

Tableau:

The Platform driving the Visual Change



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April 4th, 2020

Agenda

- The Age of Data
- Data – Driven Strategy
- Why Tableau is unique
- Academic Program
- COVID-19 Data Hub

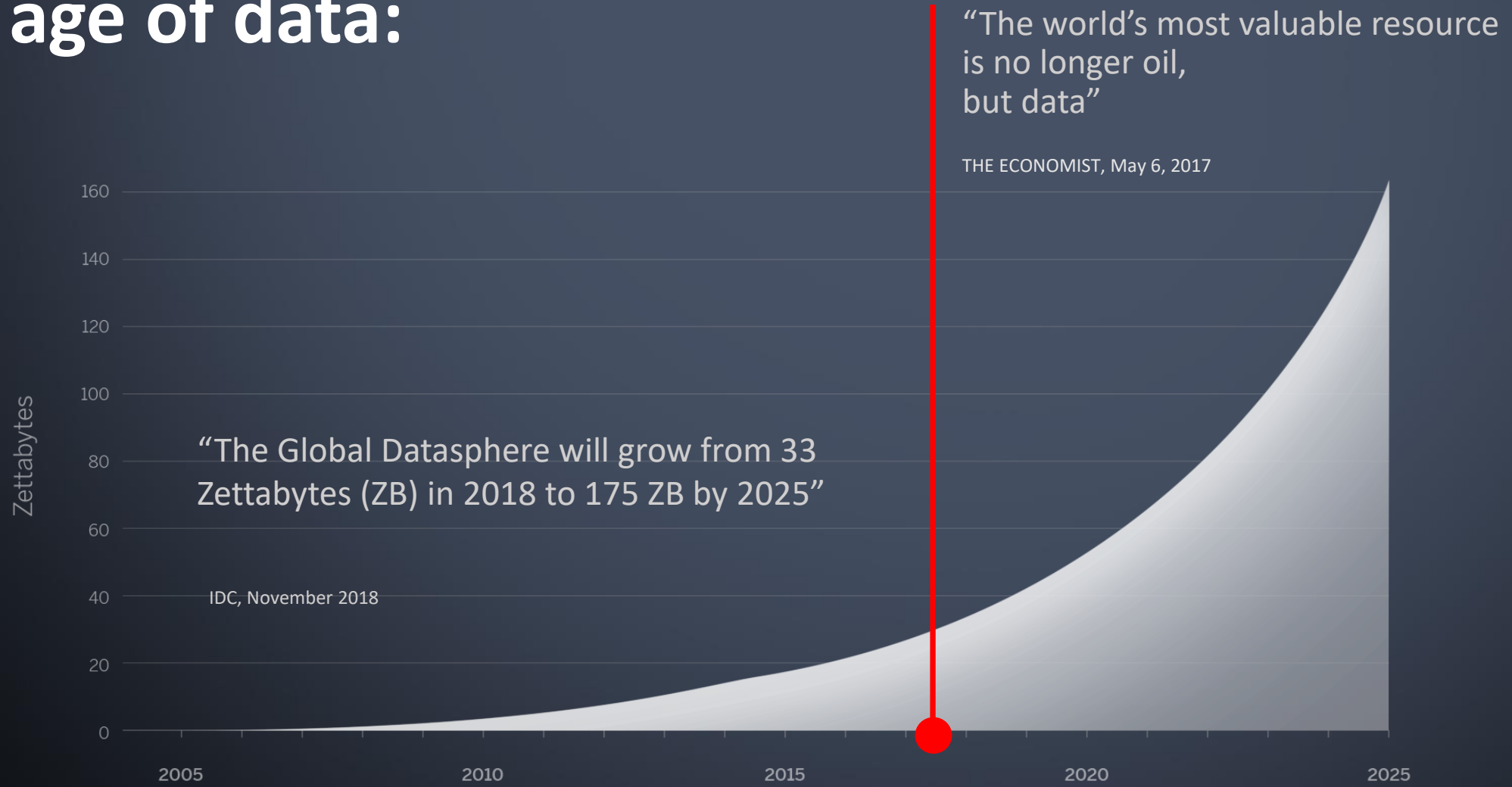
How do organizations thrive in the age of data?

“In 2000, Blockbuster declined several offers to purchase Netflix for a mere \$50 million...

In 2010, Blockbuster declared bankruptcy”

In 2019, Netflix is valued at more than \$150B

The age of data:



Source: IDC 2017

Source: <http://www.economist.com/news/leaders/21721656-data-economy-demands-new-approach-antitrust-rules-worlds-most-valuable-resource>

**How do organizations become
data-driven?**

Key Factors for a Data Driven Strategy

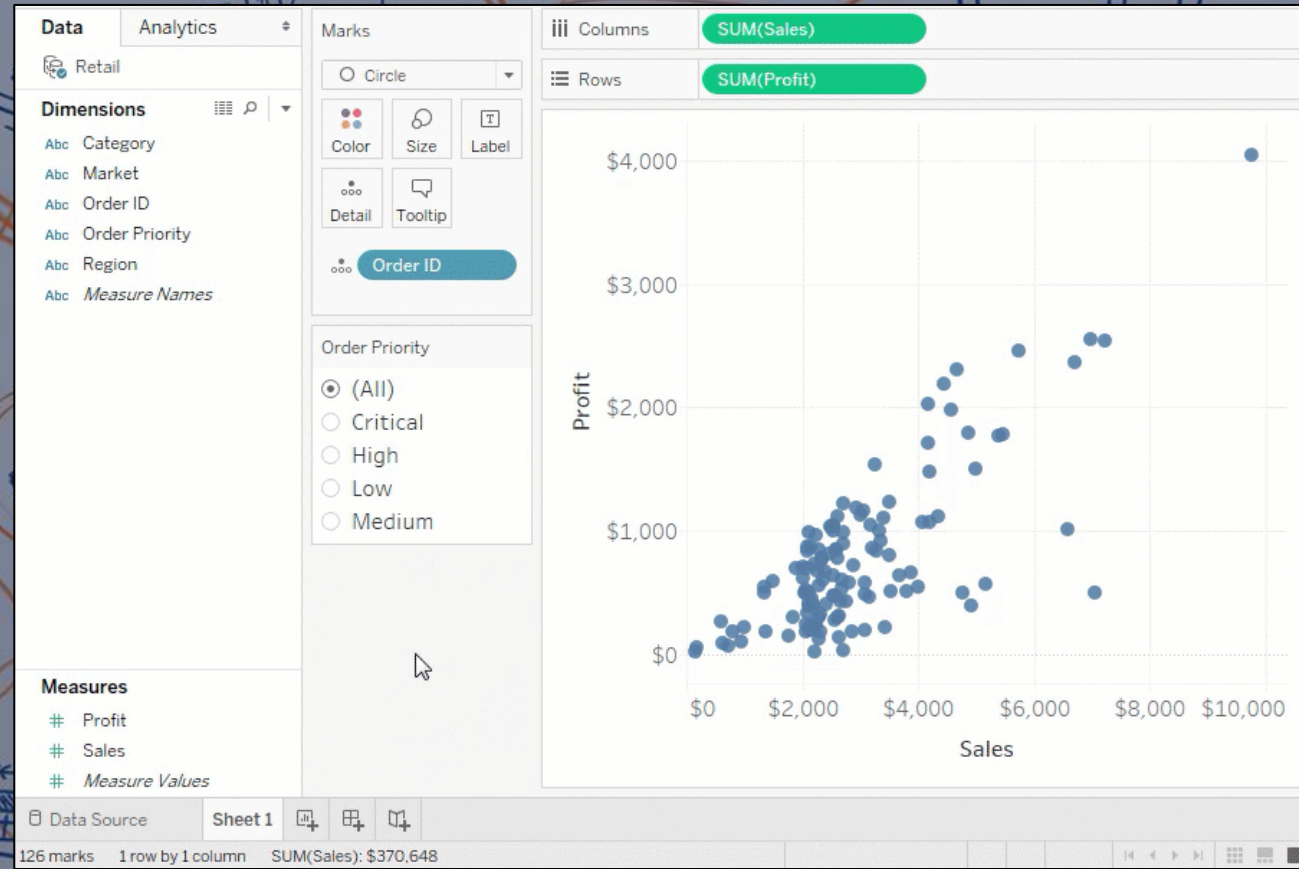
Data Driven Culture

Data Access

Data security

**Promotion of
collaboration**

Self Service Analytics Revolution



A large collage of numerous small photographs of diverse people of various ages and ethnicities. They are all smiling and holding up white props that look like speech bubbles or starbursts. The props contain humorous text related to data science. The collage is arranged in a grid-like fashion, with the central text 'We help people see and understand data' overlaid in white.

We help people see and understand data

Tableau helps people and organizations become more data-driven

**Analytics people
love to use**

**An integrated
platform
that is easier to
start and scale**

**The trusted
leader in analytics**

Analytics people love to use

Intuitive

Explore data with visuals
and Natural Language

VizQL

No coding required

Powerful

Unlimited exploration

Speed to insight

Data Prep for everyone

People learn faster

Ranked #1 for product quality and usability

A platform that is easier to start and scale

Integrated Platform

Easier to deploy and maintain

No hidden complexity

Consistent user experience



Desktop



Browser



Mobile



Embedded



Deployment



ON-PREMISES



CLOUD



HOSTED



WINDOWS



LINUX



MAC



MULTI-TENANT

The trusted leader in analytics

Unrivalled Community

Community

+550,000

Adoption in the market

Market traction

+ 86k

Market leader

7 years

Customer-focused Innovation

Innovation

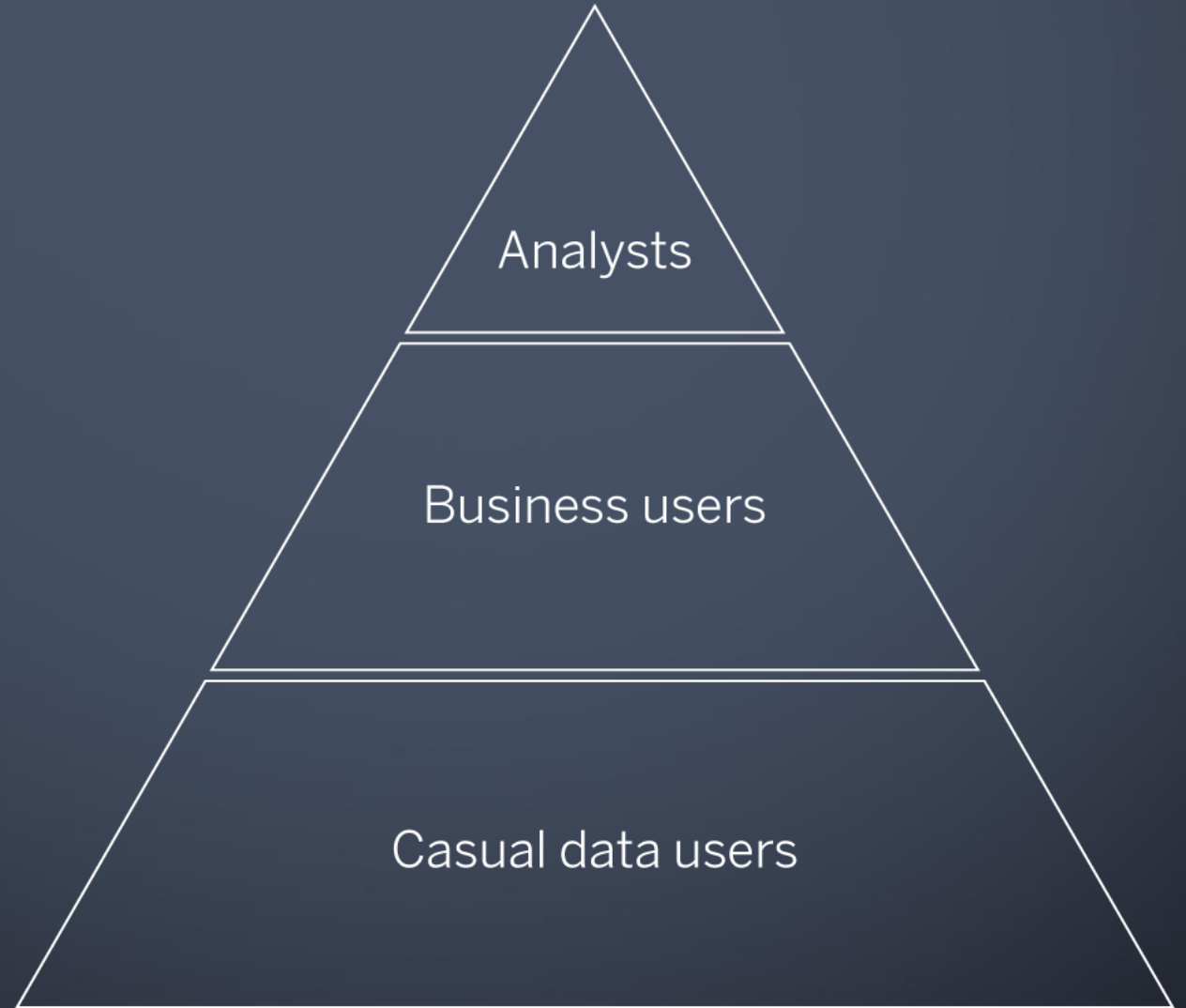
\$100M in R&D in Q1, Q2

1 major release per Quarter

next Tableau 2019.3

Tableau's subscription offerings:

Powerful analytics tailored to meet the unique needs of all types of users.



Academic Programs

What's offered?

Students around the world get Tableau Desktop and Tableau Prep Builder for free.

	STUDENT LICENSE	INSTRUCTOR LICENSE	CLASSROOM LICENSE*
Tableau Desktop	✓	✓	✓
Tableau Prep Builder	✓	✓	✓
Tableau Online			✓
Tableau Certification (Discounted)	✓		✓

*Classroom licenses and certifications can be ordered in bulk by instructors.

20% OFF DISCOUNT AVAILABLE UNTIL JUNE 30, 2020

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

How to get certified?



Download Tableau

Download your **free copy** of Tableau Desktop and Tableau Prep provided by Academic Programs.



Schedule exam

Schedule and purchase your exam a couple months in advance so you have a deadline to work towards.



Hit the books

Review the **study guide** and recommended **online videos** before taking the exam.



Add to your resume

Stand out to recruiters by adding your Tableau Certification to your resume and LinkedIn profile.

https://mkt.tableau.com/files/DesktopSpecialist_ExamGuide.pdf

A photograph of three people in an office setting. On the left, a man in a light blue shirt and glasses is pointing at a large screen displaying a Tableau dashboard. Two other people, a man in a dark blue sweater and a woman in a light pink shirt, are sitting at a round white table, looking at the screen. The dashboard shows a map of London with a scatter plot of data points, titled 'Availability of Boris Bikes by Station During the July 2015 Tube Strike in London'. The text 'COVID-19 Data Hub' is overlaid in the center of the image.

COVID-19 Data Hub

COVID-19 DATA HUB

Access, analyze and stay informed.

Trusted Coronavirus (COVID-19) global data from our community experts.

<https://public.tableau.com/en-us/s/covid-19-viz-gallery>

<https://www.arcgis.com/apps/opsdashboard/index.html#/bda7594740fd40299423467b48e9ecf6>

Coronavirus (COVID-19) Viz Gallery

COVID-19 DATA HUB

Understand what's happening now

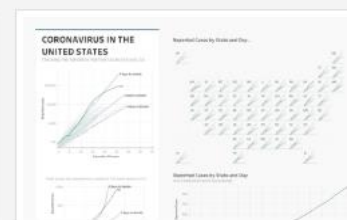
With the help of community experts, we've curated some of the most impactful visualizations about Coronavirus (COVID-19). Updated regularly, this gallery provides accurate, up-to-date insights created by Tableau Public authors from around the globe.



Analysis of Global COVID Funding
Devex



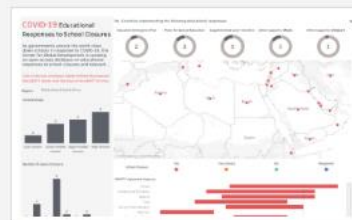
Coronavirus en España
Pablo Saenz de Tejada



Coronavirus in the United States
Luke Stanke



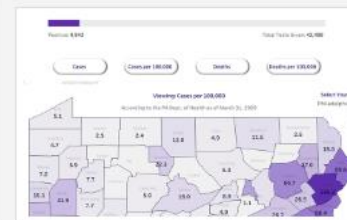
Cincinnati Meal Resources
Jack Kaeden Theuerling



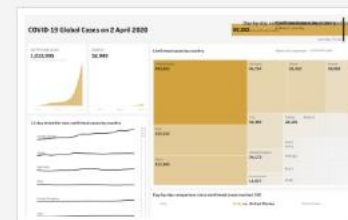
Educational Responses to Coronavirus
Nicco Cirone



New Orleans Grab-and-Go Meal Map
Kate Babineau



Pennsylvania Coronavirus Report
Lindsay Betzendahl



Coronavirus Global Cases
Maryia Maziuk

Thank you

