2019 Business Intelligence Trends

David Sigerson
Solutions Consultant
We help people see and understand data.
Every company is a data company
We are innovators
## In the last 12 months

<table>
<thead>
<tr>
<th>Month</th>
<th>Events</th>
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<tbody>
<tr>
<td><strong>10.5</strong></td>
<td><strong>JANUARY 2018</strong></td>
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<tr>
<td></td>
<td>80% of customers</td>
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<td>25% of Server</td>
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<td><strong>2018.1</strong></td>
<td><strong>APRIL 2018</strong></td>
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<td></td>
<td>9000+ customers</td>
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<td>Airwatch, MobileIron, Blackberry, Intune</td>
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<td><strong>2018.2</strong></td>
<td><strong>JULY 2018</strong></td>
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<td>&amp; Gallery 25,000+ downloads</td>
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<td>@mention,</td>
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<td><strong>2018.3</strong></td>
<td><strong>OCTOBER 2018</strong></td>
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</table>
Tableau to 70% of business in 9

“...the visualizations help close the gap between the analyst and the business user [so that] analytics energy is focused on what analytics can do, not how.”

CLIVE BENFORD, SENIOR ANALYTICS PROGRAM MANAGER
efficiency by 95% across

- Deployed to 3,000 active Tableau users in 15 business units and more than 10,000+
- Achieved 95% efficiency improvements

“...We started off with a very narrow business use-case and then it just quickly spread. Tableau makes it simple and simplicity, everyone wants talk about big data analytics but Tableau simplifies it”

ASHISH BRAGANZA, DIRECTOR OF GLOBAL BUSINESS INTELLIGENCE
1. Don’t Fear Artificial Intelligence
2. Liberal Arts Impact
3. Promise of NLP
4. Multi-Cloud Debate
5. Rise of the Chief Data Officer
6. Crowdsourced Governance
7. Data Insurance
8. Data Engineer Role
9. Location Internet of Things
10. Academics Investment
machine learning models, how can they ensure they’re trustworthy?
unlock natural conversations with data.
Ask Tableau Alpha
Quickly visualize your data by asking a question.

- California sales by customer, filter State to California, Sales between $500 and $1000
- Sales by Customer, filter Shipping Destination to California, Sales between $500 and $1000

Try asking:
- Sales by customer, Revenue between $500 and $1000
- Orders by customer segment
- Average Sales, Ship Date is last week
- Maximum Revenue by Category
- Sales by City
take action.
data and business.
04 Data collaboratives amplify social good impact

05 Codes of ethics catch up to data
The rise of the analyst...

07 Data storytelling is the new language of corporations

08 Enterprises get smarter about analytics adoption

09 Data democracy elevates the data scientist
Data is moving to the cloud faster than ever, driving organizations to rethink their data strategy.
content, including video interviews at:

`tableau.com/reports/business-__________-_______`
Thank You