



# **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



# New TUG Steering Committee

- **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

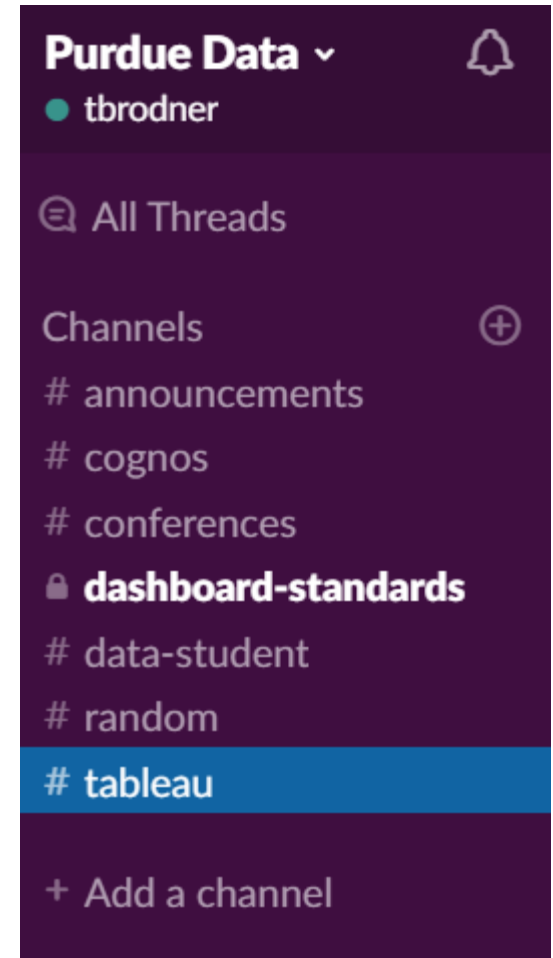
# Slack

<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+  
Business Communication  
Slack Technologies, Inc.  
#8 in Business  
★★★★☆ 4.2, 5.2K Ratings  
Free



# Tableau Upgrade

## Upgrading to version 2019.1

- DEV - March 13
- QA - April 2
- PROD - April 14
  
- 2019.1 New Features
- 2018.3 New Features
- 2018.2 New Features
- 2018.1 New Features



# Tableau 2020

**Paula Kayser**





# Offboarding Checklist

**Katie Hendryx**



# Offboarding Checklist

## 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 Tableau Project Leaders for assistance
  - Includes BICC@purdue.edu contact information



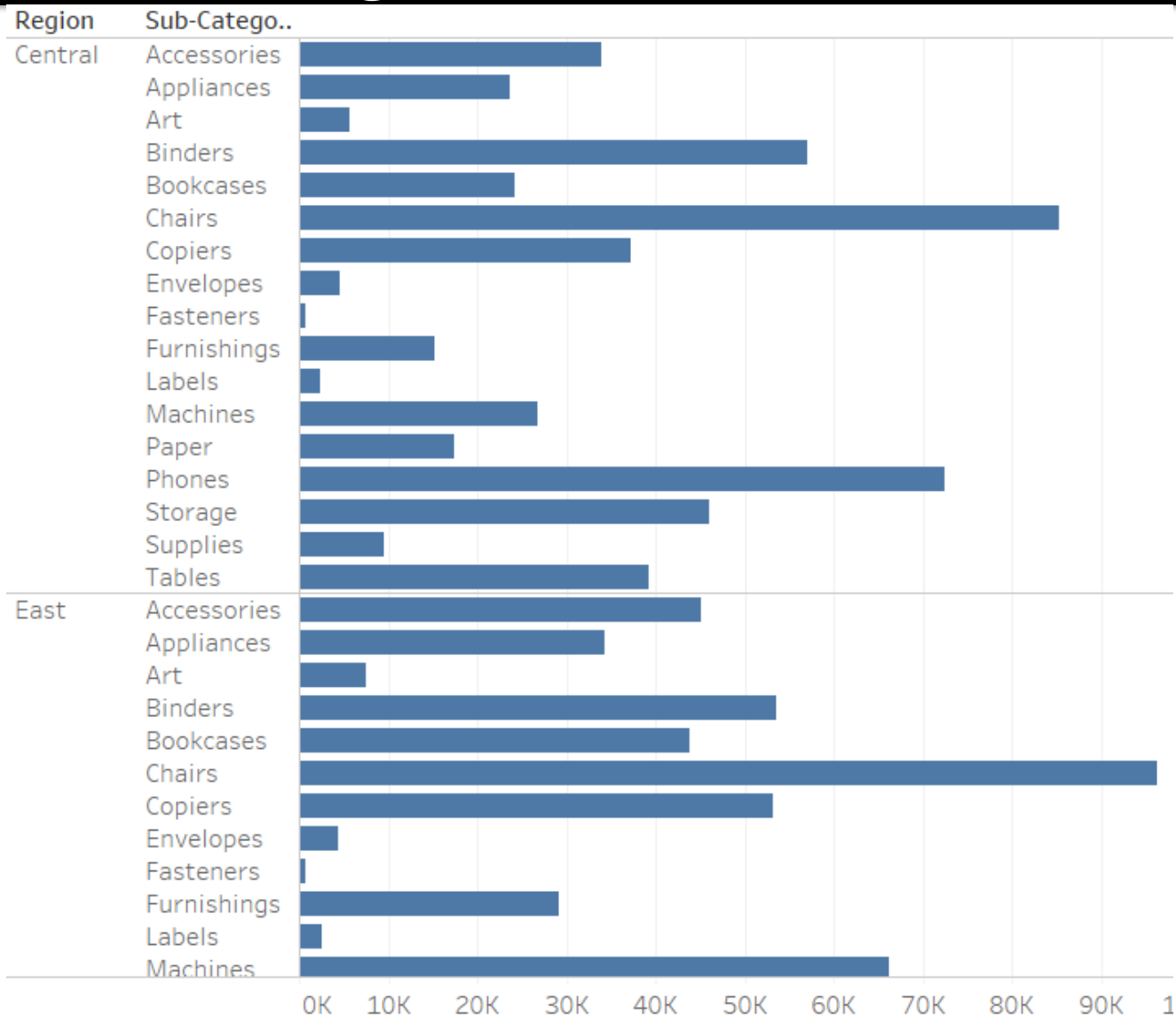


# **Nested Sorting Demo**

**Taylor Stayback**

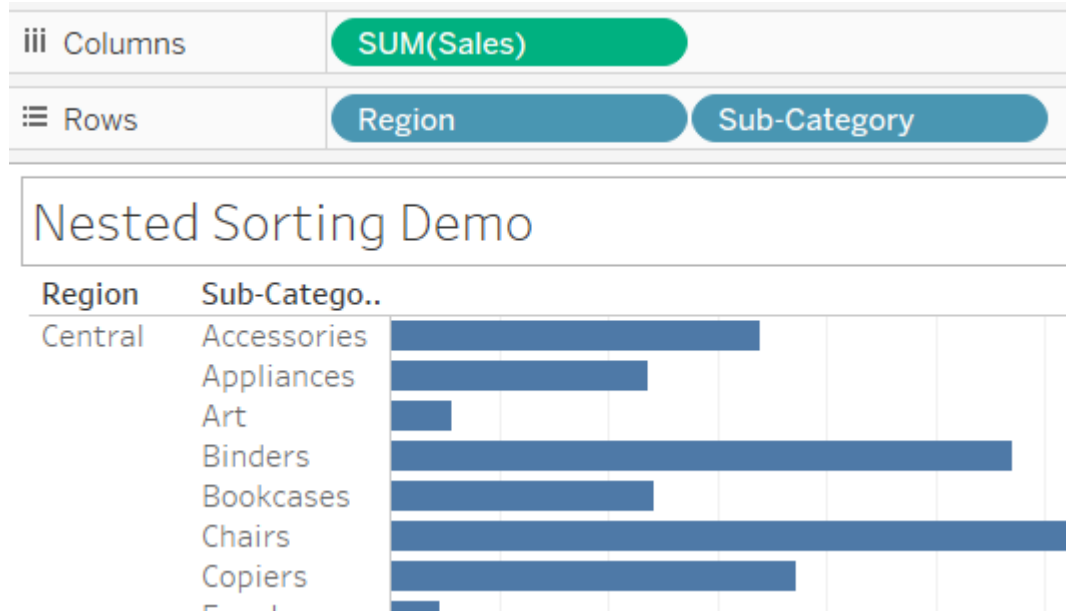


# Nested Sorting Demo



# Nested Sorting Demo

Hold down Ctrl to select both dimensions

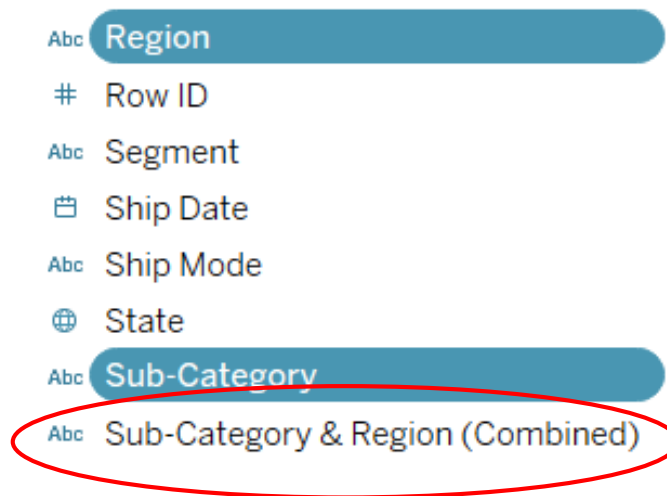


**Dimensions**

- City
- Country
- Customer ID
- Customer Name
- Order Date
- Order ID
- Postal Code
- Product ID
- Product Name
- Region**
- Row ID
- Segment
- Ship Date
- Ship Mode
- State
- Sub-Category**
- Sub-Category & Region ...
- Measure Names

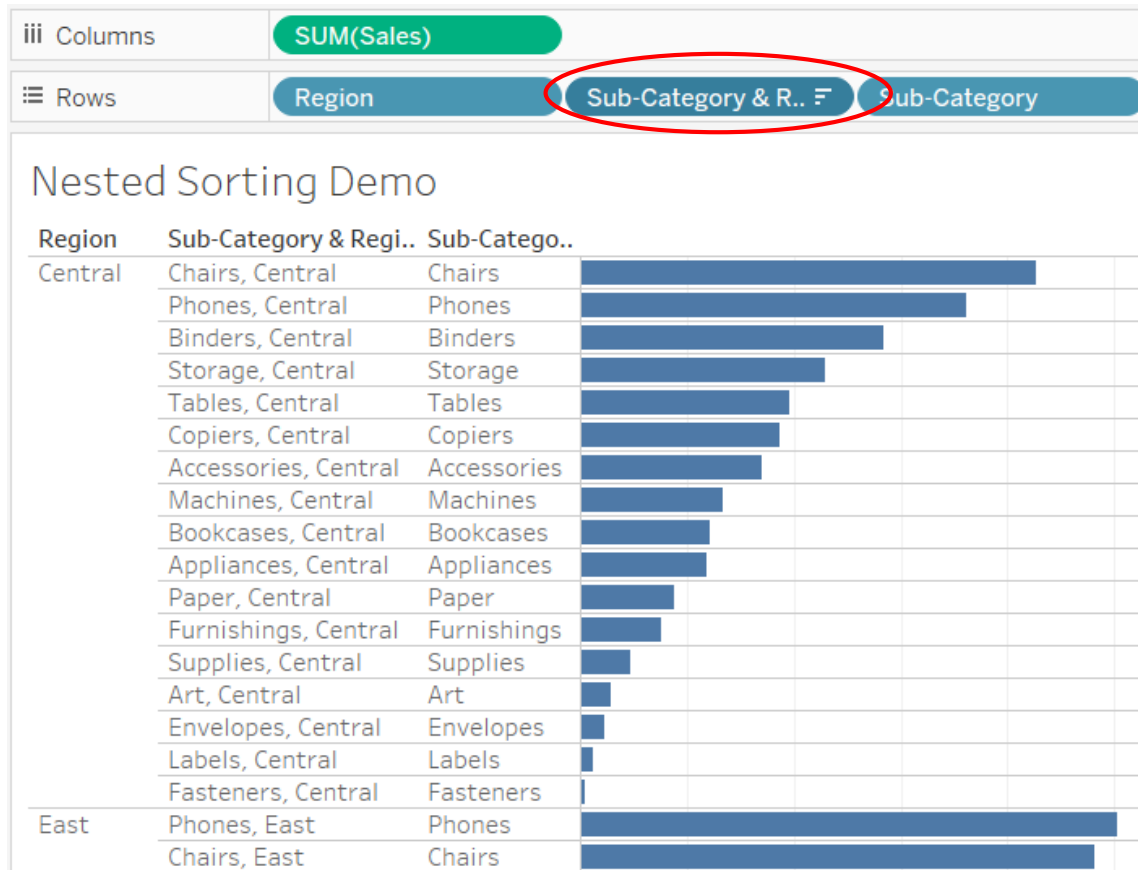
# Nested Sorting Demo

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



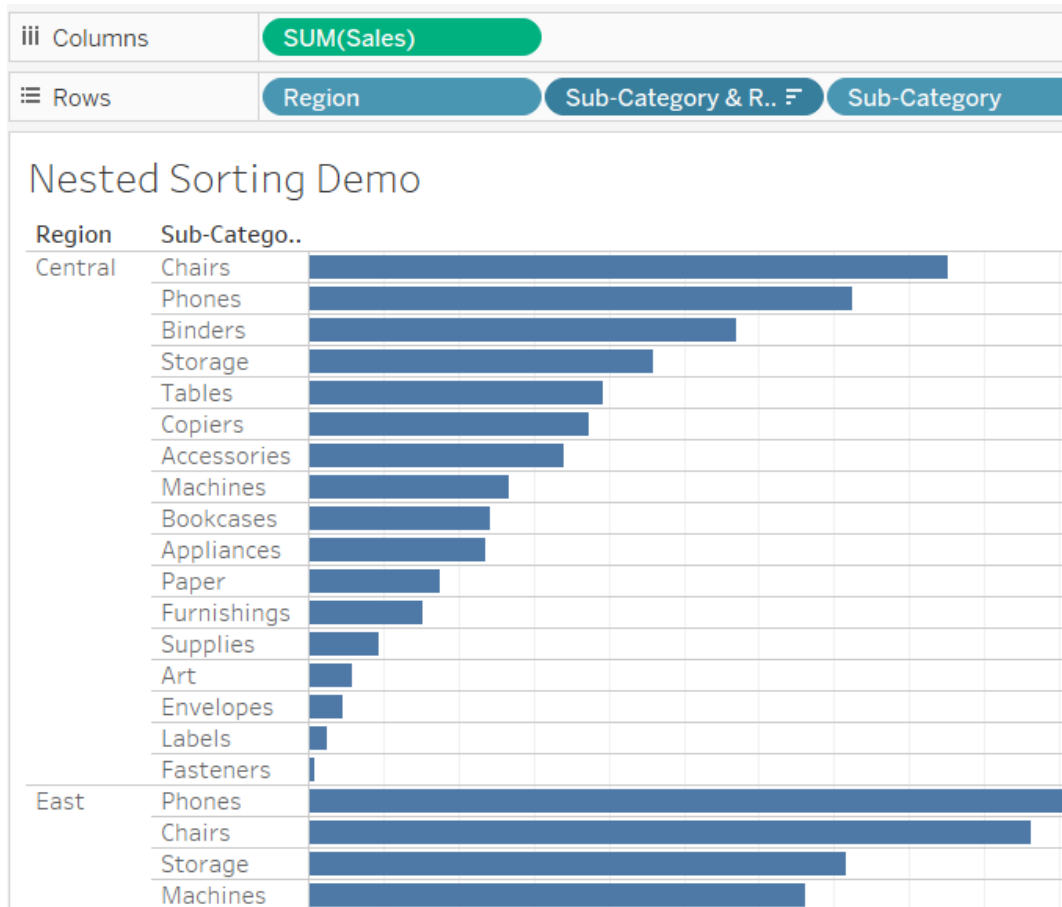
# Nested Sorting Demo

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



# Nested Sorting Demo

Remove the header of the combined field





# Sentiment Analysis

**Sushanth Janagam**



# Sentiment Analysis

## Fancy ! Is it worth it ?

Answer	Sentiment Overall
brochure about the BCM major and the Polyt...	Neutral
A lot of the colleges that I applied to were liber...	Neutral
After being admitted to Krannert, I was contac...	Positive
After examining my interests and desired care...	Positive
After finding out that Purdue has a renowned ...	Positive
After I did the private visit with the Ag. Depart...	Positive
After I visited Junior year, information from th...	Positive
After learning about Pharmacy at Purdue, it de...	Positive
After really learning and understanding what ...	Positive
After reviewing and understanding my possibl...	Positive
All information that I received was full of enco...	Positive
All the incentives and academic education pos...	Positive
Allowed me to compare each of the schools I w...	Neutral
Allowed me to look deeper into the majors offe...	Positive
As an undecided undergraduate, learning abou...	Neutral
At first I thought my program was not very out...	Positive
At first, I did not get into my school of choice ...	Neutral
At Virginia Tech where I got in for general stud...	Neutral
attractive informaiton	Positive
Because I applied and was admitted far earlier...	Negative
Because I saw I got into the school of science, I...	Neutral
Because I was a direct admit into Krannert, it h...	Positive
Because I was able to learn about the course a...	Positive
Because the career opportunities seems good...	Positive
Being accepted into Krannert Business school...	Neutral
Being given information, this lets me know tha...	Neutral
Being let know that I'm going directly into my ...	Neutral
Being undecided and hearing about Purdue's E...	Neutral
Booklets and papers	Neutral
Brought me to the Purdue's for Me program an...	Neutral
By reading more and more about my major, i fe...	Positive
By receiving emails about the Honors College, I...	Positive
By receiving more personal information from ...	Positive





# Sentiment Analysis

## 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?

# Sentiment Analysis

## Raw data

ID	Residency	Student_	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 i
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	?

 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]?

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# Sentiment Analysis

## 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

# Sentiment Analysis

## Step 2: Adding more details (Not necessary)

	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
3	7	1 Out of Sta	Freshman	Enrolling	graduated	VERB
9	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	prosperous	ADJ

	ID	Residency	Student_T	Enrollmer	question_26	negative	positive	sentiment	sentiment
1	1	Out of Sta	Freshman	Enrolling	I chose to attend Purdue University because my mother, and her family	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 and	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



# Sentiment Analysis

## Final Data

ID	Residency	Student_T	Enrollmer	question_	sentiment	sentimen	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

# Sentiment Analysis

## Dashboard Demo

Link:

[https://tableau.itap.purdue.edu/#/views/SentimentAnalysis2016openendedquestions\\_0/WhyPurdue?:iid=1](https://tableau.itap.purdue.edu/#/views/SentimentAnalysis2016openendedquestions_0/WhyPurdue?:iid=1)

# Sentiment Analysis

## Questions?

Thank you

**Tools Used:** R, Excel, Tableau

**Resources to start from scratch:**

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



# **Community Feedback and Questions**







# THANK YOU

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