

Tableau Advanced



Length: 2.5 Days / 5 Half Days

Overview: This intensive 2-day bootcamp is designed to turbocharge your Tableau skills and take your analytical ability and the insights you provide to the next level. This assumes you're already very familiar with the Tableau interface and want to go beyond bar charts and learn a variety of advanced charts, when to use them and how they help you be a better data analyst. This course will also teach you how to turn your formatting into magazine-quality infographics, as well as quantify impacts.

Objectives:

- Utilize advanced visualization techniques to enhance data storytelling.
- Apply advanced time series analytics to identify trends and forecast performance.
- Implement complex calculations, including Level of Detail (LOD) calculations.
- Conduct statistical analyses to explore relationships within datasets.
- Create and interpret advanced charts, such as box plots and control charts.
- Design and format advanced dashboards to communicate key insights.
- Leverage advanced geographic analysis techniques for spatial data visualization.
- Use advanced interactivity features to enhance user engagement in dashboards.

Course Outline

- What keeps the CEO up at night
- How to ask the right questions
- Where to find answers to these questions
- What makes a visualization effective
- The Ninja Analyst Framework
- Advanced Time Series Analytics
 - Cycle Plots
 - Line Chart with Percent Change and YOY Growth
 - Running Total Charts
 - Forecasting
- Advanced Calculations
 - Review of Ratios and Aggregations
 - Logic & Date calculations
 - YTD calcs
 - Level of Detail calculations
 - Fixed
 - Include
 - Exclude
 - Table-Scoped
- Applying Calculations to Formatting
 - Percent of Total and Double Labels
 - Bar Chart with Max Color Calc
 - Seeing What's Changed Beyond the Top 10
- Statistical Analysis and Relationships Between Data
 - Exploring Variation through visualization
 - Using Jitter Plots
 - Percentiles
 - Standard Deviations
 - Quadrant Charts
 - "Relative To" Charts
 - Linear Regression & How to Interpret
 - Distributions with Confidence Intervals
 - Control Charts
 - Box Plots
 - Clustering
 - When to use
 - How to interpret
 - How to adjust

continued

- KPIs and BANS
 - Advanced Geographic Analysis
 - Filled Map
 - Symbol Map
 - Dual Axis Map
 - Custom maps
 - Custom territories or regions
 - Mapbox
 - Background maps
- Other Advanced Charts
 - Barbell Charts
 - Funnel Charts
 - Small Multiples
 - Sparklines
 - Donut Chart
 - Waterfall Chart
 - Bulletgraph
 - Bar in Bar chart
- Advanced Dashboards
 - Layouts
 - Using & Formatting Layout Containers
 - Formatting
 - Fonts
 - Colors
 - Key Insights
 - Providing Recommendations
 - Quantifying Insights and Impacts of Recommendations
 - Storypoints
- Advanced Interactivity
 - Set Actions
 - Parameter Actions
- Using these skills to advance your career and get promoted

Prerequisites

Tableau Beginner, Tableau Intermediate

Materials

- All students will receive slides with lecture material, data and labs.
- Software needed on each student PC:
 - Microsoft Excel 2010 or later (2013 or later recommended)
 - Internet access
 - Tableau Desktop
- Related data and lab files will be provided

Other Tableau Courses Available: Tableau Beginner, Tableau Intermediate, Tableau Prep