# Data Analytics with Tableau

## Thursday (2/24/2022)

### Introductions

Who are you?

Aspirations?

Something different?

If you were independently wealthy, then what would you do with the rest of your life?

### Objective

Round out your education with a first-class data visualization tool, which will provide you with sufficient credentials to start applying for entry level Data Analyst positions. A typical job description for an entry level Data Analyst is as follows:

Data Analysts collect data regarding operational and revenue-based corporate initiatives. They then collaborate with other Data Professionals (Data Strategists, Data Scientists, Product Mangers, Business Operations Analysts and Sales Professional) to transform the data into actionable insights, which are used to make intelligent decisions.

* Create reports for internal teams and/or external clients
* Collaborate with team members to collect and analyze data
* Use graphs, infographics, and other methods to visualize data
* Establish KPIs to measure the effectiveness of business decisions
* Structure large data sets to find usable information
* Work with a team of analysts and other associates to process information
* Create presentations and reports based on recommendations and findings

Tableau is one of the best interactive data visualization tools is used to draw out insights from data to enhance a company’s business intelligence. Tableau creates a wide range of visuals to interact and represent the demonstrative data. It showcases the data in such a way that can be easily understood without going through the facts.

* Tableau helps to see and understand the data by transforming them into visual dashboards. Tableau analyses the data and showcases them beautifully to the users.
* Tableau is programmed to suit different types of suits and organization. Big or small, technical or non-technical; Tableau works for every type of company.
* The program is a killer in creating data visuals easily and quickly.
* You can easily connect Tableau with different data sources and continue working on your favorite apps.
* Tableau works on simple calculations and data. No coding is involved in using the software effectively.
* You do not need to do anything except entering the data. Tableau automatically connects with the data, reads it and creates visual reports.
* Tableau users find the program genuine and are happy to use them in the everyday business analysis. It helps them to plan strategies and implement them in development of the business.

### Additional Resources

This link will provide free videos to complement what we are doing in class - <https://www.tableau.com/learn/training/20211>. Be sure to focus on those under “Creator”!

This forum is perfect for getting questions answered to questions. I cannot even imagine how I would have gotten up to speed with Tableau if it were not for this resource - [https://community.tableau.com/s/explore-forums?\_gl=1\*1hrpt5a\*\_ga\*MTQ1MDE1ODk5My4xNjE3MDQwMzEx\*\_ga\_8YLN0SNXVS\*MTYyMjc1MTE4OC4xMS4xLjE2MjI3NTE2MDcuMA..&\_ga=2.219812249.1077079969.1622655150-1450158993.1617040311](https://community.tableau.com/s/explore-forums?_gl=1*1hrpt5a*_ga*MTQ1MDE1ODk5My4xNjE3MDQwMzEx*_ga_8YLN0SNXVS*MTYyMjc1MTE4OC4xMS4xLjE2MjI3NTE2MDcuMA..&_ga=2.219812249.1077079969.1622655150-1450158993.1617040311)

### Tableau Public

1. Create a profile on Tableau Public - <https://public.tableau.com/en-us/s/>
   1. Sign Up with Name, Email, Password
   2. Profile – Add a Picture
   3. Settings/Defaults – Viz Toolbar: Allow viz data to be downloaded (check the box)
   4. Settings/Defaults – When Saving: Set my vizes to be hidden (check the box)
2. Download Tableau Public to your desktop - <https://public.tableau.com/en-us/s/>

This will get you started, but once you have adjusted the setting it will now be time to create your first viz… PLEASE don’t go overboard as we will go over all of this in the first class to get everybody comfortable with Tableau Public.

### Career Opportunities

### Analytical reasoning is the #3 most-needed hard skill in 2020, according to LinkedIn. Start paving the way to your future and boost your resume with in-demand data expertise.

### **1. Tableau Experts are in high demand:**

As compared to the past nine to ten years, enterprises now generate a notable amount of data, which is approximately 60 times greater than what was being generated back then. Hence, enterprises around the globe require a tool that is not just user-friendly but also analyzes information by developing functional and actionable insights from it. Various visualization tools are available in the market today. But Tableau is hugely favored because it does the process quicker and is more accurate. Hence, it is the best time to get a certification in Tableau as well as build a career in Tableau and Data Visualization.

### **2. Help your organization grow:**

With the help of Tableau, non-technical people can now understand data and make data-driven decisions for the growth of their organizations.

### **3. Professionals can opt for varied roles:**

Technologies such as Business Intelligence, Artificial Intelligence, Machine Learning, Big Data, Cloud Computing, Deep Learning, Internet of Things (IoT), are spreading over to various industries and are expected to grow even more in the future. These developments have raised and will continue to give rise to various roles like:

* Tableau Consultant
* Data Analyst
* Data Strategist
* Data Visualization Analyst
* Business Intelligence Developer

### **4. Tableau Professionals have a bright future:**

Tableau aids businesses as they help them execute plans as well as compete with competitors. Professionals can understand and calculate the growing trend by studying the market. As a Tableau professional, you can plan strategies by just looking at the visual display on the dashboard and help companies have a bright future by doing so.

### Lesson One – Story Telling

Just like telling a story around the campfire, at a party, or at an informal gathering, the “art” requires creativity, vision, skill, and a bit of practice on delivery. Telling a story that displays opportunity, convincing the audience of the importance, taking action to capture as much of the opportunity as possible, illustrating the results and forecasting what will happen next involves the same techniques!

If you cannot present opportunity that is interesting/important it will be either an awfully long or extremely short presentation to senior management – Take it from my experience.

**Tell me a story!**

#### Homework

LinkedIn – Please do a search on the following under the “Jobs” tab:

Data Analyst, Data Visualization Analyst, and Business Intelligence Developer

United States, Missouri, Greater St. Louis, and other states of interest!

Filters – Experience (Entry Level, Associate), Posted Past Week, Full-time How many jobs?

Look at the responsibilities and the specific qualifications around technologies. **DO NOT** be discouraged by the requirement of a bachelor’s degree or 2+ years’ experience as the certification is going to take the place of that for an intelligent Human Resource Manager and Hiring Manager.

Remember, the job posting is the IDEAL candidate… How many of those people are out there?

What parts of the country have the majority of jobs?

What is the attraction to those areas?

What about remote work in this day and age?