TABLEAU USER GROUP February 27, 2019

Agenda

Welcome

Taylor

- Introduce new members to the planning committee
 - Kendal Kosta-Mikel, Sushanth Reddy Janagam and Jeremy Sheiko
- Slack
- Talk about Tableau upgrades
 - Timing and new features

Paula

• Tableau 2020

Katie

Tableau Offboarding Checklist

Taylor

Demo on Nested Sorting

Sushanth

• Demo on Sentiment Analysis

Questions and Closings

- Jeremy Sheiko Associate Director of Prospect Management, Prospect Development, PRF
- Kendal Kosta-Mikel Strategic Data Manager, College of Science
- Sushanth Reddy Janagam Data Scientist, EMAR
- Taylor Stayback Information Systems Specialist, OIRAE

Slack

https://purduedata.slack.com/signup

- Sign up with purdue.edu or prf.org email
- Add #tableau channel
- Available through web or mobile app

Slack 4+

#8 in Business

Free

Business Communication

Slack Technologies, Inc.

★★★★☆ 4.2, 5.2K Ratings



All Threads Channels (+)# announcements # cognos # conferences dashboard-standards # data-student # random # tableau + Add a channel

Purdue Data ~

tbrodner

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Tableau Upgrade

Upgrading to version 2019.1

- DEV March 13
- QA April 2

- PROD April 14
- <u>2019.1 New Features</u>
- 2018.3 New Features
- 2018.2 New Features
- 2018.1 New Features

Tableau 2020

Paula Kayser

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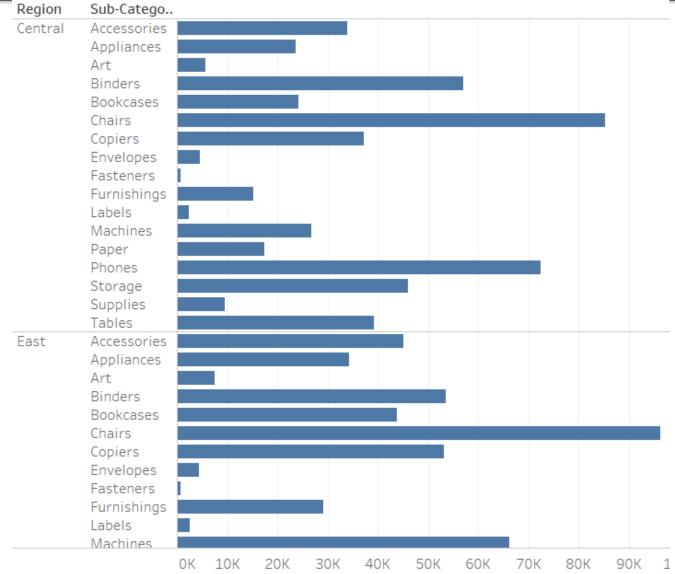
Offboarding Checklist

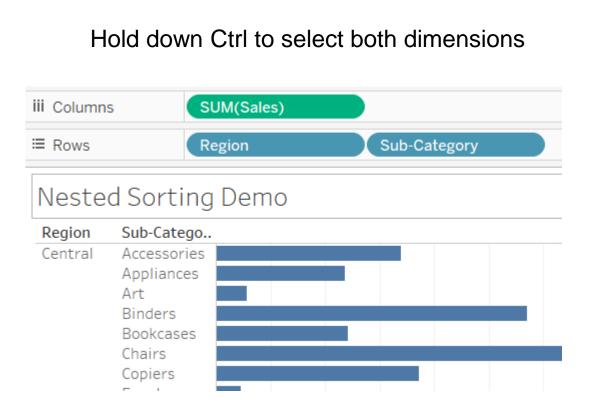
Katie Hendryx

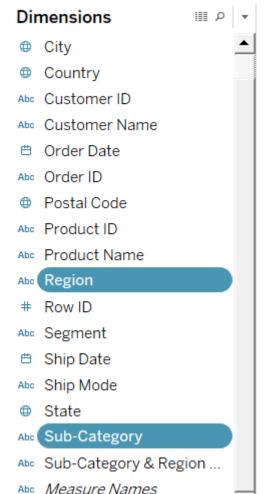
Tableau Offboarding Checklist

- Includes step-by-step directions and helpful guides
 - To ensure content is transitioned for the department correctly
- To be used **before** a staff member departs
 - Helps identify ownership changes for extracts
 - Reminds the supervisor to review permissions
 - Reminds the user to deactivate Tableau key
- Can be used after a staff member departs
 - Includes link to <u>Tableau Project Leaders</u> for assistance
 - Includes <u>BICC@purdue.edu</u> contact information

Taylor Stayback

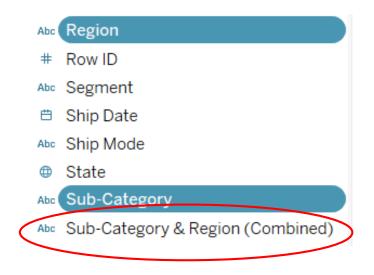






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Click on one of the dimensions and select Create > Combined Field



Add the new combined field in between your original dimensions and sort the combined field

iii Columns	SUM(Sales	5)
≡ Rows	Region	Sub-Category & R = Jub-Category
	d Sorting Dem	
Region	Sub-Category & Regi	Sub-Catego
Central	Chairs, Central	Chairs
	Phones, Central	Phones
	Binders, Central	Binders
	Storage, Central	Storage
	Tables, Central	Tables
	Copiers, Central	Copiers
	Accessories, Central	Accessories
	Machines, Central	Machines
	Bookcases, Central	Bookcases
	Appliances, Central	Appliances
	Paper, Central	Paper Paper
	Furnishings, Central	Furnishings
	Supplies, Central	Supplies 📃
	Art, Central	Art
	Envelopes, Central	Envelopes
	Labels, Central	Labels
	Fasteners, Central	Fasteners
East	Phones, East	Phones
	Chairs, East	Chairs

Remove the header of the combined field

iii Column	s 💽	UM(Sales)		
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	Furnishings			
	Supplies			
	Art			
	Envelopes			
	Labels			
	Fasteners			
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Sushanth Janagam

Fancy ! Is it worth it ?

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Because I was able to learn about the course a. Positive Image: Course all about the course all	Because I saw I got into the school of science, I	Neutral
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Being given information, this lets me know tha Neutral Image: Second	Because the career opportunities seems good.	Positive
Being let know that I'm going directly into my Neutral Image: Comparison of the compari	Being accepted into Krannert Business school.	Neutral
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	By reading more and more about my major, i fe	Positive
By receiving more personal information from Positive	By receiving emails about the Honors College, I	. Positive
	By receiving more personal information from	Positive

Where can it help?

All student surveys that include text.

Future (Ambitious)

Live sentiment and frequency analysis to see how Purdue's social media campaign is doing.

What is trending in Purdue? Can we make something to trend in twitter? What is student's sentiment towards this?

Raw data

ID	Residency	Student_T	Enrollmer	question_26
1	Out of Sta	Freshman	Enrolling	I chose to attend Purdue University because my mother, and her family, graduated from Purdu
2	In State	Freshman	Enrolling	/ It is a large school, but I know that I will get an amazing education while also having diversity in
3	Out of Sta	Freshman	Enrolling	affordable, career oriented, big Ten, STEM education, Employment after graduation, Employer r
4	Internatio	Freshman	Enrolling	because of the flexibility in taking courses
5	In State	Freshman	Enrolling	I chose Purdue University because it is my dream school. I have dreamed of attending from the
6	In State	Freshman	Enrolling	I chose to attend Purdue because it is in my comfort zone with location, with affordability, and v
7	In State	Freshman	Enrolling	It's one of the best agricultural schools in the nation and that's something I'm wanting to pursue
8	In State	Freshman	Enrolling	Purdue has the best agriculture program in Indiana
9	Internatio	Freshman	Enrolling	Racial diversity in its students. / Its inspirational atmosphere. / 'Think broadly, Lead boldly!' /
10	Out of Sta	Freshman	Enrolling	?

I EDUVENTURES

Survey of Admitted Students 2016 Undergraduate Survey Survey Workbook

Enrolling Students ONLY:

Q26

In your own words, why you have chosen to attend [HOST]?

Step 1: Creating the tidy format

	ID	Residency	Student_Type	Enrollment_Status	word
1	1	Out of State	Freshman	Enrolling	chose
2	1	Out of State	Freshman	Enrolling	attend
3	1	Out of State	Freshman	Enrolling	purdue
4	1	Out of State	Freshman	Enrolling	university
5	1	Out of State	Freshman	Enrolling	mother
6	1	Out of State	Freshman	Enrolling	family
7	1	Out of State	Freshman	Enrolling	graduated
8	1	Out of State	Freshman	Enrolling	purdue
9	1	Out of State	Freshman	Enrolling	successful
10	1	Out of State	Freshman	Enrolling	careers
11	1	Out of State	Freshman	Enrolling	prosperous
12	1	Out of State	Freshman	Enrolling	lives
13	1	Out of State	Freshman	Enrolling	purdue
14	1	Out of State	Freshman	Enrolling	schools
15	1	Out of State	Freshman	Enrolling	country
16	1	Out of State	Freshman	Enrolling	leads
17	1	Out of State	Freshman	Enrolling	graduates
18	1	Out of State	Freshman	Enrolling	promising
19	1	Out of State	Freshman	Enrolling	career
20	1	Out of State	Freshman	Enrolling	opportunities
21	1	Out of State	Freshman	Enrolling	workplace
22	1	Out of State	Freshman	Enrolling	educational
23	1	Out of State	Freshman	Enrolling	opportunities
24	1	Out of State	Freshman	Enrolling	challenges
25	1	Out of State	Freshman	Enrolling	received
26	1	Out of State	Freshman	Enrolling	attending
27	1	Out of State	Freshman	Enrolling	private
28	1	Out of State	Freshman	Enrolling	college
29	1	Out of State	Freshman	Enrolling	predatory
30	1	Out of State	Freshman	Enrolling	school

Step 2: Adding more details (Not necessary)

_							
1		ID	Residency	Student_T	Enrollmer	word	pos
2	1	1	Out of Sta	Freshman	Enrolling	chose	VERB
3	2	1	Out of Sta	Freshman	Enrolling	attend	VERB
4	3	1	Out of Sta	Freshman	Enrolling	purdue	NOUN
5	4	1	Out of Sta	Freshman	Enrolling	university	NOUN
5	5	1	Out of Sta	Freshman	Enrolling	mother	NOUN
7	6	1	Out of Sta	Freshman	Enrolling	family	NOUN
В	7	1	Out of Sta	Freshman	Enrolling	graduated	VERB
Э	8	1	Out of Sta	Freshman	Enrolling	purdue	NOUN
0	9	1	Out of Sta	Freshman	Enrolling	successful	ADJ
1	10	1	Out of Sta	Freshman	Enrolling	careers	NOUN
2	11	1	Out of Sta	Freshman	Enrolling	prosperou	ADJ

	ID	Residency	Student_1	T Enrollmer	question_26	negative	positive	sentimen	sentimer
1	. 1	Out of Sta	Freshman	Enrolling	I chose to attend Purdue University because my mother, and her fam	1	5	4	Positive
2	2	In State	Freshman	Enrolling	/ It is a large school, but I know that I will get an amazing education v	0	1	1	Positive
3	3	Out of Sta	Freshman	Enrolling	affordable, career oriented, big Ten, STEM education, Employment a	0	1	1	Positive
4	4	Internatio	Freshman	Enrolling	because of the flexibility in taking courses	0	1	1	Positive
5	5	In State	Freshman	Enrolling	I chose Purdue University because it is my dream school. I have drea	0	2	2	Positive
6	6	In State	Freshman	Enrolling	I chose to attend Purdue because it is in my comfort zone with locati	0	1	1	Positive
7	7	In State	Freshman	Enrolling	It's one of the best agricultural schools in the nation and that's some	0	1	1	Positive
8	8	In State	Freshman	Enrolling	Purdue has the best agriculture program in Indiana	0	1	1	Positive

Final Data

	ID	Residency	Student_1	Enrollmer	question_	sentiment	sentiment	word	pos
1	1	Out of Sta	Freshman	Enrolling	I chose to	4	Positive	chose	VERB
2	1	Out of Sta	Freshman	Enrolling	I chose to	4	Positive	attend	VERB
3	1	Out of Sta	Freshman	Enrolling	I chose to	4	Positive	purdue	NOUN
4	1	Out of Sta	Freshman	Enrolling	I chose to	4	Positive	university	NOUN
5	1	Out of Sta	Freshman	Enrolling	I chose to	4	Positive	mother	NOUN
6	1	Out of Sta	Freshman	Enrolling	I chose to	4	Positive	family	NOUN
7	1	Out of Sta	Freshman	Enrolling	I chose to	4	Positive	graduated	VERB
8	1	Out of Sta	Freshman	Enrolling	I chose to	4	Positive	purdue	NOUN
9	1	Out of Sta	Freshman	Enrolling	I chose to	4	Positive	successful	ADJ
10	1	Out of Sta	Freshman	Enrolling	I chose to	4	Positive	careers	NOUN
11	1	Out of Sta	Freshman	Enrolling	I chose to	4	Positive	prosperous	ADJ
12	1	Out of Sta	Freshman	Enrolling	I chose to	4	Positive	lives	NOUN
13	1	Out of Sta	Freshman	Enrolling	I chose to	4	Positive	purdue	NOUN
14	1	Out of Sta	Freshman	Enrolling	I chose to	4	Positive	schools	NOUN
15	1	Out of Sta	Freshman	Enrolling	I chose to	4	Positive	country	NOUN
16	1	Out of Sta	Freshman	Enrolling	I chose to	4	Positive	leads	VERB
17	1	Out of Sta	Freshman	Enrolling	I chose to	4	Positive	graduates	NOUN
18	1	Out of Sta	Freshman	Enrolling	I chose to	4	Positive	promising	VERB
19	1	Out of Sta	Freshman	Enrolling	I chose to	4	Positive	career	NOUN
20	1	Out of Sta	Freshman	Enrolling	I chose to	4	Positive	opportunities	NOUN
21	1	Out of Sta	Freshman	Enrolling	I chose to	4	Positive	workplace	NOUN
22	1	Out of Sta	Freshman	Enrolling	I chose to	4	Positive	educational	ADJ
23	1	Out of Sta	Freshman	Enrolling	I chose to	4	Positive	opportunities	NOUN
24	1	Out of Sta	Freshman	Enrolling	I chose to	4	Positive	challenges	NOUN
25	1	Out of Sta	Freshman	Enrolling	I chose to	4	Positive	received	VERB
26	1	Out of Sta	Freshman	Enrolling	I chose to	4	Positive	attending	VERB
27	1	Out of Sta	Freshman	Enrolling	I chose to	4	Positive	private	ADJ
28	1	Out of Sta	Freshman	Enrolling	I chose to	4	Positive	college	NOUN
29	1	Out of Sta	Freshman	Enrolling	I chose to	4	Positive	predatory	ADJ
30	1	Out of Sta	Freshman	Enrolling	I chose to	4	Positive	school	NOUN

Dashboard Demo

Link: <u>https://tableau.itap.purdue.edu/#/views/SentimentAnalysis2016op</u> <u>enendedquestions_0/WhyPurdue?:iid=1</u>

Questions?

Thank you

Tools Used: R, Excel, Tableau

Resources to start from scratch:

https://www.tidytextmining.com/tidytext.html

Community Feedback and Questions

THANKYOU

Taylor Stayback: tbrodner@purdue.edu Jeremy Sheiko: jpsheiko@prf.org Sushanth Reddy Janagam: sjanaga@purdue.edu Kendal Kosta-Mikel: kkostami@purdue.edu Katie Hendryx: khendryx@purdue.edu Kelsie Newberry: knewber@purdue.edu

WE ARE PURDUE. WHAT WE MAKE MOVES THE WORLD FORWARD.

EA/EOU