

Goldstone Analytics Bulletin



Tableau Acquires Empirical Systems

Tableau acquires AI startup Empirical Systems in a plan to provide users with automated data modeling capabilities and enable broader BI and analytics applications.

Tableau Software Inc. is looking to enhance its data visualization platform through the newly announced acquisition of Empirical Systems Inc., an artificial intelligence startup with roots at the Massachusetts Institute of Technology. As part of the transaction, Tableau is gaining Empirical’s Analytics Engine, a software tool designed to take much of the complexity out of large-scale data modeling. [Read More](#)

Tableau Prep New Release: Version 2018.1.2



Preparing spreadsheet data for analysis gets easier—new with Tableau Prep 2018.1.2

Have lots of messy sub tables in Excel you want to analyze? *Say goodbye to hours of tedious cut/paste work. Now, union and pivot multiple groups of data in Excel spreadsheets with the newest release of Tableau Prep (2018.1.2).* You can also connect to more data sources—Presto DB and statistical files from SAS, SPSS, and R. And we've obsessed over the little things. You'll notice a lot of actions have gotten faster. Lasso select steps in the flow to delete them in one click, see your data refresh instantly when you edit data values, and experience an even faster drag-and-drop experience when connecting to large databases.

Let's explore how working with spreadsheets is even easier with these latest features in Tableau Prep 2018.1.2. [Read More](#)

Endless possibilities with Tableau Dashboard Extensions

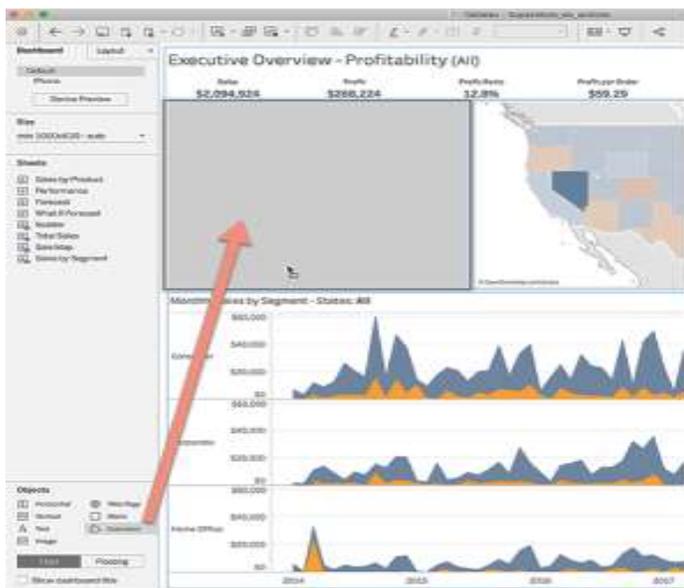


Tableau 2018.2 is currently in Beta and on its list of great features is Dashboard Extensions. **Dashboard Extensions** are custom dashboard zones that enable new dashboard functionality and integration with other applications via the Tableau interface. Internal developers and technology partners can build Extensions using the **Extensions API**.

[Read More](#)

"Execution is so critical. Sometimes you just need to try something, see what works and move forward"

Meenal Balar - Former Director of Emerging Market Growth at Facebook, VP of Marketing at Remind

Three different ways to build funnels in Tableau—and why?

	Funnel Shape	Color by Stage	Filled	Funnel Shape + Colors	Funnel Shape + Colors + Filled	
1. The simplest technique						Does not allow to do a funnel shape with different colors by stages
2. The "Measure Values" approach						Do not allow to do a field funnel
3. The "Measure Values with table calculations" approach						Required 2 calculated field for each funnel stage

A funnel—also called a pipeline, a sales process or a cycle—can be used to bring significant clarity to your sales data. Whether you're interested in identifying customers who are dropping out of the sales process, understanding your buyers' purchase journey, or visualizing whether you have enough prospects to achieve a sales target, you can do it with a funnel. [Read More](#)
