Introduction

INTRODUCTION TO TABLEAU



Maarten Van den Broeck
Content Developer at DataCamp

datacamp

What is Tableau?



- Data visualization tool
- Click, drag, drop
- Beautiful, interactive visualizations

Why use Tableau?

- Accessible...
- ...but complete
- Flexible
- Intuitive
- Quick and robust prototyping



- Frame (business) questions
- Import and clean data
- Analyze and visualize data
- Drive business decisions
- Present insights

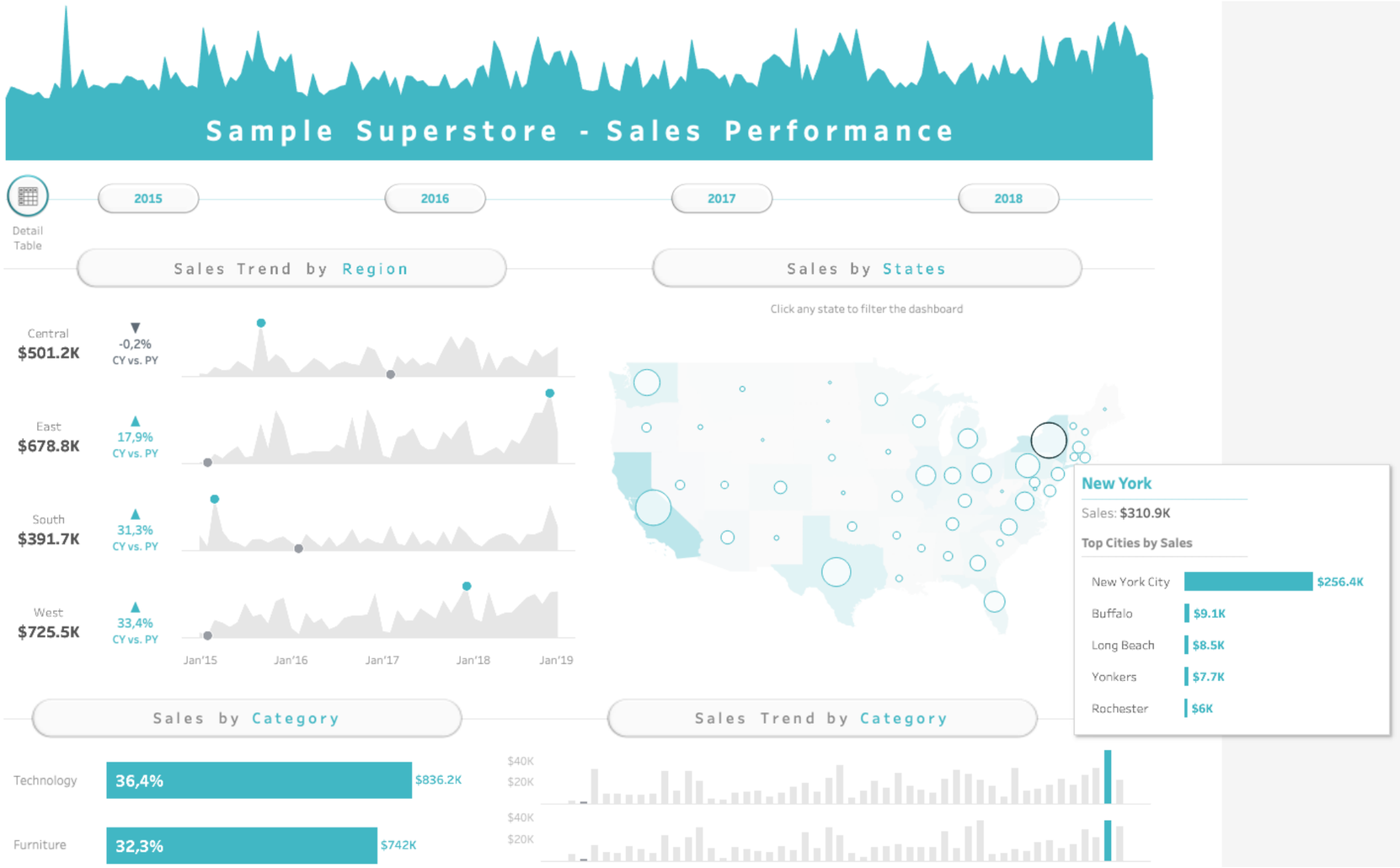


Who uses Tableau?

Roles

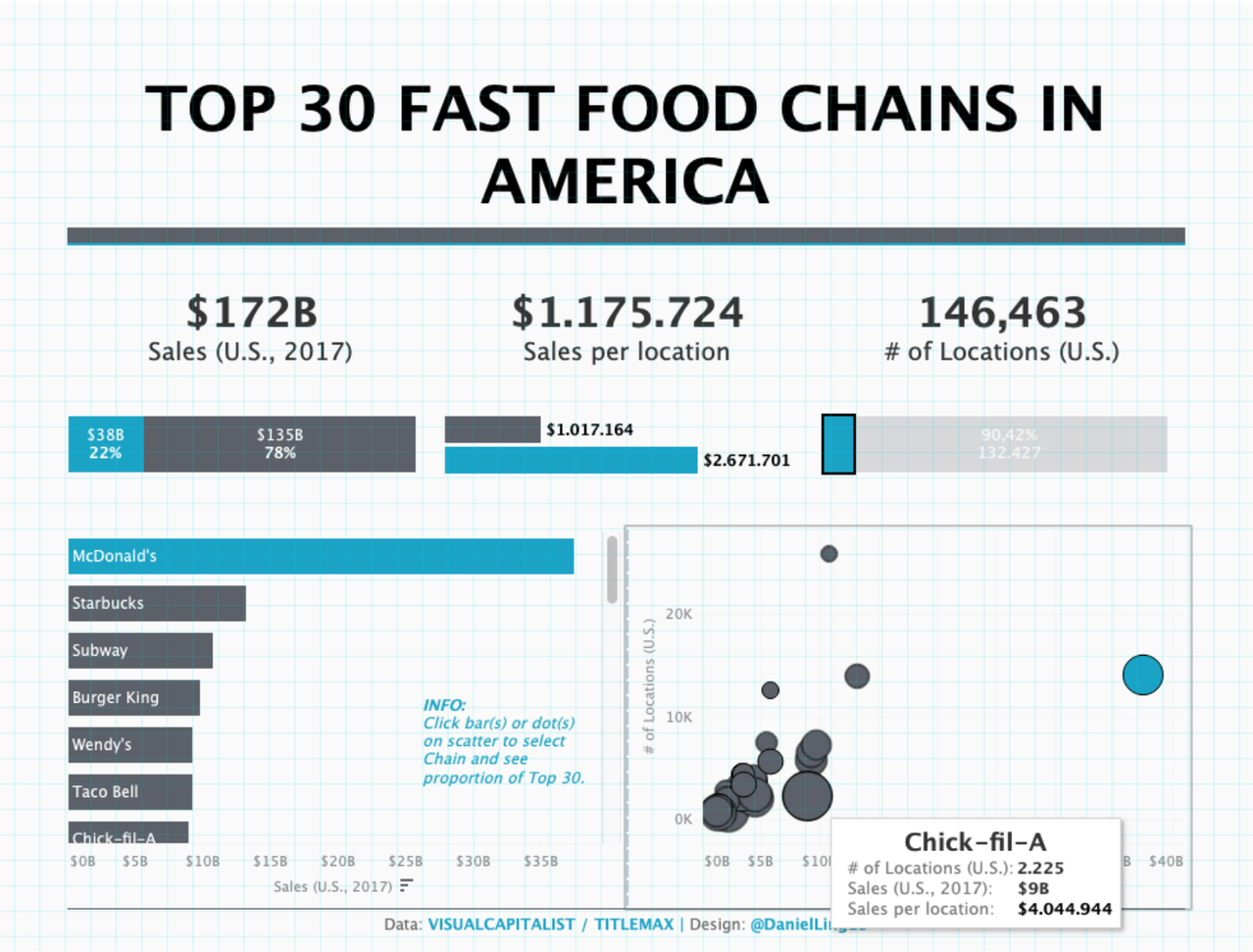
- Data analyst
- Business analyst
- Analytics consultant

Possibilities with Tableau



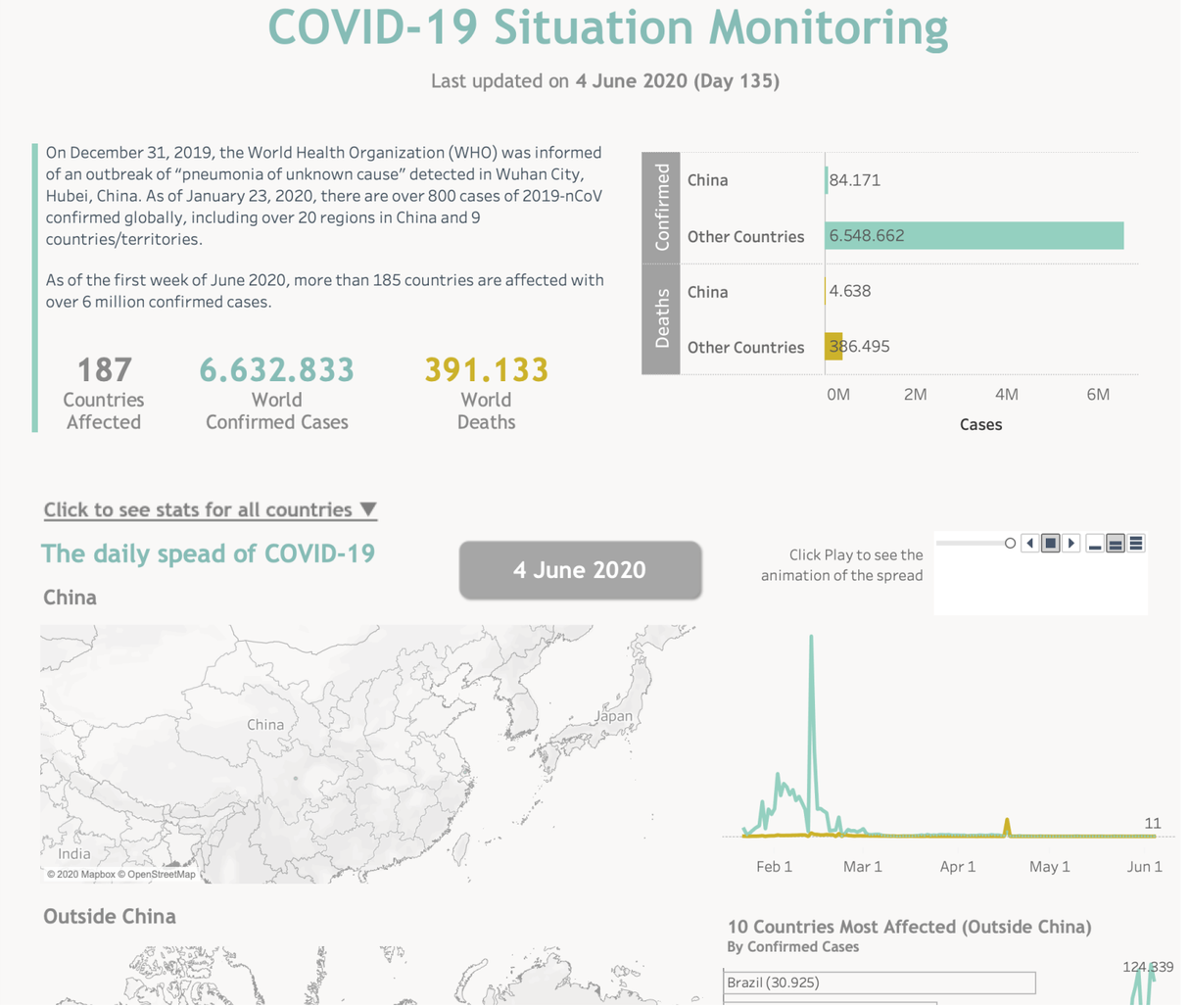
[1] Author: Pradeep Kumar G. Originally published on: Tableau Public

Possibilities with Tableau



[1] Author: Daniel Ling. Originally published on: Tableau Public

Possibilities with Tableau



[1] Author: Thi Ho. Originally published on: Tableau Public

Tableau versions

Tableau Public

- Free
- All visualizations included
- Connect to Excel and CSV files only
- 15 millions rows of data
- Save online only
- Public reports

Tableau Desktop

- Paid
- All visualizations included
- All listed data sources
- Unlimited rows of data
- Save locally

Let's practice!

INTRODUCTION TO TABLEAU

Connecting to data

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Let's practice!

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Navigating Tableau

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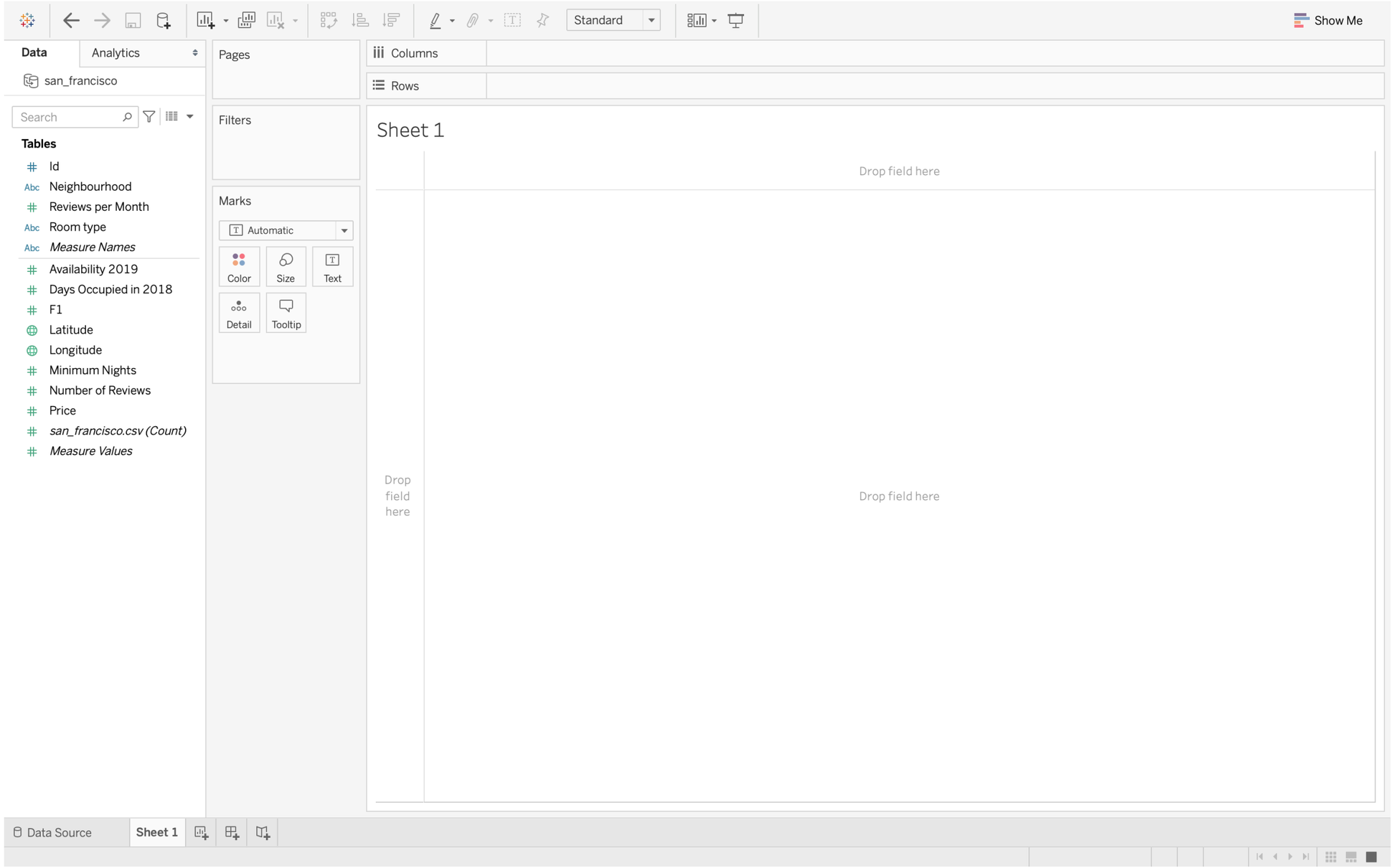
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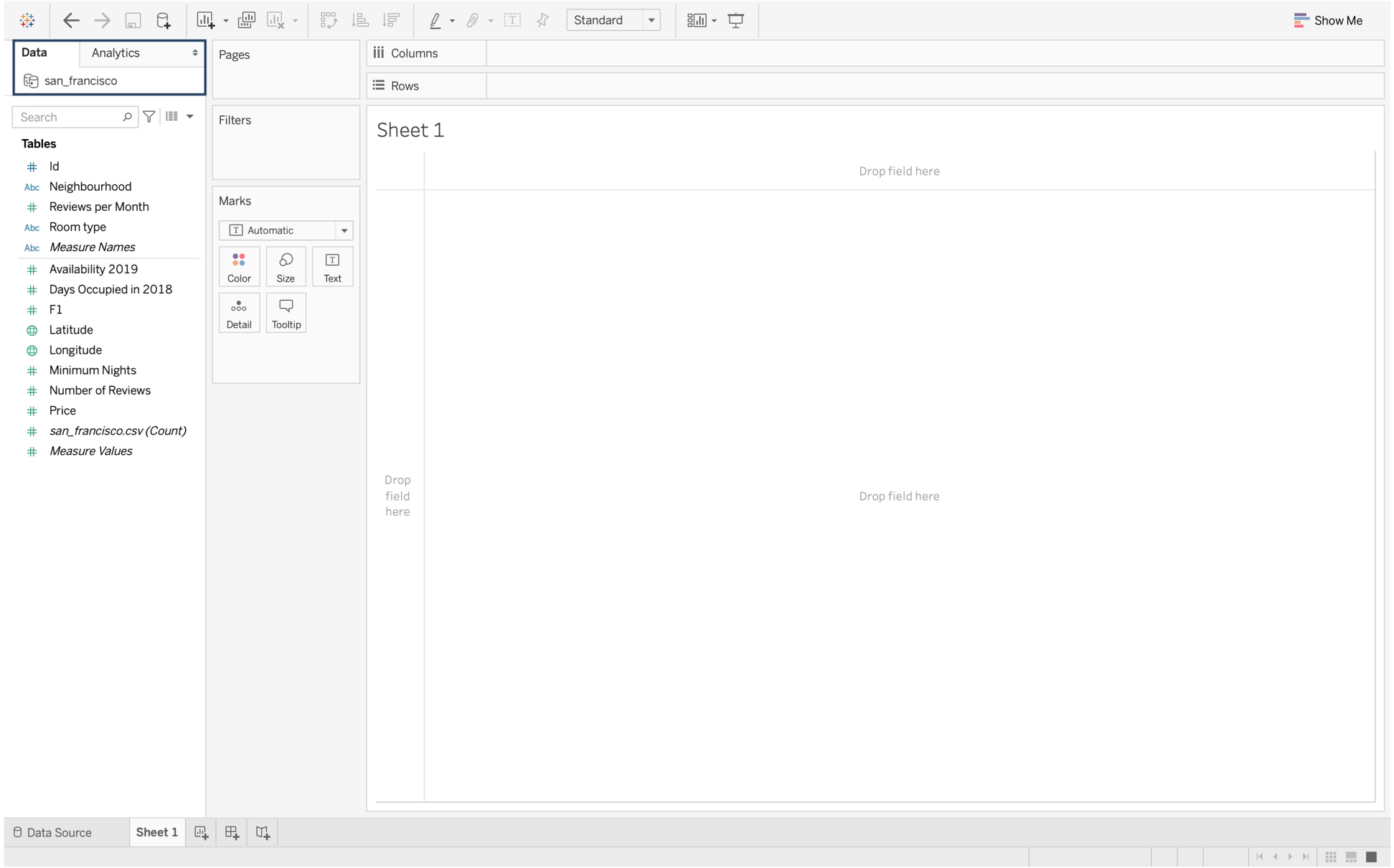
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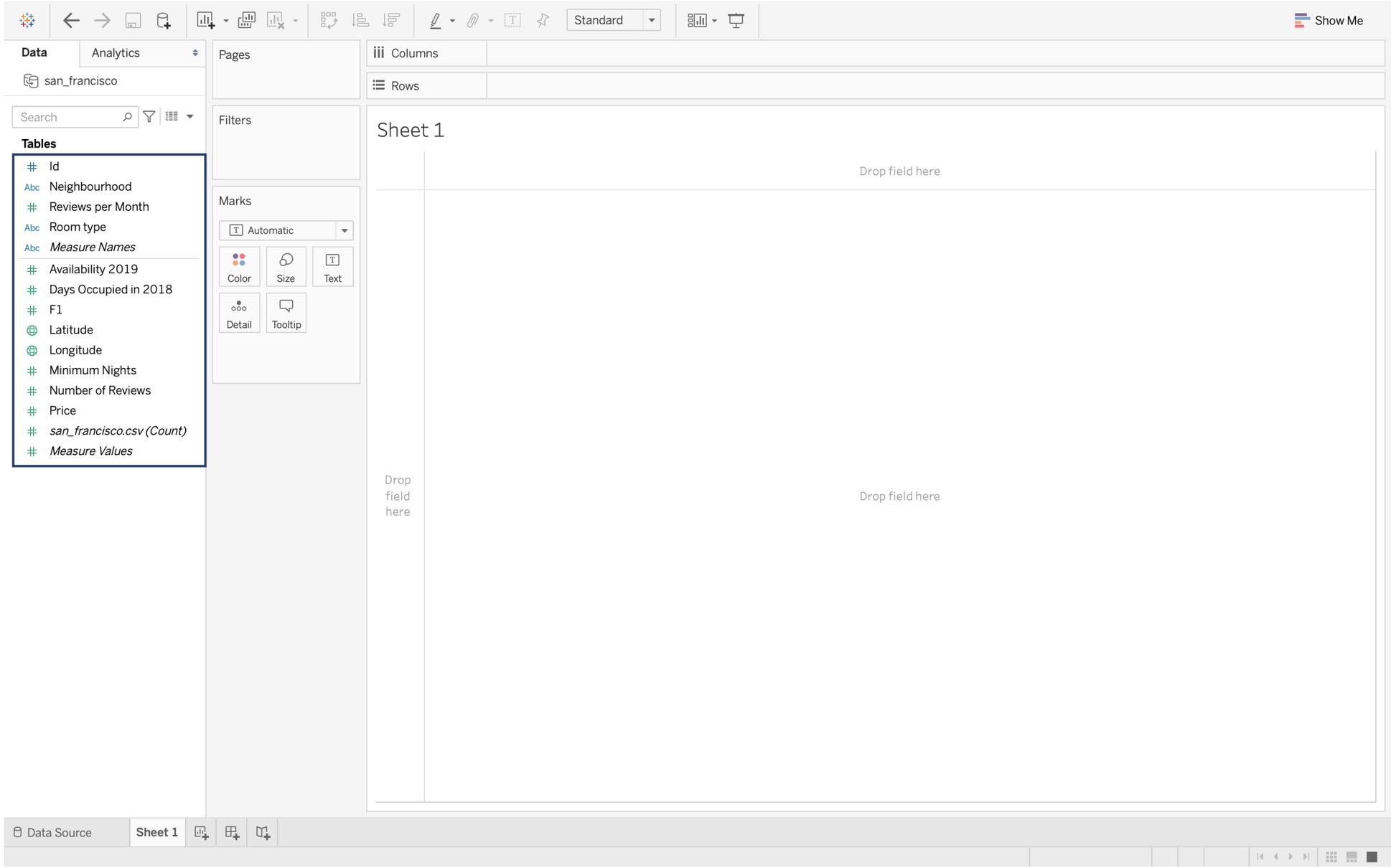
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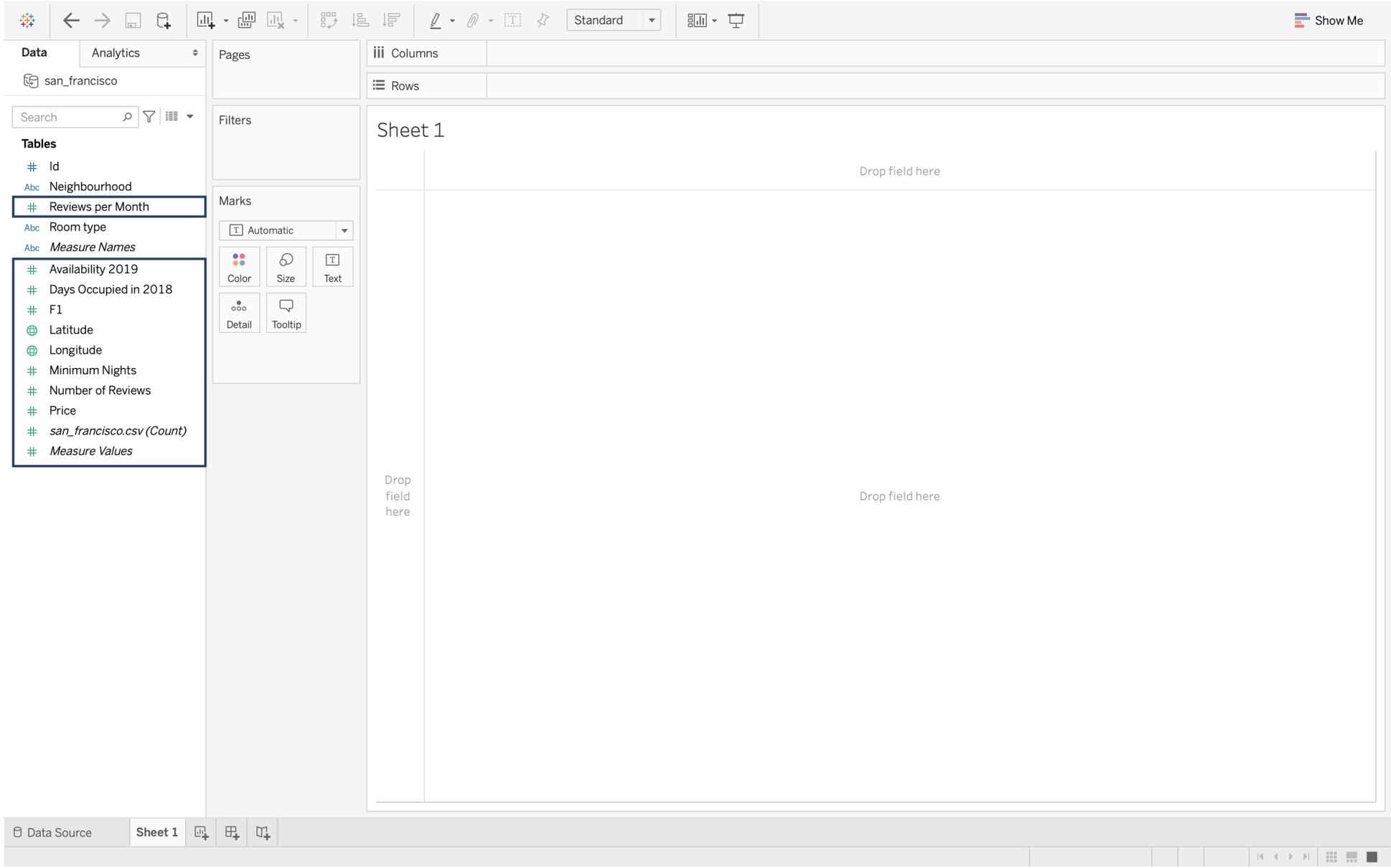
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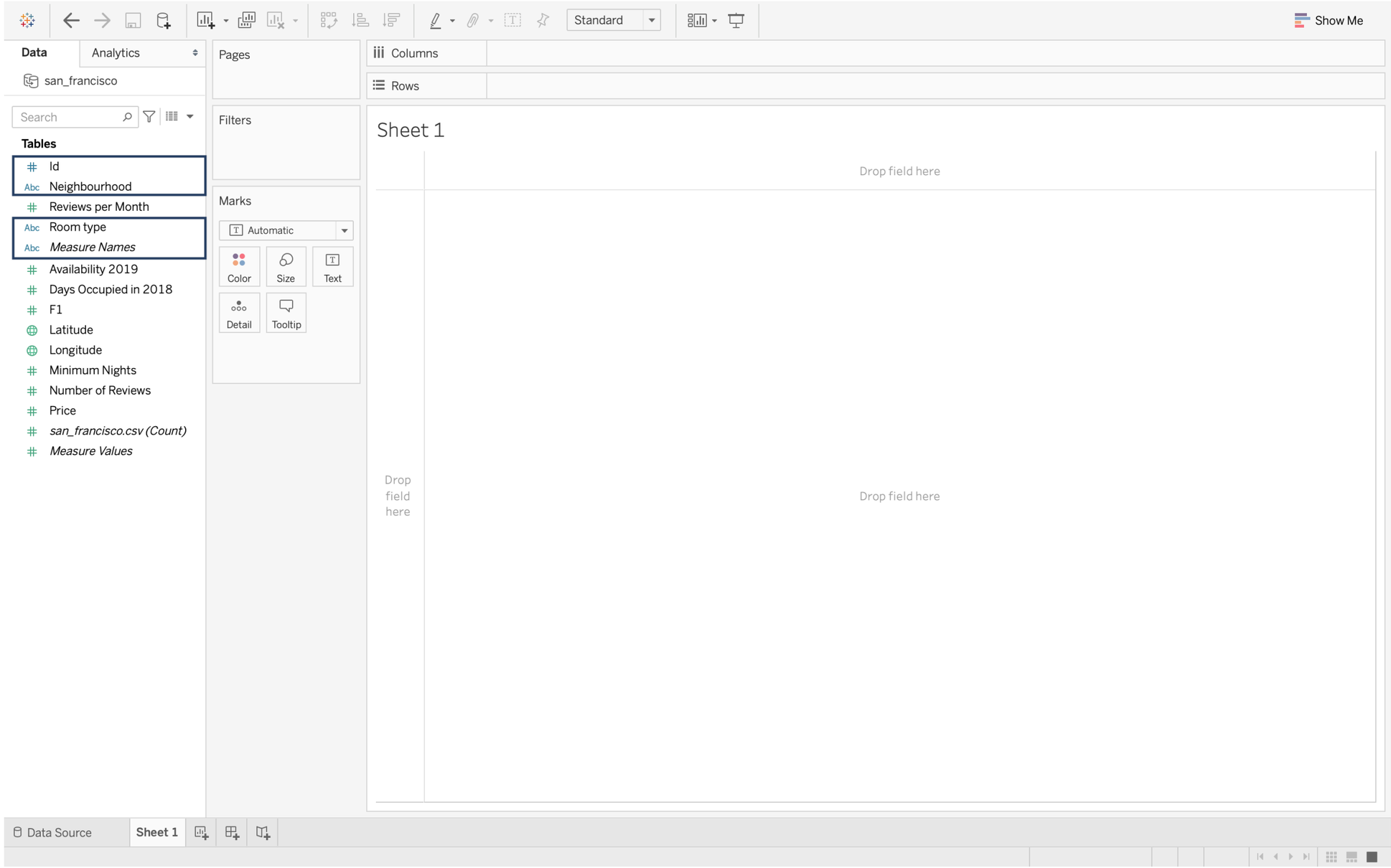
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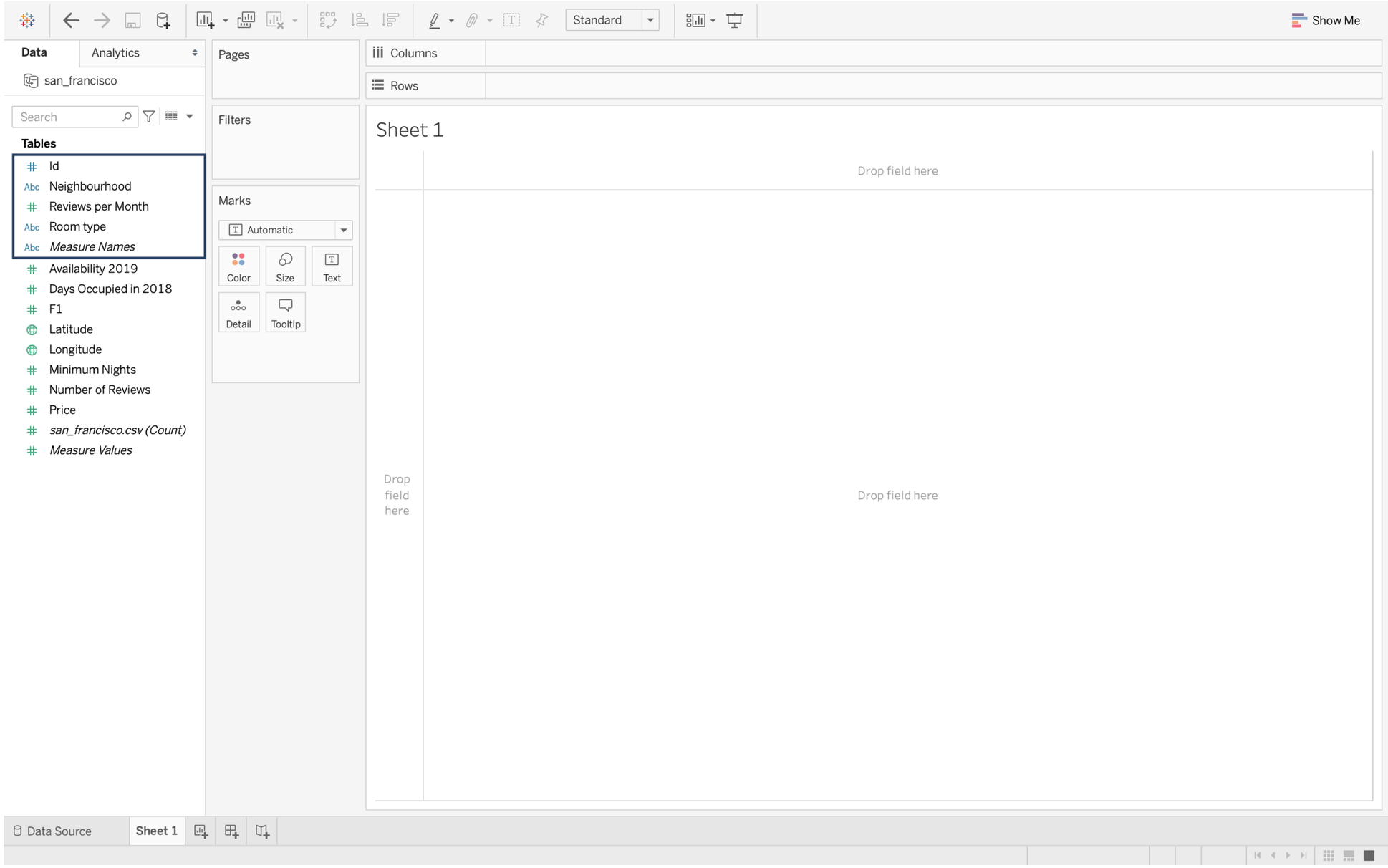
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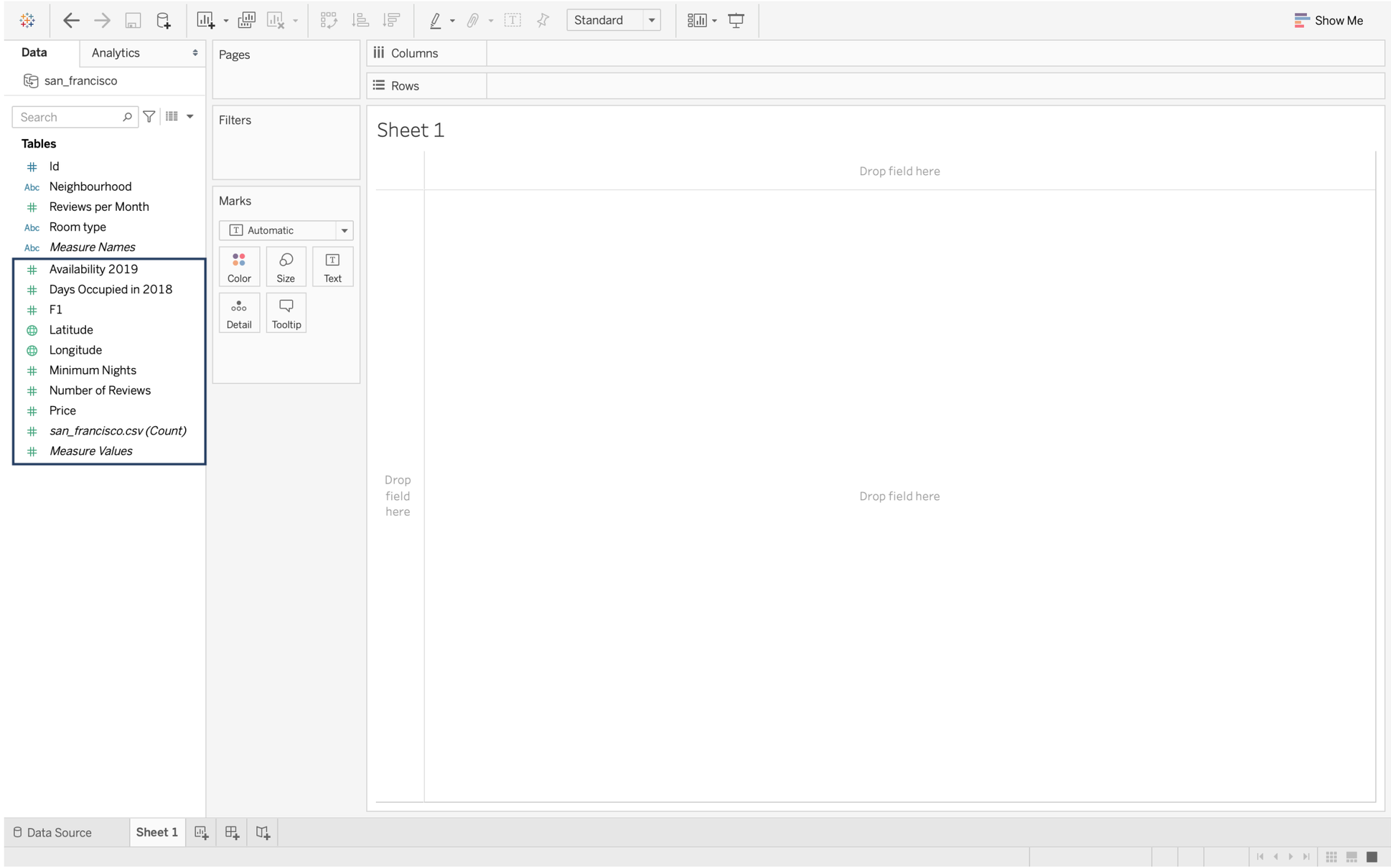
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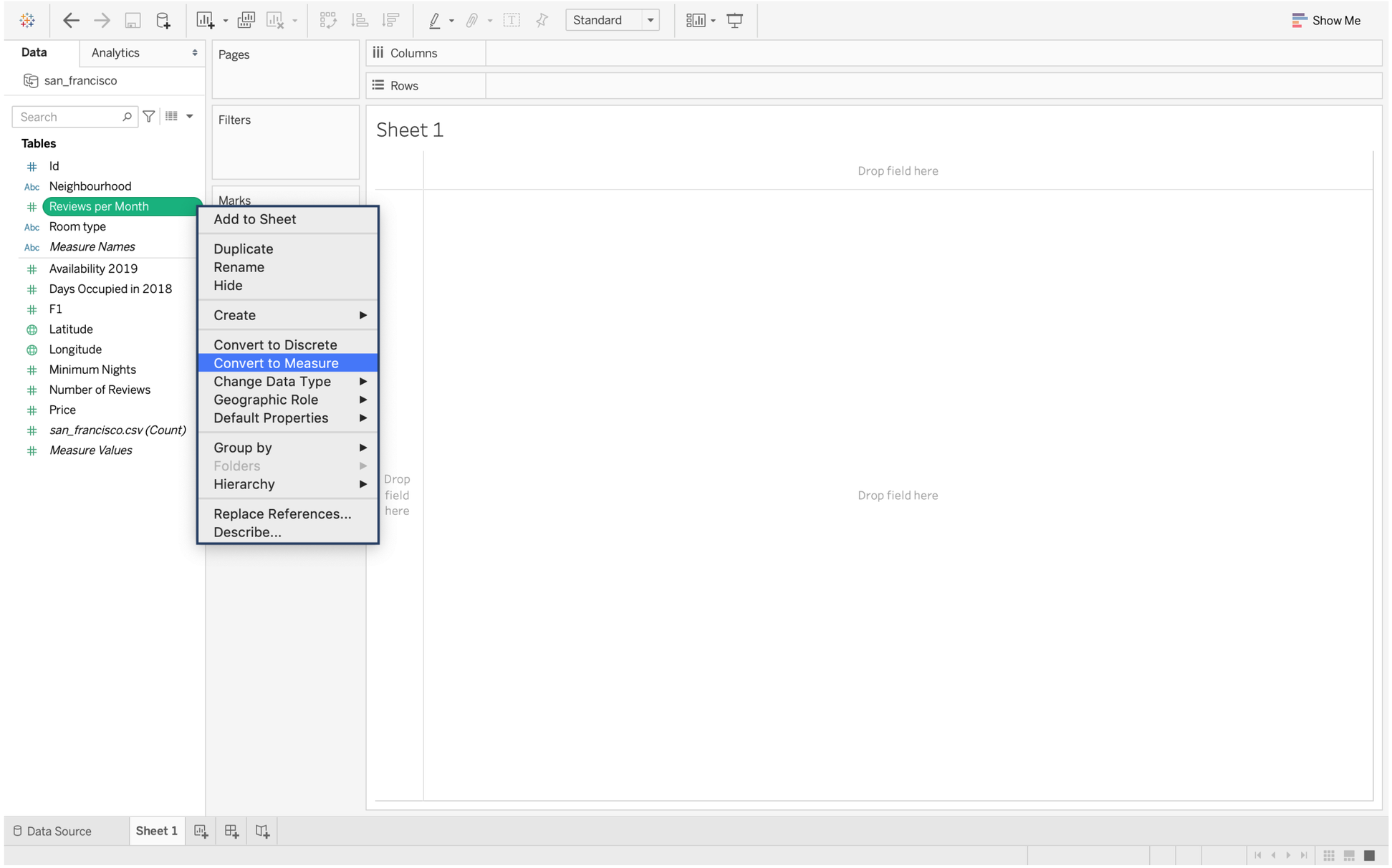
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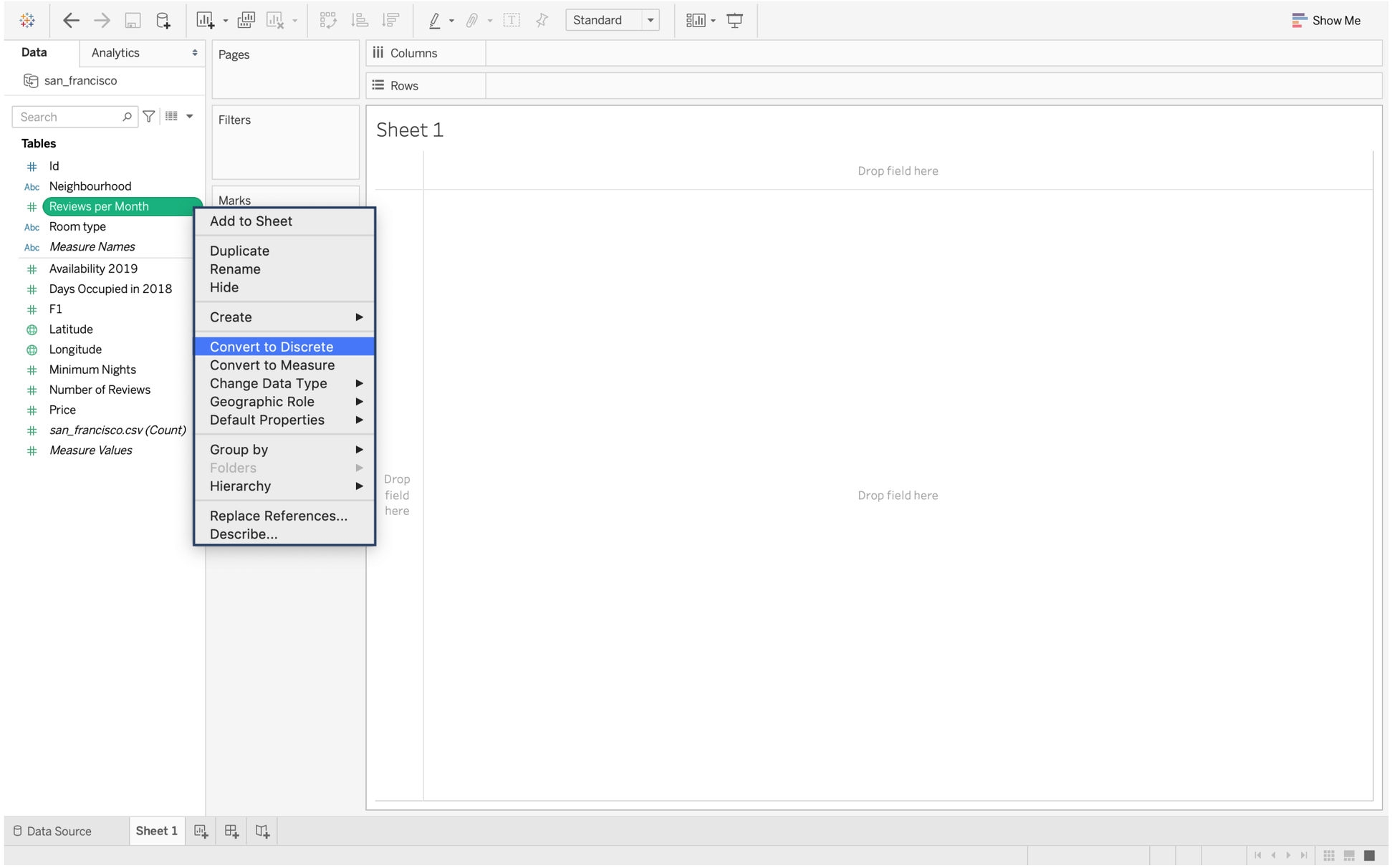
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Data roles in Tableau

Discrete dimension

- Common, colored in blue
- Finite amount of values
- Can't be aggregated
- *E.g.* eye color, sex

Continuous measure

- Common, colored in green
- Infinite amount of values
- Can be aggregated
- *E.g.* height, weight

Data roles in Tableau

Discrete dimension

- Common, colored in blue
- Finite amount of values
- Can't be aggregated
- *E.g.* eye color, sex

Discrete measure

- Not common, colored in blue
- Finite amount of values
- Can be aggregated
- *E.g.* shoe size, age

Continuous dimension

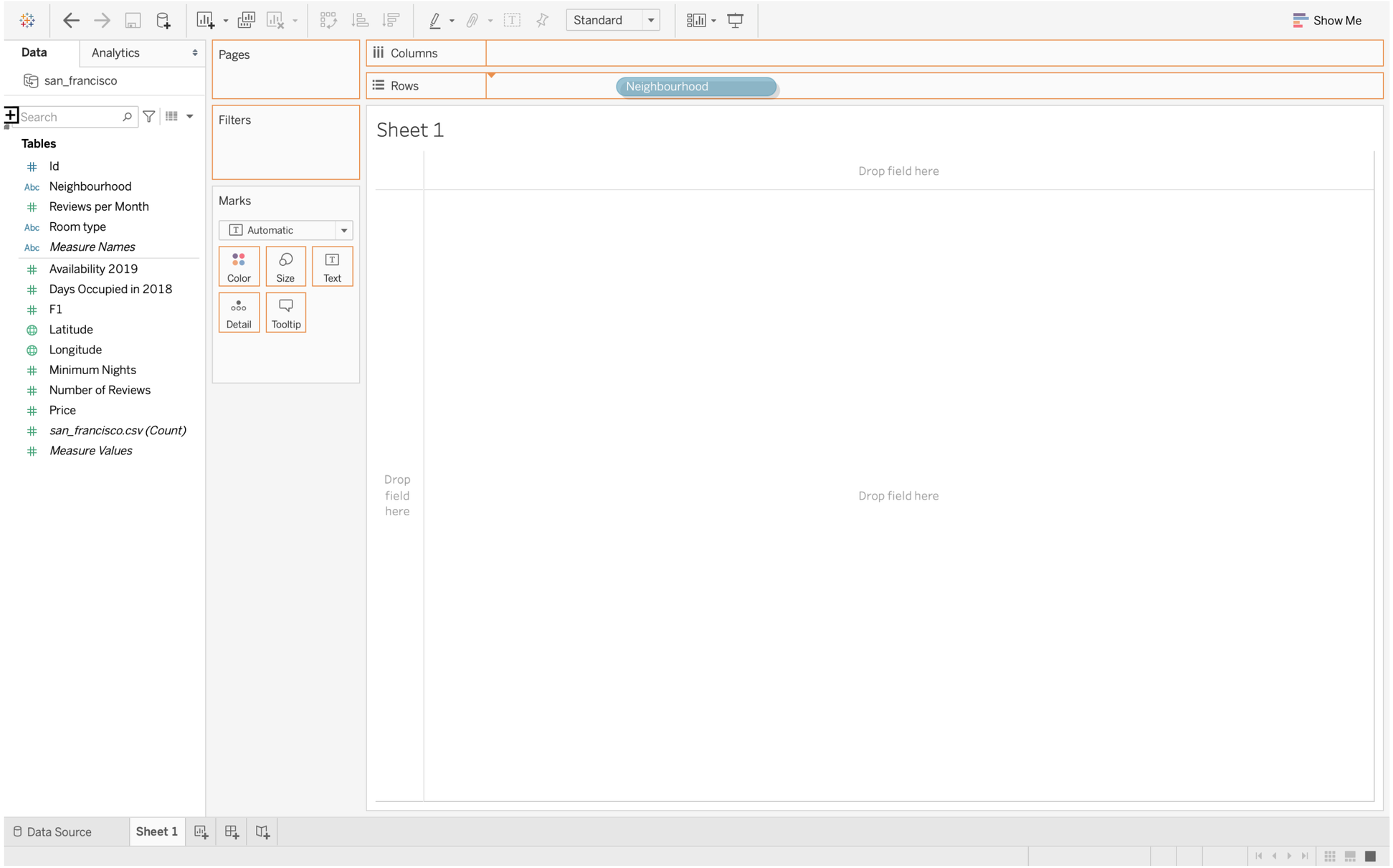
- Not common, colored in green
- Infinite amount of values
- Can't be aggregated
- *E.g.* date

Continuous measure

- Common, colored in green
- Infinite amount of values
- Can be aggregated
- *E.g.* height, weight

Segmenting with dimensions

- Dimensions and measures affect visualizations differently:
  - Dimensions are used to **segment** data
  - Measures can be aggregated
- **Segmenting**: grouping similar data together
  - *E.g.* average price per room type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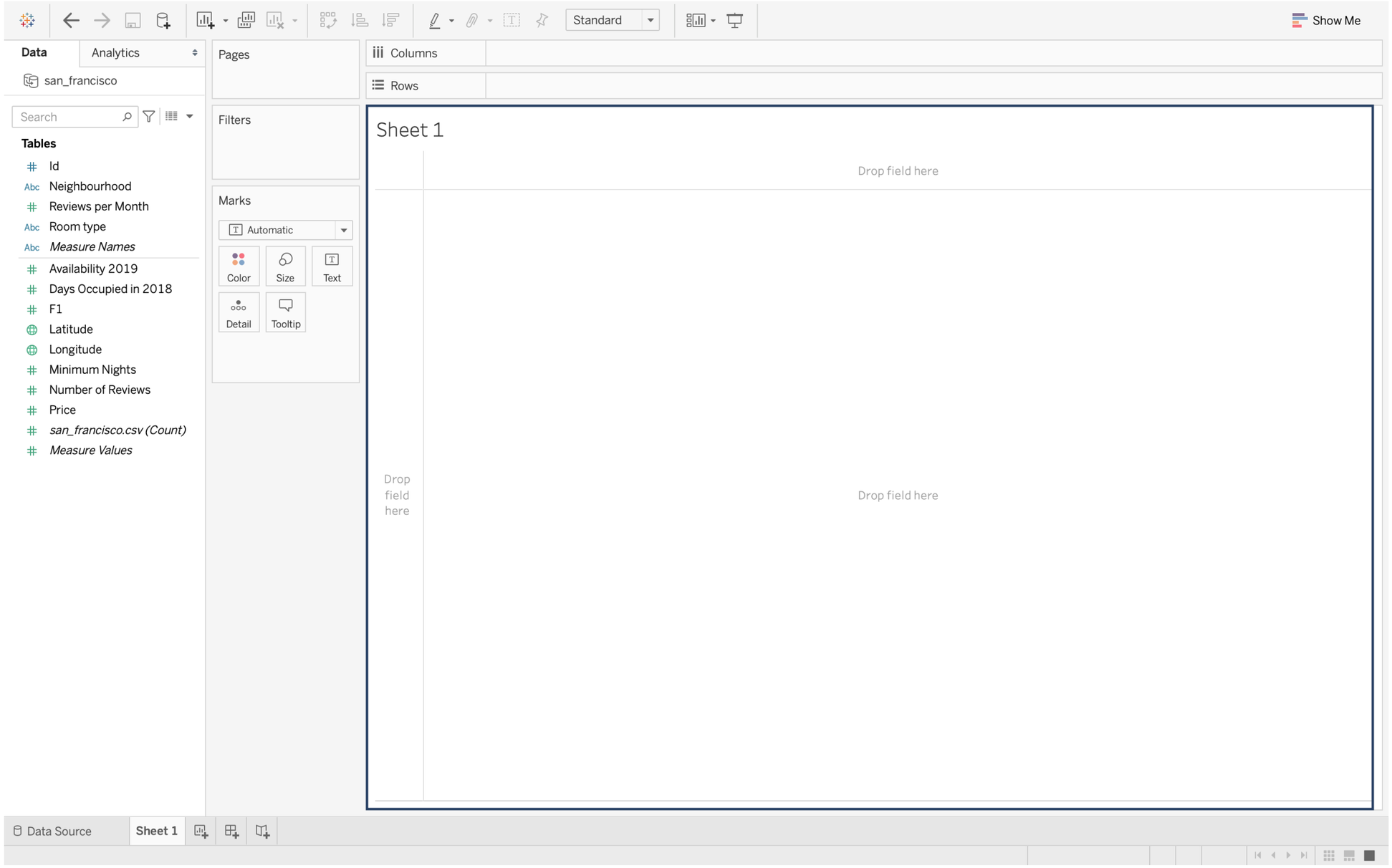
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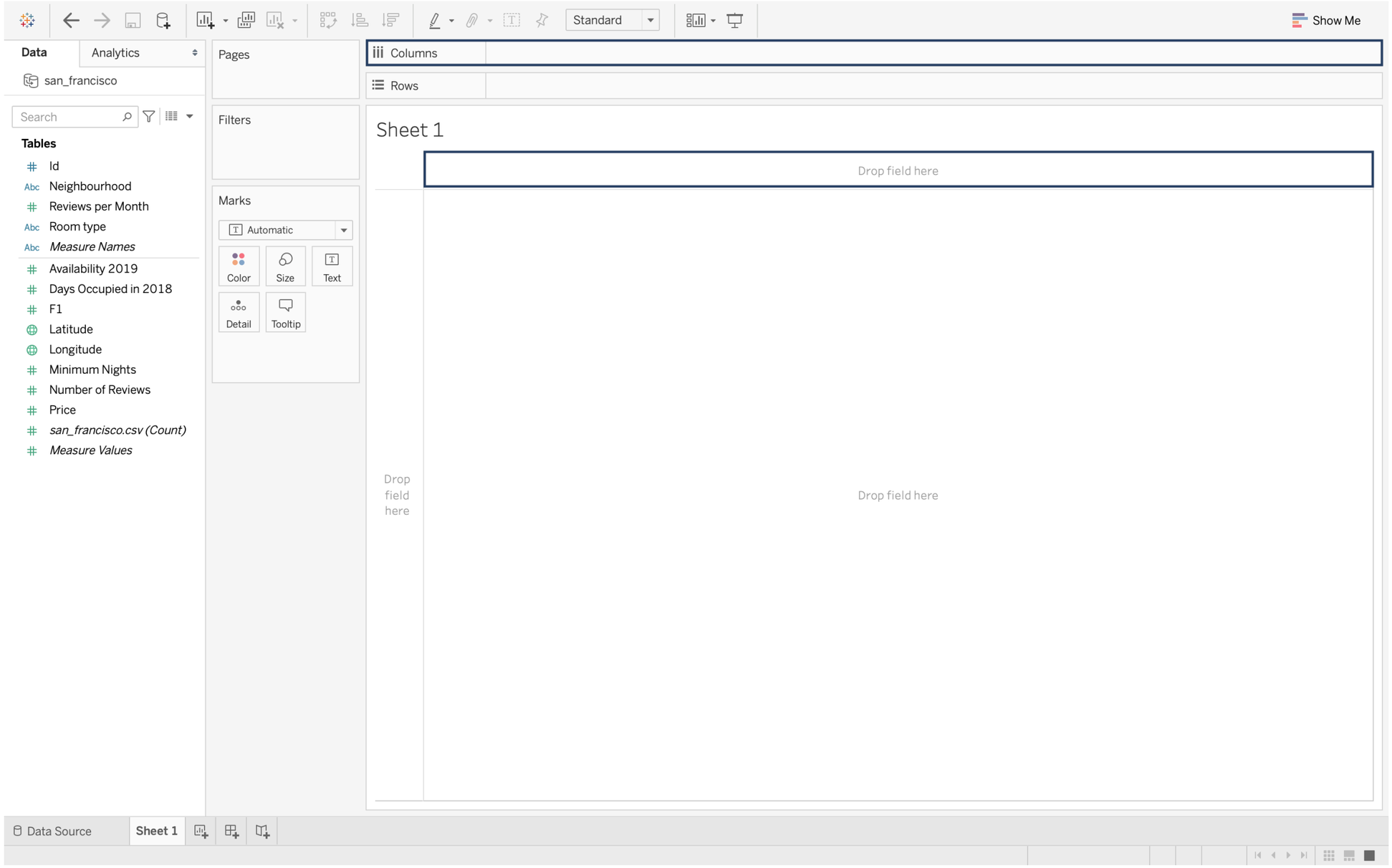
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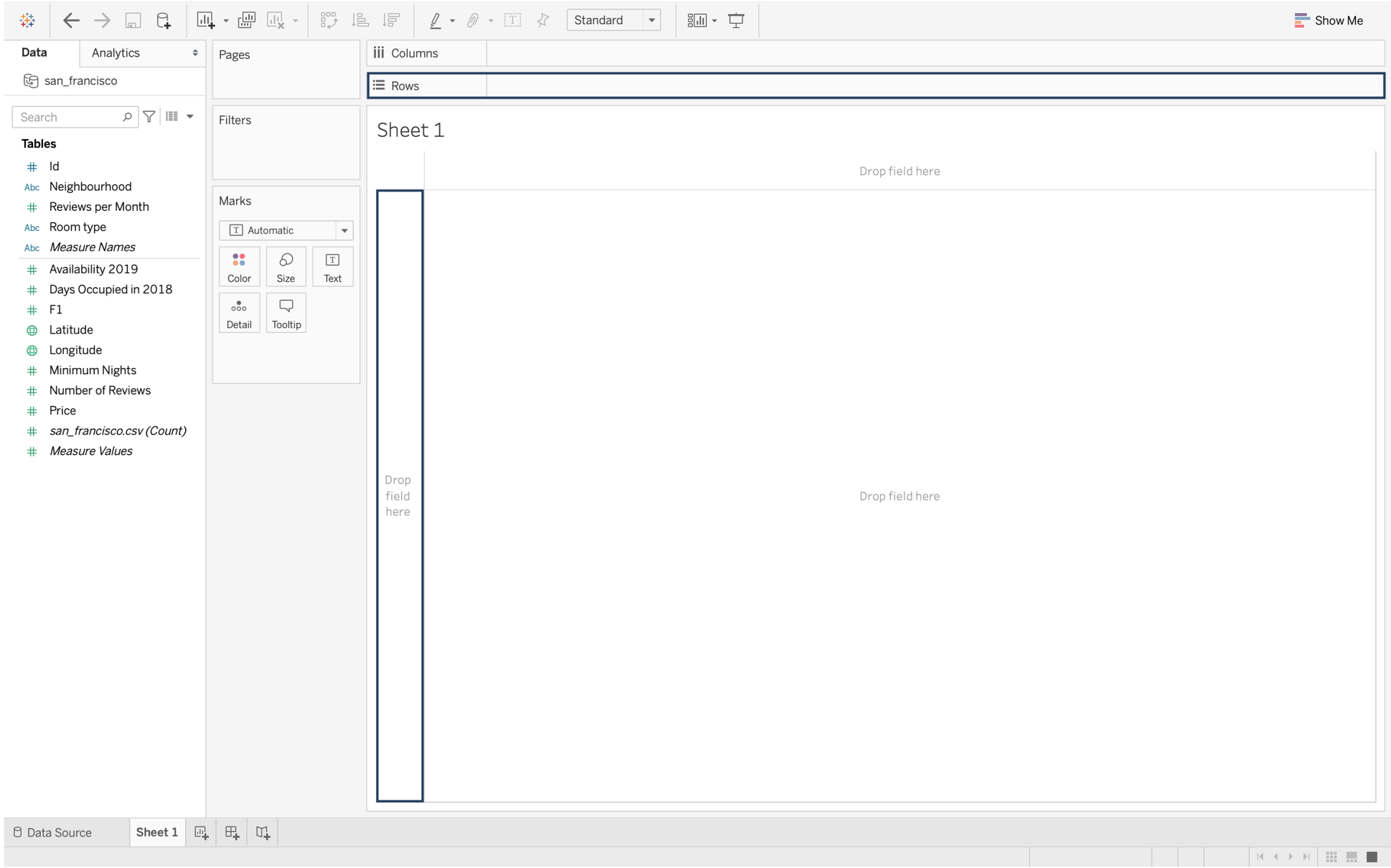
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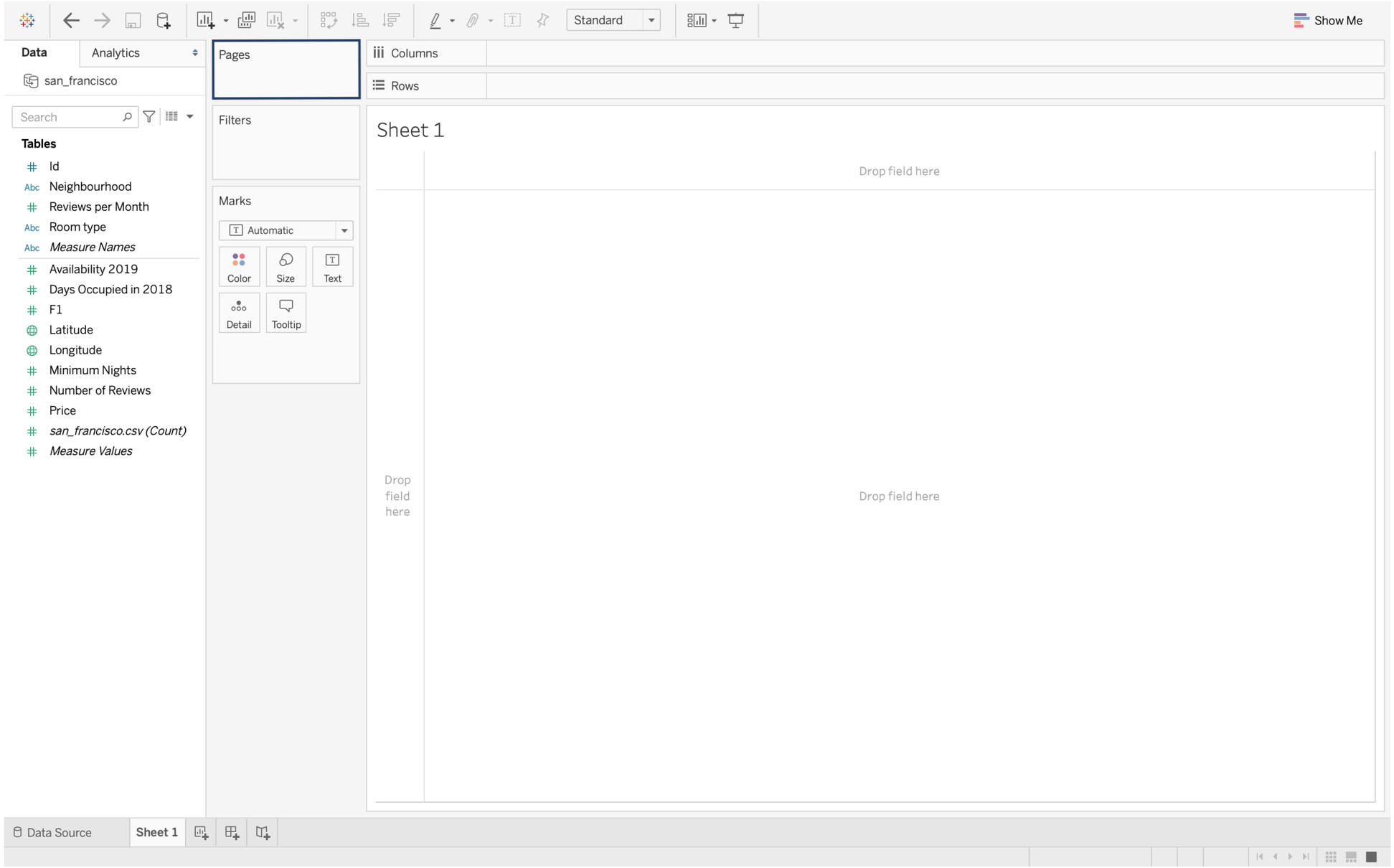
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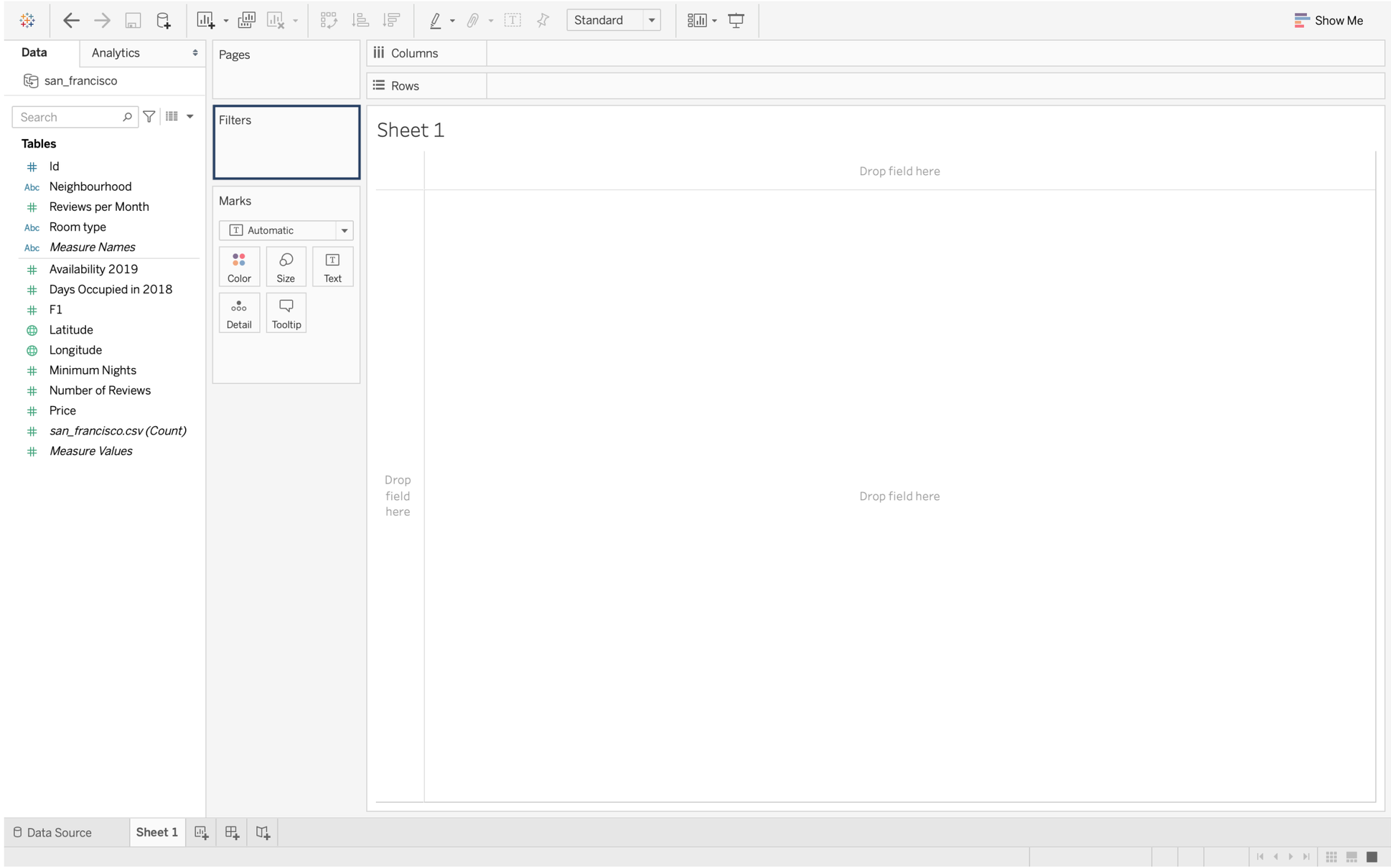
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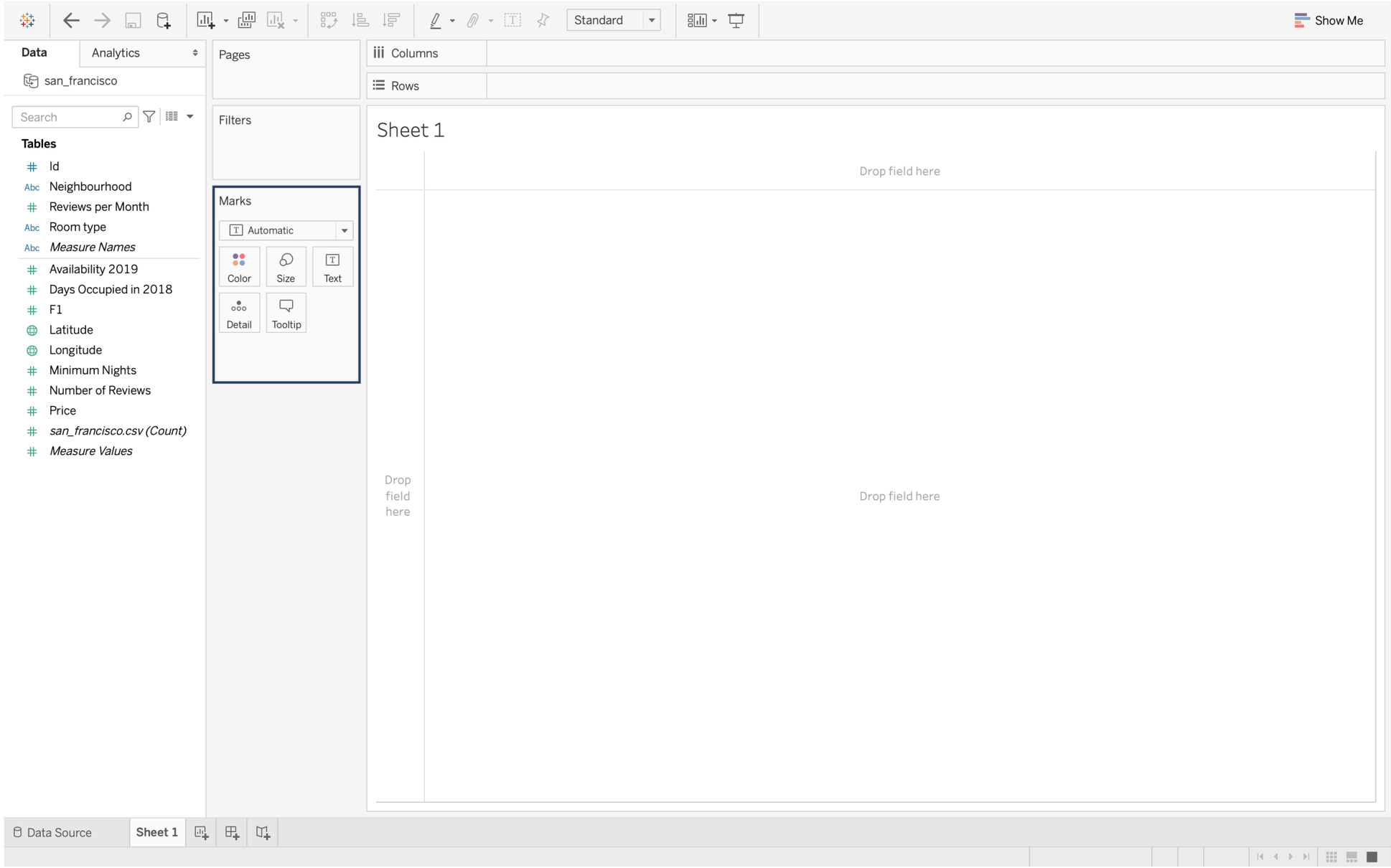
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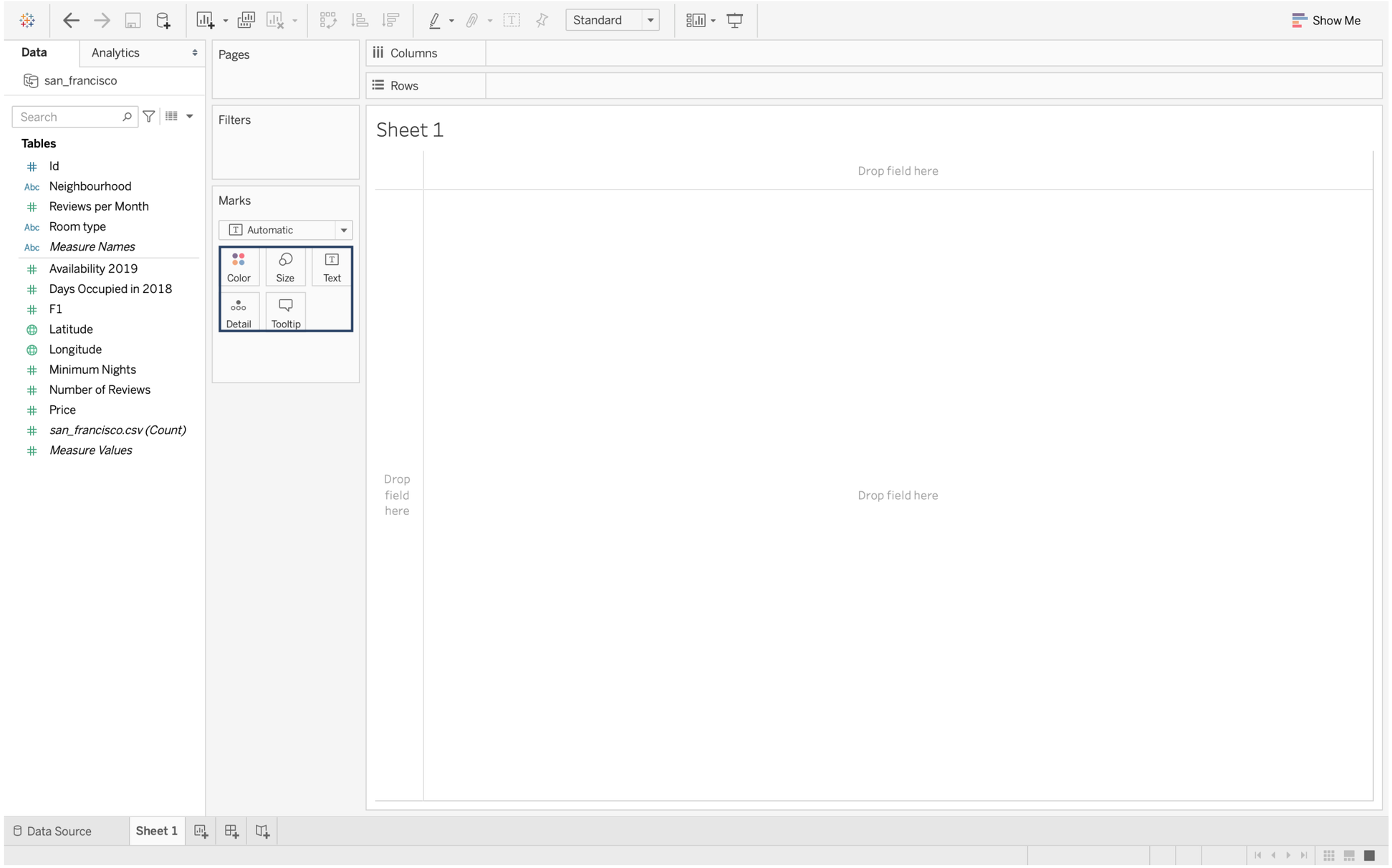
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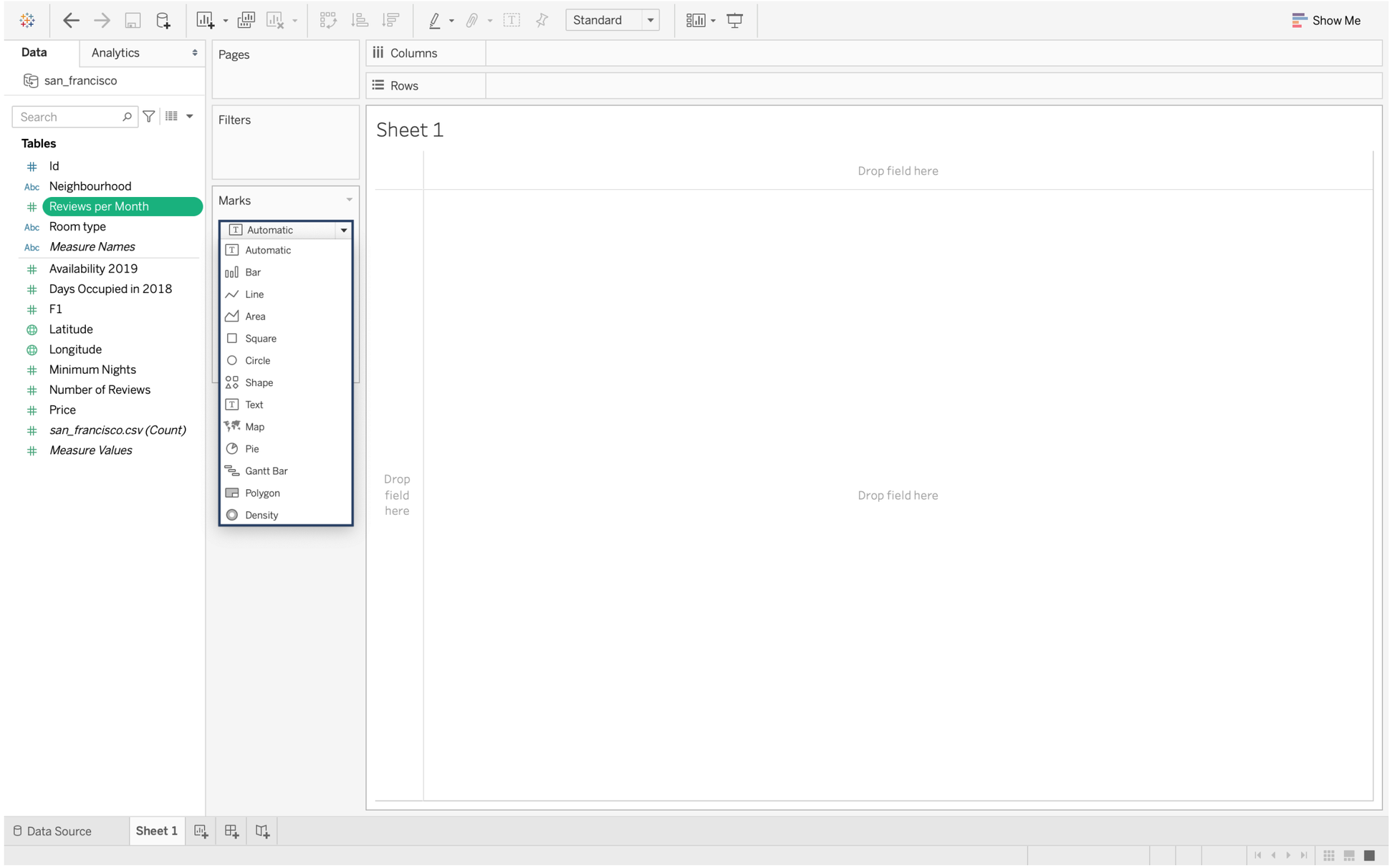
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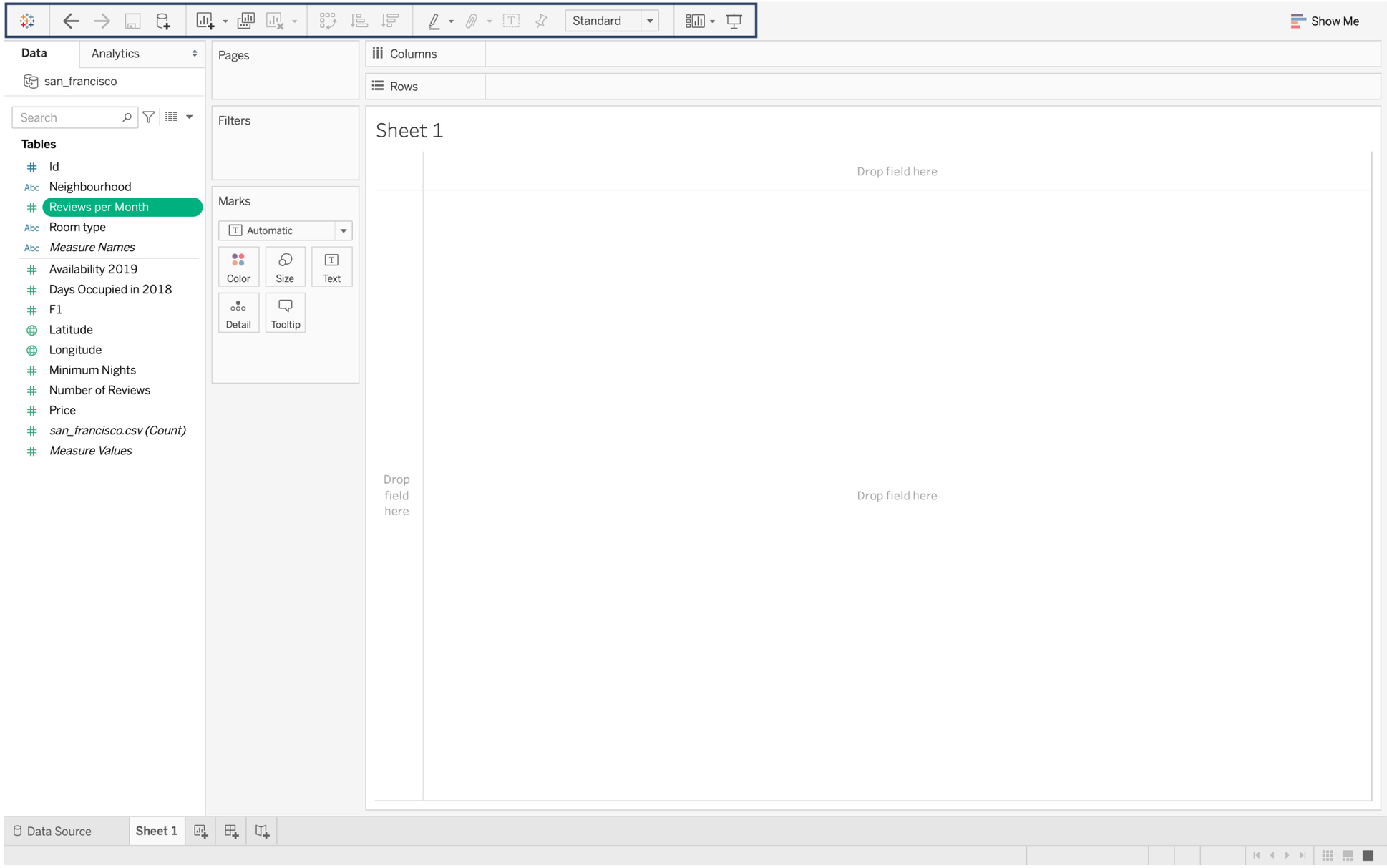
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Our business question

Which neighborhood and room type has the highest price in New York?

Let's practice!

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A tour of the interface

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How to create visualizations in Tableau

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