



SQL Server - ES Meeting

Business Intelligence with Tableau and SQL Server

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WHO I AM?



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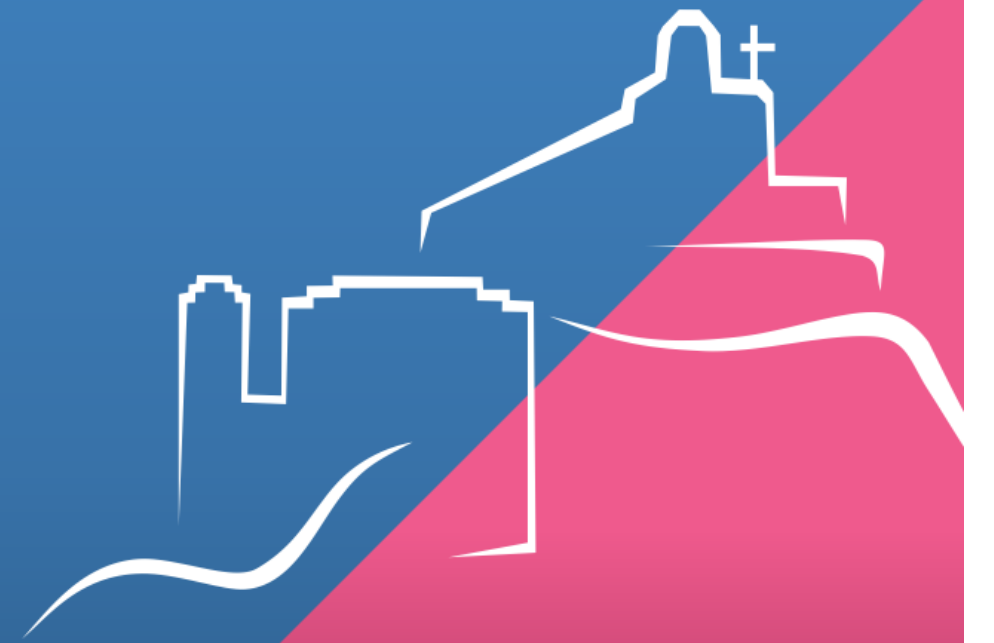
TRIFACTA

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<https://sqlserveres.com.br/>



SCHEDULING

- **Business Intelligence Introduction**
 - What is Business Intelligence
 - Corporate Business Intelligence Architecture
 - **Tableau**
 - What is NOT Tableau?
 - What IS Tableau?
 - Gartner Magic Quadrant for Analytics Tools
 - What are the available data sources connections?
 - How is Tableau?
 - How to scale Tableau in your company?
 - How much is Tableau?
 - **Platform**
 - Desktop
 - Prep
 - Server
 - **Hands On**
 - **Q&A**
- 



An iceberg floating in the ocean. The tip of the iceberg is visible above the water surface, while the much larger, submerged part is visible below. The sky is a clear, pale blue, and the water is a deep, dark blue. The overall scene is calm and serene, with the horizon line clearly separating the sky and the water.

WHAT IS BUSINESS INTELLIGENCE?

“**Business Intelligence** (BI) is a technology-driven process for analyzing data and presenting actionable information to help executives, managers and other corporate end users make informed **business** decisions.”



GENERAL DATA ARCHITECTURE

COLLECTION

DATA SOURCES

WWW
X
Database
SAP



DATA ENGINEERING

SHELL

STAGING (AS IS)

DATA CLEANSING AND INTEGRATION [PREP]

STORAGE

ORACLE
Microsoft SQL Server
MySQL

INFRASTRUCTURE

Google Cloud
Microsoft Azure
amazon web services

VISUALIZE & SHARE

ANALYTICS

Qlik [DESKTOP]

END USER

End User

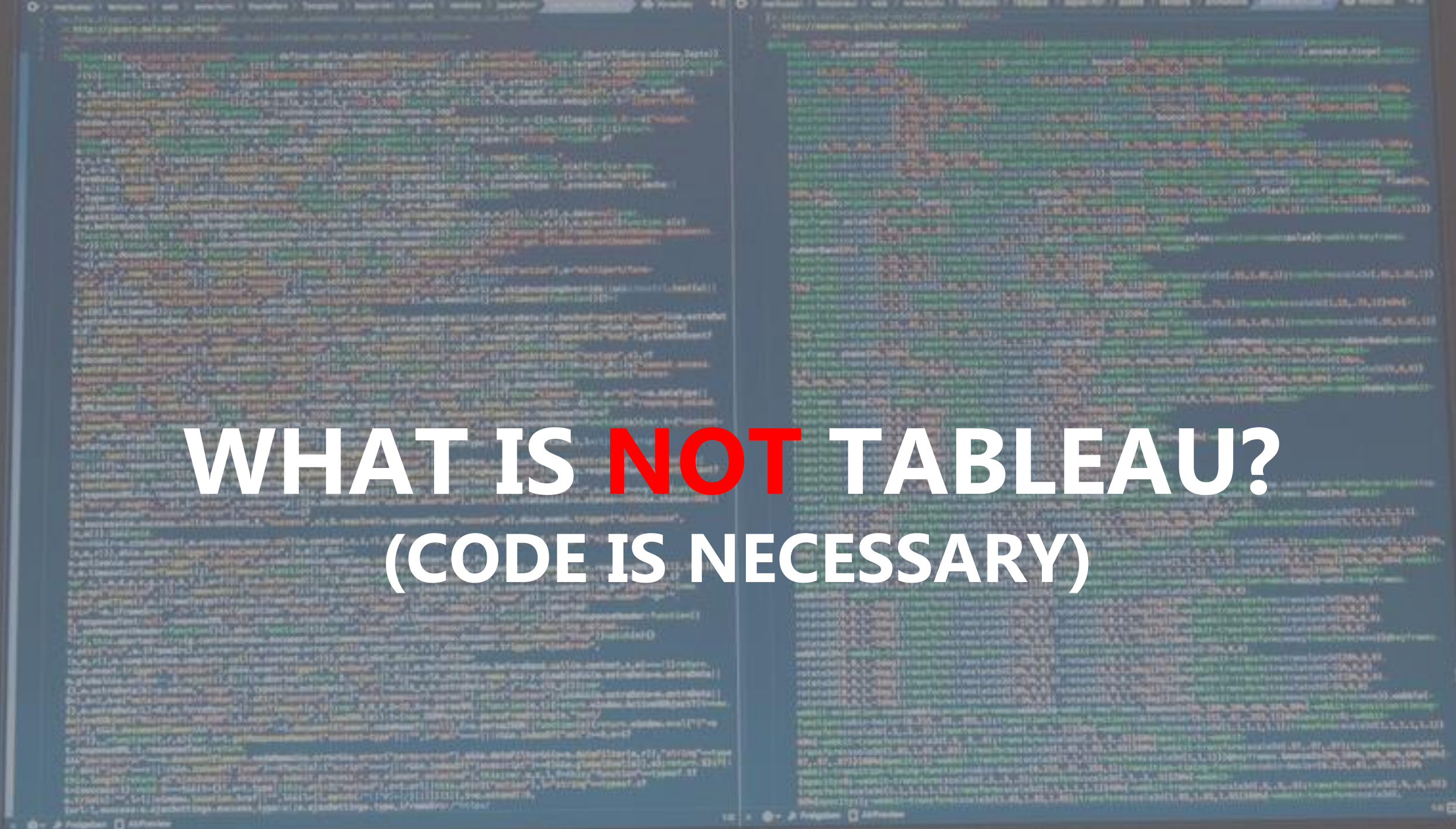
PIPELINE

A cartoon illustration of Homer Simpson from 'The Simpsons'. He is depicted from the chest up, wearing his signature white short-sleeved shirt. His eyes are wide open, and he has a joyful expression. His two large, yellow fists are raised high in the air, a gesture of triumph or excitement. The background is a solid, light blue color. Overlaid on the center of the image is the text 'WE NEED DATA AND ANALYSIS' in a bold, white, sans-serif font.

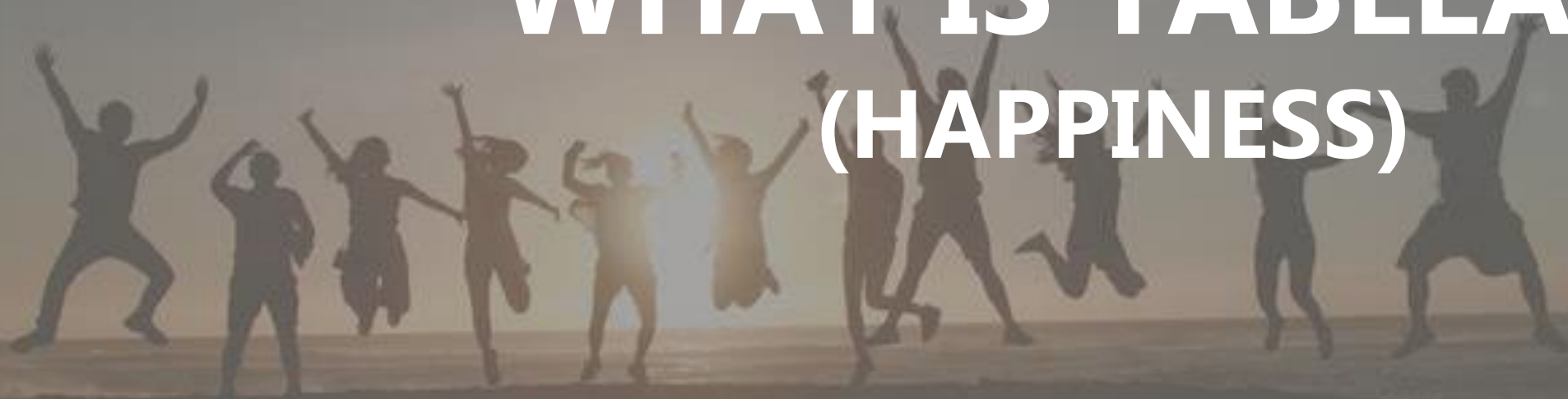
WE NEED DATA AND ANALYSIS

WHAT IS **NOT** TABLEAU?

(CODE IS NECESSARY)

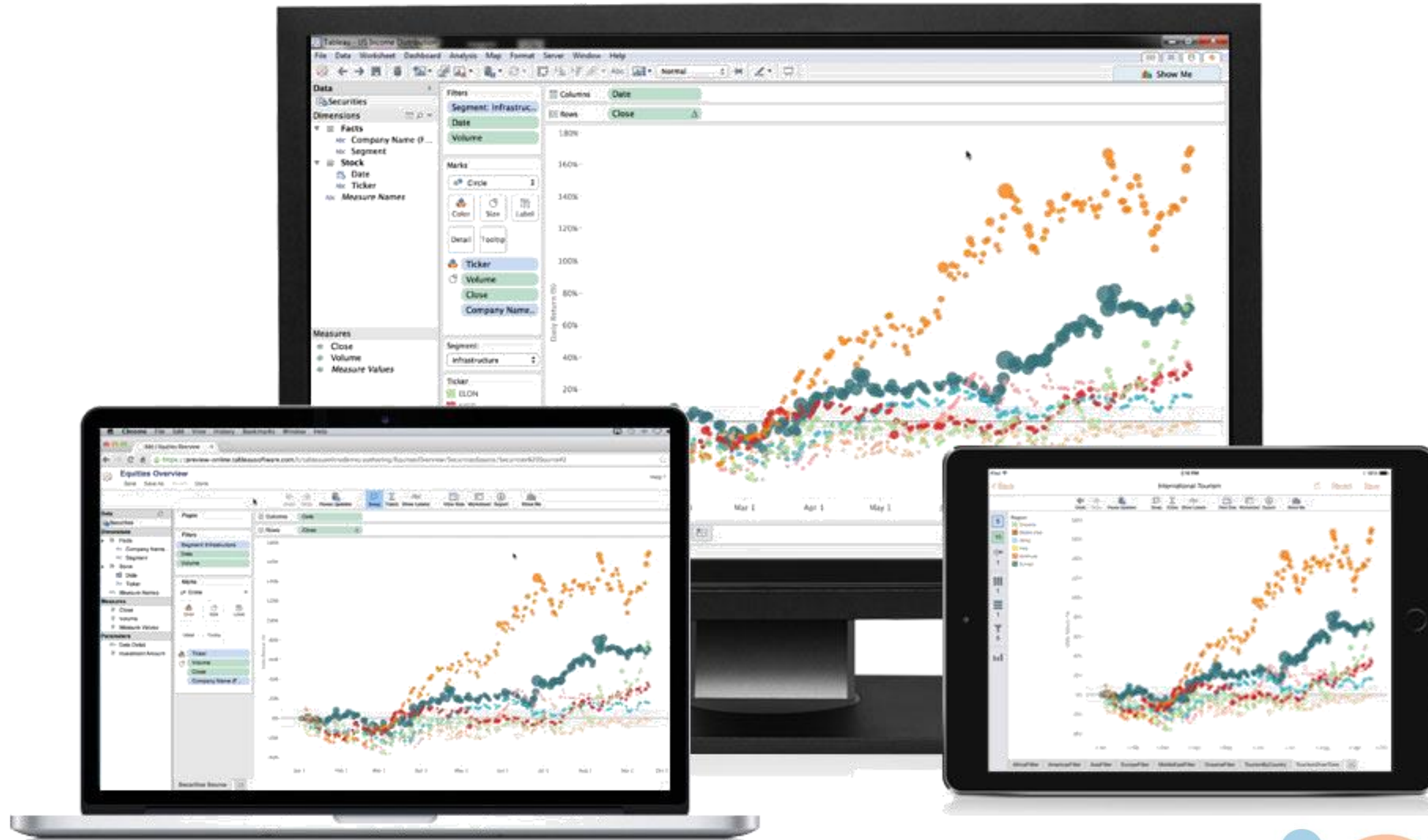


WHAT IS TABLEAU? (HAPPINESS)





WHAT IS TABLEAU?





WHY TABLEAU?

Self Service



A TI não pôde responder com a rapidez necessária devido a prioridades conflitantes.
Os usuários precisavam da capacidade de fazer análises ad-hoc de maneira ágil.
Permite que os usuários explorem dados rapidamente e respondam a perguntas de negócios

Intuitive



O Tableau ofereceu um conjunto de ferramentas que os usuários finais poderiam aprender rapidamente.
O Tableau oferece uma variedade de tutoriais on-line gratuitos / webinars que se mostraram muito eficazes para aumentar os usuários finais.
A ferramenta Tableau é estruturada de modo que as Melhores Práticas de BI sejam criadas “na caixa”.

Rapid Development Cycle



As visualizações do Tableau podem ser desenvolvidas e editadas rapidamente
Capacidade de combinar diferentes fontes de dados sem intervenção de TI
Os usuários podem publicar conteúdo para seus públicos sem a necessidade de envolver a TI
Capacidade de desenvolver uma vez e implantar por meio de vários canais

Security



O Tableau respeita a segurança de banco de dados existente e permite que a TI aproveite a infraestrutura de segurança existente
Elimina o risco de enviar arquivos por e-mail e possivelmente expor dados confidenciais



A person is silhouetted against a starry night sky. The Milky Way galaxy is visible, stretching across the sky from the bottom center towards the top right. The person is standing on a small mound or rock in the foreground, looking up at the stars.

Gartner[®]

Gartner, Inc. is an American research and advisory firm providing information technology related insight for IT and other business leaders located across the world.



GARTNER'S MAGIC QUADRANT FOR ANALYTICS (2018)

LEADERS and VISIONARIES



2015



2016



2017



2018



Conectar

A um arquivo

- Microsoft Excel
- Arquivo de texto
- Arquivo JSON
- Microsoft Access
- Arquivo PDF
- Arquivo espacial
- Arquivo estatístico

Mais...

A um servidor

- Tableau Server
- Microsoft SQL Server
- MySQL
- Oracle
- Amazon Redshift

Mais... >

Fontes de dados salvas

- Exemplo - Superloja
- Indicadores Mundiais

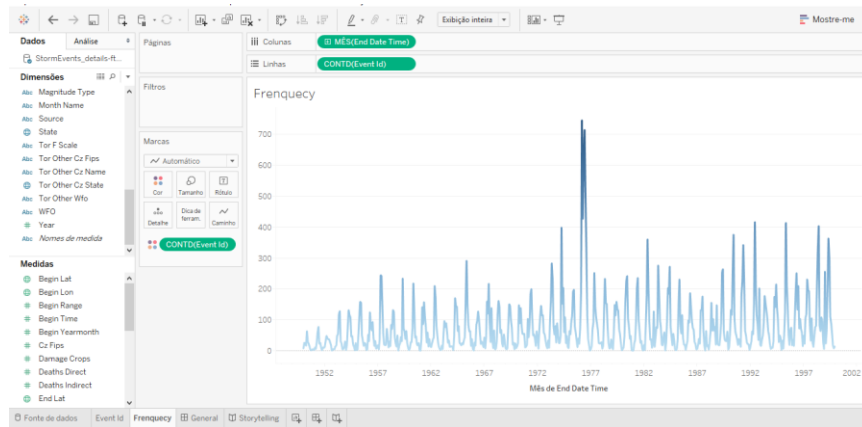
Pesquisar

- | | | |
|--------------------------|-----------------------------|----------------------------------|
| Tableau Server | Hortonworks Hadoop Hive | Pivotal Greenplum Database |
| Action Matrix | HP Vertica | PostgreSQL |
| Action Vector | IBM BigInsights | Presto |
| Amazon Athena | IBM DB2 | Progress OpenEdge |
| Amazon Aurora | IBM PDA (Netezza) | QuickBooks Online |
| Amazon EMR | Kognitio | Salesforce |
| Amazon Redshift | MapR Hadoop Hive | SAP HANA |
| Anaplan | Marketo | SAP NetWeaver Business Warehouse |
| Apache Drill | MarkLogic | SAP Sybase ASE |
| Aster Data | Microsoft | SAP Sybase IQ |
| Box | Microsoft Analysis Services | ServiceNow ITSM |
| Cisco Information Server | Microsoft PowerPivot | Listas do SharePoint |
| Cloudera Hadoop | Microsoft SQL Server | Snowflake |
| Denodo | MonetDB | Spark SQL |
| Dropbox | Conector do MongoDB BI | Splunk |
| EXASOL | MySQL | Teradata |
| Firebird | OData | Teradata OLAP Connector |
| Google Analytics | OneDrive | Conector de dados da web |
| Google BigQuery | Oracle | |
| Google Cloud SQL | Oracle Eloqua | Outros bancos de dados (ODBC) |
| Planilhas Google | Oracle Essbase | |

MORE THAN ~80 DIFFERENT DATA CONNECTORS

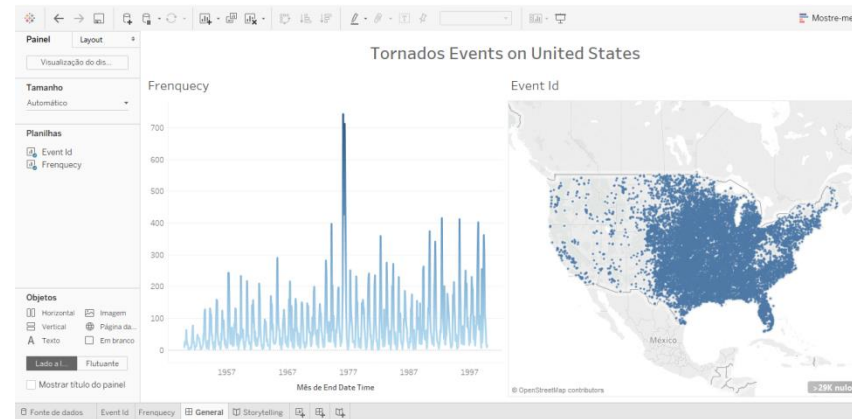


HOW IS TABLEAU?



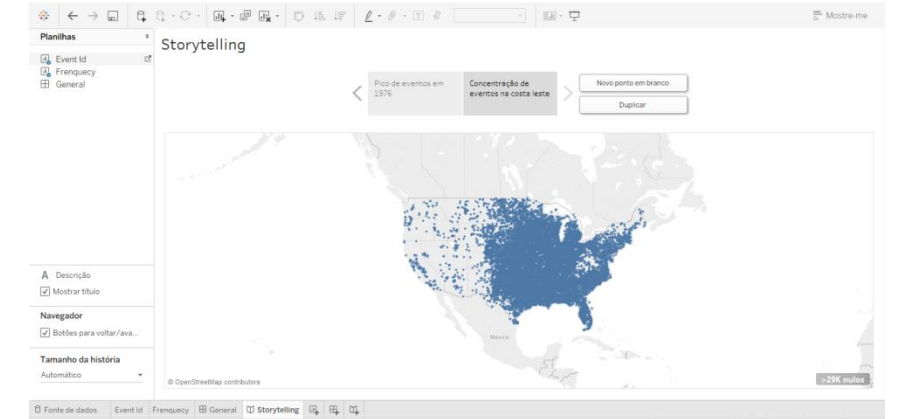
Worksheets

Where you create the graphics individually



Dashboards

Where you consolidate the graphs and create integrated analyzes



Storytelling

Where do you create your executive presentations and storytelling





HOW TO SCALE TABLEAU IN YOUR COMPANY?



Tableau Desktop

Called “the gold standard” in visual analytics, Tableau Desktop upended the business intelligence industry and ushered in a new paradigm of self-service insight.



Tableau Prep

Tableau Prep empowers more people to get to analysis faster by helping them quickly and confidently combine, shape, and clean their data.



Tableau Online

Want the sharing and collaboration of Server, but without having to actually manage a server? Then you want Tableau Online. Secure. Scalable. And Look Ma—No hardware to maintain!



Tableau Server

Share your data and dashboards to multiply your impact. Whether you keep your Server deployment on-prem or deploy to the public cloud you can keep the management of your server in your hands.





HOW MUCH IS TABLEAU?

CREATOR

USD \$70 ^{R\$246,40}

Monthly Billing

Yearly USD \$840 ^{R\$2.956,80}

Discover insights with a powerful suite of products that support your end-to-end analytics workflow.

Includes:

Tableau Desktop
Tableau Prep
Tableau Server

EXPLORER

USD \$35 ^{R\$123,20}

Monthly Billing

Yearly USD \$420 ^{R\$1.478,40}

Explore trusted data and answer your own questions faster with full self-service analytics.

Includes:

Tableau Server

VIEWER*

USD \$12 ^{R\$42,24}

Monthly Billing

Yearly USD \$144 ^{R\$506,88}

View and interact with dashboards and visualizations in a secure, easy-to-use platform.

Includes:

Tableau Server

(*) Minimum 100 users

- These values are global. It is necessary to consider Tableau's official price list for the region and also to consider the additional tributaries of Brazil.
- USD 1,00 = R\$ 3,52

TABLEAU DESKTOP



TABLEAU PREP



ID	Name	Age	Gender	Customer ID	Customer Name	Region	Product ID	Category
1001	John Doe	35	Male	C001	John Doe	North	P001	Electronics
1002	Jane Smith	28	Female	C002	Jane Smith	South	P002	Apparel
1003	Mike Johnson	42	Male	C003	Mike Johnson	West	P003	Home Goods
1004	Sarah Brown	31	Female	C004	Sarah Brown	East	P004	Books
1005	David Wilson	25	Male	C005	David Wilson	North	P005	Electronics
1006	Emily Davis	38	Female	C006	Emily Davis	South	P006	Apparel
1007	Chris Miller	45	Male	C007	Chris Miller	West	P007	Home Goods
1008	Amy Garcia	29	Female	C008	Amy Garcia	East	P008	Books
1009	Robert Taylor	33	Male	C009	Robert Taylor	North	P009	Electronics
1010	Laura Anderson	27	Female	C010	Laura Anderson	South	P010	Apparel



Campaigns and Retention

PROJECT

Workbooks 16

Views 17

Data Sources 0

Permissions

Details

0 selected

Sort by Views: All (Most-Least)

General Filters

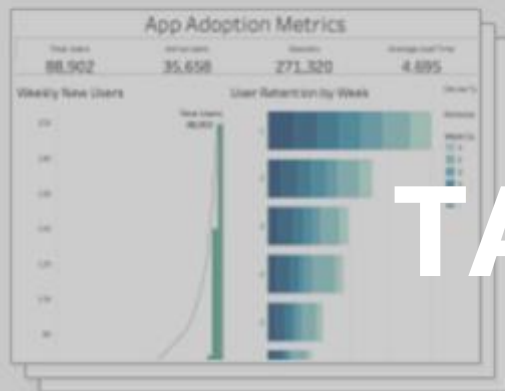
Owner

Tag

Modified on or after

Modified on or before

- Only my favorites
- Only my recently viewed
- Has an alert



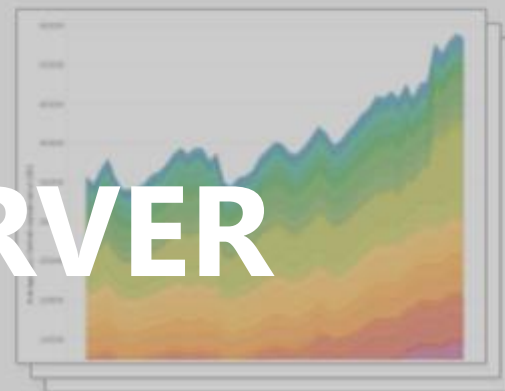
Retention Metrics

9,314 views ☆ 1



Returns

3,771 views ☆ 1



Historic Trends

3,558 views ★ 1



Major Orders

3,472 views ☆ 1



Service Impact by Customer Segment



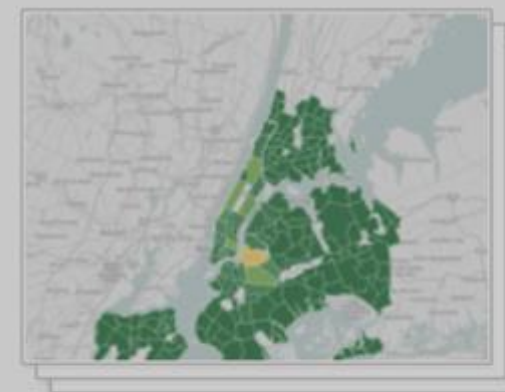
Subscribers

2,534 views ☆ 0



Web Performance

2,498 views ☆ 0



Metro Campaign

2,260 views ☆ 0

TABLEAU SERVER



BUSINESS CASE

AVIATION

DRUGSTORE

TELECOM

INSURANCE

RETAIL

BANK



PORTO
SEGURO



<https://goo.gl/JmSKwp>

<https://goo.gl/nqtEHo>

<https://goo.gl/KssUyR>

<https://goo.gl/wex9pR>

<https://goo.gl/ZsDYkr>

<https://goo.gl/WV8dJq>



DEMONSTRATION SESSION

LET'S SEE IN PRACTICE?

The SQL Server ES Inc is a multinational company in the retail sector and wishes to analyze and visualize its data in a more agile and efficient way.

The CCO(Dirceu Resende) hired a Business Intelligence Consultant to support and mitigate possible errors.

LETS GO?



Thanks for watching!



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