

Tableau

How to 1-up your data analysis skills for industry



Tableau



What is Tableau?

- Data Visualization software that is becoming **more and more of a demand** for many business/data analysis related positions
 - Consultant
 - Finance
 - Business Analyst
 - Marketing
 - PM
- Recently acquired by Salesforce for \$15.3B
- Tableau vs. Excel
 - Tableau is great for interactive, long-lasting dashboards
 - Excel is great for quick visualizations to understand distributions





cole nussbaumer knaflic



storytelling with data

a data
visualization
guide for
business
professionals

WILEY

- Super good book about data visualization
- Reach out to me if you'd like to know more

Can your boss
understand this
dashboard?

Understand the basics
of formatting, filtering,
building visuals, and
(time permitting) go
over actions

Goal of this workshop

The prompt

Who should we pick as our next director?



You are a Business Analyst at Walt Disney Studios and your boss (Director of Business Development) wants you build a dashboard that allows the executive team to narrow down their search for a director for an upcoming movie. Details about the movie haven't been provided just yet.

How will you go about making this dashboard?

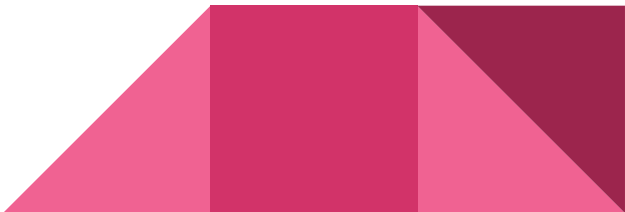
The data

color	director	nan	num	critic	f	duration	director	face	actor_3	face	actor_2	nan	actor_1	face	gross	genres	actor_1	nan	movie	title	num	voted	cast	total	f	actor_3	nan	face	number	plot	keywor	movie	imdb	num	user	f	language	country
Color	James Came		723		178		0	855	Joel David M		1000		760505847	Action Adve	CCH Pounder	Avatar-†		886204		4834	Wes Studi		0	avatar futur	http://www.		3054	English	USA									
Color	Gore Verbins		302		169		563	1000	Orlando Bloc		40000		309404152	Action Adve	Johnny Depp	Pirates of the		471220		48350	Jack Davenport		0	goddess ma	http://www.		1238	English	USA									
Color	Sam Mendes		602		148		0	161	Rory Kinnear		11000		200074175	Action Adve	Christoph W	Spectre-†		275868		11700	Stephanie Si		1	bomb espio	http://www.		994	English	UK									
Color	Christopher f		813		164		22000	23000	Christian Bal		27000		448130642	Action Thrill	Tom Hardy	The Dark Kni		1144337		106759	Joseph Gord		0	deception in	http://www.		2701	English	USA									
	Doug Walker				131				Rob Walker		131			Documentar	Doug Walker	Star Wars: E		8		143		0		http://www.imdb.com/title/tt5289954/?ref_=fn_tt														
Color	Andrew Stan		462		132		475	530	Samantha M		640		73058679	Action Adve	Daryl Sabara	John Carter-		212204		1873	Polly Walker		1	alien americ	http://www.		738	English	USA									
Color	Sam Raimi		392		156		0	4000	James Franc		24000		336530303	Action Adve	J.K. Simmon	Spider-Man 3		383056		46055	Kirsten Duns		0	sandman sp	http://www.		1902	English	USA									
Color	Nathan Gren		324		100		15	284	Donna Murpl		799		200807262	Adventure A	Brad Garrett	Tangled-†		294810		2036	M.C. Gainey		1	17th century	http://www.		387	English	USA									
Color	Joss Whedor		635		141		0	19000	Robert Dowr		26000		458991599	Action Adve	Chris Hemsw	Avengers: Ag		462669		92000	Scarlett Joha		4	artificial inte	http://www.		1117	English	USA									
Color	David Yates		375		153		282	10000	Daniel Radcl		25000		301956980	Adventure F	Alan Rickma	Harry Potter		321795		58753	Rupert Grint		3	blood book	http://www.		973	English	UK									
Color	Zack Snyder		673		183		0	2000	Lauren Choh		15000		330249062	Action Adve	Henry Cavill	Batman v Su		371639		24450	Alan D. Purw		0	based on cor	http://www.		3018	English	USA									
Color	Bryan Singer		434		169		0	903	Marlon Bran		18000		200069408	Action Adve	Kevin Spacey	Superman Re		240396		29991	Frank Langel		0	crystal epic	http://www.		2367	English	USA									
Color	Marc Forster		403		106		395	393	Mathieu Am		451		168368427	Action Adve	Giancarlo Gi	Quantum of		330784		2023	Rory Kinnear		1	action hero	http://www.		1243	English	UK									
Color	Gore Verbins		313		151		563	1000	Orlando Bloc		40000		423032628	Action Adve	Johnny Depp	Pirates of the		522040		48486	Jack Davenport		2	box office hi	http://www.		1832	English	USA									
Color	Gore Verbins		450		150		563	1000	Ruth Wilson		40000		89289910	Action Adve	Johnny Depp	The Lone Rai		181792		45757	Tom Wilkins		1	horse outlav	http://www.		711	English	USA									
Color	Zack Snyder		733		143		0	748	Christopher f		15000		291021565	Action Adve	Henry Cavill	Man of Steel		548573		20495	Harry Lennix		0	based on cor	http://www.		2536	English	USA									
Color	Andrew Aday		258		150		80	201	Pierfrancesc		22000		141614023	Action Adve	Peter Dinkla	The Chronicle		149922		22697	Damiv'n Alci		4	brother broth	http://www.		438	English	USA									
Color	Joss Whedor		703		173		0	19000	Robert Dowr		26000		623279547	Action Adve	Chris Hemsw	The Avenger		995415		87697	Scarlett Joha		3	alien invasio	http://www.		1722	English	USA									
Color	Rob Marshall		448		136		252	1000	Sam Claflin		40000		241063875	Action Adve	Johnny Depp	Pirates of the		370704		54083	Stephen Gra		4	blackbeard c	http://www.		484	English	USA									
Color	Barry Sonnen		451		106		188	718	Michael Stuh		10000		179020854	Action Adve	Will Smith	Men in Black		268154		12572	Nicole Scher		1	alien crimin	http://www.		341	English	USA									
Color	Peter Jackson		422		164		0	773	Adam Brown		5000		255108370	Adventure F	Aidan Turner	The Hobbit: T		354228		9152	James Nesbi		0	army elf ho	http://www.		802	English	New Zealand									
Color	Marc Webb		599		153		464	963	Andrew Garf		15000		262030663	Action Adve	Emma Stone	The Amazing		451803		28489	Chris Zylka		0	lizard outca	http://www.		1225	English	USA									
Color	Ridley Scott		343		156		0	738	William Hurt		891		105219735	Action Adve	Mark Addy	Robin Hood-		211765		3244	Scott Grimes		0	1190s arche	http://www.		546	English	USA									
Color	Peter Jackson		509		186		0	773	Adam Brown		5000		258355354	Adventure F	Aidan Turner	The Hobbit: T		483540		9152	James Nesbi		6	dwarf elf la	http://www.		951	English	USA									
Color	Chris Weitz		251		113		129	1000	Eva Green		16000		70083519	Adventure F	Christopher L	The Golden C		149019		24106	Kristin Scott		2	children epi	http://www.		666	English	USA									
Color	Peter Jackson		446		201		0	84	Thomas Kret		6000		218051260	Action Adve	Naomi Watt	King Kong-†		316018		7123	Evan Parke		0	animal name	http://www.		2618	English	New Zealand									
Color	James Came		315		194		0	794	Kate Winslet		29000		658672302	Drama Rom	Leonardo DiC	Titanic-†		793059		45223	Gloria Stuart		0	artist love s	http://www.		2528	English	USA									
Color	Anthony Rus		516		147		94	11000	Scarlett Joha		21000		407197282	Action Adve	Robert Dowr	Captain Ame		272670		64798	Chris Evans		0	based on cor	http://www.		1022	English	USA									
Color	Peter Berg		377		131		532	627	Alexander Sk		14000		65173160	Action Adve	Liam Neeson	Battleship-†		202382		26679	Tadanobu As		0	box office flic	http://www.		751	English	USA									
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Color	Sam Mendes		750		143		0	393	Helen McCro		883		304360277	Action Adve	Albert Finne	Skyfall-†		522030		2039	Rory Kinnear		0	brawl childh	http://www.		1498	English	UK									
Color	Sam Raimi		300		135		0	4000	James Franc		24000		373377893	Action Adve	J.K. Simmon	Spider-Man 3		411164		43388	Kirsten Duns		1	death docto	http://www.		1303	English	USA									
Color	Shane Black		608		195		1000	3000	Jon Favreau		21000		408992272	Action Adve	Robert Dowr	Iron Man 3-†		557489		30426	Don Cheadle		3	armor explo	http://www.		1187	English	USA									
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Color	Brett Ratner		334		104		420	560	Kelsey Gram		20000		234360014	Action Adve	Hugh Jackm	X-Men: The W		383427		21714	Daniel Cudm		0	battle muta	http://www.		1912	English	Canada									

The data (cont.)

Columns


color	director_name	num_critic_for_reviews	duration
director_facebook_likes	actor_3_facebook_likes	actor_2_name	
actor_1_facebook_likes	gross	genres	actor_1_name
movie_title			
num_voted_users	cast_total_facebook_likes	actor_3_name	
facenumber_in_poster	plot_keywords	movie_imdb_link	num_user_for_reviews
language	country	content_rating	budget
title_year	actor_2_facebook_likes		
imdb_score	aspect_ratio	movie_facebook_likes	



The data (cont.)


Columns

color	director_name	num_critic_for_reviews	duration
director_facebook_likes	actor_3_facebook_likes	actor_2_name	
actor_1_facebook_likes	gross	genres	actor_1_name
movie_title			
num_voted_users	cast_total_facebook_likes	actor_3_name	
facenumber_in_poster	plot_keywords	movie_imdb_link	num_user_for_reviews
language	country	content_rating	budget
title_year	actor_2_facebook_likes		
imdb_score	aspect_ratio	movie_facebook_likes	



As an analyst, what
you would first like
to look at?

Questions I asked

- How have their IMDB scores trended over time?
 - Does this change over the past couple of years?
 - How about from genre to genre?
 - How much do they typically ask for budget for their films?
 - Has this changed over time?
 - How much revenue does their films generate on average?
 - What are their top movies?
 - And how do we define top?
 - Are they making rated R, PG-13, PG, or G movies?
- 



WALT DISNEY
PICTURES

Total Movies made

6

Average Duration

117 Min.

Average IMDB Score

6.8/10

Average Budget

\$140M

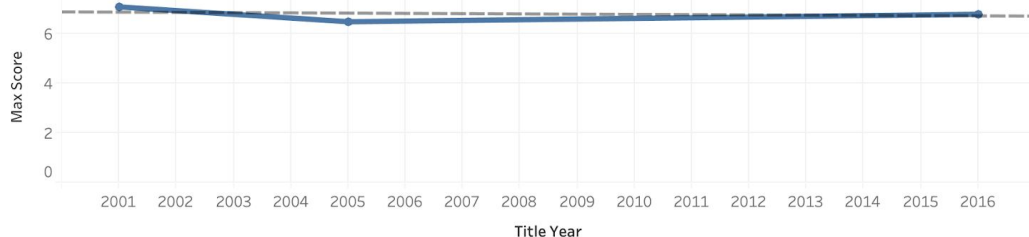
Director Name

Steven Spielberg

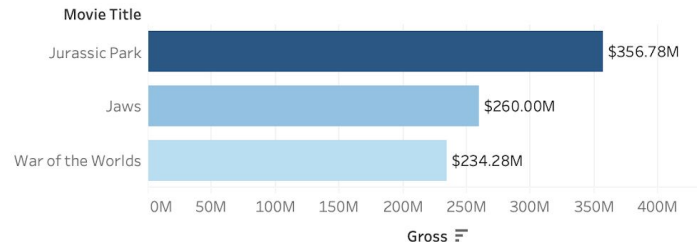
Genre

Adventure

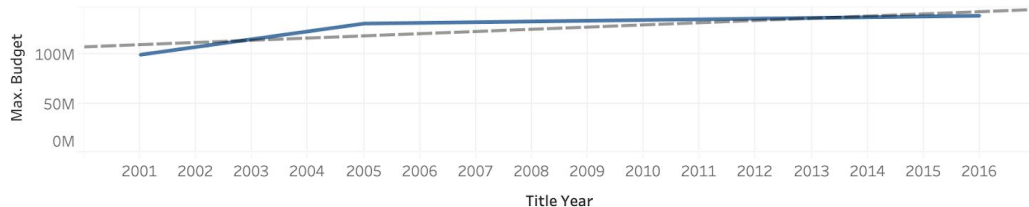
IMBD Score over time



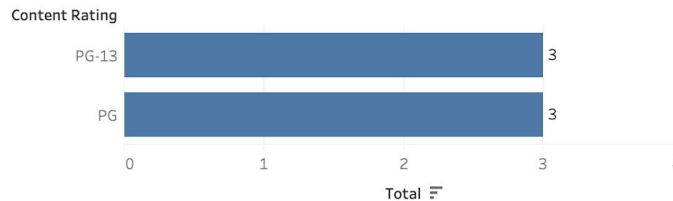
Movies by gross revenue



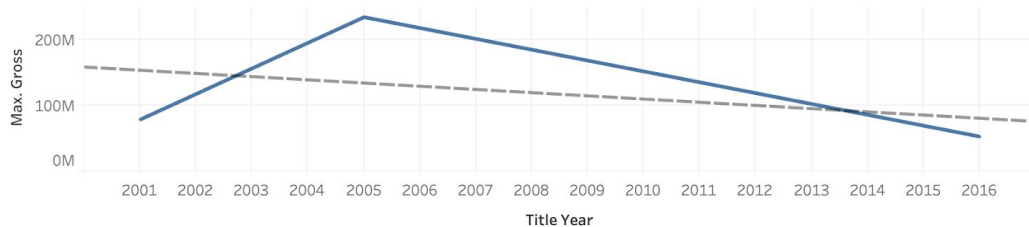
Budget over time



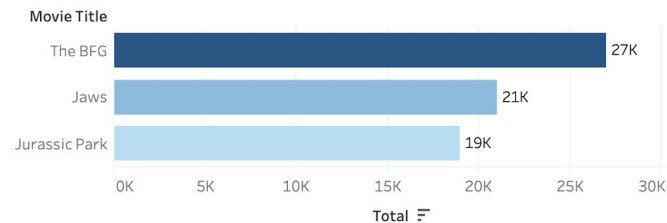
Content rating count



Gross revenue over time



Most popular movies (FB)

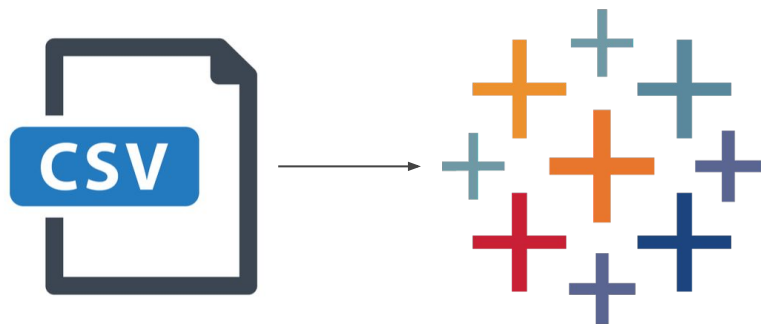




Interactive Demo

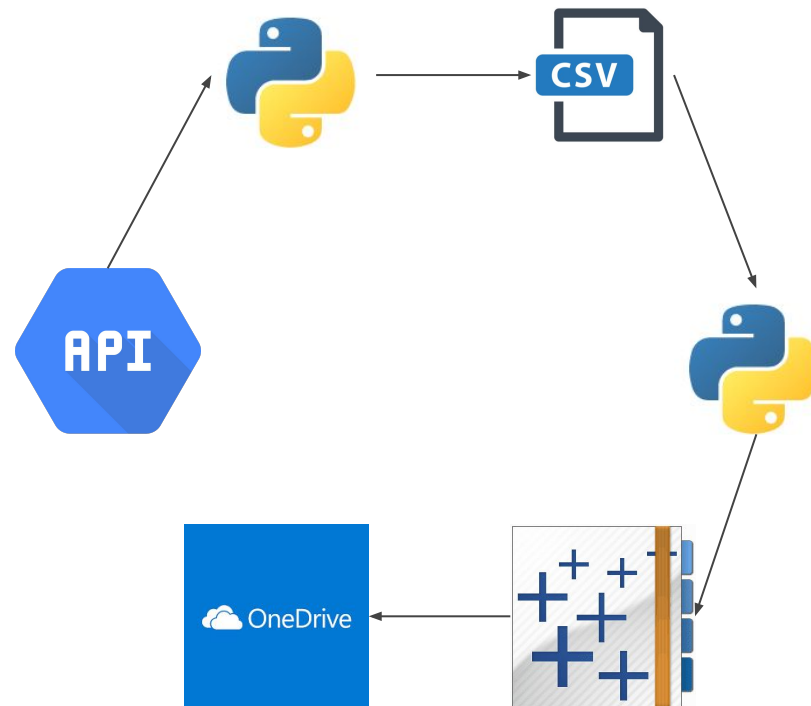
Automated Dashboards!

Part 1) Build the Dashboard



How can I leverage my Tableau knowledge?

Part 2) Automate!



.twbx file



Thank you! Questions?