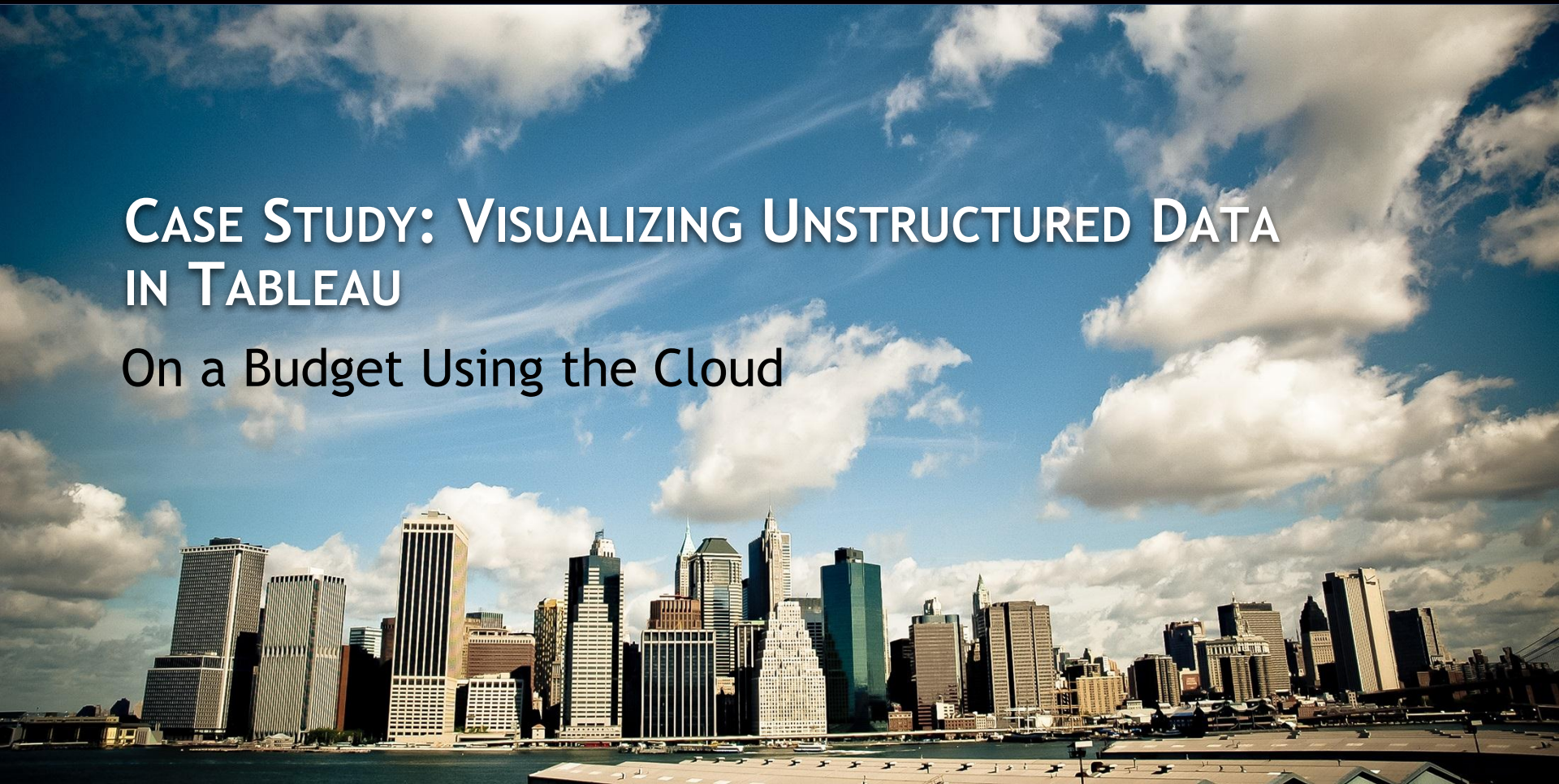




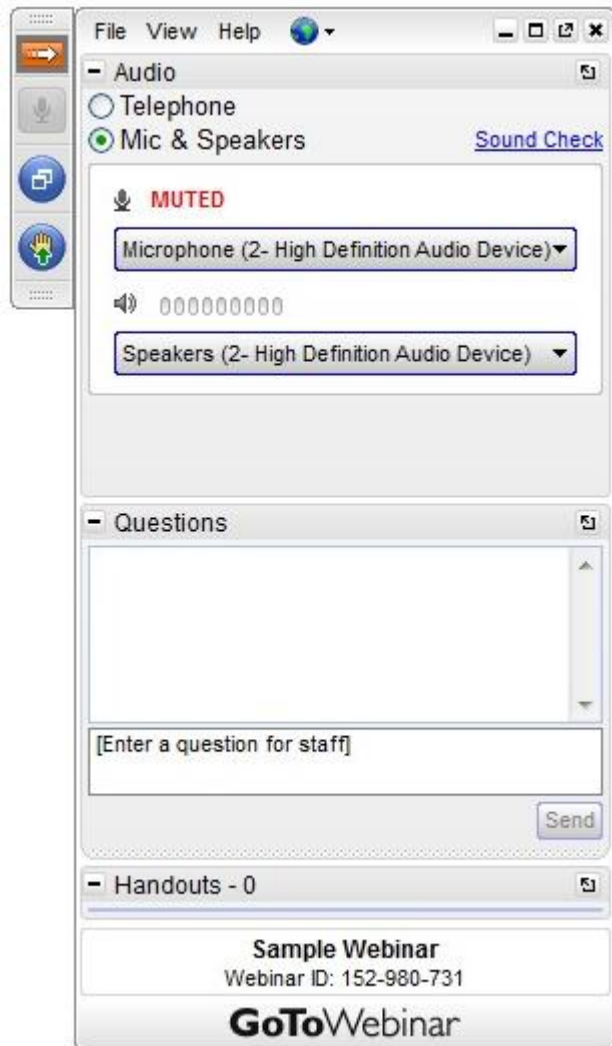
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CASE STUDY: VISUALIZING UNSTRUCTURED DATA IN TABLEAU

On a Budget Using the Cloud



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Click arrow to restore full control panel



Submit questions here

Presentation Slide Deck on www.senturus.com



RESOURCE LIBRARY

An extensive, free library of past webinars, demonstrations, whitepapers, presentations, helpful hints, and more.

Agenda

- Introduction
- Harnessing Challenging Data in Tableau
- Using Cloud Power on a Budget
- Real World Solution: Stop Meeting Like This
- Demo
- Solution and Recommendations
- Q & A

Introduction: Today's Presenters



Jim Pelichowski

Tableau Solutions Architect
Senturus, Inc.



Alia Santini

Principal Consultant
Stop Meeting Like This



Mike Weinbauer

Tableau Practice Director
Senturus, Inc.

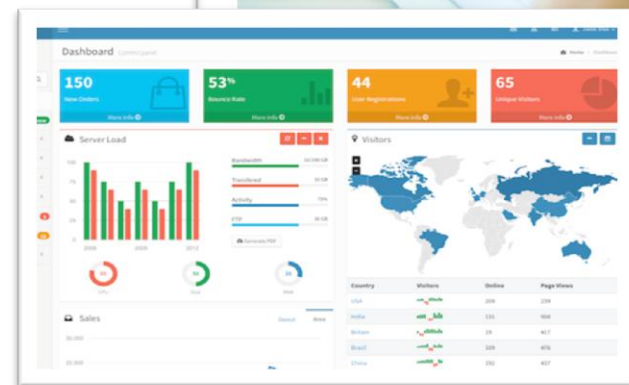


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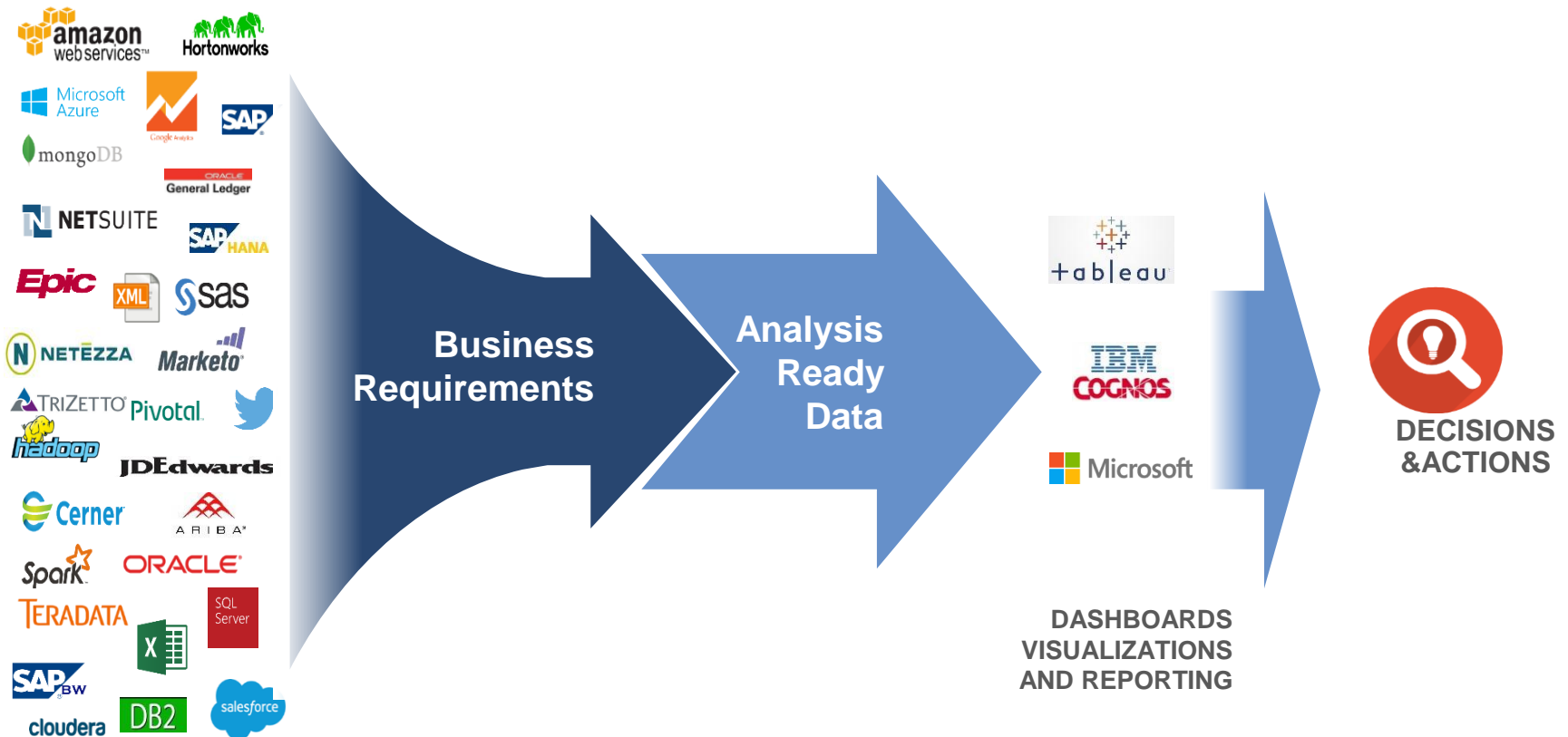
WHO WE ARE

Focused on Business Analytics

- Dashboards, Reporting & Visualizations
- Data Preparation & Data Warehouses
- Self-Service Business Intelligence (BI)
- Big Data & Advanced Analytics
- Enterprise Planning Systems



We Bridge the Gap Between Data and Decision Making



900+ Clients, 2000+ Projects, 16+ Years



SEPHORA



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TriNet
Ambitions realized™



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Poll

What is your greatest challenge when using Tableau?

- A. Understanding how to use the tool effectively
- B. Data is not accurate/different answers to the same question
- C. Slow response time
- D. I don't have all the data I need
- E. Administration of all the data/report requirements



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CASE STUDY: VISUALIZING UNSTRUCTURED DATA IN TABLEAU

ON A BUDGET USING THE CLOUD

Getting Tableau to Work with Challenging Data

- When the sales and marketing falls short
- Examples of challenging data with irregular structure
 - Social media
 - Email
 - Survey

Big Data on a Budget

- We know Tableau can leverage Hadoop, Redshift...
- What if I don't have that infrastructure/knowledge?
- A viable option: outsource IT expertise on the Cloud
 - No need to add internal IT staff
 - Get industrial strength performance similar to having your own data center
 - Secure

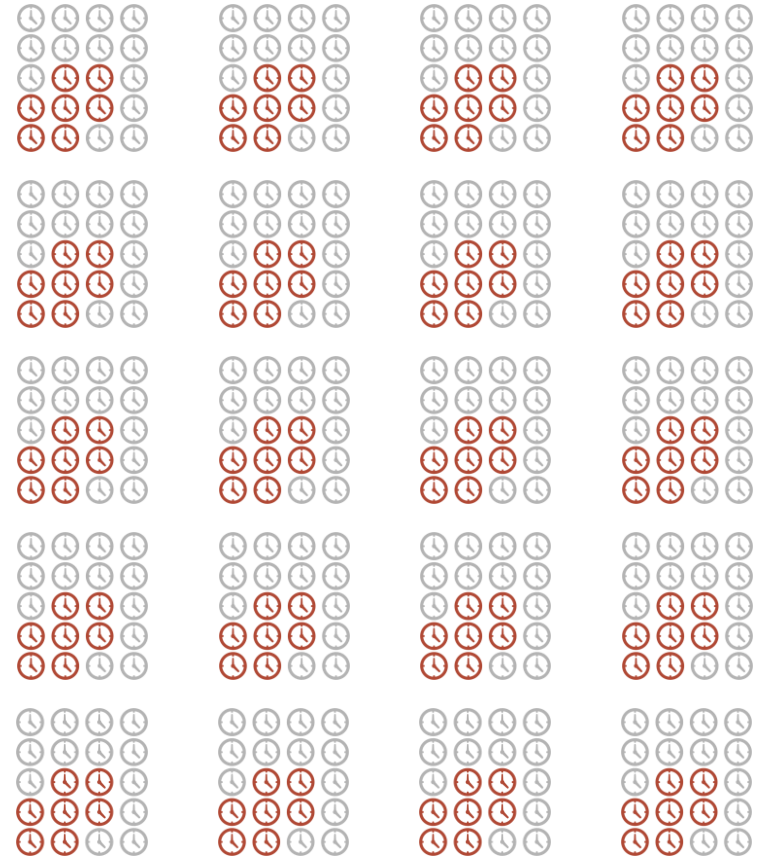
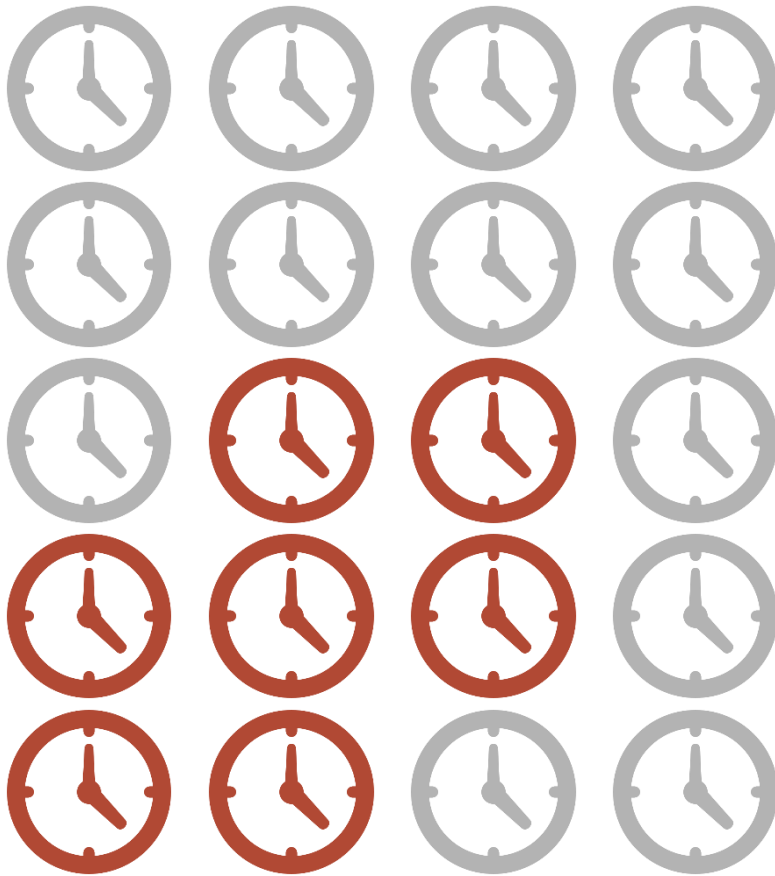


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AN INTRODUCTION TO:
STOP MEETING LIKE THIS



Why Stop Meeting Like This Exists



The Scope of the Problem

We believe the way that large organizations get work done is no longer working

Meetings



Email



Collaboration



Stop Meeting Like This is as much a movement as it is a set of tools, practices, and capabilities to help leaders reset the norm for how organizations use their time.

Different Points of View on How to Address the Problem

THE BIG NEW THING IN MEETINGS? “WALK AND TALK”

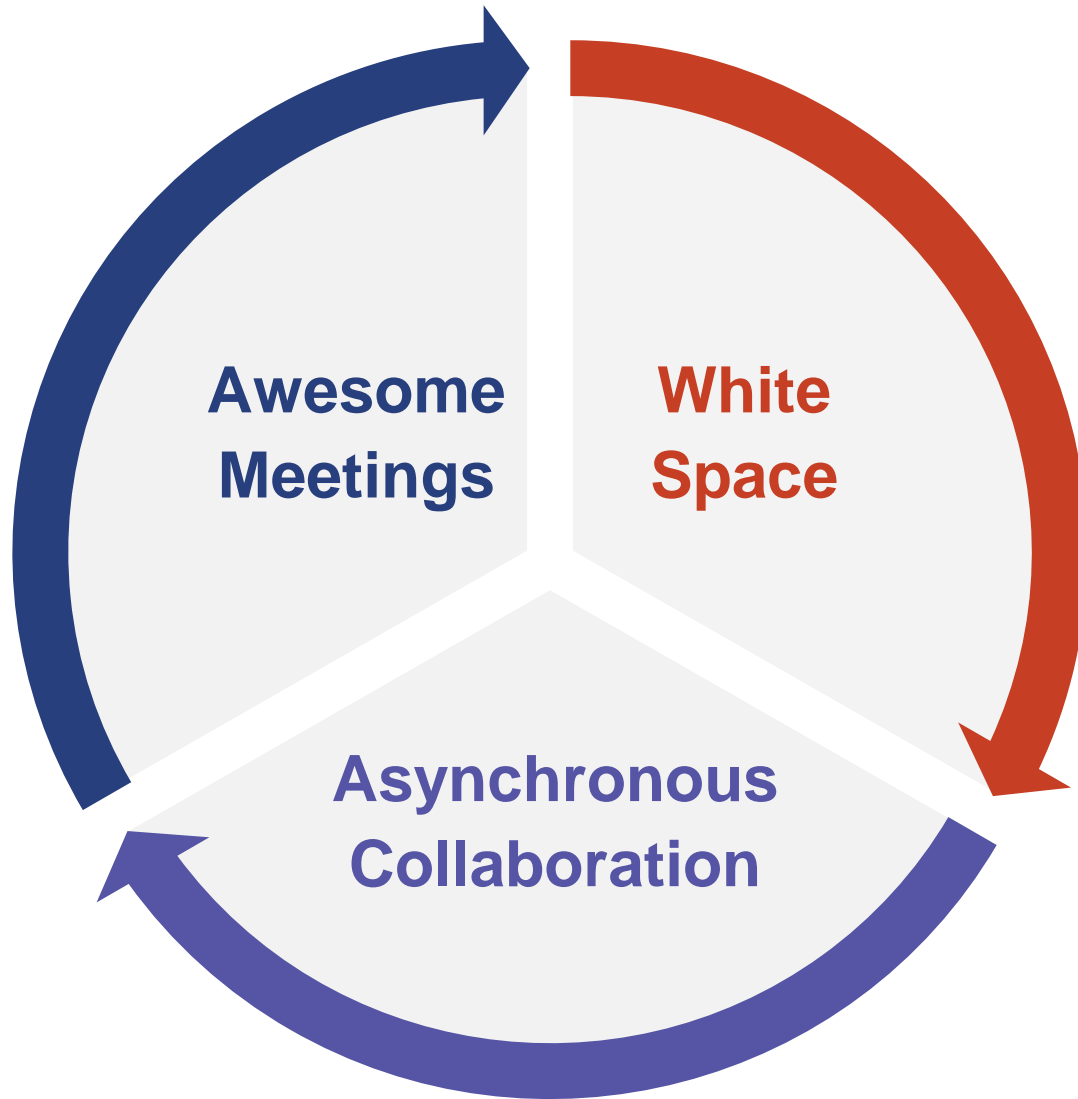
MEETINGS: TO HAVE OR NOT TO HAVE...THAT IS THE QUESTION

NEWS FLASH: MEETINGS SHOULD NEVER BE LONGER THAN 15 MINUTES

CHAIR-FREE MEETINGS: A HOT NEW TREND

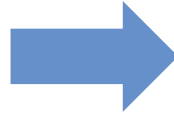
THE MODERN MEETING IS DEAD

The Opportunity For How to Fix It



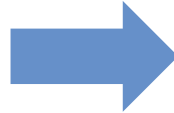
A Challenge We Faced Internally

We are a startup with limited resources...



Outsource survey results database architecture to Senturus

...and basic technical expertise...



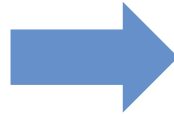
Store data in the Cloud and use survey tools that already exist

... who wanted to display survey results in interesting ways that weren't time consuming...



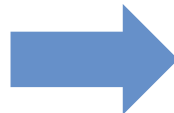
Use Tableau for data visualization

... and develop a database as we go...



Build something repeatable that can scale with us as we grow

... and to top it all off, do so on a budget!

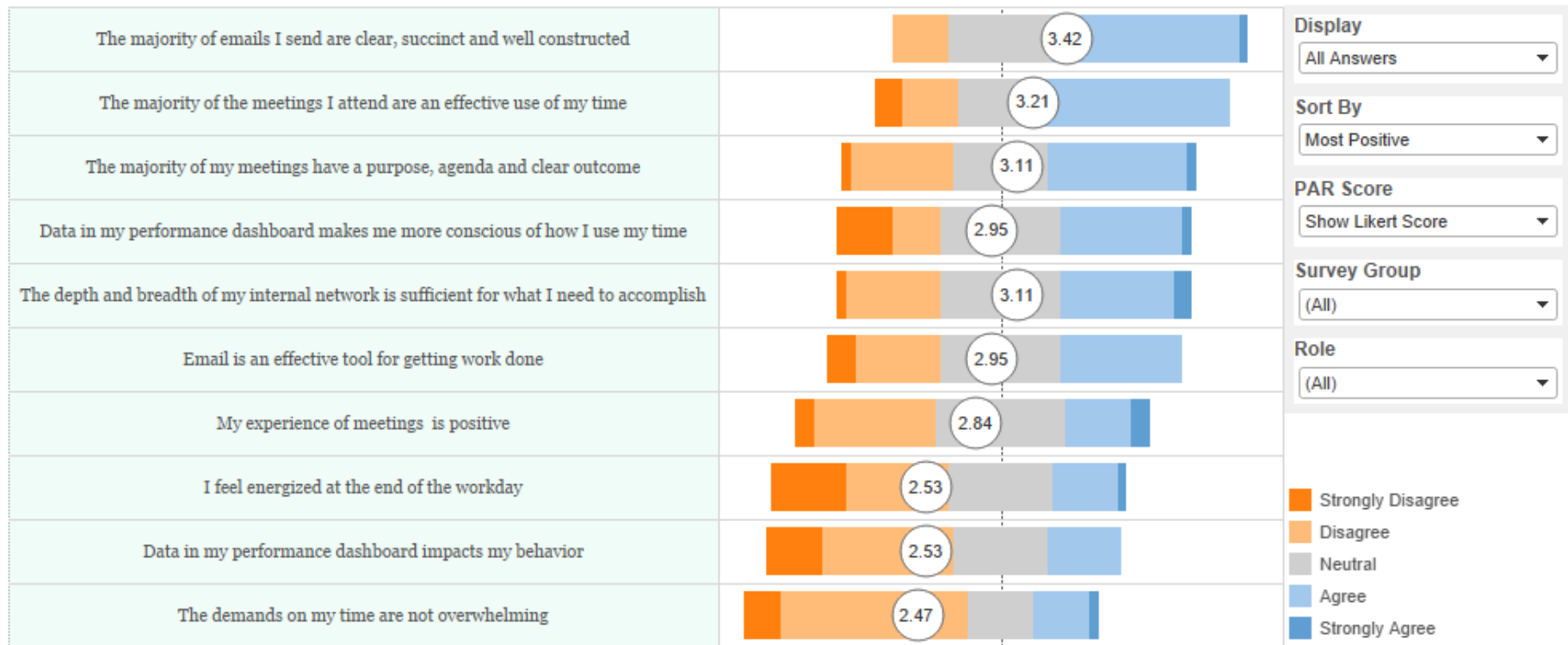


Develop the end product with our Senturus architect so that the work is shared

Tableau Visualization - Likert Survey Questions



Powered by:  SENTURUS.



Getting There: A Closer Look at Survey Data

What does this data look like from the source?

Meetings should be more...(pick your top 3)

- | | | |
|--|--------------------------------------|--|
| <input type="checkbox"/> Collaborative | <input type="checkbox"/> Efficient | <input type="checkbox"/> Concise |
| <input type="checkbox"/> Focused | <input type="checkbox"/> Actionable | <input type="checkbox"/> Participative |
| <input type="checkbox"/> Decisive | <input type="checkbox"/> Right-sized | <input type="checkbox"/> Energizing |
| <input type="checkbox"/> Productive | <input type="checkbox"/> Relevant | <input type="checkbox"/> Planned |

Challenges Using Unstructured Data

- Column headings confusing or missing
- Columns that should be rows (needs pivoting)
- Multiple header rows
- Open text responses
 - Unstructured with no common width
- Null or empty values

Tableau Works Much Better With Data Like This

RespondentID	CollectorID	QuestionID	QuestionCode	ClientQuestionText	ResponseID	ResponseText	ClientID
4585420644	82200387	21	Q21-1	Meetings should be more...(pick your top 3)	1	Collaborative	2
4584285165	82200387	21	Q21-1	Meetings should be more...(pick your top 3)	1	Collaborative	2
4584004581	82200387	21	Q21-1	Meetings should be more...(pick your top 3)	1	Collaborative	2
4583731111	82200387	21	Q21-1	Meetings should be more...(pick your top 3)	1	Collaborative	2
4583719495	82200387	21	Q21-1	Meetings should be more...(pick your top 3)	1	Collaborative	2
4583673837	82200387	21	Q21-1	Meetings should be more...(pick your top 3)	1	Collaborative	2
4583570940	82200387	21	Q21-1	Meetings should be more...(pick your top 3)	1	Collaborative	2
4583397868	82200387	21	Q21-1	Meetings should be more...(pick your top 3)	1	Collaborative	2
4583372360	82200387	21	Q21-1	Meetings should be more...(pick your top 3)	1	Collaborative	2
4583341820	82200387	21	Q21-1	Meetings should be more...(pick your top 3)	1	Collaborative	2
4583289683	82200387	21	Q21-1	Meetings should be more...(pick your top 3)	1	Collaborative	2
4583288361	82200387	21	Q21-1	Meetings should be more...(pick your top 3)	1	Collaborative	2
4583257407	82200387	21	Q21-1	Meetings should be more...(pick your top 3)	1	Collaborative	2
4583244408	82200387	21	Q21-1	Meetings should be more...(pick your top 3)	1	Collaborative	2
4583230305	82200387	21	Q21-1	Meetings should be more...(pick your top 3)	1	Collaborative	2
4583207094	82200387	21	Q21-1	Meetings should be more...(pick your top 3)	1	Collaborative	2
4583180578	82200387	21	Q21-1	Meetings should be more...(pick your top 3)	1	Collaborative	2
4583168325	82200387	21	Q21-1	Meetings should be more...(pick your top 3)	1	Collaborative	2
4583126262	82200387	21	Q21-1	Meetings should be more...(pick your top 3)	1	Collaborative	2
4583125230	82200387	21	Q21-1	Meetings should be more...(pick your top 3)	1	Collaborative	2
4584713404	82200387	21	Q21-10	Meetings should be more...(pick your top 3)	10	Participative	2
4584001626	82200387	21	Q21-10	Meetings should be more...(pick your top 3)	10	Participative	2
4583698404	82200387	21	Q21-10	Meetings should be more...(pick your top 3)	10	Participative	2
4583407778	82200387	21	Q21-10	Meetings should be more...(pick your top 3)	10	Participative	2
4583405948	82200387	21	Q21-10	Meetings should be more...(pick your top 3)	10	Participative	2
4583289683	82200387	21	Q21-10	Meetings should be more...(pick your top 3)	10	Participative	2
4583191146	82200387	21	Q21-10	Meetings should be more...(pick your top 3)	10	Participative	2
4583188103	82200387	21	Q21-10	Meetings should be more...(pick your top 3)	10	Participative	2

What About Unstructured Data?

RespondentID	Do you have any additional comments?								
4592351711	I really hate going to meetings								
4591307665	I love the meetings I am participating in								
4590896909	Too much talking and not enough listening!								
4590750278	Only the higher ups seem to get the final word								
4590223921	Our Skype system sucks, and the online skype is not stable. This hurts us to have ineffective meeting as well.								
4590194193	No								
4590042830	I've run bi monthly, meetings efficiently, consisting of 25 or more volunteers. In addition to and bi monthly small group meeting:								
4588256217	Consider canceling standing meetings when there is little of importance to discuss								
4588112693	Nada								
4587170643	Need regular updates (ie weekly or biweekly) on project milestone including customer and internal requirements. - Due to the								
4587044802	- Cannot hear the customer voice on time - Need stay focus on achieving the goal - PM role is important to align the whole te								

...and so on and so forth...



Solution - Data Architecture

Data Model

- History
- Compare like questions
- Question modeling

[illegible]

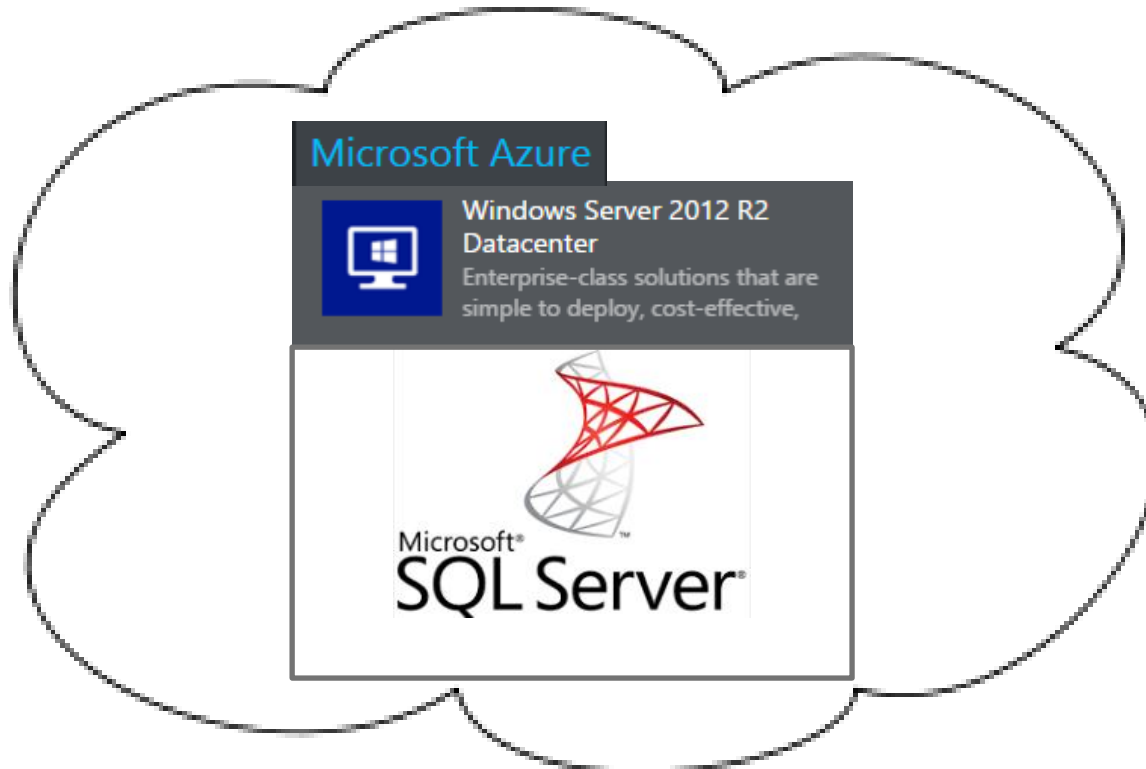
Solution - Physical Architecture



Cost

- VM cost about \$5 per survey run
- Tableau Desktop

portal.azure.com



Sure, You Can Have Your Own Data Center



Running a DC

- Electricity
- Engineering
- Installation
- Server Equipment
- Facility Space
- Maintenance
- HVAC
- Management
- Rack Hardware
- High Availability
- Disaster Recovery
- Security

Summary

- Not all data is easily analyzed - unstructured data presents several challenges
- You don't need months, millions of \$\$\$\$, and an army of IT staff to do sophisticated analytics
- SMLT can help you change your meeting and email culture and greatly improve productivity
- Senturus can help you focus on your strengths by letting you leverage our strengths - delivering effective analytics solutions



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ADDITIONAL RESOURCES

Contact Stop Meeting Like This

If your organization suffers from meeting madness

- Visit: www.stopmeetinglikethis.com
- Email Alia directly at: alia@stopmeetinglikethis.com



Introduction to Tableau Workshop - Half Day

- Topics include:
 - Understanding the Tableau product line
 - Learning Tableau terminology
 - Acquiring data
 - Creating and enhancing worksheets
 - Building a three pane interactive dashboard
- July 13, 2016
- \$150
- Register at: <http://www.senturus.com/?p=5627>

Tableau Jumpstart Program

- 2 days - onsite personalized training
- 3 days - discovery and development
 - Business requirements
 - Data sources
 - Support models
 - Architectural approaches
 - Install and configure Tableau Server
 - Jointly develop workbooks and dashboards
 - Future proofing and version control
 - Ongoing support

Contact Senturus at info@senturus.com or 888 601 6010

Upcoming Free Events

www.senturus.com/events



DEMO: REPORT AUTHORING IN COGNOS ANALYTICS

GET UNDER THE HOOD OF V11

Thursday, May 26, 2016 - 10am PT/ 1pm ET - 75 minutes



FUEL ANALYTICS WITH SELF-SERVICE HADOOP DATA PREP

WITH DEMOS & CASE STUDIES

Thursday, June 16, 2016 - 10am PT/ 1pm ET - 60 minutes



INSTALLING COGNOS ANALYTICS V11

TIPS & TRICKS FROM THE TRENCHES

Thursday, June 2, 2016 - 10am PT/ 1pm ET - 60 minutes




INTRODUCTION TO TABLEAU TRAINING

FREE, HANDS-ON WORKSHOP IN OAKLAND, CA

Wednesday, June 22, 2016 - 8:30 a.m-1 p.m PT - 4 hours 30 minutes

Free Resources on www.senturus.com



HOME FOCUS EXPERIENCE RESOURCES TRAINING ABOUT US CONTACT

RESOURCE LIBRARY



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PREPARING FOR COGNOS ANALYTICS V11 Prep v10 Now to Ensure a Smooth Upgrade Later	 TIPS & TRICKS	→

LEGENDS

FEATURED NEW

TOPICS

☐ BIG DATA AND ADVANCED ANALYTICS (4)

+ ☐ DASHBOARDS, REPORTING & VISUALIZATIONS (112)

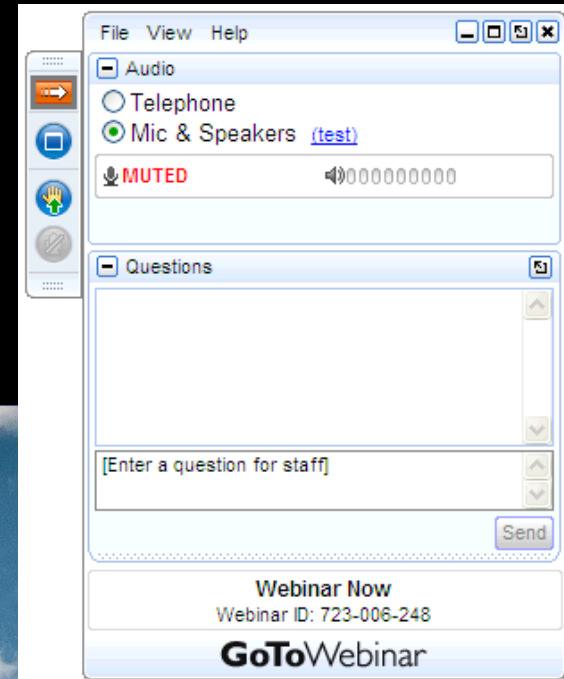
+ ☐ DATA PREPARATION (11)

+ ☐ ENTERPRISE PLANNING (35)

+ ☐ PREDICTIVE ANALYTICS (14)



Q & A



Thank You!

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