Tab: Intro to Data Visualization, Basic Charts and Operations |Lecture

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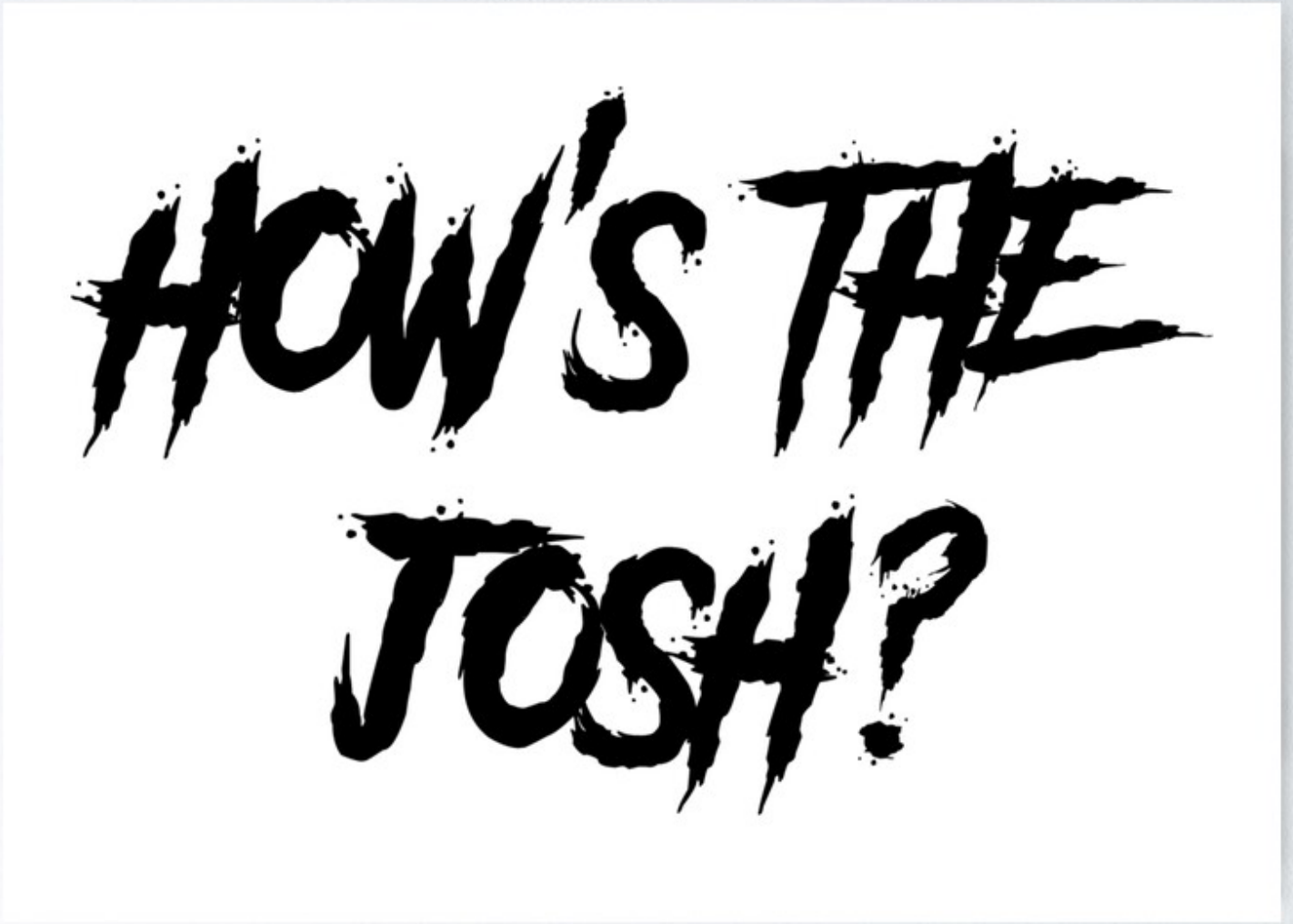

HOW'S THE
JOSH?

Business Intelligence (BI)

⇒ Combines Business Analytics, data mining, data visualization, data tray and infra to make erg take more data driven decisions.

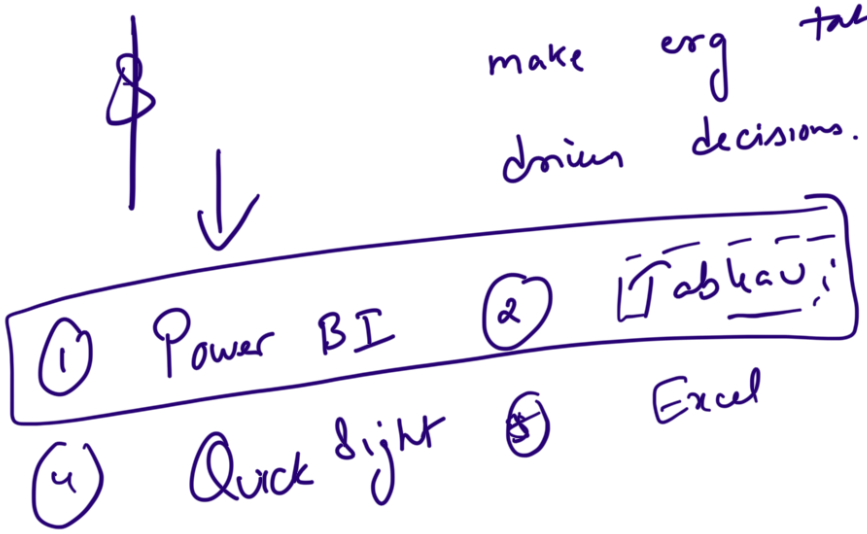


Tableau
- Prep ✓
- Desktop —
- Server ✓
- online ✓
- Reader ✓
- Public ✓

File extension

1. .twbx : Packaged file which contains data, layout, visualization, calculations, workbook.
2. .twb (Tableau Workbook):
   - XML File Contain references to data
   - visualization,

↳ layout, ...
Calculations, workbook settings.

Tableau Data Types

Data Type	Icon
String values (Text)	Abc
Integer values (Numbers)	#
Date values (DD/MM/YYYY or MM/DD/YYYY)	
Date & Time values	
Boolean values (True or False; relational)	T|F
Geographic values (Region, Postal code etc.)	
Cluster group or mixed values	

Measures

- It is a field that is a dependent variable, i.e its value is a function of 1 or more dimensions.
- Any field which is numeric in nature.
- Quantitative

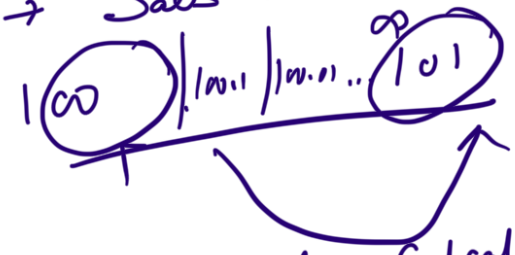
Dimensions

- It is a field that Ca be considered as Independent Variable.
- Except numbers, everything
- Qualitative

Col_name	M	D
(1) Customer Name	X	✓
(2) Order Date	X	✓
(3) Qty Sold	✓	X
(4) employe Id	X	✓
(5) employee Count	✓	X

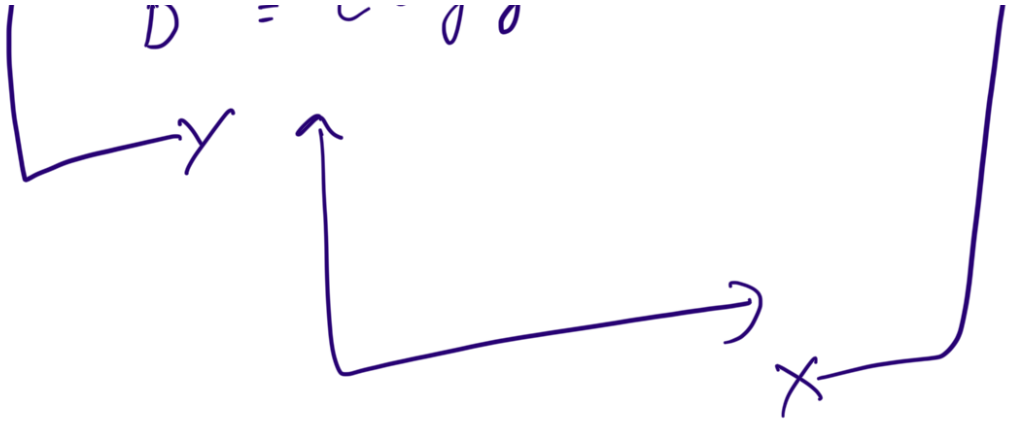
Discrete and Continous fields

Discrete

Discrete (Blue) (D)	Continous (Green) (M)
→ Individual, Separate or distinct Eg → C.N ⇒ Amit	→ unbroken, whole or without interruption. Eg → Sales Revenue →  → used to Calculations, trends and aggregation.
→ Used to grouping, filtering and Categorization	

Col-name	Type (D/M)	D | C
(1) Profit Margin	M	C
(2) Region	D	D
(3) Discount %	M	C
(4) Order Date	D	D

Determine the total sales value of each category.



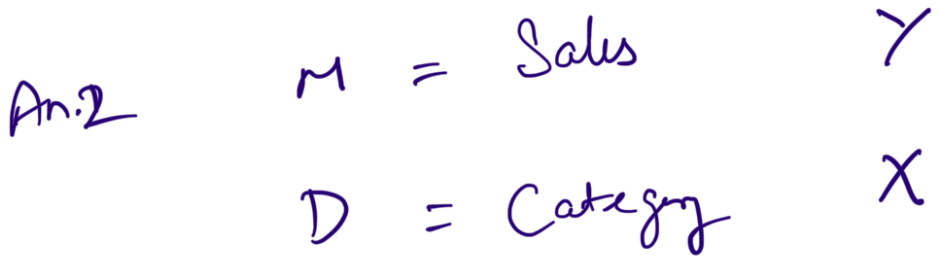
Visual Analytics

↳ use of sophisticate tools and processes to analyze data set using visual representation of Data.

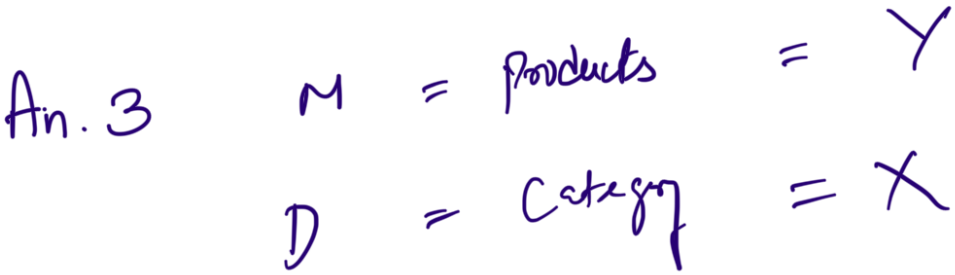
Live	Extract
→ Connects directly to DB and fetch real time data. → Always up to date, reflecting real time changes.	→ is a snapshot of data and it is stored locally in a .hyper file. → static, needs to refreshed manually or schedule.

Determine the average sales value of each category.

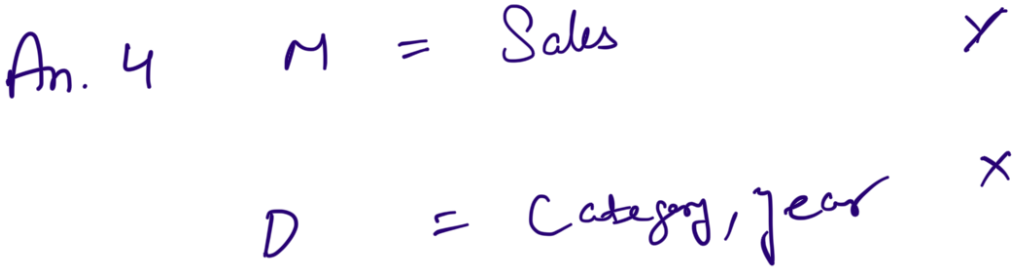
Determine the average sales value of each category.



Determine total number of products within each category.



Business problem 3 : Find the product category that has the highest sales throughout most of the years.



Find the year and month that had the highest and lowest sales.