



CrossRoads Classic Analytic Challenge

Tableau Learning Community Team





Jessica Lyons

Tableau



salesforce

Academic Programs

Closing the data skills gap with free software
and learning resources for students and
instructors.



“Data skills have risen in importance over the past five years and the trend isn’t likely to stop anytime soon. Surveyed recruiters rank data literacy as the skill highest in demand for entry-level candidates today”



Tableau commissioned research study by Forrester Consulting

A quick search on LinkedIn...



Three screenshots of the LinkedIn search interface showing job results for 'tableau' across different regions:

United States: 33,455 results

- Business Intelligence Sales Specialist** at Google, Pittsburgh, PA (Hybrid), \$125K/yr - \$190K/yr. Posted 1 day ago, 18 applicants.
- Community System and Tools Enablement Manager** at Airbnb, San Francisco, CA. \$60/hr - \$71/hr, 401(k) benefit. Posted 1 day ago, 12 applicants.
- Data Visualization Manager - Metro** at Chobani, New York, NY (Hybrid). \$120K/yr - \$180K/yr. Promoted 3 weeks ago.
- Senior Tableau Developer(C11-R23036415)-Irving** at Citi, Irving, TX (On-site).

EMEA: 33,574 results

- Analytics & Insights Partner, Americas Retail** at the LEGO Group, London, England, United Kingdom. 3 school alumni work here. Viewed.
- Sales Operations Associate** at LinkedIn, London, England, United Kingdom (Hybrid). 5 connections work here. Posted 4 hours ago, Easy Apply.
- High Touch Marketing and Internal Analytics** at American Express, London, England, United Kingdom (Hybrid). 2 company alumni work here. Posted 6 days ago.
- Data Enablement lead** at Danske Bank, Copenhagen, Capital Region, Denmark (Hybrid). 1 school alum works here.

APJ: 23,816 results

- Data Analytics Solutions Market Acceleration Lead, Google Cloud** at Google, Singapore (On-site). 26 connections work here. Viewed.
- Lead Industry Manager** at Pinterest, Singapore, Singapore (Hybrid). 2 connections work here. Posted 8 hours ago.
- Business Planning & Analysis Specialist** at Advantech, Linkou District, New Taipei City, Taiwan (On-site). 4 school alumni work here. Promoted 2 weeks ago, Easy Apply.
- Growth & Special Projects Associate** at Grab, Bangkok, Bangkok City, Thailand (On-site).



LinkedIn & Tableau Public



Tableau
1,035,345 followers
9mo •

Vizzin' it up with the Data Dawgs Crossroads Classic Analytics Challenge winners.



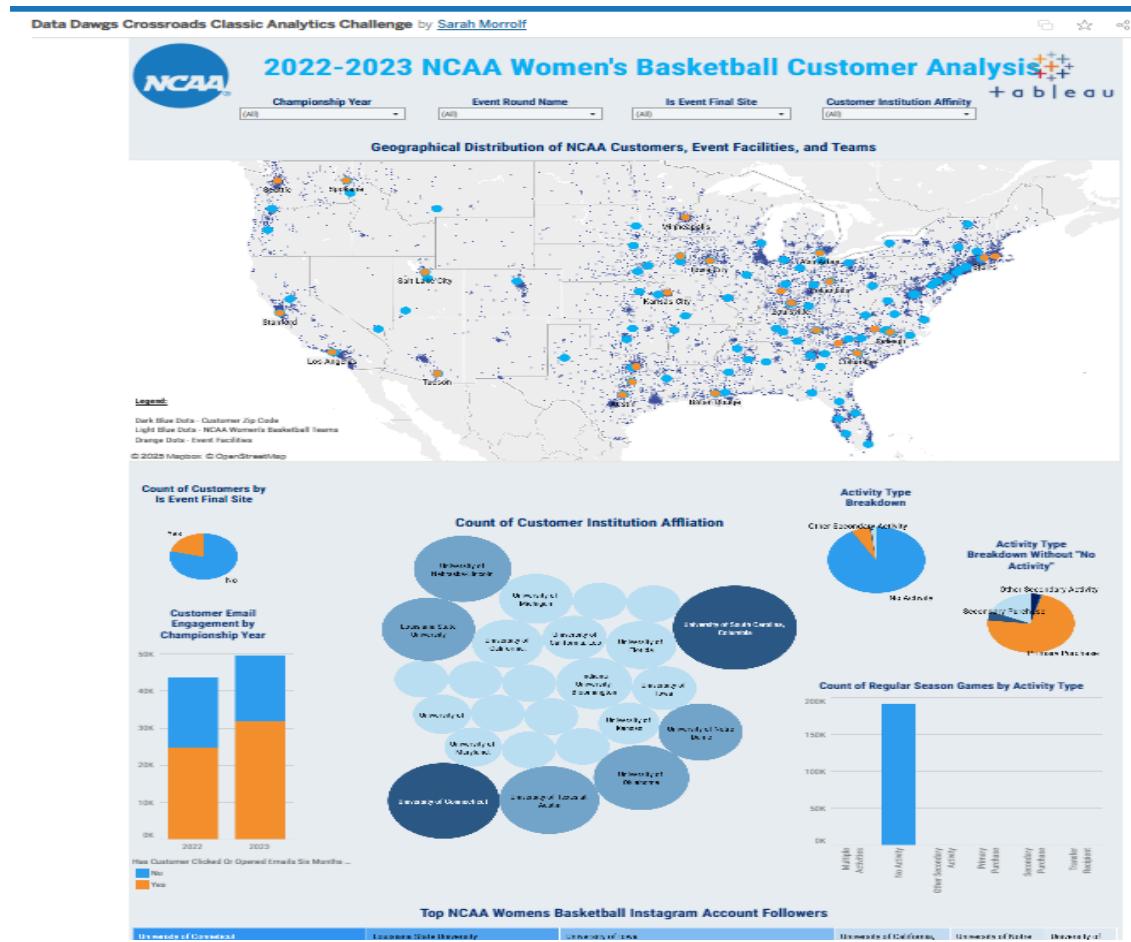
An all-women team of undergrads at Butler University including [Sarah Morrolf](#), [Rachel Medina](#), Karin Johnson, [Zoë Franz](#), and [Juanita Rojas](#) placed first at the CrossRoads Classic Analytic Challenge by analyzing Division I Women's Basketball data to predict ticket sales and give recommendations to grow the sport of women's collegiate basketball. The analytics challenge was organized in collaboration with Indiana universities and the NCAA.

💡 Shout out to the 💡 Tableau Academic team [Jessica Lyons](#), [KJ Kim](#), and volunteers who served as judges and conducted workshops for 276 students from 7 universities—empowering the next generation of data leaders!

Check out the Data Dawgs winning viz on Tableau Public: tabsoft.co/4amgmuZ



After the Challenge is over-*Get Permission & Publish to Tableau Public*



Do you have what you need for this Challenge?

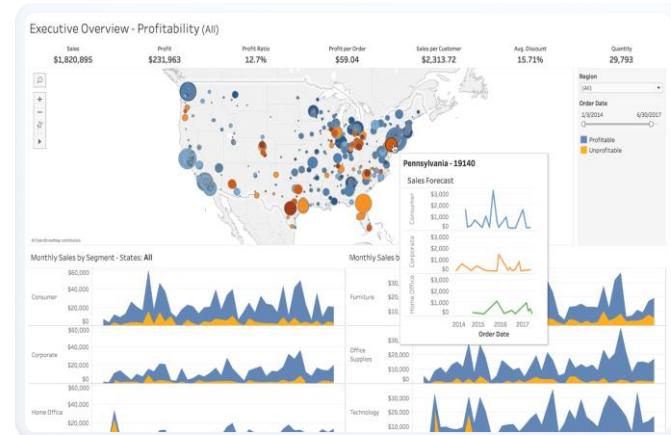


Tableau Prep

Compatible with PC & Mac OS



Tableau Desktop

Compatible with PC & Mac OS

Real-World Experience



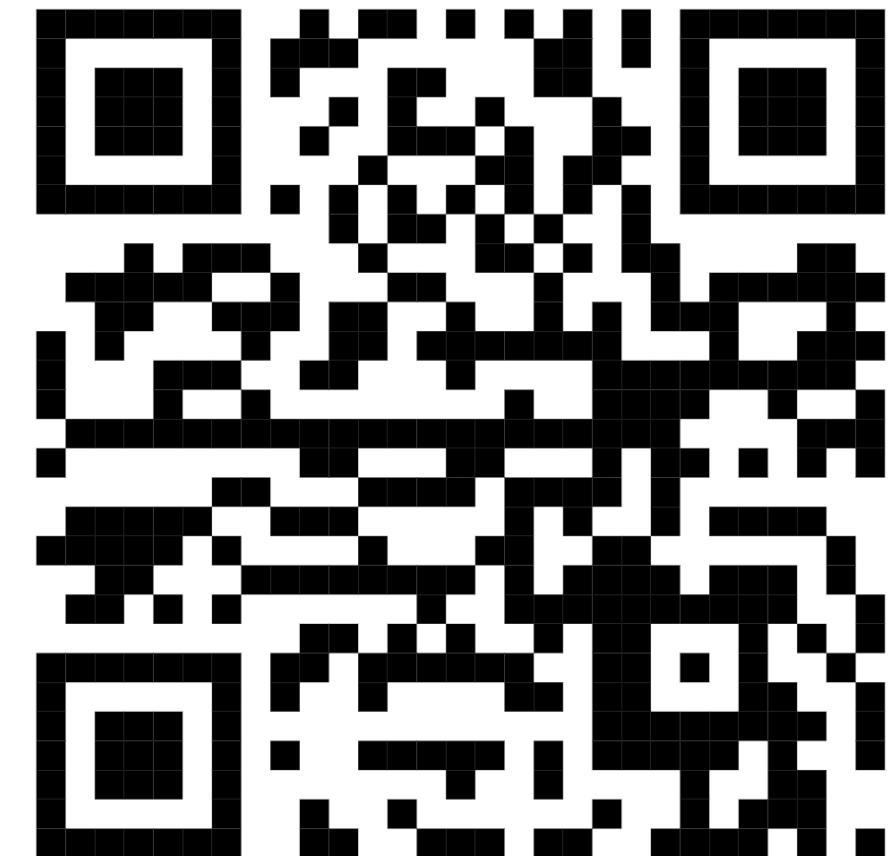
Tableau Public

Students can utilize Tableau Public for free web-based authoring



Required Survey:

Challenge Participants: <https://forms.gle/sUQMB4tVE7v5>



**DUE DATE:
TODAY BEFORE
11:59PM ET**

Student Licensing ENDS TODAY!!!



Tableau for Students (TFS)

<https://www.tableau.com/academic/students>

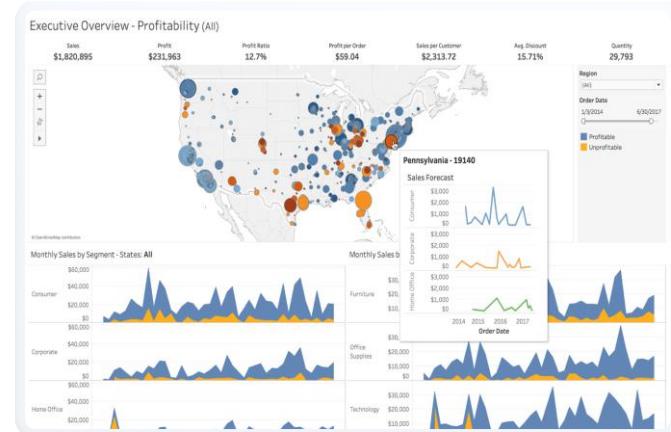


Tableau Prep

Compatible with PC & Mac OS



Tableau Desktop

Compatible with PC & Mac OS

Real-World
Experience



Tableau Public

Students can utilize Tableau Public for free web-based authoring

Tableau Workshops



FRIDAY FEBRUARY 7, 2025

12:00-1:00-PM ET

- TABLEAU PREP DEMO
- ANSWERING QUESTIONS USING THE PRACTICE DATA SET

Kyle Yetter is a Senior Manager of Data & Reporting Analytics at Ancestry who aims to make decision making easier for the executives he works with by having the relevant data ready for them when they need it in a way that allows for actionable insight. He also works to help others in the organization improve their Tableau skills, including hosting a live **Workout Wednesday** session each week to share how he goes about solving the challenge and answer questions about how certain outcomes are achieved. Kyle loves being involved in the **Tableau community** and is a co-lead for the Workout Wednesday community initiative.



KYLE YETTER

VIRTUAL



FRIDAY FEBRUARY 14, 2025

12:00-1:00-PM ET

- TABLEAU DESKTOP
- VISUALIZATION BEST PRACTICES

Rain Ortega the Program Lead for Tableau User Groups (TUGs), where they help leaders of over 180 global groups facilitate meetings that bring Tableau skills and connection to their attendees. As a former instructor for Tableau, they love teaching Tableau fundamentals and visual best practices for data storytelling. Their academic background is in biocultural anthropology with a focus on alcohol use disorders and purportedly protective genetics. They use their anthropology background to ground everything they do in a humanistic and equity-focused approach.



VIRTUAL



RAIN ORTEGA

FRIDAY FEBRUARY 21, 2025

10:00-11:00 AM ET

- STORY-TELLING
- DESIGN THINKING

Prasann Prem is a Tableau Visionary and a Social Ambassador and loves to share his learnings and insights through his 17k+ strong community on LinkedIn. He is a **Senior BI Engineer** at **Emirates NBD** and leads the design and development of financial dashboards.

He has an immense love for mentoring and his initiatives “Tableau Buddy” and “Tableau Buddy Sandbox” have been an integral part of his journey to succeed in his vision to help people with Tableau skills. He also co-leads **Analytics TUG** and **Tableau Buddy TUG** and loves to scout and find progressing talents to bring them to these platforms.”



PRASANN PREM



FRIDAY FEBRUARY 21, 2025

1:00-4:00 PM ET

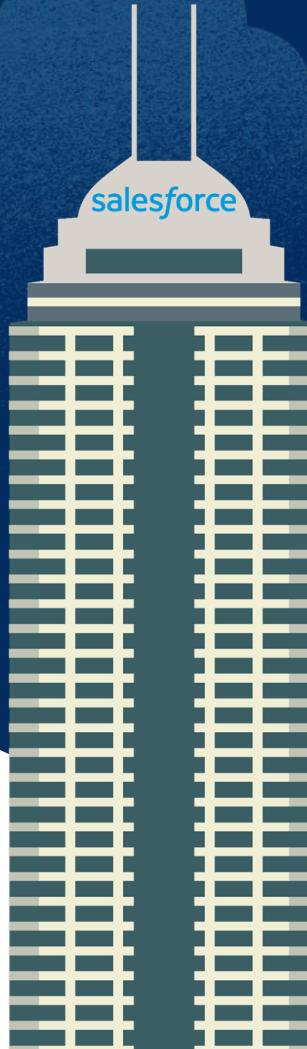
- DASHBOARD BEST PRACTICES
“A LITTLE SCIENCE & ART”

Dakota Bagwell is from Indianapolis, Indiana. He is a Salesforce Triple Star Ranger and maintains eight Salesforce | Tableau certifications (including the Tableau Server Associate and Consultant certs). He's been with Tableau since May 2024 as a Customer Success Manager. Before his time at Tableau, he volunteered as the Indianapolis Tableau User Group Senior Chair, was a director of business intelligence, and has worked with Tableau software for over a decade.



DAKOTA BAGWELL

SF-INDY
TOWER



How do I sign up for these workshops?

Do you have a Tableau User Group Account?

usergroups.tableau.com/accounts/login/?next=/accounts/signup/

Upcoming Events Join a Group Start a Group Log in

Login

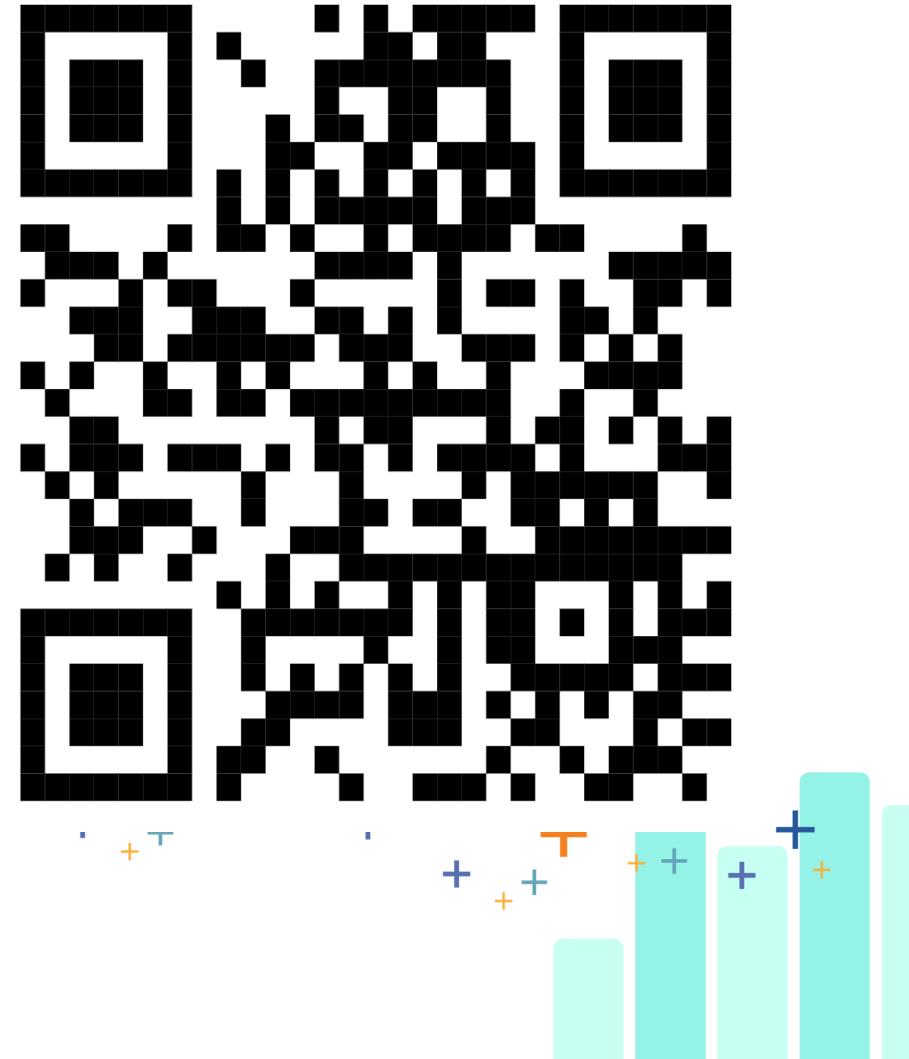
Email
jessica.lyons@tableau.com

Password
.....

Remember me

Log in

Create account | Reset password



Join the Foster Data Brilliance User Group

<https://usergroups.tableau.com/fostering-data-brilliance/>

Tableau HQ Fostering Data Brilliance

[Leave](#)

Welcome to our vibrant Teaching and Learning Community, where academia and industry leaders come together to nurture the next generation of data-savvy trailblazers.

This group is hosted by our Tableau Community Academic team, regularly featuring speakers from academia and diverse industries. We share tools and best practices to foster data brilliance. Together, we break barriers, connect academia and industry leaders, and create exciting learning opportunities that equip future leaders with essential data skills.

Whether you're an experienced academic or an industry professional, this group is your hub for innovation and inspiration.

We are not just educators; we are curious architects, collaboratively shaping the learning landscape. Join us on this journey to empower leaders who thrive in tomorrow's data-driven world!



Upcoming events

Feb 7, 2025 Virtual Event
CROSSROADS CLASSIC ANALYTIC CHALLENGE/NCAA WORKSHOP WITH KYLE YETTER

[← Share](#)

Join Kyle Yetter, Senior Manager at Ancestry, on Friday, February 7, from 12-1 PM ET for a Tableau Prep workshop. Kyle will demo data preparation techniques and answer questions using the NCAA Women's data set (<https://bit.ly/3V2gj9Q>). Perfect for all skill levels! Register now!

[→ View details](#)

Feb 14, 2025 Virtual Event
CROSSROADS CLASSIC ANALYTIC CHALLENGE/ NCAA WORKSHOP WITH RAIN ORTEGA

[← Share](#)

Join Rain Ortega, Program Lead for Tableau User Groups, on Friday, February 14, from 12-1 PM ET for a workshop on Tableau visualization best practices. Learn fundamental techniques and tips for effective data storytelling. Register now!

[→ View details](#)

Feb 21, 2025 Virtual Event
CROSSROADS CLASSIC ANALYTIC CHALLENGE/NCAA WORKSHOP WITH PRASANN PREM

[← Share](#)

Join Prasann Prem, Tableau Visionary and Senior BI Engineer at Emirates NBD, on Friday, February 21, from 10-11 AM ET for a workshop on storytelling and design thinking. With a strong community of 17k+ on LinkedIn, Prasann will share his insights and mentor you in creating compelling financial dashboards. Don't miss this opportunity to enhance your Tableau skills! Register now!

[→ View details](#)

Feb 21, 2025 Virtual Event
CROSSROADS CLASSIC ANALYTIC CHALLENGE/NCAA WORKSHOP WITH DAKOTA BAGWELL

[← Share](#)

Join Dakota Bagwell, a Salesforce Triple Star Ranger and Tableau expert, for a workshop on dashboard best practices, blending science and art. On Friday, February 21, from 1-4 PM ET at the Salesforce Indianapolis Tower, Dakota will share his decade of BI experience and practical tips to enhance your Tableau skills. Register now and elevate your data visualization game!

[→ View details](#)



Workshop RSVP



Friday February 7, 2025

12:00pm-1:00pm ET

Kyle Yetter

Tableau Prep & Data Exploration



Friday February 14, 2025

12:00pm-1:00pm ET

Rain Ortega

Visualization Best Practices



Friday February 21, 2025

10-11:00 AM ET

Prasann Prem

Story Telling & Design Thinking



Tableau Tools Checklist



[Fill out the Survey \(slide 7\)](#)

- Tableau Desktop & Tableau Prep
- [Tableau Public](#)
- [NCAA Womens Data Set](#)

[Join the Tableau Workshops](#)

- Log in or Create a Tableau User Group ID
- [Join the Foster Data Brilliance TUG \(slide 14\)](#)
- RSVP on the Event Pages (slide 15)

Thank You

