

Data Visualization with Tableau

3 days

Data Visualization is transforming how data is understood and communicated. Tableau, a key tool for business intelligence and interactive visualization, transforms complex data into clear, intuitive insights. In this course, participants will learn how to develop visualizations that simplify data analysis, making it more accessible and useful for business applications.

Course Objectives

By the end of the course, the participant will be able to:

- Connect Tableau to different data sources
- Create dynamic and interactive visualizations
- Perform data blending and work with parameters
- Design compelling dashboards that tell a visual story
- Manage Mapping and Geocoding to visualize geographic data

Target Audience

This course is designed for anyone looking to dive into the world of data analysis and Data Visualization. No specific prerequisites are required.

Course Duration

3 days

Course Program

Day 1 - Fundamentals of Data Visualization with Tableau

- **Data Connection:** Connecting to data sources, applying filters, and distinguishing between live data and extracts.
- **Introduction to Tableau:** Familiarization with the interface, measurements and dimensions, continuous and discrete fields.
- **Types of Visualizations:** Create text tables, bar charts, pie charts, line charts, and area charts.

- **Filters:** Apply and customize filters such as *Show only* and *Exclude*.
- **Calculated Fields:** Use of conditional calculations and *Year-over-Year (YoY) analysis*.
- **Advanced Data Manipulation:** *Join* and *blending* techniques for effective data integration.
- **Dual Axes:** Creating Dual-Axis Visualizations

Day 2 - Advanced Data Visualization and Aggregation Techniques

- **Advanced Visualizations:** Highlight tables, heatmaps, stacked bars, scatter plots, treemaps and other types.
- **Parameters:** Creating Dynamic Parameters
- **Sets & Groups:** Creating and using sets and groups.
- **Aggregations and Levels of Detail (LODs):** Advanced management of aggregations and LODs for greater granularity of analyses.
- **Dual Axes Visualizations with Parameterization:** Create dual-axis visualizations with dynamic parameters.

Day 3 – Mapping, Dashboard, and Storytelling

- **Dual Axes Visualizations with Parameterization:** Create dual-axis visualizations with dynamic parameters.
- **Map Visualizations:** Creating Interactive Maps and using Geocoding
- **Dashboards and Storytelling:** Designing interactive dashboards and storytelling with Tableau.
- **Effective Use of Charts:** Best practices for choosing charts based on data and context.
- **Advanced Dashboards:** Advanced navigation techniques and bottom-up dashboard design or vice versa.
- **Final Project:** Creation of a final project that combines all the skills acquired.


The Teacher

With years of experience in corporate training, I am well-versed in teaching advanced tools such as Power BI, Python and Tableau. Thanks to the practical and straightforward approach, course participants implement effective solutions right from the start.

Contact me for more information

Would you like to train yourself or your team in Power BI, Python, Tableau, or ChatGPT? Write to me for a free consultation or to receive more details about personalized courses.

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