Picture This! Your Data in Tableau

Stephen McDaniel

Director of Analytics at Tableau Software

@Freakalytics

alteryx

"Big" data today, on your laptop!
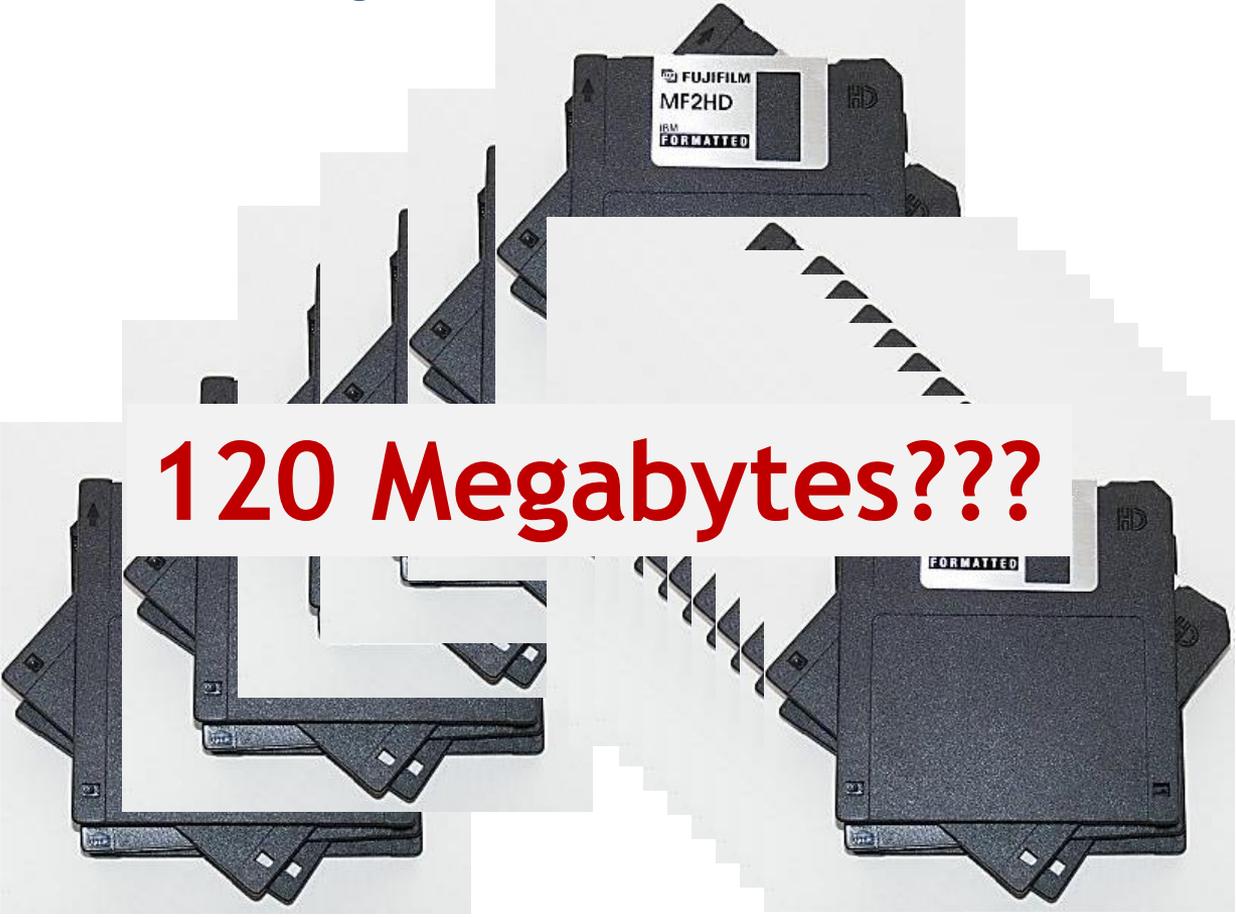
+ableau

What makes big data **BIG**?

120 Megabytes???

What makes big data **BIG**?

eBay collects
180 Terabytes/month!
-David Stone
Now at Sears Analytics Lab
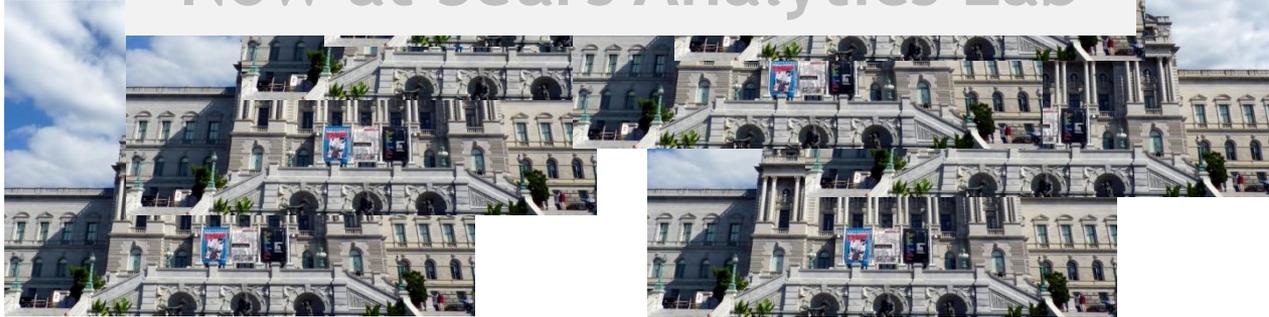
What makes big data **USEFUL?**

Version 8.0
Tableau Desktop
Professional Edition

+tableau
SOFTWARE
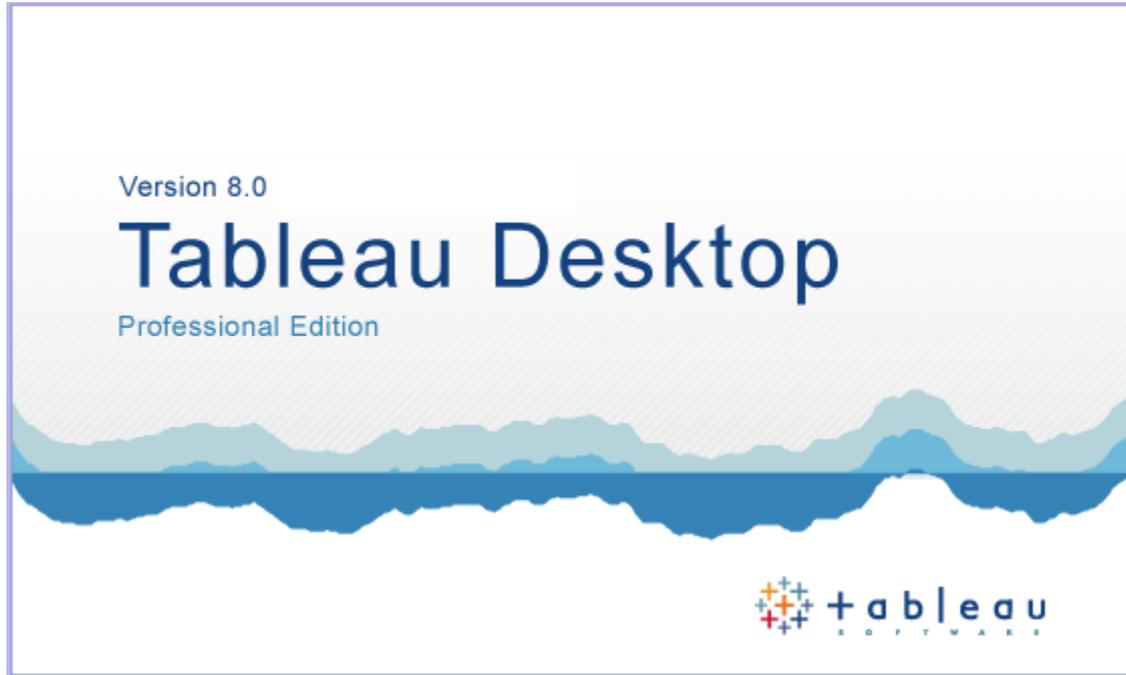
Big data made simple and fast on your laptop!

Airline performance database from Hadoop
combined with
Market ticket pricing

From 2000-2010

All running on my laptop
(no remote data in use!)

Big data made simple and fast on your laptop!

Airline performance from Hadoop
72M records

Market ticket pricing
216 million records

**Merging both in a dashboard
using Tableau's Data Engine
*on my laptop***

Big data made simple and fast on your laptop!

Each circle represents an airport
   Size = Flights per day from 2000-2010
Color = Average cost per 1,000 miles

A sparkline chart is shown in the bottom right

The sparkline shows the
history of average cost per 1,000 miles

Origin
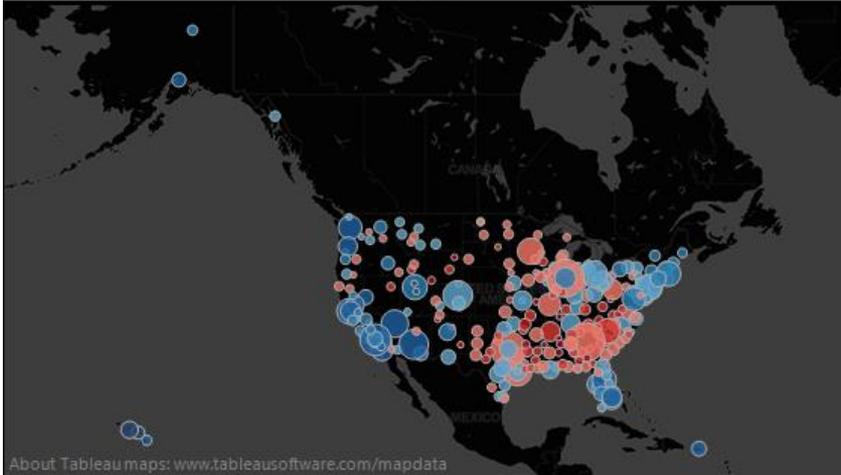
Destination

Number of top airports to display
500

Origin airport

Destination airport

Price per 1,000 miles
$80 ▮▮▮▮▮▮▮▮▮▮ $320

Flights per day
· 1   ● 600
● 200   ● 800
● 400   ● ≥ 1,000

About Tableau maps: www.tableausoftware.com/mapdata
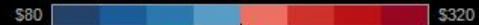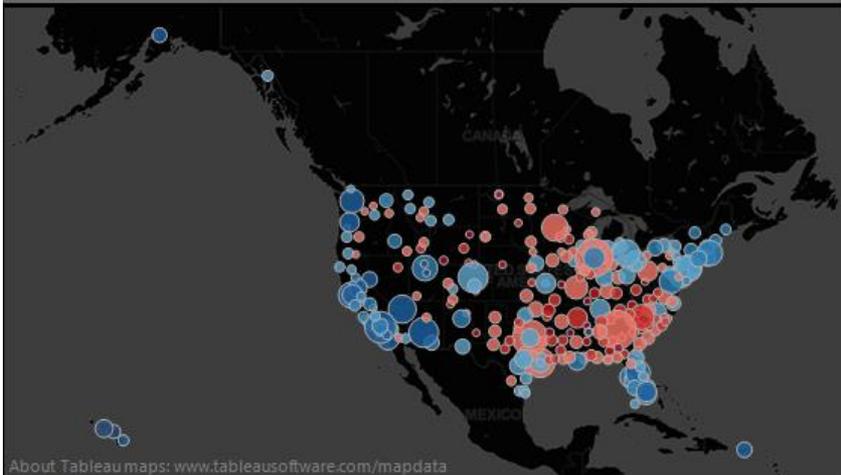
Spark line: range $148 to $185
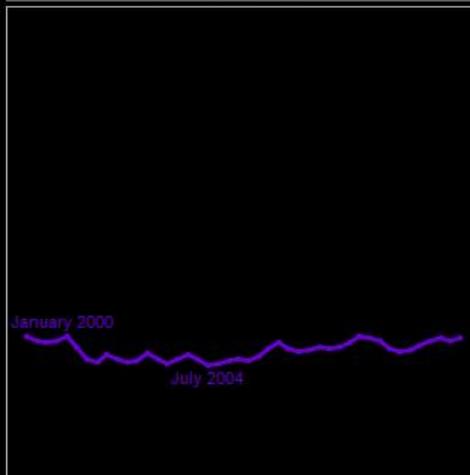
January 2000

July 2004

Big data made simple and fast on your laptop!

Each circle represents an airport
  Size = Flights per day from 2000-2010
Color = Average cost per 1,000 miles

A sparkline chart is shown in the bottom right

The sparkline shows the
history of average cost per 1,000 miles

Big data made simple and fast on your laptop!

Watch the video demo and discussion at
http://www.freakalytics.com/bigdata3

Visit www.tableausoftware.com/products/trial
to install Tableau Desktop

Household profiles

Visit *www.freakalytics.com/alteryx*
to download the workbook

Visit *www.tableausoftware.com/products/trial*
to install Tableau Desktop and open the workbook

Gourmet fast food in Texas

*Visit www.freakalytics.com/alteryx
to download the workbook*

*Visit www.tableausoftware.com/products/trial
to install Tableau Desktop and open the workbook*