Tableau产品入门培训

小白到大白的晋级之路

ETHAN GUO

Tableau is ……?

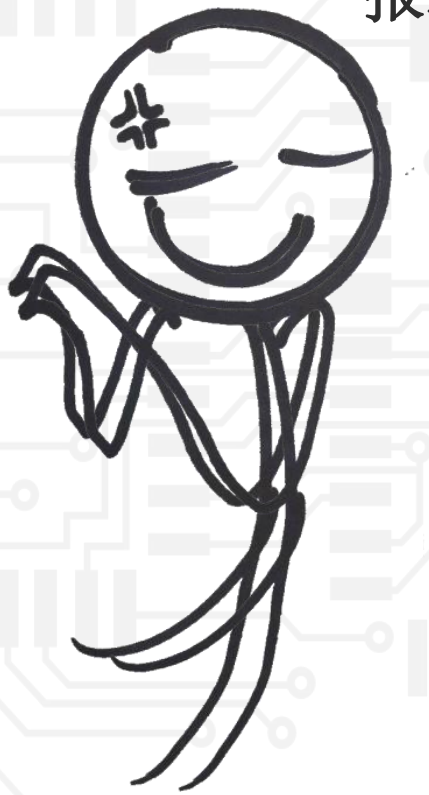
1 Part ONE

Tableau is ……

关于数据、报表，公司
员工的痛点是什么

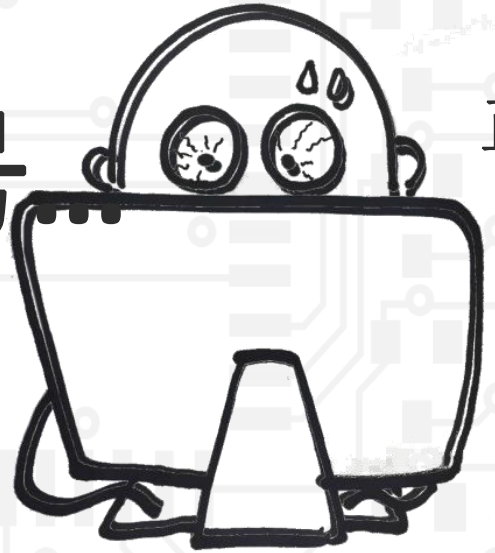
2号.3号..4号...

报表做好了吗？



经理

5号



正写需求取数…

是取好了没批…

不过我需求少写了个字段…

业务员

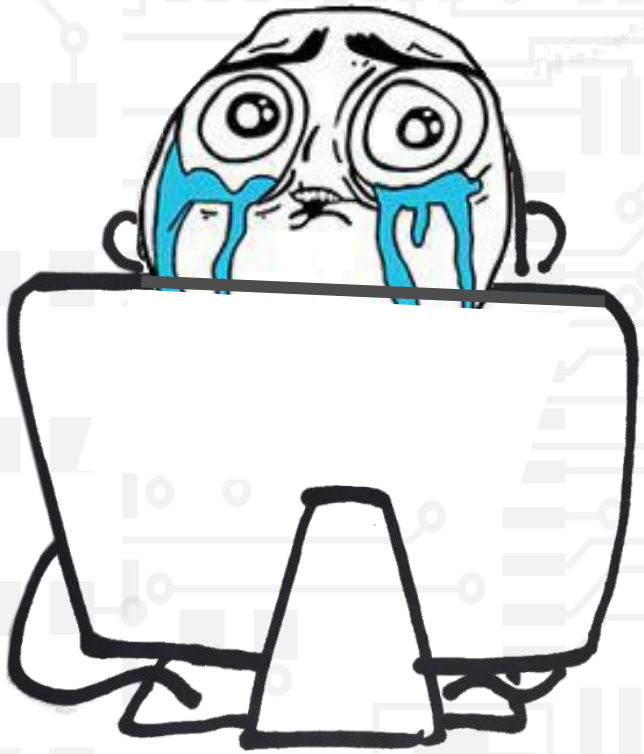
经理

快!

业务员

快!

又来...



数据管理员

我们需[illegible]对新的挑战……

Tableau is ……

Cool……

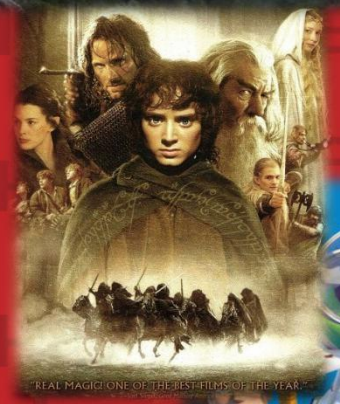


Tableau is ……

CHALLENGERS
LEADERS
Tableau
Qlik
Microsoft
Birst
SAS
Alteryx
SAP
MicroStrategy
Domo
GoodData
Salesforce
Board International
Sisense
Pyramid Analytics
Information Builders
Logi Analytics
IBM
ClearStory Data
Pentaho
TIBCO Software
Yellowfin
BeyondCore
Platfora
Datawatch
NICHE PLAYERS
VISIONARIES

CHALLENGERS
LEADERS
Tableau
Microsoft
Qlik
Alteryx
SAP
SAS
IBM
TIBCO Software
Oracle
Birst
Salesforce
Board International
MicroStrategy
Sisense
ClearStory Data
Domo
ThoughtSpot
Information Builders
Yellowfin
Logi Analytics
Zoomdata
Pyramid Analytics
Pentaho
Datameer
NICHE PLAYERS
VISIONARIES

Tableau is .....

185967463214750306080305040900

705027698430102153467489502130

060572040205030908450642010400

702040708350613050802392457980

Tableau is .....

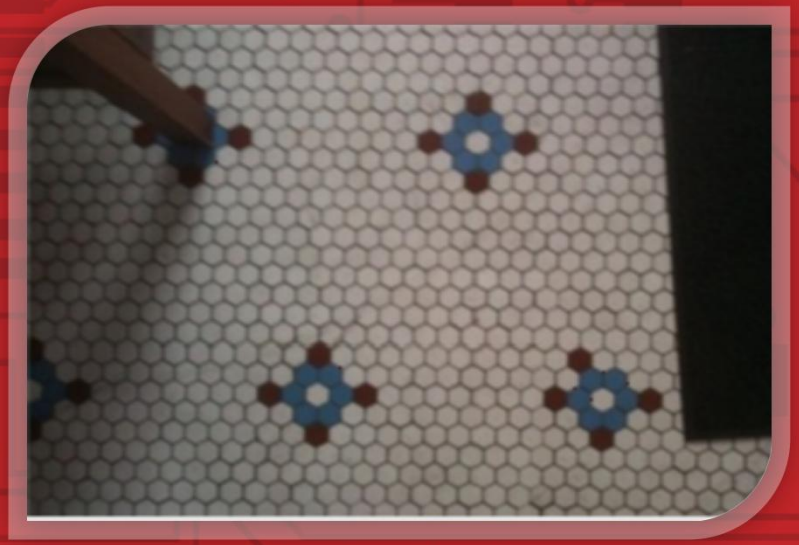
185967463214750306080305040900

705027698430102153467489502130

060572040202503090845064201040

702040708350613050802392457980

Tableau is .....



Cabs in NYC

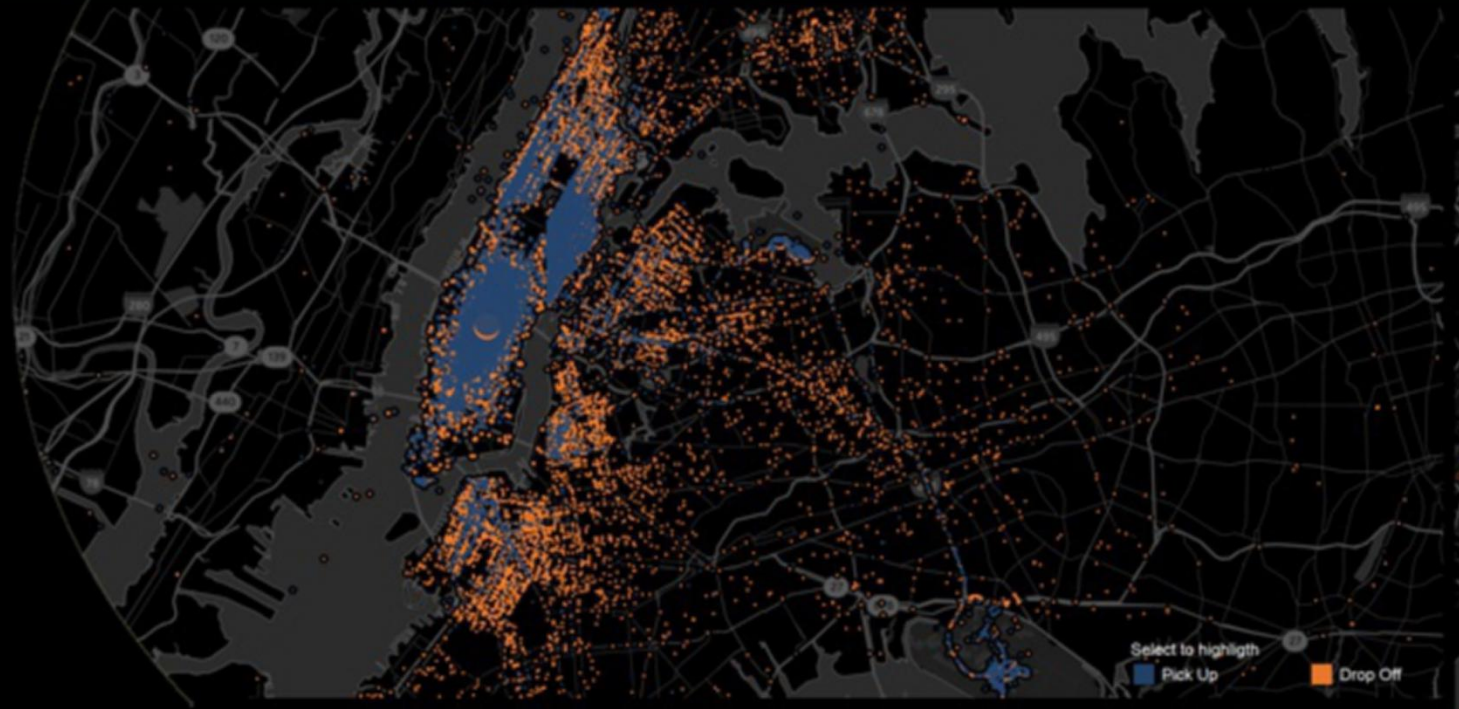
485.000
Trips per day

50.000
Drivers

96%
of trips last 30 Mins or less

70.000
Miles p/Yr for a typical Driver

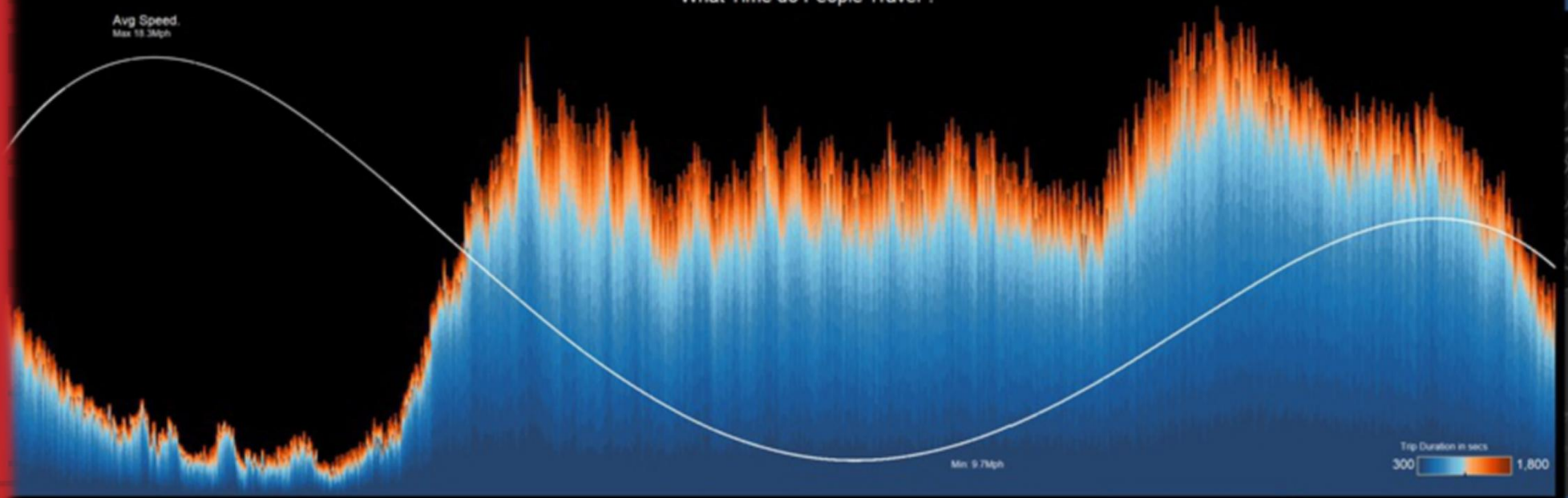
Where Do people hop in and where do they go ?



Where do people go?

From The Empire State Building

What Time do People Travel ?



0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 **17 18 19** 20 21 22 23

From JFK Airport

Tableau is .....

Part TWO

2

Smart

quick

快速获取见解

Tableau 比现有解决方案快 10 到 100 倍。它根据人的思维方式设计。在画布上拖放。利用您与生俱来的能力快速发现视觉模式。体验专为快速性和易用性打造的分析解决方案。

TABLEAU

Smart

您的数据中隐藏了多少机遇？ Tableau 是一款人人都能使用的产品，人们能够借助它提出新的问题、洞察趋势、发现机遇，自信地依据数据来制定决策。

TABLEAU

Data | Analytics

Weather Data

Dimensions

- Date
- City
- Country
- Region
- Time
- *Measure Names*

Measures

- Hourly Temp
- Rainfall
- Windspeed
- *Latitude (generated)*
- *Longitude (generated)*
- *Measure Values*

Marks

Automatic

Color | Size | Text | Detail | Tooltip

Columns

Rows

Weather Trends

Drop field here

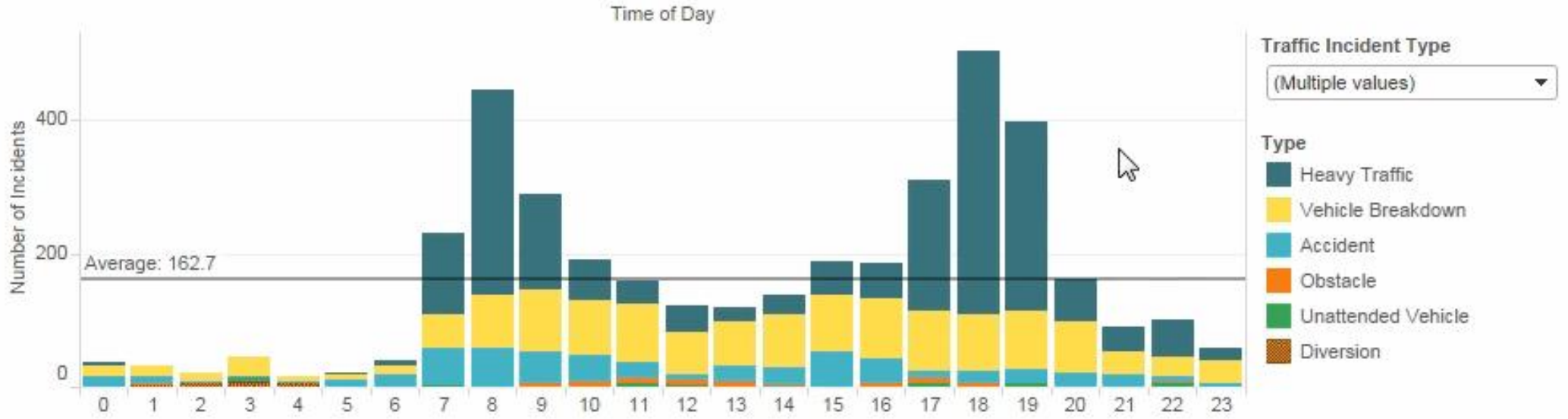
Drop field here

Drop field here

No code

Traffic Patterns in Singapore

What type of incidents occur at what times?



Where do incidents occur?

How long do incidents last?

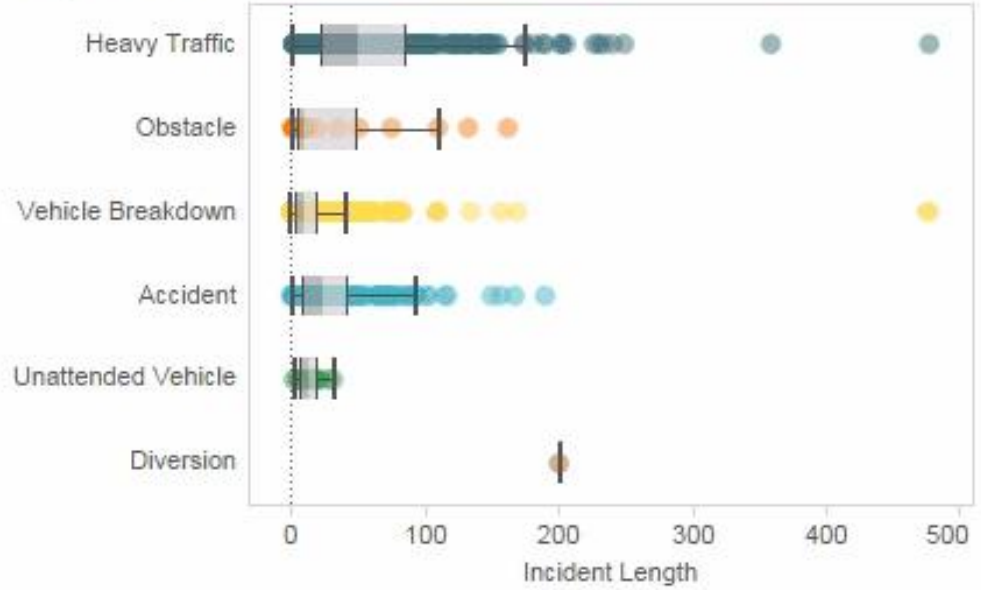
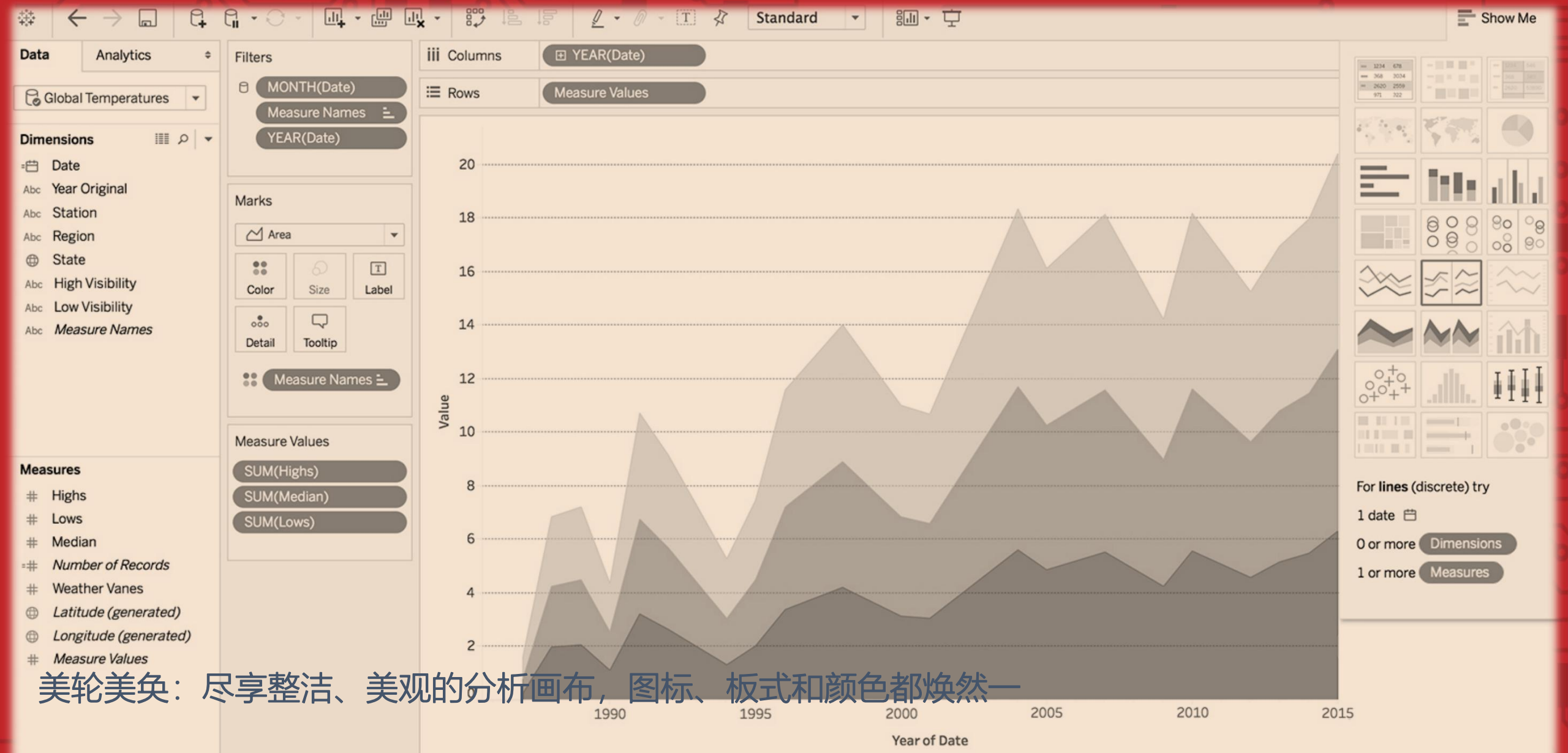
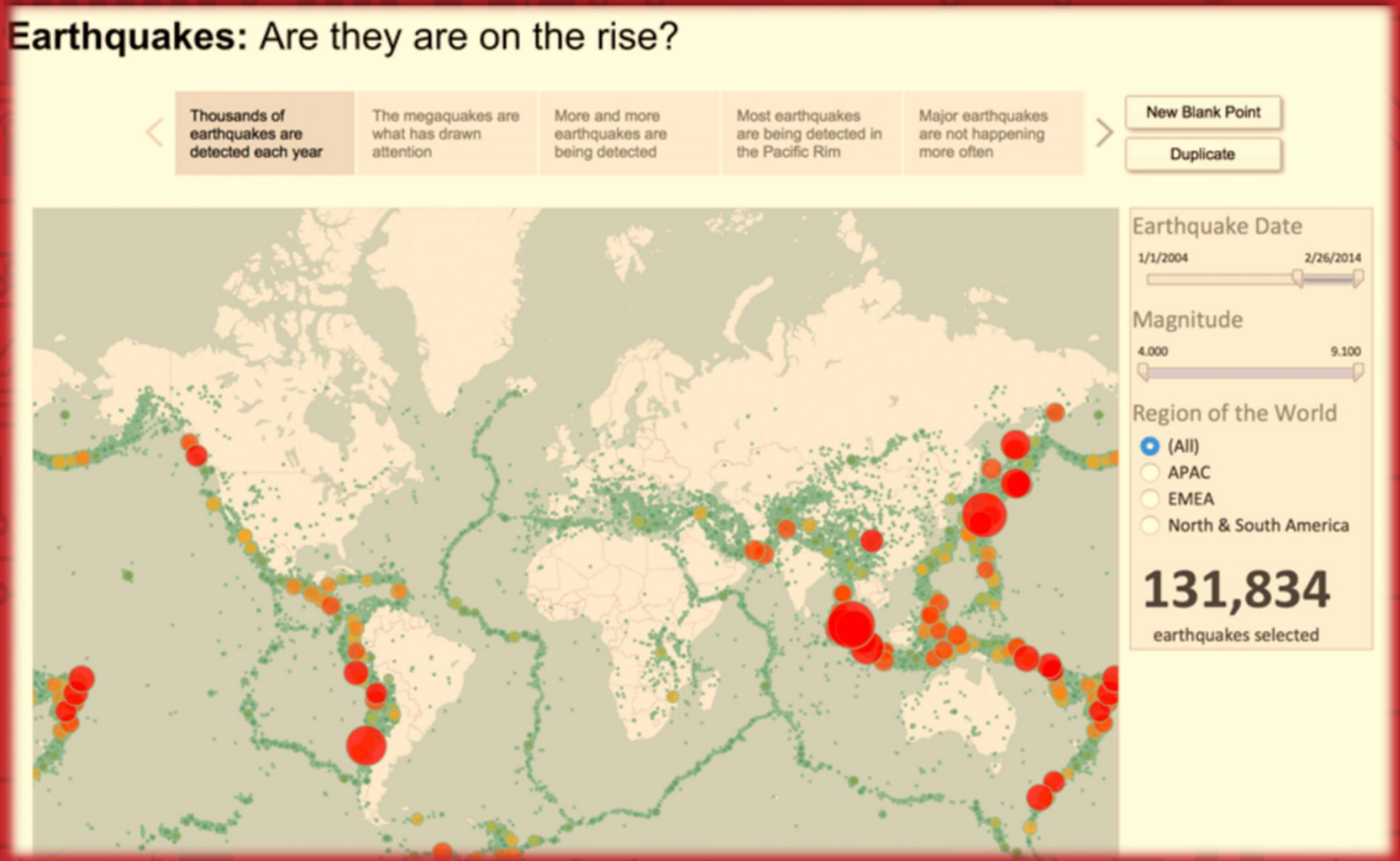


Tableau is ……



美轮美奂：尽享整洁、美观的分析画布，图标、板式和颜色都焕然一

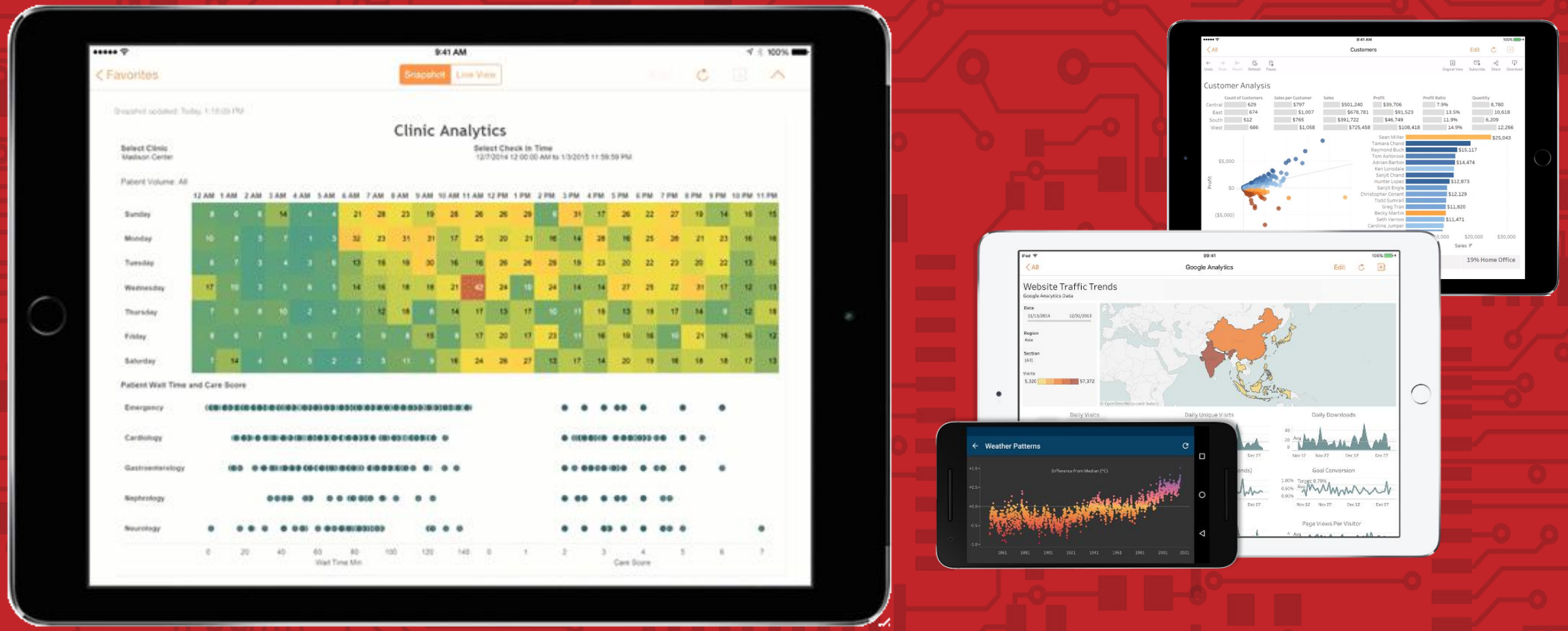
Tableau is ……



讲述有震撼力的故事
制作交互式演示材料。控制叙事节奏，同时让受众能够探索未知。让您的数据传达见解

讲述有震撼力的故事

Tableau Mobile：让你随时随地访问数据



Part
THREE
3
Just Do It ....

TABLEAU 让我们一起

Data

draft

finish

TABLEAU

I will always be with you.

TABLEAU

Tableau是帮助非技术人员做数据敏捷化分析的工具

TABLEAU

Tableau是帮助非技术人员做快速数据探索分析的工具

Tadashi

Tableau是帮助企业快速提升IT和业务效率的工具

THANKS

ETHAN GUO, MORE THAN IDEA

Supporters say that the ease of use of presentation software can save a lot of time for people who otherwise would have used other types of visual aid—hand-drawn or mechanically typeset slides, blackboards or whiteboards, or overhead projections. Ease of use also encourages those