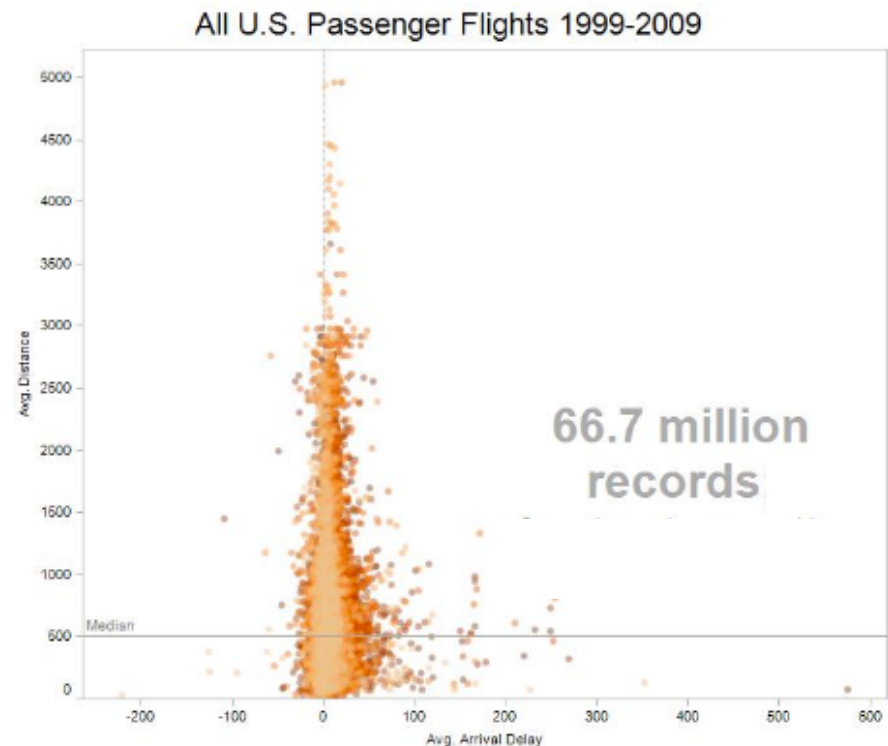


Introducing Tableau

About Tableau

- VizQL graphical query language
- exploration & visual analysis
- Variety of data formats, good with large data



Data Source Connections

- Excel
 - Text
 - JSON
 - Spatial for geo
 - Statistical
(SPSS, R)
 - Tableau Server
 - SQL Server
 - MySQL
 - Redshift
 - Oracle
- and 100s of other data sources!

Combining Data

Joining: Combine data tables from the same source (e.g., Oracle DB)

Blending: Combine data from different sources (e.g., Excel and Oracle DB)

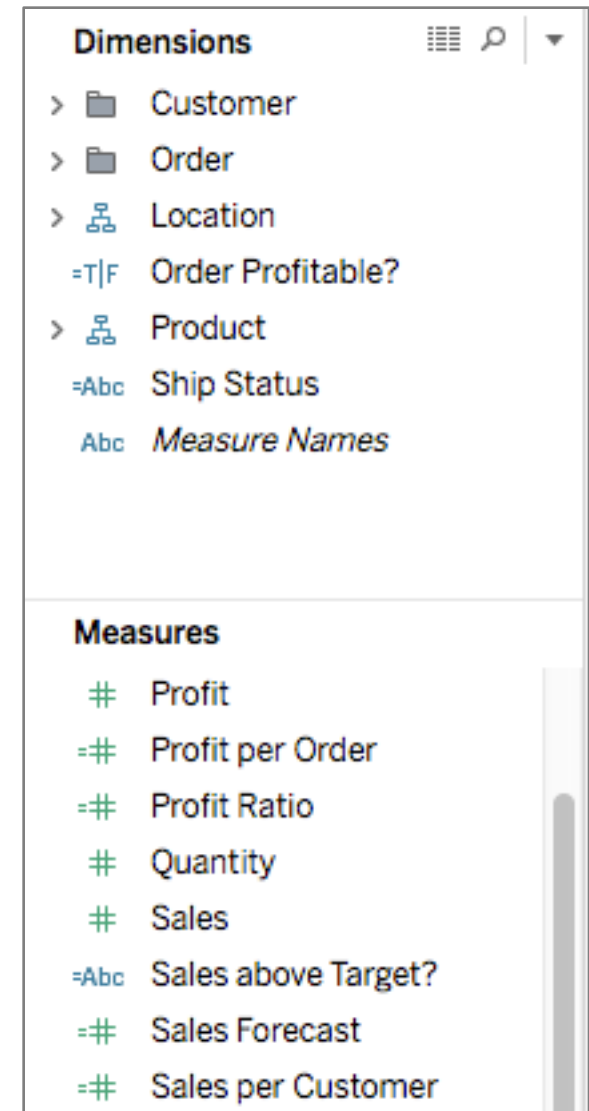
Other Language Integrations

- SQL
- R
- Python API (TabPy beta)
- JavaScript API

Data in Tableau

Dimension: Discrete variables such as dates and categories (names, geographical locations, etc.)

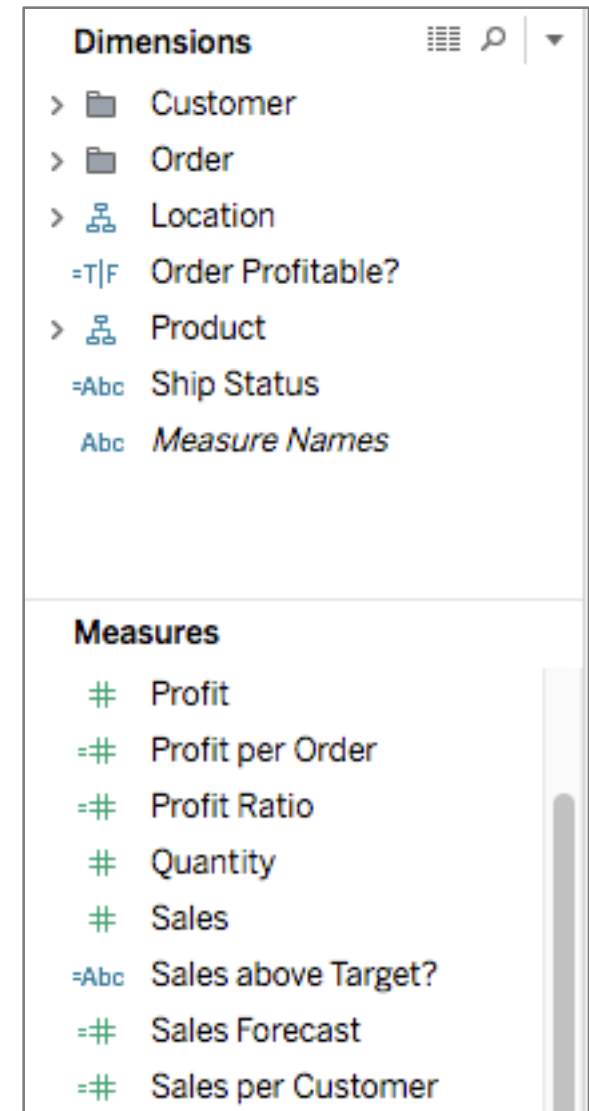
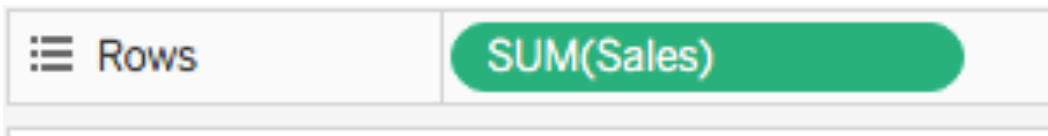
Measure: Data values that can be aggregated (average, sum, count, etc.). Tableau transforms these by default!



Data in Tableau

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Measure: Data values that can be aggregated (average, sum, count, etc.). Tableau transforms these by default!

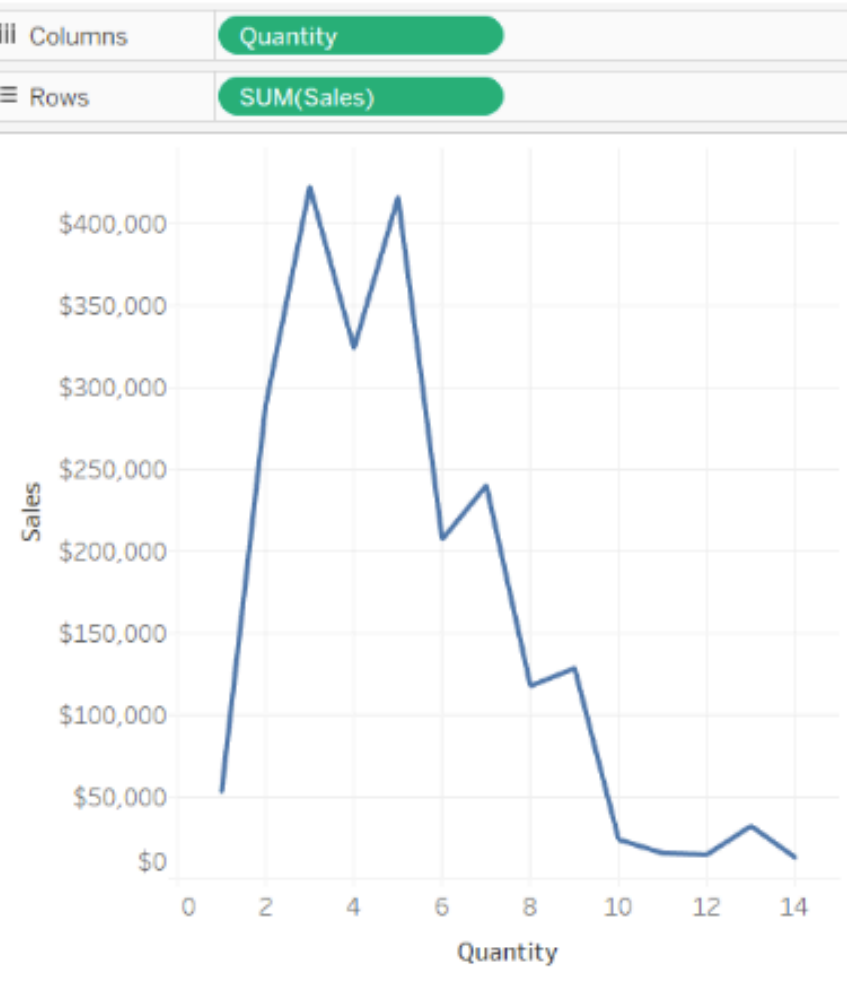


Data in Tableau

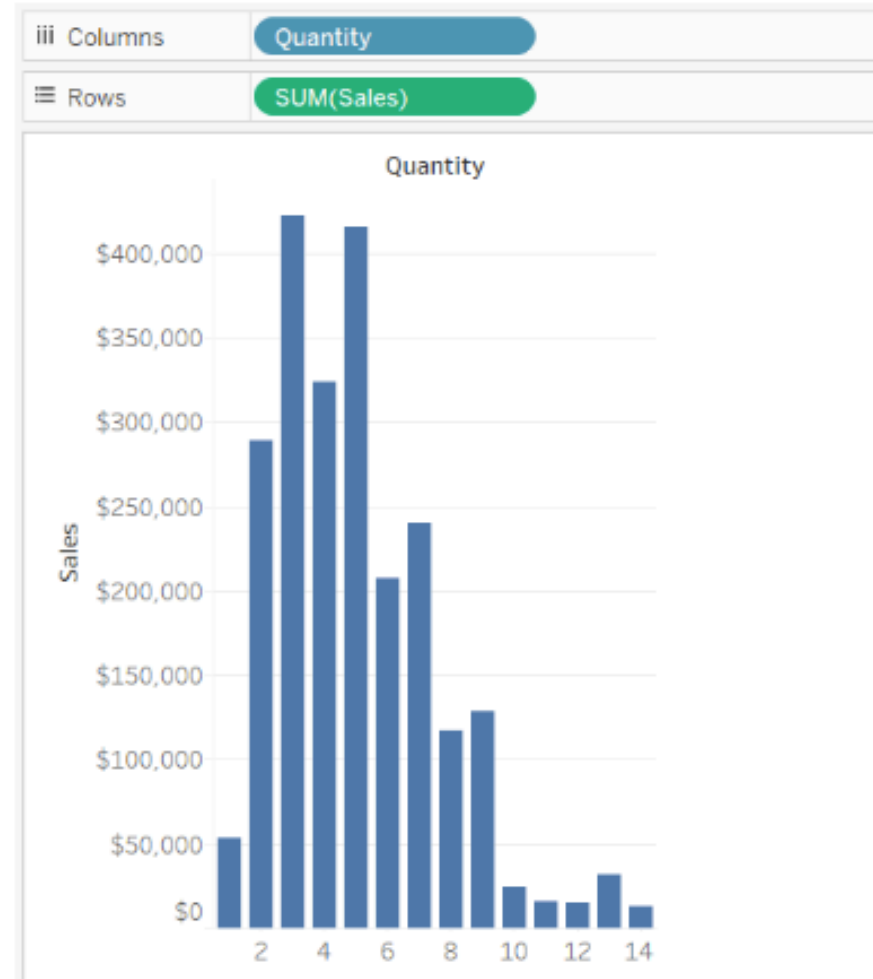
- **Dimensions** are NOT aggregated, default as **Discrete** (blue)
- Discrete fields become row or column headings
- **Measures** are aggregated, default as **Continuous** (green)
- Continuous fields become axes

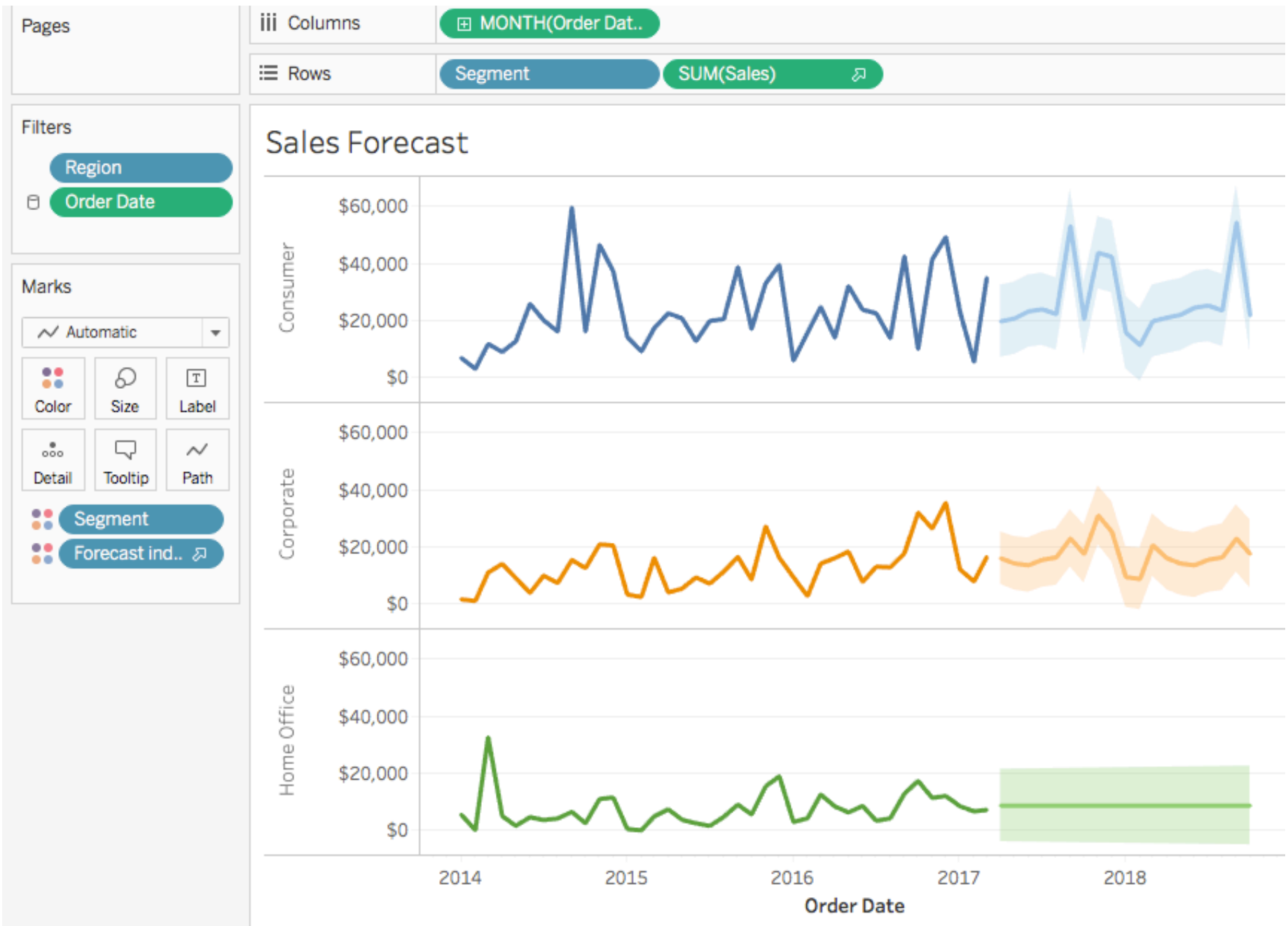
Data in Tableau

Continuous



Discrete





Exploration Mantras

Be skeptical: What assumptions have been made?

Explore iteratively: Start simple, keep asking questions.

Avoid fixation: Use a variety of graphics to inspect more angles.

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