



Welcome

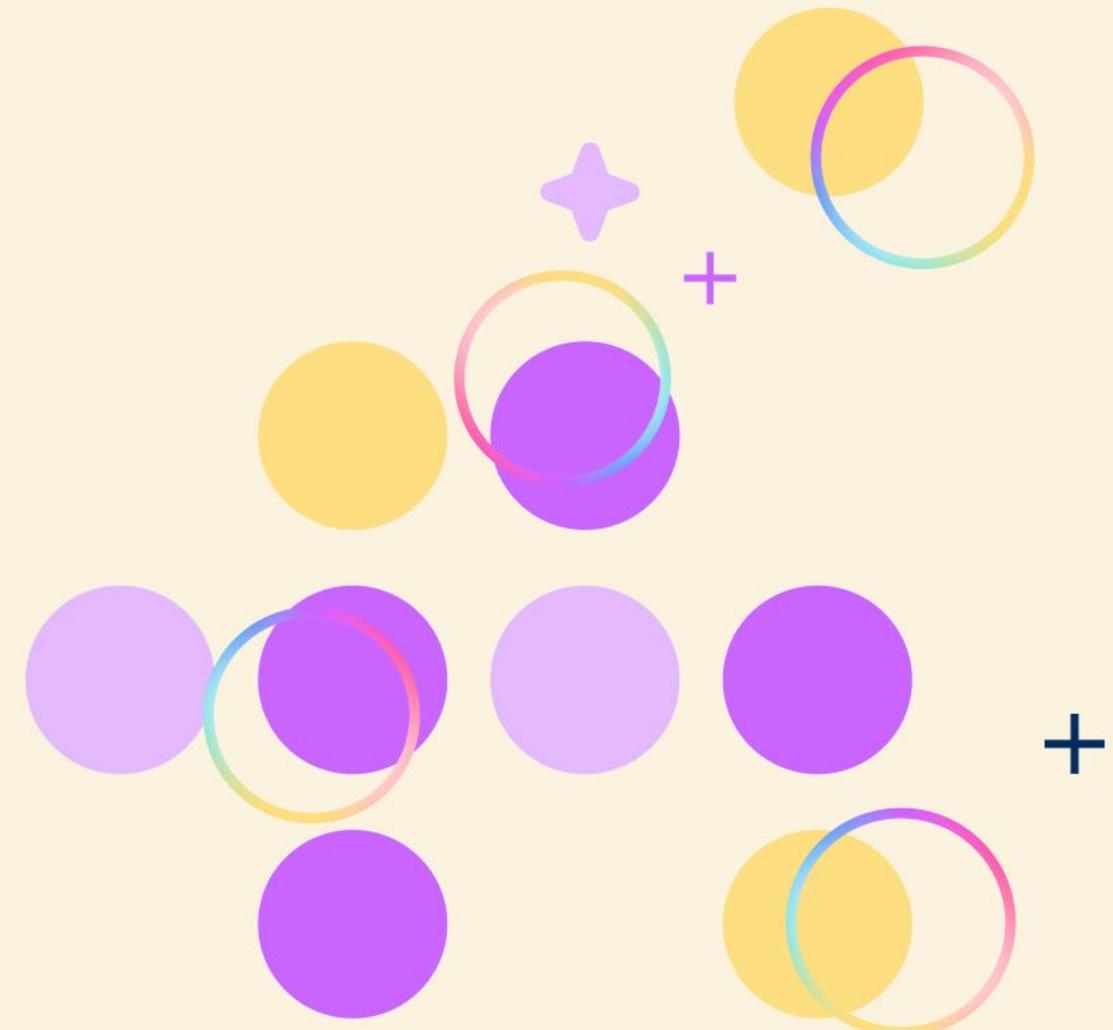
Hands-on Training Room 20D

Wi-Fi: HoT_Room_20D
Password: HotBlooded

Get ready:

1. Connect to this room's Wi-Fi.
2. Log into sforce.co/mytc25.
3. Scroll to the Hands-on Training Lab Catalog.
4. Find this session* and select Access Lab.

* After scanning at the door, it may take up to 2 minutes for your lab to appear.





Welcome

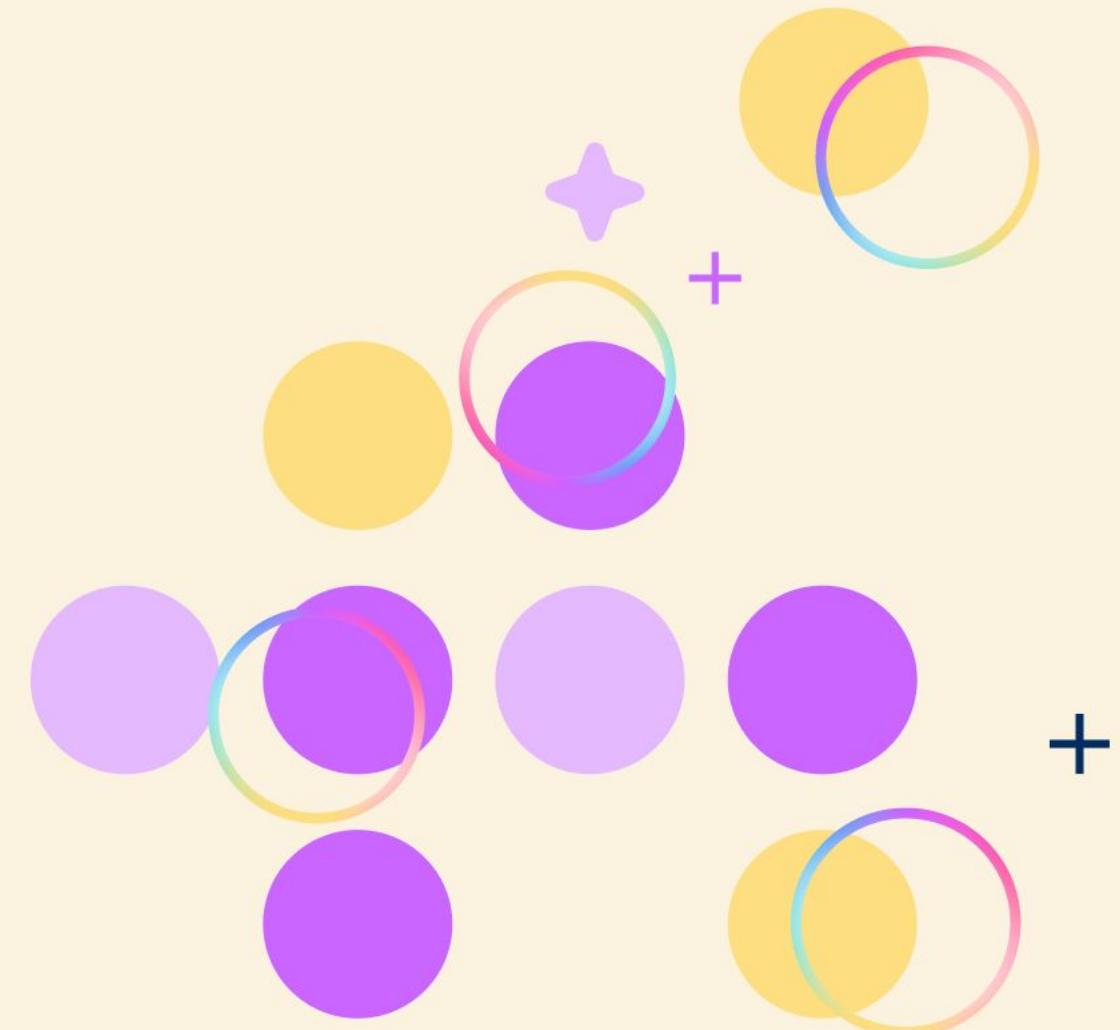
Hands-on Training Room 30C

Wi-Fi: HoT_Room_30C
Password: HotCorner

Get ready:

1. Connect to this room's Wi-Fi.
2. Log into sforce.co/mytc25.
3. Scroll to the Hands-on Training Lab Catalog.
4. Find this session* and select Access Lab.

* After scanning at the door, it may take up to 2 minutes for your lab to appear.





TC25 Community Meetup

Data + Maps

Tuesday, April 15th from 4:00 p.m. - 4:30 p.m.

Join us in the Data Village in the Community Meetup Space - open for ALL!

Navigator's Intro to Mapping: From Clueless to Cartographer

Tuesday APR 15th

2:00 - 3:30 PM | 25C

Wednesday APR 16th

8:30 - 10:00 AM | 33A

Thursday APR 17th

10:00 - 11:30 AM | 29C

2:00 - 3:30 PM | 30C

Hands-on Training

Earn Your Geospatial Stripes

Wednesday APR 16th

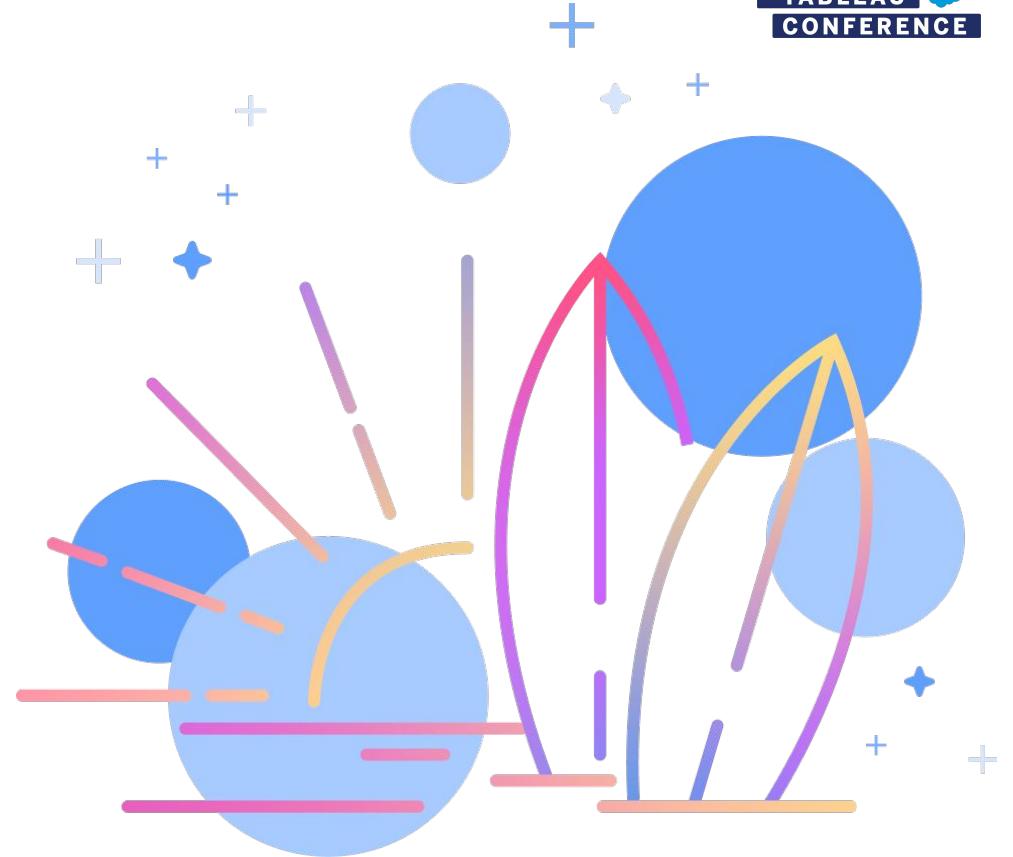
2:00 - 2:40 PM | Stage 7

Content Pavilion Ground level

Map it Like It's Hot:

Advanced Geospatial Analytics

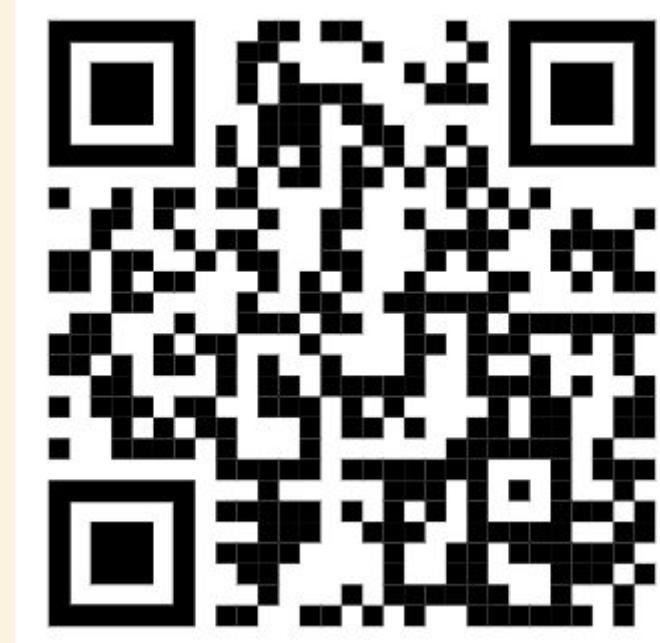
Ross Paulson, Principal, Analytics SE
rpaulson@salesforce.com



Kevin McKinney, Principal, Analytics SE
kmckinney@salesforce.com

Grab the data...

<https://github.com/rosspaulson/TC25-HOT>



House Rules!



HoT_Room_20D | HotBlooded
HoT_Room_30C | HotCorner

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If you struggle with the Hands-on exercises...

» Reach out to the **Assistants** in the room

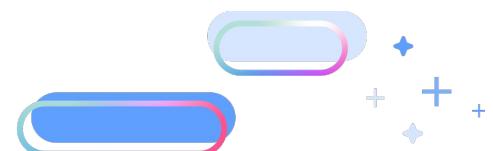
If you have a question related to what has been covered by the presenters...

» Ask the **Presenters** but let's wait until the end

Forward Looking Statements



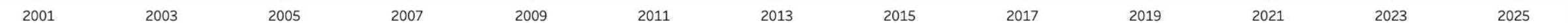
This presentation contains forward-looking statements about, among other things, trend analyses and future events, future financial performance, anticipated growth, industry prospects, environmental, social and governance goals, and the anticipated benefits of acquired companies. The achievement or success of the matters covered by such forward-looking statements involves risks, uncertainties and assumptions. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, Salesforce's results could differ materially from the results expressed or implied by these forward-looking statements. The risks and uncertainties referred to above include those factors discussed in Salesforce's reports filed from time to time with the Securities and Exchange Commission, including, but not limited to: impact of, and actions we may take in response to, the COVID-19 pandemic, related public health measures and resulting economic downturn and market volatility; our ability to maintain security levels and service performance meeting the expectations of our customers, and the resources and costs required to avoid unanticipated downtime and prevent, detect and remediate performance degradation and security breaches; the expenses associated with our data centers and third-party infrastructure providers; our ability to secure additional data center capacity; our reliance on third-party hardware, software and platform providers; the effect of evolving domestic and foreign government regulations, including those related to the provision of services on the Internet, those related to accessing the Internet, and those addressing data privacy, cross-border data transfers and import and export controls; current and potential litigation involving us or our industry, including litigation involving acquired entities such as Tableau Software, Inc. and Slack Technologies, Inc., and the resolution or settlement thereof; regulatory developments and regulatory investigations involving us or affecting our industry; our ability to successfully introduce new services and product features, including any efforts to expand our services; the success of our strategy of acquiring or making investments in complementary businesses, joint ventures, services, technologies and intellectual property rights; our ability to complete, on a timely basis or at all, announced transactions; our ability to realize the benefits from acquisitions, strategic partnerships, joint ventures and investments, including our July 2021 acquisition of Slack Technologies, Inc., and successfully integrate acquired businesses and technologies; our ability to compete in the markets in which we participate; the success of our business strategy and our plan to build our business, including our strategy to be a leading provider of enterprise cloud computing applications and platforms; our ability to execute our business plans; our ability to continue to grow unearned revenue and remaining performance obligation; the pace of change and innovation in enterprise cloud computing services; the seasonal nature of our sales cycles; our ability to limit customer attrition and costs related to those efforts; the success of our international expansion strategy; the demands on our personnel and infrastructure resulting from significant growth in our customer base and operations, including as a result of acquisitions; our ability to preserve our workplace culture, including as a result of our decisions regarding our current and future office environments or work-from-home policies; our dependency on the development and maintenance of the infrastructure of the Internet; our real estate and office facilities strategy and related costs and uncertainties; fluctuations in, and our ability to predict, our operating results and cash flows; the variability in our results arising from the accounting for term license revenue products; the performance and fair value of our investments in complementary businesses through our strategic investment portfolio; the impact of future gains or losses from our strategic investment portfolio, including gains or losses from overall market conditions that may affect the publicly traded companies within our strategic investment portfolio; our ability to protect our intellectual property rights; our ability to develop our brands; the impact of foreign currency exchange rate and interest rate fluctuations on our results; the valuation of our deferred tax assets and the release of related valuation allowances; the potential availability of additional tax assets in the future; the impact of new accounting pronouncements and tax laws; uncertainties affecting our ability to estimate our tax rate; uncertainties regarding our tax obligations in connection with potential jurisdictional transfers of intellectual property, including the tax rate, the timing of the transfer and the value of such transferred intellectual property; uncertainties regarding the effect of general economic and market conditions; the impact of geopolitical events; uncertainties regarding the impact of expensing stock options and other equity awards; the sufficiency of our capital resources; the ability to execute our Share Repurchase Program; our ability to comply with our debt covenants and lease obligations; the impact of climate change, natural disasters and actual or threatened public health emergencies; and our ability to achieve our aspirations, goals and projections related to our environmental, social and governance initiatives.



HoT_Room_20D | HotBlooded

HoT_Room_30C | HotCorner

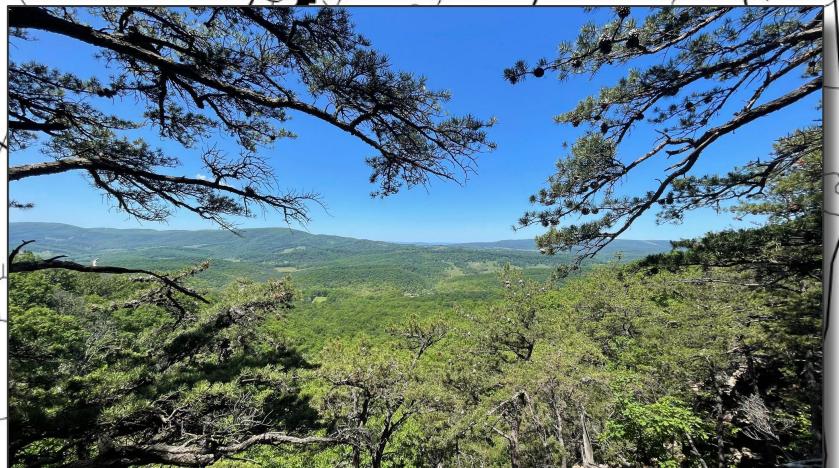
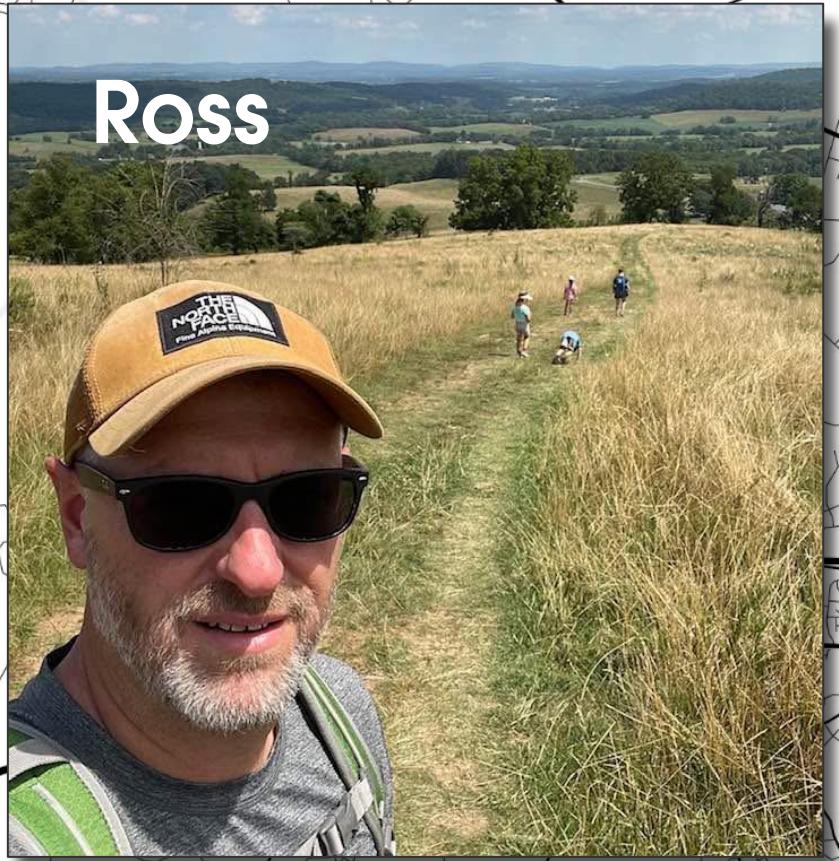
TABLEAU CONFERENCE



Kevin



ROSS



Leesburg Virginia

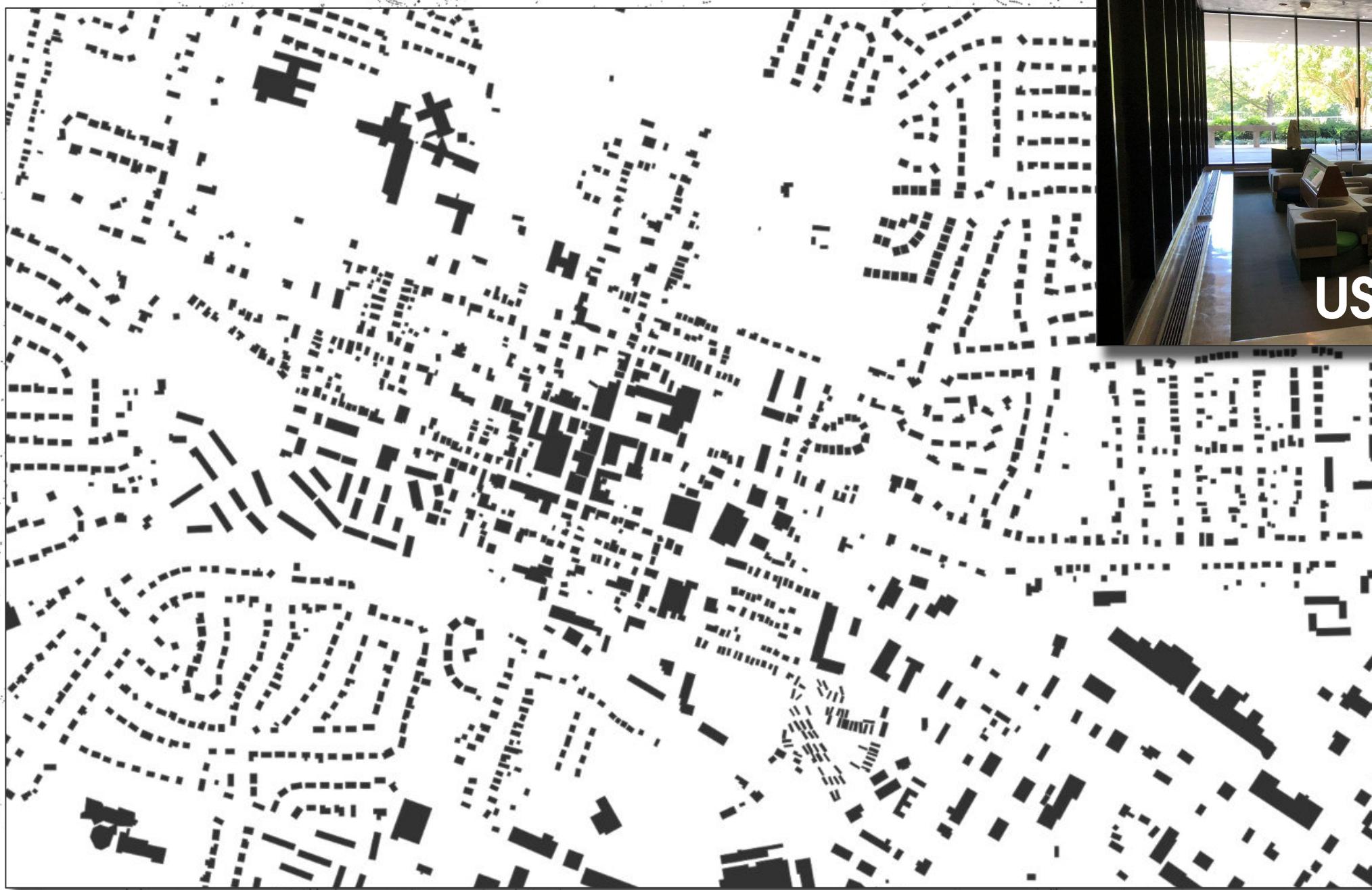


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USGS



Agenda



01

Getting started

Admin, and Introductions

02

Hawaii Revisited

New functions, and a different way of analyzing spatial data

03

Spatial Parameters

Hands-on learning on how to and why

04

Noisy Data

Noise Complaints and Data Volume

05

Seeing Through the Smoke

Mapping and Design

06

Summary

wrap up and finish





Part One / Hawaii

Revisiting TC23 session on seeing how we can spatially analyze a Hawaiian lava flow

Part One

A few new Spatial functions

Intersection((Geometry1),(Geometry2)) Computes and returns the portions of regions in the second argument that overlap regions in the first argument.

Difference((Geometry1),(Geometry2)) Computes the portions of regions remaining when all regions in the second argument are carved out of the first argument in areas that overlap. Discards regions from the second argument in areas that don't overlap..

Area((Geometry)) Returns the total surface area of a <spatial polygon>.

Union((Geometry)) Aggregate calculation that combines the values in the argument field into a single spatial.



Tableau Conference 2023

More than just a map

geospatial analytics in Tableau

Hands-on training | Ross Paulson & Marc Psaila
#Data23



Data | United States Geologic Survey (USGS)

Geospatial database of the **2018 lower East Rift Zone**
eruption of Kīlauea Volcano, Hawai‘i

May-August 2018

Collected by the Hawaiian
Volcano Observatory staff

Polygon shapefile with Date/Time data



Marks

Geometry - OUTLINE

Geometry - full extent

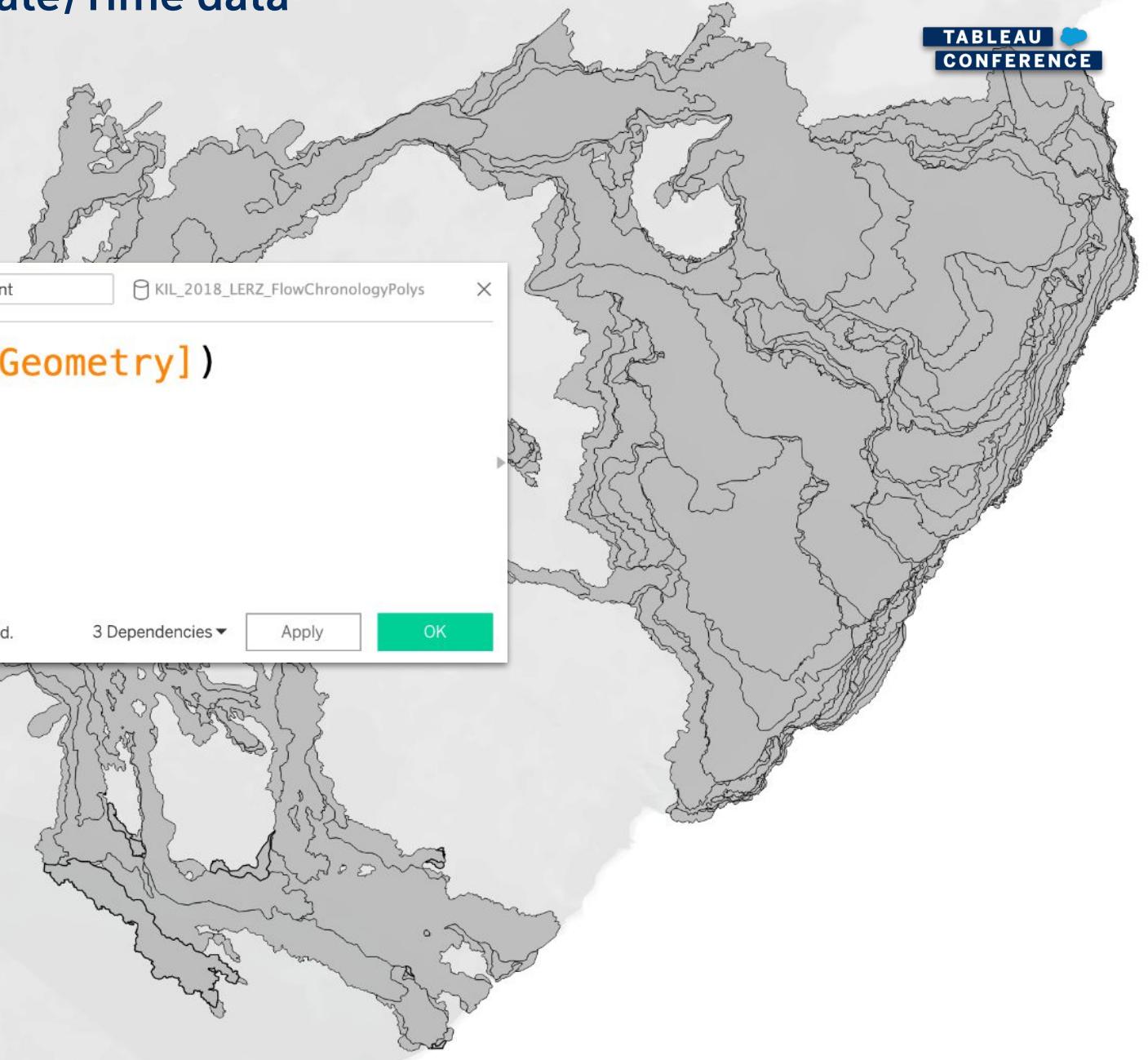
Geometry

Automatic



COLLECT(Geometry)

FlowTime1



Filters



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Marks

Geometry - OUTLINE

Geometry - full extent

Automatic

Color

Size

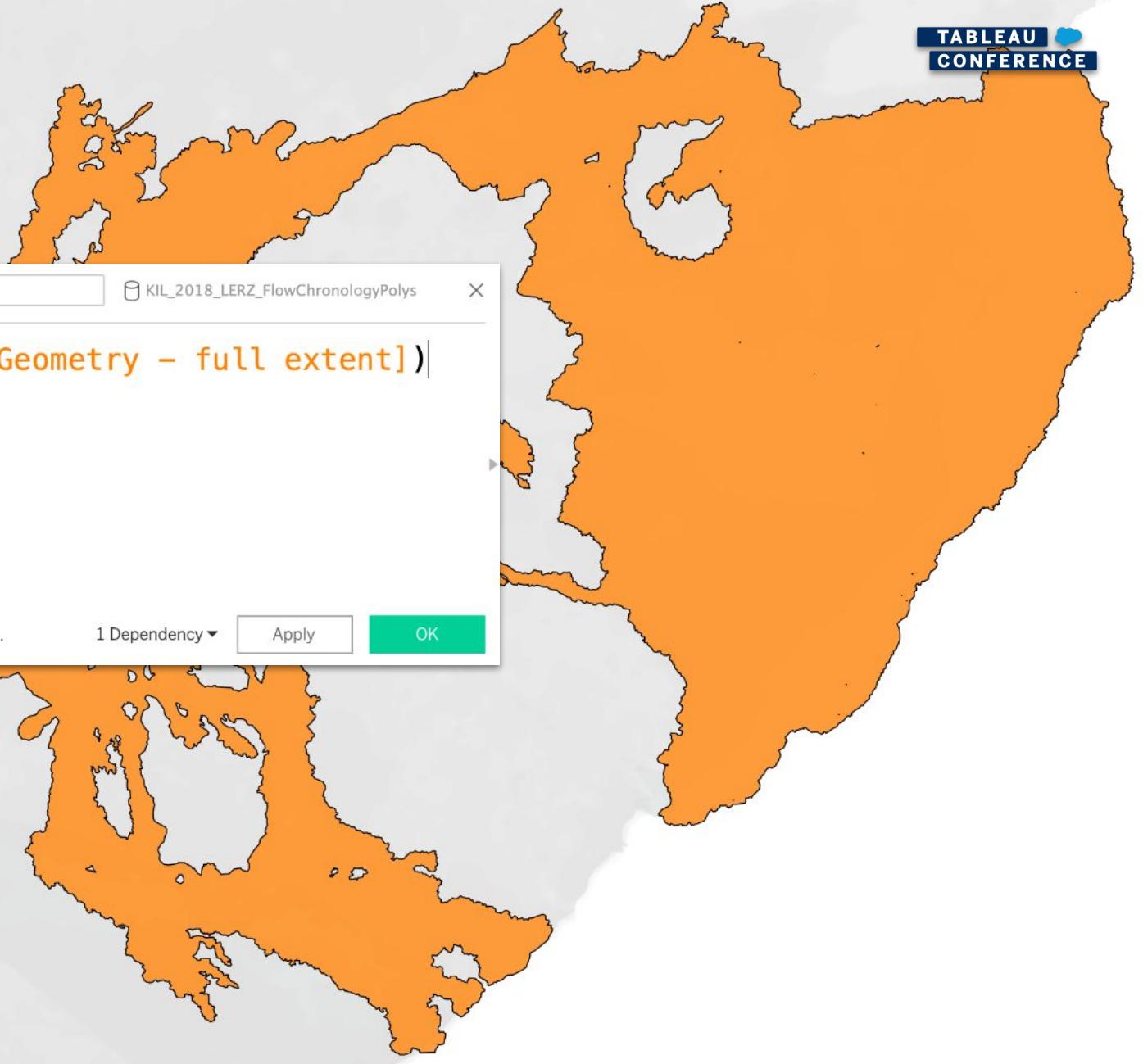
Label

Detail

Tooltip

AGG(Geometry - full e..)

Geometry



Geometry - OUTLINE

KIL_2018_LERZ_FlowChronologyPolys



OUTLINE([Geometry - full extent])

The calculation is valid.

1 Dependency

Apply

OK

Filters

Marks

1 Geometry - OUTLINE

Automatic



Color



Size



Label



Detail



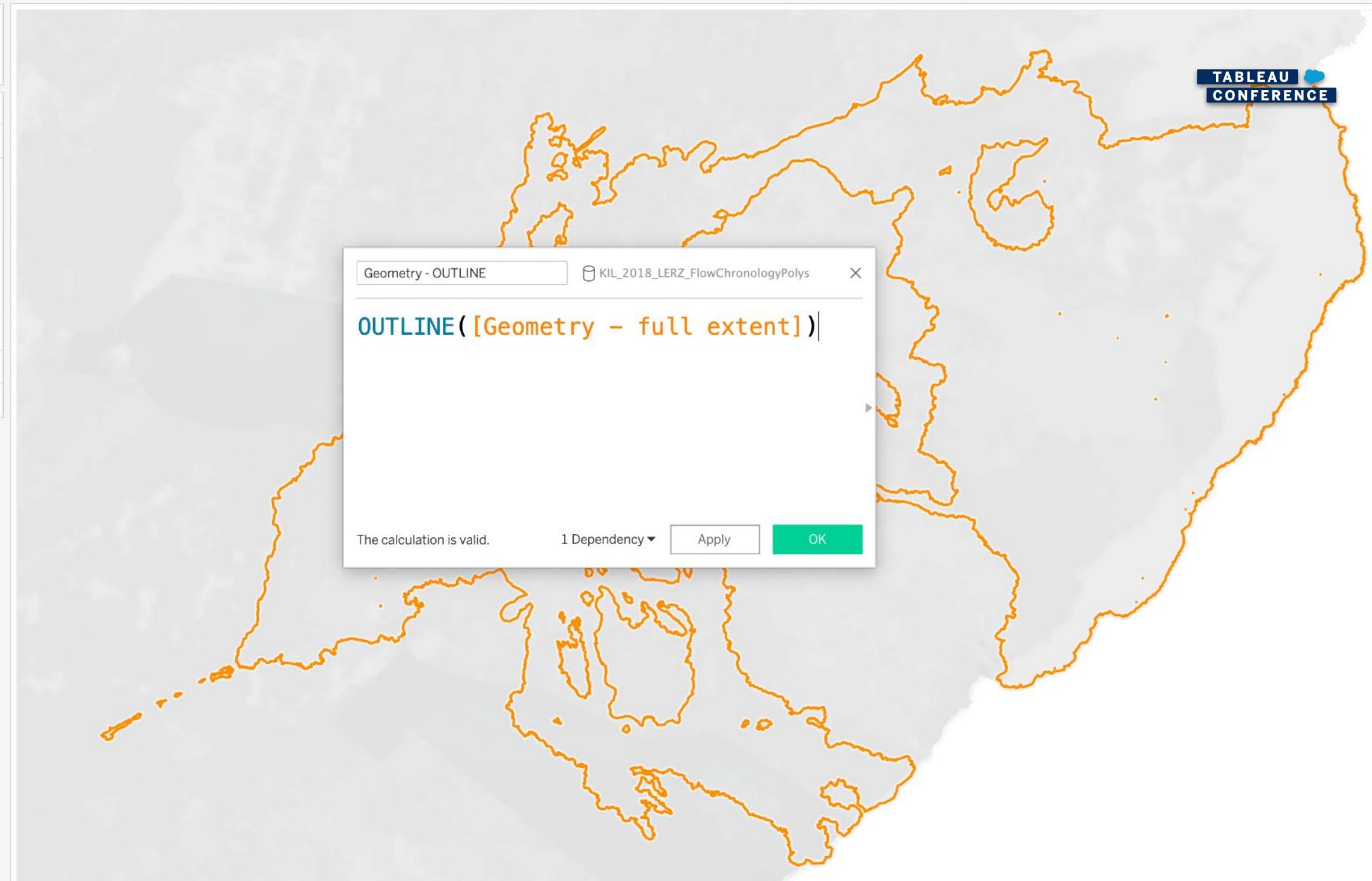
Tooltip

AGG(Geometry - OUT..)

Geometry - full extent

Geometry

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Filters

Marks

1 Geometry - OUTLINE

Automatic



Color



Size



Label



Detail



Tooltip

AGG(Geometry - OUT..)

Geometry - full extent

Geometry

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Marks

outline of coast

outline of Lava

Difference (coast & lava)

Geometry (Lava)

Automatic



Color



Size



Label



Detail

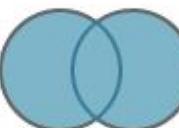


Tooltip

COLLECT(Geometry (Lava))

Coastline.shp is made of 4 tables. ⓘ

Coastline.shp



KIL_2018_LERZ_Fissure08FlowA....

Filters

Marks

- outline of coast
- outline of Lava
- Difference (coast & lava)
- Geometry (Lava)**

Automatic

Color	Size	Label
Detail	Tooltip	

COLLECT(Geometry (Lava))



Filters

Marks

- outline of coast
- outline of Lava
- Difference (coast & lava)
- Geometry (Lava)**

Automatic

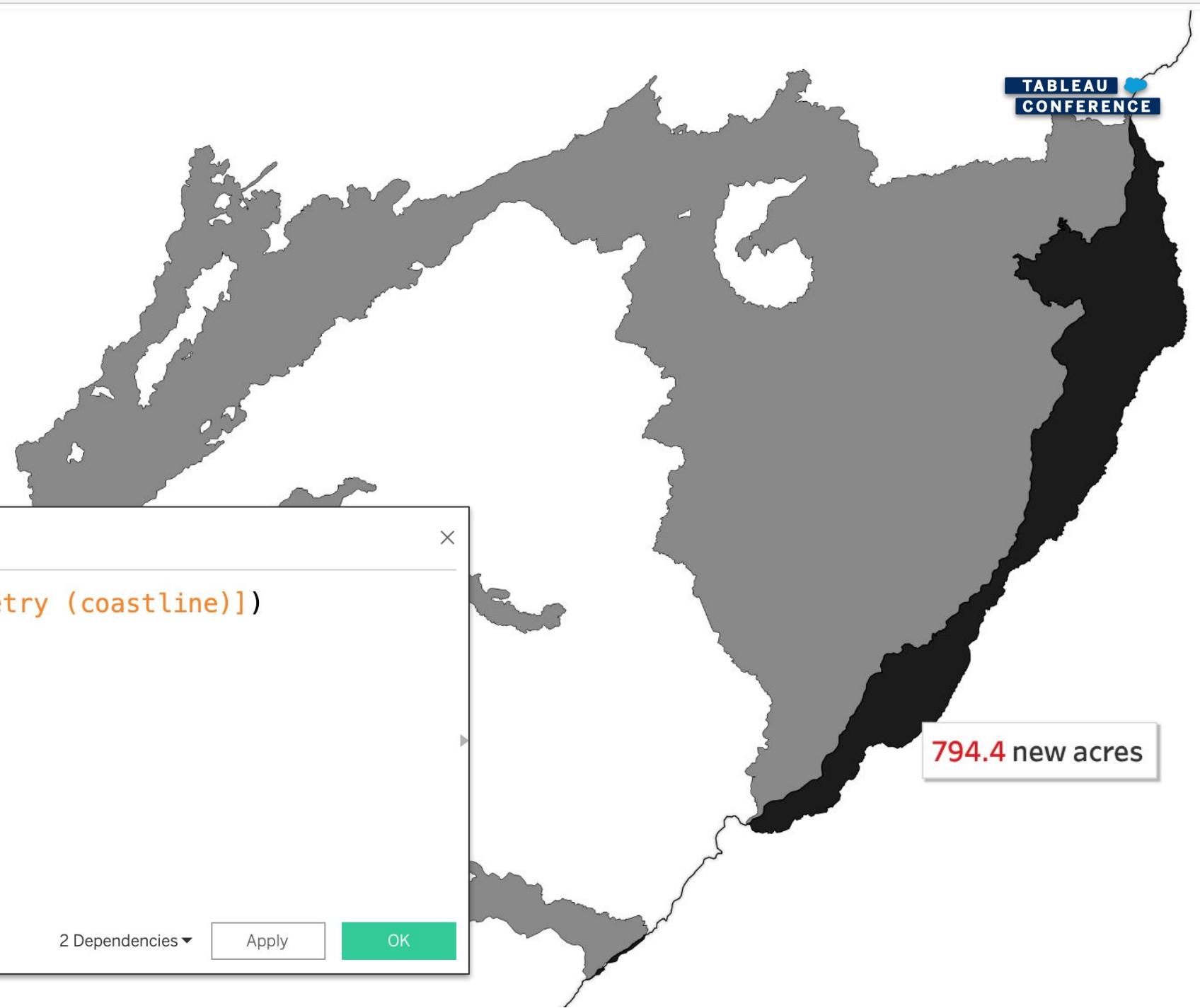
Color Size Label

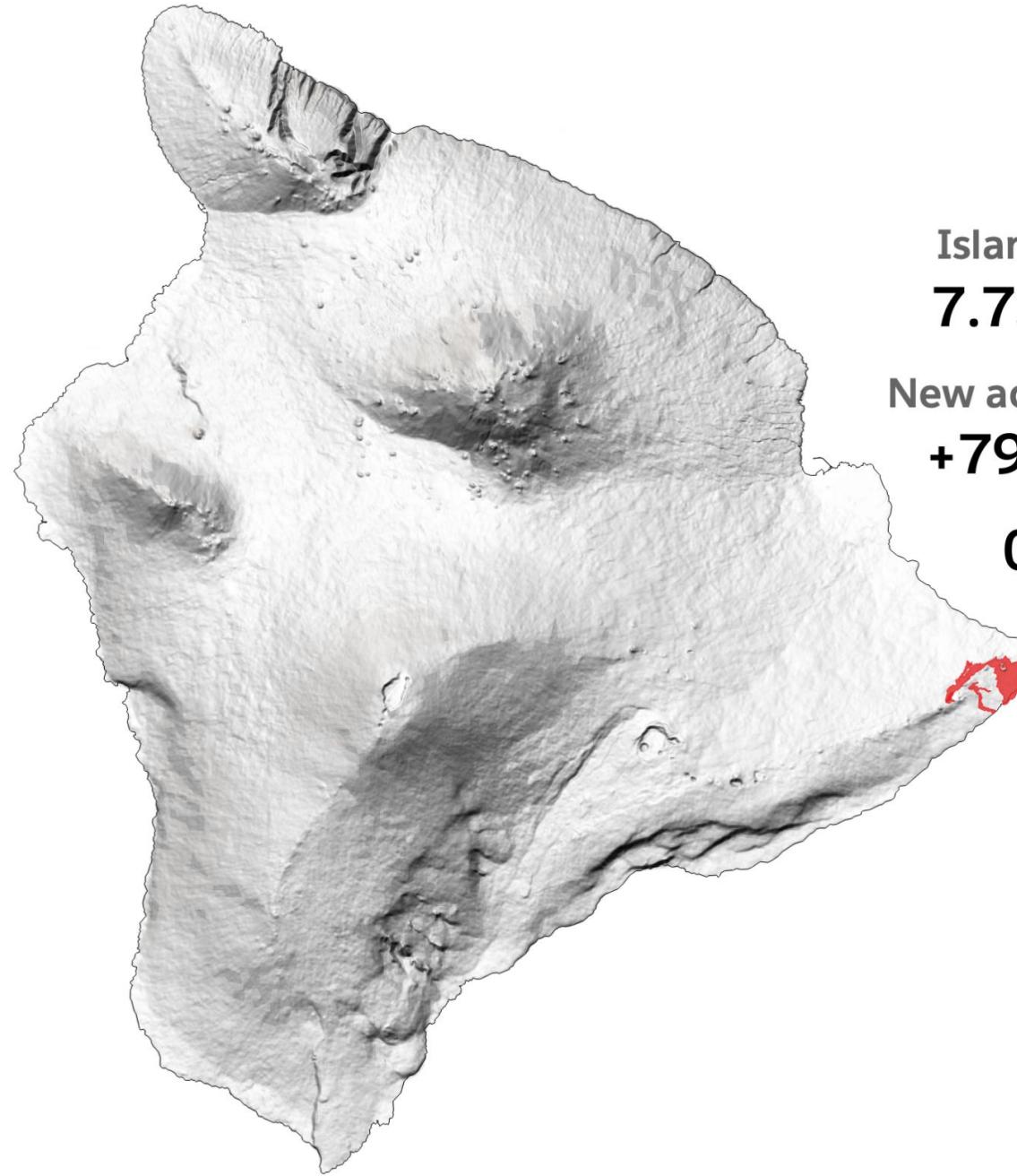
Detail Tooltip

COLLECT(Geometry (Lava))



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Island of Hawaii

7.73M acres

New acres from 2018

+794.4 acres

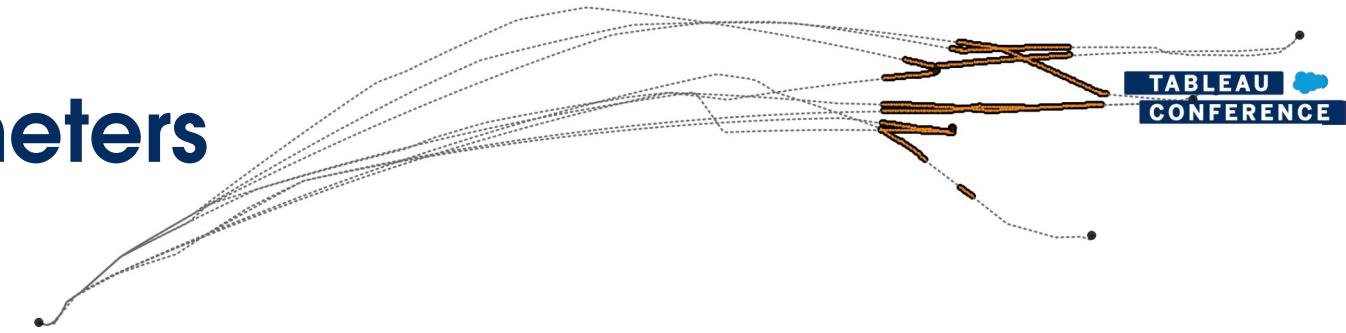
0.01%

Hands-on



Part Two / Spatial Parameters

See and understand how to use spatial parameters



Part Two : Spatial Parameters

A few new Spatial functions

Spatial Parameter A spatial parameter can be a point, polygon, multipolygon, line, or a homogenous collection of these types. You can use spatial parameters the same way you use other parameters in Tableau, such as parameter controls, parameter actions, and dynamic values.

Intersects((Geometry1),(Geometry2)) Returns true or false indicating if two geometries overlap in space.

Outline((Geometry)) Converts a polygon geometry into linestring.





Data Analytics <

- ARTCC_airspace Extract
- SAN_arrivals Extract

Search

Tables

- Country
- Global Id
- Ident
- Local Type
- Mil Code
- Name
- Remarks
- Type Code
- Wkhr Rmk
- Measure Names

- Airspace Selected
- Ak High
- Ak Low
- Geometry
- Objectid
- Pacific
- Shape_Are
- Shape_Len
- Us Area
- Us High
- Us Low
- Extract (Count)
- Latitude (generated)
- Longitude (generated)
- Measure Values

Parameters

Pages

Columns Longitude (generated)

Rows Latitude (generated)

Filters

Marks

Automatic

Color

Size

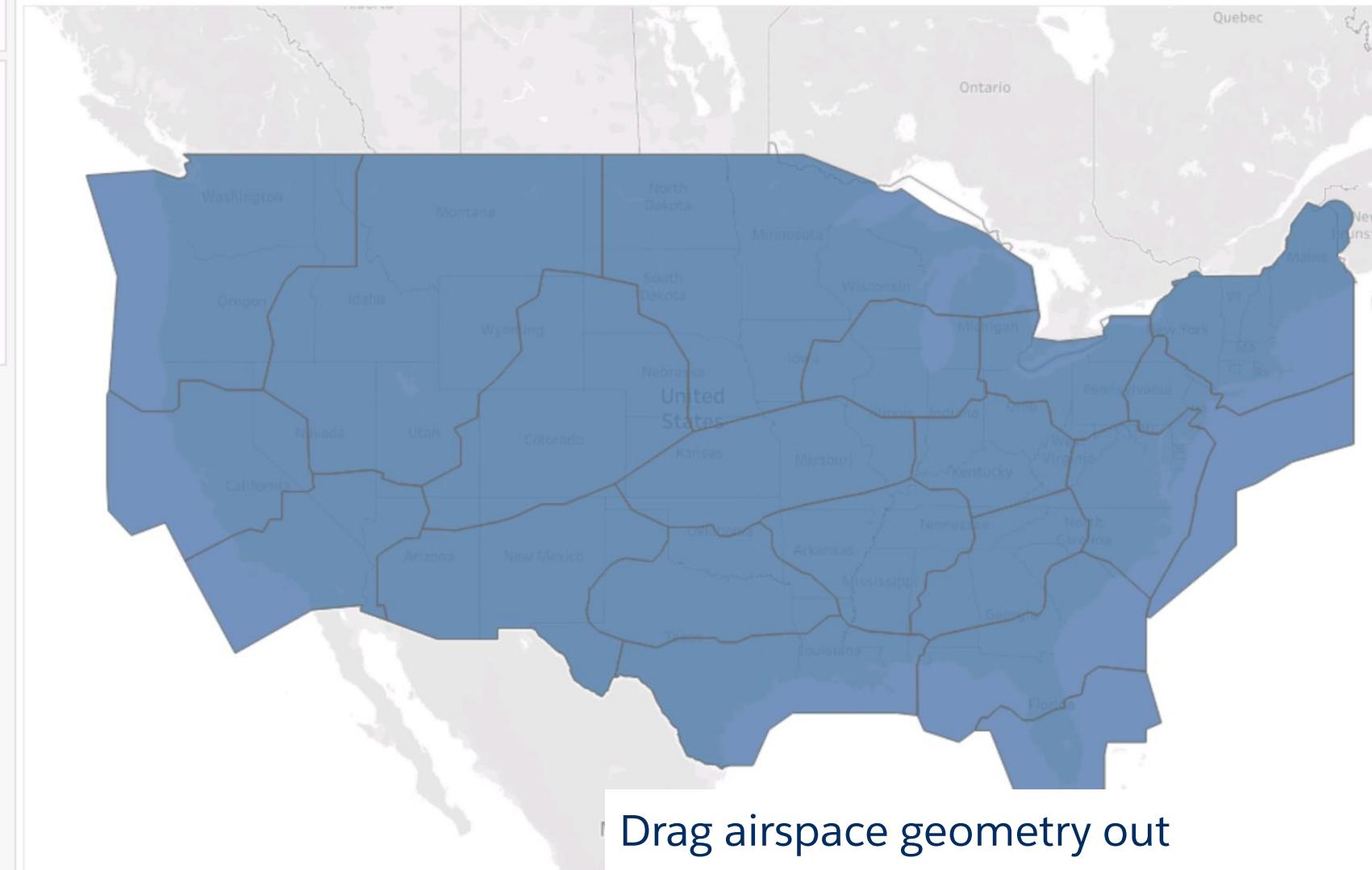
Label

Detail

Tooltip

COLLECT(Geo..)

Sheet 3





Data Analytics <

- ARTCC_airspace Extract
- SAN_arrivals Extract

Search

Tables

- Abc Aircraft
- Abc Aircraft class
- Abc Aircraft Registration
- Abc Aircraft Type
- Abc Airline
- Abc Arrival Time

- Abc Callsign
- Abc Comments
- Abc CSV
- Abc Date
- Abc Destination
- Abc File Paths
- Abc Flight
- Abc Flight Set
- Abc Iata Code
- =T/F In Airspace?
- Abc Name
- Abc Origin
- (Abc Origin - city)
- Abc Origin - code
- Abc Position
- Abc UTC

Abc Measure Names

- # Altitude
- # Direction
- =# Fit Points
- =# In Airspace counter
- (# Lat
- (# Latitude Dest

Pages

Columns Longitude (generated)

Filters

Rows Latitude (generated)

Sheet 3

Fit Points SAN_arrivals Extract

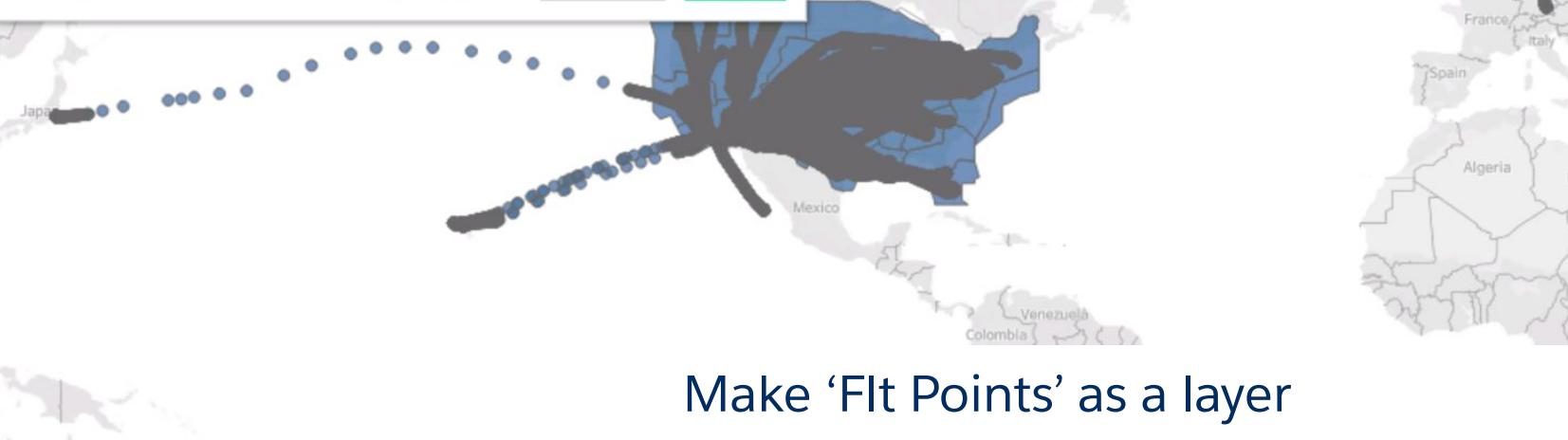
Makepoint([Lat],[Lon])

The calculation is valid.

7 Dependencies

Apply

OK



Make 'Fit Points' as a layer





Data	Analytics
ARTCC_airspace Extract	
SAN_arrivals Extract	

Search

Tables

Abc Aircraft
Abc Aircraft class
Abc Aircraft Registration
Abc Aircraft Type
Abc Airline
 Arrival Time
Abc Callsign
Abc Comments
Abc CSV
 Date
Abc Destination
Abc File Paths
Abc Flight
 Flight Set
Abc Iata Code
=T|F In Airspace?
Abc Name
Abc Origin
 Origin - city
Abc Origin - code
Abc Position
 UTC
Abc Measure Names

Altitude
Direction
Fit Points
In Airspace counter
Lat
Latitude Dest

Pages

Columns Longitude (generated)

Rows Latitude (generated)

Filters

Marks

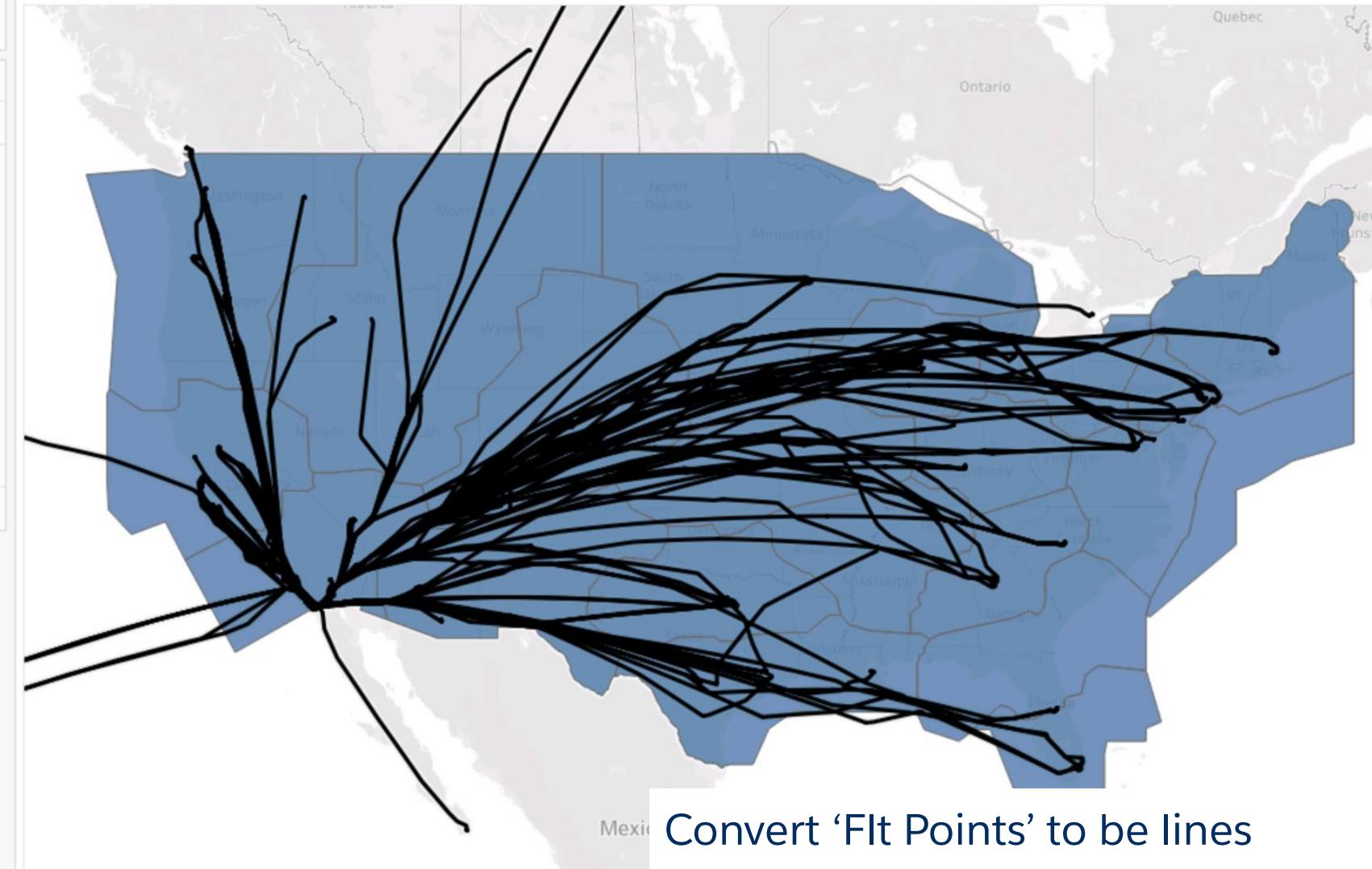
Fit Points

Line

 Color Size Label
 Detail Tooltip Path COLLECT(Fit ..)
 Flight
 Origin
 UTC

Geometry

Sheet 3



Convert 'Fit Points' to be lines





Background Layers X

Background

Style

Light

Washout (%)

 Repeat Background

Background Map Layers

- Base
- Land Cover
- Terrain
- Coastline
- Streets, Highways, Routs
- Light Country/Region E
- Light Country/Region N
- Country/Region Border
- Country/Region Name
- Light State/Province B
- Light State/Province N
- State/Province Border
- State/Province Names
- County Borders
- County Names
- Zip Code Boundaries
- Zip Code Labels
- Area Code Boundaries

Data Layer

Layer

No Data Layer

Pages

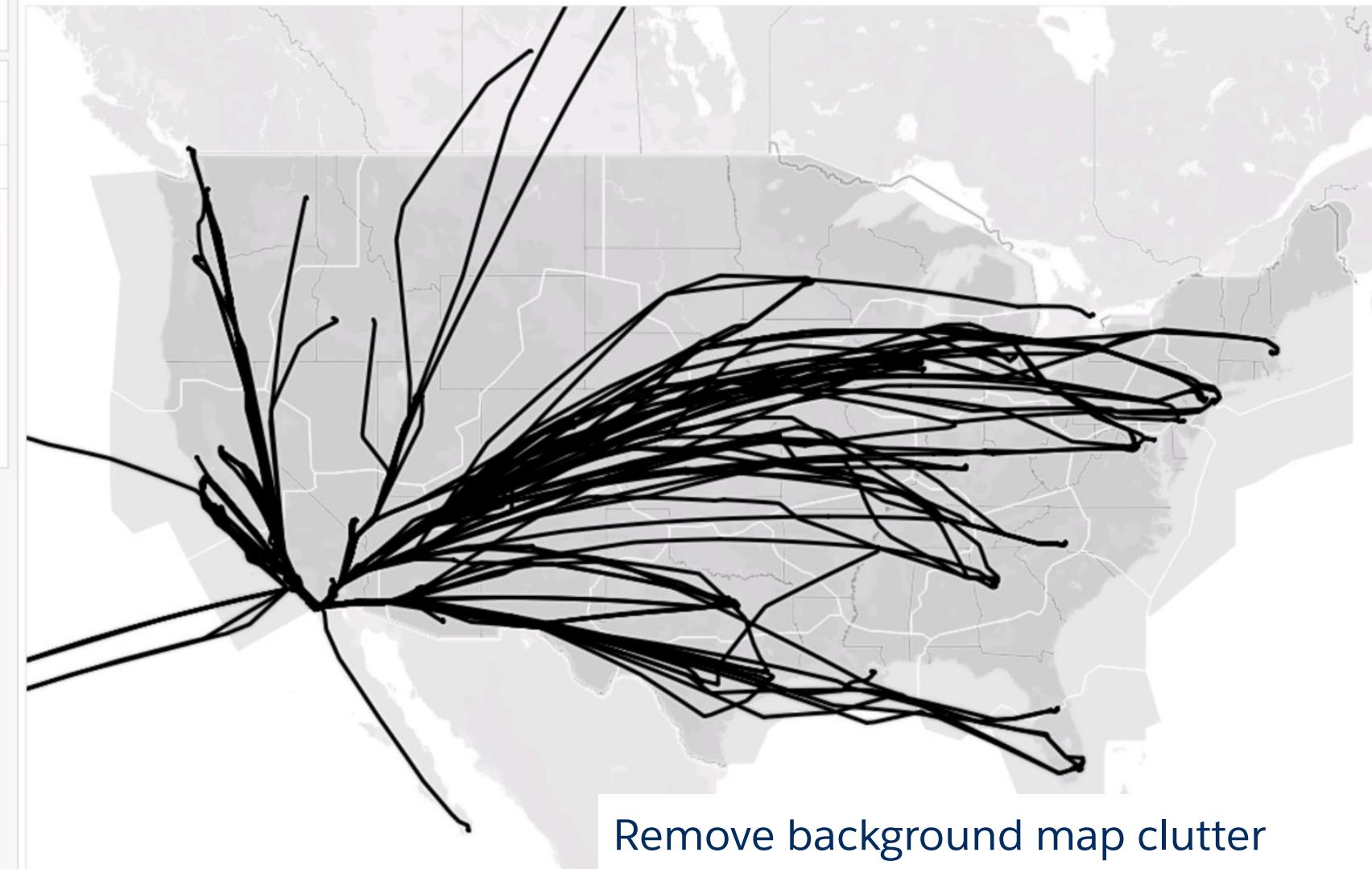
Columns

Longitude (generated)

Rows

Latitude (generated)

Sheet 3



Remove background map clutter





Data Analytics <

ARTCC_airspace Extract
SAN_arrivals Extract

Search

Tables

- Country
- Global Id
- Ident
- Local Type
- Mil Code
- Name
- Remarks
- Type Code
- Wkhr Rmk
- Measure Names
- Airspace Selected
- Ak High
- Ak Low
- Geometry
- Objectid
- Pacific
- Shape_Are
- Shape_Len
- Us Area
- Us High
- Us Low
- Extract (Count)
- Latitude (generated)
- Longitude (generated)
- Measure Values

Parameters

Airspace

Pages

Columns Longitude (generated)

Rows Latitude (generated)

Filters

Marks

Fit Points

Geometry

Automatic

Color

Size

Label

Detail

Tooltip

COLLECT(Geo..)

Name

Sheet 3

Edit Parameter [Airspace]

Name: Airspace

Properties:

Data type: Spatial

Display format: Empty

Current value: Empty

Value when workbook opens: Current value

Allowable values:

All List Range

Value	Display As
Click to add	

Fixed When workbook opens

Add values from: Geometry

- ARTCC_airspace Extract
- SAN_arrivals Extract
- Paste From Clipboard
- Remove Selected

Cancel OK



Create spatial Parameter





Show Me

TABLEAU
CONFERENCE

Data Analytics <

ARTCC_airspace Extract
SAN_arrivals Extract

Search

Tables

Country
Global Id
Ident
Local Type
Mil Code
Name
Remarks
Type Code
Wkhr Rmk
Measure Names

Airspace Selected
Ak High
Ak Low
Geometry
Objectid
Pacific
Shape_Are
Shape_Len
Us Area
Us High
Us Low
Extract (Count)
Latitude (generated)
Longitude (generated)
Measure Values

Parameters

Airspace

Pages

Columns Longitude (generated)

Rows Latitude (generated)

Filters

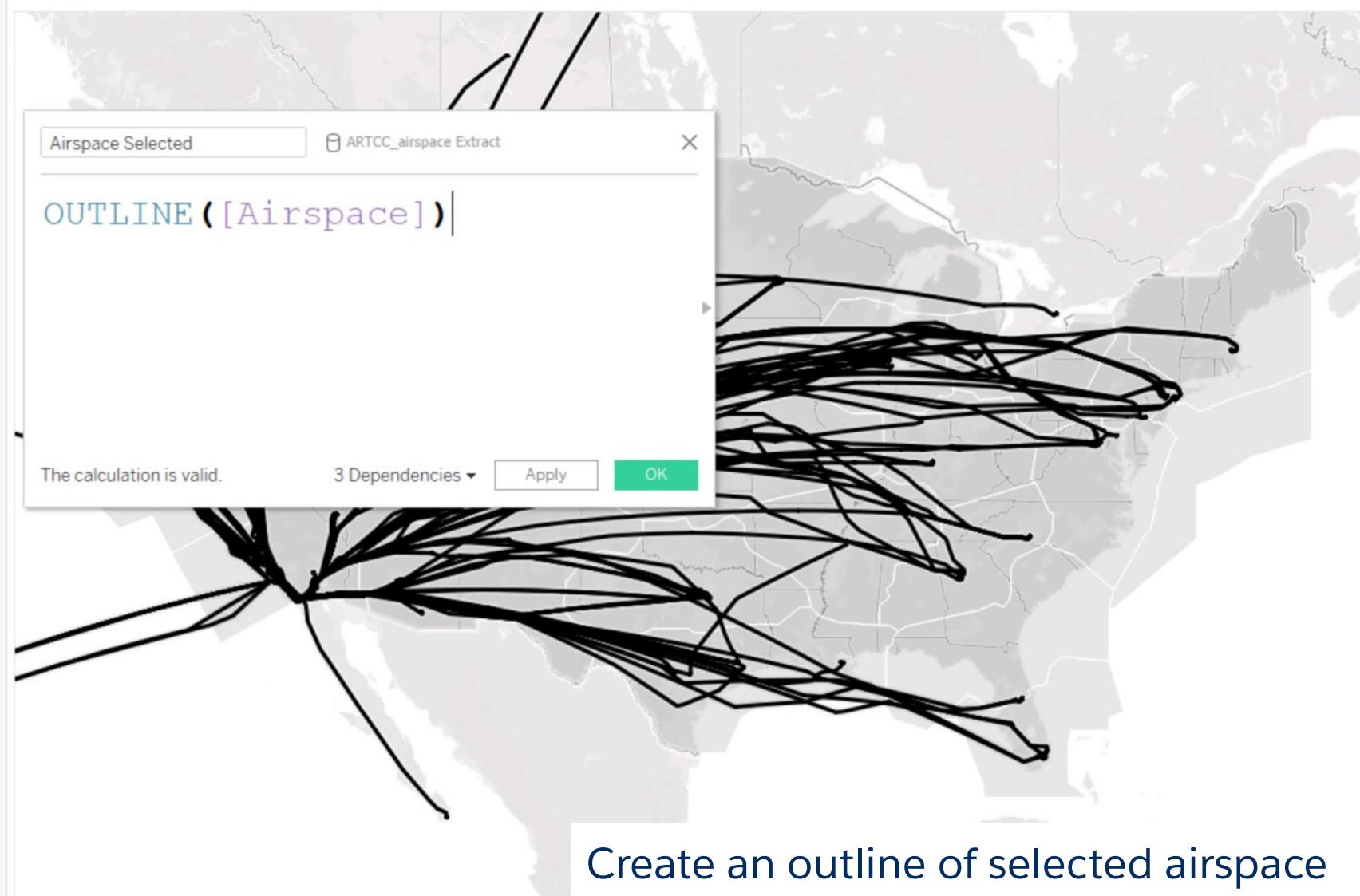
Marks

Fit Points

Geometry

Automatic
Color
Size
Label
Detail
Tooltip
COLLECT(Geo..)
Name

Sheet 3





Data

Analytics

- ARTCC_airspace Extract
- SAN_arrivals Extract

Search

Tables

- Abc Aircraft
- Abc Aircraft class
- Abc Aircraft Registration
- Abc Aircraft Type
- Abc Airline
- Arrival Time
- Abs Callsign
- Abs Comments
- Abs CSV
- Date
- Abs Destination
- Abs File Paths
- Abs Flight
- Flight Set
- Abs Iata Code
- In Airspace?
- Abs Name
- Abs Origin
- Origin - city
- Origin - code
- Abs Position
- UTC
- Abs Measure Names
- Altitude
- Direction
- Fit Points
- In Airspace counter
- Lat
- Latitude Dest
- Latitude Origin

Pages

Columns

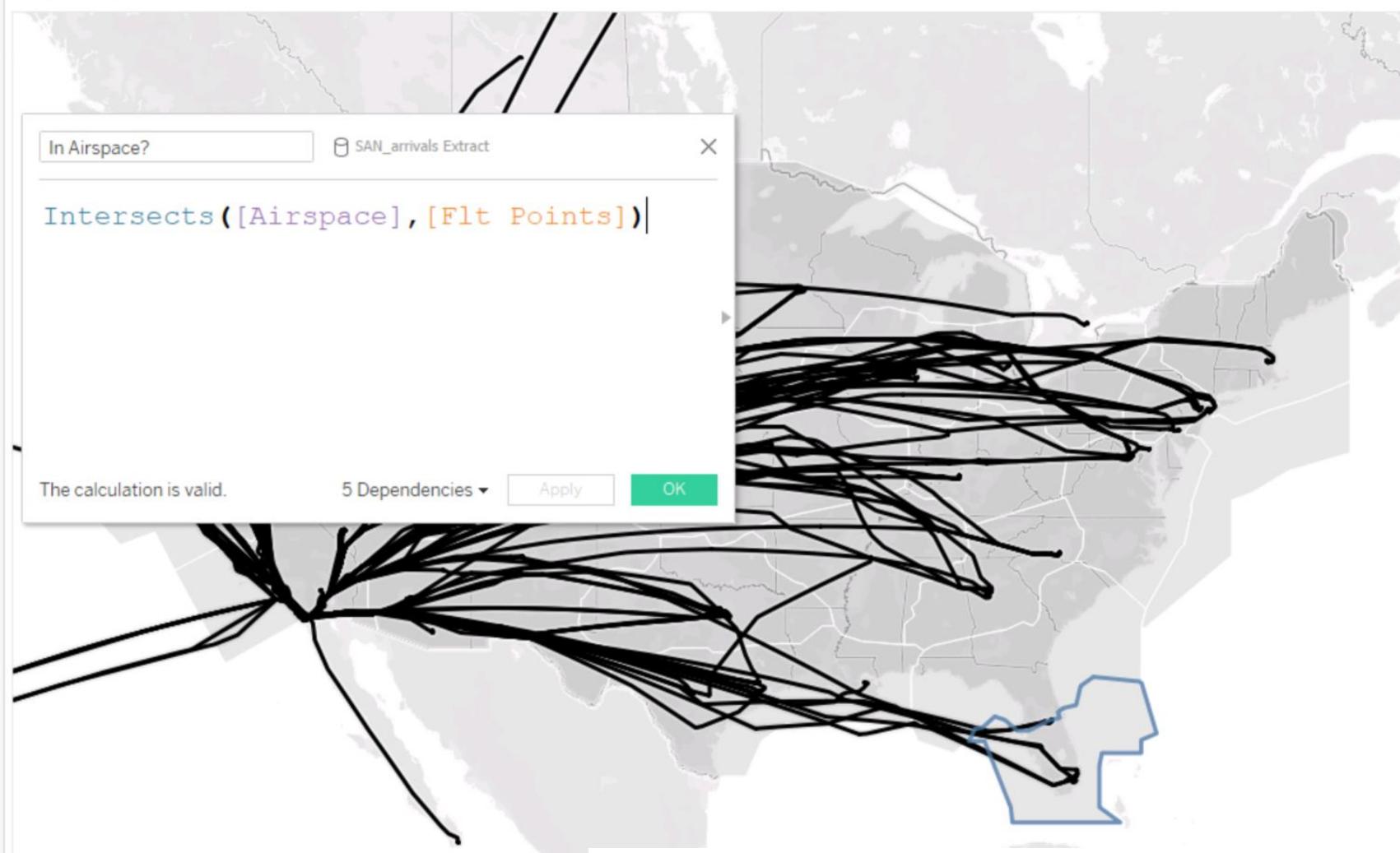
Longitude (generated)

Rows

Latitude (generated)

Filters

Sheet 3



Find the intersects of the two datasets





Data Analytics <

ARTCC_airspace Extract
SAN_arrivals Extract

Search

Tables

Abc Aircraft
Abc Aircraft class
Abc Aircraft Registration
Abc Aircraft Type
Abc Airline
Arrival Time
Abc Callsign
Abc Comments
Abc CSV
Date
Abc Destination
Abc File Paths
Abc Flight
Flight Set
Abc Iata Code
=T|F In Airspace?
Abc Name
Abc Origin
Origin - city
Abc Origin - code
Abc Position
UTC
Abc Measure Names# Altitude
Direction
= Fit Points
= # In Airspace counter
Lat
Latitude Dest
Latitude Origin

Pages

Columns Longitude (generated)
Rows Latitude (generated)

Filters

In Airspace?: True

Marks

Airspace Selected

Automatic

Color

Size

Label

Detail

Tooltip

COLLECT(Airs..)

Fit Points

Geometry

Sheet 3

Filter [In Airspace?]

General Condition Top

Select from list Custom value list Use all

Enter search text

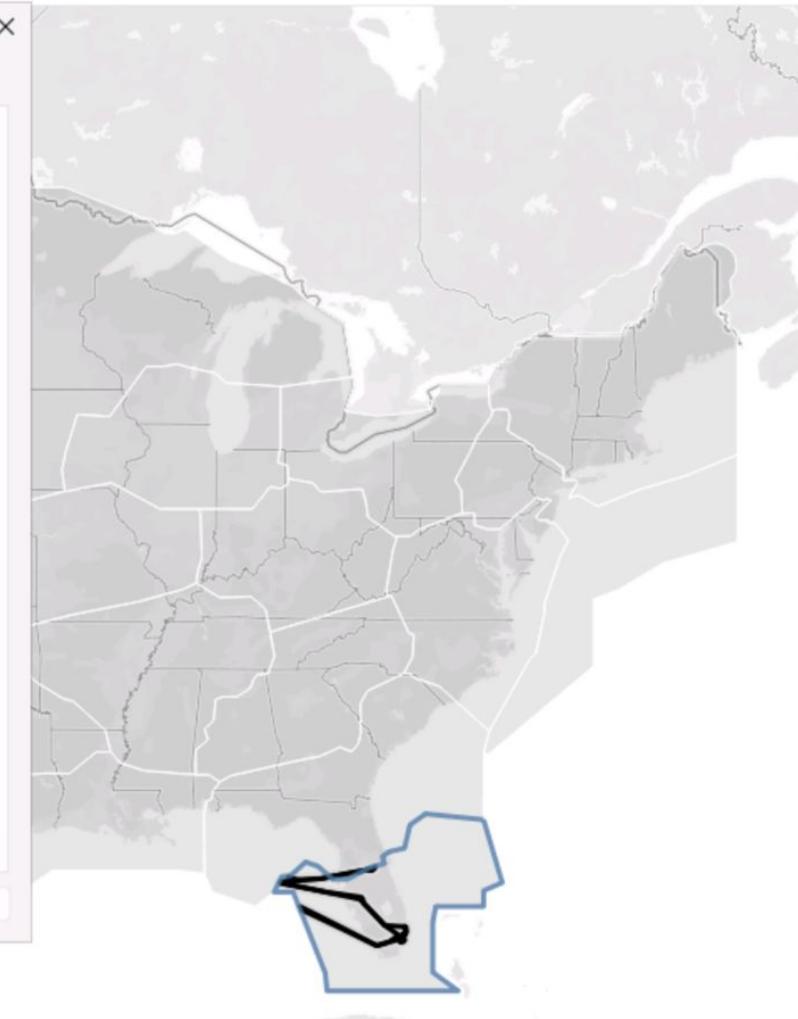
False True

All None Exclude

Summary

Field: [In Airspace?]
Selection: Selected 1 of 2 values
Wildcard: All
Condition: None
Limit: None

Reset OK Cancel Apply



Filter out everything but...



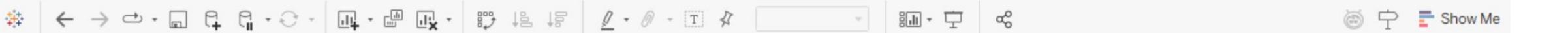


TABLEAU
CONFERENCE

Data Analytics

ARTCC_airspace Extract
SAN_arrivals Extract

Search

Tables

Abc Destination

Abc File Paths

Abc Flight

Flight Set

Abc Iata Code

=TF In Airspace?

Abc Name

Abc Origin

Origin - city

Abc Origin - code

Abc Position

UTC

Abc Measure Names

Altitude

Direction

Fit Points

In Airspace counter

Lat

Latitude Dest

Latitude Origin

Lon

Longitude Dest

Longitude Origin

Points inside?

Speed

Timestamp

Extract (Count)

Latitude (generated)

Longitude (generated)

Measure Values

Pages

Columns Longitude (generated)

Rows Latitude (generated)

Filters

In Airspace?: True

Marks

Airspace Selected

Automatic

Color

Size

Label

Detail

Tooltip

COLLECT(Airs..)

Fit Points

Geometry

In Airspace counter

SAN_arrivals Extract

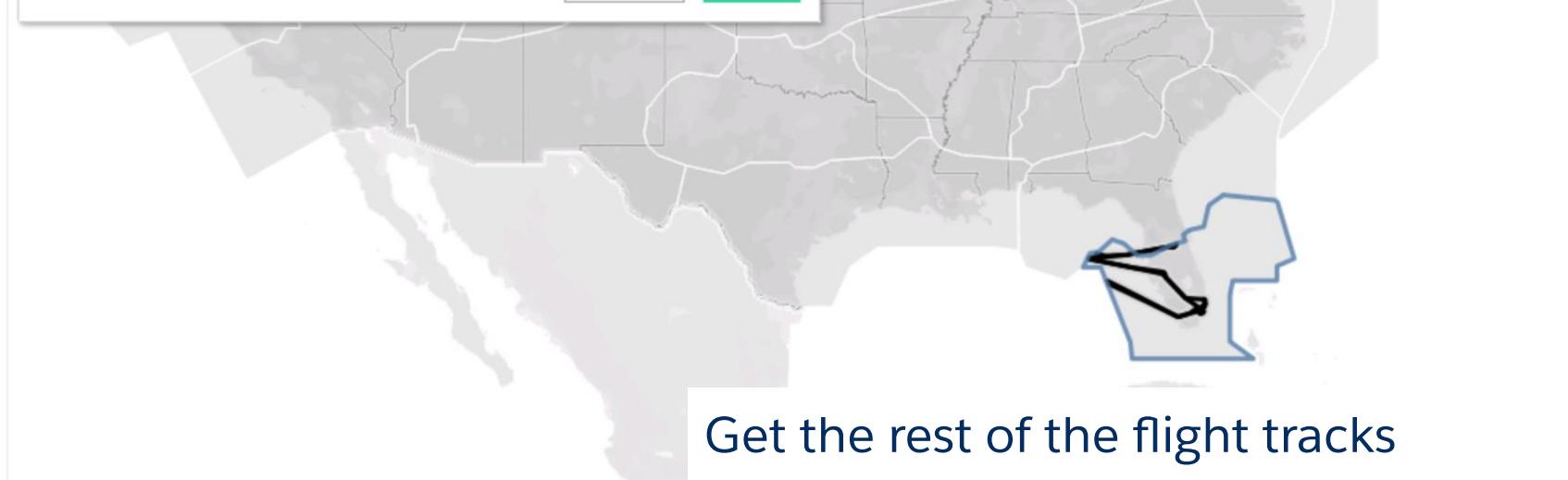
```
if [In Airspace?]=TRUE then 1  
else 0  
END
```

The calculation is valid.

3 Dependencies

Apply

OK



Get the rest of the flight tracks



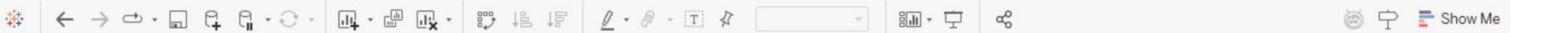


TABLEAU
CONFERENCE

Data Analytics

ARTCC_airspace Extract
SAN_arrivals Extract

Search

Tables

Abc Destination
Abc File Paths
Abc Flight
Flight Set
Abc Iata Code
=T/F In Airspace?
Abc Name
Abc Origin
Origin - city
Abc Origin - code
Abc Position
UTC
Abc Measure Names
Altitude
Direction
Fit Points
In Airspace counter
Lat
Latitude Dest
Latitude Origin
Lon
Longitude Dest
Longitude Origin
Points inside?
Speed
Timestamp
Extract (Count)
Latitude (generated)
Longitude (generated)
Measure Values

Pages

Columns Longitude (generated)
Rows Latitude (generated)

Filters

In Airspace?: True

Marks

Airspace Selected

Automatic
Color
Size
Label
Detail
Tooltip
COLLECT(Airs..)

Fit Points

Geometry

Sheet 3

Edit Set [Flight Set]

Name: Flight Set
General Condition Top

None

By field:

Aircraft Count
= 0

Range of Values

Min: Load
Max:

By formula:

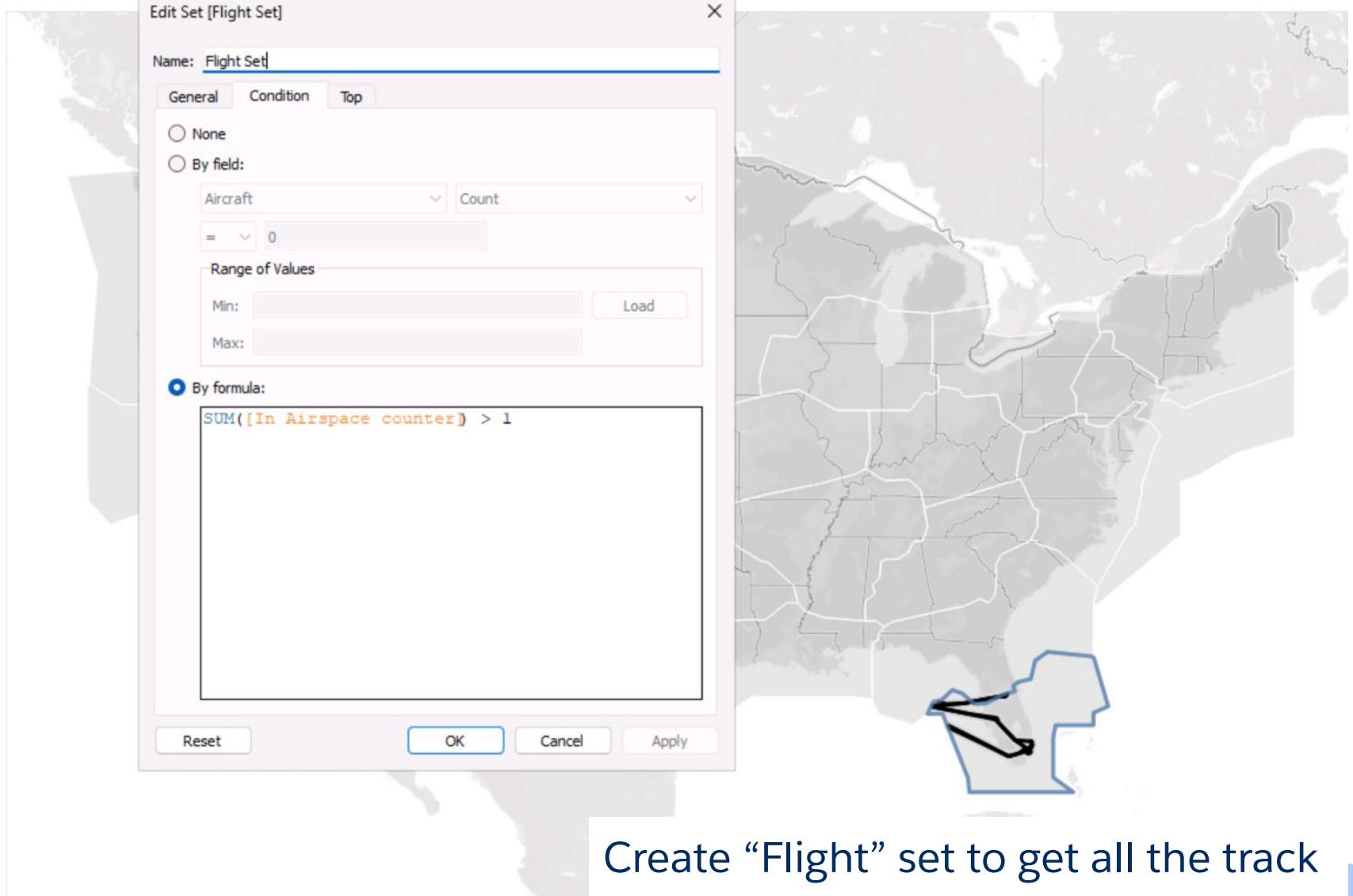
SUM([In Airspace counter]) > 1

Reset

OK

Cancel

Apply



Create “Flight” set to get all the track



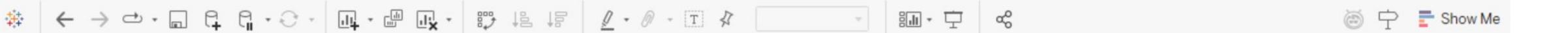


TABLEAU
CONFERENCE

Data Analytics

ARTCC_airspace Extract
SAN_arrivals Extract

Search

Tables

Abc Destination

Abc File Paths

Abc Flight

Flight Set

Abc Iata Code

=T|F In Airspace?

Abc Name

Abc Origin

Origin - city

Abc Origin - code

Abc Position

UTC

Abc Measure Names

Altitude

Direction

=@ Fit Points

In Airspace counter

@ Lat

Latitude Dest

Latitude Origin

@ Lon

Longitude Dest

Longitude Origin

=@ Points inside?

Speed

Timestamp

Extract (Count)

Latitude (generated)

Longitude (generated)

Measure Values

Pages

Columns Longitude (generated)

Rows Latitude (generated)

Filters

Flight Set

Marks

Airspace Selected

Automatic

Color

Size

Label

Detail

Tooltip

COLLECT(Airs..)

Fit Points

Geometry

Sheet 3

Points inside? SAN_arrivals Extract

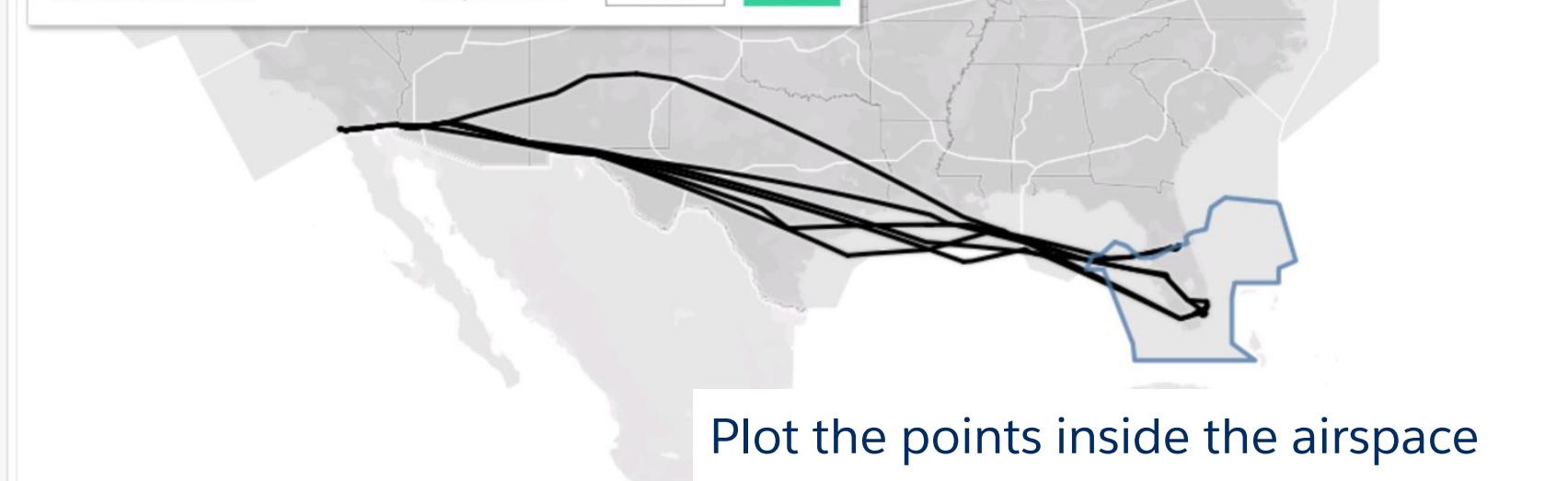
```
if [In Airspace?] = TRUE then [Flt Points]  
ELSE NULL  
END
```

The calculation is valid.

2 Dependencies

Apply

OK



Plot the points inside the airspace





Data Analytics <

ARTCC_airspace Extract
SAN_arrivals Extract

Search

Tables

- Abc Aircraft class
- Abc Aircraft Registration
- Abc Aircraft Type
- Abc Airline
- Arrival Time
- Abs Callsign
- Abs Comments
- Abs CSV
- Date
- Abs Destination
- Abs File Paths
- Abs Flight
- Flight Set
- Abs Iata Code
- In Airspace?
- Abs Name
- Abs Origin
- Origin - city
- Abs Origin - code
- Abs Position
- UTC
- Abs Measure Names
- # Altitude
- # Direction
- # Fit Points
- # In Airspace counter
- Lat
- Latitude Dest
- Latitude Origin
- Lon

Pages

Columns Longitude (generated)

Rows Latitude (generated)

Filters

Flight Set

Marks

Points inside?

Circle

Color

Size

Label

Detail

Tooltip

COLLECT(Poin..)

UTC

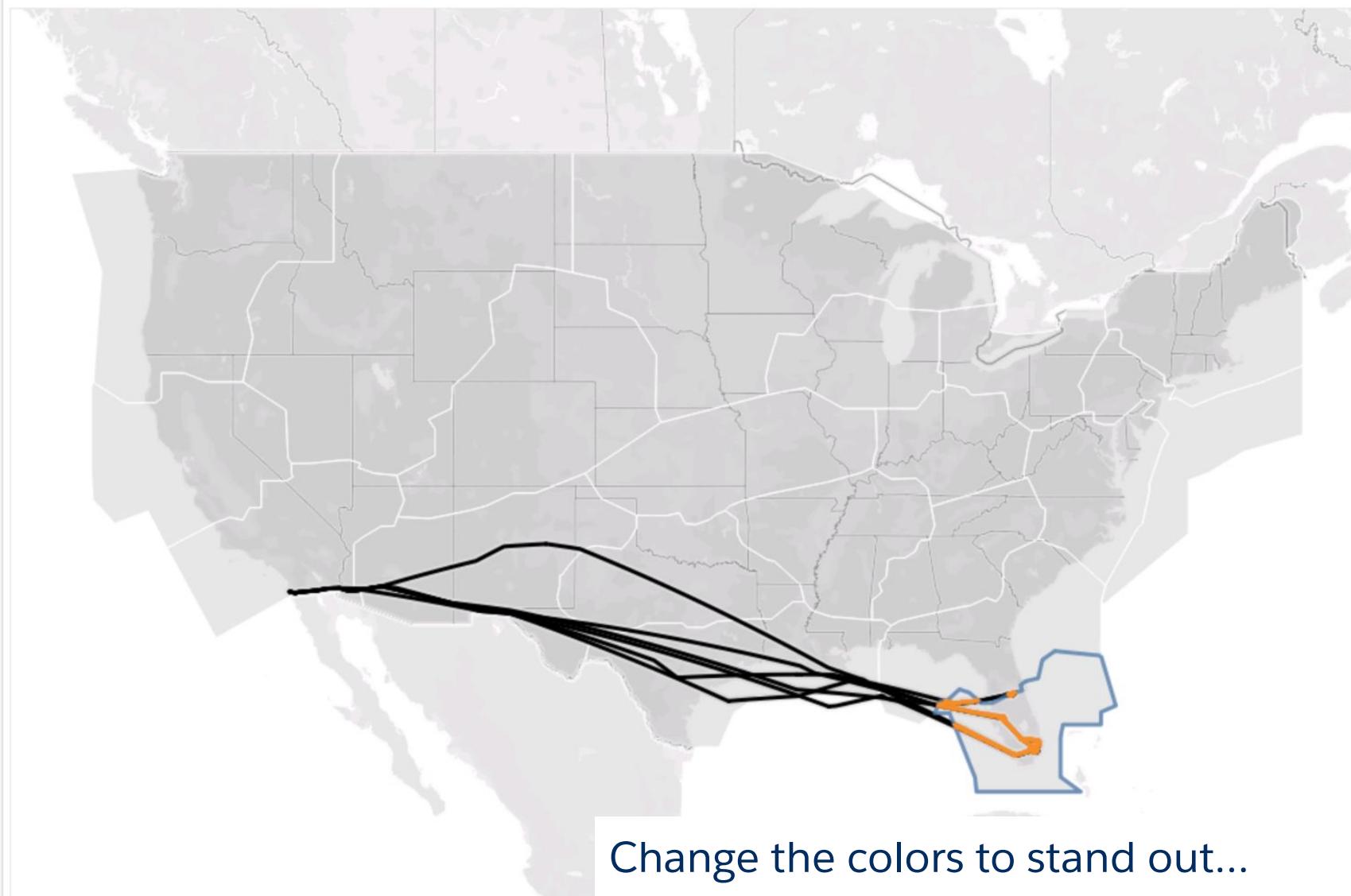
Flight

Airspace Selected

Fit Points

Geometry

Sheet 3



Change the colors to stand out...

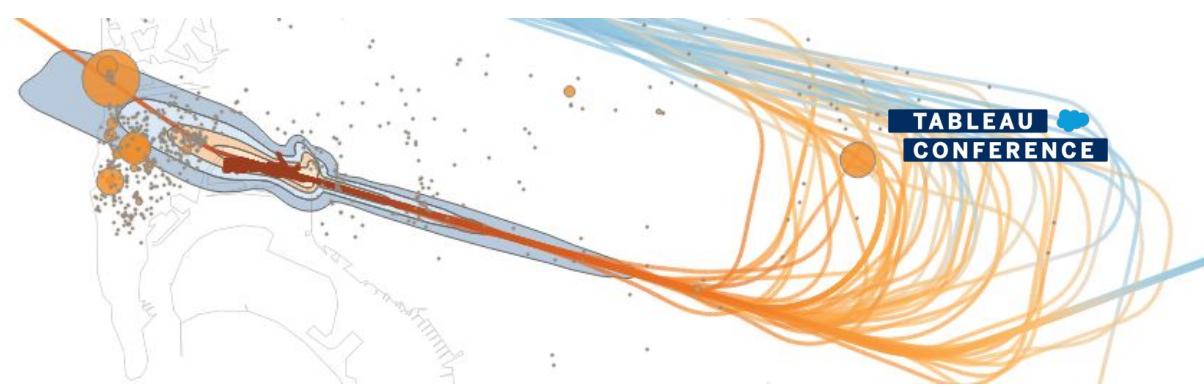




Part Three / Noisy Data

Part Three Noisy Data

A few new Spatial functions



Intersects((Geometry1),(Geometry2)) Returns true or false indicating if two geometries overlap in space.

Intersection((Geometry),(Geometry2)) Returns a spatial that is all regions contained in the first source spatial that are also in the second source spatial.

We have seen how these can be used with data in Ross's Lava example, but now let's look at how they affect the efficiency of the dashboard.





Demo

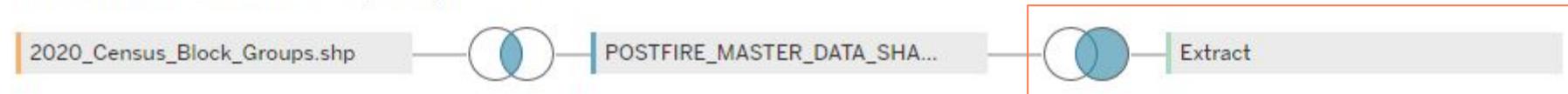
Part Three Noisy Data

A few other tools

Hyper Extracts

- Extracts can now be used along with other spatial data connection to create new spatial joins

2020_Census_Block_Groups.shp is made of 3 tables. ⓘ



Part Three Noisy Data

A few other tools

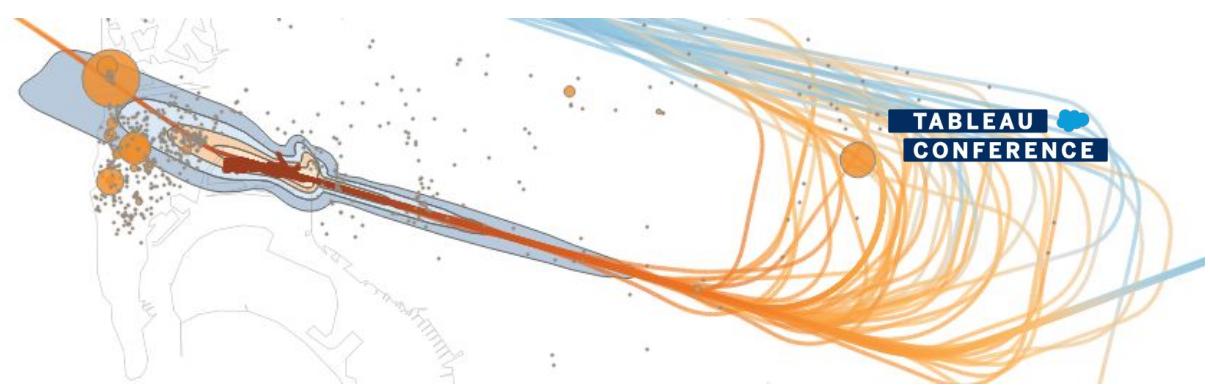


Tableau Prep Flows

- Use Prep Flows to clean your spatial data files and remove unnecessary data fields prior to analysis

Extract (Extract...)

Clean 1

Output

100%

Input 118 fields Filter Values...

Settings Data Sample Changes (113)

Extract (Extract.Extract)

① Remove fields you don't need and add filters to limit the data included in your flow. This can improve performance. For more cleaning options or to view your data, [add a Clean Step](#).

Fields included: 6 of 118

Type	Field Name	Changes	Preview
Abc	attr_Mod_1	☒	01/13/2020
Abc	attr_Sou_1	☒	#RWIN
#	attr_IsCpx	☒	0
Abc	attr_CpxNs	☒	null
Abc	attr_CpxID	☒	null
Abc	attr_Sou_2	☒	f35c19d7cFFED... 2a11c9e3-3295-46...
Abc	GlobalID	☒	Type1.Incident
Abc	attr_inc_6	☒	MultiPolygon
Geometry	Geometry		



Part Three Noisy Data

A few other tools

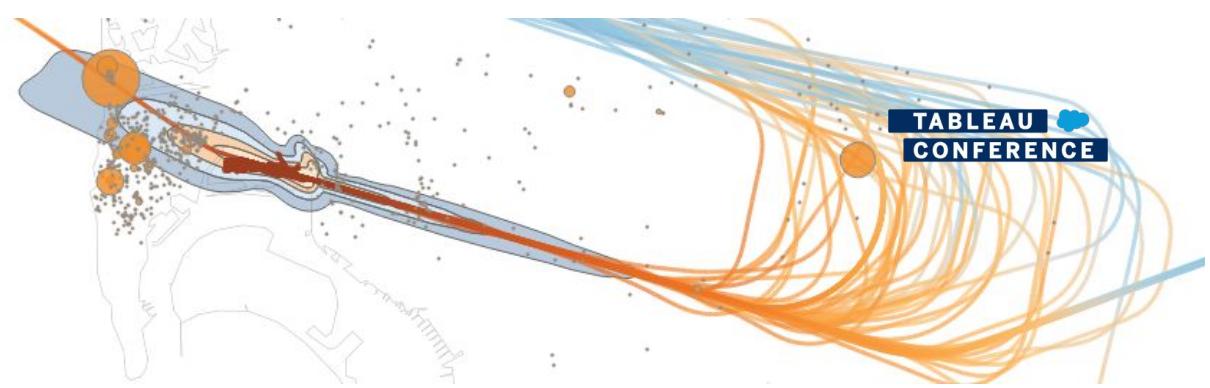


TABLEAU
CONFERENCE

Tableau Prep Flows

- Outputting to a geodatabase or a Hyper Extract preserves the data's spatial features

Save output to

File

Browse

Name

Perimeters_Updated

Location

C:\Users\kmckinney\Desktop\CalFire

Output type

Tableau Data Extract (.hyper)



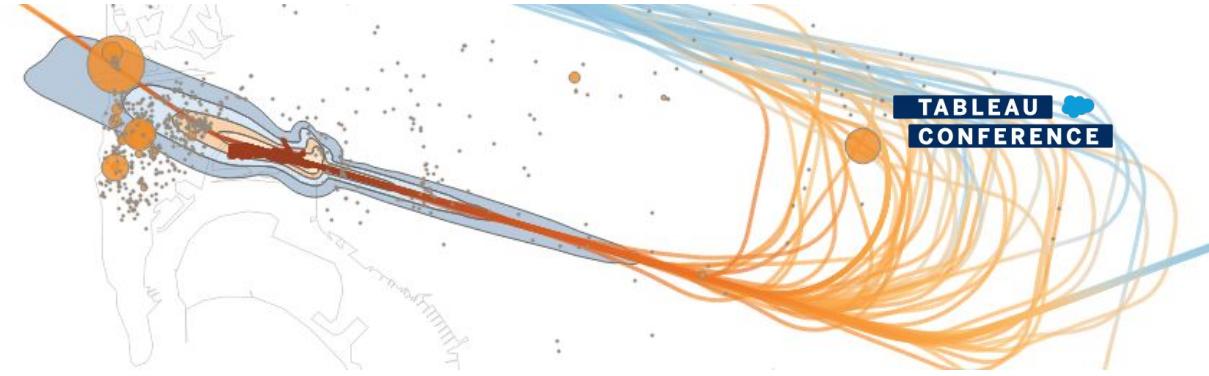
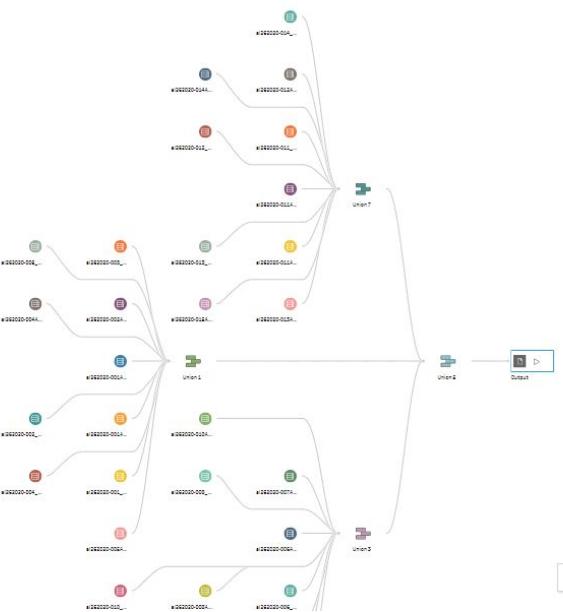
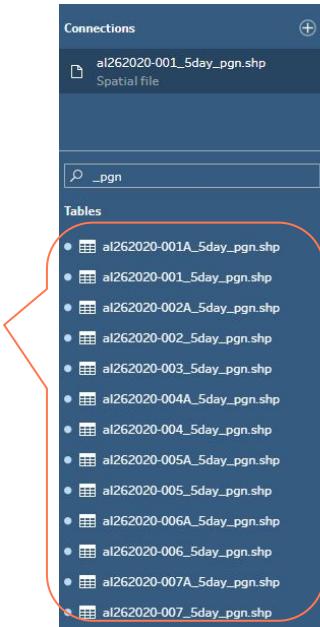
Part Three Noisy Data

A few other tools

Tableau Prep Flows

- You can even union spatial data files up to a max of 10 files per union, but then unions can be unioned as in this example here.

Prep puts a mark next to each used table to help you keep track of where you are too





Part Four / Seeing Through the Smoke



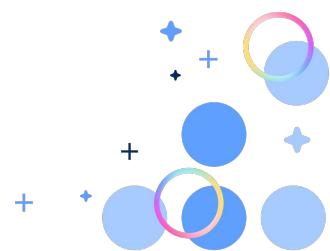
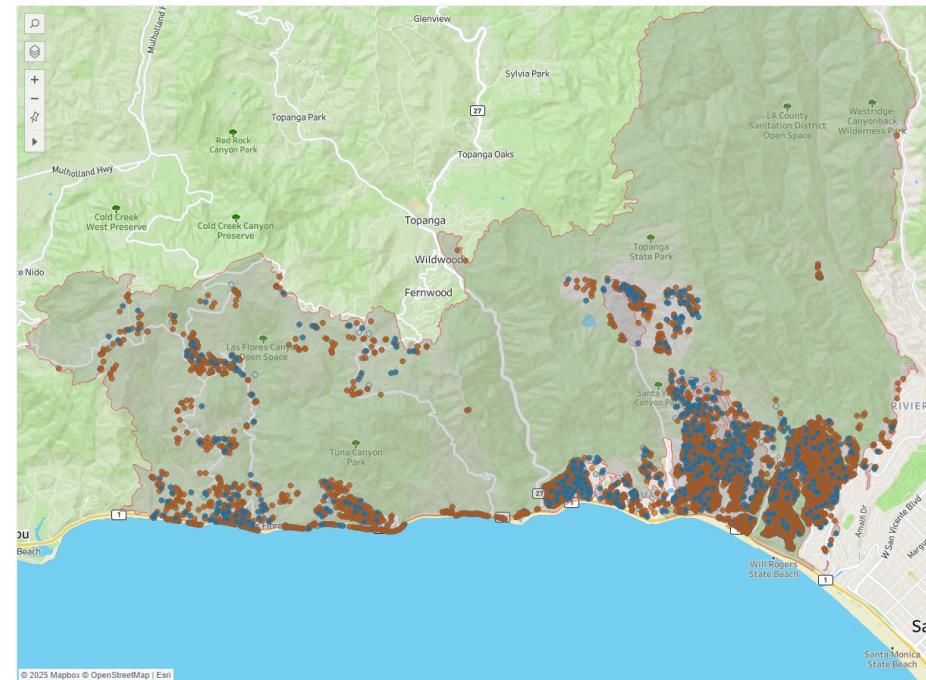
Demo

Part Four Seeing Through the Smoke

Four Key Design Principles

Map with Meaning, Not Just Location:

- Maps aren't neutral - they're narratives
- Make maps Purpose-built - are you showing damage? progress? need?

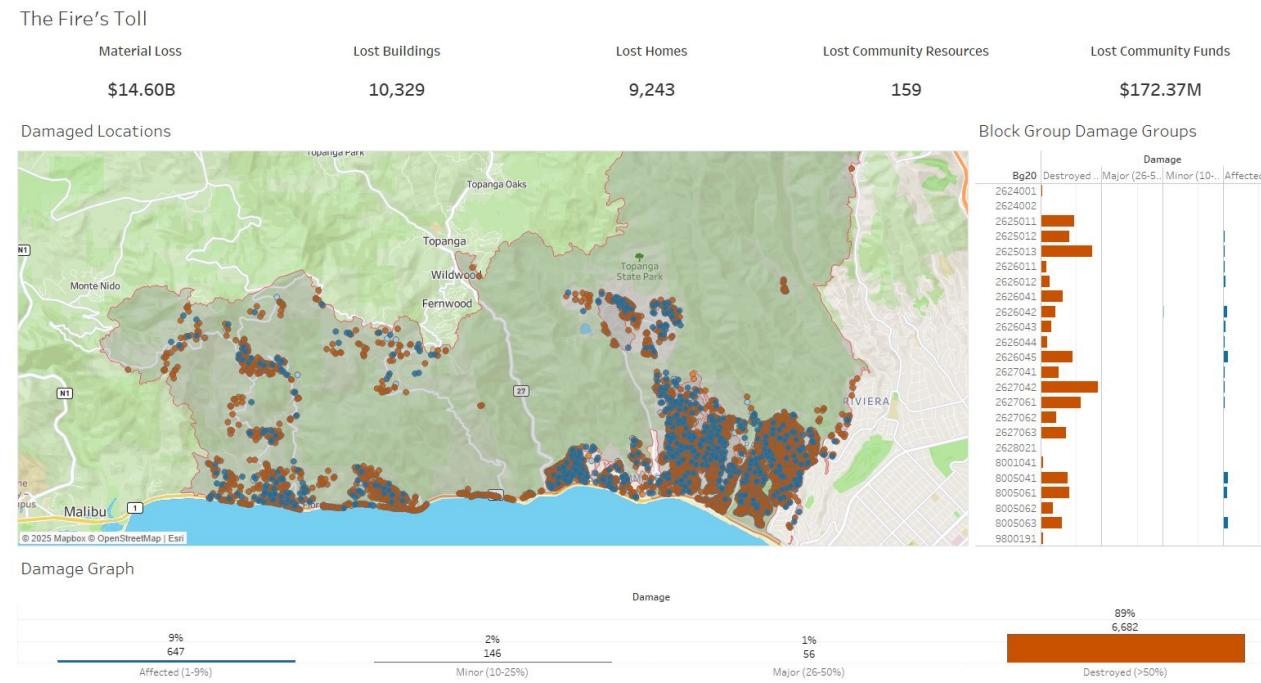


Part Four Seeing Through the Smoke

Four Key Design Principles

Use Spatial Context to Ground Non-spatial Data:

- Pair maps with charts, timelines, and explanatory text
- Let the map anchor the user's attention - and surround it with interpretable context

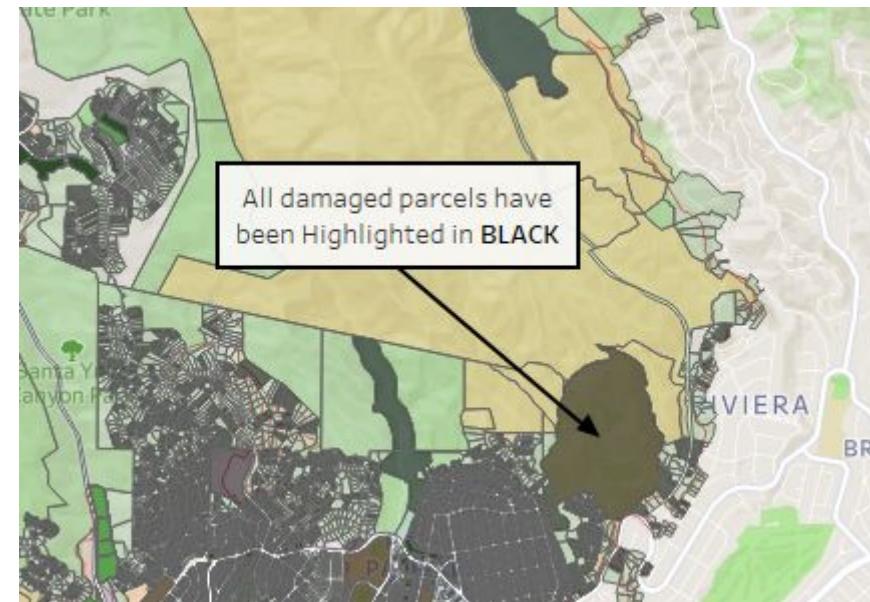


Part Four Seeing Through the Smoke

Four Key Design Principles

Highlight Place-Based Impact and Priorities:

- Use maps to show the difference across communities
- Incorporate thematic layers that guide the user

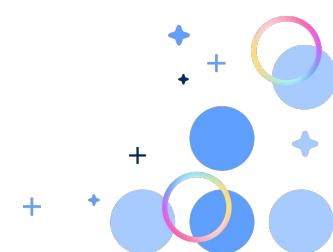
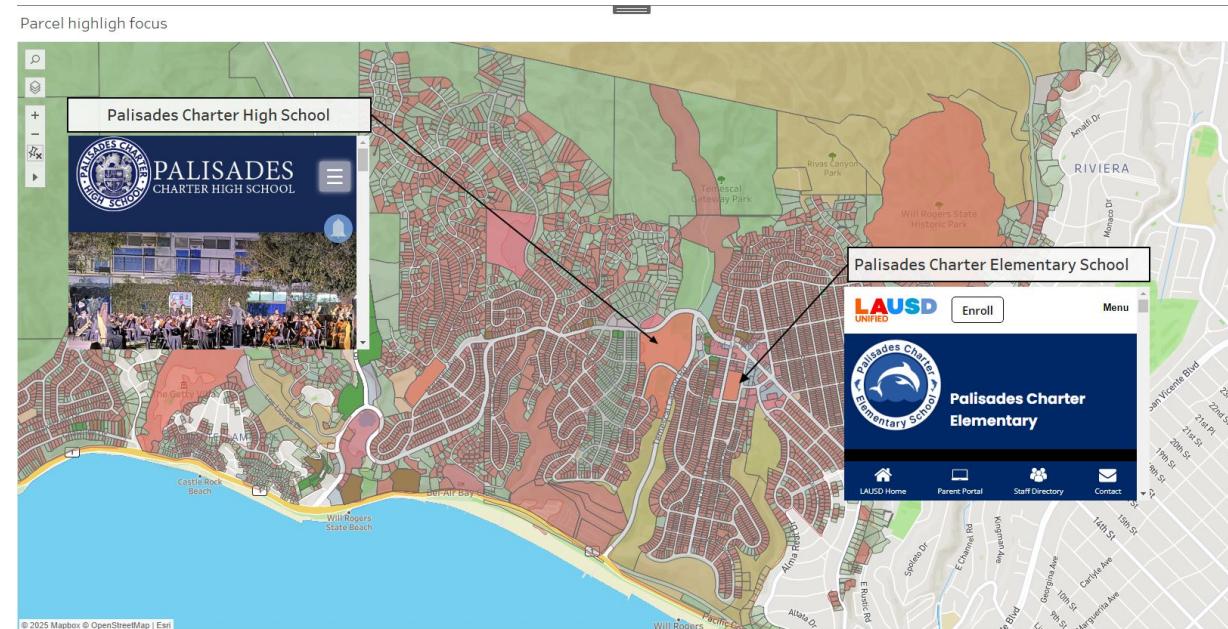


Part Four Seeing Through the Smoke

Four Key Design Principles

Design for Emotional Clarity, Not Just Visual Appeal:

- Use clean, direct labels. Avoid color overload.
 - Consider trust-building features: update timestamps, data sources, and be transparent with your assumptions



How to Help



[LA City Resources](#)



[LA County Resources](#) +



[CFF Resources](#)

How to Help



Habitat
for Humanity®

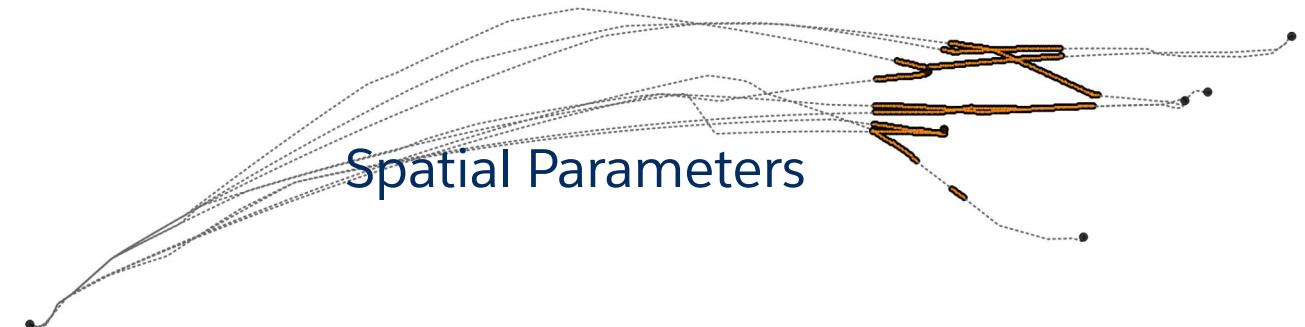


American
Red Cross



Session Summary

Finish up!



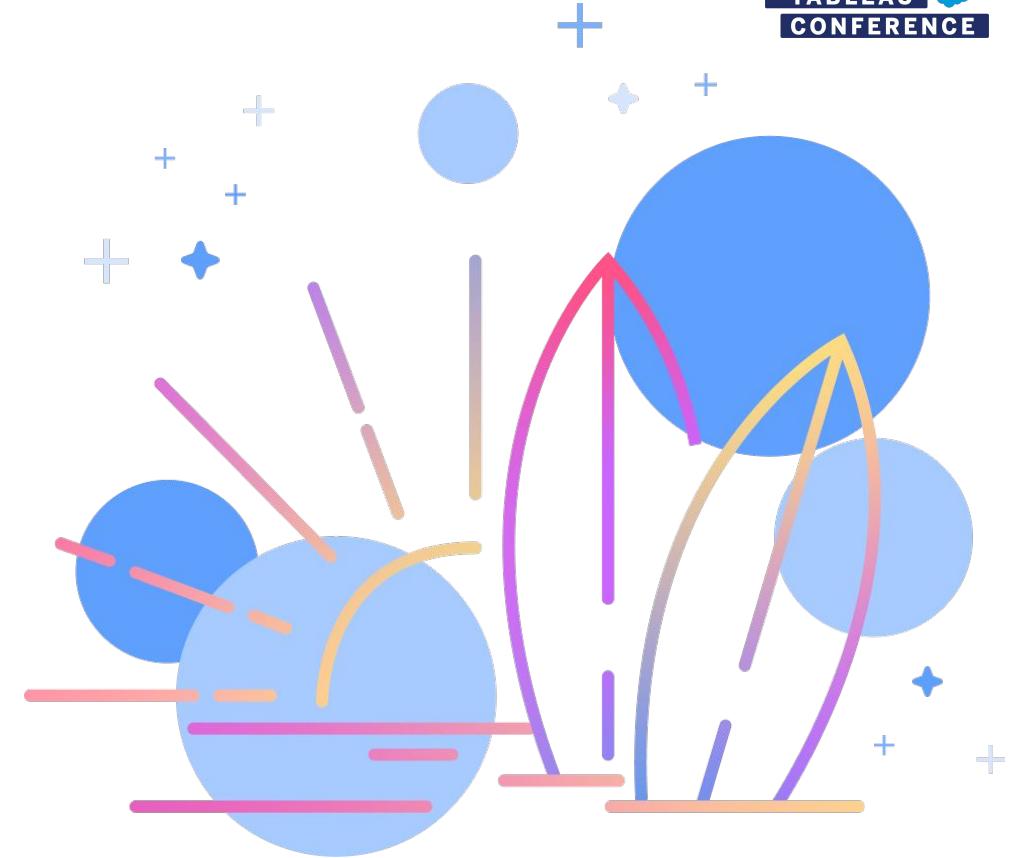
+tableau⁺⁺public

**Find us on
Tableau Public**

public.tableau.com/app/profile/

Ross Paulson
rpaulson

Kevin Mckinney
kevin.mckinney3813

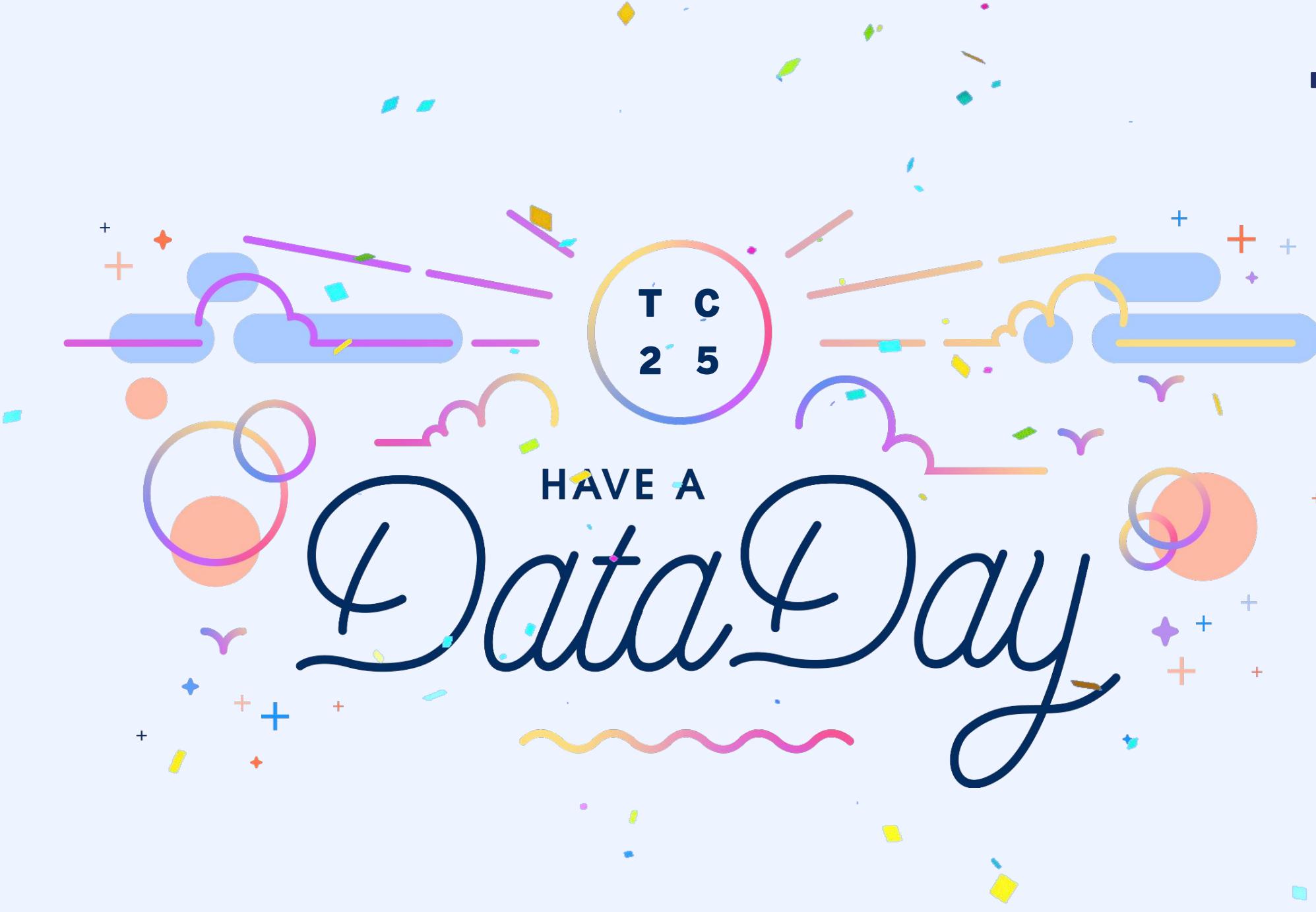




Thank you

HAVE A
Data Day

T C
2 5



Tableau

The World's Leading AI-powered Analytics Platform

Intuitive Data Experiences for Everyone

Confidence and Trust in All Your Data

Easily Scale with an Open & Flexible
Platform



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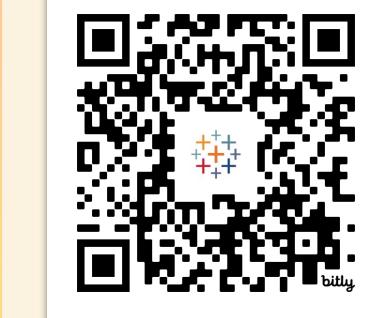
Jump into a demo in Data Village.

Visit us at [Demo Booth Name] to see the product in action and speak to our product team!



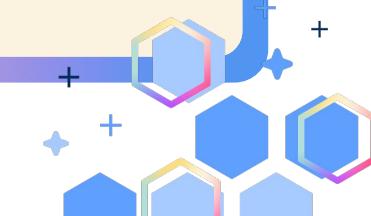
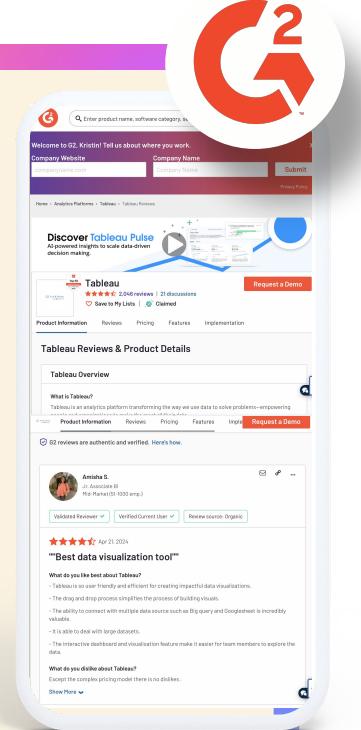
Check out AI in Action.

See our latest AI innovations in Data Village, featuring Tableau Pulse and Einstein Copilot for Tableau.



Share the Tableau love!

Share a Tableau product review on G2!



FIRST 2 CARDS ARE CUSTOMIZABLE (G2 IS REQUIRED): CHECK OUT [QUIP](#) FOR MORE OPTIONS



Connect with us!



Attend a Hands on
Training

[Session Title]

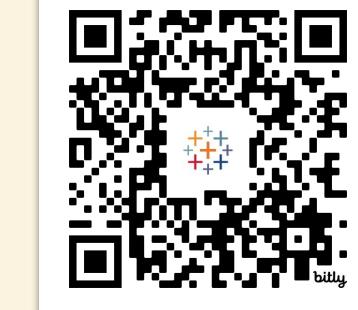
Day, Time, & Location



Discover More Sessions
on (Topic)

[Session Title]

Day, Time, & Location



Share the
Tableau love!

Share a Tableau
product review
on G2!

The screenshot shows a G2 product review page for Tableau Pulse. At the top, there's a search bar and a 'Submit' button. Below that, a section for 'Discover Tableau Pulse' includes a video thumbnail and a 'Request a Demo' button. The main content area has tabs for 'Product Information', 'Reviews', 'Pricing', 'Features', and 'Implementation'. A review by 'Amelia S.' is displayed, showing a 4.5-star rating, a verified user badge, and a comment about Tableau being the best data visualization tool. The page also includes sections for 'Tableau Reviews & Product Details' and 'Tableau Overview'.



FIRST 2 CARDS ARE CUSTOMIZABLE (G2 IS REQUIRED): CHECK OUT [QUIP](#) FOR MORE OPTIONS

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Connect with us!



Attend a Hands on
Training

[Session Title]

Day, Time, & Location

The screenshot shows the Tableau Pulse interface. At the top, a message reads: "You're about to use Tableau AI: Generative AI can produce inaccurate or harmful responses. Review output for accuracy and safety. You assume responsibility for how the outcomes of Tableau AI are applied to your organization." Below this is a section titled "Today's Pulse". It includes a note: "Last month saw 18 new products released." A warning: "⚠️ Identify Returns experienced a significant surge yesterday, reaching \$3.7k. However, this month Total Sales is down by 33.0% compared to last month. Similarly, Units Sold for this month are 17.5% lower than last month. Overall, 4 of 6 metrics changed: 2 favorably, 2 unfavorably. ⓘ". There are four cards showing trends: "Following" (Total Sales: \$253.6k, -5.1% vs. prior period), "Browse Metrics" (Units Sold: 2.0k, +24.2% vs. prior period), "Month-to-Date" (Average Order Value (AOV): \$708.32, +8.9% vs. prior period), and "Returns" (\$18.7k, +67.4% vs. prior period). Each card has a small note below it.

Get Started with Tableau Pulse

Now available with Tableau Cloud trial or visit tableau.com/pulse

A QR code with the Tableau logo and the text "billy" in the bottom right corner. To the right of the QR code is a screenshot of a G2 product review page for Tableau Pulse. The page shows a 5-star rating with 2,244 reviews. It includes sections for "Discover Tableau Pulse", "Tableau Reviews & Product Details", and "Tableau Overview". A user review by Amisha S. is highlighted, showing a 5-star rating and positive feedback about Tableau being user-friendly and efficient for creating impactful data visualizations.

Share the Tableau love!

Share a Tableau product review on G2!

Connect with us!



Jump into a demo in Data Village.

Visit us at [Demo Booth Name] to see the product in action and speak to our product team!



Check out AI in Action.

See our latest AI innovations in Data Village, featuring Tableau Pulse and Einstein Copilot for Tableau.

The screenshot shows a G2 product page for Tableau Pulse. It includes a large red G2 logo, a video thumbnail, a star rating of 4.5 stars from 2,048 reviews, and a 'Request a Demo' button. Below the main header, there's a section for 'Tableau Reviews & Product Details' with tabs for 'Reviews' (which is selected), 'Product Information', 'Pricing', 'Features', and 'Implementation'. A brief overview of Tableau is provided, mentioning it's an AI-powered analytics platform.

Share the Tableau love!

We'd love to hear from you. Share a Tableau product review on G2!