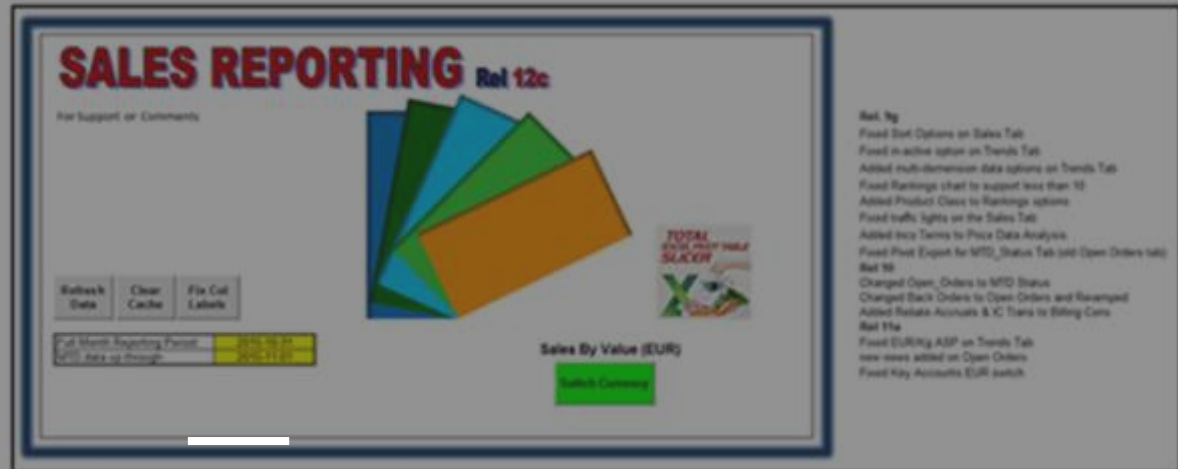



When **NOT** to use Tableau

When to **USE** Tableau



Timo Tautenhahn
Senior Solution Consultant
Tableau Software EMEA



When **NOT** to use Tableau

- **Don't create walls** of data/crosstabs (!!!)
- **Don't replicate** existing content(!!!)

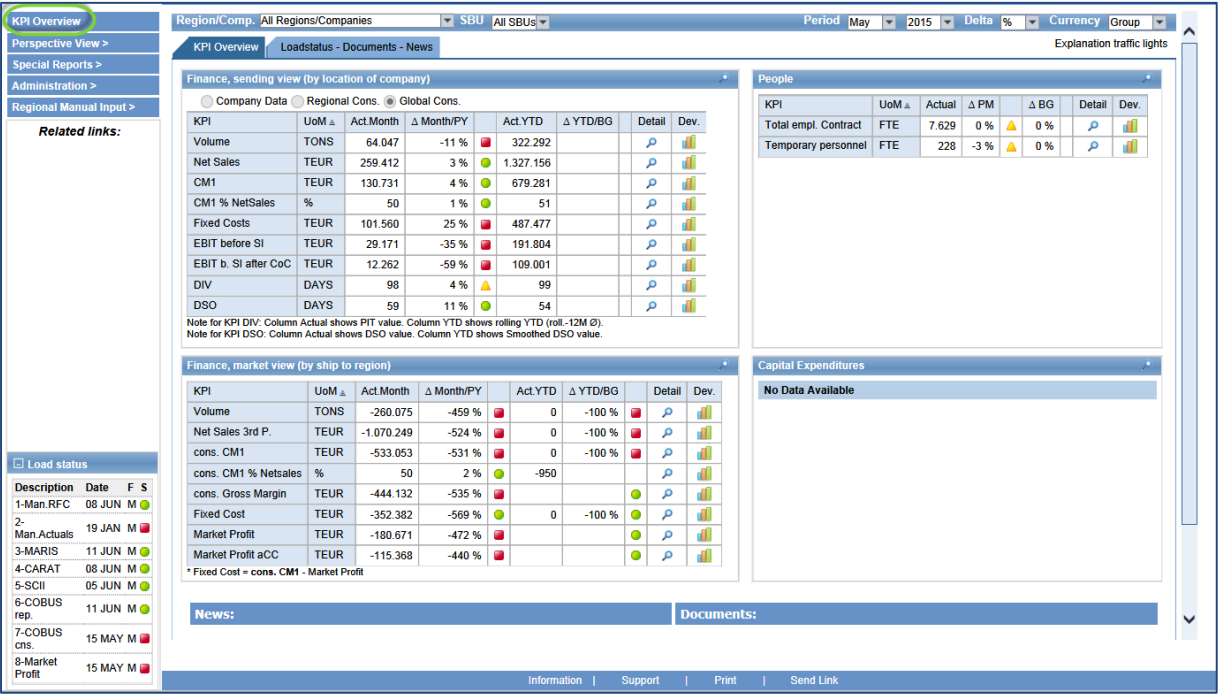
When to **USE** Tableau

When **NOT** to use Tableau

Household Monthly Budget			
<Date>			
	Budget	Actual	Variance
Income			
Salary 1 (Take Home Pay)	\$ 3,750.00	\$ 3,750.00	\$ -
Salary 2 (Take Home Pay)	2,750.00	2,750.00	-
<Other Income>	-	-	-
<Other Income>	-	-	-
Total Income	\$ 6,500.00	\$ 6,500.00	\$ -
Expenses			
Fixed Costs			
Mortgage / Rent Expense	\$ 1,000.00	\$ 1,000.00	\$ -
Car / Lease Payment(s)	850.00	850.00	-
Loan Payment(s)	250.00	250.00	-
Insurance - Car	100.00	100.00	-
Insurance - Homeowner's	75.00	75.00	-
Insurance - Life	75.00	75.00	-
Charitable Contributions	200.00	200.00	-
Childcare	1,000.00	1,000.00	-
<Other Fixed Cost>	-	-	-
<Other Fixed Cost>	-	-	-
Total Fixed Costs	\$ 3,550.00	\$ 3,550.00	\$ -
Semi Variable Costs			
Electric / Gas Expense	\$ 400.00	\$ 378.00	\$ 22.00
Telephone Expense	75.00	73.55	1.45
Cable / Satellite Television Expense	100.00	103.25	(3.25)
Internet Expense	75.00	76.99	(1.99)
Food (Dining Out & Groceries)	750.00	770.56	(20.56)
Gasoline	400.00	384.00	16.00
Pet Supplies	50.00	36.54	13.46
Medical / Healthcare	75.00	104.23	(29.23)
Personal Care	75.00	70.59	4.41
<Other Semi Variable Costs>	-	-	-
<Other Semi Variable Costs>	-	-	-
Total Semi Variable Costs	\$ 2,000.00	\$ 1,997.71	\$ 2.29
Highly Variable Costs			
Entertainment	\$ 150.00	\$ 204.89	\$ (54.89)
Gifts	50.00	42.33	7.67
Clothing	150.00	175.85	(25.85)
Miscellaneous	100.00	105.00	(5.00)
<Other Highly Variable Costs>	-	-	-
<Other Highly Variable Costs>	-	-	-
Total Highly Variable Costs	\$ 450.00	\$ 528.07	\$ (78.07)
Total Expenses	\$ 6,000.00	\$ 6,075.78	\$ (75.78)
Net Income	\$ 500.00	\$ 424.22	\$ (75.78)

- Don't
 - for pre-formattted data
 - cell based formatting
 - *Aggregated Data*
 - use it as a *data manipulation tool*
- Instead
 - Use the right tool for the right task
 - CRM → Input
 - Excel → Manipulating/Planning
 - Tableau → Visual Analytics

When **NOT** to use Tableau



- Don't
 - replicate!!!
 - reproduce huge crosstabs
 - reproduce reports

- Instead
 - What are the questions? (business related)
 - Answer it the visual "Tableau way"
 - Support answering more questions

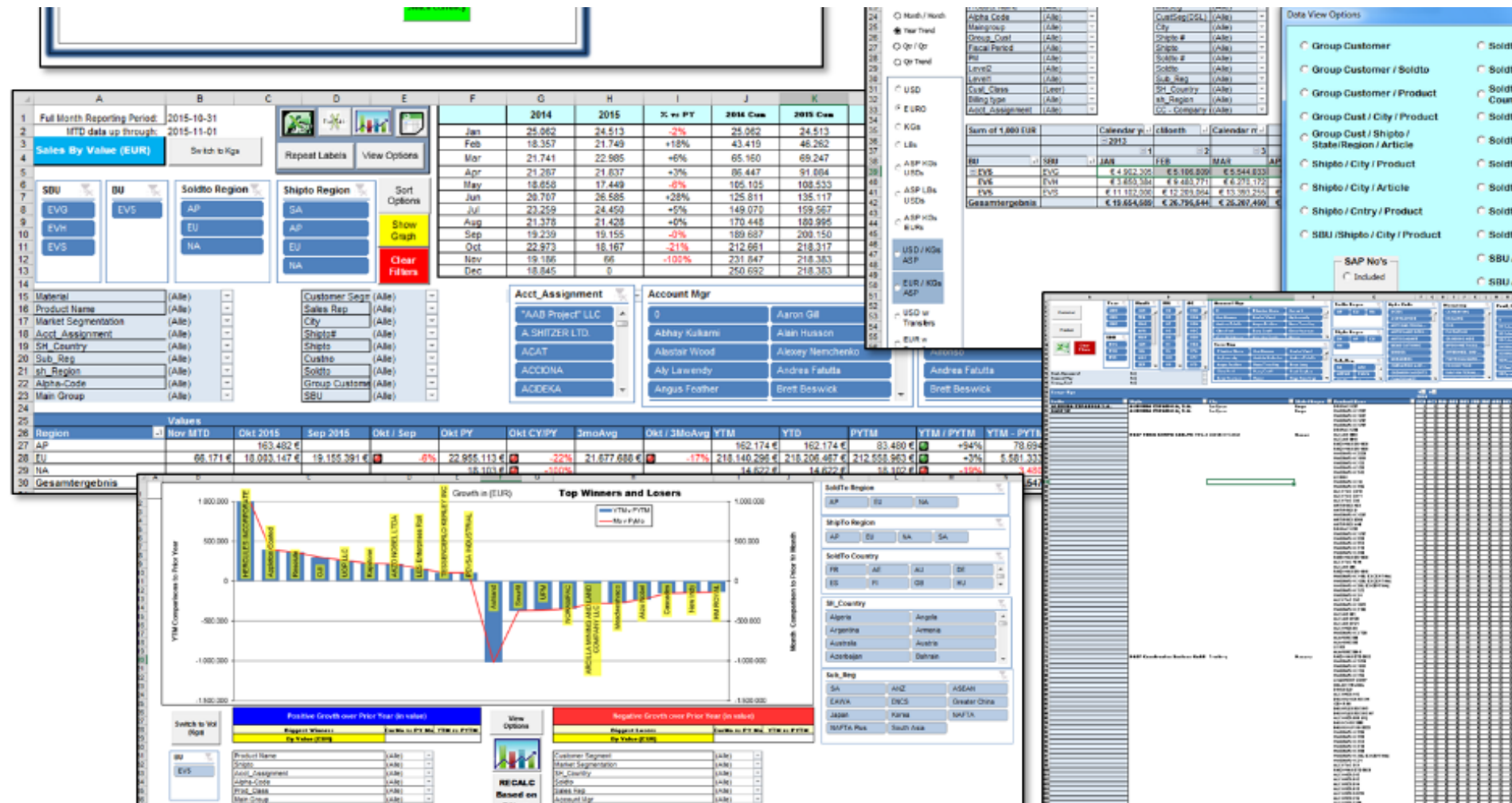
Finance, market view (by ship to region)

KPI	UoM 	Act.Month	Δ Month/PY		Act.YTD	Δ YTD/BG		Detail	Dev.
Volume	TONS	-260.075	-459 %		0	-100 %			
Net Sales 3rd P.	TEUR	-1.070.249	-524 %		0	-100 %			
cons. CM1	TEUR	-533.053	-531 %		0	-100 %			
cons. CM1 % Netsales	%	50	2 %		-950				
cons. Gross Margin	TEUR	-444.132	-535 %						
Fixed Cost	TEUR	-352.382	-569 %		0	-100 %			
Market Profit	TEUR	-180.671	-472 %						
Market Profit aCC	TEUR	-115.368	-440 %						

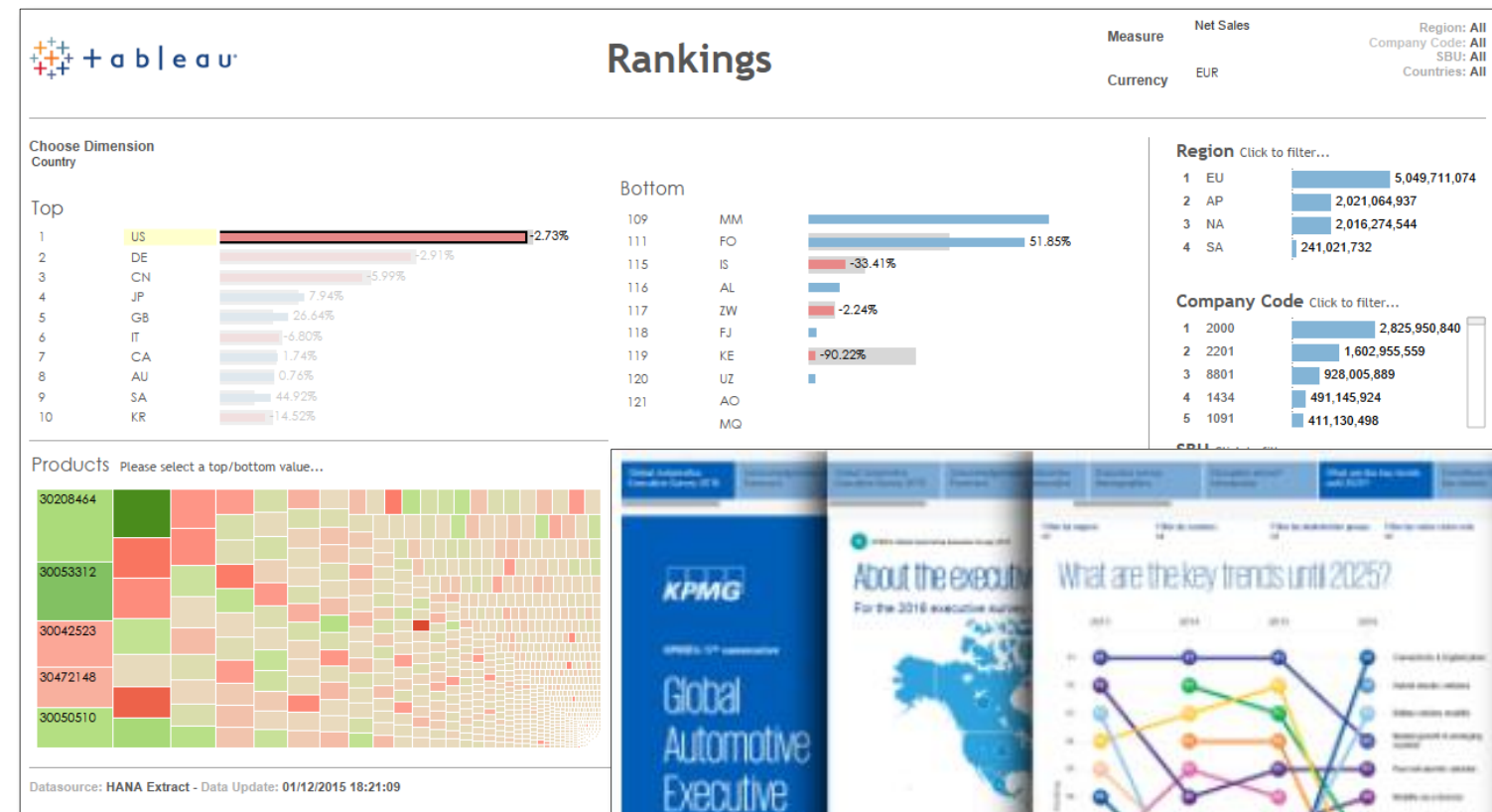
* Fixed Cost = cons. CM1 - Market Profit

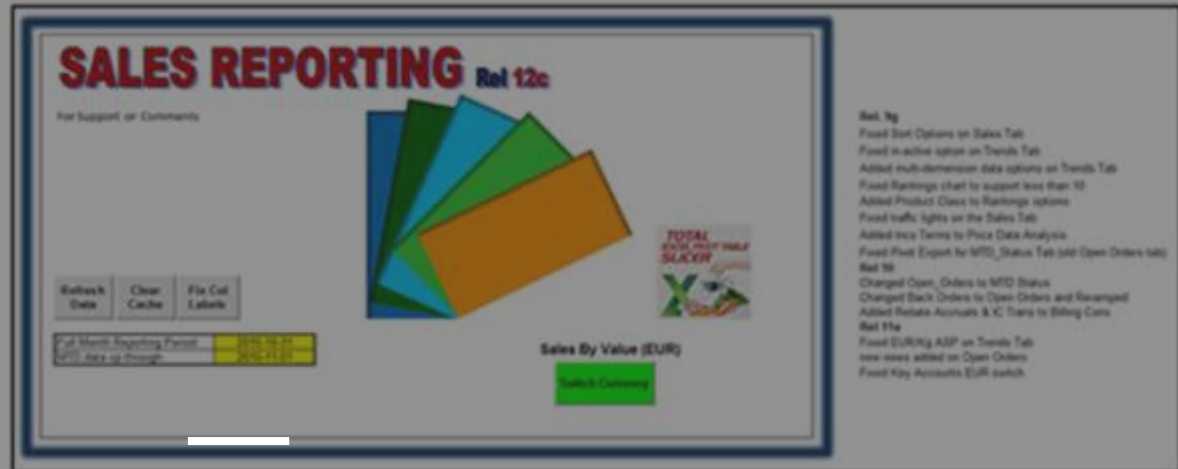
When **NOT** to use Tableau

- Don't
 - Overwhelm end users with details right at the beginning
 - Use hundreds of quick filters



- Better
 - Content/question related views
 - Make use of drill-downs into details
 - Provide users with **visual filters**





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- **Don't replicate** existing content(!!!)

When to **USE** Tableau





When **NOT** to use Tableau

When to **USE** Tableau

- Finding **patterns**
- Data **discovery**
- Ad-hoc **analysis**
- Uncovering **dirty data**
- Answering **questions**

	Region	State	Row ID	Order ID	Order
0.7	South	North Carolina	231	US-2015-156216	09/13
0.2	South	Florida	315	CA-2015-167850	08/05

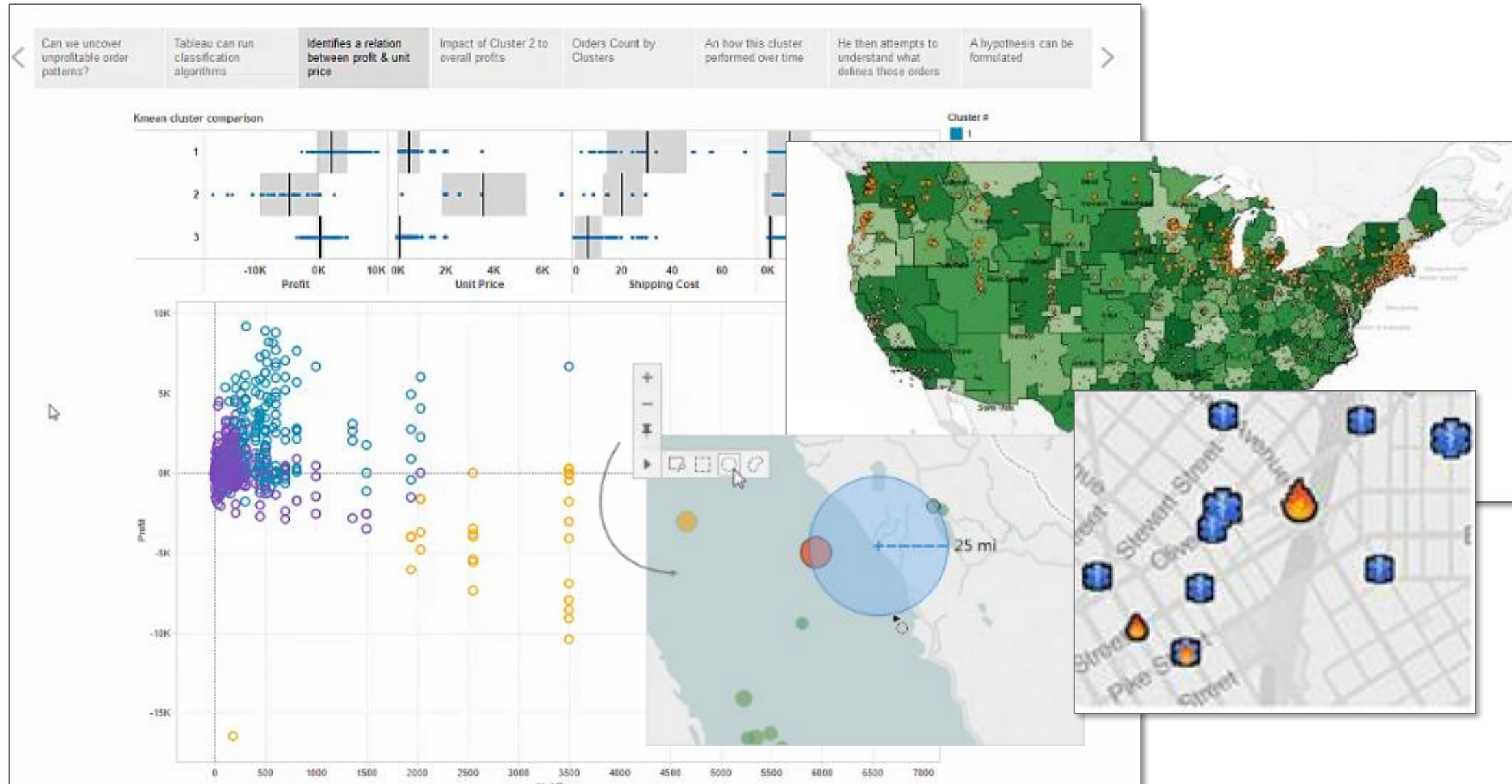
When to **USE** Tableau

- Patterns



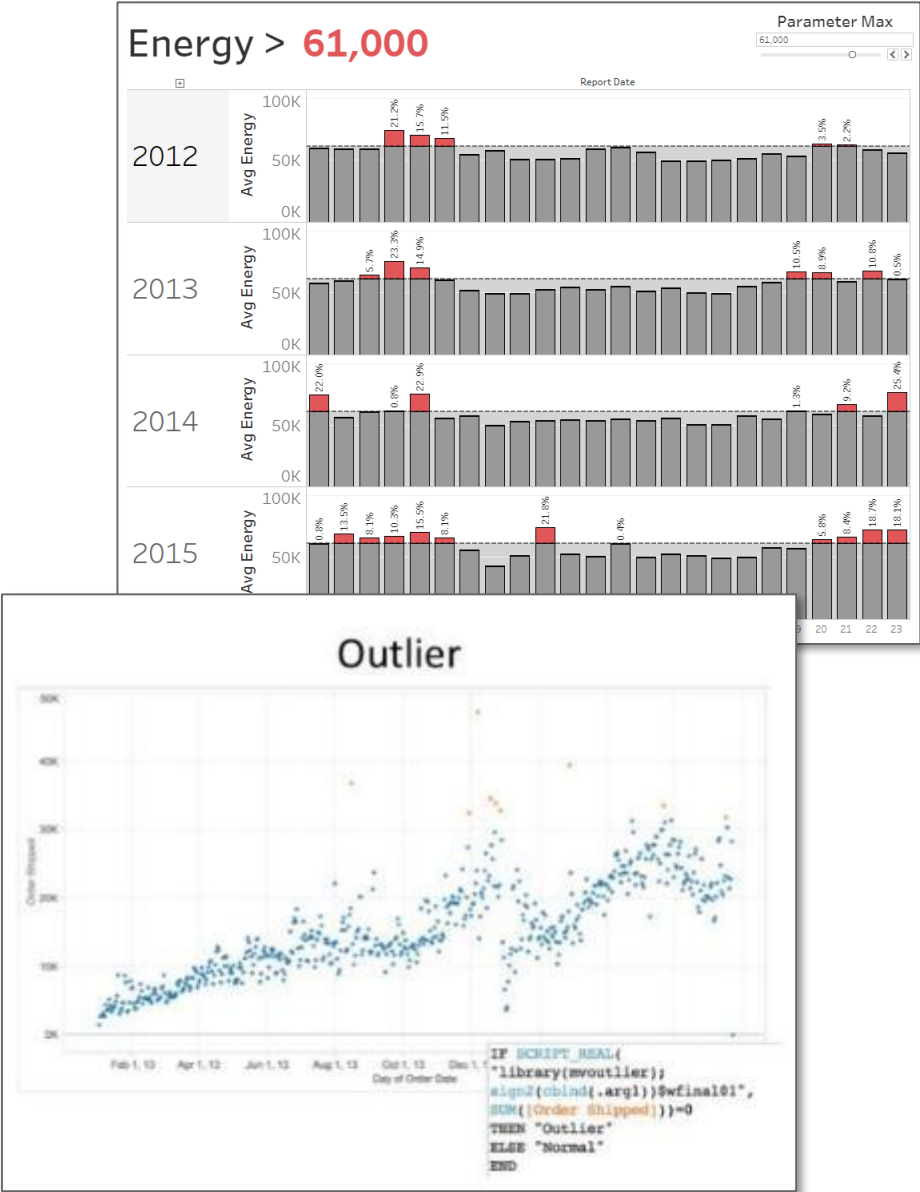
When to **USE** Tableau

- Data Discovery



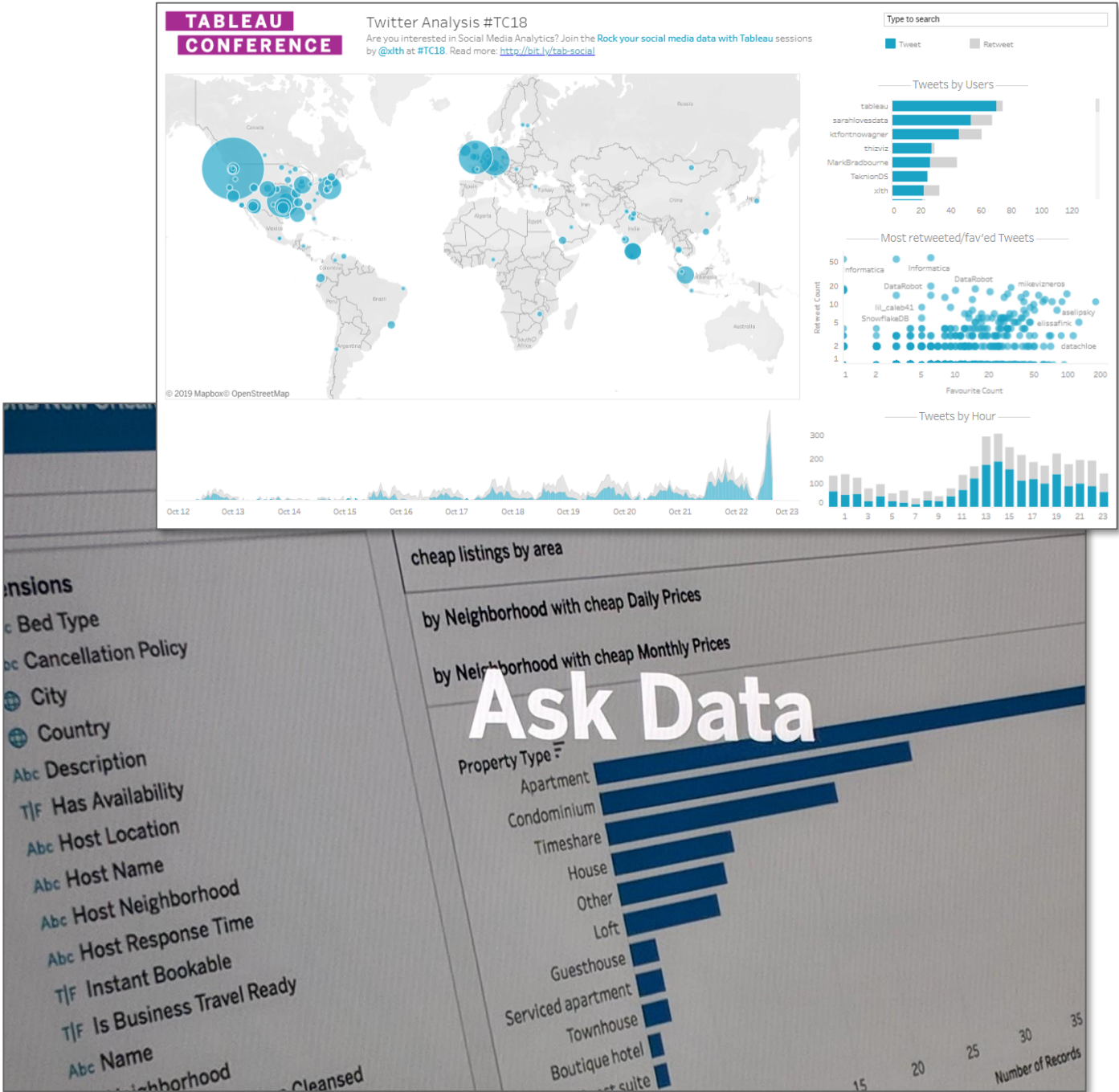
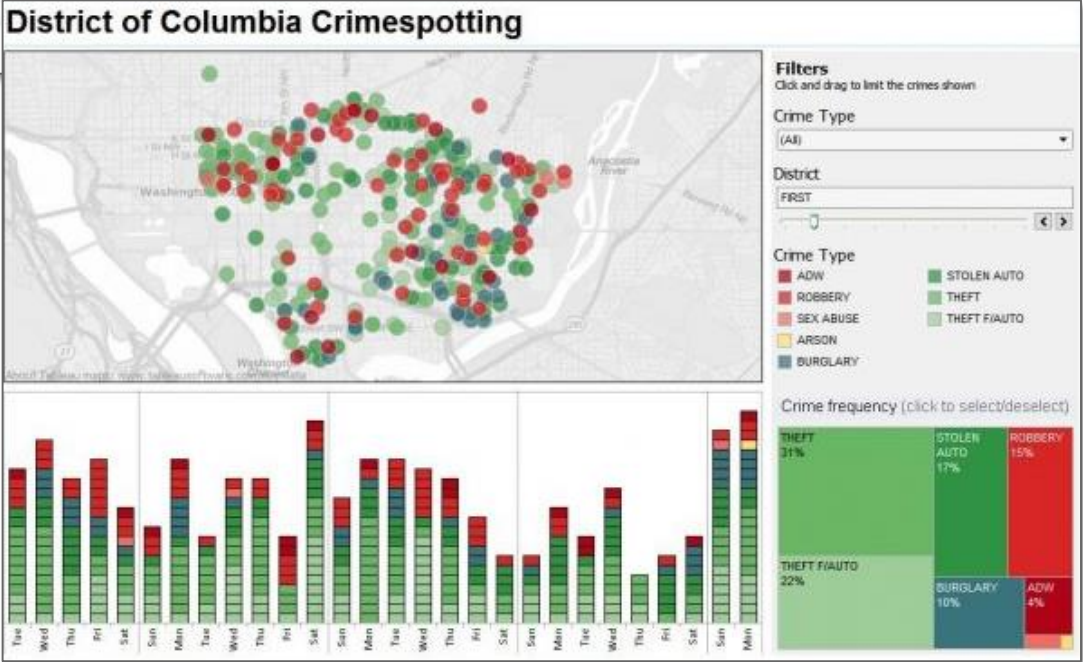
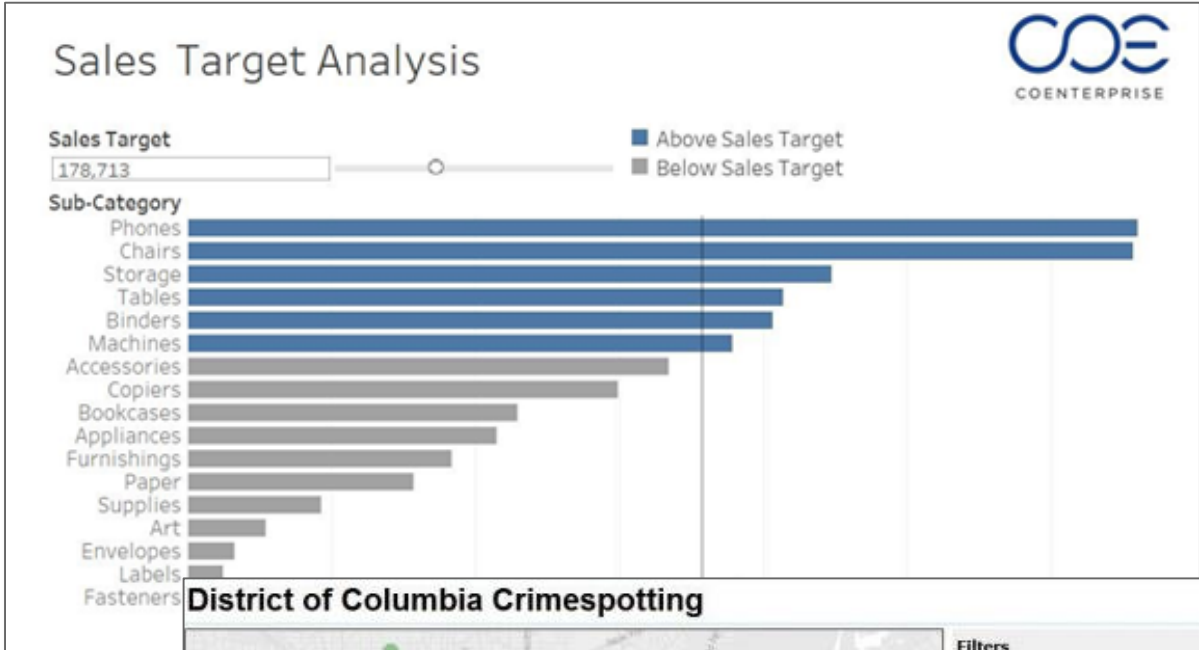
When to **USE** Tableau

- Uncovering dirty data



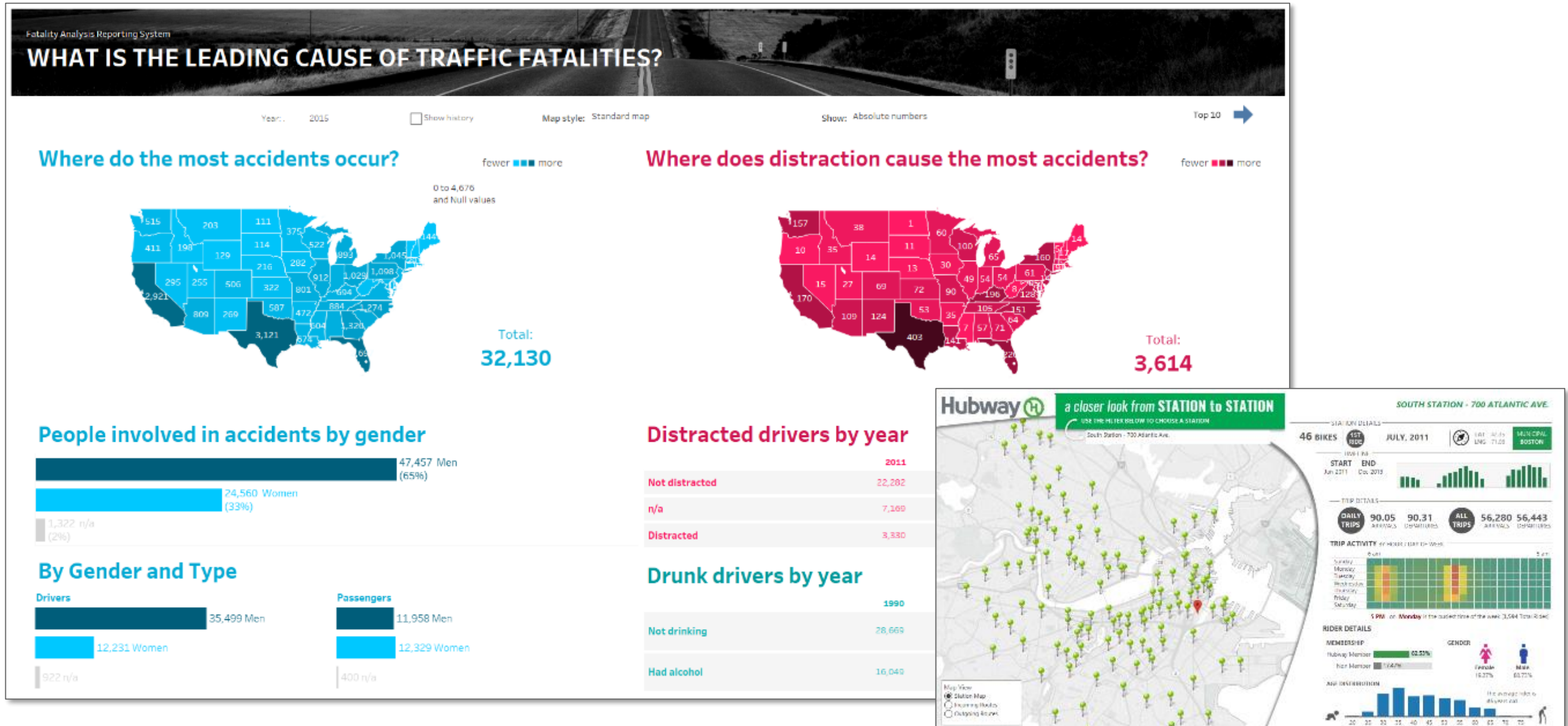
When to **USE** Tableau

- Ad-hoc analysis



When to **USE** Tableau

- Answering Questions



When to **USE** Tableau

- Finding patterns
- Data discovery
- Ad-hoc analysis
- Uncovering dirty data
- Answering questions

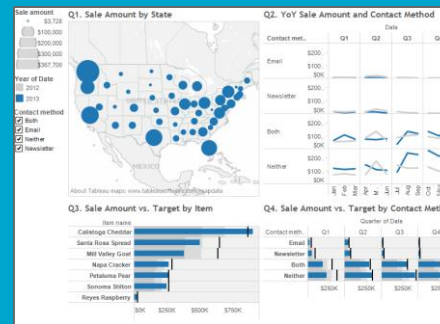
Data Visualization

Vs.

Visual Analytics

2 Paths to
Get Here...

Requirements



Questions

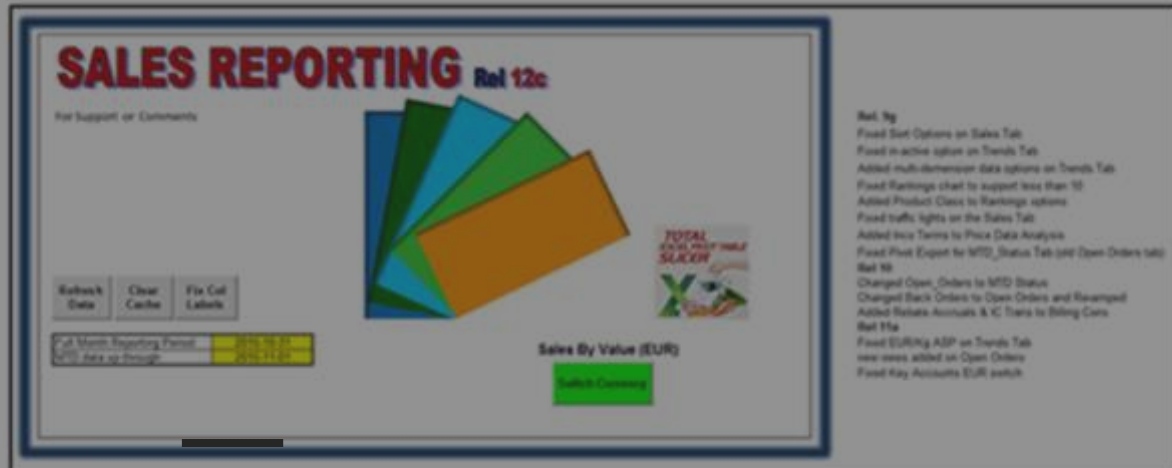
Answers



Questions



Questions



When **NOT** to use Tableau

- **Don't create walls** of data/crosstabs (!!!)
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When to **USE** Tableau

- Finding **patterns**
- Data **discovery**
- Ad-hoc **analysis**
- Uncovering **dirty data**
- Answering **questions**

For symbol maps try

1 geo **Dimension**

0 or more **Dimensions**

0 to 2 **Measures**

May use spatial measure if geo dimension

Region	State	Row ID	Order ID	Order
0.7 South	North Carolina	231	US-2015-156216	09/13
0.2 South	Florida	315	CA-2015-167850	08/05

Questions, comments, feelings?

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[www.**tableaufans**.com](http://www.tableaufans.com)

