Tableau in Higher Education

Kentucky Council on Postsecondary Education
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Tableau
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9.28.18

Tableau Delivers Measurable Value to Education

Tableau for Teaching

Lab licenses – Desktop & Prep

Student licenses – Desktop & Prep

Tableau Online site – web-based sharing environment

“The world’s most valuable resource is no longer oil, but data”

The Economist

Source: http://www.economist.com/news/leaders/21721656-data-economy-demands-new-approach-antitrust-rules-worlds-most-valuable-resource

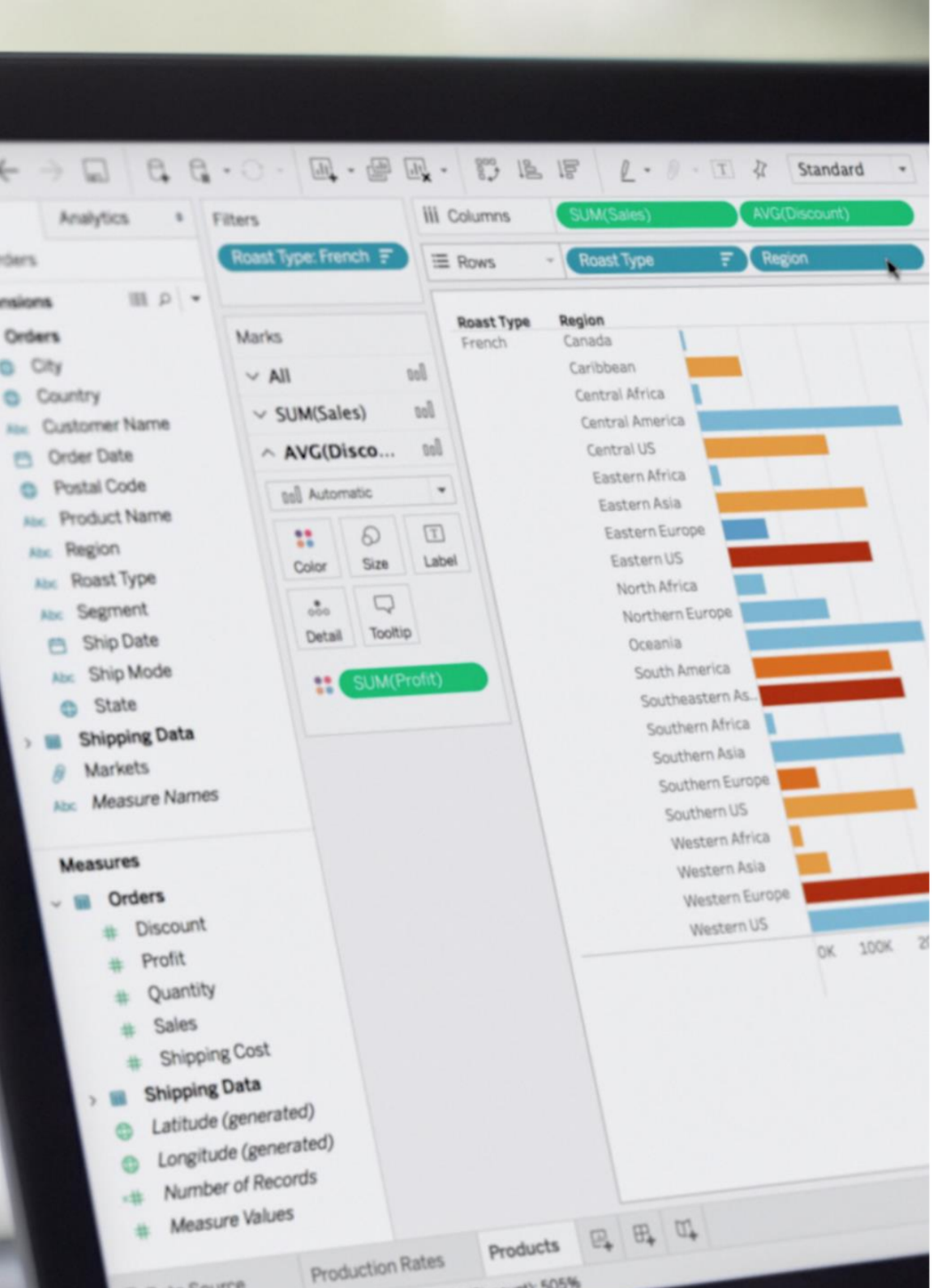


Tableau Desktop

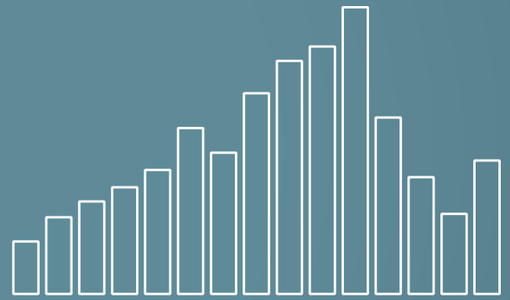
Analytics that work the way you think

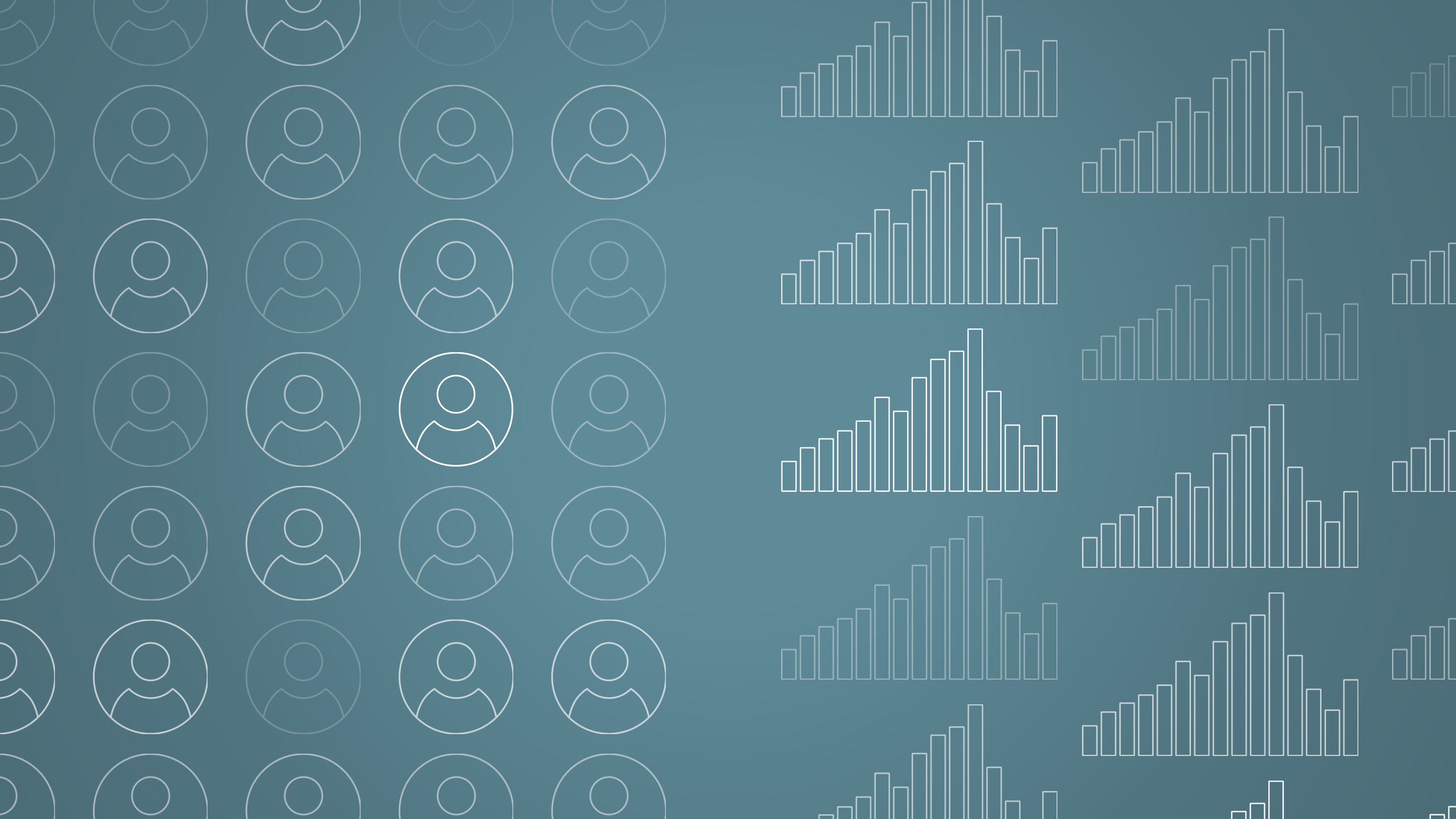
- Get actionable insights with visual data discovery
- Unlimited exploration to answer deeper questions
- Connect to any data

Tableau Server

Governed self-service analytics at scale

- Share data and insights
- Secure and governed environment
- Deployment flexibility
- Enterprise scalability
- MOBILE!!!





Projects 13 Workbooks 75 Views 187 Data Sources 21

Sort by Name (A–Z)

Academics

2 2 9 2

Admissions

0 2 5 1

Advancement

0 5 5 2

Athletic Department

0 2 2 0

Enrollment

0 2 2 0

Facilities

0 2 4 0

Finance

0 3 3 1

Information Technology

0 1 2 0

Institutional Research

K-12

Research

Sandbox

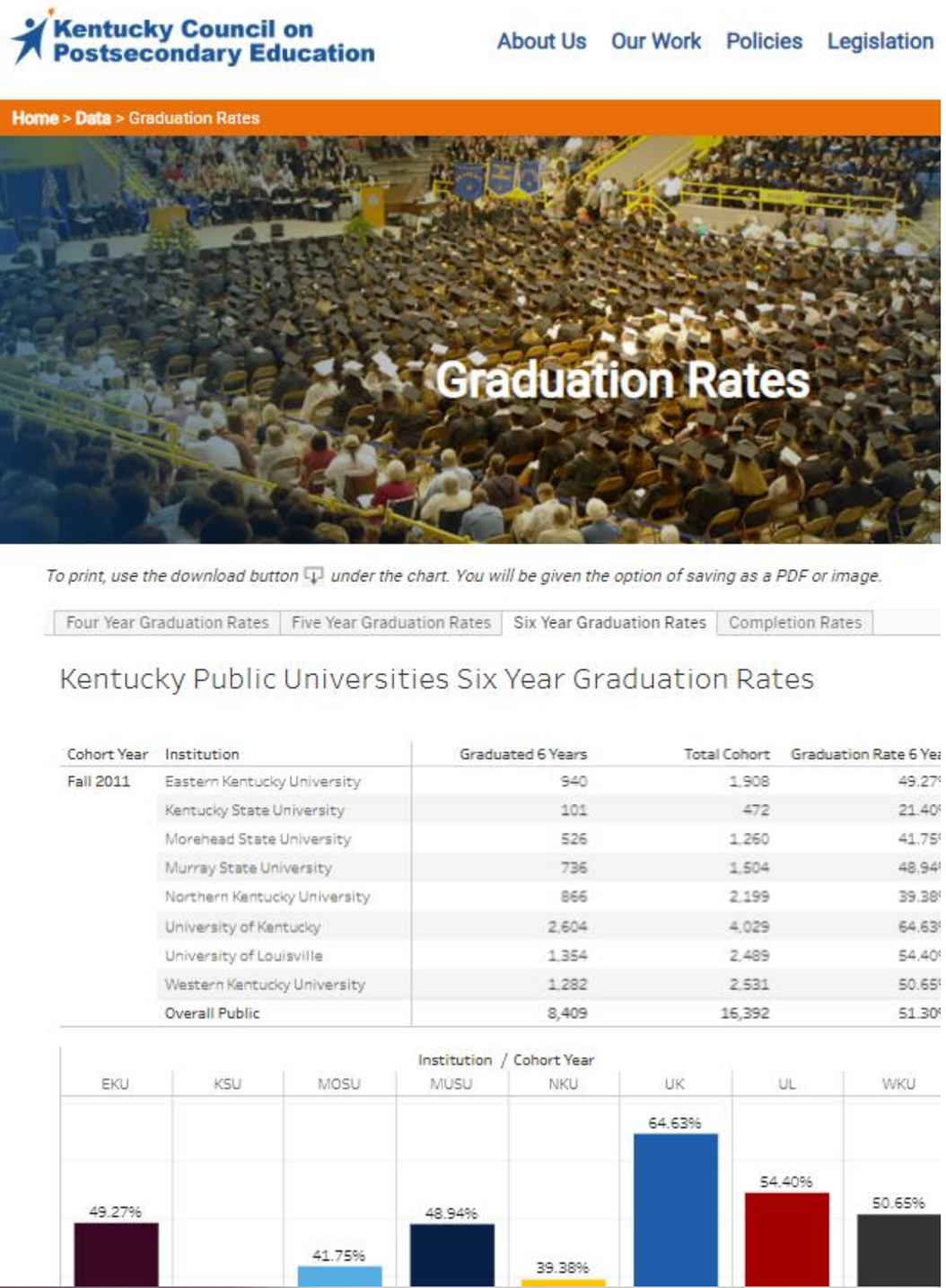


Tableau Public

...is the FREE version of Server – for the world!

\+ Free profile

\+ Publish from Desktop > Public

\+ Embed in your website

\- No automation, static data

\- 100% public, no governance

KY CPE reporting before full implementation of Tableau Public

Strong tools for ‘power users’ but info was not well disseminated to the many other researchers.

Results lived in Excel or SAS output files, emailed out for each data request. Researchers could not investigate further from the output files.

Data Tools

SQL Server Reporting Services (SSRS)
- Integrated / Parameterized / Secure
- Poor Visualization / Large Learning Curve

SAP Business Objects Web Intelligence (WEBI)
- Powerful Custom Reports
- Universe Maintenance

SAS
- Powerful Statistical Analysis & Speed
- Static / Large Learning Curve / Syntax Beyond SQL

Tableau and the KY CPE data environment

Connects directly to our data warehouse.

- **Agile and powerful datasets when combined with Initial SQL.**
- **Views and stored procedures as data sources.**

Connects directly to transactional tables

- **Instant access to data collections for analysis**

Multiple data sources in single workbook

- **Use separate data source for each sheet even from different servers.**
- **Blend data from other sources EG Excel.**

Tableau Desktop for analysis

Quickly turn datasets into information.

- **Easily pivot data with columns and rows.**
- **Quickly disaggregate data with quick filters.**

Built-in functionality

- **Create calculated fields using built-in functions and familiar syntax**

Publish dashboards to Tableau Public

- **Dashboards are easily updated and published to Tableau Public.**
- **Embedded easily into existing websites.**
- **Used for internal and external data requests.**

KY CPE empowering the researchers

CPE Website Dashboards http://cpe.ky.gov/data/index.html

- **Since beginning of 2018, increased from 2 to 10 interactive dashboards.**

Data Requests

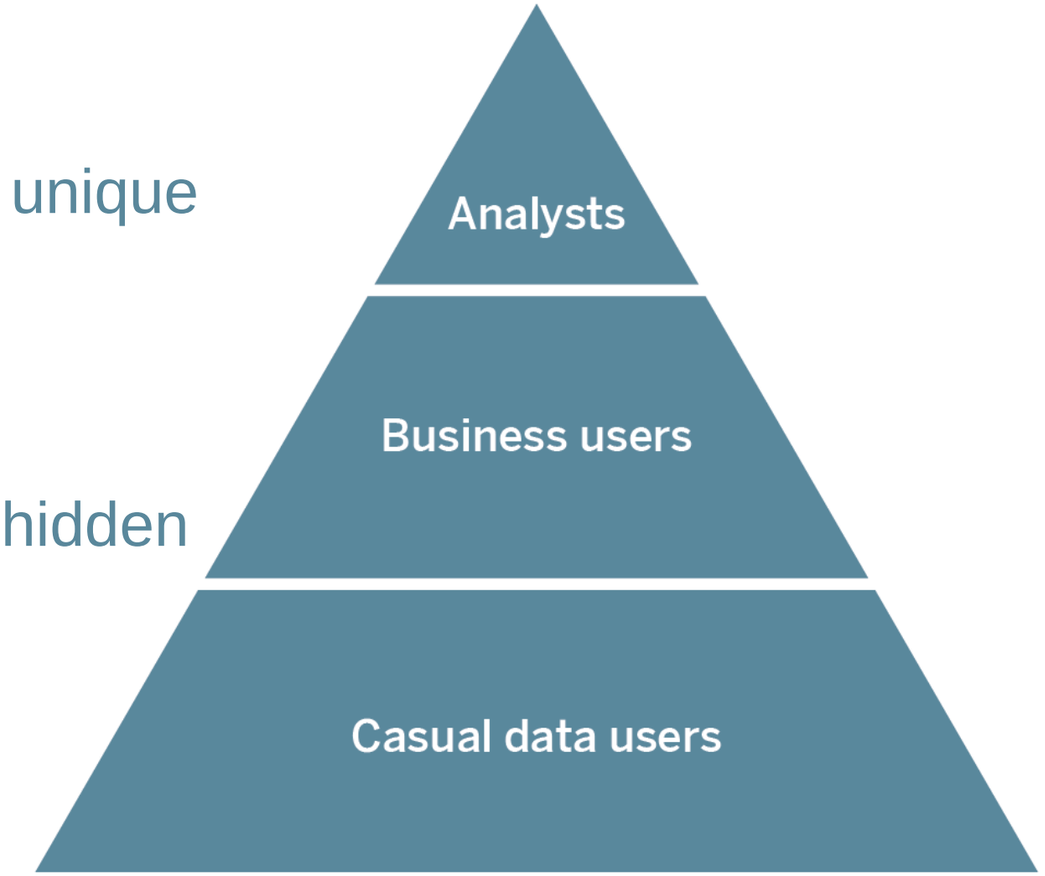
- **Fulfill most data requests through Tableau Public.**
- **Send public link to requestor with filters for disaggregation. Customize for data security (download option for unit level or table access).**
- **Easily update datasets and use same link for re-occurring requests.**

Internal Dashboards

- **Publish to Tableau Public and maintain internal report inventory.**
- **23 Dashboards in Tableau Public with only 2 electronic reports using other systems.**

Tableau's new subscription offerings

- Powerful analytics tailored to meet the unique needs of all types of users
- Easy to start and scale
- Complete end-to-end platform with no hidden costs
- Aligned and invested in your success

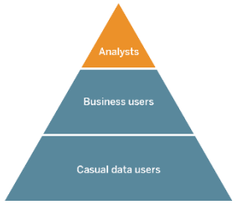


Creator

Explorer

Viewer

Tableau Creator

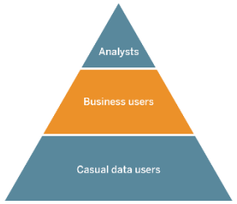


For analysts who want to discover insights faster with a powerful suite of products that support your end-to-end analytics workflow.

- Uncover insights faster with best-in-class analytics
- Quickly and confidently prepare your data for analysis
- Share and collaborate on your content and insights
- Save time and stay in the flow with an integrated experience

Includes: Tableau Desktop, Tableau Prep, and a Creator license on either Tableau Server or Tableau Online

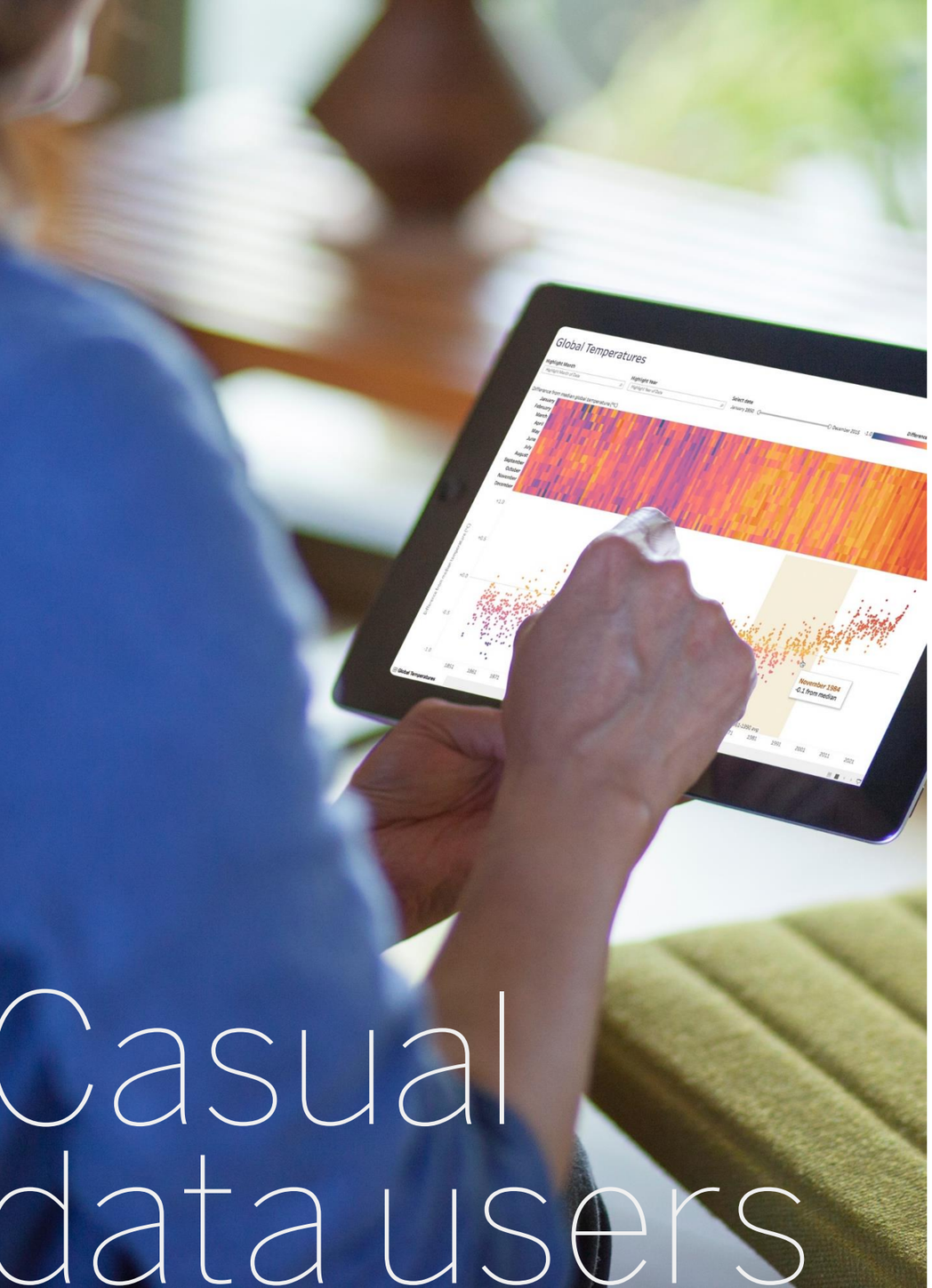
Tableau Explorer



For Business Users who want to explore trusted data and answer their own questions faster with full self-service analytics.

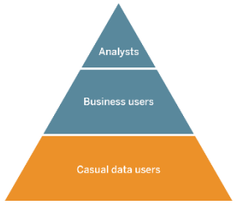
- Connect to curated data sources using Tableau Server or Tableau Online
- Explore data to answer questions and create tailored content
- Share and collaborate around dashboards and visualization

Includes: an Explorer license of either Tableau Server or Tableau Online



Casual data users

Tableau Viewer



For casual data users to view and interact with dashboards and visualizations in a secure, easy-to-use platform.

- Easily access analytics to make data-informed decisions through web and mobile.
- Stay on top of your data from subscriptions and alerts.
- Collaborate around data via discussions
- MOBILE!!!

Includes: a Viewer license of either Tableau Server or Tableau Online

Deploying with Tableau Server

https://www.tableau.com/pricing/teams-orgs

Every deployment requires at least one Creator

Tableau Creator

~~$70~~

USD/user/month
billed annually

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

Includes

TABLEAU DESKTOP

TABLEAU PREP

[illegible] or licens[illegible] of

TABLEAU SERVER

$630/ year

Tableau Explorer

~~$35~~

USD/user/month
billed annually

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

Includes one Explorer license of

TABLEAU SERVER

$315/ year

Tableau Viewer

~~$12~~

USD/user/month
billed annually | min. 100 Viewers required

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

Includes one Viewer license of

TABLEAU SERVER

$108/ year

Deploying with Tableau Online

https://www.tableau.com/pricing/teams-orgs

Every deployment requires at least one Creator

Tableau Creator

~~$70~~

USD/user/month
billed annually

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

Includes

D TABLEAU DESKTOP

P TABLEAU PREP

Tableau Creator Seat

O TABLEAU ONLINE

$630/ year

Tableau Explorer

~~$42~~

USD/user/month
billed annually

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

Includes one Explorer license of

O TABLEAU ONLINE

$375/ year

Tableau Viewer

~~$15~~

USD/user/month
billed annually | min. 100 Viewers required

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

Includes one Viewer license of

O TABLEAU ONLINE

$135/ year

How to figure out what's best for you?

- SL**ED** team just for you
- 30 day guided evaluation
- Health check of current usage
- Tableau Conference ☺

Tableau in Higher Education

THANK YOU! ☺

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