

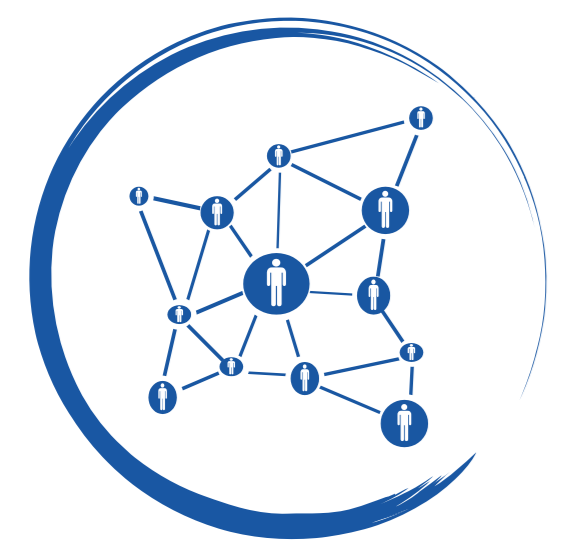
LatentView Analytics partners with Tableau to transform business strategy through data-driven insights



Why Tableau?



Flexible platform with interactive dashboards enabling deep-dive analysis; ability to connect to multiple data sources



Accessible across devices, ease of sharing with a large number of users through Tableau server



Inbuilt with a comprehensive range of visualization graphs that can be used based on type of data (Ex: Combo charts, Tree maps, Bubble charts, etc.)

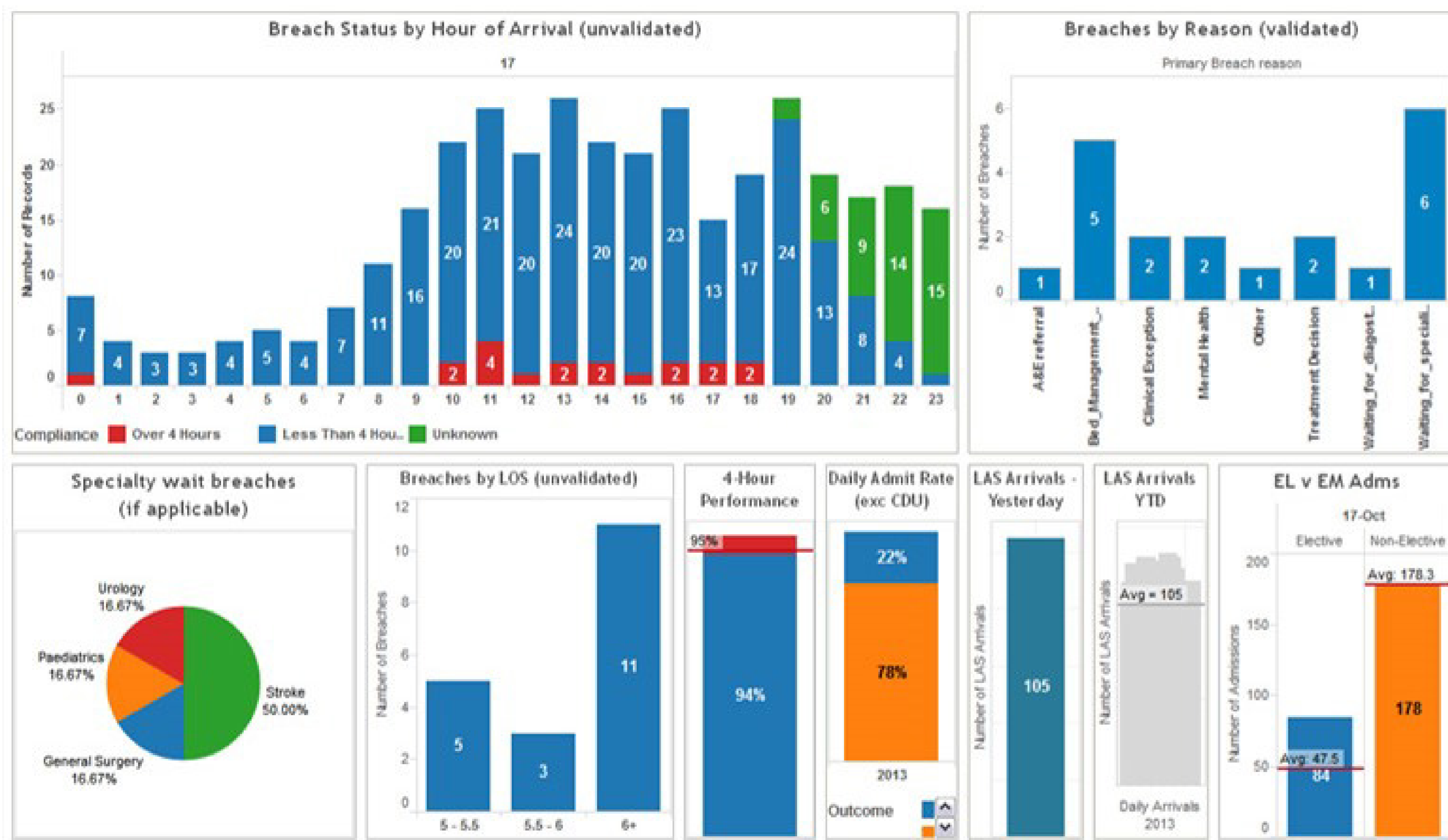


Tableau expertise at LatentView Analytics



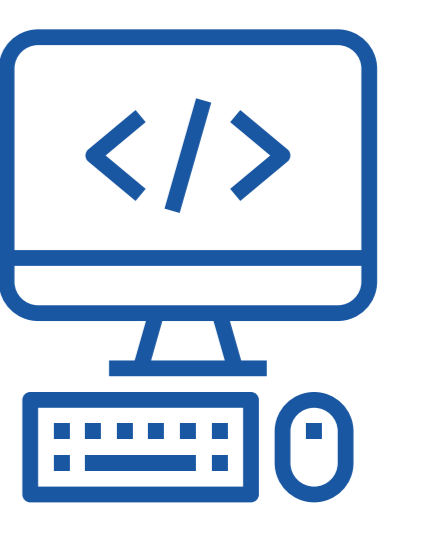
300+ Visualization Experts



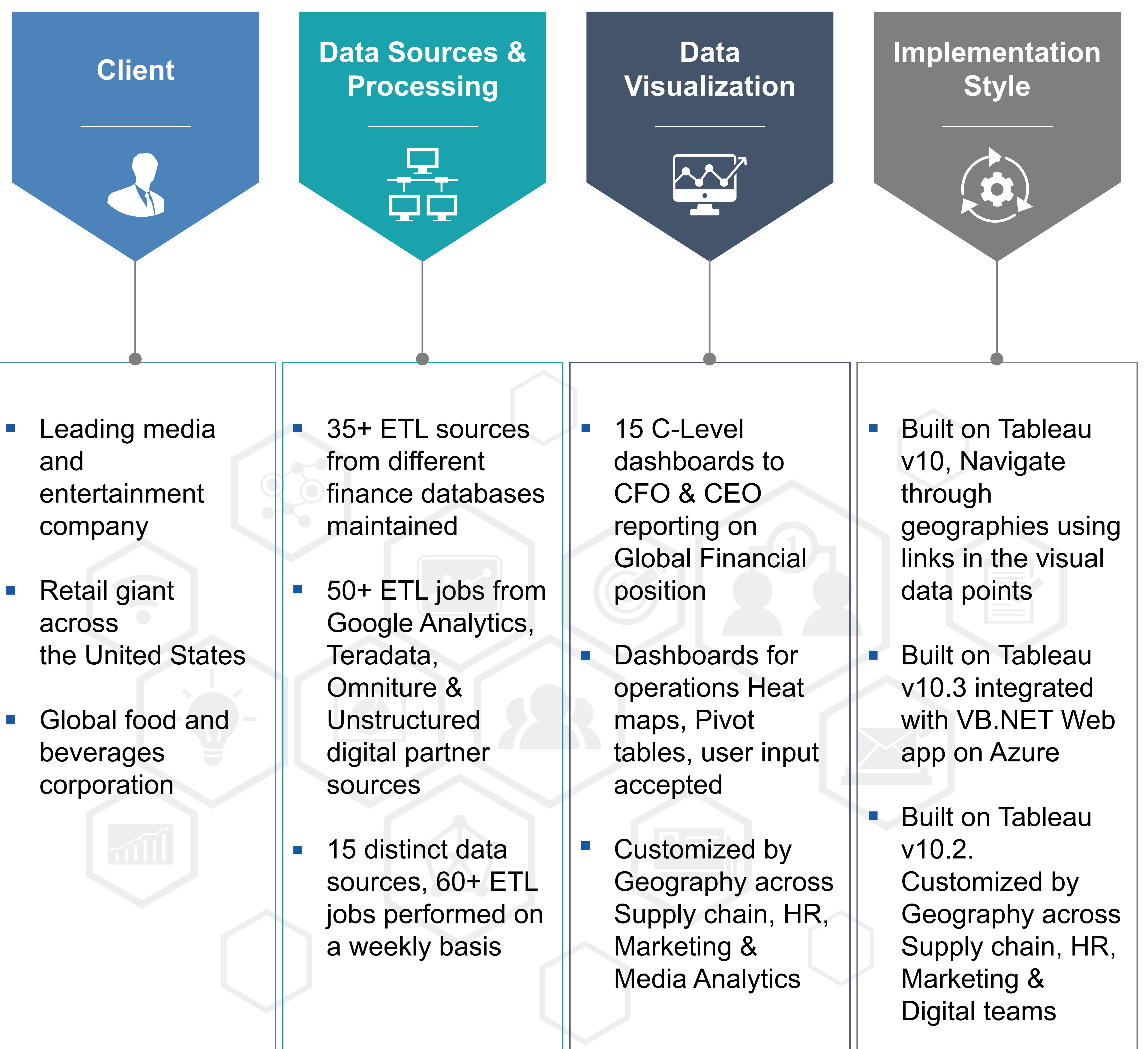
150+ Tableau Experts



50+ Client Projects

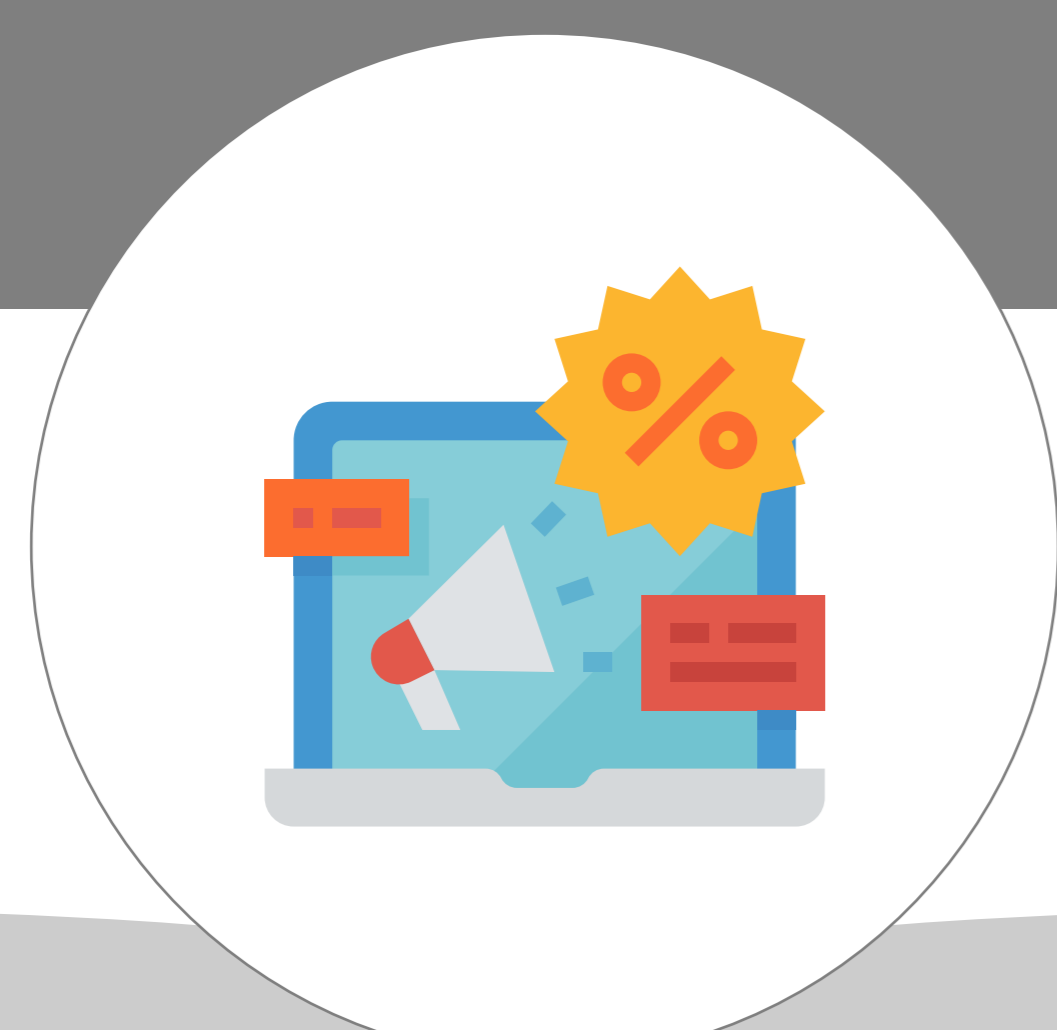


500+ Tableau Dashboards



Leveraging analytics to drive sales & revenue across multiple Business Units for leading entertainment company

Home Entertainment – Sales Planning



Enabled business users to deep-dive on specific data points to generate better insight through Tableau's interactive capabilities

Significant reduction in manual effort due to automated report generation

Quick filters in place to enable easy access to historical data to analyze and compare past performance

Home Entertainment – Trade Marketing

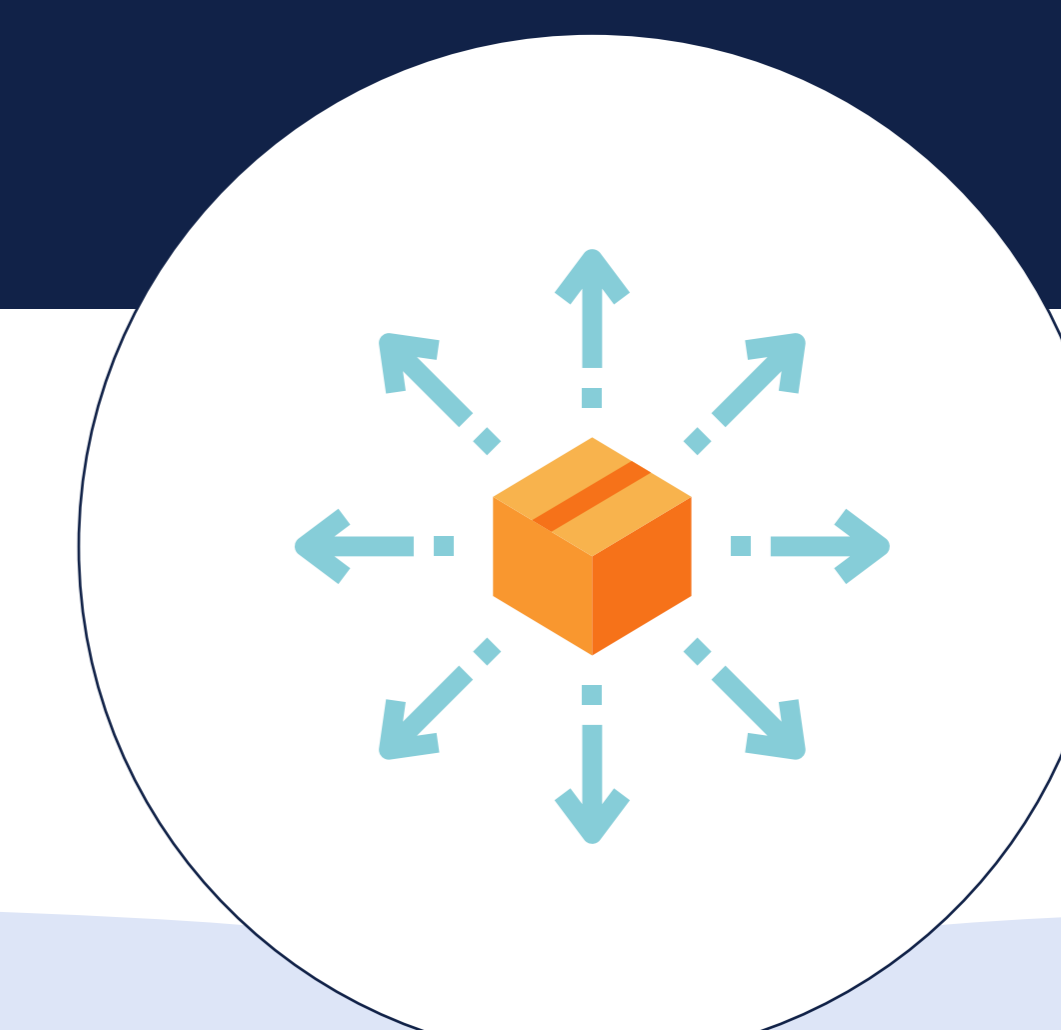


Enhanced data analysis by combining sales data and promotions data to provide a holistic view of promotional impact and their effect on sales revenue

Allow self-service analytics for even non-technical business users which enabled them to analyze data across multiple levels

Single source of truth across multiple teams, business units and levels of the organization

Motion Pictures – Sales & Distribution



Real-time data refresh for key business areas like Distribution Plan and Holdovers for C-suite executives

Leveraging analytics and sales distribution data to help business make time-sensitive decisions related to new bookings, terminations and holds

Analyze box office performance across geographies by circuits, payers, agents and titles; provide data-driven recommendations to optimize revenue