

Wright Kelly  
Form 3  
May 16, 2013

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0104  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

**INITIAL STATEMENT OF 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

(Print or Type Responses)

|  |         |                                      |  |  |
|--|---------|--------------------------------------|--|--|
| 1. Name and Address of Reporting Person *              |         | 2. Date of Event Requiring Statement | 3. Issuer Name and Ticker or Trading Symbol                                |  |
| Wright Kelly   |         | (Month/Day/Year)                     | Tableau Software Inc [DATA]  |  |
| (Last)   | (First) | (Middle)                             | 05/16/2013   |  |
| C/O TABLEAU SOFTWARE, INC., 837 N. 34TH ST., SUITE 200 |         |                                      | 4. Relationship of Reporting Person(s) to Issuer                           | 5. If Amendment, Date Original Filed(Month/Day/Year)                   |
| (Street)   |         |                                      | (Check all applicable)   |  |
|  |         |                                      | <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner       | 6. Individual or Joint/Group Filing(Check Applicable Line)             |
|  |         |                                      | <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other | <input checked="" type="checkbox"/> Form filed by One Reporting Person |
|  |         |                                      | (give title below) (specify below)   | <input type="checkbox"/> Form filed by More than One Reporting Person  |
|  |         |                                      | Executive VP, Sales  |  |
| SEATTLE, WA 98103                                      |         |                                      |  |  |
| (City)   | (State) | (Zip)                                |  |  |

**Table I - Non-Derivative Securities Beneficially Owned**

|                                    |  |   |  |
|------------------------------------|--|---|--|
| 1. Title of Security<br>(Instr. 4) | 2. Amount of Securities Beneficially Owned<br>(Instr. 4) | 3. Ownership Form:<br>Direct (D)<br>or Indirect (I)<br>(Instr. 5) | 4. Nature of Indirect Beneficial Ownership<br>(Instr. 5) |
|------------------------------------|--|---|--|

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

SEC 1473 (7-02)

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

|   |   |  |  |  |  |
|---|---|--|--|--|--|
| 1. Title of Derivative Security<br>(Instr. 4) | 2. Date Exercisable and Expiration Date<br>(Month/Day/Year) | 3. Title and Amount of Securities Underlying Derivative Security<br>(Instr. 4) | 4. Conversion or Exercise Price of Derivative Security | 5. Ownership Form of Derivative Security: Direct (D) | 6. Nature of Indirect Beneficial Ownership<br>(Instr. 5) |
|   | Date Exercisable  | Expiration Date  | Title  | Amount or Number of                                  |  |

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|                             |       |            |                            | Shares  |         | or Indirect<br>(I)<br>(Instr. 5) |   |
|-----------------------------|-------|------------|----------------------------|---------|---------|----------------------------------|---|
| Class B Common Stock        | Â (1) | Â (2)      | Class A<br>Common<br>Stock | 270,000 | \$ (1)  | D                                | Â |
| Stock Option (Right to Buy) | Â (3) | 11/18/2018 | Class B<br>Common<br>Stock | 300,000 | \$ 1.31 | D                                | Â |
| Stock Option (Right to Buy) | Â (4) | 02/23/2020 | Class B<br>Common<br>Stock | 30,000  | \$ 1.5  | D                                | Â |
| Stock Option (Right to Buy) | Â (4) | 03/29/2021 | Class B<br>Common<br>Stock | 35,000  | \$ 5.92 | D                                | Â |
| Stock Option (Right to Buy) | Â (4) | 02/28/2022 | Class B<br>Common<br>Stock | 100,000 | \$ 7.17 | D                                | Â |
| Stock Option (Right to Buy) | Â (4) | 12/09/2022 | Class B<br>Common<br>Stock | 150,000 | \$ 9.3  | D                                | Â |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |                       |       |
|---|---------------|-----------|-----------------------|-------|
|   | Director      | 10% Owner | Officer               | Other |
| Wright Kelly<br>C/O TABLEAU SOFTWARE, INC.<br>837 N. 34TH ST., SUITE 200<br>SEATTLE, WA 98103 | Â             | Â         | Â Executive VP, Sales | Â     |

## Signatures

/s/ Laura Hammond,  
Attorney-in-fact

05/16/2013

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, see Instruction 5(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).
- 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.
- (1) 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.
  - (2) Not applicable.
  - (3) Fully vested.

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(4) The option vests and becomes exercisable in equal monthly installments over the 48 months following the vesting start date.

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

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