

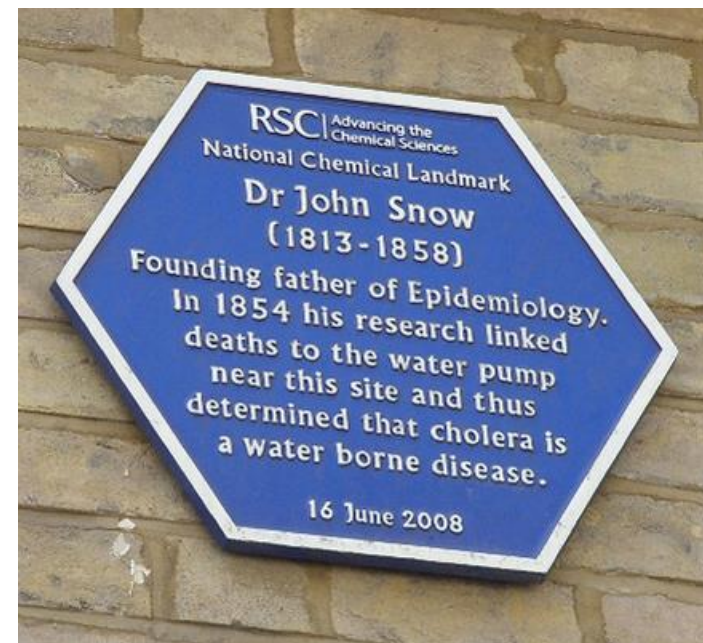
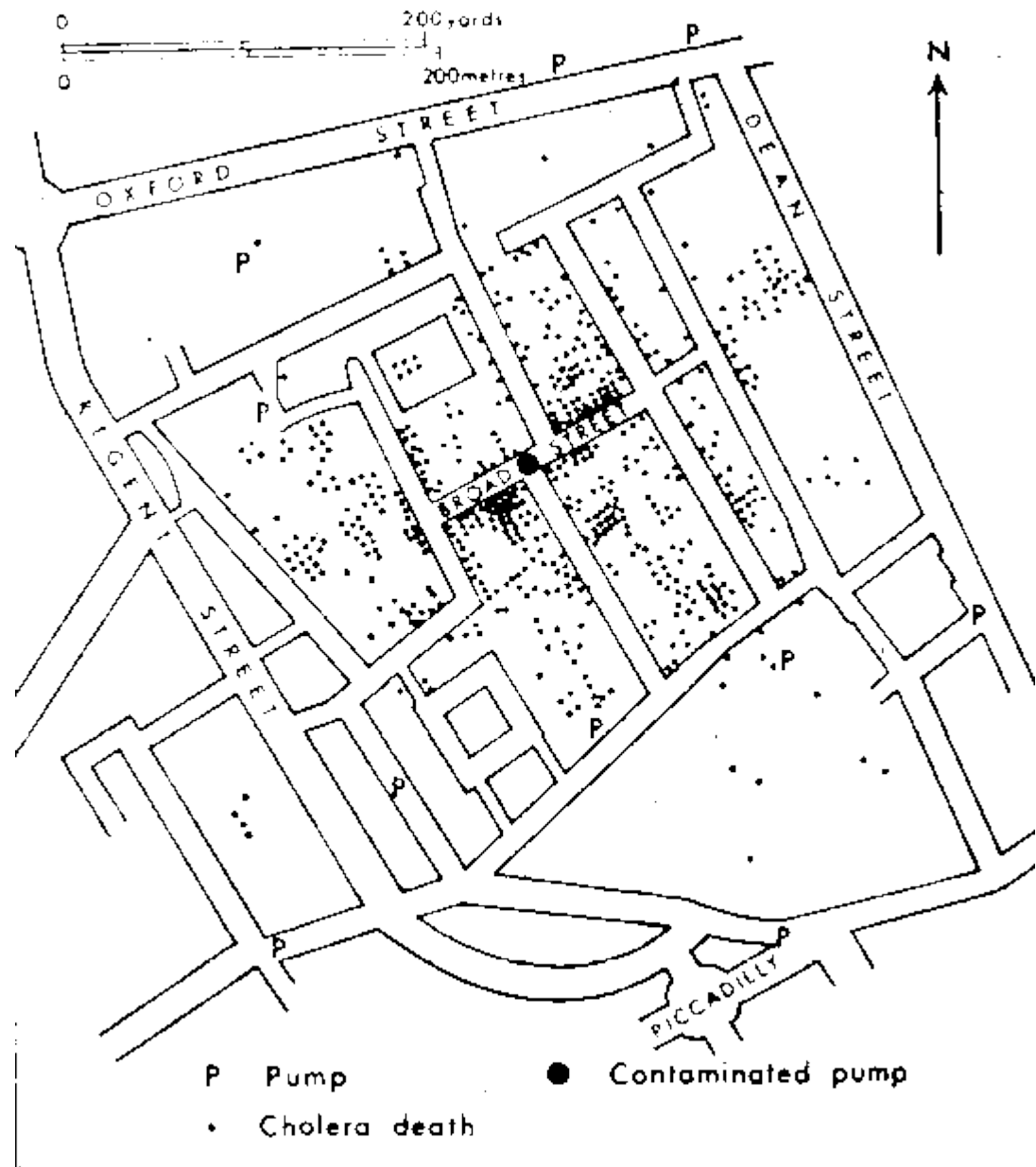


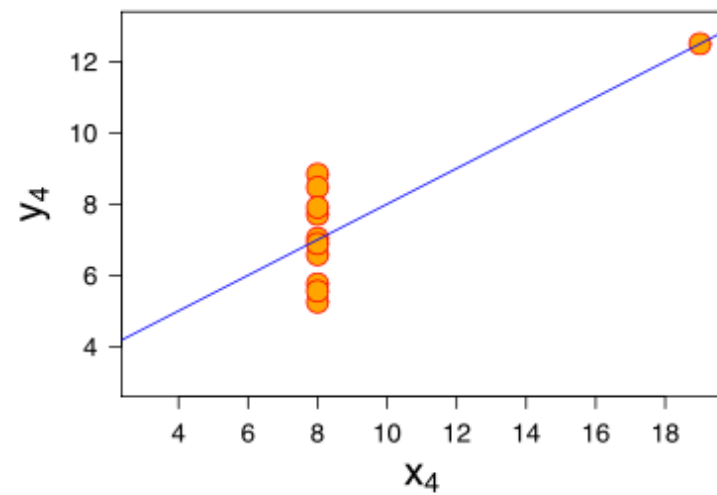
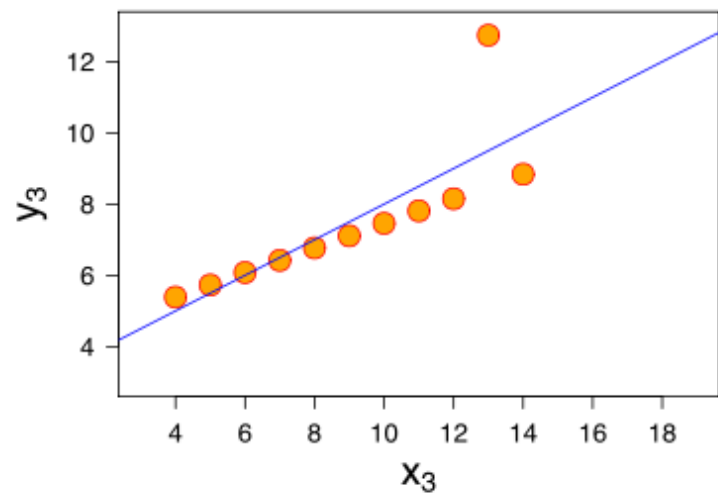
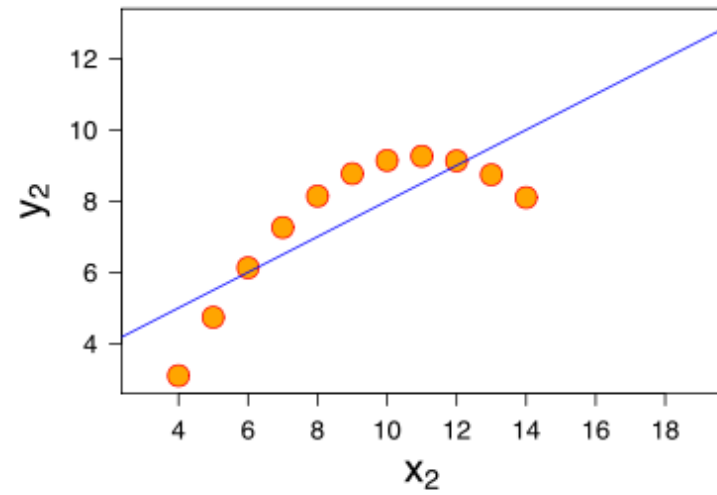
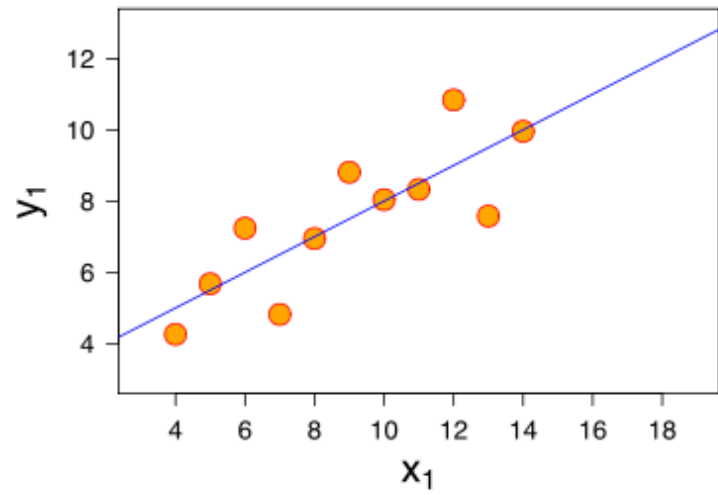
# FINDING INSIGHTS WITHIN YOUR BIG DATA DEPLOYMENT

Daniel Ong, Sales Consultant

5 2 8 7 2 6 7 2 8 3 3 1 4 6 7 5 2 3 3 6 0 4 5 0 4 1 1 7 0 6  
6 5 2 6 4 3 6 7 6 4 7 8 2 6 8 7 8 5 3 7 4 5 4 8 5 8 3 7 4 8  
7 8 7 1 0 8 4 4 3 3 5 4 5 1 4 0 8 7 6 1 7 3 4 0 2 6 9 0 5 2  
6 8 8 4 2 4 3 3 5 0 7 3 5 8 0 4 0 3 7 7 9 5 7 1 6 3 5 0 4 8  
5 1 8 8 3 2 6 0 9 4 1 5 2 7 0 7 0 5 0 6 6 2 5 8 1 7 6 2 6 5  
2 0 8 3 7 6 4 2 3 3 2 7 0 8 5 4 1 0 2 0 0 3 1 1 3 0 0 3 8 6  
0 3 4 7 1 6 5 4 5 4 4 3 1 5 8 6 5 3 2 8 6 2 6 0 8 4 7 8 5 8  
7 7 6 2 6 8 6 6 6 5 8 2 7 3 6 5 1 9 0 4 4 3 6 2 1 0 4 6 5 1  
3 1 7 0 7 4 1 5 3 0 4 0 3 4 2 2 8 4 2 1 5 8 0 3 2 7 1 8 7 0  
1 8 1 5 6 0 0 0 1 1 8 7 5 6 3 1 5 3 2 3 2 0 4 0 5 7 0 5 0 6  
0 0 2 4 6 8 3 3 4 0 4 2 4 5 7 6 3 6 5 3 6 8 0 6 0 2 4 9 8 4  
2 3 2 2 5 9 8 3 8 1 8 3 5 6 7 5 6 2 3 1 6 4 0 7 4 4 8 8 0 3  
8 3 4 2 5 4 0 6 8 5 4 2 2 4 2 4 3 2 6 7 3 2 3 0 5 1 4 7 7 0  
8 4 0 5 3 8 6 8 0 5 1 4 7 7 3 2 8 2 3 8 7 3 8 3 2 2 4 4 3 3  
5 5 7 0 1 5 1 0 6 7 5 6 4 7 8 8 3 6 0 0 2 6 4 2 7 0 8 0 4 7  
2 8 8 6 0 6 7 1 5 8 3 3 2 2 7 6 7 8 1 4 6 7 5 1 9 4 4 5 2 2  
2 3 5 4 8 2 8 7 4 1 6 8 7 9 0 1 3 3 7 2 4 3 5 8 4 1 7 0 8 2  
3 1 0 2 9 7 4 1 6 4 5 8 8 3 0 5 2 2 4 3 5 1 7 5 5 9 7 6 0 1  
5 5 4 5 2 8 7 4 7 2 4 5 8 1 3 0 8 2 0 7 6 7 4 7 2 0 5 3 7 6  
1 5 3 2 5 1 0 7 1 7 5 3 4 2 7 2 6 0 2 0 8 3 0 6 7 6 1 0 2 2

5 2 8 7 2 6 7 2 8 3 3 1 4 6 7 5 2 3 3 6 0 4 5 0 4 1 1 7 0 6  
6 5 2 6 4 3 6 7 6 4 7 8 2 6 8 7 8 5 3 7 4 5 4 8 5 8 3 7 4 8  
7 8 7 1 0 8 4 4 3 3 5 4 5 1 4 0 8 7 6 1 7 3 4 0 2 6 9 0 5 2  
6 8 8 4 2 4 3 3 5 0 7 3 5 8 0 4 0 3 7 7 9 5 7 1 6 3 5 0 4 8  
5 1 8 8 3 2 6 0 9 4 1 5 2 7 0 7 0 5 0 6 6 2 5 8 1 7 6 2 6 5  
2 0 8 3 7 6 4 2 3 3 2 7 0 8 5 4 1 0 2 0 0 3 1 1 3 0 0 3 8 6  
0 3 4 7 1 6 5 4 5 4 4 3 1 5 8 6 5 3 2 8 6 2 6 0 8 4 7 8 5 8  
7 7 6 2 6 8 6 6 6 5 8 2 7 3 6 5 1 9 0 4 4 3 6 2 1 0 4 6 5 1  
3 1 7 0 7 4 1 5 3 0 4 0 3 4 2 2 8 4 2 1 5 8 0 3 2 7 1 8 7 0  
1 8 1 5 6 0 0 0 1 1 8 7 5 6 3 1 5 3 2 3 2 0 4 0 5 7 0 5 0 6  
0 0 2 4 6 8 3 3 4 0 4 2 4 5 7 6 3 6 5 3 6 8 0 6 0 2 4 9 8 4  
2 3 2 2 5 9 8 3 8 1 8 3 5 6 7 5 6 2 3 1 6 4 0 7 4 4 8 8 0 3  
8 3 4 2 5 4 0 6 8 5 4 2 2 4 2 4 3 2 6 7 3 2 3 0 5 1 4 7 7 0  
8 4 0 5 3 8 6 8 0 5 1 4 7 7 3 2 8 2 3 8 7 3 8 3 2 2 4 4 3 3  
5 5 7 0 1 5 1 0 6 7 5 6 4 7 8 8 3 6 0 0 2 6 4 2 7 0 8 0 4 7  
2 8 8 6 0 6 7 1 5 8 3 3 2 2 7 6 7 8 1 4 6 7 5 1 9 4 4 5 2 2  
2 3 5 4 8 2 8 7 4 1 6 8 7 9 0 1 3 3 7 2 4 3 5 8 4 1 7 0 8 2  
3 1 0 2 9 7 4 1 6 4 5 8 8 3 0 5 2 2 4 3 5 1 7 5 5 9 7 6 0 1  
5 5 4 5 2 8 7 4 7 2 4 5 8 1 3 0 8 2 0 7 6 7 4 7 2 0 5 3 7 6  
1 5 3 2 5 1 0 7 1 7 5 3 4 2 7 2 6 0 2 0 8 3 0 6 7 6 1 0 2 2

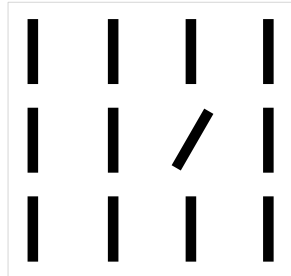




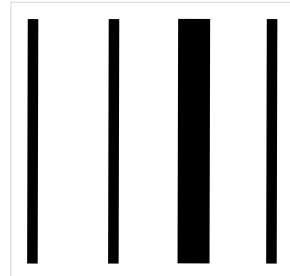
# Preattentive Attributes

## Form

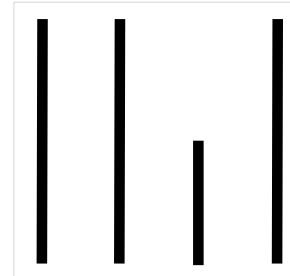
Orientation



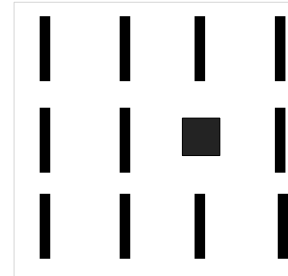
Line Width



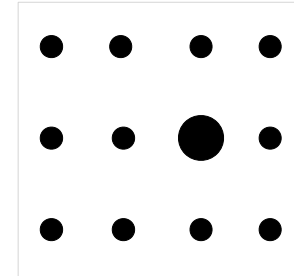
Line Length



Shape

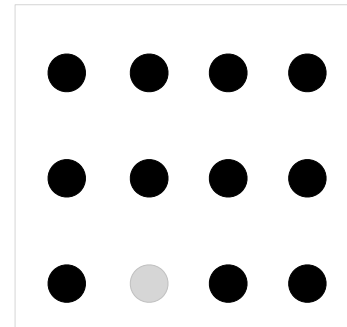


Size

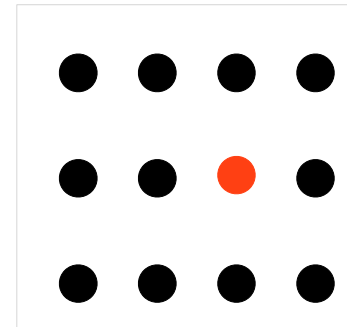


## Colour

Intensity

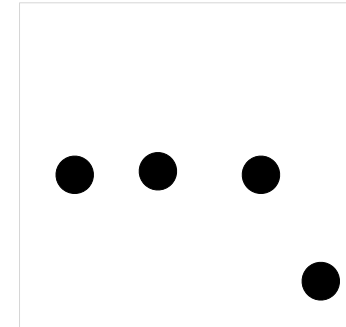


Hue



## Position

2D Position

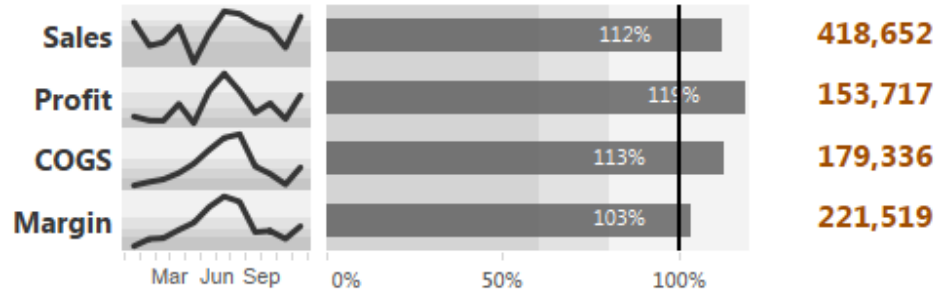


View Data: CoffeeChain Query (Sample - Coffee Chain.mdb)

4,248 rows  Show aliases Copy

	Area Code	Country	Date	Market	Market Size	Product	Product Dup	Product Type	State	Type
	970	Singapore	1/1/2012 12:00:00 AM	Central	Major Market	Decaf Irish Cream	Decaf Irish Cream	Coffee	Colorado	Decaf
	309	China	1/1/2012 12:00:00 AM	Central	Major Market	Decaf Irish Cream	Decaf Irish Cream	Coffee	Illinois	Decaf
	614	Hong Kong	1/1/2012 12:00:00 AM	Central	Major Market	Decaf Irish Cream	Decaf Irish Cream	Coffee	Ohio	Decaf
	720	Singapore	1/1/2012 12:00:00 AM	Central	Major Market	Decaf Espresso	Decaf Espresso	Espresso	Colorado	Decaf
	630	China	1/1/2012 12:00:00 AM	Central	Major Market	Decaf Espresso	Decaf Espresso	Espresso	Illinois	Decaf
	614	Hong Kong	1/1/2012 12:00:00 AM	Central	Major Market	Decaf Espresso	Decaf Espresso	Espresso	Ohio	Decaf
	970	Singapore	1/1/2012 12:00:00 AM	Central	Major Market	Chamomile	Chamomile	Herbal Tea	Colorado	Decaf
	312	China	1/1/2012 12:00:00 AM	Central	Major Market	Chamomile	Chamomile	Herbal Tea	Illinois	Decaf
	937	Hong Kong	1/1/2012 12:00:00 AM	Central	Major Market	Chamomile	Chamomile	Herbal Tea	Ohio	Decaf
	719	Singapore	1/1/2012 12:00:00 AM	Central	Major Market	Lemon	Lemon	Herbal Tea	Colorado	Decaf
	630	China	1/1/2012 12:00:00 AM	Central	Major Market	Lemon	Lemon	Herbal Tea	Illinois	Decaf
	740	Hong Kong	1/1/2012 12:00:00 AM	Central	Major Market	Lemon	Lemon	Herbal Tea	Ohio	Decaf
	970	Singapore	1/1/2012 12:00:00 AM	Central	Major Market	Mint	Mint	Herbal Tea	Colorado	Decaf
	773	China	1/1/2012 12:00:00 AM	Central	Major Market	Mint	Mint	Herbal Tea	Illinois	Decaf
	754	Thailand	1/1/2012 12:00:00 AM	East	Major Market	Decaf Irish Cream	Decaf Irish Cream	Coffee	Florida	Decaf
	754	Thailand	1/1/2012 12:00:00 AM	East	Major Market	Decaf Espresso	Decaf Espresso	Espresso	Florida	Decaf
	863	Thailand	1/1/2012 12:00:00 AM	East	Major Market	Chamomile	Chamomile	Herbal Tea	Florida	Decaf

# KPI Dashboard

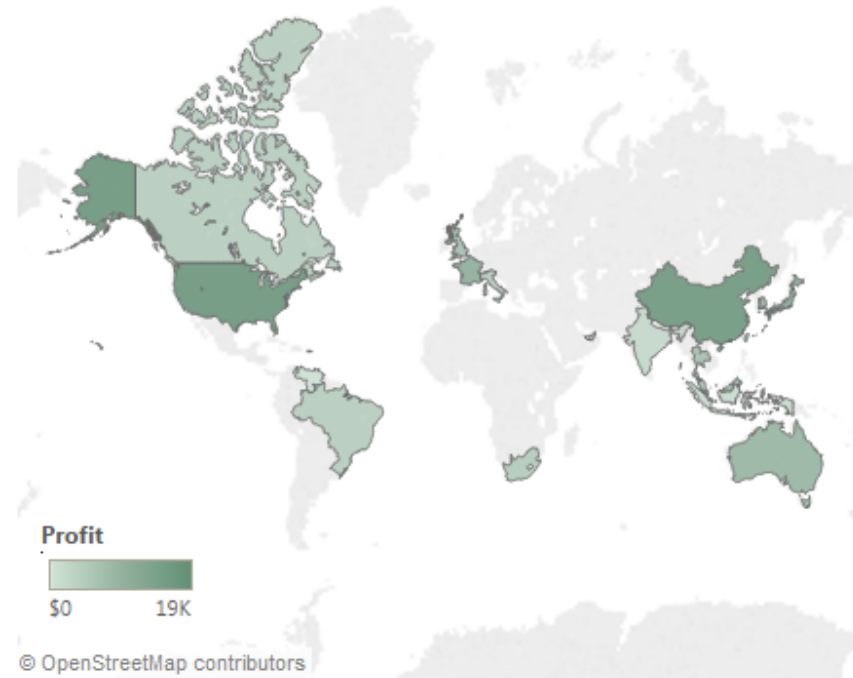
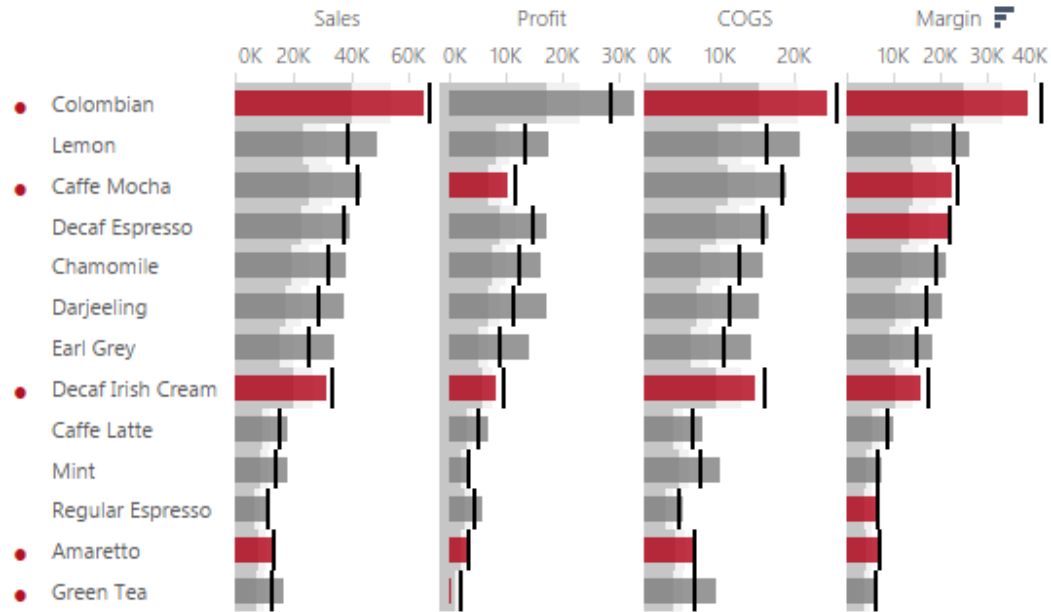


Year of Date

- 2012
- 2013

Type

- (All)
- Decaf
- Regular





# Why Tableau + Hadoop?

## 1. Easy, powerful connection

- Connect from Tableau just like any data source
- Connect through Hive, Spark SQL and Drill
- Support for Hive QL.
  - Custom SQL
  - UDF / UDAF
    - ✓ Text Processing
    - ✓ XML/JSON Parsing

## 2. Tune your analytic workload

using Tableau's initial SQL capability

- Add jar
- Set execution to Tez

# Why Tableau + Hadoop?

**DEMO**