Agenda

- ↳ Data Connections
- ↳ Tables in Tableau
- ↳ Calculations in Tableau

↓

[Dynamic]
- ↳ Using parameters
- ↳ Applications of parameters

- ↳ More charts in Tableau

Data Connections

↳ Live → Public

↳ Extract

Live / Extract

DS ——→ T ——→ Query

underly query runs everytime with refresh

↓

Not Realtime

Extract =

↳ Its a compressed (.hyper)
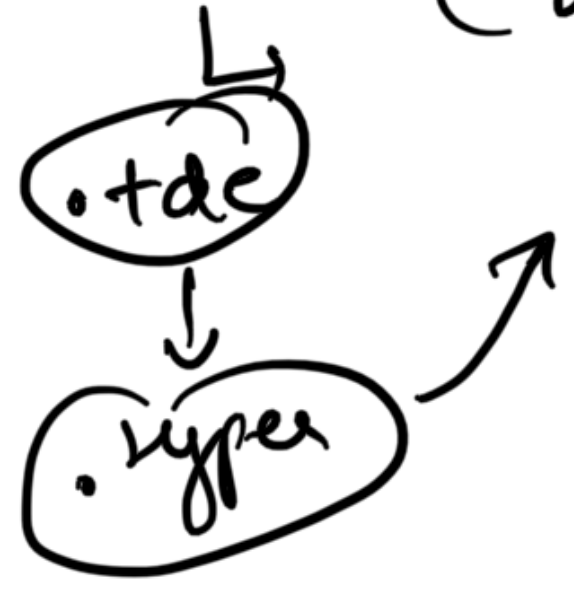
↳ loading time decreases

↳ Schedule the refresh

(.tde)

Saving the file locally

↳ • Twbx ⊂ Ⓡ
     ↳ packaged worked
          ↳ ↳ shared.

⑩⓪⓪ → Extract
100 ―――
2⓪⓪ ― Data Set

Refesh ↳ • Twb + (.hyper)
                        ↳ Ⓡ

(•tde)
   ↓
(•hyper)

16 day trial version

How   explore "empty extracts"?
                         ↳ Google
                         ↳ Try to create it.

How   word Cloud

Q   Sales across Sub Cat? → 15 Sub Cat.
                      ↳ bar chart   20

        ↓

      Treemap
        ↳ Drag → Subcat → Detail/label.
                       Sales → Color
                       Sales → Size

\# Types of Calculations in Tableau?

    ↳ Basic aggregation
        ↳ Row level
        ↳ Aggregate/Column level

    ↳ LODs → level of Detail
        ↳ works on the granularity
        ↳ Include
        ↳ fixed
        ↳ exclude

    ↳ Table Calculations

Calculated fields

$\hookrightarrow$ helps you to create a new column.

2 x Profit ?

[=(Data type)] (=#)

$\downarrow$

icon

Q Analyse the overall Profit Margin for Superstore ?

KPI to measure Business

$$\text{Profit Margin} = \frac{(\text{Revenue} - \text{Cost})}{\text{Revenue}}$$
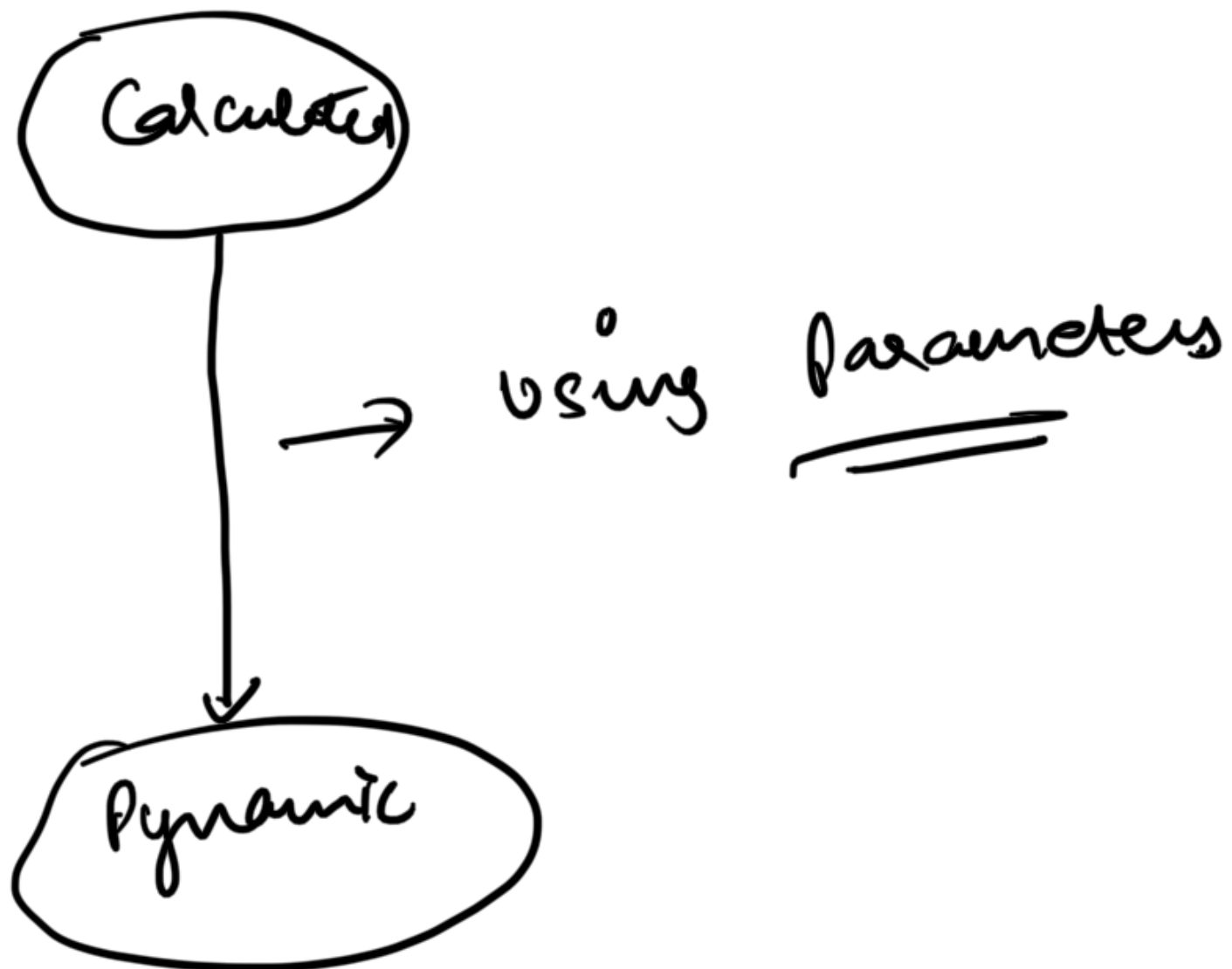
$$PM = \frac{(\text{Sales} - \text{Cost})}{\text{Sales}}$$

$$(PM) = \left(\frac{\text{Profit}}{\text{Sales}}\right) \times 100$$

[Row level]
↳ Calculation the aggregation

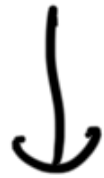(division)   (avg.)

[Col level / Agg level]
         ↳ Aggregation the Calculation
                              (division)

Calculated

→ using Parameters

Dynamic

Parameters

↳ Variables to replace a constant.
manually

↓

Applications

↳ Dynamic Calculation

↳ Swapping b/w the charts

↳ Switch b/w the dim / measures

↳ Dynamic Titles / tooltips etc.

Q/ Impact of expenses on PM ?

$$PM = \frac{Revenue - (Cost)}{Revenue}$$

$$PM = \left[\frac{Sales - expense}{Sales}\right]$$

$$PM = \left(1 - \frac{expenses}{Sales}\right) \, ?$$