



Mastering Tableau: Extensions & DataUX

The background features a dark blue field filled with numerous thin, diagonal streaks in shades of blue, purple, and yellow. Small yellow dots are scattered along these streaks, creating a sense of motion or data points.

WELCOME EVERYONE !



Tableau Certified Professionals

100+ Implementations

Salesforce Partner

Snowflake Partner

DBT Partner

www.decisionfoundry.com

Salesforce Consultants



Speaker : Lijin Dev Keloth

- Data visualization enthusiast
- Certified Tableau professional
- BI Engineering & Data Science
- Data Products

<https://public.tableau.com/profile/lijin>



Not many have spoken about
Extensions & DataUX



Mastering Tableau: Extensions & DataUX

**BUSINESS INTELLIGENCE
USER ADOPTION RATE IS
BELOW 20% ↓**

Source: BARC Survey

AGENDA

- TABLEAU EXTENSIONS
- TYPES OF TABLEAU EXTENSIONS
- HIGH-LEVEL ARCHITECTURE
- EXTENSION DASHBOARD
- DEMO
- USE CASES
- QUESTIONS



TYPES OF TABLEAU EXTENSIONS

DASHBOARD
EXTENSIONS

ANALYTICS
EXTENSION

WHAT IS A **TABLEAU DASHBOARD** **EXTENSION** ?



A web app



Works on Tableau dashboard



Build on Tableau's JS library



Uses manifest file to integrate

USE CASES OF EXTENSIONS



Integrate third parties



Brings in write back function








Custom viz. / Feature

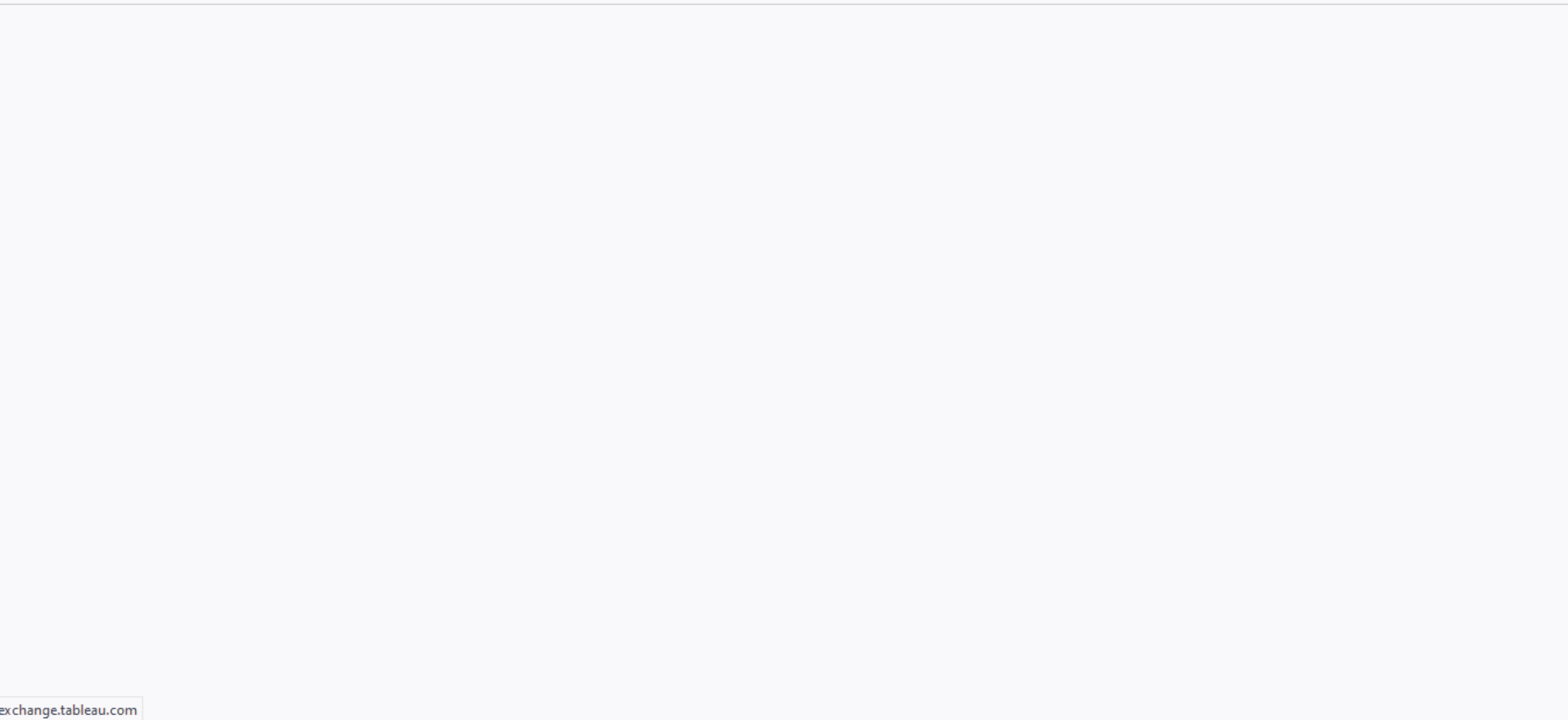


Run your app. on Tableau

The background features a dark blue field with numerous thin, parallel lines in shades of blue and purple, all slanted at an angle. Small, glowing yellow and orange dots are scattered along these lines, creating a sense of depth and movement.


EXAMPLE OF TABLEAU EXTENSIONS

Settings New Tab +
← → ×  <https://exchange.tableau.com>    



exchange.tableau.com


Windows taskbar with search bar and application icons: File Explorer, Task View, Teams, OneDrive, Outlook, Excel, Chrome, PowerPoint, Firefox, Edge, and system tray icons including network, volume, and language (ENG).



Custom Logo

by Biztory


Dynamically display an image/logo based on the values in your data, customizing your...



Next Dashboard

by Biztory


Automatically forwards the user's browser to the next configured dashboard after a certain delay.



Pixel Perfect

by USEReady

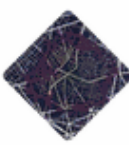
Pixel Perfect is a Tableau extension for print ready well formatted reporting.



Let's Annotate

by Starschema

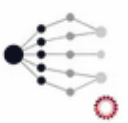
Custom annotations for your Tableau Dashboards. Leverages React Annotation.



Eqolines

by zсах


Analyse the world the way we use it. not straight lines



Network Analysis

by Billigence


Used for mapping systems of interconnected relationships.



EasyDesigns

by Infotopics | Apps for Tableau

Easily add your designs to all dashboards! Comply to your



graphomate pictograms

by graphomate GmbH

These pictograms simplified

Feedback

DYNAMIC SUNBURST : A PROVEN USE CASE

Decision
Foundry

tableau  exchange

Our first Tableau Extension has officially surpassed

10,000 DOWNLOADS

On tableau  exchange

Join the thousands of users who are leveraging our **Dynamic Sunburst** to unlock quick insights from their data.

www.decisionfoundry.com

DF[™]

DIFFERENT TYPES OF TABLEAU DASHBOARD EXTENSION ?

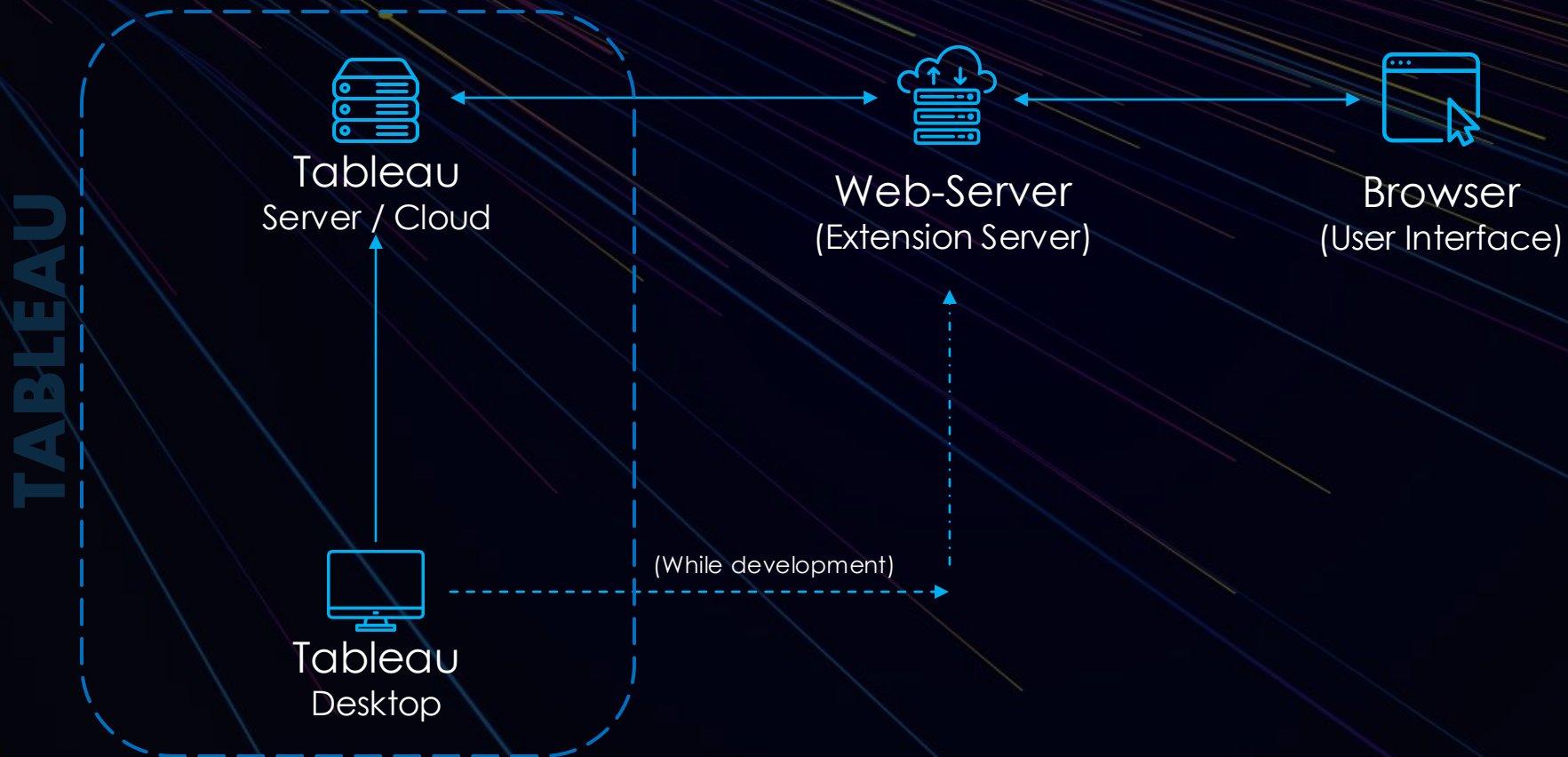


Network Enabled

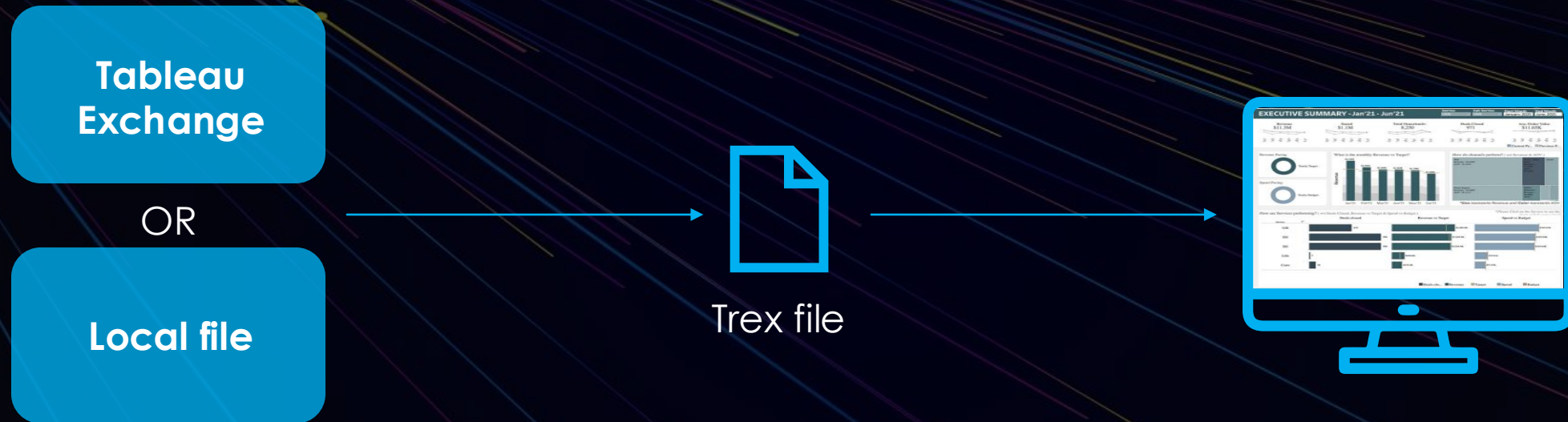


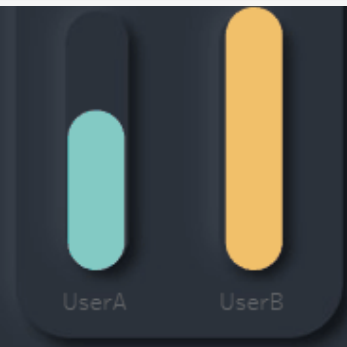
Sandboxed

EXTENSION HIGH-LEVEL ARCHITECTURE



HOW TO IMPLEMENT AN **EXTENSION** ?



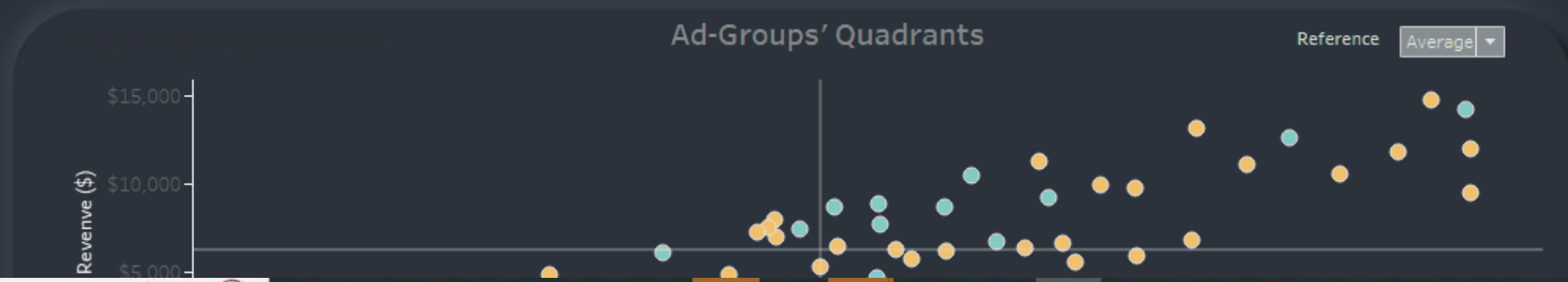
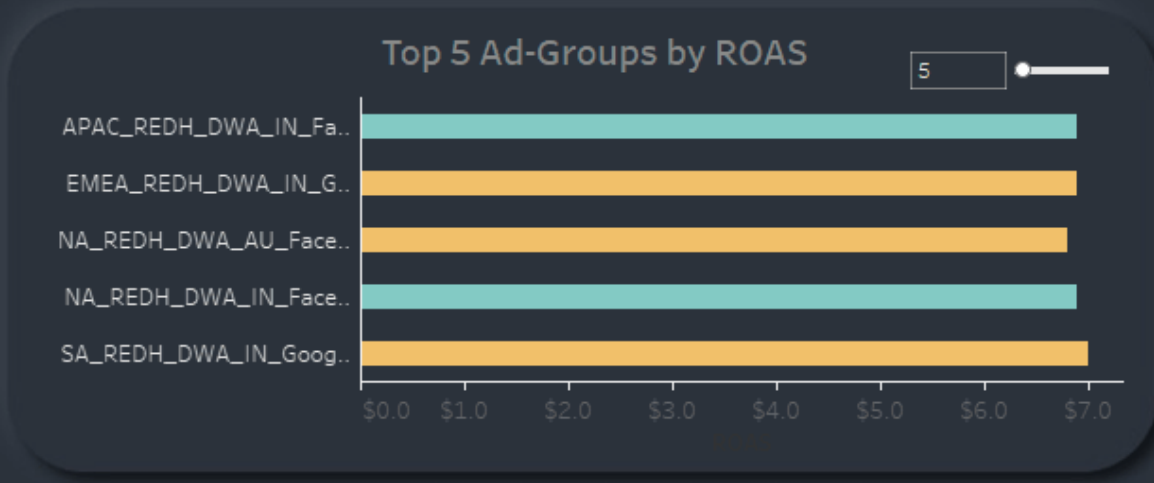
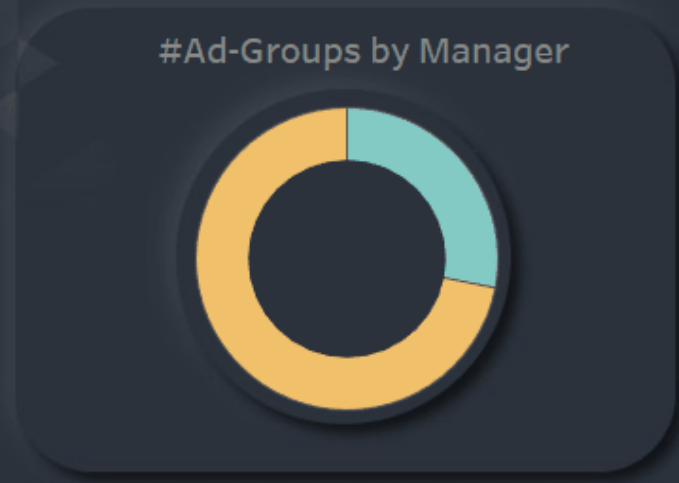


Conversions
2,013

Revenue
\$357K

ROAS
\$5.0

UserA UserB



Dashboard | Layout <

Device Preview

Size
Custom size (1100 x 1200) ▾

Sheets

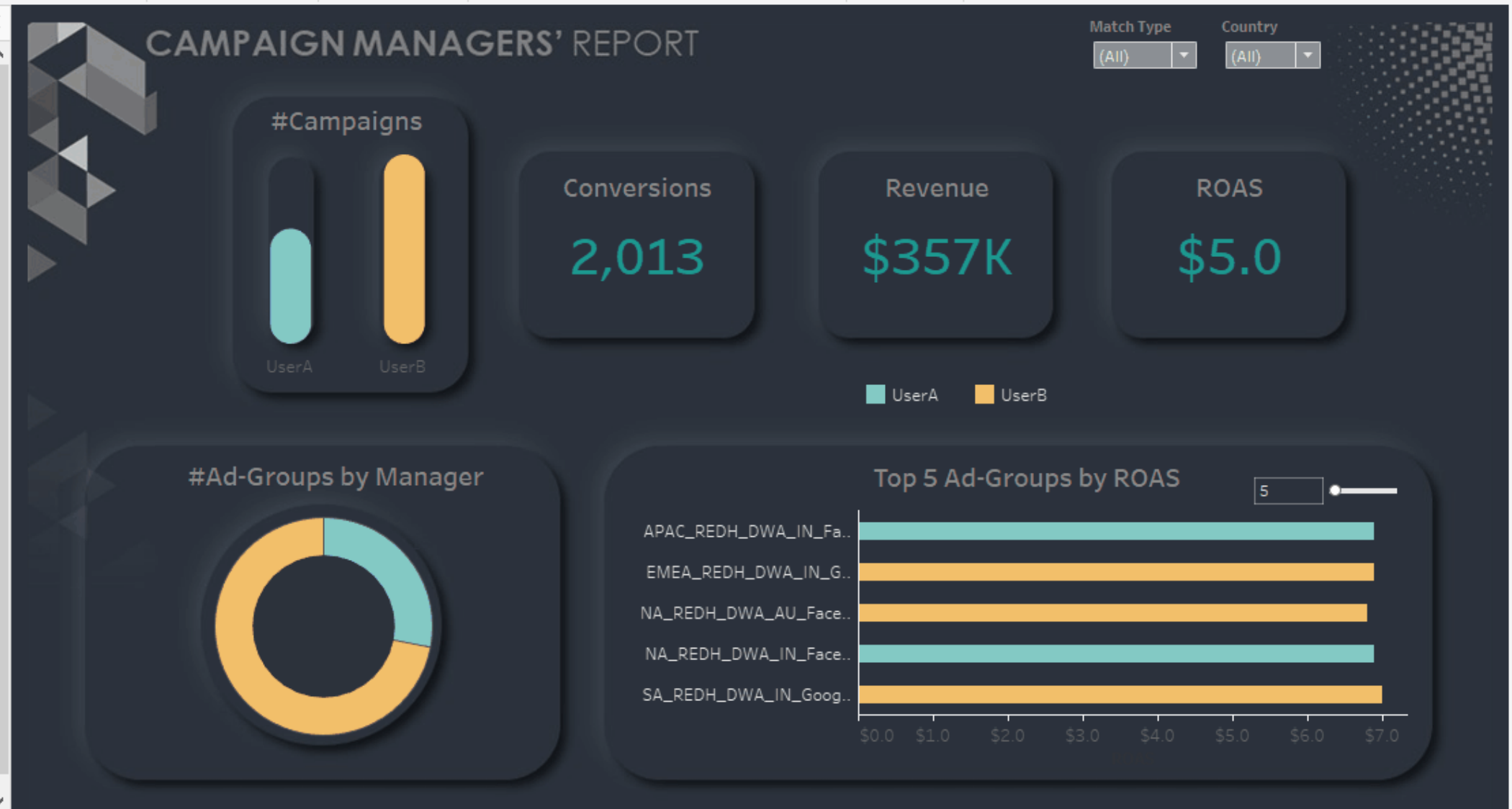
- Manager-...
- Conversions
- Revenue
- ROAS
- Manager-...
- T...

Objects

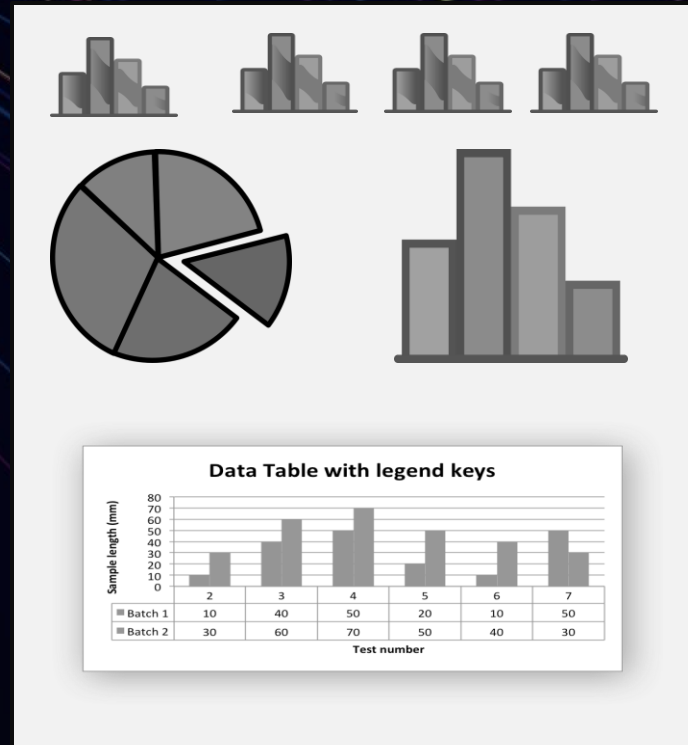
- Horizontal Contain...
- Vertical Container
- Text
- Extension
- Ask Data
- Data Story
- Image
- Blank
- Workflow
- Web Page

Tiled Floating

Show dashboard title



WHAT IS AN **EXTENSION** **DASHBOARD** ?

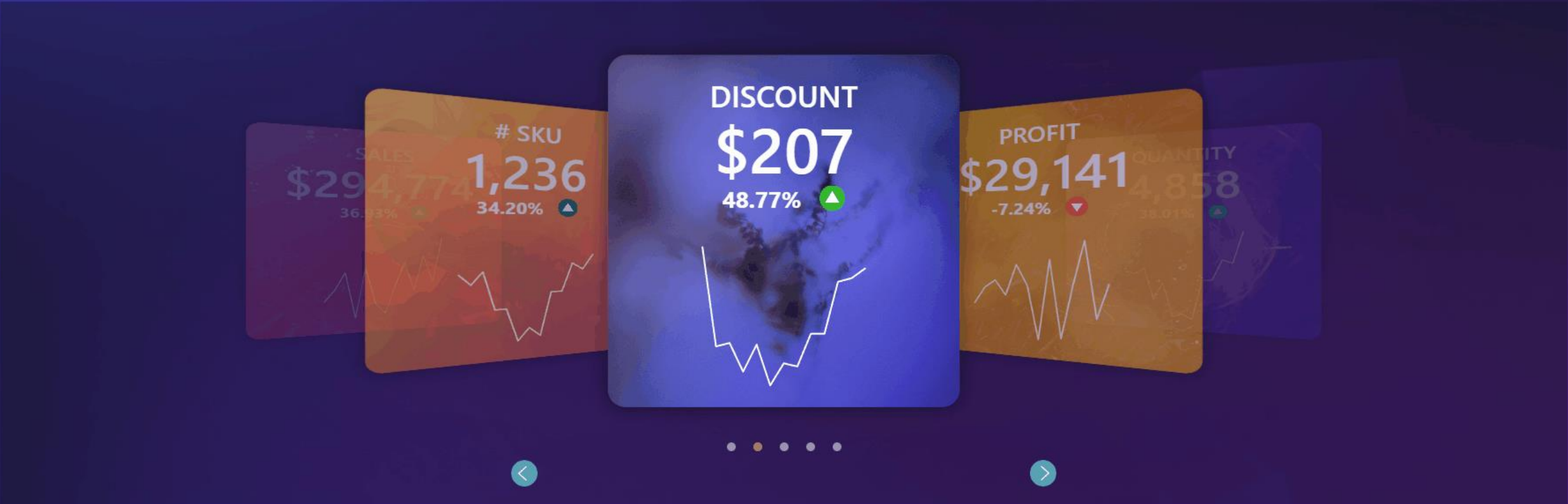


WHAT IS AN **EXTENSION DASHBOARD?**

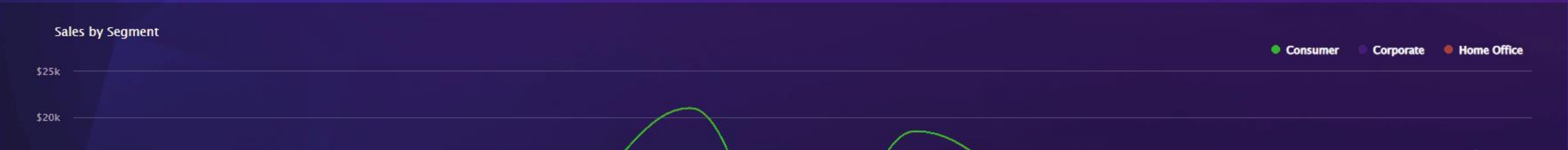
- Exclusively built by DF and coined the term “**Extension Dashboard**”
- Extension Dashboard is a Tableau Extension which will function as a dashboard.
- Extension Dashboard will act like a reusable template
- Easy to configure
- Predefined user controls and data model.

DEMO

Let's see how we built one !



Let's look at the trend



IMPORTANT USE CASES



Recreating dashboards



User Adoption



High Customization



Niche Audience / Customers

**WILL THIS REPLACE
THE EXISTING
TABLEAU
DASHBOARDS ?**

The background features a dark blue field filled with numerous thin, parallel lines in shades of blue, purple, and yellow. These lines are scattered across the frame, creating a sense of motion or data flow. Some lines are accompanied by small, glowing dots of the same color, particularly in the upper-left quadrant.

A FEW MORE EXAMPLES

Placement Performance

Brand

Site Name

Campaign Name

Placement Name

Date

Select..

Select..

Select..

Select..

Mar 1, 2018 - Mar 31, 2018

Conversions

3364



PLACEMENT ANALYTICS



Writing for south.daterama.com

Stop

SALES / REVENUE VIEW

DF™



Date

Jan 1, 2023 - Mar 31, 2023

Channel

Platform

Campaign Name

Select..

Select..

Select..

Waiting for rum browser intake. datadoghq.com

MARKETING OVERVIEW



Advertiser Overview

Channel

Brand

Site Name

Campaign Name

Date

Waiting for auth data from...

ADVERTISING OVERVIEW

DF™

The background features a dark blue field filled with numerous thin, parallel lines in shades of blue, purple, and yellow. These lines are scattered across the frame, creating a sense of motion or data flow. Small, glowing yellow dots are also scattered throughout, some appearing to be at the end of the lines.

OTHER USE CASES

SPEND PLANNER

Select Publisher

Publisher A

Select Product Category

Software

Select Brand

All

Select Ad Types

Strategy 1

Strategy 2

Strategy 3

Date range

2021-01-27

to

2021-02-26

Select Total Budget(in Thousands)

5



60

ALLOCATE BUDGET

Show Entries

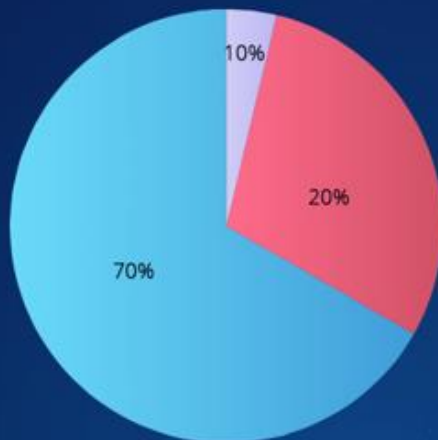
Budget Allocation

	STRATEGY1	STRATEGY2	STRATEGY3	STRATEGY4	STRATEGY5	TOTAL
1	\$7,600	\$1,700	\$6,100	\$3,400	\$1,300	\$20,100

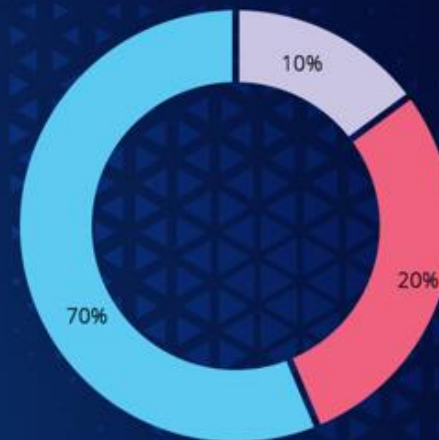
Showing 1 to 1 of 1 entries

Previous 1* Next

Budget Allocation %



Impressions by Ad Type



STRATEGY 1

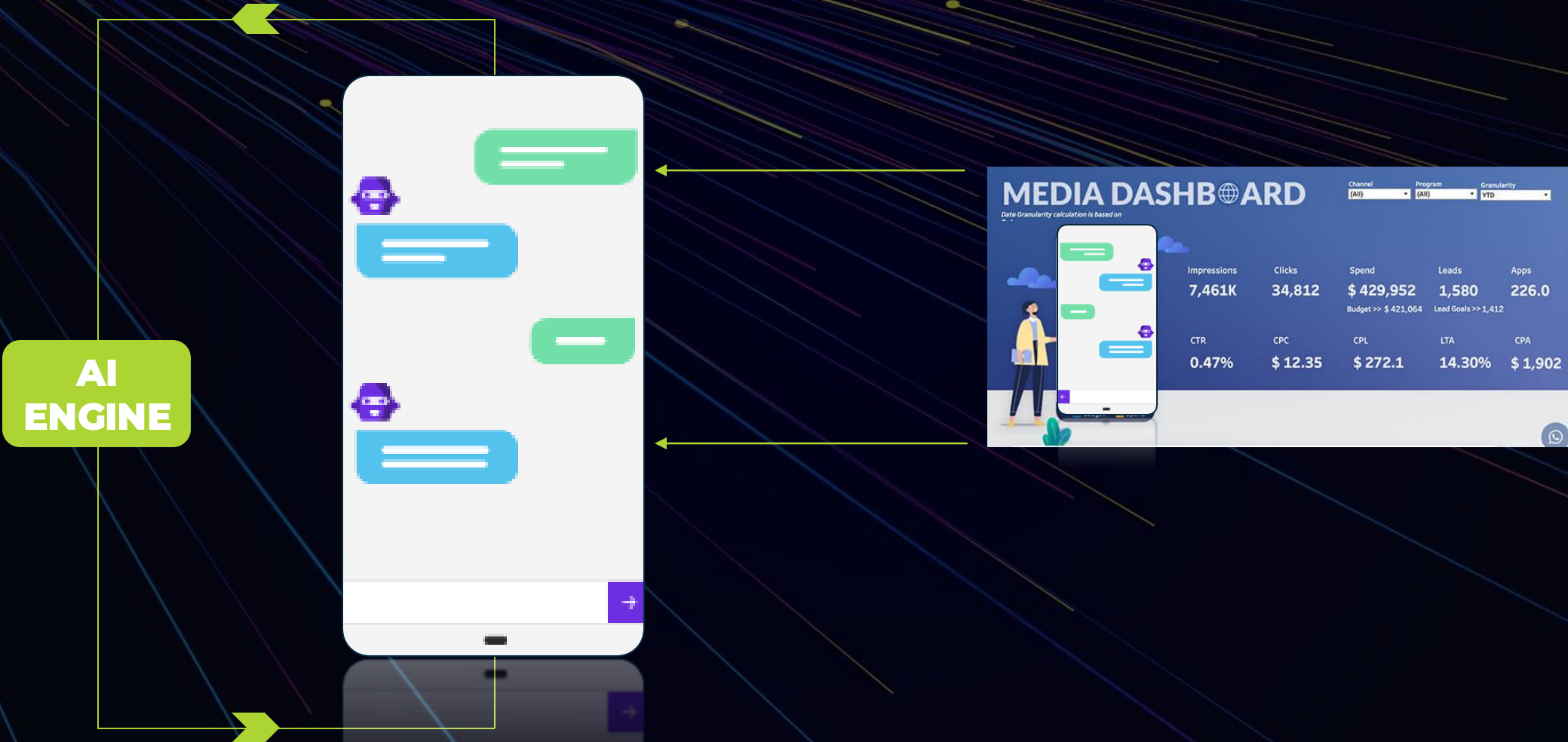


STRATEGY 2



STRATEGY 3

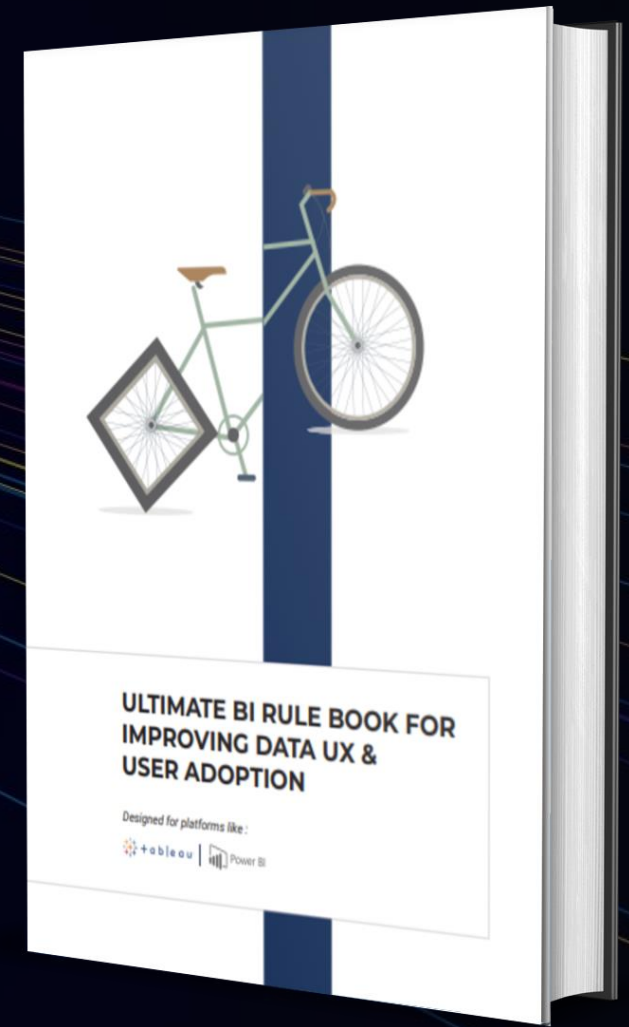
INTEGRATING AI



THERE IS A BONUS

ULTIMATE BI RULE BOOK FOR IMPROVING DATA UX & USER ADOPTION

- **Why it's important to create great data user experience ?**
- **How to do it ?**



Google

DataUX E-book by Decision Foundry



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QUESTIONS ?

REMINDER

- The recording will be available on www.decisionfoundry.com/masteringtableau
- You will find all resources used during this session , including the Trex file.
- Ebook File
- Browse our dashboard gallery for inspiration
- Participate in future events



THANK YOU!

www.decisionfoundry.com

info@decisionfoundry.com

+1 646 584 2598