STORY BY DATA

DATA VISUALIZATION WITH TABLEAU

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INTRODUCTION

INSTRUCTOR

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FACILITATOR

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INTRODUCTION

Name

Company

Tableau / Data Visualization Experience

OBJECTIVES

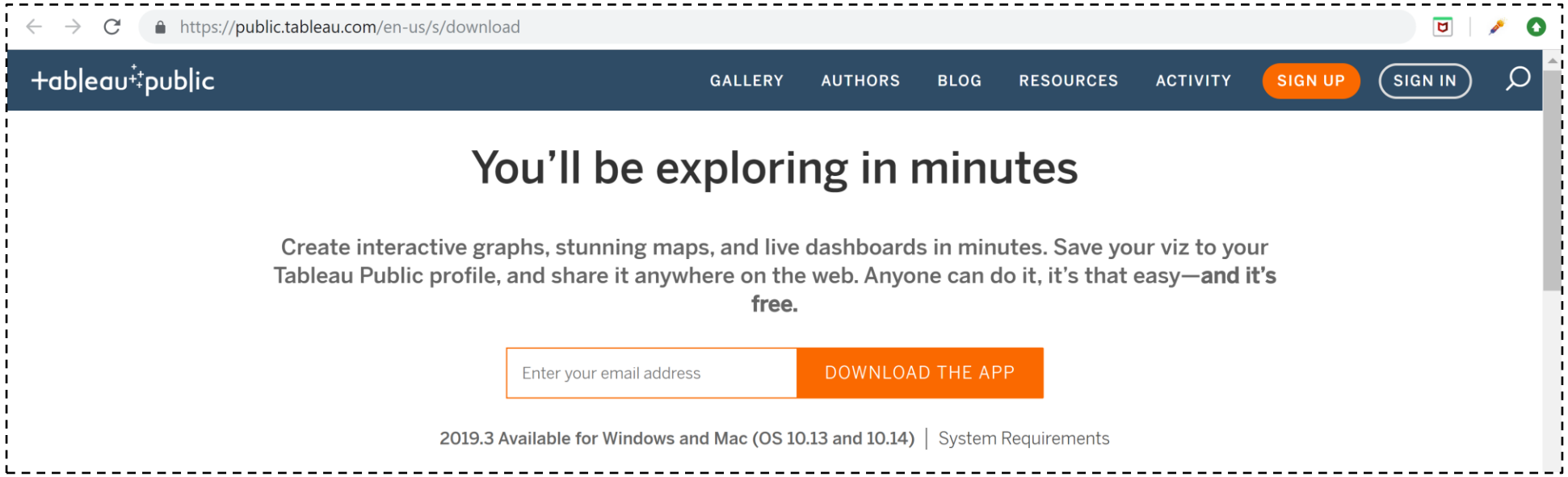
- ❑ Use Tableau Public to analyze data
- ❑ Build an interactive dashboard
- ❑ Publish a dashboard to Tableau Public

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

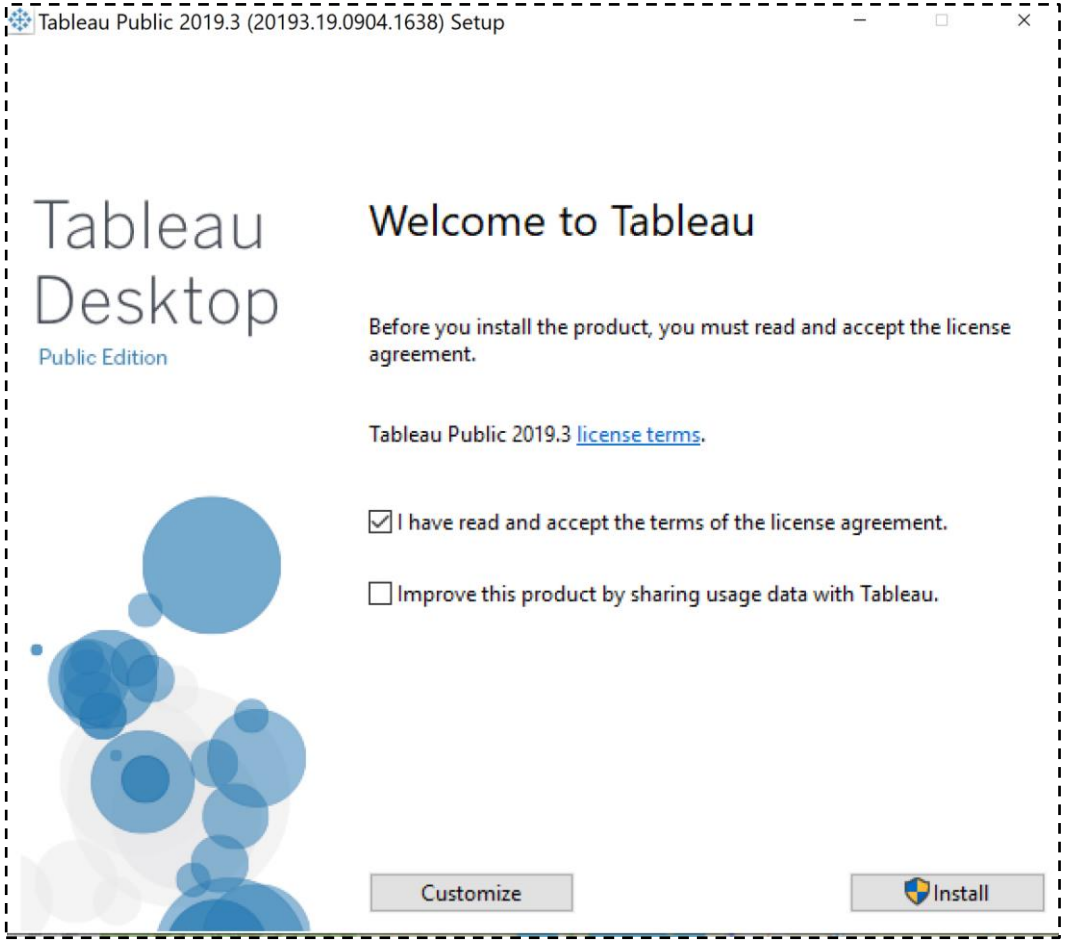


2. **Type in your email address & click "Download the App"**

DOWNLOAD TABLEAU PUBLIC

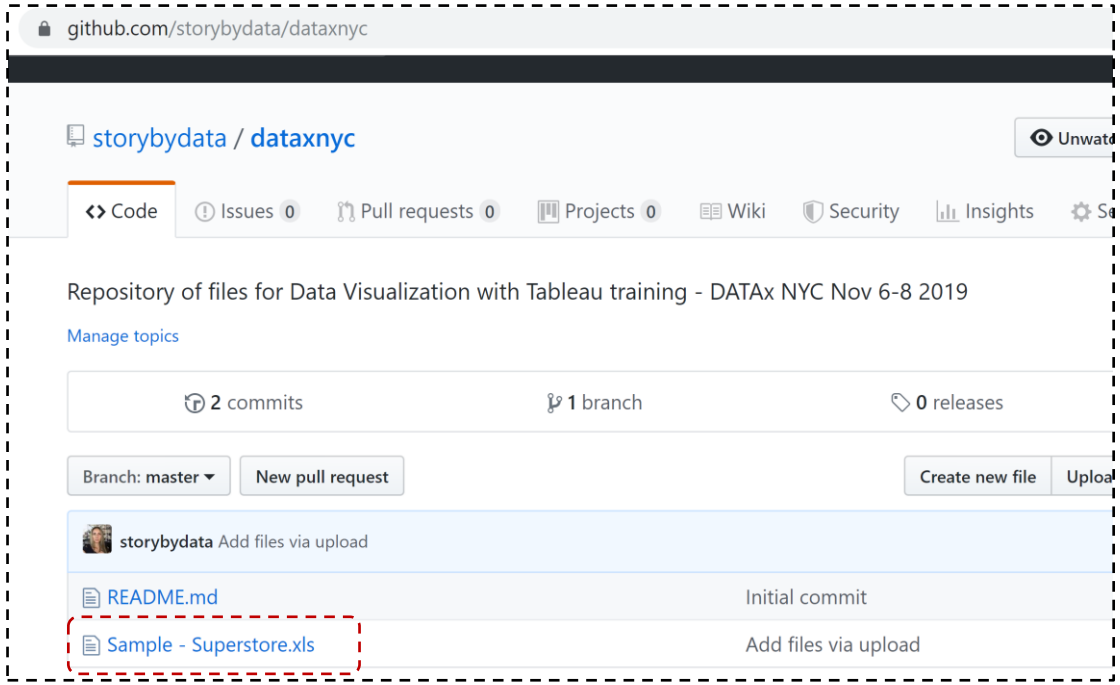
3. **Accept the terms of the license agreement**

4. **Click “Install”**

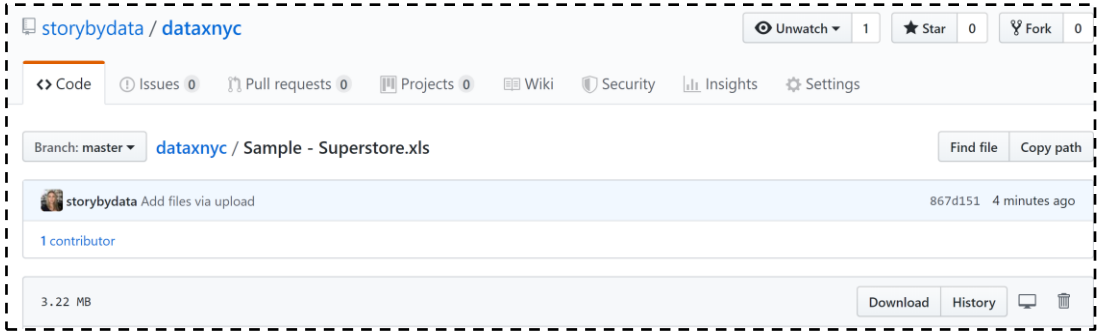


CONNECTING TO DATA

Go to this site to download the data:
https://github.com/storybydata/dataxnyc



Click on "Download"

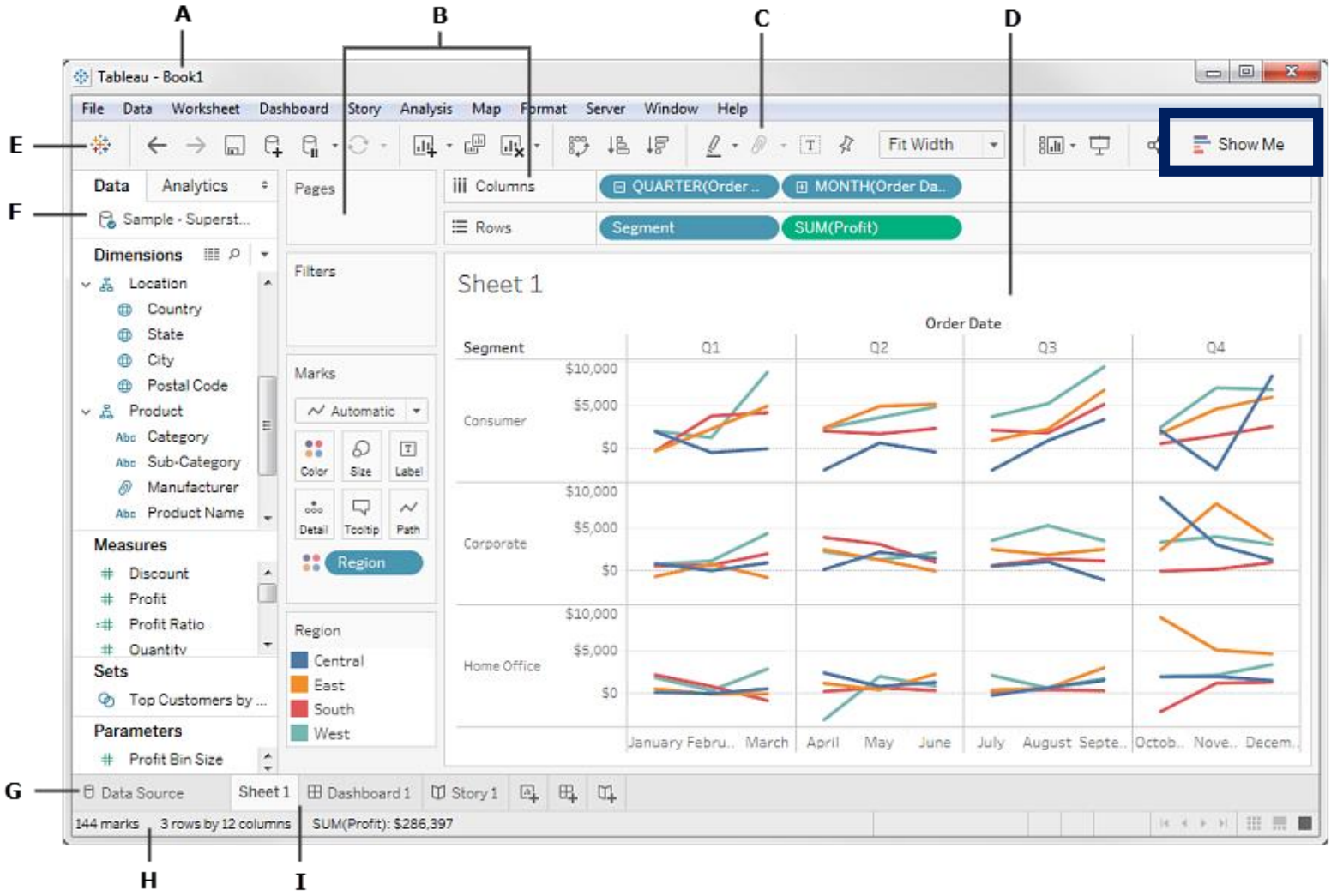


STORY BY DATA

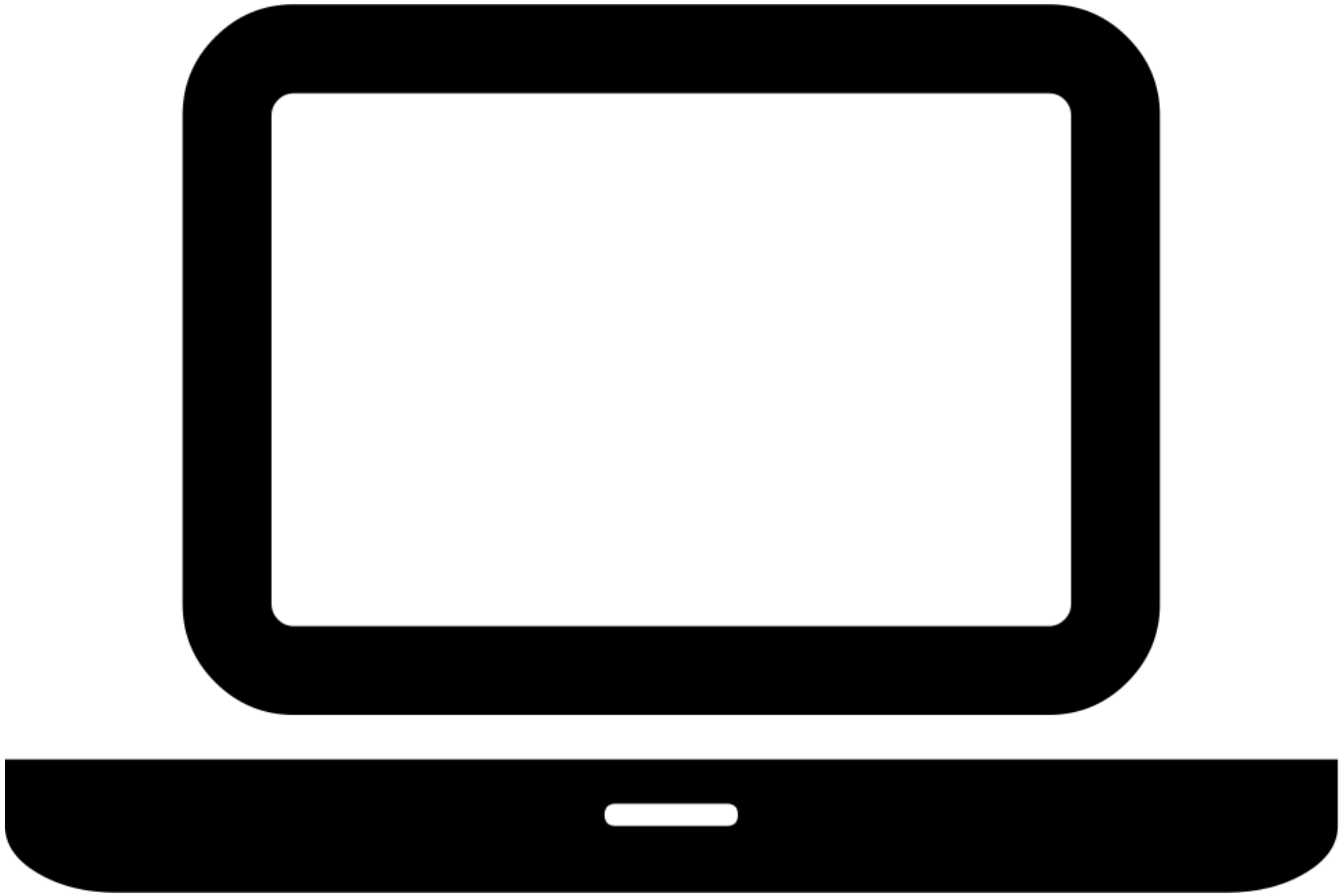
SPENDING TIME IN TABLEAU – FOLLOW ALONG

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

QUESTION 1

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

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

APPLY YOUR KNOWLEDGE

QUESTION 2

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

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

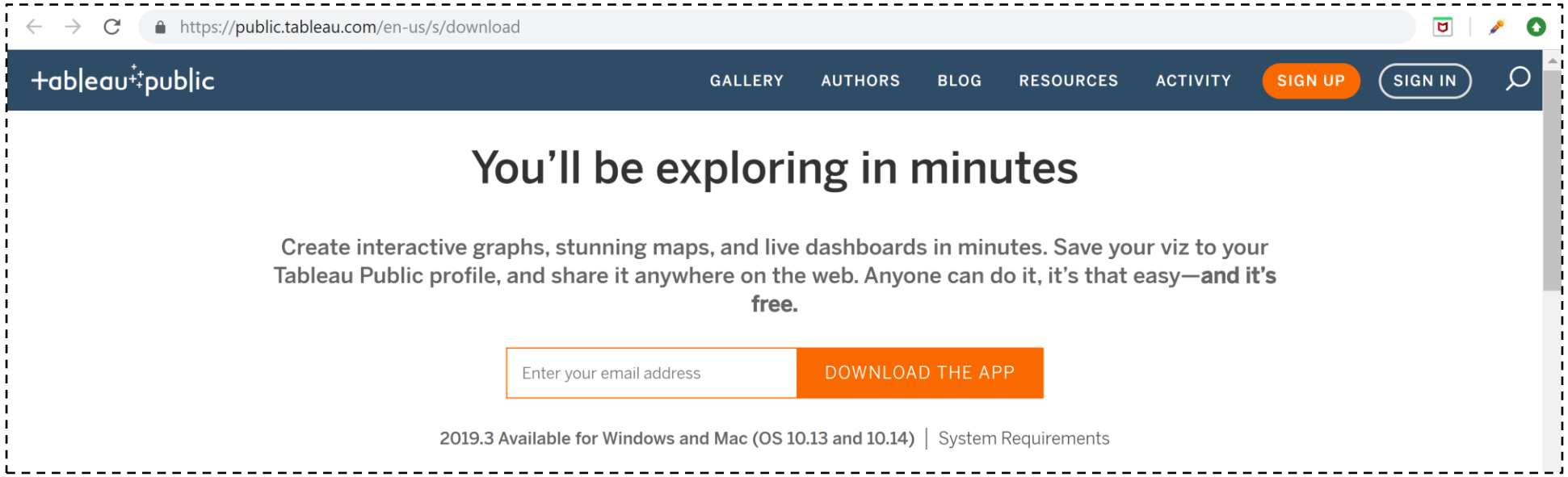
QUESTION 3

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

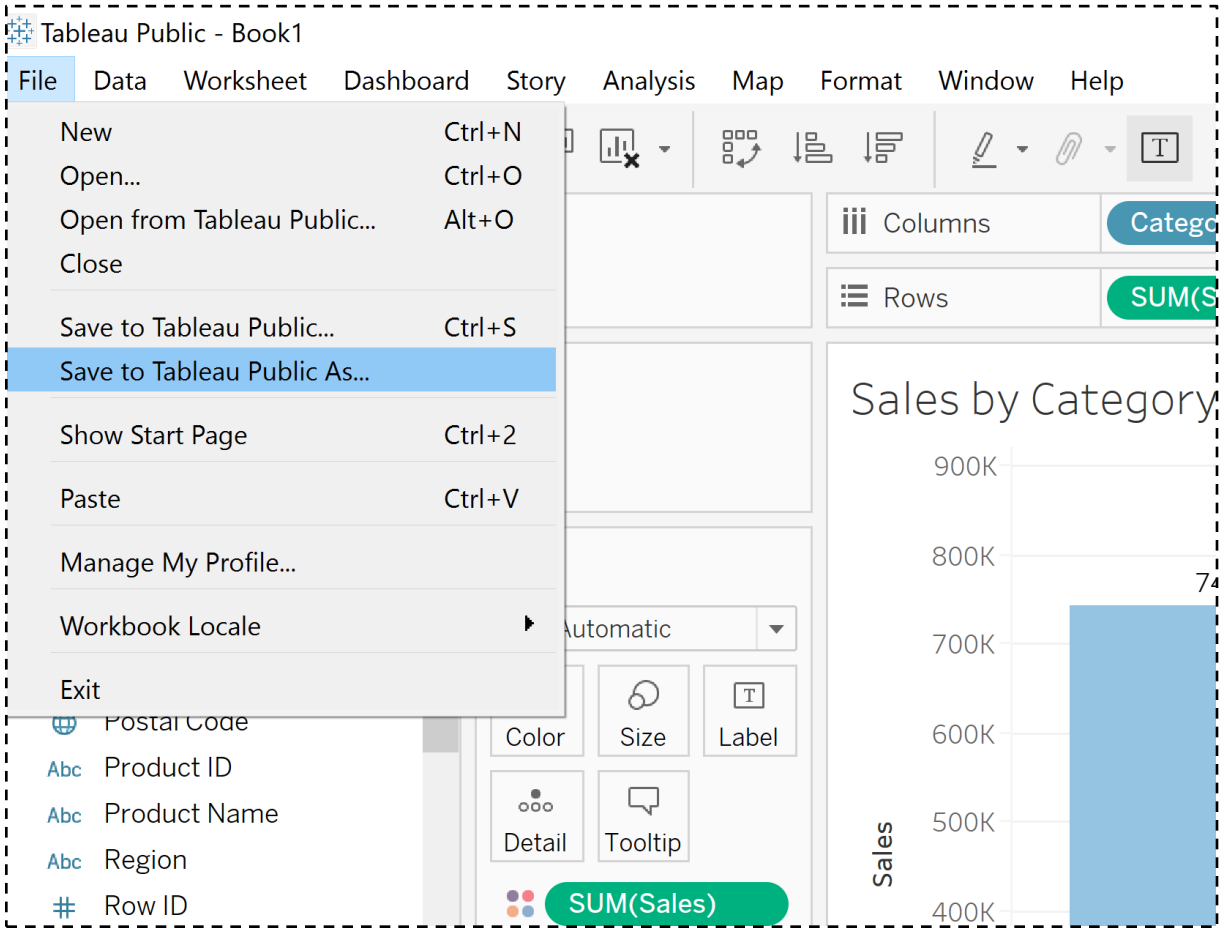
1. **Go to this link: https://public.tableau.com/en-us/s/**



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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