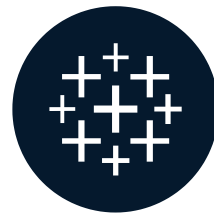


Introduction

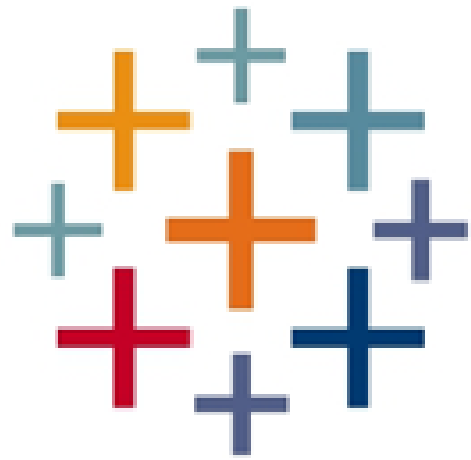
INTRODUCTION TO TABLEAU



Maarten Van den Broeck
Content Developer at DataCamp

What is Tableau?

- Data visualization tool
- Click, drag, drop
- Beautiful, interactive visualizations



+tableau

Why use Tableau?

- Accessible for a range of users
- Advanced analytical capabilities
- Flexible
- Intuitive
- Quick and robust prototyping
- Frame (business) questions
- Import and clean data
- Analyze and visualize data
- Drive business decisions
- Present insights

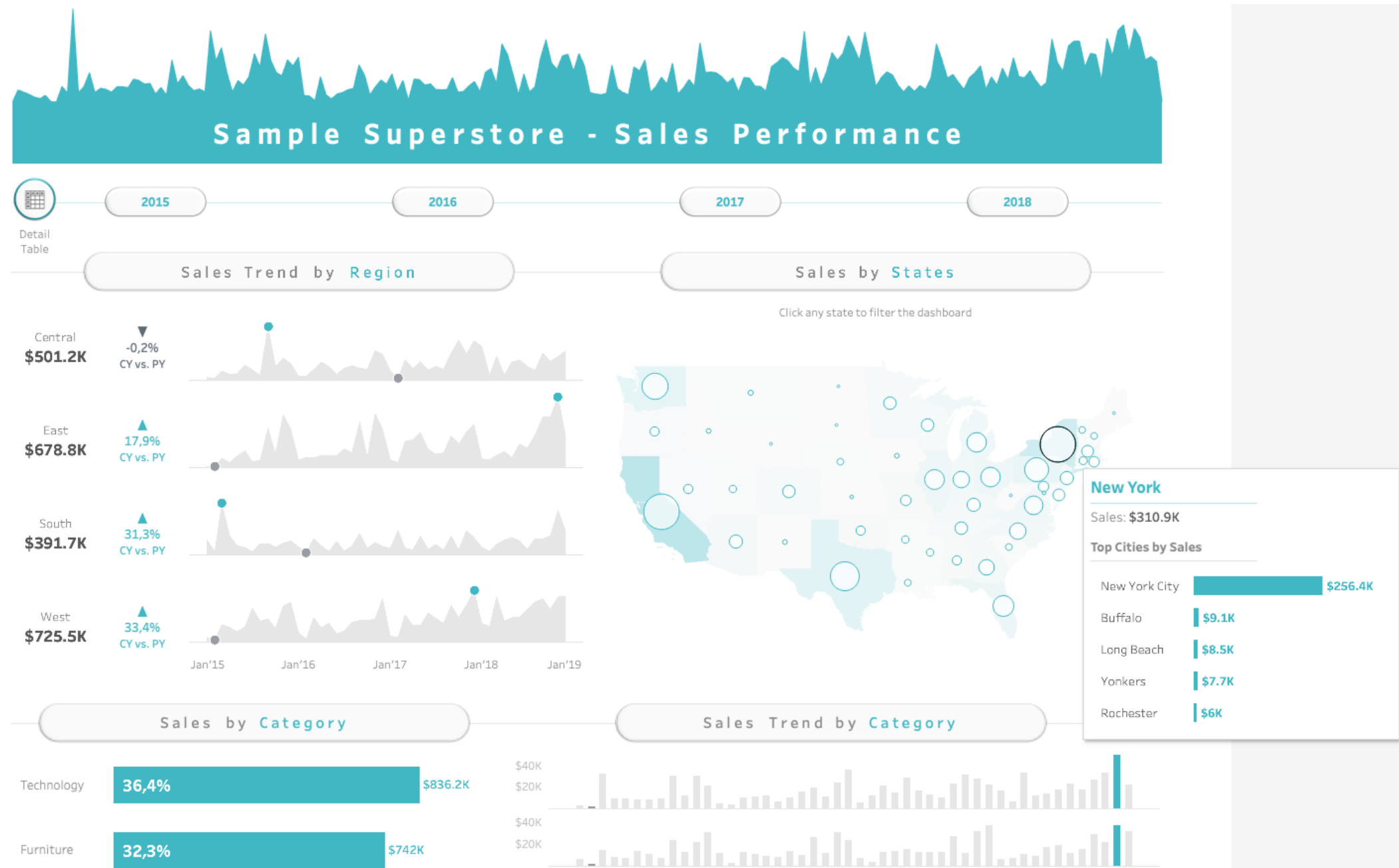


Who uses Tableau?

Roles

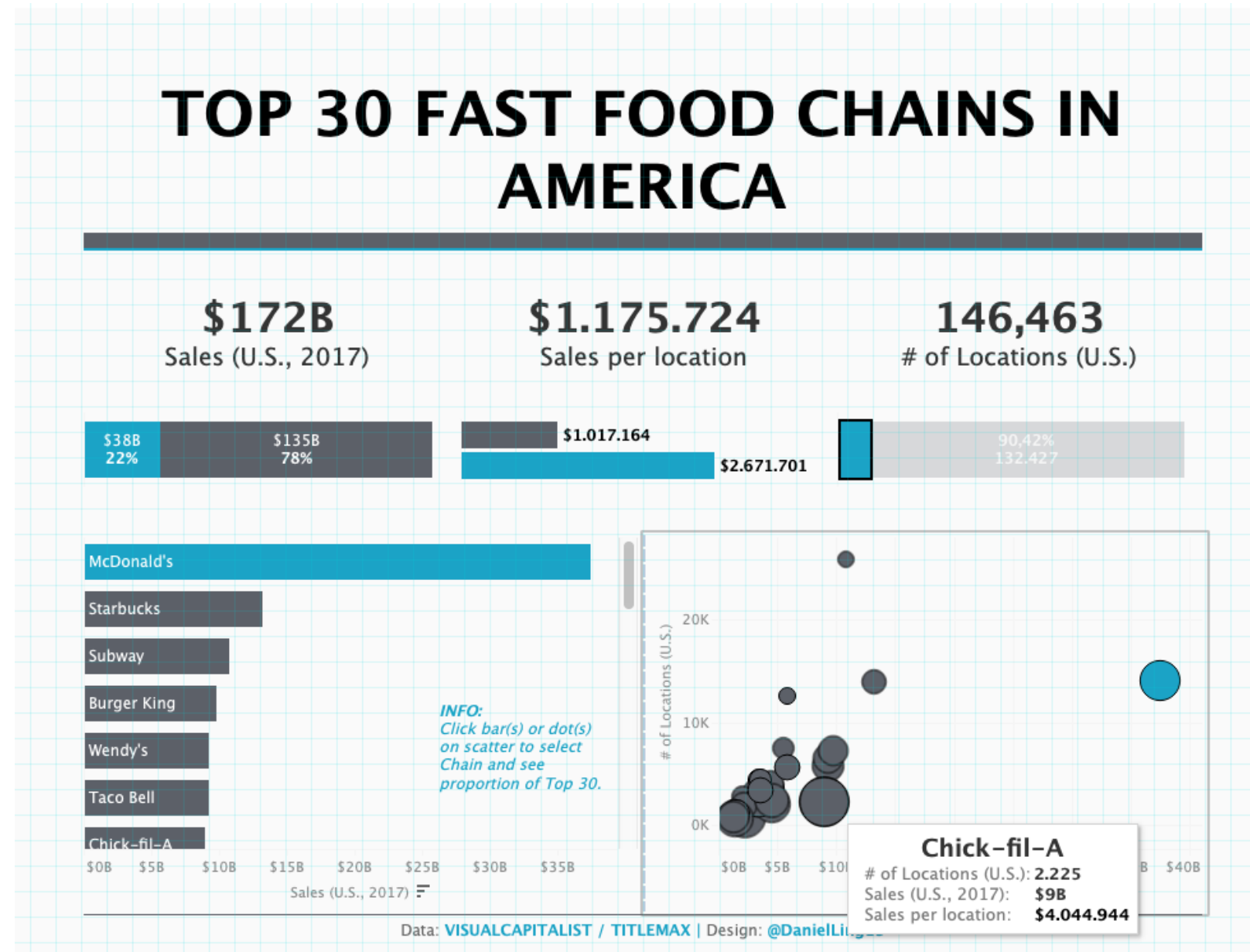
- Data analyst
- Business analyst
- Analytics consultant

Possibilities with Tableau



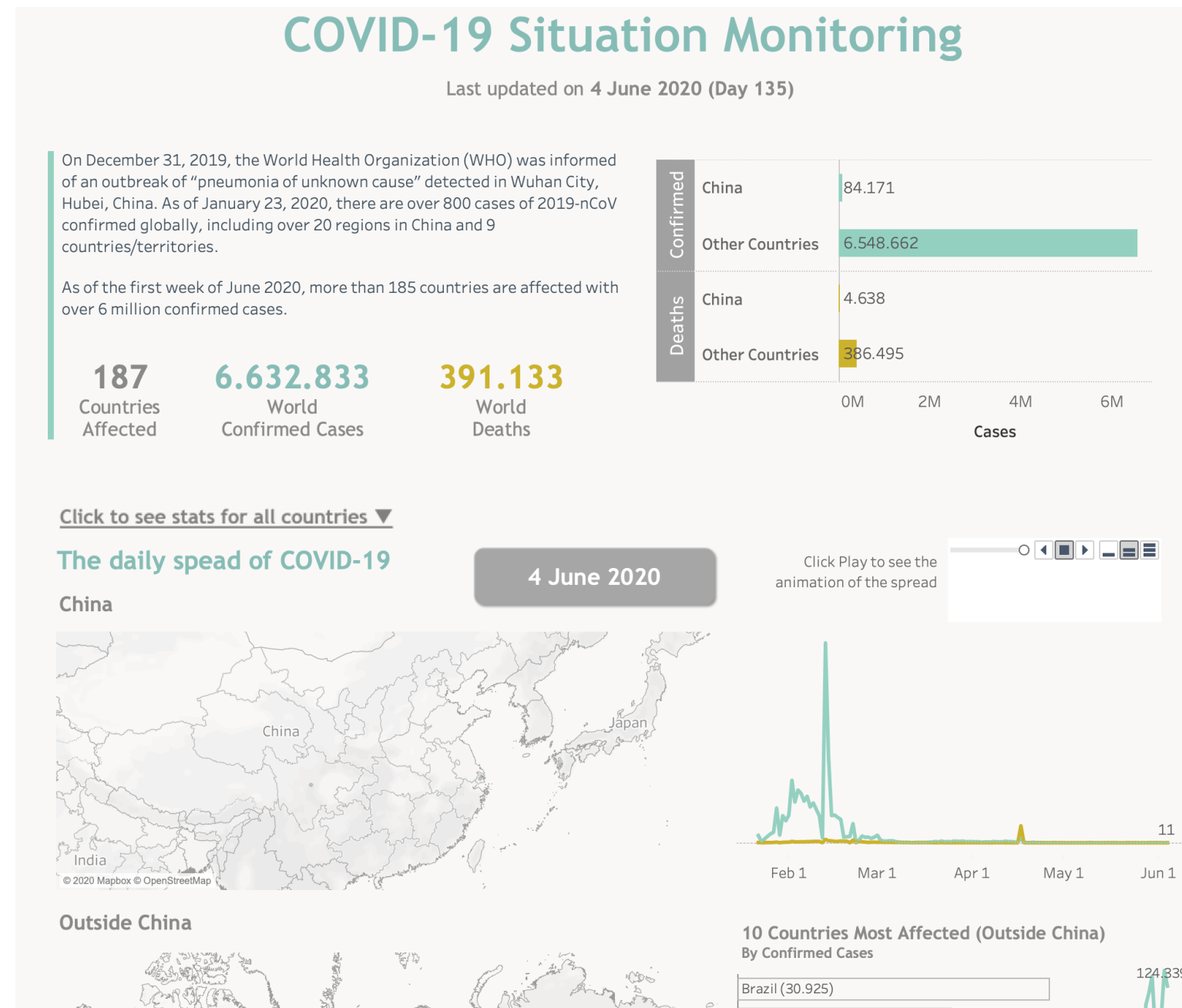
¹ Author: Pradeep Kumar G. Originally published on: Tableau Public

Possibilities with Tableau



¹ Author: Daniel Ling. Originally published on: Tableau Public

Possibilities with Tableau



¹ Author: Thi Ho. Originally published on: Tableau Public

Tableau versions

Tableau Desktop Public Edition

- Free
- All visualizations included
- Excel, csv, Google Sheets, web data
- 15 millions rows of data
- Publish locally¹ and online

¹ Since April 2024

Tableau versions

Tableau Desktop Public Edition

- Free
- All visualizations included
- Excel, csv, Google Sheets, web data
- 15 millions rows of data
- Publish locally¹ and online

Tableau Desktop

- Paid (license)
- All visualizations included
- All listed data sources
- Unlimited rows of data
- Publish locally and online

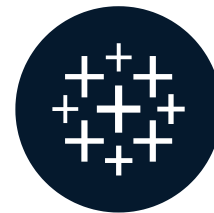
¹ Since April 2024

Let's practice!

INTRODUCTION TO TABLEAU

Connecting to data

INTRODUCTION TO TABLEAU



Maarten Van den Broeck

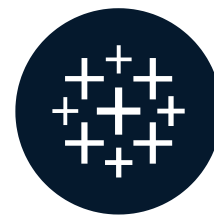
Content Developer at DataCamp

Let's practice!

INTRODUCTION TO TABLEAU

Navigating Tableau

INTRODUCTION TO TABLEAU



Maarten Van den Broeck

Content Developer at DataCamp

The image shows the Tableau Desktop interface. At the top is a toolbar with various icons for navigation and editing. Below the toolbar, the interface is divided into several panes. On the left is the 'Data' pane, which includes a 'Data Source' section showing 'san_francisco' and a 'Tables' section listing various fields like 'Id', 'Neighbourhood', 'Reviews per Month', 'Room type', 'Measure Names', 'Availability 2019', 'Days Occupied in 2018', 'F1', 'Latitude', 'Longitude', 'Minimum Nights', 'Number of Reviews', 'Price', 'san_francisco.csv (Count)', and 'Measure Values'. In the center-left is the 'Marks' card, which has a dropdown menu set to 'Automatic' and several icons for different mark types: Color, Size, Text, Detail, and Tooltip. To the right of the 'Marks' card is the 'Columns' shelf, which is currently empty. Below the 'Columns' shelf is the 'Rows' shelf, which is also empty. The main area of the interface is a large white space labeled 'Sheet 1'. It contains a vertical line on the left side, indicating the start of the column grid. The text 'Drop field here' is visible in the upper right and lower right areas of the sheet. At the bottom of the interface is a status bar with the text 'Data Source' and 'Sheet 1', along with some navigation icons.

Tableau interface showing the 'Data' pane on the left, the 'Columns' and 'Rows' shelves at the top, and the 'Marks' card in the center. The 'Data' pane lists fields for 'san_francisco', including 'Id', 'Neighbourhood', 'Reviews per Month', 'Room type', 'Measure Names', 'Availability 2019', 'Days Occupied in 2018', 'F1', 'Latitude', 'Longitude', 'Minimum Nights', 'Number of Reviews', 'Price', 'san_francisco.csv (Count)', and 'Measure Values'. The 'Columns' shelf is empty, and the 'Rows' shelf is empty. The 'Marks' card is set to 'Automatic'. The main view area is labeled 'Sheet 1' and contains three 'Drop field here' prompts.

Tableau interface showing the 'Data' pane on the left, the 'Columns' and 'Rows' shelves at the top, and the 'Marks' card in the center. The 'Data' pane lists fields from the 'san_francisco' data source, including 'Id', 'Neighbourhood', 'Reviews per Month', 'Room type', 'Measure Names', 'Availability 2019', 'Days Occupied in 2018', 'F1', 'Latitude', 'Longitude', 'Minimum Nights', 'Number of Reviews', 'Price', 'san_francisco.csv (Count)', and 'Measure Values'. The 'Columns' shelf is empty, and the 'Rows' shelf is empty. The 'Marks' card is set to 'Automatic' and contains 'Color', 'Size', 'Text', 'Detail', and 'Tooltip' marks. The main view area is labeled 'Sheet 1' and contains a large empty space with a 'Drop field here' prompt.

Tableau interface showing the 'Data' pane on the left, the 'Columns' and 'Rows' shelves at the top, and the 'Marks' card in the center. The 'Data' pane lists fields from the 'san_francisco' data source, including 'Reviews per Month', 'Availability 2019', 'Days Occupied in 2018', 'F1', 'Latitude', 'Longitude', 'Minimum Nights', 'Number of Reviews', 'Price', 'san_francisco.csv (Count)', and 'Measure Values'. The 'Columns' shelf is empty, and the 'Rows' shelf is empty. The 'Marks' card is set to 'Automatic' and displays a grid of fields. The main view area is labeled 'Sheet 1' and contains a large empty space with the text 'Drop field here'.

The image shows the Tableau Desktop interface. On the left is the 'Data' pane with a search bar and a list of fields. The 'Columns' and 'Rows' shelves are at the top. The 'Marks' card is in the center. The main view area is labeled 'Sheet 1' and contains a large empty space with the text 'Drop field here'. The 'Data' pane lists various fields including 'Id', 'Neighbourhood', 'Reviews per Month', 'Room type', 'Measure Names', 'Availability 2019', 'Days Occupied in 2018', 'F1', 'Latitude', 'Longitude', 'Minimum Nights', 'Number of Reviews', 'Price', 'san_francisco.csv (Count)', and 'Measure Values'. The 'Columns' shelf is empty, and the 'Rows' shelf is empty. The 'Marks' card is set to 'Automatic' and is currently empty. The main view area is labeled 'Sheet 1' and contains a large empty space with the text 'Drop field here'.

Tableau interface showing the 'Data' pane on the left, the 'Columns' and 'Rows' shelves at the top, and the 'Marks' card in the center. The 'Data' pane lists fields from the 'san_francisco' data source, including 'Id', 'Neighbourhood', 'Reviews per Month', 'Room type', 'Measure Names', 'Availability 2019', 'Days Occupied in 2018', 'F1', 'Latitude', 'Longitude', 'Minimum Nights', 'Number of Reviews', 'Price', 'san_francisco.csv (Count)', and 'Measure Values'. The 'Columns' shelf is empty, and the 'Rows' shelf is empty. The 'Marks' card is set to 'Automatic'. The main view area is labeled 'Sheet 1' and contains three 'Drop field here' prompts.

Tableau interface showing the 'Data' pane on the left, the 'Columns' and 'Rows' shelves at the top, and the 'Marks' card in the center. The 'Data' pane lists fields for the 'san_francisco' data source, including 'Availability 2019', 'Days Occupied in 2018', 'F1', 'Latitude', 'Longitude', 'Minimum Nights', 'Number of Reviews', 'Price', 'san_francisco.csv (Count)', and 'Measure Values'. The 'Columns' shelf is empty, and the 'Rows' shelf is empty. The 'Marks' card is set to 'Automatic' and contains 'Color', 'Size', 'Text', 'Detail', and 'Tooltip' marks. The main view area is labeled 'Sheet 1' and contains the text 'Drop field here'.

Tableau interface showing the 'Data' pane on the left with a list of fields. The 'Reviews per Month' field is highlighted in green. A context menu is open over this field, displaying options such as 'Add to Sheet', 'Duplicate', 'Rename', 'Hide', 'Create', 'Convert to Discrete', 'Convert to Measure' (highlighted in blue), 'Change Data Type', 'Geographic Role', 'Default Properties', 'Group by', 'Folders', 'Hierarchy', 'Replace References...', and 'Describe...'. The main workspace area is labeled 'Sheet 1' and contains two 'Drop field here' prompts. The bottom status bar shows 'Data Source' and 'Sheet 1'.

The image shows the Tableau Desktop interface. On the left, the 'Data' pane displays a data source named 'san_francisco' with a list of fields. The 'Reviews per Month' field is highlighted in green. A context menu is open over this field, listing actions such as 'Add to Sheet', 'Duplicate', 'Rename', 'Hide', 'Create', 'Convert to Discrete' (which is highlighted in blue), 'Convert to Measure', 'Change Data Type', 'Geographic Role', 'Default Properties', 'Group by', 'Folders', 'Hierarchy', 'Replace References...', and 'Describe...'. The main workspace shows 'Sheet 1' with a grid and the text 'Drop field here'. The top toolbar contains various icons for navigation and editing, and the bottom status bar shows 'Data Source' and 'Sheet 1'.

Data roles in Tableau

Discrete dimension

- Common, colored in blue
- Finite amount of values
- Can't be aggregated
- *E.g.* eye color, sex

Continuous measure

- Common, colored in green
- Infinite amount of values
- Can be aggregated
- *E.g.* height, weight

Data roles in Tableau

Discrete dimension

- Common, colored in blue
- Finite amount of values
- Can't be aggregated
- *E.g.* eye color, sex

Continuous dimension

- Not common, colored in green
- Infinite amount of values
- Can't be aggregated
- *E.g.* date

Discrete measure

- Not common, colored in blue
- Finite amount of values
- Can be aggregated
- *E.g.* shoe size, age

Continuous measure

- Common, colored in green
- Infinite amount of values
- Can be aggregated
- *E.g.* height, weight

Segmenting with dimensions

- Dimensions and measures affect visualizations differently:
 - Dimensions are used to **segment** data
 - Measures can be aggregated
- **Segmenting:** grouping similar data together
 - *E.g.* average price per room type

Tableau interface showing the 'Data' pane on the left, the 'Columns' and 'Rows' shelves at the top, and the 'Marks' card in the center. The 'Columns' shelf contains the field 'Neighbourhood'. The 'Rows' shelf is empty. The 'Marks' card is set to 'Automatic'. The 'Data' pane lists fields including 'Id', 'Neighbourhood', 'Reviews per Month', 'Room type', 'Measure Names', 'Availability 2019', 'Days Occupied in 2018', 'F1', 'Latitude', 'Longitude', 'Minimum Nights', 'Number of Reviews', 'Price', 'san_francisco.csv (Count)', and 'Measure Values'. The main view area is labeled 'Sheet 1' and contains the text 'Drop field here'.

The image shows the Tableau Desktop interface. At the top is a toolbar with various icons for navigation and editing. Below the toolbar is a header bar with 'Data' and 'Analytics' tabs. The left sidebar contains a 'Data' pane with a search bar and a list of fields from a data source named 'san_francisco'. The fields include 'Id', 'Neighbourhood', 'Reviews per Month', 'Room type', 'Measure Names', 'Availability 2019', 'Days Occupied in 2018', 'F1', 'Latitude', 'Longitude', 'Minimum Nights', 'Number of Reviews', 'Price', 'san_francisco.csv (Count)', and 'Measure Values'. The main workspace is divided into several shelves: 'Columns', 'Rows', 'Marks', and 'Filters'. The 'Columns' and 'Rows' shelves are empty. The 'Marks' shelf is set to 'Automatic'. The 'Filters' shelf is empty. The main view area is a large rectangle with a dark blue border, containing the text 'Drop field here' in the top right and 'Drop field here' in the bottom left. The bottom status bar shows 'Data Source' and 'Sheet 1'.

The image shows a data visualization tool interface. On the left is a sidebar with a 'Data' tab and a 'Tables' list. The 'Tables' list includes 'Id', 'Neighbourhood', 'Reviews per Month', 'Room type', 'Measure Names', 'Availability 2019', 'Days Occupied in 2018', 'F1', 'Latitude', 'Longitude', 'Minimum Nights', 'Number of Reviews', 'Price', 'san_francisco.csv (Count)', and 'Measure Values'. The top of the interface has a toolbar with various icons for navigation and editing, and a 'Standard' dropdown menu. The main workspace is divided into a 'Columns' section at the top and a 'Rows' section below it. The 'Columns' section contains a table with two columns: 'Columns' and 'Rows'. The 'Rows' section contains a large area labeled 'Drop field here'. The bottom of the interface has a 'Data Source' tab and a 'Sheet 1' tab. The 'Sheet 1' tab is active, showing a large area labeled 'Drop field here'.

Tableau interface showing the 'Data' pane on the left, the 'Columns' and 'Rows' shelves at the top, and the 'Marks' card in the center. The 'Data' pane lists fields from the 'san_francisco' data source, including 'Id', 'Neighbourhood', 'Reviews per Month', 'Room type', 'Measure Names', 'Availability 2019', 'Days Occupied in 2018', 'F1', 'Latitude', 'Longitude', 'Minimum Nights', 'Number of Reviews', 'Price', 'san_francisco.csv (Count)', and 'Measure Values'. The 'Columns' shelf is empty, and the 'Rows' shelf is empty. The 'Marks' card is set to 'Automatic' and shows a vertical bar chart. The main view area is labeled 'Sheet 1' and contains a large empty space with a 'Drop field here' prompt. The bottom status bar shows 'Data Source' and 'Sheet 1'.

Tableau interface showing the 'Data' pane on the left, the 'Columns' and 'Rows' shelves at the top, and the 'Marks' card in the center. The 'Data' pane lists fields for 'san_francisco', including 'Id', 'Neighbourhood', 'Reviews per Month', 'Room type', 'Measure Names', 'Availability 2019', 'Days Occupied in 2018', 'F1', 'Latitude', 'Longitude', 'Minimum Nights', 'Number of Reviews', 'Price', 'san_francisco.csv (Count)', and 'Measure Values'. The 'Columns' shelf is empty, and the 'Rows' shelf is empty. The 'Marks' card is set to 'Automatic' and includes options for Color, Size, Text, Detail, and Tooltip. The main view area is labeled 'Sheet 1' and contains a large empty space with a 'Drop field here' prompt. The bottom status bar shows 'Data Source' and 'Sheet 1'.

Tableau interface showing the 'Data' pane on the left, the 'Columns' and 'Rows' shelves at the top, and the 'Marks' card in the center. The 'Data' pane lists fields for 'san_francisco', including 'Id', 'Neighbourhood', 'Reviews per Month', 'Room type', 'Measure Names', 'Availability 2019', 'Days Occupied in 2018', 'F1', 'Latitude', 'Longitude', 'Minimum Nights', 'Number of Reviews', 'Price', 'san_francisco.csv (Count)', and 'Measure Values'. The 'Columns' shelf is empty, and the 'Rows' shelf is empty. The 'Marks' card is set to 'Automatic' and includes options for Color, Size, Text, Detail, and Tooltip. The main view area is labeled 'Sheet 1' and contains a large empty space with the text 'Drop field here'.

Tableau interface showing the 'Data' pane on the left, the 'Columns' and 'Rows' shelves at the top, and the 'Marks' card in the center. The 'Data' pane lists fields for 'san_francisco', including 'Id', 'Neighbourhood', 'Reviews per Month', 'Room type', 'Measure Names', 'Availability 2019', 'Days Occupied in 2018', 'F1', 'Latitude', 'Longitude', 'Minimum Nights', 'Number of Reviews', 'Price', 'san_francisco.csv (Count)', and 'Measure Values'. The 'Marks' card is currently set to 'Automatic' and includes options for Color, Size, Text, Detail, and Tooltip. The main view area is labeled 'Sheet 1' and contains a grid with 'Drop field here' prompts.

Tableau interface showing the 'Data' pane on the left, the 'Columns' and 'Rows' shelves at the top, and the 'Marks' card in the center. The 'Data' pane lists fields from the 'san_francisco' data source, including 'Id', 'Neighbourhood', 'Reviews per Month', 'Room type', 'Measure Names', 'Availability 2019', 'Days Occupied in 2018', 'F1', 'Latitude', 'Longitude', 'Minimum Nights', 'Number of Reviews', 'Price', 'san_francisco.csv (Count)', and 'Measure Values'. The 'Marks' card is currently set to 'Automatic' and displays a list of mark types: Automatic, Bar, Line, Area, Square, Circle, Shape, Text, Map, Pie, Gantt Bar, Polygon, and Density. The main view area is labeled 'Sheet 1' and contains three 'Drop field here' prompts. The bottom status bar shows 'Data Source' and 'Sheet 1'.

←

→

Standard

Show Me

DataAnalytics

san_francisco

Search

Tables

- # Id
- Abc Neighbourhood
- # Reviews per Month
- Abc Room type
- Abc Measure Names
- # Availability 2019
- # Days Occupied in 2018
- # F1
- 🌐 Latitude
- 🌐 Longitude
- # Minimum Nights
- # Number of Reviews
- # Price
- # san_francisco.csv (Count)
- # Measure Values

Pages

Columns

Rows

Filters

Marks

Automatic

Color

Size

Text

Detail

Tooltip

Sheet 1

Drop field here

Drop field here

Data Source

Sheet 1

Our business question

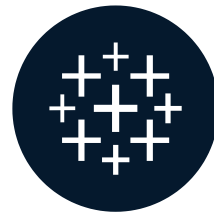
Which neighborhood and room type has the highest price in New York?

Let's practice!

INTRODUCTION TO TABLEAU

A tour of the interface

INTRODUCTION TO TABLEAU



Hadrien Lacroix

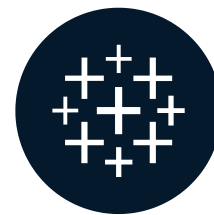
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Let's practice!

INTRODUCTION TO TABLEAU

How to create visualizations in Tableau

INTRODUCTION TO TABLEAU



Maarten Van den Broeck
Content Developer at DataCamp

Let's practice!

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