

Tableau Your Data Fast And Easy Visual Analysis With Tableau Software

Why did you click this book? Maybe you're an executive who wants quick insights into your organization. You're busy. We get that. You'll probably only skim this book in 20 minutes. But we hope you're compelled by its intuitive visual analytics and the chance to track progress and increase your company's impact. How about getting a box of these books to hand out to your data analytics teams across the company? Maybe you're a team lead who relies on data to fulfill your commitments to your organization. Do you need engaging analytics for your technology group? Sales operations? Finance or marketing program? We're betting yes. Then you'll probably settle in and spend a few hours reading this book and relating to the dashboard examples that best match your department. How about getting 10 or more copies for the other people in your team? Or maybe you're an analytics expert. You geek out on software like Tableau and digging deep into the realm of data visualization. We do too! You'll likely spend days on this book pouring over all the incredible practices and concepts embedded in it. We hope so anyway. Our intent is to highlight best practices for dashboard design and empower you to further explore all those data points we know you're obsessed with. We got your back on this. No matter who you are, we're sure you'll agree that successful organizations don't just tell data stories--they use excellent design to do so. They find harmony between data and art. We've done just that by creating our 5 Elements of Dashboard Design: Integrity, Flow, Color, Typeface and Charm. With these powerful standards, we consistently help people use data to realize better outcomes. So be inspired. Partner with us. And take from this collection of 20 custom dashboards what you will. Then don't be shy. Blog about it. Recommend it to friends. Put it on the office coffee table. Whatever you do, know that we are one of you!

If you want to understand your data using data visualization and don't know where to start, then this is the book for you. Whether you are a beginner or have years of experience, this book will help you to quickly acquire the skills and techniques used to discover, analyze, and communicate data visually. Some familiarity with databases and data structures is helpful, but not required.

Master the intricacies of Tableau to create effective data visualizations About This Book Arm yourself with an arsenal of advanced chart types and geocoding to efficiently and engagingly present information Map a grid over a network node diagram and use that grid to demonstrate loads, processing time, and more in Tableau Integrate R with Tableau by utilizing R functions, libraries, and saved models Who This Book Is For If you are a business analyst without developer-level programming skills, then this book is for you. You are expected to have at least a fundamental understanding of Tableau and basic knowledge of joins, however SQL knowledge is not assumed. You should have basic computer skills, including at least moderate Excel proficiency. What You Will Learn Create a worksheet that can display the current balance for any given period in time Recreate a star schema from in a data warehouse in Tableau Combine level of detail calculations with table calculations, sets, and parameters Create custom polygons to build filled maps for area codes in the USA Visualize data using a set of analytical and advanced charting techniques Know when to use Tableau instead of PowerPoint Build a dashboard and export it to PowerPoint In Detail Tableau has emerged as one of the most popular Business Intelligence solutions in recent times, thanks to its powerful and interactive data visualization capabilities. This book will empower you to become a master in Tableau by exploiting the many new features introduced in Tableau 10.0. You will embark on this exciting journey by getting to know the valuable methods of utilizing advanced calculations to solve complex problems. These techniques include creative use of different types of calculations such as row-level, aggregate-level, and more. You will discover how almost any data visualization challenge can be met in Tableau by getting a proper understanding of the tool's inner workings and creatively exploring possibilities. You'll be armed with an arsenal of advanced chart types and techniques to enable you to efficiently and engagingly present information to a variety of audiences through the use of clear, efficient, and engaging dashboards. Explanations and examples of efficient and inefficient visualization techniques, well-designed and poorly designed dashboards, and compromise options when Tableau consumers will not embrace data visualization will build on your understanding of Tableau and how to use it efficiently. By the end of the book, you will be equipped with all the information you need to create effective dashboards and data visualization solutions using Tableau. Style and approach This book takes a direct approach, to systematically evolve to more involved functionalities such as advanced calculation, parameters & sets, data blending and R integration. This book will help you gain skill in building visualizations previously beyond your capacity.

In Data Sketches, Nadieh Bremer and Shirley Wu document the deeply creative process behind 24 unique data visualization projects, and they combine this with powerful technical insights which reveal the mindset behind coding creatively. Exploring 12 different themes – from the Olympics to Presidents & Royals and from Movies to Myths & Legends – each pair of visualizations explores different technologies and forms, blurring the boundary between visualization as an exploratory tool and an artform in its own right. This beautiful book provides an intimate, behind-the-scenes account of all 24 projects and shares the authors' personal notes and drafts every step of the way. The book features: Detailed information on data gathering, sketching, and coding data visualizations for the web, with screenshots of works-in-progress and reproductions from the authors' notebooks Never-before-published technical write-ups, with beginner-friendly explanations of core data visualization concepts Practical lessons based on the data and design challenges overcome during each project Full-color pages, showcasing all 24 final data visualizations This book is perfect for anyone interested or working in data visualization and information design, and especially those who want to take their work to the next level and are inspired by unique and compelling data-driven storytelling.

A Step-by-Step Guide

The Big Picture: How to Use Data Visualization to Make Better Decisions—Faster

A Data Visualization Guide for Business Professionals

Practical Tableau

Data Sketches

Visualize This

Tableau Desktop Cookbook

Illustrate your data in a more interactive way by implementing data visualization principles and creating visual stories using Tableau About This Book Use data visualization principles to help you to design dashboards that enlighten and support business decisions Integrate your data to provide mashed-up dashboards Connect to various data sources and understand what data is appropriate for Tableau Public Understand chart types and when to use specific chart types with different types of data Who This Book Is For Data scientists who have just started using Tableau and want to build on the skills using practical examples.

Familiarity with previous versions of Tableau will be helpful, but not necessary. What You Will Learn Customize your designs to meet the needs of your business using Tableau Use Tableau to prototype, develop, and deploy the final dashboard Create filled maps and use any shape file Discover features of Tableau Public, from basic to advanced Build geographic maps to bring context to data Create filters and actions to allow greater interactivity to Tableau Public visualizations and dashboards Publish and embed

Tableau visualizations and dashboards in articles In Detail With increasing interest for data visualization in the media, businesses are looking to create effective dashboards that engage as well as communicate the truth of data. Tableau makes data accessible to everyone, and is a great way of sharing enterprise dashboards across the business. Tableau is a revolutionary toolkit that lets you simply and effectively create high-quality data visualizations. This course starts with making you familiar with its features and enable you to develop and enhance your dashboard skills, starting with an overview of what dashboard is, followed by how you can collect data using various mathematical formulas. Next, you'll learn to filter and group data, as well as how to use various functions to present the data in an appealing and accurate way. In the first module, you will learn how to use the key advanced string functions to play with data and images. You will be walked through the various features of Tableau including dual axes, scatterplot matrices, heat maps, and sizing. In the second module, you'll start with getting your data into Tableau, move onto generating progressively complex graphics, and end with the finishing touches and packaging your work for distribution. This module is filled with practical examples to help you create filled maps, use custom markers, add slider selectors, and create dashboards. You will learn how to manipulate data in various ways by applying various filters, logic, and calculating various aggregate measures. Finally, in the third module, you learn about Tableau Public using which allows readers to explore data associations in multiple-sourced public data, and uses state-of-the-art dashboard and chart graphics to immerse the users in an interactive experience. In this module, the readers can quickly gain confidence in understanding and expanding their visualization, creation knowledge, and quickly create interesting, interactive data visualizations to bring a richness and vibrancy to complex articles. The course provides a great overview for beginner to intermediate Tableau users, and covers the creation of data visualizations of varying complexities. Style and approach The approach will be a combined perspective, wherein we start by performing some basic recipes and move on to some advanced ones. Finally, we perform some advanced analytics and create appealing and insightful data stories using Tableau Public in a step-by-step manner.

Whether you're a beginner just learning how to create data visualizations or a Jedi who's already used Tableau for years, this cookbook has a recipe for everyone. Author Lorna Brown provides more than 100 practical recipes to enhance the way you build Tableau dashboards--and helps you understand your data through the power of Tableau Desktop's interactive datavisualizations. With this cookbook, Tableau beginners will learn hands-on how this unique self-serve tool works, while experienced users will find this book to be an ideal reference guide on how to employ specific techniques. It also links you to online resources and community features, such as Tableau Tip Tuesday and Workout Wednesday. By the time you reach the end, you'll be a competent user of Tableau Desktop. You'll learn how to: Build both basic and complex data visualizations with Tableau Desktop Gain hands-on experience with Tableau's latest features, including set and parameter actions Create interactive dashboards to support business questions Improve your analytical skills to enhance the visualizations you've already created Learn data visualization skills and best practices to help you and your organization

The data lake is a daring new approach for harnessing the power of big data technology and providing convenient self-service capabilities. But is it right for your company? This book is based on discussions with practitioners and executives from more than a hundred organizations, ranging from data-driven companies such as Google, LinkedIn, and Facebook, to governments and traditional corporate enterprises. You'll learn what a data lake is, why enterprises need one, and how to build one successfully with the best practices in this book. Alex Gorelik, CTO and founder of Waterline Data, explains why old systems and processes can no longer support data needs in the enterprise. Then, in a collection of essays about data lake implementation, you'll examine data lake initiatives, analytic projects, experiences, and best practices from data experts working in various industries. Get a succinct introduction to data warehousing, big data, and data science Learn various paths enterprises take to build a data lake Explore how to build a self-service model and best practices for providing analysts access to the data Use different methods for architecting your data lake Discover ways to implement a data lake from experts in different industries

Data visualization is an efficient and effective medium for communicating large amounts of information, but the design process can often seem like an unexplainable creative endeavor. This concise book aims to demystify the design process by showing you how to use a linear decision-making process to encode your information visually. Delve into different kinds of visualization, including

infographics and visual art, and explore the influences at work in each one. Then learn how to apply these concepts to your design process. Learn data visualization classifications, including explanatory, exploratory, and hybrid Discover how three fundamental influences—the designer, the reader, and the data—shape what you create Learn how to describe the specific goal of your visualization and identify the supporting data Decide the spatial position of your visual entities with axes Encode the various dimensions of your data with appropriate visual properties, such as shape and color See visualization best practices and suggestions for encoding various specific data types

Pro Tableau

The Data Visualization Workshop

Communicating Data with Tableau

Learning Tableau 2020

Effective data visualization and business intelligence with the new features of Tableau 2019.2, 2nd Edition

Implement advanced business intelligence techniques and analytics with Tableau

The Original Guide for the Accidental Analyst

Data Visualization Made Simple is a practical guide to the fundamentals, strategies, and real-world cases for data visualization, an essential skill required in today's information-rich world. With foundations rooted in statistics, psychology, and computer science, data visualization offers practitioners in almost every field a coherent way to share findings from original research, big data, learning analytics, and more. In nine appealing chapters, the book: examines the role of data graphics in decision-making, sharing information, sparking discussions, and inspiring future research; scrutinizes data graphics, deliberates on the messages they convey, and looks at options for design visualization; and includes cases and interviews to provide a contemporary view of how data graphics are used by professionals across industries Both novices and seasoned designers in education, business, and other areas can use this book's effective, linear process to develop data visualization literacy and promote exploratory, inquiry-based approaches to visualization problems.

Explore different perspectives and approaches to create more effective visualizations #MakeoverMonday offers inspiration and a giant dose of perspective for those who communicate data. Originally a small project in the data visualization community, #MakeoverMonday features a weekly chart or graph and a dataset that community members reimagine in order to make it more effective. The results have been astounding; hundreds of people have contributed thousands of makeovers, perfectly illustrating the highly variable nature of data visualization. Different takes on the same data showed a wide variation of theme, focus, content, and design, with side-by-side comparisons throwing more- and less-effective techniques into sharp relief. This book is an extension of that project, featuring a variety of makeovers that showcase various approaches to data communication and a focus on the analytical, design and storytelling skills that have been developed through #MakeoverMonday. Paging through the makeovers ignites immediate inspiration for your own work, provides insight into different perspectives, and highlights the techniques that truly make an impact. Explore the many approaches to visual data communication Think beyond the data and consider audience, stakeholders, and message Design your graphs to be intuitive and more communicative Assess the impact of layout, color, font, chart type, and other design choices Creating visual representation of complex datasets is tricky. There's the mandate to include all relevant data in a clean, readable format that best illustrates what the data is saying—but there is also the designer's impetus to showcase a command of the complexity and create multidimensional visualizations that "look cool." #MakeoverMonday shows you the many ways to walk the line between simple reporting and design artistry to create exactly the visualization the situation requires.

Tell Insightful, Actionable Business Stories with Tableau, the World's Leading Data Visualization Tool! Visual Data Storytelling with Tableau brings together knowledge, context, and hands-on skills for telling powerful, actionable data stories with Tableau. This full-color guide shows how to organize data and structure analysis with storytelling in mind, embrace exploration and visual discovery, and articulate findings with rich data, carefully curated visualizations, and skillfully crafted narrative. You don't need any visualization experience. Each chapter illuminates key aspects of design practice and data visualization, and guides you step-by-step through applying them in Tableau. Through realistic examples and classroom-tested exercises, Professor Lindy Ryan helps you use Tableau to analyze data, visualize it, and help people connect more intuitively and emotionally with it. Whether you're an analyst, executive, student, instructor, or journalist, you won't just master the tools: you'll learn to craft data stories that make an immediate impact--and inspire action. Learn how to:

- Craft more powerful stories by blending data science, genre, and visual design
- Ask the right questions upfront to plan data collection and analysis
- Build storyboards and choose charts based on your message and audience
- Direct audience attention to the points that matter most
- Showcase your data stories in high-impact presentations
- Integrate Tableau storytelling throughout your business communication
- Explore case studies that show what to do--and what not to do

Discover visualization best practices, tricks, and hacks you can use with any tool • Includes coverage up through Tableau 10

Transform your organization's data into actionable insights with Tableau Tableau is designed specifically to provide fast and easy visual analytics. The intuitive drag-and-drop

interface helps you create interactive reports, dashboards, and visualizations, all without any special or advanced training. This all new edition of Tableau Your Data! is your Tableau companion, helping you get the most out of this invaluable business toolset. Tableau Your Data! shows you how to build dynamic, best of breed visualizations using the Tableau Software toolset. This comprehensive guide covers the core feature set for data analytics, and provides clear step-by-step guidance toward best practices and advanced techniques that go way beyond the user manual. You'll learn how Tableau is different from traditional business information analysis tools, and how to navigate your way around the Tableau 9.0 desktop before delving into functions and calculations, as well as sharing with the Tableau Server. Analyze data more effectively with Tableau Desktop Customize Tableau's settings for your organization's needs with detailed real-world examples on data security, scaling, syntax, and more Deploy visualizations to consumers throughout the enterprise - from sales to marketing, operations to finance, and beyond Understand Tableau functions and calculations and leverage Tableau across every link in the value chain Learn from actual working models of the book's visualizations and other web-based resources via a companion website Tableau helps you unlock the stories within the numbers, and Tableau Your Data! puts the software's full functionality right at your fingertips.

Data Visualization Made Simple

Visual Analytics with Tableau

Getting Started with Tableau 2019.2

Innovative Tableau

A Collection of Tableau Dashboards (hard Cover)

Designing Data Visualizations

Tableau Desktop Pocket Reference

Whether you have some experience with Tableau software or are just getting started, this manual goes beyond the basics to help you build compelling, interactive data visualization applications. Author Ryan Sleeper, one of the world's most qualified Tableau consultants, complements his web posts and instructional videos with this guide to give you a firm understanding of how to use Tableau to find valuable insights in data. Over five sections, Sleeper—recognized as a Tableau Zen Master, Tableau Public Visualization of the Year author, and Tableau Iron Viz Champion—provides visualization tips, tutorials, and strategies to help you avoid the pitfalls and take your Tableau knowledge to the next level. Practical Tableau sections include: Fundamentals: get started with Tableau from the beginning Chart types: use step-by-step tutorials to build a variety of charts in Tableau Tips and tricks: learn innovative uses of parameters, color theory, how to make your Tableau workbooks run efficiently, and more Framework: explore the INSIGHT framework, a proprietary process for building Tableau dashboards Storytelling: learn tangible tactics for storytelling with data, including specific and actionable tips you can implement immediately

Level up with Tableau to build eye-catching, easy-to-interpret data visualizations. In this follow-up guide to Practical Tableau, author Ryan Sleeper takes you through a collection of unique tips and tutorials for using this popular software. Beginning to advanced Tableau users will learn how to go beyond Show Me to make better charts and learn dozens of tricks to improve both the author and user experience. Featuring many approaches he developed himself, Ryan shows you how to create charts that empower Tableau users to explore, understand, and derive value from their data. He also shares many of his favorite tricks that enabled him to become a Tableau Zen Master, Tableau Public Visualization of the Year author, and Tableau Global Iron Viz Champion. Learn what's new in Tableau since Practical Tableau was released Examine unique new charts—timelines, custom gauges, and leapfrog charts—plus innovations to traditional charts such as highlight tables, scatter plots, and maps Get tips that can help make a Tableau developer's life easier Understand what developers can do to make users' lives easier

Leverage the power of visualization in business intelligence and data science to make quicker and better decisions. Use statistics and data mining to make compelling and interactive dashboards. This book will help those familiar with Tableau software chart their journey to being a visualization expert. Pro Tableau demonstrates the power of visual analytics and teaches you how to: Connect to various data sources such as spreadsheets, text files, relational databases (Microsoft SQL Server, MySQL, etc.), non-relational databases (NoSQL such as MongoDB, Cassandra), R data files, etc. Write your own custom SQL, etc. Perform statistical analysis in Tableau using R Use a multitude of charts (pie, bar, stacked bar, line, scatter plots, dual axis, histograms, heat maps, tree maps, highlight tables, box and whisker, etc.) What you'll learn Connect to various data sources such as relational databases (Microsoft SQL Server, MySQL), non-relational databases (NoSQL such as MongoDB, Cassandra), write your own custom SQL, join and blend data sources, etc. Leverage table calculations (moving average, year over year growth, LOD (Level of Detail), etc. Integrate Tableau with R Tell a compelling story with data by creating highly interactive dashboards Who this book is for All levels of IT professionals, from executives responsible for determining IT strategies to systems administrators, to data analysts, to decision makers responsible for driving strategic initiatives, etc. The book will help those familiar with Tableau software chart their journey to a visualization expert.

Learn how to create effective data visualizations with Tableau and unlock a smarter approach to business analytics. It might just transform your organization About This Book Create stylish visualizations and dashboards that explain complexity with clarity Learn effective data storytelling to transform how your business uses ideas and makes decisions Explore all the new features in Tableau 10 and start to redefine what business analytics means to your organization Who This Book Is For Got data? Not sure what to make of it? This is the guide for you – whether you've been working with Tableau for years or are just beginning your adventure into business analytics. What You Will Learn Find out how to build effective visualizations and dashboards Prepare and clean your data so you can be sure Tableau is finding answers to your questions – not raising more problems Discover how to create advanced visualizations that explain complexity with clarity and style Dig deeper into your data with clustering and distribution models that allow you to analyze trends and make forecasts Learn how to use data storytelling to aid decision-making and strategy Share dashboards and visualizations to cultivate a culture where data is available and valued In Detail Tableau has for some time been one of the most popular Business Intelligence and data visualization tools available. Why? Because, quite simply, it's a tool that's responsive to the needs of modern businesses. But it's most effective when you know how to get what you want from it – it might make your business intelligent, but it isn't going to make you intelligent... We'll make sure you're well prepared to take full advantage of Tableau 10's new features. Whether you're an experienced data analyst that wants to explore 2016's new Tableau, or you're a beginner that wants to expand their skillset and bring a more professional and sharper approach to their organization, we've got you covered. Beginning with the fundamentals, such as data preparation,

you'll soon learn how to build and customize your own data visualizations and dashboards, essential for high-level visibility and effective data storytelling. You'll also find out how to do trend analysis and forecasting using clustering and distribution models to inform your analytics. But it's not just about you – when it comes to data it's all about availability and access. That's why we'll show you how to share your Tableau visualizations. It's only once insights are shared and communicated that you – and your organization – will start making smarter and informed decisions. And really, that's exactly what this guide is for. Style and approach Practical yet comprehensive, this Tableau guide takes you from the fundamentals of the tool before diving deeper into creating advanced visualizations.

Covering the latest features found in Tableau 10, this might be the guide that transforms your organization.

Create effective data visualizations, build interactive visual analytics, and transform your organization, 4th Edition

Rapid Graphs with Tableau 8

Creating Data Stories with Tableau Public

Visualizing Your Data Using Real-World Business Scenarios

Improving How We Visualize and Analyze Data, One Chart at a Time

Fast and Easy Visual Analysis with Tableau Software

Mastering Tableau

Create beautiful data visualizations and interactive dashboards with Tableau About This Book Delve into the features and functionalities of Tableau from the ground up with this step-by-step guide that has over 50 "follow-me" recipes Build rich visualizations to effectively highlight the underlying trends and patterns in your data Build beautiful interactive dashboards and storyboards to stitch your visualizations together and tell a story Who This Book Is For This book is for anyone who wishes to use Tableau. It will be of use to both beginners who want to learn Tableau from scratch and to more seasoned users who simply want a quick reference guide. This book is a ready reckoner guide for you. The book will be such that both new & existing Tableau users who don't know, or can't recall how to perform different Tableau tasks can use the book and be benefited from it. What You Will Learn Get to grips with the Tableau workspace and terminologies and understand what data sources you can connect Learn to create basic charts like bar chart, stacked bar, pie chart, line chart, area chart, tree map & word cloud Go even further with more advanced visualizations such as scatter plot, box & whiskers plot, dual axis, bullet chart, Histograms, Maps, etc Use pre-defined calculation and change its scope and direction to affect outcome Learn to define Parameters and call them into parametric calculations that provide outcomes based on user inputs Build Dashboards and use Actions to link multiple sheets on the dashboard Connect to multiple data sources using Data Blending, Multiple Table Join within the same data source as well as across data sources, Custom SQL and learn to work with data Extracts Compute statistical trends, build forecasting models and use Reference lines for benchmarking In Detail Data is everywhere and everything is data! Visualization of data allows us to bring out the underlying trends and patterns inherent in the data and gain insights that enable faster and smarter decision making. Tableau is one of the fastest growing and industry leading Business Intelligence platforms that empowers business users to easily visualize their data and discover insights at the speed of thought. Tableau is a self-service BI platform designed to make data visualization and analysis as intuitive as possible. Creating visualizations with simple drag-and-drop, you can be up and running on Tableau in no time. Starting from the fundamentals such as getting familiarized with Tableau Desktop, connecting to common data sources and building standard charts; you will walk through the nitty gritty of Tableau such as creating dynamic analytics with parameters, blended data sources, and advanced calculations. You will also learn to group members into higher levels, sort the data in a specific order & filter out the unnecessary information. You will then create calculations in Tableau & understand the flexibility & power they have and go on to building story-boards and share your insights with others. Whether you are just getting started or whether you need a quick reference on a "how-to" question, This book is the perfect companion for you Style and approach This cookbook takes a step-by-step approach and the text systematically evolves to cover more involved functionalities. Every recipe includes illustrative screenshots which provide a detailed visual resource for each step.

Go beyond spreadsheets and tables and design a data presentation that really makes an impact. This practical guide shows you how to use Tableau Software to convert raw data into compelling data visualizations that provide insight or allow viewers to explore the data for themselves. Ideal for analysts, engineers, marketers, journalists, and researchers, this book describes the principles of communicating data and takes you on an in-depth tour of common visualization methods. You'll learn how to craft articulate and creative data visualizations with Tableau Desktop 8.1 and Tableau Public 8.1. Present comparisons of how much and how many Use blended data sources to create ratios and rates Create charts to depict proportions and percentages Visualize measures of mean, median, and mode Learn how to deal with variation and uncertainty Communicate multiple quantities in the same view Show how quantities and events change over time Use maps to communicate positional data Build dashboards to combine several visualizations Explore a modern approach to visualizing data with Python and transform large real-world datasets into expressive visual graphics using this beginner-friendly workshop Key Features Discover the essential tools and methods of data visualization Learn to use standard Python plotting libraries such as Matplotlib and Seaborn Gain insights into the visualization techniques of big companies Book Description Do you want to transform data into captivating images? Do you want to make it easy for your audience to process and understand the patterns, trends, and relationships hidden within your data? The Data Visualization Workshop will guide you through the world of data visualization and help you to unlock simple secrets for transforming data into meaningful visuals with the help of exciting exercises and activities. Starting with an introduction to data visualization, this book shows you how to first prepare raw data for visualization using NumPy and pandas operations. As you progress, you'll use plotting techniques, such as comparison and distribution, to identify relationships and similarities between datasets. You'll then work through practical exercises to simplify the process of creating visualizations using Python plotting libraries such as Matplotlib and Seaborn. If you've ever wondered how popular companies like Uber and Airbnb use geoplolib for geographical visualizations, this book has got you covered, helping you analyze and understand the process effectively. Finally, you'll use the Bokeh library to create dynamic visualizations that can be

integrated into any web page. By the end of this workshop, you'll have learned how to present engaging mission-critical insights by creating impactful visualizations with real-world data. What you will learn Understand the importance of data visualization in data science Implement NumPy and pandas operations on real-life datasets Create captivating data visualizations using plotting libraries Use advanced techniques to plot geospatial data on a map Integrate interactive visualizations to a webpage Visualize stock prices with Bokeh and analyze Airbnb data with Matplotlib Who this book is for The Data Visualization Workshop is for beginners who want to learn data visualization, as well as developers and data scientists who are looking to enrich their practical data science skills. Prior knowledge of data analytics, data science, and visualization is not mandatory. Knowledge of Python basics and high-school-level math will help you grasp the concepts covered in this data visualization book more quickly and effectively.

Make your data work for you! Tableau For Dummies brings order to the chaotic world of data. Understanding your data and organizing it into formats and visualizations that make sense to you are crucial to making a real impact on your business with the information that's already at your fingertips. This easy-to-use reference explores the user interface, and guides you through the process of connecting your data sources to the software. Additionally, this approachable, yet comprehensive text shows you how to use graphs, charts, and other images to bring visual interest to your data, how to create dashboards from multiple data sources, and how to export the visualizations that you have developed into multiple formats that translate into positive change for your business. The mission of Tableau Software is to grant you access to data that, when put into action, will help you build your company. Learning to use the data available to you helps you make informed, grounded business decisions that can spell success for your company. Navigate the user interface to efficiently access the features you need Connect to various spreadsheets, databases, and other data sources to create a multi-dimensional snapshot of your business Develop visualizations with easy to use drag and drop features Start building your data with templates and sample workbooks to spark your creativity and help you organize your information Tableau For Dummies is a step-by-step resource that helps you make sense of the data landscape—and put your data to work in support of your business.

Tableau Your Data!

The FlowingData Guide to Design, Visualization, and Statistics

#MakeoverMonday

Visual Data Storytelling with Tableau

A journey of imagination, exploration, and beautiful data visualizations

Representing Informational Relationships

Information is Beautiful

Learn how to create powerful data visualizations easily and quickly. You will develop reports and queries, and perform data analysis. Jumpstart Tableau covers the basic reporting and analysis functions that most BI users perform in their day-to-day work. These include connecting to a data source, working with dimensions and measures, developing reports and charts, saving workbooks, filtering, swapping, sorting, formatting, grouping, creating hierarchies, forecasting, exporting, distributing, as well as developing various chart types. Each exercise in Jumpstart Tableau provides screenshots that cover every step from start to finish. The exercises are based on a comprehensive sample Excel-based data source that Tableau Software (version 9) has provided, which makes it very easy to duplicate the exercises on the real software. This book teaches you to: Execute each function in a step-by-step manner Work up to more advanced and complex Tableau functionality Integrate individual development of content, such as tables/charts and visualizations., onto a dashboard for an effective presentation What You'll Learn Connect to data sources Develop reports Create visualizations Perform analysis functions (e.g., filtering, drilldown, sorting, grouping, forecasting, etc.) Save visualizations in different formats and distribute them Develop dashboards and their content Who This Book Is For Novice Tableau users, BI end users, as well as developers and business analysts. Also, students in university courses on dashboards and data visualization as well as BI and data analysis can quickly get up to speed with Tableau tools and use them for implementing the hands-on projects associated with these courses. “/div> div

In a crowded field of data visualization and analytics tools, Tableau Desktop has emerged as the clear leader. This is partly due to its ease of use, but once you dive into Tableau's extensive feature set, you'll understand just how powerful and flexible this software can be for your business or organization. With this handy pocket reference, author Ryan Sleeper (Innovative Tableau) shows you how to translate the vast amounts of data into useful information. Tableau has done an amazing job of making valuable insights accessible to analysts and executives who would otherwise need to rely on IT. This book quickly guides you through Tableau Desktop's learning curve. You'll learn: How to shape data for use with Tableau Desktop How to create the most effective chart types Core concepts including discrete versus continuous Must-know technical features including filters, parameters, and

sets Key syntax for creating the most useful analyses How to bring it all together with dashboards And more!

The Accidental Analyst: Show Your Data Who's Boss Are you drowning in a sea of data? Would you like to take control of your data and analysis to quickly answer your business questions and make critical decisions? Do you want to confidently present results and solutions to your managers, colleagues and clients? If so, *The Accidental Analyst* is for you! Although you didn't plan for a career as a data analyst, you're now in a position where you have to analyze data to be successful. Whether you've been working with data for a few years or are just getting started, you can learn how to analyze your data to find answers to real-world questions. Using illustrated examples, we'll walk you through a clear, step-by-step framework that we call *The Seven C's of Data Analysis*. Read this book for inspiration, ideas and confidence to begin tackling the problems you face at work. Keep it by your desk as a reference on how to organize, analyze and display your data. Don't worry, you can continue to use your favorite spreadsheet or data analysis software—this information is not tied to any particular application. Throughout the book, we also include expert tips, tricks, and shortcuts that took years of analyzing data to discover and understand! Please visit us at www.AccidentalAnalyst.com for articles, our free newsletter and upcoming training events.

Quotes This is a wonderful book, filled with practical advice. Business people who are struggling to make sense of their data will find it accessible and directly applicable to their work— a great resource for building analytical prowess. Stephen Few, best-selling author of *"Show Me the Numbers"* and *"Now You See It"* Finally, a book that clearly explains the fundamentals of business analytics! I wish that I had this book at the start of my career as a data analyst. Tim Latendress, Financial Analyst This book is an amazing resource for regular business people who want to make sense of their data and take charge of their business! It provides simple yet comprehensive coverage of business analytics. Diego Saenz, President, Petplace and former CIO of Pepsi Latin America Authors Eileen McDaniel, PhD, is Co-Founder and Managing Partner of Freakalytics, LLC, specializing in analytical training and short-term projects that empower people to get the most out of their data and take decisive action to solve problems in their daily work. She is co-author of *Rapid Graphs with Tableau Software 7* and the *Rapid Dashboards Reference Card*, also available as a mobile app, and leads the development of course training materials. Working in both scientific research and business, Eileen realized that business analysts needed a formal, step-by-step method similar to the one scientists use to collect and analyze their data. This inspired her to develop the seven-step framework for data analysis found in *The Accidental Analyst*. Stephen McDaniel is passionate about helping people understand, present and take action with their data. He is co-author of multiple books and courses including *SAS® for Dummies* and *Rapid Graphs with Tableau Software 7*. Stephen has been on the Faculty of The American Marketing Association and The Data Warehouse Institute and is currently Director of Analytic Product Management at Tableau Software and Principal Analyst at Freakalytics, LLC.

Sharpen your data visualization skills with Tableau 10 Bootcamp. About This Book Make informed decisions using powerful visualizations in Tableau Learn effective data storytelling to transform how your business uses ideas Use this extensive bootcamp that makes you an efficient Tableau user in a short span of time Who This Book Is For This book caters to business, data, and analytics professionals who want to build rich interactive visualizations using Tableau Desktop. Familiarity with previous versions of Tableau will be helpful, but not necessary. What You Will Learn Complete practical Tableau tasks with each chapter Build different types of charts in Tableau with ease Extend data using calculated fields and parameters Prepare and refine data for analysis Create engaging and interactive dashboards Present data effectively using story points In Detail Tableau is a leading visual analytics software that can uncover insights for better and smarter decision-making. Tableau has an uncanny ability to beautify your data, compared to other BI tools, which makes it an ideal choice for performing fast and easy visual analysis. A military camp style fast-paced learning book that builds your understanding of Tableau 10 in no time. This day based learning guide contains the best elements from two of our published books, *Learning Tableau 10 - Second Edition* and *Tableau 10 Business Intelligence Cookbook*, and delivers practical, learning modules in manageable chunks. Each chunk is delivered in a "day", and each "day" is a productive day. Each day builds your competency in Tableau. You will increase your competence in integrating analytics and forecasting to enhance data analysis during the course of this Bootcamp. Each chapter presents core concepts and key takeaways about a topic in Tableau and provides a series of hands-on exercises. In addition to these exercises, at the end of the chapter,

you will find self-check quizzes and extra drills to challenge you, to take what you learned to the next level. To summarize, this book will equip you with step-by-step instructions through rigorous tasks, practical callouts, and various real-world examples and assignments to reinforce your understanding of Tableau 10. Style and approach A fast paced book filled with highly-effective real-world examples to help you build new things and help you in solving problems in newer and unseen ways.

Tableau Prep: Up & Running

100 More Tips, Tutorials, and Strategies

Learning Tableau 2019

Show Your Data Who's Boss

Delivering the Promise of Big Data and Data Science

Insights into Becoming Visual

Tableau For Dummies

Not a data expert? Here's an engaging and entertaining guide to interpreting and drawing insights from any chart, graph, or other data visualization you'll encounter. You're a business professional, not a data scientist. How do you make heads or tails of the data visualizations that come across your desk—let alone make critical business decisions based on the information they're designed to convey? In The Big Picture, top data visualization consultant Steve Wexler provides the tools for developing the graphical literacy you need to understand the data visualizations that are flooding your inbox—and put that data to use. Packed with the best four-color examples created in Excel, Tableau, Power BI, and Qlik, among others, this one-stop resource empowers you to extract the most important information from data visualizations quickly and accurately, act on key insights, solve problems, and make the right decisions for your organization every time.

For self-service data preparation, Tableau Prep is relatively easy to use—as long as you know how to clean and organize your datasets. Carl Allchin, from The Information Lab in London, gets you up to speed on Tableau Prep through a series of practical lessons that include methods for preparing, cleaning, automating, organizing, and outputting your datasets. Based on Allchin's popular blog, Preppin' Data, this practical guide takes you step-by-step through Tableau Prep's fundamentals. Self-service data preparation reduces the time it takes to complete data projects and improves the quality of your analyses. Discover how Tableau Prep helps you access your data and turn it into valuable information. Know what to look for when you prepare data Learn which Tableau Prep functions to use when working with data fields Analyze the shape and profile of your dataset Output data for analysis and learn how Tableau Prep automates your workflow Learn how to clean your dataset using Tableau Prep functions Explore ways to use Tableau Prep techniques in real-world scenarios Make your data available to others by managing and documenting the output

Thousands of enterprises worldwide use Tableau as the solution for their data issues, big and small. With this updated edition, you will develop a firm grip on data visualization using Tableau 2020 and master all of the core features that enable you to explore, prepare, fix, and present data quickly and easily.

A visual guide to the way the world really works Every day, every hour, every minute we are bombarded by information - from television, from newspapers, from the internet, we're steeped in it, maybe even lost in it. We need a new way to relate to it, to discover the beauty and the fun of information for information's sake. No dry facts, theories or statistics. Instead, Information is Beautiful contains visually stunning displays of information that blend the facts with their connections, their context and their relationships - making information meaningful, entertaining and beautiful. This is information like you have never seen it before - keeping text to a minimum and using unique visuals that offer a blueprint of modern life - a map of beautiful colour illustrations that are tactile to hold and easy to flick through but intriguing and engaging enough to study for hours.

Designing, Developing, and Delivering Data Visualizations

Special Collection

Learning Tableau

Visual Analytics with SAS Viya

100 Tips, Tutorials, and Strategies from a Tableau Zen Master

Story Points, Telling Compelling Data Narratives

The Big Book of Dashboards

The definitive reference book with real-world solutions you won't find anywhere else The Big Book of Dashboards presents a comprehensive reference for those tasked with building development of business dashboards. Comprising dozens of examples that address different industries and departments (healthcare, transportation, finance, human resources, marketing, sports, etc.) and different platforms (print, desktop, tablet, smartphone, and conference room display) The Big Book of Dashboards is the only book that matches great dashboards v scenarios. By organizing the book based on these scenarios and offering practical and effective visualization examples, The Big Book of Dashboards will be the trusted resource that need to build an effective business dashboard. In addition to the scenarios there's an entire section of the book that is devoted to addressing many practical and psychological factors your work. It's great to have theory and evidenced-based research at your disposal, but what will you do when somebody asks you to make your dashboard 'cooler' by adding packed charts? The expert authors have a combined 30-plus years of hands-on experience helping people in hundreds of organizations build effective visualizations. They have fought many 'I

and having endured bring an uncommon empathy to help you, the reader of this book, survive and thrive in the data visualization world. A well-designed dashboard can point out risks more; but common challenges and misconceptions can make your dashboard useless at best, and misleading at worst. The Big Book of Dashboards gives you the tools, guidance, and produce great dashboards that inform, enlighten, and engage.

If you want to increase Tableau's value to your organization, this practical book has your back. Authors Ann Jackson and Luke Stanke guide data analysts through strategies for solving analytics problems using Tableau. Starting with the basics and building toward advanced topics such as multidimensional analysis and user experience, you'll explore pragmatic and creative you can apply to your own data. Staying competitive today requires the ability to quickly analyze and visualize data and make data-driven decisions. With this guide, data practitioners learn strategies for building compelling and purposeful visualizations, dashboards, and data products. Every chapter contains the why behind the solution and the technical knowledge to work. Use this book as a high-value on-the-job reference guide to Tableau Visualize different data types and tackle specific data challenges Create compelling data visualizations, dashboards, and products Learn how to generate industry-specific analytics Explore categorical and quantitative analysis and comparisons Understand geospatial, dynamic, statistical, and multivariate data Communicate the value of the Tableau platform to your team and to stakeholders

Don't simply show your data—tell a story with it! Storytelling with Data teaches you the fundamentals of data visualization and how to communicate effectively with data. You'll discover the art of storytelling and the way to make data a pivotal point in your story. The lessons in this illuminative text are grounded in theory, but made accessible through numerous real-world examples with immediate application to your next graph or presentation. Storytelling is not an inherent skill, especially when it comes to data visualization, and the tools at our disposal don't make it any easier. This book demonstrates how to go beyond conventional tools to reach the root of your data, and how to use your data to create an engaging, informative, compelling story. Specifically, you'll learn the importance of context and audience Determine the appropriate type of graph for your situation Recognize and eliminate the clutter clouding your information Direct your audience to the most important parts of your data Think like a designer and utilize concepts of design in data visualization Leverage the power of storytelling to help your message resonate with your audience The lessons in this book will help you turn your data into high impact visual stories that stick with your audience. Rid your world of ineffective graphs, one exploding 3D pie chart at a time. Tell your data—Storytelling with Data will give you the skills and power to tell it!

Practical data design tips from a data visualization expert of the modern age Data doesn't decrease; it is ever-increasing and can be overwhelming to organize in a way that makes sense to your intended audience. Wouldn't it be wonderful if we could actually visualize data in such a way that we could maximize its potential and tell a story in a clear, concise manner? Thanks to the work of Nathan Yau, we can. With this full-color book, data visualization guru and author Nathan Yau uses step-by-step tutorials to show you how to visualize and tell stories with data. He shows you how to parse, and format data and then design high quality graphics that help you explore and present patterns, outliers, and relationships. Presents a unique approach to visualizing and telling stories with data from a data visualization expert and the creator of flowingdata.com, Nathan Yau Offers step-by-step tutorials and practical design tips for creating statistical graphics, geographical maps, and information design to find meaning in the numbers Details tools that can be used to visualize data-native graphics for the Web, such as ActionScript, Flash libraries, PHP, and JavaScript Shows how to create graphics for print, such as in Adobe Illustrator Contains numerous examples and descriptions of patterns and outliers and explains how to show them Visualize This demonstrates how to create data visualizations so that you can present your information in a way that is easy to understand and appealing.

Tableau 10 Bootcamp

Tableau: Creating Interactive Data Visualizations

Learning Tableau 10

Art + Data

Mastering Tableau 2021

Tableau Cookbook – Recipes for Data Visualization

Tableau Strategies

SAS Visual Analytics is a business intelligence and analytics platform that provides visual exploration and discovery, self-service analytics, and interactive reporting for organizations of all sizes. All organizations have a wide variety of users, and each user needs something different from data and analytics. SAS Visual Analytics allows everyone to easily discover and share powerful insights that inspire action. Several useful papers have been written to demonstrate how to use these techniques. We have carefully selected a handful of these from recent Global Forum contributions to introduce you to the topic and let you sample what each has to offer. Also available free as a PDF from sas.com/books.

Leverage the power of Tableau 2019.1's new features to create impactful data visualization Key Features Get up and running with the newly released features of Tableau 2019.1 Create enterprise-grade dashboard and reports to communicate your insights effectively Begin your Tableau journey by understanding its core functionalities Book Description Tableau is one of the leading data visualization tools and is regularly updated with new functionalities and features. The latest release, Tableau 2019.1, promises new and advanced features related to visual analytics, reporting, dashboarding, and a host of other data visualization aspects. Getting Started with Tableau 2019.1 will get you up to speed with these additional functionalities. The book starts by highlighting the new functionalities of Tableau 2019.1, providing concrete examples of how to use them. However, if you're new to Tableau, don't worry – you'll be guided through the major aspects of Tableau with relevant examples. You'll learn how to connect to data, build a data source, visualize your data, build a dashboard, and even share data online. In the concluding chapters, you'll delve into advanced techniques such as creating a cross-database join and data blending. By the end of this book, you will be able to use Tableau effectively to create quick, cost-effective, and business-efficient Business Intelligence (BI) solutions. What you will learn Discover new functionalities such as 'Ask Data', the new way to interact with your data using natural language Connect tables and make transformations such as pivoting the field and splitting columns Build an efficient data source for analysis Design insightful data visualization using

different mark types and properties Develop powerful dashboards and stories Share your work and interact with Tableau Server Use Tableau to explore your data and find new insights Explore Tableau's advanced features and gear up for upcoming challenges Who this book is for Existing Tableau users and BI professionals who want to get up to speed with what's new in Tableau 2019 will find this beginner-level book to be a very useful resource. Some experience of Tableau is assumed, however, the book also features introductory concepts, which even beginners can take advantage of.

Create powerful data visualizations and unlock intelligent business insights with Tableau Key Features Explore all the latest Tableau 2019 features and redefine business analytics for your organization Create impressive data visualizations and interactive dashboards to get insights from your data Learn effective data storytelling to transform how your business leverages data and makes decisions Book Description Tableau is the gold standard of business intelligence and visual analytics tools in every industry. It enables rapid data visualization and interpretation with charts, graphs, dashboards, and much more. Updated with the latest features of Tableau, this book takes you from the foundations of the Tableau 2019 paradigm through to advanced topics. This third edition of the bestselling guide by Tableau Zen Master, Joshua Milligan, will help you come to grips with updated features, such as set actions and transparent views. Beginning with installation, you'll create your first visualizations with Tableau and then explore practical examples and advanced techniques. You'll create bar charts, tree maps, scatterplots, time series, and a variety of other visualizations. Next, you'll discover techniques to overcome challenges presented by data structure and quality and engage in effective data storytelling and decision making with business critical information. Finally, you'll be introduced to Tableau Prep, and learn how to use it to integrate and shape data for analysis. By the end of this book, you will be equipped to leverage the powerful features of Tableau 2019 for decision making. What you will learn Develop stunning visualizations that explain complexity with clarity Explore the exciting new features of Tableau Desktop and Tableau Prep Connect to various data sources to bring all your data together Uncover techniques to prep and structure your data for easy analysis Create and use calculations to solve problems and enrich analytics Master advanced topics such as sets, LOD calcs, and much more Enable smart decisions with clustering, distribution, and forecasting Share your data stories to build a culture of trust and action Who this book is for This Tableau book is for anyone who wants to understand data. If you're new to Tableau, don't worry. This book builds on the foundations to help you understand how Tableau really works and then builds on that knowledge with practical examples before moving on to advanced techniques. Working experience with databases will be useful but is not necessary to get the most out of this book.

A four-color journey through a complete Tableau visualization Tableau is a popular data visualization tool that's easy for individual desktop use as well as enterprise. Used by financial analysts, marketers, statisticians, business and sales leadership, and many other job roles to present data visually for easy understanding, it's no surprise that Tableau is an essential tool in our data-driven economy. Visual Analytics with Tableau is a complete journey in Tableau visualization for a non-technical business user. You can start from zero, connect your first data, and get right into creating and publishing awesome visualizations and insightful dashboards. • Learn the different types of charts you can create • Use aggregation, calculated fields, and parameters • Create insightful maps • Share interactive dashboards Geared toward beginners looking to get their feet wet with Tableau, this book makes it easy and approachable to get started right away.

The Accidental Analyst

A Step-By-Step Guide to Better Data Visualization

Jumpstart Tableau

The Enterprise Big Data Lake

A self-paced, practical approach to transforming your complex data into compelling, captivating graphics

Tools for Business Intelligence, data prep, and visual analytics, 3rd Edition

Storytelling with Data

Tired of boring spreadsheets and data overload from confusing graphs? Master the art of visualization with Rapid Graphs with Tableau 8! Tableau insiders Stephen and Eileen McDaniel expertly provide a hands-on case study approach and more than 225 illustrations that will teach you how to quickly explore and understand your data to make informed decisions in a wide variety of real-world situations. Rapid Graphs with Tableau 8 includes best practices of visual analytics for ideas on how to communicate your findings with audience-friendly graphs, tables and maps. "A picture is worth a thousand words" is a common saying that is more relevant today than ever as data volumes grow and the need for easy access to answers becomes more critical. This book covers the core of Tableau capabilities in easy-to-follow examples, updated and expanded for Version 8. Learn how to be successful with Tableau from the team that started the original training program as the founding Tableau Education Partner! "A must read for anyone interested in Tableau. Clear explanations, practical advice and beautiful examples!" Elissa Fink – Chief Marketing Officer, Tableau Software

Get the most out of your data by getting more out of Tableau Tableau Your Data! shows you how to build dynamic, best of breed visualizations using the Tableau Software toolset. This comprehensive guide covers the core feature set for data analytics, and provides clear step-by-step guidance toward best practices and advanced techniques that go way beyond the user manual. You'll learn how Tableau is different from traditional business information analysis tools, and how to navigate your way around the Tableau 9.0 desktop before delving into functions and calculations, as well as sharing with the Tableau Server. Coverage includes settings customization, data security, scaling, syntax, and more, with plenty of examples that simplify advanced techniques. Use cases demonstrate how Tableau is applied throughout the enterprise, so you can utilize these analysis tools across sales, marketing, operations, financials, and much more. The companion website features actual working models of the book's visualizations, plus a host of useful links to web-based resources that can help you customize your Tableau experience. Tableau is designed specifically to provide fast and easy visual analytics. The intuitive drag-and-drop interface helps you create interactive reports, dashboards, and visualizations, all without any special or advanced training. This book is your Tableau companion, helping you get the most out of this invaluable business toolset. Analyze data more effectively with Tableau Desktop Deploy visualizations to consumers throughout the enterprise Understand Tableau functions and calculations Leverage Tableau across every link in the value chain You need to make sense of your data before you can use it effectively to make good business decisions. Tableau helps you unlock the stories within the numbers, and Tableau Your Data! puts the software's full functionality right at your fingertips.

Build, design, and improve advanced business intelligence solutions using Tableau's latest features, including Tableau Prep Builder, Tableau Hyper, and Tableau Server Key Features Master new features in Tableau 2021 to solve real-world analytics challenges Perform geo-spatial, time series, and self-service analytics using real-life examples Build and publish dashboards and explore storytelling using Python and R integration support Book Description Tableau is one of the leading business intelligence (BI) tools that can help you solve data analysis challenges. With this book, you will master Tableau's features and offerings in various paradigms of the BI domain. Updated with fresh topics including Quick Level of Detail expressions, the newest Tableau Server features, Einstein Discovery, and more, this book covers essential Tableau concepts and advanced functionalities. Leveraging Tableau Hyper files and using Prep Builder, you'll be able to perform data preparation and handling easily. You'll gear up to perform complex joins, spatial joins, unions, and data blending tasks using practical examples. Next, you'll learn how to execute data densification and further explore expert-level examples to help you with calculations, mapping, and visual design using Tableau extensions. You'll also learn about improving dashboard performance, connecting to Tableau Server and understanding data visualization with examples. Finally, you'll cover advanced use cases such as self-service analysis, time series analysis, and geo-spatial analysis, and connect Tableau to Python and R to implement programming functionalities within it. By the end of this Tableau book, you'll have mastered the advanced offerings of Tableau 2021 and be able to tackle common and advanced challenges in the BI domain. What you will learn Get up to speed with various Tableau components Master data preparation techniques using Tableau Prep Builder Discover how to use Tableau to create a PowerPoint-like presentation Understand different Tableau visualization techniques and dashboard designs Interact with the Tableau server to understand its architecture and functionalities Study advanced visualizations and dashboard creation techniques Brush up on powerful self-service analytics, time series analytics, and geo-spatial analytics Who this book is for This book is designed for business analysts, business intelligence professionals and data analysts who want to master Tableau to solve a range of data science and business intelligence problems. The book is ideal if you have a good understanding of Tableau and want to take your skills to the next level.

Illustrate your data in a more interactive and interesting way using Tableau Public About This Book Learn the basics of creating visualizations with Tableau using this concise reference book Understand how to join and aggregate your data sources using Tableau It is a step by step guide that uses examples to help you understand the key concepts and feature of Tableau Public Who This Book Is For This book is targeted at investigative journalists and bloggers with an interest in making rich and interactive data visualizations. Intermediate Tableau Public users and organizations can also use this book as a reference guide and teaching aid. Members of the media team, such as data specialists, web developers, editors, producers, and managers can also benefit from an understanding of the structure and challenges of writing an interactive and interesting data visualization using Tableau Public. What You Will Learn Connect to various data sources and understand what data is appropriate for Tableau Public Understand chart types and when to use specific chart types with different types of data Join and aggregate data for use in Tableau Public data stories Discover features of Tableau Public, from basic to advanced Involve calculations in Tableau Public Build geographic maps to bring context to data Create dashboards from one or more separate data visualizations Create filters and actions to allow greater interactivity to Tableau Public visualizations and dashboards Publish and embed Tableau visualizations and dashboards in articles In Detail Tableau Public is a very useful tool in anyone's data reporting toolbox that allows authors to add an interactive data element to any article. It allows investigative journalists and bloggers to tell a "data story", allowing others to explore your data visualization. The relative ease of Tableau Public visualization creation allows data stories to be developed rapidly. It allows readers to explore data associations in multiple-sourced public data, and uses state-of-the-art dashboard and chart graphics to immerse the users in an interactive experience. This book offers investigative journalists, bloggers, and other data story tellers a rich discussion of visualization creation topics, features, and functions. This book allows data story tellers to quickly gain confidence in understanding and expanding their visualization-creation knowledge, and allows them to quickly create interesting, interactive data visualizations to bring a richness and vibrancy to complex articles. The book takes you from basic concepts in visualization creation, like connecting to data sources, cleansing data, chart types, common functions, map creation, and publishing to the Web, to more advanced functions. It is a great overview and reference guide for beginner to intermediate Tableau Public data story tellers, and covers creation of Tableau Public visualizations of varying complexities. Style and approach This book is a crisp, systematic, and tutorial-styled guide to building interactive Tableau visualizations. Intensive training for data visualization and dashboarding