



STORY BY DATA

DATA VISUALIZATION WITH TABLEAU

KATE STRACHNYI

INTRODUCTION

INSTRUCTOR



Kate Strachnyi

FACILITATOR



Peter Strachnyi

INTRODUCTION

Name

Company

Tableau / Data Visualization
Experience

Hello
My Name Is

OBJECTIVES

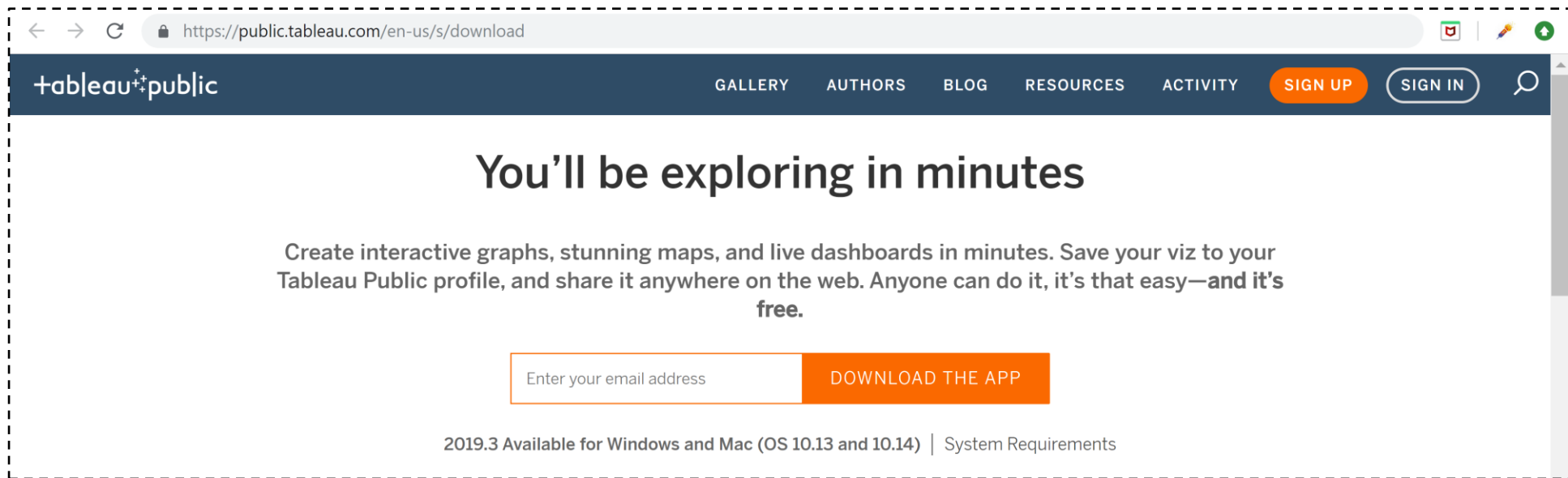
- ☐ Use Tableau Public to analyze data
- ☐ Build an interactive dashboard
- ☐ Publish a dashboard to Tableau Public

AGENDA

- ❑ Download Tableau Public (free)
- ❑ Brief tutorial on Tableau Public (follow-along)
 - Connecting to data
 - Overview of Tableau layout
 - Creating a worksheet (filters, formatting, etc.)
- ❑ Build your first dashboard
- ❑ Apply your skills – answer data questions with Tableau
- ❑ Publish to Tableau Public

DOWNLOAD TABLEAU PUBLIC

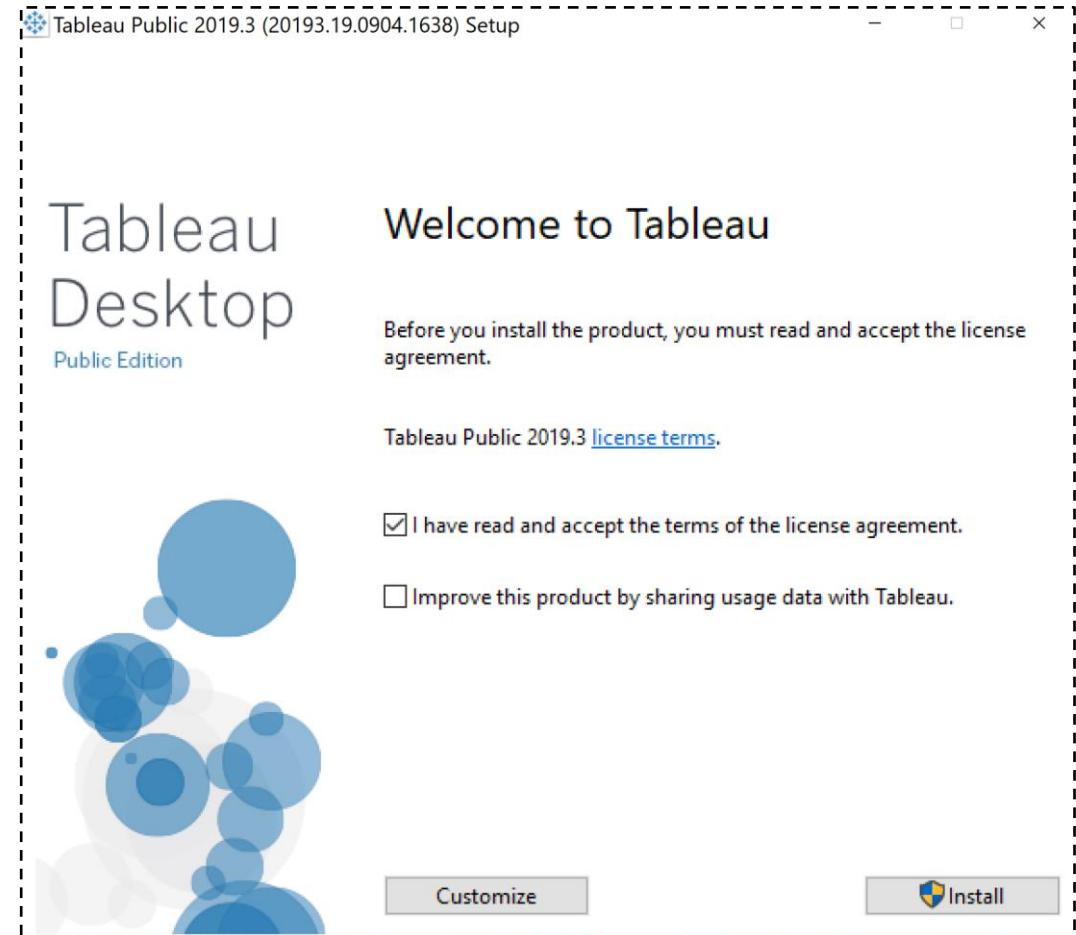
1. Go to this link: <https://public.tableau.com/en-us/s/download>

A screenshot of the Tableau Public website's download page. The browser's address bar shows the URL 'https://public.tableau.com/en-us/s/download'. The page has a dark blue header with the 'tableau+public' logo on the left and navigation links for 'GALLERY', 'AUTHORS', 'BLOG', 'RESOURCES', 'ACTIVITY', 'SIGN UP' (in an orange button), and 'SIGN IN' (in a white button). Below the header, the main content area has a large heading 'You'll be exploring in minutes' followed by a paragraph: 'Create interactive graphs, stunning maps, and live dashboards in minutes. Save your viz to your Tableau Public profile, and share it anywhere on the web. Anyone can do it, it's that easy—and it's free.' Below this text is a form with a white input field containing the placeholder text 'Enter your email address' and an orange button labeled 'DOWNLOAD THE APP'. At the bottom of the page, there is a small line of text: '2019.3 Available for Windows and Mac (OS 10.13 and 10.14) | System Requirements'.

2. Type in your email address & click “Download the App”

DOWNLOAD TABLEAU PUBLIC

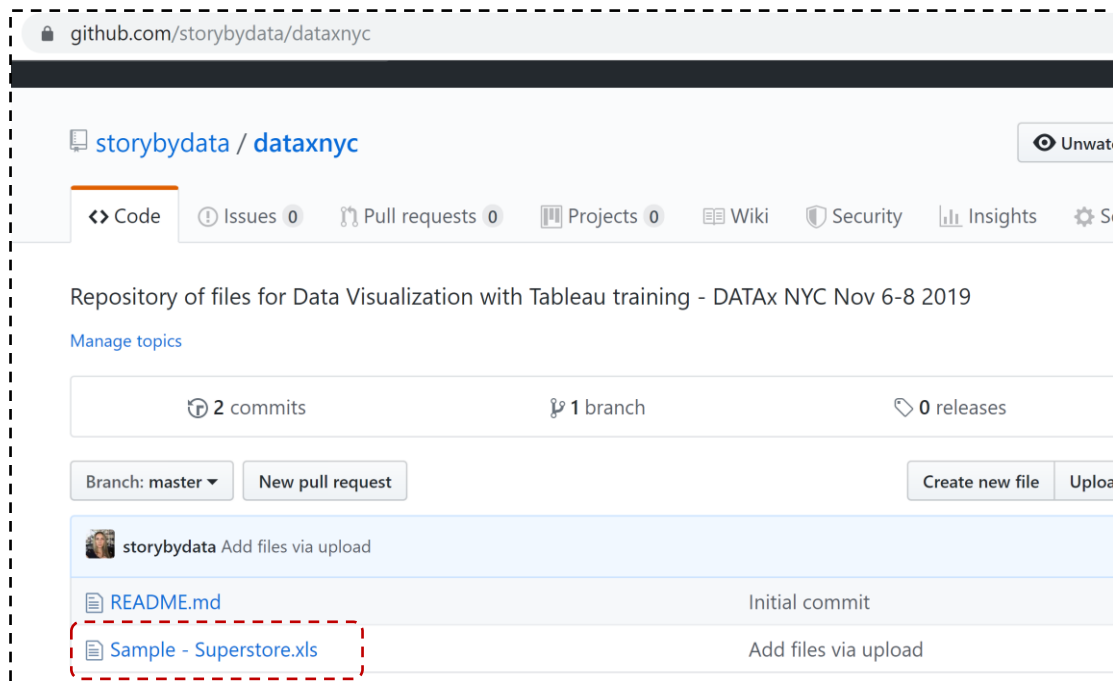
3. Accept the terms of the license agreement
4. Click “Install”



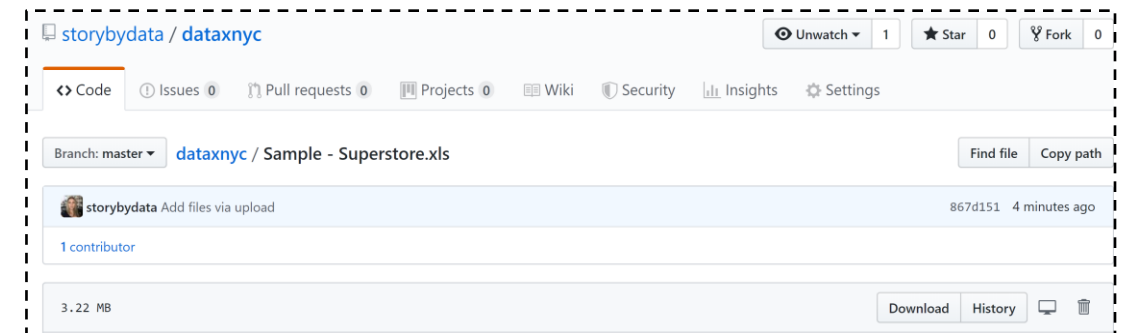
CONNECTING TO DATA

Go to this site to download the data:

<https://github.com/storybydata/dataxnyc>



Click on “Download”



SPENDING TIME IN TABLEAU – FOLLOW ALONG

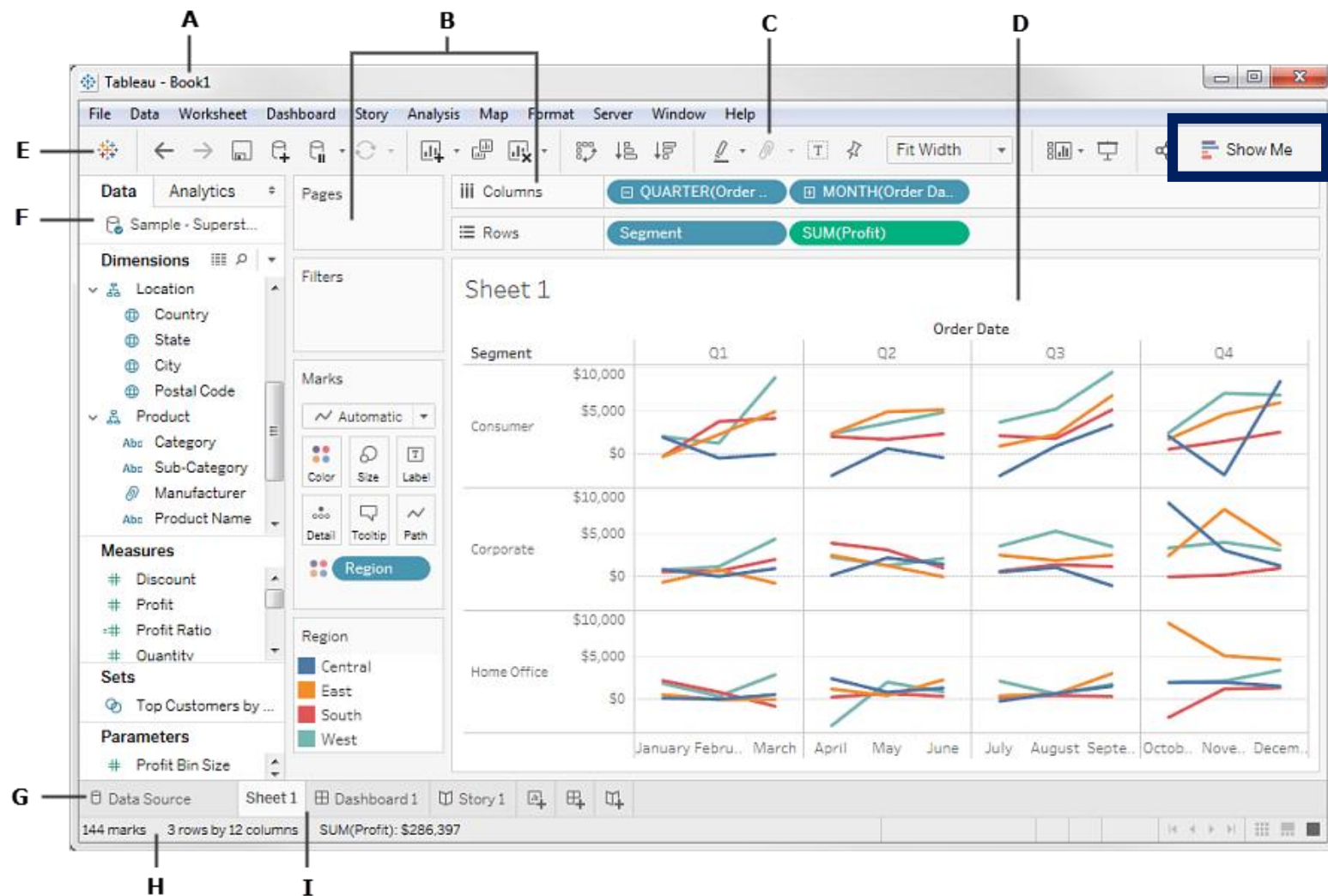
...Follow Along...



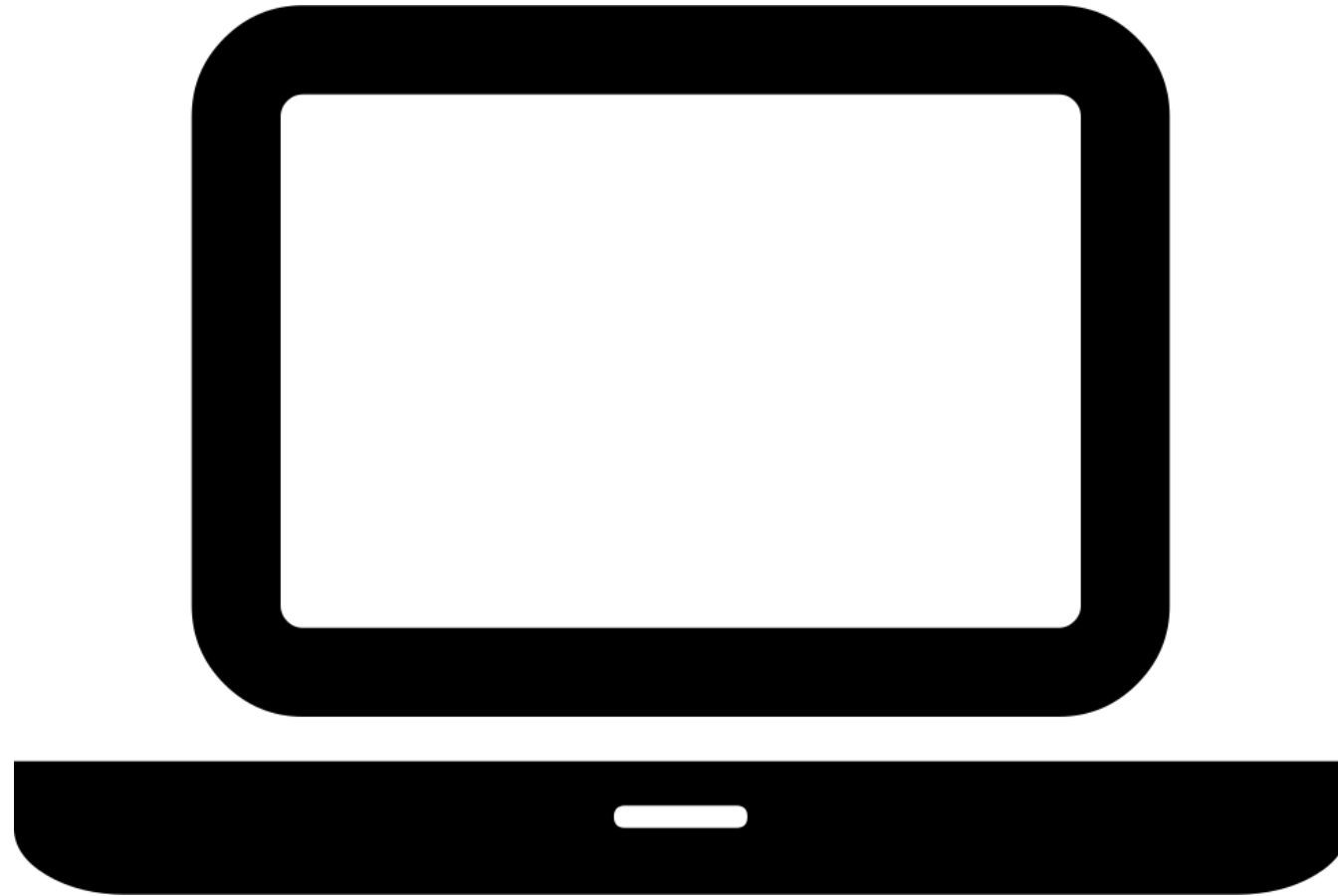
...Follow Along...

TABLEAU – TOUR OF ENVIRONMENT

- A. Workbook name
- B. Cards and shelves
- C. Toolbar
- D. View
- E. Start Page
- F. Side Bar
- G. Data Source Page
- H. Status bar
- I. Sheet tabs



APPLY YOUR KNOWLEDGE





APPLY YOUR KNOWLEDGE

Answer data questions with Tableau

QUESTION 1

Which product category had the highest amount of sales in 2015?



HINT: [Category], [Sales], [Order Date]



APPLY YOUR KNOWLEDGE

Answer data questions with Tableau

QUESTION 2

Which month historically had the lowest profit for the Furniture category?



HINT: [Category], [Profit], [Order Date]



APPLY YOUR KNOWLEDGE

Answer data questions with Tableau

QUESTION 3

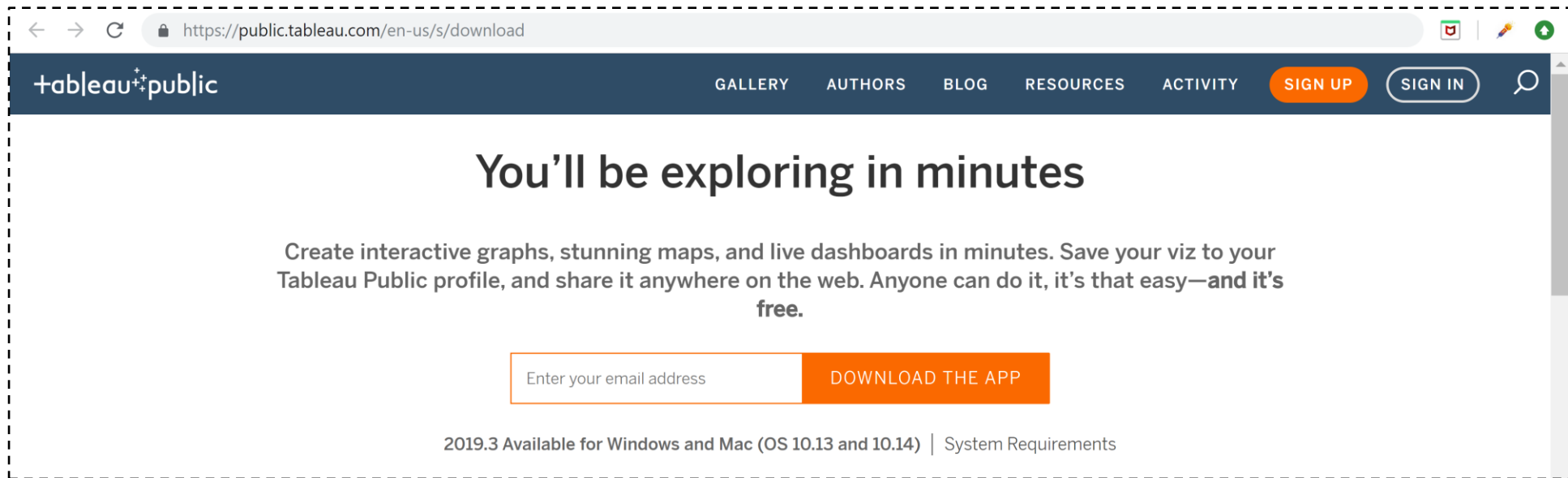
What is the name of the customer that had the highest profit margin in 2014?



HINT: [Customer Name], [Sales], [Profit], [Order Date]

PUBLISHING TO TABLEAU PUBLIC: SIGN UP

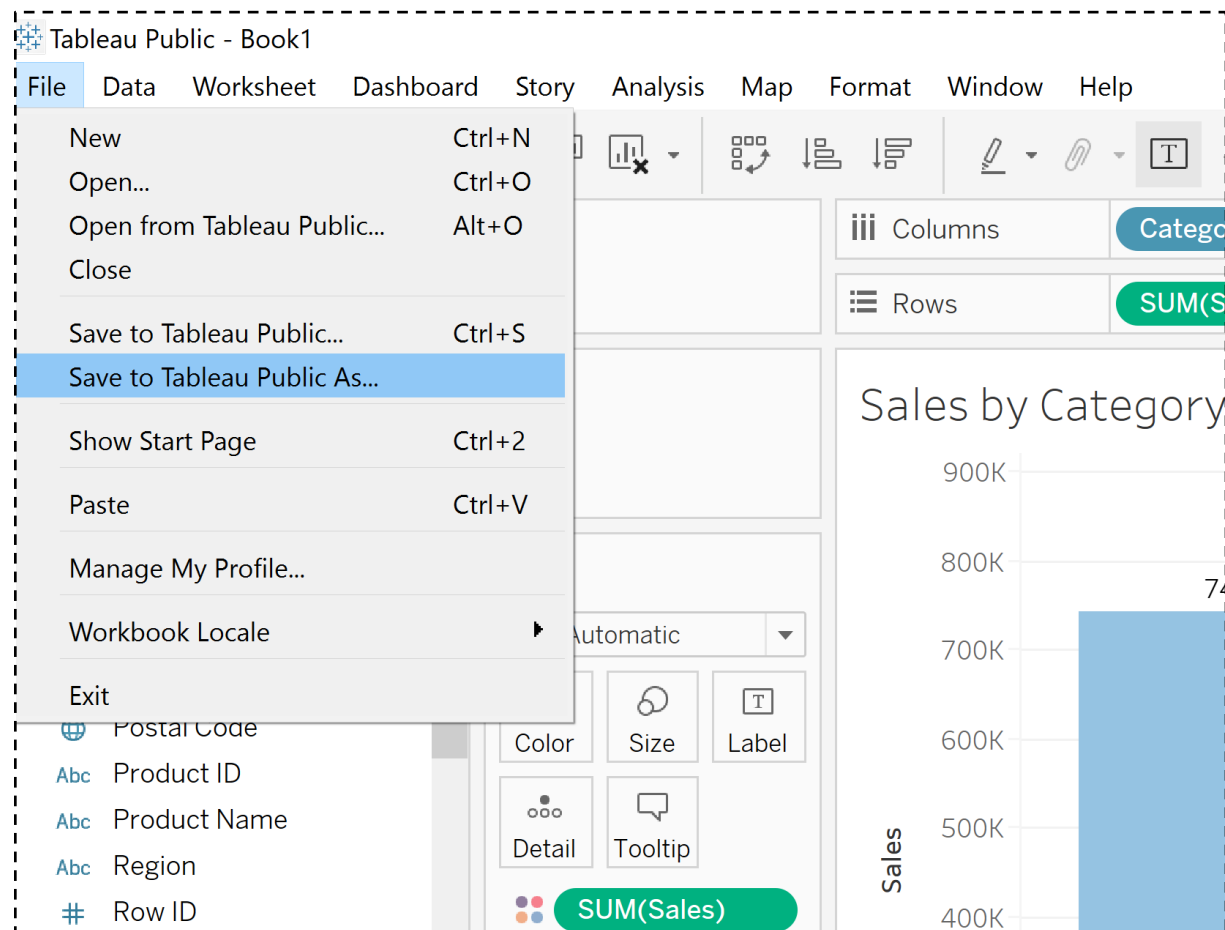
1. Go to this link: <https://public.tableau.com/en-us/s/>



2. Click “Sign Up” and fill out the required information

PUBLISHING TO TABLEAU PUBLIC: PUBLISH

1. Click File > Save to Tableau Public As...
2. Sign In
3. Save Workbook
4. Publish Complete



THANK YOU

Feel free to connect with me!

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