

TABLEAU

CONFERENCE



#TC18

Welcome



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"The Bachelor" fantasy league drives Tableau at Southwest Airlines

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Agenda

I'll never use Tableau in my job.

This data doesn't apply to me.

How will using Tableau help me?

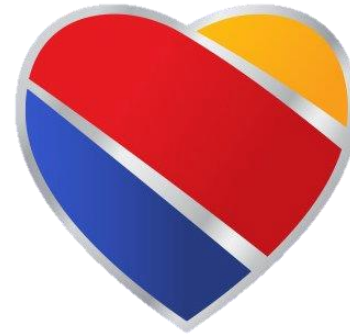
I'll forget how to use Tableau.

I don't have time to take a class.

My background



BS Mechanical Engineering
MS Operations Research
And most importantly...



Network Analytics
Financial Planning and Analysis
And most importantly...

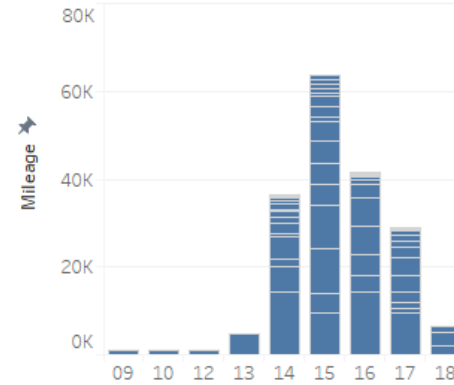


Top Markets

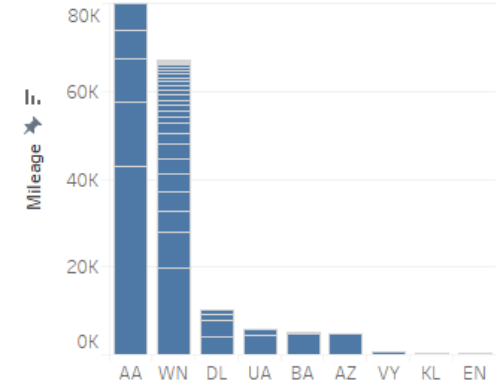
DAL-MCI	43
DAL-MDW	10
DFW-LHR	10
ABQ-DAL	7
DAL-HOU	5
DAL-LAS	4
CDG-DFW	3
DAL-SAN	3
DAL-SEA	3
DAL-DEN	2

Sort by Trips

Yearly Mileage



Airlines



“

I'll never use Tableau in my job.

I'll never use Tableau in my job

Solution

Show use case examples of successful implementations or projects

Reasoning

Use cases give users concrete examples of how their coworkers have used Tableau to streamline or otherwise improve processes

Example

Cargo dashboard on Tableau Server

- Can you add the cargo dashboard example here?

“

This data doesn't apply to me.

This data doesn't apply to me

Solution

Use data sets from different industries or sectors

Reasoning

New and exciting data sets allow users to focus on the process and techniques

Example

Bachelor Fantasy League

Dashboard placeholder



How will using Tableau help me?

How will using Tableau help me?

Solution

Create something personally beneficial or fun

Reasoning

People are often more interested in things that are personally useful

Example

Standby travel trip finding tool

Dashboard placeholder

“

I'll forget how to use Tableau.

I'll forget how to use Tableau

Solution

Occasional challenges to keep skills sharp

Reasoning

Challenges encourage users to put skills into practice in a low stress environment

Example

Travel map

Dashboard placeholder



I don't have time to take a class.

Name

Title, Org

I don't have time to take a class

Solution

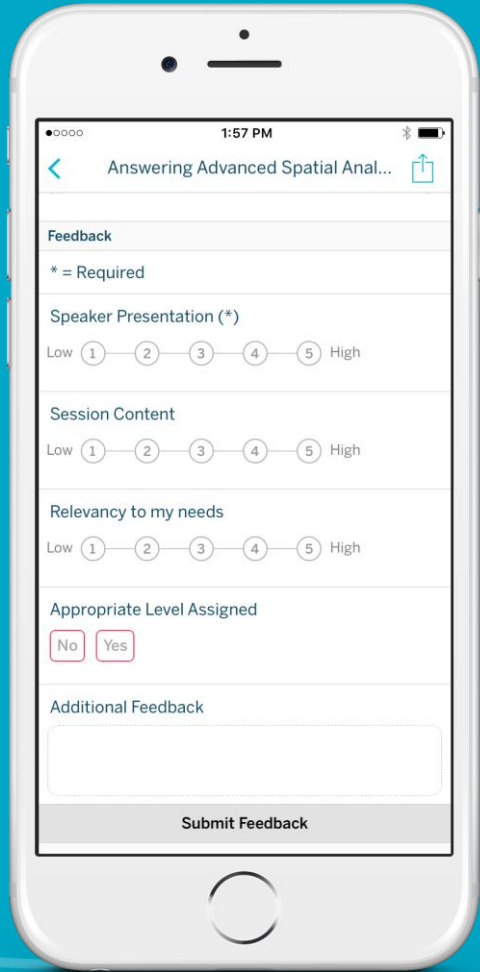
Offer alternatives to traditional training sessions

Reasoning

Traditional classes can be intimidating and different people learn in different ways

Example

Office hours



Please complete the
session survey from the
Session Details screen
in your TC18 app

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Thank you!

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