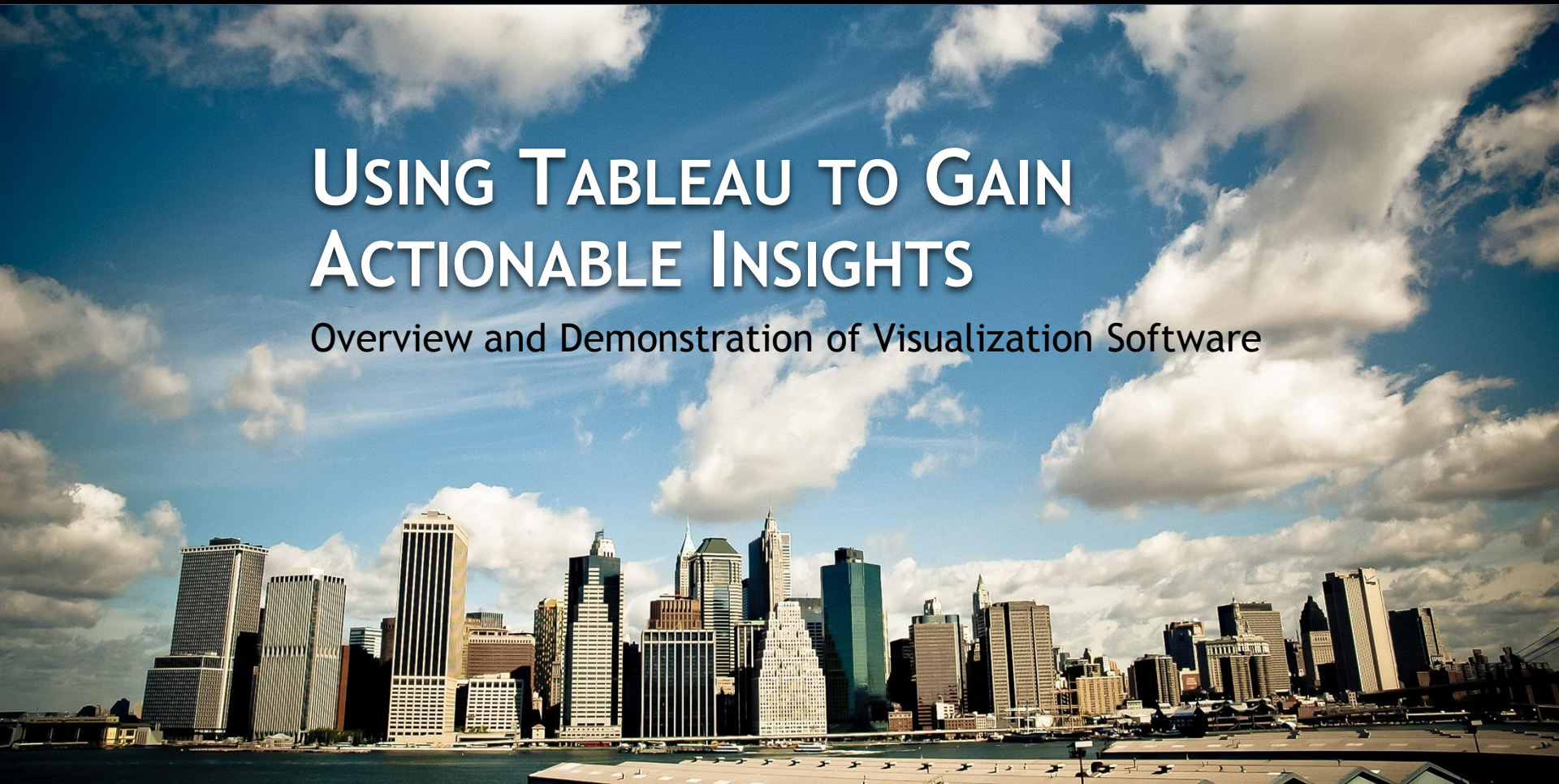




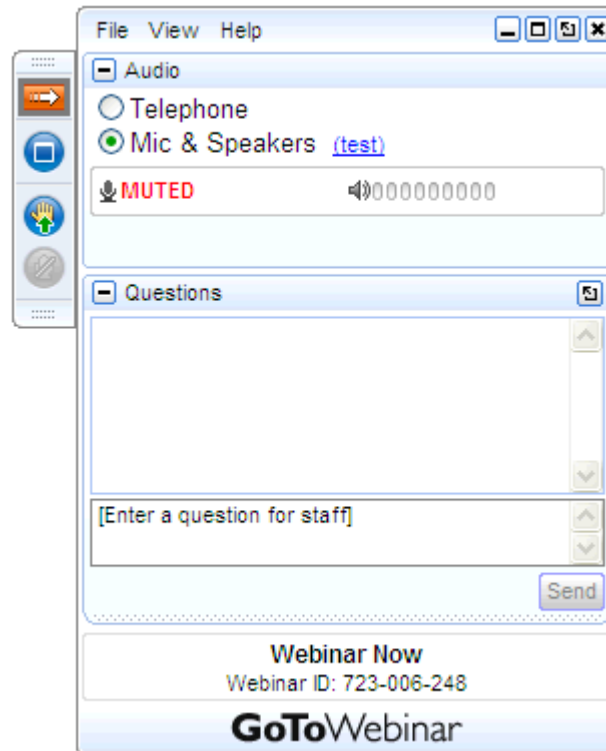
SENTURUS

# USING TABLEAU TO GAIN ACTIONABLE INSIGHTS

Overview and Demonstration of Visualization Software



# GoToWebinar Control Panel



Submit questions here

Click arrow to restore full control panel



# Presentation Slide Deck on [www.senturus.com](http://www.senturus.com)



The screenshot shows the 'RESOURCES' section of the Senturus website. The header features the Senturus logo and a navigation menu with links: HOME, SERVICES, EXPERIENCE, TRAINING, EVENTS, RESOURCES, ABOUT US, and CONTACT. The main banner displays the word 'RESOURCES' over a background image of an open book. Below the banner, the 'RESOURCES' section includes a descriptive paragraph and a search bar. To the right, there are 'LEGENDS' and 'TOPICS' filters. The 'LEGENDS' section has 'FEATURED' and 'NEW' buttons. The 'TOPICS' section lists various topics with checkboxes and counts. At the bottom, a table header is visible with columns for 'RESOURCE TITLE', 'TYPE', and 'GO'.

**SENTURUS** HOME SERVICES EXPERIENCE TRAINING EVENTS **RESOURCES** ABOUT US CONTACT

## RESOURCES

This is a comprehensive library of our past webinars, demonstrations, white papers, presentations and helpful hints easily sorted by the topics to the right. All of them are free. We constantly add new materials, so please check back often to see our latest content.

SEARCH RESOURCES

Enter search term... **GO**

SORT BY

Popularity Date Title Type

**RESOURCE TITLE** **TYPE** **GO**

### LEGENDS

**FEATURED** **NEW**

### TOPICS

- ☐ ACORN (1)
- ☐ ANAPLAN (1)
- ☒ BUSINESS VALUE TOPICS (17)
- ☒ IBM COGNOS (59)
- ☐ INNOTAS (1)

# Today's Agenda

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- Introductions
- Why “visualize” data?
- Tableau Demonstration
- Tableau product offerings
- Learning Tableau
- Tableau and existing Business Intelligence infrastructure
- Senturus Introduction
- Additional Resources
- Q & A

# Introduction: Today's Presenters

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**Greg Herrera**  
President & Co-Founder  
Senturus

**Chuck Hooper**  
Owner: BIAnalytics





# Poll

---

Is your organization currently using Tableau?



**SENTURUS**

## **USING TABLEAU TO GAIN ACTIONABLE INSIGHTS**

Overview and Demonstration of  
Visualization Software

# Why Visualize Data?

---

## The 2-minute Test



4	7	1	1	8	8	4	9	0	8	3	6	0	1	8	5	5	2	2	8	5	0
8	1	5	5	1	8	4	7	3	2	2	2	5	9	4	4	1	1	7	8	2	0
6	2	0	1	5	3	5	3	8	1	2	1	2	0	3	5	4	4	7	3	3	6
0	4	5	7	1	3	8	8	0	0	5	5	7	7	6	6	1	4	2	2	5	3
1	8	7	3	5	2	0	9	5	8	8	5	1	8	8	5	4	6	3	4	6	7
8	7	2	2	3	8	5	2	2	1	6	6	5	2	0	3	2	7	8	5	6	5
6	3	7	6	8	2	5	2	3	2	1	0	3	5	2	6	8	0	8	3	1	2
4	3	0	0	6	1	8	5	1	3	5	6	9	8	1	3	6	6	8	3	0	7
2	6	1	7	4	3	6	3	6	7	5	8	5	3	2	1	5	5	3	8	3	5
0	7	6	3	8	6	6	5	6	8	0	2	7	3	0	8	1	8	8	7	4	3
4	7	4	2	5	7	0	7	8	7	8	7	7	6	4	5	6	7	7	0	4	8
2	3	1	8	8	5	3	6	1	2	6	4	7	4	3	7	4	0	6	3	0	6

# Well????

4	7	1	1	8	8	4	9	0	8	3	6	0	1	8	5	5	2	2	8	5	0
8	1	5	5	1	8	4	7	3	2	2	2	5	9	4	4	1	1	7	8	2	0
6	2	0	1	5	3	5	3	8	1	2	1	2	0	3	5	4	4	7	3	3	6
0	4	5	7	1	3	8	8	0	0	5	5	7	7	6	6	1	4	2	2	5	3
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4	7	4	2	5	7	0	7	8	7	8	7	7	6	4	5	6	7	7	0	4	8
2	3	1	8	8	5	3	6	1	2	6	4	7	4	3	7	4	0	6	3	0	6

# Easier?

# Does Visualization TYPE Matter?

One more simple test...

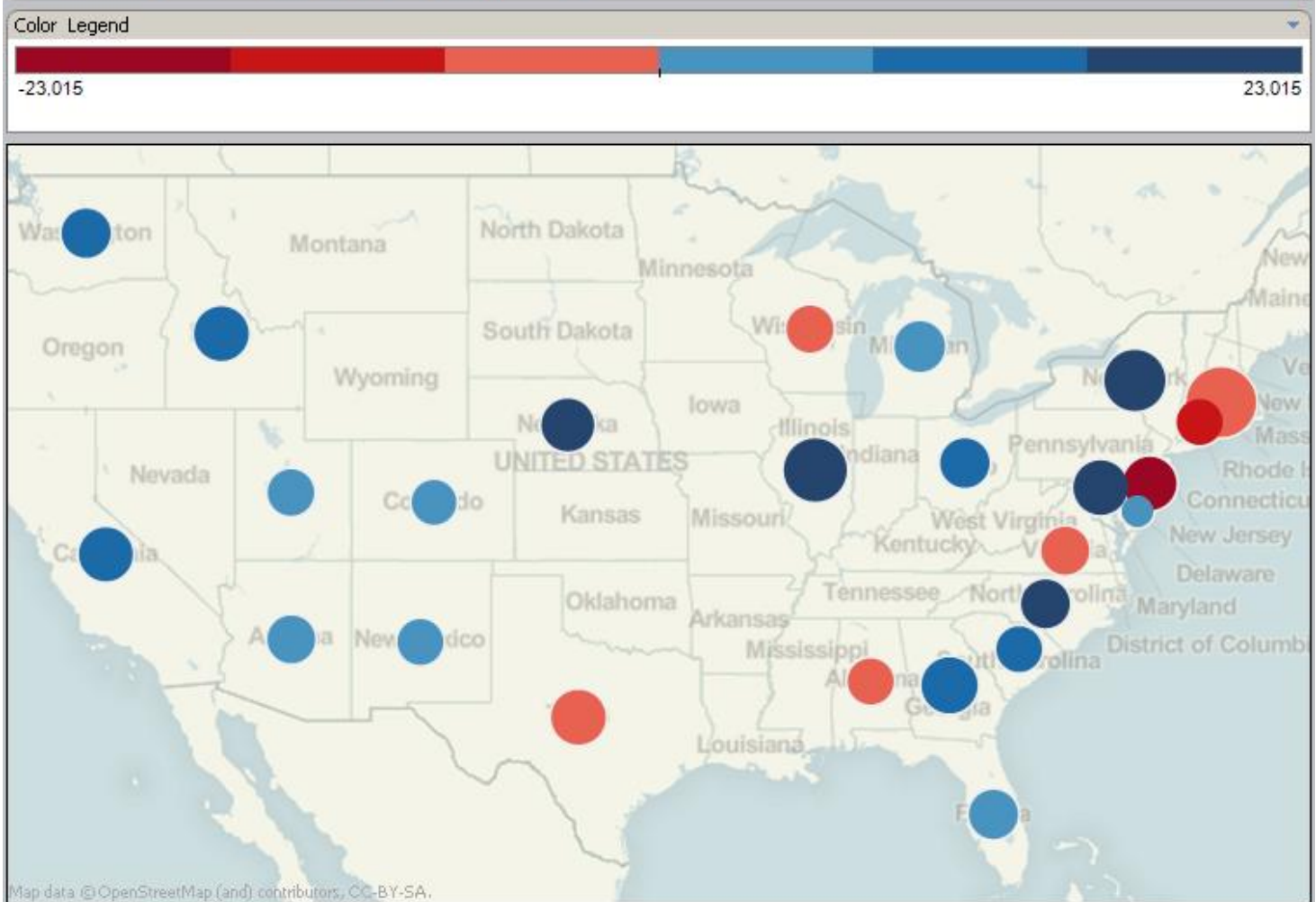
## Furniture Sales Text View

Customer State	Region	Sales	Profit
Alabama	South	164,756	-824
Arizona	West	177,877	3,611
California	West	226,318	13,792
Colorado	West	155,810	5,254
Connecticut	East	164,596	-12,852
Delaware	East	78,231	939
Florida	South	188,214	45
Georgia	South	244,732	14,835
Idaho	West	231,479	10,535
Illinois	Central	310,590	17,263
Maryland	South	231,311	18,786
Mass	East	376,368	-5,651
Michigan	Central	200,600	7,163
Nebraska	Central	216,632	17,798
New Jersey	East	220,857	-18,172
New Mexico	West	163,877	6,140
New York	East	290,779	23,015
North Carolina	South	184,671	19,138
Ohio	Central	190,577	9,826
South Carolina	South	162,004	11,805
Texas	Central	232,243	-3,708
Utah	West	168,006	3,054
Virginia	South	179,146	-884
Washington	West	188,273	15,298
Wisconsin	Central	171,307	-3,833

# Well????



# Furniture Sales Map View



# Demonstration

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Using the latest version (8.2) of Tableau Desktop Professional, we will look at:

1. Ease of use
2. Some more advanced capabilities
3. Industry examples

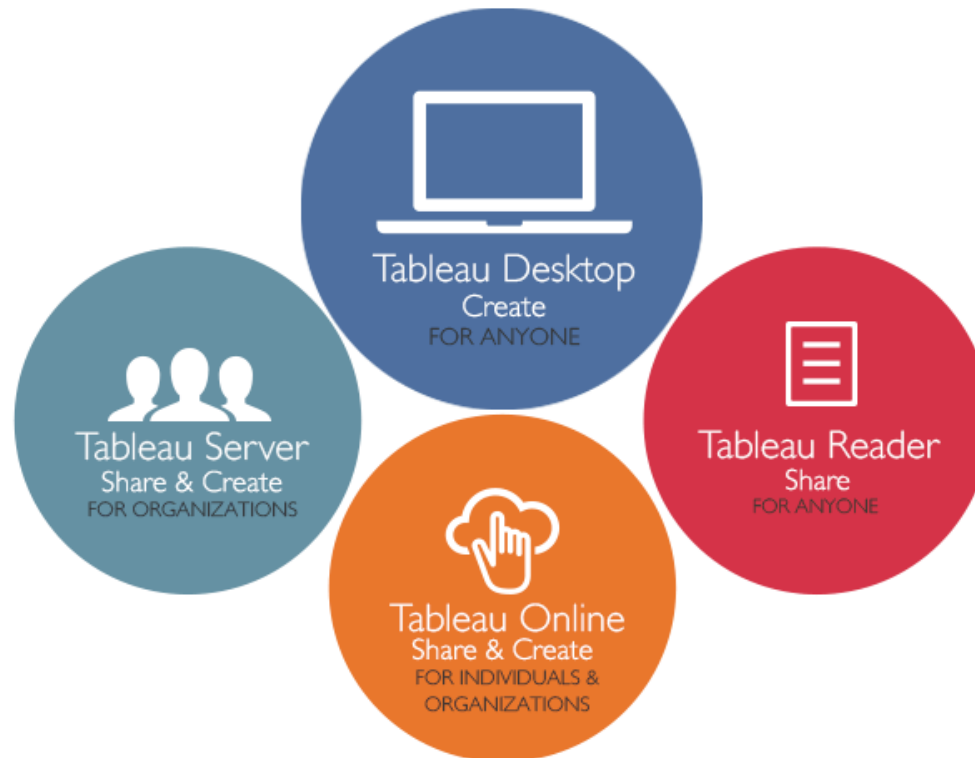
# Poll

---

What type of BI requirements have sparked your interest in Tableau?

# Tableau Product Offerings

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Also:

- Tableau Public
- Tableau Digital
- Tableau Mobile

# Tableau Training 2-Day On-site

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- Taught by Chuck Hooper, Tableau Zen Master
- Customized for each client
- No limit to class size
- Applicable to new/experienced users
- All training material included
- End with something in production!

Click [here](#) for course description and details  
or

Contact: [info@senturus.com](mailto:info@senturus.com)

# Free Tableau Trial

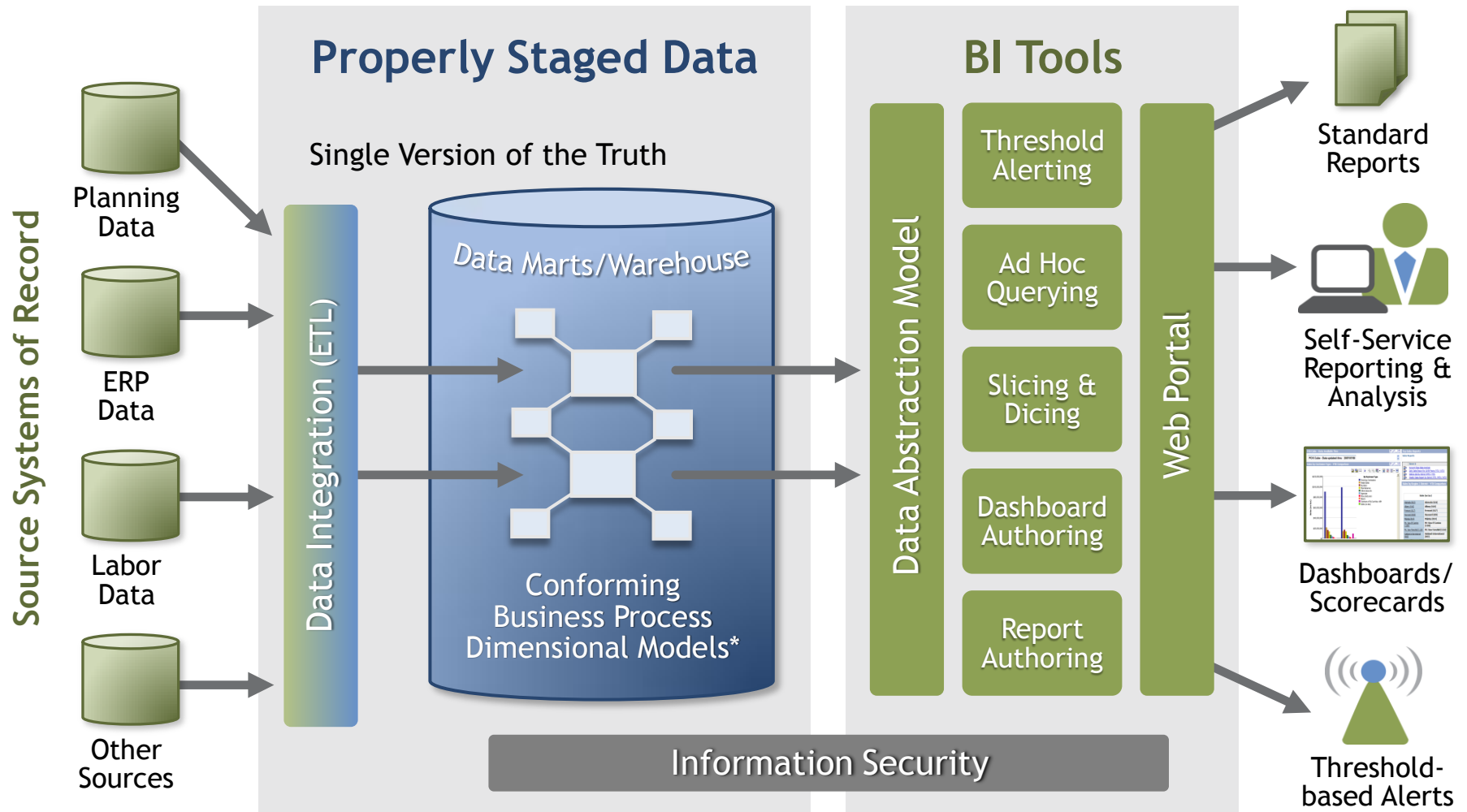
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- Fully functional

<http://www.tableausoftware.com/products/trial>

# TYPICAL “BEST PRACTICES” BI ARCHITECTURE

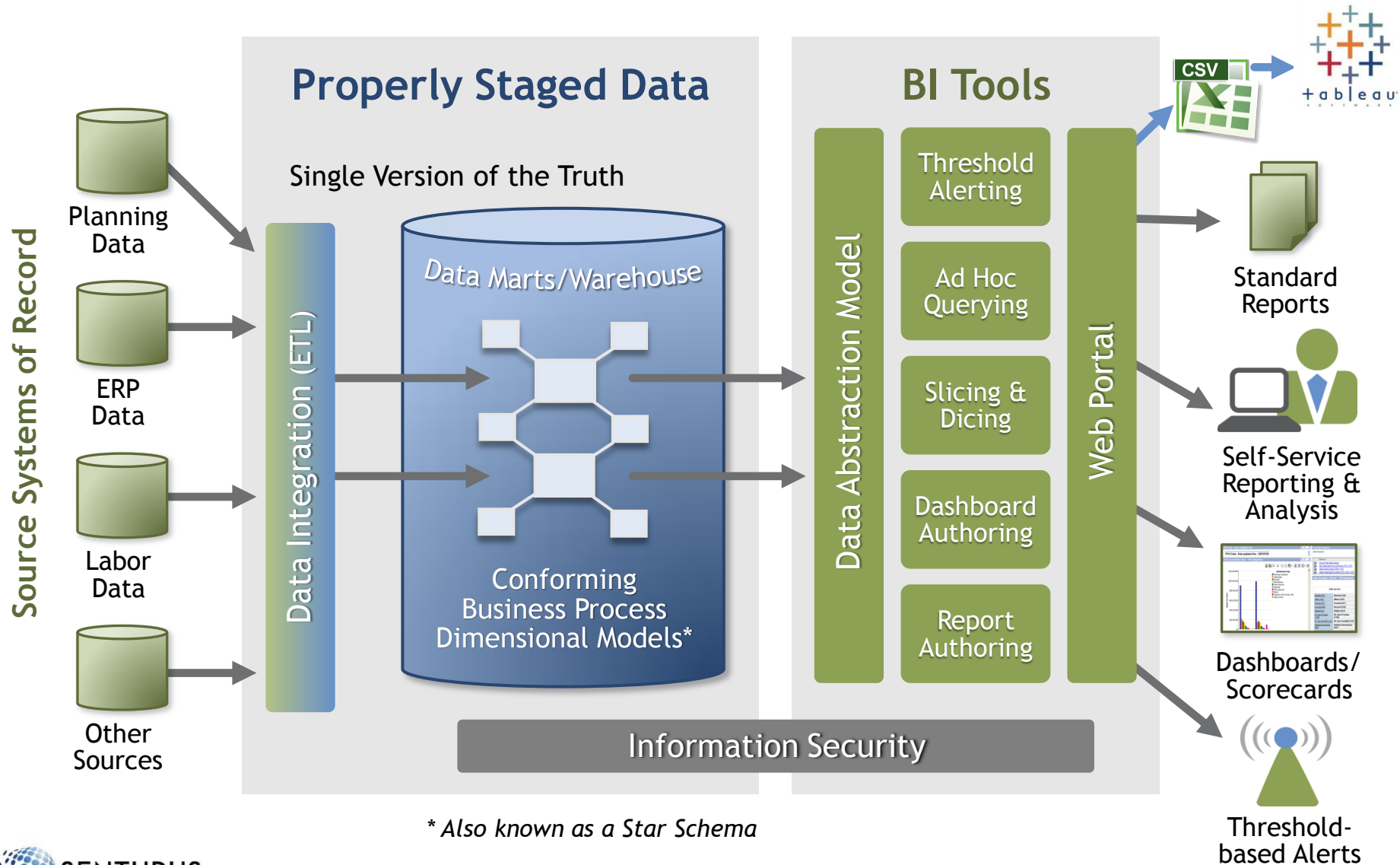
INTEGRATED BUSINESS PROCESS DIMENSIONAL MODELS WITH METADATA LAYER(S)



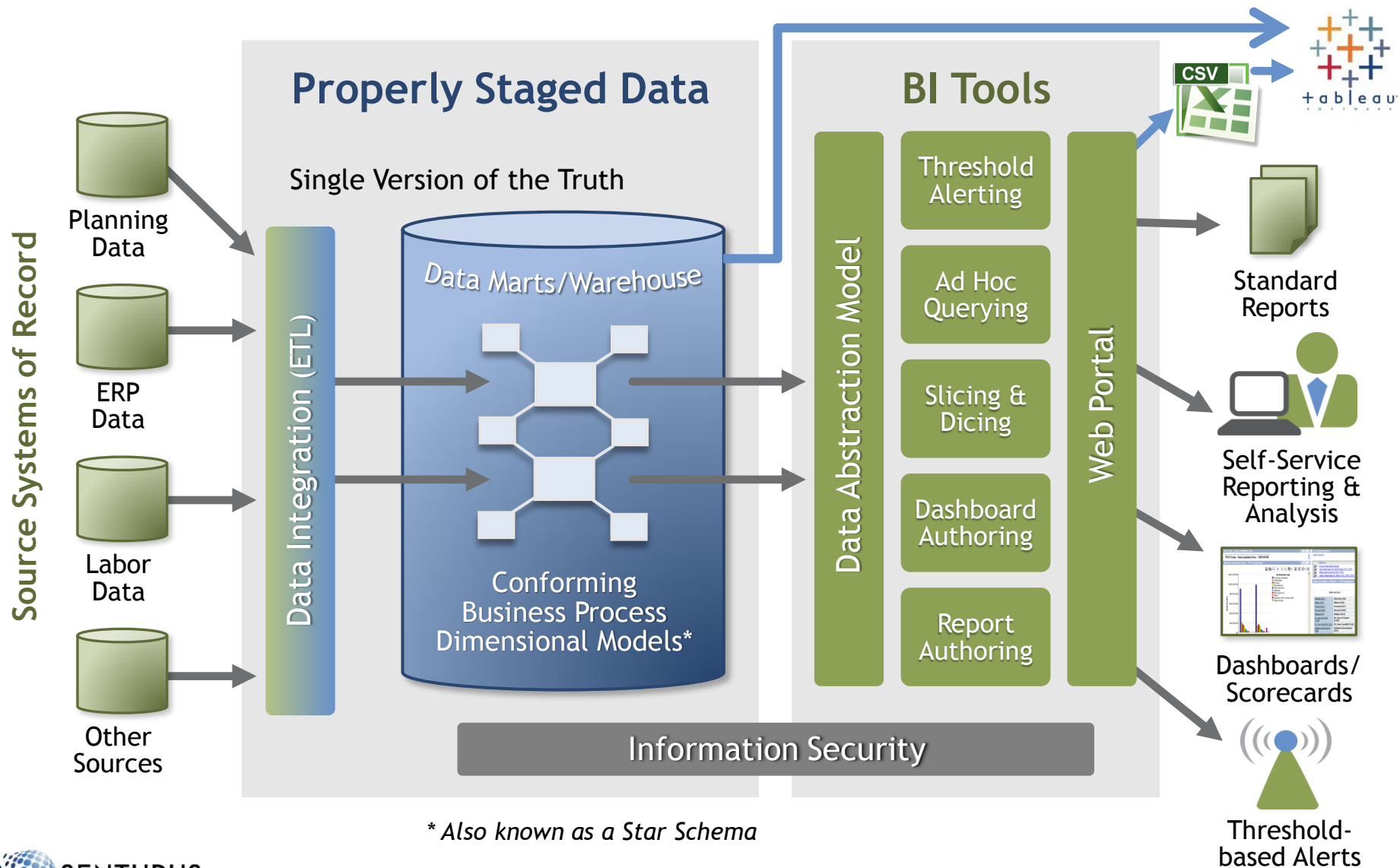
\* Also known as a Star Schema



# TABLEAU AND EXISTING BI ARCHITECTURE (1)



# TABLEAU AND EXISTING BI ARCHITECTURE (2)



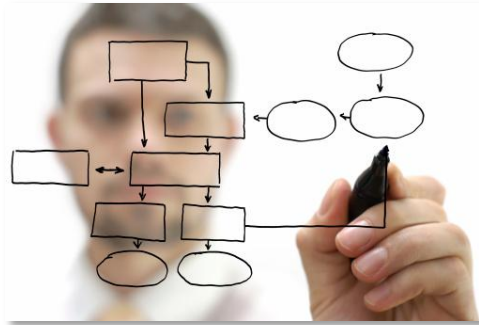


**SENTURUS**

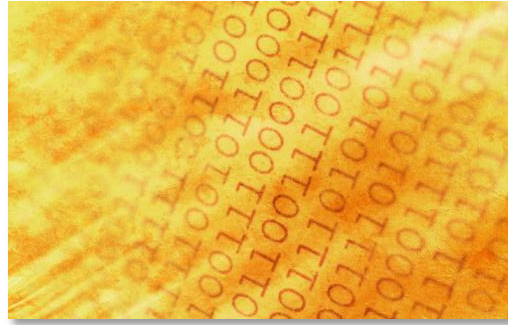
## **SENTURUS INTRODUCTION**

Who we are

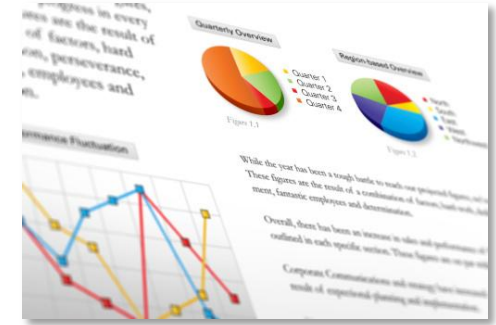
# Senturus: Business Analytics Consultants



Business  
Intelligence



Enterprise  
Planning



Predictive  
Analytics

# 800+ Clients, 1400+ Projects, 14 Years



SEPHORA



KELLY-MOORE  
PAINTS™



Fb FREMONT BANK



CRC  
HEALTH GROUP



NETGEAR®  
Connect with Innovation™

U.S. AIR FORCE



Genentech  
*A Member of the Roche Group*



National  
Semiconductor



MEYER®



lisi AEROSPACE



GILEAD



TriNet  
Ambitions realized™



KORBEL  
CALIFORNIA CHAMPAGNE

# A Few of Our Team Members

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## *Deep & Pragmatic Experience*

- Former Head of BI/ Lead Architect - VISA
- Former BI Architect - Jamba Juice
- Former Head of BI - Dole
- Former Chief BI Architect - Cisco
- Former Head of BI - Experian
- Former Head of BI - Robert Half International
- Former Head of Training (IBM Cognos, Southern California)
- Former Controller - The GAP
- Two former CFO's
- Several former Vice Presidents of Marketing
- Several former COO's
- Several former CIO's
- Former Partner - PWC (\$50million+ projects)
- Average experience = over 20 years



## **ADDITIONAL RESOURCES**



# Download Free Trial of Tableau Software

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- Free, 14-day full version available here:

[www.tableau.com/partner-trial?id=39146](http://www.tableau.com/partner-trial?id=39146)

- Senturus also offers a complimentary, one hour consultation to get you started with Tableau

Contact Senturus at [info@senturus.com](mailto:info@senturus.com) or 888-601-6010

# Free BI Architecture Evaluation

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One Hour Call with Senior Business Intelligence Architect

- Understand Your Environment and Challenges
- Discuss Observations and Make Recommendations

Contact Senturus

- [info@senturus.com](mailto:info@senturus.com)
- 888 601 6010

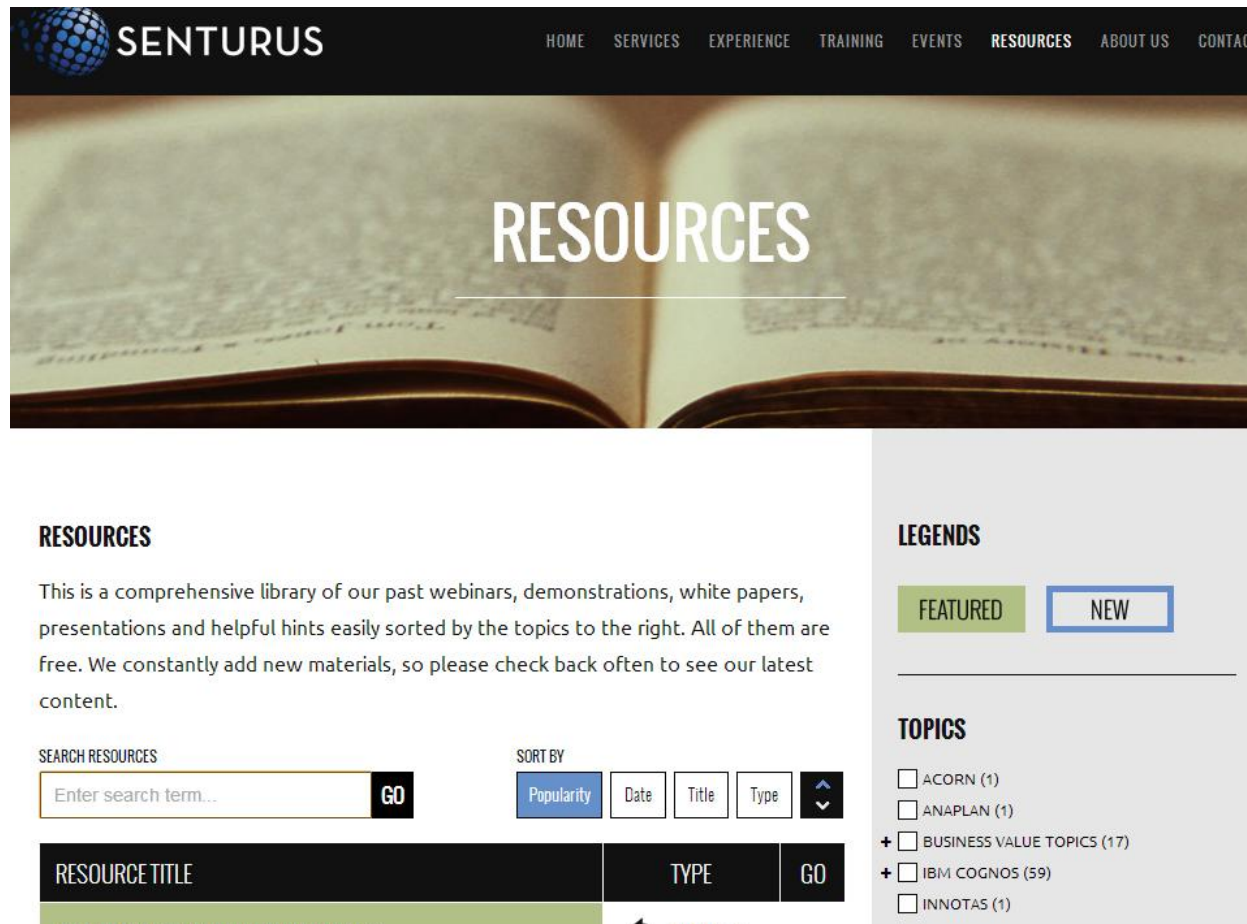
# Other Events

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[www.senturus.com](http://www.senturus.com)

- 26 webinars planned for 2015
- January 21
  - Automated Narrative Reporting in Cognos BI

# Over 100 Free Resources in our Library



The screenshot shows the Senturus website's Resources page. The header features the Senturus logo and a navigation menu with links to HOME, SERVICES, EXPERIENCE, TRAINING, EVENTS, RESOURCES, ABOUT US, and CONTACT. The main banner displays the word "RESOURCES" over a background image of an open book. Below the banner, the "RESOURCES" section includes a descriptive paragraph and a search bar with a "GO" button. To the right, the "LEGENDS" section has "FEATURED" and "NEW" tabs. Below that, the "TOPICS" section lists various topics with checkboxes and counts. At the bottom, a table header for resources is visible, with columns for "RESOURCE TITLE", "TYPE", and "GO".

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SORT BY

Popularity Date Title Type

**RESOURCE TITLE** **TYPE** **GO**

### LEGENDS

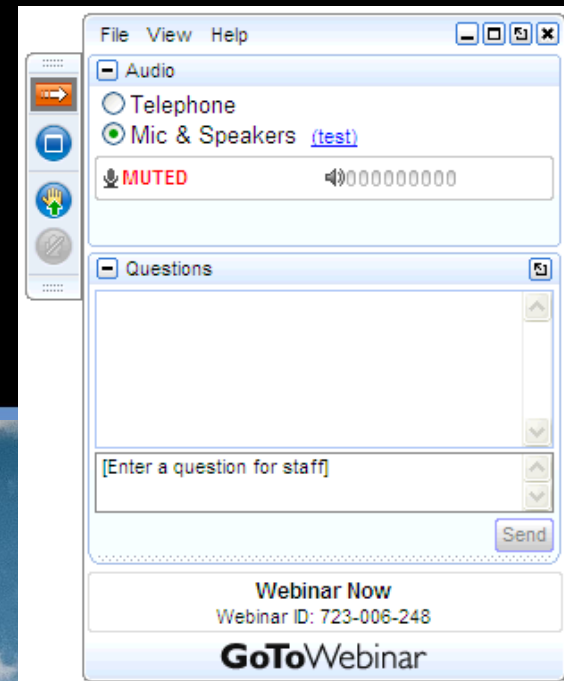
**FEATURED** **NEW**

### TOPICS

- ☐ ACORN (1)
- ☐ ANAPLAN (1)
- ☒ BUSINESS VALUE TOPICS (17)
- ☒ IBM COGNOS (59)
- ☐ INNOTAS (1)



Q & A



# Thank You!

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