Analyst, Developers, and Tableau: Making a Visual Story

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Outline

- Introduction
- Analyst and App Developer Relationship
- Data Processes

-Tableau

- Reports
 - Enrollment Update Report
 - Academic Program Review
- Disadvantages
- Summary and Conclusions

Introduction: DePaul University

- Founded in 1898
- Largest Catholic
- Enrollment of over 25,000 students (Fall 2010)
- Nine colleges
- Six campuses
- Diverse student population

Introduction

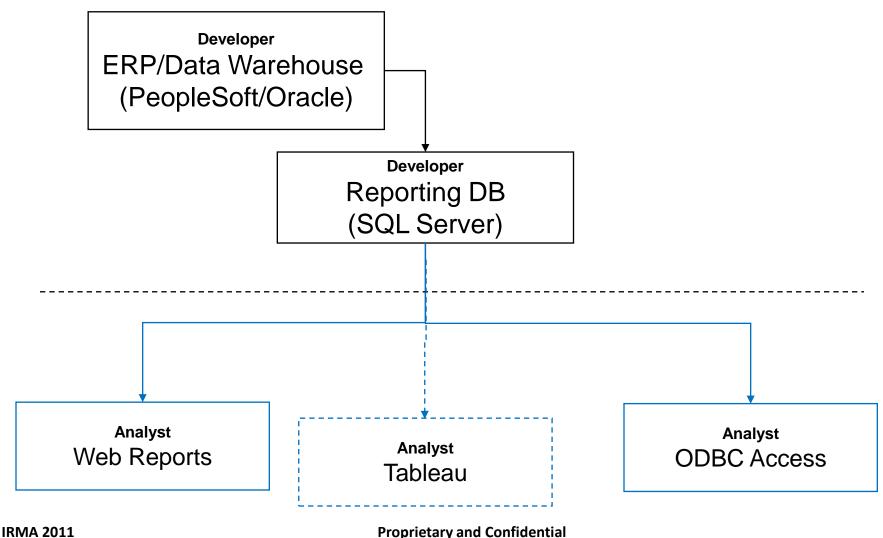
• Institutional Research and Market Analytics (IRMA)

• Functions of IRMA

• Agents of Change

Support Decision Making

Analyst and Applications Developer Relationship



What is Tableau and Why?

- It is a data visualization software
- Build a dashboard on the fly
- Dashboard gives a more complete picture
- Interactive
- Connects with several varieties of data sources
- Tableau works with your data fast
- Easy Collaboration



Tableau Reports: Enrollment Update

- Year-to-Date report
 - Budget
 - Revenue
 - Headcount
 - Starts a month before each quarter until census
 - Snapshot captured twice a week



Tableau Reports: Enrollment Update

- Static Excel
- Automated Excel
- Tableau (Desktop and Server)



Tableau Reports : Enrollment Update Process

- Tableau Report connected to SQL database to post to Tableau Server
- Data refreshed from PeopleSoft
- Create custom table used for this report



Tableau Reports: Academic Program Review (APR)

- Self study
- Faculty
- Assessment of Programs
- Academic Quality

- Academic quality
- Aligned with University Mission
- Continuous feedback
- Accountable plan of action

- More results with less effort
- Trend data
- Comparative analysis

Tableau Reports: APR Process

- From data to dashboard
 - Identify the desirable output
 - Prep the data
 - Build the dashboard

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Disadvantages

- Tableau needs the data prepared
- Formatting issues
- Limited amount of graphs
- Incompatible with the older versions
- Expensive

Summary and Conclusions

- Application developers need to work closely with analysts
- Visualize major reports
- Customize tables to fit report
- Implement dashboards for ad hoc basis
- Decrease production time