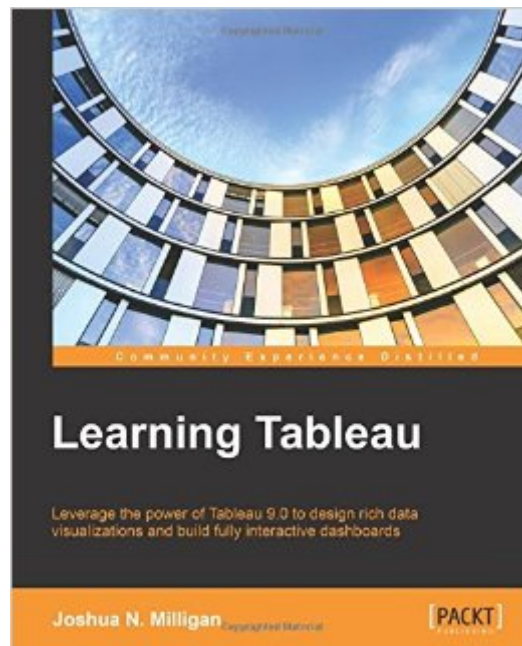


The book was found

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
Table Calculations
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

Paperback: 354 pages

Publisher: Packt Publishing - ebooks Account (April 27, 2015)

Language: English

ISBN-10: 1784391166

ISBN-13: 978-1784391164

Product Dimensions: 7.5 x 0.8 x 9.2 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars Â See all reviews Â (27 customer reviews)

Best Sellers Rank: #57,715 in Books (See Top 100 in Books) #11 in Â Books > Computers & Technology > Computer Science > Bioinformatics #59 in Â Books > Computers & Technology > Business Technology > Software > Spreadsheets #333 in Â Books > Computers & Technology > Software

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, and finally ordered a batch of Tableau books from - .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, Â Â£24 for a new paperback "Creating Data Stories with Tableau Public" by Ohmann and Floyd, Packt, 222 pages, Â Â£23 "Rapid Graphs with Tableau 8" by McDaniel, Apress, 252 pages, Â Â£29 "Learning Tableau" by Milligan, Packt, 340 pages, Â Â£33 "Communicating Data with Tableau" by Jones, O'Reilly, 334 pages, Â Â£18 "Tableau For Dummies" by Monsey and Sochan, Wiley, 352 pages, Â Â£22 "Tableau Dashboard Cookbook" by Stirrup, Packt, 336 pages, Â Â£29 "Tableau 9: Official Guide" by Peck, McGraw-Hill, 352 pages, Â Â£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".

[Download to continue reading...](#)

Learning Tableau - How Data Visualization Brings Business Intelligence to Life Analytics: Data Science, Data Analysis and Predictive Analytics for Business (Algorithms, Business Intelligence, Statistical Analysis, Decision Analysis, Business Analytics, Data Mining, Big Data) Tableau Data Visualization Cookbook Data Analytics: What Every Business Must Know About Big Data And Data Science (Data Analytics for Business, Predictive Analysis, Big Data) Data Analytics: Practical Data Analysis and Statistical Guide to Transform and Evolve Any Business. Leveraging the Power of Data Analytics, Data ... (Hacking Freedom and Data Driven) (Volume 2) Storytelling with Data: A Data Visualization Guide for Business Professionals Visualization Analysis and Design (AK Peters Visualization Series) Java: Artificial Intelligence; Made Easy, w/ Java Programming; Learn to Create your * Problem Solving * Algorithms! TODAY! w/ Machine Learning & Data Structures (Artificial Intelligence Series) Javascript Artificial Intelligence: Made Easy, w/ Essential Programming; Create your * Problem Solving * Algorithms! TODAY! w/ Machine Learning & Data Structures (Artificial Intelligence Series) Data Visualization Toolkit: Using JavaScript, Rails, and Postgres to Present Data and Geospatial Information (Addison-Wesley Professional Ruby Series) Effective Data Visualization: The Right Chart for the Right Data Social Intelligence: A Practical Guide to Social Intelligence: Communication Skills - Social Skills - Communication Theory - Emotional Intelligence - Data Analysis and Data Mining using Microsoft Business Intelligence Tools: Excel 2010, Access 2010, and Report Builder 3.0 with SQL Server Data Governance: How to Design, Deploy and Sustain an Effective Data Governance Program (The Morgan Kaufmann Series on Business Intelligence) Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage Money (business tools, business concepts, financial freedom, ... making money, business planning Book 1) Data Science for Business: What You Need to Know about Data Mining and Data-Analytic Thinking Tableau For Dummies (For Dummies (Computer/Tech)) What Brings a Marriage into Existence?: An Historical Re-examination of the Canon Law of the Latin Church Essence Brings You Great Cooking The Biggest Story: How the Snake Crusher Brings Us Back to the Garden

[Dmca](#)