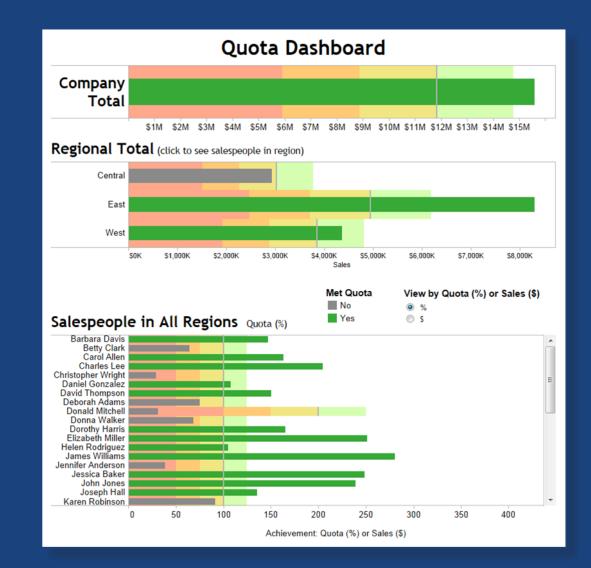
Tips to Improve Salesforce Reports

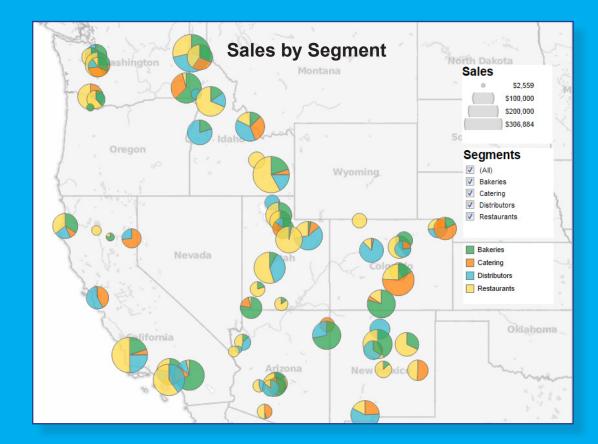
Stop Waiting for Data and Reports

Connect directly to your sales data. Update your sales dashboards on the fly, without waiting in a queue from the IT department or taking weeks of work by your Salesforce.com administrator. Show territory changes, new quotas, personnel changes, and new business rules.



Segment Your Sales Data

Understanding corporate sales performance is key to determining what adjustments you need to make to your business today. Typical comparative analysis, such as year over year growth, is easy to do as a single calculation. But you also need to look at your performance over time by segment, by top customers, and by region.



Mash Up Data

Salesforce and Force.com give you lots of options to bring data directly into Salesforce, but you may have data to integrate from other cloud sources and your website as well as your on-premise databases and spreadsheets. Blend your Salesforce data with leads, market research, web analytics, quotas, demographics, and more. Now you can bring it all together.



Salesforce data

Product data Market research Website data Demographics

GENIUS

Take Out Your Trash

Don't fall into the trap of keeping a long list of poor-quality leads in the pipeline. Instead of being safe with padded numbers, this just wastes your time and resources. Have a pipeline with a lot of dead leads? Make sure that your sales team are cleaning up their pipelines. You can't gauge whether you'll make quota if there's a lot of junk blocking your view. Qualify the leads, send them to remarket, or put them in the garbage bin.

Bad Leads



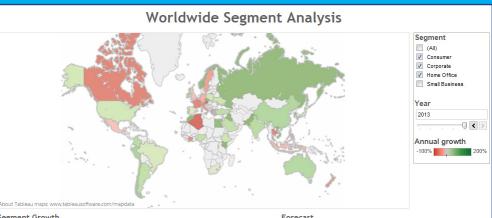
Forecast

No one knows your business as well as you do. But sometimes it's helpful to forecast a baseline to test your own assumptions and estimates.



Make Everyone Your Smartest Analyst

Everyone in your organization has amazing insights. Why reinvent the wheel? Instead, find a way to make those one-off, ad-hoc analyses into repeatable, updatable dashboards — and share them across your organization. Win, win.



Segment Growth				Forecast			
Technology	Office Machines		60%	Month of Orders	Consumer	Corporate	Home Office
	Telephones		41%				
	Copiers and Fax	18%					
	Computer Peripherals	37%		January 2013	\$0.09M	\$0.28M	\$0.16M
Furniture	Tables		2%	February 2013	\$0.23M	\$0.14M	\$0.07M
	Chairs & Chairmats		25%	March 2013	\$0.07M	\$0.24M	\$0.11M
	Bookcases	34%	2070	April 2013	\$0.16M	\$0.17M	\$0.08M
				May 2013	\$0.13M	\$0.33M	\$0.16M
	Office Furnishings	31%		June 2013	\$0.09M	\$0.29M	\$0.16M
Office Supplies	Storage & Organization	40%		July 2013	\$0.13M	\$0.20M	\$0.17M
	Binders	83%		August 2013	\$0.21M	\$0.31M	\$0.18M
	Appliances	69%		September 2013	\$0.17M	\$0.55M	\$0.27M
	Paper			October 2013	\$0.26M	\$0.35M	\$0.27M
	Envelopes						
	Pens & Art Supplies	16%		November 2013	\$0.22M	\$0.57M	\$0.44M
	Scissors	548%		December 2013	\$0.09M	\$0.57M	\$0.15M
	Labels			January 2014	\$0.14M	\$0.53M	\$0.26M
				February 2014	\$0.14M	\$0.53M	\$0.26M
	Rubber Bands	15%		March 2014	S0.14M	\$0.53M	\$0.26M

About Tableau Software

Tableau Software helps people see and understand data. Tableau helps anyone quickly analyze, visualize and share information. More than 10,000 organizations get rapid results with Tableau in the office and on-the-go.

Tableau has a direct connection to Salesforce that lets you pull data into a fast in-memory data engine, then analyze it and publish it securely. Tableau keeps your data up to date automatically using the Salesforce APIs.

Try it for free or see more examples about Salesforce Analytics at: tableausoftware.com/solutions/salesforce-analytics

