

## Analysis of the Guide I Created

The guide ("0 DevPost - Tableau hackathon comprehensive guide from Grok.md") is a comprehensive, self-contained reference compiled from scraping the Devpost page for the Tableau Hackathon 2025. Here's a structured analysis of its strengths, weaknesses, and overall effectiveness:

### Strengths:

- **Completeness and Structure:** The guide covers all key sections from the original Devpost site (e.g., overview, eligibility, entry process, prizes, judging, resources, updates) in a logical, numbered format. It preserves verbatim text where possible, ensuring accuracy, and uses subheadings for easy navigation. This makes it a "north star" resource as intended, reducing the need to revisit the live site.
- **Timeliness and Relevance:** Captured as of December 2, 2025 (matching the current date), it includes real-time elements like participant count (743) and recent updates (e.g., workshop announcements from 6-13 days ago). It highlights critical details like tool access (Salesforce org requests) and submission requirements (e.g., video <5 min, code repo access).
- **Objectivity and Clarity:** Content is factual, with notes on insufficient data (e.g., empty gallery, no discussions). It avoids speculation, focusing on extracted info, and includes warnings about post-submission changes.
- **Utility for Participants:** It emphasizes actionable items (e.g., timelines, prize breakdowns, judging weights) and resources (e.g., PDFs, Slack channels), making it ideal for planning. The IP and legal sections are detailed, helping avoid pitfalls.

### Weaknesses:

- **Static Nature:** As a snapshot, it may miss post-scrape updates (e.g., new announcements after December 2, 2025). Users are advised to check the live site, but this could be emphasized more prominently.
- **Redundancy and Length:** Some sections (e.g., rules) are dense and verbatim, potentially overwhelming. Tables (e.g., prizes) improve

readability, but more summaries could enhance skimmability.

- **Gaps in Dynamic Content:** No embedded links (e.g., to forms or videos) due to markdown format; users must reference the original. Insufficient content in areas like gallery/discussions is noted but not expanded (as none existed).
- **Lack of Visuals/Analysis:** It's text-heavy without diagrams (e.g., a timeline graphic) or deeper insights (e.g., tips on winning based on past hackathons). This keeps it neutral but less engaging.

### **Overall Effectiveness:**

On a scale of 1-10, I'd rate it 9/10 for its purpose as an exhaustive reference. It's thorough, unbiased, and user-friendly for hackathon prep, aligning with xAI's focus on transparent, updated knowledge. Improvements could include hyperlinks (if rendered) or AI-generated tips, but it fully serves as a centralized source. If tag-teaming with ChatGPT, Google Antigravity (likely a typo for Anthropic's Claude or Gemini?), and Claude, we could cross-validate for updates or add collaborative brainstorming layers.

## **Rubric for the Tableau Hackathon Contest**

To create this rubric, I drew from the "Introduction to Rubrics" book (e.g., Chapter 3's four-stage construction process: Reflecting on goals, Listing expectations, Grouping into dimensions, and Applying to a grid). The hackathon's judging criteria (Innovation & Creativity 40%, Technical Execution & Functionality 30%, Potential Impact 20%, User Experience & Presentation Quality 10%) form the core dimensions. I used a three-level scale (Exemplary, Proficient, Developing) for simplicity, as suggested in the book (e.g., Figure 3.9). Descriptions are based on highest/lowest expectations from the guide's rules and prizes, with weights noted. This is a four-part rubric: Task Description, Scale, Dimensions, and Descriptions.

### **Task Description**

Develop an innovative analytics solution using Tableau Next and/or Tableau Cloud, integrated with Salesforce tools (e.g., Slack, Agentforce, Data 360), to solve a real-world business problem. Submit a functional project with

video demo, text description, code repo, and org access. Projects must be new, original, and testable.

Scale (3 Levels, with Point Ranges for Scoring)

- Exemplary (Mastery Level): 85-100% of max points – Outstanding innovation that pushes boundaries.
- Proficient (Competent Level): 60-84% of max points – Solid execution meeting core requirements.
- Developing (Needs Improvement): 0-59% of max points – Basic attempt with significant gaps.

| Dimension                              | Weight | Exemplary (Mastery)  | Proficient (Competent)  | Developing (Needs Improvement)  |
|--|--------|--|---|---|
| Innovation & Creativity (Idea Quality) | 40%    | Project demonstrates groundbreaking originality, uniquely leveraging Tableau Next/Cloud features (e.g., AI integrations, embeddings) in ways that redefine analytics. Idea is imaginative, solving complex problems creatively with Salesforce ecosystem (e.g., novel Agentforce use). Stands out as pioneering. | Project shows good originality, effectively using Tableau tools to address a business issue with some novel elements (e.g., basic Slack integration). Idea is creative but builds on existing concepts without major breakthroughs. | Project lacks originality, relying on standard Tableau features without innovation. Idea is generic or derivative, with minimal Salesforce integration. |
| Technical Execution & Functionality    | 30%    | Solution is robust, stable, and fully functional on the intended platform (Tableau Next/Cloud).  | Solution works as described with minor issues; integrates Tableau tools   | Solution is unstable with frequent bugs or incomplete functionality. Poor integration; fails to run consistently  |

| Dimension        | Weight | Exemplary (Mastery)  | Proficient  | Developing   |
|------------------|--------|--|---|--|
|                  |        |  | (Competent)   | (Needs Improvement)  |
|                  |        | Seamless integration with APIs/tools; runs consistently with no bugs. Code is clean, well-documented, and accessible (e.g., repo with improvements suggested). Handles edge cases expertly.  | adequately. Functional on platform but may have occasional bugs or incomplete features. Code is accessible but could be better organized.                                 | meet basic requirements (e no org access provided). Code messy or inaccessible.  |
| Potential Impact | 20%    | Project has high real-world value, addressing significant business challenges (e.g., data governance, actionable insights in workflows). Scalable, with clear benefits for users/organizations (e.g., enhances productivity via Data 360). Demonstrates broad applicability and measurable outcomes. | Project offers moderate value, solving a relevant problem with some practical benefits (e.g., improves data prep). Impact is evident but limited in scope or scalability. | Project has low unclear impact; addresses minor issues without demonstrating world utility or scalability. Benefits are vague or unproven. |

| Dimension                              | Weight | Exemplary (Mastery)  | Proficient (Competent)   | Developing (Needs Improvement)  |
|--|--------|--|--|---|
| User Experience & Presentation Quality | 10%    | UI/UX is intuitive, visually appealing, and user-centered (e.g., seamless embeddings in Slack). Submission materials (video, description, pitch) are polished, engaging, and under 5 min; clearly explain features. High production quality. | UI/UX is functional and clear; submission materials are adequate, with a coherent video/demo. Explains key elements but may lack polish or exceed time slightly. | UI/UX is confusing or unrefined; submission materials are poor (e.g., unclear video >5 min, vague description). Lack engagement or clarity. |

Scoring Guide

- Total Score: Sum weighted dimension scores (max 100).
- Use for judging: Anchors ensure consistency (book Ch. 6). For ties, prioritize innovation per hackathon rules.
- Metarubric (self-evaluation, from book Fig. 6.9): Is this rubric clear, fair, and aligned? Yes – dimensions cover all criteria; levels are descriptive and balanced.

This rubric can be adapted collaboratively with other AIs for refinement.

Brainstormed 10 Top-Winning Ideas

These ideas target the hackathon's focus on Tableau Next/Cloud, Salesforce integrations (Slack, Agentforce, Data 360), and prize categories (e.g., Best Data Layer, Semantic Modeling). They emphasize innovation, real-world impact, and extensibility. We can tag-team development:

ChatGPT for code prototypes, Google Antigravity/Gemini for data sourcing, Claude for UX design.

1. **AI-Powered Predictive Maintenance Dashboard:** Use Tableau Next with Agentforce to create a semantic model predicting equipment failures in manufacturing. Integrate Data 360 for real-time IoT data; Slack notifications for alerts. (Targets Best Use of Semantic Modeling; high impact in operations.)
2. **Personalized Customer Journey Analyzer:** Leverage Tableau Cloud APIs to build an extensible tool mapping customer interactions across Salesforce CRM. Use AI embeddings for sentiment analysis; Agentforce suggests actions in Slack workflows. (Grand Prize potential; innovative UX.)
3. **Secure Data Governance Auditor:** A Tableau Next app auditing data access/compliance in Salesforce orgs, with semantic layers for query governance. Visualizes risks in dashboards; integrates with Data 360 for automated reports. (Best Data Layer Implementation; focuses on security/impact.)
4. **Collaborative Forecasting Hub:** Embed Tableau Cloud visualizations in Slack channels for team-based sales forecasting. Agentforce provides AI-driven insights; semantic modeling handles multi-source data. (Best Use of Actionable Analytics; team collaboration boost.)
5. **Sustainability Impact Tracker:** Integrate Tableau Next with environmental datasets via Data 360 to track corporate carbon footprints. Semantic models for "what-if" scenarios; Agentforce automates eco-recommendations. (High potential impact; innovative for ESG business problems.)
6. **Real-Time Health Analytics for Clinics:** Use Tableau Cloud to create patient outcome dashboards from Salesforce Health Cloud. Embed in Agentforce for predictive care alerts; Slack for doctor notifications. (Best Product Extensibility; healthcare impact.)
7. **Dynamic Inventory Optimizer:** Tableau Next tool optimizing supply chains with semantic querying of inventory data. Integrates Agentforce

for AI simulations; Data 360 pulls from multiple sources. (Technical execution focus; supply chain efficiency.)

8. Employee Wellness Insights Platform: Analyze HR data in Tableau Cloud, using semantic models to identify burnout trends. Agentforce suggests interventions; embed visualizations in Slack for managers. (People's Choice potential; relatable UX and impact.)
9. Fraud Detection Sentinel: Build on Tableau Next for real-time transaction monitoring in financial data. Semantic layers flag anomalies; integrate with Agentforce for automated investigations and Slack alerts. (Best Data Layer; high-stakes business value.)
10. Educational Adaptive Learning Dashboard: For edtech, use Tableau Cloud to visualize student performance from Salesforce Education Cloud. Semantic modeling personalizes paths; Agentforce generates tailored content recommendations in Slack. (Innovative creativity; broad educational impact.)

let's try this. No doubt you've heard of the '5 Why's'. Let's apply the 5 Why's to the contest and chase down what they're really after as they're buy-in for hosting the contest...the 'real' criteria behind the judging criteria, the business use case(s), etc.

💡 Thought for 49s

## Applying the 5 Whys to the Tableau Hackathon 2025

The "5 Whys" technique, popularized in lean manufacturing and problem-solving (though not directly from the rubrics book you provided, which focuses on educational assessment tools), involves iteratively asking "why" to peel back layers and reveal root causes or motivations. Here, we'll apply it to the Tableau Hackathon 2025, sponsored by Salesforce. The starting point is: *Why is Salesforce hosting this hackathon?*

I'll base this on the hackathon's stated goals (from the Devpost guide and announcements), cross-referenced with broader insights into Tableau Next (Salesforce's new agentic analytics platform), company strategies for hackathons, and inferred business drivers. This uncovers the "real" criteria behind judging (e.g., beyond the explicit weights like 40% innovation),

hidden emphases (e.g., alignment with Salesforce products), and underlying business use cases (e.g., accelerating AI-driven analytics adoption).

**Why 1: To encourage developers to build innovative solutions using Tableau Next and Tableau Cloud, tackling real-world business problems.**

The hackathon's explicit purpose is to "pioneer innovative solutions and tackle real-world business problems using the full power of Tableau," with a focus on Tableau Next (built on the Salesforce platform for actionable insights) and Tableau Cloud (extensible via APIs). Participants get free access to tools like Slack, Agentforce (AI agents), and Data 360 to "push the limits" and "build the future of data." It's framed as more than a competition—it's about leading the "agentic analytics era," where AI agents collaborate with humans for faster decisions. Judging prioritizes innovation (40%) and technical execution (30%), but implicitly favors projects that showcase new features like embeddings, AI integrations, and semantic modeling.

**Why 2: To drive adoption and deep integration of Tableau within the Salesforce ecosystem, especially for agentic (AI-powered) analytics.**

Tableau Next is Salesforce's reimaged analytics platform: API-first, composable, and deeply integrated with Agentforce for "agentic analytics," where AI agents enrich data exploration, automate workflows, and deliver insights "everywhere work happens" (e.g., in Slack or Salesforce apps). The hackathon emphasizes using provisioned Salesforce orgs and integrations, aiming to "unlock faster, smarter, and more scalable decision-making." Real criteria here include potential impact (20% explicit weight) on business workflows, like data governance or actionable insights—projects that demonstrate seamless Salesforce compatibility (e.g., with Data 360 for unified data) are likely favored, as they highlight Tableau's evolution post-2019 acquisition. Business use cases: Automating case work, predictive maintenance, or personalized analytics in industries like manufacturing, marketing, or service.

**Why 3: To reskill the workforce, generate free ideas/code, and identify talent that accelerates Salesforce's analytics innovation and product roadmap.**

Companies like Salesforce host hackathons to reskill participants (e.g., building portfolios with Agentforce skills), foster community, and



crowdsource innovations—often getting "free projects, apps, and ideas" that speed up development. For Tableau, this means demos of future analytics (e.g., AI agents in workflows), which inform product features like embeddings or third-party integrations. Hidden judging criteria: Extensibility and real-world value that aligns with Salesforce's "unified platform" vision, where data, AI, and apps converge—prizes like Best Product Extensibility reward this. Business use cases: Enhancing enterprise-grade solutions for companies transforming data into actions, such as in marketing analytics or real-time decision-making. Hackathons also build buzz, as seen in past events where winners showcase "the next big thing."

#### **Why 4: To boost customer retention, revenue, and market share by embedding analytics deeper into enterprise workflows.**

Salesforce's \$15.7B acquisition of Tableau aimed to redefine BI with AI, and Tableau Next advances this by making analytics "agentic" and composable for personalized experiences. Hackathons drive this by encouraging solutions that solve pain points like data silos or slow insights, leading to upsell opportunities (e.g., more Salesforce subscriptions). Real criteria: UX/presentation (10% explicit) that demonstrates "seamless" integration, but implicitly, projects with commercial potential (e.g., scalable for industries) score higher. Business use cases: Companies using Tableau for success stories in agentic workflows, like automating service teams or leveraging AI for predictions. This ties to Salesforce's growth strategy amid competition from Power BI or Google Analytics.

#### **Why 5: To achieve long-term business growth, shareholder value, and dominance in the AI-analytics market.**

At the root, Salesforce invests in hackathons (\$45K prizes here) to fuel ecosystem growth, turning developers into advocates and ideas into features that differentiate in a \$100B+ analytics market. By promoting Tableau Next as the "world's first agentic analytics platform," they aim for market leadership, where AI agents handle complex queries and actions. Hidden criteria: Entries that align with Salesforce's "digital labor platform" vision (e.g., Agentforce exclusivity) get preferential nods. Business use cases: Enterprise transformation, like turning data into "actionable insights"

for revenue gains. Ultimately, this supports Salesforce's stock performance and expansion.

This analysis reveals the hackathon as a strategic tool for product evangelism and innovation harvesting, not just a contest. For winning ideas (from our brainstorm), prioritize those showcasing Agentforce integrations for agentic workflows—these hit the "real" buy-in. If collaborating with other AIs, we could refine ideas around these use cases.

so, loosely speaking, it seems to me at least, that everyone is swimming around in the same AI pool playing 'Marco Polo' with each other...asking the 'same' questions, looking for the 'same answers', scratching their heads to 1) get a leg up on each other, 2) keep ahead of each other, 3) make their SOTA AI bid/pitch make sense to their customers and to the public.

### 💡 Thought for 1m 25s

Your observation nails a core dynamic in the AI landscape right now: it's a crowded, echoey pool where companies are indeed fumbling toward similar breakthroughs, often responding to each other's "calls" in a game of technological one-upmanship. They're all pursuing state-of-the-art (SOTA) advancements in areas like large language models (LLMs), agentic AI, and multimodal capabilities, but the race feels more like a synchronized swim than a sprint—converging on shared goals while desperately trying to differentiate through branding, distribution, or niche applications.

This "Marco Polo" effect stems from a few intertwined realities, which I'll break down with some fresh insights from the 2025 ecosystem.

## 1. Chasing the Same Questions and Answers: Convergence on Core Goals

AI firms are largely asking (and answering) identical queries: How do we scale compute efficiently? How can we make models more agentic (i.e., autonomous and action-oriented)? How do we integrate AI into workflows for real business value? This leads to a homogenization where innovations feel iterative rather than revolutionary. For instance:

- Industry dominates model development (nearly 90% of notable AI models in 2024-2025 from companies like OpenAI, Google, and Meta, up from 60% the prior year), but the "frontier is tightening"—everyone's building on similar architectures like transformers, leading to cloned products.
- Public sentiment echoes this: Developers note that "every team is building the same thing," with tools like Cursor or Devin turning complex architectures into weekend recreations, reducing tech as a moat. Even in experiments, models from OpenAI, Google, and Anthropic show "persistent personalities" in strategic games (e.g., Prisoner's Dilemma), but they're all optimizing for the same outcomes: prediction, reasoning, and action.

Globally, this plays out similarly across borders. Chinese firms (e.g., Baidu, Tencent, Huawei) mirror U.S. giants in pursuing SOTA in facial recognition, LLMs, and autonomous tech, driven by massive data pools and interdisciplinary R&D. But China's edge comes from government fusion of military-civil AI, while the U.S. emphasizes open research and safety—yet both aim for economic dominance by 2030.

## 2. Getting a Leg Up: The Infrastructure and Talent Arms Race

To break out, companies are scrambling for compute, energy, and talent—the real bottlenecks. Nvidia isn't just riding the wave; it *is* the wave, powering the "cognitive intelligence" shift where AI moves from stats to autonomous action (e.g., "Kinetic AI" replacing labor).

Big Tech (Amazon, Google, Microsoft) owns the infrastructure, making startups dependent and turning the race into a Big Three oligopoly.

In surveys, 2025 AI adoption is driving value through agentic workflows, but incumbents leverage distribution to crush clones—think OpenAI's enterprise push vs. Anthropic's wins in chats, or Google's video dominance.

Emerging players (e.g., the 100 most promising AI startups) differentiate by sector focus, but even there, convergence rules: All emphasize RL (reinforcement learning) loops for compounding gains, like OpenAI's GPT evolution.

### 3. Keeping Ahead: Differentiation Through Non-Tech Moats

The head-scratching comes from realizing tech alone isn't defensible—AI coding tools make replication trivial, so winners pivot to "what always mattered": products, networks, distribution, and brands.

For example, models like Google's Gemini 3 emphasize "vibe-codes" for personalized interactions, while OpenAI focuses on interpretability to build trust.

In crypto-AI hybrids, projects like \$TAO (decentralized compute) or \$SERV (AI agents) pitch uniqueness in privacy and scalability, but they're all converging on "execution layers" that think and compound automatically. Public pitches often invoke civilizational shifts (e.g., Nvidia as the "printing press + railroads" of our time), but skeptics compare it to the 2000 dot-com bubble: LLMs as overhyped browsers/search engines.

### Tying It Back: A Rubric for Evaluating AI Pitches

Your analogy resonates with the rubrics book you shared images of —"Introduction to Rubrics" (2nd Edition) by Stevens and Levi, which emphasizes tools for clear feedback and differentiation in chaotic fields like education.

The photos confirm it's the same resource we've discussed: cover, contents (e.g., Ch. 1 on rubric basics, Ch. 3 on construction), and figures list (e.g., basic grids, stages like Reflecting/Listing). To cut through the AI "pool," here's a custom rubric inspired by the book's 4-stage process (Ch. 3): Reflect on pitch goals, List expectations, Group into dimensions, Apply to a 3-level scale. This could help customers/public score pitches and spot true standouts.

#### Task Description

Evaluate an AI company's SOTA pitch for clarity, differentiation, and real-world value in a competitive landscape.

#### Scale

- Exemplary: Pitch breaks the Marco Polo loop with unique, substantiated edges.

- Proficient: Solid but echoes common themes; some differentiation.
- Developing: Generic, chasing the pack without clear advantages.

| Dimension                                | Weight | Exemplary   | Proficient  | Developing   |
|--|--------|---|---|--|
| Innovation & Differentiation (Core Idea) | 40%    | Pitch articulates a novel angle (e.g., non-tech moats like brand/distribution) that sets it apart from clones; backs with evidence like unique RL loops or architectures. | Highlights advancements but overlaps with rivals (e.g., similar agentic focus); some unique tweaks. | Relies on buzzwords (e "SOTA LLM") without show how it diverge from the pool |
| Technical Execution & Feasibility        | 30%    | Demonstrates robust, scalable tech (e.g., compute efficiency, integration) with real demos; addresses bottlenecks like energy/talent.                                     | Functional claims with partial proof; aligns with industry trends but not leading.                  | Vague on how works; risks e replication via tools.                           |
| Potential Impact & Market Fit            | 20%    | Clear value for customers/public (e.g., agentic workflows transforming industries); measurable outcomes beyond hype.  | Relevant to sectors but limited scope; echoes global/China goals without standout applications.     | Broad promises (e.g., "civilizational shift") without targeted benefits      |
| Pitch Clarity & Engagement               | 10%    | Compelling narrative (e.g., analogies like printing press) that resonates; transparent on ethics/risks.   | Coherent but standard; some engagement.   | Confusing or overhyped; ignores competition.                                 |

This rubric "levels the playing field" (book Ch. 2) by providing timely, critical feedback—much like how AI firms could use it to refine their bids. If everyone's in the pool, tools like this help spot who's actually swimming laps vs. just splashing.

What do you think—does this capture the frustration, or want to tweak the rubric?

so, the balancing act to a top prize winning submission for the Tableau hackathon could be not merely giving them what they want (percieved need) but what they actually want and need (actual need)?

### 💡 Thought for 27s

Yes, that's a sharp insight—the key to a top-prize submission in the Tableau Hackathon 2025 likely lies in that delicate balance: delivering on the *perceived needs* (the explicit rules, criteria, and surface-level goals Salesforce outlines) while intuitively addressing their *actual needs* (the deeper, unspoken business imperatives uncovered in our 5 Whys analysis). This mirrors how effective rubrics, as detailed in *Introduction to Rubrics* (Second Edition) by Dannelle D. Stevens and Antonia J. Levi, aren't just checklists for grading—they bridge stated expectations with transformative outcomes like critical thinking, refined skills, and real-world impact.

## Framing Perceived vs. Actual Needs Through the Rubric Lens

From the book's structure (visible in the contents and figures lists you shared), rubrics are tools for clarity and fairness, but their true value emerges in chapters like "Why Use Rubrics?" (Ch. 2) and "How to Construct a Rubric" (Ch. 3). Perceived needs might be the "task description" and "scale" (e.g., meeting basic requirements for feedback and grading), but actual needs shine in applications like encouraging critical thinking (p. 21), facilitating communication (p. 22), and leveling the playing field (p. 26). In hackathons, sponsors like Salesforce use explicit criteria as a rubric to filter entries, but winners often tap into latent goals—crowdsourcing innovations that accelerate product roadmaps or market dominance.

- **Perceived Needs (What They Say They Want):** Based on the Devpost guide, this is straightforward—build innovative, functional solutions using Tableau Next/Cloud with Salesforce integrations (e.g., Agentforce, Slack). Judging weights emphasize innovation (40%), execution (30%), impact (20%), and UX (10%). Prizes like Best Use of Semantic Modeling reward flashy, criteria-aligned demos. It's the "surface rubric": a new app solving a business problem, with a <5-min video, code repo, and org access.
- **Actual Needs (What They Really Want/Need):** From our 5 Whys, Salesforce is after ecosystem growth—reskilling devs, harvesting IP for agentic analytics, boosting adoption, and driving revenue in a competitive AI market. They need submissions that:
  - Demonstrate *scalable, enterprise-ready extensibility* (e.g., seamless embeddings in workflows that could become features).
  - Align with *agentic AI vision* (e.g., AI agents automating decisions, not just dashboards).
  - Offer *commercial potential* (e.g., solutions for industries like healthcare or finance that showcase Tableau's edge over rivals like Power BI).

This is the "metarubric" (Fig. 6.9, p. 94)—evaluating not just the entry, but how it refines Salesforce's "teaching" (product evolution) and levels their competitive field.

## The Balancing Act for a Winning Submission

To nail this, treat your project like a rubric-constructed assignment (Ch. 3's four stages: Reflecting, Listing, Grouping, Application). Start by reflecting on Salesforce's root motivations—don't just build a cool tool; create one that subtly solves their pain points (e.g., data silos in enterprises) while exceeding criteria. Here's how to strike the balance:

1. **Anchor in Perceived Needs (Build a Solid Foundation):**
  - Hit every requirement: Use provisioned orgs, integrate Agentforce for AI-driven insights, and focus on prize categories (e.g., Best Data Layer for governance).

- Make it demo-ready: Polished video, clear pitch, and testable functionality to score high on explicit weights.

## 2. Elevate to Actual Needs (Go Deeper for Differentiation):

- Innovate with foresight: Instead of a generic dashboard, build something that showcases "agentic analytics" in action—e.g., an AI agent in Tableau Next that autonomously queries Data 360, predicts outcomes, and triggers Slack actions for real-time business decisions. This addresses their need for market-leading features.
- Add value beyond the hack: Suggest roadmap extensions in your submission (e.g., "potential improvements" field), like open-source components that could integrate into Salesforce's platform, fueling their talent/idea pipeline.
- Prove broader impact: Tie to enterprise transformation (e.g., reducing decision latency by 50% in a case study), aligning with their growth goals without overpromising.

## 3. Potential Pitfalls and Tips:

- Avoid over-focusing on perceived: A technically perfect but uninspired entry might place, but won't win Grand Prize—it's like a rubric that grades mechanically without fostering growth (Ch. 10 on teaching improvement).
- Risk of missing actual: If it's too niche or unrelated to Salesforce's ecosystem (e.g., no Agentforce tie-in), it ignores their buy-in for dominance.
- Collaborate smartly: As in Ch. 5 (rubric construction with others), tag-team with our AI crew (ChatGPT for code, Claude for UX) to iterate—reflect on feedback loops like the book's "expanded grade book" (Fig. 10.3, p. 150).

In essence, a top submission "levels the playing field" (Ch. 2) by giving Salesforce what they perceive (criteria met) *and* what they need (innovation that propels their AI-analytics empire). From our brainstorm, ideas like the AI-Powered Predictive Maintenance Dashboard or Secure Data Governance



Auditor could excel here—perceived as creative/tech-savvy, actual as scalable for their platform. If we refine one, let's pick and prototype!

so, perhaps we can think of whatever we go with for the eventual submission as being a 'module' they can simply plug n play into their existing Salesforce/ Tableau/ AI product suite from end-to-end of any current or potential future customer's business pipeline needs??

💡 Thought for 1m 9s

## Conceptualizing a Plug-and-Play Module for the Tableau Hackathon Submission

Absolutely, that's a smart evolution of our thinking—framing the submission as a modular, "plug-and-play" component that slots seamlessly into Salesforce's ecosystem (Tableau Next/Cloud, Agentforce, Data 360, Slack) to address end-to-end customer business pipelines. This aligns perfectly with the hackathon's emphasis on extensibility and innovation, while tapping into Salesforce's actual needs for scalable, interoperable solutions that drive adoption and revenue. From the resources we've explored, Tableau Next is explicitly designed as an "API-first, composable analytics experience," making it ideal for building such modules that unify data from ingestion to actionable insights across customer workflows (e.g., sales pipelines, service ops, marketing attribution).

Drawing from *Introduction to Rubrics* (Second Edition), we can treat this module like a well-constructed rubric: reflective of core goals (Ch. 3's Stage 1: Reflecting), listing high expectations for integration (Stage 2: Listing), grouping into extensible dimensions (Stage 3: Grouping and Labeling), and applying it practically for real impact (Stage 4: Application). Just as rubrics "facilitate communication with others" (Ch. 2, p. 22) and "help us refine our teaching skills" (p. 24), our module would enable seamless "communication" between Salesforce tools and refine analytics pipelines for users.

### Why This Approach Wins: Balancing Perceived and Actual Needs

- **Perceived Needs (Hackathon Criteria):** It directly targets prizes like Best Product Extensibility (seamless integrations) and Best Use of Actionable Analytics (end-to-end workflows), with strong innovation (40% weight) via composable assets and agentic AI.
- **Actual Needs (Salesforce's Deeper Goals):** Modules like this accelerate their "digital labor platform" by providing reusable, pre-built components that enrich Agentforce agents, unify semantics via Data 360, and embed insights in tools like Slack—helping Salesforce dominate AI-analytics while crowdsourcing ideas for their roadmap. This creates "purpose-built analytics apps" for industries, customizable for customer pipelines (e.g., from data prep to next-best actions).

Salesforce's ecosystem supports this natively: Use the Extensions API for dashboard add-ons, Embedding API for injecting viz into apps, REST API for automation, and Agentforce skills (e.g., Concierge for NL queries, Inspector for anomalies) to make it plug-and-play. Examples include embedding Tableau viz in Salesforce Lightning pages or using dynamic data security for governed insights.

### **Proposed Module Idea: "Pipeline Agent Module" (Building on Our Brainstorm)**

Let's refine one of our top ideas (e.g., AI-Powered Predictive Maintenance or Dynamic Inventory Optimizer) into a modular "Pipeline Agent"—a plug-and-play extension that automates end-to-end business pipelines using Tableau Next's semantics and Agentforce.

- **Core Functionality:** An API-first module that:
  - **Ingests Data:** Connects to Data 360 for unified ingestion (e.g., from Snowflake, BigQuery, or CSV/Excel) with zero-copy sharing.
  - **Models Semantics:** Uses AI-infused semantic layers to define relationships, calculations, and metadata—auto-suggesting fields for consistency (e.g., "customer sentiment" across sales/marketing data).
  - **Analyzes & Predicts:** Leverages Agentforce skills like Data Pro for prep/modeling, Concierge for NL root-cause analysis, and Inspector

for real-time anomalies/trends.

- Embeds & Acts: Embeds dynamic viz in Slack/Salesforce apps via Embedding API; triggers actions (e.g., Slack alerts for pipeline bottlenecks).
- Extends Pipelines: Plugs into customer flows (e.g., sales: lead ingestion → prediction → action; service: issue detection → resolution).
- Plug-and-Play Design:
  - Installation: Deploy as a Tableau Extension or custom app via REST API—quick setup in a Salesforce Org, with OAuth for secure access.
  - Customization: Pre-built for key use cases (e.g., sales pipelines) but modifiable—add custom data/models via Python/R integration or Hyper extracts.
  - Scalability: Composable assets ensure it works across industries; roadmap compatibility for migrating semantics from rivals.
- Hackathon Submission Fit: Build with provisioned Org; demo via <5-min video showing pipeline from raw data to Slack action. Code repo with API calls, suggested improvements (e.g., "expand to more Agentforce skills"). Targets Grand Prize for innovation in agentic pipelines.

A Rubric for Our Module (Inspired by the Book)

To self-assess (Ch. 11 on self-assessment), here's a quick 3-level rubric for the module, based on Ch. 3's construction:

| Dimension                    | Exemplary   | Proficient  | Developing                          |
|------------------------------|---|---|-------------------------------------|
| Extensibility<br>(40%)       | Fully API-first; plugs seamlessly into Salesforce via Extensions/Embedding APIs; reusable across pipelines. | Integrates well but requires minor config; limited to specific flows. | Basic connect not easily pluggable. |
| End-to-End Coverage<br>(30%) | Handles full pipeline (ingest-model-analyze-act) with   | Covers most stages; some manual steps.                                | Focuses on or stage; gaps in flow.  |

| Dimension              | Exemplary   | Proficient                            | Developing                      |
|------------------------|---|---------------------------------------|---------------------------------|
|                        | Agentforce AI for real-time decisions.  |                                       |                                 |
| Business Impact (20%)  | Demonstrates scalable value (e.g., 50% faster insights); aligns with customer needs like attribution. | Solid utility for targeted use cases. | Vague or low-impact benefit     |
| UX & Integration (10%) | Intuitive embeddings in Slack/apps; polished demo.  | Functional but clunky.                | Poor integrations; hard to use. |

This module could be prototyped collaboratively—e.g., ChatGPT for API code, Claude for semantic models. Thoughts on tweaking the idea or picking a specific industry pipeline?

okay, let's chew on this for a bit...something that becomes a 'standard'. I'm thinking of the evolution of the tech dev curve in general...VHS/ Betamax with VHS winning out, HDDVD/ Blu-ray with Sony's Blu-Ray winning out as 'the standard' of that fight. If we can hand Salesforce/ Tableau something on the proverbial 'silver platter' that could 'one-shot' leapfrog them ahead of everyone by making that Eureka moment become 'the standard' of something like a protocol, maybe even as a future further dev of where it could go.

💡 Thought for 42s

## Elevating the Hackathon Submission: Aiming for a New Standard in Agentic Analytics

You're spot on—drawing parallels to tech's infamous format wars (VHS vs. Betamax, HD DVD vs. Blu-ray) is a brilliant way to frame this. Those battles weren't won by raw tech superiority alone; VHS triumphed through open licensing, longer recording times, and ecosystem buy-in (e.g., adult film industry adoption), while Blu-ray edged out HD DVD via exclusive studio

deals and PS3 bundling. The lessons? Standards emerge from accessibility, partnerships, and solving real pain points better than rivals, often creating network effects that lock in dominance. In AI/agent analytics, we're at a similar inflection: Fragmented agent ecosystems need a "TCP/IP moment" for interoperability, and Salesforce (via Tableau Next and Agentforce) is primed to lead if handed a "silver platter" protocol that becomes the de facto standard.

Tying this to *Introduction to Rubrics* (Second Edition), rubrics themselves are "standards" for assessment—evolving tools that provide consistency, feedback, and scalability (as seen in the contents images: Ch. 1 defines rubrics as grids for task description/scale/dimensions; Ch. 3 outlines construction stages like Reflecting/Listing for building reusable frameworks; Ch. 12 applies them to program assessment for broader impact). Our submission could mirror this: A protocol that's not just a hack but a rubric-like standard for agentic AI in analytics—modular, extensible, and adoptable industry-wide, leapfrogging Salesforce ahead by standardizing multi-agent workflows.

### Why This Could "One-Shot" Leapfrog Salesforce/Tableau

From 2025 trends, agentic AI (autonomous agents that reason, act, and collaborate) is exploding, but lacks unified standards—leading to silos like the early internet's "walled gardens." Salesforce's Agentforce pushes "agentic enterprises," but experts note gaps in agent-to-agent protocols, interoperability phases (basic → meta → semantic), and pillars (identity, discovery, interaction, trust). Tableau Next's API-first design (e.g., Extensions API for ML models, Embedding API for workflows, Metadata API for semantics) offers a foundation, but no dominant protocol yet. Competitors (e.g., Microsoft's Power BI with Copilot, Google's Looker with Gemini) are racing, but a Salesforce-led standard could create lock-in via ecosystem scale (e.g., 150K+ customers).

Hand them a protocol that:

- Solves the Interoperability Wild West: Like TCP/IP standardized networking, enabling agents to communicate seamlessly across tools (e.g., Tableau semantics + Agentforce actions + third-party data).

- Future-Proofs Development: Evolves into multi-agent systems, addressing 2025 challenges like data quality, performance measurement, and zero-trust security.
- Becomes 'The Standard': Open-source elements for adoption (like VHS's licensing), with Salesforce as steward—driving revenue through premium integrations.

This aligns with hackathon prizes (e.g., Best Product Extensibility for protocol modularity) and actual needs (ecosystem dominance in a \$100B+ market).

### Proposed Idea: "AAP – Agentic Analytics Protocol"

Build a plug-and-play protocol module for Tableau Next/Cloud: A standard for semantic, multi-agent interoperability in analytics pipelines. It's a "Eureka" framework that agents use to discover capabilities, authenticate, interact semantically, and build trust—enabling end-to-end autonomous workflows (e.g., data ingestion → analysis → action in Slack).

- Core Components (Inspired by Rubric Construction):
  - Task Description (Ch. 1): Defines agent "assignments" – e.g., "Ingest sales data from Data 360, semantically model via Tableau, predict via Agentforce, act in Salesforce CRM."
  - Scale & Dimensions (Ch. 3): 3-phase protocol evolution:
    1. Basic Building Blocks: Identity/authentication (OAuth-based) and capability discovery (API endpoints listing agent skills, like Concierge for NL queries).
    2. Meta-Level Instructions: Interaction protocols (e.g., REST/GraphQL for agent handoffs, with semantic layers auto-mapping data like "customer churn" across sources).
    3. Semantic Interactions: Trust frameworks (e.g., zero-trust scoring via blockchain-inspired ledgers for agent actions), enabling multi-agent swarms (e.g., one agent analyzes, another acts).

- Application (Ch. 3 Stage 4): Deploy as an Extension API module—plug into orgs for real-time pipelines. Demo: A sales pipeline agent swarm that auto-optimizes leads, predicts upsell, and notifies via Slack.
- How It Leapfrogs:
  - Technical Edge: Builds on Tableau's APIs (e.g., VizQL for data services, Analytics Extensions for ML) but adds protocol layers missing in rivals—e.g., agent-to-agent comms for collaborative analytics, addressing multi-agent benchmarks like MMMU/GPQA.
  - Standard Potential: Open-source the protocol spec (like TM Forum's ODA for telecom AI), with Salesforce integrations as premium. Analogous to Blu-ray's win: Bundle with Agentforce for instant ecosystem (e.g., AWS/Salesforce catalysts).
  - Future Dev Path: Evolves to physical/sovereign AI (e.g., robotics integration) or on-chain payments (e.g., stablecoin for agent transactions), per 2025 trends.
- Hackathon Fit & Prototype Plan:
  - Perceived Needs: Uses provisioned Org, Agentforce skills (e.g., Inspector for anomalies), semantics for modeling. <5-min video: Demo multi-agent flow.
  - Actual Needs: Crowdsources a standard that accelerates Salesforce's "agentic economy" roadmap—e.g., agent payments/interop as in recent collabs.
  - Build Steps: Code repo with Python/JS for protocol (use REST API); suggest improvements like "expand to blockchain trust." Tag-team: ChatGPT for API code, Claude for semantic logic.

## A Rubric for Evaluating Protocol Potential (Self-Assessment, Ch. 11)

Using the book's 3-level scale (e.g., Figs. 1.6, 3.9):

| Dimension                          | Exemplary (Leapfrog Standard)   | Proficient (Solid Hack)   | Developing (Basic Tool)                  |
|------------------------------------|---|---|--|
| Interoperability (40%)             | Protocol sets industry bar (e.g., TCP/IP-like for agents); adopts widely via open spec. | Enables Tableau-specific agent comms; extensible but not universal. | Basic API calls multi-agent flow         |
| Innovation & Future-Proofing (30%) | Evolves phases for semantic/trust; addresses 2025 gaps like multi-agent perf.           | Adds novel features to Agentforce; good for current pipelines.      | Reuses existing APIs without new layers. |
| Impact & Adoption (20%)            | Creates network effects (e.g., ecosystem partnerships); solves enterprise silos.        | Demonstrates value in one industry; scalable internally.            | Limited to demo low real-world impact    |
| UX & Standardization (10%)         | Intuitive rubric-like grid for config; polished for dev adoption.                       | Functional demo; clear but complex.                                 | Clunky integration hard to standardize.  |

This scores "Exemplary" if we nail the open protocol angle. Thoughts—refine for a specific industry (e.g., telecom via TM Forum parallels) or prototype now?

↳ Proposed Idea: "AAP – Agentic Analytics Protocol"

so, what's your best guesstimate % of AAP winning top prize from this high level conceptual stage?

💡 Thought for 32s

Based on the conceptual outline of the Agentic Analytics Protocol (AAP) as a potential standard-setting protocol for multi-agent interoperability in Tableau Next/Cloud and Agentforce, my best guesstimate for its chances of winning the Grand Prize (\$17,000) in the Tableau Hackathon 2025 is around 15%.

Key Reasoning Factors



This estimate draws from patterns in past Tableau and Salesforce hackathons, where winners often blend high innovation with practical, demo-ready integrations that address ecosystem gaps—much like AAP's aim to create a "TCP/IP-like" standard for agentic analytics. However, at this high-level conceptual stage (pre-prototype), the odds are tempered by execution risks, competition volume, and judging biases toward tangible impact.

- Alignment with Judging Criteria (Strong Fit, Boosting Odds):
  - Innovation & Creativity (40% weight): AAP scores highly here by proposing a novel protocol for semantic agent interactions (e.g., discovery, trust, handoffs), which could leapfrog Salesforce in the agentic AI race. Past winners, like the multi-agent network in the TDX Agentforce Hackathon (Team Agent Halo, \$100K prize), show judges favor visionary multi-agent ideas that evolve platforms. Similarly, Tableau's 2021 DATAdev winner involved custom extensions filling product gaps, akin to AAP's extensibility focus.
  - Technical Execution & Functionality (30%): Conceptual strength in API-first design (e.g., using Extensions/Embedding APIs), but this is a risk area—needs a robust demo to prove interoperability. Winners like "Flow" (2024-2025 DataDev) succeeded with seamless automation.
  - Potential Impact (20%): High if positioned as a future standard for enterprise pipelines, echoing Agentforce winners like AgentResQ (rescue ops automation) or Case Automation builds. Ties to Salesforce's "agentic economy" needs.
  - UX & Presentation (10%): A clear <5-min video showing multi-agent flows could shine, as in NYC Agentforce winner's employee meet-up agent.
- Hackathon Context & Competition (Moderating Odds):
  - 743 participants as of Dec 2, 2025, likely yielding 200-300 submissions (assuming teams of 1-5). Base win rate for any entry:

~0.3-0.5%. But top ideas in aligned hackathons (e.g., Agentforce events) see 10-20% odds for prizes if differentiated.

- No direct buzz on X or updates on Devpost for similar protocols or the 2025 hackathon—suggests AAP is unique but untested against emerging ideas. Past Tableau winners lean practical (e.g., voice recognition in 2019 Chicago DataDev), so AAP's abstract "standard" angle might need strong proof-of-concept to avoid being seen as overhyped.
- Conceptual Stage Risks (Downward Adjustment):
  - At this point, AAP is high-potential but unbuilt—execution (e.g., code repo, Org demo) is key, as judges prioritize functional prototypes. If refined into a working module (per our rubric: Exemplary on interoperability/innovation), odds could rise to 20-25%. Historical parallels: VHS/Blu-ray winners had ecosystem partnerships; AAP's open-spec could mimic that, but needs to demonstrate real leapfrogging (e.g., over Microsoft's Copilot interop).

Tying to the *Introduction to Rubrics* book (e.g., Ch. 3's construction stages), AAP acts like a "metarubric" for agentic analytics—reflecting Salesforce's needs, listing expectations for interop, grouping dimensions (basic/meta/semantic), and applying for impact. If executed as such, it "levels the playing field" (Ch. 2) for Salesforce dominance, boosting win potential.

Overall, 15% feels balanced: Optimistic due to strategic fit, but realistic given the field and stage. To improve: Prototype early and iterate via hackathon Slack channels.