Tableau Experience
Indonesia
13 March 2019

Shaping a Data Driven Culture with Self-service Analytics

Victor Setya

Head of Analytics

tokopedia

tableau

About Tokopedia

Tokopedia is an **Indonesian technology company** that creates opportunities and helps everyone to achieve more

Kate the PO, Feb 1, 10:00 am

Hey, can you help me with what is the last 12 months traffic like?

Iqbal the Analyst, Feb 1, 11:00 am

Sure, let me get that for you.

Iqbal the Analyst, Feb 1, 3:00 pm

Here it is. Let me know if you need anything!

Kate the PO, Feb 2, 10:00 am

Thanks! Let me review it first.

Kate the PO, Feb 2, 1:00 pm

I've look into it, turns out I need more data points. Can you break it down by channels?

Iqbal the Analyst, Feb 2, 4:00 pm

Sorry, I won't be able do it today. I'll get back to you tomorrow.

Iqbal the Analyst, Feb 3, 10:00 am

Here it is...

Kate the PO, Feb 3, 11:00 am

Hey, I could make sense out of the data. Can we meet to discuss?

The Analytics Journey

Early Age

Ad-hoc Analysis

Sporadic questions, discovering facts

Tool: Spreadsheets, docs, slides

Analytics Age

More Ad-hoc Analysis

More understanding of most important metrics, recurring analysis. Informed decision.

Tool: **Spreadsheets, docs, slides, share folders**

Automated Reports & BI Dashboards

Faster data discovery and more in-depth questions arises. Faster decision making.

Tools: Tableau, Spreadsheets, Slides

Cloud Age

Data Hungry Organization

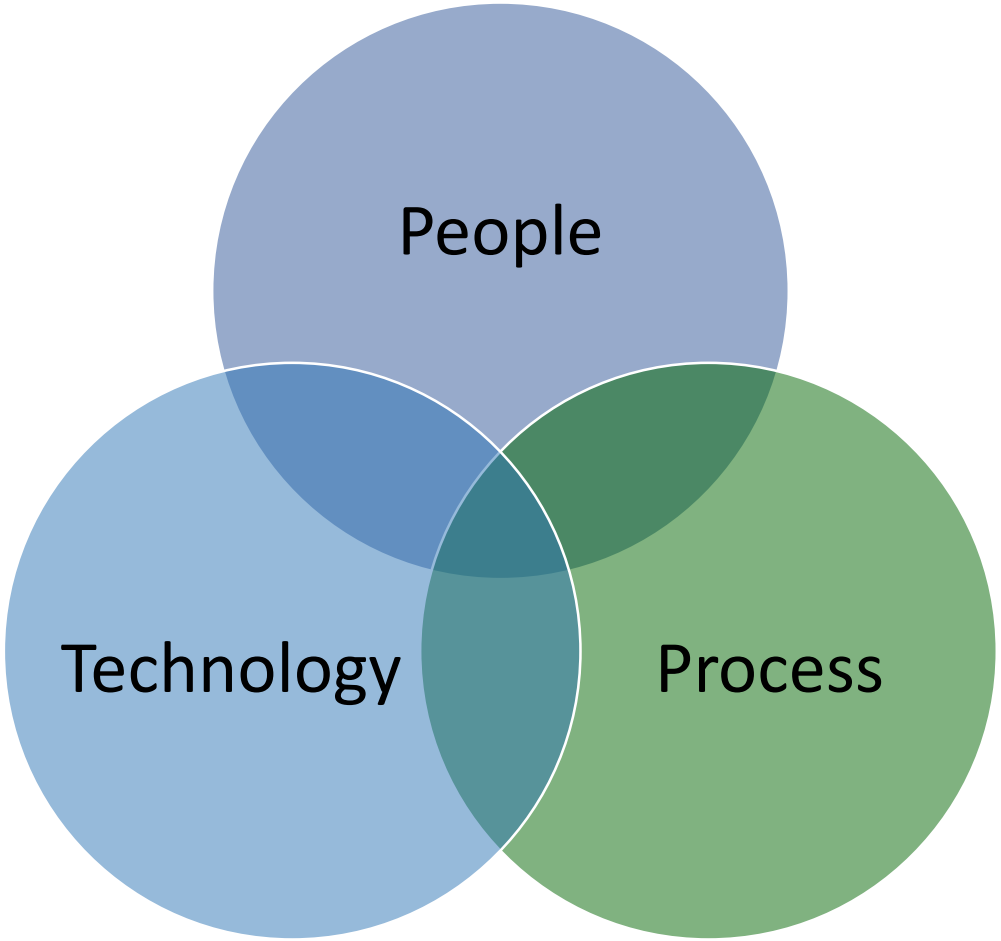
Data is considered game changing asset. Analysts becomes bottleneck for decision making process.

Tools: Tableau + BigQuery

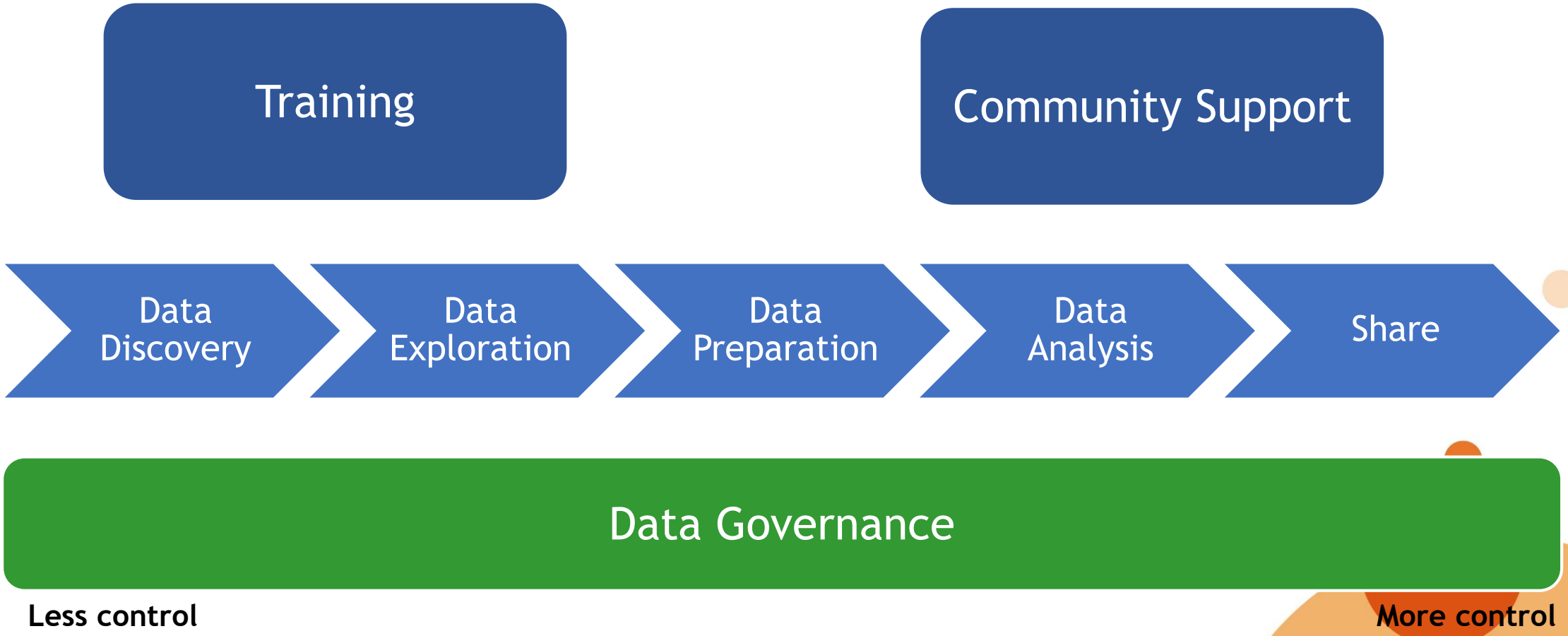
Self-Service Analytics

Democratization of knowledge.

Self-Service Analytics Foundation



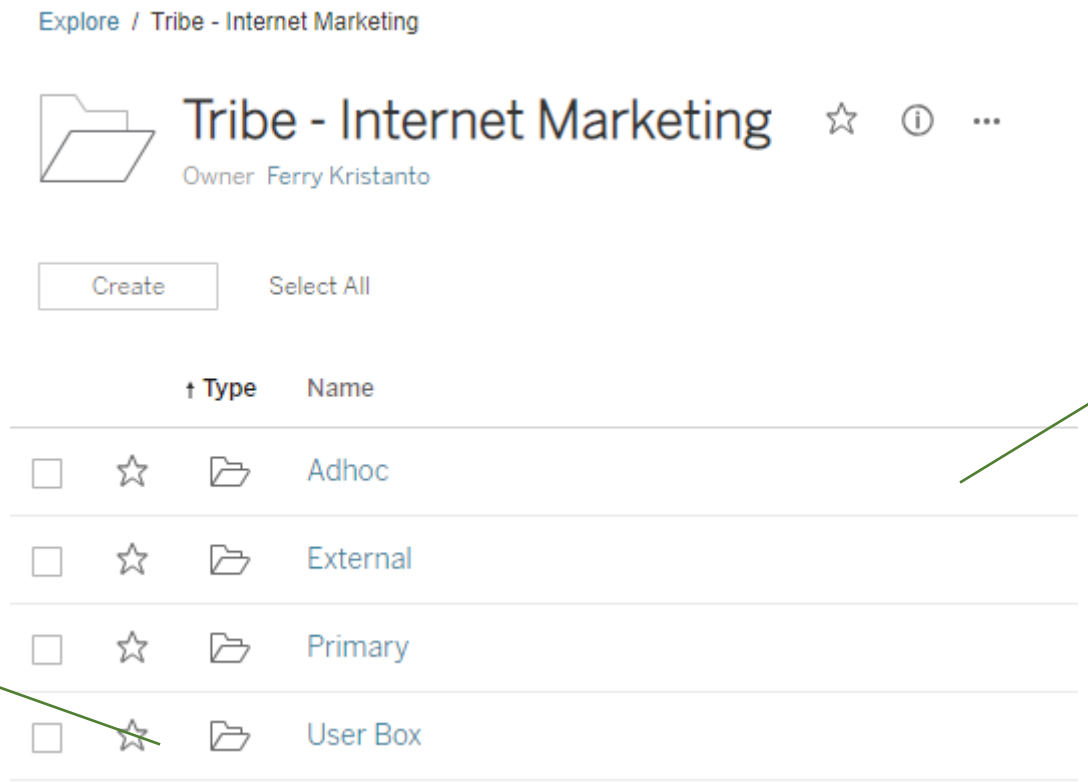
Self-Service Analytics Framework



The Tableau Experience

1. Empower Users
2. Leveraging Data Source Certification
3. Building Community
4. Challenge & Contribute

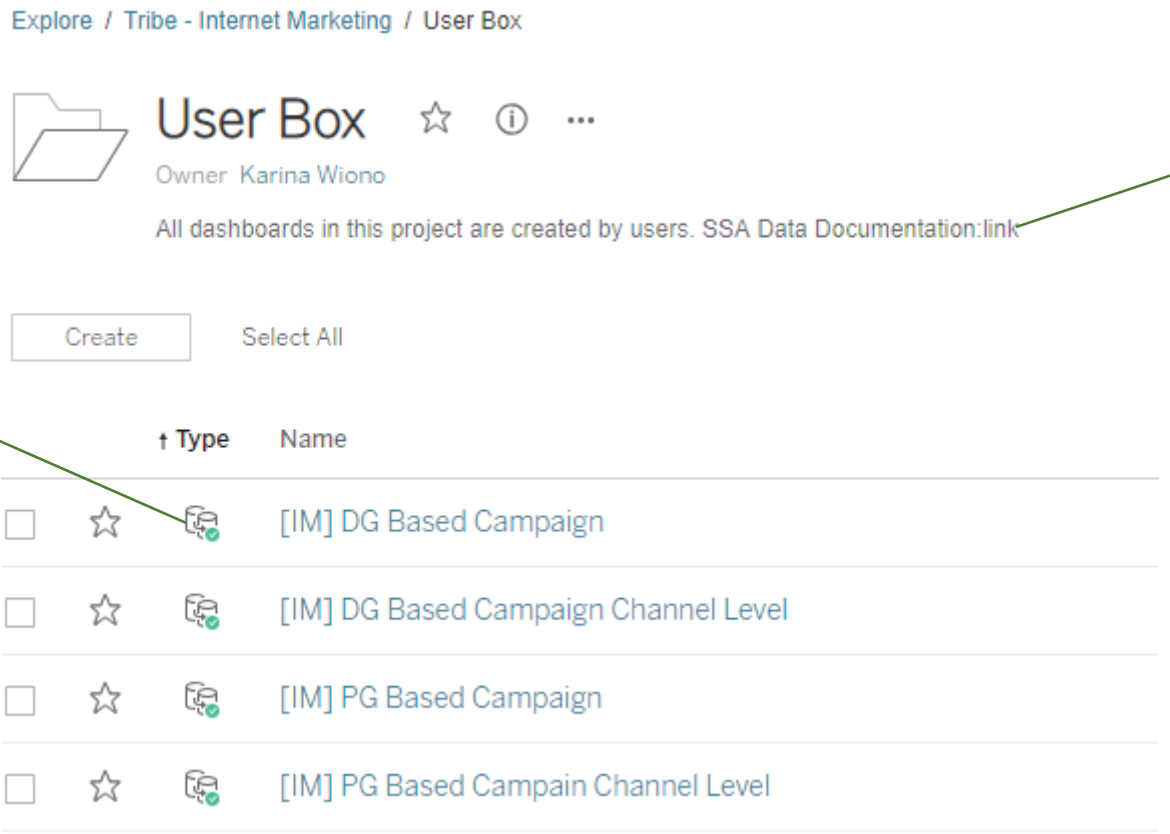
Empower Users



Project for users to **share** their work

Sandbox for users to **explore**

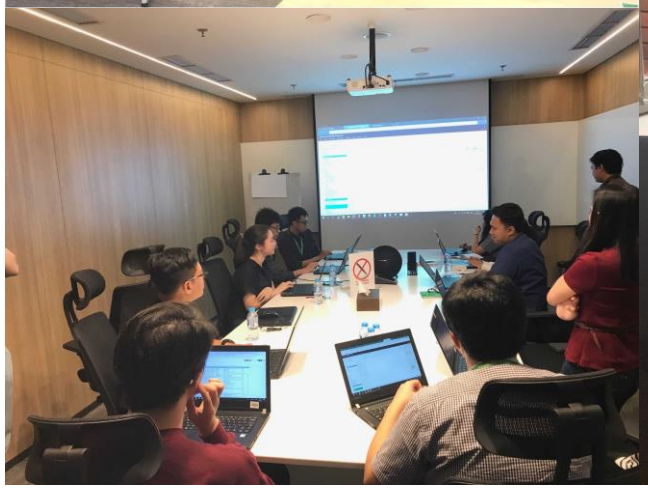
Leveraging Data Source Certification



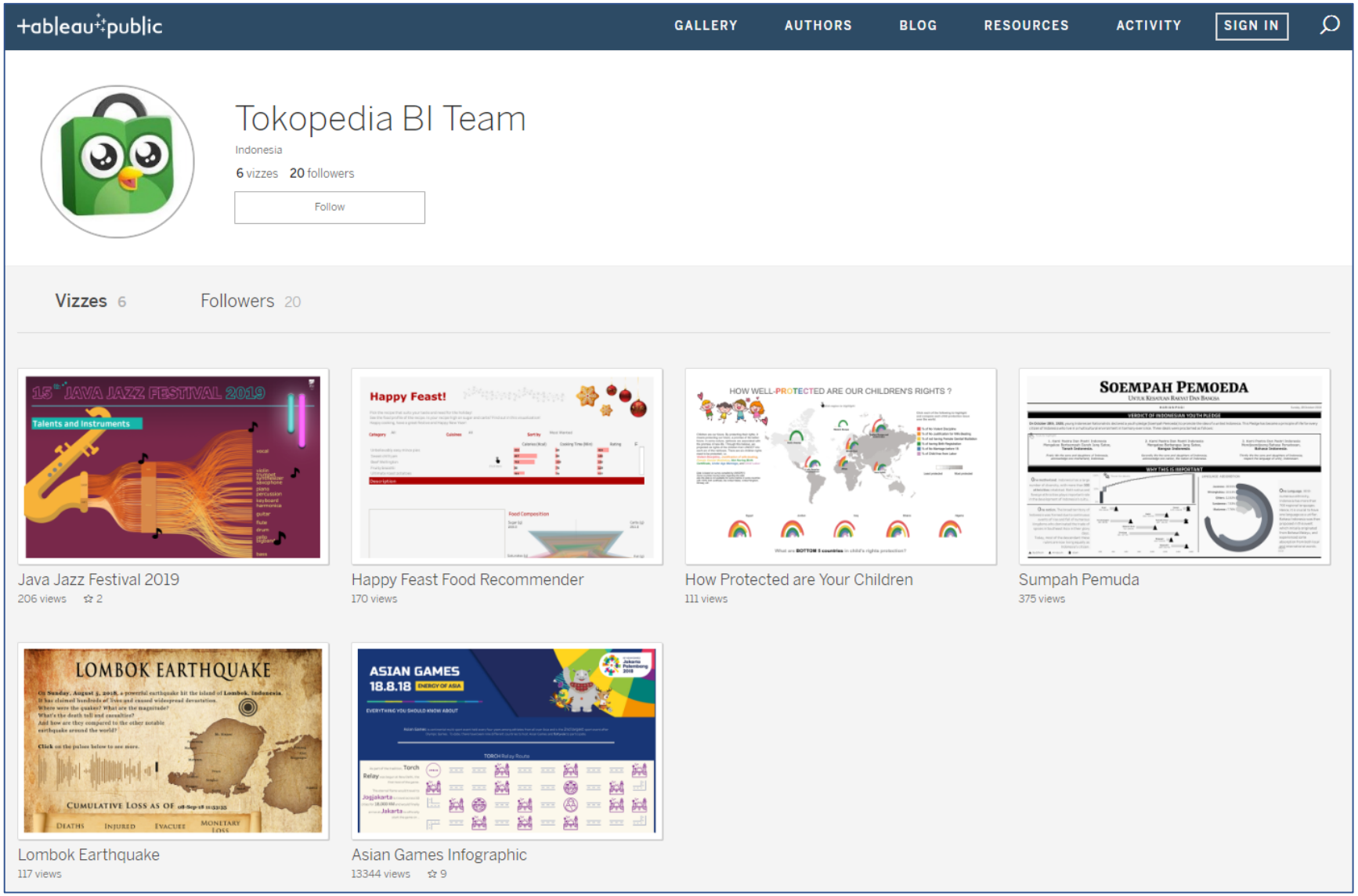
Link to documentation

Certified data source

Building Community



Challenge & Contribute



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Check out our Tableau Public posts on https://public.tableau.com/profile/tokopedia.bi.team/

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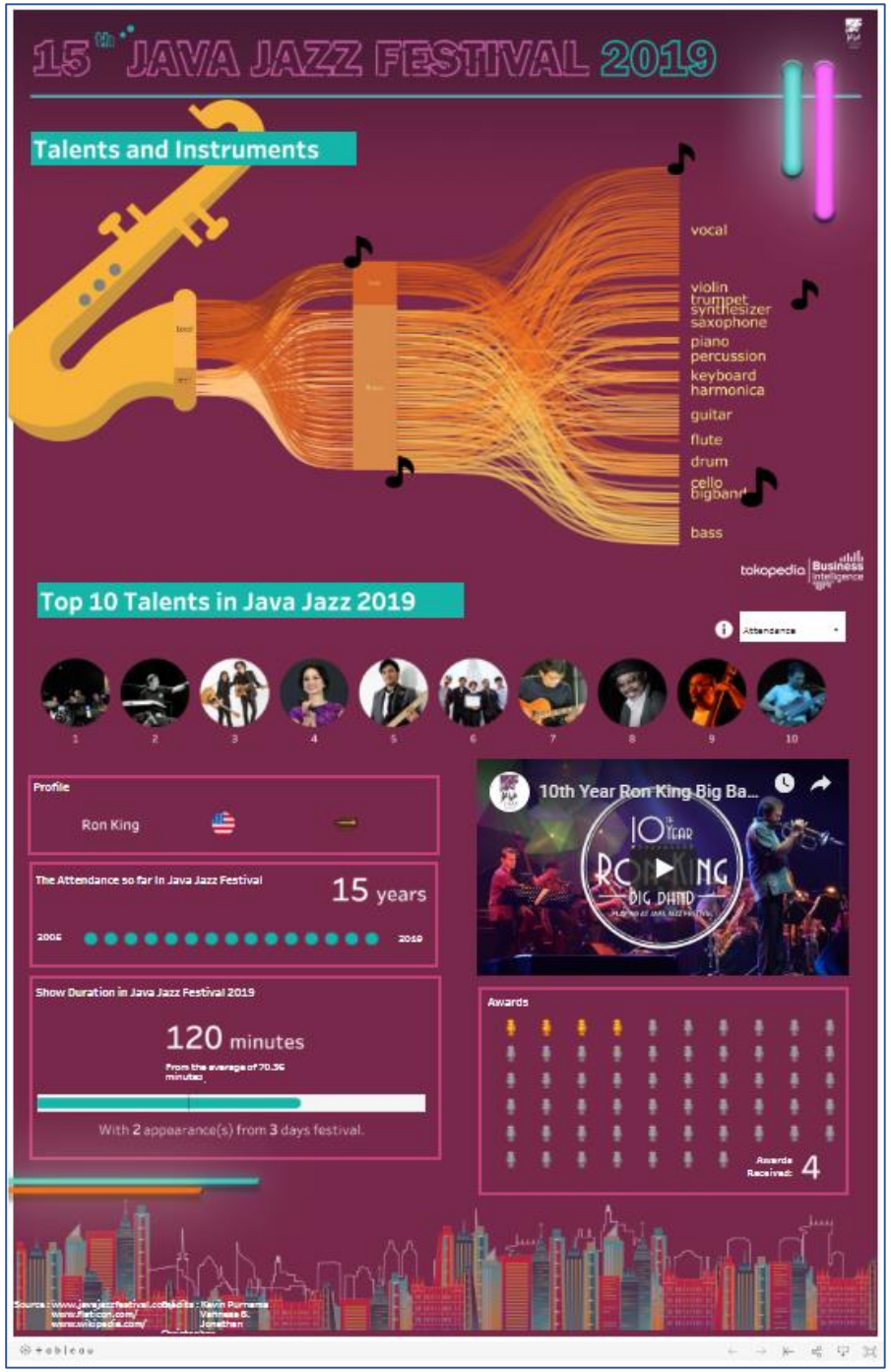
15th JAVA JAZZ FESTIVAL 2019
Talents and Instruments
vocal
violin
trumpet
synthesizer
saxophone
piano
percussion
keyboard
harmonica
guitar
flute
drum
cello
bigband
bass
tokopedia Business Intelligence
Top 10 Talents in Java Jazz 2019
Attendance
1
2
3
4
5
6
7
8
9
10
Profile
Ron King
The Attendance so far in Java Jazz Festival
15 years
2005
2019
10th Year Ron King Big Ba...
Show Duration in Java Jazz Festival 2019
120 minutes
From the average of 70.36 minutes
With 2 appearance(s) from 3 days festival.
Awards
Awards Received: 4
tableau

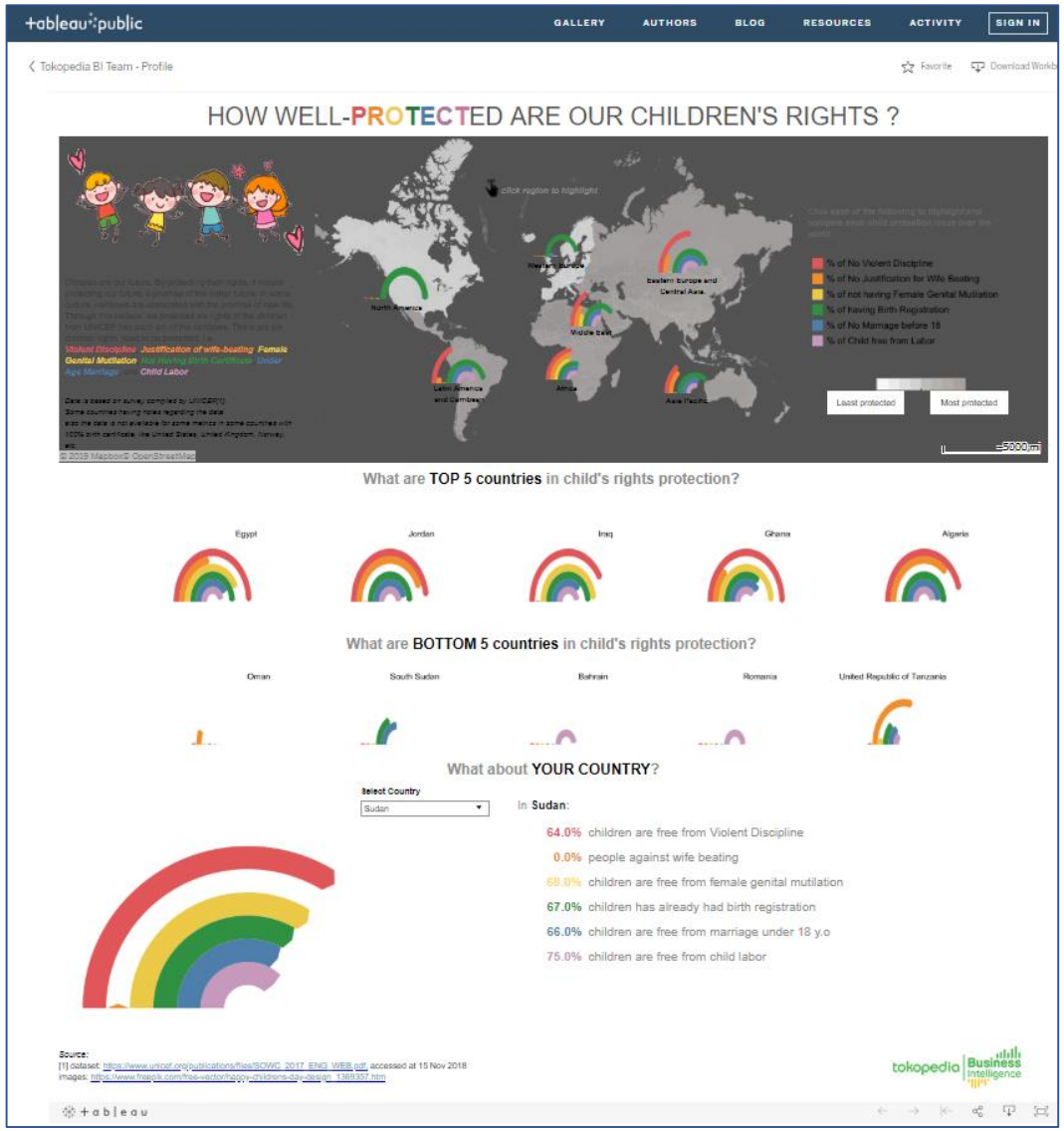
tableau public
GALLERY
AUTHORS
BLOG
RESOURCES
ACTIVITY
SIGN IN
Tokopedia BI Team - Profile
Favorite
Download Workb
HOW WELL-PROTECTED ARE OUR CHILDREN'S RIGHTS ?
Click region to highlight
North America
Eastern Europe and Central Asia
Middle East
Latin America and Caribbean
Africa
Asia Pacific
% of No Violent Discipline
% of No Justification for Wife Beating
% of not having Female Genital Mutilation
% of having Birth Registration
% of No Marriage before 18
% of Child free from Labor
Least protected
Most protected
What are TOP 5 countries in child's rights protection?
Egypt
Jordan
Iraq
Ghana
Algeria
What are BOTTOM 5 countries in child's rights protection?
Oman
South Sudan
Bahrain
Romania
United Republic of Tanzania
What about YOUR COUNTRY?
Select Country
Sudan
In Sudan:
64.0% children are free from Violent Discipline
0.0% people against wife beating
68.0% children are free from female genital mutilation
67.0% children has already had birth registration
66.0% children are free from marriage under 18 y.o
75.0% children are free from child labor
Source:
tokopedia Business Intelligence
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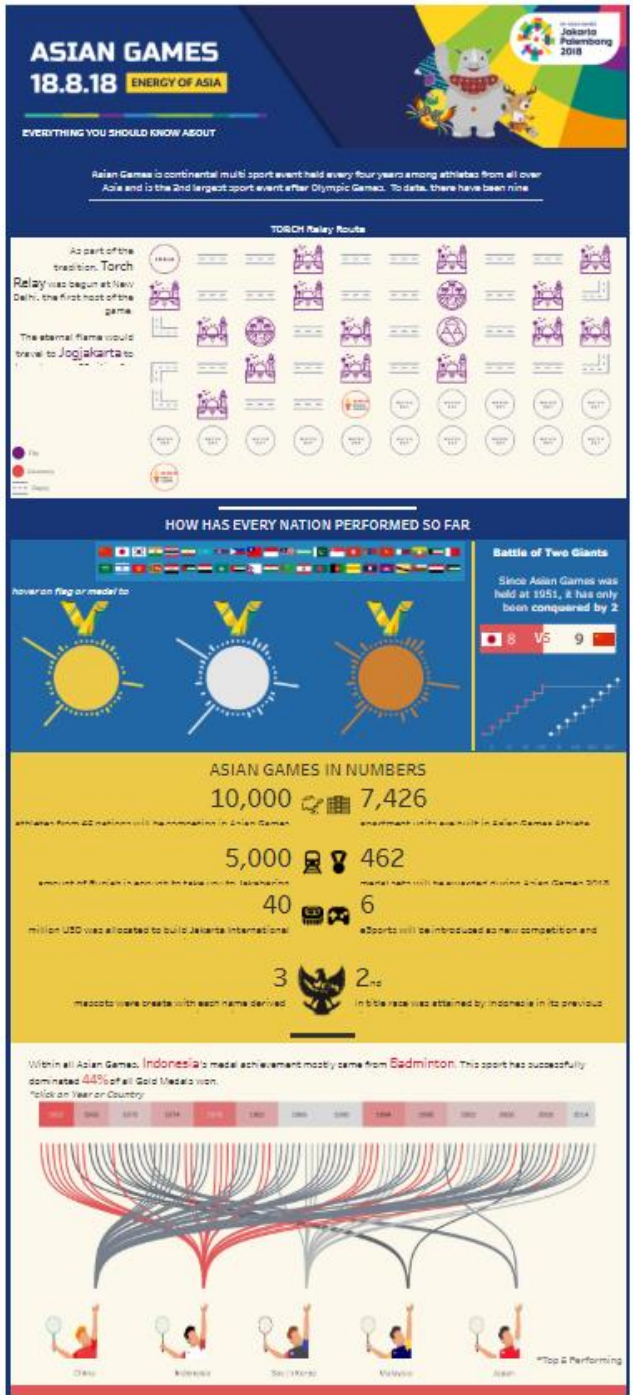
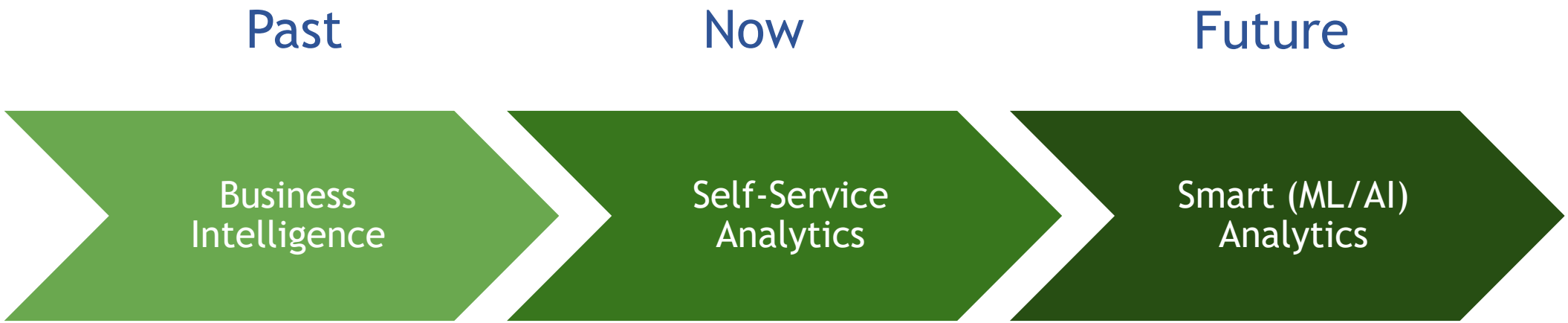

ASIAN GAMES
18.8.18 ENERGY OF ASIA
EVERYTHING YOU SHOULD KNOW ABOUT
TORCH Relay Route
HOW HAS EVERY NATION PERFORMED SO FAR
Battle of Two Giants
ASIAN GAMES IN NUMBERS
10,000
7,426
5,000
462
40
6
3
2nd
Indonesia
Badminton
44%

LOMBOK EARTHQUAKE
Click on the pulses below to see more.
CUMULATIVE LOSS AS OF
DEATHS
INJURED
EVACUEE
MONETARY LOSS
515
7,145
431,416
7.7 T IDR
TOTAL ECONOMIC LOSS
HOUSE 125,744 UNIT
OFFICE 24 UNIT
HOUSE 6.22 T IDR
ECONOMY 664.84 B IDR
HEALTH 61 UNIT
WORSHIP PLACE 151 UNIT
SOCIAL 805.99 B IDR
EDUCATION 793 UNIT
BRIDGE 7 UNIT
INFRASTRUCTURE 9.41 B IDR
DONATING IS HUGE HELP
HERE IS HOW YOU CAN SHOW YOUR SUPPORT
TAKE ACTION
© BUSINESS INTELLIGENCE OF tokopedia
+ableau

Scan Me

Next..


Past
Now
Future
Business Intelligence
Self-Service Analytics
Smart (ML/AI) Analytics

Thank You