

Introduction to Tableau

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Outline

- What is Tableau?
- Tableau for individuals
- Installing Tableau
- Terminology
- Additional resources
- Demonstration/walkthrough

What is Tableau?

"Tableau is a visual analytics platform transforming the way we use data to solve problems—empowering people and organizations to make the most of their data." ([Tableau](#))

- Popular visualization tool: Line charts, histograms, pie charts, maps, etc.
- Founded in 2003
- Acquired in 2019 by Salesforce

Tableau for Individuals

Tableau Public

- No cost "to explore, create, and publicly share data visualizations online"
- Unable to save locally or share privately
- Hosted on Tableau's infrastructure

Tableau Desktop

- 14-day trial, 1-year no-cost license for students, or \$70/user/month for Tableau Creator (Mar. 15, 2023)
- Save locally and connect to additional data sources (e.g., data sets with over 10 million rows)
- Hosted on Tableau's infrastructure (Tableau Cloud) or self-hosted (Tableau Server)

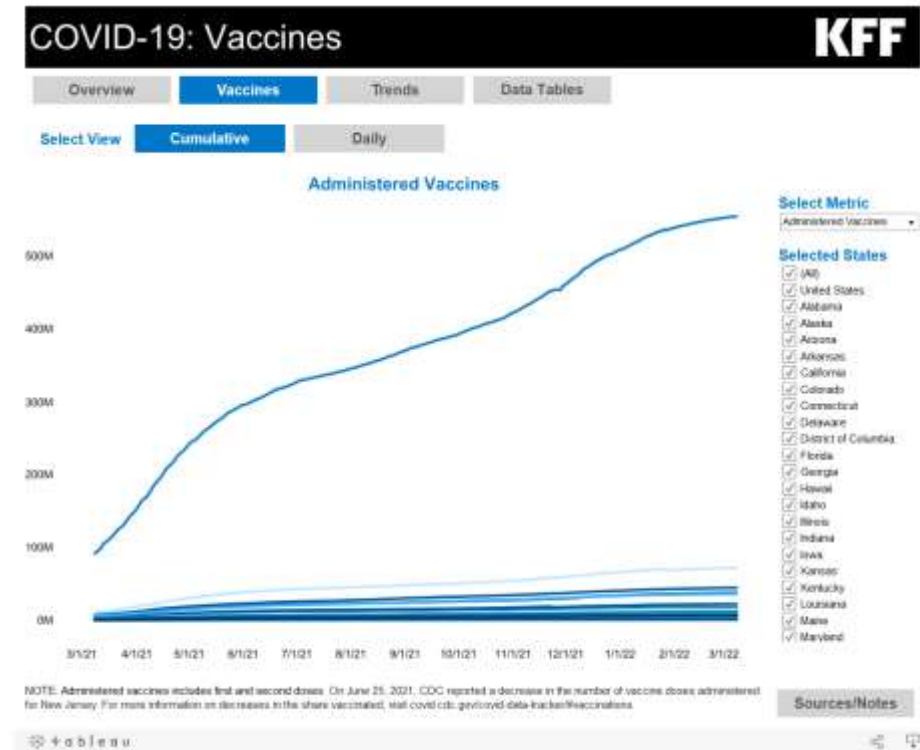
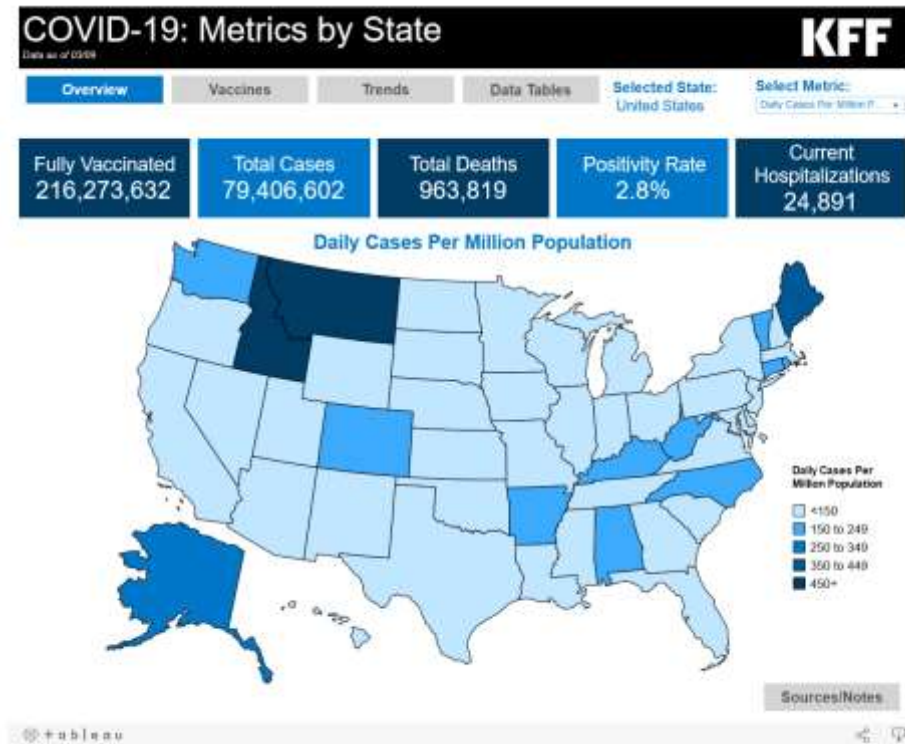
Installing and using Tableau

- Download and install [Tableau Public](#)
 - [Alternative link](#): Select "Download Tableau Desktop Public Edition" under the "Create" menu
- **Prerequisites**
 - Data collection
 - Data cleaning and transformation

Terminology in Tableau

- Workbook
- Worksheet
- Dashboard
- Story
- Dimensions vs. measures

Example: COVID-19 metrics (KFF)



Kaiser Family Foundation. *State COVID-19 data and policy actions.*

<https://www.kff.org/coronavirus-covid-19/issue-brief/state-covid-19-data-and-policy-actions/>

Additional resources

- [Our World in Data](#): "All visualizations, data, and articles produced by Our World in Data are open access under the Creative Commons BY license"
- **Tableau**
 - [Tableau Public FAQ](#)
 - [Tableau Public Resources](#) (e.g., videos and sample data)
 - [Tableau Exchange](#) (pre-built dashboards and additional functions)
 - [Tableau for Students](#) and [Tableau for Teaching](#)

Demonstration: Data

Download from [County Health Rankings](#) (University of Wisconsin Population Health Institute)

- "[2022 CHR CSV Trends Data](#)" (chr_trends_csv_2022.csv)
- "[2022 CHR Trends Data Documentation](#)" (Trends documentation 2022.pdf)