tableau®

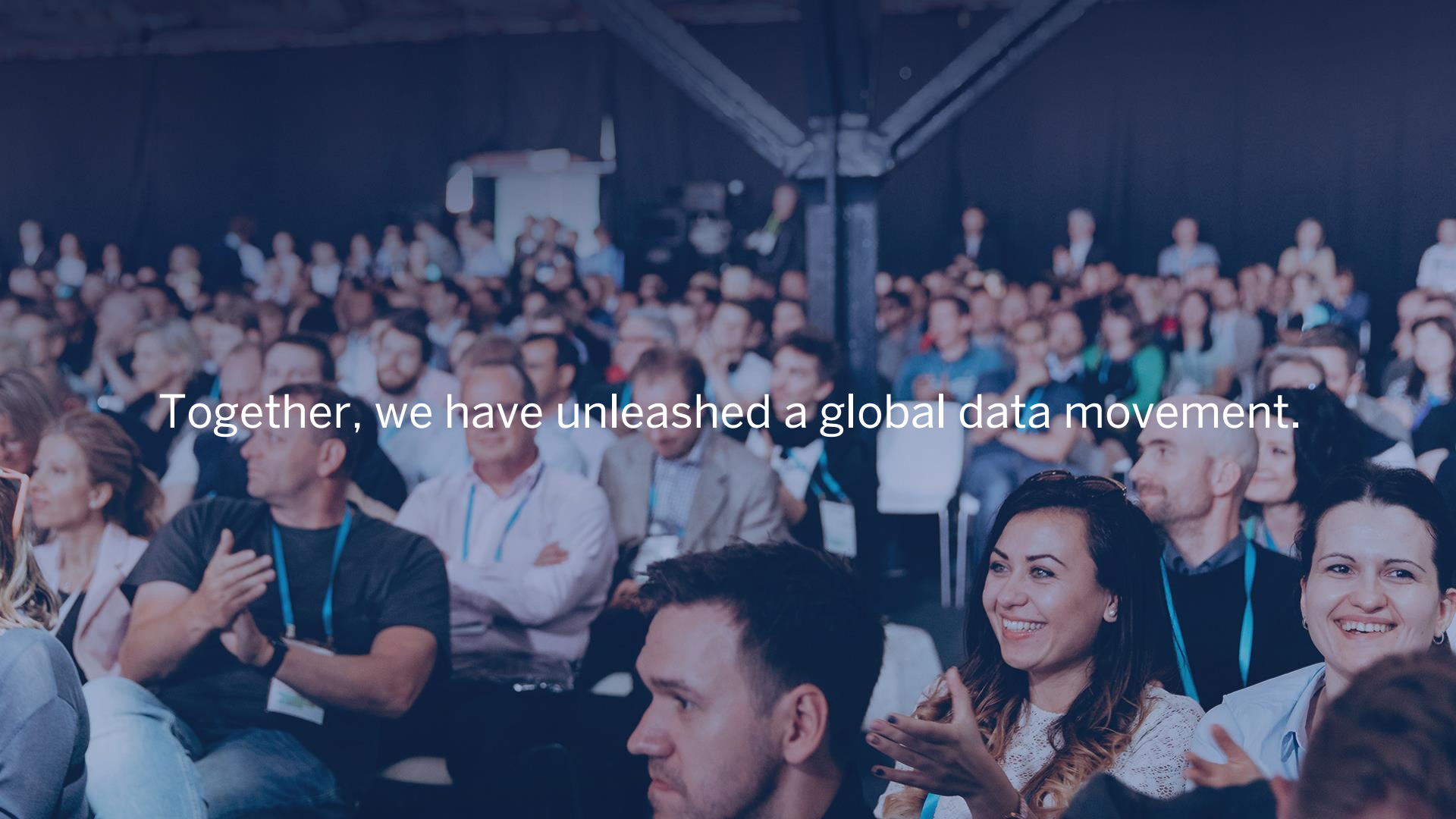
DATA DAY OUT

Taking Analytics to the Next Level

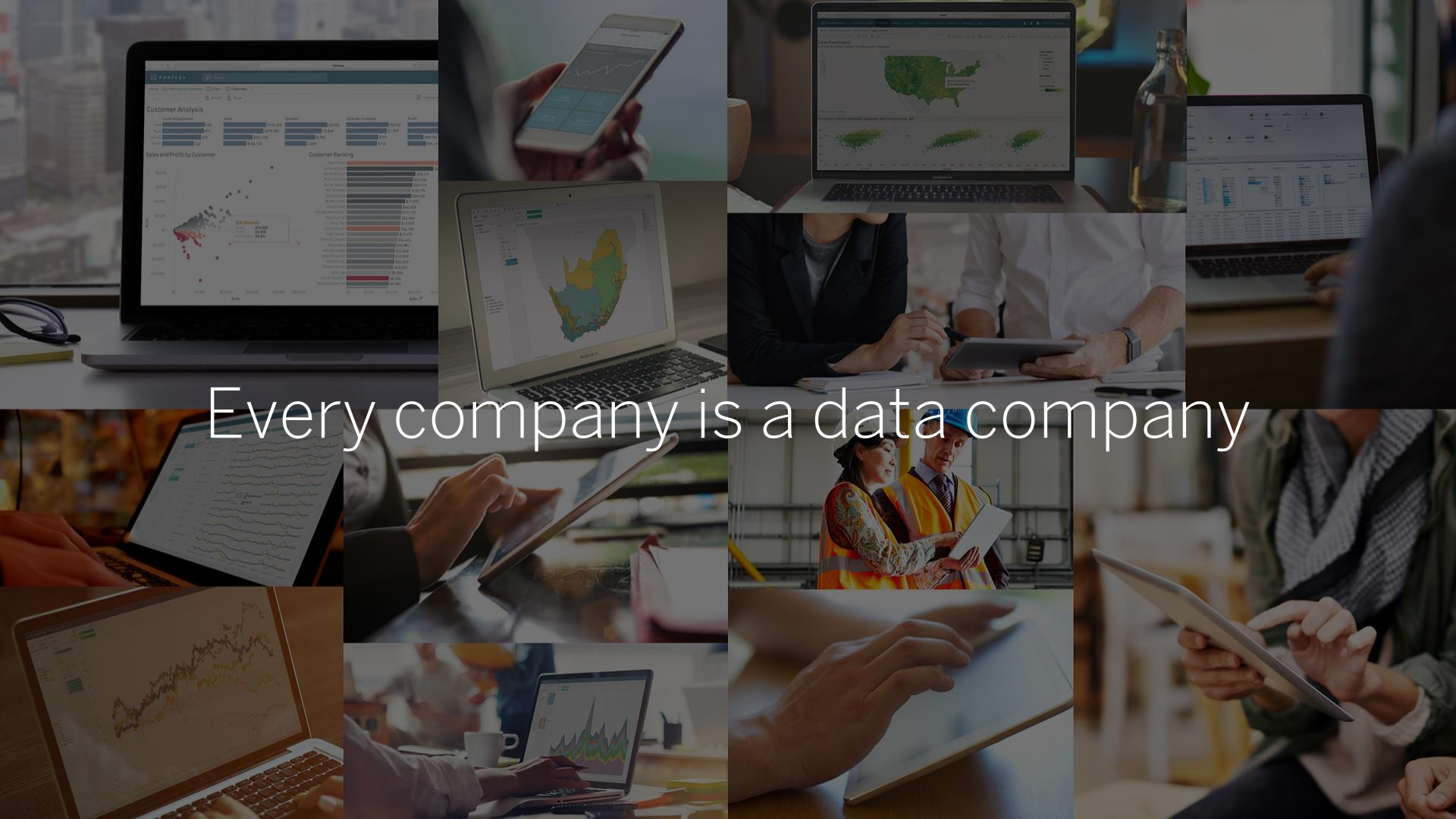
Francois Ajenstat
Chief Product Officer, Tableau
@ajenstat

DATA DAY OUT

tableau

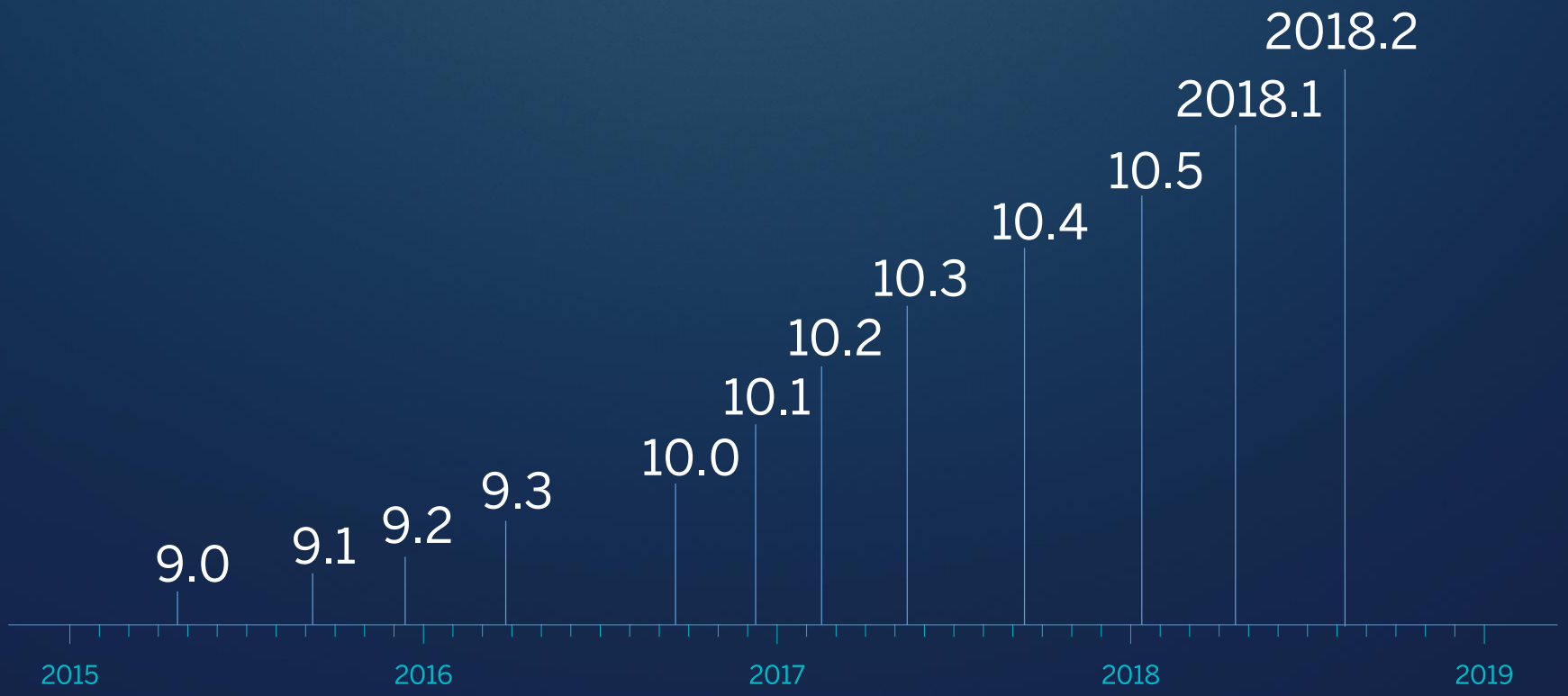

Together, we have unleashed a global data movement.

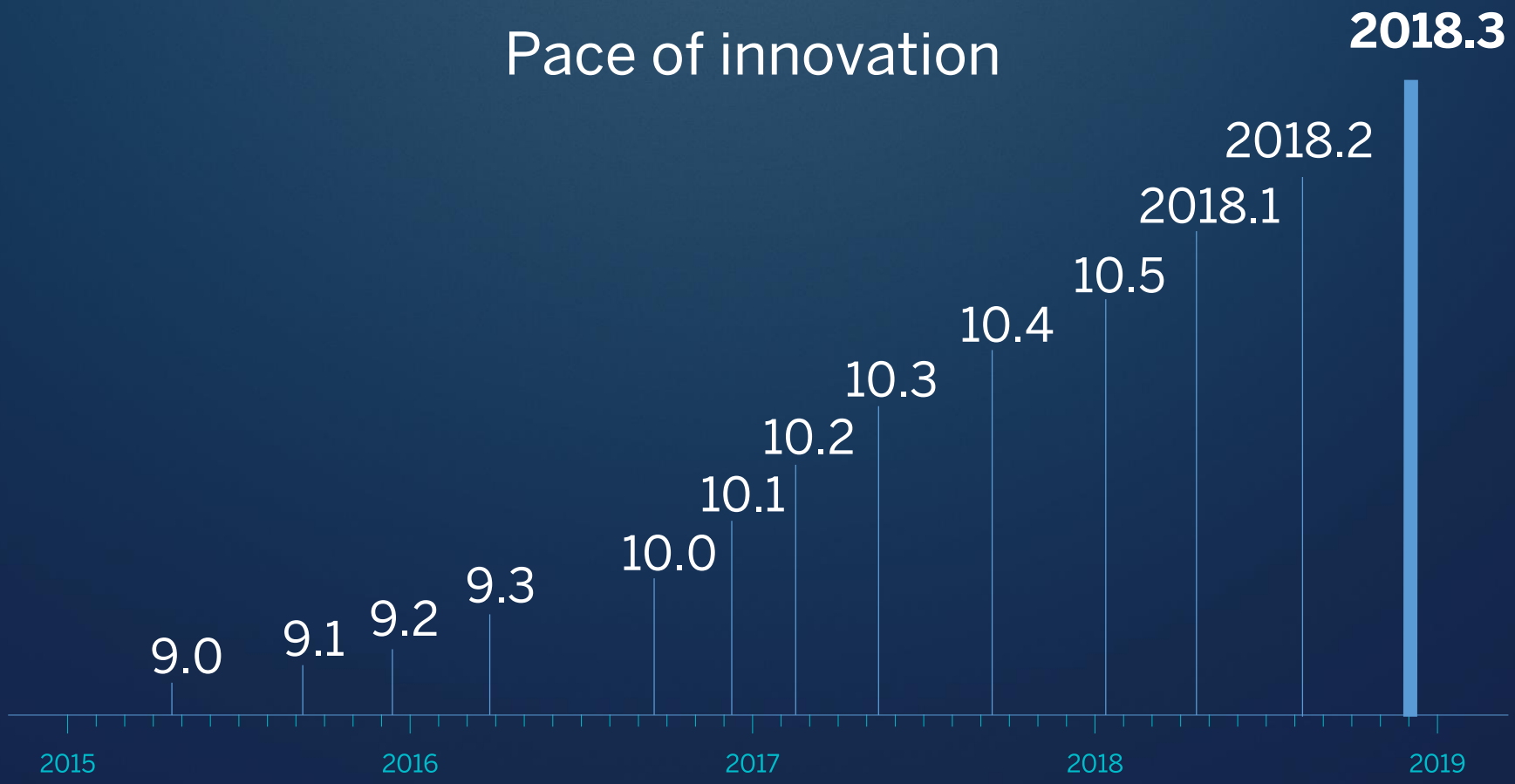
We help **people** see and understand data

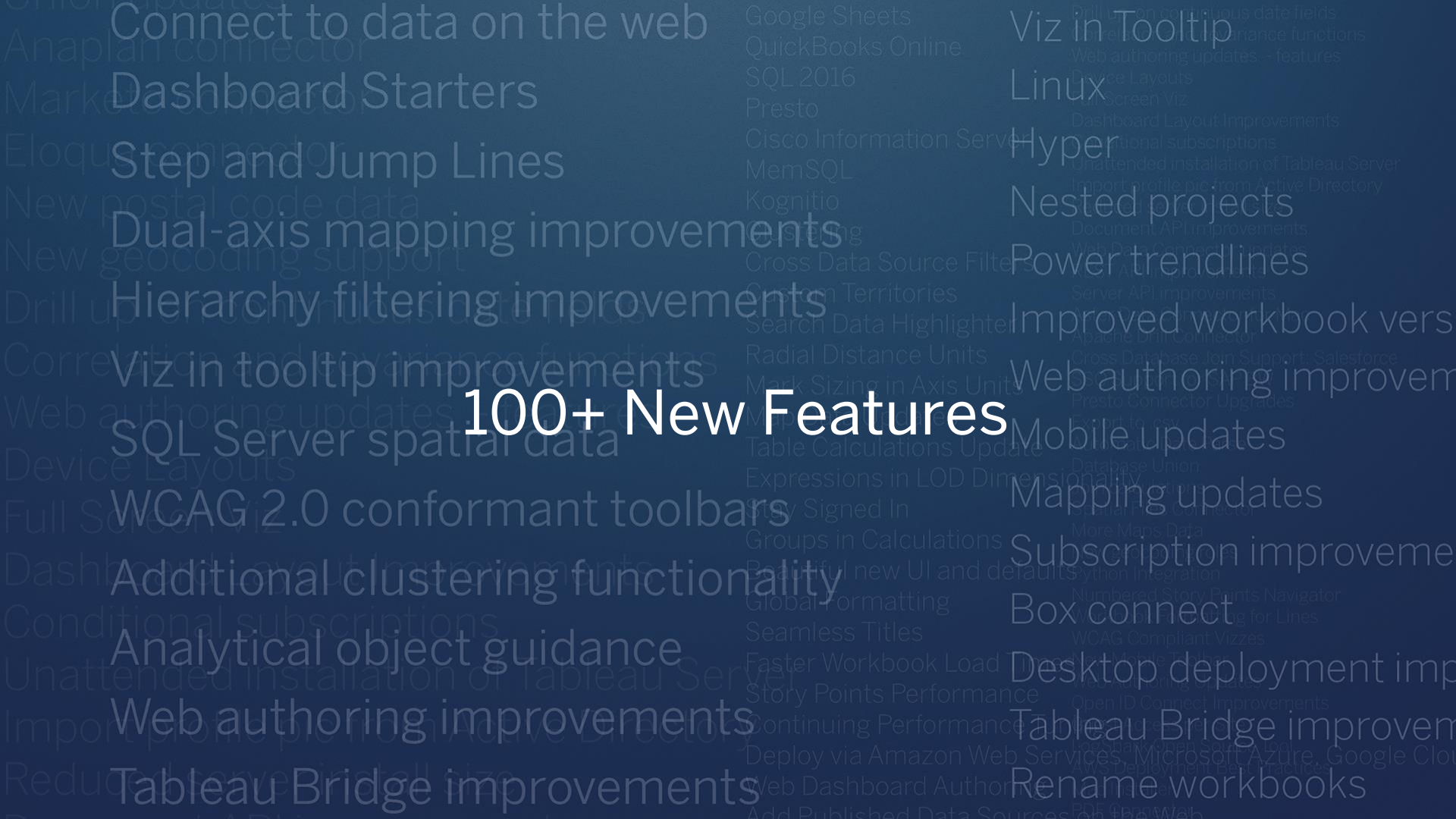

Every company is a data company

INTERACT
DESKTOP
BROWSER
MOBILE
EMBEDDED
Collaboration
Analytics
Content Discovery
Governance
Data Prep
Data Access
Security & Compliance
Extensibility & APIs
DEPLOYMENT
ON-PREMISES
CLOUD
HOSTED
WINDOWS
LINUX
MAC
MULTI-TENANT

Pace of innovation




Pace of innovation
2018.3
2018.2
2018.1
10.5
10.4
10.3
10.2
10.1
10.0
9.3
9.2
9.1
9.0
2015
2016
2017
2018
2019


Connect to data on the web
Dashboard Starters
Step and Jump Lines
Dual-axis mapping improvements
Hierarchy filtering improvements
Viz in tooltip improvements
SQL Server spatial data
WCAG 2.0 conformant toolbars
Additional clustering functionality
Analytical object guidance
Web authoring improvements
Tableau Bridge improvements
Viz in Tooltip
Linux
Hyper
Nested projects
Power trendlines
Improved workbook vers
Web authoring improvem
Mobile updates
Mapping updates
Subscription improveme
Box connect
Desktop deployment imp
Tableau Bridge improvem
Rename workbooks
100+ New Features

In the last 12 months

10.5
JANUARY 2018

- Hyper
  80% of customers now run Hyper
- Linux
  25% of Server installs on Linux
- Viz in Tooltips

2018.1
APRIL 2018

- Full web authoring
- Tableau Prep
  9000+ customers
- MDM Support
  Airwatch, MobileIron, Blackberry, Intune
- Dashboard Starters

2018.2
JULY 2018

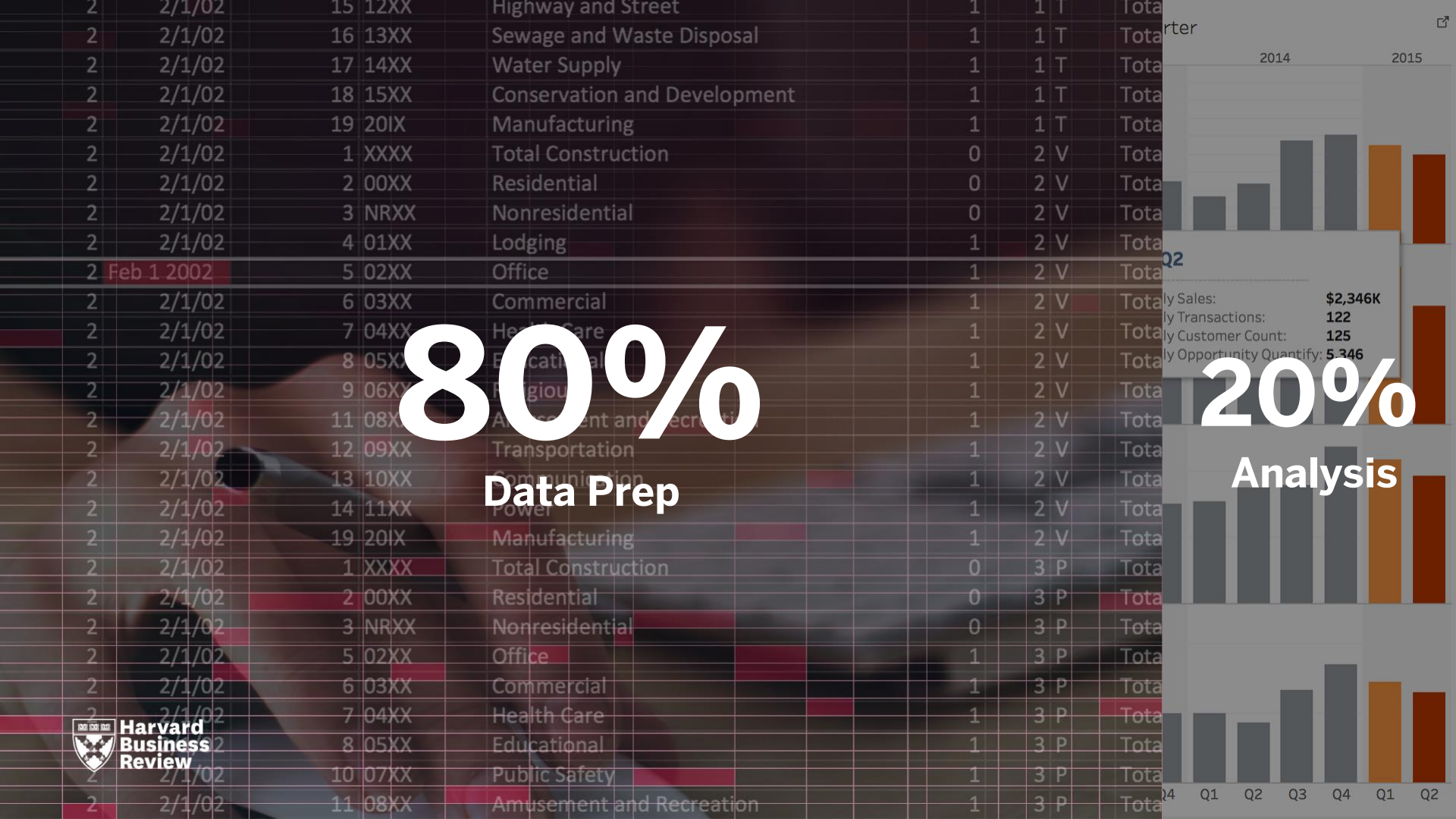
- Dashboard Extensions & Gallery
  25,000+ downloads
- Tableau Services Manager
  Web based server administration
- Collaboration
  @mention, notifications
- Spatial Join

2018.3
OCTOBER 2018

- Set Actions
- JDBC Support
- Heatmaps
- Normalized extracts

Data is everywhere

Data is messy



Harvard Business Review

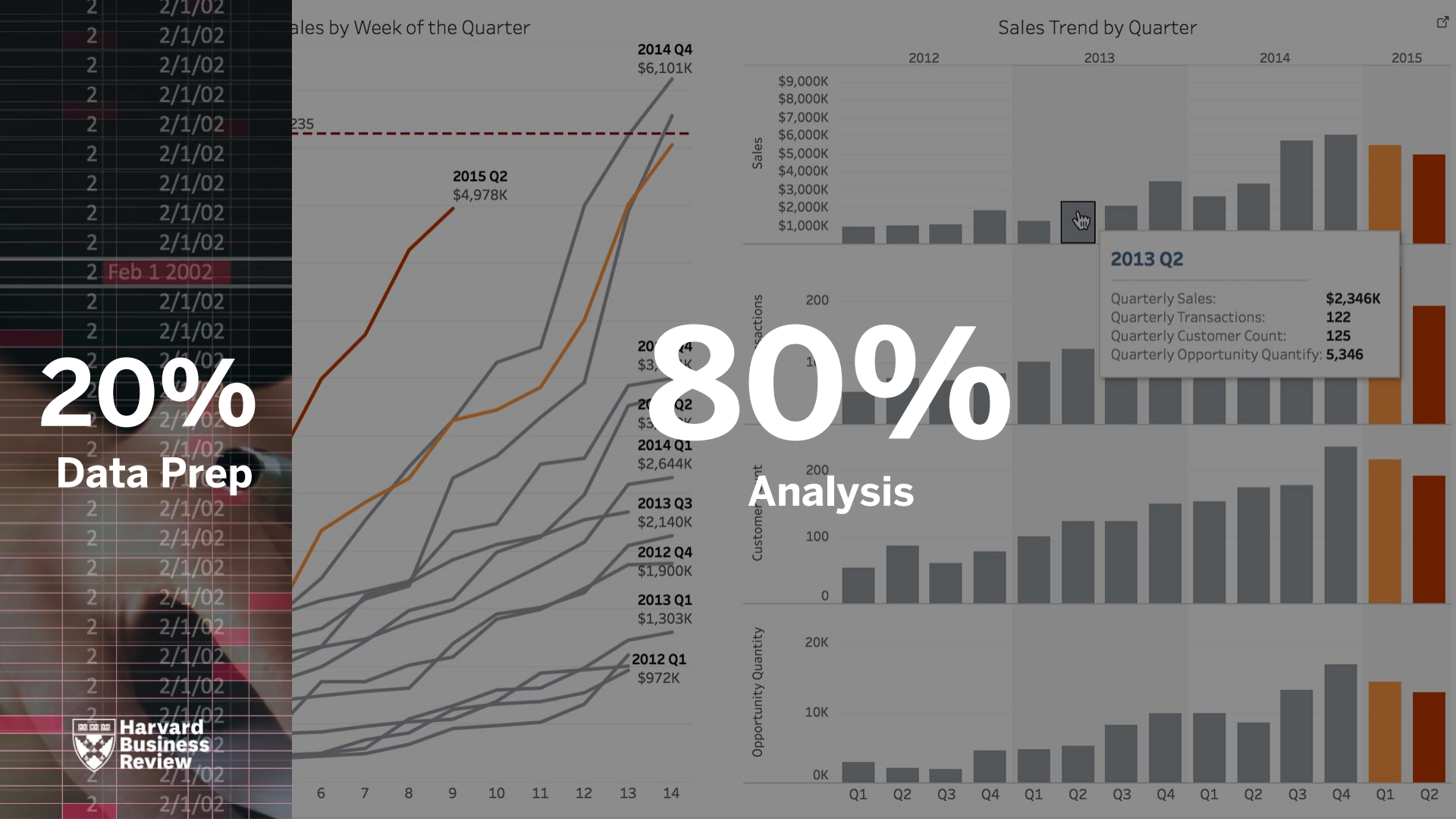
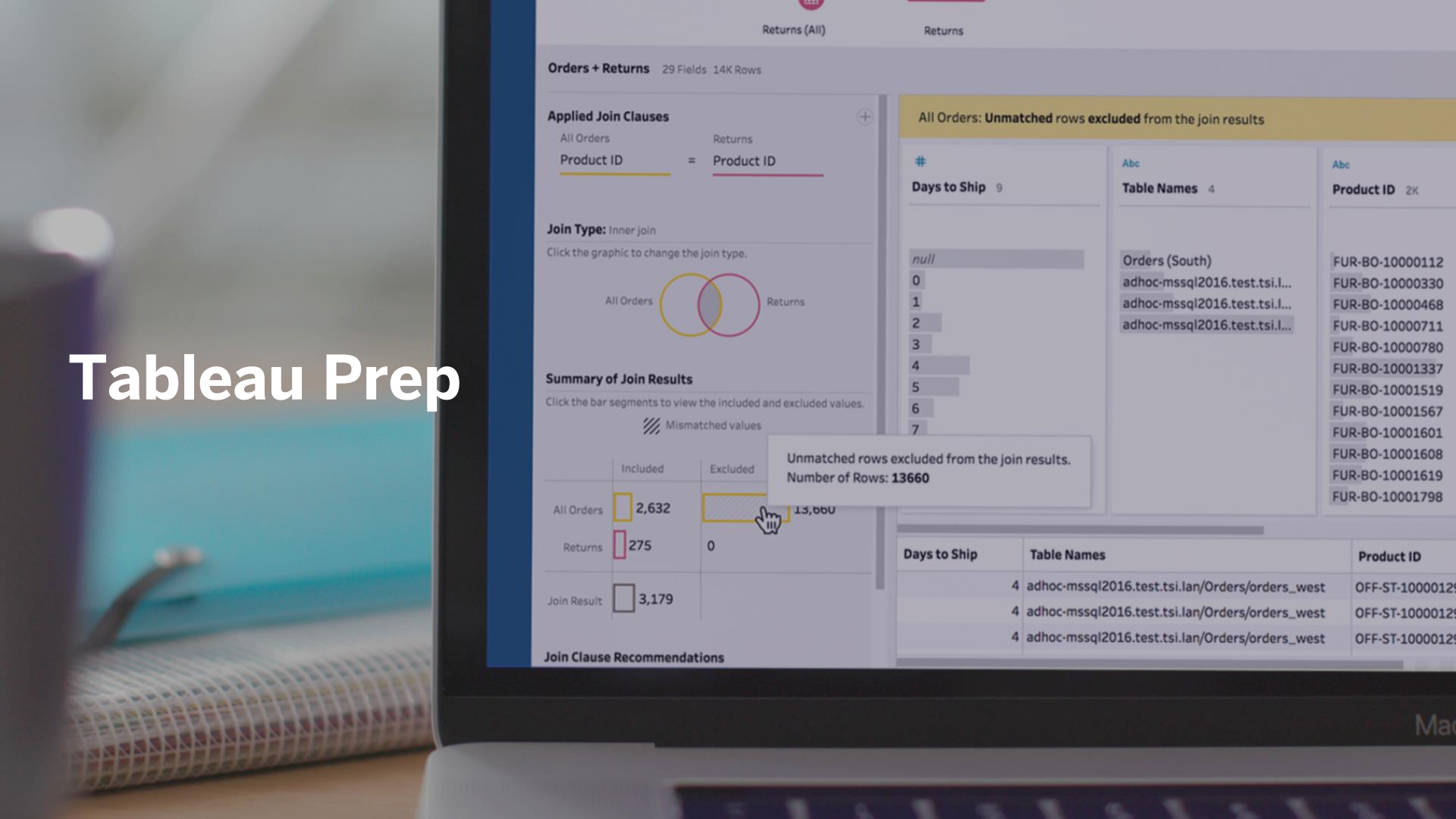

20%
Data Prep
Harvard Business Review
ales by Week of the Quarter
2014 Q4
$6,101K
235
2015 Q2
$4,978K
2014 Q1
$2,644K
2013 Q3
$2,140K
2012 Q4
$1,900K
2013 Q1
$1,303K
2012 Q1
$972K
6 7 8 9 10 11 12 13 14
Sales Trend by Quarter
2012 2013 2014 2015
$9,000K
$8,000K
$7,000K
$6,000K
$5,000K
$4,000K
$3,000K
$2,000K
$1,000K
Sales
2013 Q2
Quarterly Sales: $2,346K
Quarterly Transactions: 122
Quarterly Customer Count: 125
Quarterly Opportunity Quantify: 5,346
200
100
0
20K
10K
0K
Opportunity Quantity
Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4 Q1 Q2
80%
Analysis

Tableau Prep



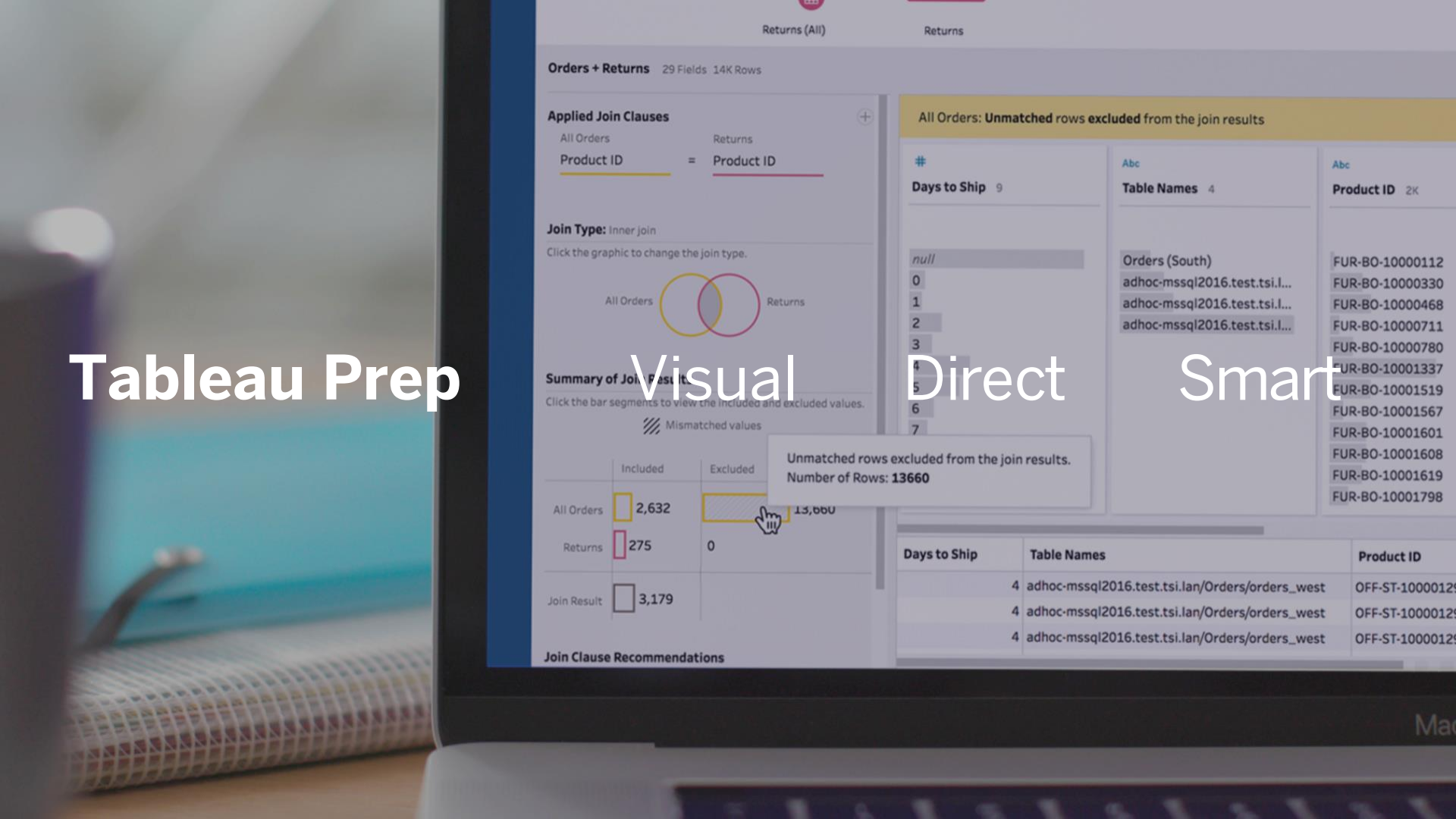


Tableau Prep
Visual
Direct
Smart
Returns (All)
Returns
Orders + Returns 29 Fields 14K Rows
Applied Join Clauses
All Orders
Returns
Product ID = Product ID
Join Type: Inner join
Click the graphic to change the join type.
All Orders
Returns
Summary of Join Result
Click the bar segments to view the included and excluded values.
Mismatched values
Included
Excluded
All Orders 2,632
Returns 275
0
Join Result 3,179
Join Clause Recommendations
All Orders: Unmatched rows excluded from the join results
Days to Ship 9
Table Names 4
Product ID 2K
null
0
1
2
3
4
5
6
7
Orders (South)
adhoc-mssql2016.test.tsi.l...
adhoc-mssql2016.test.tsi.l...
adhoc-mssql2016.test.tsi.l...
FUR-BO-10000112
FUR-BO-10000330
FUR-BO-10000468
FUR-BO-10000711
FUR-BO-10000780
FUR-BO-10001337
FUR-BO-10001519
FUR-BO-10001567
FUR-BO-10001601
FUR-BO-10001608
FUR-BO-10001619
FUR-BO-10001798
Unmatched rows excluded from the join results.
Number of Rows: 13660
Days to Ship
Table Names
Product ID
4 adhoc-mssql2016.test.tsi.lan/Orders/orders_west
4 adhoc-mssql2016.test.tsi.lan/Orders/orders_west
4 adhoc-mssql2016.test.tsi.lan/Orders/orders_west

Tableau Software liked

Wale Ilori @datawailor · Apr 30

Been really busy of late but just installed the new #TableauPrep tool!! OMG!!! Genius!!! Love it. #data #Analytics **#dataprep** **#Tableau**

1

Anthony Brown @itsantbrown · Jun 29

Creating a data driven culture starts with self service enablement. Tableau Prep enables data prep perfectly. **#tableau** #selfservice **#dataprep** lnkd.in/gr7mgFm

Andrew and 2 others liked

Joshua Milligan @VizPainter · Apr 24

I'm all for "less time prepping data"

At least I was until @Tableau went and made it fun! **#TableauPrep**

Jonathan May @AchievGapBuster

Follow

Replying to @lukestanke

For a data neanderthal like myself, #tableauprep has already changed my life in less than 24hrs.

1:42 PM - 25 Apr 2018

Think.Design.Make. @lpierik

Follow

Replying to @Biztory @tableau

Create cross-join....✓, wildcard union....✓, extract part of file name for date conversion....✓, data cleansing....✓! Really cool product #tableauprep

9:15 AM - 24 Apr 2018

MONTHLY RELEASE CADENCE

Coordinated pivot

Wildcard union on sub-tables

Simpler merging fields names

Table loading feedback

Statistical file connector

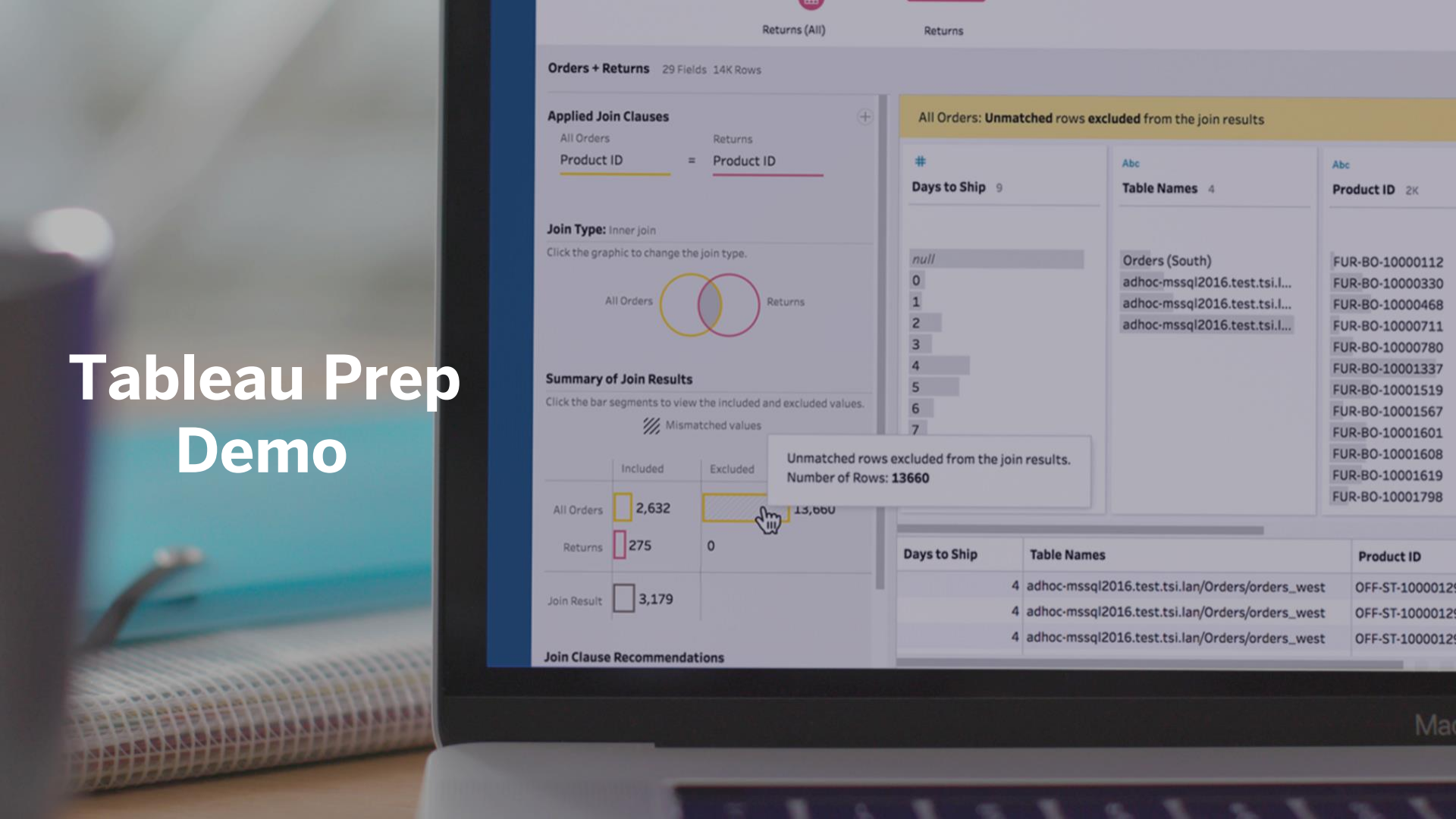
Presto, Hive, Spark, Snowflake connectors

Faster step renaming

Column stability after renaming

Faster table drag and drop on slow connections

Tableau Prep Demo



We help **people** see and understand data

Analyst

Analyst

Consumer

Deliver more analytical richness:
Enable analysts to answer more questions from data

Analyst

Consumer

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Enable analysts to answer more questions from data

Analyst

Drive engagement:
Enable analysts to deliver more engaging content

Consumer

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Enable analysts to deliver more engaging content

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Lower the barrier to analytics:
Enable more people to answer more questions, more easily

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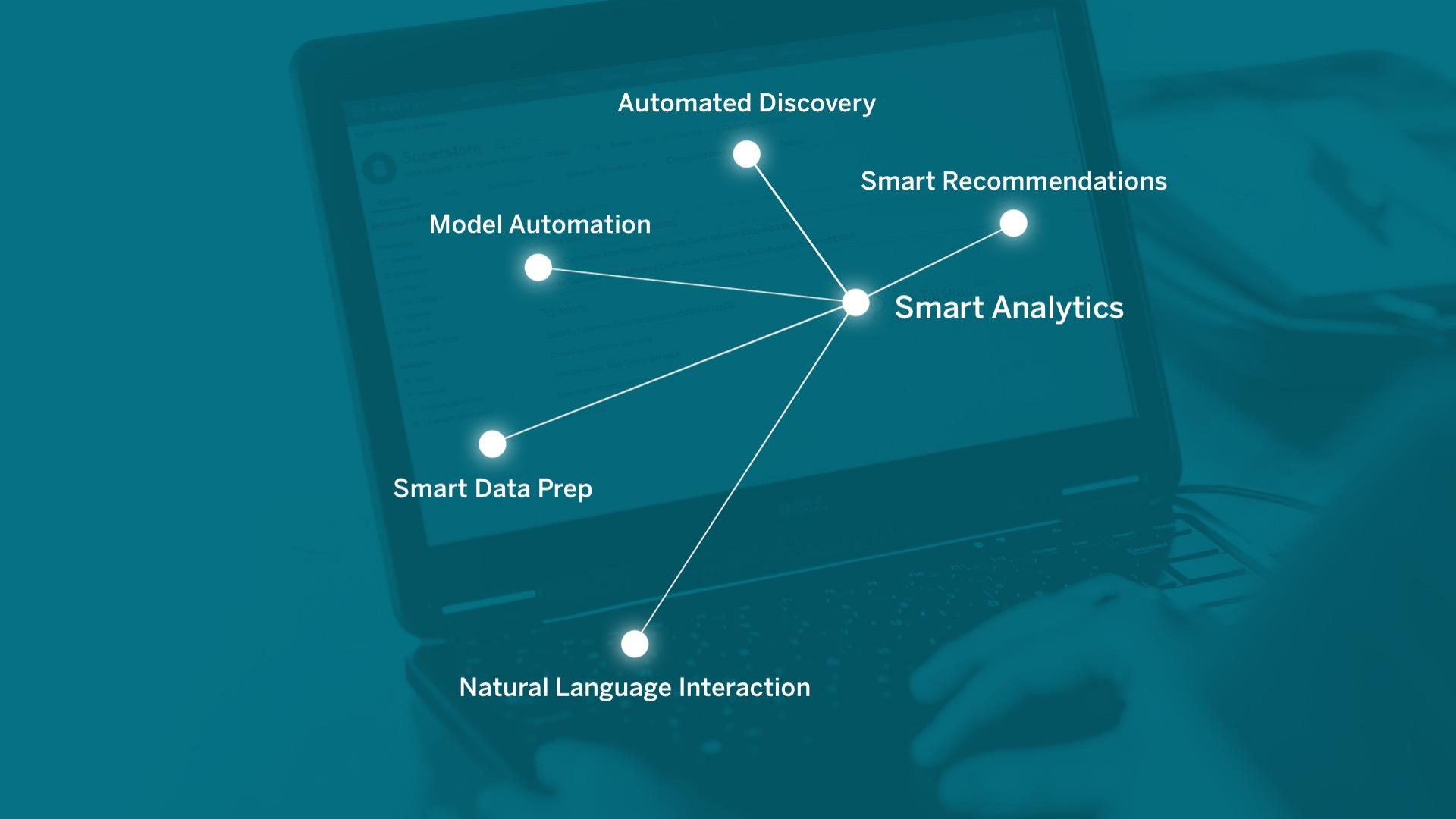
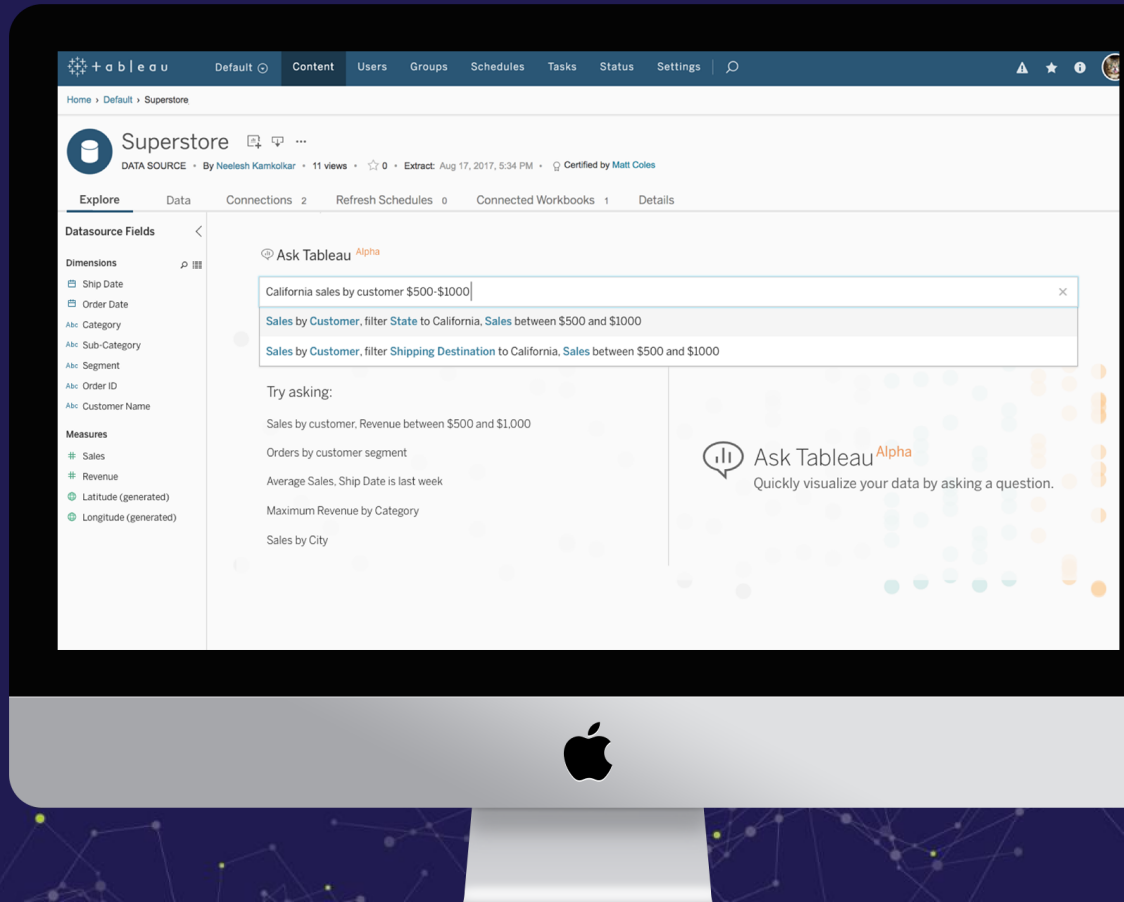

Automated Discovery
Smart Recommendations
Model Automation
Smart Analytics
Smart Data Prep
Natural Language Interaction

Ask Data

- Easy
- Powerful
- Smart
- Integrated



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I ♥ DATA

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