

14.2.1

Set Up Your Tableau Workspace

Great work on getting the data all set up! Next, we need to take a deeper dive into our analytic tool, Tableau. Your investors are excited to see what you've been working on, so let's transform those ideas into visualizations.

Now that you have a basic understanding of Tableau's main features, you can begin to get acquainted with the Tableau workspace. The Tableau workspace is where you will create your visualization.

Data Pane

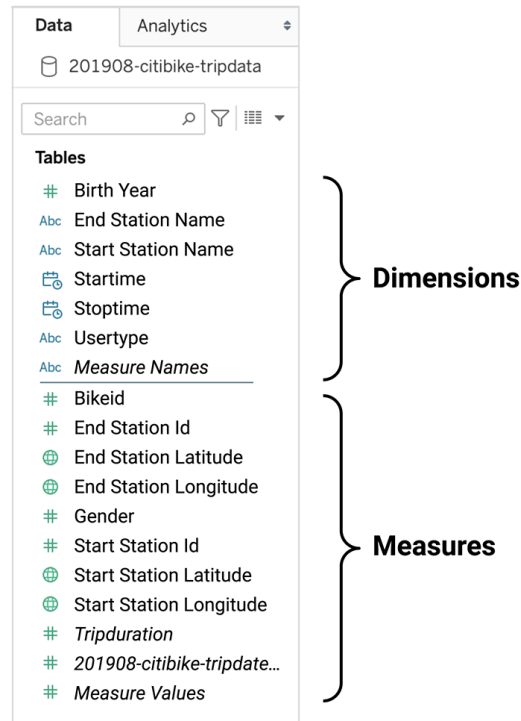
The first part of the workspace you need to be familiar with is the Data Pane on the left side of the workspace. This is where all the fields are located in the selected data source.

The Data Pane includes two types of data fields: dimensions and measures.

Dimensions are located in the upper part of the Data Pane section. They are the qualitative values in your dataset, such as names, dates, and geographical data. You can use dimensions to categorize, segment, and reveal the details in your data.

Measures are located in the lower part of the Data Pane section. They are the quantitative values in your dataset, which are usually numerically measured. You can apply calculations to measures and they can be aggregated. When you drag a measure into Columns, Rows, Marks, or Filters, Tableau automatically applies an aggregation to that measure.

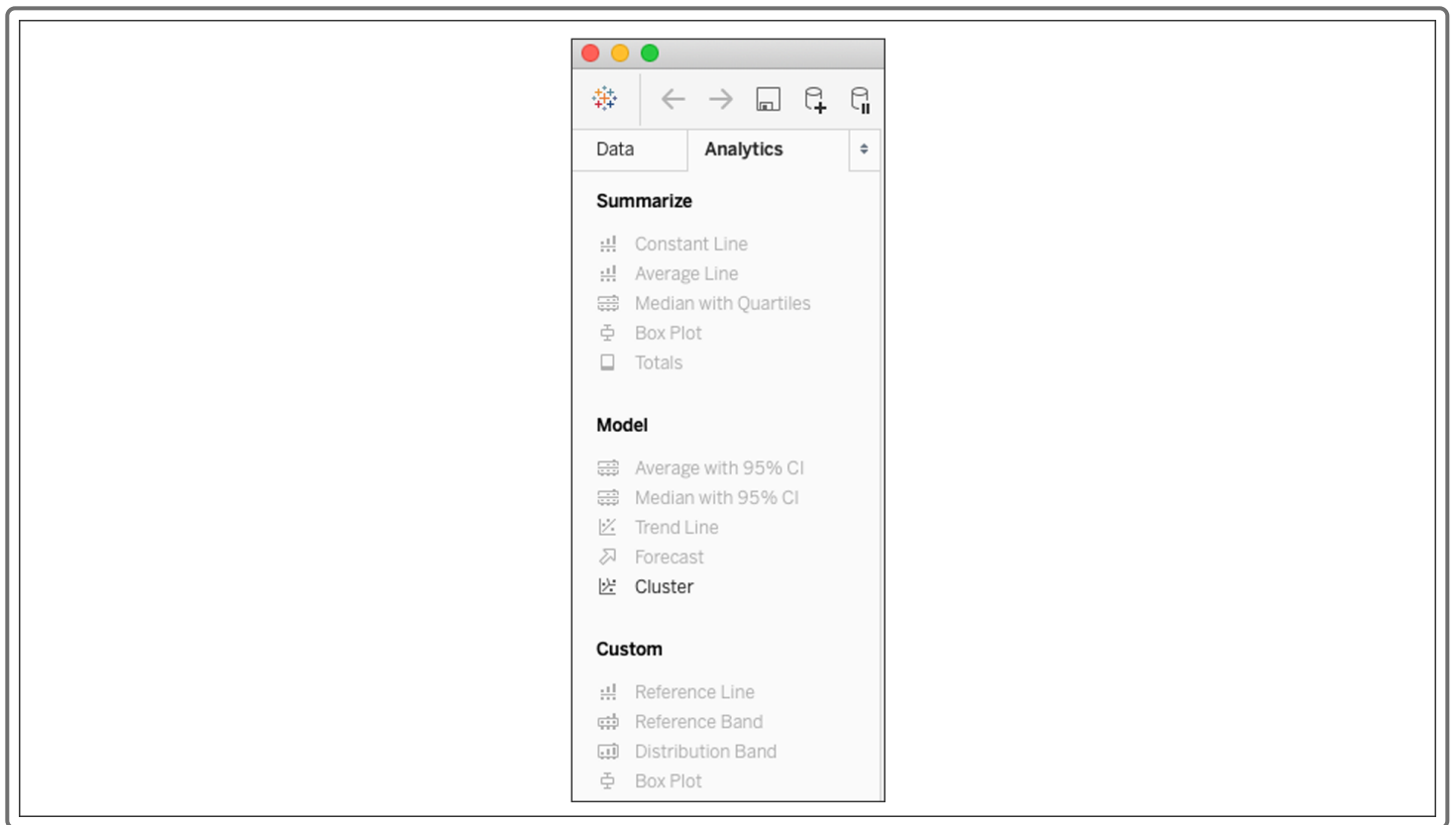
You should be able to see all of the dimensions and measures for the Citi Bike data in the Data Pane. This is what you should see:



Once we've verified that the dimensions and measures are correct, turn your attention to the Analytics Pane.

Analytics Pane

The Analytics Pane is Inside the Data Pane. Within this pane are Summarize, Model, and Custom categories, as shown in the following image:



Take a look at the options in each category. Note that grayed-out text indicates the option is not available for the data you have selected. If the option is not grayed out, you can use that method of analysis for your data. We won't use these analytics right now, but it's important to know that they are there.

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