



Leveraging Data & Analytics to Drive Marketing Strategies



Wade Tibke

Sr. Director, Marketing
@Tableau for 8 years



United States





We help people see and understand their data.

Our **OFFICES**

We started in the computer science department at Stanford,
and soon after, we established our home base in Seattle.
Now we are rapidly expanding all over the globe.



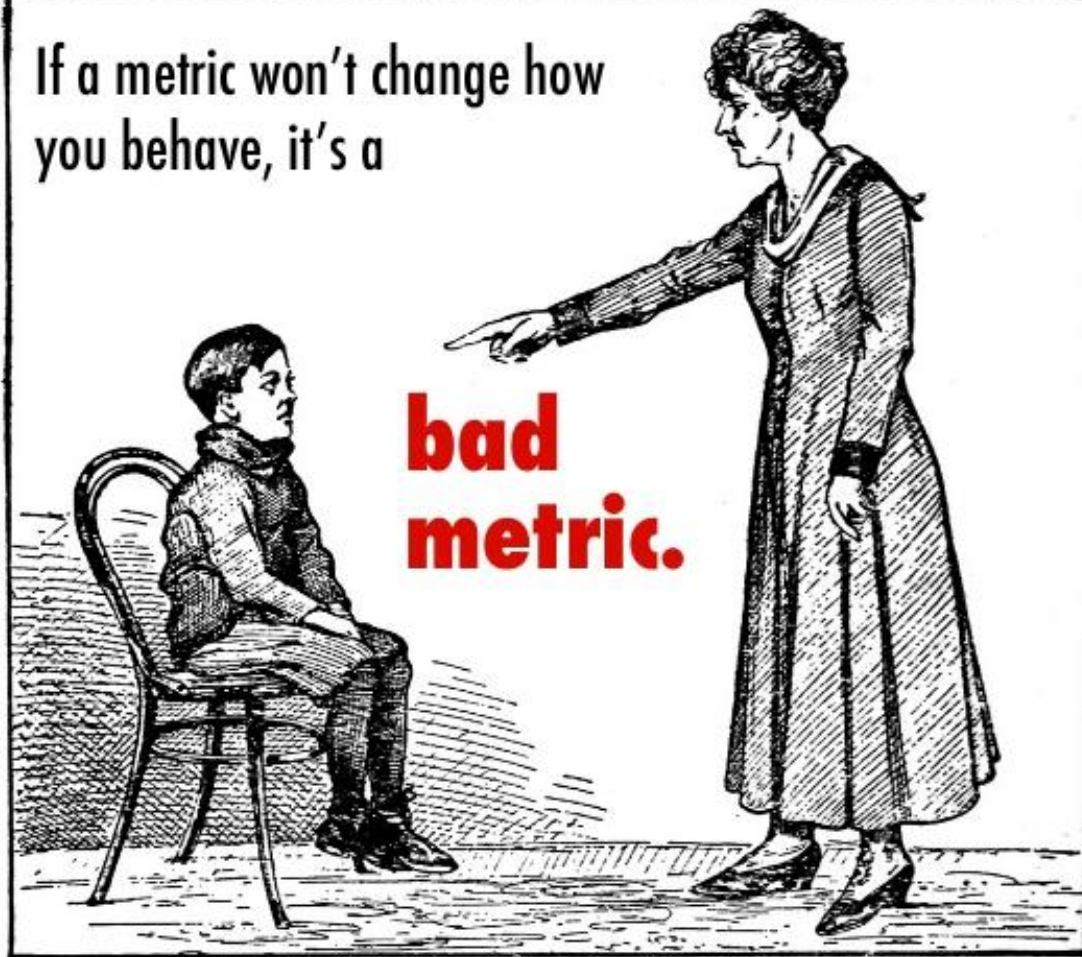
What is analytics?

Analytics is
the measurement of movement
toward your business goals



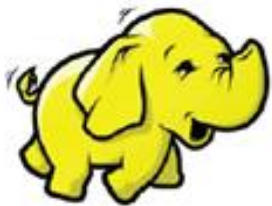
If a metric won't change how
you behave, it's a

**bad
metric.**



Lots of challenges

- Big data
- Diverse sources
- Rapidly changing tools
- Subtle differences in need amongst the team



TERADATA



Google Analytics



Advice #1: Choose your metrics wisely.



MARKETING EXPERIENCES

Email Marketing



Mobile Marketing



Search & Social Ads



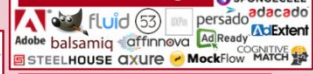
Display Advertising



Video Ads & Marketing



Creative & Design



Communities & Reviews



Social Media Marketing



Events & Webinars



Calls & Call Centers



Customer Experience/VoC



Loyalty & Gamification



Personalization



Testing & Optimization



Sales Enablement



Marketing Apps



SEO



Content Marketing



Marketing Data



Channel/Local Mktg



Marketing Resource Mgmt



Digital Asset Mgmt



Agile & Project Mgmt



MARKETING OPERATIONS

Marketing Analytics



Dashboards



Web & Mobile Analytics



Business Intelligence



MIDDLEWARE

Data Management Platforms/Customer Data Platforms



Tag Management



User Mgmt



Cloud Connectors



APIs



BACKBONE PLATFORMS

CRM



Marketing Automation / Integrated Marketing



Web Site / WCM / WEM



E-commerce



INFRA-STRUCTURE

Databases



Big Data



Cloud



Mobile App Dev



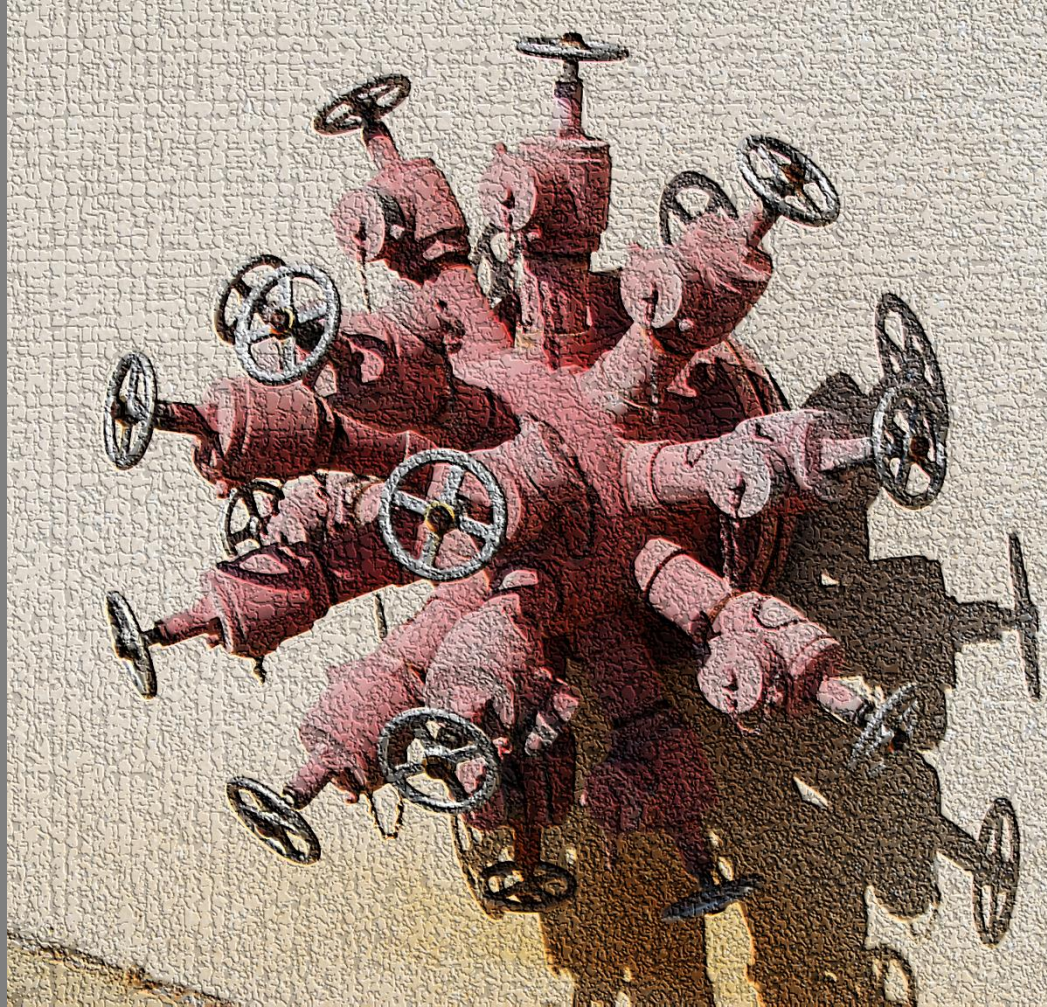
Web Dev



Marketing Environment

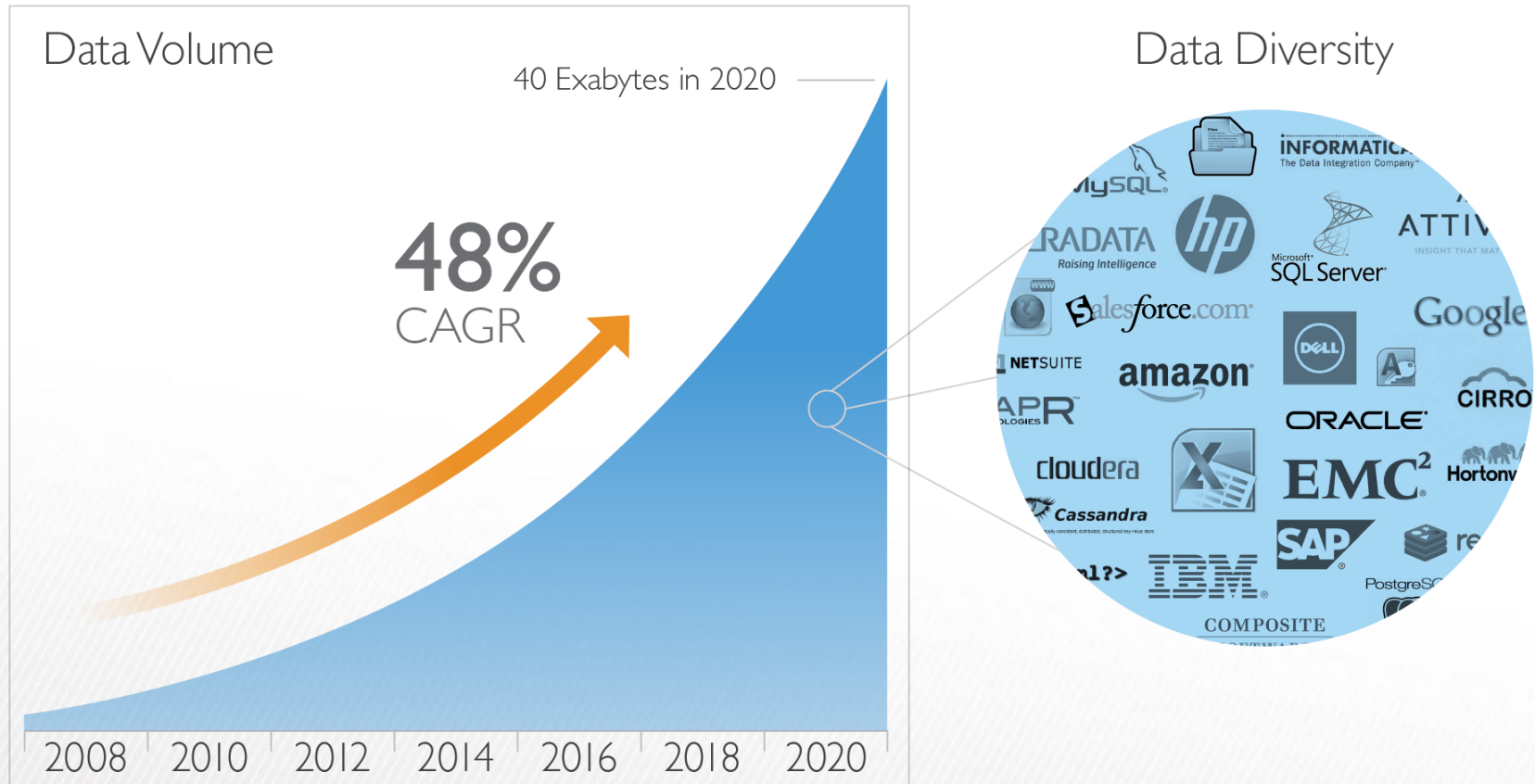


Advice #2: Just get started.



We're not the only ones who are overwhelmed

Everyone is trying to make sense of the data deluge (“big data”)



Best in class “data-driven marketers”

1. **10%** improvement in marketing driven sales (versus 1.1% average)
2. **10%** increase in customer retention
(versus 2.1 average and -3.2% for laggards)

Typical Marketing Objectives

1. Identify new areas to grow awareness/leads and revenue
2. Gain actionable insights to drive conversion

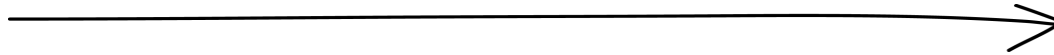
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Opinion-Based



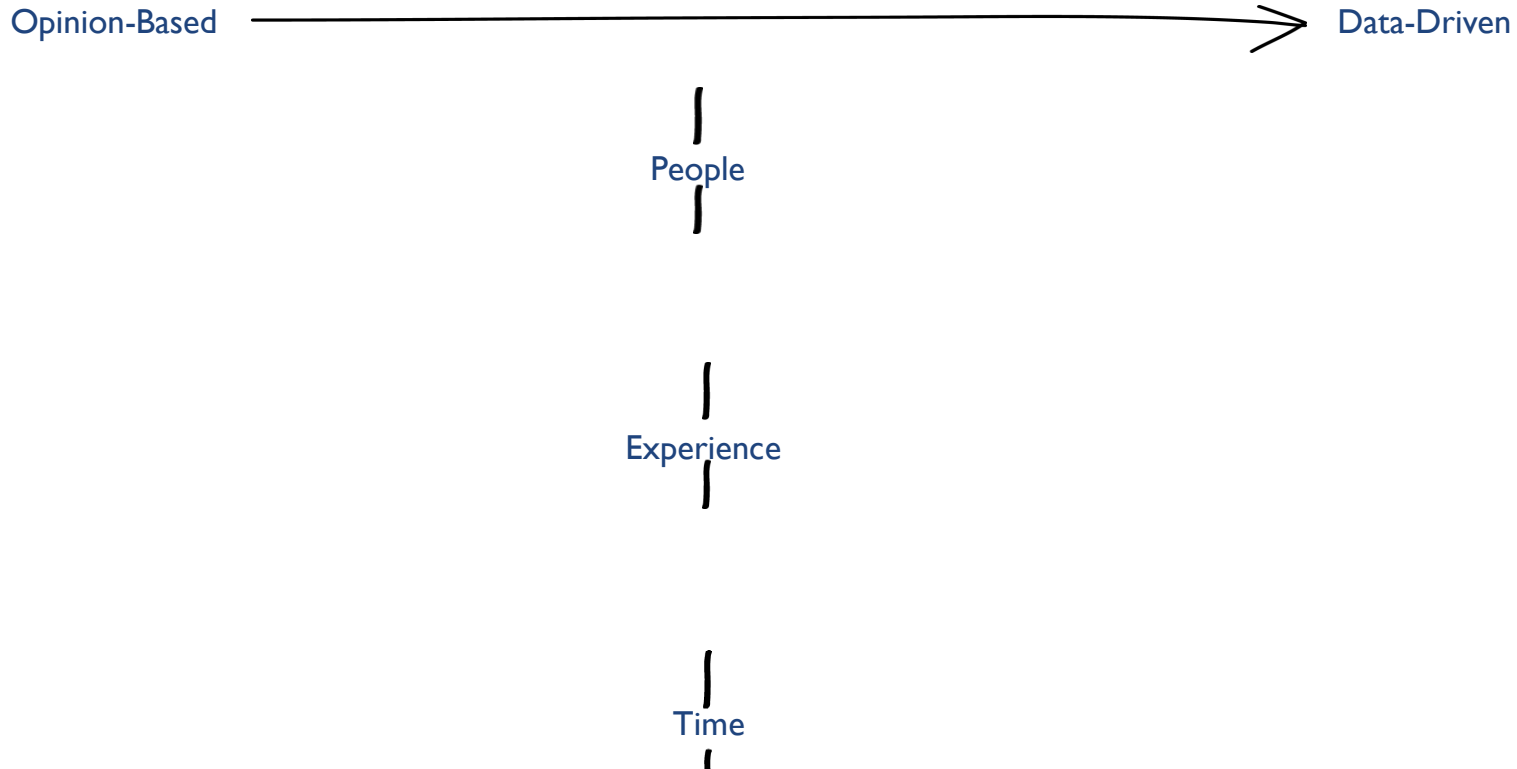
Data-Driven

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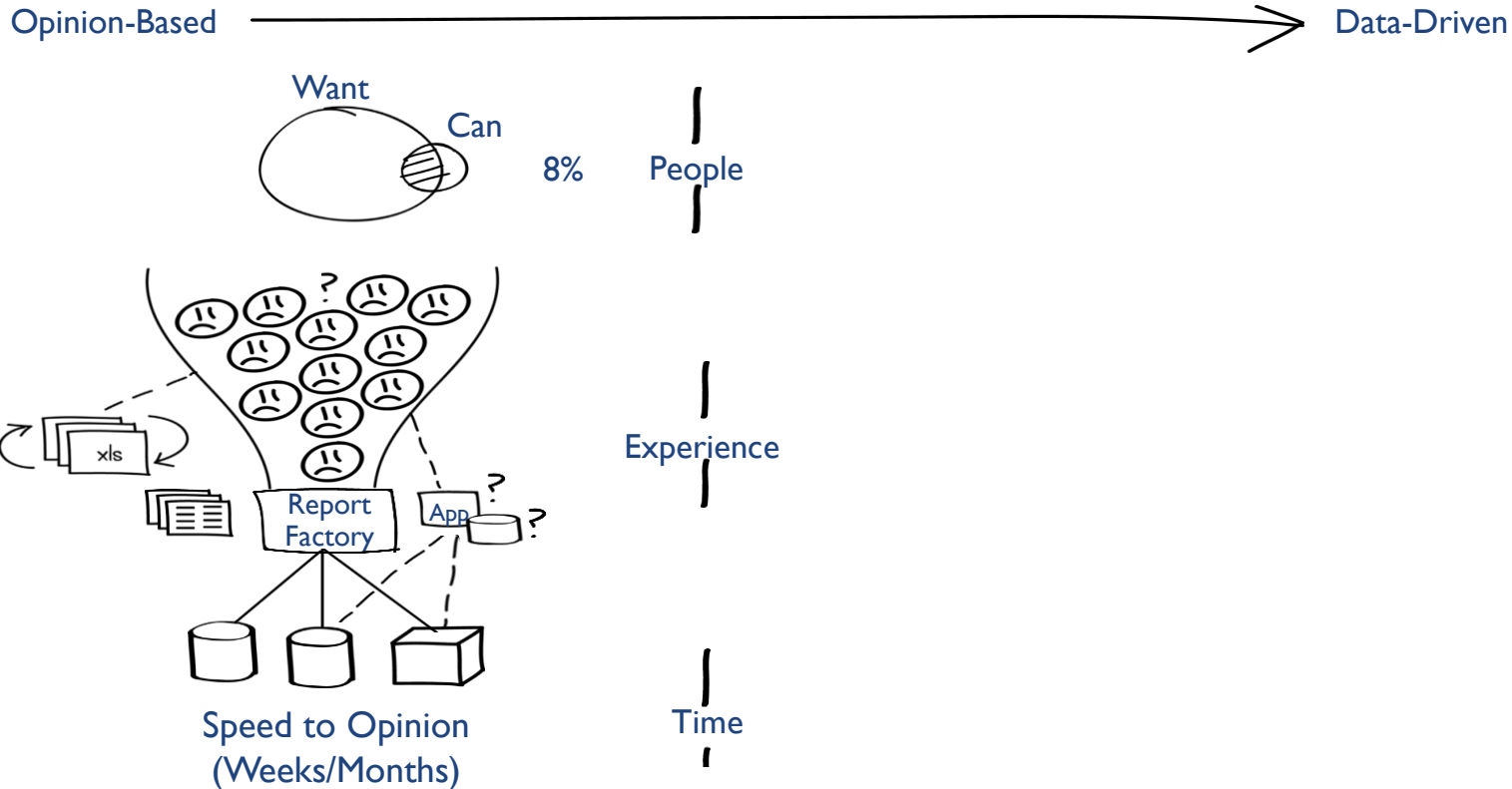


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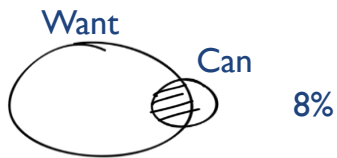
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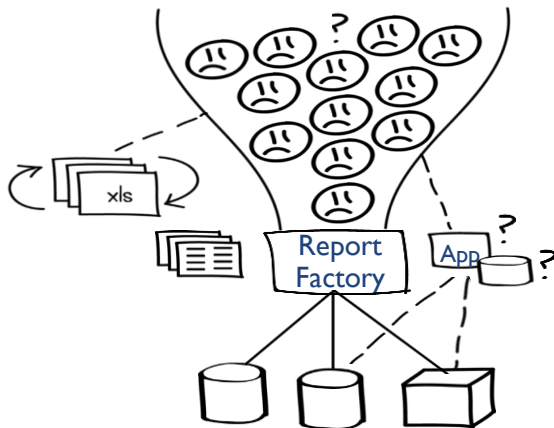
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Opinion-Based → Data-Driven

- **Lost time and speed**
- **Costly decisions**
- **Lost opportunity**



People



Experience

Speed to Opinion
(Weeks/Months)

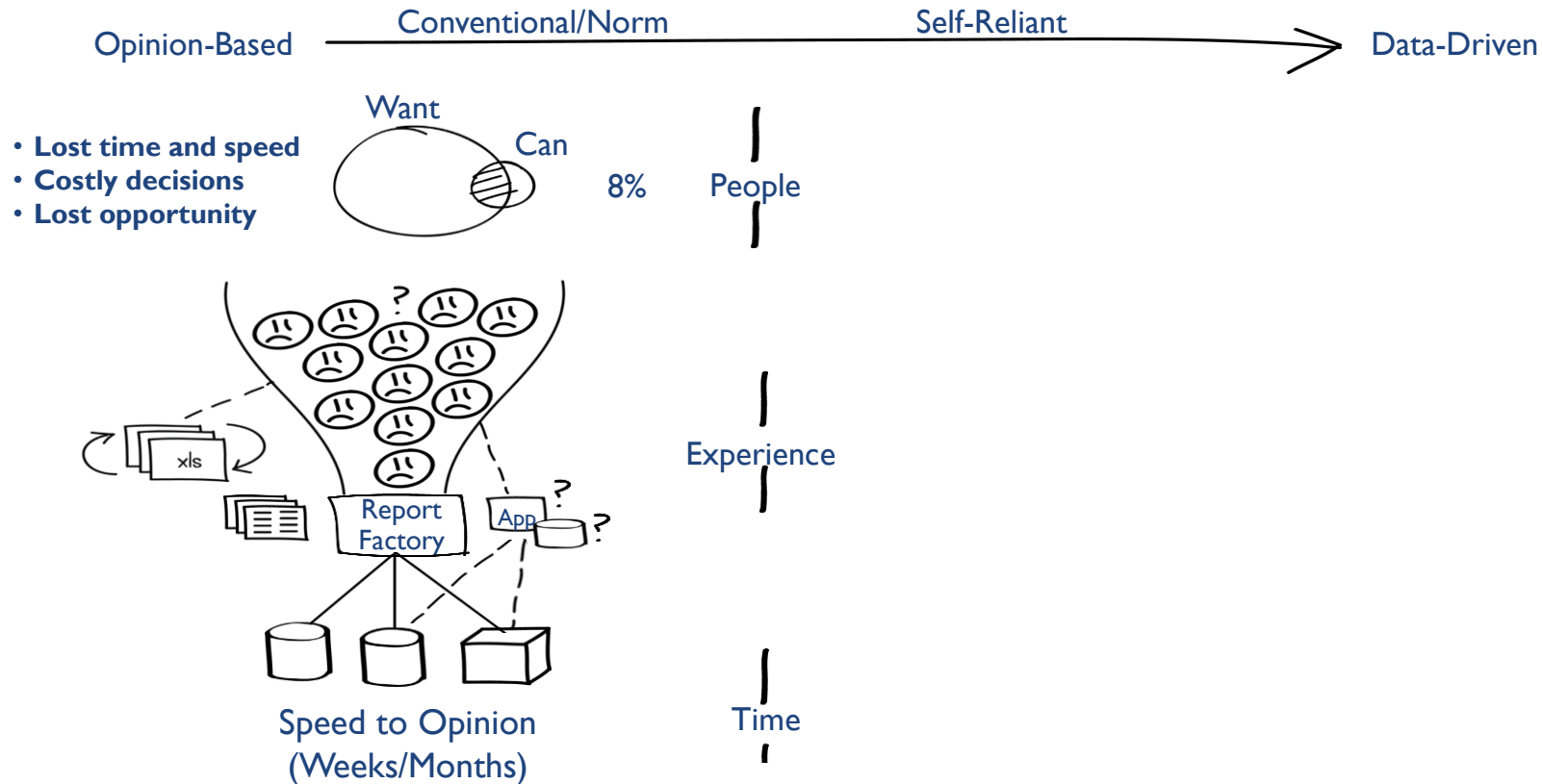
Time

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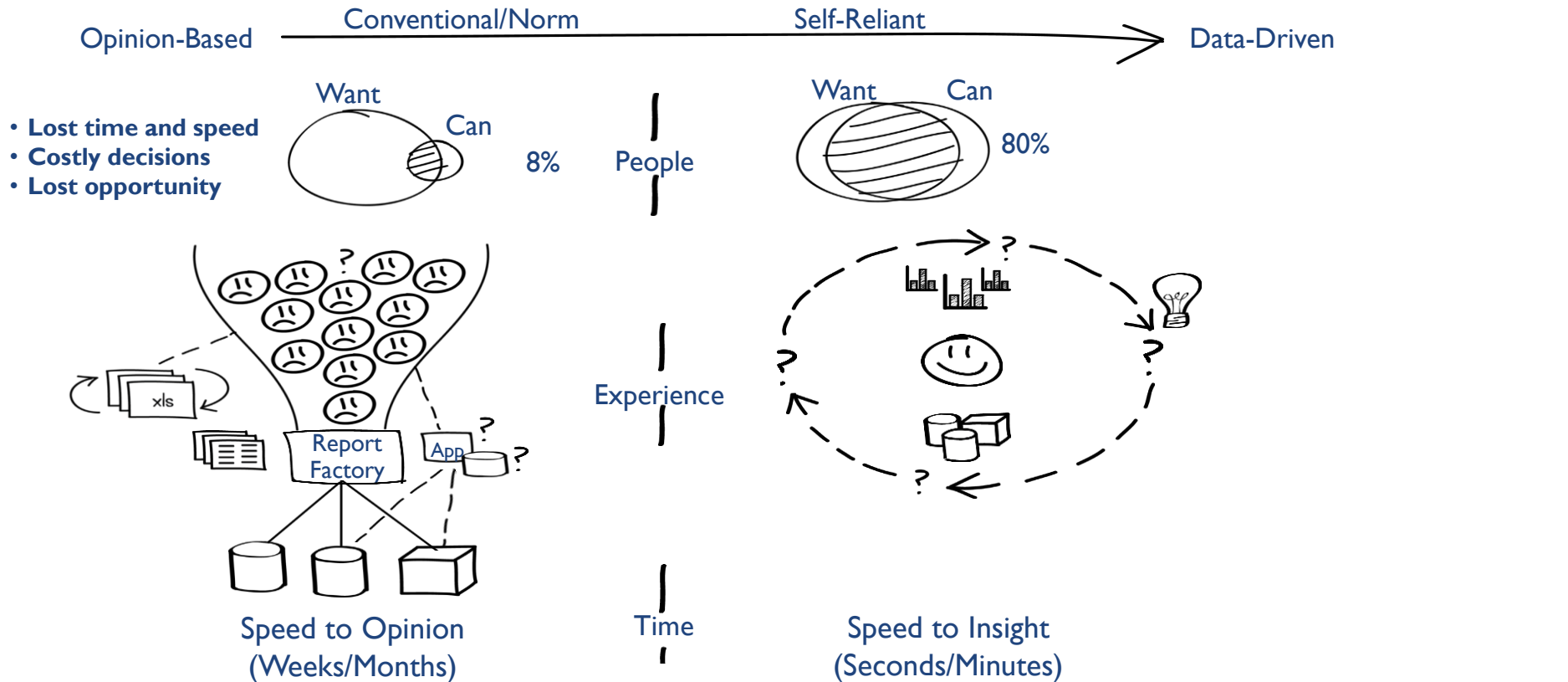


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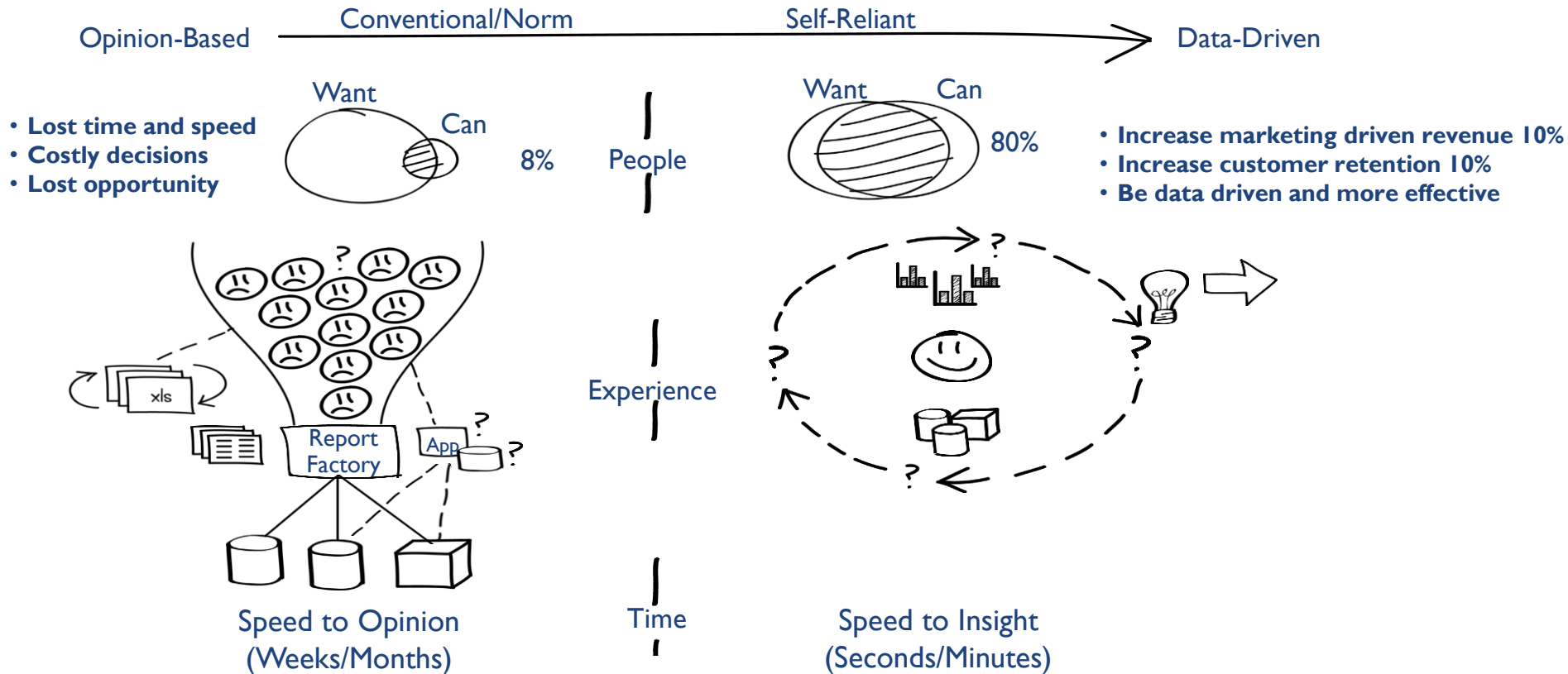


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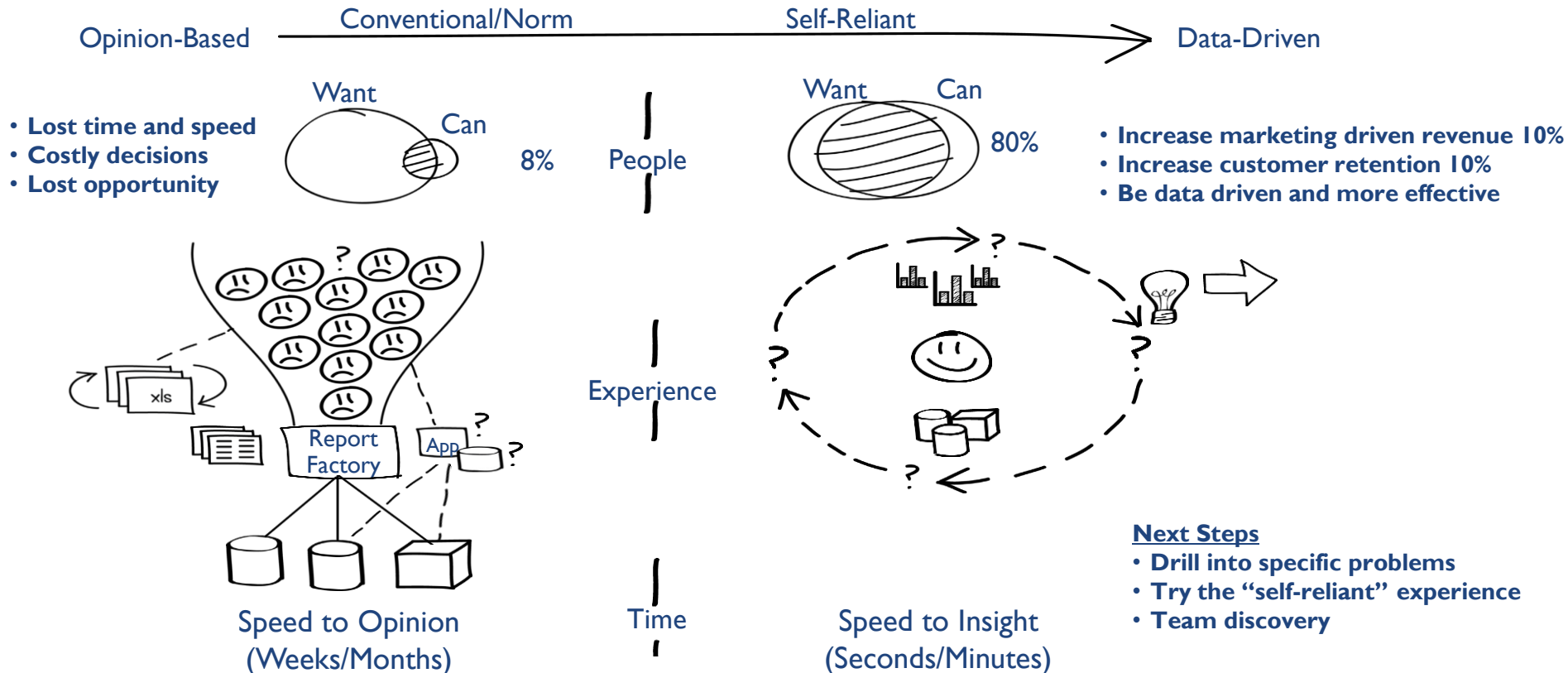


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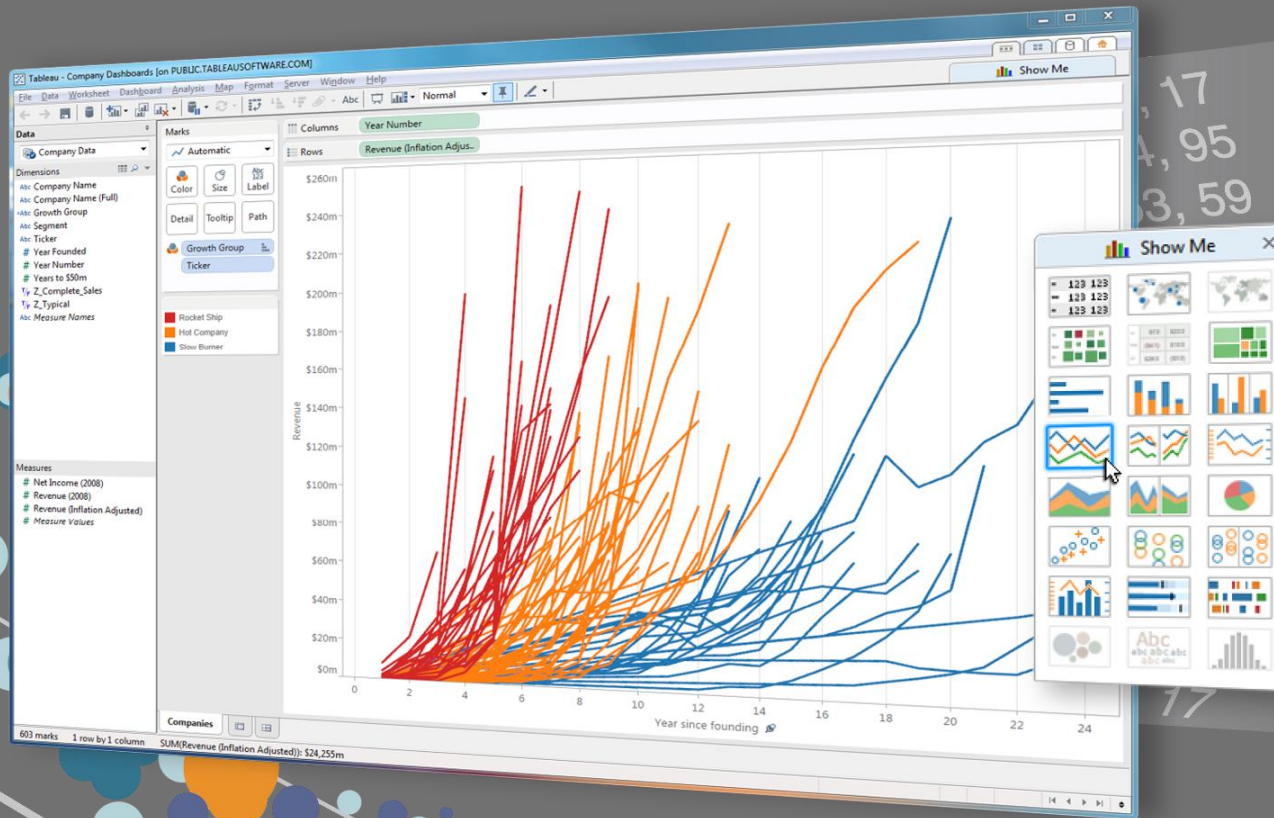
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Advice #3: Be visual.





70%



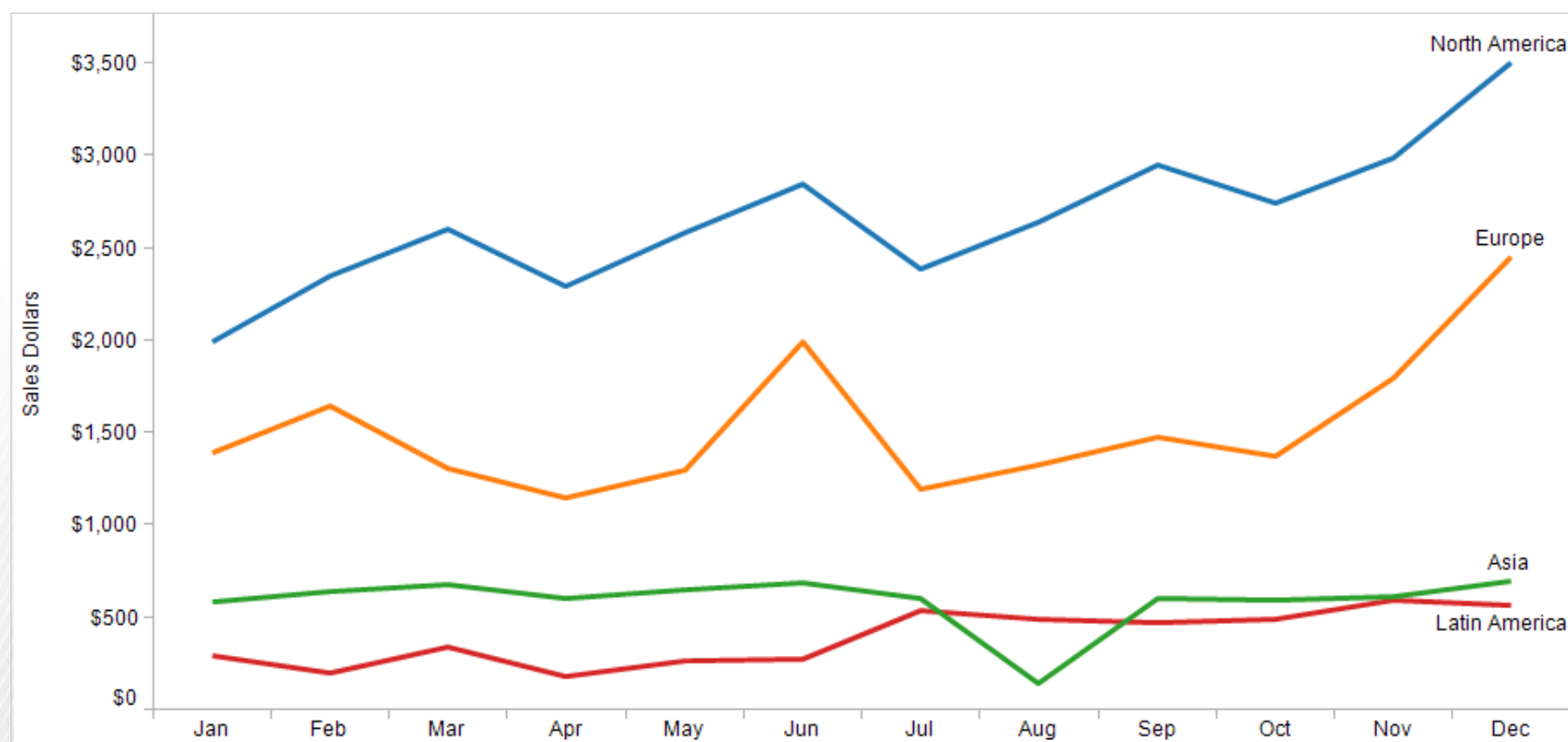
30%

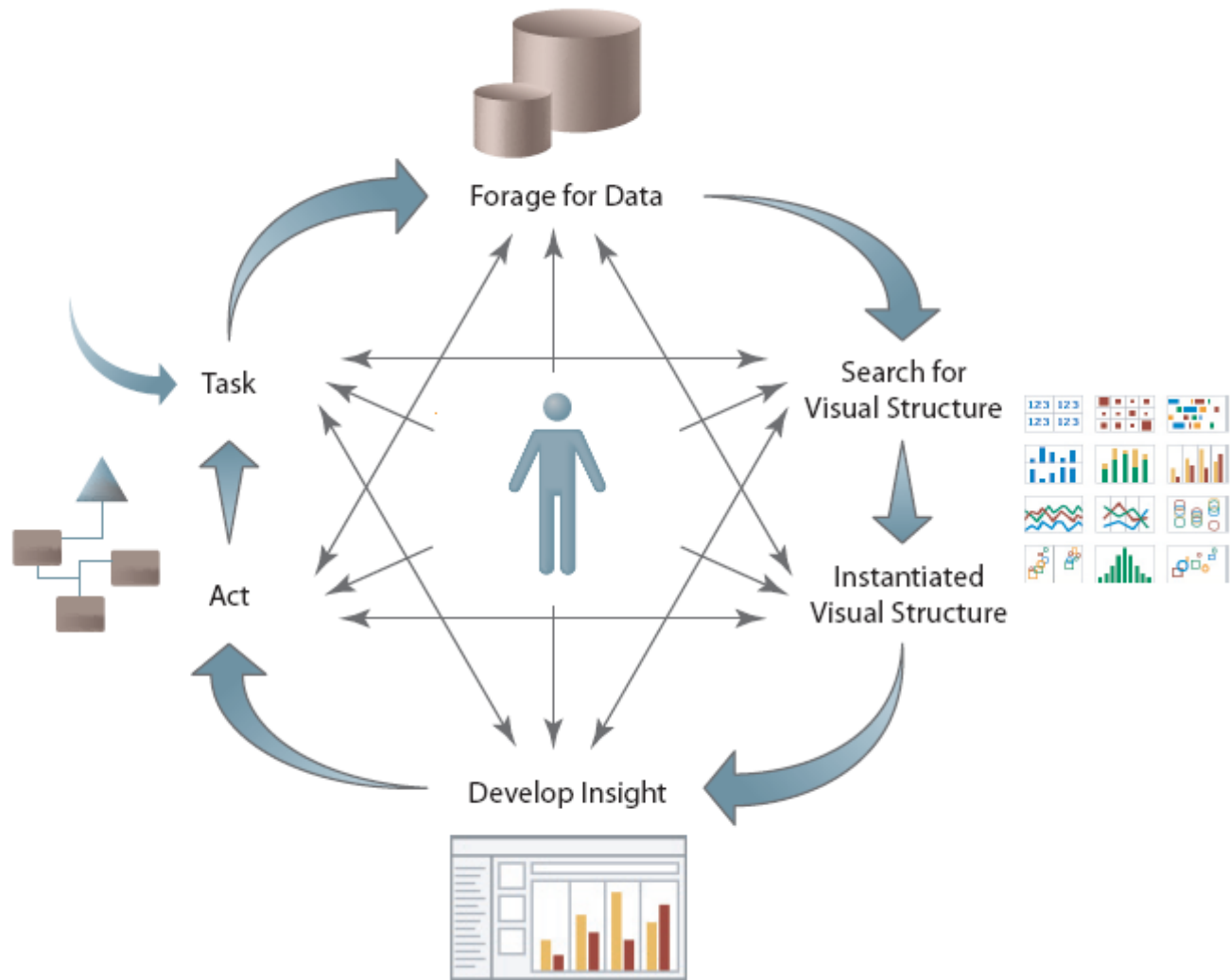
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1	0	2	2	7	6	3	3	0	8	8	0	3	1	8	8	1	2	1	7	5	2	9	3	5	8	3	2	5

Product	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
North America	1,983	2,343	2,593	2,283	2,574	2,838	2,382	2,634	2,938	2,739	2,983	3,493
Europe	1,388	1,640	1,297	1,142	1,287	1,987	1,191	1,317	1,469	1,370	1,790	2,445
Asia	575	636	673	593	644	679	593	139	599	583	602	690
Latin America	288	191	337	178	258	272	534	480	469	479	583	554
Grand Total	4,234	4,810	4,899	4,195	4,763	5,775	4,700	4,570	5,475	5,171	5,958	7,182

Product	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
North America	1,983	2,343	2,593	2,283	2,574	2,838	2,382	2,634	2,938	2,739	2,983	3,493
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Advice #4: Keep it simple.

Everything should be made as simple as possible,
but not simpler.

Albert Einstein

Simple is hard.

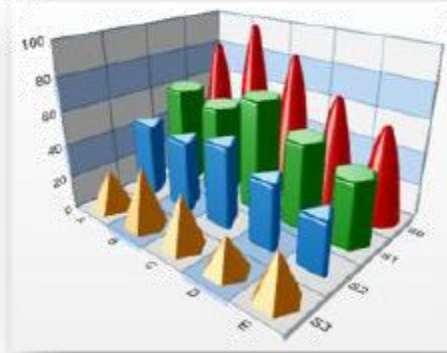
Pat Hanrahan



Keep it simple



... no eye candy



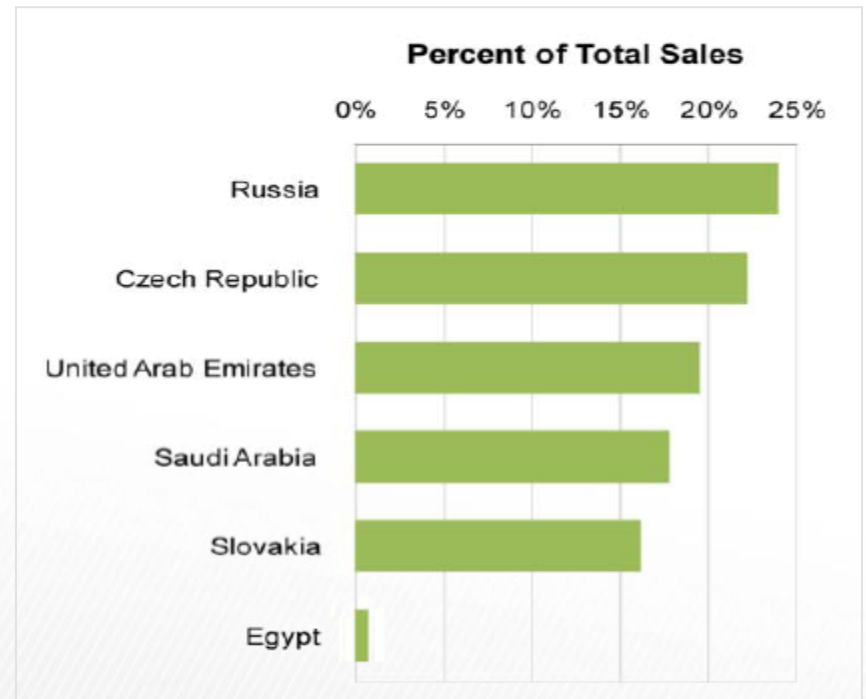
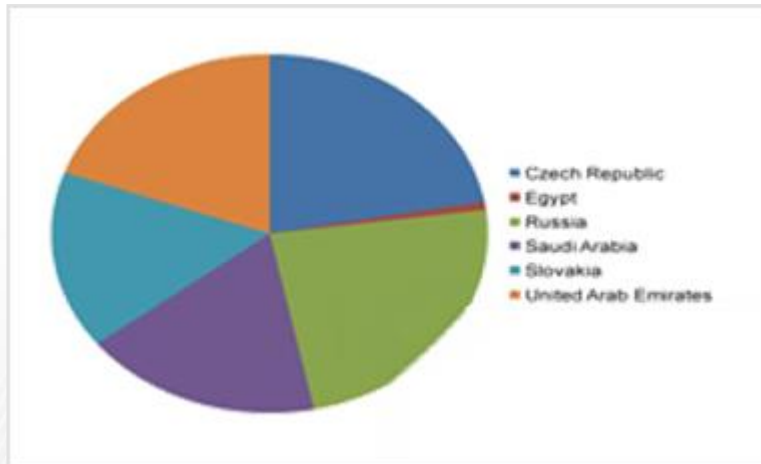
... less flash



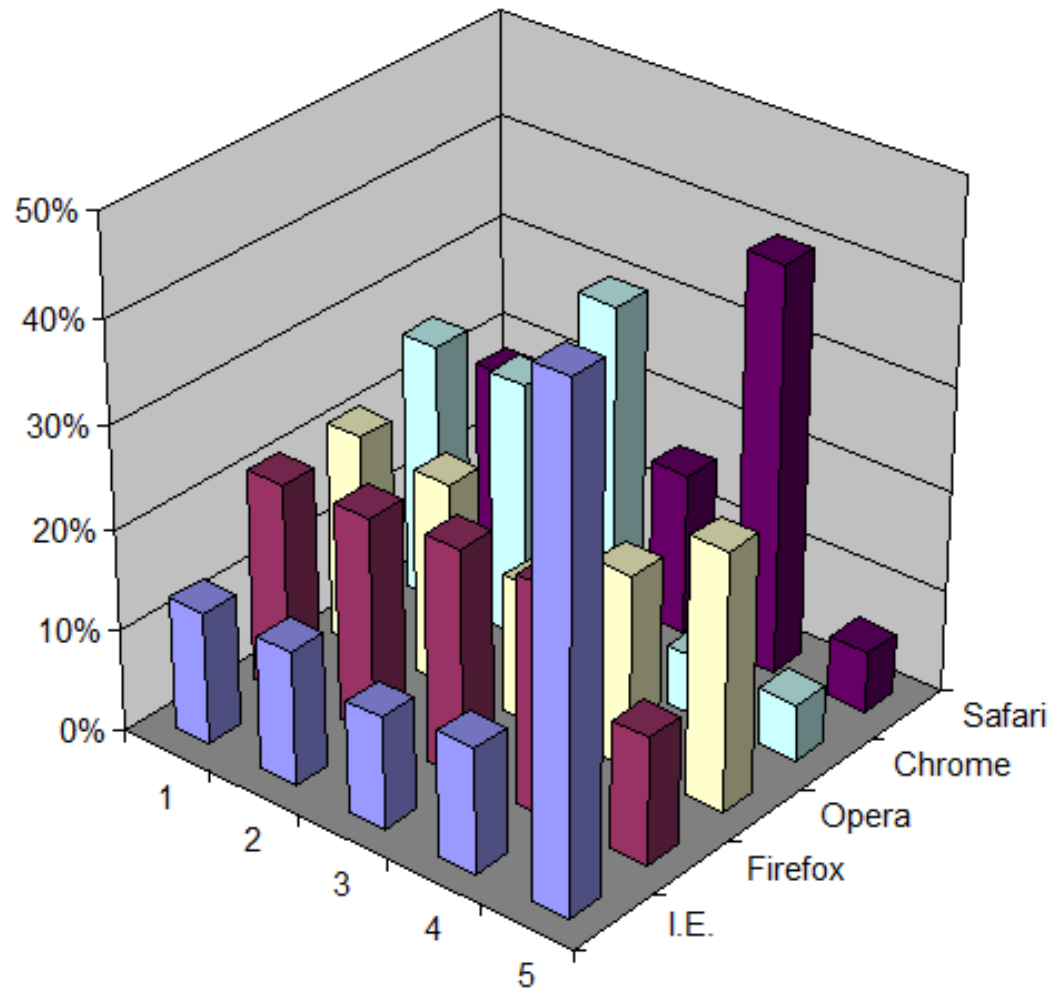
...no gadgets

Simple means...

“...easily done or understood.”

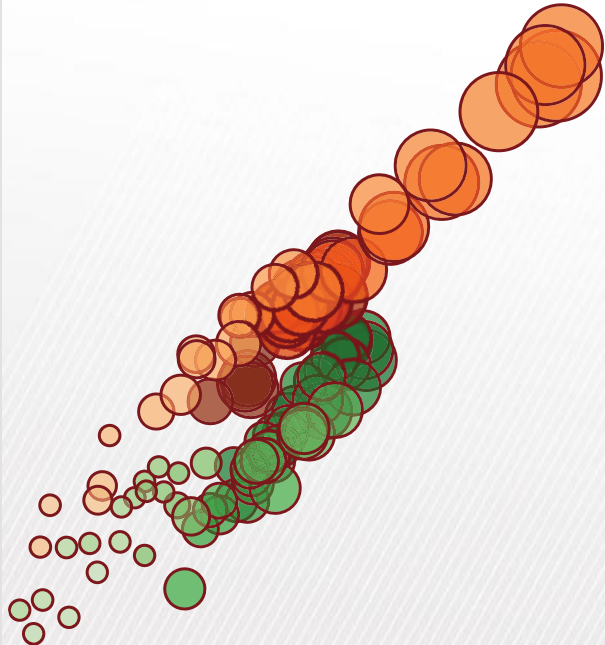


Simple is... not 3D



Half the battle is the analysis.

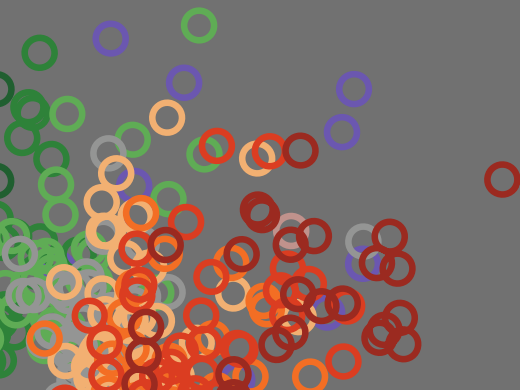
The other half?
The story.



Advice #5: Tell a story.

Storytelling is the most powerful way
to put ideas into the world today.

Robert McKee



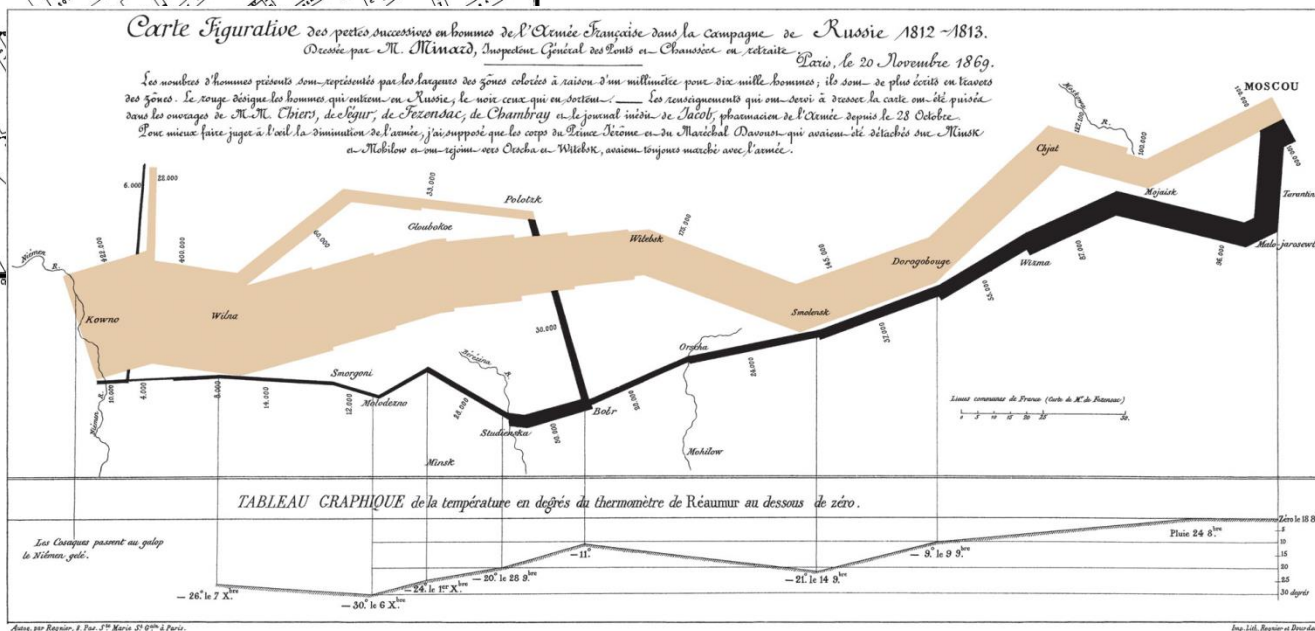
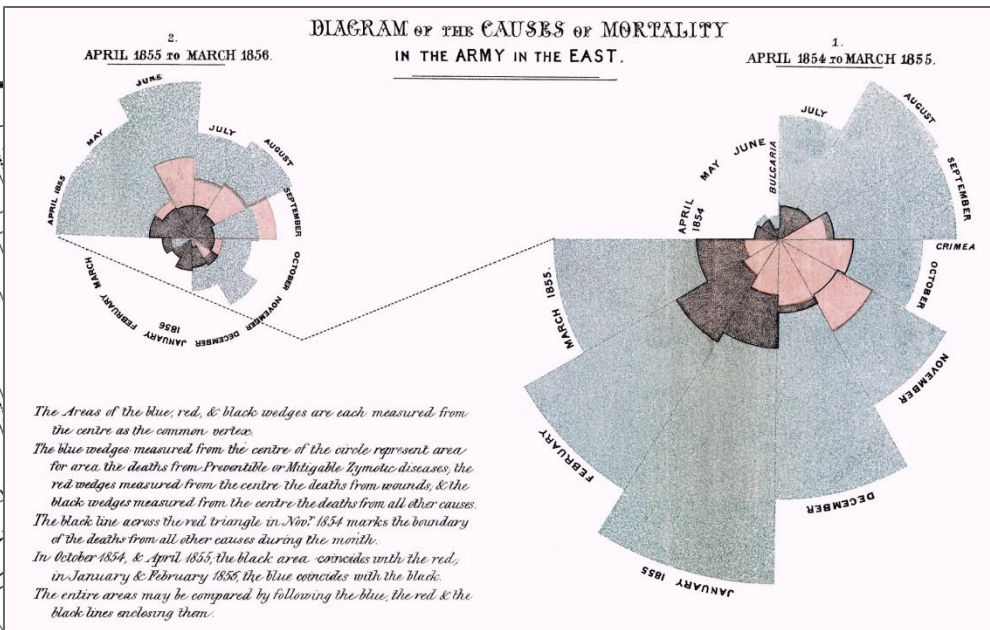
How do stories help us?

We **DISPEL** myths.

We **STOP HIDING** from problems.

We **ANSWER** questions on the spot.

We **DRIVE** to the truth.



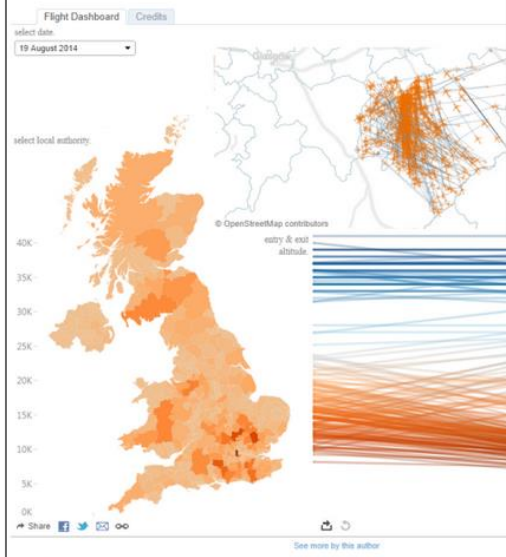
As somebody who's always fascinated by the possibilities & potential of computer visualisation knowing somebody who has some fun geo-data leads to some interesting possibilities. Knowing somebody who works for the popular European airline EasyJet leads to all the possibilities.

In one of our more recent discussions Paul Chapman told me:

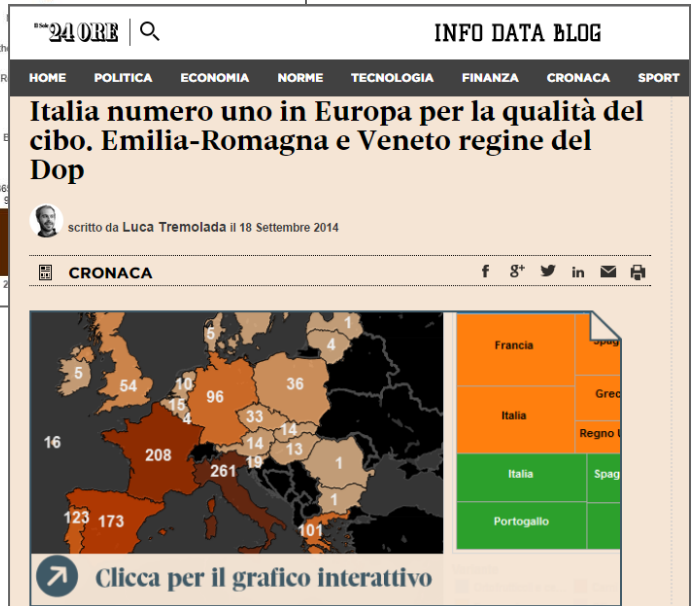
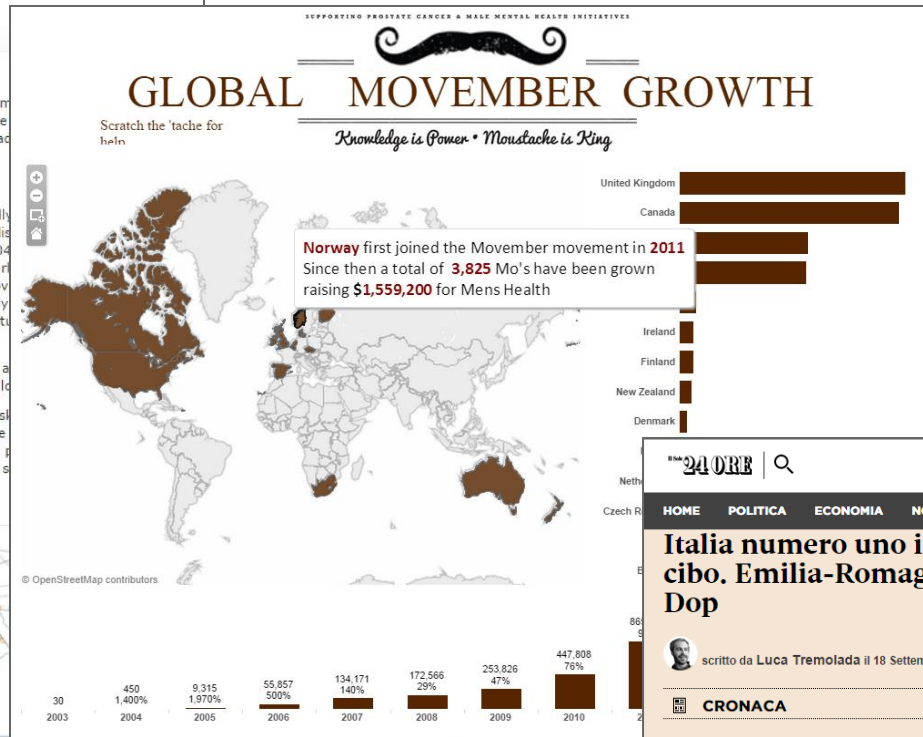
"Britain has the most crowded airspace in Europe. In July there are typically 10,000 aircraft in European airspace with one in four of these flying over the UK. The total distance flown by aircraft is 25 million nautical miles, enough to go to the moon and back 104,998 times. The company NATS are constantly working with airports and air traffic controllers to manage the noise and pollution implications over the UK. There is currently a project to manage the noise and pollution implications over the UK. There is currently different departure routing and EasyJet have recently changed their departure routing to avoid overflying local villages."

So this leads to the immediate question, just how bad is air traffic around other regions in the UK? Is it possible to map routes and count flights per day?

This is where Paul's friends at PlaneFinder.net and my developing Alteryx skills at PlaneFinder who track the location of flights around the world gave me the idea. A server was setup to grab the API data every minute and then geotag each flight over the UK. The data is then brought into Tableau and the results can be seen in the screenshot to explore the viz:



So what did I find out? Well it turns out my hometown of York is underneath the quietest skies in the UK, you could call it the eye of the storm. It's no surprise that the local authorities in the south of England which contain Heathrow, Stanstead, Luton and Gatwick are the busiest but the areas to the North West of London are also very crowded thanks to the flight corridor to these airports and to the rest of Europe.



Dop, Igp e Stg

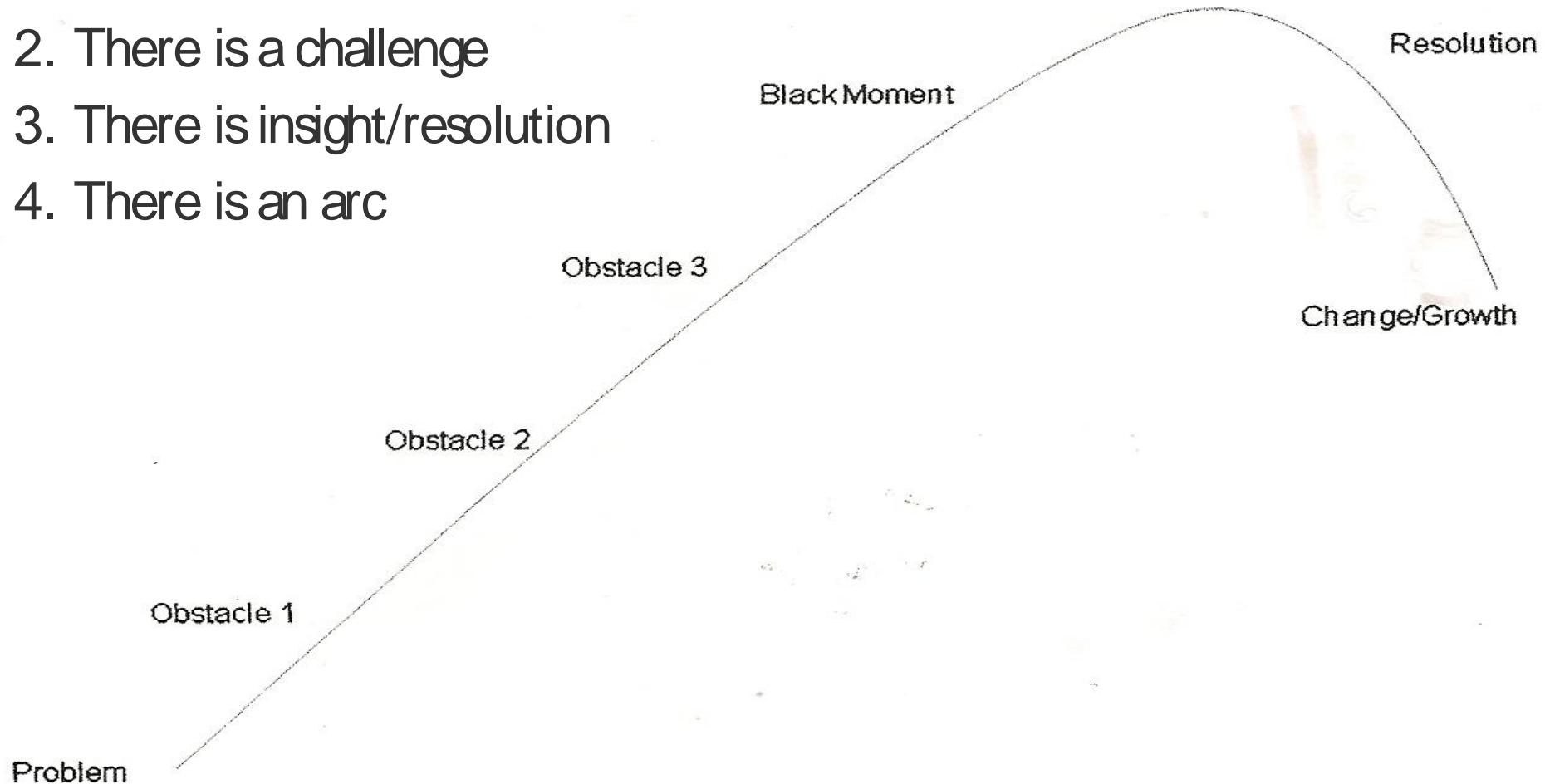
Dataviz: [Andrea Gianotti](#) con [Tableau Software](#)

L'Italia si conferma il primo Paese per numero di riconoscimenti Dop, Igp e Stg conferiti dall'Unione europea (Ue). I prodotti agroalimentari di qualità riconosciuti al 31 dicembre 2013 sono 261 (13 in più rispetto al 2012); di questi, 252 risultano attivi. Lo rileva l'Istat nel suo [ultimo report](#) sul mercato agroalimentare. I settori con il maggior numero di riconoscimenti sono gli **ortofrutticoli e cereali** (101 prodotti), i formaggi (47), gli oli extravergine di oliva (43) e le preparazioni di carni (37). Le carni fresche e gli altri settori

What is a data story?

A great data story is like any other story

1. There are characters
2. There is a challenge
3. There is insight/resolution
4. There is an arc





+



Google Analytics

+



+ a b l e a u[®]
S O F T W A R E

Best practices for creating stories with data

Use familiar elements, like maps, to orient readers

The story of the Scottish Referendum - 2014



Scotland went to the polls on 18/Sep/2014 to decide its future

Will the activity on Social Media give us some insights?

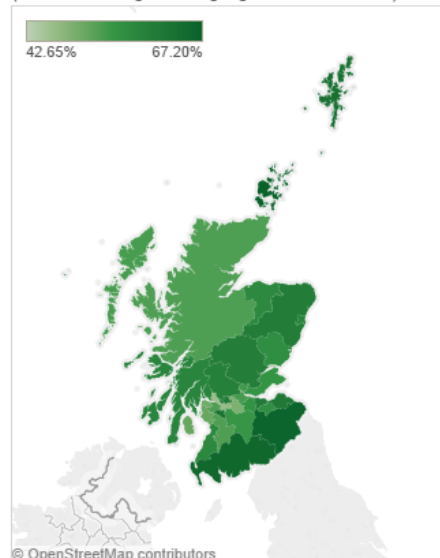
A close result in the end, but interesting to see the region split

Do socio-economic indicators correlate with the results?



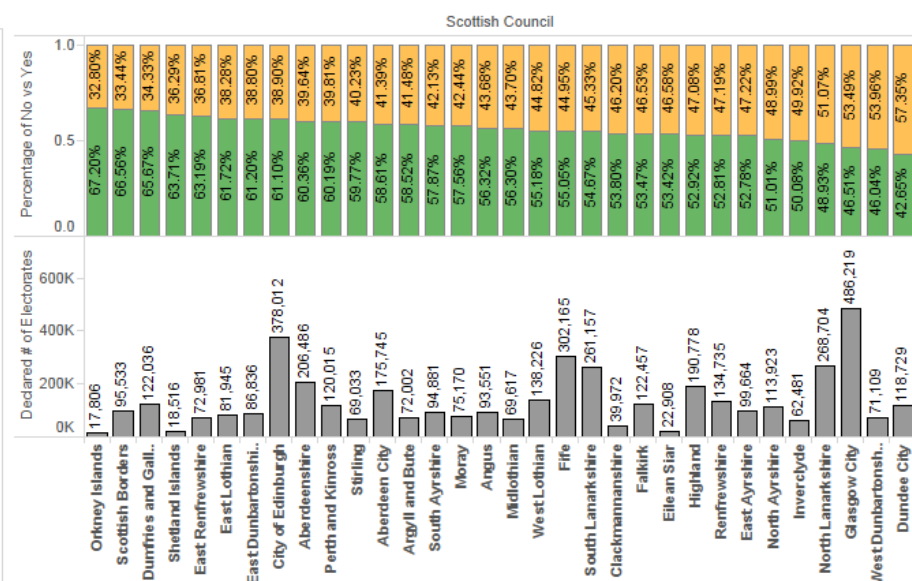
Scottish Referendum - Results by Region

Percentage of 'No' votes by Region
(Click on the region to highlight it on the charts)



THOROGOOD

% of No Votes and # of Declared Electorates



Source: http://www.electionsscotland.info/emb/info/13/referendum/40/results_by_council
Visualization created on Tableau Public by Siraj Alimohamed (@sirajma)

Share your perspective

See more by this author

Download



Use familiar elements, like maps, to orient readers

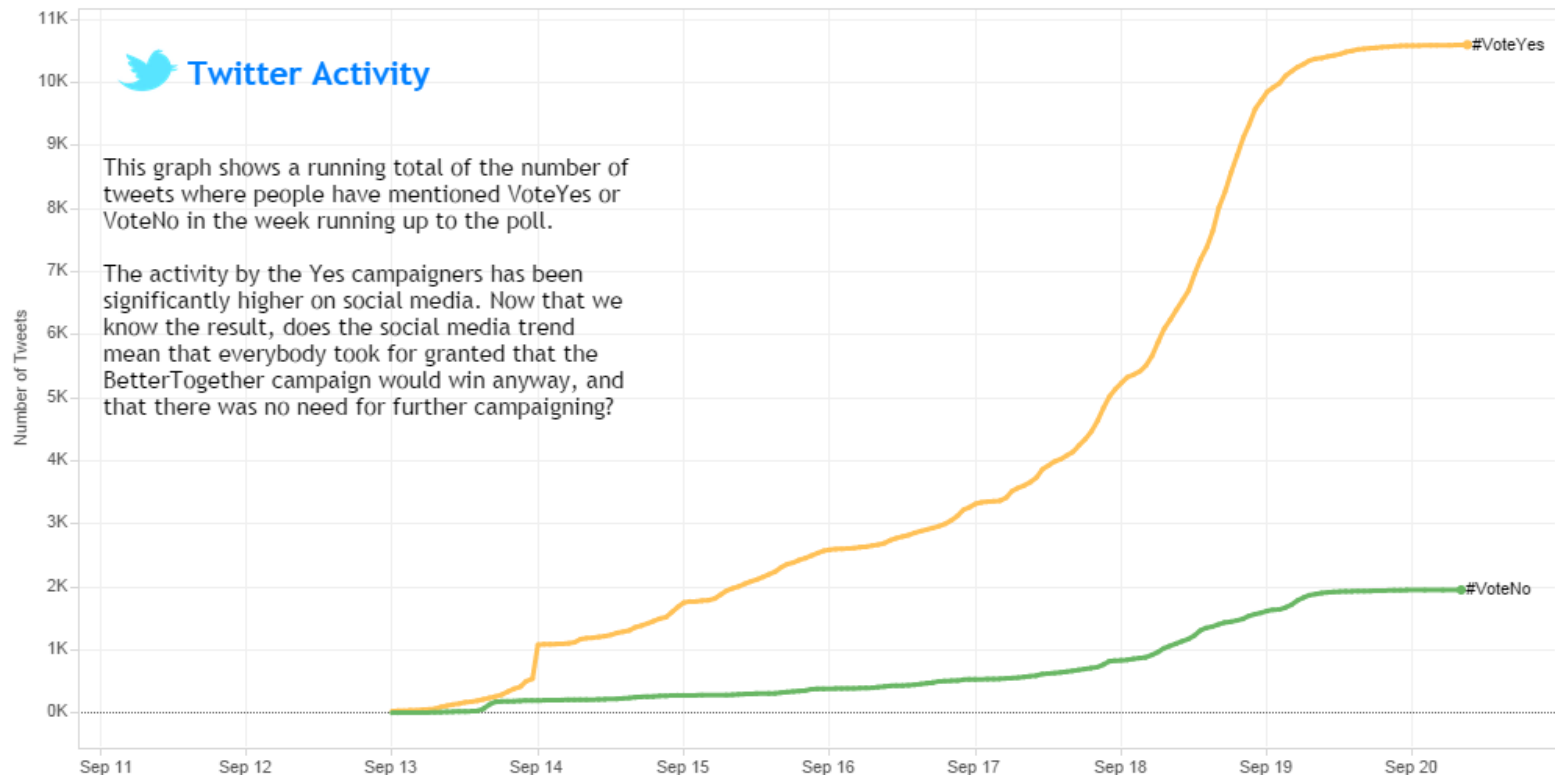
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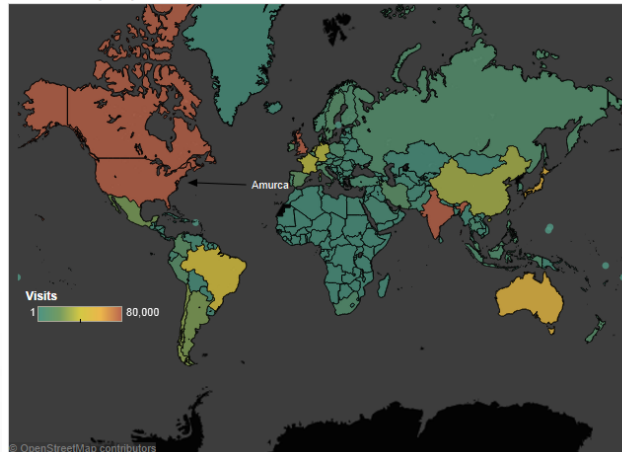
>



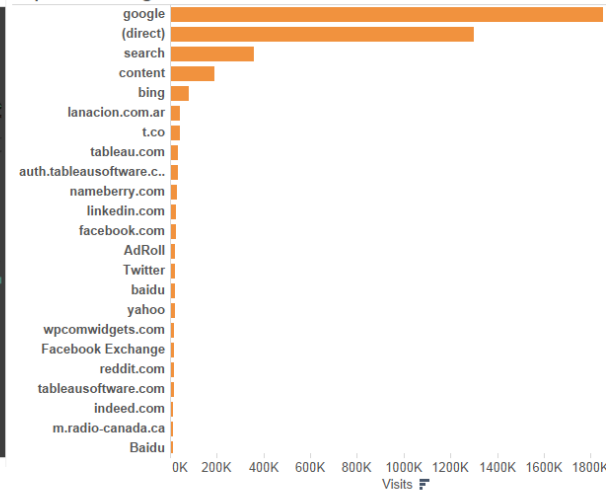
Use familiar elements, like maps, to orient readers

Tableau Website - Key Metrics and Statistics

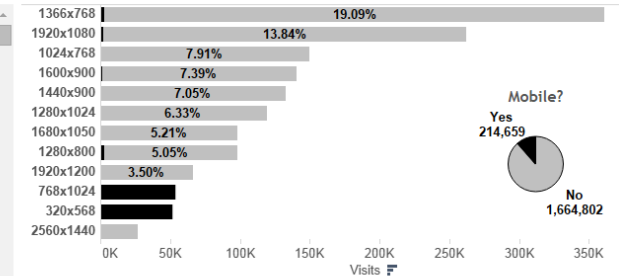
Where do people visit our site from? - Visitors Last Week



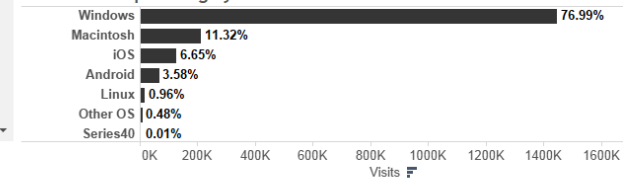
Top Referring Websites Last Week



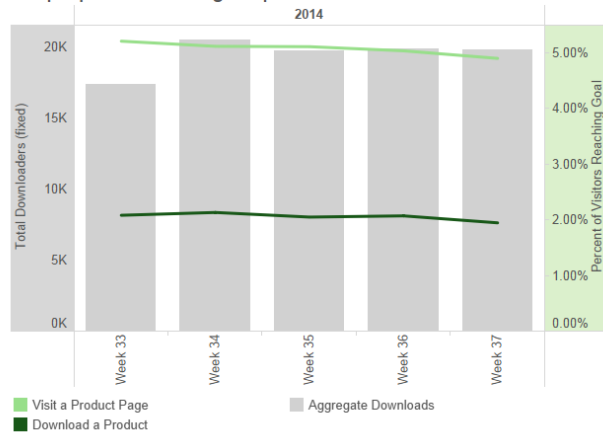
What screen size? Mobile? - Screen Resolution/Mobile last week



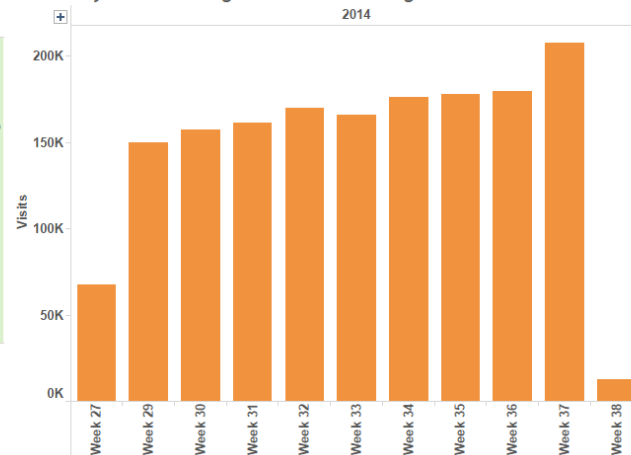
What OS? - Operating System Last Week



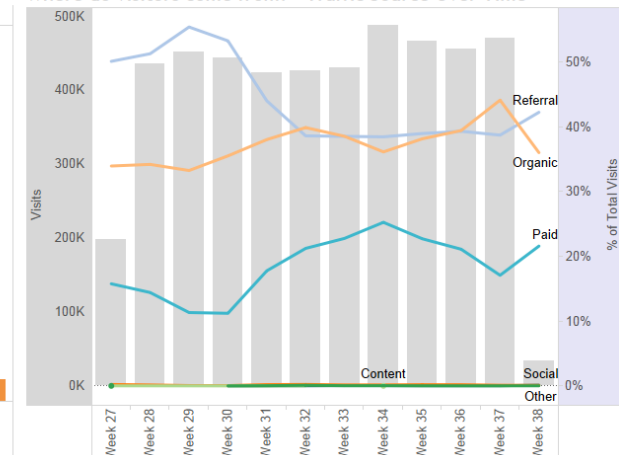
Are people downloading the product? - Download Funnel



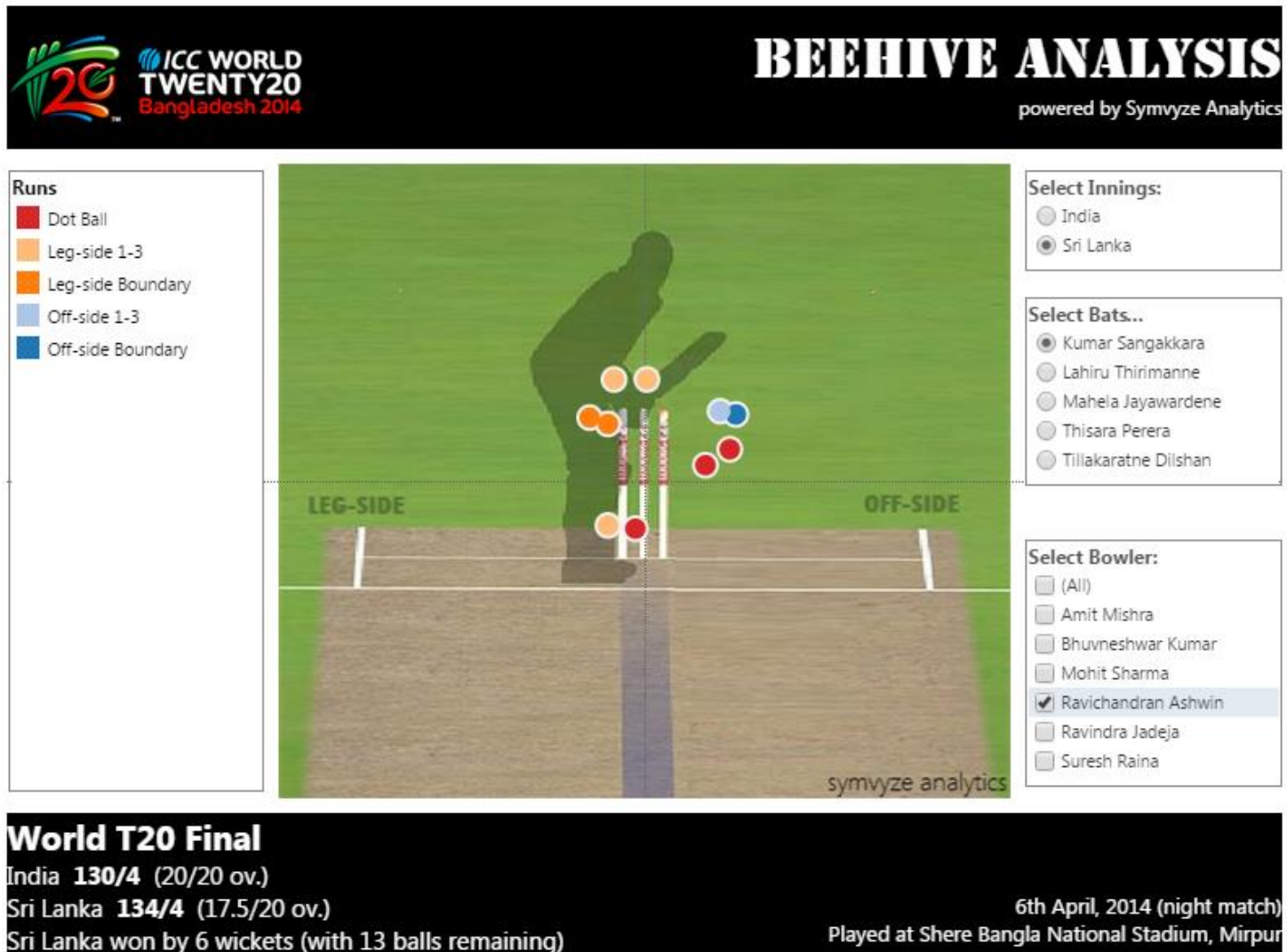
How many find us through search? - Total Organic



Where do visitors come from? - Traffic Source Over Time

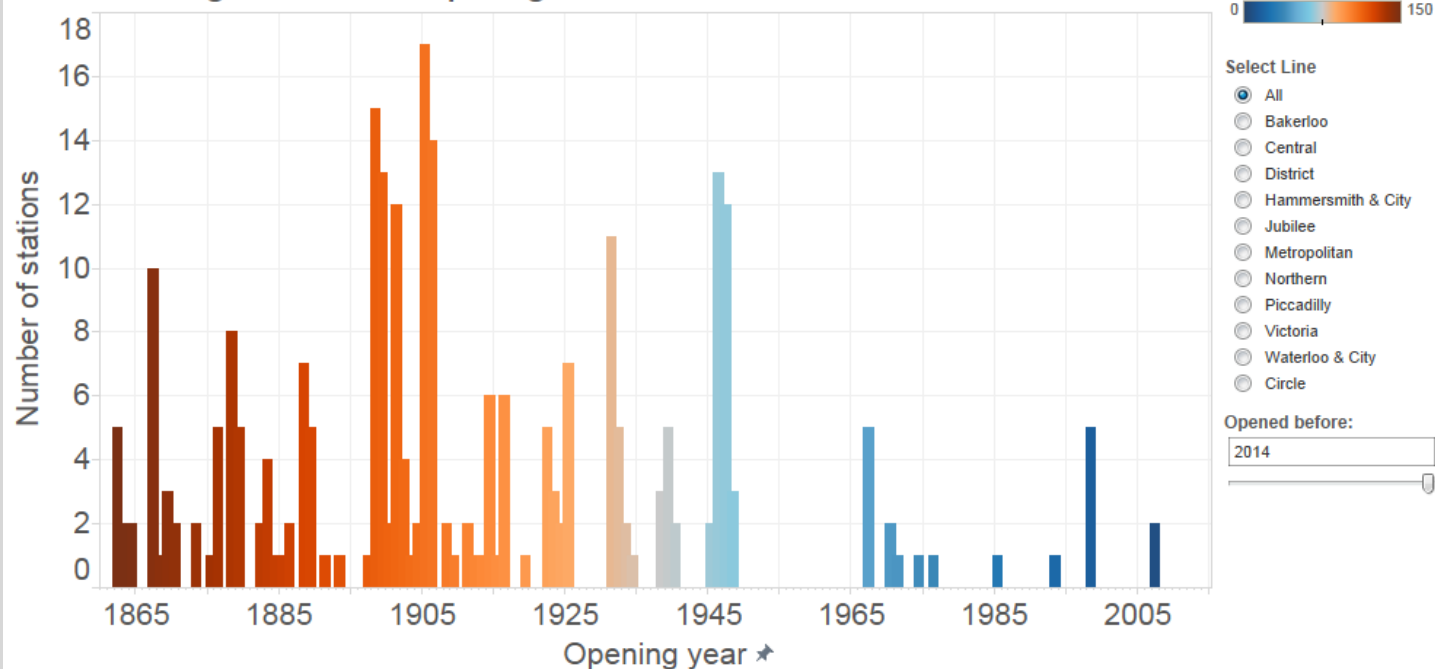


...even if your maps aren't always maps.

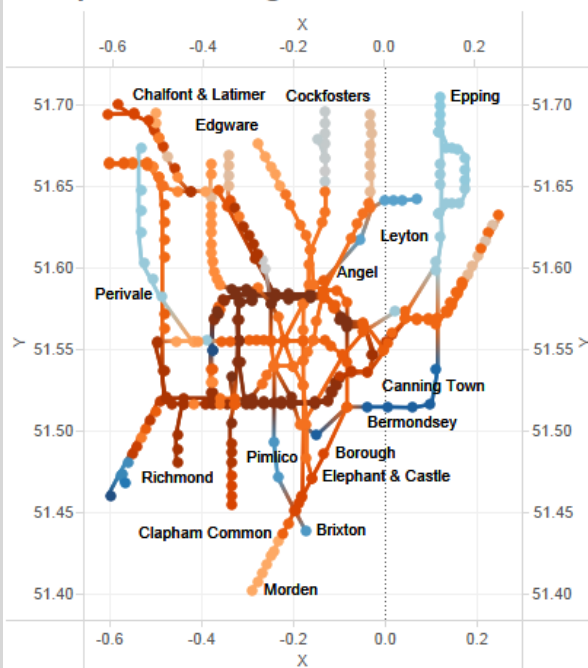


Time is
a familiar
element
too

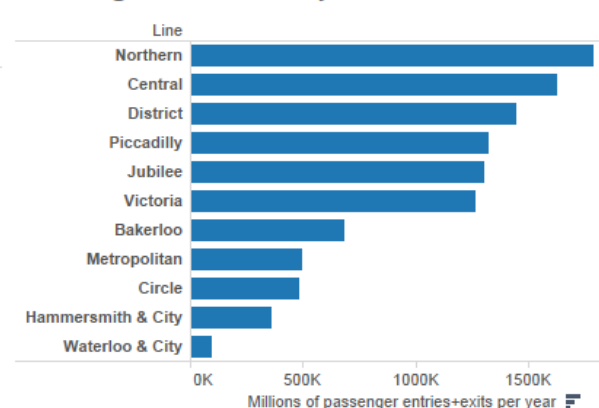
London Underground Station Opening Dates



A map of station ages



Passenger numbers by line



Pictures make
characters
real

EL RANKING ATP CUMPLE 40 AÑOS

Aquí están, estos son los 25 números 1 que tuvo el clásico listado de la Asociación de Tenistas Profesionales.

Roger Federer



302

semanas
acumuladas

Pete Sampras



286

semanas
acumuladas

Ivan Lendl



270

semanas
acumuladas

Jimmy Connors



268

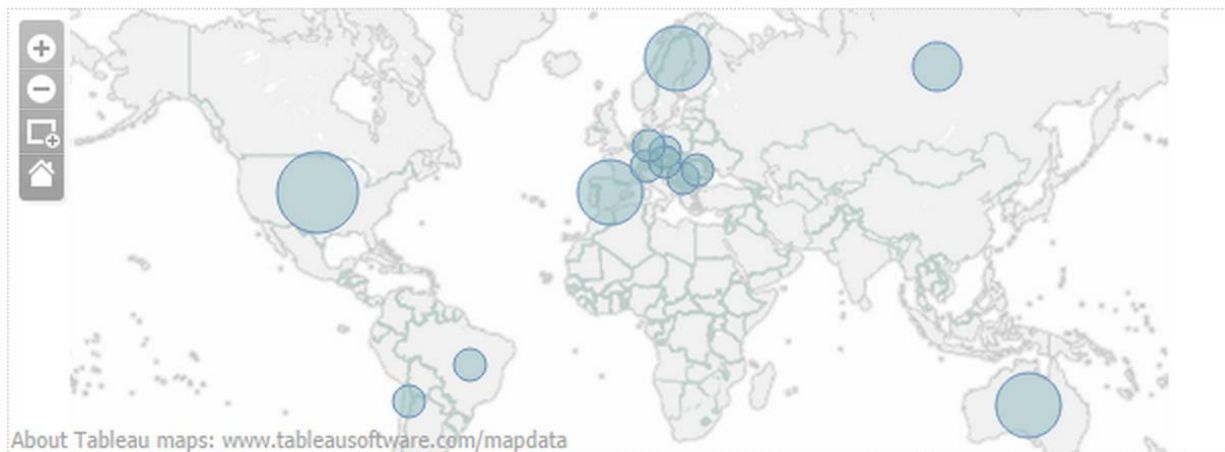
semanas
acumuladas

John McEnroe



170

semanas
acumuladas



> Filtre por nombre

(All)

> Por país

(All)

> Por año

23/08/1973

23/08/2013

Fecha de inicio	Jugador	País	Semanas consecutivas	Semanas acumuladas
23 de agosto de 1973	Ilie Nastase	Rumanía	40	40
3 de junio de 1974	John Newcombe	Australia	8	8
29 de julio de 1974	Jimmy Connors	Estados Unidos	160	160
23 de agosto de 1977	Björn Borg	Suecia	1	1

Use interactivity to expose details

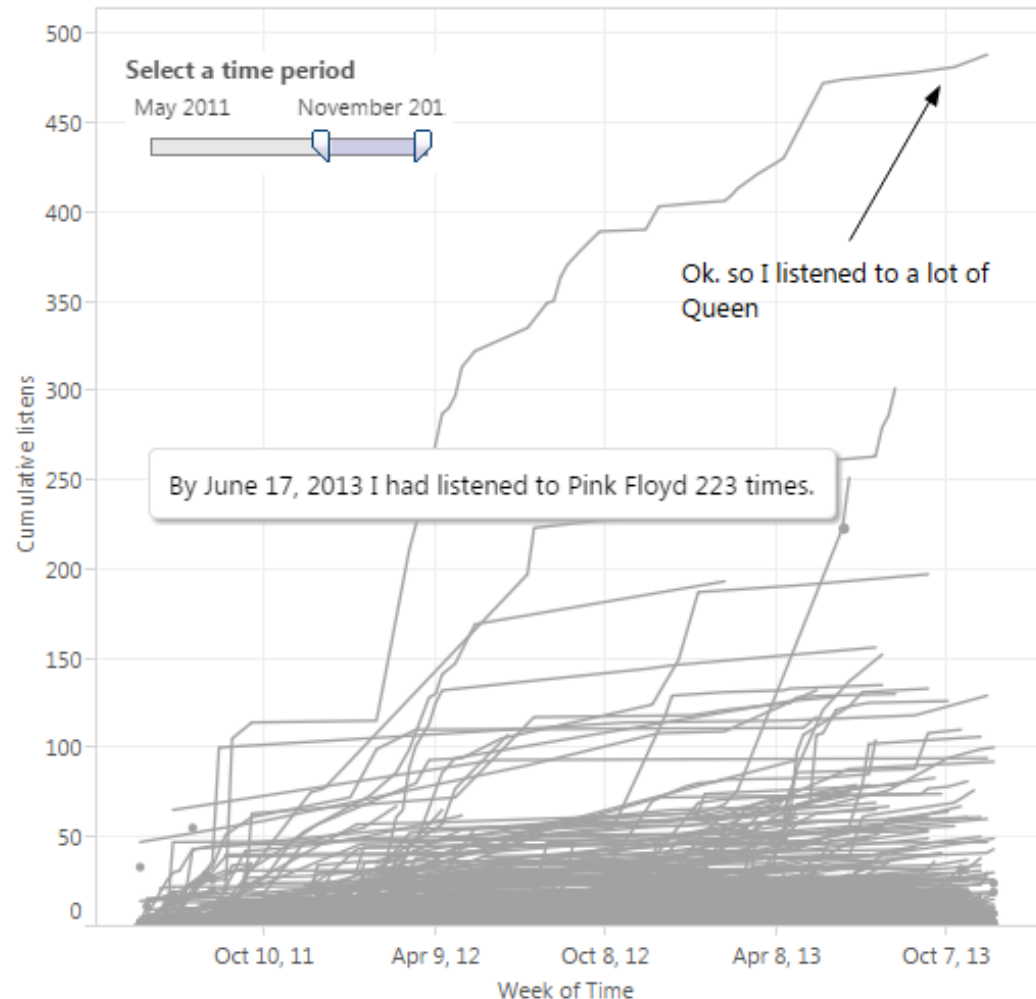
Should you give your kids access to Spotify?

1. At one time my
listening habits were
"pure"

2. In December 2013
two things
happened...

3. The impact has
been immediate.

Cumulative listens to tunes over time
(hover or click a mark for details)



Use
interactivity to
expose details

Should you give your kids access to Spotify?



1. At one time my
listening habits were
"pure"

2. In December 2013
two things
happened...

3. The impact has
been immediate.



...we went to see Frozen and I let my
daughter use my Spotify account.



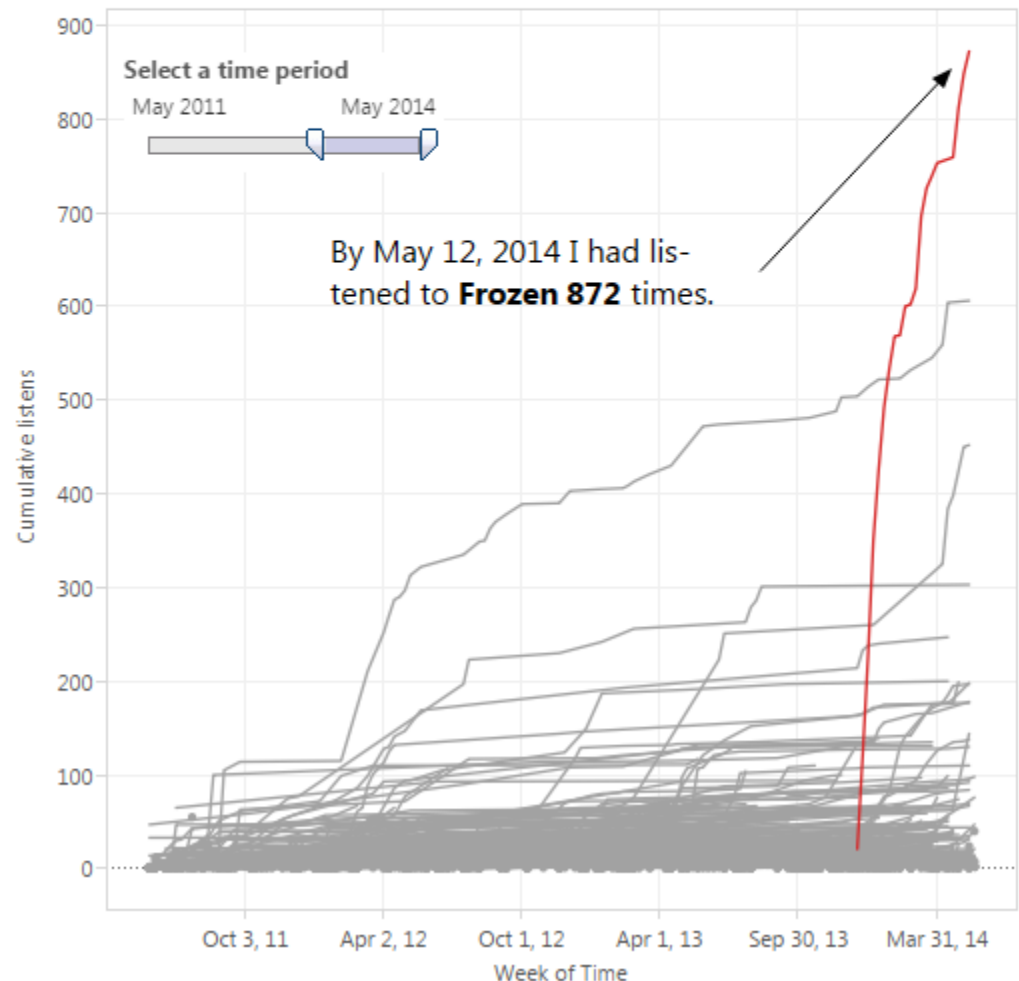
Use interactivity to expose details

Should you give your kids access to Spotify?

- < 1. At one time my listening habits were "pure" 2. In December 2013 two things happened... 3. The impact has been immediate. >

Cumulative listens to tunes over time

(hover or click a mark for details)



Which tabsoft.co links are Rocket Ships?

Is Paid

☒ Organic

Each line represents one tabsoft.co link.
The line shows cumulative number of
clicks since it was first shared.

Since when?

August 1, 2014

September 30, 2014

Is Paid

- ☐ (All)
☒ Organic
☐ Paid

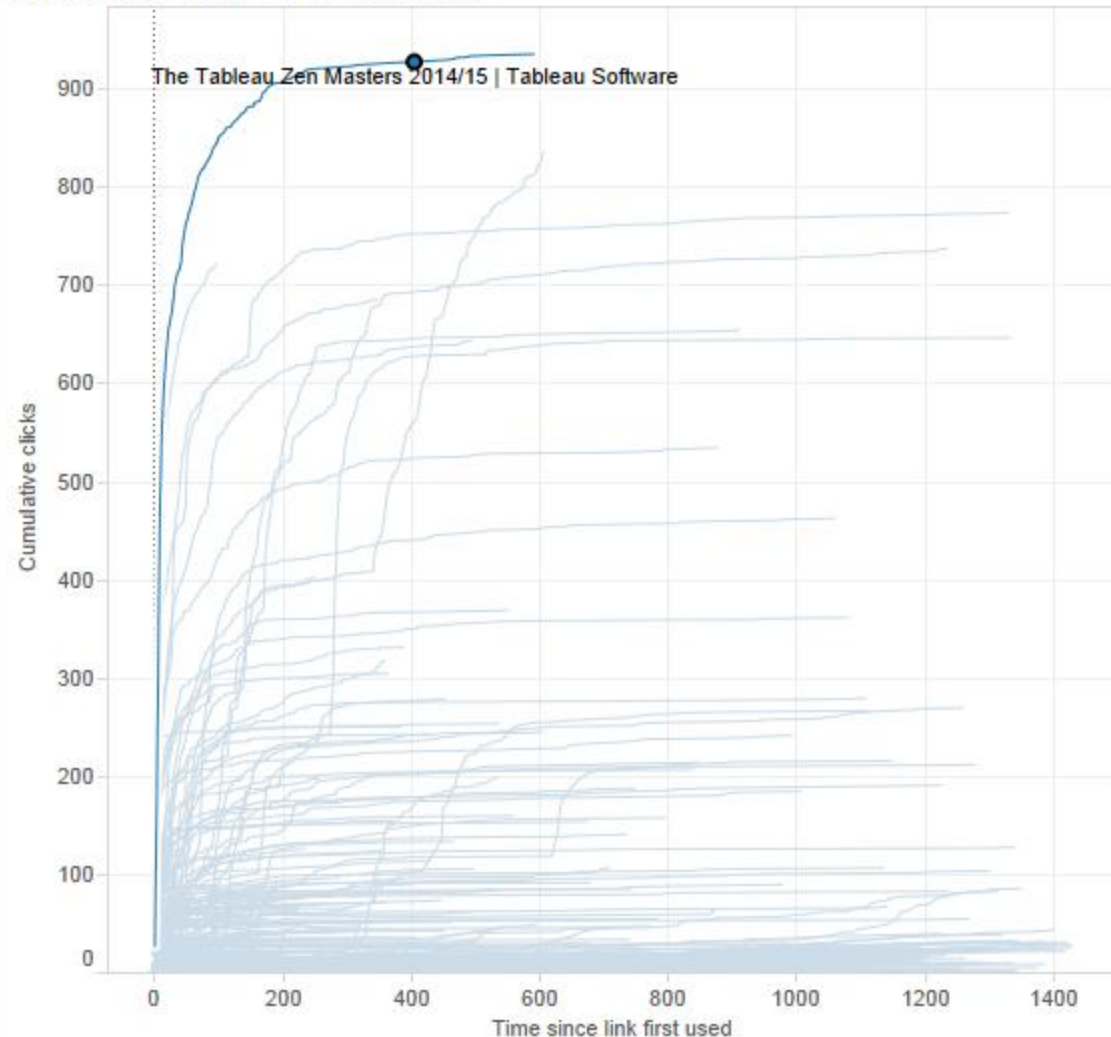
The Tableau Zen Masters 2014/15
| Tableau Software

936



© OpenStreetMap contributors

Hover over a line to see details




Build from the familiar

D1 - Results and Table

D2 - Visualizations

D3 - The Race



English Premier League - Results and Table

Season

2010/2011

Sort by

Points

Matchday

38


Table Type

All

Aston Villa	Liverpool	1	0
Bolton Wanderers	Manchester City	0	2
Everton	Chelsea	1	0
Fulham	Arsenal	2	2
Manchester United	Blackpool	4	2
Newcastle United	West Bromwich Albion	3	3
Stoke City	Wigan Athletic	0	1
Tottenham Hotspur	Birmingham City	2	1
West Ham United	Sunderland	0	3
Wolverhampton	Blackburn Rovers	2	3

		P	W	D	L	G	GA	GD	P/M	PH	PA
1	Manchester United	80	23	11	4	78	37	41	2.1	55	25
2	Chelsea	71	21	8	9	69	33	36	1.9	45	26
3	Manchester City	71	21	8	9	60	33	27	1.9	43	28
4	Arsenal	68	19	11	8	72	43	29	1.8	37	31
5	Tottenham Hotspur	62	16	14	8	55	46	9	1.6	36	26
6	Liverpool	58	17	7	14	59	44	15	1.5	40	18
7	Everton	54	13	15	10	51	45	6	1.4	34	20
8	Fulham	49	11	16	11	49	43	6	1.3	31	18
9	Aston Villa	48	12	12	14	48	59	-11	1.3	31	17
10	Sunderland	47	12	11	15	45	56	-11	1.2	26	21
11	West Bromwich Albion	47	12	11	15	56	71	-15	1.2	30	17
12	Newcastle United	46	11	13	14	56	57	-1	1.2	26	20
13	Stoke City	46	13	7	18	46	48	-2	1.2	34	12
14	Bolton Wanderers	46	12	10	16	52	56	-4	1.2	35	11
15	Blackburn Rovers	43	11	10	17	46	59	-13	1.1	28	15
16	Wigan Athletic	42	9	15	14	40	61	-21	1.1	23	19
17	Wolverhampton	40	11	7	20	46	66	-20	1.1	28	12
18	Birmingham City	39	8	15	15	37	58	-21	1.0	26	13
19	Blackpool	39	10	9	19	55	78	-23	1.0	20	19
20	West Ham United	33	7	12	19	43	70	-27	0.9	20	13

	Matchday	Total to Date
Goals	32	1,063
Goals per Match	3.2	2.8
Goals Home	15	617
Goals Home per Match	1.5	1.6
Goals Away	17	446
Goals Way per Match	1.7	1.2
Home Wins	4	179
Away Wins	4	90
Draws	2	111

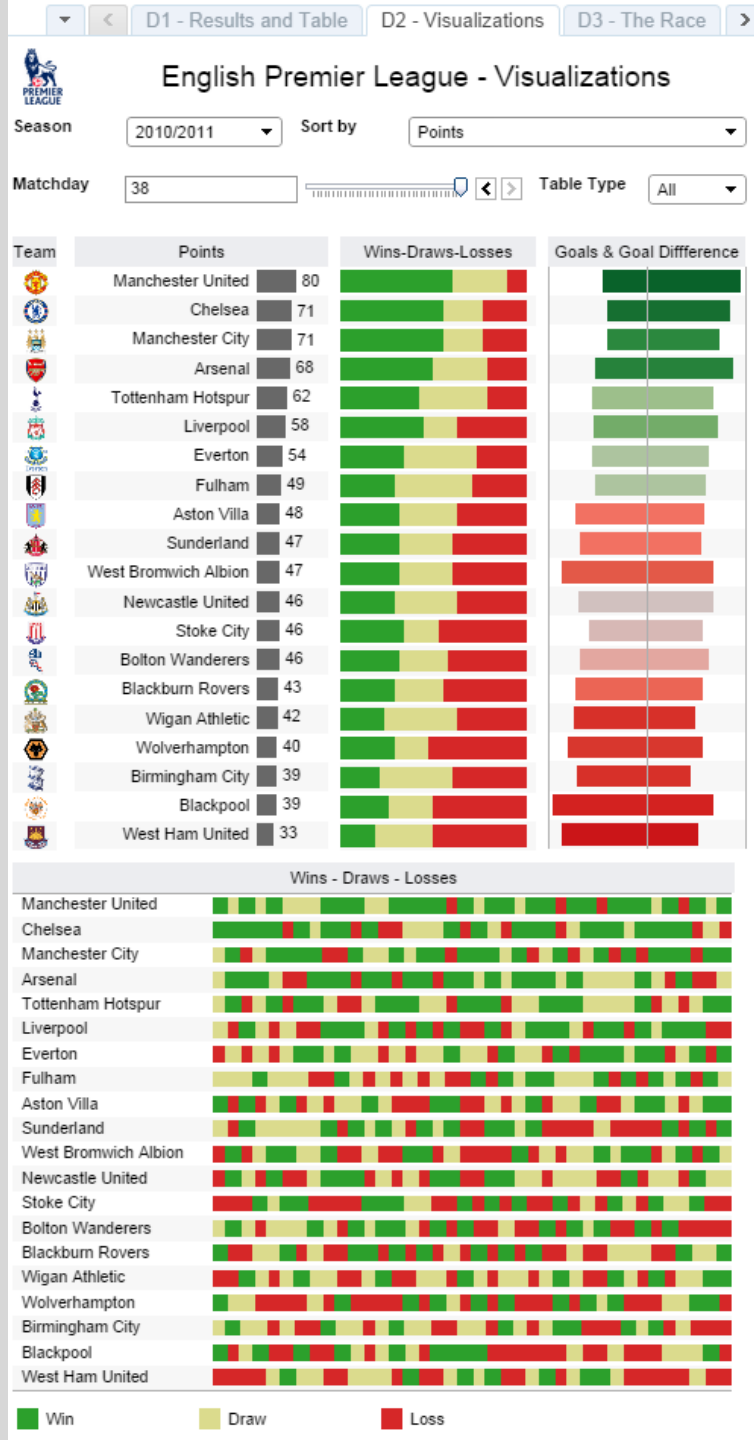


PREMIER

LEAGUE



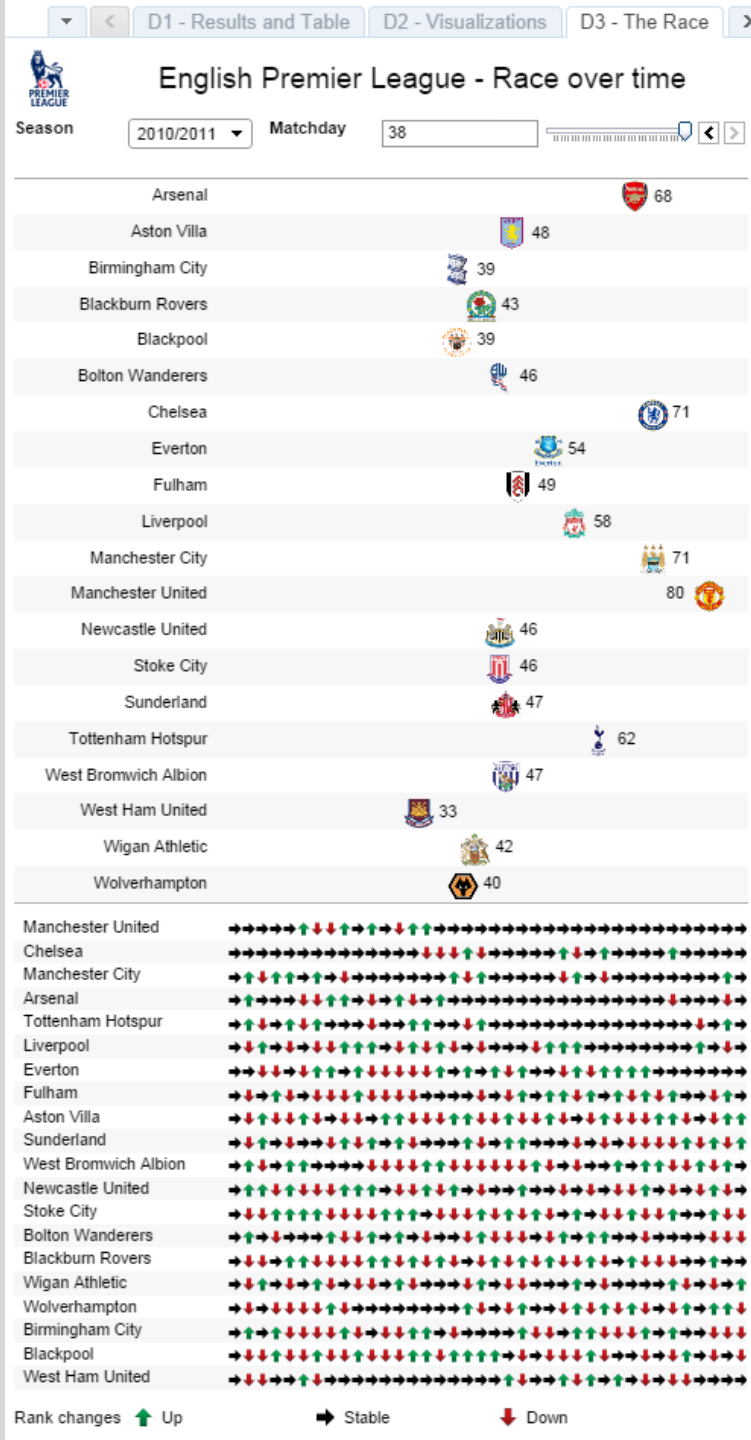
Build from the familiar



Build from the familiar



Build from the familiar

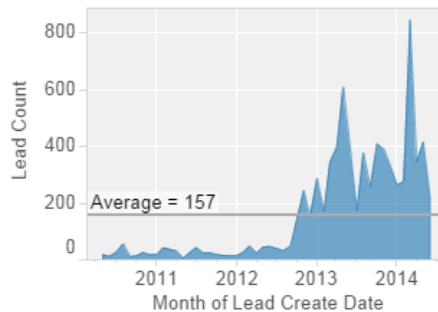


Marketing: Marketing Impact

5/4/2010 12:00:00 AM 7/7/2014 11:59:59 PM

Total MQL

7,841



Key Performance Metrics

Total Leads	149,132
Total Opportunities	4,710
Total Closed Won	531
Avg Lead to Opp (days)	42.0
Avg Opp to Closed Won (days)	146.7

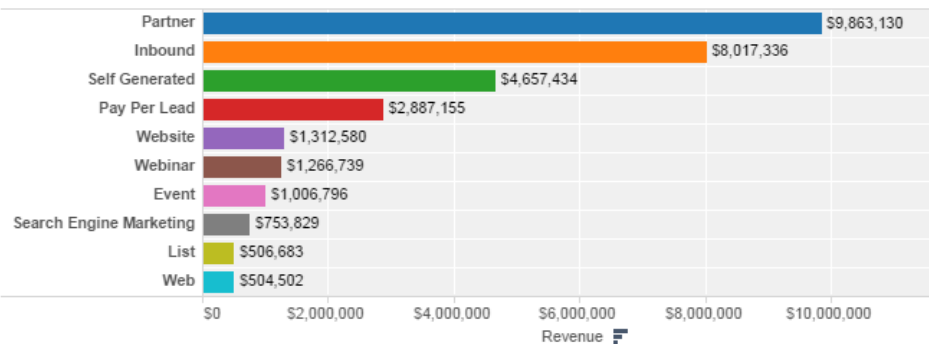
Lead Quality %

5.26%

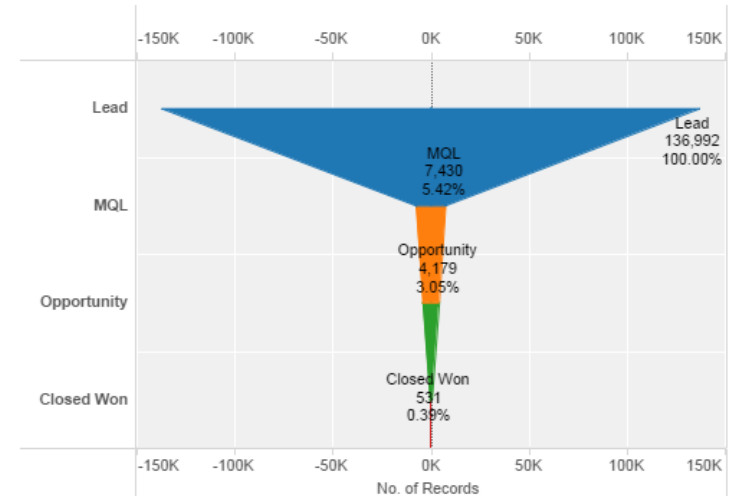
Marketing Sourced Revenue

\$32,951,324

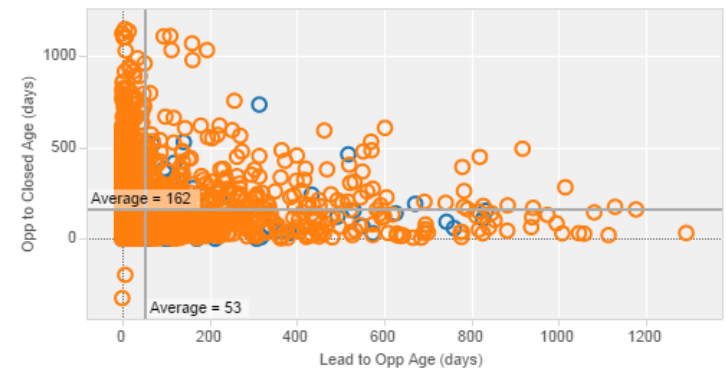
Top 10 Contributing Lead Sources



Marketing Lead Funnel



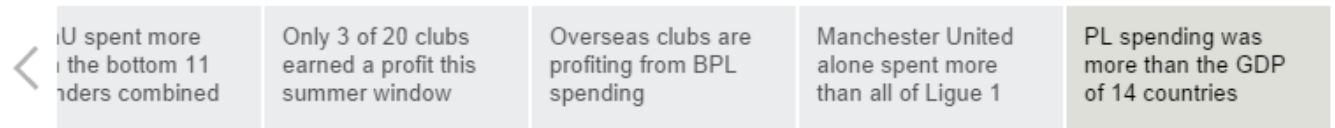
Distribution: MQL Converted Age by MQL Opportunity Age



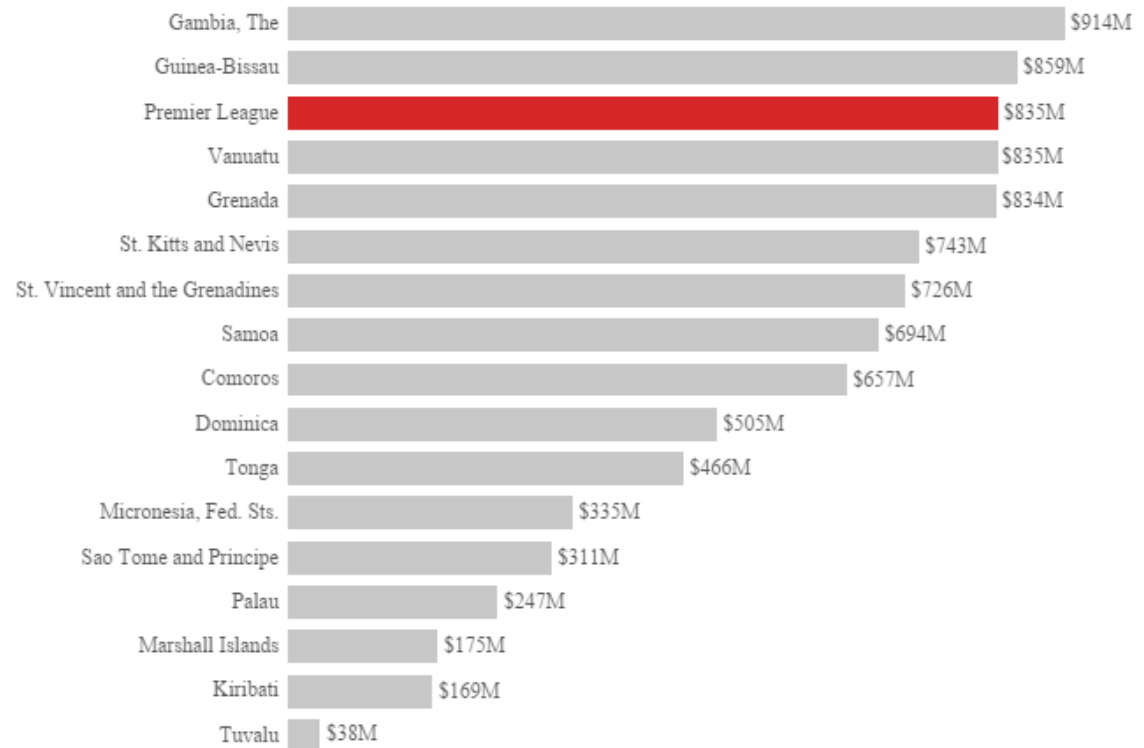
Add context
to tell
the story

Premier League clubs spent a record **£835M** on transfers in the summer window

Source: The Guardian



Countries with a 2013 GDP < \$1B



Share    



Download

6,090 views · Share your perspective

[See more by this author](#)



Twitter account details

Hover over an account for details

Total followers (September, 2014)

tableau	QlikView	microstrategy	TableauCaree..	Vizoftheday
39,465	19,799	26,484	768	2,598

Twitter account

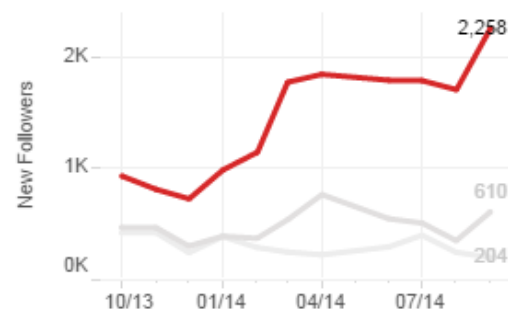
 tableau

 QlikView

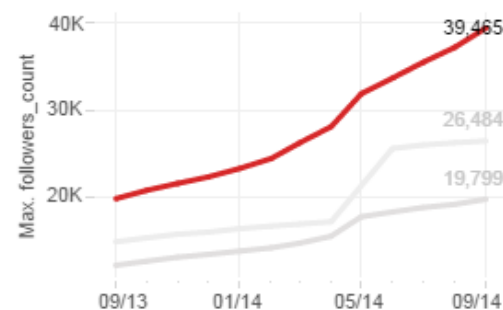
 microstrategy

Note: May 2014 is excluded from charts due to anomalous results across all companies, esp Microstrategy.

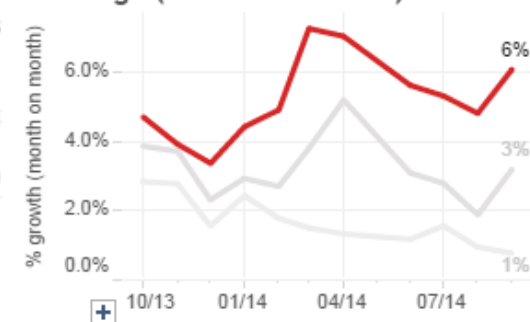
New followers each month



Total followers



% change (month on month)



Latest month

Previous months

		2014	2013			2014							
Account		September	October	Novemb..	Decemb..	January	February	March	April	May	June	July	August
tableau	New Followers	2,258	933	815	727	988	1,143	1,777	1,847	3,826	1,794	1,791	1,706
	YTD growth	17,130	933	1,748	2,475	988	2,131	3,908	5,755	9,581	11,375	13,166	14,872
	% growth (month on month)	6.1%	4.7%	3.9%	3.4%	4.4%	4.9%	7.3%	7.0%	13.6%	5.6%	5.3%	4.8%
QlikView	New Followers	610	472	469	304	394	373	542	766	2,260	550	510	352
	YTD growth	6,357	472	941	1,245	394	767	1,309	2,075	4,335	4,885	5,395	5,747
	% growth (month on month)	3.2%	3.9%	3.7%	2.3%	2.9%	2.7%	3.8%	5.2%	14.6%	3.1%	2.8%	1.9%
microstrategy	New Followers	204	424	425	245	390	293	251	226	8,158	298	401	249
	YTD growth	10,470	424	849	1,094	390	683	934	1,160	9,318	9,616	10,017	10,266
	% growth (month on month)	0.8%	2.8%	2.8%	1.6%	2.4%	1.8%	1.5%	1.3%	47.5%	1.2%	1.6%	1.0%
TableauCareers	New Followers	12	33	10	61	46	41	32	37	7	29	16	31
	YTD growth	251	33	43	104	46	87	119	156	163	192	208	239
	% growth (month on month)	1.6%	8.0%	2.2%	13.4%	8.9%	7.3%	5.3%	5.8%	1.0%	4.3%	2.3%	4.3%
Vizoftheday	New Followers	140	97	56	92	106	104	126	96	120	110	169	98
	YTD growth	1,069	97	153	245	106	210	336	432	552	662	831	929
	% growth (month on month)	5.7%	7.6%	4.1%	6.4%	6.9%	6.4%	7.2%	5.1%	6.1%	5.3%	7.7%	4.2%

Balance depth with big picture

Olympic Athletes Stats - Median Age

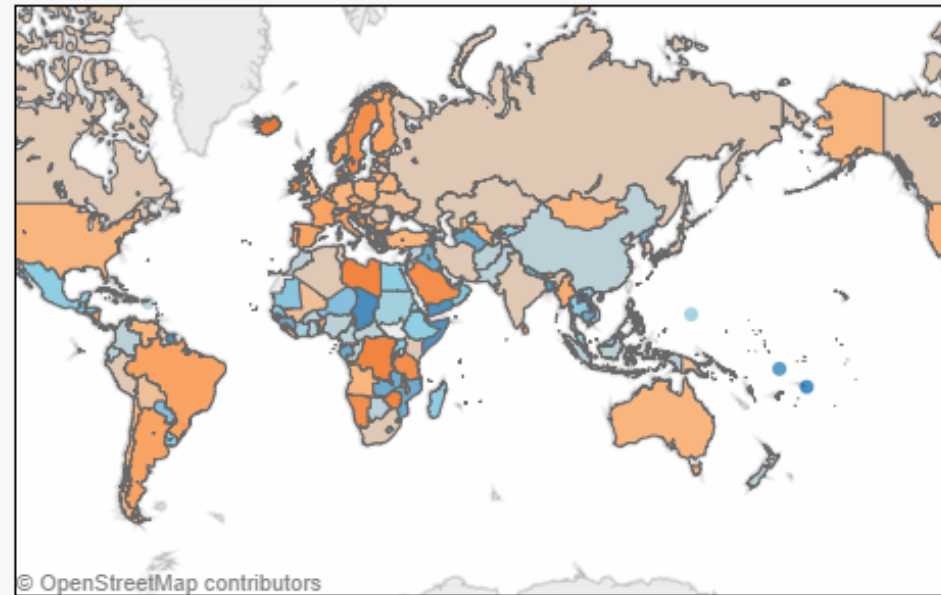
Select Measure

Age

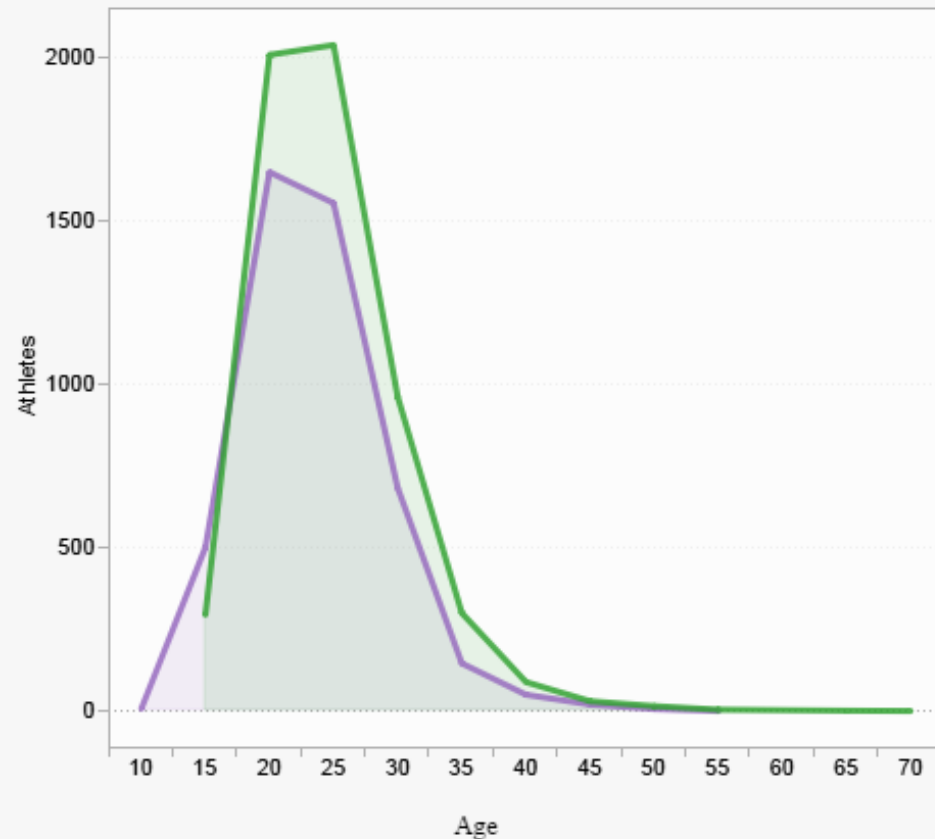
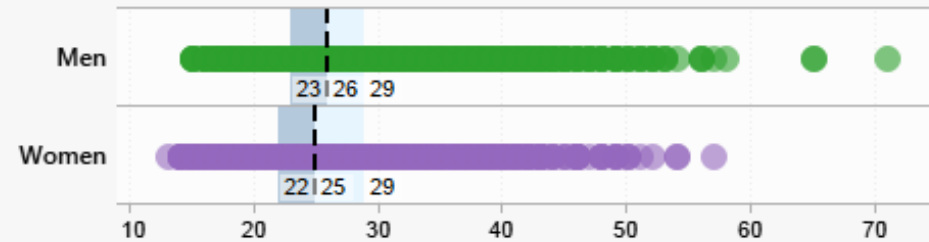
Key

16 33

Select Country



Select Sport



Balance depth with big picture

Olympic Athletes Stats - Median Age

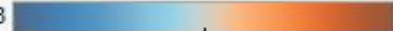
Select Measure

Age

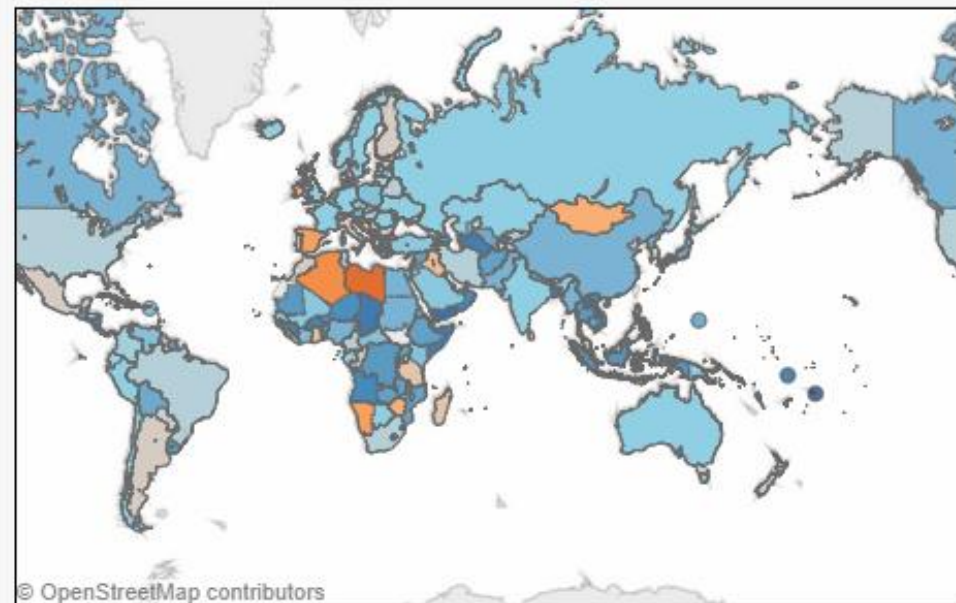
Key

18

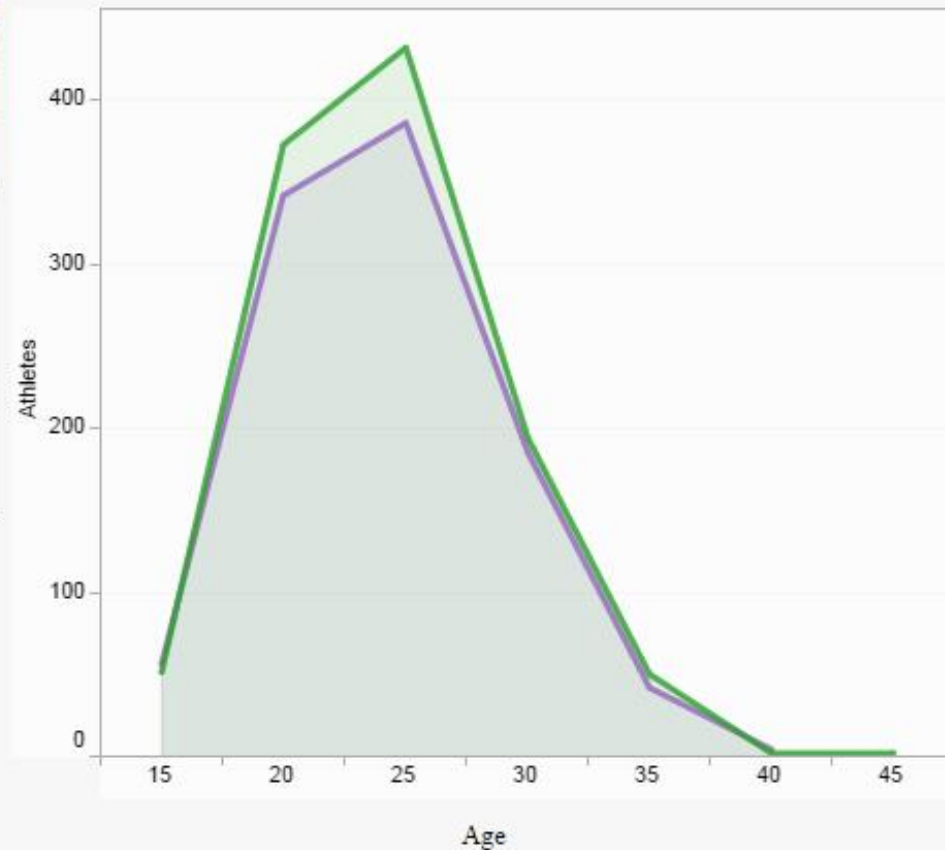
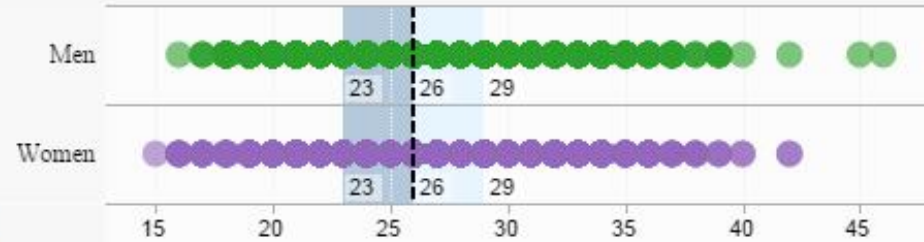
38



Select Country



Select Sport



Balance depth with big picture

Olympic Athletes Stats - Median Height (cm)

Select Measure

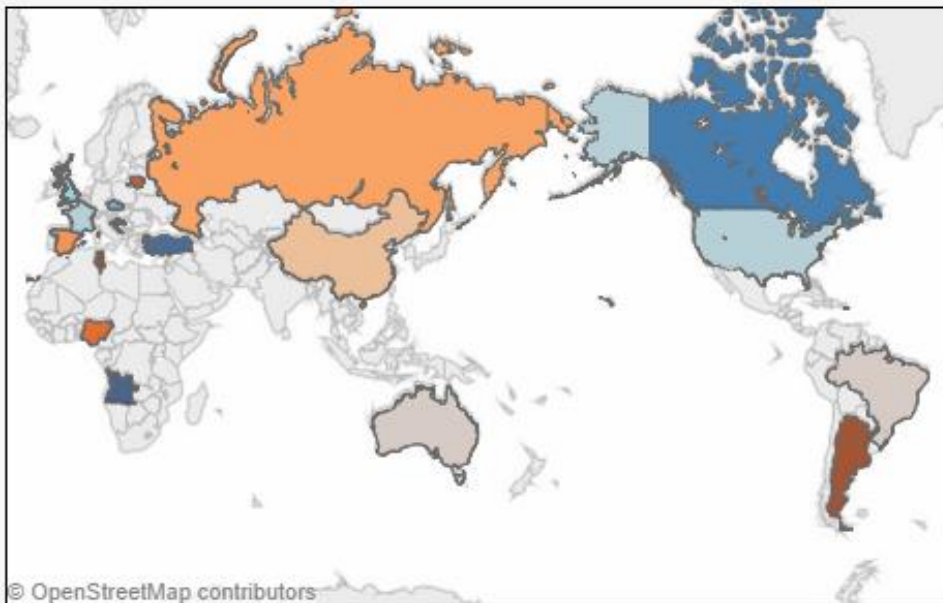
Key

Height (cm)

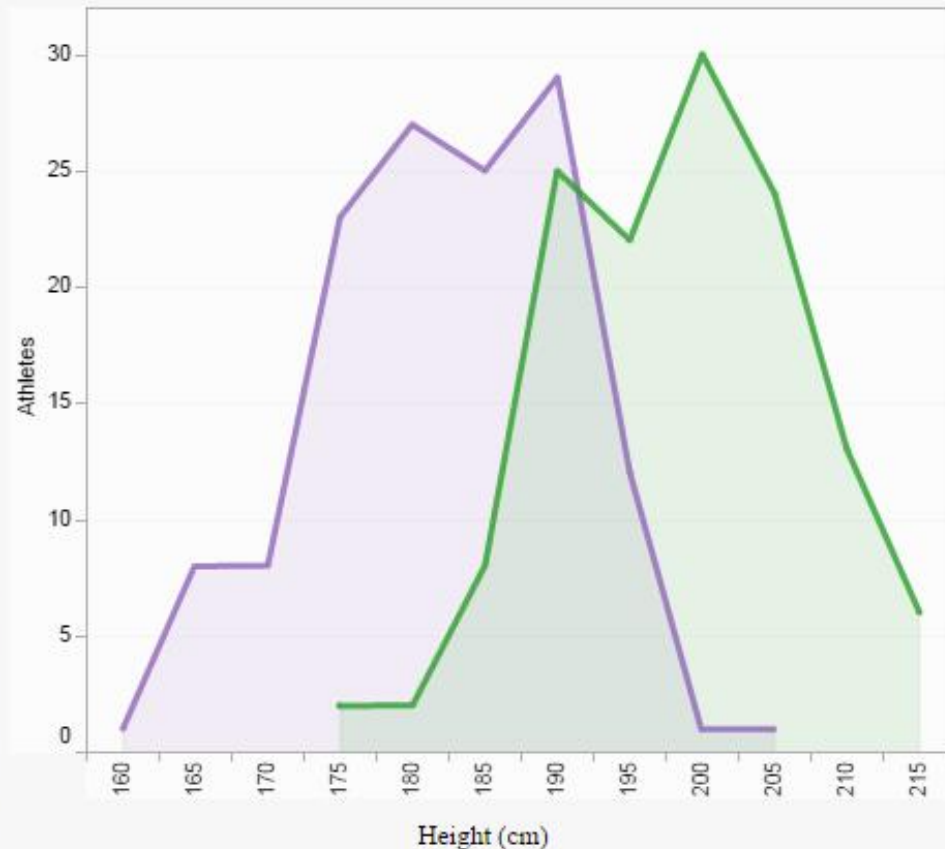
181

203

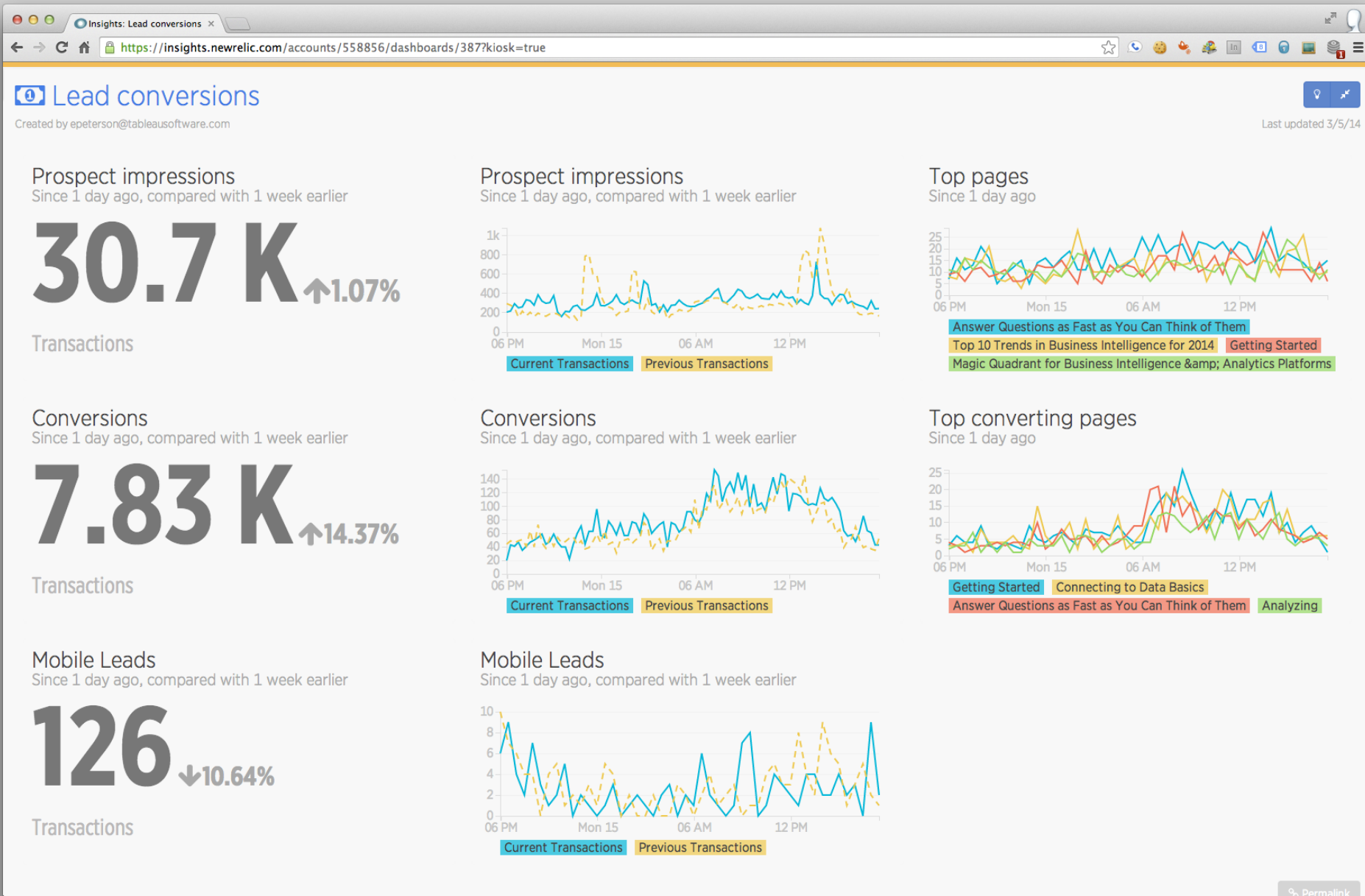
Select Country



Select Sport

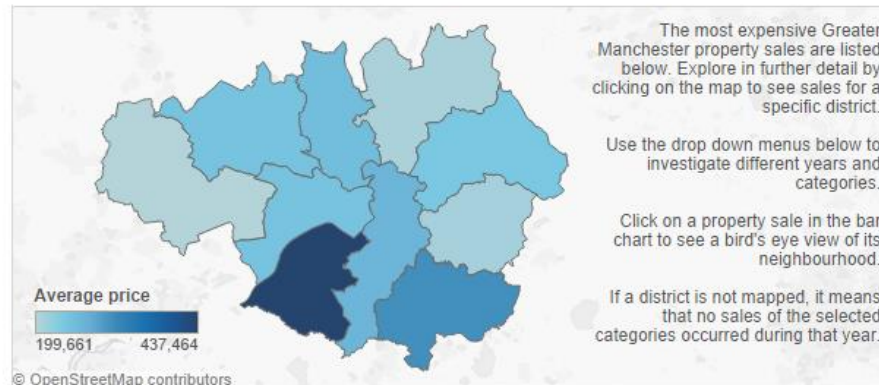


Balance depth with big picture



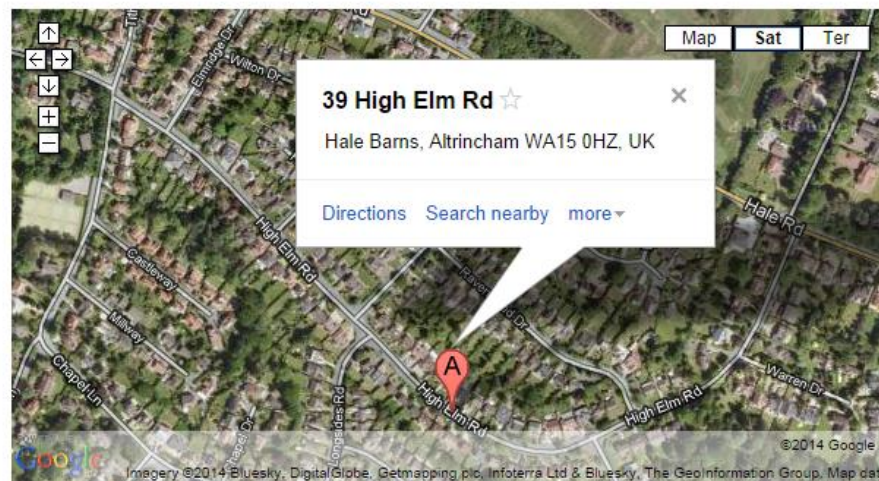
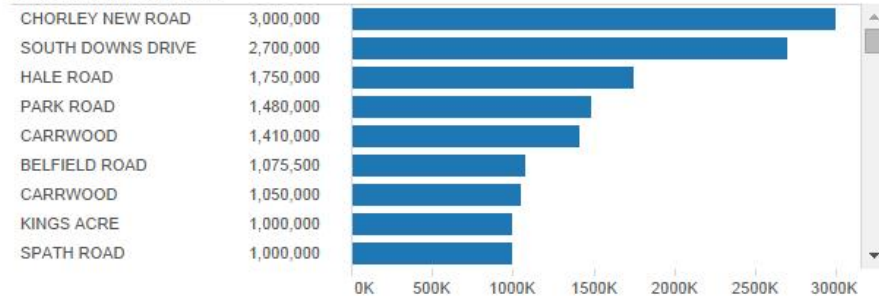
Let you
find your
own story

Explore Greater Manchester's Most Expensive Neighbourhoods



Year: 2014
Property type: Detached
Established or newly built: Established residential building

Most expensive sales



Data produced by Land Registry © Crown copyright 2013. This data covers the transactions received at Land Registry in the period 3 Jan 1995 to 30 Apr 2014.

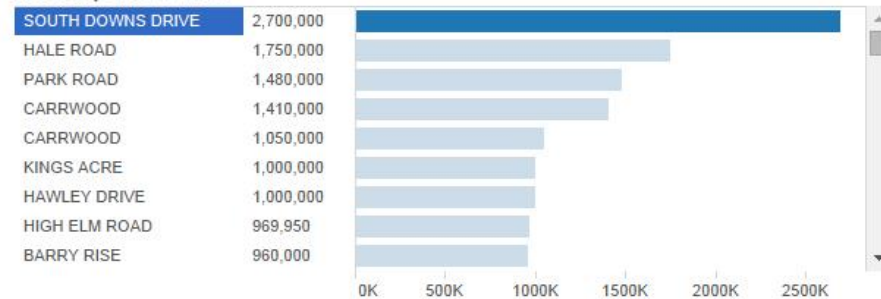
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Most expensive sales



Data produced by Land Registry © Crown copyright 2013. This data covers the transactions received at Land Registry in the period 3 Jan 1995 to 30 Apr 2014.

AdWords + Bing + SFDC

Region

- ☒ (All)
- ☒ APAC
- ☒ EMEA
- ☒ LATAM
- ☒ NA

Search Engine

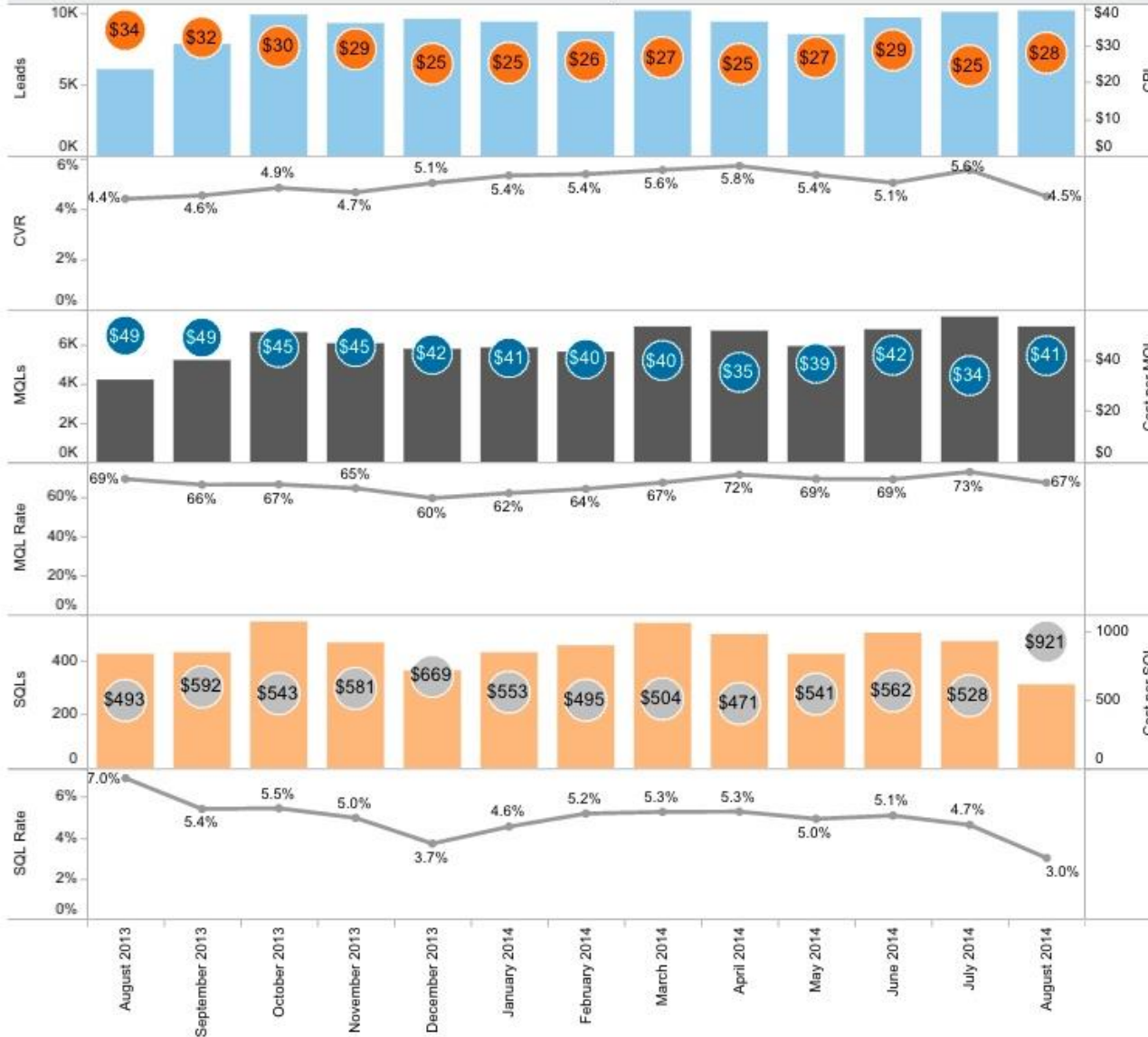
- ☒ (All)
- ☒ Bing
- ☒ Google

Channel

- ☒ (All)
- ☒ Display
- ☒ Search
- ☒ Other

Campaign Focus

(All)



AdWords + Bing + SFDC

Region

- ☐ (All)
- ☐ APAC
- ☒ EMEA
- ☐ LATAM
- ☐ NA

Search Engine

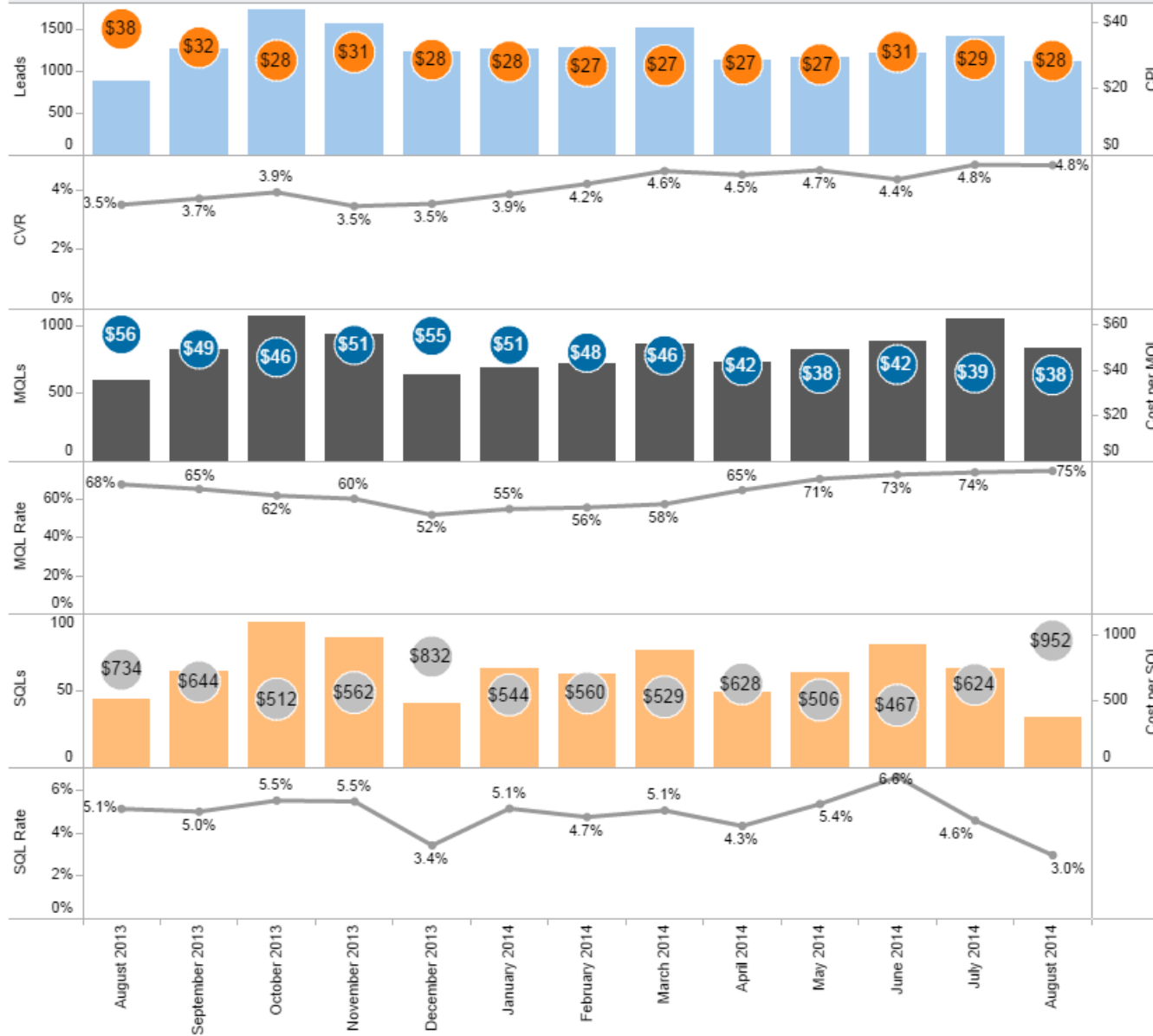
- ☒ (All)
- ☒ Bing
- ☒ Google

Channel

- ☐ (All)
- ☐ Display
- ☒ Search
- ☐ Other

Campaign Focus

(All) ▼

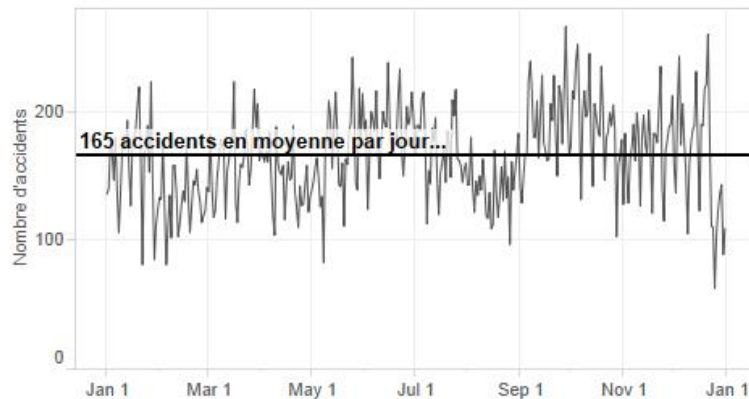


Provide a guided narrative

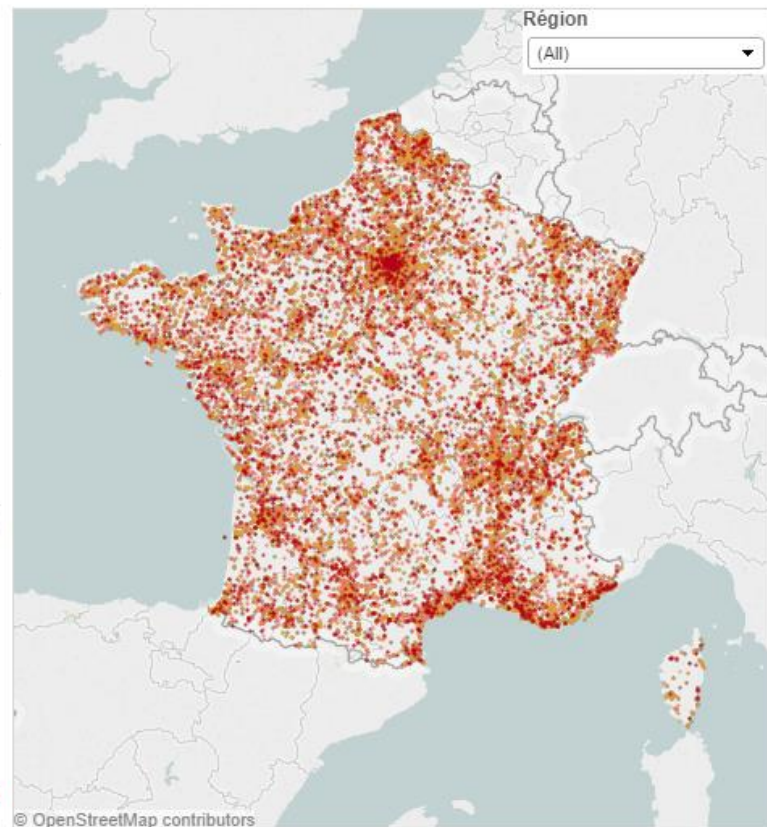
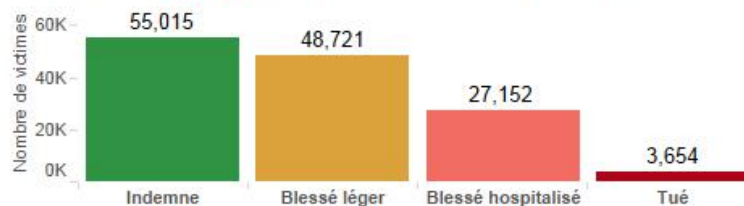
Les accidents de la route en France métropolitaine en 2012.

- < 1. Les accidents de la route en France métropolitaine... 2. ...font au total plus de 3000 morts ! 3. Qu'en est-il des 2 roues à Paris ? 4. Quels types de choc sont les plus fréquents ? 5. Les vacances sont-elles moins dangereuses ? 6. Quel moment de la journée est le plus dangereux ? >

En 2012, il y a eu **60,437** accidents de la route...



...dont **3,386** accidents mortels.



Provide a guided narrative

Les accidents de la route en France métropolitaine en 2012.

- < 1. Les accidents de la route en France métropolitaine... 2. ...font au total plus de 3000 morts ! 3. Qu'en est-il des 2 roues à Paris ? 4. Quels types de choc sont les plus fréquents ? 5. Les vacances sont-elles moins dangereuses ? 6. Quel moment de la journée est le plus dangereux ? >

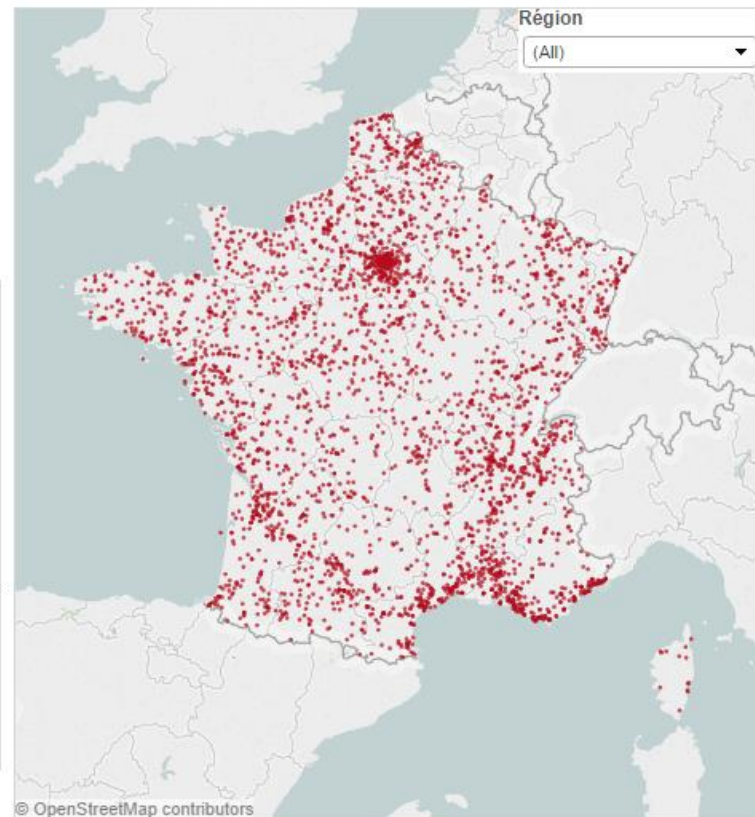
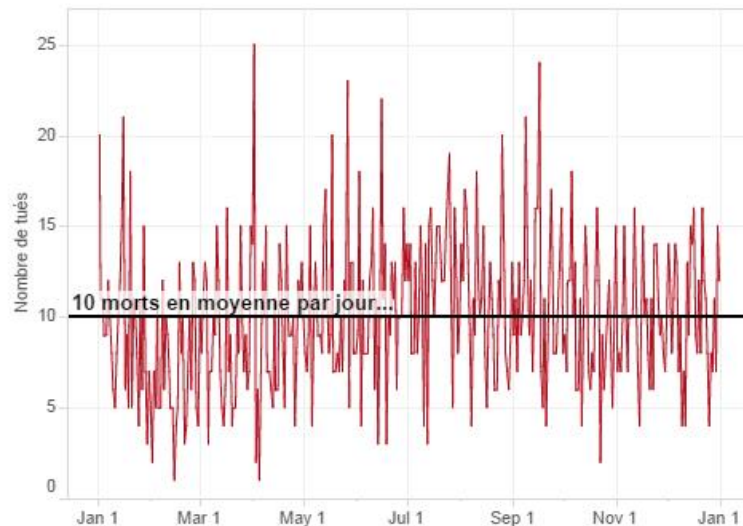
En 2012, il y a eu **3,654** tués sur les routes.

Cliquez sur le chiffre ou l'icône pour filtrer les autres graphiques

2,730



924

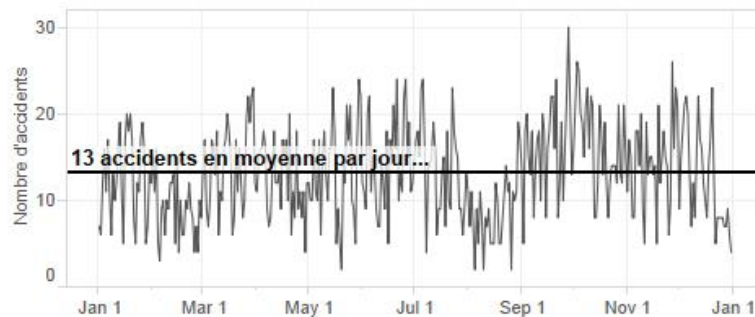


Provide a guided narrative

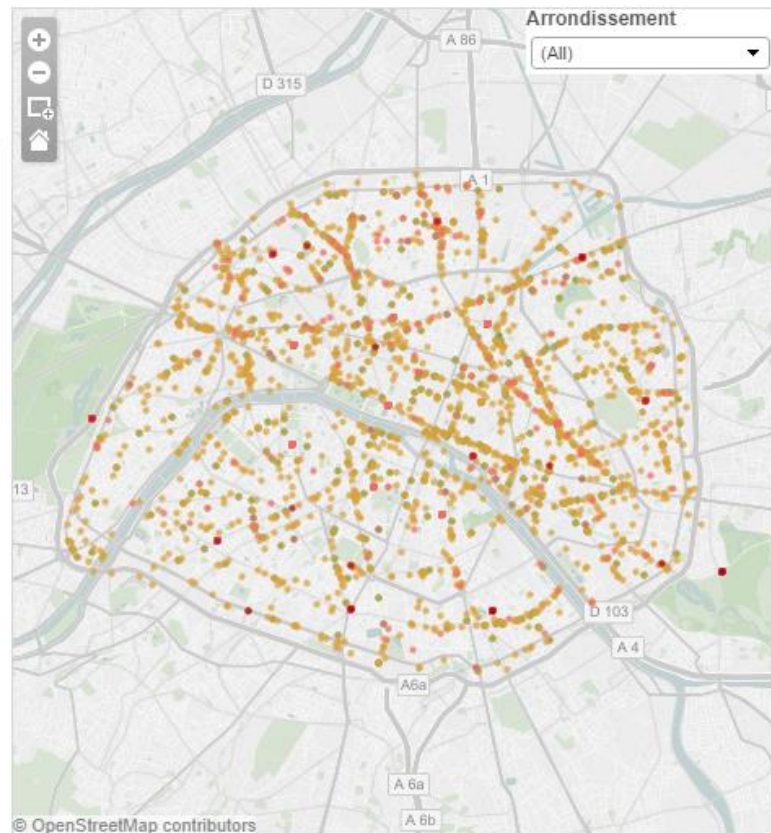
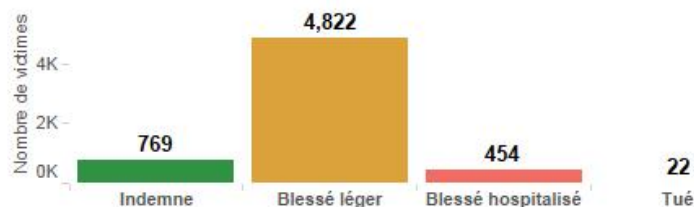
Les accidents de la route en France métropolitaine en 2012.

- < 1. Les accidents de la route en France métropolitaine... 2. ...font au total plus de 3000 morts ! 3. Qu'en est-il des 2 roues à Paris ? 4. Quels types de choc sont les plus fréquents ? 5. Les vacances sont-elles moins dangereuses ? 6. Quel moment de la journée est le plus dangereux ? >

En 2012 à Paris, il y a eu **4,795** accidents impliquant des 2 roues...



...dont **13%** seulement en sortent indemnes.

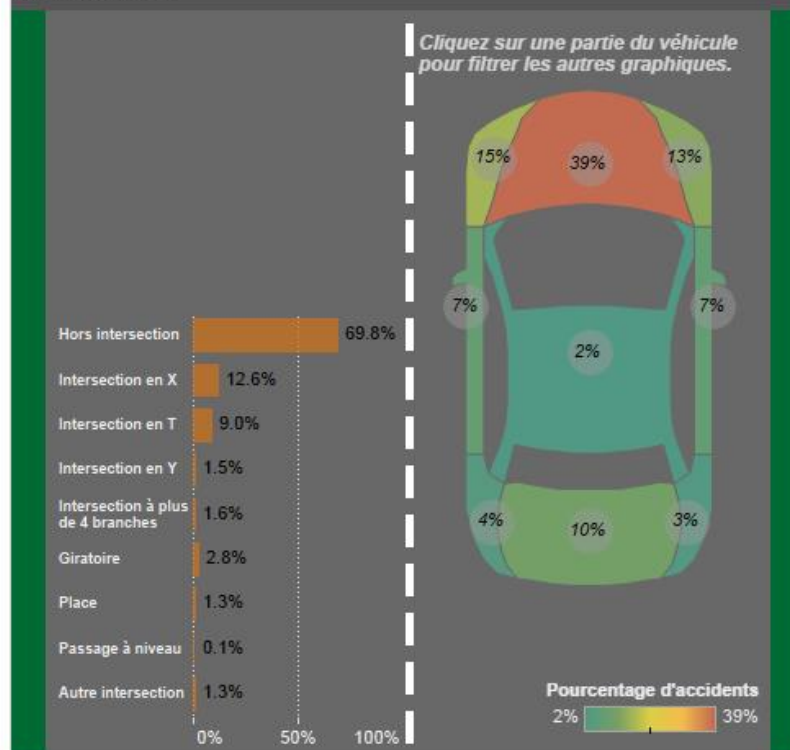


Provide a guided narrative

Les accidents de la route en France métropolitaine en 2012.

- < 1. Les accidents de la route en France métropolitaine... 2. ...font au total plus de 3000 morts ! 3. Qu'en est-il des 2 roues à Paris ? 4. Quels types de choc sont les plus fréquents ? 5. Les vacances sont-elles moins dangereuses ? 6. Quel moment de la journée est le plus dangereux ? >

La majorité des chocs se produisent à l'avant des véhicules...



© OpenStreetMap contributors

Indemne	<div><div></div><div></div></div> <div>15,871 29%</div> <div>39,144 71%</div>
Blessé léger	<div><div></div><div></div></div> <div>19,733 41%</div> <div>28,988 59%</div>
Blessé hospitalisé	<div><div></div><div></div></div> <div>8,945 33%</div> <div>18,207 67%</div>
Tué	<div><div></div><div></div></div> <div>924 25%</div> <div>2,730 75%</div>
Grand Total	<div><div></div><div></div></div> <div>45,473 34%</div> <div>89,069 66%</div>

Provide a guided narrative

Les accidents de la route en France métropolitaine en 2012.

- < 1. Les accidents de la route en France métropolitaine... 2. ...font au total plus de 3000 morts ! 3. Qu'en est-il des 2 roues à Paris ? 4. Quels types de choc sont les plus fréquents ? 5. Les vacances sont-elles moins dangereuses ? 6. Quel moment de la journée est le plus dangereux ? >

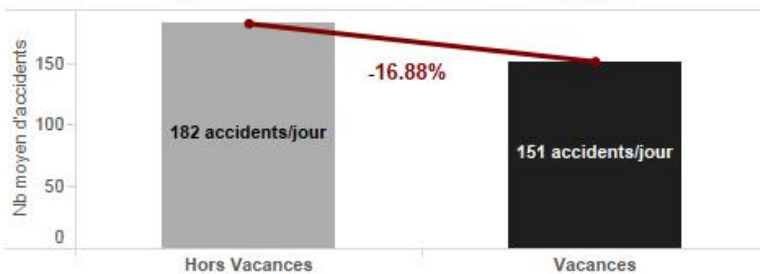
Les périodes de vacances sont synonymes de **baisse** des accidents !

- Les vacances de Pâques sont marquées par le **lundi de Pâques** (9 avril).
- En été **le mois d'août est moins dangereux que le mois de juillet**.
- Les vacances de Noël sont marquées par le **25 décembre**, jour ayant le moins d'accidents !

62,250
accidents



138,671
victimes

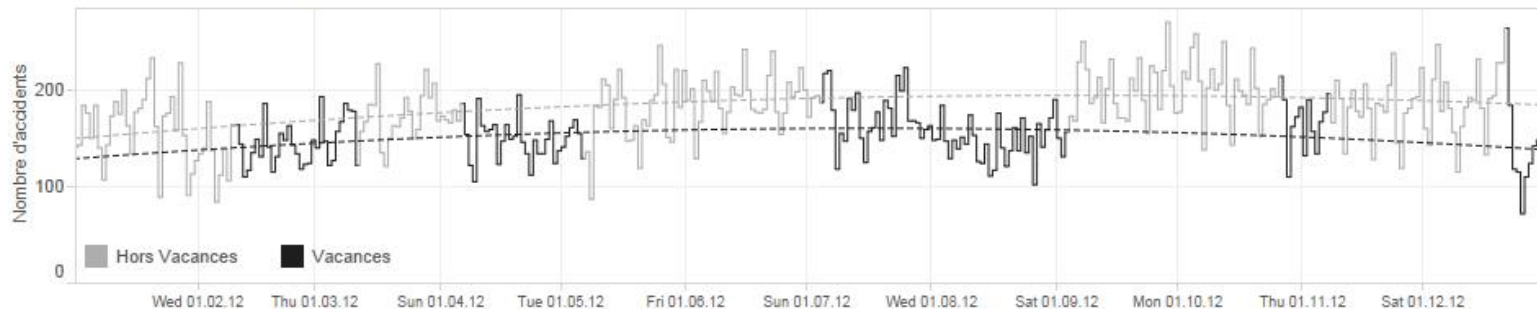
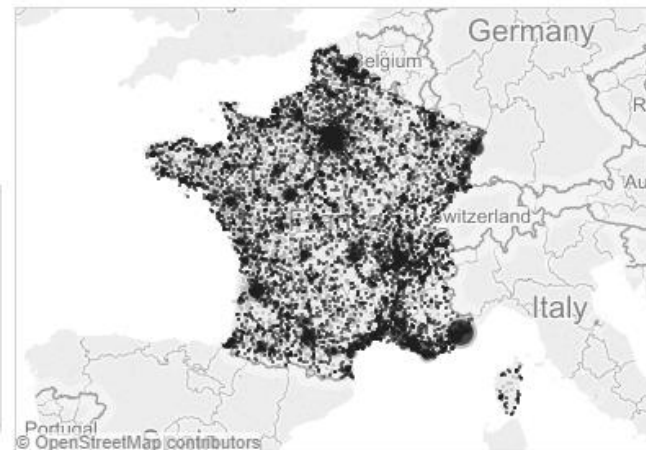


Période

Tout

Région

(All)



The Full Student Life-Cycle

Engagement activity trends for all online interactions

Assessing the quality of prospective students by lead

Track enrollment based on 3 separate metrics

Overview of student performance

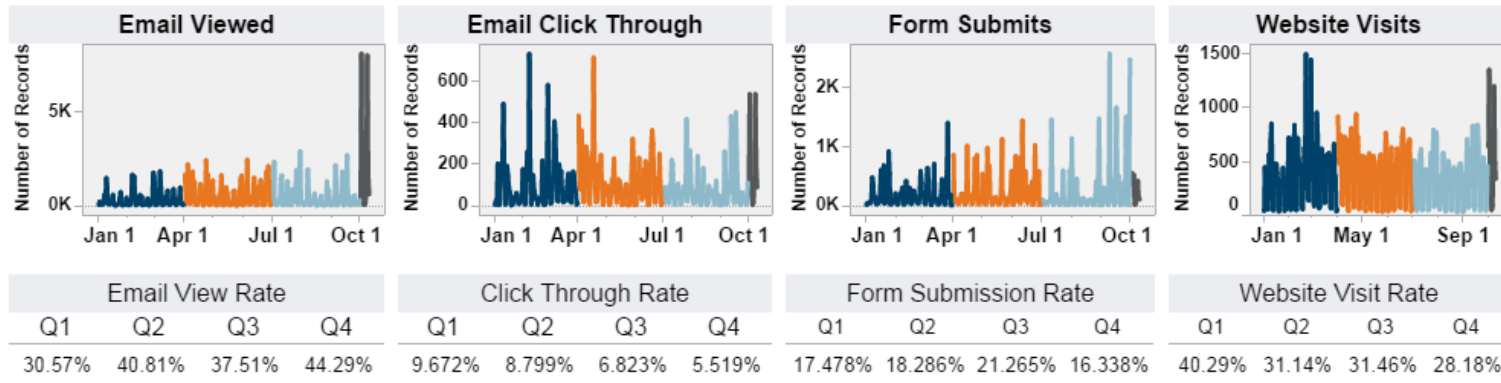
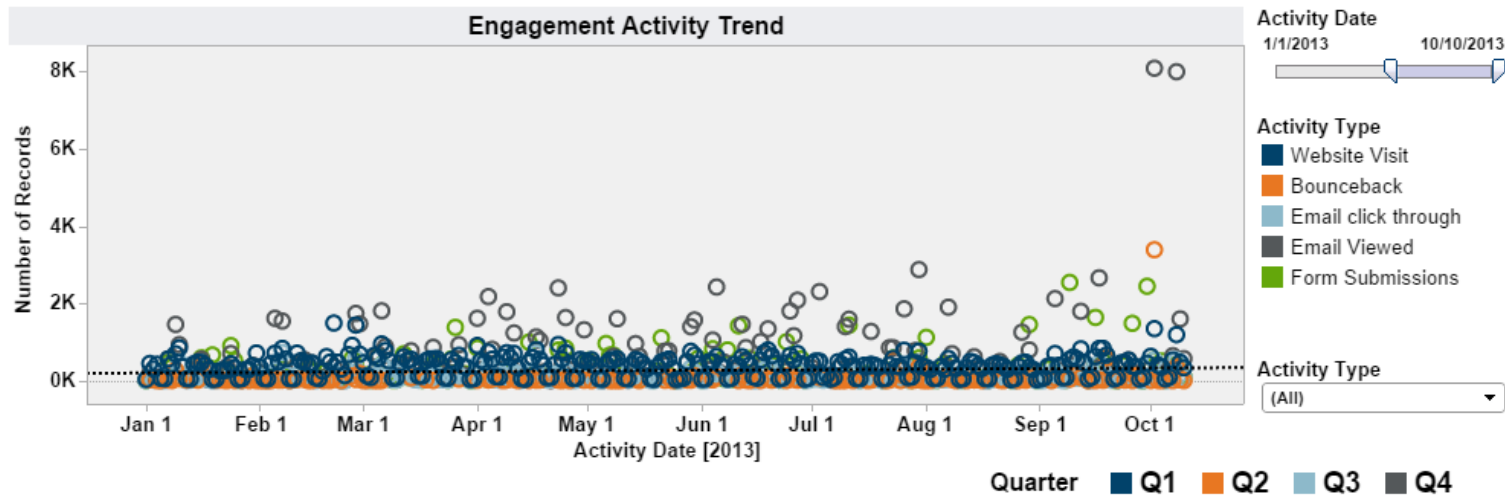
Alumni location and college attendance based on survey

Alumni donation patterns over a 4 year span

University of Lake Wobegon: Admission Activity Trends

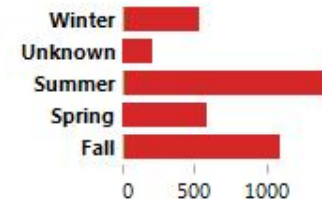
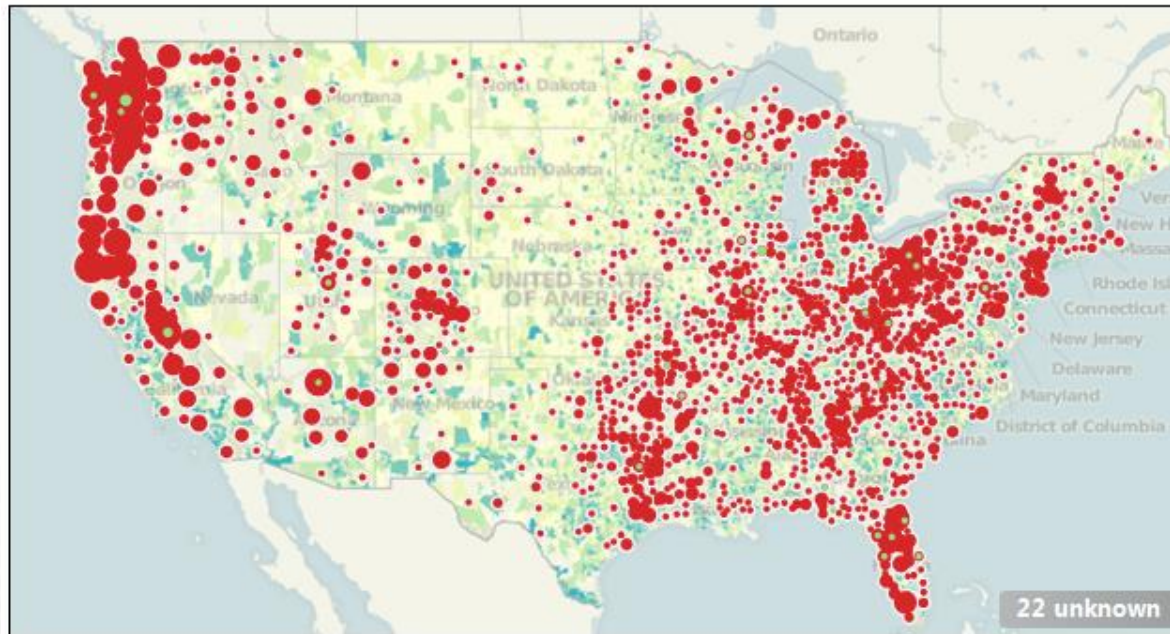


LAKE WOBEGON
UNIVERSITY



Finally, take the 5-second test.

Finding Bigfoot

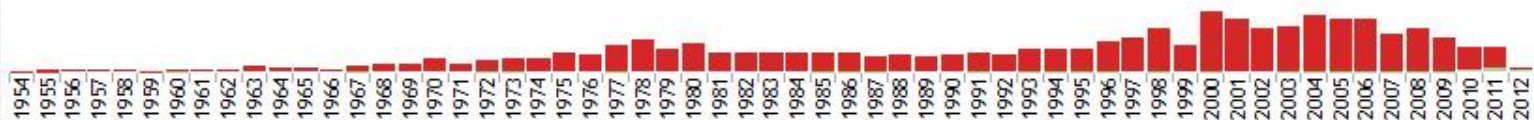


Data gathered from the official website of the "Bigfoot Field Researchers Organization" (BFRO).

The data was *attempted* to be scrubbed and cleaned to attain some type of normalcy, unfortunately the BFRO data submission process has no validation and fields are often used arbitrarily by submitters.

BFRO does the "Finding Bigfoot" Animal Planet TV show.

Click on **ANY** element of the visualization (location, season, year, detail field) in order to filter by that item.
Select the element **AGAIN** to go back to the full view.



The BFRO classifies sightings according to a system based on the sightings "potential for misinterpretation".

Total Sightings

3,806

Class A

1,951

Class B

1,696

Class C

31

Unclassified

128



Contact
Mike Braund

[Opportunities \[1\]](#) | [Cases \[9\]](#) | [Contact History \[25+\]](#) | [Open Activities \[25+\]](#) | [Activity History \[25+\]](#) | [HTML Email Status \[0\]](#) | [Notes & Attachments \[0\]](#) | [...](#)

Contact Detail

[Edit](#) [Delete](#) [Clone](#) [Sharing](#) [Request Update](#) [Clean](#) [vCard](#) [Request SalesOps Help](#) [Email with To](#)

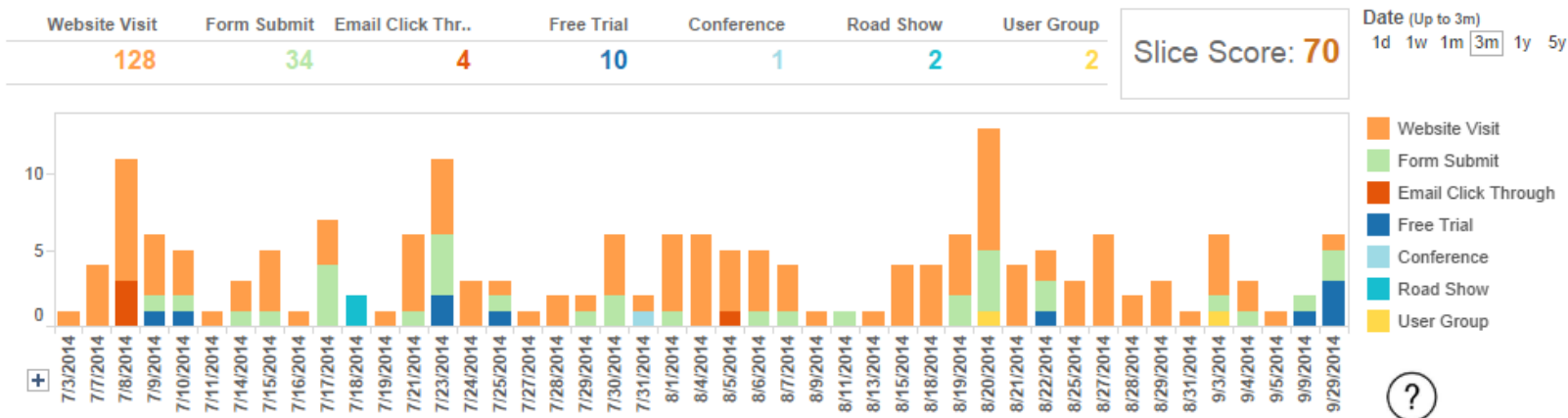
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► Form Fields

► Marketing Info

▼ Tableau - Activity Profiler



Best Practices

- Pick your metrics wisely
- Get started. You get better over time
- Be visual to increase comprehension
- Keep it simple
- Think in terms of stories

Sharing & Data Story Telling

- Use familiar elements (maps, time, pictures)
- Use interactivity
- Build from the familiar
- Add context
- Balance depth with the big picture
- Let you find your own story
- Provide a guided narrative
- 5-second test

Ideas for Next Steps

- Assess your data competency
- Team discovery and self-reliance test
- Just get started
- Test everything
- Promote your work



+ a b l e a u[®]
S O F T W A R E