

Capitalize on financial market trends

WIN WITH INSIGHT

The world of equities, bonds, funds and portfolio management is full of opportunities to make your mark. But the environment is anything but static. What separates you from that bit of insight to differentiate your offering – your expertise – is often a matter of how quickly you can spot something significant.

Three tips stand out as ways you can close the gap between you and the insight you require.

1 Empower yourself

You've got a hunch, but peeling back the data layers to investigate trends and spot "aha" moments can be hard – or take forever.

Take control of the situation by using self-service, intuitive data analysis tools that let you quickly analyze and visualize data. If you're waiting for someone to do this for you, chances are your competitor will beat you to the punch.

2 Interact with your data

Once you start seeing the trends and outliers you suspected were there, it's not going to be enough. Confirmation that your idea has substance will raise more questions that become paramount to fully understand the opportunity at hand. So ask the questions. And get answers – immediately.

By using the right analytical application, you will be equipped to see the information you're investigating and query it further. Drill into data until you're satisfied that you've seen what the data has to reveal. Combine graphs to get a new perspective. Blend related data to provide context that you'd otherwise lack. Do it all in minutes. With insight in hand, you'll be the one getting the first swing.

“Using Tableau, I am able to quickly drill down into large sets of data & find relationships that would have taken 10x as long with traditional tools.”

– Brandon Nichols, Assistant Vice President, Firm Technology, National Financial Partners

3 Collaborate with your team

Your idea will become more impactful when you and your colleagues push hard against it. Use an analytics application that lets you ask – and answer – questions in real-time, harnessing the power of a lot of smart people in a room to take an idea from good to great.

Equip yourself with the tools you need to do your own analysis, getting the answers you need along the way to fully understand the opportunity you've identified. Setting yourself apart relies on more than a good hunch.

Learn more

Tableau Software provides fast insight into data. See Tableau and ask your questions during our weekly, [20-minute live demo](#). Or get going now with a free, [14-day trial](#). ♦

About Tableau

Tableau Software helps people see and understand data. Ranked by Gartner in 2011 as the world's fastest growing business intelligence company, Tableau helps anyone quickly and easily analyze, visualize and share information. More than 6,500 customers across most industries get rapid results with Tableau in the office and on-the-go. Tens of thousands of people use Tableau to share data in their blogs and websites. See how Tableau can help you by downloading the free trial at www.tableausoftware.com/trial.

