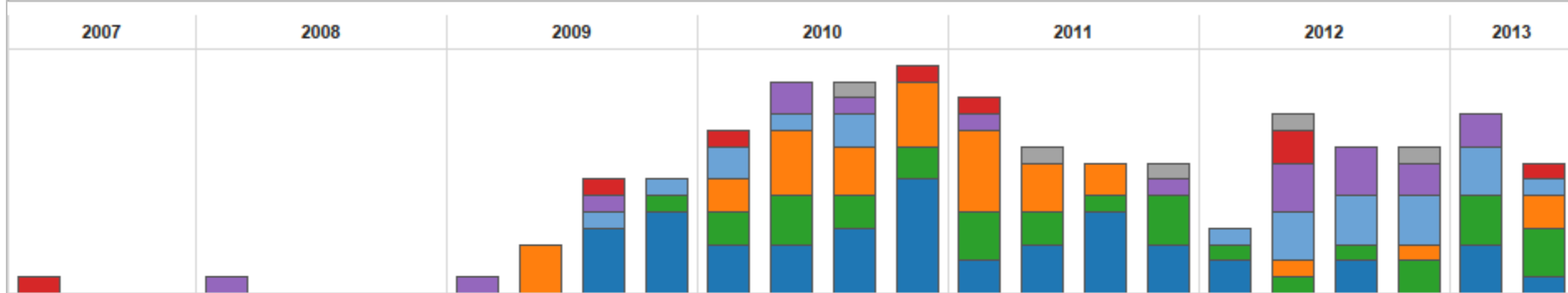# Training, seminar and analytics advisory locations since 2007
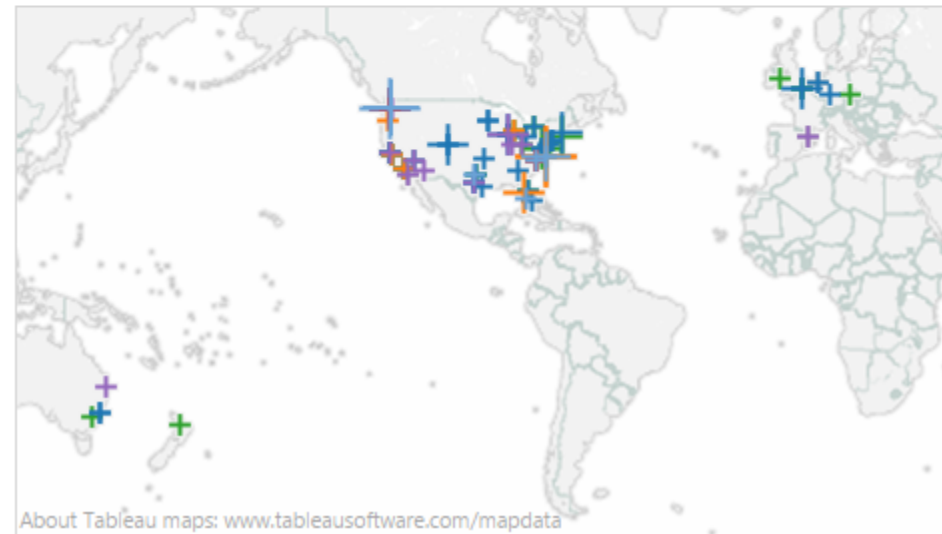

Freakalytics Timeline - since 2007, we have traveled 365,000 miles to help tens of thousands via
8 books, 24 conference talks, 47 public trainings, 26 on-site trainings, 5 conference seminars, 15 analytic advisory engagements & 36 consulting projects
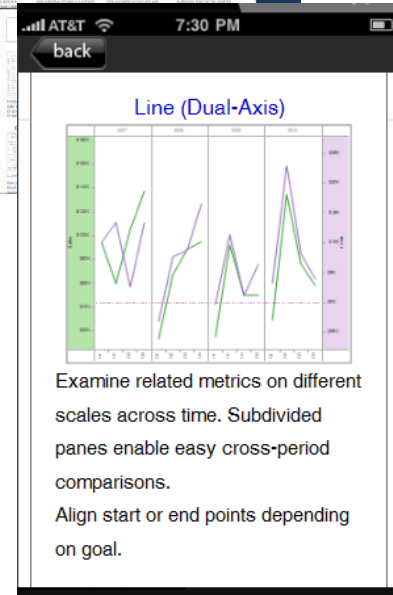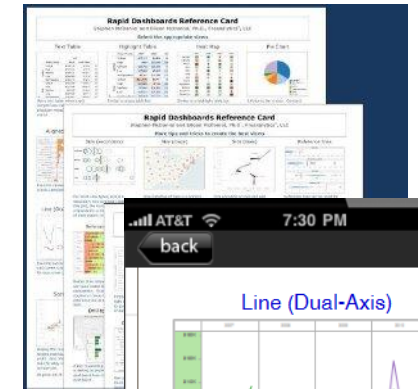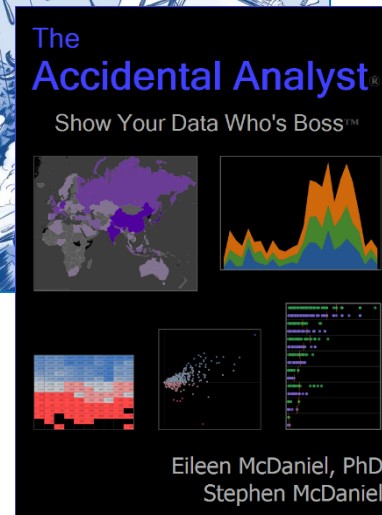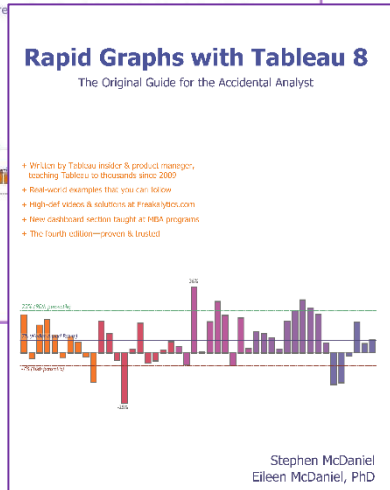
Authors of multiple analytic books, courses & reference materials
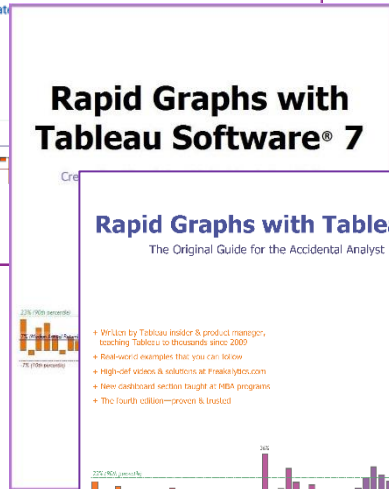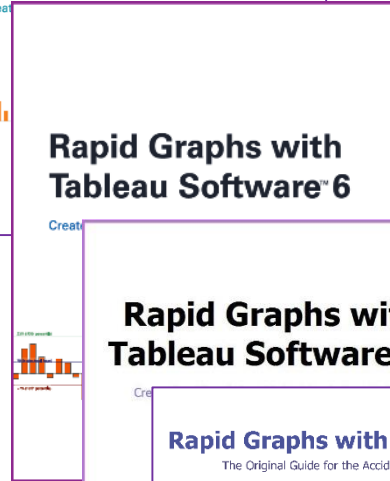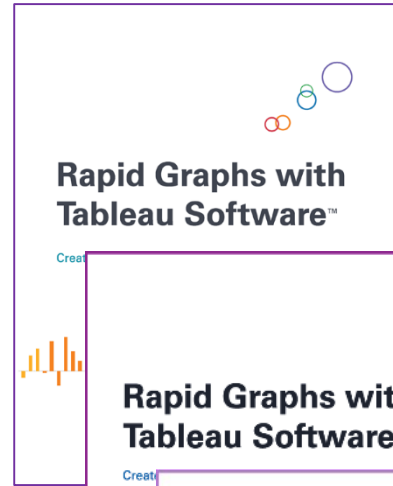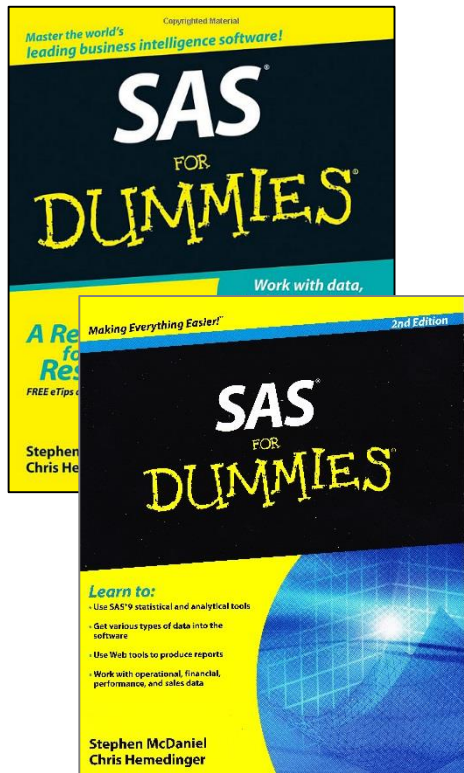
Susan Kistler, Executive Director of the American Evaluation Association

Sue attended our analytics training and wrote about it [on her site](#).

"There is no substitute for learning at the feet of a master. And I'm not just saying this because I coordinate training for AEA. I'd been using Tableau Software for months. I'd read Stephen's book. I'd watched Tableau's free webinars…

However, in four days of live training I:
(a) built confidence in the areas where I was on the right track;
(b) learned multiple minute details and in particular time-saving shortcuts that only became apparent when seeing someone demonstrate the concepts and software in real time, and
(c) moved through roadblocks that I had not been able to surmount via reference manuals and trial-and-error.
I'll now not only be faster, but also more capable and able to produce a better product."

Tableau Software Customer Conference Las Vegas, November 2011

ariaofgrace Matt Lee 20 Oct 11
Excited to have a copy of your new book! @Freakalytics #tcc11 pic.twitter.com/BEAdsCuY
Details
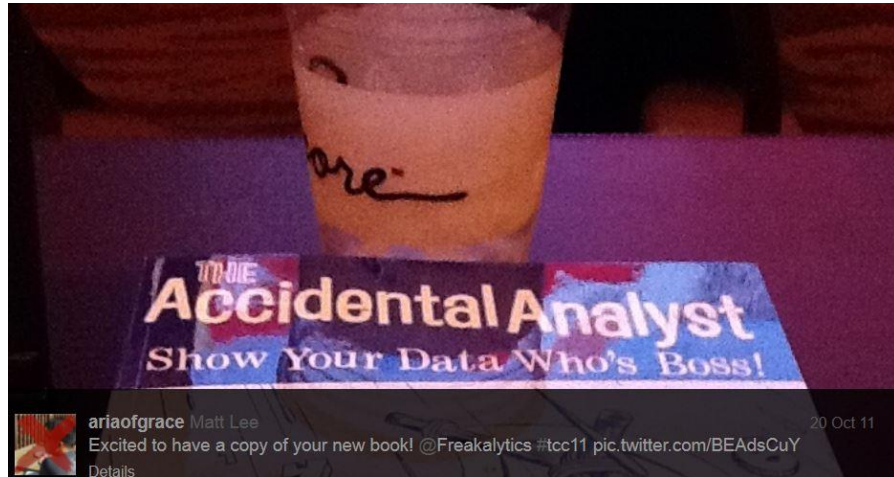
Freakalytics logo opens Tableau Customer Conference 2011 Keynote

In early 2011, Tableau executives were so excited about drafts of our book, *The Accidental Analyst: Show Your Data Who's Boss*, they sponsored a pre-publication run and purchased a copy for every attendee of their conference.

The book explains "The Seven C's of Data Analysis", a step-by-step framework on how to analyze business data based on the scientific method, which can be used with any analytical software.

It takes an innovative approach to the new field of visual analytics, including case studies, best practices, expert tips and tricks, and 154 illustrations, written in a user-friendly style.

Tableau surprised us by opening the conference with the Freakalytics logo–animated & set to "Don't Stop Believing!", by Journey.

Pat Hanrahan, PhD
Canon USA Professor at Stanford University

Pat is co-founder of Pixar and Tableau Software. He has two Academy Awards.

In his only talk at the 2012 Tableau World Conference, Pat discussed our book, *The Accidental Analyst,* as a focal part of his presentation. He said our book changed how he thought about analytics and inspired him to develop a new approach to teaching courses at Stanford.

Danyelle Mannix, PhD at US Department of Health & Human Services

Danyelle wrote on LinkedIn,

"I went to Stephen and Eileen's 4-day [Complete Tableau Training](#) in Washington DC a couple weeks ago and it was WELL worth the time and money. I was most impressed by their case study approach to teaching Tableau. The class ranges from people using Tableau every day at work to people like me who had only read about Tableau.

Reflecting back on the class, I am even more impressed by the quality of instruction and how well it worked for all in attendance. I was immediately able to go back to work and apply the skills I gained in the training to solve a problem that some thought couldn't be done in-house."

Stephen Few,
data visualization expert and best-selling author

The
Accidental Analyst®

Show Your Data Who's Boss™

Eileen McDaniel, PhD
Stephen McDaniel

Stephen reviewed our book and appears on the back cover:

"This is a wonderful book, filled with practical advice. Business people who are struggling to make sense of their data will find it accessible and directly applicable to their work—a great resource for building analytical prowess."

Data Driven Conference, September 2012

DataDriven 2012 – Evaluation Results

Eileen McDaniel and Stephen McDaniel

Afternoon Session

5= Strongly Agree, 4= Agree, 3=Neutral, 2=Disagree, 1=Strongly Disagree

Show Your Data Who's Boss: A Step-by-Step Guide for the Accidental Analyst

|		5	4	3	2	1	Mean	Median	Mode
1	Overall, the presenters were knowledgeable about the topic.	84.85%	15.15%	0.00%	0.00%	0.00%	4.85	5	5
2	Overall, the session was engaging and held my interest.	63.64%	30.30%	6.06%	0.00%	0.00%	4.58	5	5
3	I learned new information about this presentation topic.	69.70%	24.24%	3.03%	3.03%	0.00%	4.61	5	5
4	I will be able to use information from this session in my work.	57.58%	36.36%	6.06%	0.00%	0.00%	4.52	5	5

"Excellent session — engaging, entertaining presenters and great take home material."

"This proved to be the most valuable part of the conference for me."

"Great presenters, my favorite — definitely going to buy their book."

Experts and CEO's value our work
Twitter Talk on the Future of Analytics, 2013

The future of analytics
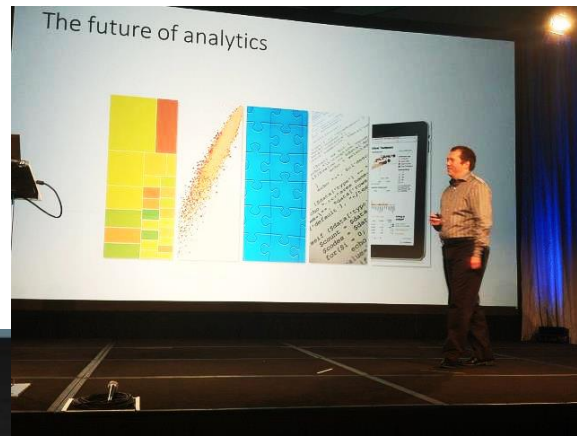
johnlmyers44
@johnlmyers44   FOLLOWS YOU
Senior Analyst for EMA Business Intelligence and Data Warehousing practice specializing in telecom analytics and business process management
Boulder, Colorado · http://www.enterprisemanagement.com/about/team/John_Myers.php

George K. Mathew
@gkm1   FOLLOWS YOU
President & COO @ Alteryx. Rebooted entrepreneur @ the intersection of Analytics, Big Data, Geospatial, & the Cloud.
Burlingame, CA · http://www.linkedin.com/in/gmathew

johnlmyers44 @johnlmyers44   7 Mar
could listen to him all day! RT @bdirking: Stephen McDaniels @Freakalytics giving his breakout session at #inspire13 pic.twitter.com/i82z1POiqe

George K. Mathew @gkm1   26 Feb
Psyched that @Teradata's President Scott Gnau & @Tableau's @Freakalytics are joining my keynote @Alteryx #Inspire13: bit.ly/NgqzuM

Stephen is on the Faculty of The American Marketing Association

Workshop Attendee Feedback

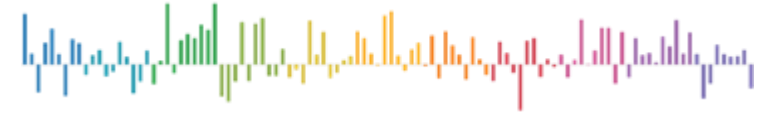"Instructor knowledgeable and easy to listen to."

"Attendees enjoyed the hands-on aspect especially working with real data."

"The course interactivity was great!"

"Students enjoyed hearing Stephen's business insights and it was very interesting to see how he thinks about data."

We founded & authored the Tableau Software Training Program in 2009

I'm really glad I did it. Thank you.

2) What did you like about the course content or instruction?
so much! I learned so much in such a relatively short period of time. Great, great, great...

3) What did you like about the course content or instruction?
Great Instructor, materials, good combo between hands-on and lecture format. Good flow and nice class size and location.

2) What did you like about the course content or instruction?
*- Really clear & easy to understand
- Wasn't 'talked at', this made it very enjoyable*

We started the original Tableau training program back in 2009, contributing to the growth of the fastest growing analytic software company in the world. We initiated the idea, wrote and planned all the courses, and taught every one personally around the world. It was exciting to help so many learn about analytics FIRST and the product as a part of the process.

We have taught full-day courses on analytics and dashboard design at multiple world and European Tableau Conferences. Along with Stephen Few, we have been the only company to teach at their conferences.

Eileen McDaniel, PhD
Stephen McDaniel

More details about Eileen

Eileen, lead author of "***The Accidental Analyst: Show Your Data Who's Boss***", is Co-Founder and Managing Partner of Freakalytics, LLC, specializing in educational materials and analytical training that empower people to get the most out of their data and take decisive action to solve problems in their daily work. She leads the development of training manuals and other publications, consults on short-term marketing research projects, and prepares and presents sessions given at both public conferences and internal company workshops.

As a scientific researcher with a PhD in Ecology, she won multiple awards for excellence in both research and teaching, including one on Capitol Hill from the U.S. Congress. She designed and implemented studies funded by numerous grants from state and federal sources in which she collected and analyzed data from disparate sources to offer novel approaches to resource management. Her research experience evolved into an interest in green or eco-marketing analytics and completion of an MBA Certificate in Marketing Analytics. She is co-author of "***Rapid Graphs with Tableau Software***", and the "***Rapid Dashboards Reference Card and App***".

Eileen's unique expertise in science and business led her to realize that although scientists have a formal, step-by-step method to collect and analyze their data, business analysts lack a similar plan. This realization inspired the framework for data analysis used in "***The Accidental Analyst***".

More details about Stephen

Stephen is Co-Founder and Principal Data Scientist of Freakalytics, LLC. He has over 25 years of experience as a statistician, analyst, data architect, instructor, data miner, consultant, software innovator and author. He has been a faculty member at The Data Warehouse Institute (TDWI) and with the American Marketing Association (AMA), developing and teaching hands-on courses and presenting talks on real-world analytic principles and case studies. He has also led and provided vision for data warehousing, business intelligence and advanced analytic teams at Tableau Software, SAS Institute, Brio Technology, Glaxo, Takeda Abbott Pharmaceuticals, Netflix and Loudcloud.

Stephen is lead author of multiple versions of "**SAS for Dummies™**", "**Rapid Graphs with Tableau Software**", and the "**Rapid Dashboards Reference Card and App**" and co-author of "**The Accidental Analyst: Show Your Data Who's Boss**". At Freakalytics, he was the founder of Tableau's worldwide training program with Eileen, providing public and onsite hands-on analytic training. He has worked with and been an invited instructor at many leading organizations including Target, State Farm, Eli Lilly, IMS Health, Boeing, American Express, Oracle, Australian Government—Intellectual Property Australia, Duke University, Fidelity Investments, US Navy CyberDefense Operations Command, Brown University, The University of Washington at Seattle, The University of California at Berkeley, The Ohio State University and The US Department of the Treasury. Stephen's dream (and Eileen's concern!) is to one day open a wine bar with an extensive chocolate and cheese selection.