

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: [Vizible Difference](#)

Youtube Channel: [Data Embassy](#)

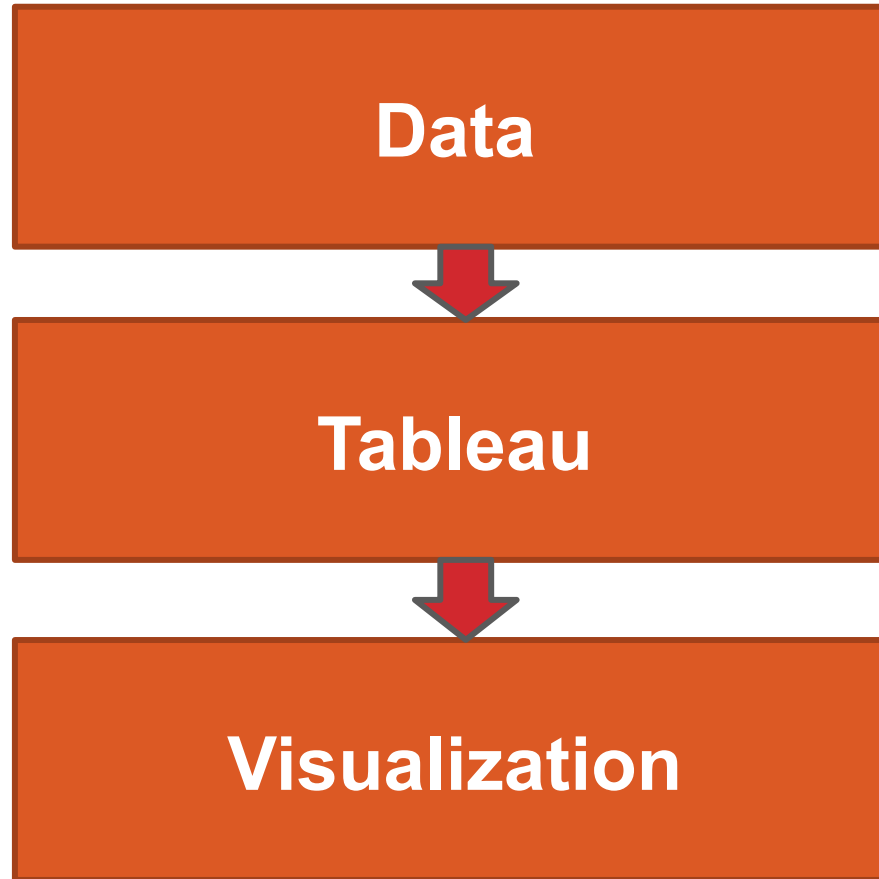
Twitter: [@aleksoft](#)

TOPICS OF THE DAY

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

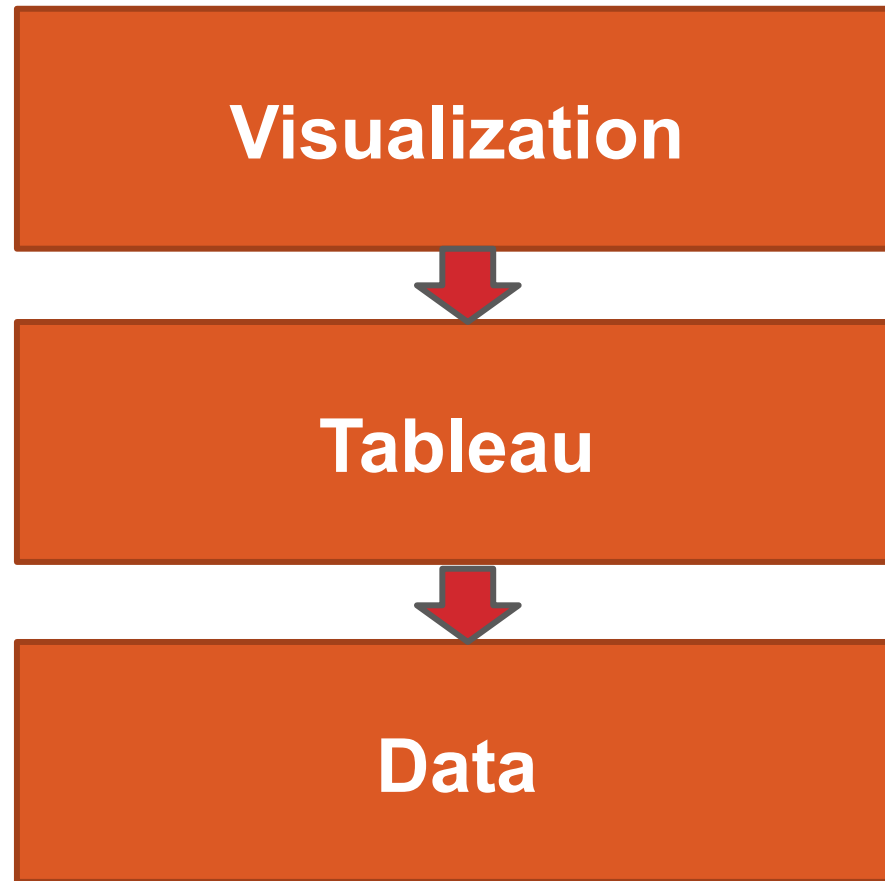
DATA DRIVEN VISUALIZATION

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

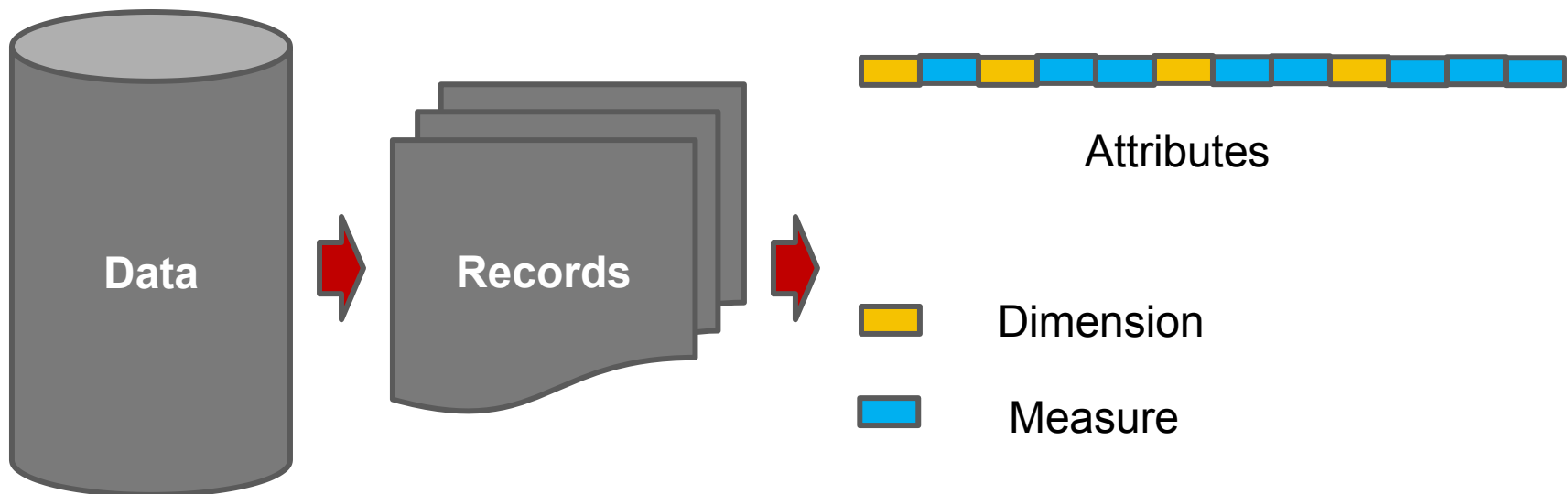


TABLEAU ECO SYSTEMS

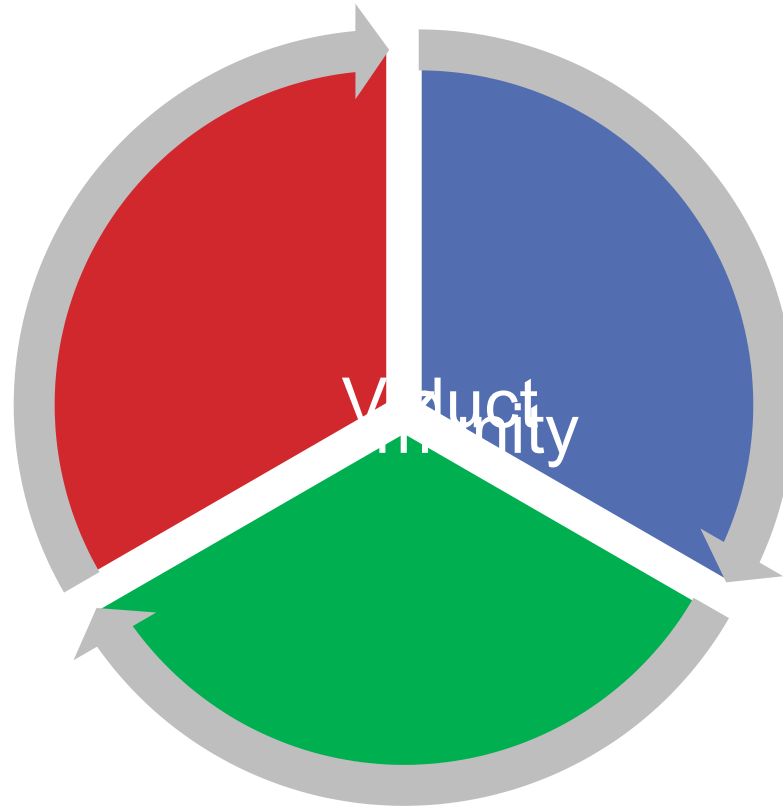


TABLEAU ECO SYSTEMS: PRODUCT

- **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

