

# The Power of Data Visualization

**Ellie Fields**

Senior Director, Product Marketing

Tableau Software

 @eleanorpd

3 3 0 3 0 1 8 7 6 8 2 1 4 0 3 8 3 7 7 2 0 5 2 3 2 7 0 2 0  
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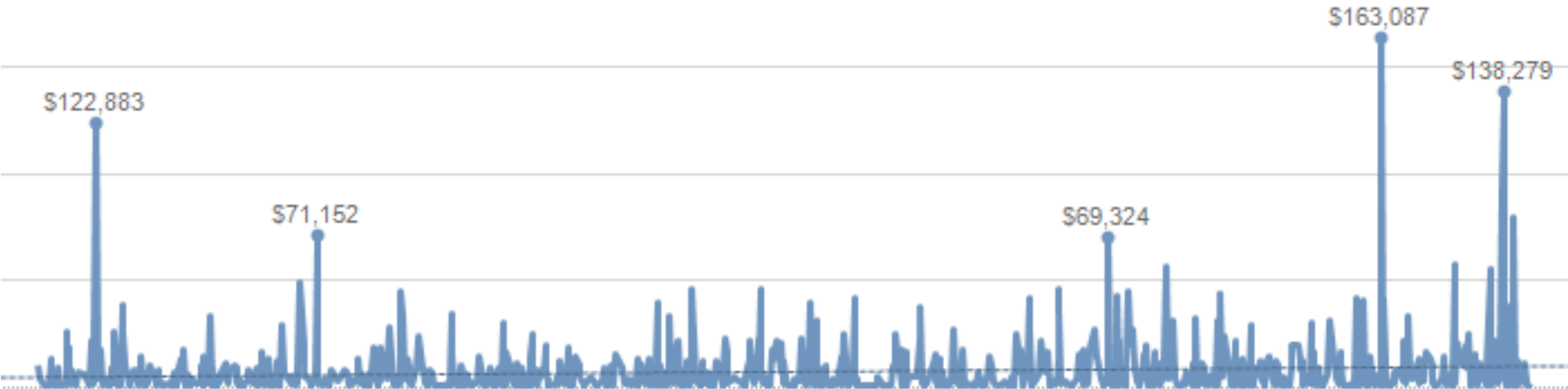
# Agenda

**Why Data Visualization?**

**What works/ What doesn't/ Why**

**Demo**

# Why Data Visualization?



# Thinking with Data

Product by market.xlsx - Microsoft Excel

Home Insert Page Layout Formulas Data Review View Add-Ins Hyperion

Clipboard Font Alignment Number Styles Cells Editing

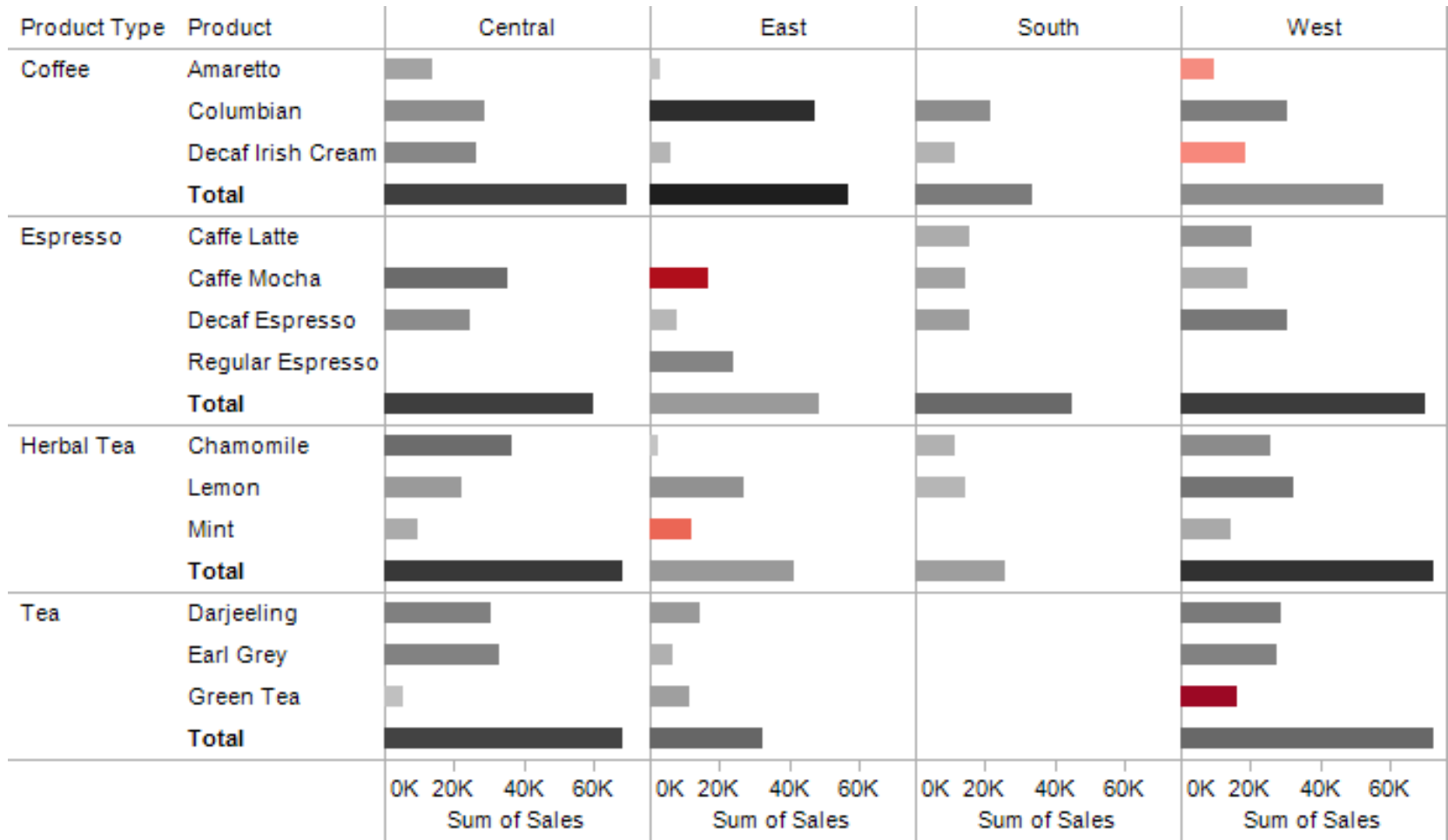
I3 fx -1224

	A	B	C	D	E	F	G	H	I	J
1			Central		East		South		West	
2	Product Type	Product	Sum of Profit	Sum of Sales	Sum of Profit	Sum of Sales	Sum of Profit	Sum of Sales	Sum of Profit	Sum of Sales
3	Coffee	Amaretto	5,104.00	14,012.00	1,010.00	2,994.00			(1,224.00)	9,263.00
4		Columbian	8,525.00	28,911.00	27,256.00	47,385.00	8,767.00	21,663.00	11,256.00	30,352.00
5		Decaf Irish Cream	9,635.00	26,157.00	2,726.00	6,262.00	2,935.00	11,596.00	(1,307.00)	18,233.00
6	Espresso	Caffe Latte					3,873.00	15,443.00	7,502.00	20,456.00
7		Caffe Mocha	14,642.00	35,218.00	(6,232.00)	16,646.00	5,202.00	14,166.00	4,066.00	18,874.00
8		Decaf Espresso	8,859.00	24,483.00	2,411.00	7,720.00	5,930.00	15,381.00	12,302.00	30,578.00
9		Regular Espresso			10,065.00	24,031.00				
10	Herbal Tea	Chamomile	14,435.00	36,571.00	764.00	2,193.00	3,178.00	11,183.00	8,854.00	25,631.00
11		Lemon	6,253.00	21,982.00	7,902.00	27,177.00	2,593.00	14,494.00	13,121.00	32,273.00
12		Mint	4,069.00	9,335.00	(2,243.00)	11,991.00			4,328.00	14,384.00
13	Tea	Darjeeling	10,769.00	30,284.00	6,500.00	14,094.00			11,784.00	28,773.00
14		Earl Grey	10,334.00	32,883.00	3,404.00	6,507.00			10,426.00	27,382.00
15		Green Tea	1,227.00	5,209.00	5,654.00	11,576.00			(7,112.00)	16,065.00
16										

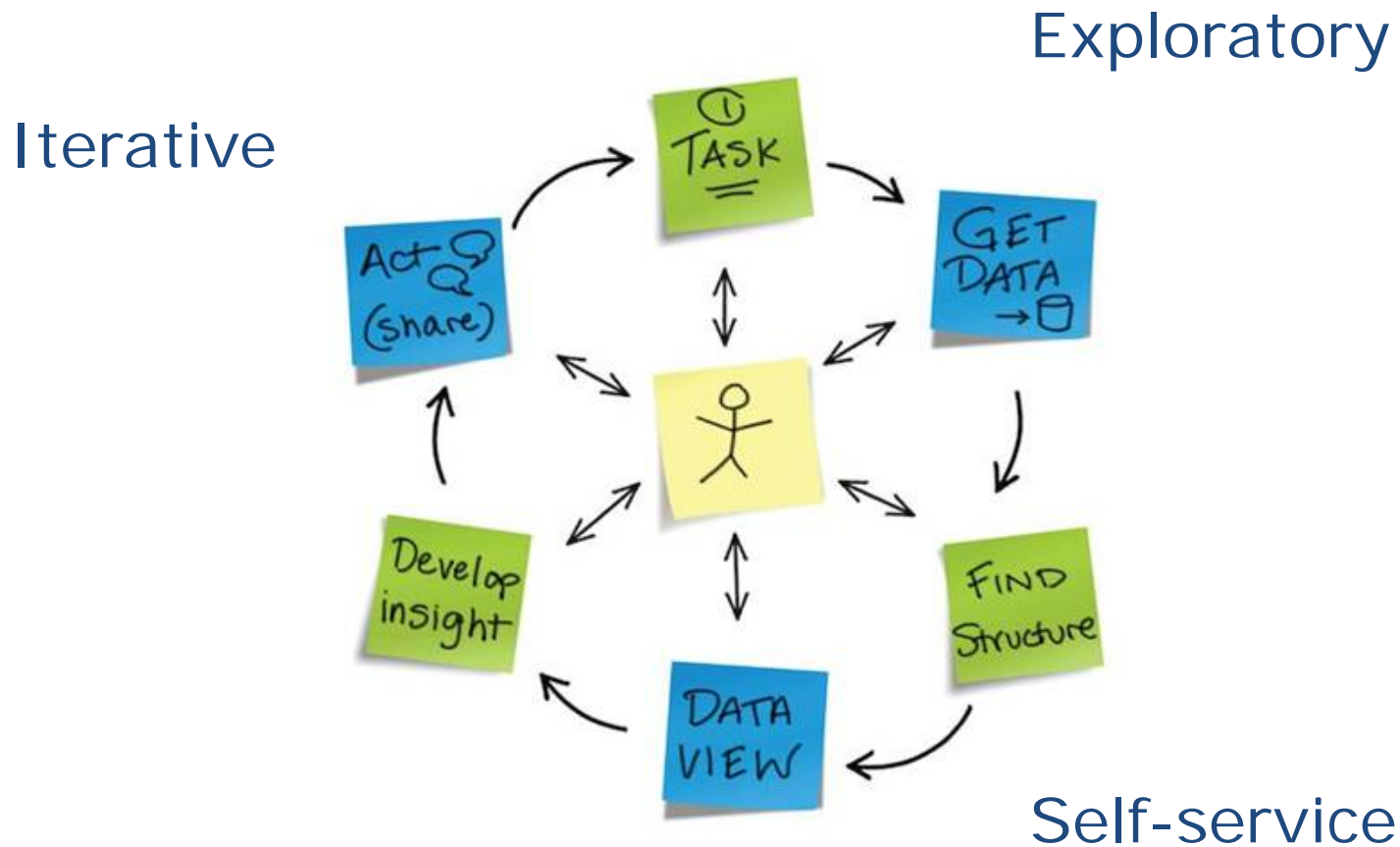
Sheet1 Sheet2 Sheet3

Ready 100%

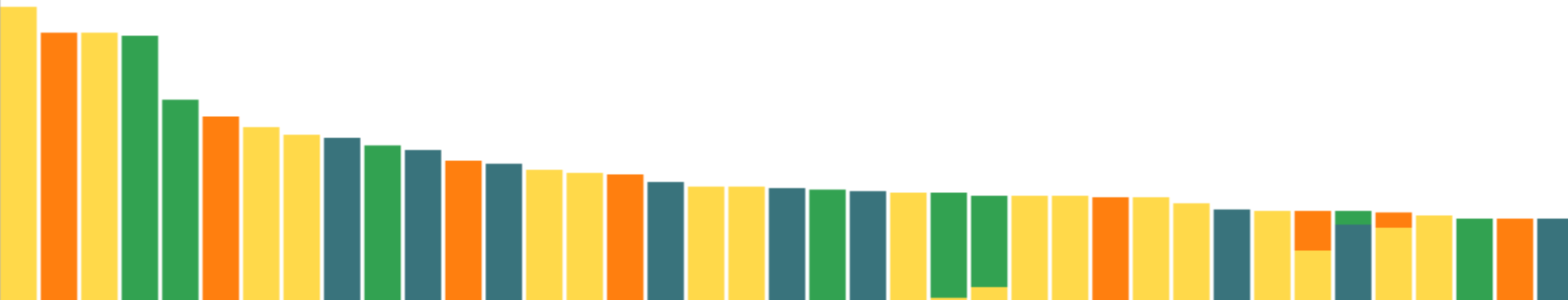
# Exploit the Power of Human Perception



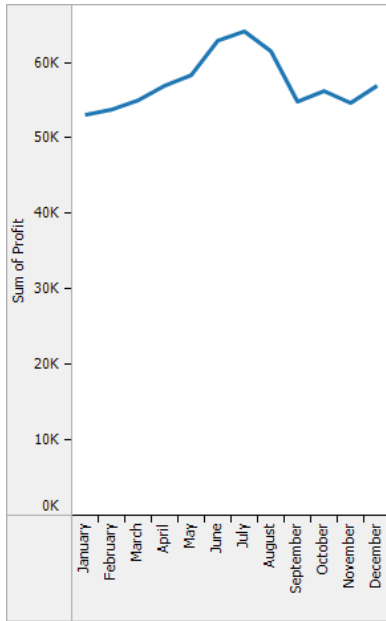
# The Cycle of Visual Analysis



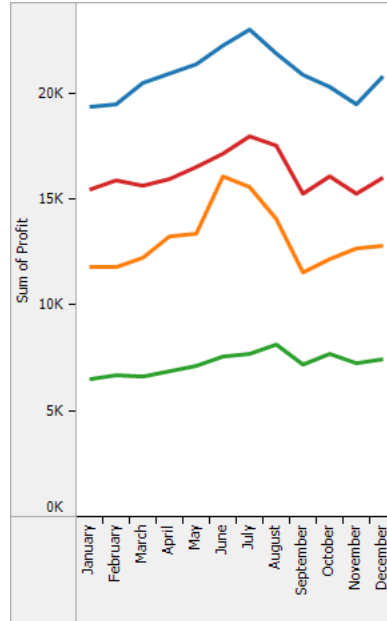
# What Works/ What Doesn't/ Why?



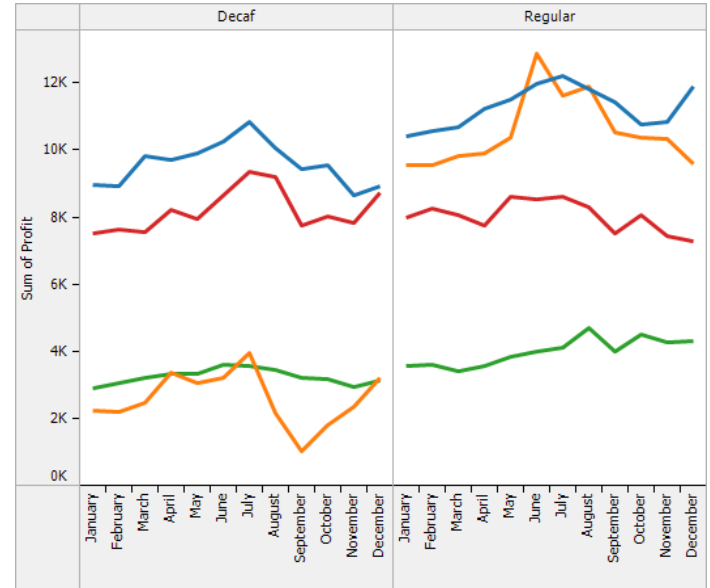
# Rapid Iterations



click



click



# Linked Views

Exporters and Importers

Reserves Left

Oil Consumption Trends

**Crude Net Balance by Country for 2009, Normalized by None**

Year

2009

Region

- (All)
- Africa
- Asia & Oceania
- Central & South
- Eurasia
- Europe
- Middle East
- North America

- Net Exporter
- Net Importer

Type

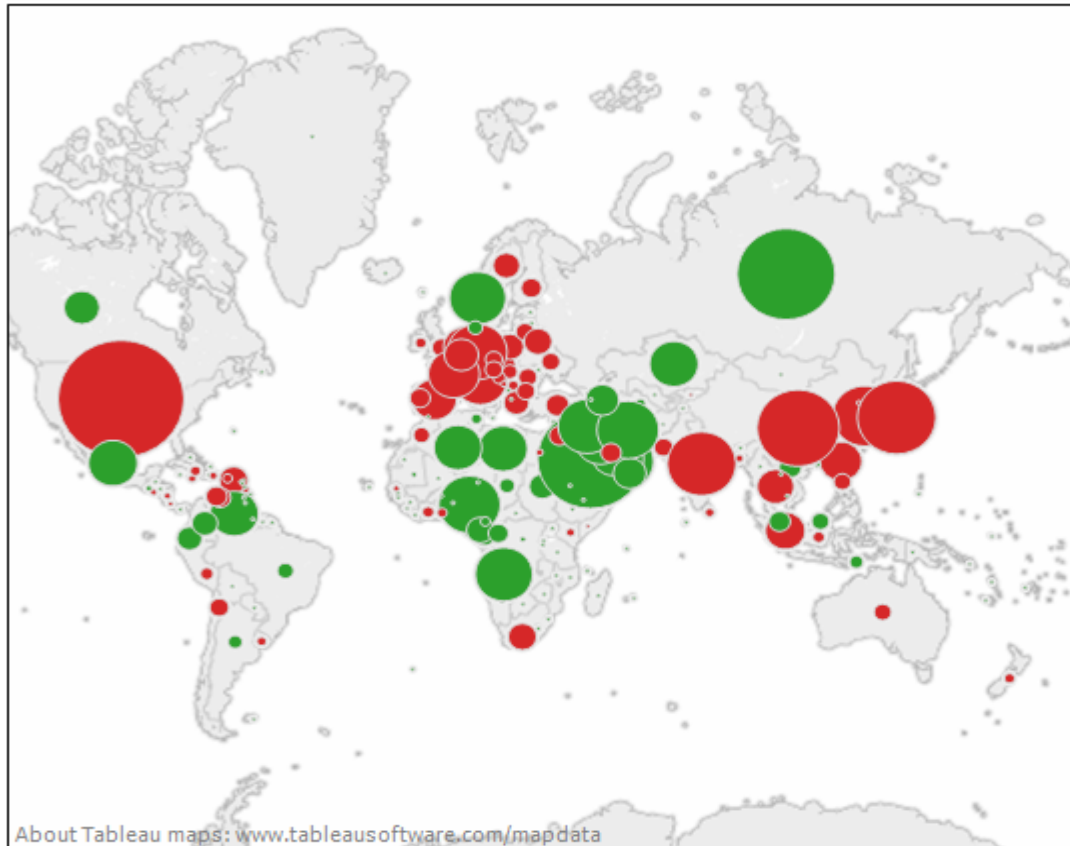
Crude

Normalization

None

Imports, Export..

Net Balance



	Thousands of Barrels		Latest to Prior	Last Decade	Reserves
United States	9,609	<span style="color: red;">■</span>	-8.1%		
Saudi Arabia	6,824	<span style="color: green;">■</span>	-12.2%		
Russia	4,545	<span style="color: green;">■</span>	6.2%		
Japan	4,031	<span style="color: red;">■</span>	-13.3%		

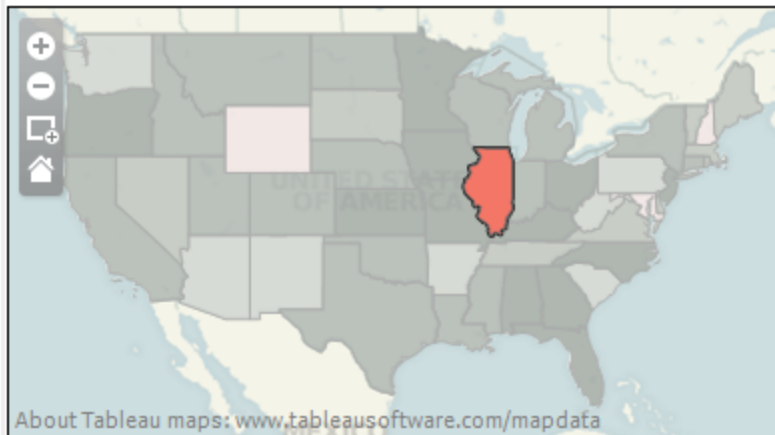
# Interactivity

## Stimulus Efficiency

Select state:

(All) ▼

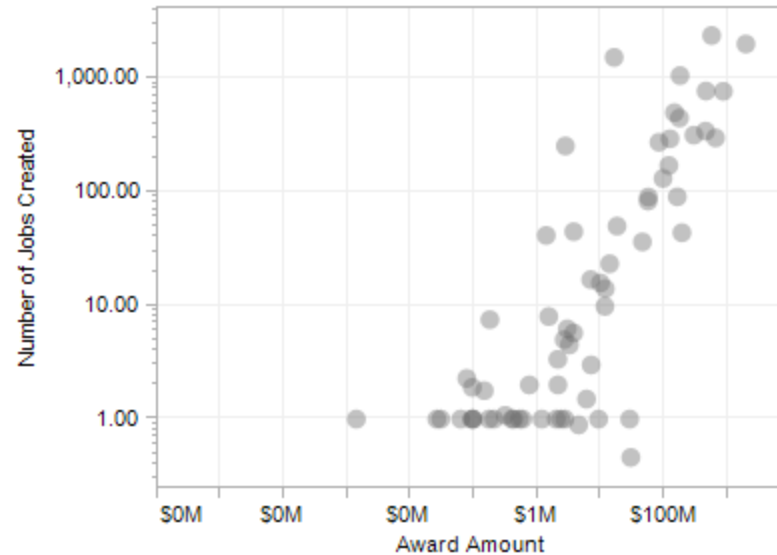
Average Cost per Job Created, by Project State



Avg. cost/job created

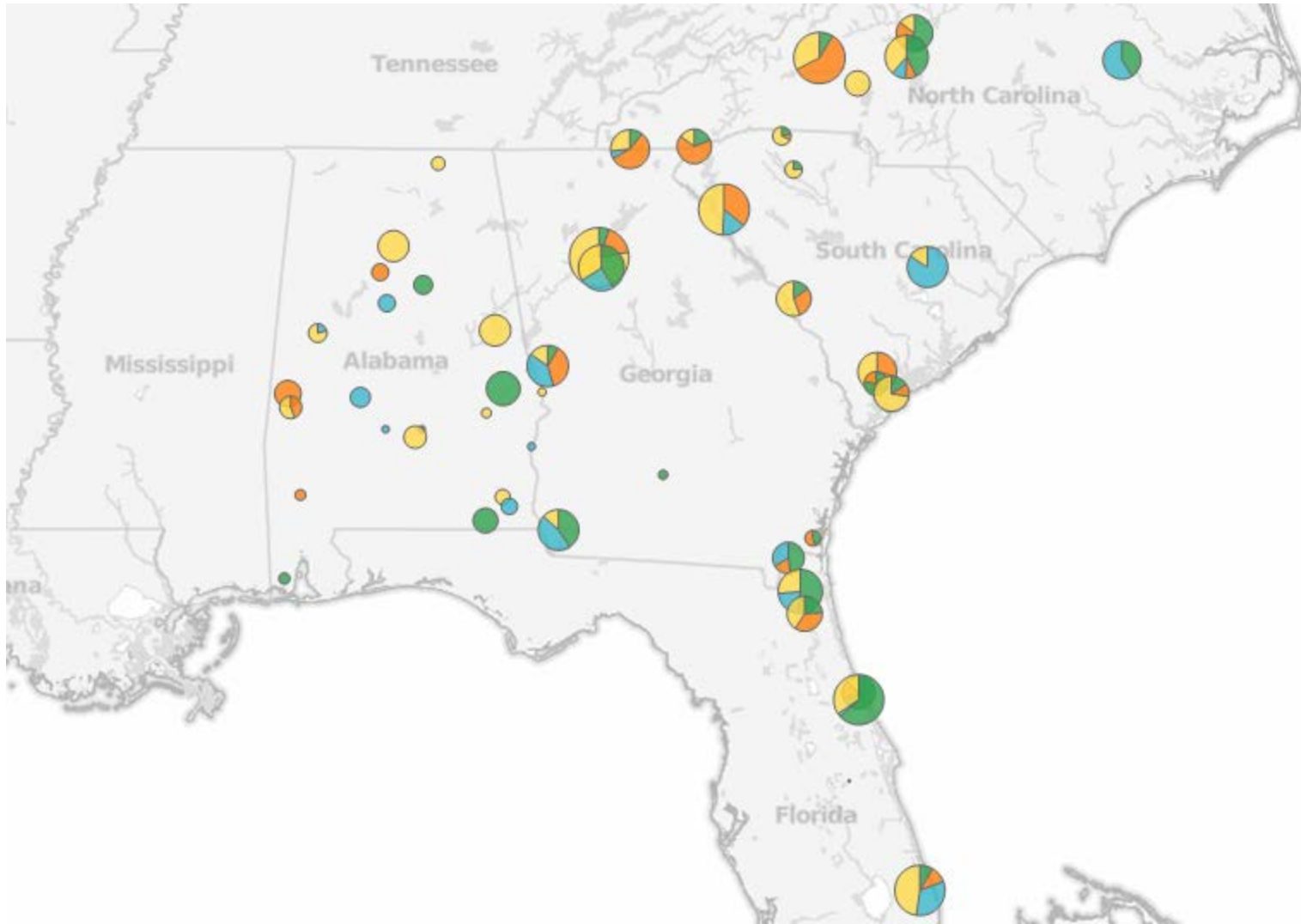


Cost per Job Created, by Agency



Awarding Agency	Description	Award Amount	Number of Jobs Created	Cost per Job Created
Administration for Children and Families	Provide child care financial assistance to low-income working families and fund activities to improve the quality of child care.	\$74M	12.85	\$5,741,061
	This award is to expand Southern Seven's existing Early Head Start program to eight infants, toddlers, and pregnant women. The first year is prorated for ongoing services and includes one ..	\$0M	0.18	\$748,733
	These funds will allow Lifelink to expand Head Start services to an additional 146 children and to expand Early Head Start services to 60 infants, toddlers, and pregnant women. This incl	\$2M	3.72	\$573,919

# DEMO



# Customers

A few of the many companies transforming their businesses with Tableau

## Finance



## Consumer



## Media



## Technology



## Healthcare



## Education



Help **people**  
**see** and **understand**  
their **data**

