



# Reading: Course 3 resources and citations

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## Module 1: Business intelligence visualizations

### Resources

#### Visualization tool resources

- [Tableau Public Resources page](#)
- [Tableau user forum](#)
- [Public Gallery](#)
- [Featured Gallery](#)
- [Viz of the Day](#)
- [Google Career Certificates page on Tableau Public](#)
- [Learn Looker Studio](#)
- [Looker Studio templates](#)
- [MicroStrategy demos](#)

#### Take a tour of Tableau

- [Tableau Public](#)
- [Tableau Public Desktop Edition](#)
- [system requirements](#)
- [steps to build a highlight table](#)
- [steps to build a heat map](#)
- [instructions to create a heat map for density](#)
- [steps to build a Gantt chart](#)
- [example of a symbol map](#)
- [example of a filled map](#)
- [example of a circle view](#)
- [steps to build a box plot](#)
- [steps to build a bullet graph](#)
- [steps to build a packed bubble chart](#)
- [Viz of the Day](#)
- [subscribe](#)
- [Google Career Certificates page on Tableau Public](#)
- [Tableau Public resources page](#)
- [Tableau Accessibility FAQ](#)
- [Tableau community forum](#)
- [Data Literacy Course](#)

## Citations

### Take a tour of Tableau

- Build a bullet graph. (n.d.) Tableau.  
[https://help.tableau.com/current/pro/desktop/en-us/qs\\_bullet\\_graphs.htm](https://help.tableau.com/current/pro/desktop/en-us/qs_bullet_graphs.htm)
- Build a box plot. (n.d.) Tableau.  
[https://help.tableau.com/current/pro/desktop/en-us/buildexamples\\_boxplot.htm](https://help.tableau.com/current/pro/desktop/en-us/buildexamples_boxplot.htm)
- Build a highlight table or heat map. (n.d.) Tableau.  
[https://help.tableau.com/current/pro/desktop/en-us/buildexamples\\_highlight.htm](https://help.tableau.com/current/pro/desktop/en-us/buildexamples_highlight.htm)
- Build a Gantt chart. (n.d.) Tableau.  
[https://help.tableau.com/current/pro/desktop/en-us/buildexamples\\_gantt.htm](https://help.tableau.com/current/pro/desktop/en-us/buildexamples_gantt.htm)
- Build a packed bubble chart. (n.d.) Tableau.  
[https://help.tableau.com/current/pro/desktop/en-us/buildexamples\\_bubbles.htm](https://help.tableau.com/current/pro/desktop/en-us/buildexamples_bubbles.htm)
- Build your data literacy. (n.d.). Trailhead.  
<https://trailhead.salesforce.com/en/content/learn/trails/build-your-data-literacy>
- Capitula, Carly. (2014, August 18). Tableau essentials: Chart types– symbol map. Interworks.  
<https://interworks.com/blog/ccapitula/2014/08/18/tableau-essentials-chart-types-symbol-map/>
- Capitula, Carly. (2014, September 23). Tableau essentials: Chart types– filled map. Interworks.  
<https://interworks.com/blog/ccapitula/2014/09/23/tableau-essentials-chart-types-filled-map/>
- Capitula, Carly. (2014, October 17). Tableau essentials: Chart types– circle view. Interworks.  
<https://interworks.com/blog/ccapitula/2014/10/17/tableau-essentials-chart-types-circle-view/>
- Create heatmaps that show trends or density in Tableau. (n.d.) Tableau.  
[https://help.tableau.com/current/pro/desktop/en-us/maps\\_howto\\_heatmap.htm](https://help.tableau.com/current/pro/desktop/en-us/maps_howto_heatmap.htm)
- Community. (n.d.). Tableau. <https://community.tableau.com/s/>
- Google Career Certificates. (n.d.) Tableau Public.  
<https://public.tableau.com/app/profile/grow.with.google#/!/>
- Gupton, Kelly. (2021, November 9). FAQ: Accessibility.  
[https://community.tableau.com/s/question/OD54T00000C6nsjSAB/faq-accessibility?\\_ga=2.189822891.1471813031.1653667812-1362170659.1601475625](https://community.tableau.com/s/question/OD54T00000C6nsjSAB/faq-accessibility?_ga=2.189822891.1471813031.1653667812-1362170659.1601475625)
- Viz of the day. (n.d.) Tableau Public. <https://public.tableau.com/app/discover/viz-of-the-day>
- Resources. (n.d.) Tableau Public. <https://public.tableau.com/en-us/s/resources>

### Visualization tool resources

- Community. (n.d.). Tableau. <https://community.tableau.com/s/>
- Featured gallery. (n.d.) Tableau Public. <https://vizgallery.tableaupublic.com/#>
- Google Career Certificates. (n.d.) Tableau Public.  
<https://public.tableau.com/app/profile/grow.with.google#/!/>
- Library. (n.d.). Microstrategy. <https://demo.microstrategy.com/MicroStrategyLibrary/app>
- Looker Connect. (n.d.) Looker Connect. <https://connect.looker.com/>
- Product demos. (n.d.) Microstrategy. <https://www.microstrategy.com/en/try-now>
- Resources. (n.d.) Tableau Public. <https://public.tableau.com/en-us/s/resources>
- Template gallery. (n.d.). Google Data Studio.  
<https://datastudio.google.com/c/u/0/navigation/templates>
- Viz gallery. (n.d.) Tableau Public. <https://public.tableau.com/en-us/s/viz-gallery>

- Viz of the day. (n.d.) Tableau Public. <https://public.tableau.com/app/discover/viz-of-the-day>

## Module 2: Visualize results

### Resources

**Case study: Allegis Group - Visualizing key data to understand and advance employee performance**

- [Allegis Group](#)
- [The Financial Times Visual Vocabulary poster](#)
- [a plain-text version on GitHub](#)
- [The Financial Times Visual Vocabulary poster](#)

### Design resource guide

- [the McCandless Method](#)
- [Kaiser Fung's Junk Charts Trifecta Checkup](#)
- [This guide to selecting the right visualization](#)
- [The Financial Times Visual Vocabulary poster](#)
- [a plain-text version on GitHub](#)

### Activity: Create a chart in Tableau

- [Tableau Public](#)

### Activity: Lay out dashboard elements in Tableau

- [Tableau Public](#)

### Privacy settings in business intelligence tools

- [the Tableau Online Help article about permissions](#)
- [the Tableau Online Help article about managing user visibility.](#)
- [the Tableau Online Help article about user filters and row-level restrictions.](#)
- [Sharing, access permissions, and data credentials](#)
- [Access control and permission management](#)
- [Restricting access to data: security filters](#)
- [Power BI Desktop privacy levels](#)

### [Optional] Effective data visualizations

- [The McCandless Method](#)
- [Kaiser Fung's Junk Charts Trifecta Checkup](#)
- [The beauty of data visualization:](#)
- ['The McCandless Method' of data presentation:](#)
- [Information is beautiful:](#)
- [Beautiful daily news:](#)
- [The Wall Street Journal Guide to Information Graphics: The Dos and Don'ts of Presenting Data, Facts, and Figures](#)

## Citations

### Case study: Allegis Group

- Financial Times Visual vocabulary. (2019, September 24). Github.  
<https://github.com/Financial-Times/chart-doctor/blob/main/visual-vocabulary/Visual-vocabulary.pdf>

### Privacy settings in business intelligence tools

- Manage user visibility. (n.d.) *Tableau*.  
[https://help.tableau.com/current/online/en-gb/user\\_visibility.htm](https://help.tableau.com/current/online/en-gb/user_visibility.htm)
- Restrict access at the data row level. (n.d.) *Tableau*.  
[https://help.tableau.com/current/pro/desktop/en-us/publish\\_userfilters.htm](https://help.tableau.com/current/pro/desktop/en-us/publish_userfilters.htm)
- Permissions. (n.d.) *Tableau*. <https://help.tableau.com/current/online/en-us/permissions.htm>
- Sharing, access permissions, and data credentials. (n.d.) *Data Studio Help*.  
<https://support.google.com/datastudio/answer/10403868?hl=en>
- Access control and permission management. (n.d.). *Looker*.  
<https://docs.looker.com/admin-options/tutorials/permissions>
- Restricting access to data: security filters. (n.d.). *MicroStrategy*.  
[https://www2.microstrategy.com/producthelp/Current/SystemAdmin/WebHelp/Lang\\_1033/Content/Restricting\\_access\\_to\\_data\\_\\_Security\\_filters.htm](https://www2.microstrategy.com/producthelp/Current/SystemAdmin/WebHelp/Lang_1033/Content/Restricting_access_to_data__Security_filters.htm)
- Power BI Desktop privacy levels. (2022, March 9). *Microsoft*.  
<https://docs.microsoft.com/en-us/power-bi/enterprise/desktop-privacy-levels>

### Design resource guide

- Financial Times Visual vocabulary. (2019, September 24). Github.  
<https://github.com/Financial-Times/chart-doctor/blob/main/visual-vocabulary/Visual-vocabulary.pdf>
- Fung, K. (2014, May 26). Junk charts trifecta checkup: the definitive guide. *junk charts*.  
[https://junkcharts.typepad.com/junk\\_charts/junk-charts-trifecta-checkup-the-definitive-guide.html](https://junkcharts.typepad.com/junk_charts/junk-charts-trifecta-checkup-the-definitive-guide.html)
- McCandless, D. (n.d.). What makes a good data visualization? *Informationisbeautiful*.  
<https://www.informationisbeautiful.net/visualizations/what-makes-a-good-data-visualization/>

## Module 3: Automate and monitor

### Resources

#### Activity: Create your charts

- [Tableau Public](#)

#### Email from your coworker: Iteration tips

- [Tableau guide to Floating and Tiled Layout Arrangements on Dashboards](#)
- [Create a Dashboard guide](#)
- [Tableau Help section about Tooltips](#)

## Citations

### Email from your coworker: Iteration tips

- Parts of the View. (n.d.). *Tableau Help*.  
[https://help.tableau.com/current/pro/desktop/en-us/view\\_parts.htm#Tooltips](https://help.tableau.com/current/pro/desktop/en-us/view_parts.htm#Tooltips)
- Create a dashboard. (n.d.) *Tableau Help*.  
[https://help.tableau.com/current/pro/desktop/en-us/dashboards\\_create.htm#:~:text=From%20the%20Objects%20section%20at%20left%2C%20drag%20an%20Image%20object,to%20a%20web%2Dbased%20image.](https://help.tableau.com/current/pro/desktop/en-us/dashboards_create.htm#:~:text=From%20the%20Objects%20section%20at%20left%2C%20drag%20an%20Image%20object,to%20a%20web%2Dbased%20image.)

## Module 4: Present business intelligence insights

### Resources

#### Case study: Ipsos - Informing stakeholders with compelling data visualizations

- [Ipsos](#)

#### Activity: Design a slide deck for a business intelligence presentation

- [Kaggle](#)
- [public datasets on BigQuery](#)

## Module 5: Course 3 end-of-course project

### Resources

#### Activity: Build a dashboard for Cyclistic

- [Google BigQuery guide on Tableau Help](#)

#### Create your online portfolio

- [Set up an account on GitHub](#)
- [Set up an account on Kaggle](#)
- [Set up an account on Tableau Public](#)
- [Set up an account on Medium](#)
- [Set up an account on WordPress](#)
- [Set up a site on Google Sites](#)
- [8 steps to publishing your portfolio on GitHub](#)
- [Publishing your first dataset on Kaggle](#)
- [Getting started with a Medium publication](#)
- [Get Published](#)

#### Use generative AI to help you work smarter and faster

- [Gemini](#)
- [ChatGPT](#)
- [Microsoft Copilot](#)

#### Activity: Use AI to write a project requirements document

- [gemini.google.com](#)

- [create a Google Account](#)
- [Gemini Apps Help](#)
- [Gemini Apps FAQ](#)

#### Key takeaways from AI in business intelligence

- [What is Artificial Intelligence \(AI\)?](#)
- [Science & Tech Spotlight: Generative AI](#)
- [Applying generative AI to product design with BigQuery DataFrames](#)
- [The Data Cards Playbook](#)

## Module 6: Put your Google Business Intelligence Certificate to work

### Resources

#### Claim your Google Business Intelligence Certificate badge

- [Credly article](#)
- [How to Add A Badge To LinkedIn?](#)
- [Acclaim Help Center.](#)

#### Resources for Google Business Intelligence Certificate graduates

- [Credly article](#)
  - [video tutorial](#)
  - [sample posts and prompts](#)
  - [LinkedIn](#)
  - [CareerCircle](#)
  - [Interview Warmup](#)
  - [Big Interview](#)
  - [this short survey](#)
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