

Postcode/Zip code defaulting to Country, Region or County or district

Tableau Postcode/Zip mapping is great assuming you want to zoom down to a small area of 15 houses or so. If you just want a County or district for cluster analysis you have to programme the sub-string, example first three characters in the UK etc. This gets really really painful to do globally across 200 odd countries or trial and error. It would be really great if Tableau had a function that allowed you to say for all your data 'choose district' etc.

Data privacy is a growing concern, full Postcode/Zip is not ideal for analysis in Europe or parts of Asia.