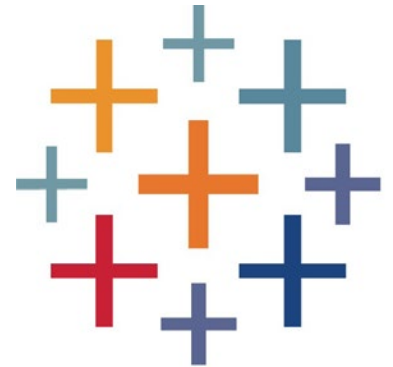# CARDINALPATH

TABLEAU AND R CUSTOM INTEGRATION

UNITE THE POWER OF DATA SCIENCE WITH THE INDUSTRY LEADER IN VISUAL DATA ANALYSIS

If you're already harnessing the transformational power of advanced data visualization platforms with Tableau, you know how essential it is to quickly and easily share data and insights across the enterprise. But what if you could bolster your decision-making with the power of a data science tool – with no additional costs above your existing Tableau licensing fee?

TAKE YOUR DATA COLLECTION, REPORTING AND ANALYSIS TO THE NEXT LEVEL WITH R

R is one of the most powerful programming language and software environments data scientists use for statistical computing and graphics. When integrated with Tableau, R turbo-charges an organization's ability to execute high-level data analyses such as:

Predictive analysis

Data mining

Complex algorithm execution

These capabilities can be tailored to your individual needs, and your data sources are not limited to web analytics. With the power of R integration, you can use virtually any source data, most major databases and even map data.

Plus, with Cardinal Path's custom Tableau and R integration you get the power of deep insight into your data with no additional software costs above and beyond your Tableau licensing fee.

HOW IT WORKS

Your Tableau and R integration is a seamless process that begins with an in-depth analysis of your current data strategy, business goals, key performance indicators, marketing programs and a validation of your data sources

- Our kick off meeting will serve to gather and review relevant documentation; receive appropriate access rights; meet with the Project Team to review desired objectives, validate expected outcomes; and review the project plan

- Cardinal Path then creates a custom roadmap for setting up R in your organization's computing environment

- The process ends with a walk-through of your technology and a knowledge transfer. Cardinal Path will ensure a smooth integration by giving you one of two options: taking the developed dashboard and algorithms in-house, or relying on Cardinal Path for ongoing maintenance, optimization, and execution.

DATA ACTIVATION STARTS HERE

An expert Tableau and R custom implementation can transform your business with the power of data science in as little as 4 weeks. Get started today!

Learn more about Cardinal Path's Custom Tableau Dashboards.

Connect with one of our Tableau data visualization experts to learn more.

Contact us:

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Cardinal Path is a premier digital data analytics firm that works with the world's most prominent organizations to create, implement and action advanced analytics. Named **Most Influential Agency/Vendor of the Year** by the Digital Analytics Association in 2015, Cardinal Path is known for its industry leadership and for tools such as the Online Analytics Maturity Model, a framework for assessing enterprise-wide analytics maturity. With dedicated teams of award-winning analysts, statisticians, data scientists, developers, and many of the top minds in the digital marketing space, we help our clients unlock the value of their data, sharing all that we know and empowering people to make confident business decisions for sustainable growth.