

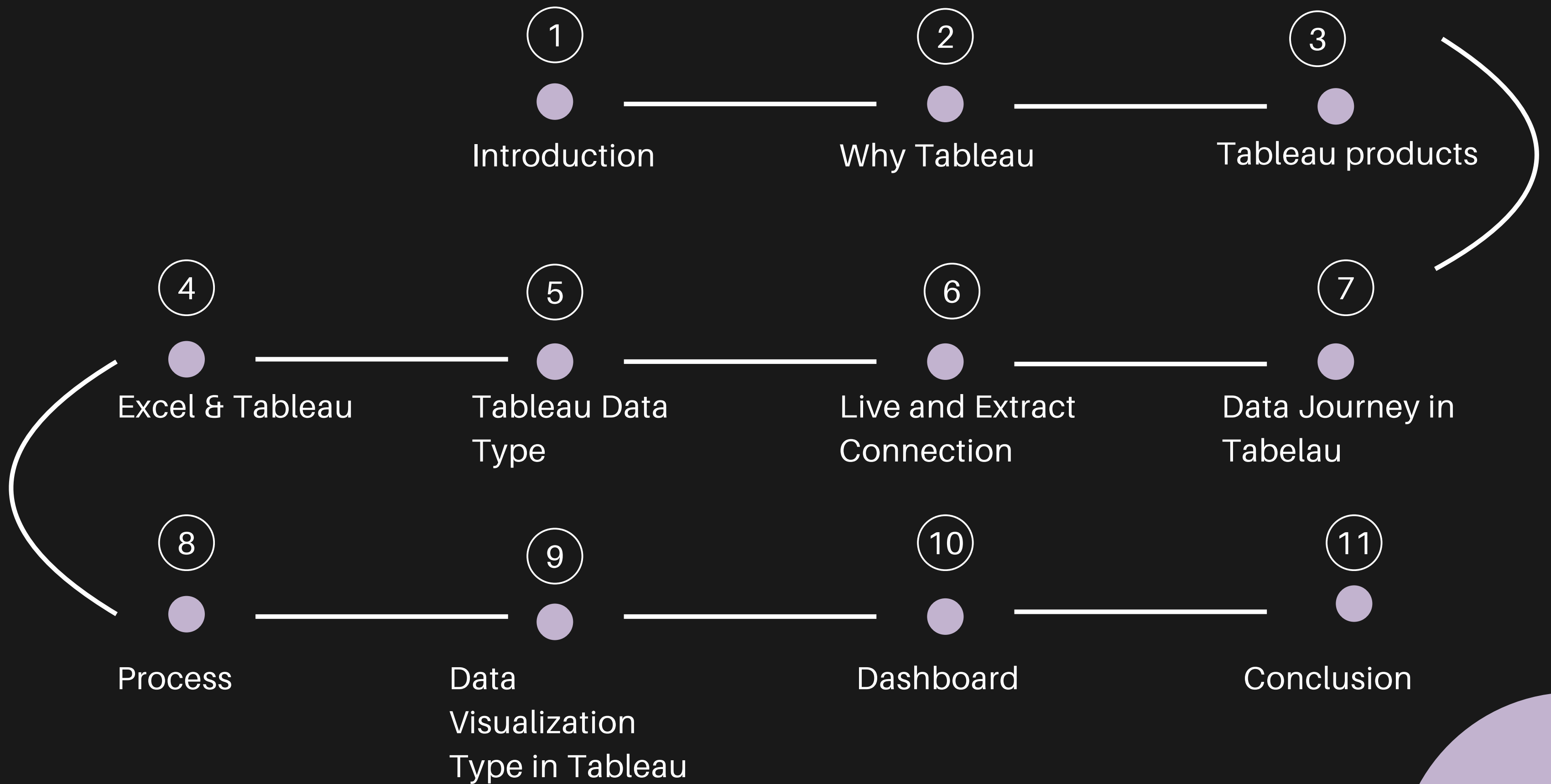


TABLEAU

A Business Intelligence tool



AGENDA





INTRODUCTION

Tableau is a visual analytical tool to present the large complex data into the readable understandable format. These days it is widely used by most of the business sectors as it provide great quality with ease. Tableau can connect to 50 data sources and gives us 24 types of charts.

WHY TABLEAU



01

Speed

02

User
Friendly

03

Eye catching
and
Interactive
Dashboards

04

Direct
Connection

05

Easy
Publishing
and Sharing



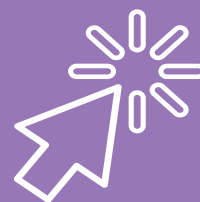
1

Tableau Desktop
(for creating
dashboards).



2

Tableau Public
(free version for
sharing online).



3

Tableau Server
(enterprise
sharing).



4

Tableau Online
(cloud version).



5

Tableau Prep
(data cleaning +
preparation).

TABLEAU PRODUCTS

TABLEAU & EXCEL



FEATURES

Primary Use

Data Handling

Visualization

Ease of Use

Cost

EXCEL

Data entry, formulas,
reporting

Small to medium
datasets

Basic charts (bar, line,
pie, pivot)

Formula-driven, widely
known

Affordable (part of MS
Office)

TABLEAU

Data visualization,
dashboards

Large & complex
datasets

Advanced, interactive
visuals

Drag-and-drop, user-
friendly

Costlier (separate
license)

TABLEAU DATA TYPE :

- Number (#)
- String / Text (ABC)
- Date ()
- Geographic ()
- Boolean (True / False)
- DATE & TIME

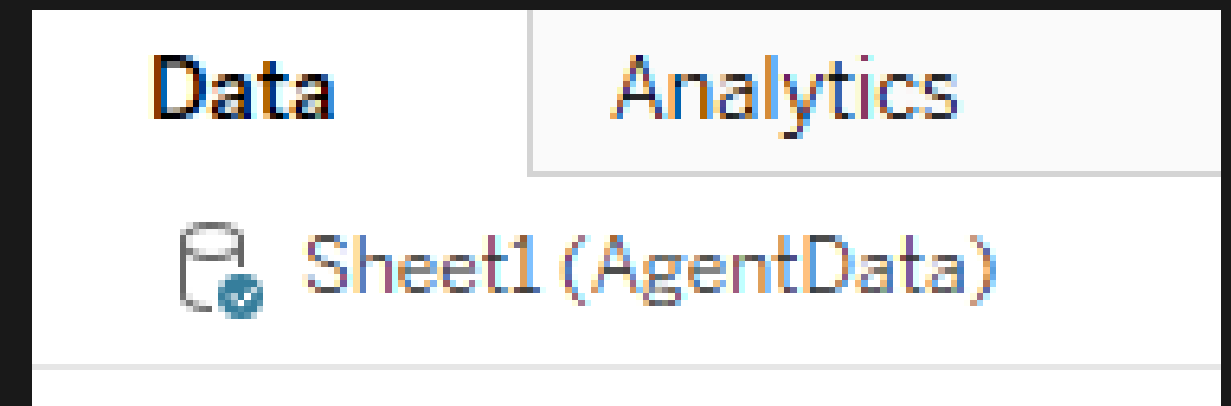


LIVE AND EXTRACT CONNECTION

TABLEAU PROVIDES TWO TYPES OF CONNECTIONS:

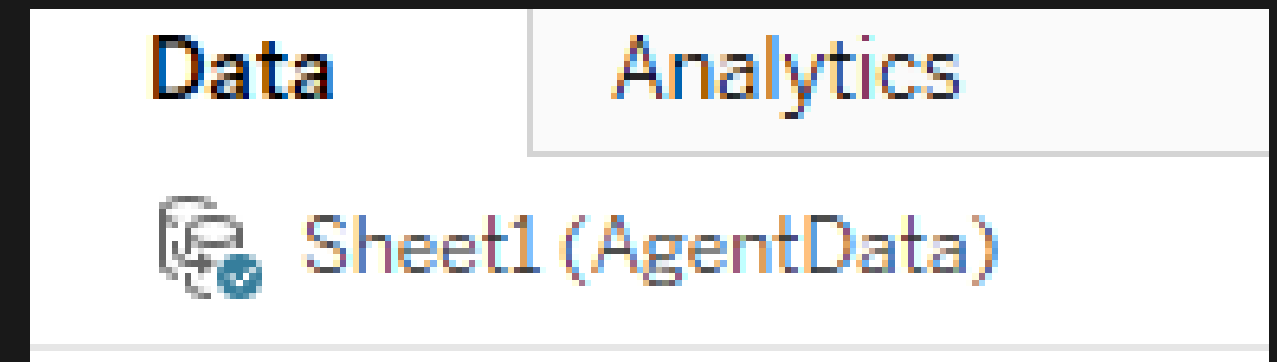
- **Live Connection**

Connects directly to the data source and shows real-time updates.

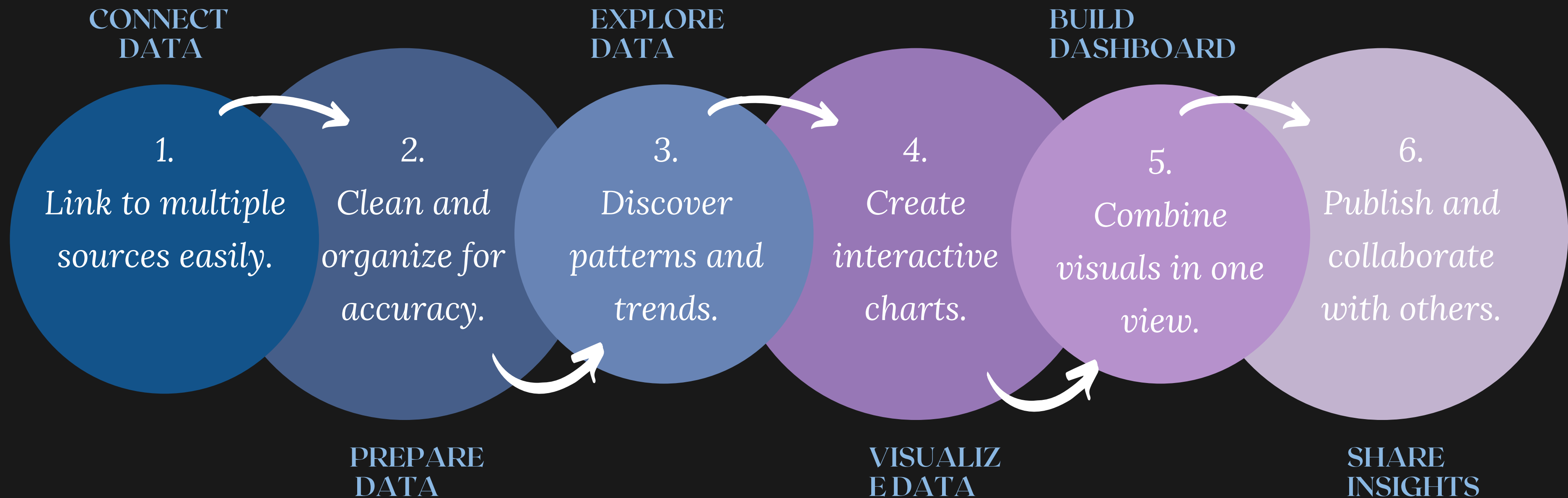


- **Extract Connection**

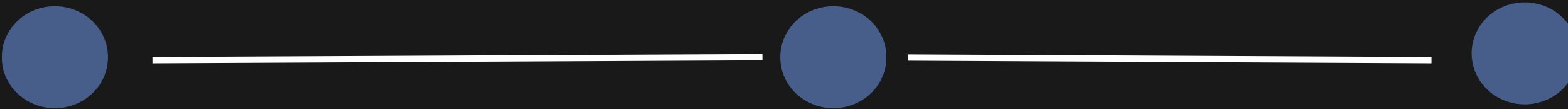
Creates a snapshot of the data for faster performance and offline use.



DATA JOURNEY IN TABLEAU



PROCESS



Connect to a data source – It involves locating the data and using an appropriate type of connection to read the data.

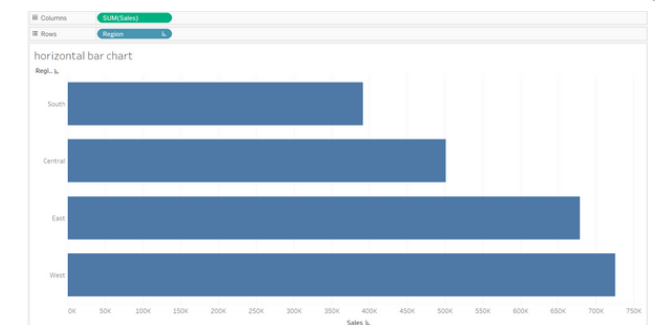
Choose dimensions and measures -This involves selecting the required columns from the source data for analysis.

Apply visualization technique – This involves applying required visualization methods, such as a specific chart or graph type to the data being analyzed.

DATA VISUALIZATION TYPES IN TABLEAU

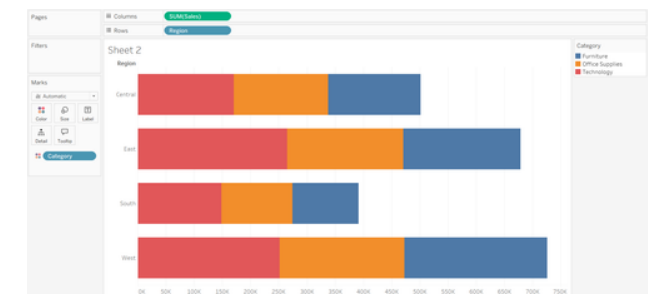
HORIZONTAL BAR CHART

Horizontal bars used for comparing specific values across categories (e.g. sales by region)



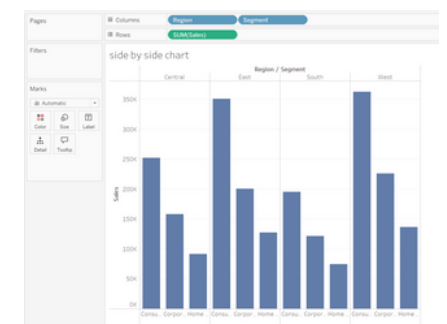
STACKED BAR CHART

Used to show categorical data within a bar chart (e.g., sales by region and category)



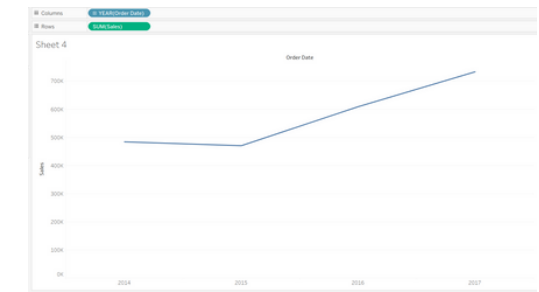
SIDE -BY-SIDE CHART

Used to compare values across categories in a bar chart format (e.g., sales by region comparing segment)



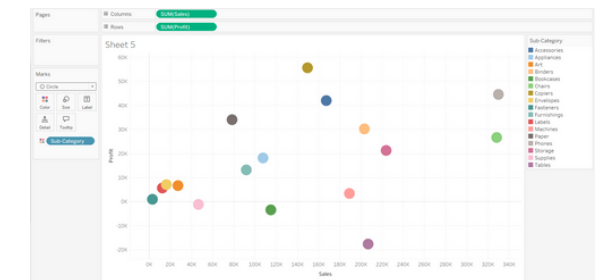
LINE CHART

Used for looking at a numeric value over time (e.g., sales over order date)



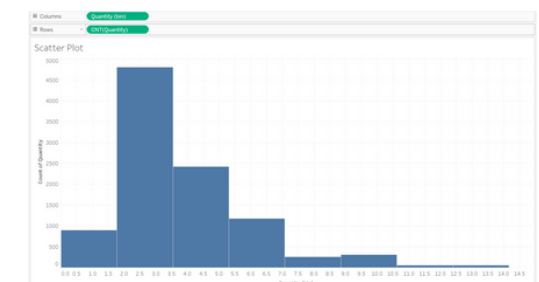
SCATTER PLOT CHART

Used to identify patterns between two continuous variables (e.g., profit vs. sales by sub category)



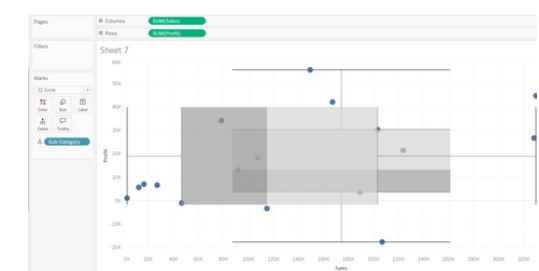
HISTOGRAM CHART

Used to show a distribution of data (e.g., Distribution of quantity)



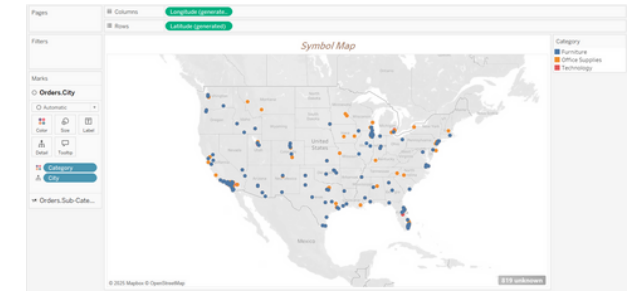
BOX-AND-WHISPER PLOT

Used to compare distributions between categorical variables (e.g., sales vs. profit by sub category)



SYMBOL MAP CHART

Used to show geographical data (e.g., city by category)



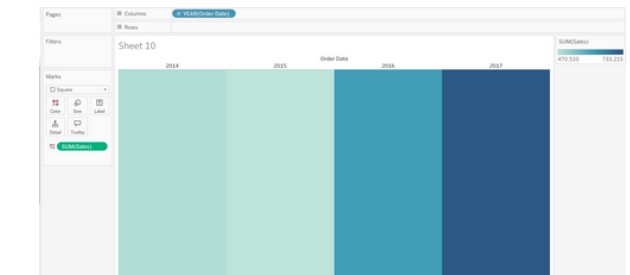
HEAT MAP CHART

Used to visualize data in rows and columns as colors (e.g., profit by sub category)



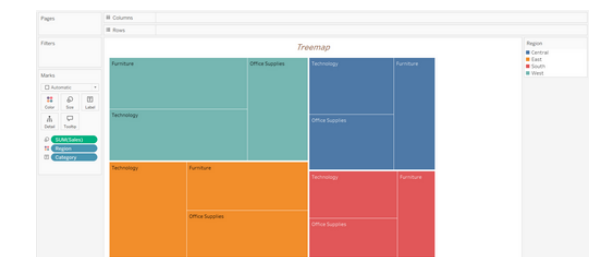
HIGHLIGHT TABLE CHART

Used to show data values with conditional color formatting (e.g., sales by year)



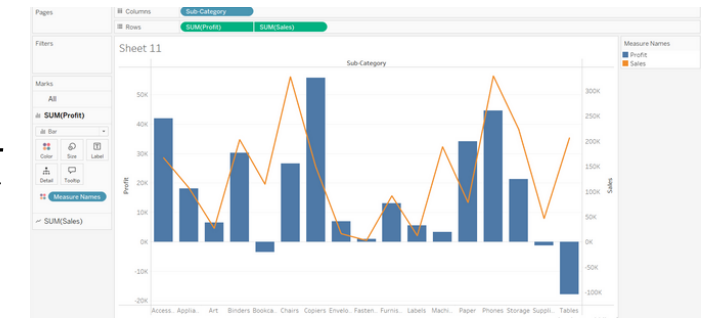
TREEMAP CHART

Used to show hierarchical data (e.g., Show how much sales generate by region in category)



DUAL COMBINATION CHART

Used to show two visualizations within the same visualization (e.g., profit for each sub category as a bar chart with sales as a line chart)



PIE CHART

Used to show the proportion of each category as a part of a whole (e.g., sales by category)



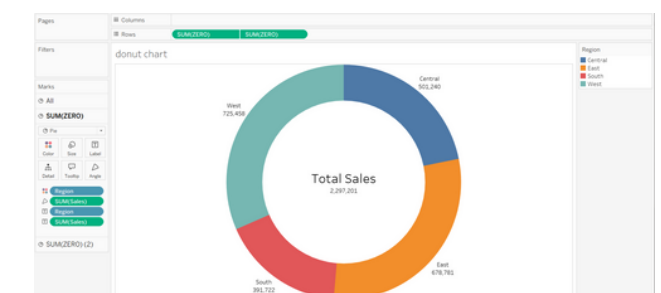
PACKED BUBBLES CHART

Used to display data in circles sized by a measure, useful for comparing values visually. (e.g., sales by sub category)

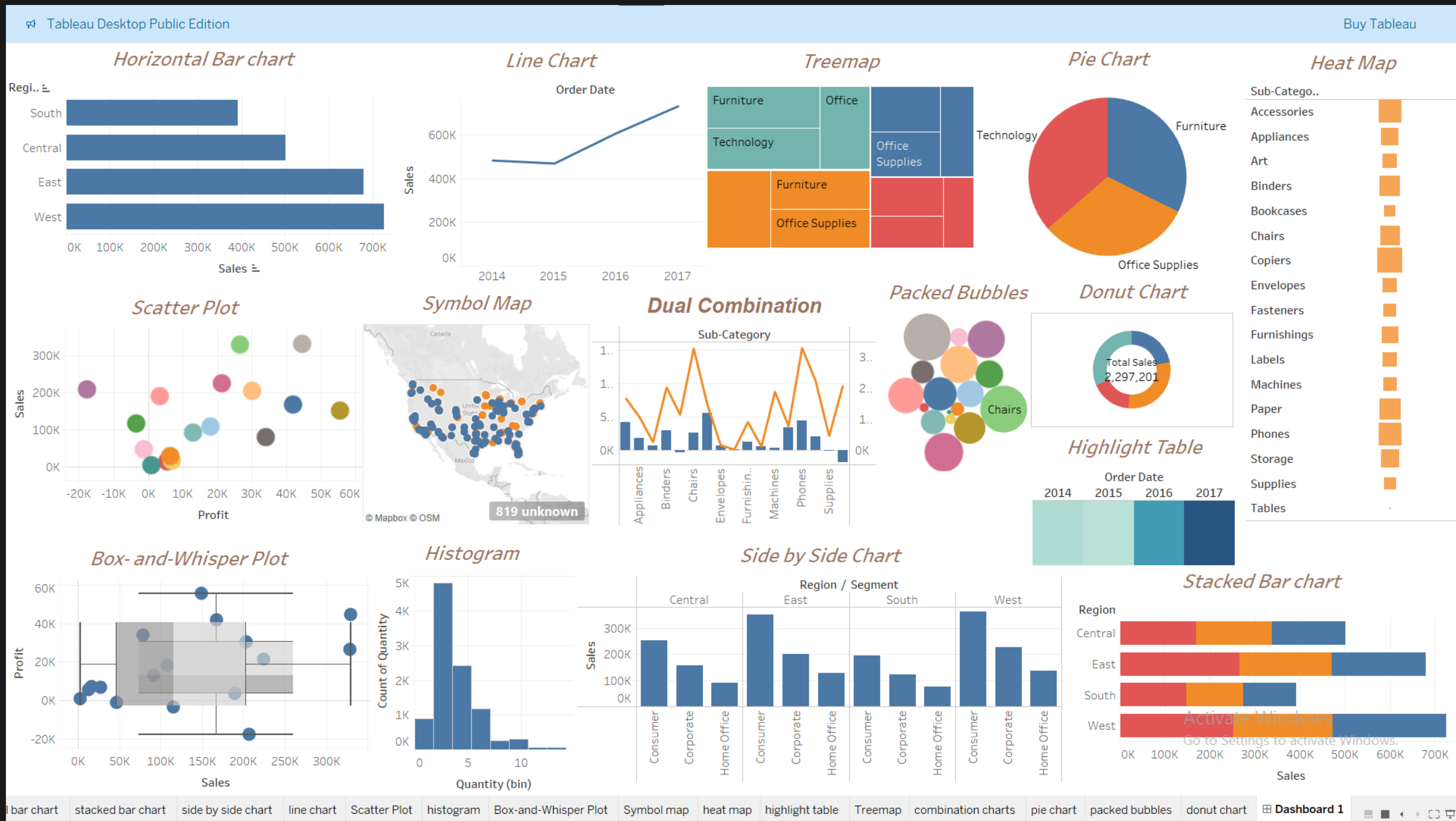


DONUT CHART

Similar to a pie chart but with a blank center, making proportions easier to compare. (e.g., sales by region)



DASHBOARD



CONCLUSION



Tableau turns raw data into clear, interactive insights. With its easy drag-and-drop interface, powerful visuals, and real-time data connections, Tableau helps businesses make faster and smarter decisions.



THANK YOU



gurbanikaur652@gmail.com



<https://github.com/kaur-gurbani>