



Predictive Modeling Functions in Tableau

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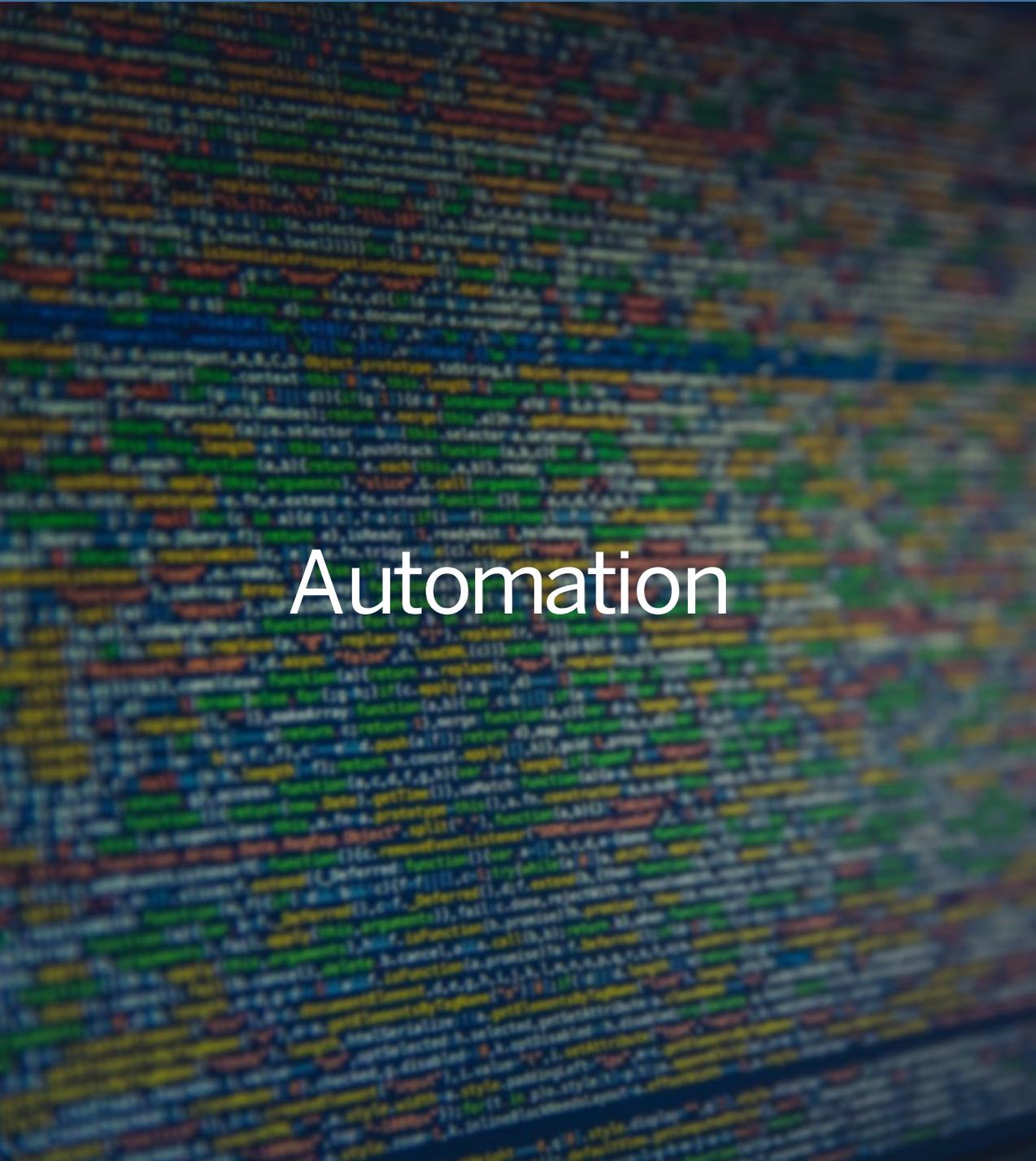
effect of evolving domestic and foreign government regulations, including those related to the provision of services on the Internet, those related to accessing the Internet, and those addressing data privacy, cross-border data transfers and import and export controls; the valuation of our deferred tax 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; the impact of expensing stock options and other equity awards; the sufficiency of our capital resources; factors related to our outstanding debt, revolving credit facility, term loan and loan associated with 50 Fremont; compliance with our debt covenants and lease obligations; current and potential litigation involving us; and the impact of climate change.

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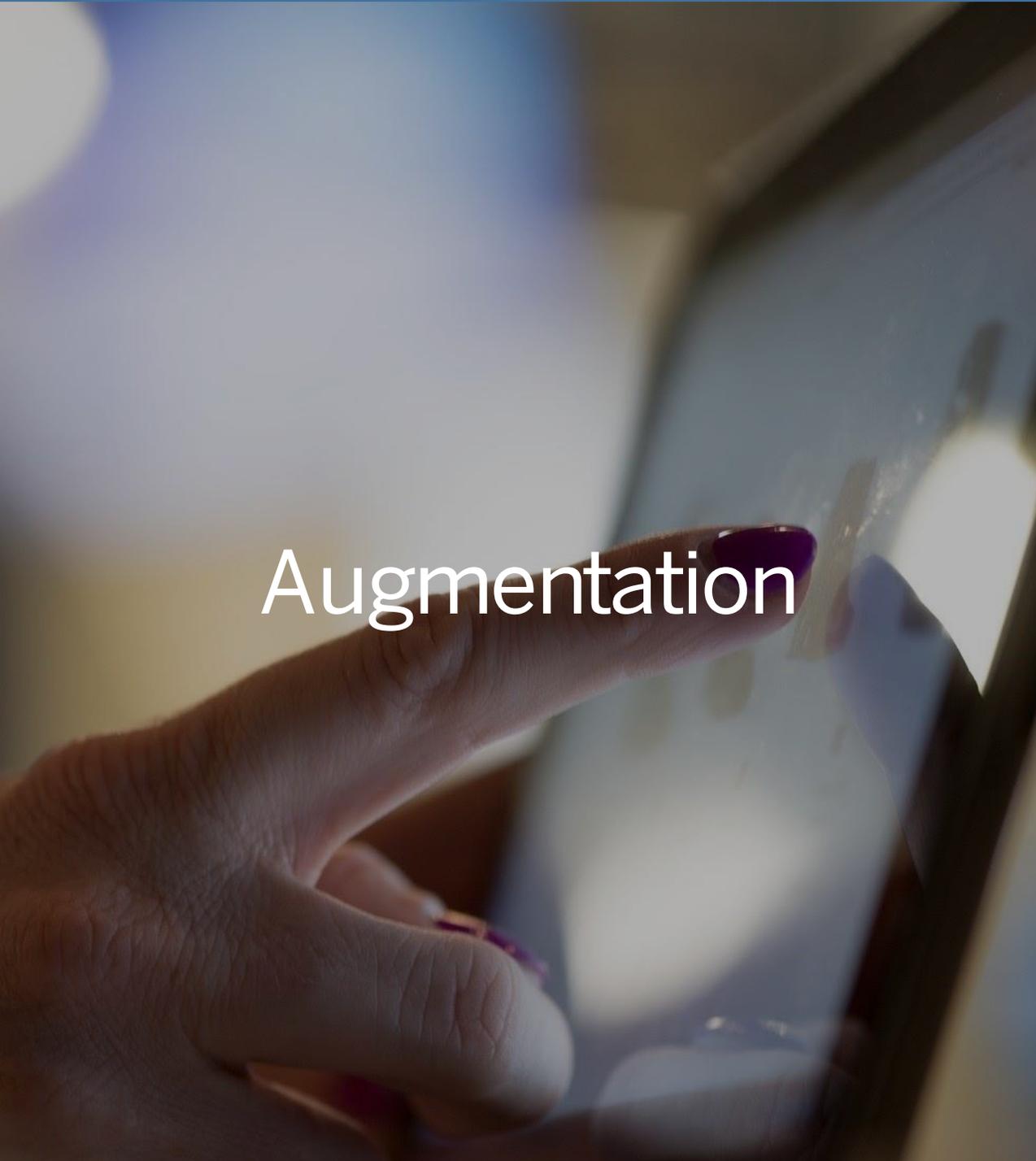
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Agenda

- Tableau's Philosophy of Analytics
- Predictive Modeling Functions
- Demo
- Predictive Modeling Functions & Einstein
- Q & A

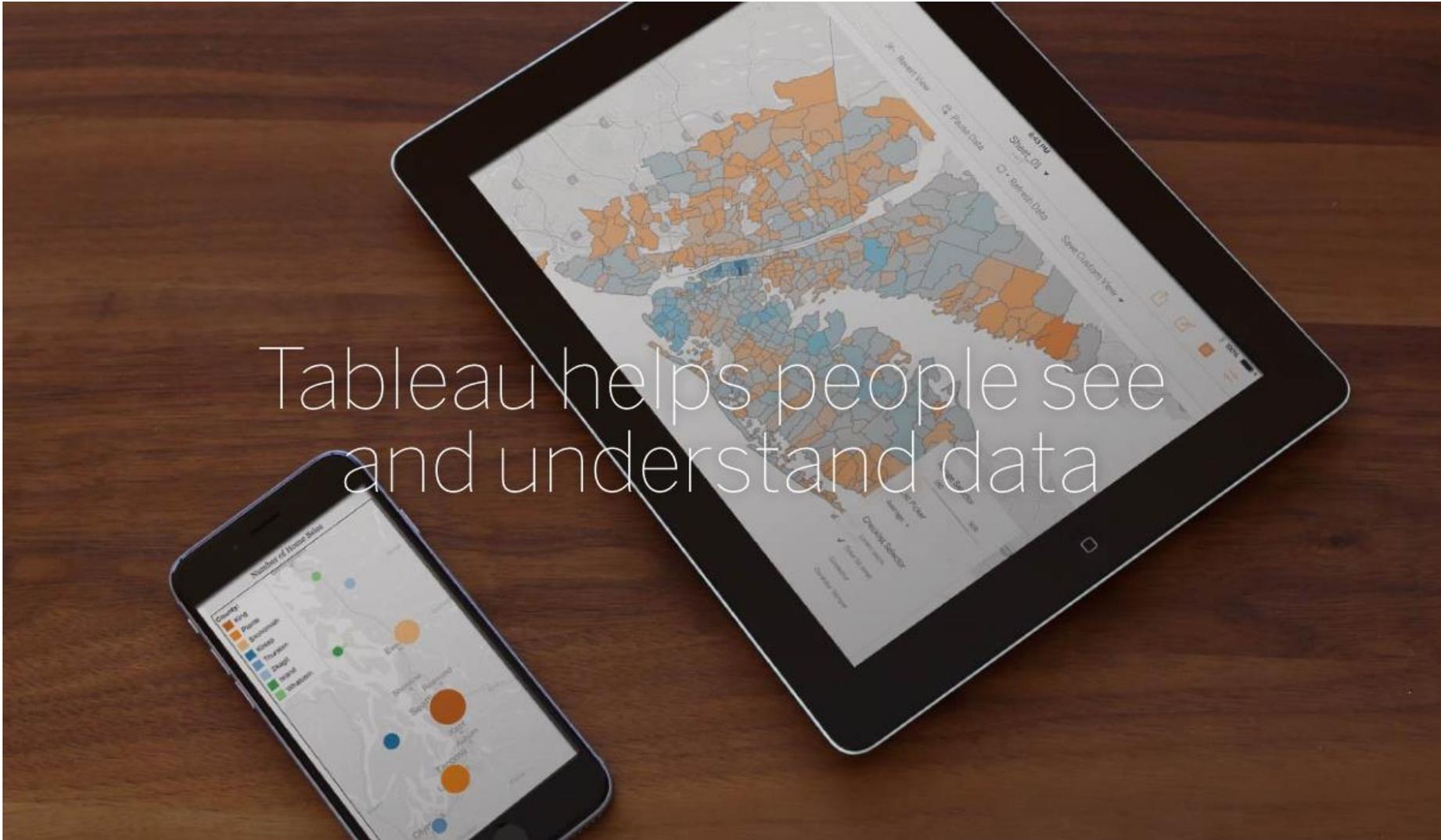


Automation



Augmentation

Why Augmentation?



Predictive Modeling Functions

Accessible

Lets domain experts specify their predictors and build models using linear regression

Native

Table calculations built into the Tableau workflow

Flexible

Can be used within downstream calculations and exported like data

! Percentile_LifeExpFemale_HealthE

Results are computed along Table (across).

```
MODEL_PERCENTILE(AVG([Life Expectancy Female]),  
LOG(MEDIAN([Health Exp/Capita])),  
MEDIAN([Birth Rate]),  
MEDIAN([Infant Mortality Rate]),  
ATTR([Region]))
```

Default Table Calculation

The calculation is valid. 1 Dependency

Apply OK



DEMO

Link to file

PMF & Einstein

! Percentile_LifeExpFemale_HealthE ×

Results are computed along Table (across).

```
MODEL_PERCENTILE(AVG([Life Expectancy Female]),  
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```

The calculation is valid. 1 Dependency ▾ Apply OK

Default Table Calculation





Q & A



Thank you!



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