

Combining Data Sets and Fields

Data in modern business

Why is our data valuable?

Open-Source and data as an asset

Business data has immense value

But sometimes we need to increase the context of our data by combining it with other data

Brazilian Retail Data

The Kaggle website has [Brazilian retail data](#) available for us to experiment with.

Let's combine these data sources to create insight. I have [trimmed the data down](#) to just Rio Grande do Sul (again) so that Tableau doesn't break.

What if we want to know more?

We could combine the data with **public microdata** to better understand our consumers in different locations!

Let's blend the sales data with our geographic data from before!

Summary

- We can combine data sets so long as we know the common variables
- We can create combinations of fields, too!

Calculated Fields and Formulas

Just like in Excel (or in any programming language!), we are able to create new fields on the fly in Tableau.

Here is a [detailed series of tutorials on Calculated Fields](#), although it makes me nervous that she seemed to be using Windows XP in 2015...

Using Tableau

As we visualize our data, the primary limitation is our ability to imagine new ways to present the information at our finger tips!