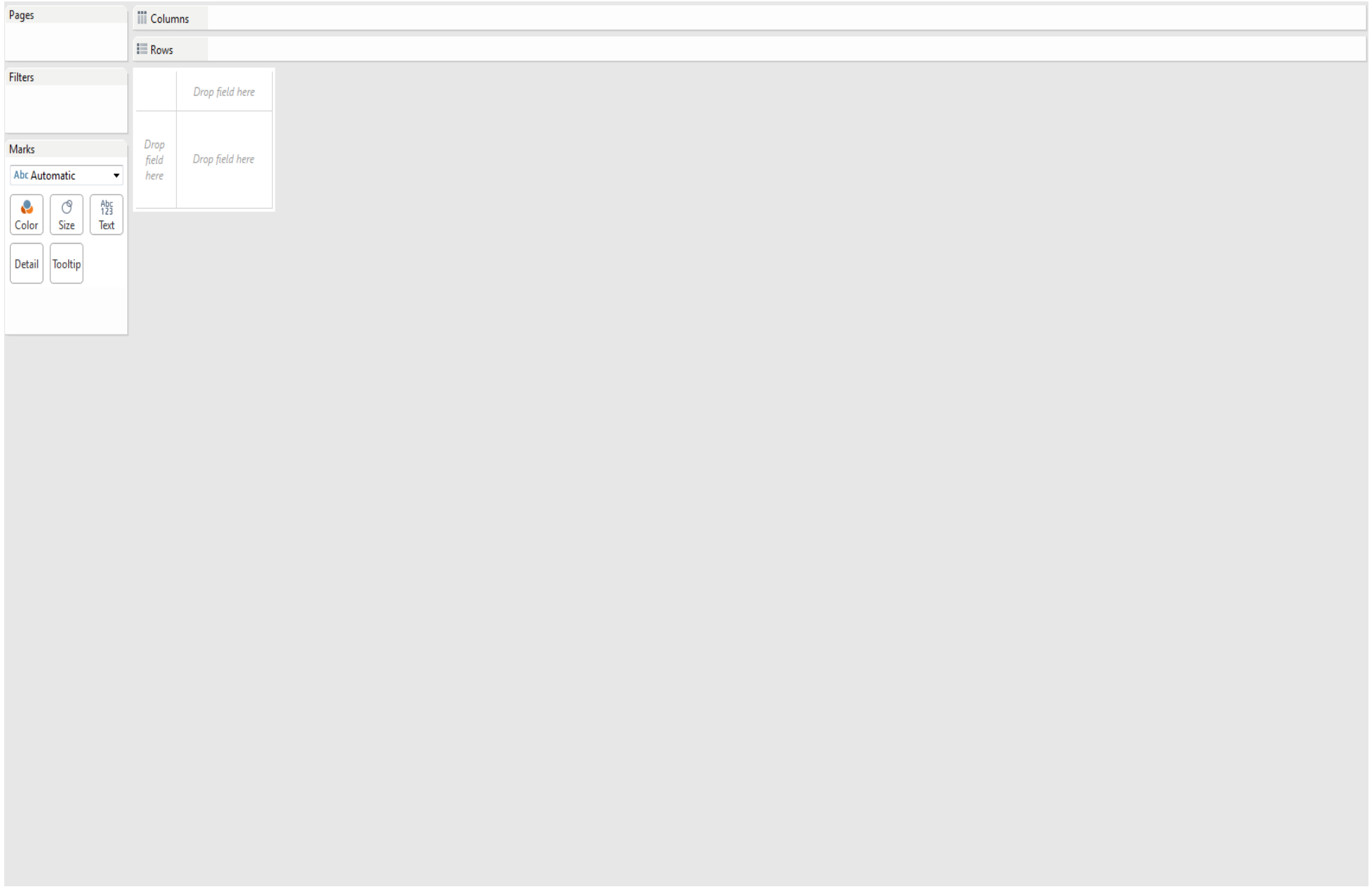


Our approach...
Visualization Language
Sort by...
Year
Month
Use for Brushing/Tooltips
Group by:
State
Shape:
Market
Color:
Market
Size:
Central
East
South
West
Central
Quarter 2
Quarter 3
Sales
4000
3000
2000
1000

property	marks	ordinal/nominal mapping	quantitative mapping
shape	glyph	○ □ + △ S U	
size	rectangle, circle, glyph, text		
orientation	rectangle, line, text		
color	rectangle, circle, line, glyph, y-bar, x-bar, text, gantt bar		min max

And then we provided a blank canvas…



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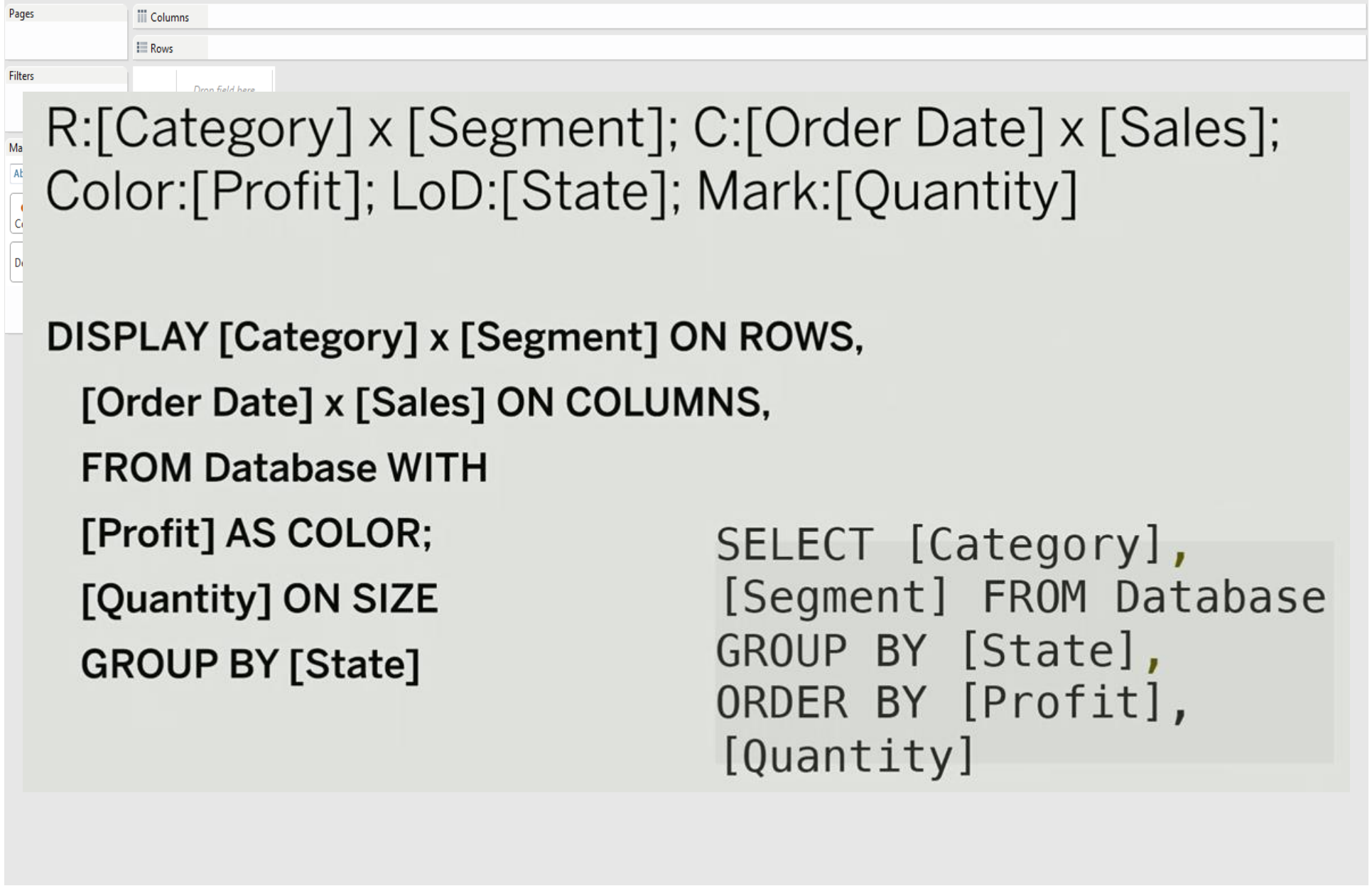

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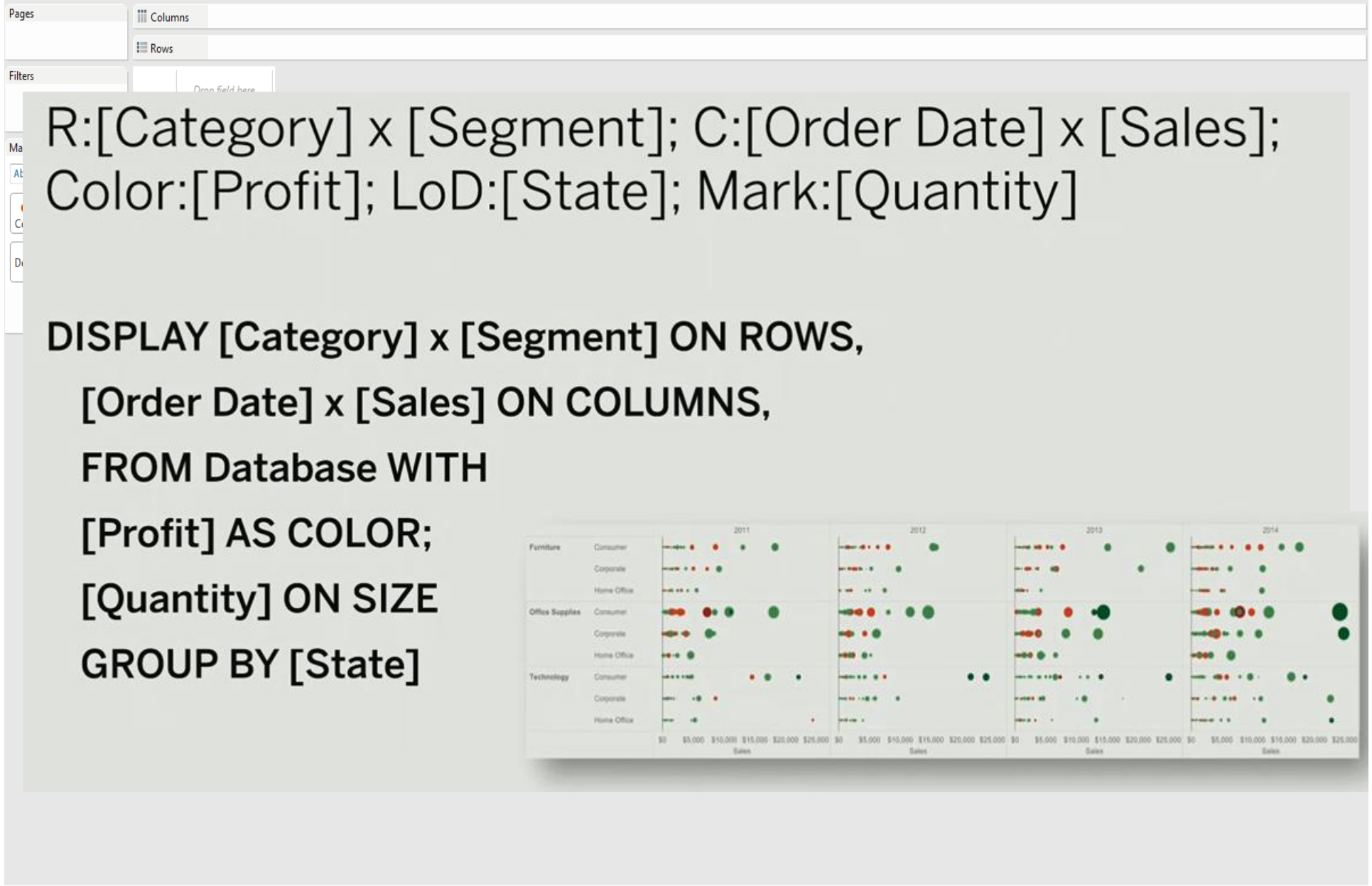
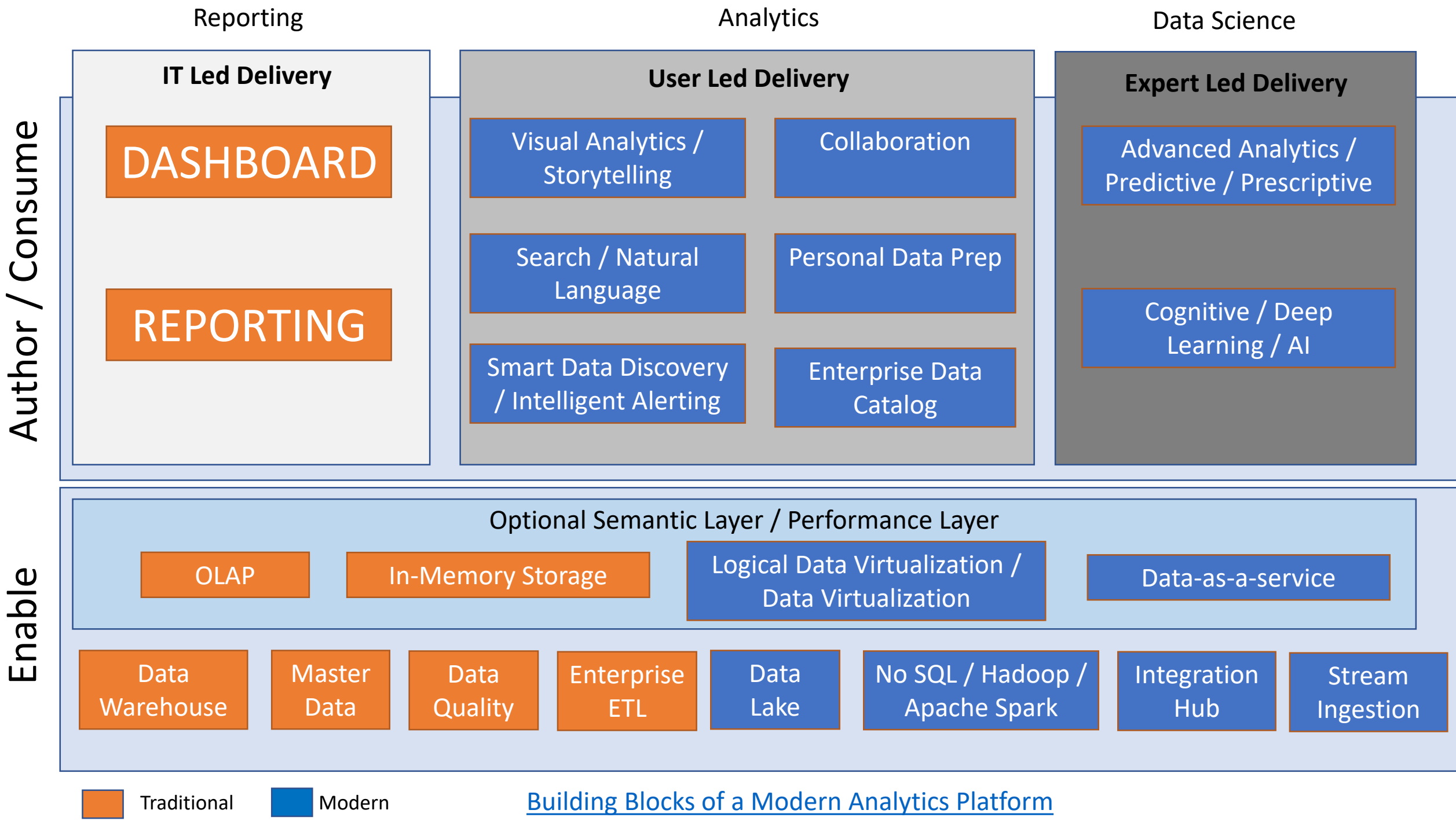


What is Modern **Analytics**

Data is everywhere

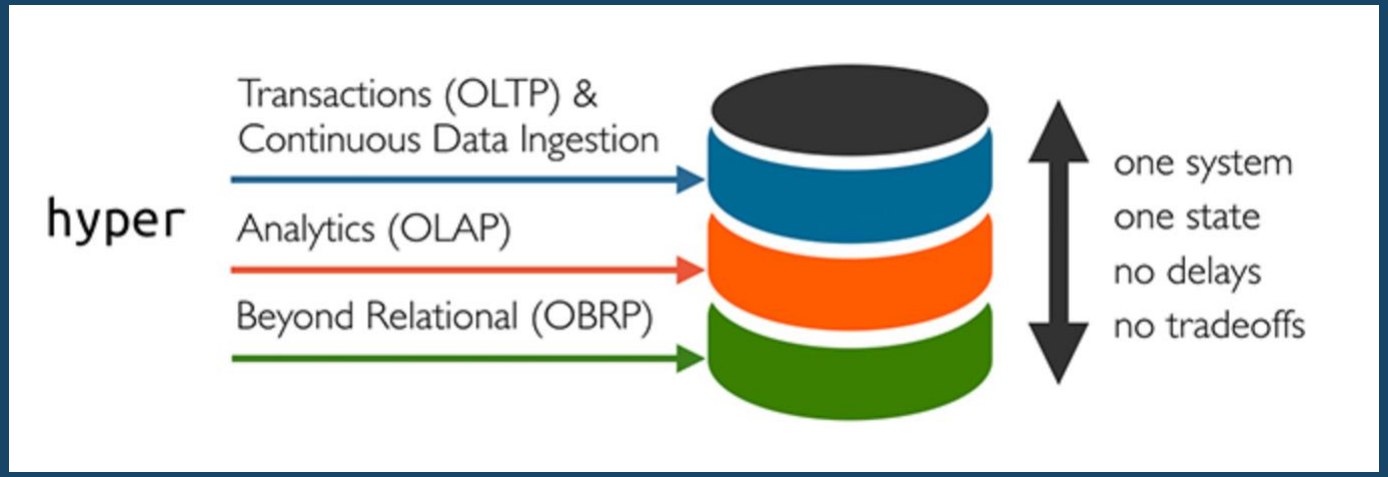
Everyone needs Data

Data is always changing

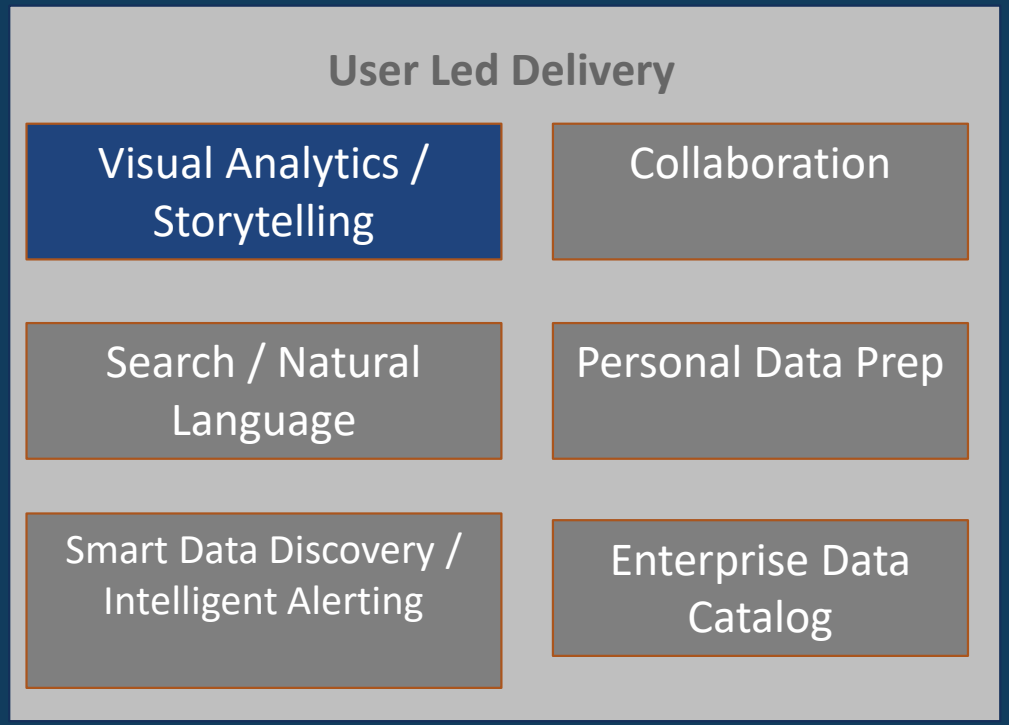

Reporting
Analytics
Data Science
Author / Consume
IT Led Delivery
DASHBOARD
REPORTING
User Led Delivery
Visual Analytics / Storytelling
Collaboration
Search / Natural Language
Personal Data Prep
Smart Data Discovery / Intelligent Alerting
Enterprise Data Catalog
Expert Led Delivery
Advanced Analytics / Predictive / Prescriptive
Cognitive / Deep Learning / AI
Enable
Optional Semantic Layer / Performance Layer
OLAP
In-Memory Storage
Logical Data Virtualization / Data Virtualization
Data-as-a-service
Data Warehouse
Master Data
Data Quality
Enterprise ETL
Data Lake
No SQL / Hadoop / Apache Spark
Integration Hub
Stream Ingestion
Traditional
Modern
Building Blocks of a Modern Analytics Platform

Semantic / Performance Layer

HYPER



Visual Analytics / Storytelling



9.0

Apr 2015

- Data interpreter
- New fresh intuitive look
- Analytics Pane
- Connect to Stats Data

2019.1

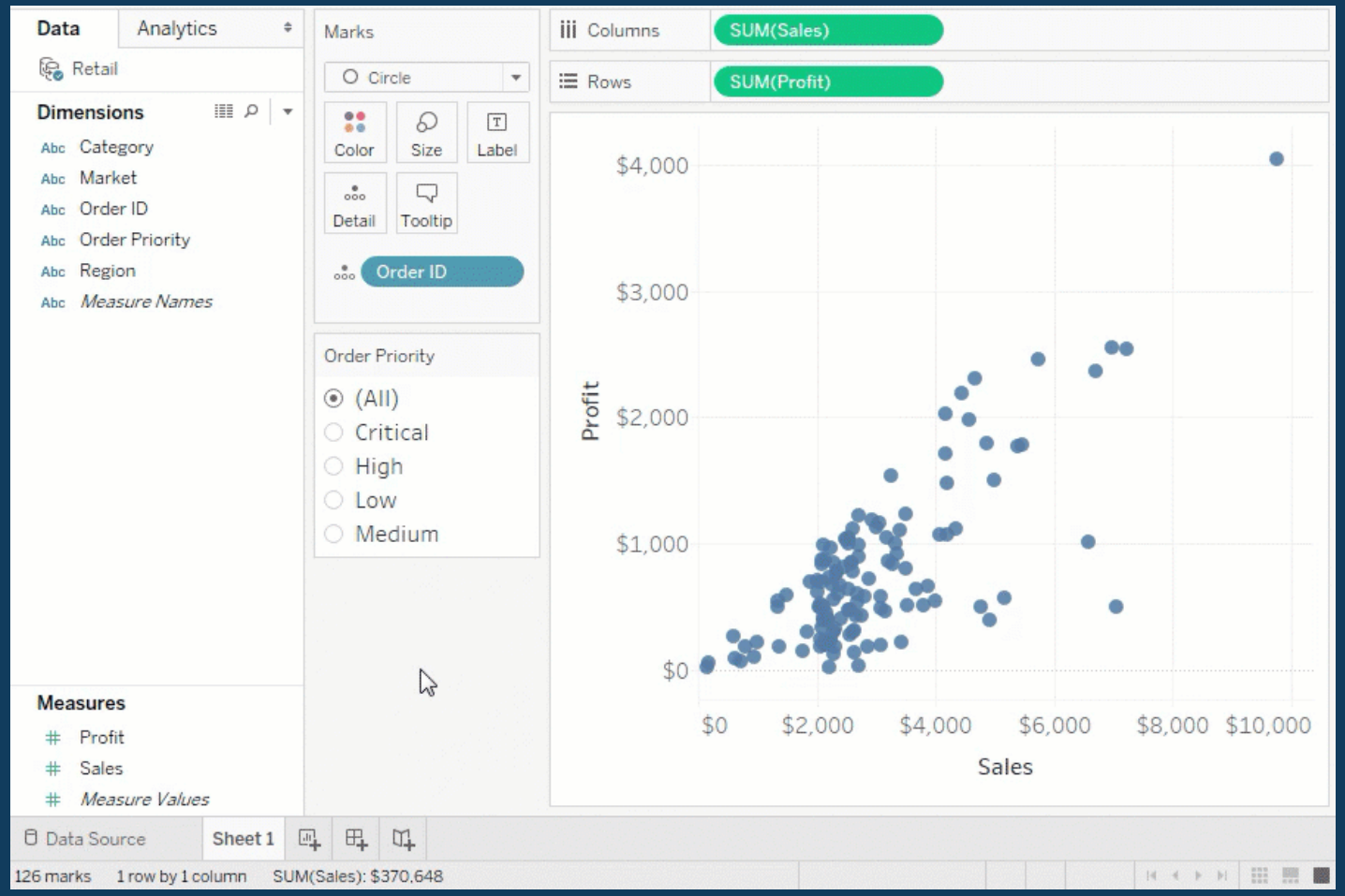
Feb 2019

- Set Actions
- Dashboard Extension
- Viz in Tooltip
- Linux support
- Connect data on the web

Visual Analytics / Storytelling

User Led Delivery

Visual Analytics / Storytelling	Collaboration
Search / Natural Language	Personal Data Prep
Smart Data Discovery / Intelligent Alerting	Enterprise Data Catalog



Collaboration

User Led Delivery

Visual Analytics / Storytelling	Collaboration
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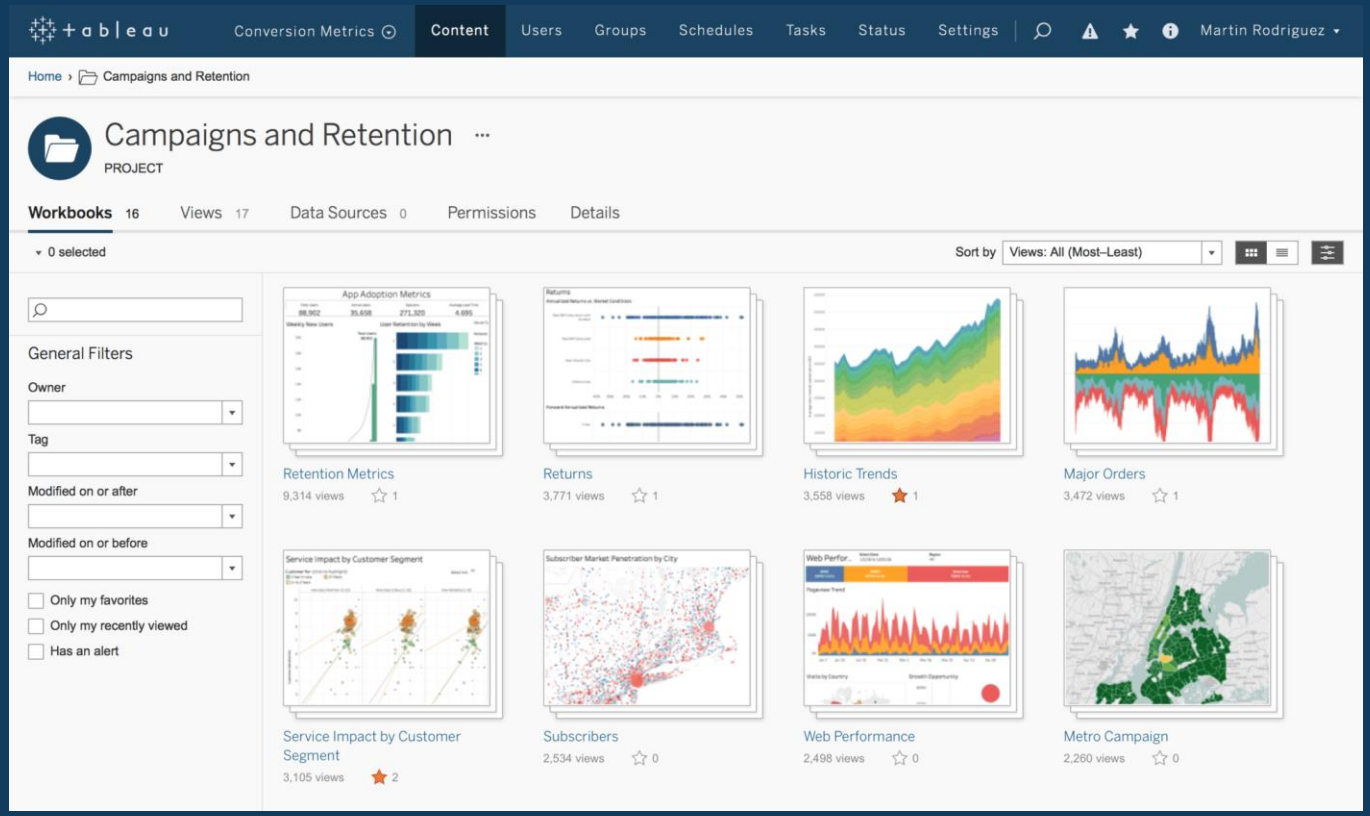
Smart Data Discovery / Intelligent Alerting	Enterprise Data Catalog

Tableau Server / Tableau Online is a

place where people collaborate..



Collaboration

User Led Delivery

- Visual Analytics / Storytelling
- **Collaboration**
- Search / Natural Language
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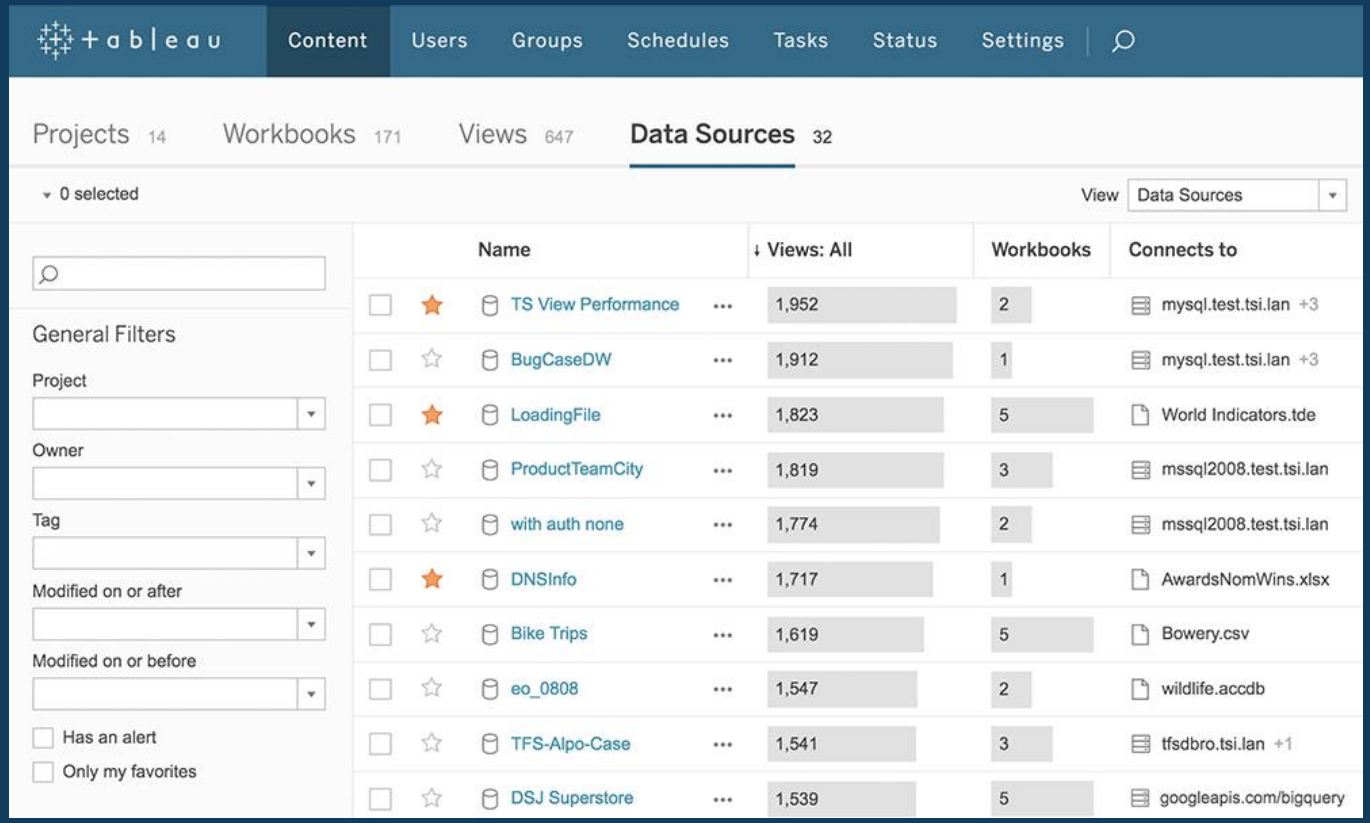
- Enterprise Data Catalog

Tableau Server / Tableau Online is a

place where people can trust their data…



Collaboration

Tableau Server / Tableau Online is a

place where people can govern their data…

User Led Delivery

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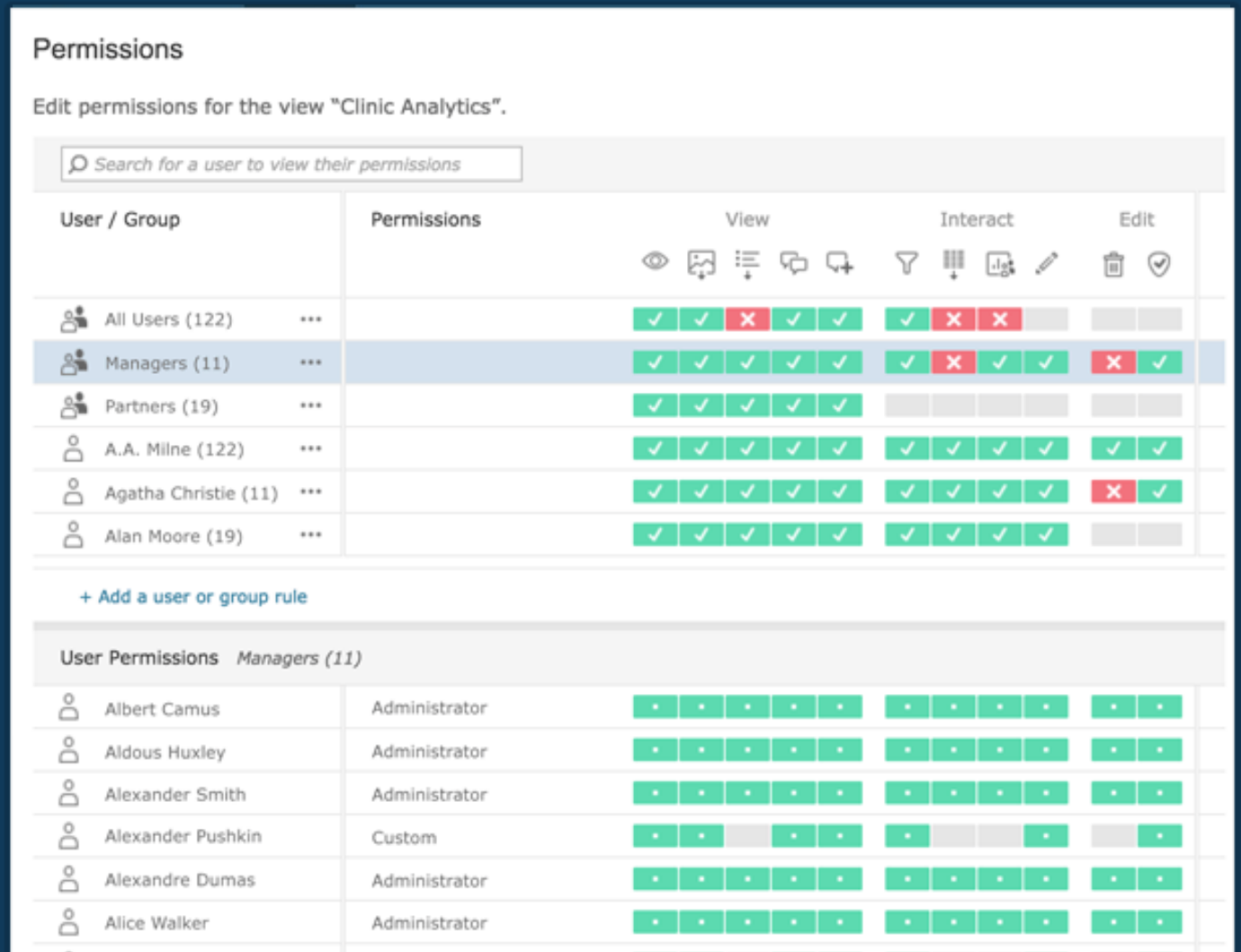

Collaboration

User Led Delivery

Visual Analytics / Storytelling	**Collaboration**
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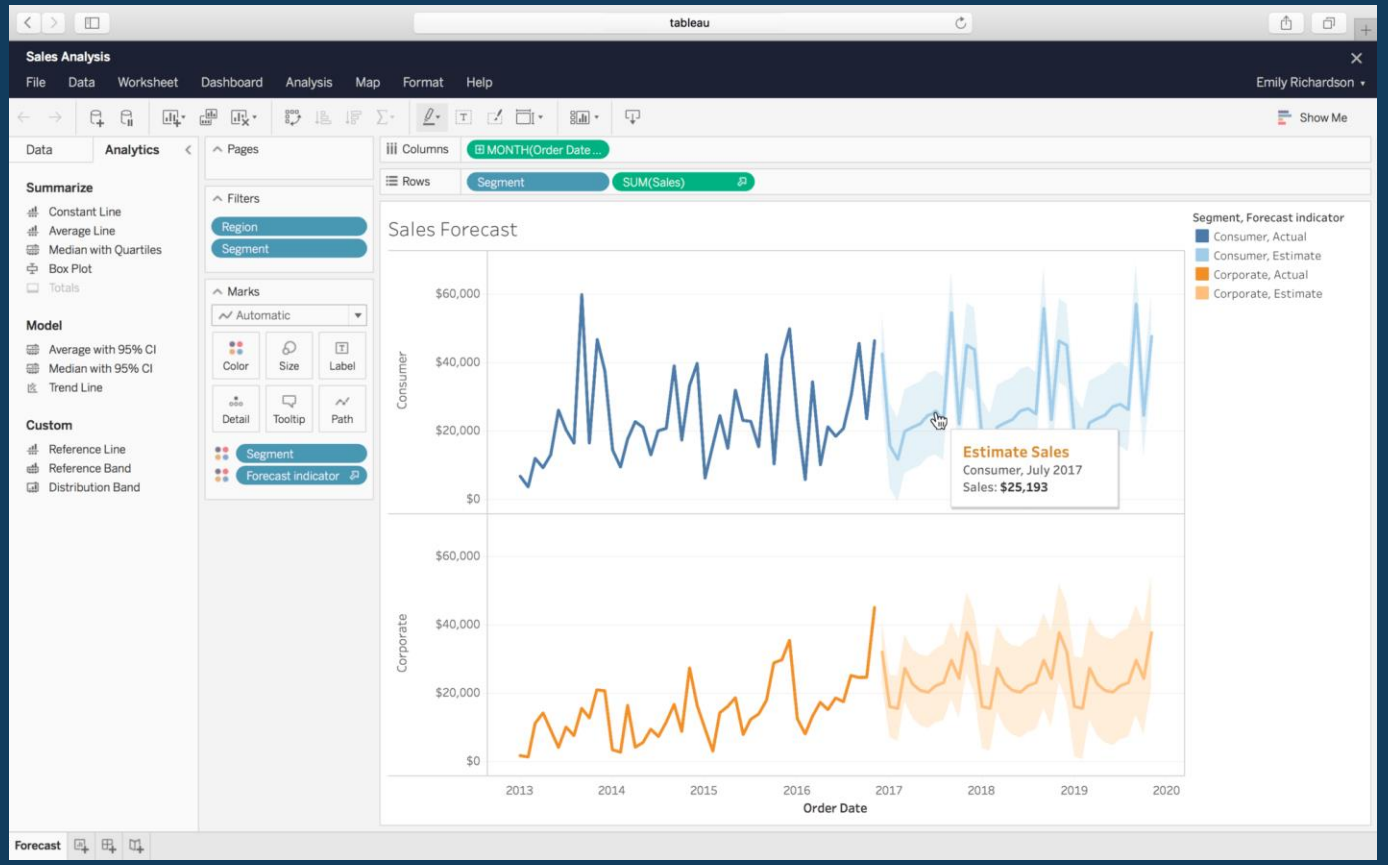
Tableau Server / Tableau Online is a

place where people can ask their own questions…



Search / Natural Language

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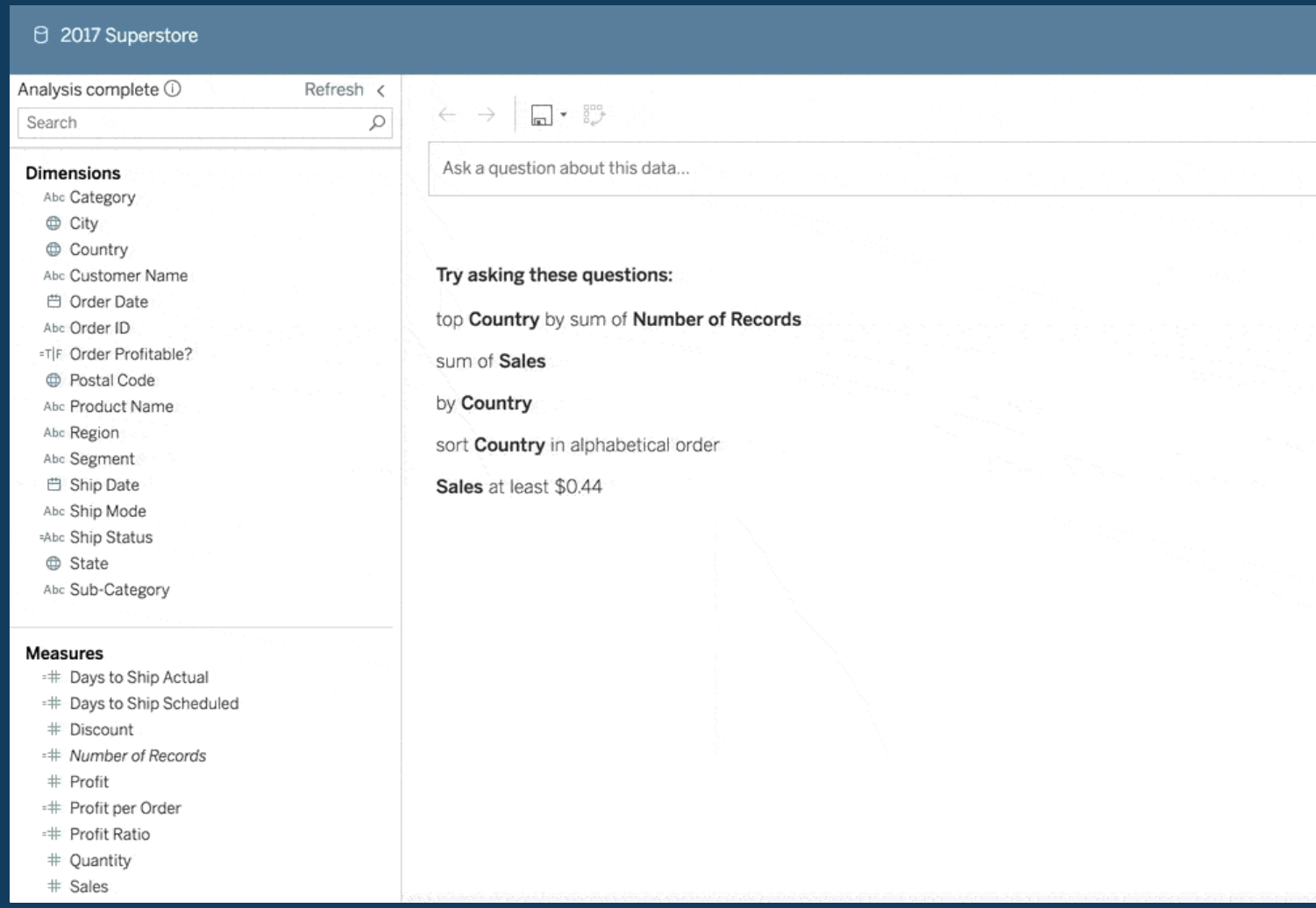

Personal Data Prep

Tableau Prep Builder *is* ***complete***

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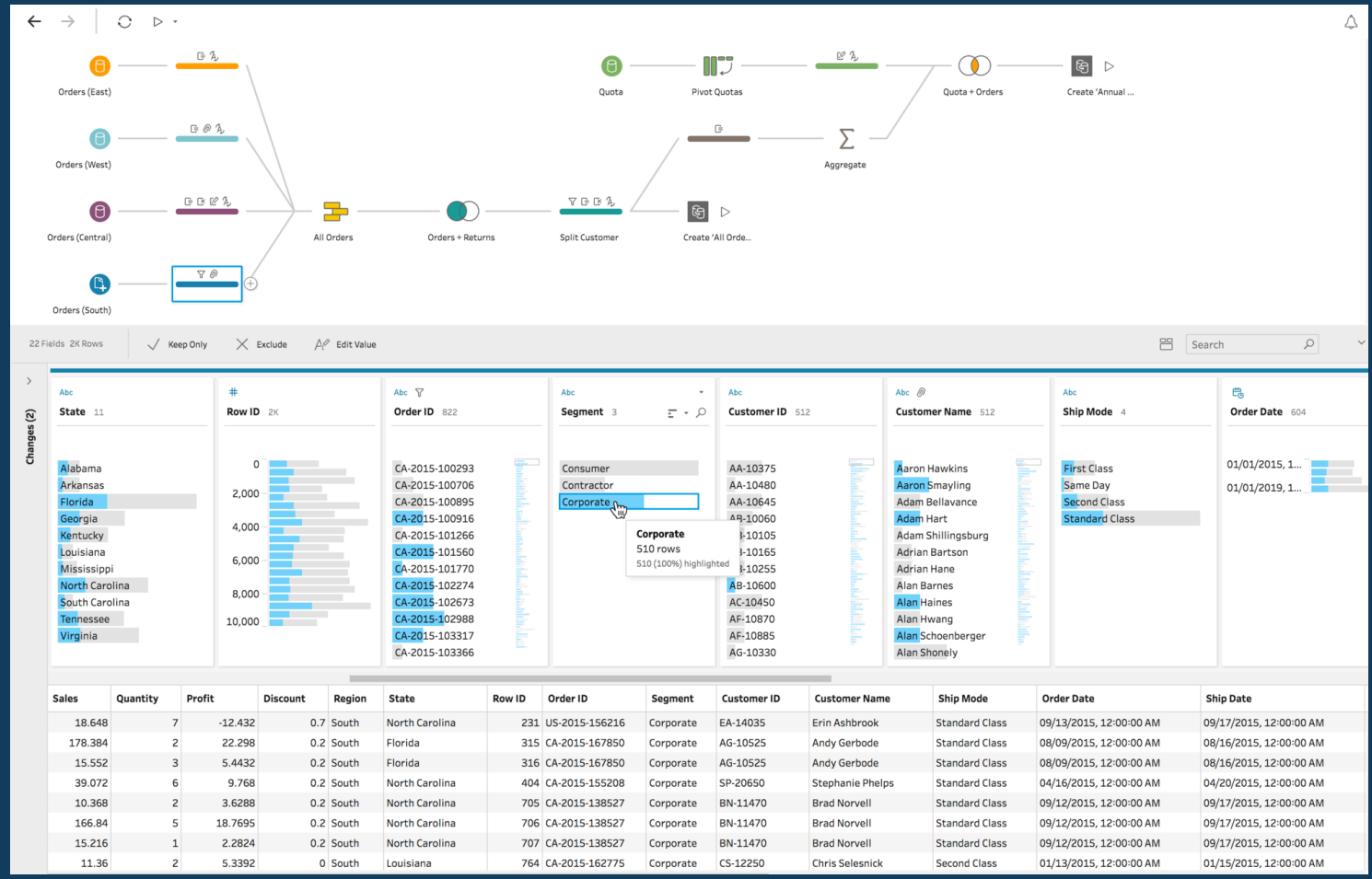

Sales	Quantity	Profit	Discount	Region	State	Row ID	Order ID	Segment	Customer ID	Customer Name	Ship Mode	Order Date	Ship Date
18.648	7	-12.432	0.7	South	North Carolina	231	US-2015-156216	Corporate	EA-14035	Erin Ashbrook	Standard Class	09/13/2015, 12:00:00 AM	09/17/2015, 12:00:00 AM
178.384	2	22.298	0.2	South	Florida	315	CA-2015-167850	Corporate	AG-10525	Andy Gerbode	Standard Class	08/09/2015, 12:00:00 AM	08/16/2015, 12:00:00 AM
15.552	3	5.4432	0.2	South	Florida	316	CA-2015-167850	Corporate	AG-10525	Andy Gerbode	Standard Class	08/09/2015, 12:00:00 AM	08/16/2015, 12:00:00 AM
39.072	6	9.768	0.2	South	North Carolina	404	CA-2015-155208	Corporate	SP-20650	Stephanie Phelps	Standard Class	04/16/2015, 12:00:00 AM	04/20/2015, 12:00:00 AM
10.368	2	3.6288	0.2	South	North Carolina	705	CA-2015-138527	Corporate	BN-11470	Brad Norvell	Standard Class	09/12/2015, 12:00:00 AM	09/17/2015, 12:00:00 AM
166.84	5	18.7695	0.2	South	North Carolina	706	CA-2015-138527	Corporate	BN-11470	Brad Norvell	Standard Class	09/12/2015, 12:00:00 AM	09/17/2015, 12:00:00 AM
15.216	1	2.2824	0.2	South	North Carolina	707	CA-2015-138527	Corporate	BN-11470	Brad Norvell	Standard Class	09/12/2015, 12:00:00 AM	09/17/2015, 12:00:00 AM
11.36	2	5.3392	0	South	Louisiana	764	CA-2015-162775	Corporate	CS-12250	Chris Selesnick	Second Class	01/13/2015, 12:00:00 AM	01/15/2015, 12:00:00 AM

Personal Data Prep

Tableau Prep Builder *is* ***immediate***

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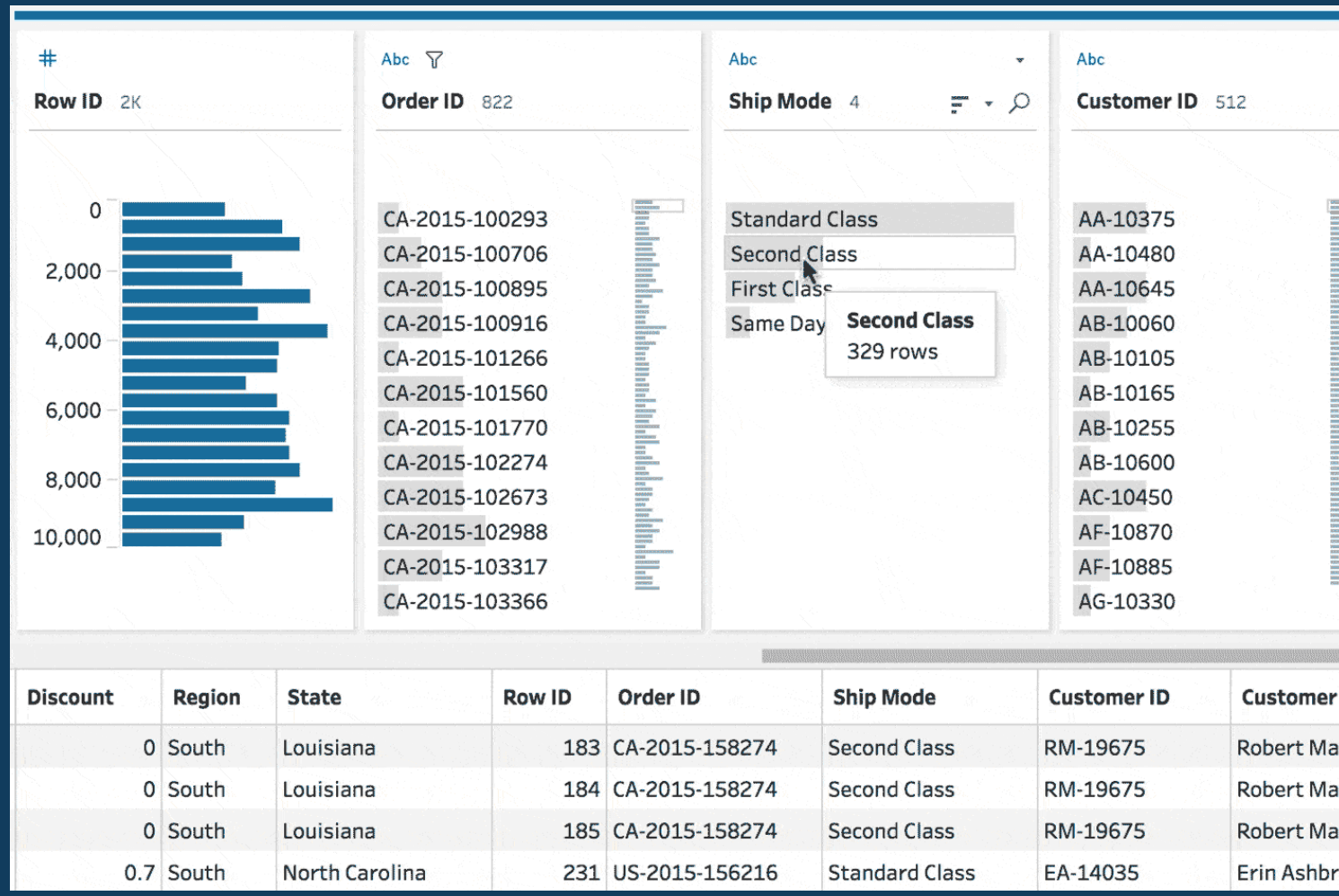

Discount	Region	State	Row ID	Order ID	Ship Mode	Customer ID	Customer
0	South	Louisiana	183	CA-2015-158274	Second Class	RM-19675	Robert Ma
0	South	Louisiana	184	CA-2015-158274	Second Class	RM-19675	Robert Ma
0	South	Louisiana	185	CA-2015-158274	Second Class	RM-19675	Robert Ma
0.7	South	North Carolina	231	US-2015-156216	Standard Class	EA-14035	Erin Ashbr

Personal Data Prep

Tableau Prep Builder *is* ***smart***

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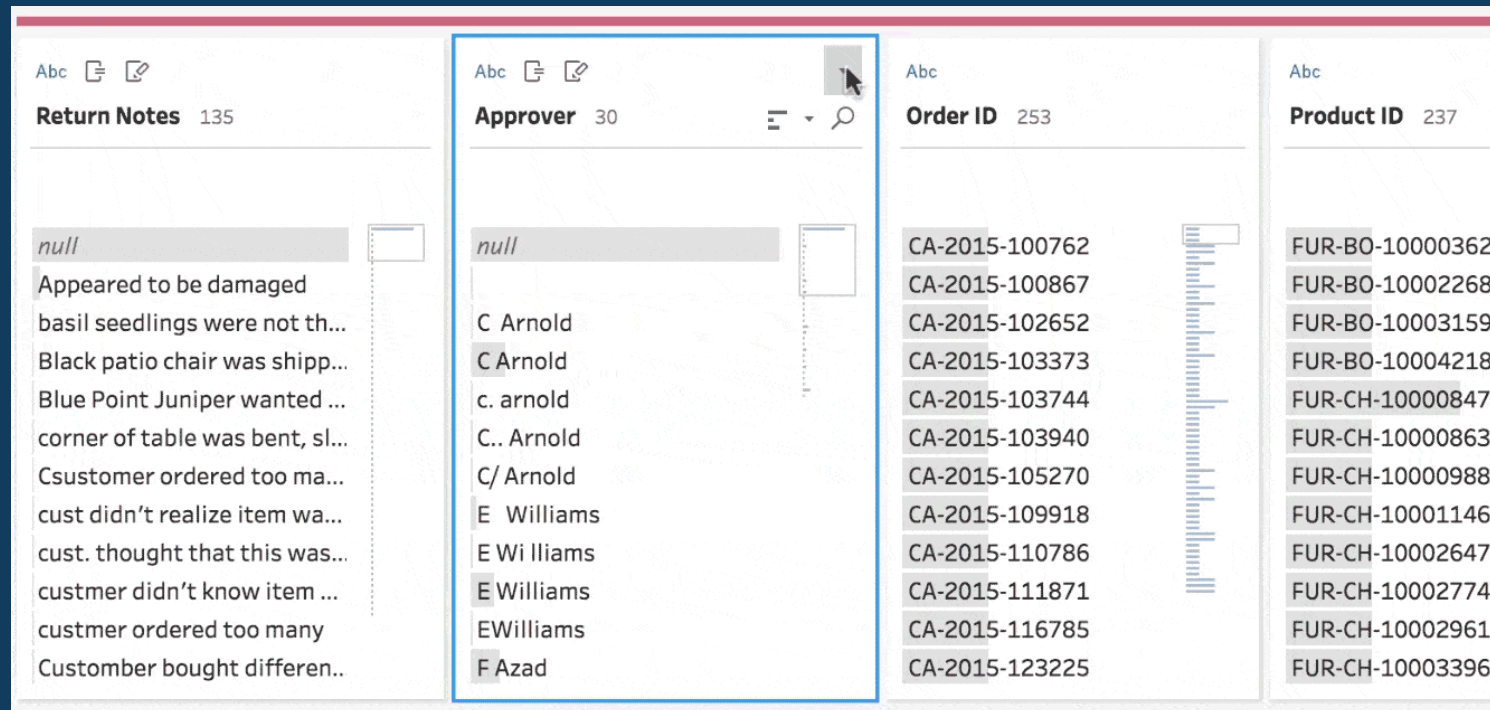

Return Notes	Approver	Order ID	Product ID	Return Reason
doesn't need that type of mulch now	S. Kelly	CA-2018-113670	OFF-PA-10000675	No Longer Neede
Appeared to be damaged	E Williams	CA-2016-143238	TEC-AC-10003499	Defective
appeared to be damaged	L Jenkins	CA-2018-145772	TEC-AC-10003038	Defective
appeared to be damaged	L Jenkins	CA-2018-100111	TEC-AC-10001465	Defective

Smart Data Discovery

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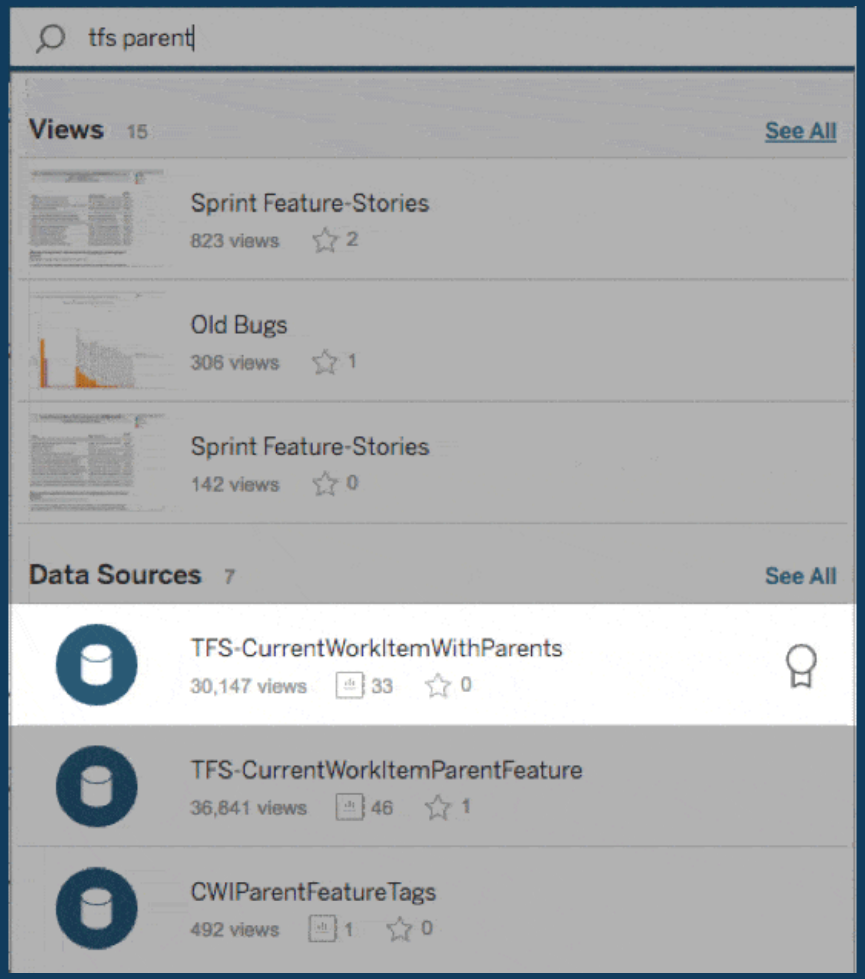

Smart Data Discovery

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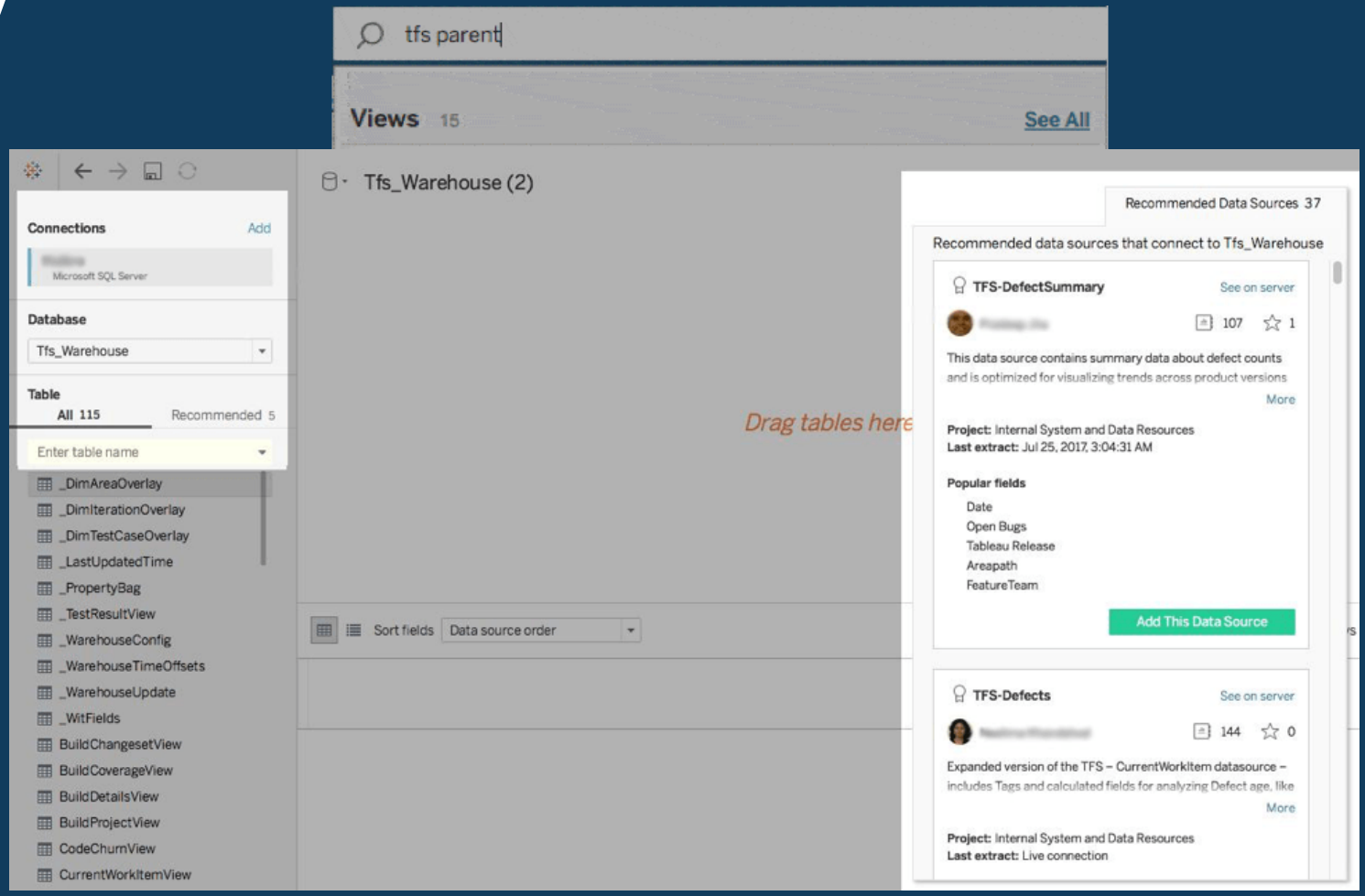

Smart Data Discovery

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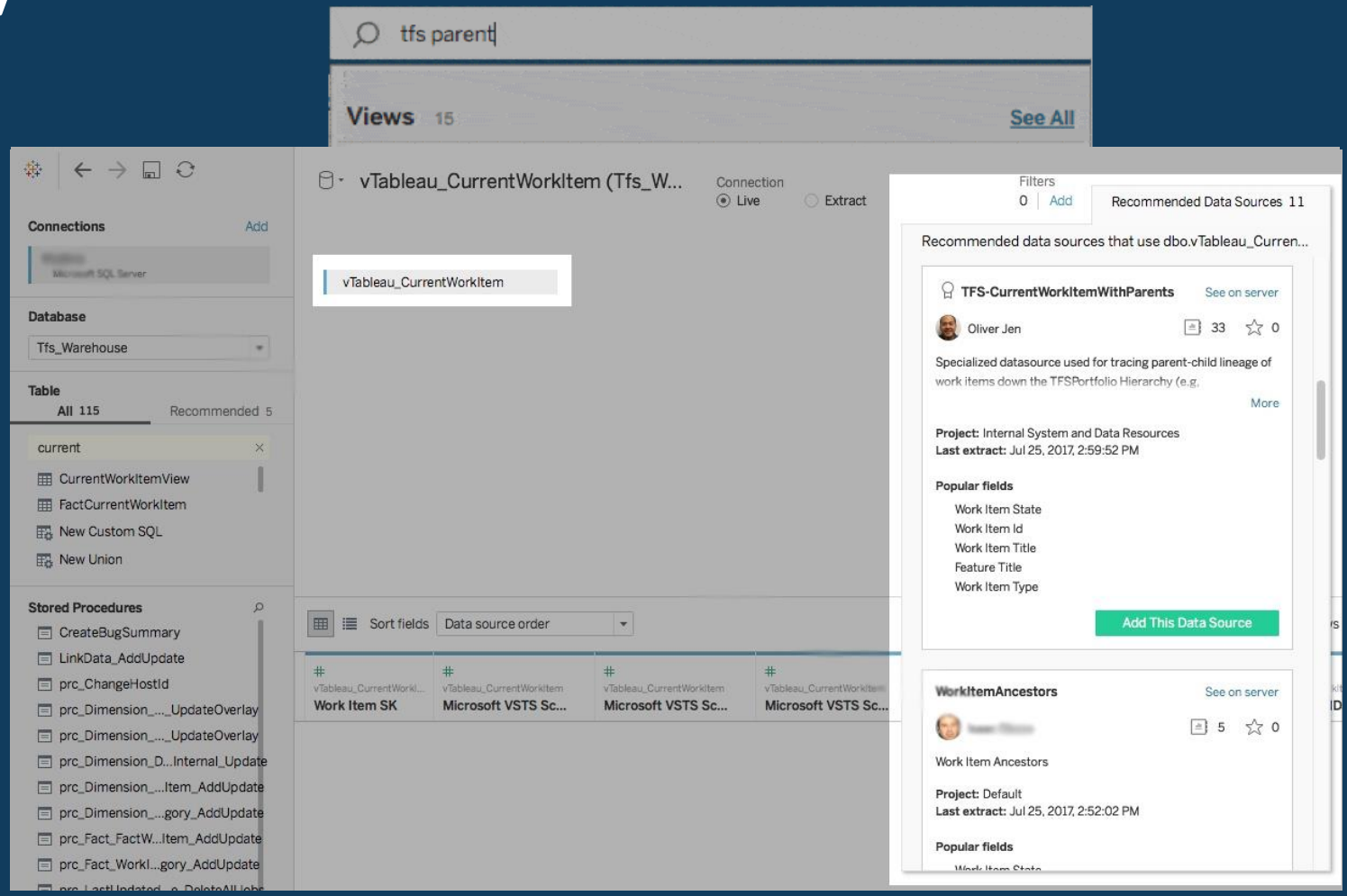

Enterprise Data Catalog

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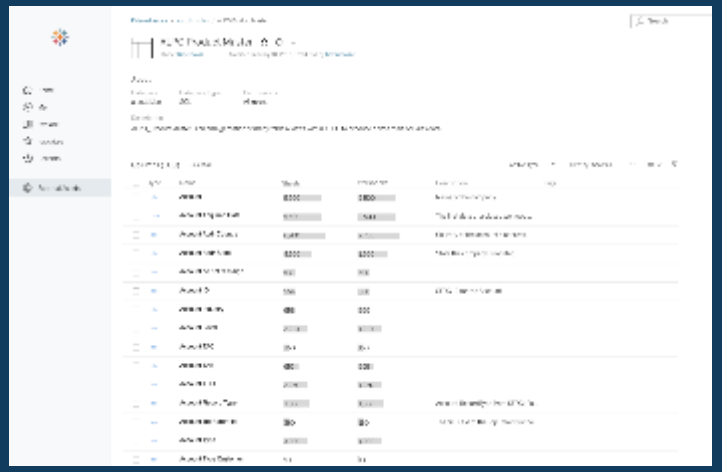

Enterprise Data Catalog

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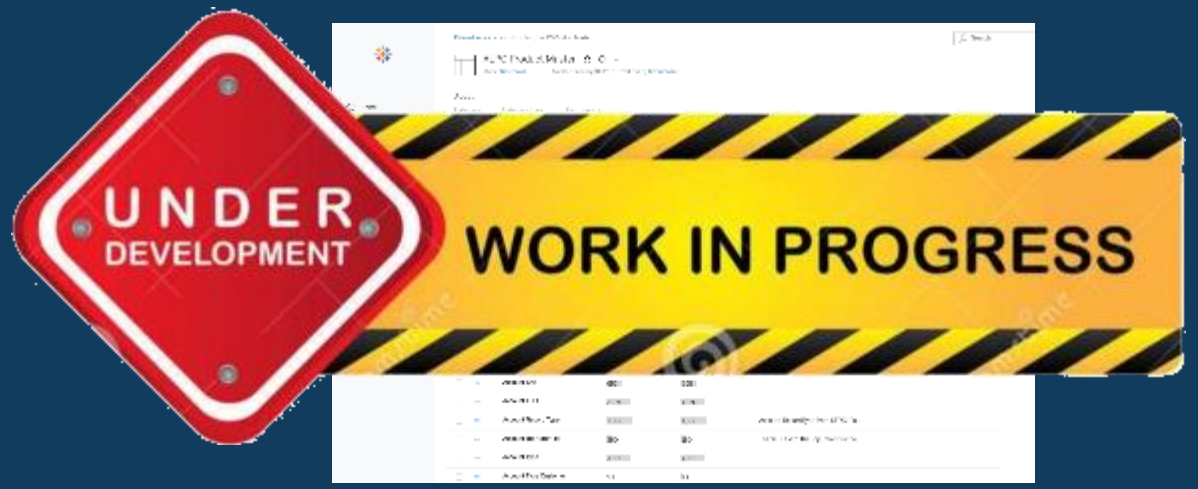

Enterprise Data Catalog

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Advanced Analytics / Deep Learning / AI

Expert Led Delivery

Advanced Analytics / Predictive / Prescriptive

Cognitive / Deep Learning / AI

+

RScript

Advanced Analytics / Deep Learning / AI

Expert Led Delivery

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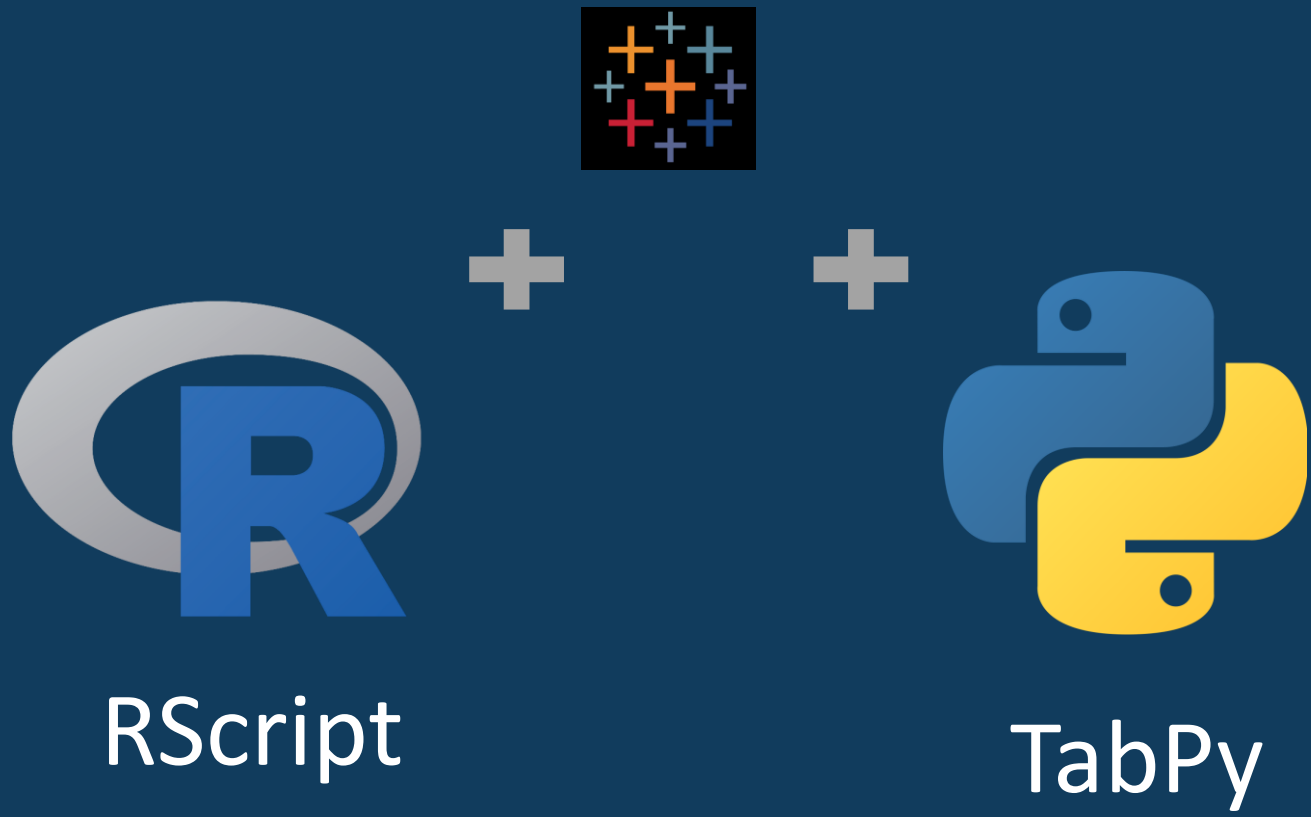

RScript

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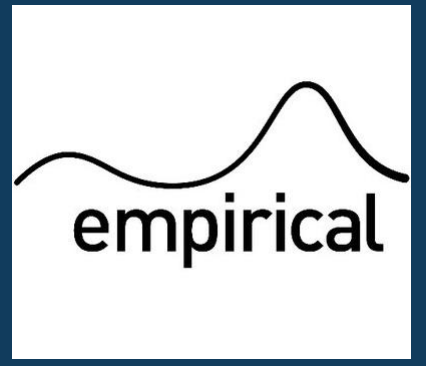
Advanced Analytics / Deep Learning / AI

Expert Led Delivery

Advanced Analytics / Predictive / Prescriptive

Cognitive / Deep Learning / AI

RScript



TabPy

We help people see and understand data
DATA-CATED
ALL DATA, ALL THE TIME
WORKING DATA
DA-TA D.S IT ALL
tableau

tableau®

Thank You