ANTICIPARE LA CRESCITA CON LE NUOVE COMPETENZE SUI BIG DATA – EDIZIONE 2

Operazione Rif. PA 2019-11596/RER "Anticipare la crescita con le nuove competenze sui Big Data - Edizione 2", approvata dalla Regione Emilia-Romagna con DGR n° 789 del 20 maggio 2019 e co-finanziata dal Fondo Sociale Europeo PO 2014-2020

Prog. 4 Ed. 7 Titolo "STRUMENTI DI DATA ANALYSIS E VISUALIZATION

Business Intelligence tools are designed to make the data flow manageable, allowing organizations to turn structured or unstructured data into something actionable and insightful for their business

MicroStrategy

tableau SOFTWARE

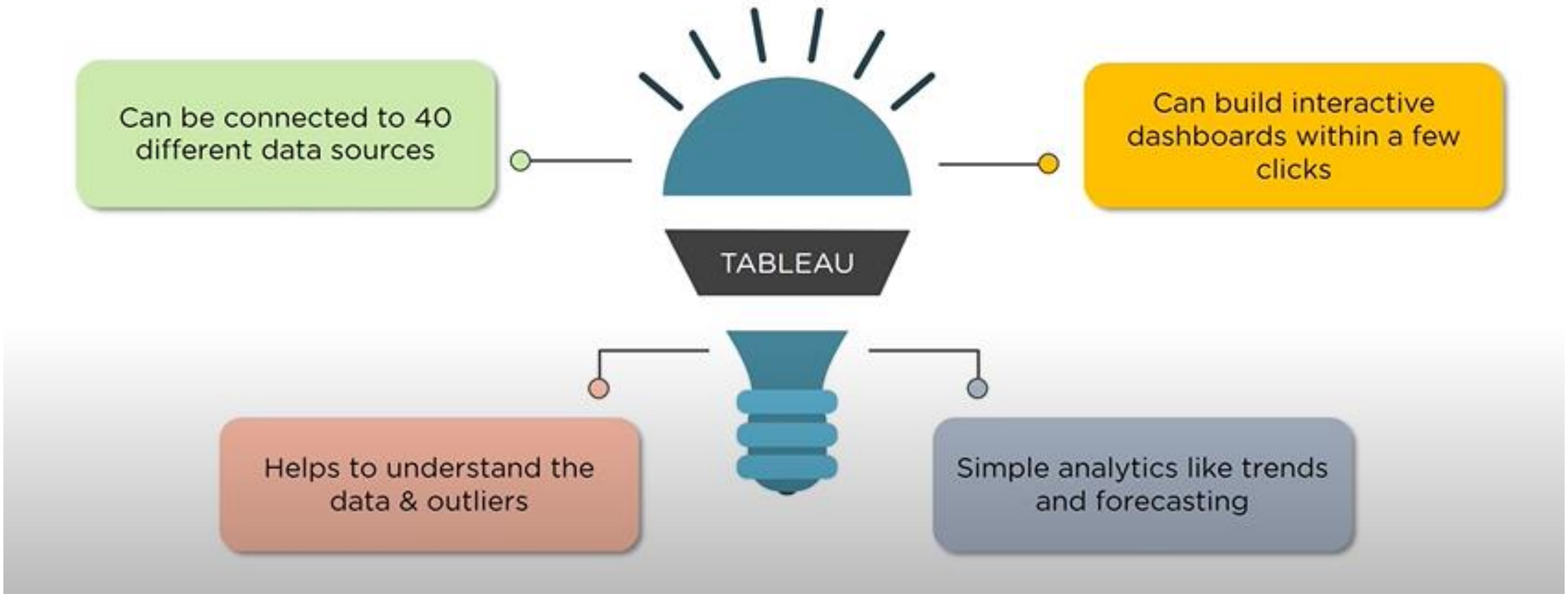
Qlik

ORACLE®

SAP®

sas

Why Tableau?


Can be connected to 40 different data sources
Can build interactive dashboards within a few clicks
TABLEAU
Helps to understand the data & outliers
Simple analytics like trends and forecasting

According to Garter, Tableau leads the Magic Quadrant even for the year 2018!

Tableau Products

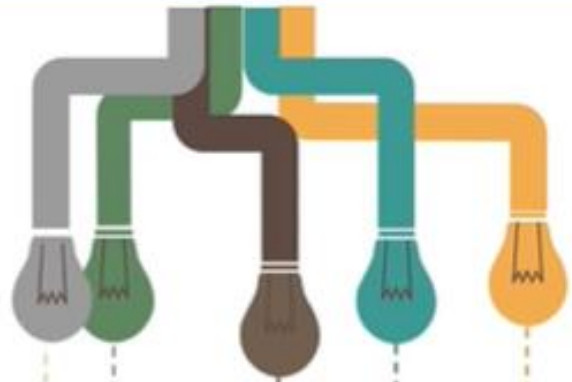


Tableau Public

Use Tableau's powerful features and publish interactive visualizations

Tableau Desktop

Use powerful drag and drop analytics in Tableau Desktop

Tableau Prep

Prepare your data for analysis with Tableau Prep

Tableau Online

Analytics platform fully hosted in the cloud

Tableau Server

It safely distributes interactive data in website or web

Excel vs Tableau Summary

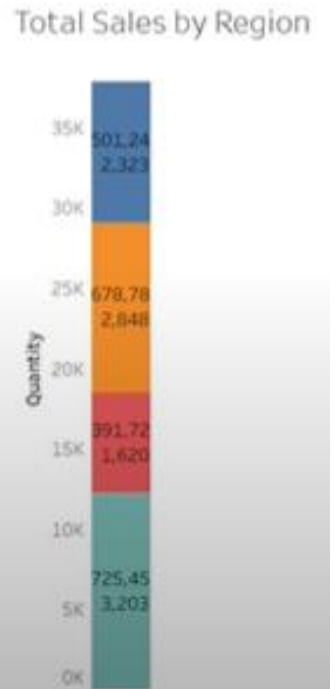
Creating summary of quantity sold and sales incurred by Region using Pivot tables:

	Region				
Data	Central	East	South	West	Grand Total
Sum of Quantity	8780	10618	6209	12266	37873
Sum of Sales	501239.8908	678781.24	391721.905	725457.8245	2297200.86

Creating summary of quantity sold and sales incurred by Region using Tableau:

Total Sales by Region

Region	Quanti..	Sales
Central	8,780	501,240
East	10,618	678,781
South	6,209	391,722
West	12,266	725,458



Google
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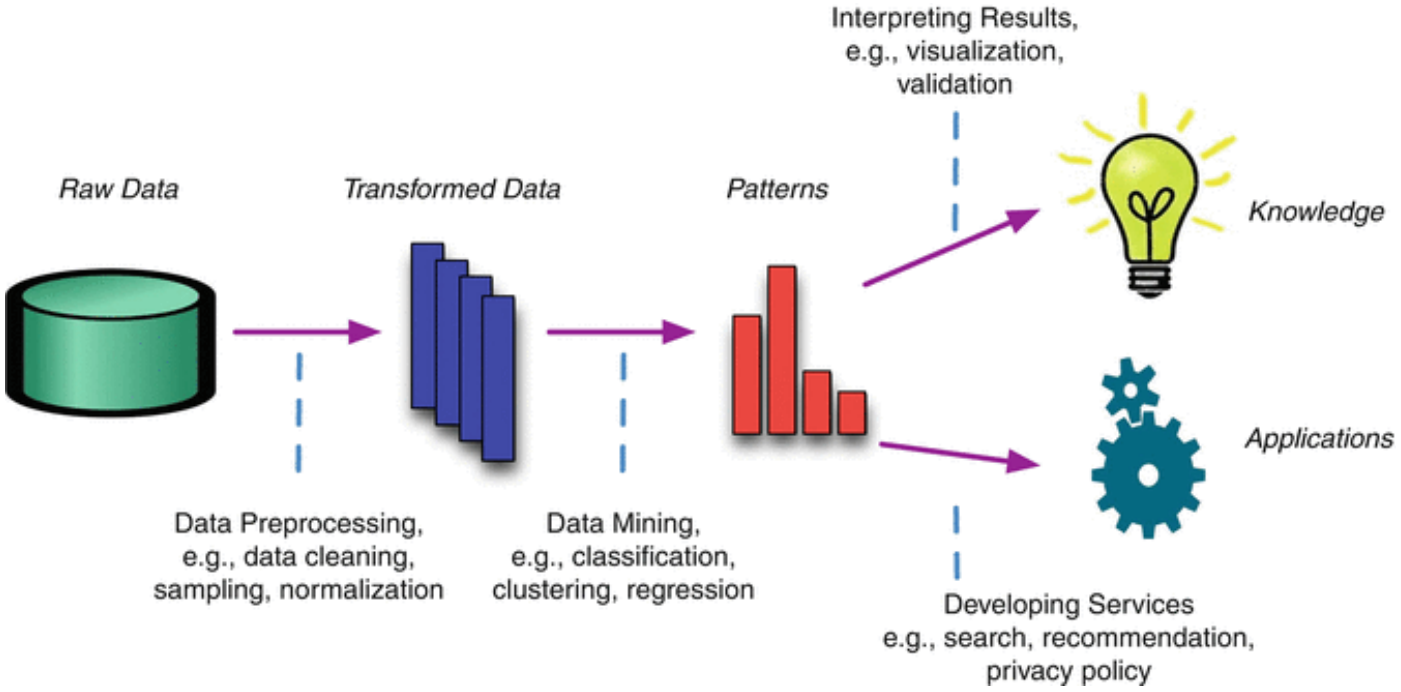
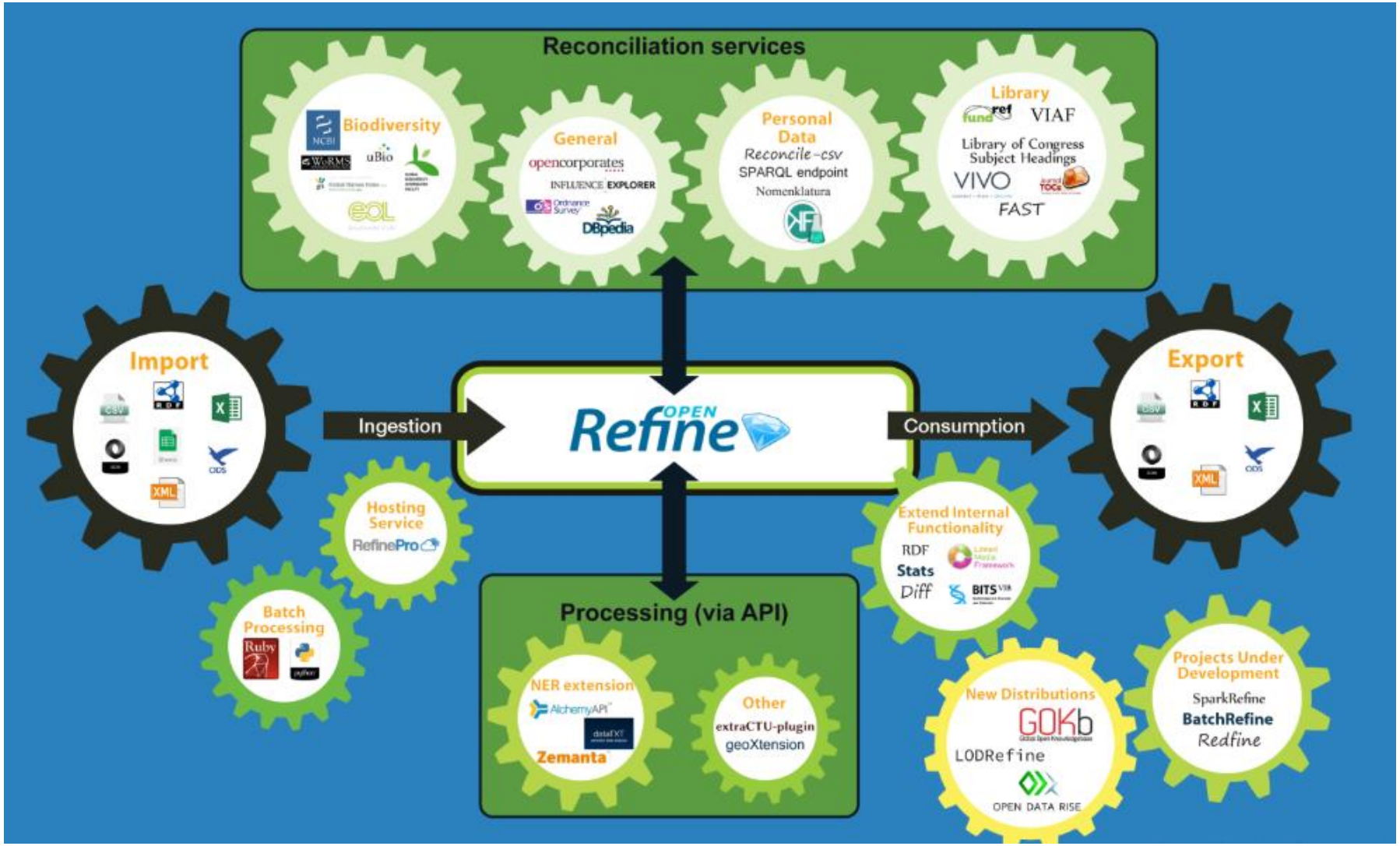
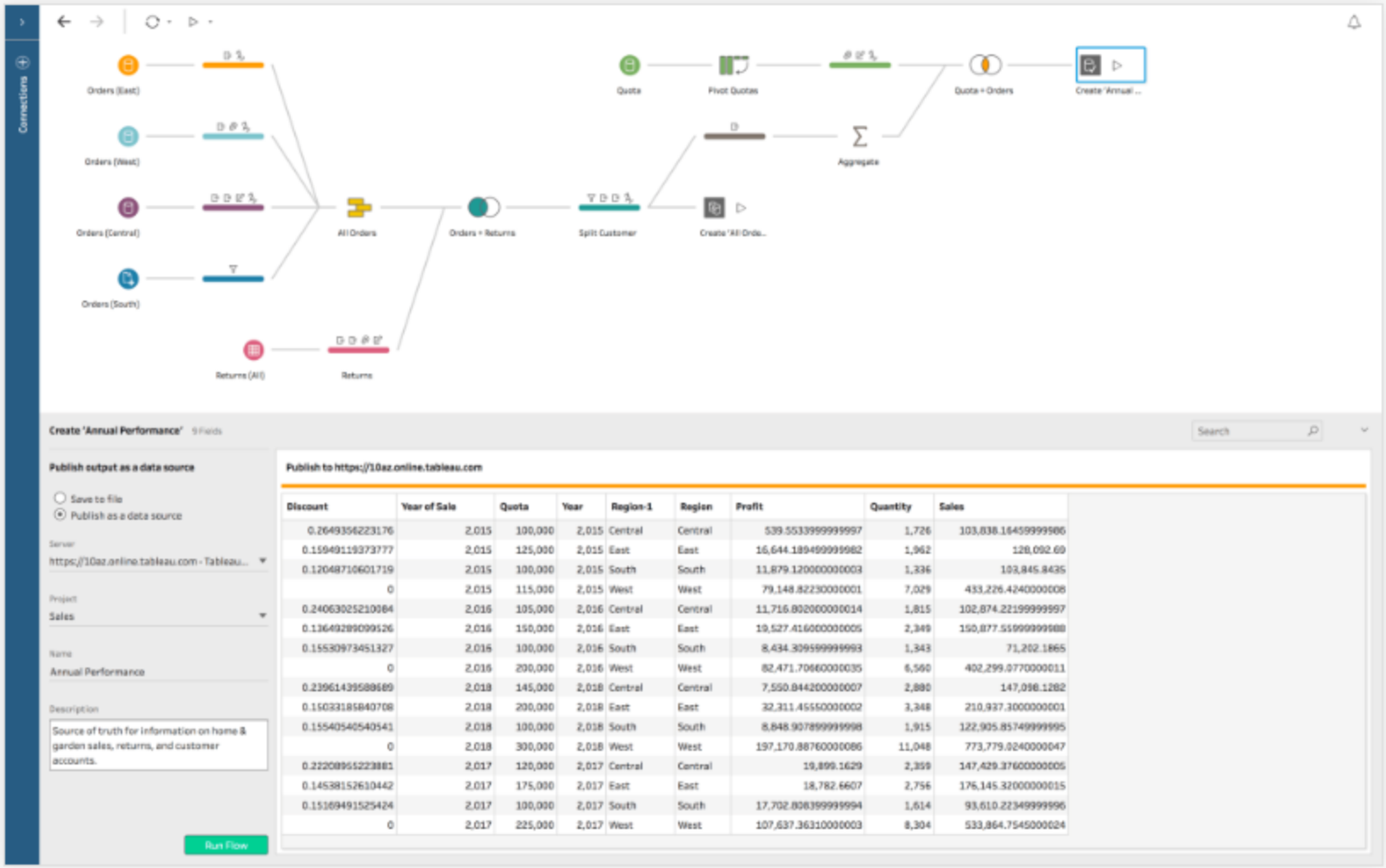
CRM
DATABASE
ERP
CSV

salesforce
ORACLE
SAP
280


Interpreting Results,
e.g., visualization,
validation
Raw Data
Transformed Data
Patterns
Knowledge
Applications
Data Preprocessing,
e.g., data cleaning,
sampling, normalization
Data Mining,
e.g., classification,
clustering, regression
Developing Services
e.g., search, recommendation,
privacy policy

http://openrefine.org/





Discount	Year of Sale	Quota	Year	Region-1	Region	Profit	Quantity	Sales
0.26493562231 76	2,015	100,000	2,015	Central	Central	539.5533999999997	1,726	103,838.16459999986
0.15949119373777	2,015	125,000	2,015	East	East	16,644.189499999982	1,962	128,092.69
0.12048710601719	2,015	100,000	2,015	South	South	11,879.120000000003	1,336	103,845.8435
0	2,015	115,000	2,015	West	West	79,148.82230000001	7,029	433,226.4240000008
0.24063025210084	2,016	105,000	2,016	Central	Central	11,716.802000000014	1,815	102,874.22199999997
0.13649289099526	2,016	150,000	2,016	East	East	19,527.416000000005	2,349	150,877.51999999988
0.15530973451327	2,016	100,000	2,016	South	South	8,434.309599999993	1,343	71,202.1865
0	2,016	200,000	2,016	West	West	82,471.70660000035	6,560	402,299.0770000011
0.23961439588689	2,018	145,000	2,018	Central	Central	7,550.844200000007	2,880	147,098.1282
0.15033185840708	2,018	200,000	2,018	East	East	32,311.455500000002	3,348	210,937.3000000001
0.15540540540541	2,018	100,000	2,018	South	South	8,848.907899999998	1,915	122,905.85749999995
0	2,018	300,000	2,018	West	West	197,170.88760000086	11,048	773,779.0240000047
0.22208955223881	2,017	120,000	2,017	Central	Central	19,899.1629	2,359	147,429.37600000005
0.14538152610442	2,017	175,000	2,017	East	East	18,782.6607	2,756	176,145.32000000015
0.15169491525424	2,017	100,000	2,017	South	South	17,702.808399999994	1,614	93,610.22349999996
0	2,017	225,000	2,017	West	West	107,637.36310000003	8,304	533,864.7545000024

Self-service data preparation

Tableau Prep changes the way traditional data prep is performed in an organization. By providing a visual and direct way to combine, shape and clean data, Tableau Prep makes it easier for analysts and business users to start their analysis, faster.

Tableau Prep is comprised of two products: Tableau Prep Builder for building your data flows, and Tableau Prep Conductor for scheduling, monitoring and managing flows across the organization.

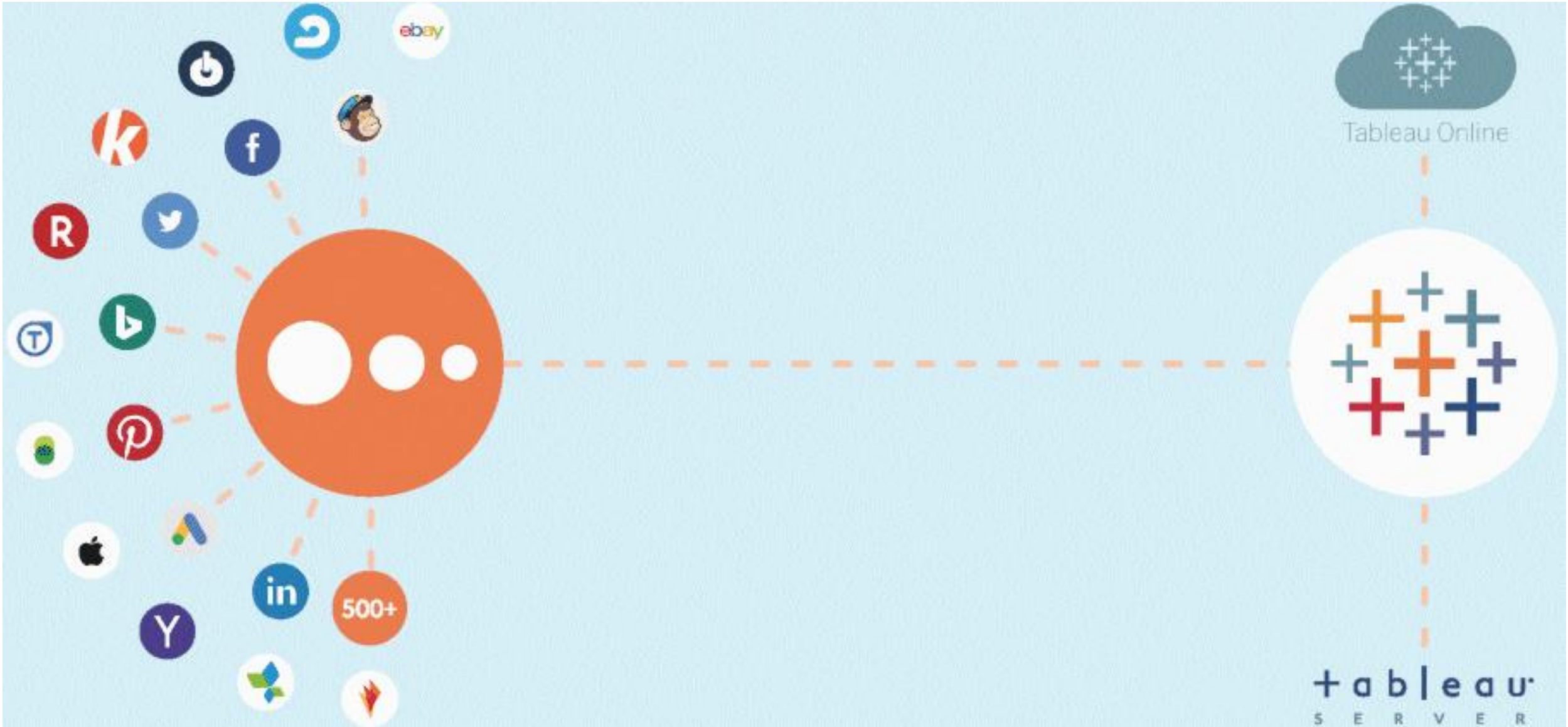

ebay
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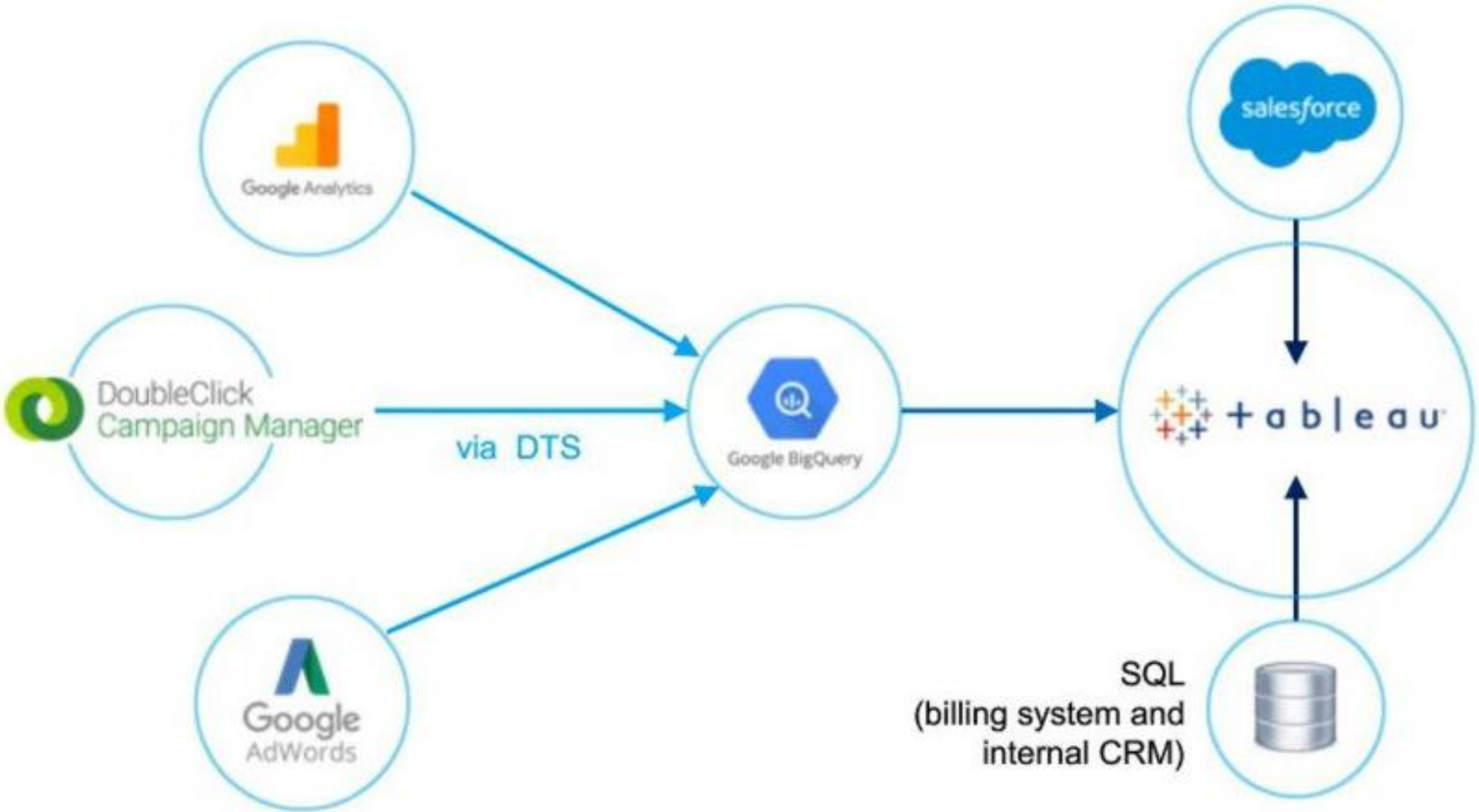
Tableau Online
+ a b | e a u
S E R V E R


Google Analytics
DoubleClick Campaign Manager
via DTS
Google AdWords
Google BigQuery
salesforce
+ a b | e a u
SQL
(billing system and internal CRM)
Data combined via Tableau dat
joins & data blending