

Jump start: Tableau

Why Data Visualization is Important?

Why Tableau?

What you can create by using Tableau

Tableau offers five ..

Why is data visualization important?

Because of the way the human brain processes information, using charts or graphs to visualize large amounts of complex data is easier than poring over spreadsheets or reports.

Data visualization is a quick, easy way to convey concepts in a universal manner – and you can experiment with different scenarios by making slight adjustments.

Data visualization can also:

1. **Identify** areas that need attention or improvement.
2. **Clarify** which factors influence customer behavior.
3. Help you understand which products to place where.
4. **Predict** sales volumes.

DATA VISUALIZATION



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Tableau offers five ..



Speed to Market

Tableau was designed to process and analyze data in a logical, easy to follow manner.



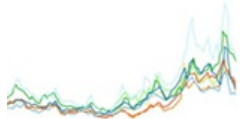
Tableau is Easy to Use

Tableau eliminates unnecessary complications, placing the focus on what matters most – finding value in your data.



Tableau Does Big Data

Hailed for Big Data analysis capabilities, Tableau makes processing gratuitous amounts of data look effortless.



Stunning, Interactive Visualizations

Tableau can help you to produce beautiful data visualizations easily.

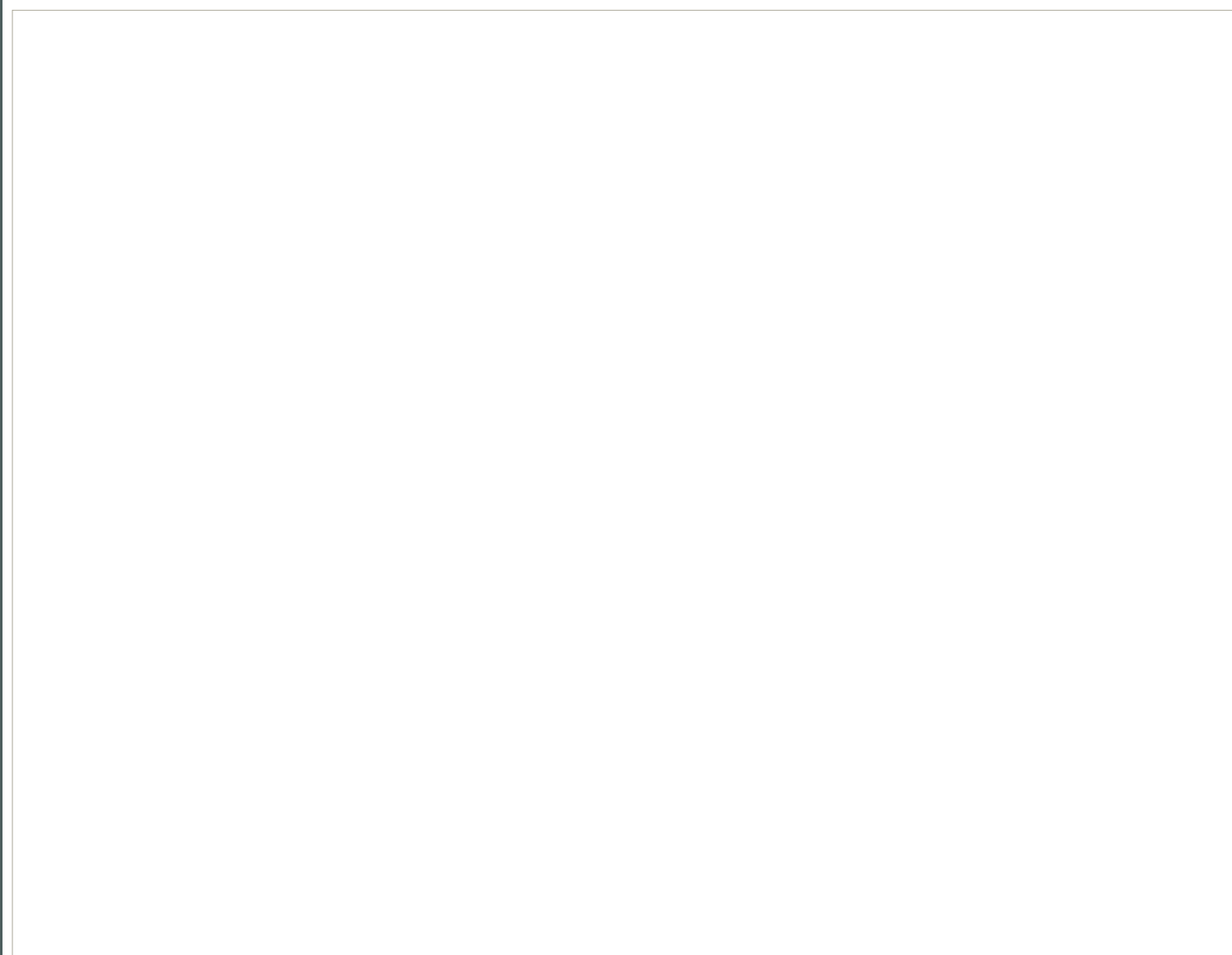


Compatibility across Multiple Platforms

Tableau has revolutionized the business analytics industry by making insight immediately accessible to anyone

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| | | | | |
|--------|--------------|--------------------------------------|---|--------------|
| Why .. | Why Tableau? | What you can create by using Tableau | Tableau offers five main products for professionals and organizations | Time to do.. |
|--------|--------------|--------------------------------------|---|--------------|



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| Why T.. | What you can create by using Tableau | Tableau offers five main products for professionals and organizations | Time to download & install Tableau Public | Data reso.. |
|---------|--------------------------------------|---|---|-------------|

Tableau Product Suite

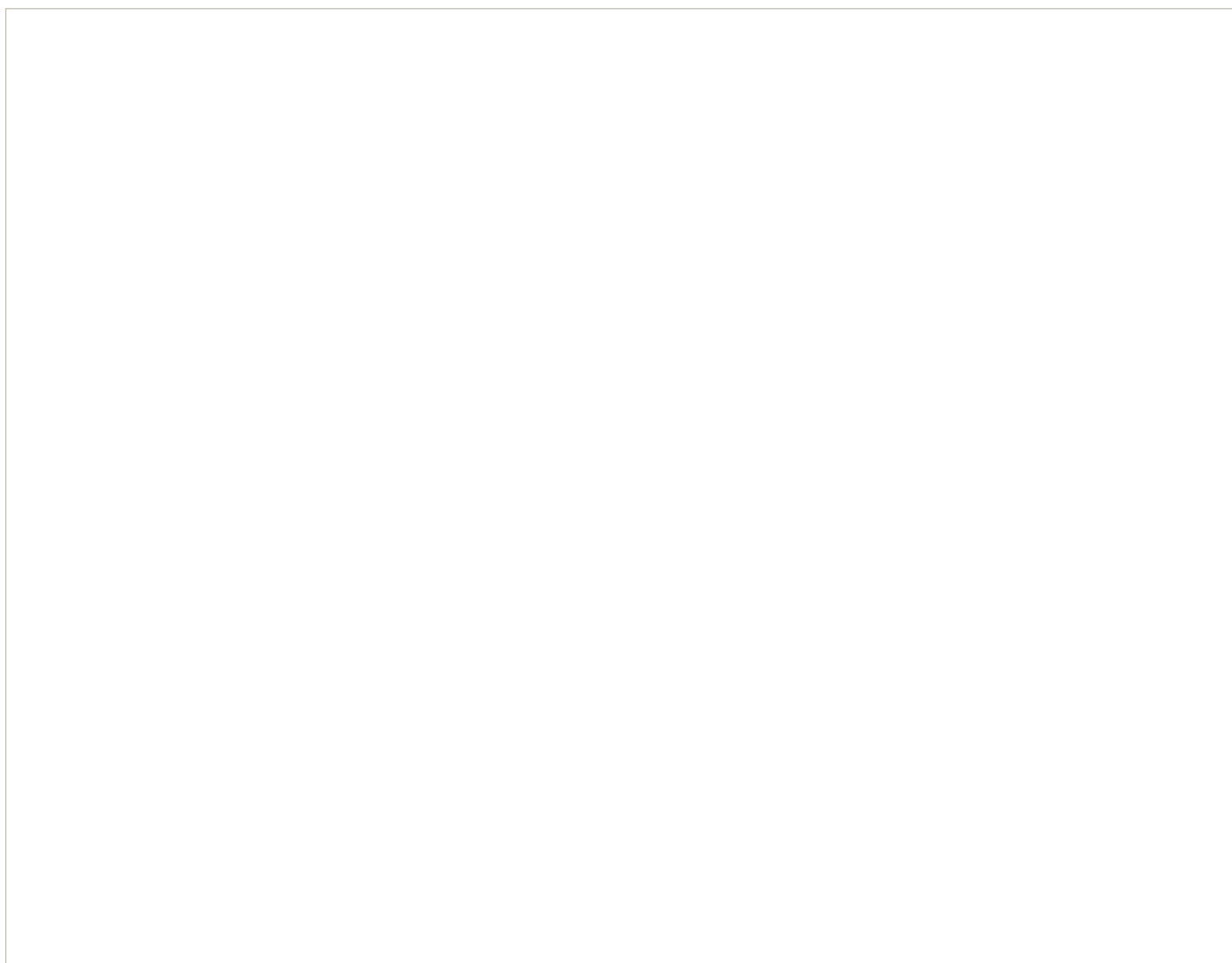
| | Desktop | | Reader | Server | Public | Online |
|---------|---|--|---|---|---|---|
| | Personal | Professional | | | | |
| Details | <ul style="list-style-type: none"> - Local client for building dashboards - Limited data sources, no ability to connect to Tableau Server | <ul style="list-style-type: none"> - Local client for building dashboards - Full enterprise capabilities | <ul style="list-style-type: none"> - Local client to view and interact with local files - Unable to modify workbooks or connect to server | <ul style="list-style-type: none"> - Privately managed Tableau Server (may be on premise or service hosted) - Users may directly interact with dashboards via browser | <ul style="list-style-type: none"> - Essentially a massive, public non-commercial Tableau server - All data published is public - Free client available to create dashboards | <ul style="list-style-type: none"> - Private version of Tableau Public eliminates need for infrastructure - Live connections currently only possible with Google BigQuery and Amazon Redshift |
| OS |  |  |  |  | N/A | N/A |
| License | \$999 | \$1,999 | Free | Named User or Core Licensing | Free | \$500/user per year |

John Mathis

<https://www.quora.com/What-are-differences-between-Tableaus-Desktop-Server-Public-Online-versions-Does-Tableau-server-online-versions-need-Tableau-Desktop>

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| | | | | |
|-------------|--|--|---------------|---------------|
| Wh at .. | Tableau offers five main products for professionals and organizations | Time to download & install Tableau Public | Data resource | Final Work |
|-------------|--|--|---------------|---------------|

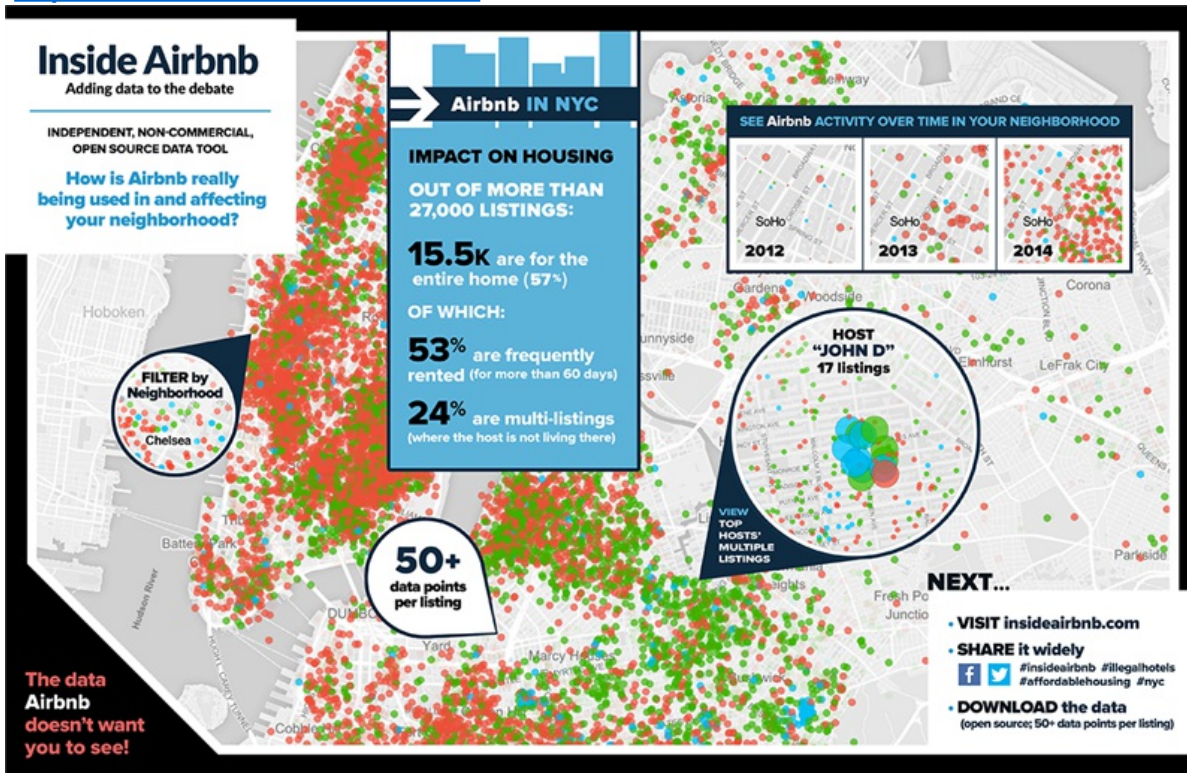


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| | | | | |
|---------|---|---------------|------------|-------------|
| Tableau | Time to download & install Tableau Public | Data resource | Final Work | 1st: Map .. |
|---------|---|---------------|------------|-------------|

Inside Airbnb

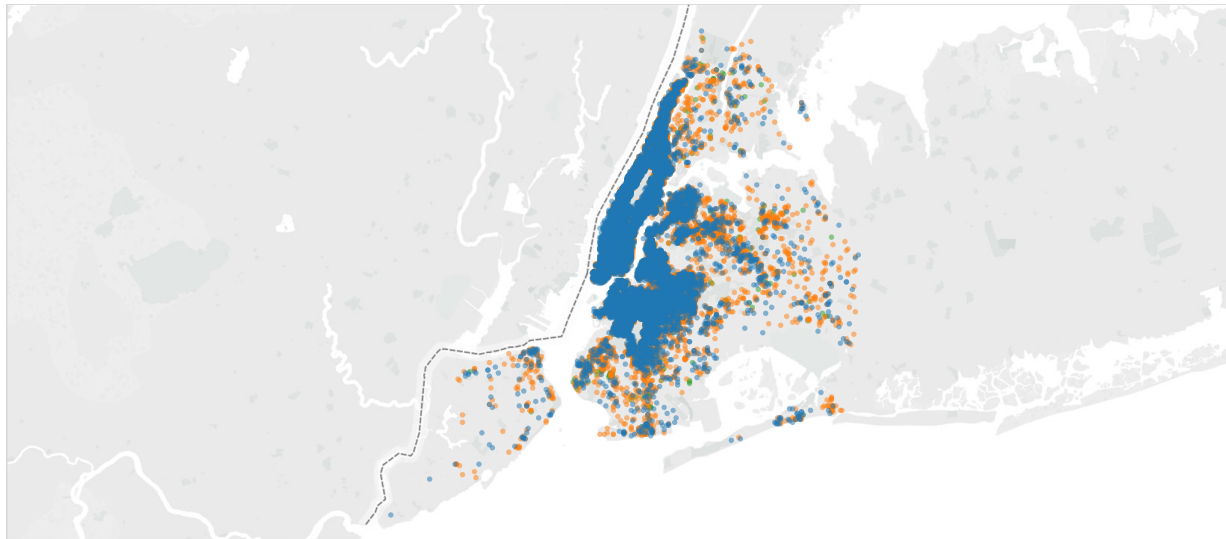
<http://insideairbnb.com/about.html>



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| | | | | |
|--------------|---------------|------------|-------------------|----------------|
| Tim e t.. | Data resource | Final Work | 1st: Map the data | 2nd: How .. |
|--------------|---------------|------------|-------------------|----------------|

NYC Airbnb Listings



Neighbourhood Group

- ☒ Bronx
- ☒ Brooklyn
- ☒ Manhattan
- ☒ Queens
- ☒ Staten Island

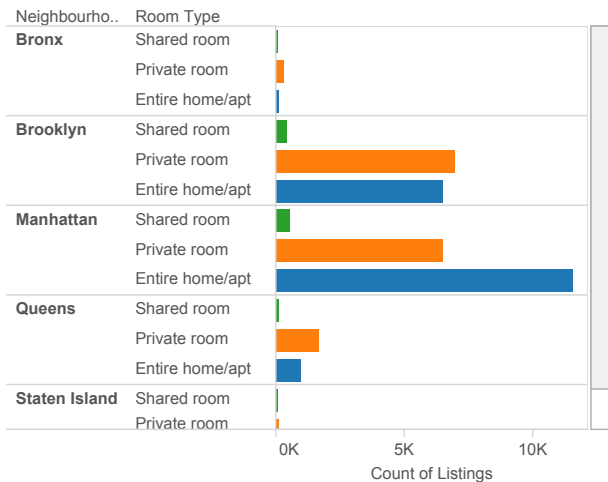
Room Type

- Entire home/apt
- Private room
- Shared room

Median Price

35.0 ■ ■ 185.0

Room Type



Median Price Chart

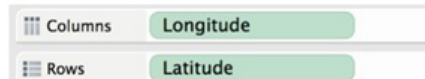
| Neighbourhood Group | Room Type | | |
|---------------------|-----------------|--------------|-------------|
| | Entire home/apt | Private room | Shared room |
| Manhattan | \$185.0 | \$90.0 | \$65.0 |
| Staten Island | \$112.5 | \$57.5 | \$46.5 |
| Brooklyn | \$146.0 | \$65.0 | \$35.0 |
| Queens | \$120.0 | \$60.0 | \$45.0 |
| Bronx | \$100.0 | \$55.0 | \$46.5 |

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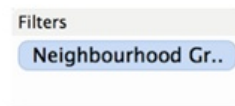
| | | | | |
|--------------|------------|-------------------|----------------------|--------------|
| Dat a r.. | Final Work | 1st: Map the data | 2nd: How many rooms? | 3rd: Get t.. |
|--------------|------------|-------------------|----------------------|--------------|

Create a map shows all the listings in NYC

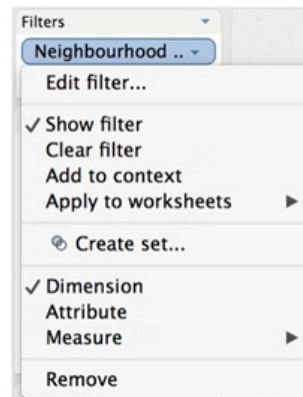
1. Use **Longitude** as columns, **Latitude** as rows



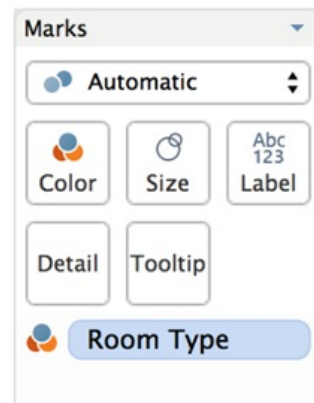
2. Use **Neighborhood Group** as filters



3. Click on **Neighborhood Group** and choose **Show filters**



4. Use **Room Type** to color the marks

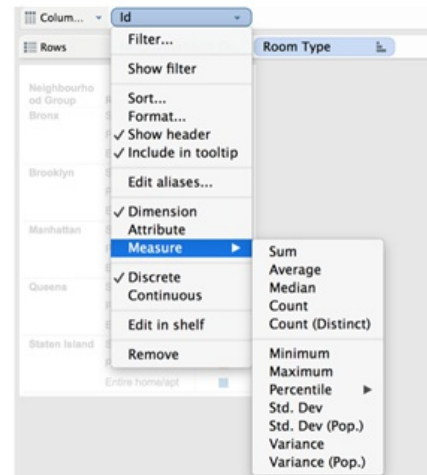


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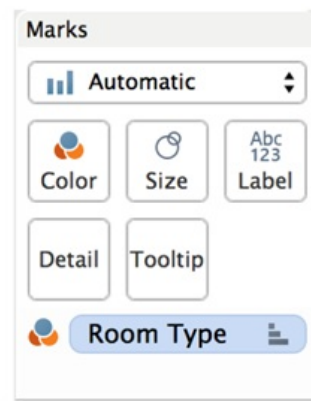
| | | | | |
|-------|-------------------|--------------------------------|----------------------------|-------------|
| Final | 1st: Map the data | 2nd: How many rooms are there? | 3rd: Get to know the price | 4th: Why .. |
|-------|-------------------|--------------------------------|----------------------------|-------------|

How many rooms are there in different areas?

1. Use **Count Distinct (ID)** as columns, **Neighborhood Group** and **Room Type** as rows



2. Again, Use **Room Type** to color the marks



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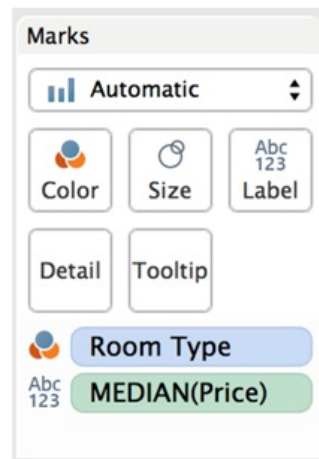
| | | | | |
|--------------|----------------------|----------------------------|-----------------------------------|-----------------|
| 1st: Ma.. | 2nd: How many rooms? | 3rd: Get to know the price | 4th: Why do we use Median(Price)? | 5th: Build.. |
|--------------|----------------------|----------------------------|-----------------------------------|-----------------|

Get to know the price

1. Use **Median(Price)** as columns, **Neighborhood Group** and **Room Type** as rows



2. Again, Use **Room Type** to color the marks and **Median(Price)** as labels



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2nd: How many room..

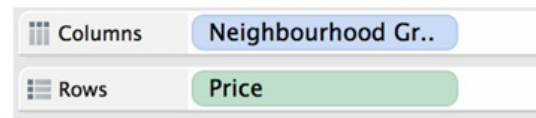
3rd: Get to know the price

4th: Why do we use Median(Price)?

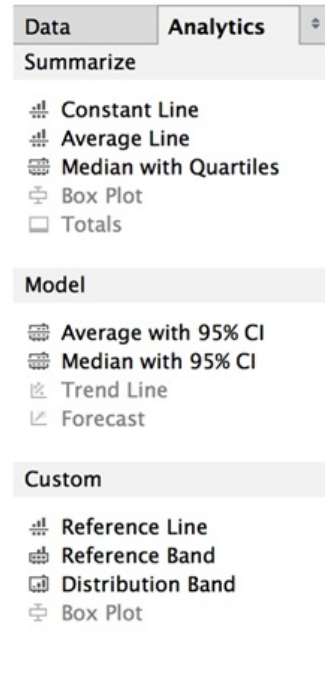
5th: Build Price Table

Why do we use Median(Price)?

1. Use **Neighborhood Group** as columns, **Price** as rows



2. Go to the **Analytics** tab, and choose **Box Plot**



Question: What will we get from this plot?

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2nd: How many room..

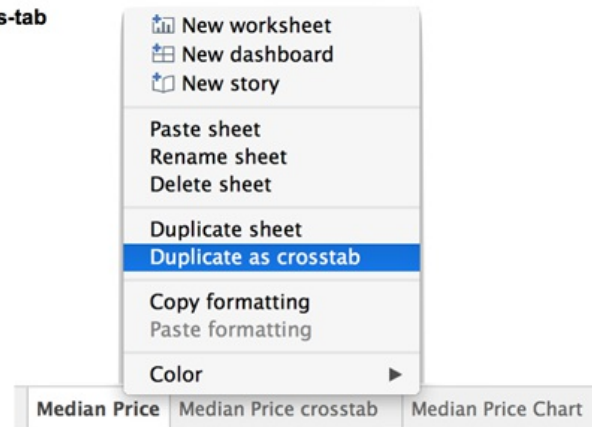
3rd: Get to know the price

4th: Why do we use Median(Price)?

5th: Build Price Table

Build Price Table

1. Make a duplication of the 3rd plot by choosing **Duplicate as cross-tab**



2. Again, Use **Median(Price)** to color the marks and **Median(Price)** as labels
Choose **Square** as shapes

