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Webinar:
Maximizing Tableau Prep to Adapt Your Data During Times of Rapid Change

May 5, 2020

Speakers

Darren McGurran, Solution Engineer, Tableau

Darren has been a Solution Engineer at Tableau for the past 6 years. He's a huge fan of the science of data visualization and how we respond to various stimuli. As the data governance and management aspect of Tableau has become so important for a complete solution, he's spent many days and weeks working with the ins and outs of data.

Matt Sinisi, Sales Engineer, CoEnterprise

Matt works closely with CoEnterprise customers to provide his deep technical knowledge of data and technology strategies to help them successfully leverage Tableau to cultivate and maintain a data-driven culture. He drives all aspects of successful Proof of Concepts from requirements and design to customer acceptance.

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Webinar Agenda:

- How to incorporate COVID-19 data into your standardized data flow to provide more relevant insights
- Ways Tableau Prep can provide added context by including additional data points for a more complete picture
- Methods to use Tableau Prep to your advantage by applying dynamic and efficient revisions to your data flow amid rapid changes

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About CoEnterprise

- We are technology experts
- We are industry experts
- We accelerate time to value of Tableau investments

An award-winning software and services company founded in 2010 with headquarters in New York City.

Our expertise covers everything from legacy migrations and adoptions, enablement, training, and ongoing support.

- Tableau Gold Partner 6+ years
- Tableau Rookie Partner of the Year
- Tableau Services & Training Partner of the Year
- Salesforce Partner
- IBM Partner of the Year 6+ years

We’ve worked with over 250 customers on over 1,000 projects, empowering them to cultivate a more data-driven culture

Tableau Prep Benefits

Tableau Prep – Analytics in the Flow

- Connect your data and automate your analytics flow
- Clean and shape – edit, transform, and aggregate for analysis
- Examine and apply filters
- Combine and tidy data
- Preview and share – save flows, preview data in Tableau desktop, and share your work

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Key Questions…

- Are there external factors that are influencing your internal data?
- Is there relevance in applying external data to your specific use case?
- If added, will the additional context assist in demonstrating the “bigger picture”?
- Can we be agile in our application of these data points and not disrupt our day-to-day analytics?

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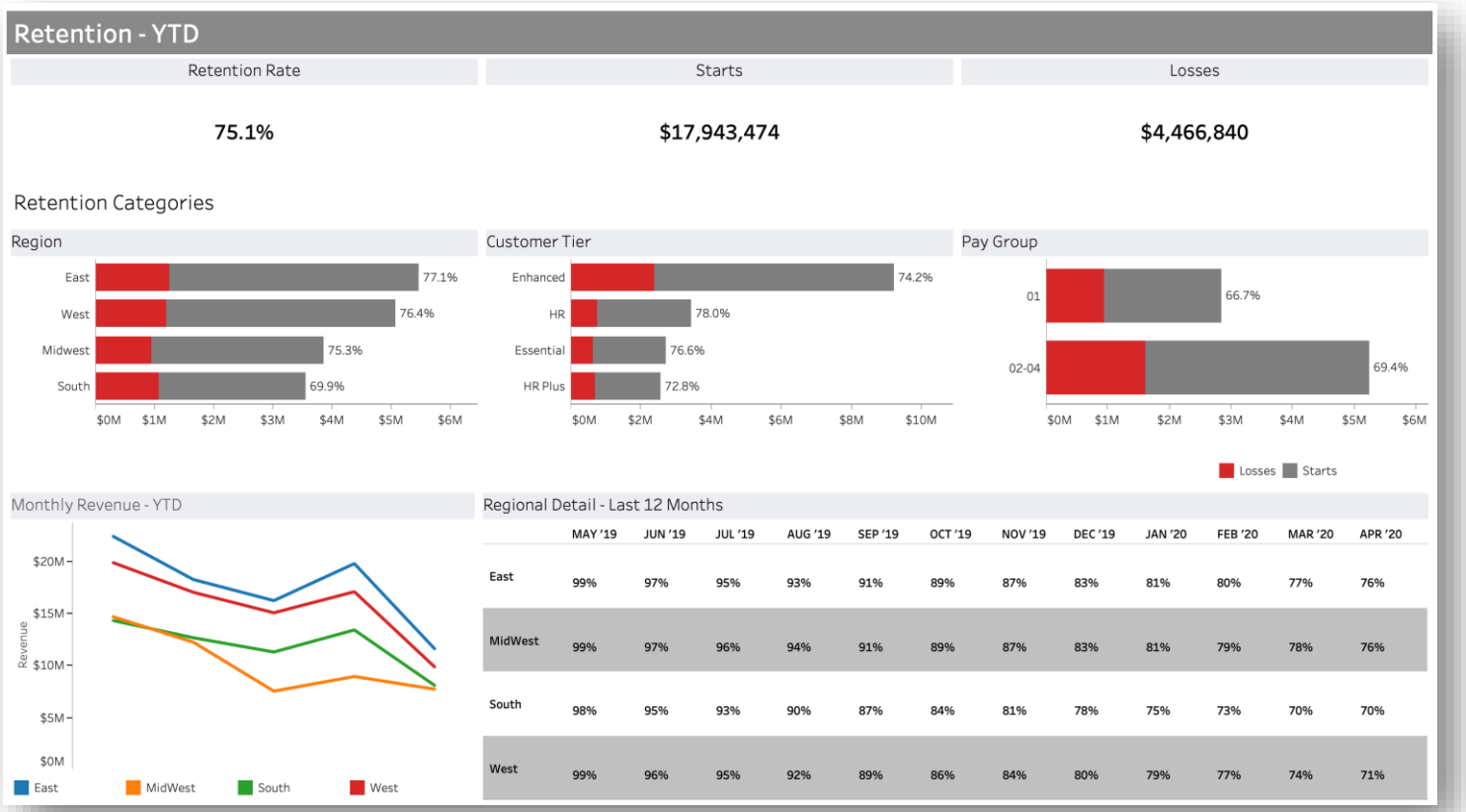
Customer Retention Dashboard – Internal Data Only

Key Points:

- There is a clear indication of a rapid downward trend, specifically in the last 3 months
- There are significant differences based on region

Limitations:

- While this dashboard can show us the “what”, it risks not showing us the “why”.



While there are clear takeaways as to *what* is happening, internal data alone may be preventing us from seeing *why* it is happening, thus preventing the presentation of a full picture and hindering our decision-making.

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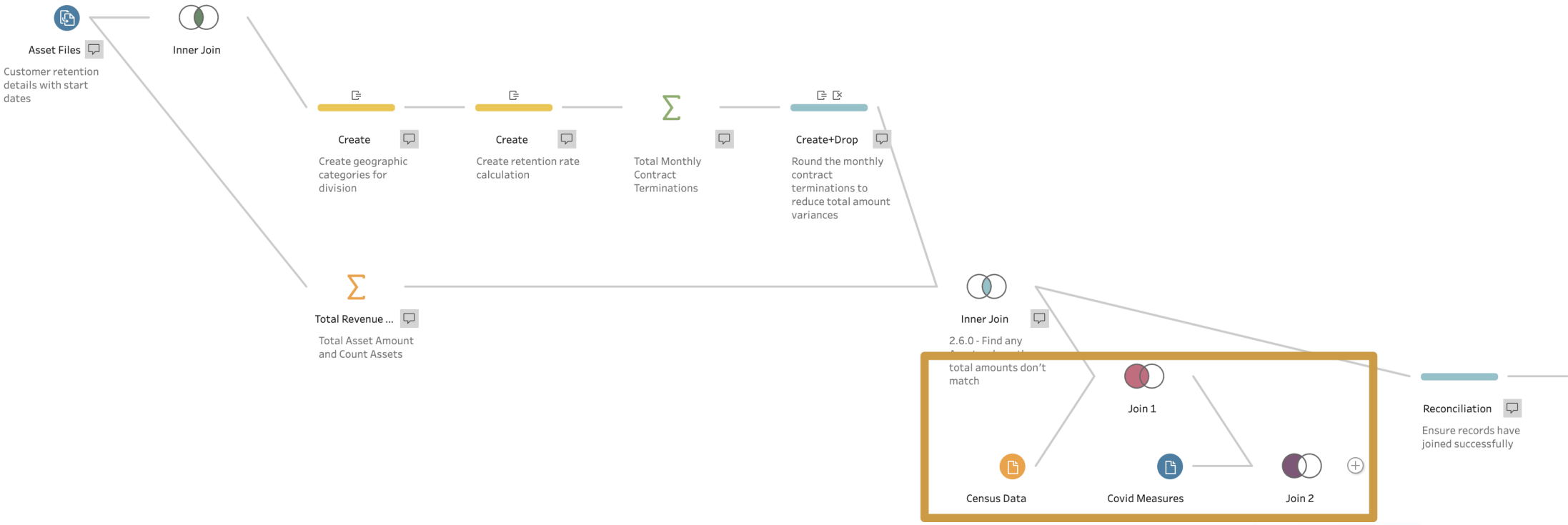
Tableau Prep can seamlessly introduce additional data sources without disrupting your flow



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Customer Retention Dashboard – With Additional Data

Key Points:

- There is a clear indication of a rapid downward trend, specifically in the last 3 months
- There are significant differences based on region

Enhancements:

- Our users can now make better decisions, take better next steps, and offer more appropriate solutions given the correlation of data external to their internal experience

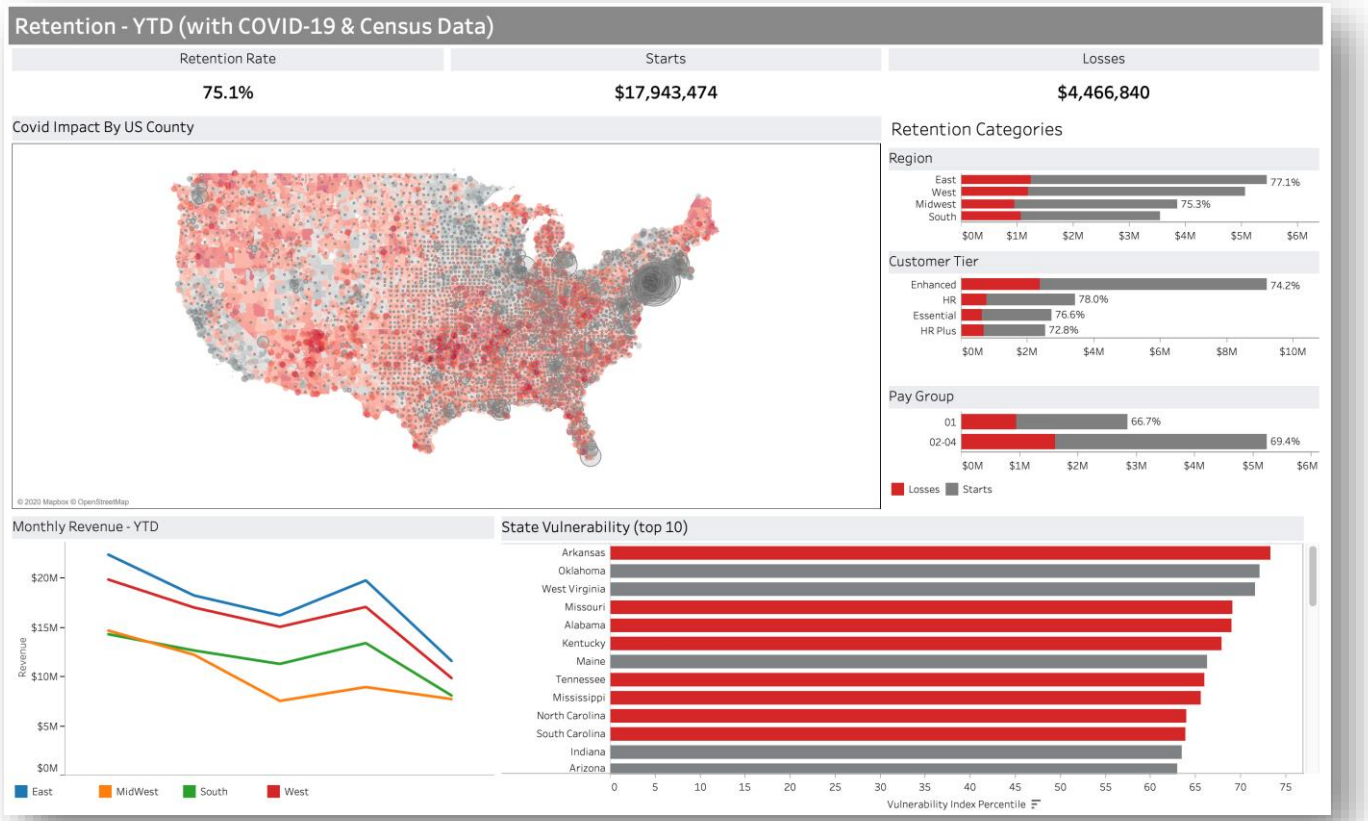

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Tableau Prep Strategies in Action

In Conclusion

- The pace of change has accelerated in our COVID-19 ‘new normal’ – make sure to add in applicable data to provide more relevant insights
- Leverage Tableau Prep to provide added context to your analytics flow
- Maximize Tableau Prep by applying dynamic and efficient revisions to your data flow amid rapid changes

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Q&A

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Thank You!

Tableau COVID-19 Resource Hub:
https://www.tableau.com/covid-19-coronavirus-data-resources