Branded Analytics: Embedding a Better User Experience

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#data19
Hey @tableau data family, what Tableau workbooks have you published that did not get the attention you thought they would? (views, favorites, social media likes, whatever) Let’s see all the amazing work you’ve done! #UnsungViz
Robert Rouse @bibleviz - Aug 9
I liked the artistic way the turned out, but I seem to be the only one who saw it that way.

Bridget Cogley @WindsCogley - Aug 9
Replying to @HighVizAbility and @tableau
Giorgio Meets HR. This was a testing of concepts, more than an analysis, but provided proof for some theories. 2nd to that might be Braint.

Giorgio Meets HR
What could the dashboard of the future look like? With set actions and transparency, this!
public.tableau.com

Sarah Bartlett @sarahlovesdata - Aug 9
Replying to @HighVizAbility and @tableau
Probably this one. I had a lot of fun building it & was really happy with how it turned out.

STEPH CURRY'S NBA POPCORN POWER RANKINGS
Steph Curry's NBA Popcorn Power Rankings #MakeoverMonday Week 17
public.tableau.com

Lilach Manshaim @lilachmanshaim - Aug 9
Replying to @HighVizAbility and @tableau
This one was also a bummer... I think mostly because I really poured a lot into. And from an analysis perspective, it's still 1 of the visuals I'm most proud of.

Human Development Index Ranking
public.tableau.com
Good Isn’t Enough
From unsung to cult classic
Embedded Analytics
Embedded Analytics

What is it?
Putting analytics from one tool into another
Tableau’s embedded product allows you to bring the power of Tableau to your customers, in your website, at a reduced price
Embedded Analytics

Value to You
• Offer best-of-breed analytics experience
• Speed to market
• Better utilize internal development resources
• Scale
• Customer satisfaction and retention

Value to Customers
• Best-of-breed analytics experience
• Better user experience
• Increased value from offering
• Speed to insight
• Joy
Embedded Analytics is Branded Analytics
86% of buyers will pay more for a better customer experience. What’s more, customer experience will overtake price and product as the key brand differentiator among consumers by 2020."

Super Office
32 Customer Experience Statistics You Need to Know for 2018
Data is the Start of the User’s Journey

Data → Analytics → Insight
Pick Me!
Pick Me!
Pick Me!
Pick Me!
Pick Me!
Pick Me!
Pick Me!
Pick Me!
Pick Me!
Pick Me!
Pick Me!
Pick Me!
Pick Me!
Pick Me!
Pick Me!
Pick Me!
Tableau Can Get You There

Embedded Analytics empowers you and your customers
Tableau’s Embedded Analytics

Provide a beautiful, intuitive, and branded data experience

Power of Tableau

Bring the Tableau experience to your customers
Build reports and dashboard faster
Built in capabilities for subscriptions, alerts, data refreshing, caching, etc.
Tableau’s Embedded Analytics

Provide a beautiful, intuitive, and branded data experience

Power of context

Custom look/feel
Navigation your way
Familiar experience for your customers
Increased utilization
Analytics when they need it
Tableau’s Embedded Analytics

Provide a beautiful, intuitive, and branded data experience

Power of extensibility

Tableau’s JavaScript API opens up new capabilities
Mix and match content
Create a Home for All of Your Analytics

How should your users experience analytics when they load the page?
Tailor the Experience

Reduce the noise and focus on the users’ needs. The essentials should easily accessible and discoverable.

Examples:

- Executive Landing Pages
- Scorecard View
- Franchisee Reports
Thing about Navigation

How are your users used to finding things?

It might be helpful to do a “card sort” with your users
Prototype and Test
Make it Your Own

Use your corporate colors, icons, and branding elements to make it your own.
The Arby’s Experience
The Power of Context

Make it your own. That I think has been a huge part of the success. The portal came out, it looked very Arby's, this was clearly Arby's. Even someone maybe outside the organization within seconds would say 'Oh yeah, that's an Arby's portal.' because we made it consistent with our menu boards and things like that.

Karl Riddett
Arby's
The Power of Context
The Power of Context
The Power of Context
The Power of Context
DIY Model

Cost: time

Requires web development knowledge

JavaScript API


REST API

Portals for Tableau
level up your experience
Increase user adoption and find insights faster.
It's all center stage with your branded analytics portal. Learn more.

Out of the Box Innovative Solutions
Partner of the Year
Portals for Tableau leverages embedded analytics to put the spotlight on your analytics with your own custom analytics website. By ramping up your focus on branded and intuitive design, you will drive increased user adoption and engagement. Portals garnered Tableau’s Innovative Solutions Partner of the Year Award for its proven technology and value. It’s time to put your analytics centerstage with Portals for Tableau.

Brand your analytics
Increase user adoption
Create a single hub for your analytics
Improve your users’ experience
Monetize your data
Portals for Tableau

We’ve done the hard work for you and empower you to do even more

Story Points

Step users through your visualizations by combining text with Tableau Story Points

Report Builder

Create custom reports across workbooks
Download in pptx or pdf or schedule an email
More than a product

Our team of experts will help your vision become a reality

• UX Research
• Design Services
• Hosting
• Tableau Dashboarding
• Custom Development
RELATED SESSIONS

Session Name
Day | Time–Time | Location

Session Name
Day | Time–Time | Location
Please complete the session survey in the mobile app

View ‘My Evaluations’ in the menu or find your session under ‘Schedule’
Thank You

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