

TABLEAU

CONFERENCE

ish

October 6-8, 2020

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What is Tableau Conference 2020?

100% free and virtual. Open to everyone, everywhere in the world.

When? October 6-8, 2020*

** October 7-9, 2020 for Europe and Asia Pacific*

- 3 days. 195 Countries. 170,000 data lovers.
- 72 hours of content on data insights, trends, and Tableau best practices.
- Access learning paths and opportunities to make virtual connections with your peers.
- Deepen your skills and expand your data industry knowledge.



The Tableau Conference 2020 Experience

Keynotes

Vision Keynote

- Remarks from Tableau President and CEO, Adam Selipsky

Product Keynote

- Remarks from Tableau CPO, Francois Ajenstat

Iron Viz

- The fan-favorite data visualization competition is LIVE. Three finalists showcase their vizzing skills, vying to be this year's Iron Viz Champion



Relationships

New way of combining data that will allow you to enjoy:

- Simpler process combining tables
- More intuitive analytics experience
- Streamlined data source management

The screenshot displays the Tableau Desktop interface for a data source named 'Superstore'. On the left, the 'Table' pane lists 9 tables: Addresses, Countries, Customers, Dates, Lineltems, Orders, Products, Regions, and States. The 'Customers' table is highlighted. The main view shows a relationship diagram with 'Lineltems' connected to 'Orders' and 'Products', and 'Orders' connected to 'Addresses'. Below the diagram is a table with columns: Line Item ID, Order ID, Product ID, Sales, Quantity, Discount, and Profit. The table is currently empty. At the bottom right, there are buttons for 'Update Now' and 'Automatically Update'.

Line Item ID	Order ID	Product ID	Sales	Quantity	Discount	Profit
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Data Preparation

Write to external databases in Tableau Prep

Store your prepped data from **Prep Builder** in a central location that can be leveraged throughout your organization. Govern and scale the investments you've made in your databases by providing a visual and direct field mapping experience to ensure your prepped data ends up where it should be.

[LEARN MORE](#) →

The screenshot shows the Tableau Prep interface for configuring a data flow. The main window is titled "Create 'Superstore Sales.hyper' 26 Fields". On the left, the "Settings" pane is open, showing the "Table: [PUBLIC].[SuperStoreSales]" and "Write Options". The "Write Options" section is expanded, showing three options: "Create table", "Append to table", and "Replace data". The "Append to table" option is selected, with a mouse cursor hovering over it. The "Full refresh" section is also visible, with "Append to table" selected. The main workspace shows a data flow from a "From: Flow" to a "To: Table (SuperStoreSales)". The "From: Flow" table has 26 fields: Product ID, Row ID, Category, Discount, Returned?, Ship Date, Sub-Category, Segment, Sales, Return Reason, Ship Mode, Approver, Order Date, Profit, Customer Name, and Postal Code. The "To: Table (SuperStoreSales)" table has 5 fields: Deys to Ship, Product ID, Row ID, Discount, and Returned?. A status message indicates "No match: Field values will be null." for the "Deys to Ship" field.

Type	Field Name	Type	Field Name	Status
	No flow field assigned	#	Deys to Ship	No match: Field values will be null.
Abc	Product ID	Abc	Product ID	
#	Row ID	#	Row ID	
Abc	Category	Abc	Category	
#	Discount	#	Discount	
Abc	Returned?	Abc	Returned?	
Abc	Ship Date	Abc	Ship Date	
Abc	Sub-Category	Abc	Sub-Category	
Abc	Segment	Abc	Segment	
#	Sales	#	Sales	
Abc	Return Reason	Abc	Return Reason	
Abc	Ship Mode	Abc	Ship Mode	
Abc	Approver	Abc	Approver	
Abc	Order Date	Abc	Order Date	
#	Profit	#	Profit	
Abc	Customer Name	Abc	Customer Name	
#	Postal Code	#	Postal Code	

Metrics

“If your dashboards are newspapers, Metrics are the headlines.”

- Monitor KPIs for your business from anywhere
- A streamlined, consistent view of your data all in one location
- View on the web or on the go with Tableau Mobile
- Easy to create for Creators and Explorers



Salesforce Connector

Connect all your marketing data together with Datorama

Leverage the best solution for integrating and harmonizing your marketing data



Endless self-service data exploration with Tableau

Align marketing team analytics with the entire enterprise on Tableau



DATORAMA INTEGRATION
with **TABLEAU**

Connect your marketing intelligence to Tableau's data exploration.



Tableau Viz Lightning Web Component (LWC)



Seamless Drag & Drop Experience to Bring in Visualizations from Tableau Server or Tableau Online into Salesforce

Filter can be passed to Tableau Dashboards based on Salesforce records

Single Sign On experience for users using SAML (Salesforce or External IdP)

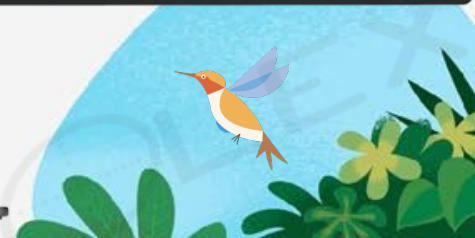
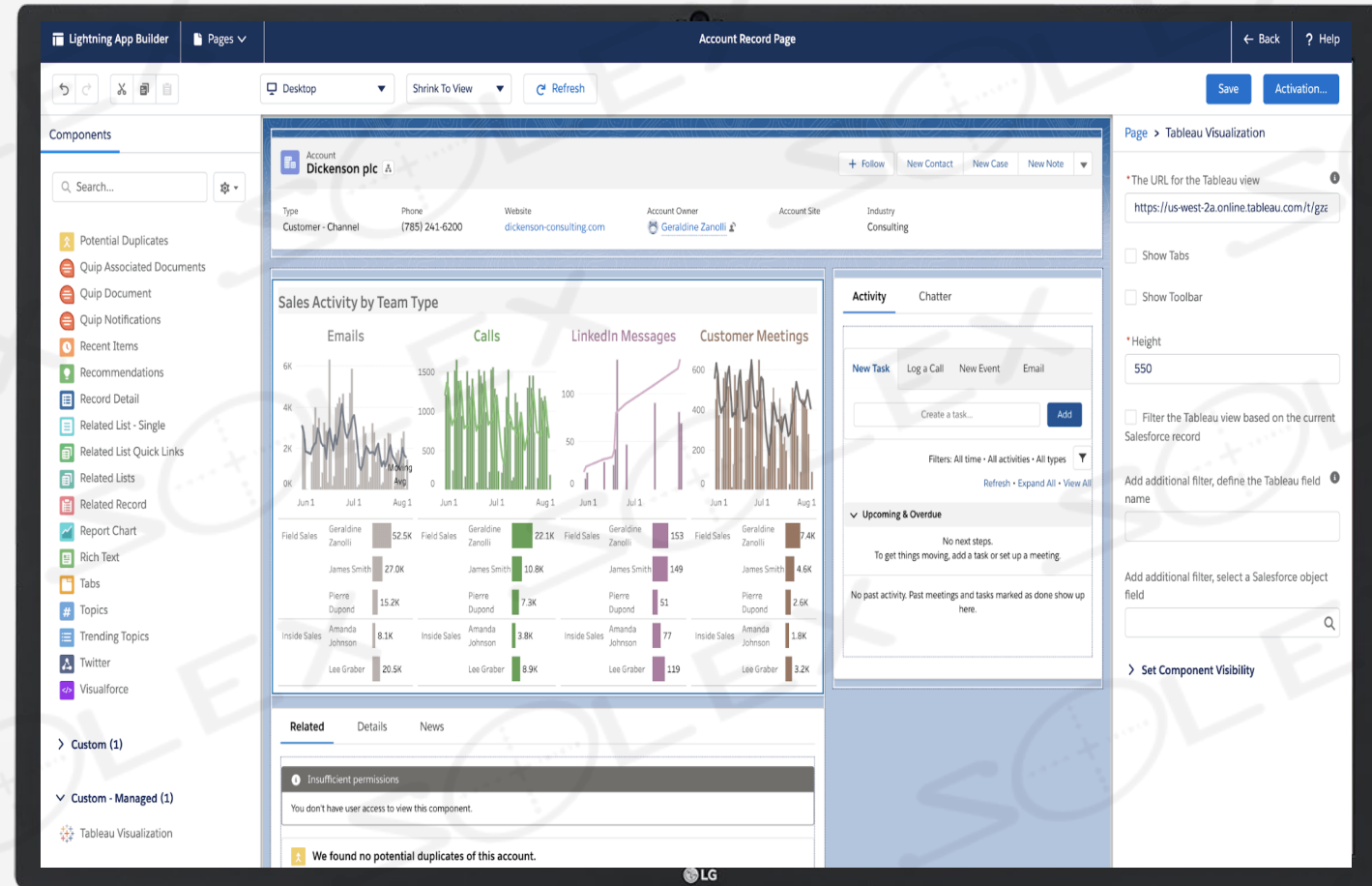




Tableau Roadmap - Analytics for Everyone

Innovation

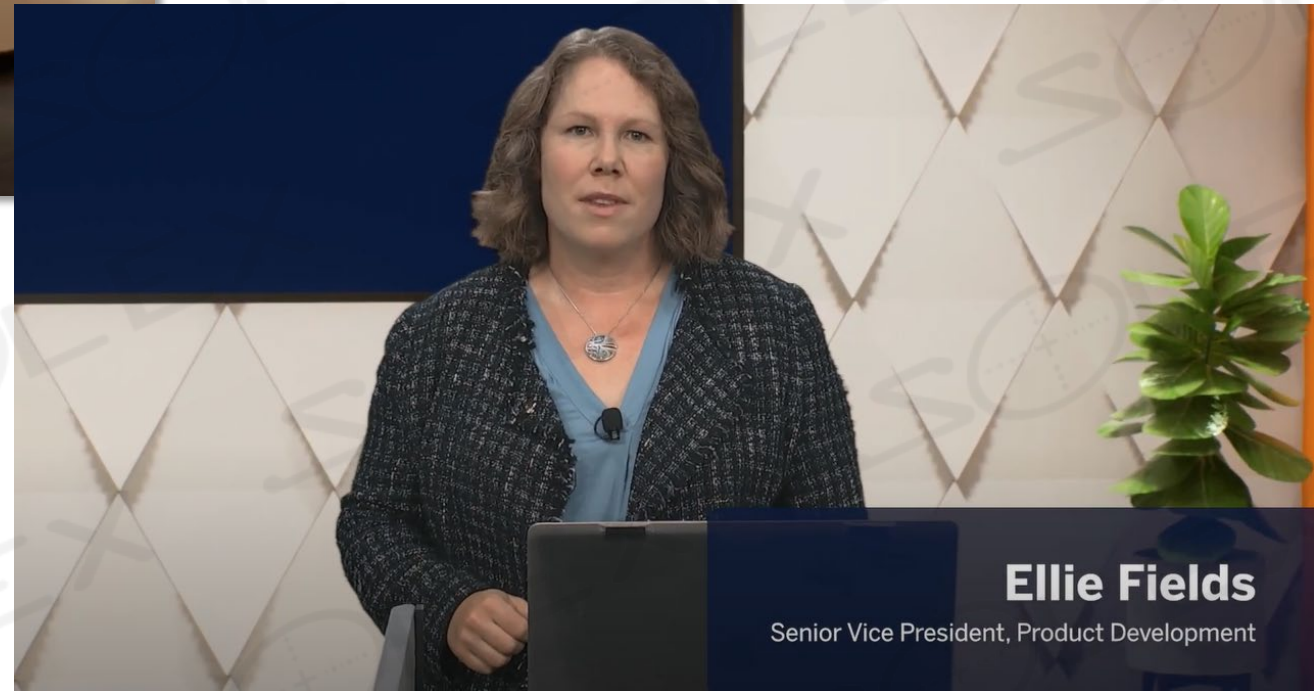
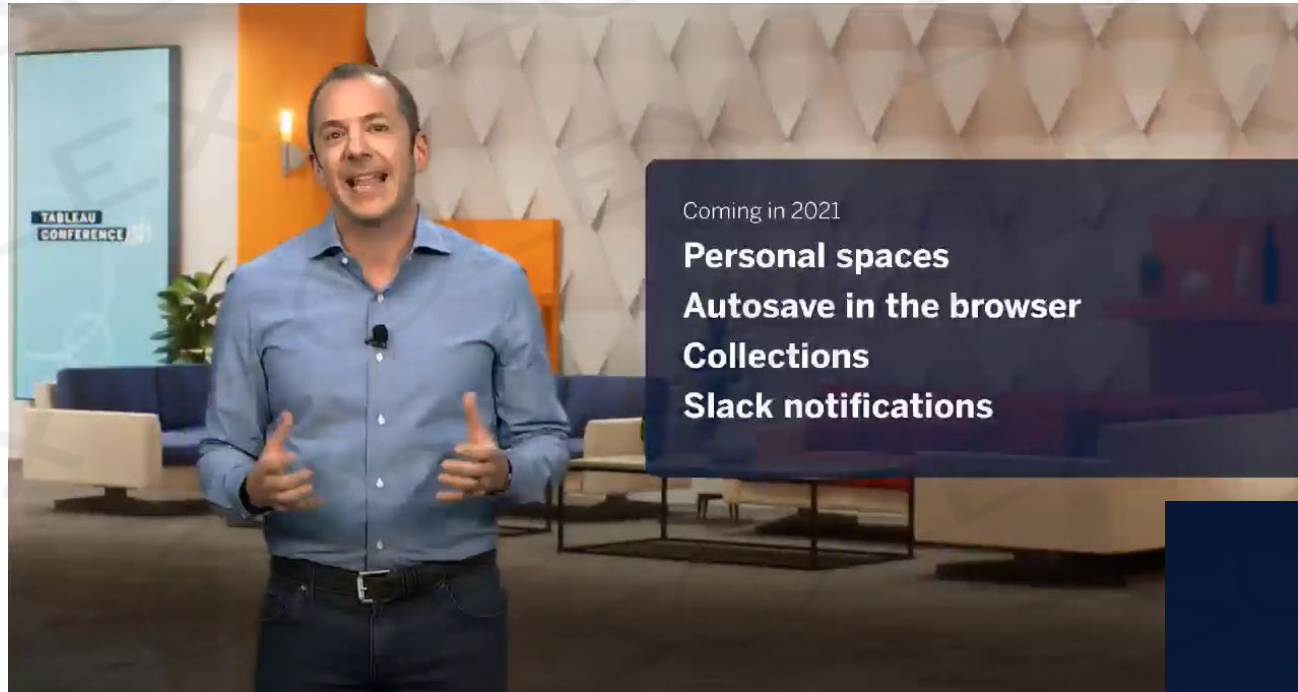


Empowerment

Complete Picture

Speed

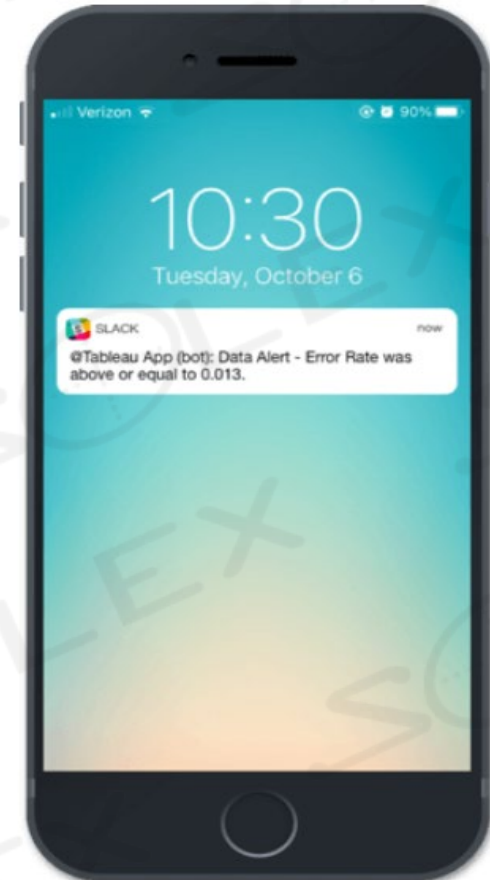
Empowerment – Analytics for everyone



Mobile – Empowerment

Slack notifications:

The newly redesigned notification center shows subscriptions, alerts, shares and comments all in one place, consolidating all of the important changes across a user's organization.



User Experience – Empowerment

The screenshot displays the Tableau Personal Space interface. At the top, a green success message reads: "Success: Event Breakdown has been published to your Personal Space. Go to Workbook X". The breadcrumb "Me / Personal Space" is visible. The main heading is "Personal Space" with a lock icon and "Private to me". Below this, it states "Your Personal Space is your private place to create your content." and shows a storage usage indicator: "30MB of 500MB used".

The left sidebar contains navigation options: "Home", "Favorites", "Recents", "Shared with Me", "Recommendations", "My Content", "Collections", and "Browse". The main content area shows a "Select all" button and filters for "Content type: All" and "Sort by: Last edited". Two content cards are displayed:

- Event Data**: "Session events and duration." This card features a line chart titled "Weekly Events" and a bar chart titled "Product Breakdown".
- Flow 1**: A card with a diagram icon representing a flow.

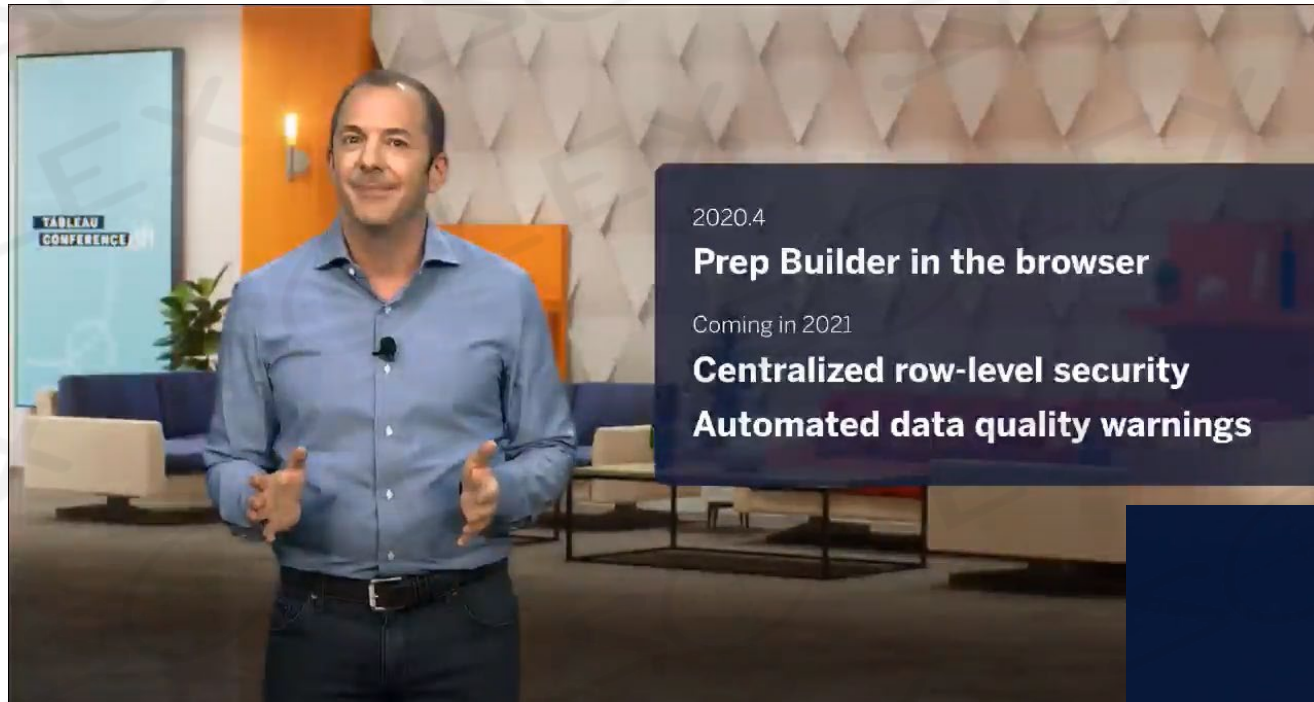
Collections – Empowerment

- **Collections:** We're introducing a new way to help you find, curate, and organize relevant content across different projects in Tableau Server or Online. Now, content can be reused in multiple contexts without duplication. Collections is like a Spotify playlist for your analytics content.

The screenshot displays the Tableau Collections interface. On the left is a navigation sidebar with options: Home, Favorites, Recents, Shared with Me, Explore, Collections (highlighted), Recommendations, and External Assets. The main content area shows a collection titled "Project Scale Up" by Eliza Fields, modified on Sep 23, 2020. Below the title is a description: "Cross-company project to react to growing demand." A "Select All" button is visible. The collection contains eight analytics visualizations arranged in a grid:

- Incident Report:** A table with columns for various metrics.
- High level error rates:** A bar chart showing error rates over time.
- Economic Indicators:** A bar chart showing economic indicators.
- Error Rate (Prod):** A line chart showing an error rate of 0.39% with a 3.15% decrease, refreshed 3 weeks ago.
- Monthly Sales Total:** A line chart showing sales of 89.63K with a 30.28% decrease, refreshed 2 months ago.
- Cash Flow Dashboard: Weekly ...:** A line chart showing cash flow over time.
- Customer Insights & Opportuni...:** A dashboard with multiple charts and tables.
- Emails Sent:** A line chart showing 485 emails sent with an 84.17% decrease, refreshed 2 months ago.

Complete Picture – Data Management



Prep WEB – Data Management

- **Prep Builder in the browser (2020.4):** 100% of Tableau Prep Builder functionality will be available anywhere, allowing users to prep their data directly on the web.

The screenshot displays the Tableau Prep Builder web interface. At the top, a navigation bar shows the current workspace: 'Orders & Customers DataFlow'. Below this, a flow diagram illustrates a join operation between 'Orders' and 'Customer (Str)' data sources. The 'Join 3' configuration panel is open, showing the following details:

- Applied Join Clauses:** Customer Key = Customer Key
- Join Type:** Inner
- Summary of Join Results:** Orders: 51,290; Customer: 24,959; Join Result: 51,290

The 'Join Results' section displays a table with columns for Customer Segment, Customer Name, Customer ID, Customer Key, and OrderKey. Below this, a detailed data table is shown:

Customer Key	Sales	ShipDateKey	Quantity	Profit	Region	Country	City	State
7,868	25.86199951171875	1,067	2	-41.83800122512207	Africa	Nigeria	Jos	Plateau
21,806	22.29000091512734	1,067	1	10.68000030517578	EMEA	Russia	Belgorod	Belgorod
14,102	49.08000183105499	1,067	2	21.54000051552734	South	Italy	Moncalieri	Piedmont
3,937	360.12799072261625	1,067	4	94.5279996779297	North	Mexico	Villahermosa	Tlaxasco
824	20.00399971008301	1,067	1	-11.33600044250468	North	Mexico	Morelia	Michoacan
824	347.23199462899625	1,067	6	175.48000065617969	North	Mexico	Morelia	Michoacan

Row Level Security – Data Management

Feature Teams
Last Saved: 7/23/2020 11:45 AM

File Edit Help

Tables Extracts Security Policies

Security Policies (2) Employee Area Only

Policy Name: Employee Area Only Description Add

Add tables to the policy + Add mapping

Table	Abc [SalesAgent]
✓ Orders	SalesAgent
✓ Customers	SalesAgentName

Security Policy Condition

```
IF ISMEMBEROF("Executive Team") THEN TRUE  
ELSEIF FULLNAME() = [SalesAgent] THEN TRUE  
END
```

Policy condition is valid

Table Details: Orders

Abc	Abc	Abc	Abc	#	Abc
Sales Agent	Manager	Order ID	Product ID	Discount	Category
Maraki Ketema					

Showing 10,778 / 10,778 rows

Feature Teams
Last Saved: 7/23/2020 11:45 AM

File Edit Help

Tables Extracts Security Policies

Security Policies (2) Employee Area Only

Policy Name: Employee Area Only Description Add

Add tables to the policy + Add mapping

Table	Abc [SalesAgent]	Abc [Manager]
✓ Orders	SalesAgent	Manager
✓ Customers	SalesAgentName	Manager

Security Policy Condition

```
IF ISMEMBEROF("Executive Team") THEN TRUE  
ELSEIF FULLNAME() = [Manager] THEN TRUE  
ELSEIF FULLNAME() = [SalesAgent] THEN TRUE  
END
```

Table Details: Orders

Abc	Abc	Abc
Sales Agent	Manager	Order ID
Alexus Jackson	Imani Martin	CA-2013-155516
Alexus Jackson	Imani Martin	CA-2014-143574
Alexus Jackson	Imani Martin	CA-2014-141873

With policy applied

Alexus Jackson Showing 3 / 10,778 rows

Preview as user

Groups	Users	#	Line Item ID	Shi
All Users	Alexus Jackson	370		10/
Executive Team	Alexis Kim	5,733		07/
Management	Alexus Miller	3,821		10/
	Alexis Thomas			
	Alitshia Davis			
	Alitshia Garcia			
	Alitshia Hernandez			
	Alitshia Rodriguez			
	Alitshia Thomas			
	Alitshia Wilson			
	Alitshia Rodriguez			

Data Quality – Data Management

Prep Flow Monitoring

Orders & Customers DataFlow

Generate a quality warning when a prep flow fails. Select 'High visibility' to show a notification when users open a published view affected by this warning and to raise visibility elsewhere in Tableau.

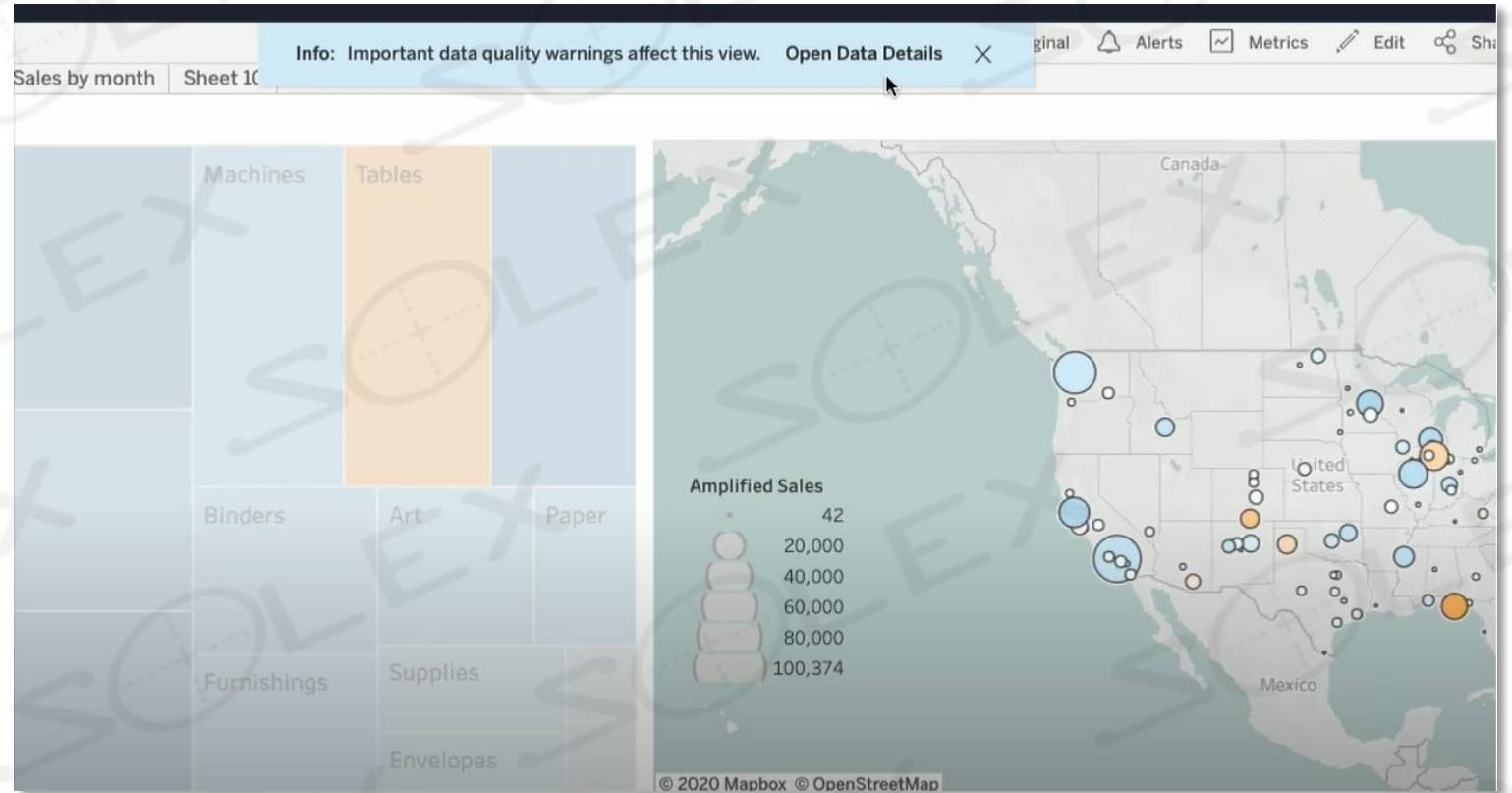
Prep flow monitoring

High Visibility

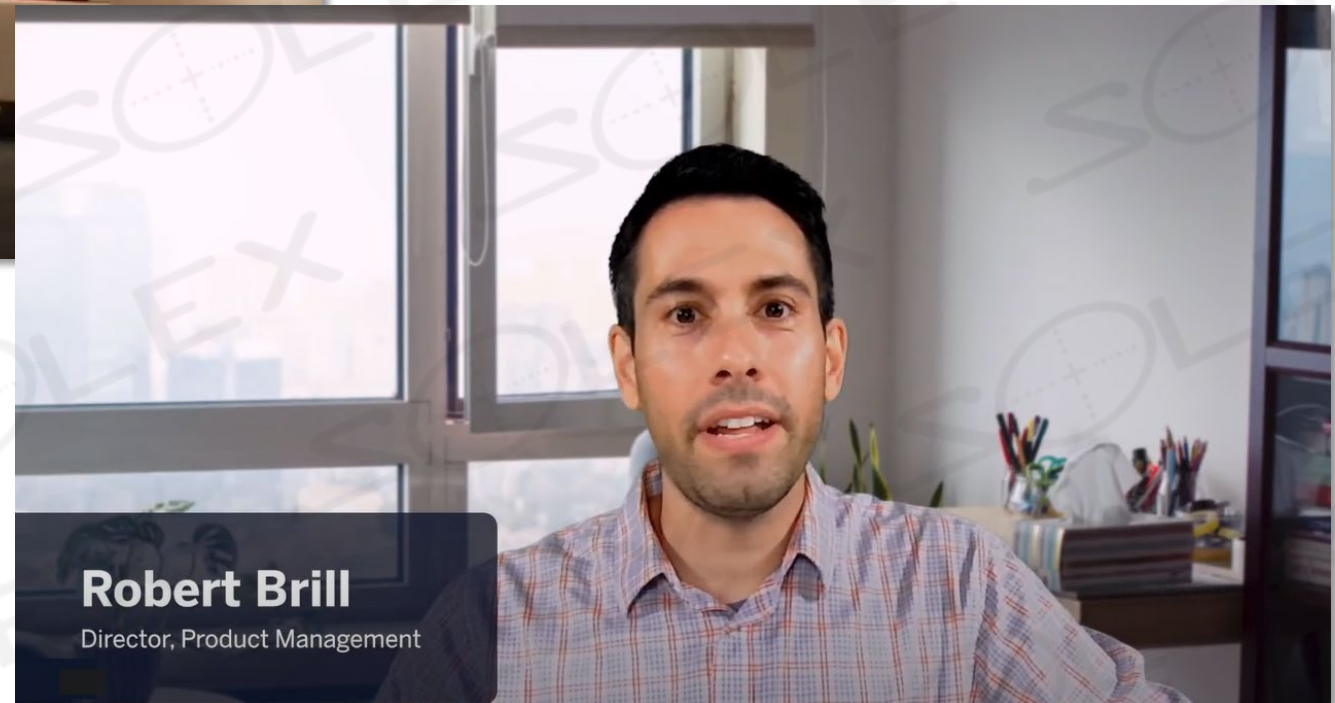
Message (optional)

Your data may be out of date due to an unexpected issue with the Prep flow that prepared it. Please contact Maraki Ketema if you need a manual refresh.

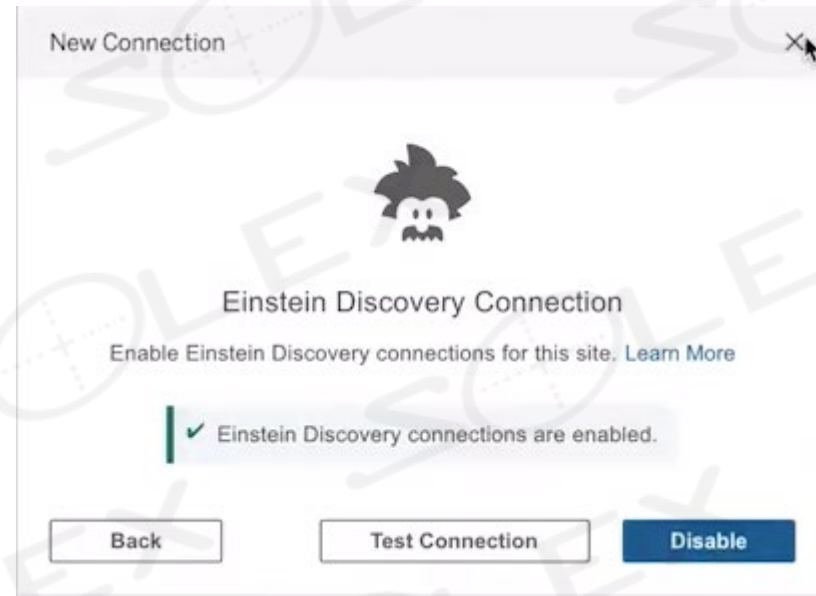
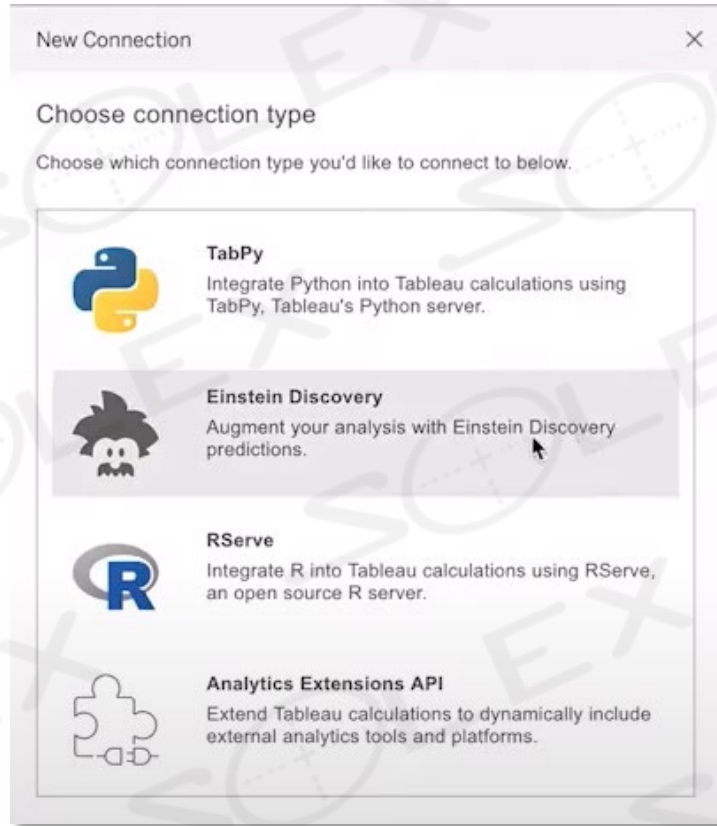
3,852 characters remaining



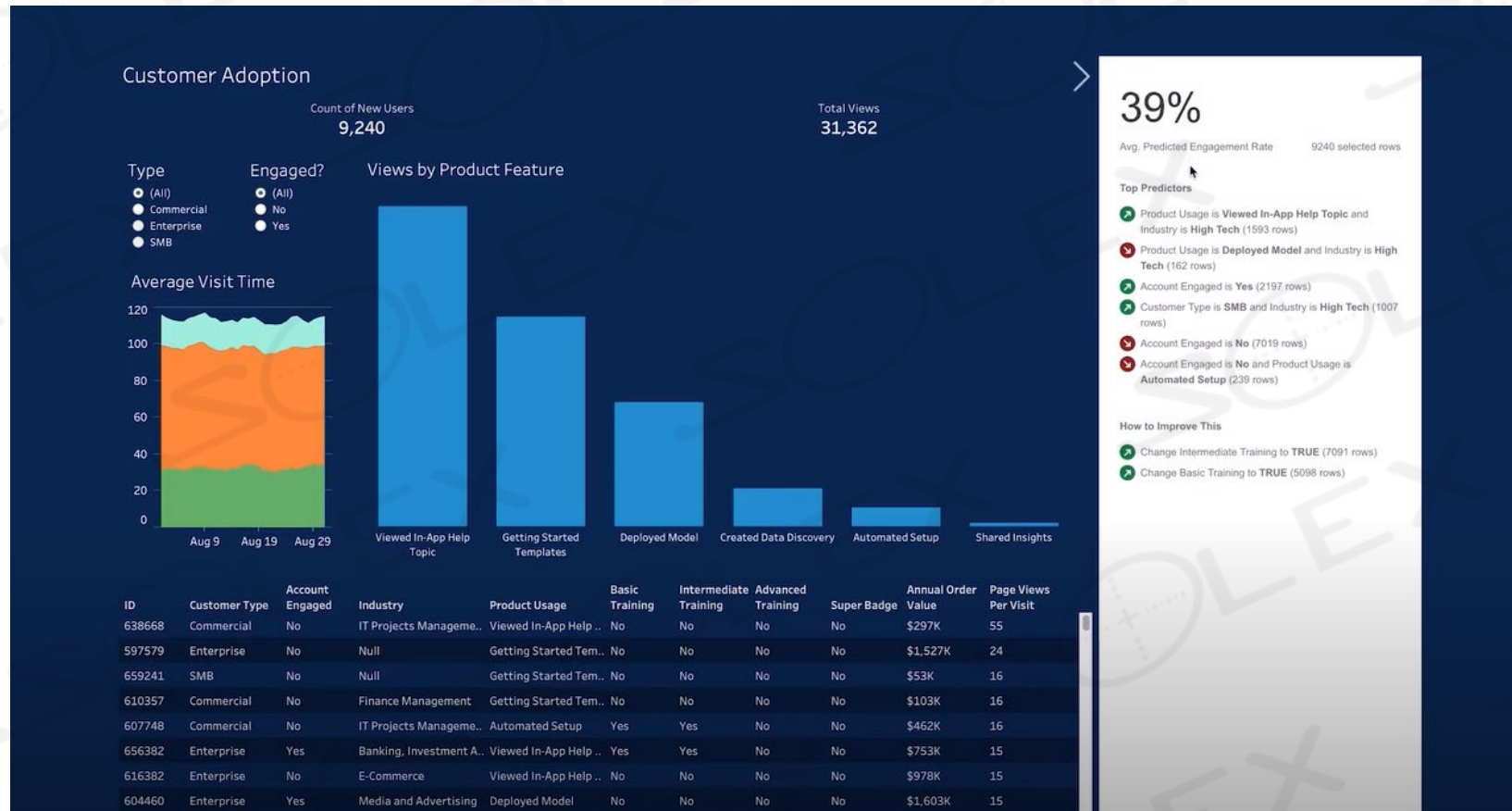
Einstein Discovery in Tableau



Einstein Discovery Connection



Einstein Discovery Extension



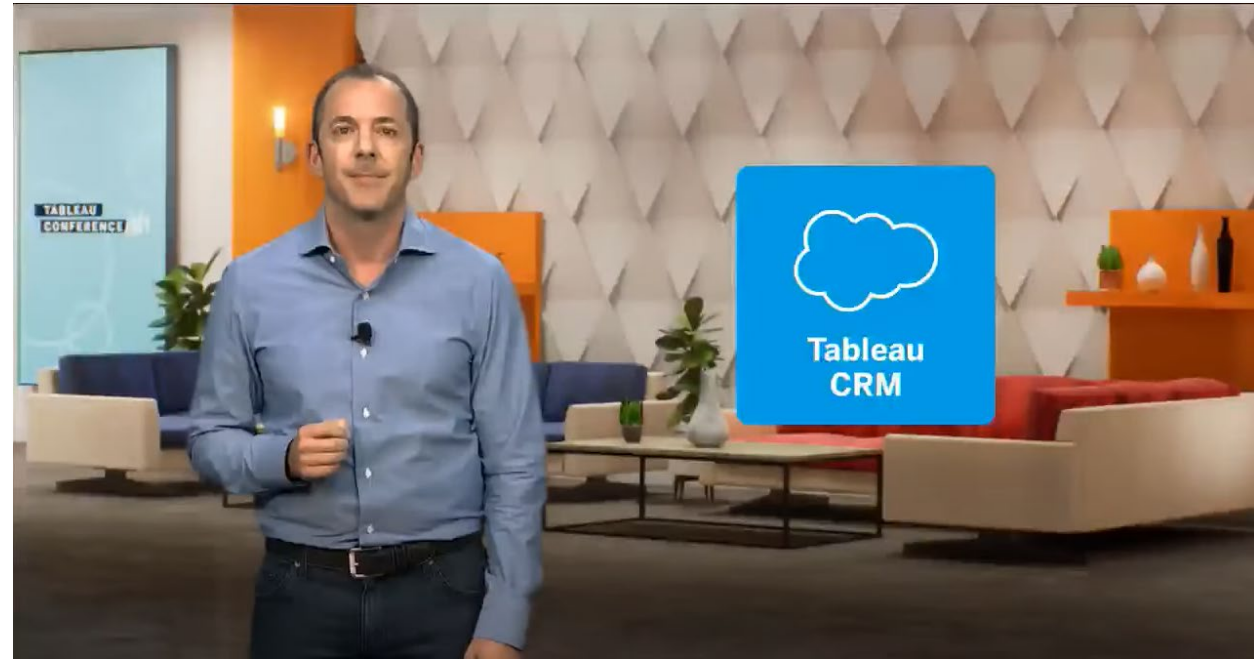
Einstein Discovery in Tableau Prep

The screenshot displays the Tableau Prep Builder interface for a flow named "Customer Adoption Flow". The flow consists of several steps: "Training Usage" and "User Adoption ..." both feed into "Fix Nulls" steps. These two "Fix Nulls" steps then feed into a "Join 2" step. The output of the "Join 2" step is fed into a "Super Prediction" step, which is highlighted with a blue box and a plus sign. The output of the "Super Prediction" step is then processed by "Calculate Fields" and finally "Customer Adop...".

Below the flow diagram, the "Super Prediction 1" step is selected, showing its settings. The "Prediction" section is expanded, displaying a table of data:

Completed_Basic_T...	Product_Usage	Completed_Intermediate_...	Account_Team_Eng...	Improvement 1 Imp...	Industry	Predictor 2

Einstein Analytics



The background is a solid light blue color. It features a repeating pattern of the word "SOLEX" in a light blue, sans-serif font. Each "SOLEX" is accompanied by a circular logo consisting of a circle with a crosshair inside. The text and logos are arranged in a grid that is slightly offset and rotated. Overlaid on this pattern are several concentric, light blue circular lines that create a ripple effect, centered around the main text.

Thank You