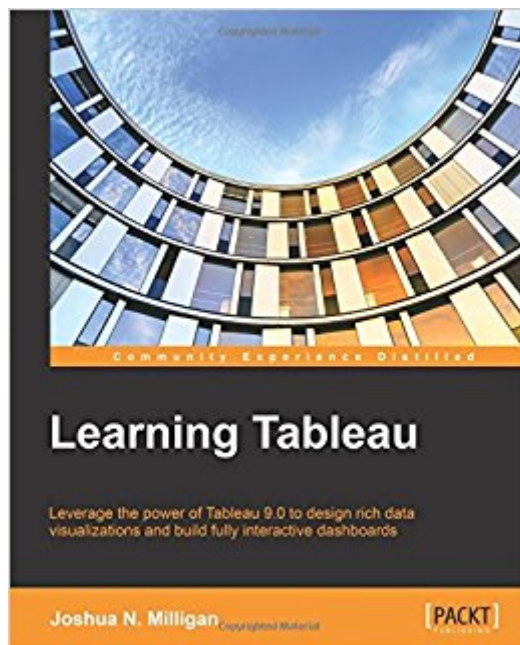




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# **Learning Tableau - How Data Visualization Brings Business Intelligence To Life**



## Synopsis

**Key Features** Create meaningful data visualizations and dashboards in Tableau  
Analyze and display your data effectively using Tableau  
Extend the value and functionality of your data with this step-by-step guide  
**Book Description** In the professional world, turning massive amounts of data into something that can be seen and understood is vitally important. This is where Tableau steps in. It has emerged as a clear leader in data visualization because it translates your actions into a database query and expresses the response graphically. It also has the unique ability to do ad hoc analysis of millions of rows of data in just a matter of seconds with Tableau's Data Engine. Tableau is a rare software platform that is intuitive and even fun to use, which also enables you to dive deep into answering complex questions about your data. Starting with creating your first dashboard in Tableau 9.0, this book will let you in on some useful tips and tricks, teach you to tell data stories using dashboards, and teach you how to share these data stories. Practical examples along with detailed explanations of how and why various techniques work will help you learn and master Tableau quickly.

**What you will learn** Explore and analyze your data by creating basic and advanced data visualizations  
Fix data problems, enhance your analysis, and create rich interactivity using custom calculations  
Perform effective analysis by joining and blending data from different sources  
Enhance your visualizations with custom formatting, labels, and annotations  
Explore advanced topics such as sheet swapping, custom maps, and LOD calculations  
Create meaningful dashboards in Tableau  
Extend the value and functionality of your data  
Share your data story using story points and fully interactive dashboards

**About the Author** Joshua N. Milligan has been a consultant with Teknion Data Solutions since 2004, where he currently serves as a team leader and project manager. With a strong background in software development and custom .NET solutions, he uses a blend of analytical and creative thinking in BI solutions, data visualization, and data storytelling. His years of consulting have given him hands-on experience in all aspects of the BI development cycle, including data modeling, ETL, enterprise deployment, data visualization, and dashboard design. In 2014, Joshua was named a Tableau Zen Master, the highest recognition of excellence from Tableau Software. As a Tableau-accredited trainer, mentor, and leader in the online Tableau community, he is passionate about helping others gain insights into their data.

**Table of Contents** Creating Your First Visualizations and Dashboard  
Working with Data in Tableau  
Moving from Foundational to Advanced Visualizations  
Using Row-level and Aggregate Calculations  
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Formatting a Visualization to Look Great and Work Well  
Telling a Data Story with Dashboards  
Adding Value to Analysis Trends, Distributions, and Forecasting  
Making Data Work for You  
Advanced Techniques, Tips, and Tricks  
Sharing Your Data Story

## Book Information

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## Customer Reviews

Wishing to learn Tableau, I downloaded an evaluation copy of Tableau Desktop, viewed about 20 (high-quality and very helpful) videos in the "Tableau Training & Tutorials" section of [tableau.com](http://tableau.com), and finally ordered a batch of Tableau books from [www.packtpub.co.uk](http://www.packtpub.co.uk), in my case - with the intention of reviewing the alternatives and leaving one or two titles for further study. The contenders included: "Tableau Data Visualization Cookbook" by Nandeshwar, Packt, 172 pages, £24 for a new paperback "Creating Data Stories with Tableau Public" by Ohmann and Floyd, Packt, 222 pages, £23 "Rapid Graphs with Tableau 8" by McDaniel, Apress, 252 pages, £29 "Learning Tableau" by Milligan, Packt, 340 pages, £33 "Communicating Data with Tableau" by Jones, O'Reilly, 334 pages, £18 "Tableau For Dummies" by Monsey and Sochan, Wiley, 352 pages, £22 "Tableau Dashboard Cookbook" by Stirrup, Packt, 336 pages, £29 "Tableau 9: Official Guide" by Peck, McGraw-Hill, 352 pages, £24 "Tableau Data Visualization Cookbook", "Creating Data Stories with Tableau Public" and "Rapid Graphs with Tableau 8" left, each one a decent book "dominated" by a better one. "Tableau Dashboard Cookbook" turned out to be a lemon - gone. The remaining titles split into (a) good books for Tableau beginners - "Communicating Data with Tableau" and "Tableau For Dummies", and (b) beginner-to-intermediate Tableau books, having the advantage of going further, but not quite as beginner-friendly - "Learning Tableau" and "Tableau 9: Official Guide".

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