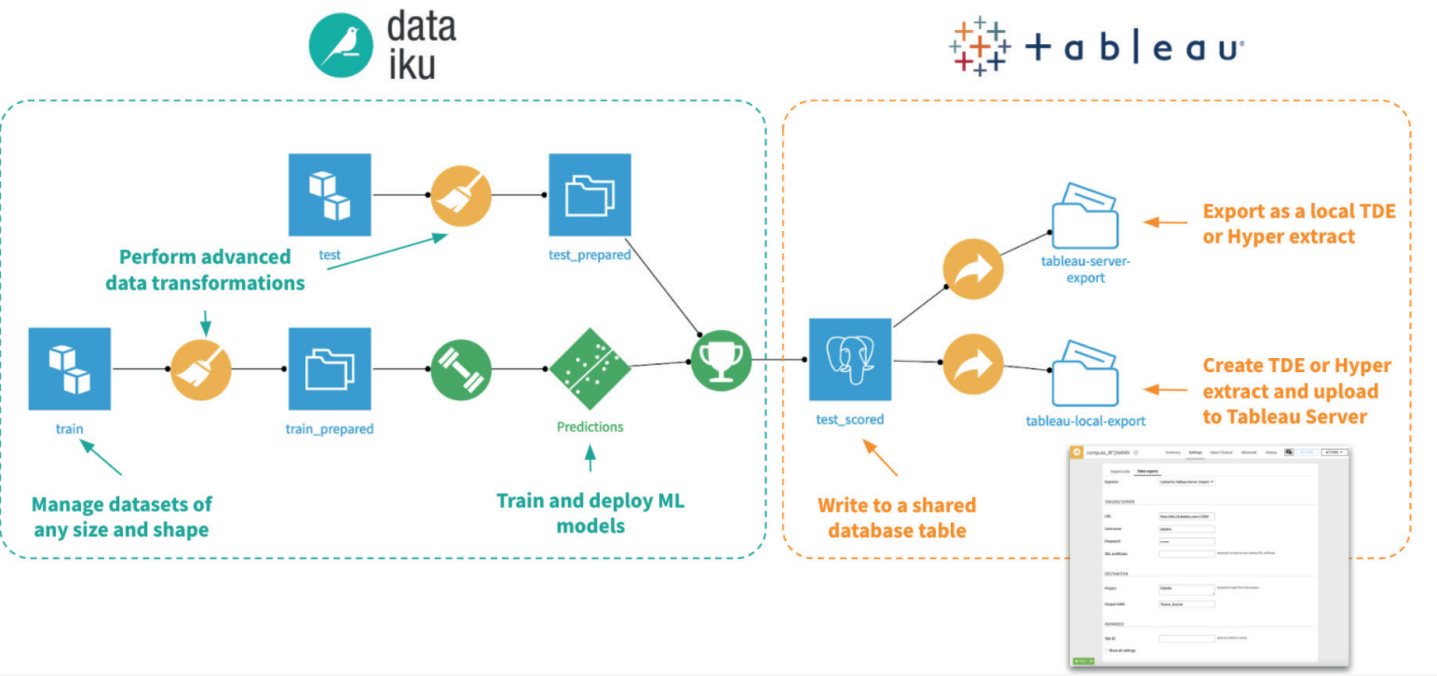


The How

Together, Dataiku and Tableau power the complete data lifecycle: from raw data to insights to sharing data stories across the business.



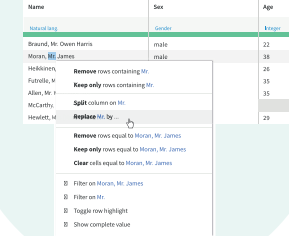
Shared Customers



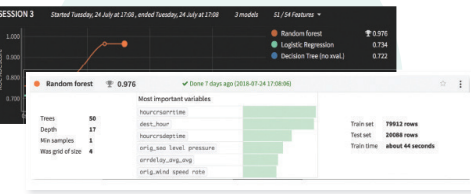
Your Path to Enterprise AI

Dataiku is the centralized data platform that moves businesses along their data journey from analytics at scale to enterprise AI. Data-powered businesses use Dataiku to power self-service analytics while also ensuring the operationalization of machine learning models in production.

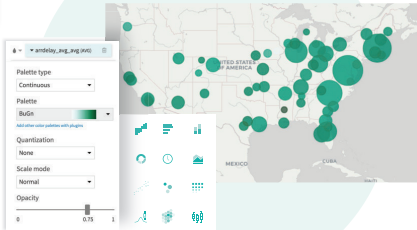
1. Clean & Wrangle



2. Build + Apply Machine Learning



3. Mining & Visualization



20,000+

ACTIVE-USERS
*data scientists, analysts, engineers, & more

200+

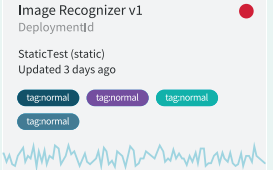
CUSTOMERS



5. Monitor & Adjust



4. Deploy to production



data
iku

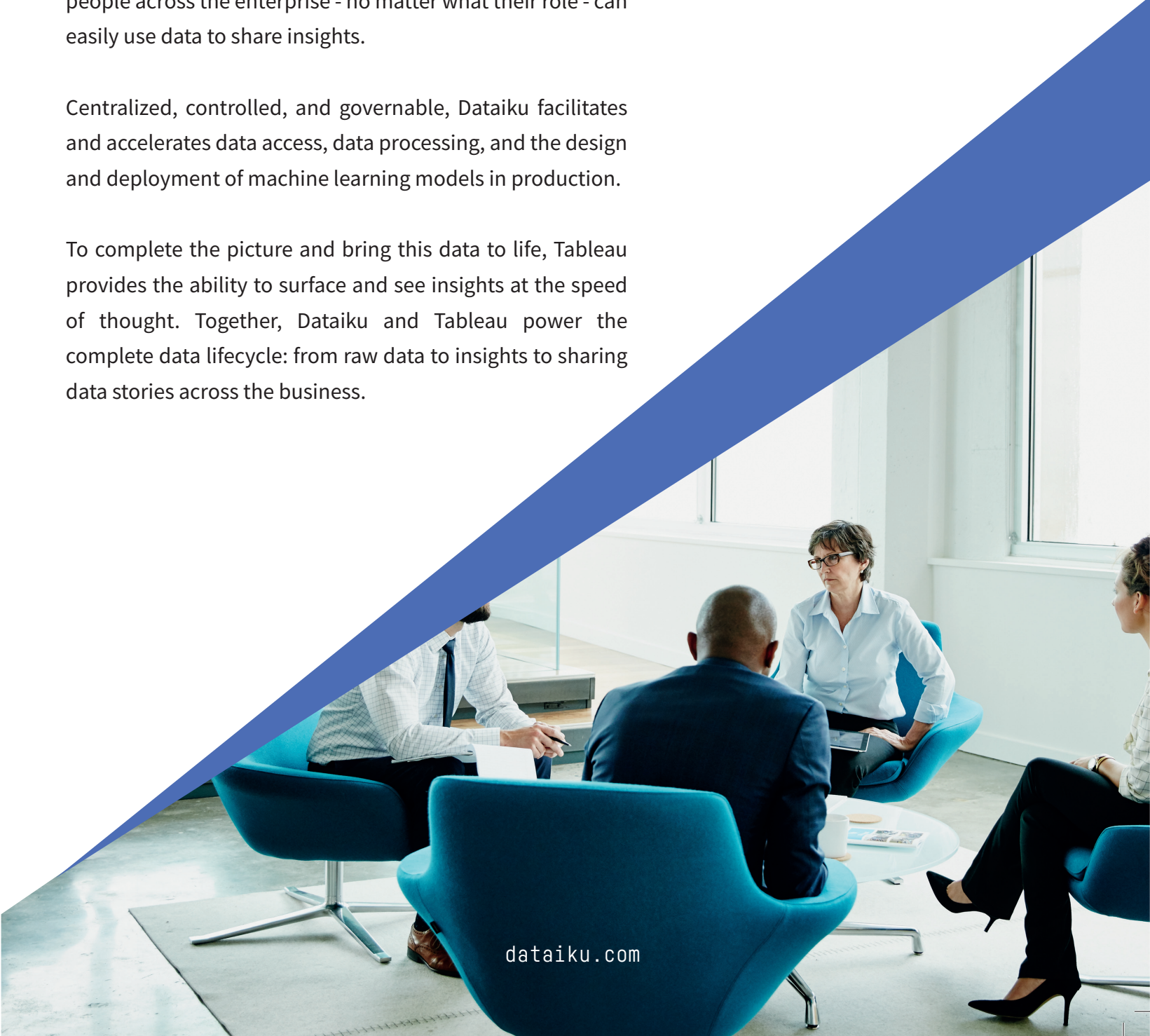
&



Dataiku and Tableau share a vision for the future where people across the enterprise - no matter what their role - can easily use data to share insights.

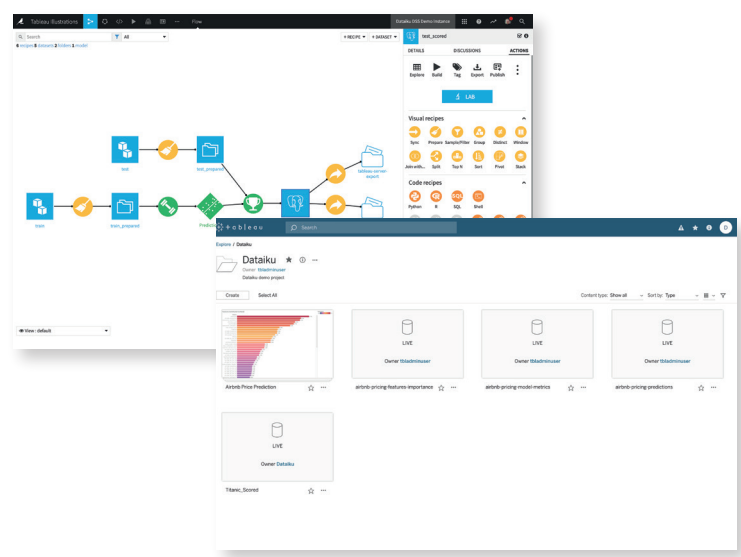
Centralized, controlled, and governable, Dataiku facilitates and accelerates data access, data processing, and the design and deployment of machine learning models in production.

To complete the picture and bring this data to life, Tableau provides the ability to surface and see insights at the speed of thought. Together, Dataiku and Tableau power the complete data lifecycle: from raw data to insights to sharing data stories across the business.



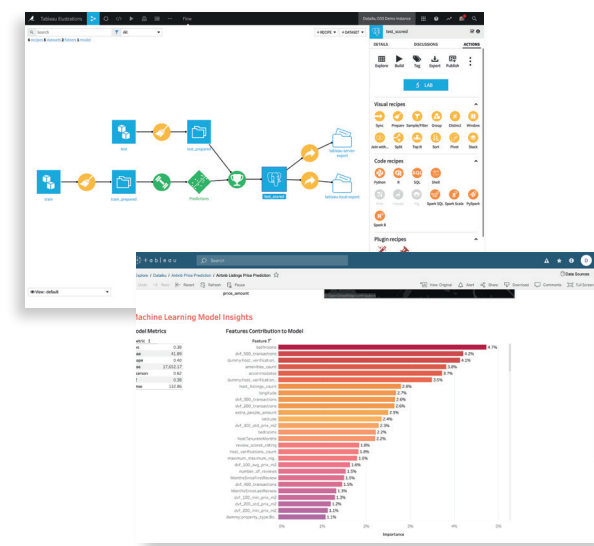
dataiku.com

Dataiku + Tableau Perfect For: Use Case



Data Analysts

- **Code-free** data connection, preparation, and enrichment in Dataiku.
- Supervised and unsupervised **AutoML** capabilities in Dataiku to identify new metrics to display in Tableau.
- Always up-to-date Tableau **dashboards** thanks to data pipeline automation in Dataiku.



Data Scientists

- **Quick insights** on raw or transformed datasets through accelerated data exploration in Dataiku.
- **Better communication** and collaboration with the business through models or data processes done in Dataiku and delivered in Tableau.
- **More powerful visualization** in Tableau (including interactive simulations or what-if analysis) using models built with Dataiku.

Data Team Leaders

- **Easily monitor** data projects prepared in Dataiku and consumed in Tableau for compliance (e.g., GDPR) with a common, collaborative platform.
- **Simplify and ease maintenance** of data infrastructure with fewer tools.
- **Enforce best practices and reusability** of all data flows, transformations, or models across projects and teams.

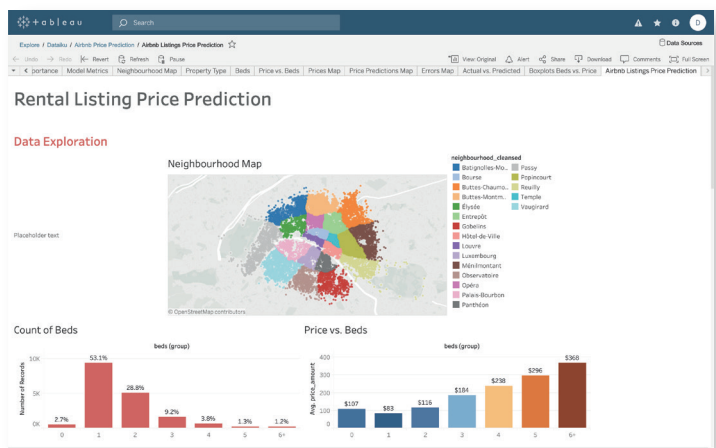
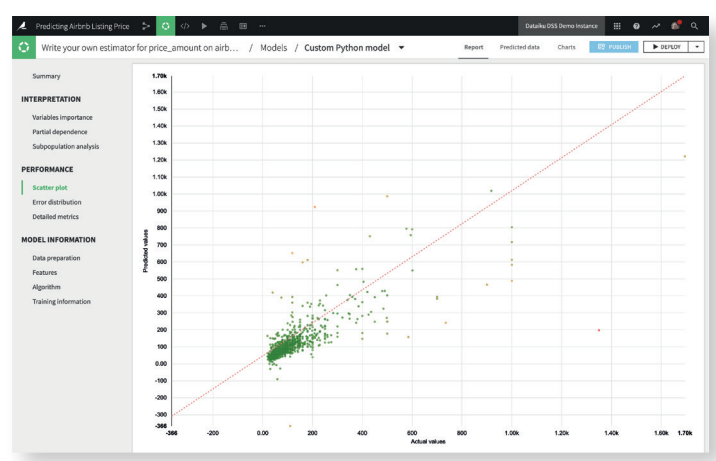
To see the power of Dataiku and Tableau in action, take a use case where the end goal of the data project is to create a visualization of future rental prices:

1. Access raw data from publicly-available data.

2. Prepare the data for analysis.

3. Train and test a model that gives accurate predictions.

4. Push the data into Tableau to begin developing the visualization.



Better Together

By using Tableau and Dataiku together, users will benefit from the best of both worlds:

- **See, analyze and predict** data at the speed of thought.
- **Access, prepare, enrich, and consume** data of any size or shape (code-free or with a preferred programming language) over your compute engine of choice.
- **Augment** raw data using machine learning to uncover hidden patterns and surface new insights.
- Ensure analytics best practices **reuse and collaboration** between teams and individuals of various skillset, allowing more people to see the benefit of machine learning and AI.
- Enforce **better governance, security, and compliance** with platforms built to address the needs of thousands of users.

