

Tableau Software Inc  
Form 4  
November 16, 2015

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

Check this box  
if no longer  
subject to  
Section 16.  
Form 4 or  
Form 5  
obligations  
may continue.  
See Instruction  
1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF  
SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
30(h) of the Investment Company Act of 1940

## OMB APPROVAL

OMB  
Number: 3235-0287  
Expires: January 31,  
2005  
Estimated average  
burden hours per  
response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Wright Kelly

(Last) (First) (Middle)

837 N. 34TH STREET, SUITE 200

(Street)

SEATTLE, WA 98103

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading  
Symbol  
Tableau Software Inc [DATA]

3. Date of Earliest Transaction  
(Month/Day/Year)  
11/12/2015

4. If Amendment, Date Original  
Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_ 10% Owner  
\_\_\_\_ Officer (give title \_\_\_\_ Other (specify  
below) below)

Executive VP, Sales

6. Individual or Joint/Group Filing(Check  
Applicable Line)  
\_X\_ Form filed by One Reporting Person  
\_\_\_\_ Form filed by More than One Reporting  
Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of<br>Security<br>(Instr. 3) | 2. Transaction Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 3. Transaction<br>Code<br>(Instr. 8) | 4. Securities Acquired<br>(A) or Disposed of (D)<br>(Instr. 3, 4 and 5) | 5. Amount of<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 3 and 4) | 6. Ownership<br>Form: Direct<br>(D) or<br>Indirect (I)<br>(Instr. 4) | 7. Nature of<br>Ownership<br>(Instr. 4) |
|---------------------------------------|-----------------------------------------|-------------------------------------------------------------|--------------------------------------|-------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|-----------------------------------------|
| Class A<br>Common<br>Stock            |                                         |                                                             |                                      | (A)<br>or<br>(D)                                                        | Price                                                                                                              |                                                                      |                                         |
|                                       |                                         |                                                             | Code                                 | V                                                                       | Amount                                                                                                             |                                                                      |                                         |
|                                       |                                         |                                                             |                                      |                                                                         |                                                                                                                    | 2,150                                                                | I By Trust                              |
| Class A<br>Common<br>Stock            | 11/12/2015                              |                                                             | C                                    |                                                                         | 1,250<br>(1)                                                                                                       | A \$ 0                                                               | 218,417 D                               |
| Class A<br>Common<br>Stock            | 11/12/2015                              |                                                             | S                                    |                                                                         | 450 (4)<br>(5)                                                                                                     | D \$ 95.48                                                           | 217,967 D                               |
| Class A<br>Common                     | 11/12/2015                              |                                                             | S                                    |                                                                         | 400 (4)<br>(6)                                                                                                     | D \$ 96.54                                                           | 217,567 D                               |

# Edgar Filing: Tableau Software Inc - Form 4

## Stock

|                            |            |   |                                    |   |             |         |   |
|----------------------------|------------|---|------------------------------------|---|-------------|---------|---|
| Class A<br>Common<br>Stock | 11/12/2015 | S | 400 <sup>(4)</sup><br><u>(7)</u>   | D | \$<br>97.85 | 217,167 | D |
| Class A<br>Common<br>Stock | 11/13/2015 | C | 1,250 <sup>(4)</sup><br><u>(1)</u> | A | \$ 0        | 218,417 | D |
| Class A<br>Common<br>Stock | 11/13/2015 | S | 650 <sup>(4)</sup><br><u>(8)</u>   | D | \$<br>93.85 | 217,767 | D |
| Class A<br>Common<br>Stock | 11/13/2015 | S | 600 <sup>(4)</sup><br><u>(9)</u>   | D | \$<br>94.79 | 217,167 | D |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2. Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4. Transaction<br>Code<br>(Instr. 8) | 5. Number<br>of Derivative<br>Securities<br>Acquired<br>(A) or<br>Disposed of<br>(D)<br>(Instr. 3, 4,<br>and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) |                    | 7. Title and Amount of<br>Underlying Securities<br>(Instr. 3 and 4) |                                        | 8. Price<br>of Underlying<br>Securities<br>(Instr. 3 and 4) |
|-----------------------------------------------------|--------------------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------|--------------------------------------|-----------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|--------------------|---------------------------------------------------------------------|----------------------------------------|-------------------------------------------------------------|
|                                                     |                                                                    |                                         |                                                             | Code                                 | V (A) (D)                                                                                                       | Date<br>Exercisable                                            | Expiration<br>Date | Title                                                               | Amount<br>or<br>Number<br>of<br>Shares |                                                             |
| Class B<br>Common<br>Stock                          | (2)                                                                | 11/12/2015                              |                                                             | C                                    | 1,250                                                                                                           | (2)                                                            | (3)                | Class A<br>Common<br>Stock                                          | 1,250                                  | \$                                                          |
| Class B<br>Common<br>Stock                          | (2)                                                                | 11/13/2015                              |                                                             | C                                    | 1,250                                                                                                           | (2)                                                            | (3)                | Class A<br>Common<br>Stock                                          | 1,250                                  | \$                                                          |

## Reporting Owners

### Reporting Owner Name / Address

### Relationships

Director 10% Owner Officer Other

Wright Kelly  
837 N. 34TH STREET, SUITE 200  
SEATTLE, WA 98103

Executive VP, Sales

## Signatures

Keenan Conder,  
Attorney-in-Fact

11/16/2015

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

(1) Each share of Class A Common Stock was issued upon the conversion of one share of Class B Common Stock.

(2) Each share of Class B Common Stock is convertible at any time at the option of the holder into one share of Class A Common Stock. In addition, each share of Class B Common Stock will convert automatically into one share of Class A Common Stock upon any transfer, whether or not for value and whether voluntary or involuntary or by operation of law, except for certain transfers described in the issuer's amended and restated certificate of incorporation, including, without limitation, certain transfers for tax and estate planning purposes.

(3) Not applicable.

(4) Shares were sold pursuant to a 10b5-1 Plan.

(5) The shares were sold at prices ranging from \$95.06 to \$95.94. The reporting person will provide upon request to the SEC, the issuer or security holder of the issuer, full information regarding the number of shares sold at each separate price.

(6) The shares were sold at prices ranging from \$96.17 to \$96.87. The reporting person will provide upon request to the SEC, the issuer or security holder of the issuer, full information regarding the number of shares sold at each separate price.

(7) The shares were sold at prices ranging from \$97.43 to \$98.23. The reporting person will provide upon request to the SEC, the issuer or security holder of the issuer, full information regarding the number of shares sold at each separate price.

(8) The shares were sold at prices ranging from \$93.46 to \$94.27. The reporting person will provide upon request to the SEC, the issuer or security holder of the issuer, full information regarding the number of shares sold at each separate price.

(9) The shares were sold at prices ranging from \$94.50 to \$95.19. The reporting person will provide upon request to the SEC, the issuer or security holder of the issuer, full information regarding the number of shares sold at each separate price.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.