

Using Tableau to Discover Powerful Business Insights

GoSkills online course syllabus

Skill level

Beginner

Lessons

45

Pre-requisites

No prior experience needed

Video duration

1h 57m

Estimated study time

1h 57m

Instructor

John David Ariansen

Introduction

1 Using Tableau to create business insights

Tableau transforms data into business decisions.

Introduction to Tableau

2 What is Tableau?

Tableau is a powerful data visualization tool. In this lesson, you'll identify its core functions and how it fits into a business context.

3 How can I use Tableau effectively for business?

There are many great uses for Tableau in a business. In this lesson, you'll identify practical use cases that illustrate its value across industries.

4 Excel vs. Tableau

There are some key differences between Microsoft Excel and Tableau. In this lesson, you'll evaluate which tool best supports various data workflows.

5 What is data visualization?

Do you understand what data visualization is? In this lesson, you'll identify key elements that make visualization effective and actionable.

6 Four main functions of Tableau

Tableau has four main functions. In this lesson, you'll pinpoint the core tasks Tableau is designed to support.

7 Basic Tableau terminology

Before you get started using Tableau, it's important to understand the terminology.

Connecting to Data

- 8 Data connection screen**

One of the first screens you'll encounter in Tableau is the data connection screen.
- 9 Types of data to connect to**

There are many different types of data that you can connect to. In this lesson, you'll identify the range of data types compatible with Tableau.
- 10 Live vs. extracted data sources**

You can connect to live or extract the data sources. In this lesson, you'll assess the benefits of using live and extract connections.
- 11 Defining joins, unions and data blending**

There are many different ways to manipulate data. In this lesson, you'll identify the roles of joins, unions, and blends.
- 12 Creating joins, unions and data blending**

There are a few things you should know when you want to manipulate data. In this lesson, you'll combine sources using Tableau's built-in features.
- 13 Changing field types**

When organizing your data, you may need to update the field types. In this lesson, you'll modify field types to prepare for analysis.
- 14 Creating an alias**

Often you'll need to create an alias and Tableau. In this lesson, you'll create aliases that make your data easier to interpret.
- 15 Default formatting**

There are many formatting options available. In this lesson, you'll apply default formatting to keep your visuals consistent.
- 16 Case study part 1**

To help this knowledge stick.

Exploring Data & Building Visualizations

- 17 Interface overview**

There are essential components of the tablet interface. In this lesson, you'll navigate the interface and locate essential tools.
- 18 Building visualizations**

There are a few things you should know about building visualizations. In this lesson, you'll create impactful charts and visual elements.

19 Creating calculated fields

Calculated fields are easy to create. In this lesson, you'll build calculated fields to expand your analysis options.

20 Groups

Groups are easy to use in Tableau. In this lesson, you'll group data points to highlight trends and comparisons.

21 Sets

There are a few things you should know about working with sets. In this lesson, you'll use sets to isolate and compare data subsets.

22 Table calculations

There are a few things you should know about working with table calculations.

23 Sorting

Sorting is easy in Tableau. In this lesson, you'll organize information through sorting.

24 Filters

There are a few things you should know about using filters. In this lesson, you'll control what data appears using filters.

25 Histogram and bins

Histograms are easy ways to showcase your data. In this lesson, you'll create histograms and bins to break down ranges of data.

26 Analytics pane overview

There are many powerful analytics tools. In this lesson, you'll explore the Analytics pane for trends and forecasts.

27 Scatter plot and clustering

Scatterplots can help you analyze your data. In this lesson, you'll build scatter plots and identify clusters of interest.

28 Case study part 2

Real-world examples can help you understand how data could be used.

Sharing Insights

29 Dashboard interface overview

Tableau has a powerful dashboard. In this lesson, you'll discover how to use dashboards with ease.

30 Basic dashboarding

There are a few basics of dashboarding that you should know. In this lesson, you'll see how to build basic dashboards in Tableau.

31 Interactive elements

Tableau is known foremost as being interactive. In this lesson, you'll gain strategies to create interactive elements in Tableau.

32 Tiled vs. floating objects

There's a huge difference between tiled and floating objects. In this lesson, you'll use object types to structure your layout.

33 Creating stories

Stories are an excellent way for you to share your data in Tableau. In this lesson, you'll find ways to create stories in Tableau.

34 Case study part 3

To help the knowledge stick, check out this real-world example.

Tableau Concepts

35 Dimension vs. measure

There are some key differences between dimensions and measures. In this lesson, you'll evaluate dimension and measure in Tableau.

36 Discrete vs. continuous

It's essential to understand the difference between discrete and continuous.

37 Aggregation

Aggregation is an important concept. In this lesson, you'll follow aggregation logic in Tableau.

38 Timeliness

You need to consider the timeliness of your data. In this lesson, you'll consider time sensitivity in your dashboards.

39 Visual analytics best practices

There are a few best practices that you should be aware of. In this lesson, you'll apply professional design practices to elevate your visuals.

Expanding your Tableau Skills

40 Tableau public forums

There are many great Tableau public forums available. In this lesson, you'll find resources and answers through Tableau's forums.

41 Sharing your Tableau portfolio

If you want to get noticed, it's a good idea to share your Tableau portfolio publicly.

42 Reddit

Reddit is another great place to share your knowledge and learn from others.

43 Forums

You can Google millions of forums on Tableau. In this lesson, you'll locate helpful communities and resources on your own.

44 YouTube

YouTube is a great place to find quick tips for using Tableau. In this lesson, you'll find helpful videos that speed up your skill development.

Conclusion

45 Wrap up your Tableau journey

Congratulations on completing this course! Now, you're ready to commit to practicing small shifts that lead to lasting results.

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