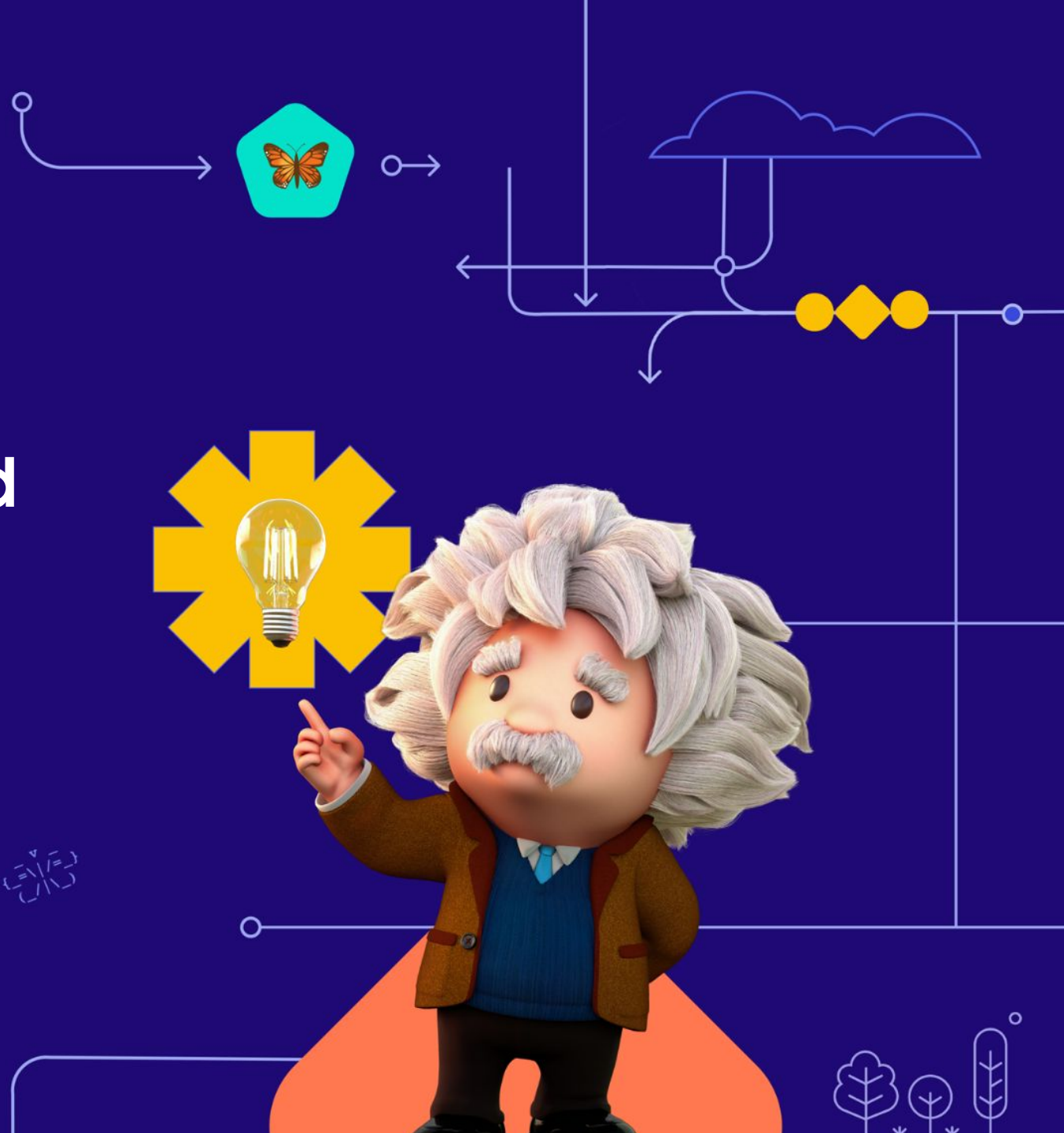




Nouveau à Tableau (Discover Tableau Tips and Tricks)

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He/They



Forward Looking Statement

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This presentation contains forward-looking statements about, among other things, trend analyses and statements regarding future events, future financial performance, anticipated growth, industry prospects, environmental, social and governance goals, our strategies, expectation or plans regarding our investments, including strategic investments or acquisitions, our beliefs or expectations regarding our competition, our intentions regarding use of future earnings or dividends, and the expected timing of product releases and enhancements. The achievement or success of the matters covered by such forward-looking statements involves risks, uncertainties and assumptions. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, Salesforce's results could differ materially from the results expressed or implied by these forward-looking statements. 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current and potential litigation involving us or our industry, including litigation involving acquired entities, and the resolution or settlement thereof; regulatory developments and regulatory investigations involving us or affecting our industry; our ability to successfully introduce new services and product features, including any efforts to expand our services; the success of our strategy of acquiring or making investments in complementary businesses, joint ventures, services, technologies and intellectual property rights; our ability to complete, on a timely basis or at all, announced transactions; our ability to realize the benefits from acquisitions, strategic partnerships, joint ventures and investments, and successfully integrate acquired businesses and technologies; our ability to compete in the markets in which we participate; the success of our business strategy and our plan to build our business, including our strategy to be a leading provider of enterprise cloud computing applications and platforms; our ability to execute our business plans; our ability to continue to grow unearned revenue and remaining performance obligation; the pace of change and innovation in enterprise cloud computing services; the seasonal nature of our sales cycles; our ability to limit customer attrition and costs related to those efforts; the success of our international expansion strategy; the demands on our personnel and infrastructure resulting from significant growth in our customer base and operations, including as a result of acquisitions; our ability to preserve our workplace culture, including as a result of our decisions regarding our current and future office environments or remote work policies; our dependency on the development and maintenance of the infrastructure of the Internet; our real estate and office facilities strategy and related costs and uncertainties; fluctuations in, and our ability to predict, our operating results and cash flows; the variability in our results arising from the accounting for term license revenue products; the performance and fair value of our investments in complementary businesses through our strategic investment portfolio; the impact of future gains or losses from our strategic investment portfolio, including gains or losses from overall market conditions that may affect the publicly traded companies within our strategic investment portfolio; our ability to protect our intellectual property rights; our ability to maintain and enhance our brands; the impact of foreign currency exchange rate and interest rate fluctuations on our results; the valuation of our deferred tax assets and the release of related valuation allowances; the potential availability of additional tax assets in the future; the impact of new accounting pronouncements and tax laws; uncertainties affecting our ability to estimate our tax rate; uncertainties regarding our tax obligations in connection with potential jurisdictional transfers of intellectual property, including the tax rate, the timing of transfers and the value of such transferred intellectual property; uncertainties regarding the effect of general economic, business and market conditions, including inflationary pressures, general economic downturn or recession, market volatility, increasing interest rates, changes in monetary policy and the prospect of a shutdown of the U.S. federal government; the potential impact of financial institution instability; the impact of geopolitical events, including the ongoing armed conflict in Europe; uncertainties regarding the impact of expensing stock options and other equity awards; the sufficiency of our capital resources; our ability to execute our share repurchase program; our ability to comply with our debt covenants and lease obligations; the impact of climate change, natural disasters and actual or threatened public health emergencies; expected benefits of and timing of completion of the restructuring plan and the expected costs and charges of the restructuring plan, including, among other things, the risk that the restructuring costs and charges may be greater than we anticipate, our restructuring efforts may adversely affect our internal programs and ability to recruit and retain skilled and motivated personnel, our restructuring efforts may be distracting to employees and management, our restructuring efforts may negatively impact our business operations and reputation with or ability to serve customers, and our restructuring efforts may not generate their intended benefits to the extent or as quickly as anticipated; and our ability to achieve our aspirations, goals and projections related to our environmental, social and governance initiatives, including our ability to comply with emerging corporate responsibility regulations.

Know Your Audience

And keep them front of mind, every step of the way



What do they need to see?

- Your building blocks, dashboards and individual charts/tables/etc...

What do they want to be able to do?

- What data do they want to relate, quickly, visually, and how deep would they like to dive on the results?

What would surprise and delight them?

- What do they not currently know or, better yet, what do they not know they don't know?



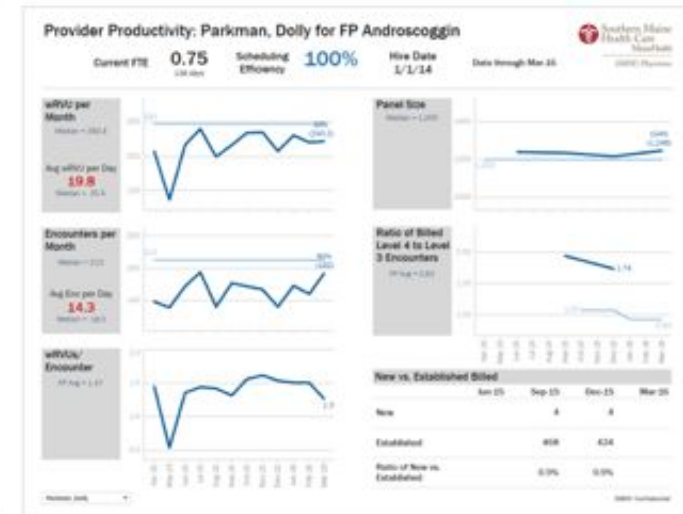
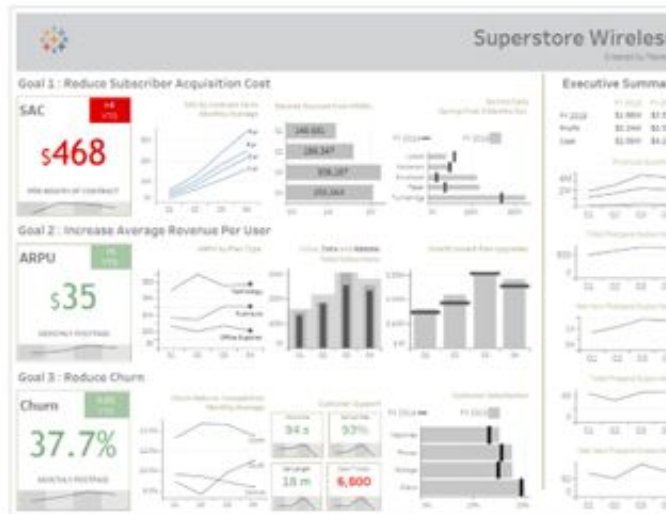
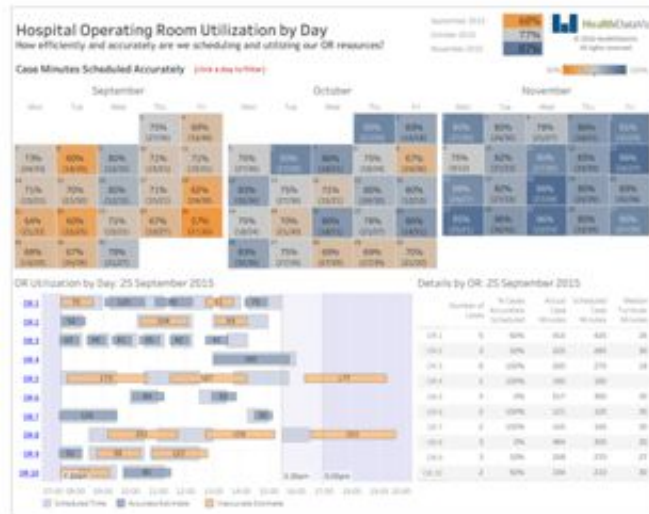
The Benefits of Grid Layouts!

Don't be Afraid to Grid That Data

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When placing objects on a dashboard (views, filters, titles, etc.), consider a grid format.

A grid helps provide a reading order for your dashboard, allowing your users to guide themselves through the dashboard in a predictable and logical way. You can use a columnar- or row-based flow to create a narrative that leads users from overview to detail.



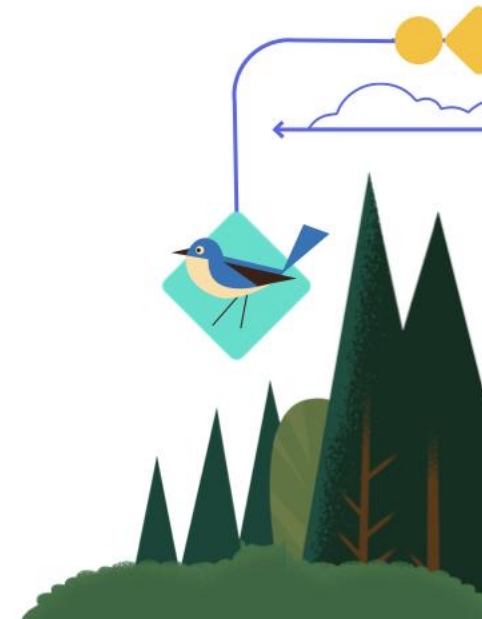
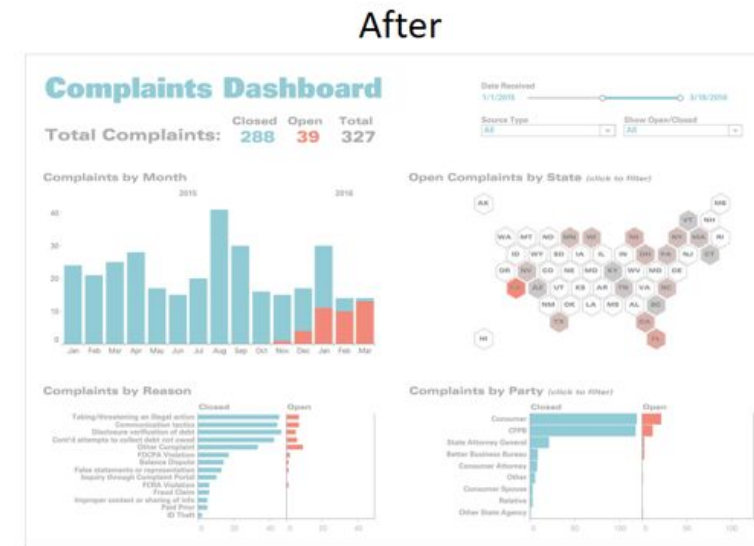
De-Clutter

Early, Often, and with Intent



When you first start building dashboards, it's tempting to throw every possible applicable chart or graph onto them. Don't fall into that trap.

The trick is to remove as much as you possibly can while ensuring the end user gets the right insight from your dashboard. This is often an iterative process, as you can only discover the “better” version over time. Go take a look at the latest dashboard you created: does it have too much on it? Is there anything you can remove or rearrange to add clarity?

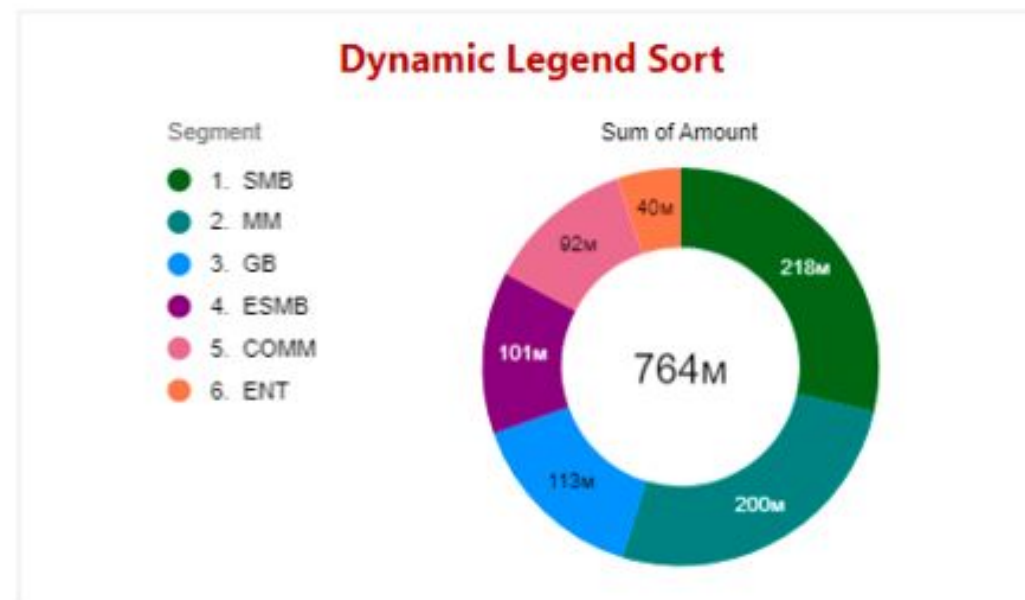
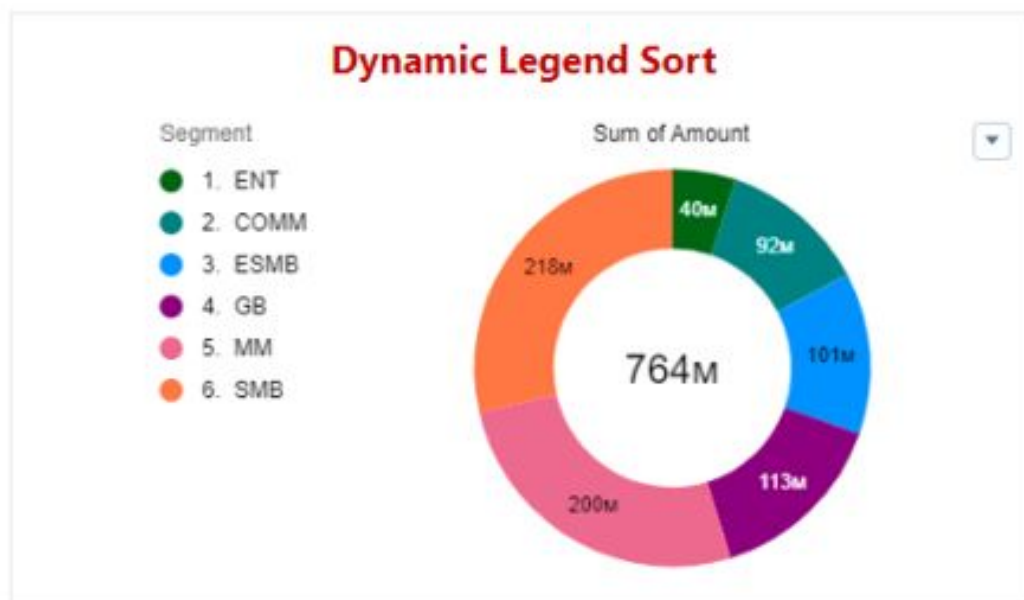


Dashboard Tips



Build Your Own Legends, and move beyond “Ascending” and “Descending”

Interactive intelligence empowers users, enhances insights, and reveals relevance “hidden” in the data



Dissect Your Data Model

And Define How Granular Your Users Need to Get

The great part about Tableau is that it (of course) runs with your Salesforce data. Additionally, if you need to migrate data from another data warehouse, Tableau can handle that as well.

Granularity will be the fancy slicers and dicers, the things that make users say, “wow” and allow a person not familiar with the data to come in and get a coherent understanding of the dashboard and what the data represents.

Open Q + A

Let's Chat! Share Your Obstacles or speed bumps
and let the Community Help!



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i don't have a client or project using Tableau, how should i get started without having those use cases to drive?





**How can I improve the
performance of my Tableau
dashboards?**



What are some strategies for effectively telling a story with data in Tableau?





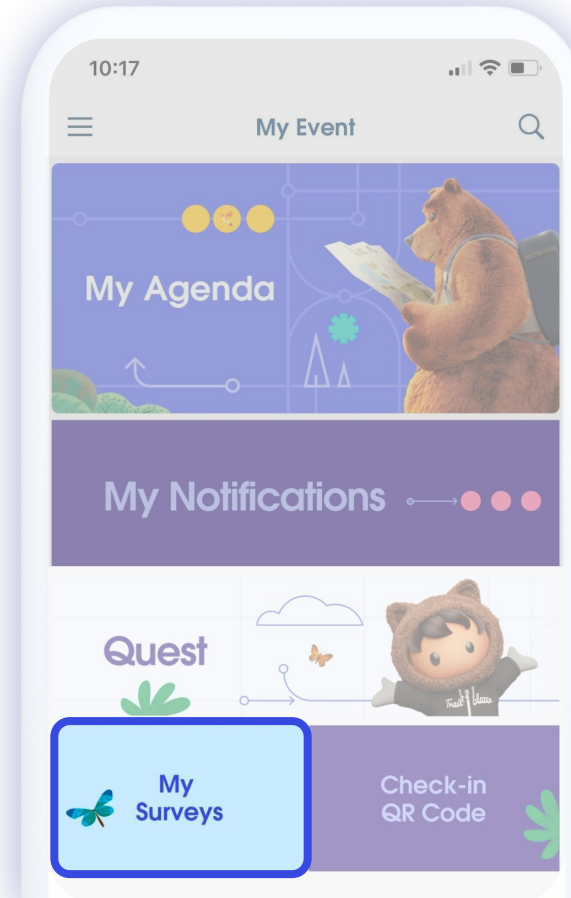
**How has AI surprised you in
relation to Tableau?**

Coffee on us.

The first 500 Trailblazers to provide feedback on this event will receive a \$5 Starbucks gift card.

- 1 Ensure you have the Salesforce Events app downloaded.
- 2 Give us feedback!
- 3 On Day 2, present the completed (1) Event Survey page and (4) Session Surveys at Badge pickup to redeem.*

*Restrictions apply. See terms and conditions at sforce.co/survey-terms.



Thank You

