

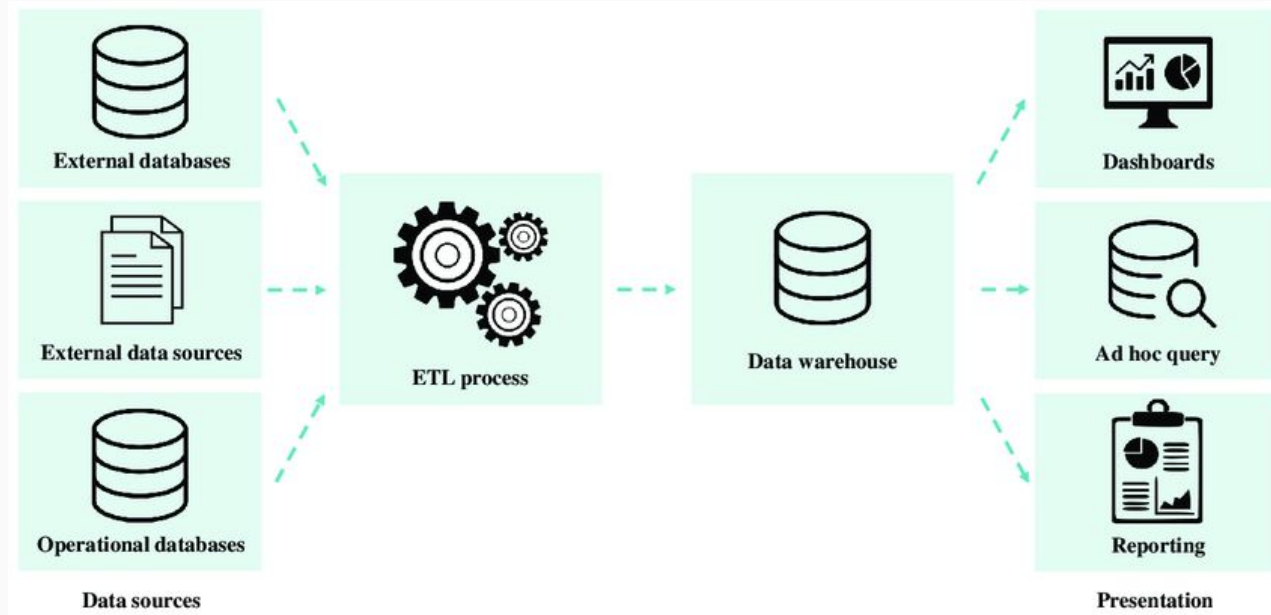
# Tableau BI

Changing the way you think about data!

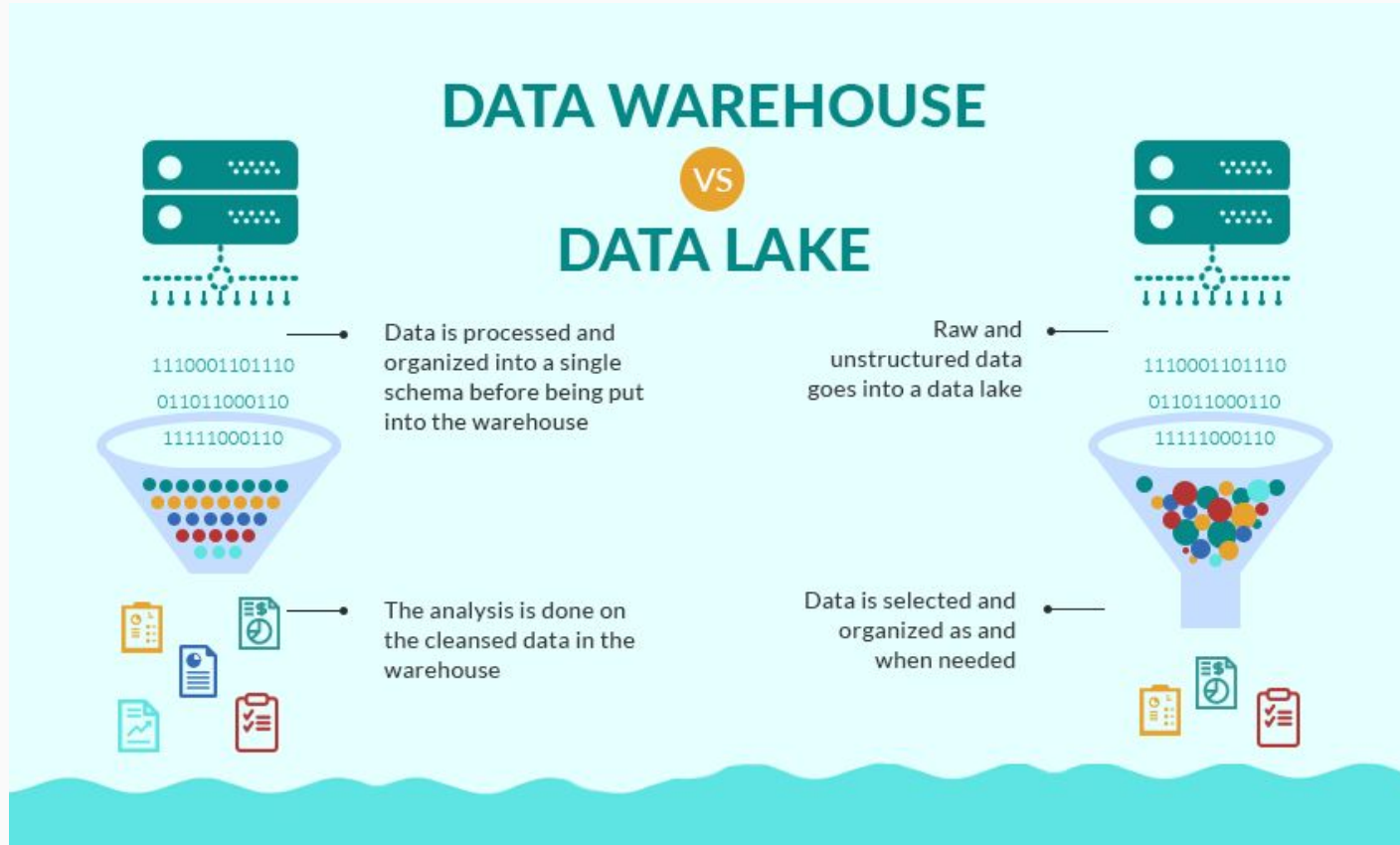
# Agenda:

1. Business Intelligence Scope
2. Self-Service Business Intelligence (modern BI)
3. Clash of the titan! SSBI Industry-Update
4. Tableau Products

# BI Data Workflow



# Big Data Workflow



# Business Intelligence processes include:

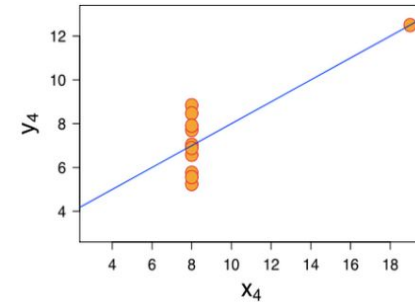
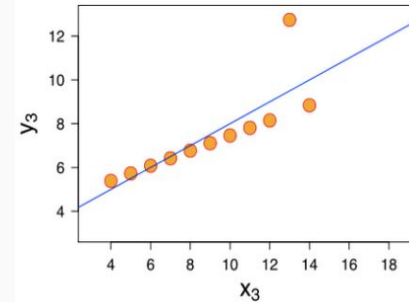
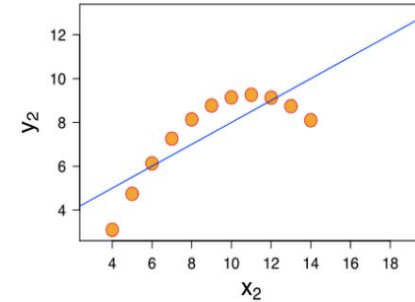
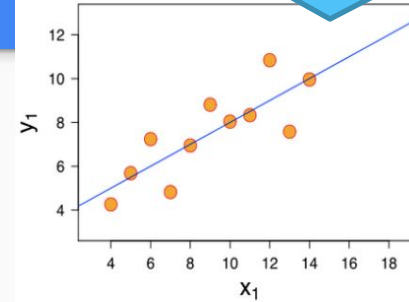
Data mining (Predictive Analytics)  
Reporting (**Dashboard & Ad-Hoc**)  
Descriptive analytics  
Querying

Statistical analysis  
Data visualization  
Visual analysis  
Data preparation

# The Power of Data Visualization

Are you able to see any patterns, relations?

$x_1$	$y_1$	$x_2$	$y_2$	$x_3$	$y_3$	$x_4$	$y_4$
10.0	8.04	10.0	9.14	10.0	7.46	8.0	6.58
8.0	6.95	8.0	8.14	8.0	6.77	8.0	5.76
13.0	7.58	13.0	8.74	13.0	12.74	8.0	7.71
9.0	8.81	9.0	8.77	9.0	7.11	8.0	8.84
11.0	8.33	11.0	9.26	11.0	7.81	8.0	8.47
14.0	9.96	14.0	8.10	14.0	8.84	8.0	7.04
6.0	7.24	6.0	6.13	6.0	6.08	8.0	5.25
4.0	4.26	4.0	3.10	4.0	5.39	19.0	12.50
12.0	10.84	12.0	9.13	12.0	8.15	8.0	5.56
7.0	4.82	7.0	7.26	7.0	6.42	8.0	7.91
5.0	5.68	5.0	4.74	5.0	5.73	8.0	6.89



Notice how quickly your eye finds variations in these attributes.



SHAPE



SIZE



COLOR



ORIENTATION

# Data visualization: what you need to know

People are **30 times** more likely to absorb high-quality infographics than plain text.

**97%** information will be deemed to be accurate and truthful with data visualization

**90%** of the information transmitted to the brain is visual

[itsmecevi.github.io](https://github.com/itsmecevi)

Data visualization strategy will provide an **ROI of \$13.01** back on every dollar spent.



# Data Viz vs Visual Analytics



The New Art

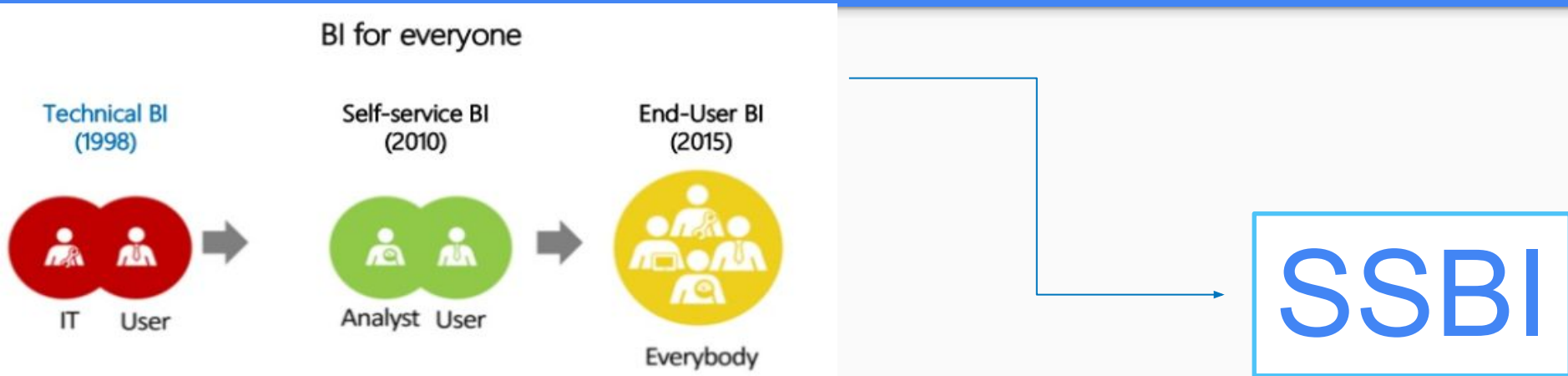
Self Service Reporting

Kantar: <https://www.informationisbeautifulawards.com/>

itsmecevi.github.io

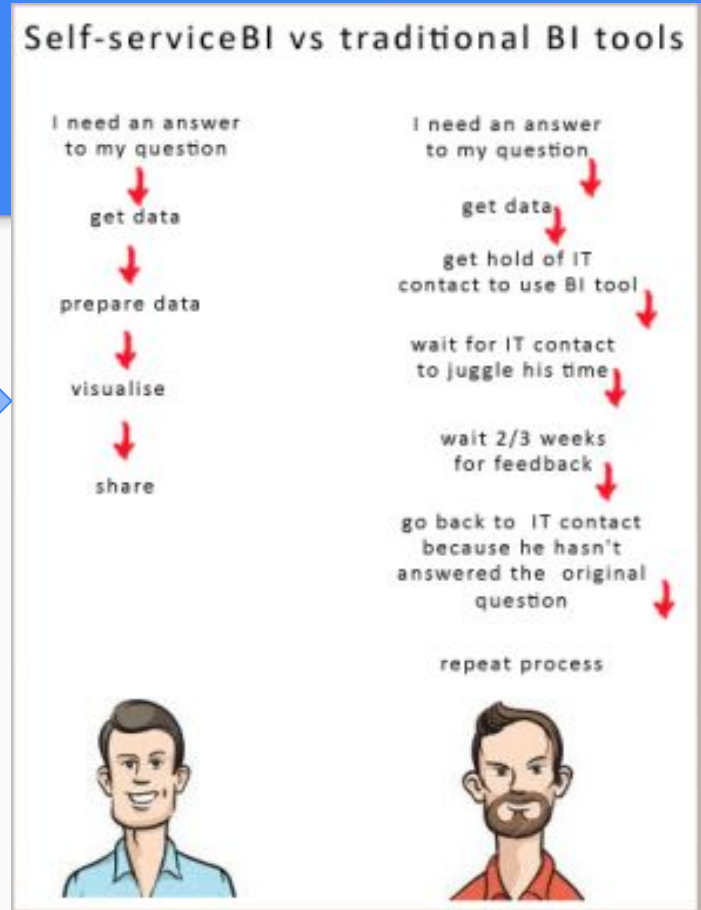
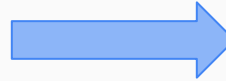
Nand Studio: <https://nand.io/projects/peak-spotting>

# BI History:



# Keys point...

itsmecevi.github.io



# Top Reasons SSBI

- Fast Reporting
- Save Time
- Save Money
- Faster Decisions
- Flexible Solution
- On premises/cloud
- Insert R/Python scripting

[itsmecevi.github.io](https://itsmecevi.github.io)

## BUSINESS INTELLIGENCE

SELF SERVICE BI **VS** TRADITIONAL BI



### FAST REPORTING

The self-service BI tool will be much more adaptable and easy to use.

### SAVE TIME

By removing the dependency on technical staff are able to increase the efficiency of their analytical process.

### SAVE MONEY

Data reporting staff or technical team is not needed, as end users can report themselves.

### FASTER DECISIONS

Self-service BI helps in better decision-making process by delivering quick and accurate reports.

### FLEXIBLE SOLUTION

End users can analyze their business data from any device, anywhere, at any time.



### PREDEFINED REPORTS

With traditional BI tools, interaction with business data is only possible through reports, which were previously created by the IT team.

### DATA WAREHOUSES

Data warehouses store all the data required for analysis and most of the time demand pre-computation of KPIs.

### HIGH COST

These BI tools are comparatively expensive to purchase and difficult to implement when compared to self-service BI tools.

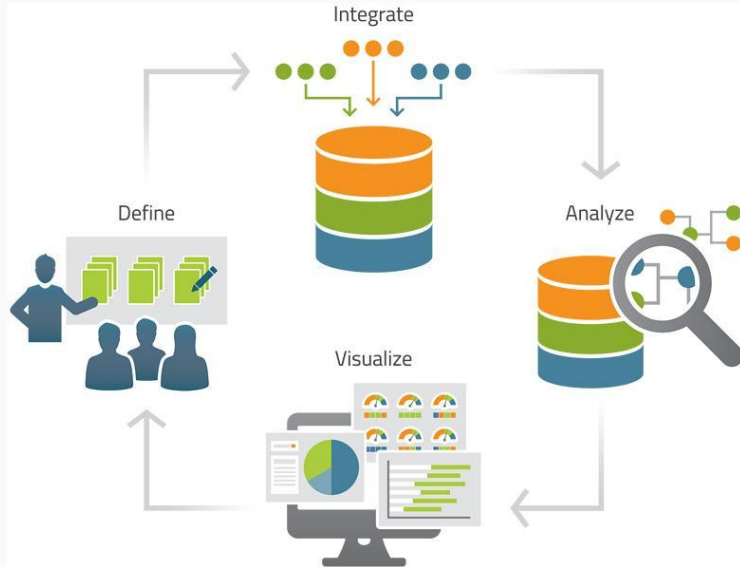
### PRESET METRICS

Traditional BI tools are highly dependant on IT teams, the metrics have to be preset and changes to visualization can only be made by request.

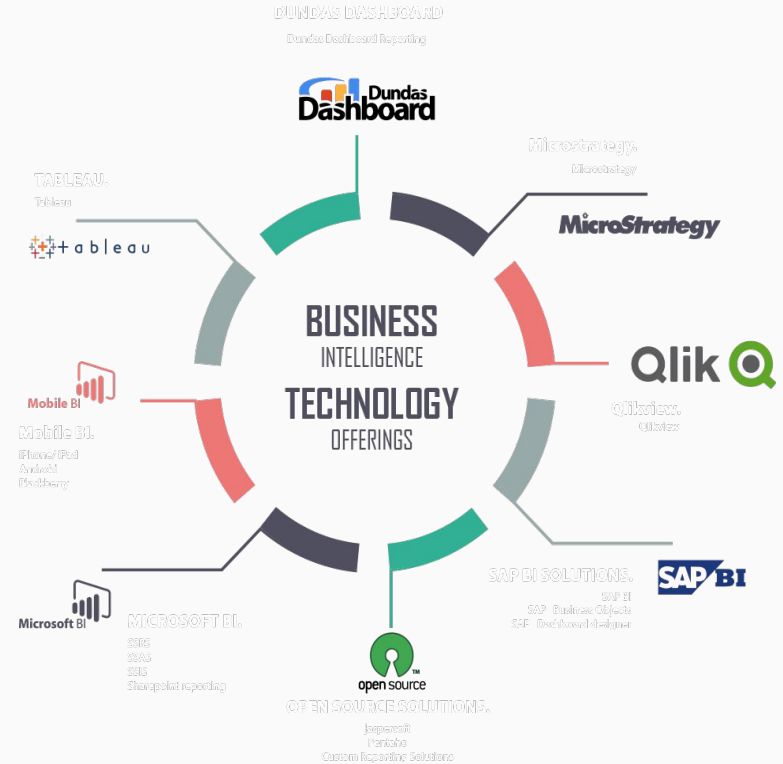
### DESKTOP DEPENDANT

Users can only access the business data that were previously included in dashboard created on the desktop.

# BI Processes & Industry:



[itsmecevi.github.io](https://itsmecevi.github.io)





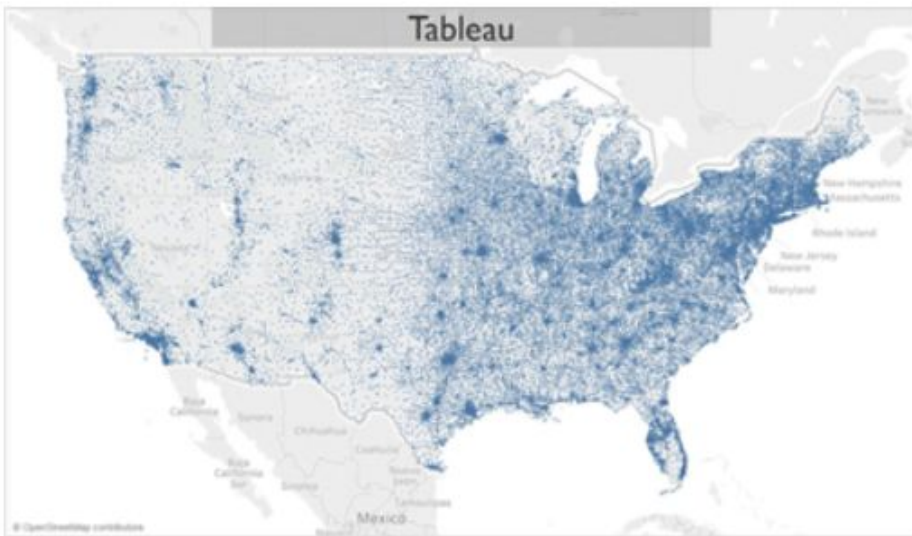
## Clash of the Titans!

### Power BI vs Tableau

Parameter:





- Visualization
- Cost
- Integration! Embedded system
- Data management
- Functionality
- Revenue
- Implementation Team
- The End Users (Who and How Many)
- Number of Systems You'll Connect
- How Will You Be Using the Tool?
- Gold-Standard Desired
- Do you have Office 365?
- Datasets over 10 GB
- Comfortable Spending Extra Time or Money?

# Key Identifiers / Strengths



Real comparison screenshot, Tableau with **38,000+** zip codes data points and Power BI with the limited **3500** data points.

# Tableau Products

Tableau Product Suite						
	Desktop		Reader	Server	Public	Online
	Personal	Professional				
Details	<ul style="list-style-type: none"><li>- Local client for building dashboards</li><li>- Limited data sources, no ability to connect to Tableau Server</li></ul>	<ul style="list-style-type: none"><li>- Local client for building dashboards</li><li>- Full enterprise capabilities</li></ul>	<ul style="list-style-type: none"><li>- Local client to view and interact with local files</li><li>- Unable to modify workbooks or connect to server</li></ul>	<ul style="list-style-type: none"><li>- Privately managed Tableau Server (may be on premise or service hosted)</li><li>- Users may directly interact with dashboards via browser</li></ul>	<ul style="list-style-type: none"><li>- Essentially a massive, public non-commercial Tableau server</li><li>- All data published is public</li><li>- Free client available to create dashboards</li></ul>	<ul style="list-style-type: none"><li>- Private version of Tableau Public eliminates need for infrastructure</li><li>- Live connections currently only possible with Google BigQuery and Amazon Redshift</li></ul>
OS					N/A	N/A
License	\$999	\$1,999	Free	Named User or Core Licensing	Free	\$500/user per year

John Mathis

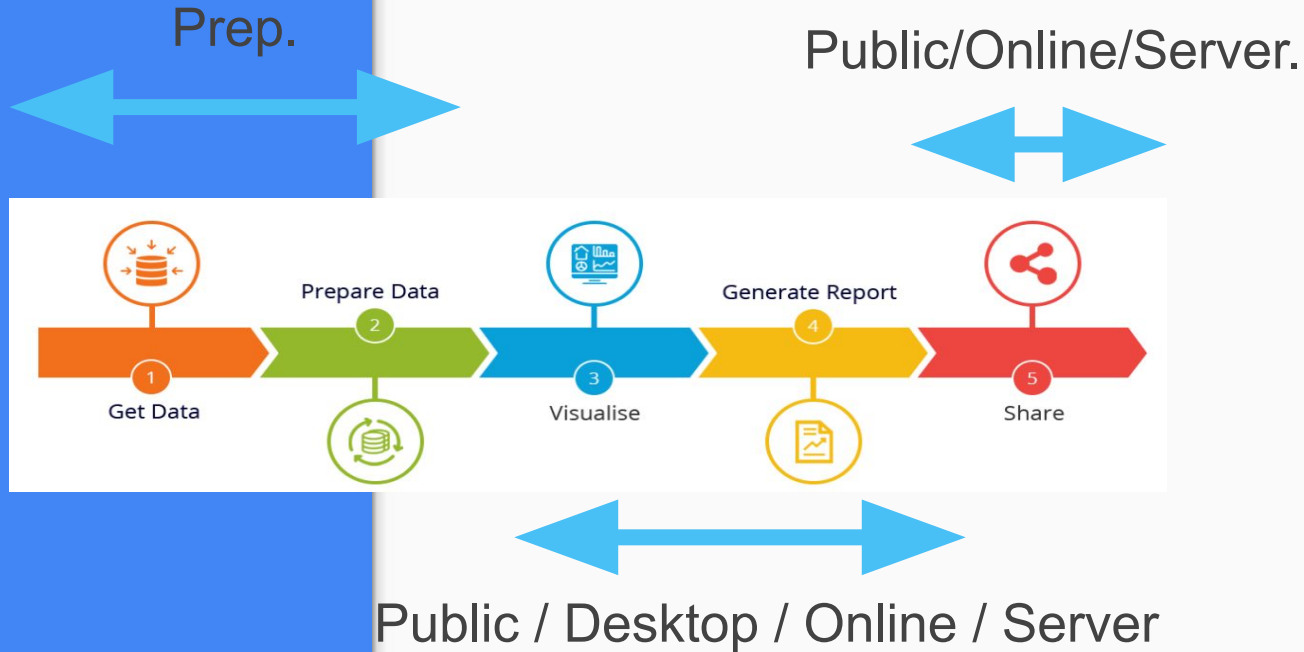


---

# Tableau Prep.



# Tableau Workflow



# References

- <https://www.opendatasoft.com/>
- <https://www.datapine.com>
- <https://www.evolytics.com>
- <https://www.grazitti.com>
- <https://community.tableau.com/welcome>
- <https://www.slideshare.net>
- [izenda.com](https://www.izenda.com)
- <https://www.gastonsanchez.com/>
- <http://www.evolveit.ie/business-intelligence/>
- [https://miro.medium.com/max/2864/0\\*F\\_gTZfV5EtXm6UVq](https://miro.medium.com/max/2864/0*F_gTZfV5EtXm6UVq)
- <https://www.quora.com/How-does-self-service-BI-differ-from-traditional-BI>
- <http://www.tacticaledge.us/services/software-development/analytics-and-business-intelligence/>
- <https://www.digite.com/blog/waterfall-to-agile-with-kanban/>
- <https://www.kdnuggets.com/2017/01/four-problems-crisp-dm-fix.html>
- [https://www.researchgate.net/figure/General-architecture-of-the-business-intelligence-process-adapted-from-34\\_fig1\\_335781756](https://www.researchgate.net/figure/General-architecture-of-the-business-intelligence-process-adapted-from-34_fig1_335781756)
- <https://elearningindustry.com/visual-learning-6-reasons-visuals-powerful-aspect-elearning>
- <https://paques.id/2019/12/09/data-warehouse-vs-data-lake-2/>

