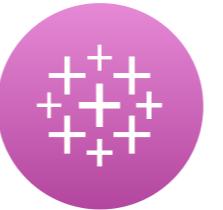


Introduction

INTRODUCTION TO TABLEAU

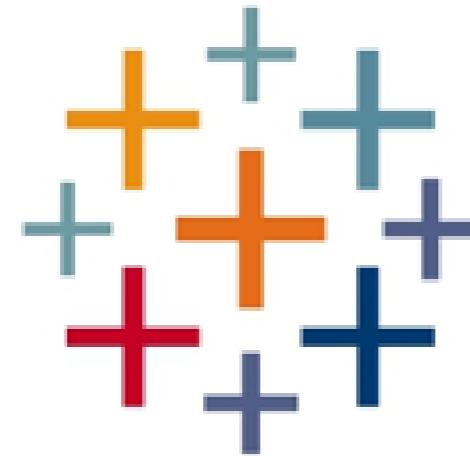


Hadrien Lacroix

Content Developer at DataCamp

What is Tableau

+ a b | e a u



- Visualization tool
- VizQL
- Easy
- Beautiful
- Interactive

Why use Tableau

Traditional photography



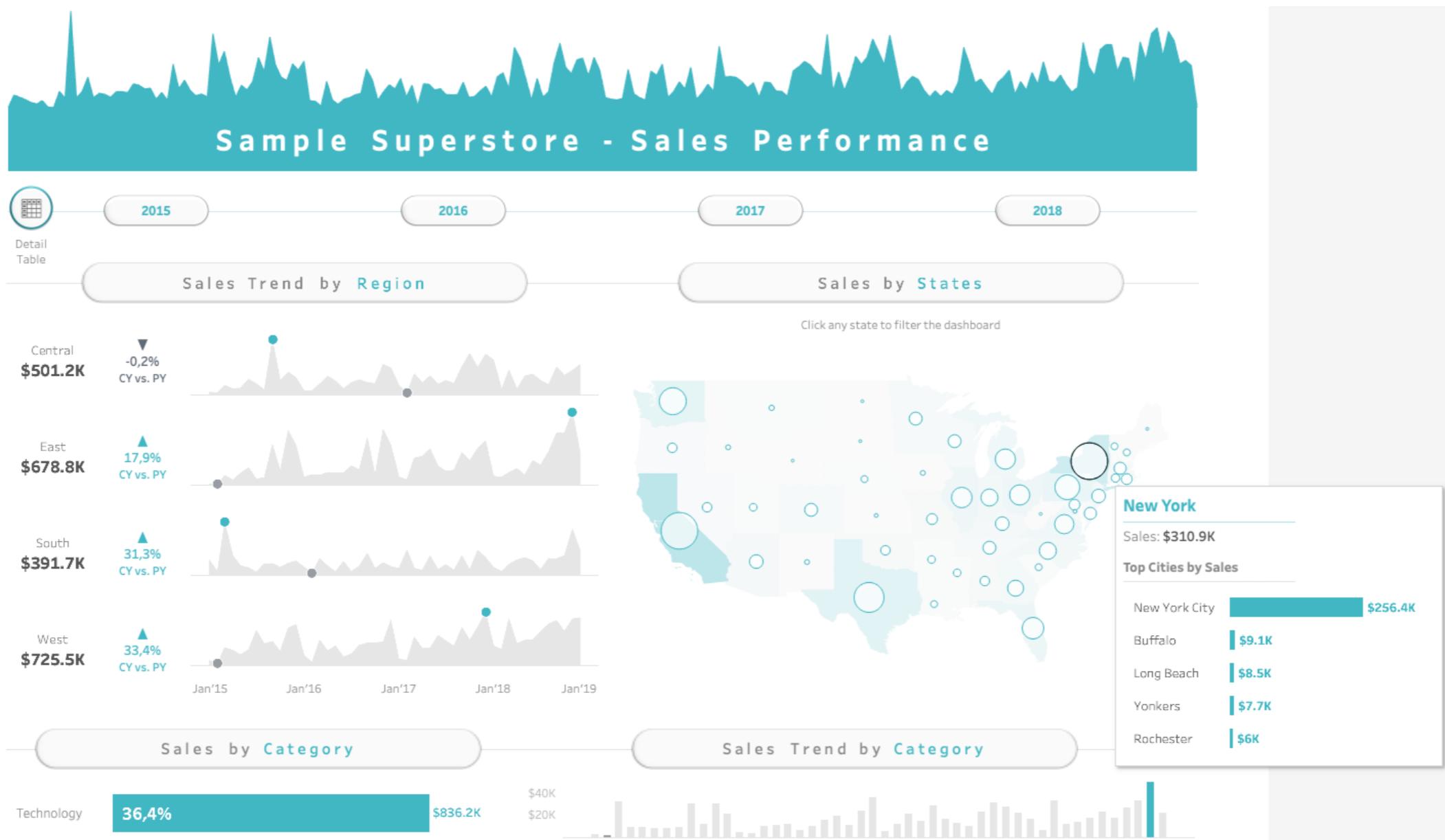
Digital photography



Why use Tableau

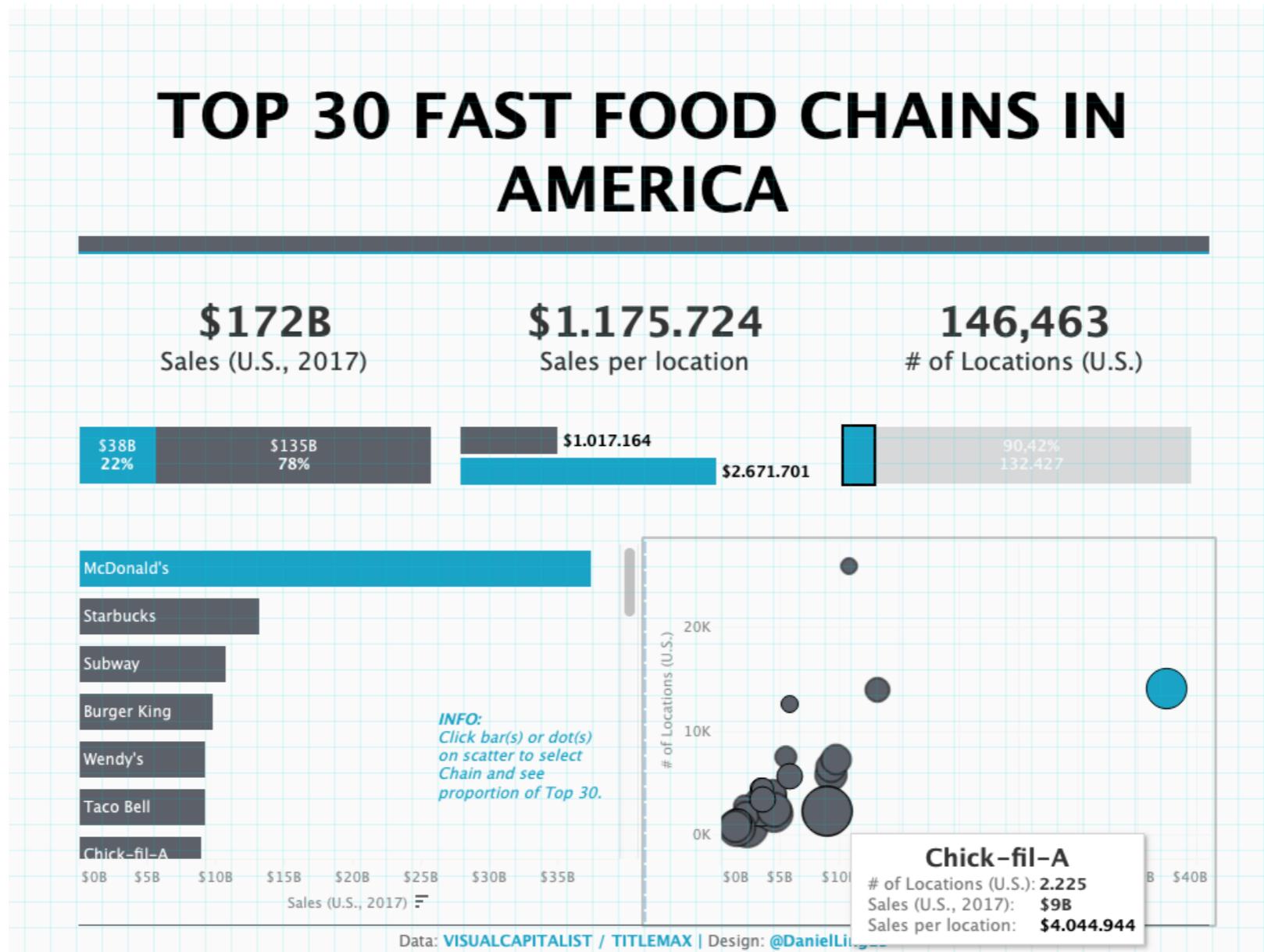
- Accessible but complete
- Flexible
- Intuitive
- Quick and robust prototyping
- Frame business questions
- Import and clean data
- Analyze and visualize data
- Drive business decisions
- Present insights

Why use Tableau - Monitoring performance



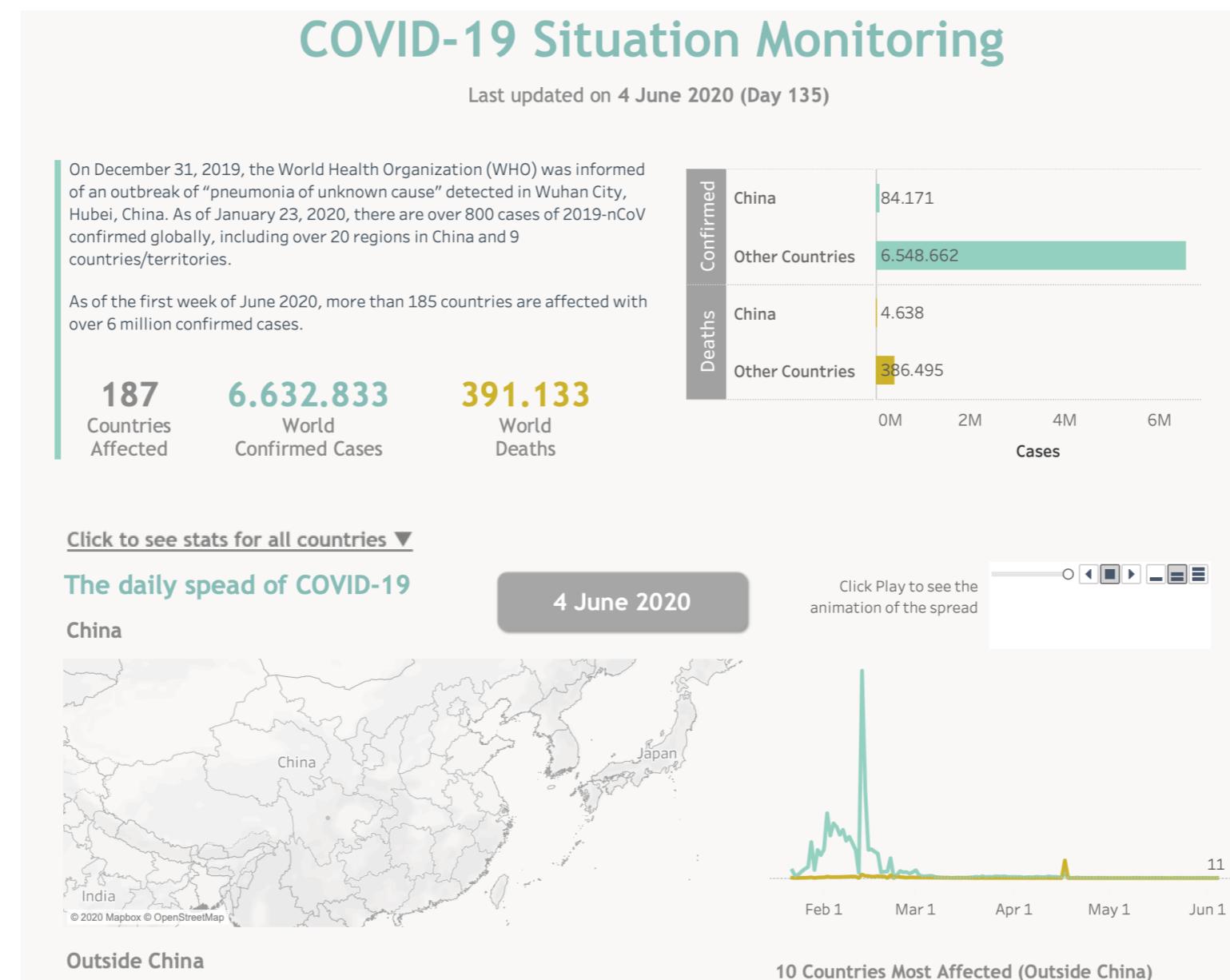
¹ Author: Pradeep Kumar G. Originally published on: Tableau Public

Why use Tableau - Competitive analysis



¹ Author: Daniel Ling. Originally published on: Tableau Public.

Why use Tableau - Tracking outbreaks



¹ Author: Thi Ho. Originally published on: Tableau Public

Who uses Tableau

Roles

- Data analyst
- Business analyst
- Quantitative analyst

Who uses Tableau



tripadvisor

¹ <https://enlyft.com/tech/products/tableau>

Tableau versions

Tableau Public

- Free
- Create beautiful visualizations
- Only CSV, Excel and text files
- Save online
- 15 millions rows of data
- Public reports

Tableau Desktop

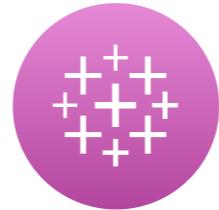
- Paid
- Create beautiful visualizations
- All listed data sources
- Save locally
- Unlimited rows of data

Let's practice!

INTRODUCTION TO TABLEAU

Connecting to data

INTRODUCTION TO TABLEAU



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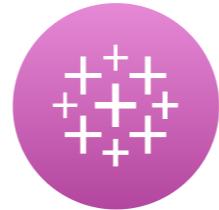
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Let's practice!

INTRODUCTION TO TABLEAU

Navigating Tableau

INTRODUCTION TO TABLEAU



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The screenshot shows the Tableau Data Prep interface. At the top, there's a toolbar with various icons for file operations and settings. Below the toolbar, the left sidebar displays a project structure with a single dataset named "new_york". The "Dimensions" section lists fields: Id, Neighborhood, Reviews Per Month, Room Type, and Measure Names. The "Measures" section lists fields: Availability 2020, Days Occupied In 2019, F1, Latitude, Longitude, Minimum Nights, Number Of Reviews, Price, Number of Records, and Measure Values. The main workspace is titled "Sheet 1" and contains two large, empty rectangular areas labeled "Drop field here". On the right side of the workspace, there are three small placeholder icons: a blue square, a green square, and a red square. The bottom navigation bar includes tabs for "Data Source" and "Sheet 1", along with other standard Tableau navigation icons.

The screenshot shows the Tableau Data Prep interface. At the top, there's a toolbar with various icons for file operations like back, forward, save, and search. Below the toolbar is a navigation bar with tabs for 'Data' (which is selected) and 'Analytics'. A dropdown menu next to the tabs shows 'san_francisco'.

The main workspace is divided into several sections:

- Dimensions:** A list of categorical fields:
 - # Id
 - Abc Neighborhood
 - # Reviews Per Month
 - Abc Room Type
 - Abc *Measure Names*
- Marks:** A section for defining visual elements:
 - Automatic (selected)
 - Color
 - Size
 - Text
 - Detail
 - Tooltip
- Measures:** A list of numerical fields:
 - # Availability 2020
 - # Days Occupied In 2019
 - # F1
 - @ Latitude
 - @ Longitude
 - # Minimum Nights
 - # Number of Reviews
 - # Price
 - =# *Number of Records*
 - # Measure Values
- Sheet 1:** The main canvas area titled 'Sheet 1'. It features a grid with three 'Drop field here' labels. The first label is positioned at the top center, the second is in the middle left, and the third is in the middle right.

The screenshot shows the Tableau desktop application interface. The top navigation bar includes icons for file operations, a search bar, and a "Standard" view dropdown. On the far right, there is a "Show Me" button.

The left sidebar contains the "Data" tab, which is currently selected, and the "Analytics" tab. Under "Data", a project named "san_francisco" is listed. The "Dimensions" section lists fields: Id, Neighborhood, Reviews Per Month, Room Type, and Measure Names. The "Measures" section lists fields: Availability 2020, Days Occupied In 2019, F1, Latitude, Longitude, Minimum Nights, Number of Reviews, Price, Number of Records, and Measure Values.

The main workspace is titled "Sheet 1". It features a grid with three "Drop field here" placeholder boxes. The top-right box is labeled "Drop field here".

The "Marks" shelf on the right side of the workspace provides options for automatic marking and allows users to choose from Color, Size, Text, Detail, and Tooltip.

The screenshot shows the Tableau Data Prep interface. On the left side, there are several panels:

- Dimensions:** Contains fields: # Id, Abc Neighborhood, # Reviews Per Month, Abc Room Type, and Abc Measure Names.
- Measures:** Contains fields: # Availability 2020, # Days Occupied In 2019, # F1, # Latitude, # Longitude, # Minimum Nights, # Number of Reviews, # Price, =# Number of Records, and # Measure Values.
- Pages:** Shows a single page labeled "Sheet 1".
- Columns:** An empty panel for defining columns.
- Rows:** An empty panel for defining rows.
- Filters:** An empty panel for defining filters.
- Marks:** A panel showing options for "Automatic" marks, including Color, Size, Text, Detail, and Tooltip.

The main area is titled "Sheet 1" and contains three "Drop field here" placeholder boxes. The top-right box is currently active, indicated by a cursor icon.

At the bottom of the interface, there is a navigation bar with tabs: Data Source, Sheet 1, and three additional tabs represented by icons.

The screenshot shows the Tableau Data Prep interface with the following components:

- Top Bar:** Includes standard icons for file operations (New, Open, Save, etc.), a search bar, and a "Standard" mode switch.
- Data Source:** Shows "new_york" under the "Data" tab.
- Dimensions:** A list including "Id", "Neighborhood", "Reviews Per Month", "Room Type", and "Measure Names".
- Marks:** A panel showing options for "Automatic" marks (Color, Size, Text, Detail, Tooltip).
- Measures:** A list of numerical fields: "Availability 2020", "Days Occupied In 2019", "F1", "Latitude", "Longitude", "Minimum Nights", "Number Of Reviews", "Price", "Number of Records", and "Measure Values".
- Sheet 1:** The main workspace with three "Drop field here" placeholder areas.
- Bottom Navigation:** Includes tabs for "Data Source" and "Sheet 1", along with other standard Tableau navigation icons.

Segmenting with dimensions

- Dimensions and measures affect visualizations differently:
 - Dimensions are used to **segment** data
 - Measures can be aggregated
- **Segmenting** = grouping similar data together
- For example: price per neighborhood, days occupied by room type

The screenshot shows the Tableau desktop interface with the following details:

- Top Bar:** Includes standard icons for file operations (New, Open, Save, etc.), zoom, and view settings.
- Data Source Panel:** Shows the connection to "san_francisco".
- Dimensions Panel:** Lists "Id", "Neighborhood", and "Reviews Per Month" (highlighted with a green border).
- Measures Panel:** Lists "Availability 2020", "Days Occupied In 2019", "F1", "Latitude", "Longitude", "Minimum Nights", "Number of Reviews", "Price", "Number of Records", and "Measure Values".
- Sheet 1 View:** A blank sheet titled "Sheet 1" with two "Drop field here" placeholder areas.
- Context Menu (Open by Right Click):** A dropdown menu for "Reviews Per Month" with the following options:
 - Add to Sheet
 - Duplicate
 - Rename
 - Hide
 - Create ▾
 - Convert to Discrete
 - Convert to Measure (selected, highlighted with a blue background)
 - Change Data Type ▾
 - Geographic Role ▾
 - Default Properties ▾
 - Group by ▾
 - Folders ▾
 - Hierarchy ▾
 - Replace References...
 - Describe...

The screenshot shows the Tableau Data Prep interface. The top navigation bar includes icons for back, forward, search, and standard mode, along with a "Show Me" button. The left sidebar has tabs for "Data" and "Analytics", with "san_francisco" selected. Under "Dimensions", fields include "Id", "Neighborhood", "Reviews Per Month", "Room Type", and "Measure Names". Under "Measures", fields include "Availability 2020", "Days Occupied In 2019", "F1", "Latitude", "Longitude", "Minimum Nights", "Number of Reviews", "Price", "Number of Records", and "Measure Values". The main workspace is titled "Sheet 1" and contains three columns labeled "Pages", "Columns", and "Rows". The "Rows" column is currently selected, highlighted with an orange border, and the field "Neighborhood" is being dragged from the dimension list into it. A cursor arrow is positioned over the "Neighborhood" field. The workspace also features "Marks" settings for Color, Size, Text, Detail, and Tooltip, and two "Drop field here" placeholder areas.

The screenshot shows the Tableau Data Prep interface. On the left, there's a sidebar with various tabs like Data, Analytics, and Dimensions. Under Dimensions, fields like Id, Neighborhood, Reviews Per Month, Room Type, and Measure Names are listed. Under Measures, fields like Availability 2020, Days Occupied In 2019, F1, Latitude, Longitude, Minimum Nights, Number of Reviews, Price, Number of Records, and Measure Values are listed. The main area is titled "Sheet 1" and contains three "Drop field here" placeholder boxes. The top right corner of the main area has a dark blue border.

Sheet 1

Drop field here

Drop field here

Drop field here

Data Analytics

Dimensions

Measures

san_francisco

Standard

Show Me

Pages Columns Rows

Filters

Marks

Automatic

Color Size Text

Detail Tooltip

Data Source Sheet 1

The screenshot shows the Tableau desktop application interface. The top navigation bar includes icons for file operations (New, Open, Save, etc.), a search bar, and a "Standard" view dropdown. On the far right, there's a "Show Me" button.

The left sidebar contains the "Data" and "Analytics" tabs, with "Data" selected. Under "Data", a section for "san_francisco" is shown. Below this, the "Dimensions" and "Measures" sections are listed:

- Dimensions**:
 - # Id
 - Abc Neighborhood
 - # Reviews Per Month
 - Abc Room Type
 - Abc *Measure Names*
- Measures**:
 - # Availability 2020
 - # Days Occupied In 2019
 - # F1
 - @ Latitude
 - @ Longitude
 - # Minimum Nights
 - # Number of Reviews
 - # Price
 - =# *Number of Records*
 - # Measure Values

The main workspace is titled "Sheet 1". It features three large, empty rectangular areas labeled "Drop field here" in each corner. To the left of these areas is a "Marks" shelf with options: Automatic, Color, Size, Text, Detail, and Tooltip.

At the bottom of the interface, there is a navigation bar with tabs for "Data Source" and "Sheet 1", along with other standard toolbar icons.

The screenshot shows the Tableau desktop application interface. The top navigation bar includes icons for file operations, zoom, and standard view mode. The left sidebar contains the Data pane with a selected data source named "san_francisco" under the "Data" tab, and the Analytics pane. Below these are sections for Dimensions and Measures, each listing various fields. The main workspace is titled "Sheet 1" and features three shelves: "Rows" (selected), "Columns", and "Marks". The "Marks" shelf is set to "Automatic" and includes options for Color, Size, Text, Detail, and Tooltip. The "Rows" shelf has three placeholder slots labeled "Drop field here". The bottom navigation bar includes tabs for "Data Source" and "Sheet 1", along with other standard toolbar icons.

Data

san_francisco

Dimensions

- # Id
- Abc Neighborhood
- # Reviews Per Month
- Abc Room Type
- Abc *Measure Names*

Measures

- # Availability 2020
- # Days Occupied In 2019
- # F1
- @ Latitude
- @ Longitude
- # Minimum Nights
- # Number of Reviews
- # Price
- =# *Number of Records*
- # Measure Values

The screenshot shows the Tableau Data Prep interface. On the left, the 'Data' tab is selected, displaying a list of datasets: 'san_francisco' (selected), 'Dimensions', and 'Measures'. Under 'Dimensions', fields like 'Id', 'Neighborhood', 'Reviews Per Month', 'Room Type', and 'Measure Names' are listed. Under 'Measures', fields like 'Availability 2020', 'Days Occupied In 2019', 'F1', 'Latitude', 'Longitude', 'Minimum Nights', 'Number of Reviews', 'Price', 'Number of Records', and 'Measure Values' are listed. A 'Filters' section is also present. The main workspace is titled 'Sheet 1' and contains three 'Drop field here' placeholder boxes. The top right corner features a 'Show Me' button.

The screenshot shows the Tableau Data Prep interface. At the top, there's a toolbar with various icons for navigation and file operations. Below the toolbar, the left sidebar contains sections for **Data**, **Analytics**, and **Dimensions**. The **Dimensions** section lists fields: **# Id**, **Abc Neighborhood**, **# Reviews Per Month**, **Abc Room Type**, and **Abc Measure Names**. The **Measures** section lists fields: **# Availability 2020**, **# Days Occupied In 2019**, **# F1**, **⊕ Latitude**, **⊕ Longitude**, **# Minimum Nights**, **# Number of Reviews**, **# Price**, **=# Number of Records**, and **# Measure Values**. The main workspace is titled "Sheet 1" and features three "Drop field here" placeholder areas. On the far left of the workspace, there's a "Filters" panel. The bottom navigation bar includes tabs for **Data Source** and **Sheet 1**, along with other icons.

The screenshot shows the Tableau desktop application interface. The top navigation bar includes icons for file operations (New, Open, Save, etc.), a search bar, and a "Standard" view dropdown. On the far right of the top bar is a "Show Me" button.

The left sidebar contains several sections:

- Data**: Shows a connection named "san_francisco".
- Analytics**: A dropdown menu.
- Dimensions**: Lists fields: "# Id", "Abc Neighborhood", "# Reviews Per Month", "Abc Room Type", and "Abc Measure Names".
- Measures**: Lists fields: "# Availability 2020", "# Days Occupied In 2019", "# F1", "# Latitude", "# Longitude", "# Minimum Nights", "# Number of Reviews", "# Price", "=# Number of Records", and "# Measure Values".

The main workspace is titled "Sheet 1". It features a grid with three "Drop field here" placeholder areas. To the left of the grid is the "Marks" shelf, which is highlighted with a dark blue border. The Marks shelf includes a dropdown for "Automatic" and six buttons: "Color", "Size", "Text", "Detail", and "Tooltip".

At the bottom of the interface is a toolbar with icons for Data Source, Sheet 1, and other sheet navigation.

The screenshot shows the Tableau desktop application interface. The top navigation bar includes icons for file operations (New, Open, Save, etc.), a search bar, and a "Standard" view dropdown. On the far right, there's a "Show Me" button.

The left sidebar contains the "Data" and "Analytics" tabs, with "san_francisco" selected under "Data". Below this, the "Dimensions" section lists fields: Id, Neighborhood, Reviews Per Month, Room Type, and Measure Names. The "Measures" section lists: Availability 2020, Days Occupied In 2019, F1, Latitude, Longitude, Minimum Nights, Number of Reviews, Price, Number of Records, and Measure Values.

The main workspace is divided into several sections:

- Pages:** Shows "Sheet 1".
- Columns:** A header row with three columns labeled "Columns".
- Rows:** A header row with two columns labeled "Rows".
- Filters:** A section for filtering data.
- Marks:** A section titled "Marks" with a dropdown set to "Automatic". It contains six options: Color, Size, Text, Detail, and Tooltip, with "Color" highlighted by a blue border.
- Sheet 1 Canvas:** A large area with a grid and three "Drop field here" placeholder labels.

The screenshot shows the Tableau Data Prep interface. At the top, there's a toolbar with various icons. Below it, the left sidebar contains sections for 'Data' (selected), 'Analytics' (dropdown), 'san_francisco' (data source), 'Dimensions' (list: Id, Neighborhood, Reviews Per Month, Room Type, Measure Names), and 'Measures' (list: Availability 2020, Days Occupied In 2019, F1, Latitude, Longitude, Minimum Nights, Number of Reviews, Price, Number of Records, Measure Values). A 'Filters' section is also present. The main area is titled 'Sheet 1' and features a 'Marks' dropdown menu open, showing options like Automatic, Bar, Line, Area, Square, Circle, Shape, Text, Map, Pie, Gantt Bar, Polygon, and Density. The 'Automatic' option is currently selected. The interface has several 'Drop field here' placeholder areas. At the bottom, there's a navigation bar with tabs for 'Data Source' (selected), 'Sheet 1', and other sheet icons.

The screenshot shows the Tableau desktop application interface. The top navigation bar includes icons for file operations (New, Open, Save, etc.), a search bar, and a "Standard" view dropdown. On the right, there's a "Show Me" button.

The left sidebar contains the "Data" and "Analytics" panes. The "Data" pane lists a single data source: "san_francisco". The "Analytics" pane is currently set to "Standard".

The main workspace is titled "Sheet 1". It features a grid with three columns and three rows, each labeled "Drop field here".

The "Dimensions" shelf on the left lists fields: "Id", "Neighborhood", "Reviews Per Month", "Room Type", and "Measure Names".

The "Marks" shelf lists options: Color, Size, Text, Detail, and Tooltip, with "Automatic" selected.

The "Measures" shelf lists fields: Availability 2020, Days Occupied In 2019, F1, Latitude, Longitude, Minimum Nights, Number of Reviews, Price, Number of Records, and Measure Values.

At the bottom, the ribbon shows tabs for "Data Source" (selected), "Sheet 1", and other sheet icons.

Our business question

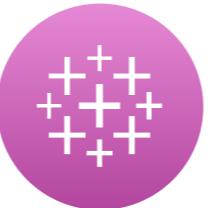
Which neighborhood and room type has the highest price on Airbnb listings?

Let's practice!

INTRODUCTION TO TABLEAU

A tour of the interface

INTRODUCTION TO TABLEAU



Hadrien Lacroix

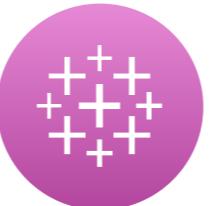
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Let's practice!

INTRODUCTION TO TABLEAU

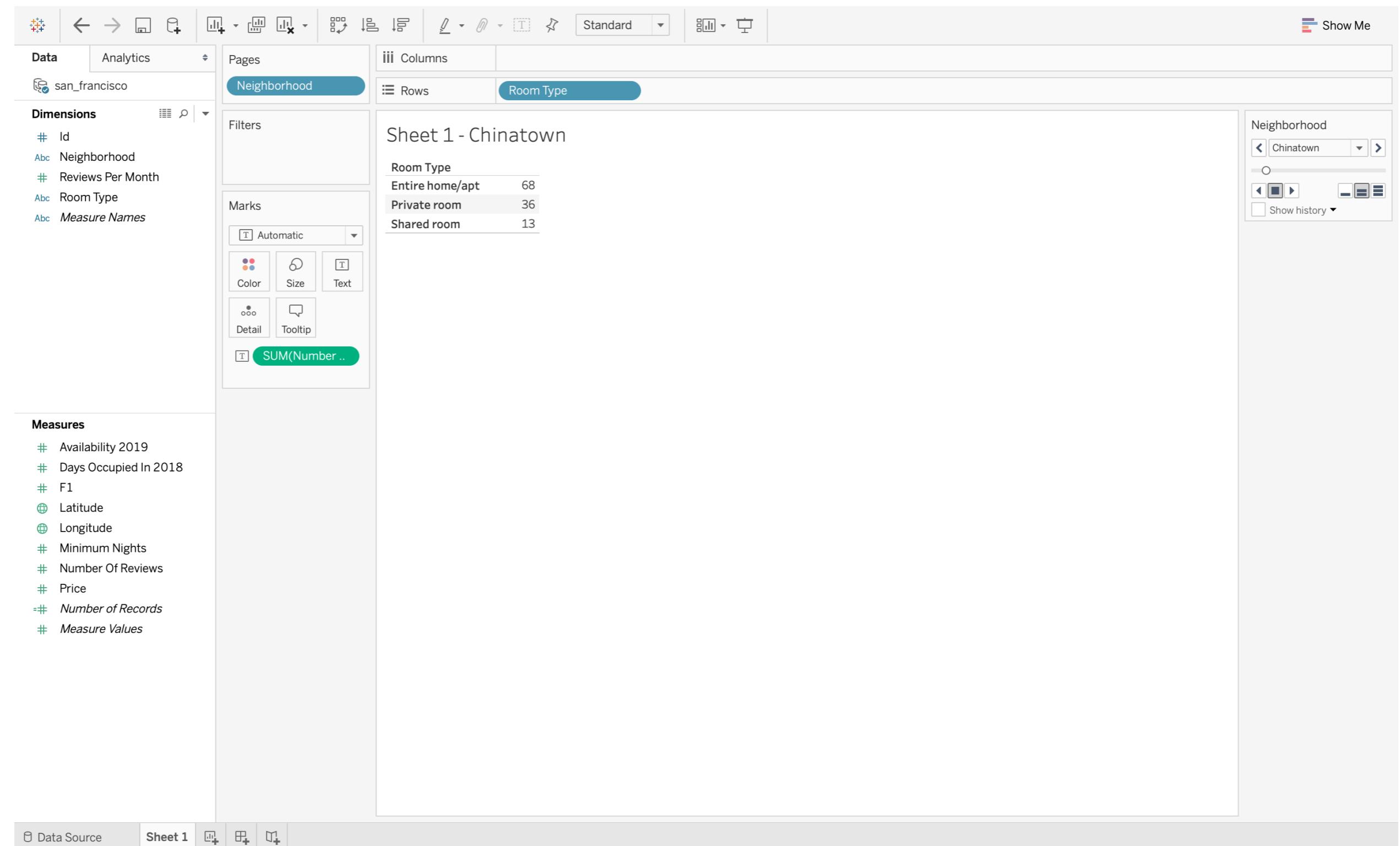
Your first visualization

INTRODUCTION TO TABLEAU

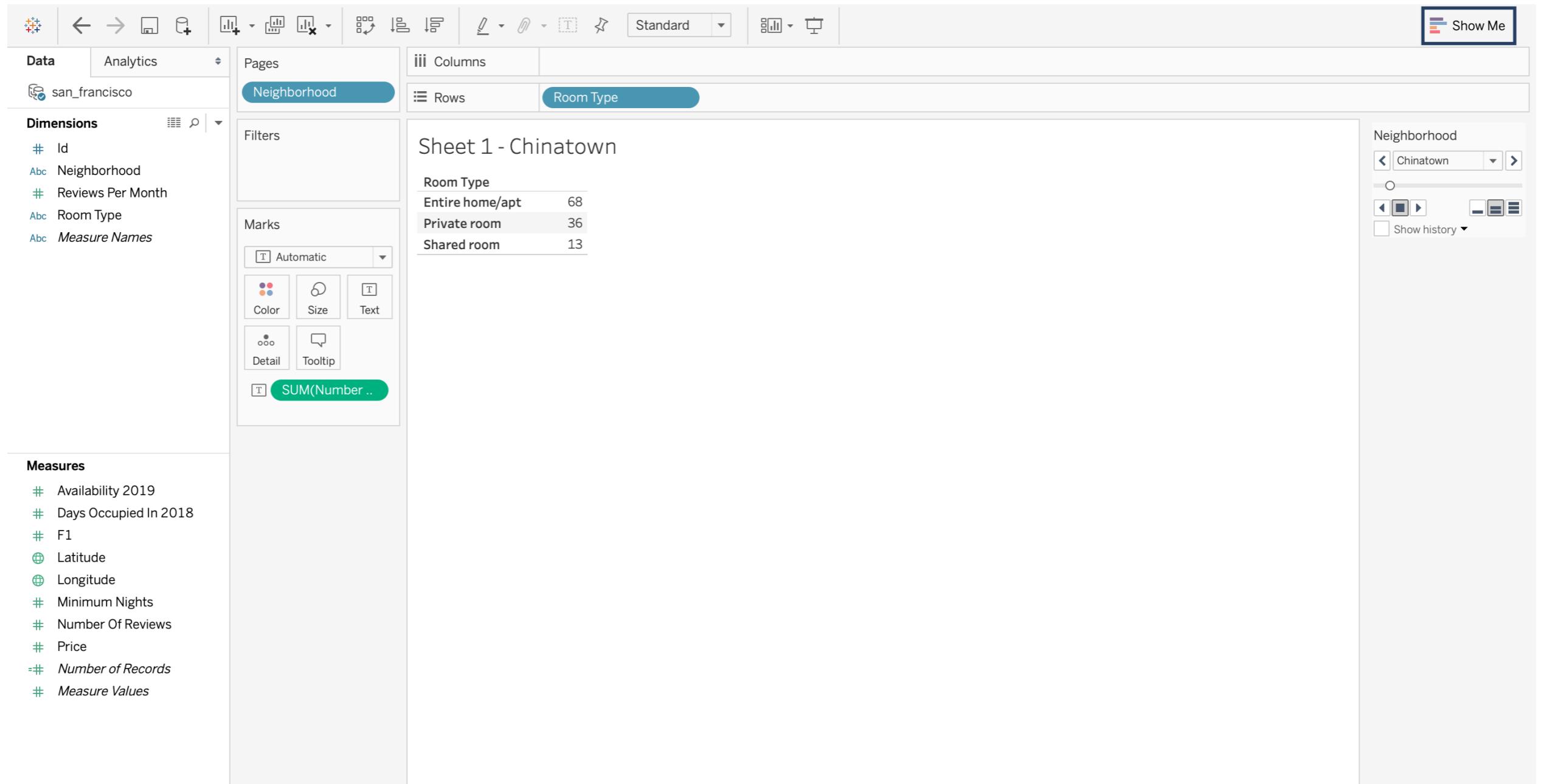


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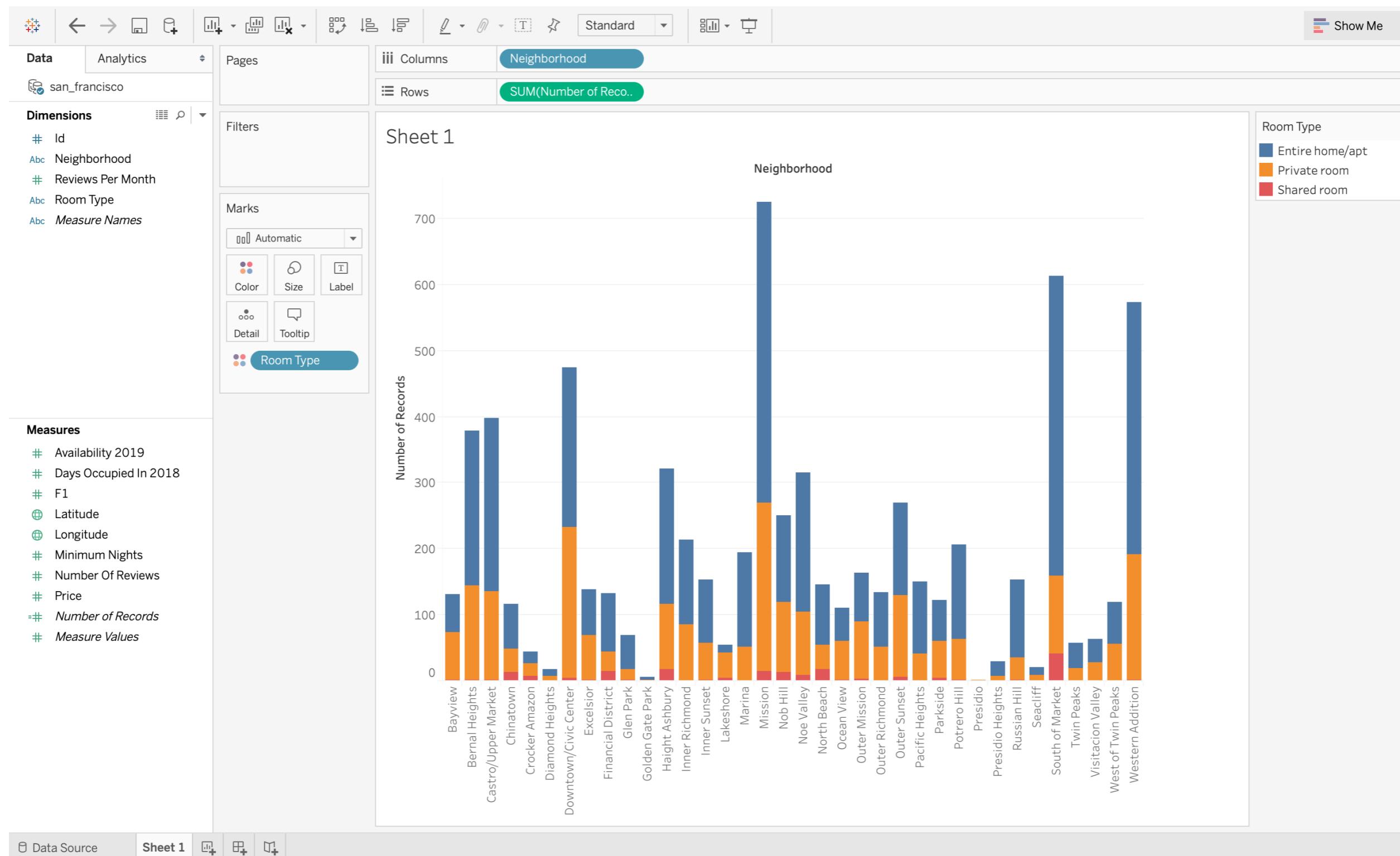


Show me!



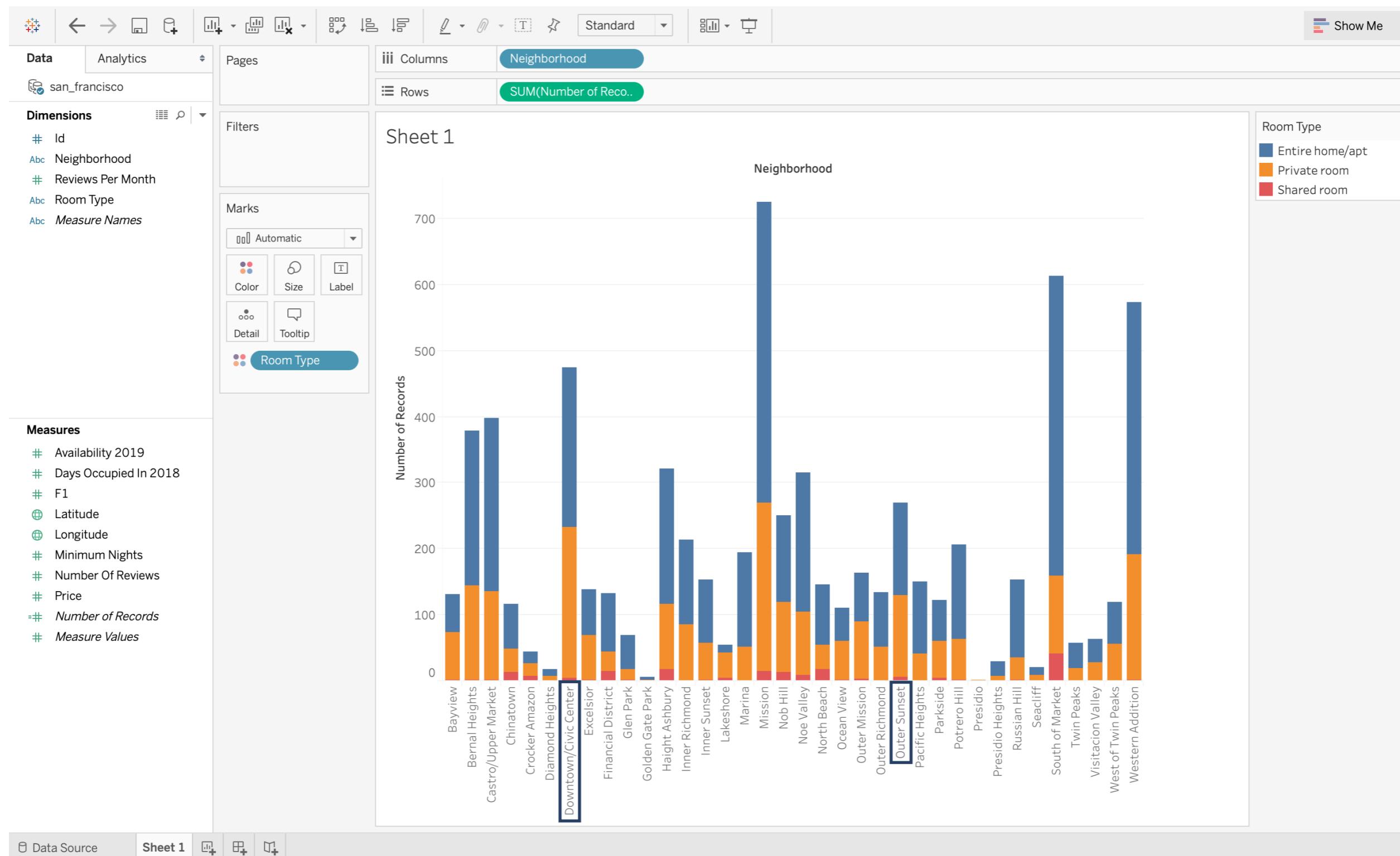
Show me choices

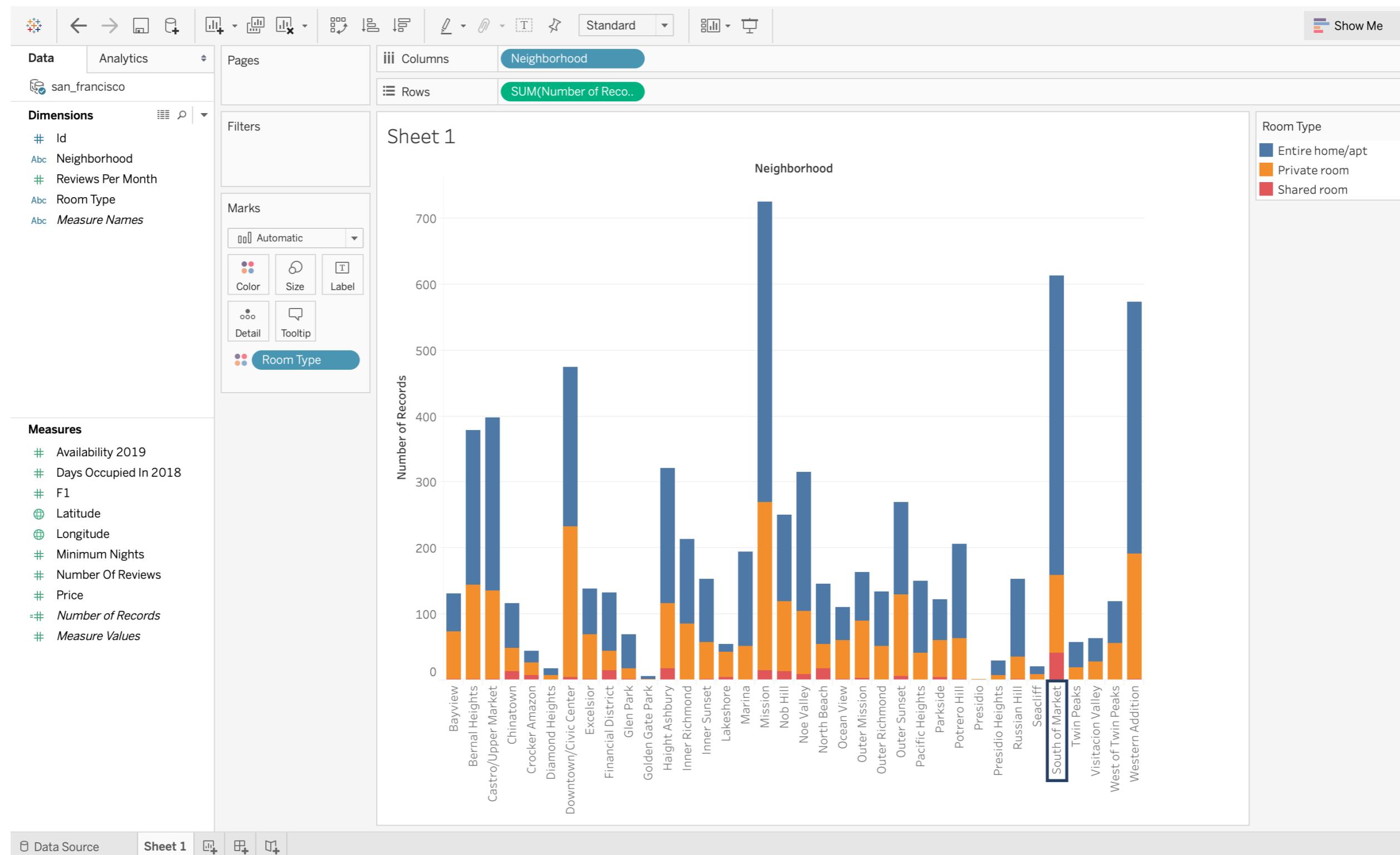




Data Source

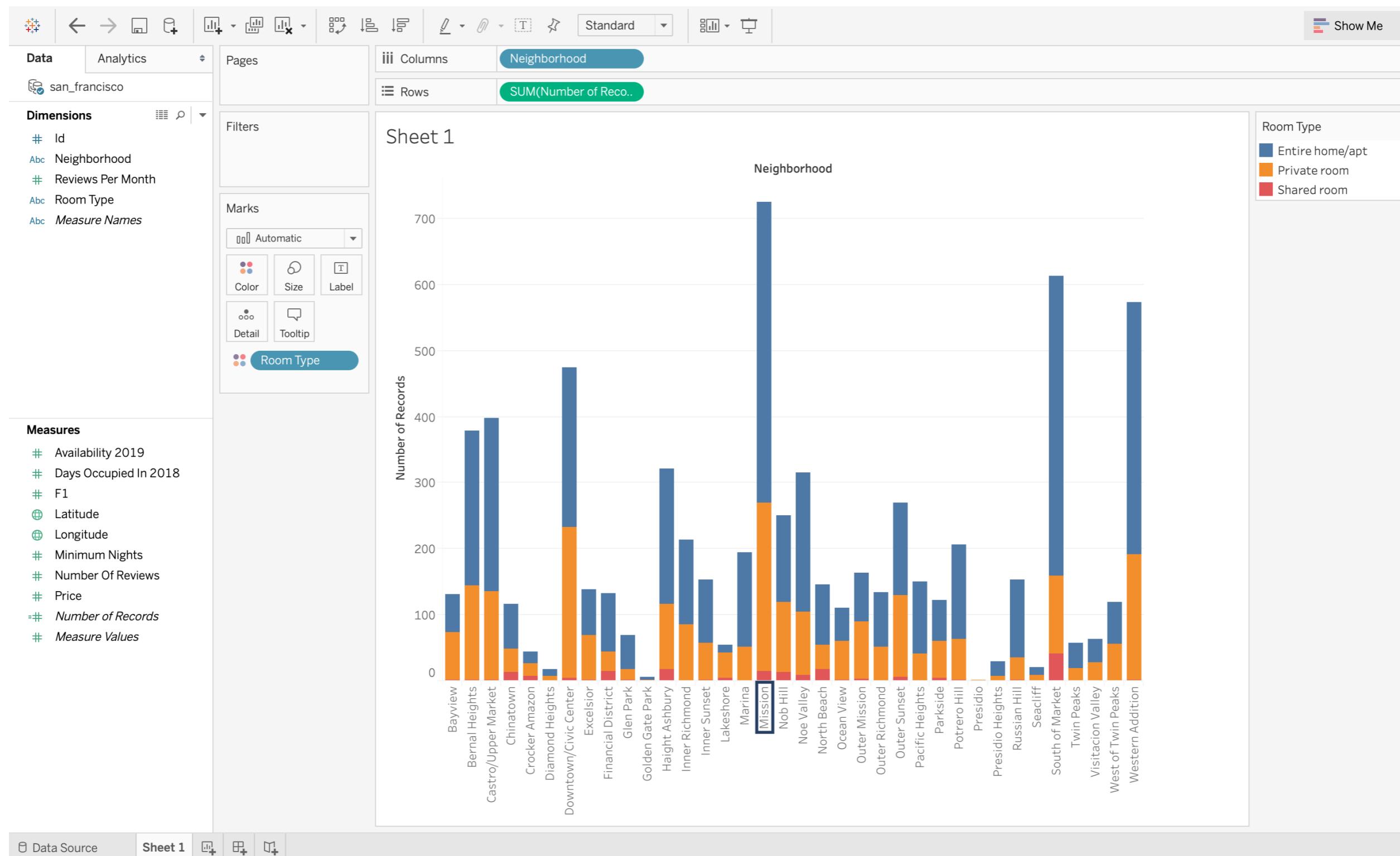
Sheet 1





Data Source

Sheet 1



Data Source

Sheet 1

Let's practice!

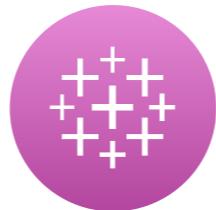
INTRODUCTION TO TABLEAU

Building and improving visualizations

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