Goldstone Analytics Bulletin

TABLEAU
Pricing for data people
Options to fit people and organizations with different data needs

Adam Selipsky, CEO, President & Executive Director, tableau software, Inc. said:

The new subscription pricing structure is part of a broader mission of evolving from "being a beloved tool to a mission-critical enterprise technology platform. And getting to that point takes a lot more work than just deciding to focus on big companies.

Tableau Software overhauled its subscription pricing structure, offering several different packages of its data visualization products to gain a stronger foothold among big companies. *In addition to the subscription options, Tableau announced a new product called Tableau Prep that aims to simplify the process of data preparation,* which involves collecting and standardizing data and then consolidating it down into a single file or table so that it can be analyzed. Read More

UN Adopts Tableau As Global Standard to Augment Decision Support

Tableau Foundation.
Let's build a better world with data.
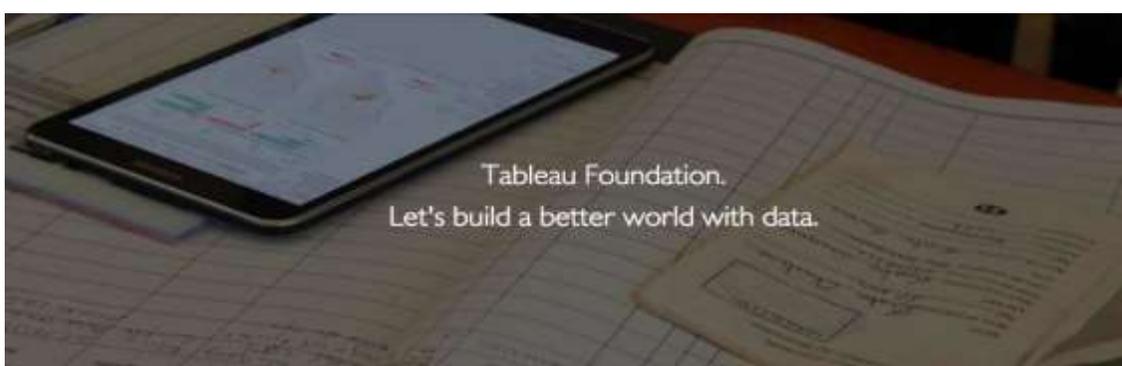
The United Nations has struck a deal with data visualization software supplier Tableau to extend its use as an organisation-wide standard

The United Nations (UN) has announced an agreement to use visual analytics software supplied by Tableau as a global standard. Individual UN agencies already use Tableau. The Office of the United Nations High Commissioner for Refugees, the World Health Organization and the International Atomic Energy Agency are all customers.

The new agreement will allow agencies in the 193 member states across the UN system to access Tableau at UN headquarters, in regional offices and in "country missions". Read More

How Nissan Drive Users to Self-Service Data Analytics
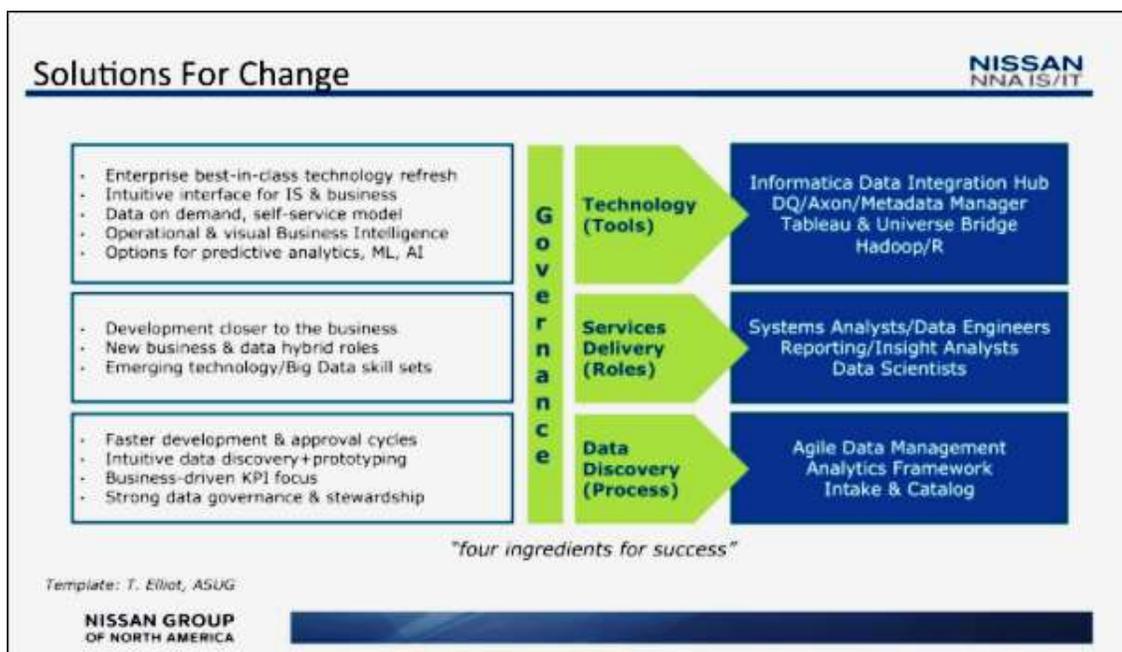
Nissan NA was about to launch a new data visualization platform across the enterprise and wanted to encourage self-service analytics.

Nissan North America has been celebrating that successful project -- going from zero to 1,500 users in one year. Project leaders, **Danielle Beringe**, senior manager of information systems, and **David Bobrow,** senior domain application architect, told the story of implementation last month at the Gartner Data and Analytics Summit. The company implemented a self-service analytics and data virtualization platform at Nissan NA. And while the software platform provider in this case was Tableau, the lessons for the successful implementation could be applied across just about any enterprise data and analytics project, or even other non-data and analytics IT projects. These are classic elements in the success of IT projects.

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Why Future of Social Media Will Depend on Artificial Intelligence

Social media platforms like Facebook and LinkedIn must use AI to make sense of the sea of human data coming at them.

With an estimated 2.77 billion social network users around the globe, social networking platforms possess an unimaginable amount of data. The reach of social networks is expanding at an alarming rate around the globe in 2019. These figures will continue to grow. Social media provides a phenomenal amount of user-generated data. Due to the nature of data which is mainly unstructured, it is a herculean task to gauge actionable insights from this sea of information.

With more than two billion monthly users, Facebook is using artificial intelligence to flag posts automatically that show expressions of suicidal thoughts for human moderators to review. Facebook has enhanced its program to allow human moderators to review 20 times more suicidal posts, and Facebook is sending its suicide prevention materials to twice as many people. Although in nascent stage, the company is deploying updated systems in different languages to improve suicide prevention on Instagram. Read More

"Torture the Data, and it will confess to Anything"

- Ronald Coase, Economics, Nobel Prize Laureate

What Do Modern Analytics Look Like With Agile Deployment?

Josh Parenteau leads the market and competitive intelligence team at Tableau with over 20 years of experience in the BI and analytics industry, including previous work at Gartner.
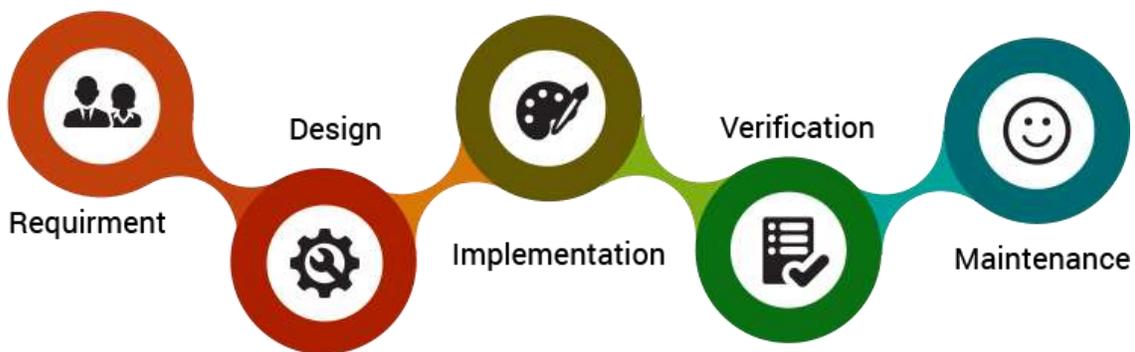
When deploying an analytics initiative throughout an organization it's time to utilize agile concepts.

Modern business intelligence has not proven the value of data as much as the value of people when they're empowered by data. Your employees are smart, curious, hard-working, and know the questions they need to ask and answer to drive the business forward. With the right insights, you can witness an immensely valuable transformation.

Everyone seems to grasp the role of modern BI in capitalizing on the value of data, but many organizations struggle to get data-driven decision-making to spread enterprise-wide. Could it be because they've forgotten that this transformation is not really about data or technology, but their people?

Why does IT need agile for modern analytics deployment and How do you get from vision to ubiquity with agile analytics? Read More