Trifacta Wrangler

TRIFACTA
Wrangler

Empowering Analysts to Achieve Greater Productivity and Sophistication Preparing Diverse Data on the Desktop

The process of taking data from its raw, native format and transforming it into a structure that is usable for analysis and visualization is widely recognized as the most painful and inefficient aspect of analysis. Research has shown that over 80% of the overall analysis process is spent simply getting data into a useful state for the actual analysis to take place. As the data utilized for analytics continues to grow in diversity and complexity, analysts need a more effective way to explore the content of these sources and transform the data themselves for a variety of different analytics uses.

Traditionally, data preparation was solely owned by members of the organization's IT team which creates serious analysis bottlenecks and removes the individuals, who have the most business context for the data, from the process. Legacy methods of wrangling data by building one-off python scripts or leveraging mapping-based ETL products are not designed for data analysts to use in a self-service fashion and can lack the agility and scale for today's data. In addition, leveraging Excel to wrangle data has long proven to be incredibly inefficient and cumbersome.

> " Trifacta empowers our team to perform exploratory analysis by allowing our users to discover, transform and analyze a variety of data in new ways to better understand our customers and how they use our products. By providing business stakeholders with a fast and intuitive way to profile and explore different data available for analysis, we're dramatically improving the efficiency and value created through our analytics and data science efforts at GoPro."
>
> DARREN CHINEN
> Principal Data Architect and Head of Data Science and Engineering, GoPro

Trifacta's mission is to make working with data of any shape and size a more efficient, intuitive and enjoyable experience. To do this, Trifacta has developed an entirely new approach for how people explore and transform data in preparation for analysis. This breakthrough data wrangling experience allows analysts to actually see and interact with the content of their data, regardless of structure and volume, to drive its transformation.

Building upon decades of research in machine learning, data visualization, human-computer interaction and distributed processing, Trifacta guides users of varying technical and analytical skills through the data wrangling process—discovering, structuring, cleaning, enriching, validating and publishing—for a variety of downstream analytic and visualization uses.

With Trifacta Wrangler, any user with a Mac or Windows machine is able to download, install and start using Trifacta immediately to begin wrangling diverse data sources that live on their desktop in preparation for use in analytics or visualizations tools such as Tableau.

Product Overview:

Trifacta Wrangler brings Trifacta's breakthrough approach to how data is explored and transformed for analysis to everyone in a free desktop application. Trifacta Wrangler is for any analyst who needs a more intuitive and productive way to discover and manipulate diverse data to fit the format and structure requirements of downstream analytics, visualization and statistical tools.

Why Trifacta Wrangler?

Accelerate the analysis process
Leverage a more efficient, intuitive and visual approach to wrangling data for visualization.

Remove the pain and technical requirements of data preparation
Move beyond preparing data in one-off scripts, rigid mapping-based ETL tools and spreadsheets that are difficult to manage.

Expand the variety and complexity of data used in analysis
Leverage new sources and new combinations of data for analysis with an intelligent, guided approach to exploring and preparing diverse data.

> " At Zendesk, we handle millions of customer interactions for our clients on a daily basis. These interactions come in the form of support tickets, emails, live chats and voice calls generating a wide variety of valuable usage data from our different products and API's. Trifacta Wrangler presents an exciting new approach that empowers data scientists and analysts to explore and transform data for broader interpretation and visualization."
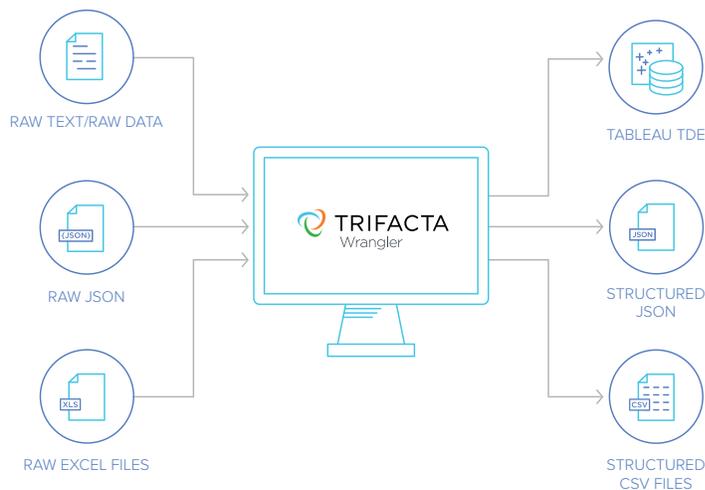>
> ADRIAN MCDERMOTT
> SVP of Product Development, Zendesk

> "With the launch of Trifacta Wrangler, we are excited to see one of our close partners in the big data ecosystem bring their breakthrough approach to data wrangling to the desktop. Trifacta Wrangler gives our customers a productive and intuitive solution for preparing complex data for visualization in Tableau. This will expand the variety of data our customers can directly use in Tableau."

DANIEL JEWETT
Vice President of Product Management, Tableau

Trifacta Wrangler does not require an underlying storage and processing environment outside of what is already available in modern Mac and Windows computers. By leveraging the best-of-breed deployment architecture of a connected desktop application, users are able to have the agility of working with data locally on their machine while also benefiting from the advantages of seamless product updates and metadata access over an internet connection.

RAW TEXT/RAW DATA → TRIFACTA Wrangler → TABLEAU TDE
RAW JSON → STRUCTURED JSON
RAW EXCEL FILES → STRUCTURED CSV FILES

> "There is a growing need in organizations to enable non-technical individuals to 'wrangle' the growing variety of data making up modern analysis efforts. The native form of this data often lacks the required structure or formatting necessary for analysis by business intelligence tools. The launch of Trifacta Wrangler is an important step forward toward empowering a wide breadth of users to access and manipulate complex datasets through an intuitive, visual workflow."

CLAUDIA IMHOFF
President and Founder, Boulder BI Brain Trust (BBBT)

Trifacta Wrangler provides analysts of all skill levels with an intuitive data wrangling experience within a desktop application for free. Anyone who works with and analyzes data in Excel or visualization tools, like Tableau, can leverage Trifacta Wrangler's industry-leading user experience to more efficiently explore and prepare diverse data for analysis in a self-service application.

Download Trifacta Wrangler for free today at **www.trifacta.com/start-wrangling/**

> "In my experience consulting for major corporations and as a Principal Data Scientist at LinkedIn, the most successful projects are ones that go the extra mile when it comes to investing in data wrangling early on. This has always been the most time consuming aspect of building data products or setting up analytics systems and it's critical to get it right. I'm excited to see Trifacta Wrangler in the hands of more analysts, it is an intuitive power tool for normalizing, exploring and transforming raw data."

PETER SKOMOROCH
Data Scientist and Entrepreneur

> "As the organizer of Tableau's San Francisco Bay Area User Group, I have seen first-hand how Tableau's success bringing self-service data visualization to a broad spectrum of business and data analysts has created a fast-growing need to make the process of preparing raw data for visualization more productive and intuitive. Trifacta Wrangler is a exciting new addition to this ecosystem for its ability to empower users of varying skill sets to more effectively discover and prepare data for visualization in Tableau."

JOHN ABDO
Founder and CEO, Palette Software

About Trifacta:

Trifacta, the global leader in data wrangling software, significantly enhances the value of an enterprise's big data by enabling users to easily transform and enrich raw, complex data into clean and structured formats for analysis. Leveraging decades of innovative work in human-computer interaction, scalable data management and machine learning, Trifacta's unique technology creates a partnership between user and machine, with each side learning from the other and becoming smarter with experience.

Learn More on Trifacta Wrangler:
www.trifacta.com/products/wrangler

For Additional Questions, Contact Trifacta:
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