

Goldstone Analytics Bulletin



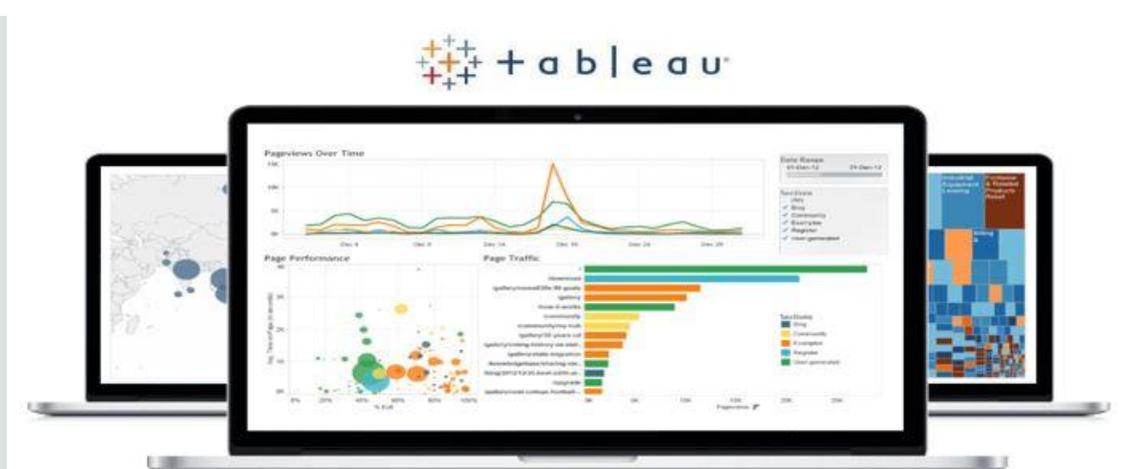
Tableau Moves Into Data Preparation with 'Project Maestro'

Tableau mission is to help people see and understand the data, because they know data can empower people to achieve great things. In short, they work toward their mission so people can achieve their goals. It's what drives all of us at Tableau.

We know that getting data ready for analysis is a time-consuming and difficult process. And what we've heard from you is that there is an extended set of data-prep activities that our data stewards perform to support others in their organization. That's why we're excited to announce a brand new data-prep product named as Project Maestro.

Project Maestro will make it possible for more people, from IT to business users, to easily prep their data with a direct and visual approach. You'll instantly see the impact of the joins, unions, and calculations you've made, ensuring that you have exactly what you need before jumping into analysis. [Read More](#)

Tableau Software Revamps Its Data Engine With Help From A Little German Startup



Seattle-based Tableau goes Hyper to keep up with customers' data needs. Tableau is revamping a core part of its software, introducing a Hyper engine to make the data-visualization process five times faster.

Visual analytics platform provider Tableau Software are promising 5X faster querying and 3X faster extraction over previous iterations with the introduction of new data engine technology, Hyper, in version 10.5 of Tableau.

Hyper is designed to provide fast data ingest and analytical query processing on large or complex data sets. According to Tableau, the new in-memory data engine technology will provide better insights as well as the ability to scale analysis to more people.

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Improve Performance with Tableau : Pharmaceutical Firm

Client is one of the prestigious Pharmaceutical Company with a global presence. The organization is a Pharmaceutical product manufacturing Company, so the majority of the vertical in the organization is in line with the manufacturing process. All various department such as Finance, Operation, Sales etc. are all majorly associated with the streamlining the process of manufacturing which is the heart of the organization business.

Traditional Work Model



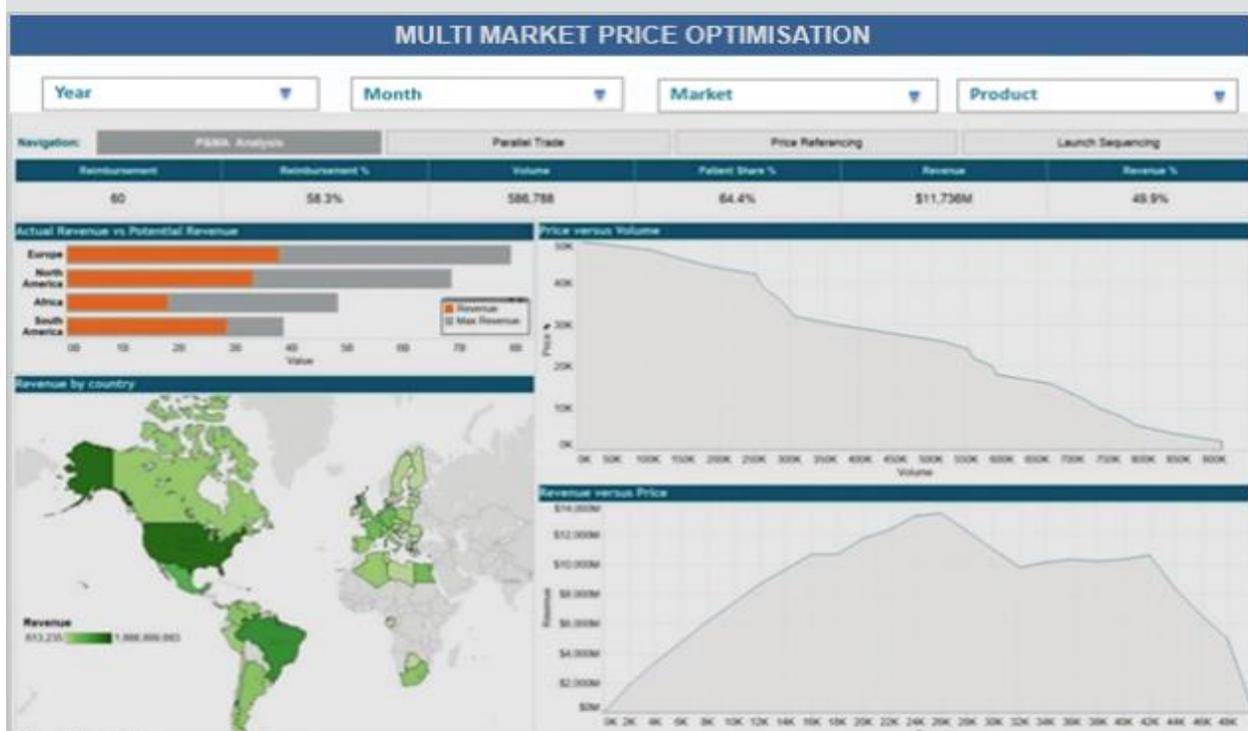
Description: As described in the model, the Data has been stored in MS SQL Server and mapped with MS Dynamics ERP from where the Admin team extracts the data, clean data and prepare in MS Excel. Business Analyst combines the data and create text reports and share with the Business User.

Problem: Time Consuming- Daily creation of reports. Manual efforts required from Admin team to extract, clean, prepare data daily and Business Analyst team to create static excel reports and share with the end Business users, which need to be update manually and send again.

Solution: To minimize the manual efforts and time the best possible solution is to implement Tableau Solution Architecture. Tableau Desktop connects with the MS SQL Server and easily able to create desired reports using data from database. Further, the reports has been published onto the Tableau Server and mapped with the In-house portal of the company using Java Script Embedded code where Business Users can interact with the reports daily. Further, to automate the process, using Subscriptions as per the schedule the screenshots of the reports has been shared with the Business Users daily.

Dashboards Prepared For Company

MULTI MARKET PRICE OPTIMIZATION: This dashboard cuts through the complexity of multi-market price optimization by visualizing price, access and revenue, across target markets. Understand the trade-offs, select the optimal launch price and manage price erosion over time to maximize revenue across the product life-cycle.



**It is an illustrative example of the actual dashboard.*

Salesforce and Google Form New Global Strategic Partnership



Salesforce and Google announced that data from Salesforce's Sales Cloud can now be imported directly into Google Analytics 360.

The integration stems from a strategic partnership that the two companies inked last November, in which Salesforce committed to using the Google Cloud Platform to expand globally and also to integrate its customer relationship tools with G Suite and Google Analytics.

The latest mash up will give marketers the ability to connect offline sales data with online digital analytics data to create a comprehensive view of the conversion funnel. According to Google, this will help users better understand the relationship between traffic sources for online leads and the quality of those leads. [Read More](#)



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All About Analytics!

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