

# Tableau Data Day Out – Melbourne, Thursday 10 August 2017

## Detailed Agenda

Time	Agenda		
7.30	Registration, Breakfast & Partner Expo		
9.00	<b>Welcome, Opening &amp; Introduction</b>		
9.10	<b>Guest Keynote - Jason Fox</b>		
10.00	<b>Tableau Vision</b>		
10.30	Morning Tea & Partner Expo		
11.00	<b>Customer Story - Coca Cola</b>		
11.30	<b>Lines and Scribbles</b>		
12.00	<b>Playing it Safe: Freedom and Governance in a Self-Service Analytics Environment</b>		
12.30	Lunch & Partner Expo		
	<b>Stream 1</b>	<b>Stream 2</b>	<b>Stream 3 - Hands-On</b>
1.30	<p><b>Customer Story - Australia Post</b></p> <p><b>The Four Stages of Getting to Know Tableau</b></p> <p>The monkey, the iceberg, the rabbit and the tortoise. The journey of discovering Tableau to rolling it out across a business unit and what was learnt along the way.</p>	<p><b>More than Dots on a Map</b></p> <p>In this session we look at how Tableau can be used for spatial analytics. Some tools are great at wow'ing you for the first five minutes, but struggle to go beyond simply painting dots on a map. How can you ask deeper questions? Come to this session if you want to experience the difference between simple maps and visual analysis</p>	<p><b>Take Tableau for a Test Drive</b></p> <p>New to Tableau or just getting started? You'll learn how to create a dashboard from scratch and see how you can quickly analyse, visualise and share information and publish your results. You'll need your laptop with your Tableau Desktop license or 14 day trial installed for this session.</p> <p>45 seats only!</p>
2.00	<p><b>Traditional BI vs Modern BI - Does it Matter?</b></p> <p>BI historically has been characterised as highly centralised and lacking in self-service. The arrival of Tableau heralded a new breed of software called Modern BI which firmly centred on empowering the business user to simply and easily ask their own questions of their data. For some, this represents a tug of war between IT control and centralisation vs Business agility and data freedom. But the two need not be mutually exclusive and this session explores how you can leverage the best features from both.</p>	<p><b>Customer Story - Swinburne University</b></p> <p><b>Making Tableau Shtick - No Laughing Matter</b></p> <p>How Swinburne tackled the common issues in rolling out an enterprise data and visualisation platform for the University.</p>	
2.30	<p><b>Customer Story - Countdown Supermarkets NZ</b></p> <p><b>Enabling Actionable Insights</b></p> <p>In the Actionable Insights team, we deliver information and insight services that enable business decisions. We analyse financial, logistic, operational, merchandise and shopper-level data. Our purpose is to deliver services that make customers lives a little better every day and that is what we do.</p>	<p><b>So you want to be a Data Scientist?</b></p> <p>Data scientists are the new rock stars, and to be one all you need is Python/R experience and a PhD in Mathematics. If this doesn't sound like you but you still dream about forecasts, clustering and box plots, then come to this session. You'll learn how Tableau supports analytics - from simple statistics all the way to machine learning. And we won't make you go back to university!</p>	<p><b>Take Tableau for a Test Drive</b></p> <p>New to Tableau or just getting started? You'll learn how to create a dashboard from scratch and see how you can quickly analyse, visualise and share information and publish your results. You'll need your laptop with your Tableau Desktop license or 14 day trial installed for this session.</p> <p>45 seats only!</p>
3.00	<p><b>What's the Story?</b></p> <p>We all know that analytics has become the lifeblood of any modern organisation. But data that is communicated poorly can sometimes be worse than no data at all. We often see customers excitedly pick up Tableau to create visualisations with the best of intentions, only to be met with underwhelming feedback, minimal business impact, or even downright resistance from the business. So as an analyst, how can you make sure you're telling a rich, accurate, compelling story with your data? And as a consumer, how can you help drive momentum in the right direction? This session will draw from real life examples to shed light on how to use data storytelling to successfully influence business outcomes.</p>	<p><b>Customer Story - Domain</b></p> <p><b>The Journey of Domain with Self Service Business intelligence</b></p> <p>Hear about Domain's fast and successful rollout of Tableau across all departments including how a multi-front campaign with obstacles along the way enabled a super agile approach to data delivery and made Tableau the standard part of any decision making process</p>	
3.30	Afternoon Tea & Partner Expo		
4.00	<b>Tableau Roadmap</b>		
5.00	<b>Closing</b>		
5.30 - 8.30	Data Night Out		