

# Tableau Your Data Buch

Eventually, you will no question discover a extra experience and deed by spending more cash. still when? complete you recognize that you require to acquire those every needs when having significantly cash? Why dont you attempt to get something basic in the beginning? Thats something that will guide you to understand even more on the globe, experience, some places, later history, amusement, and a lot more?

It is your utterly own become old to action reviewing habit. along with guides you could enjoy now is **Tableau Your Data Buch** below.

**Envisioning Information** - Edward R. Tufte 1990  
Escaoping flatland. Micro/Macro readings.

Layering and separation. Small multiples. Color and information. Narratives of Space and time.

Epilogue.

Data Modeling with Tableau - Kirk Munroe

2022-12-30

Save time analyzing volumes of data using best practices to extract, model, and create insights from your data Key Features Master best practices in data modeling with Tableau Prep Builder and Tableau Desktop Apply Tableau Server and Cloud to create and extend data models Build organizational data models based on data and content governance best practices Book Description Tableau is unlike most other BI platforms that have a single data modeling tool

and enterprise data model (for example, LookML from Google's Looker). That doesn't mean Tableau doesn't have enterprise data governance; it is both robust and very flexible. This book will help you build a data-driven organization with the proper use of Tableau governance models. Data Modeling with Tableau is an extensive guide, complete with step-by-step explanations of essential concepts, practical examples, and hands-on exercises. As you progress through the chapters, you will learn the role that Tableau Prep Builder and Tableau Desktop each play in data modeling. You'll also

explore the components of Tableau Server and Cloud that make data modeling more robust, secure, and performant. Moreover, by extending data models for Ask and Explain Data, you'll gain the knowledge required to extend analytics to more people in their organizations, leading to better data-driven decisions. Finally, this book will get into the entire Tableau stack and get the techniques required to build the right level of governance into Tableau data models for the right use cases. By the end of this Tableau book, you'll have a firm understanding of how to leverage data modeling in Tableau to benefit your

organization. What you will learn Showcase Tableau published data sources and embedded connections Apply Ask Data in data cataloging and natural language query Exhibit features of Tableau Prep Builder with hands-on exercises Model data with Tableau Desktop through examples Formulate a governed data strategy using Tableau Server and Cloud Optimize data models for Ask and Explain Data Who this book is for This book is for data analysts and business analysts who are looking to expand their data skills, offering a broad foundation to build better data models in Tableau for easier analysis and

better query performance. It will also benefit individuals responsible for making trusted and secure data available to their organization through Tableau, such as data stewards and others who work to take enterprise data and make it more accessible to business analysts.

Tableau Prep: Up & Running - Carl Allchin

2020-08-03

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

**Tableau 10 Complete Reference** - Joshua N. Milligan 2018-12-21

Explore and understand data with the powerful data visualization techniques of Tableau, and then communicate insights in powerful ways Key Features Apply best practices in data visualization

and chart types exploration Explore the latest version of Tableau Desktop with hands-on examples Understand the fundamentals of Tableau storytelling Book Description Graphical presentation of data enables us to easily understand complex data sets. Tableau 10 Complete Reference provides easy-to-follow recipes with several use cases and real-world business scenarios to get you up and running with Tableau 10. This Learning Path begins with the history of data visualization and its importance in today's businesses. You'll also be introduced to Tableau - how to connect, clean, and analyze

data in this visual analytics software. Then, you'll learn how to apply what you've learned by creating some simple calculations in Tableau and using Table Calculations to help drive greater analysis from your data. Next, you'll explore different advanced chart types in Tableau. These chart types require you to have some understanding of the Tableau interface and understand basic calculations. You'll study in detail all dashboard techniques and best practices. A number of recipes specifically for geospatial visualization, analytics, and data preparation are also covered. Last but not least,

you'll learn about the power of storytelling through the creation of interactive dashboards in Tableau. Through this Learning Path, you will gain confidence and competence to analyze and communicate data and insights more efficiently and effectively by creating compelling interactive charts, dashboards, and stories in Tableau. This Learning Path includes content from the following Packt products: Learning Tableau 10 - Second Edition by Joshua N. Milligan Getting Started with Tableau 2018.x by Tristan Guillevin What you will learn Build effective visualizations, dashboards, and story points Build basic to more advanced

charts with step-by-step recipes Become familiar row-level, aggregate, and table calculations Dig deep into data with clustering and distribution models Prepare and transform data for analysis Leverage Tableau's mapping capabilities to visualize data Use data storytelling techniques to aid decision making strategy Who this book is for

Tableau 10 Complete Reference is designed for anyone who wants to understand their data better and represent it in an effective manner. It is also used for BI professionals and data analysts who want to do better at their jobs.

[Creating Data Stories with Tableau Public](#) -

Ashley Ohmann 2015-11-27

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.

*Tableau Your Data!* - Daniel G. Murray

2016-01-26

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.

### Zero to Data Viz As a Tableau Desktop Specialist

- John Zugelder 2020-12-09

Zero to Data Viz as a Tableau Desktop Specialist is the full-color guide you need kickstart your career in data visualization and become a certified Tableau Desktop Specialist .Business analysis remains one of the top technical skills for job growth, and Tableau is a leading tool for visual analytics. Zero to Data Viz provides you with relevant context to design outcomes-focused data visualizations, and the required skills to earn your Tableau Desktop Specialist certification. By

the end of the book you will, connect and prepare data, understand Tableau concepts, explore and analyze data with Tableau charts and analytics, share your insights with dashboards and stories, and have the knowledge required to pass the Tableau Desktop Specialist Exam. You will learn all of this with the free version of Tableau Public, or you can choose to use the fully licensed Tableau Desktop.

*Tableau Your Data!* - Daniel G. Murray

2013-10-29

Best practices and step-by-step instructions for using the Tableau Software toolset Although the

Tableau Desktop interface is relatively intuitive, this book goes beyond the simple mechanics of the interface to show best practices for creating effective visualizations for specific business intelligence objectives. It illustrates little-known features and techniques for getting the most from the Tableau toolset, supporting the needs of the business analysts who use the product as well as the data and IT managers who support it. This comprehensive guide covers the core feature set for data analytics, illustrating best practices for creating and sharing specific types of dynamic data visualizations. Featuring a helpful full-color

layout, the book covers analyzing data with Tableau Desktop, sharing information with Tableau Server, understanding Tableau functions and calculations, and Use Cases for Tableau Software. Includes little-known, as well as more advanced features and techniques, using detailed, real-world case studies that the author has developed as part of his consulting and training practice Explains why and how Tableau differs from traditional business information analysis tools Shows you how to deploy dashboards and visualizations throughout the enterprise Provides a detailed reference resource

that is aimed at users of all skill levels Depicts ways to leverage Tableau across the value chain in the enterprise through case studies that target common business requirements Endorsed by Tableau Software Tableau Your Data shows you how to build dynamic, best-of-breed visualizations using the Tableau Software toolset.

### **Tableau 10 Business Intelligence Cookbook -**

Donabel Santos 2017-02-28

Recipes that teach you how to efficiently use Tableau 10 to visually analyze your data About This Book\* Cook your favorite Tableau 10 business intelligence recipe with the help of this

easy-to-follow book\* Build beautiful, interactive dashboards and visualizations in Tableau 10 that help you make informed decisions\* This rich collection of independent recipes cover everything needed to become an advanced Tableau user and get an edge over other Tableau usersWho This Book Is ForThis book is targeted to business, data, and analytics professionals who want to build rich interactive visualizations using Tableau. Familiarity with previous versions of Tableau would be helpful, but is not necessary.What you will learn\* Become familiar with the Tableau interface\* Build basic to more

advanced charts with step-by-step recipes\* Use filters, calculated fields, parameters, and actions to add interactivity to charts and dashboards\* Prepare and transform data for analysis using Tableau's built-in tools and functions\* Create effective and compelling dashboards and story points\* Leverage Tableau's mapping capabilities to visualize location and shape data\* Integrate analytics and forecasting to enhance data analysis\* Get to know tips and tricks to work more quickly and effectively in Tableau\* Increase your confidence and competence in creating rich, interactive visualizations in TableauIn

DetailTableau is a software tool that can speed up data analysis through its rich visualization capabilities, and help uncover insights for better and smarter decision making. This book is for the business, technology, data and analytics professionals who use and analyze data and data-driven approaches to support business operations and strategic initiatives in their organizations. This book provides easy-to-follow recipes to get the reader up and running with Tableau 10, and covers basic to advanced use cases and scenarios. The book starts with building basic charts in Tableau and moves on to

building more complex charts by incorporating different Tableau features and interactivity components. There is an entire chapter dedicated to dashboard techniques and best practices. A number of recipes specifically for geospatial visualization, analytics, and data preparation are also covered. By the end of this book, you'll have gained confidence and competence to analyze and communicate data and insights more efficiently and effectively by creating compelling interactive charts, dashboards, and stories in Tableau.

**Learning Tableau 2022** - Joshua N. Milligan

2022-08-26

Now in color, this edition of Learning Tableau will empower you to bring data to life and make better business decisions. Key Features: Learn the basics of data analysis, from snappy visualizations to comprehensive dashboards. Gain meaningful insights with geospatial analysis, scripting extensions, and other advanced methods. Explore the latest Tableau 2022 features, including Einstein Discovery and Explain Data. Book Description: Learning Tableau 2022 helps you get started with Tableau and data visualization, but it does more than just cover the

basic principles. It helps you understand how to analyze and communicate data visually, and articulate data stories using advanced features. This new edition is updated with Tableau's latest features, such as dashboard extensions, Explain Data, and integration with CRM Analytics (Einstein Analytics), which will help you harness the full potential of artificial intelligence (AI) and predictive modeling in Tableau. After an exploration of the core principles, this book will teach you how to use table and level of detail calculations to extend and alter default visualizations, build interactive dashboards, and



master the art of telling stories with data. You'll learn about visual statistical analytics and create different types of static and animated visualizations and dashboards for rich user experiences. We then move on to interlinking different data sources with Tableau's Data Model capabilities, along with maps and geospatial visualization. You will further use Tableau Prep Builder's ability to efficiently clean and structure data. By the end of this book, you will be proficient in implementing the powerful features of Tableau 2022 to improve the business intelligence insights you can extract from your

data. What you will learn Develop stunning visualizations to explain complex data with clarity Build interactive dashboards to drive actionable user insights Explore Data Model capabilities and interlink data from various sources Create and use calculations to solve problems and enrich your analytics Enable smart decision-making with data clustering, distribution, and forecasting Extend Tableau's native functionality with extensions, scripts, and AI through CRM Analytics (formerly Einstein Analytics) Leverage Tableau Prep Builder's amazing capabilities for data cleaning and structuring Share your data stories

to build a culture of trust and action Who this book is for This Tableau book is for aspiring BI developers and data analysts, data scientists, researchers, and anyone else who wants to gain a deeper understanding of data through Tableau. This book starts from the ground up, so you won't need any prior experience with Tableau before you dive in, but a full Tableau license (or 14-day demo license) is essential to be able to make use of all the exercises.

**Tableau For Dummies - Molly Monsey 2015-11-02**

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.

**Learning Tableau 10** - Joshua N. Milligan

2016-09-30

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.

[Visual Analytics with Tableau](#) - Alexander Loth  
2019-04-08

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.

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Learning Tableau 2019 - Joshua N. Milligan

2019-03-27

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.

### **Tableau Cookbook – Recipes for Data**

**Visualization - Shweta Sankhe-Savale 2016-12-26**

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.

*Now You See it* - Stephen Few 2009

"Teaches simple, fundamental, and practical techniques that anyone can use to make sense of numbers." - cover.

**Business Intelligence For Dummies** - Swain

Scheps 2011-02-04

You're intelligent, right? So you've already figured out that Business Intelligence can be pretty valuable in making the right decisions about your business. But you've heard at least a dozen definitions of what it is, and heard of at least that many BI tools. Where do you start? Business

Intelligence For Dummies makes BI

understandable! It takes you step by step through the technologies and the alphabet soup, so you can choose the right technology and implement a successful BI environment. You'll see how the applications and technologies work together to access, analyze, and present data that you can use to make better decisions about your products, customers, competitors, and more. You'll find out how to: Understand the principles and practical elements of BI Determine what your business needs Compare different approaches to BI Build a solid BI architecture and roadmap Design,

develop, and deploy your BI plan Relate BI to data warehousing, ERP, CRM, and e-commerce Analyze emerging trends and developing BI tools to see what else may be useful Whether you're the business owner or the person charged with developing and implementing a BI strategy, checking out Business Intelligence For Dummies is a good business decision.

**Learning Tableau 2020** - Joshua N. Milligan  
2020-08-31

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.

**Monetizing Your Data** - Andrew Roman Wells  
2017-03-13

Transforming data into revenue generating strategies and actions Organizations are swamped with data—collected from web traffic, point of sale systems, enterprise resource planning systems, and more, but what to do with it? Monetizing your Data provides a framework and path for business managers to convert ever-

increasing volumes of data into revenue generating actions through three disciplines: decision architecture, data science, and guided analytics. There are large gaps between understanding a business problem and knowing which data is relevant to the problem and how to leverage that data to drive significant financial performance. Using a proven methodology developed in the field through delivering meaningful solutions to Fortune 500 companies, this book gives you the analytical tools, methods, and techniques to transform data you already have into information into insights that drive

winning decisions. Beginning with an explanation of the analytical cycle, this book guides you through the process of developing value generating strategies that can translate into big returns. The companion website, [www.monetizingyourdata.com](http://www.monetizingyourdata.com), provides templates, checklists, and examples to help you apply the methodology in your environment, and the expert author team provides authoritative guidance every step of the way. This book shows you how to use your data to: Monetize your data to drive revenue and cut costs Connect your data to decisions that drive action and deliver value

Develop analytic tools to guide managers up and down the ladder to better decisions Turning data into action is key; data can be a valuable competitive advantage, but only if you understand how to organize it, structure it, and uncover the actionable information hidden within it through decision architecture and guided analytics. From multinational corporations to single-owner small businesses, companies of every size and structure stand to benefit from these tools, methods, and techniques; Monetizing your Data walks you through the translation and transformation to help you leverage your data into

value creating strategies.

**Tableau for Business Users - Shankar Arul**  
2021-11-27

Learn Tableau by working through concrete examples and issues that you are likely to face in your day-to-day work. Author Shankar Arul starts by teaching you the fundamentals of data analytics before moving on to the core concepts of Tableau. You will learn how to create calculated fields, and about the currently available calculation functionalities in Tableau, including Basic Expressions, Level of Detail (LOD) Expressions, and Table Calculations. As the book



progresses, you'll be walked through comparisons and trend calculations using tables. A concluding chapter on dashboarding will show you how to build actionable dashboards to communicate analysis and visualizations. You'll also see how Tableau can complement and communicate with Excel. After completing this book, you will be ready to tackle the challenges of data analytics using Tableau without getting bogged down by the technicalities of the tool. What Will You Learn

- Master the core concepts of Tableau Automate and simplify dashboards to help business users
- Understand the basics of data visualization

techniques Leverage powerful features such as parameters, table calculations, level of detail expressions, and more Who is This book For Business analysts, data analysts, as well as financial analysts.

*Tableau Prep Cookbook* - Hendrik Kleine  
2021-03-19

Explore common and not-so-common data transformation scenarios and solutions to become well-versed with Tableau Prep and create efficient and powerful data pipelines Key Features:

- Combine, clean, and shape data for analysis
- using self-service data preparation techniques

Become proficient with Tableau Prep for building and managing data flows across your organization. Learn how to combine multiple data transformations in order to build a robust dataset.

**Book Description:** Tableau Prep is a tool in the Tableau software suite, created specifically to develop data pipelines. This book will describe, in detail, a variety of scenarios that you can apply in your environment for developing, publishing, and maintaining complex Extract, Transform and Load (ETL) data pipelines. The book starts by showing you how to set up Tableau Prep Builder. You'll learn how to obtain data from various data

sources, including files, databases, and Tableau Extracts. Next, the book demonstrates how to perform data cleaning and data aggregation in Tableau Prep Builder. You'll also gain an understanding of Tableau Prep Builder and how you can leverage it to create data pipelines that prepare your data for downstream analytics processes, including reporting and dashboard creation in Tableau. As part of a Tableau Prep flow, you'll also explore how to use R and Python to implement data science components inside a data pipeline. In the final chapter, you'll apply the knowledge you've gained to build two use cases

from scratch, including a data flow for a retail store to prepare a robust dataset using multiple disparate sources and a data flow for a call center to perform ad hoc data analysis. By the end of this book, you'll be able to create, run, and publish Tableau Prep flows and implement solutions to common problems in data pipelines.

**What You Will Learn:** Perform data cleaning and preparation techniques for advanced data analysis Understand how to combine multiple disparate datasets Prepare data for different Business Intelligence (BI) tools Apply Tableau Prep's calculation language to create powerful

calculations Use Tableau Prep for ad hoc data analysis and data science flows Deploy Tableau Prep flows to Tableau Server and Tableau Online

**Who this book is for:** This book is for business intelligence professionals, data analysts, and Tableau users looking to learn Tableau Prep essentials and create data pipelines or ETL processes using it. Beginner-level knowledge of data management will be beneficial to understand the concepts covered in this Tableau cookbook more effectively.

**Data Mining Techniques** - Michael J. A. Berry  
2004-04-09

Many companies have invested in building large databases and data warehouses capable of storing vast amounts of information. This book offers business, sales and marketing managers a practical guide to accessing such information.

*Effective Data Visualization* - Stephanie D. H.

Evergreen 2019-04-03

NOW IN FULL COLOR! Written by sought-after speaker, designer, and researcher Stephanie D. H. Evergreen, *Effective Data Visualization* shows readers how to create Excel charts and graphs that best communicate their data findings. This comprehensive how-to guide functions as a set of

blueprints—supported by both research and the author’s extensive experience with clients in industries all over the world—for conveying data in an impactful way. Delivered in Evergreen’s humorous and approachable style, the book covers the spectrum of graph types available beyond the default options, how to determine which one most appropriately fits specific data stories, and easy steps for building the chosen graph in Excel. Now in full color with new examples throughout, the Second Edition includes a revamped chapter on qualitative data, nine new quantitative graph types, new shortcuts in Excel,

and an entirely new chapter on Sharing Your Data With the World, which provides advice on using dashboards. New from Stephanie Evergreen! The Data Visualization Sketchbook provides advice on getting started with sketching and offers tips, guidance, and completed sample sketches for a number of reporting formats.

Bundle Effective Data Visualization, 2e, and The Data Visualization Sketchbook, using ISBN 978-1-5443-7178-8!

Learning Tableau - Joshua N. Milligan  
2015-04-27

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.

*Practical Tableau* - Ryan Sleeper 2018-04-03

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  
*Introducing Microsoft Power BI* - Alberto Ferrari  
2016-07-07

This is the eBook of the printed book and may

not include any media, website access codes, or print supplements that may come packaged with the bound book. Introducing Microsoft Power BI enables you to evaluate when and how to use Power BI. Get inspired to improve business processes in your company by leveraging the available analytical and collaborative features of this environment. Be sure to watch for the publication of Alberto Ferrari and Marco Russo's upcoming retail book, *Analyzing Data with Power BI and Power Pivot for Excel* (ISBN 9781509302765). Go to the book's page at the Microsoft Press Store here for more

details:<http://aka.ms/analyzingdata/details>. Learn more about Power BI at <https://powerbi.microsoft.com/>.

*Decisively Digital* - Alexander Loth 2021-05-28

Discover how to survive and thrive in an increasingly digital world Digital strategy should consist of more than just updating your business' desktop computers and buying the newest smartphones for your employees. It requires the reimagining of existing business processes and the implementation of the latest technologies into current business activity to enable new capabilities for your firm. In *Decisively Digital*:

From Creating a Culture to Designing Strategy, digital strategy advisor and author Alexander Loth leverages his extensive experience working with Microsoft, CERN, and SAP to deliver a robust and accessible exploration of what it takes for a company to unlock the potential of new digital technologies. You'll discover how to: Utilize new technologies to establish a digital culture and realize the benefits of modern work for your employees Unleash the abilities that come with processing big data and taking advantage of data democracy, analytics, and cloud computing Implement artificial intelligence, blockchain,

process automation, and IoT in a way that goes beyond the hype and delivers real business results Packed with interviews with industry leaders and real-world customer examples, Decisively Digital is ideal for CIOs, CDOs, and other executives and professionals who need to know how technology can improve their businesses and power results today and tomorrow.

**Pro Tableau** - Seema Acharya 2017-01-12

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:

- How to 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.
- How to leverage table calculations (moving average, year over year growth, LOD (Level of Detail), etc.
- How to integrate Tableau with R
- How to tell a compelling story with data by creating highly interactive dashboards

Who this book is for: The audience for this book includes 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.

**The Big Book of Dashboards - Steve Wexler**

2017-04-24

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 or

overseeing the development of business dashboards. Comprising dozens of examples that address different industries and departments (healthcare, transportation, finance, human resources, marketing, customer service, 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 with real-world business 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 you open when you 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 you will encounter in 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 bubbles and donut 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

'best practices' battles 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, opportunities, and 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 models you need to produce great dashboards that inform, enlighten, and engage.

**Accelerate** - Nicole Forsgren PhD 2018-03-27  
Winner of the Shingo Publication Award

Accelerate your organization to win in the marketplace. How can we apply technology to drive business value? For years, we've been told that the performance of software delivery teams doesn't matter—that it can't provide a competitive advantage to our companies. Through four years of groundbreaking research to include data collected from the State of DevOps reports conducted with Puppet, Dr. Nicole Forsgren, Jez Humble, and Gene Kim set out to find a way to measure software delivery performance—and what drives it—using rigorous statistical methods. This book presents both the findings and the

science behind that research, making the information accessible for readers to apply in their own organizations. Readers will discover how to measure the performance of their teams, and what capabilities they should invest in to drive higher performance. This book is ideal for management at every level.

**Tableau 10 Bootcamp** - Joshua N. Milligan

2017-09-26

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 Simplified* - Ramanathan Jayaraman

2019-08-28

Tableau has disrupted the world of business intelligence software with its revolutionary data

visualization and analysis product. You can use Tableau to quickly analyze your data and discover interesting patterns in it. Tableau Simplified is a simple and concise book that highlights Tableau's various functionalities and applications in data analysis and visualization. This book is for you if:

1. You have never heard of Tableau before and you are interested to know more about the product features and applications.
2. You have a general idea about Tableau and you are curious to understand the range of capabilities that can be applied for business intelligence and data

3. Gain an initial understanding about Tableau before progressing towards exploring advanced concepts and functionalities that are available in the product. This book would cover the following aspects:
1. Identify the various data sources that you can connect to from Tableau.
2. Understand the various components of the Tableau workspace.
3. Join data from multiple tables in a data source.
4. Understand the data extract feature to generate subset from the data source.
5. Create bar charts and other common data visualizations.
6. Create filters for charts.
7. Create calculated fields and LOD expressions.
- 8.

Create dashboards and stories to present a coherent data-driven narrative to the target audience. 9. Publish Tableau workbooks, dashboards or stories to Tableau Server or Tableau Online platforms. You can use this book as a reference guide to gain an initial understanding of Tableau and its capabilities before progressing towards exploring and applying advanced features in the product.

**Storytelling with Data - Cole Nussbaumer Knaflic**

2015-10-09

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 power 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—ready for 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 how to: Understand 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's attention 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 Together, 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. There is a story in your data—Storytelling with Data will give you the skills and power to tell it!

**Art + Data - Decisive Data 2016-10-17**

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!

[Getting Started with Tableau 2019.2](#) - Tristan Guillevin 2019-06-14

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.

*Prepare Your Data for Tableau* - Tim Costello  
2019-12-16

Focus on the most important and most often overlooked factor in a successful Tableau project—data. Without a reliable data source, you will not achieve the results you hope for in Tableau. This book does more than teach the

mechanics of data preparation. It teaches you: how to look at data in a new way, to recognize the most common issues that hinder analytics, and how to mitigate those factors one by one. Tableau can change the course of business, but the old adage of "garbage in, garbage out" is the hard truth that hides behind every Tableau sales pitch. That amazing sales demo does not work as well with bad data. The unfortunate reality is that almost all data starts out in a less-than-perfect state. Data prep is hard. Traditionally, we were forced into the world of the database where complex ETL (Extract, Transform, Load)

operations created by the data team did all the heavy lifting for us. Fortunately, we have moved past those days. With the introduction of the Tableau Data Prep tool you can now handle most of the common Data Prep and cleanup tasks on your own, at your desk, and without the help of the data team. This essential book will guide you through: The layout and important parts of the Tableau Data Prep tool Connecting to data Data quality and consistency The shape of the data. Is the data oriented in columns or rows? How to decide? Why does it matter? What is the level of detail in the source data? Why is that important?

Combining source data to bring in more fields and rows Saving the data flow and the results of our data prep work Common cleanup and setup tasks in Tableau Desktop What You Will Learn Recognize data sources that are good candidates for analytics in Tableau Connect to local, server, and cloud-based data sources Profile data to better understand its content and structure Rename fields, adjust data types, group data points, and aggregate numeric data Pivot data Join data from local, server, and cloud-based sources for unified analytics Review the steps and results of each phase of the Data Prep

process Output new data sources that can be reviewed in Tableau or any other analytics tool  
Who This Book Is For Tableau Desktop users who want to: connect to data, profile the data to identify common issues, clean up those issues, join to additional data sources, and save the newly cleaned, joined data so that it can be used more effectively in Tableau

**Getting Started with Tableau 2018. X** - Tristan Guillevin 2018-09-28

Tableau is one of the leading data visualization tools and regularly adds new functionalities to the product. This book will help you understand these

new features with clear examples, and is also an excellent beginner's guide to start using Tableau in the most efficient way.

**The Enterprise Big Data Lake** - Alex Gorelik  
2019-02-21

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

**Mastering Tableau** - David Baldwin 2016-12-06

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.