Objective: Present an overview of Tableau, a Data Visualization tool that was recently demonstrated at Sentry Insurance. Attended essentially a sales demo by Tableau, with a few internal implementations.

1. Background. Dashboards I've had to construct with a static source. Monthly reports as a data source, with an Excel spreadsheet that limits scope to drill down, due to heavy pre-determined measures, all stored in the Dashboard itself (72 counties = limited measures all loaded in the object itself). Serves a purpose, but other solutions exists as the data source moves to a non-relational database; a datamart with OLAP cubes that allow the pre-determined measures Facts and Dimensions. Pull what is needed, as the visualization requests it, would allow us to see things that might not otherwise be comparable.

Obvious limitations, can only see each historical static dashboard, hard to compare year over year performance, unless specific to that db objective, etc... Also what is a good measure? It might be relative to the per capita of a segment, like county size. These serve a particular need, performance at a glance between state county agencies, relative to a State or Federal measure needing to be met or exceeded.

Xcelsius as was used at DCF, was constrained by a need to get numbers out there, prior to the datamart being built. It will be interesting to see these dashboards evolve to allow drill/comparison.

i.e. ) Facts - some Claim Loss paid amount or count for a Dimension, say timeperiod, Oct 2015) this is pre-established during the building of the OLAP cube, along with other known Dimensions to be tapped.

2. Some common themes between where I've been, DCF dashboard just-in time development, and where Tableau can go with exploratory, or dashboards out of blended sources, cubes in house datamart, and external data sources like HDLI, comparisons can be drawn. Similar themes exist:

Left to right scan.

Familiar navigation, color indicators, etc. Green line is good, Red line is bad - exceed or meet goals.

Including either a standard target, or a desired direction, allow compare to Statewide, etc. Some relativity.

Art of balance, not too much info in any one page, but enough to make the user want to dive deeper, or have that capability if another angle is desired. Rates along with counts give additional indications like per-Capita.

3. Objective of visual should be kept in focus:

Emotion can be a goal - placing blood red, downward swoops, in place of vertical charts.

Exploratory can be an objective. No real measure/goal. Use of sliders and filters can be illuminating.

Performance Scorecard can be an objective. Careful, per Capita can give a different result.

Storyline or points of in time might be an objective. How long to a goal, how meaningful was a location, etc. Migration patterns, food sources, etc might best be displayed this way.

Tableau seems to allow variety in the objective, blending of the datasources, and public presence, and sharing of best Viz practices with Tableau Public.

Let's look at some examples, limited by the value of everyone's time, and the availability publicly, explore on your own if so inclined. You give me a topic, we'll see what comes up!

Links:

DCF WI:

<http://dcf.wisconsin.gov/cwreview/dashboards/default.htm>

DCF FL:

http://dcfdashboard.dcf.state.fl.us/

http://dcfdashboard.dcf.state.fl.us/index.cfm?page=view\_trend\_pbb&mcode=M0215

Tableau Public:

https://public.tableau.com/s/gallery/grunt-o-meter

Single graph showing multiple findings - large grunts = 2 different significant outcomes!