

# **VISUALIZATION, DATA AND TABLEAU**

**ALEXANDER MOU**

**SENIOR DATA ANALYST**

# BIO

**Data analyst: 10+ years**

**Tableau specialist: 5 years**

**Named as [Tableau Ambassador](#) in 2016**

**Data Viz blogger: [Vizable Difference](#)**

**Youtube Channel: [Data Embassy](#)**

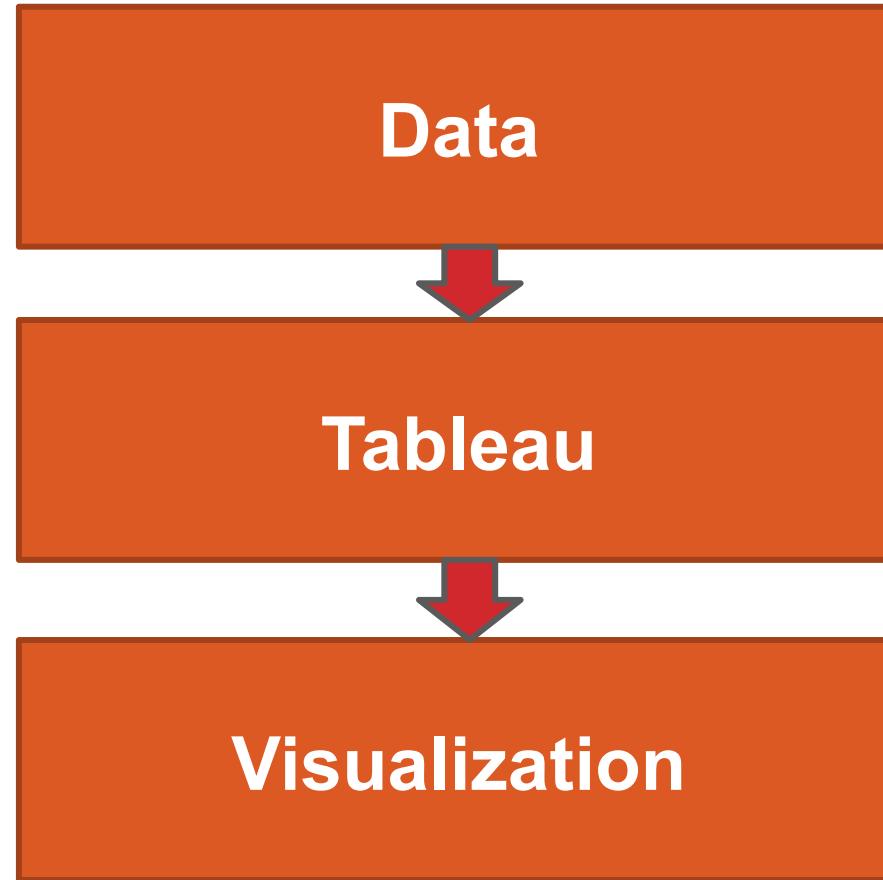
**Twitter: [@aleksoft](#)**

# **TOPICS OF THE DAY**

- **Visualization**
- **Data**
- **Tableau Eco Systems**

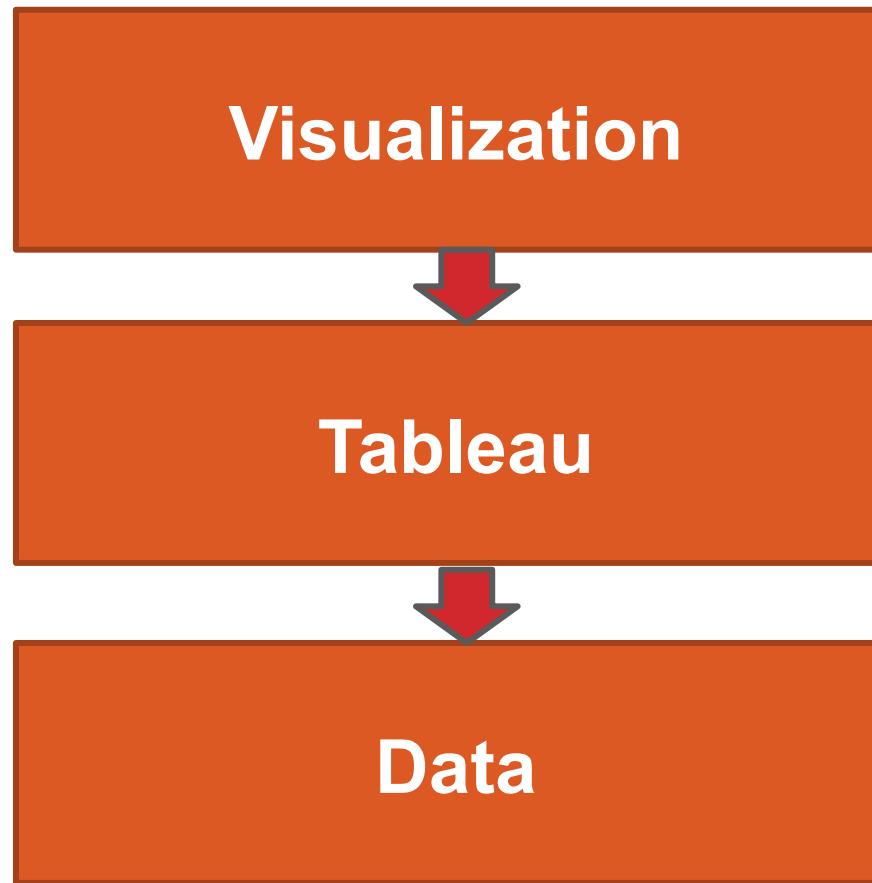
# **DATA DRIVEN VISUALIZATION**

## **MAKE SENSE OF DATA**



# **PURPOSE DRIVEN VISUALIZATION**

## **ACHIEVE A GOAL**



# DATA VISUALIZATION

## FOUR PILLARS

- **Purpose** (why)
  - **Content** (what)
  - **Structure** (how)
  - **Formatting** (other)
- 
- Quote from Noah Iliinsky

# DATA VISUALIZATION

## EXAMPLES OF PURPOSE

- **Comparison** ranking
  - **Change** trend
  - **Composition** percentage
  - **Correlation** between facts
  - **Geography** distribution
- 
- Quote from Noah Iliinsky

# **DATA, WHAT IS IT?**

**Do you know the answer?**

**What is your definition of data?**

**After this webinar, go ask around and see how people react and respond.**

# DATA PROPERTIES

Data has **context**

Example: **sales, hotel check in, web browse, doctor visit**

Lowest granularity:

- a **single order**
- **single check in**
- **single click**

Data is **dynamic**

In 95%~99% cases, there is a **time attribute (timestamp)**

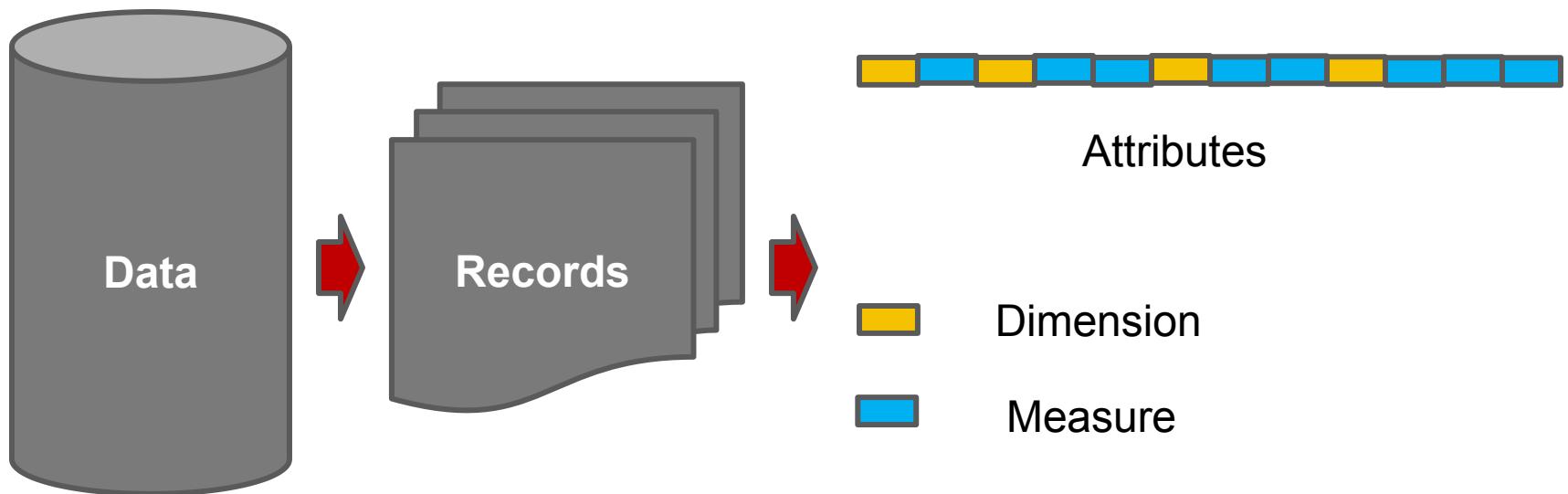
# MY DATA DEFINITION

Data = {Records} or a collection of records

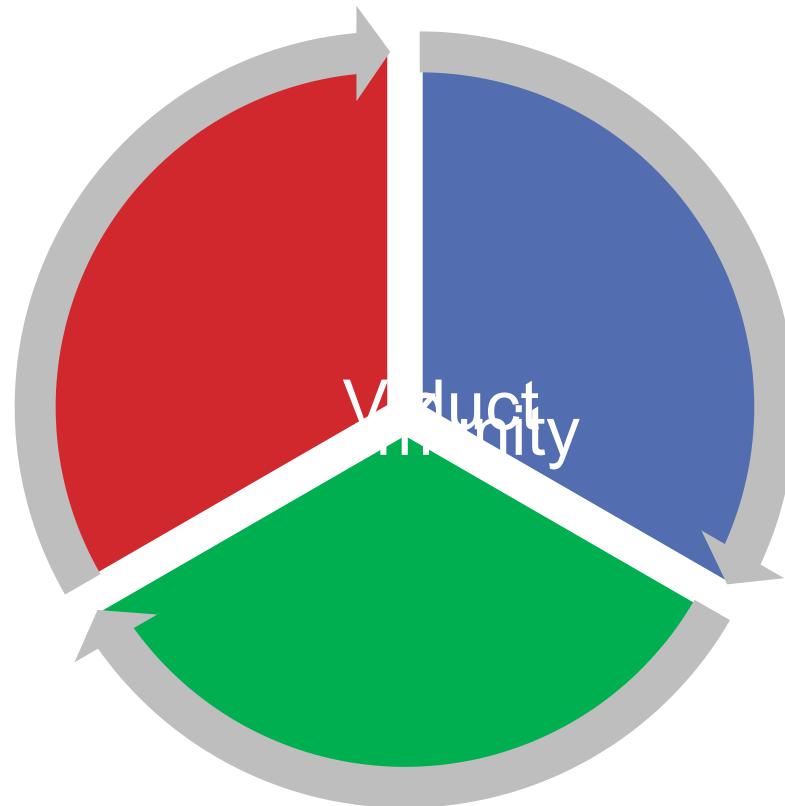
Record = {Attributes}

Attribute=Dimension or Attribute=Measure

Data > Record > Attribute > Dimension/Measure



# TABLEAU ECO SYSTEMS



# **TABLEAU ECO SYSTEMS: PRODUCT**

- **Tableau Desktop (free for students ...)**
- **Tableau Server**
- **Tableau Prep (ETL)**
- **Tableau Online**
- **Tableau Reader (free)**
  
- **Tableau Public (free desktop and website)**
- **Tableau API/Extensions**
- **VizQL**
- **Hyper**

# **TABLEAU ECO SYSTEMS: COMMUNITY**

- **Tableau Forum**
- **Tableau Annual Conference**
- **Tableau User Groups**
- **Tableau Webinars & Podcast**
- **Tableau Weekly Challenges and Activities**
  - Makeover Monday
  - Workout Wednesday
  - VizForSocialGood
  - IronViz
- **Tableau Social Media**
  - Viz Sharing and Show off
  - Blogs

# **TABLEAU ECO SYSTEMS: APPLICATION**

- Data analysis
- Dashboard
- ETL and data extraction
- Data security and permission management

# DATA VISUALIZATION

## EXAMPLES IN PRACTICE

- Reporting automation
- Executive reporting and presentation
- Customer reporting
- Self-service BI and visual data analysis
- Visual status monitoring
- Geo data visualization
- Visual data preparation
- Data journalism
- Math visualization
- Visual social media

# **DATA VISUALIZATION**

## **REPORTING AUTOMATION**

- Data extraction
- Dashboard design
- Migration from legacy reporting, i.e.,  
Excel

# **DATA VISUALIZATION**

## **REPORTING FOR EXECUTIVES, PRESALES**

- Periodical reporting in PPT, PDF
- Update custom charts
- Automation

# **DATA VISUALIZATION**

## **REPORTING FOR CUSTOMERS**

- Service portal reporting
- Live status dashboard
- Automation

# **DATA VISUALIZATION**

## **REPORTING FOR STAKEHOLDERS**

- Marketing
- Sales
- Finance
- IT
- Vender management
- Operations
- Call center
- Product
- Human resource

# **TABLEAU VS COMPETITION**

## **HOW TO COMPARE**

- **Functionality**
  - **Community**
  - **Cost**
- 
- **How about Power BI?**
  - **How about Excel?**

# **DEMO**

## **TABLEAU DESKTOP**

- UI
- Lollipop Chart

# QUESTIONS

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