

Analytics Customer Campfire Mini Series (Episode 19) Dashboard Performance

(Level: Intermediate)

Terence Wilson
ACE Team (Analytics Center of Excellence)



Forward-Looking Statements

Statement under the Private Securities Litigation Reform Act of 1995:

This presentation may contain forward-looking statements that involve risks, uncertainties, and assumptions. If any such uncertainties materialize or if any of the assumptions proves incorrect, the results of salesforce.com, inc. could differ materially from the results expressed or implied by the forward-looking statements we make. All statements other than statements of historical fact could be deemed forward-looking, including any projections of product or service availability, subscriber growth, earnings, revenues, or other financial items and any statements regarding strategies or plans of management for future operations, statements of belief, any statements concerning new, planned, or upgraded services or technology developments and customer contracts or use of our services.

The risks and uncertainties referred to above include – but are not limited to – risks associated with developing and delivering new functionality for our service, new products and services, our new business model, our past operating losses, possible fluctuations in our operating results and rate of growth, interruptions or delays in our Web hosting, breach of our security measures, the outcome of any litigation, risks associated with completed and any possible mergers and acquisitions, the immature market in which we operate, our relatively limited operating history, our ability to expand, retain, and motivate our employees and manage our growth, new releases of our service and successful customer deployment, our limited history reselling non-salesforce.com products, and utilization and selling to larger enterprise customers. Further information on potential factors that could affect the financial results of salesforce.com, inc. is included in our annual report on Form 10-K for the most recent fiscal year and in our quarterly report on Form 10-Q for the most recent fiscal quarter. These documents and others containing important disclosures are available on the SEC Filings section of the Investor Information section of our Web site.

Any unreleased services or features referenced in this or other presentations, press releases or public statements are not currently available and may not be delivered on time or at all. Customers who purchase our services should make the purchase decisions based upon features that are currently available. Salesforce.com, inc. assumes no obligation and does not intend to update these forward-looking statements.

Dashboard Performance In Einstein Analytics



Analytics Expertise

Best Practices

Keep Calm - Calc On

Abstract

"Learn how to design your dashboards and model your datasets for optimal performance. What traps to avoid and which tools and approaches to investigate issues and apply best practice solutions."





Before You Start



Analytics Expertise

Best Practices

Keep Calm - Calc On

Save yourself a great deal of pain and set expectations by:

- Designing for performance as a priority requirement, not an afterthought.
- Build performance testing and criteria into the User Story; Point appropriately. Baseline perf tests so it does not become anecdotal.
- Don't let features and functions get out there in the wild without first passing performance criteria.
- Think about future scale, if you are testing on smaller datasets.





Analytics Expertise

Best Practices

Keep Calm - Calc On

The Anatomy of a Dashboard

Consider how a dashboard works:

- Steps
 - Static
 - Query
- Widgets (measure binding)
- Filters
 - Standard (selection)
 - Global (filter)





Gathering Information



Analytics Expertise

Best Practices

Keep Calm - Calc On

Tools to inspect the dashboard and test speed:

- Chrome: Menu > More Tools > Developer Tools > Network Tab
 - See the waterfall showing the batches of six queries.
 - Type 'query' into the filter box , showing how many actual queries are invoked.
 - Consider how local cache works.
- EA Dashboard Inspector.
- `<your org url>/speedtest.jsp`





Reduce Number of Queries per Dashboard

Reduce the number of queries sent to the engine by:

- Think about the Use Case. Reduce the number of filters, visualizations to what is needed, think of the journey through the dashboards.
- Rationalize queries of the same filters and groupings.
- Reduce the need for results binding where you can by modelling logic into the dataset.
- Replace selection filters that have start values , with either static or global filters. To prevent unnecessary query invocation.





Improving Performance of Queries



Analytics Expertise

Best Practices

Keep Calm - Calc On

Improve the execution time of the individual query by:

- Reduce the size (rows) of the dataset .
- Width and high cardinality fields do not have such an impact, but reducing number of fields in good practice.
- Filter pre projection.
- Change measure filters or range filters, into dimensions filters in the dataflow.





Improving Performance of Queries



Analytics Expertise

Best Practices

Keep Calm - Calc On

Improve the execution time of the individual query by:

- Use multi values for filtering only. No operations such as `unique(multivaluefield)`.
- Push complex filter logic to dataflow where possible to create simpler flags, during query time. (Same goes for Security Predicates).
- When grouping, group on high cardinality fields first. You can rearrange post projection.
- Avoid matches, try to push to dataflow and have simple flags.





Improving Performance of Queries



Analytics Expertise

Best Practices

Keep Calm - Calc On

Improve the execution time of the individual query by:

- Avoid redundant filter logic.
- Try to avoid results binding on large numbers of values, this can lead to large 'in' statement: `q= filter q by SomeDim in [value1... value100 ,value 101]` which can be too large for the payload particularly mobile
 - Model both datasets with augments of filters from each side using `lookupMultivalue` where necessary.
 - Dataset link the datasets for faster filtering.





Improving Performance of Queries



Analytics Expertise

Best Practices

Keep Calm - Calc On

Improve the execution time of the individual query by:

- Avoid redundant filter logic.
- Try to avoid results binding on large numbers of values, this can lead to large 'in' statement: `q= filter q by SomeDim in [value1... value100 ,value 101]` which can be too large for the payload particularly mobile
 - Model both datasets with augments of filters from each side using `lookupMultivalue` where necessary.
 - Dataset link the datasets for faster filtering.





Improving Performance of Queries



Analytics Expertise

Best Practices

Keep Calm - Calc On

For large external data files, order the data to be uploaded by the most likely group by, or filtered value:

- For example if you wish to show timeline trends, order the upload data file by the date to be grouped by in chronological order.
- Or order the data file by the most likely first few filters for example Region then Country

This is in readiness for the upload so that the index process produces the most optimized byte code for those queries





Improving Dataflow Performance



Analytics Expertise

Best Practices

Keep Calm - Calc On

If composite keys are used in augments, then you can create one key value which is a concatenation of the composite keys and just join on that. It is better to do this on extract of the source data where possible





A Reminder



Analytics Expertise

Best Practices

Keep Calm - Calc On

Reiterating:

- Tackle performance requirements early.
- Don't just chase features in sprints to show 'progress'. Your end users will not thank you.
- Rework is always more expensive than tackling these issues early.
- Think about future scale, try to get access to larger datasets early.
- Fixing performance is not a bug, it should be part of every user story.



container
home
value
multiplication
micro
username
url
iteration



Thank You

SP



AM

div
< />
body
- 0101
head
1004
query
1005
script
1006



salesforce