TABLEAU CONFERENCE *ish*

October 6-8, 2020

Andre Piotto
Lead Solutions Engineer

What is Tableau Conference 2020?

TABLEAU CONFERENCEish

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

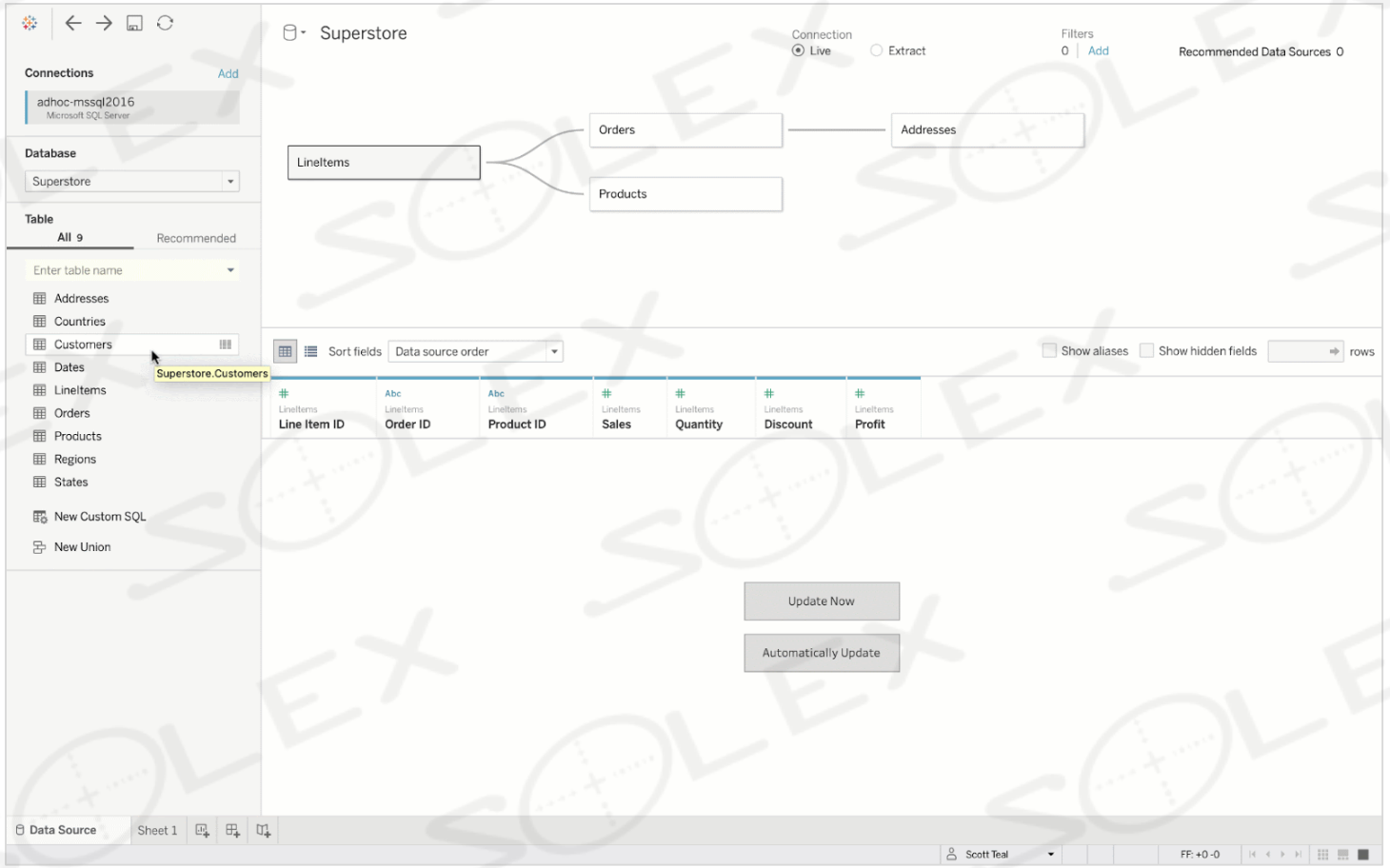
Iron Viz

- 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



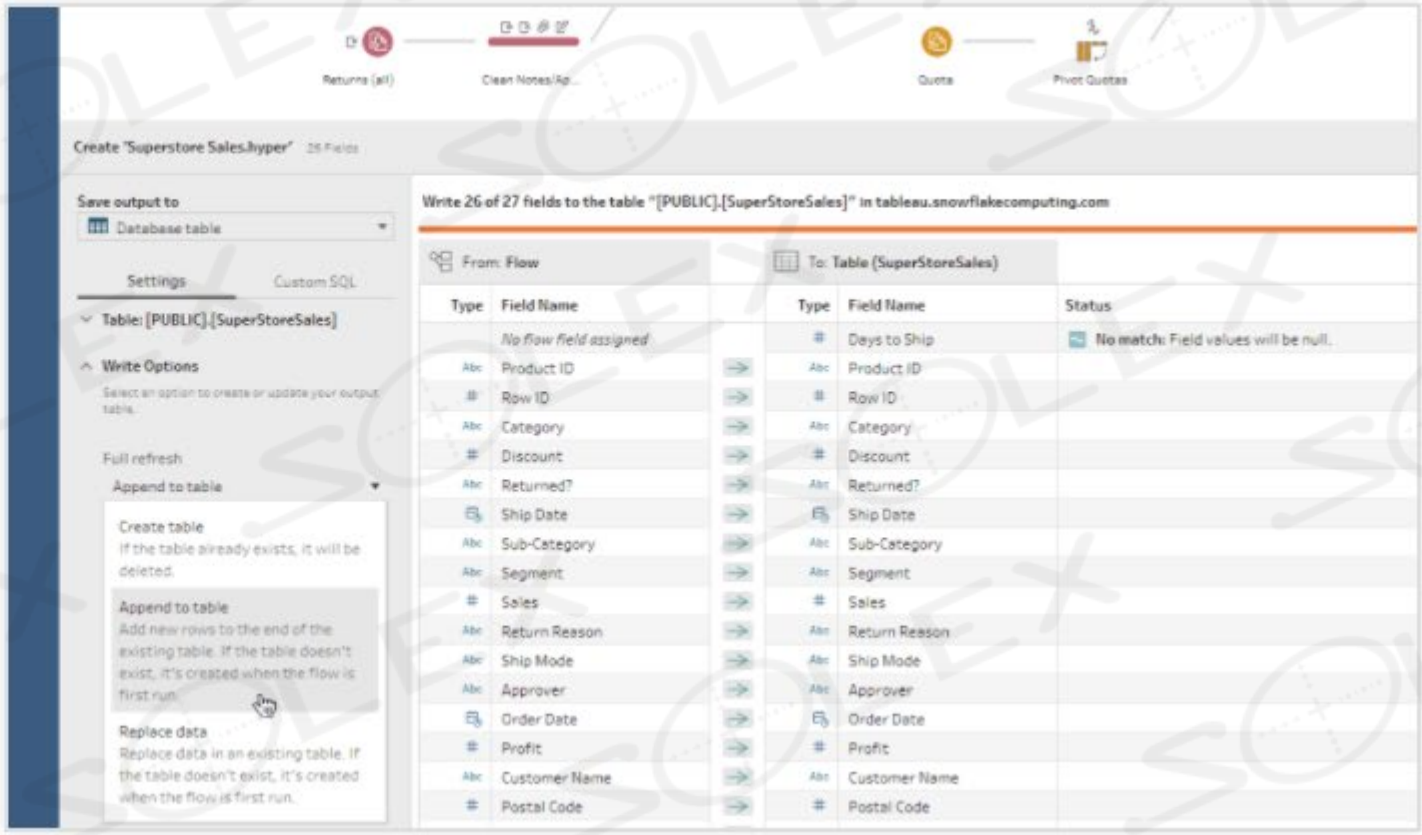
Billing Project
Marketing Data Stage
case_counts
tableau

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 →



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

Billing Project
Marketing Data Stage
case_counts
tableau

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

salesforce datorama

+ a b l e a u

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)

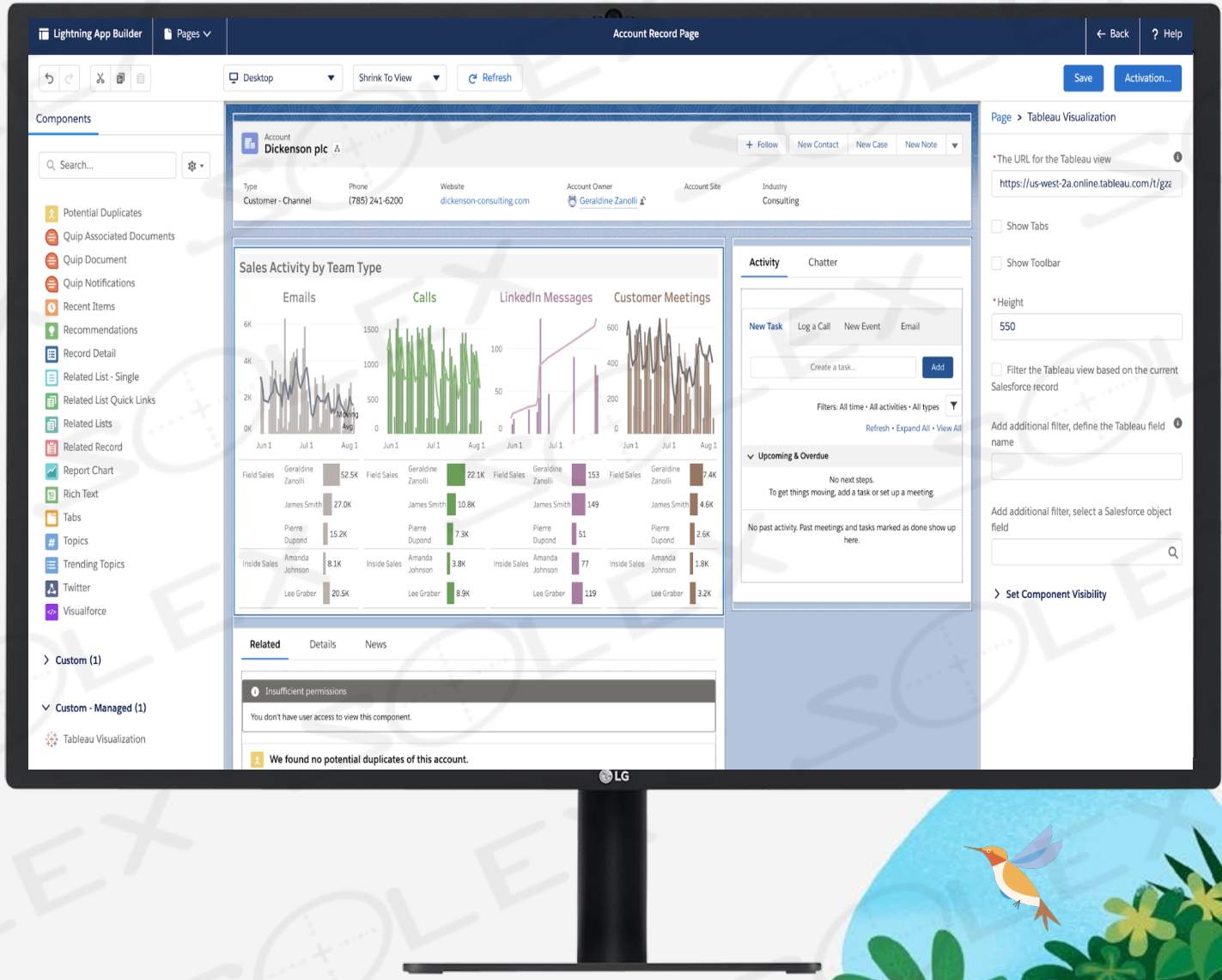
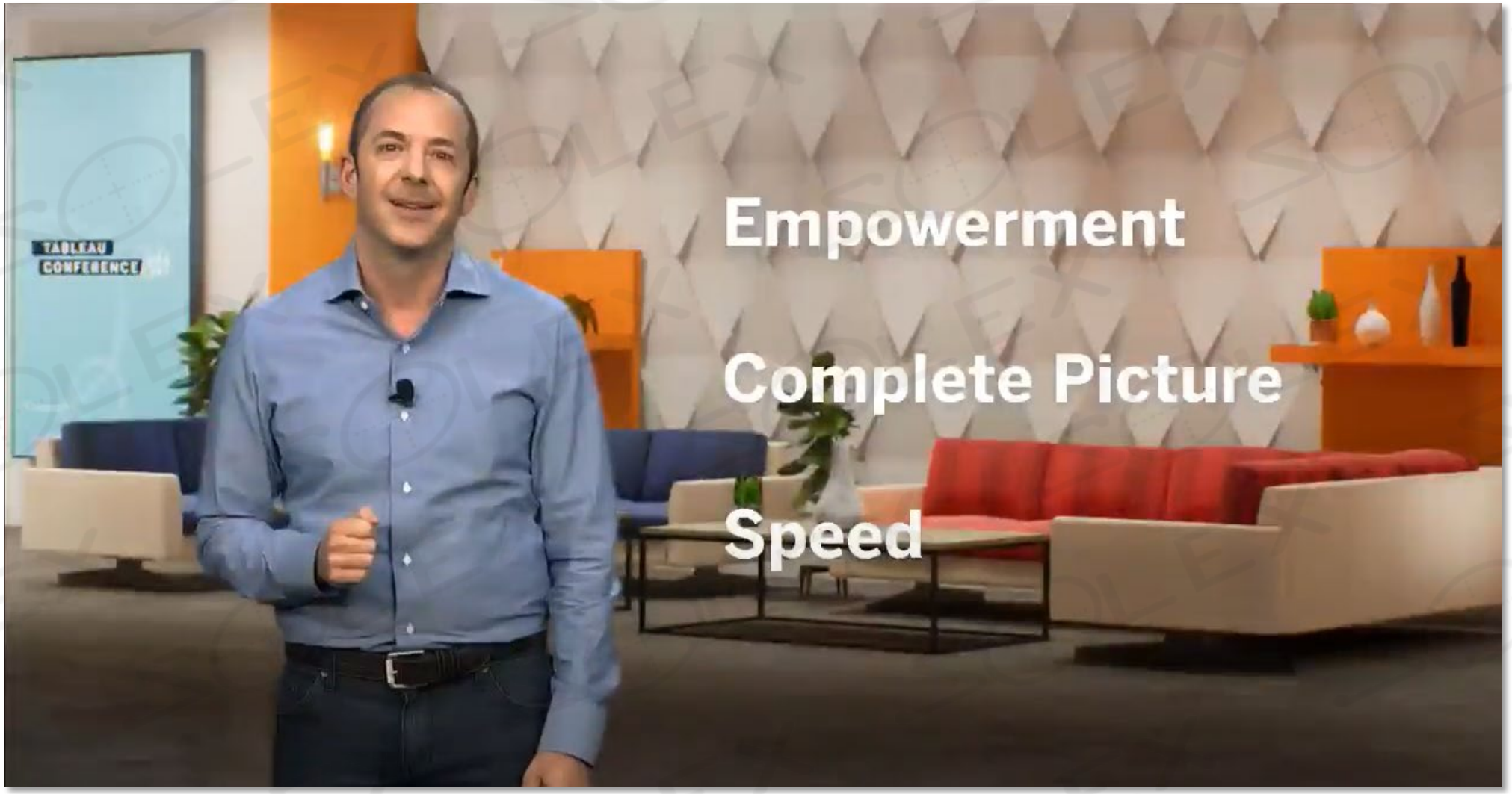


TABLEAU CONFERENCE ish

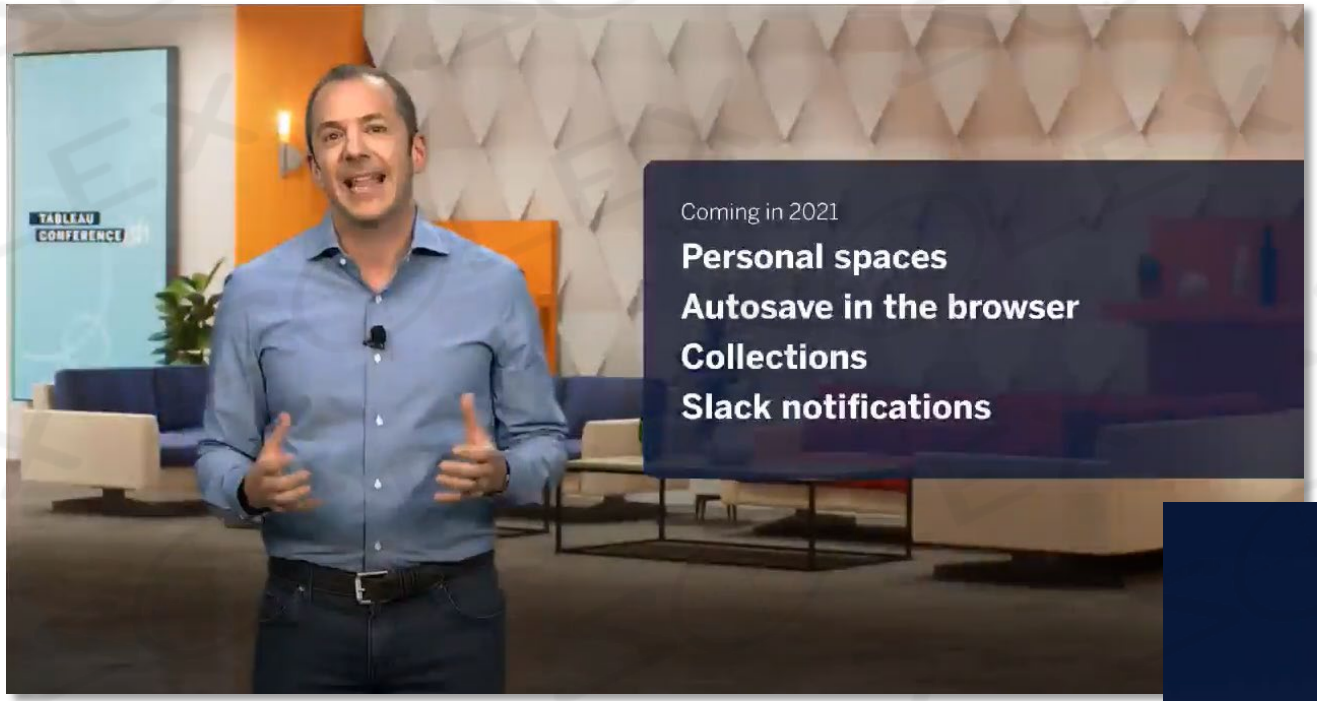
Tableau Roadmap - Analytics for Everyone

Innovation



Empowerment – Analytics for everyone

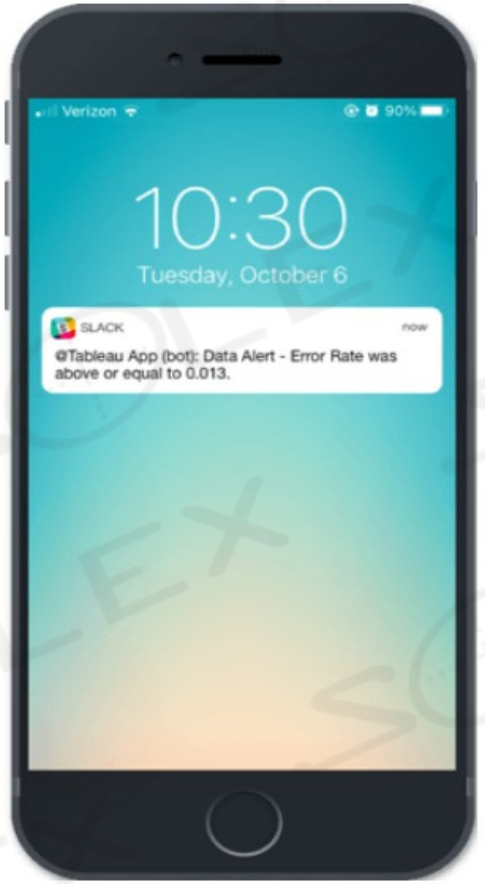
TABLEAU CONFERENCE ish



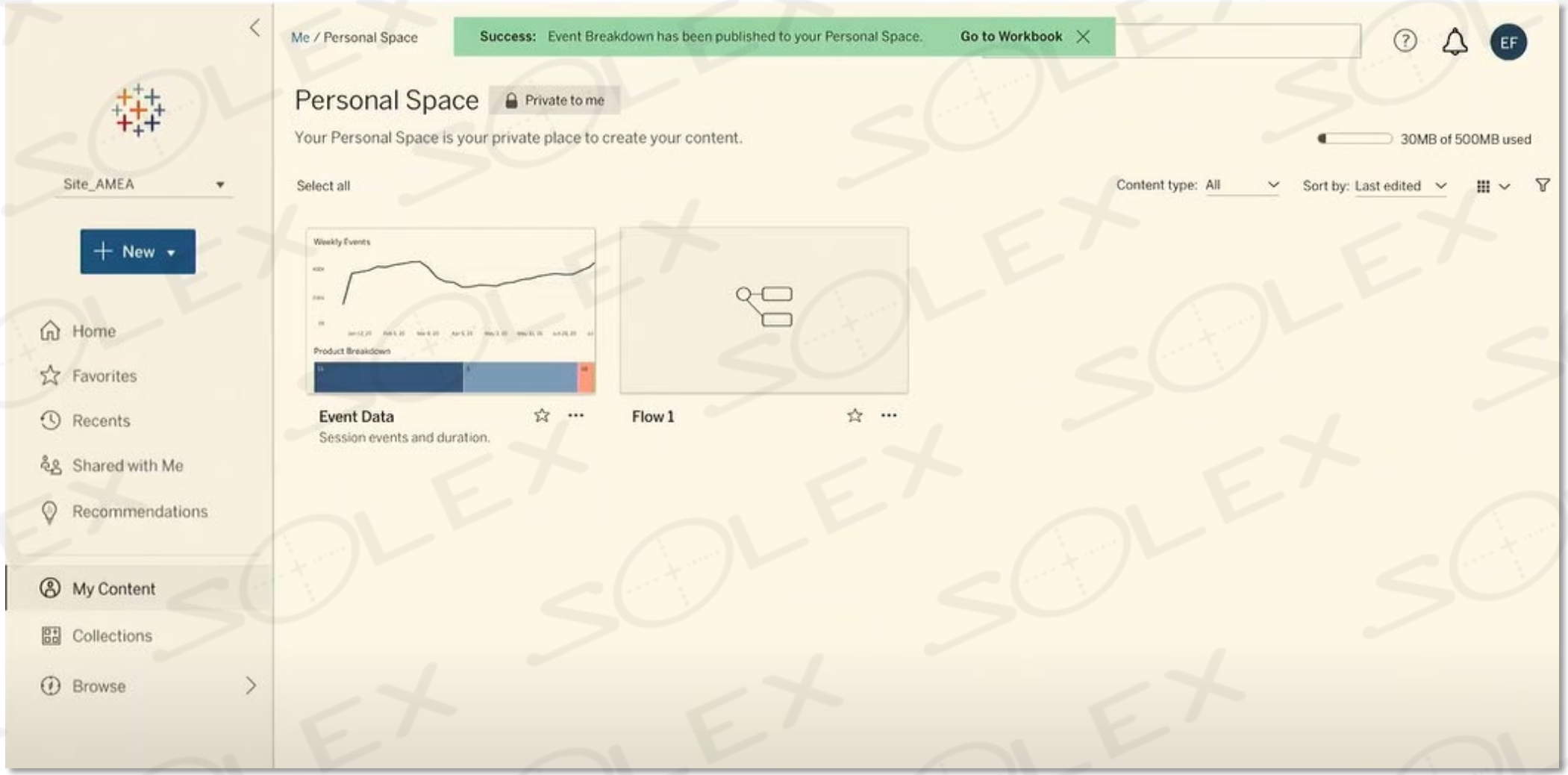
Mobile – Empowerment

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.



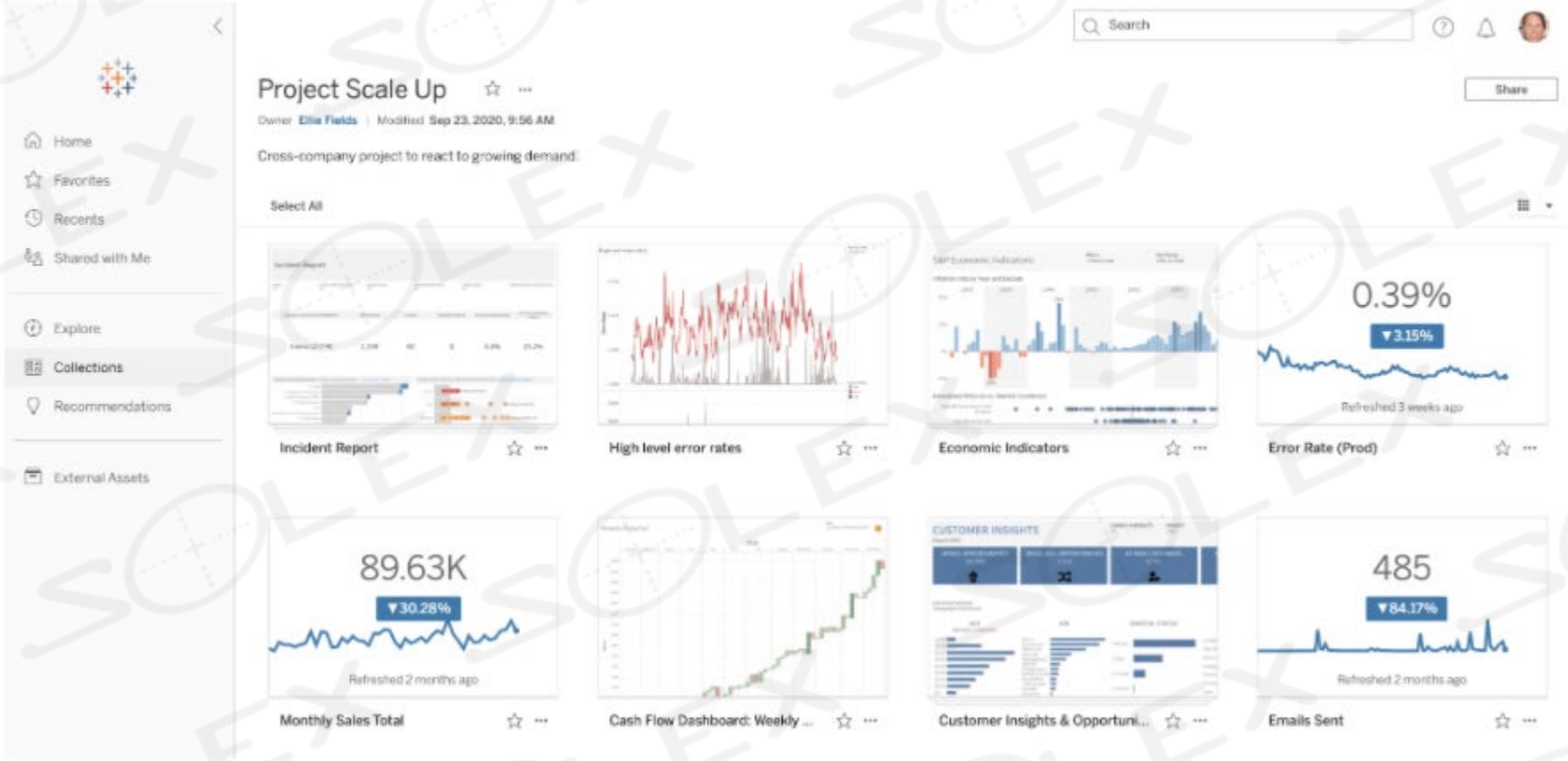
User Experience – Empowerment



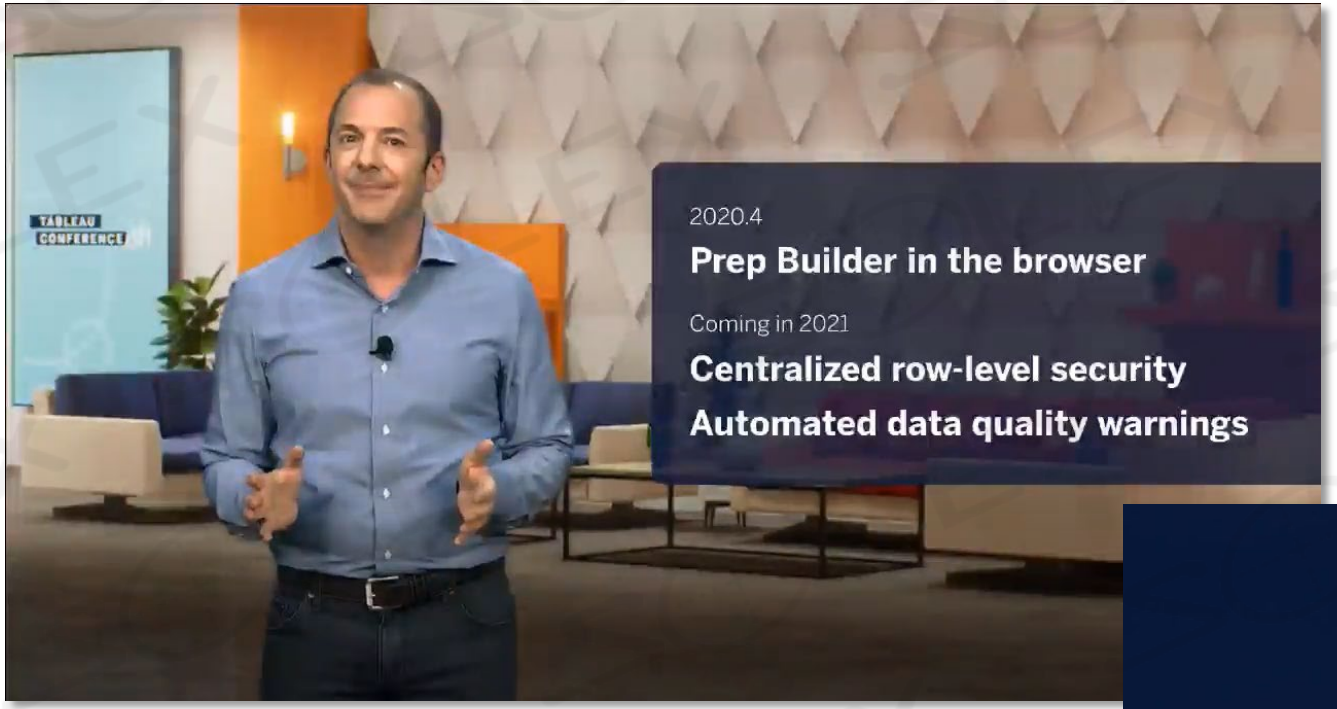
Collections – Empowerment

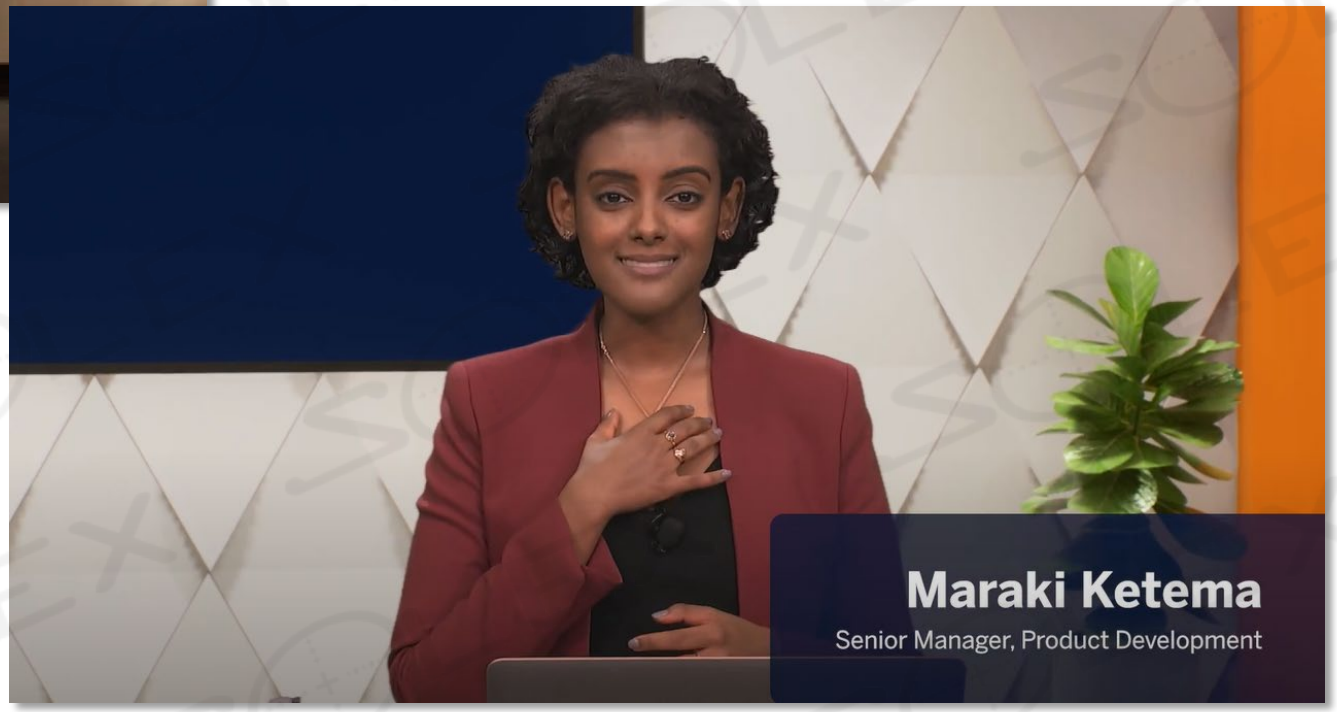
TABLEAU CONFERENCE ish

- **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.



Complete Picture – Data Management

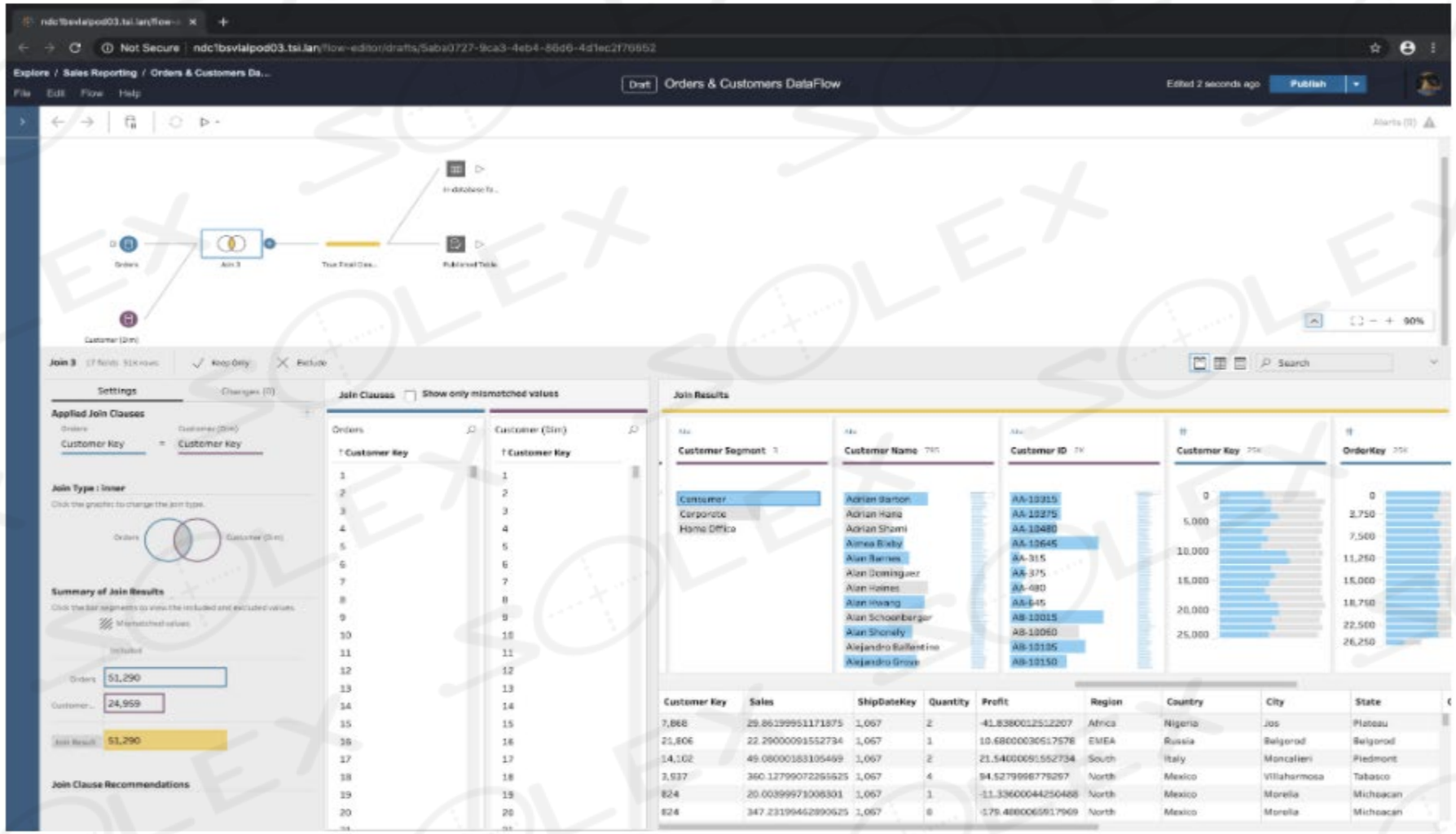




Prep WEB – Data Management

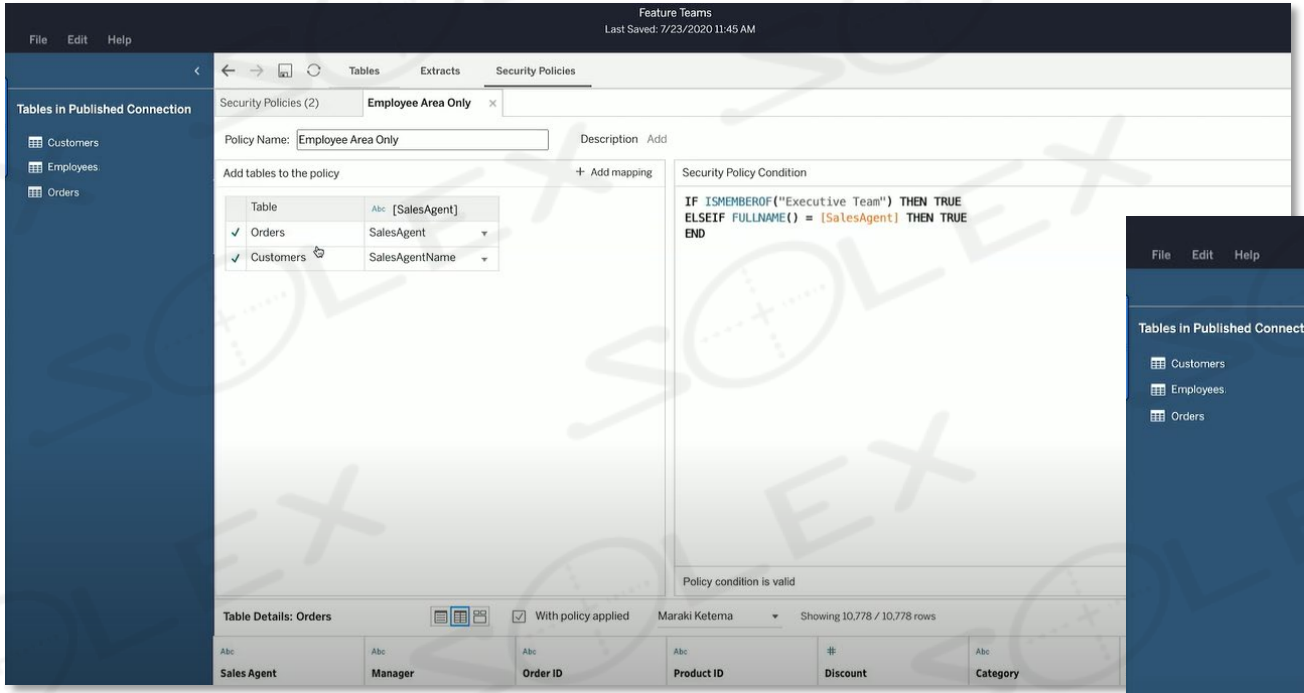
TABLEAU CONFERENCE ish

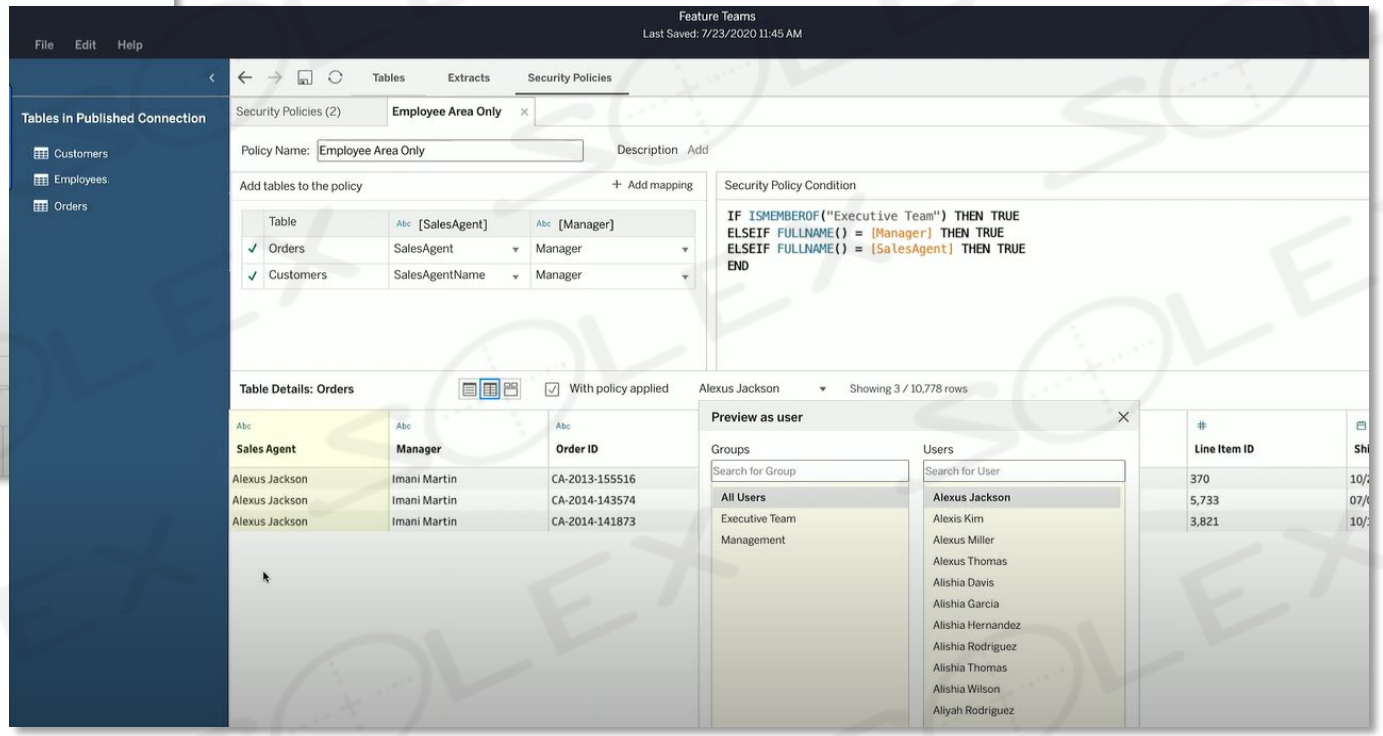
- **Prep Builder in the browser (2020.4):** 100% of Tableau Prep Builder functionality will be available anywhere, allowing users to prep their data directly on the web.



Row Level Security – Data Management

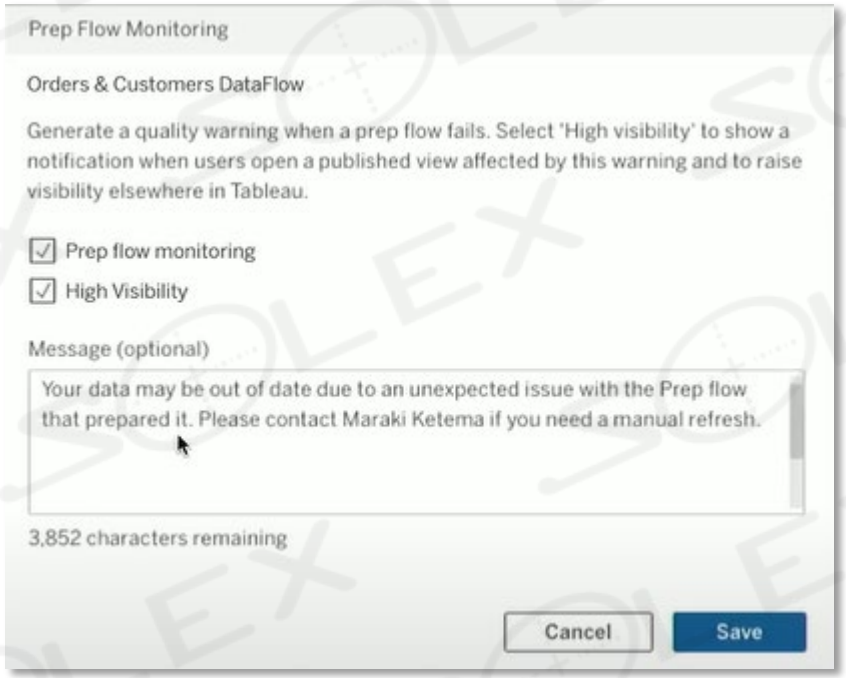
TABLEAU CONFERENCE ish

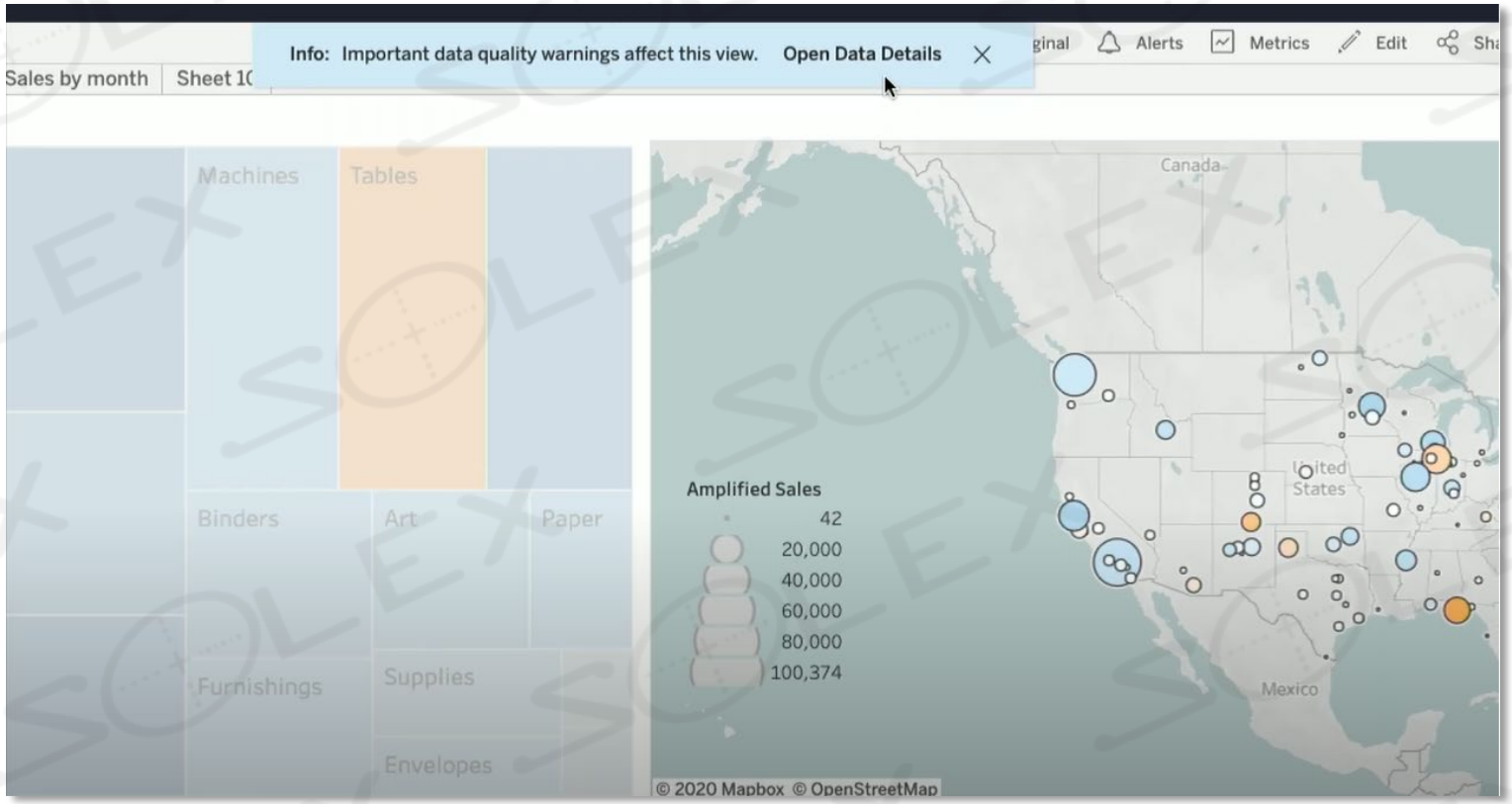




Data Quality – Data Management

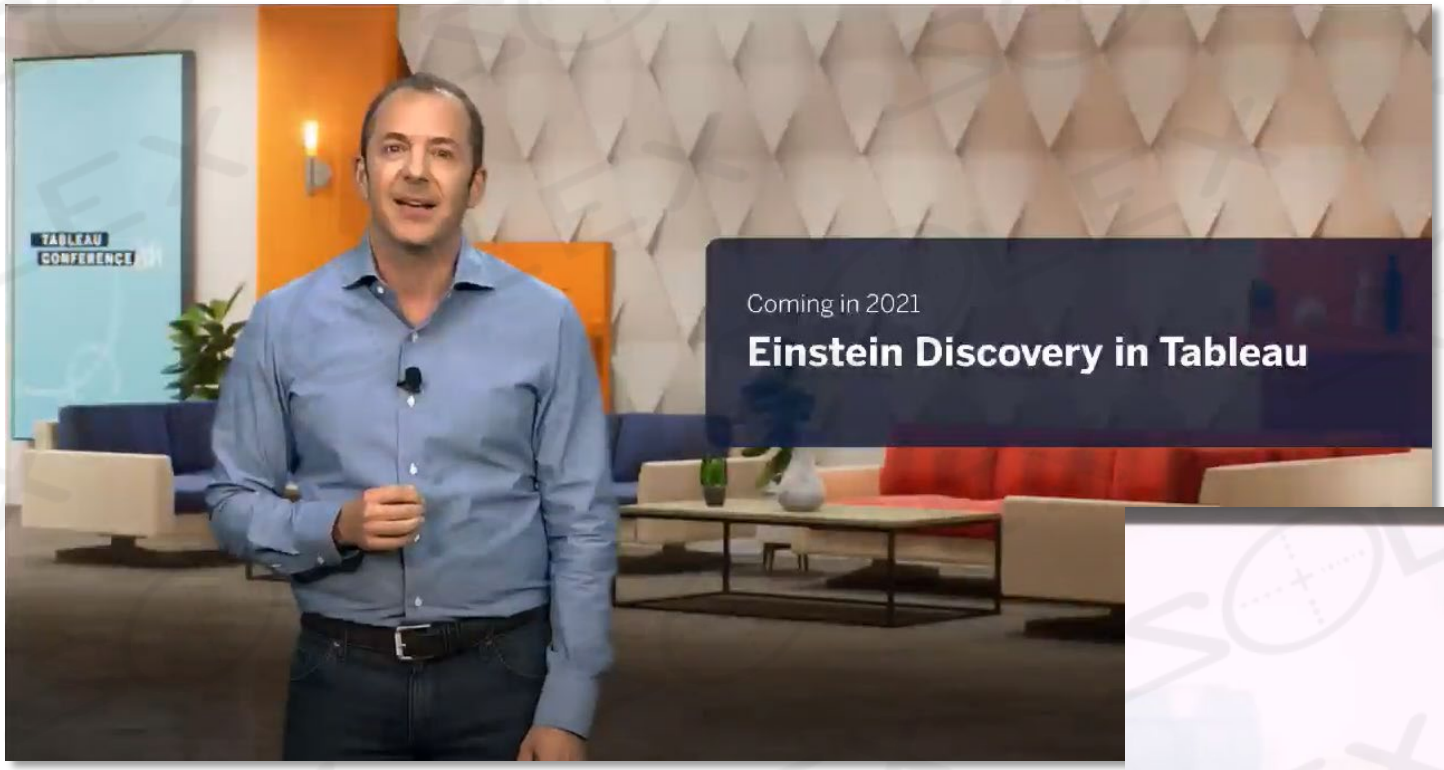
TABLEAU CONFERENCE ish

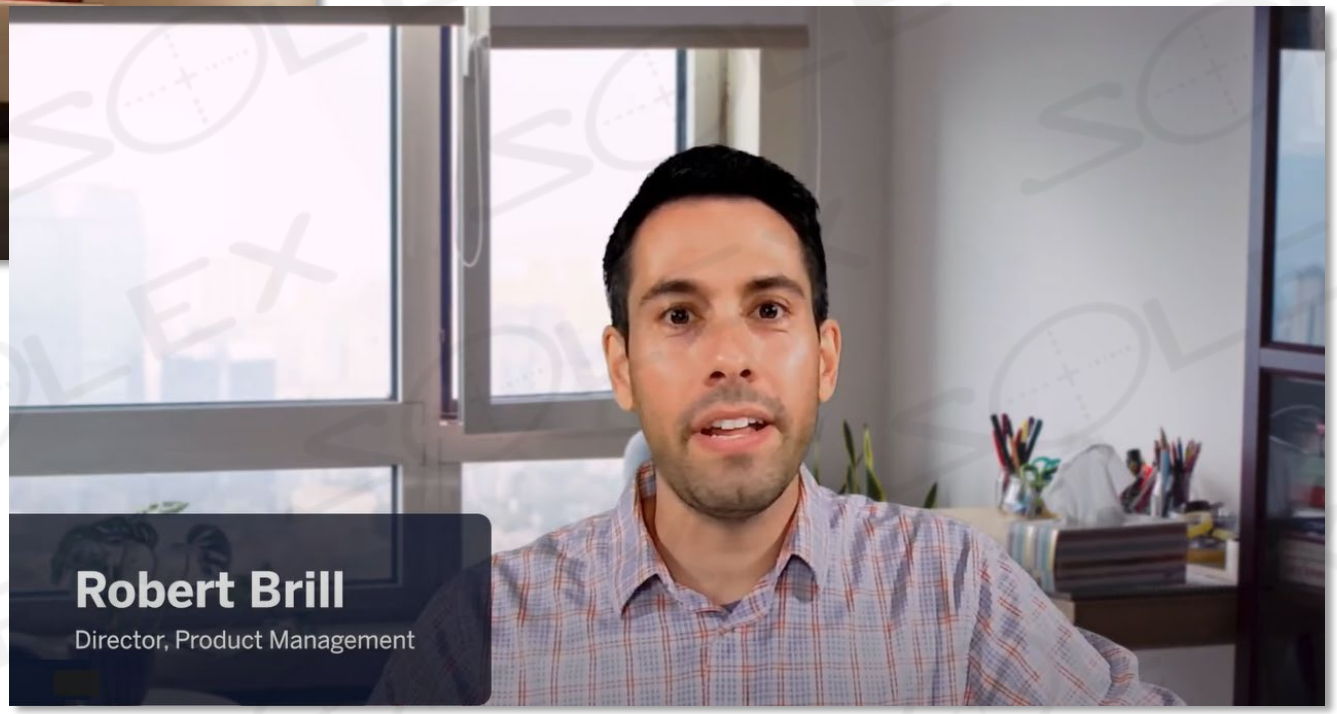




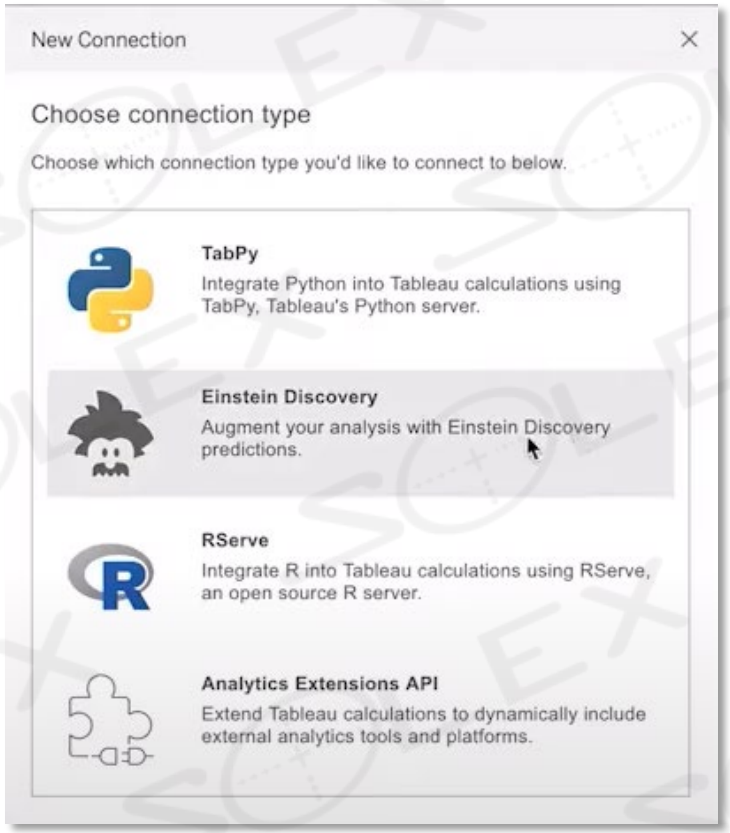
Einstein Discovery in Tableau

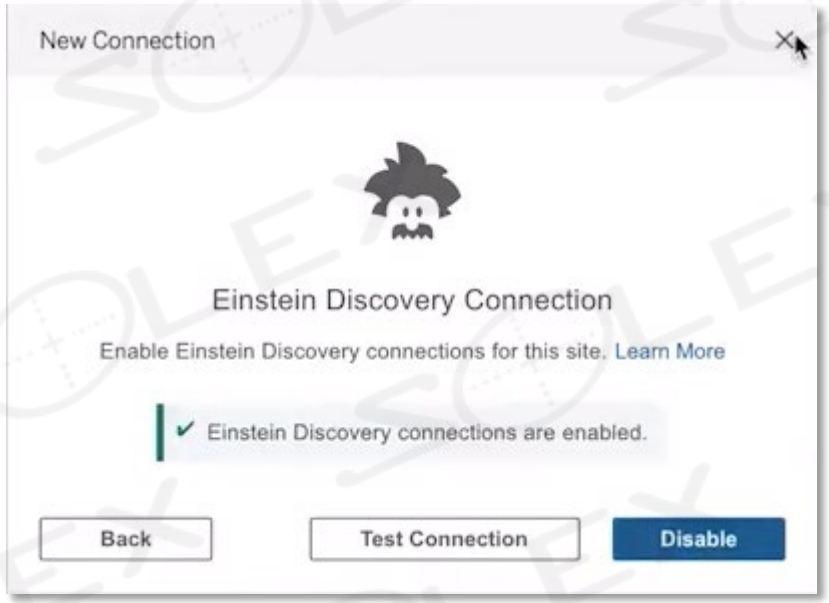
TABLEAU CONFERENCE ish



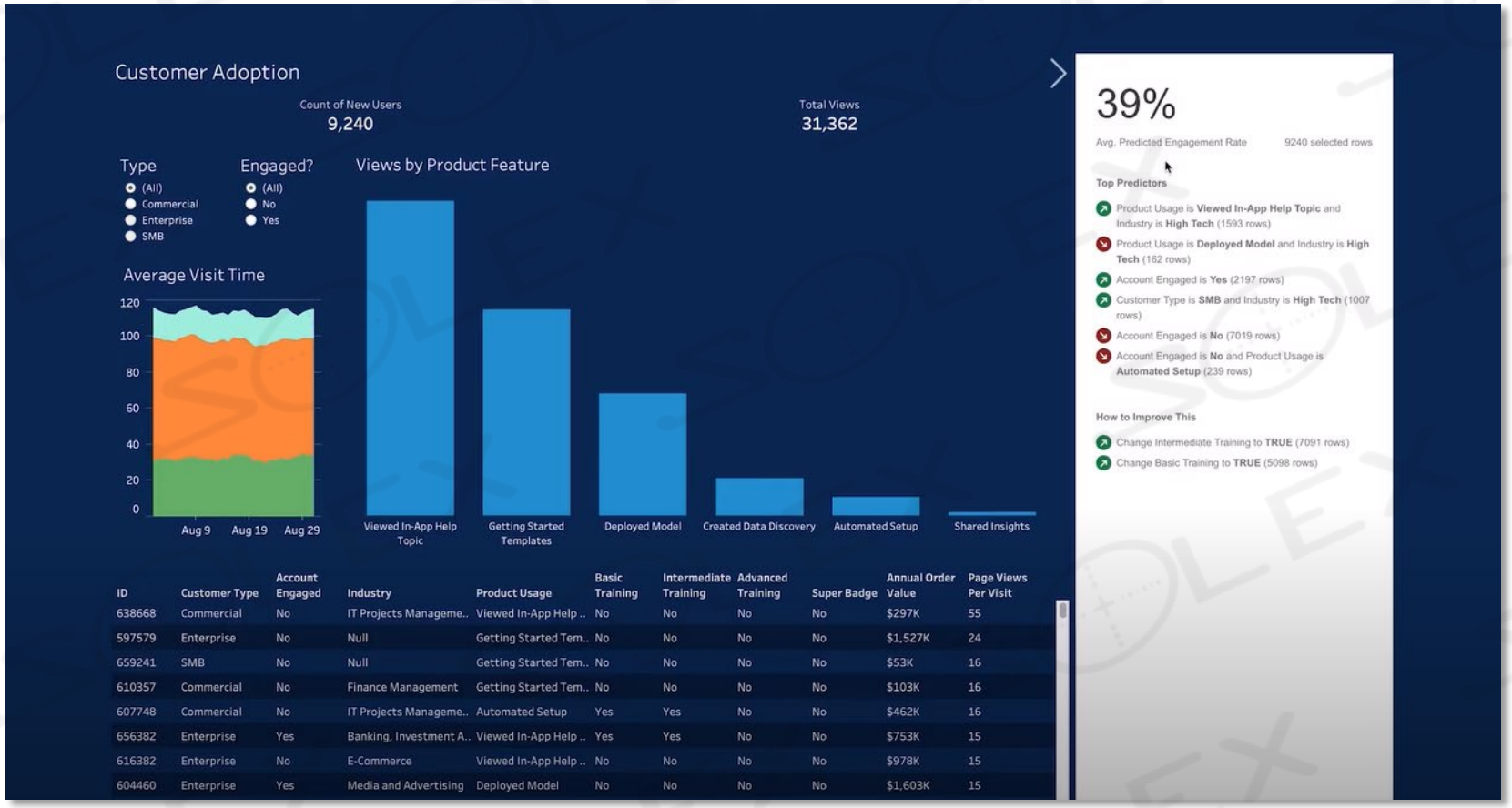


Einstein Discovery Connection



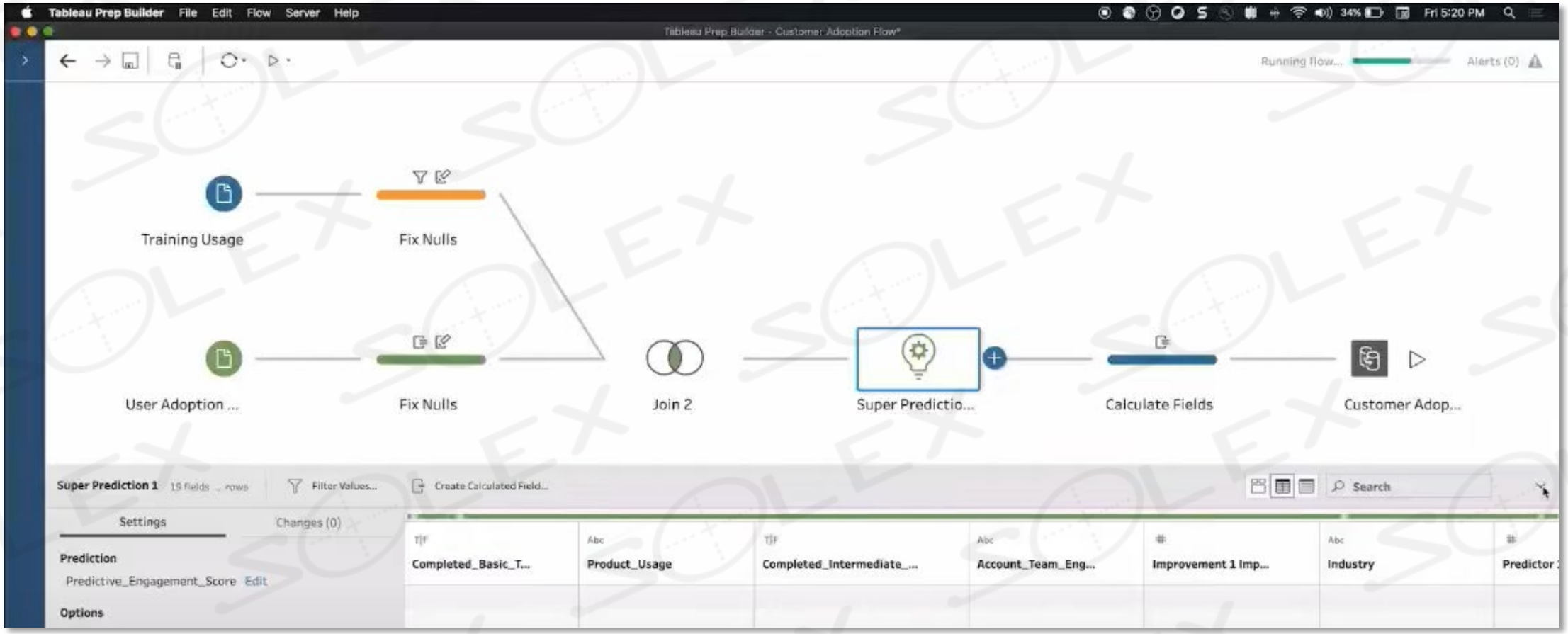


Einstein Discovery Extension



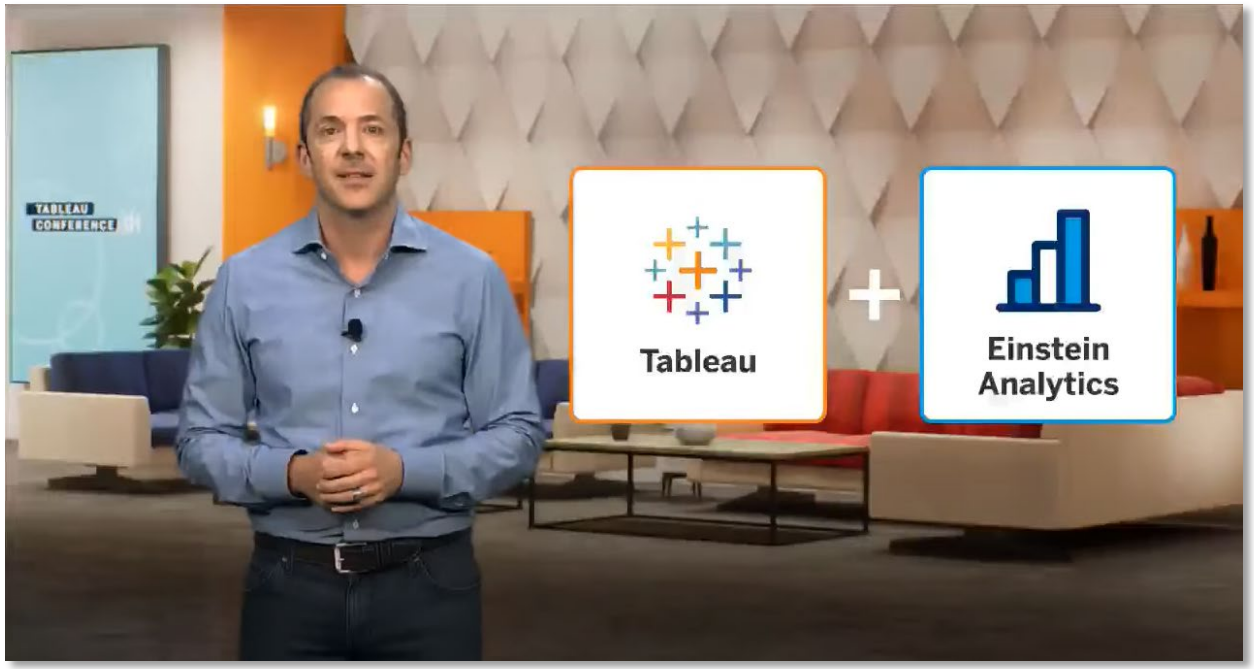
ID	Customer Type	Account Engaged	Industry	Product Usage	Basic Training	Intermediate Training	Advanced Training	Super Badge	Annual Order Value	Page Views Per Visit
638668	Commercial	No	IT Projects Manageme..	Viewed In-App Help ..	No	No	No	No	$297K	55
597579	Enterprise	No	Null	Getting Started Tem..	No	No	No	No	$1,527K	24
659241	SMB	No	Null	Getting Started Tem..	No	No	No	No	$53K	16
610357	Commercial	No	Finance Management	Getting Started Tem..	No	No	No	No	$103K	16
607748	Commercial	No	IT Projects Manageme..	Automated Setup	Yes	Yes	No	No	$462K	16
656382	Enterprise	Yes	Banking, Investment A..	Viewed In-App Help ..	Yes	Yes	No	No	$753K	15
616382	Enterprise	No	E-Commerce	Viewed In-App Help ..	No	No	No	No	$978K	15
604460	Enterprise	Yes	Media and Advertising	Deployed Model	No	No	No	No	$1,603K	15

Einstein Discovery in Tableau Prep



Einstein Analytics

TABLEAU CONFERENCE ish



Thank You