



Goldstone Analytics Bulletin

SEPTEMBER 2018

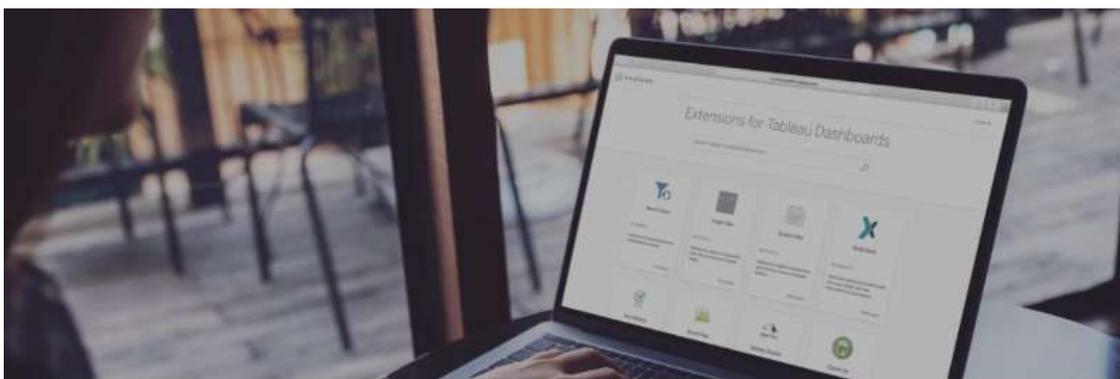


Goldstone -Tableau Data Day

Goldstone hosted a Tableau Data day in B'lore on 23rd Aug'2018. Thank you for making it a success and we look forward to contributing to your journey in #Data #BI



Tableau 2018.2 Is Released



The newest release of Tableau is here! In Tableau 2018.2, there's a variety of exciting features, including the ability to personalize your Tableau experience to fit your workflow with **dashboard extensions**, administer Tableau Server easily from the browser with **Tableau Services Manager**, join data sources based on geo-spatial data with **spatial join**, and use new **dashboard formatting tools** to make your dashboards even more beautiful. [Read More](#)

Tableau: Customer Success Story



A.S. Watson Group (ASW) is the world's largest international health and beauty retailer with 12 brands including Watsons, Superdrug and Savers. With over 14,400 stores in 24 markets, they serve over 4 billion customers every year.

A.S. Watson builds competitive edge with data in fast-moving retail industry

These improvements came with our new Eloqua Dashboard Starters, marking a step in our continued commitment to help marketers see and understand their data. A.S. Watson Group (ASW) is the world's largest international health and beauty retailer with 12 brands including Watsons, Superdrug and Savers. With over 14,400 stores in 24 markets, they serve over 4 billion customers every year.

Group Chief Operating Officer Ms. Malina Ngai shares that A.S. Watson deployed Tableau to perform complex analysis across multiple retail categories, and strengthen collaboration between departments through sharing data. They also aim to gain competitive advantage in the fast-moving retail industry with live data and insights, to drive timely business decisions.

With Tableau adoption A.S. Watson Group is able to:

- Reduced report generation time from days to hours,
- Enabled cross-category performance analysis, and
- Embedded Tableau to build a powerful in-house platform. [Read More](#)

Tableau : Asia Pacific Marketers Success Story



Asia Pacific marketers like RedMart, REA Group, and Metro Singapore are embracing modern analytics to gain a competitive edge.

Adobe and Econsultancy Digital Trends Survey of nearly 13,000 global marketers surfaced the top three areas of priorities for marketers in 2018 as content and customer experience, analytics, and audience and data management. Three stories that demonstrate how multi-sized, regional marketing organizations are harnessing data with modern analytics to gain competitive advantage.

RedMart: Harnessing real-time insights in buying patterns improves customer satisfaction.

REA Group: Direct marketing data access drives greater business impact

Metro: To see the details in retail data means more brand opportunities ahead

[Read More](#)

"We have the algorithms to save millions of lives, but only if we dismantle data silos"

Jeremy Howard - Chief Executive Officer, Enlitic.

Tableau Prep (2018.2.2) New Feature



Start your day with fresh data. Tableau can now automate the process of refreshing your Tableau Prep data sources, all from your desktop using script-based, command line scheduling! Tableau is also thrilled to bring you a localized product experience. Interact with Tableau Prep's user interface in French, Portuguese, Chinese, Korean, Japanese, Spanish, and German.

Their latest release (Tableau Prep 2018.2.2) also includes an additional smart grouping capability based on spelling and a Microsoft Access connector. They have also invested in the flow pane, making it more flexible and easier to document your end-to-end workflow. [Read More](#)

Tableau Extension: Natural Language Generation

Narrative Science, the leader in natural language generation (NLG) for the enterprise, instantly explains Tableau dashboards as written stories to enhance analysis and communication.

Narratives for Tableau instantly provides plain-English explanations of charts and graphs, giving analysts a quick and easy way to communicate to dashboard readers. This functionality allows users to generate interactive natural language stories that explain the insights within their data visualizations.

Francois Ajenstat, Tableau's Chief Product Officer, said, "This is the next logical milestone for our relationship with Narrative Science and ultimately, bringing value to our customers. In simplifying the ability for Tableau users to glean insights from their data, they are freed up to spend more time on analysis and less on administrative tasks."

Narrative Science has also been collaborating with Deloitte through Deloitte Catalyst, an ecosystem network of leading startups working to translate the potential of disruptive technologies into practical business solutions for the firm and its clients. [Read More](#)