

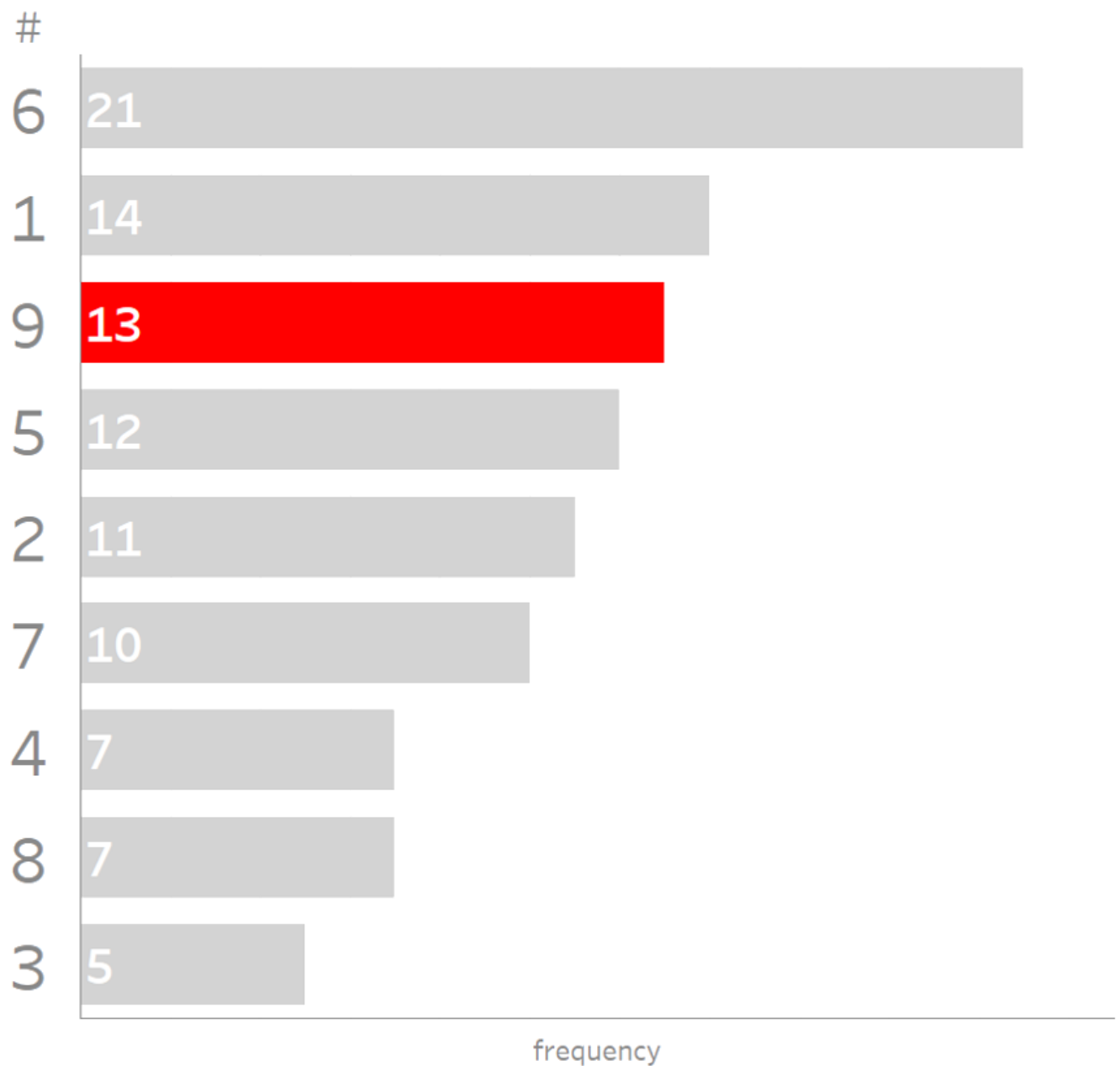
Visual Analytics with Tableau

When you are trying to make sense out of your data, where do you begin?

Prashant Sharma
Solution Engineer

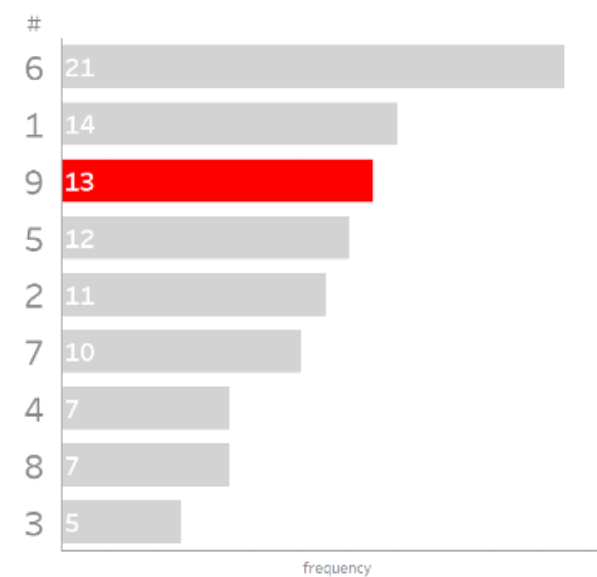
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4	5	2	9	6	9	7	6	4	6
8	1	5	7	8	5	6	6	6	7
7	2	3	6	8	9	1	7	9	1
3	8	6	8	4	5	6	9	4	5
4	9	9	2	3	7	1	9	1	2
3	7	8	1	6	1	5	6	1	6
5	6	6	8	6	6	9	1	2	6
3	2	4	2	6	9	4	2	7	1

2	2	5	6	7	1	1	6	9	1
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7	2	3	6	8	9	1	7	9	1
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3	7	8	1	6	1	5	6	1	6
5	6	6	8	6	6	9	1	2	6
3	2	4	2	6	9	4	2	7	1



2 2 5 6 7 1 1 6 9 1
9 1 7 5 5 5 6 2 5 9
4 5 2 9 6 9 7 6 4 6
8 1 5 7 8 5 6 6 6 7
7 2 3 6 8 9 1 7 9 1
3 8 6 8 4 5 6 9 4 5
4 9 9 2 3 7 1 9 1 2
3 7 8 1 6 1 5 6 1 6
5 6 6 8 6 6 9 1 2 6
3 2 4 2 6 9 4 2 7 1

2 2 5 6 7 1 1 6 9 1
9 1 7 5 5 5 6 2 5 9
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8 1 5 7 8 5 6 6 6 7
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3 8 6 8 4 5 6 9 4 5
4 9 9 2 3 7 1 9 1 2
3 7 8 1 6 1 5 6 1 6
5 6 6 8 6 6 9 1 2 6
3 2 4 2 6 9 4 2 7 1





Why visualise data?

Graphs can provide insights that aren't obvious from statistical analysis alone



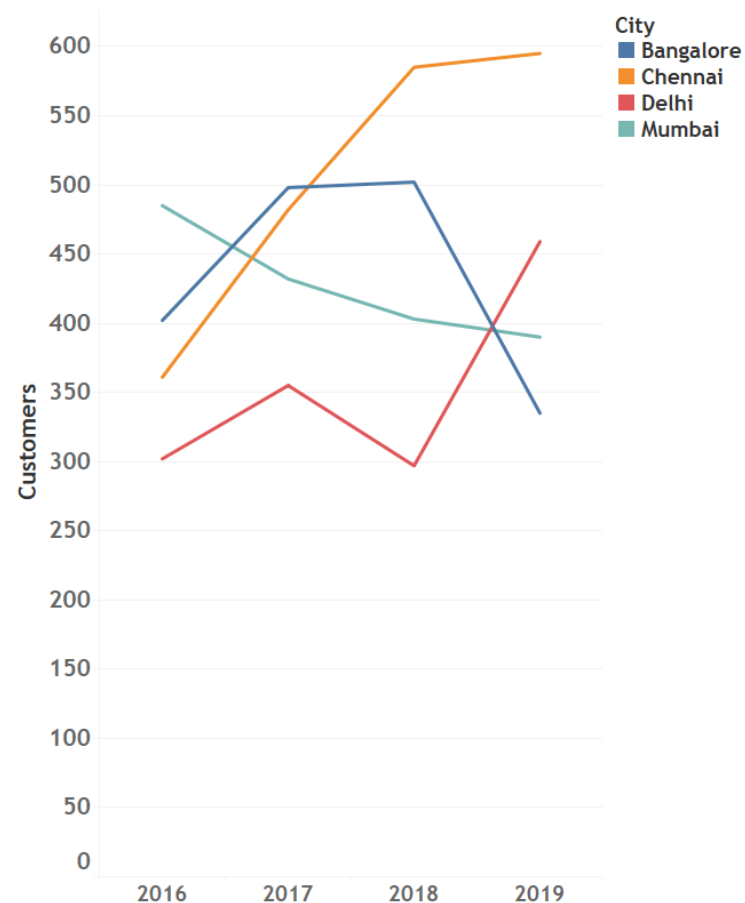
Memory Limits

- Have we gained or lost customers over the last 4 years?
- Which city has grown the fastest?

Total # of Registered Customers				
	2016	2017	2018	2019
Bangalore	402	498	502	335
Delhi	302	355	297	459
Mumbai	485	432	403	390
Chennai	361	482	585	595
Total	1550	1767	1787	1779

Visual Representation vs. Table

How do each of our locations compare?



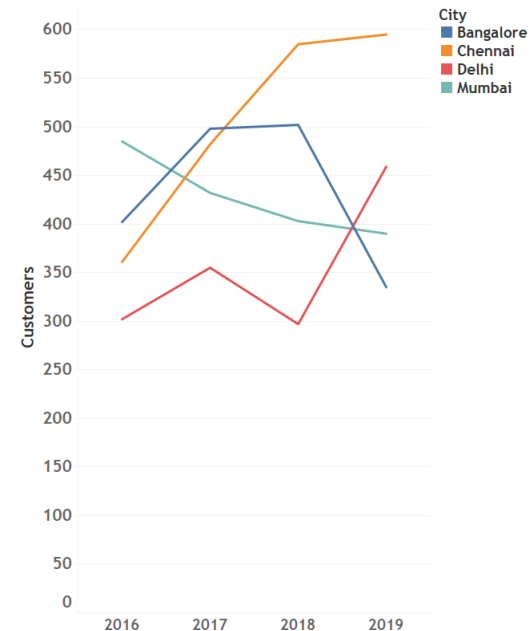
Memory Limits

16 Numbers



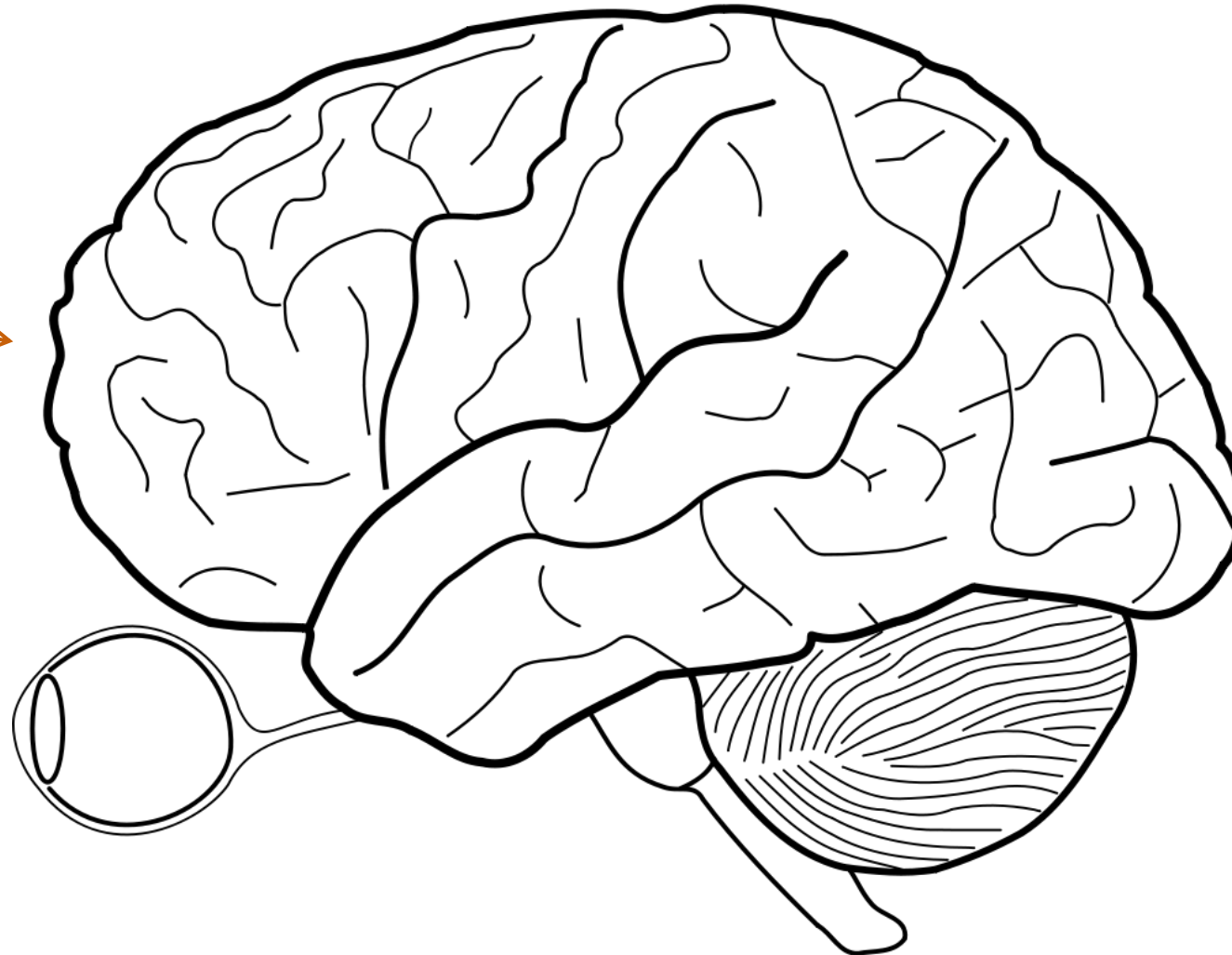
4 Patterns

	2016	2017	2018	2019
Bangalore	402	498	502	335
Delhi	302	355	297	459
Mumbai	485	432	403	390
Chennai	361	482	585	595



Thinking is Slow. Seeing is FAST.

**Cerebral
Cortex**
Thinking



**Visual
Cortex**
Seeing



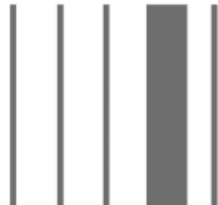
Pre-attentive Attributes



Orientation



Length



Width



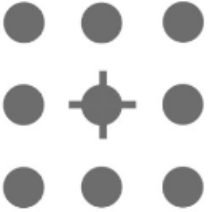
Size



Shape



Curvature



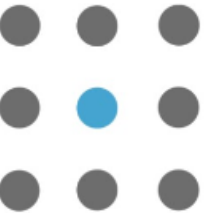
Added Marks



Enclosure



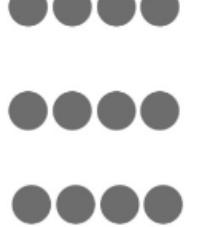
Color Value



Color Hue



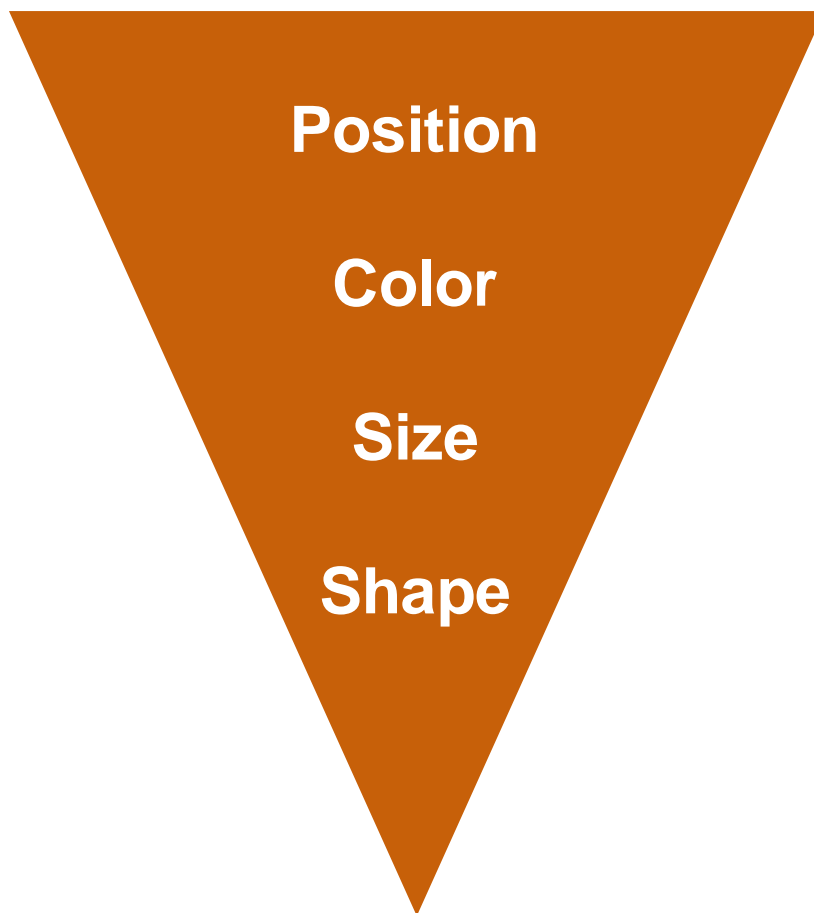
Position



Spatial Grouping

How do Humans **Like** their Data

Order of Importance



More important



Less important

DEMO



Data Sources



connect live

extract

connect

Tableau Prep
combine, shape, clean

- connect profile
- shape filter
- clean

Save Extract locally

Publish Extract

connect live

extract



Tableau Desktop

self-service visual data analysis

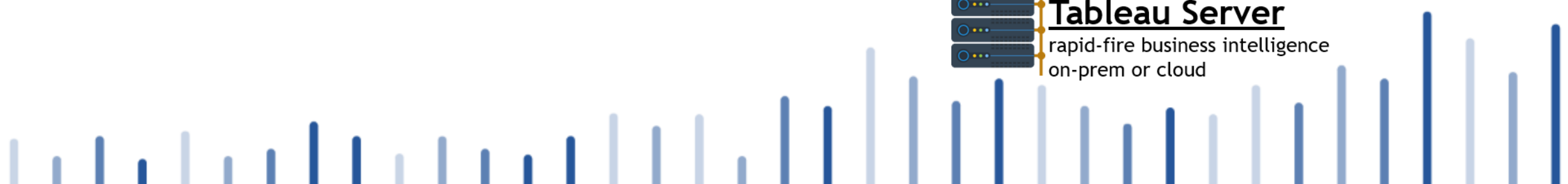
- Discover
- Author
- Manage metadata

Publish

- governance
- collaboration
- distribution
- security
- management, automation & audit
- Data Management Add-on
- Server Management Add-on

Tableau Server

rapid-fire business intelligence
on-prem or cloud



Thank You!

The bottom of the slide features several horizontal, wavy lines in a light blue color, creating a decorative border against the solid blue background.