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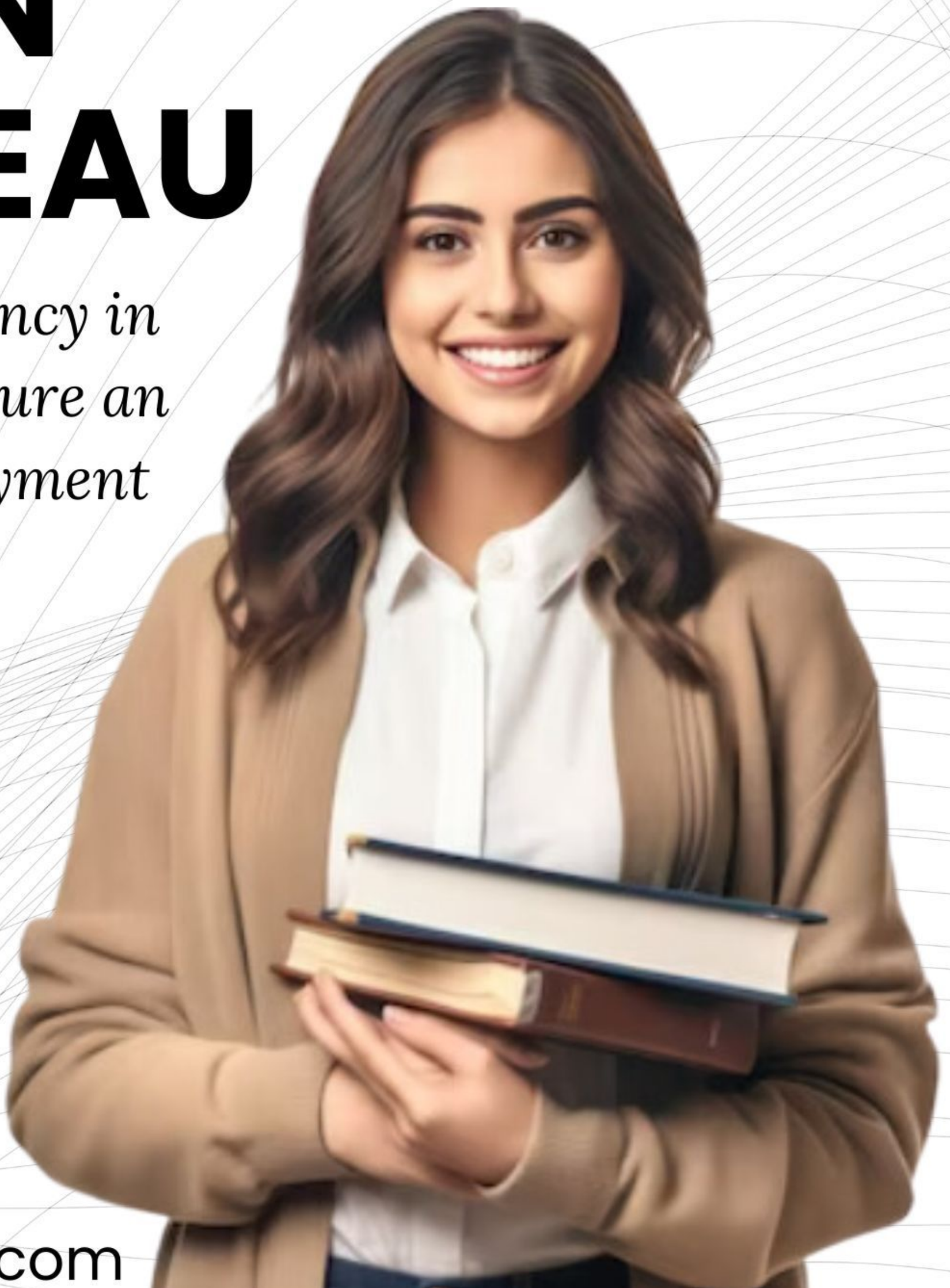

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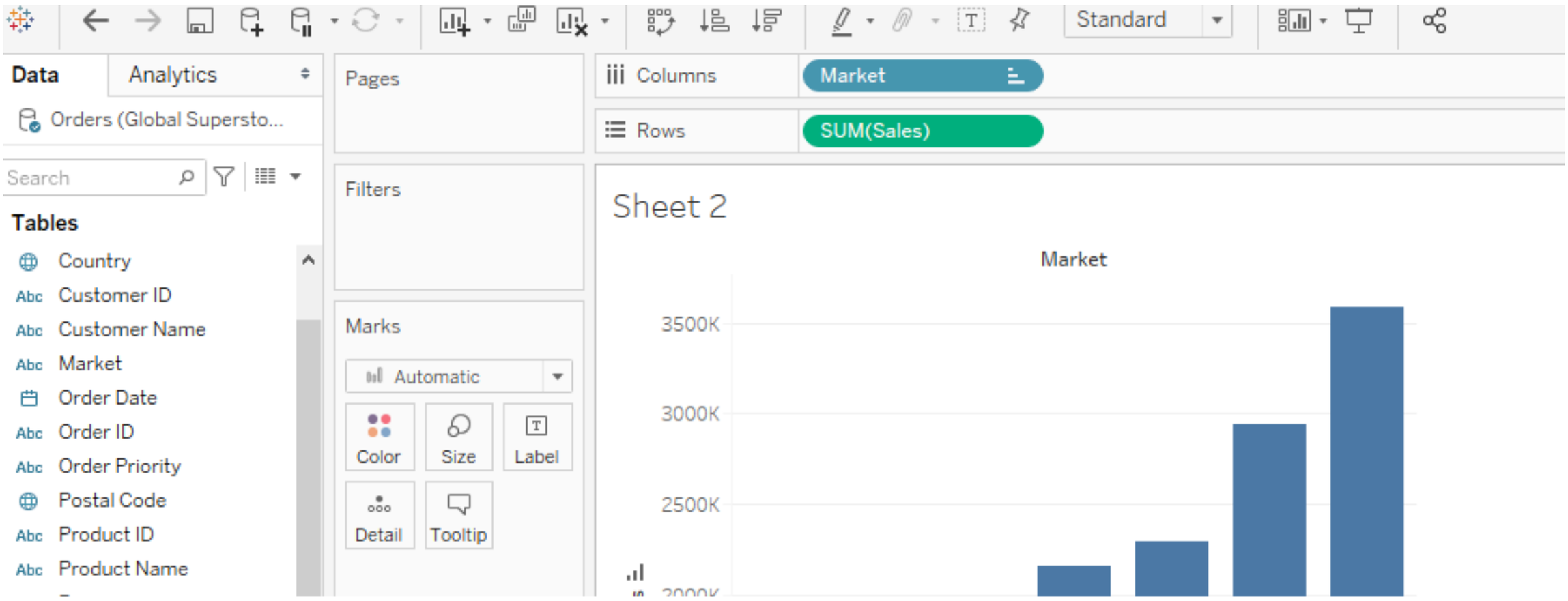
Introduction to Tableau



💾 Project for the Day

- Create a simple bar chart to visualize data from the sample dataset.

❓ Practice Questions

- Download and install Tableau Public or Tableau Desktop (if available).
- Create your first Tableau workbook and connect to a sample dataset.

🗄️ Datasets

- Sample Superstore Sales dataset: This dataset contains sales data and is commonly used for Tableau practice.

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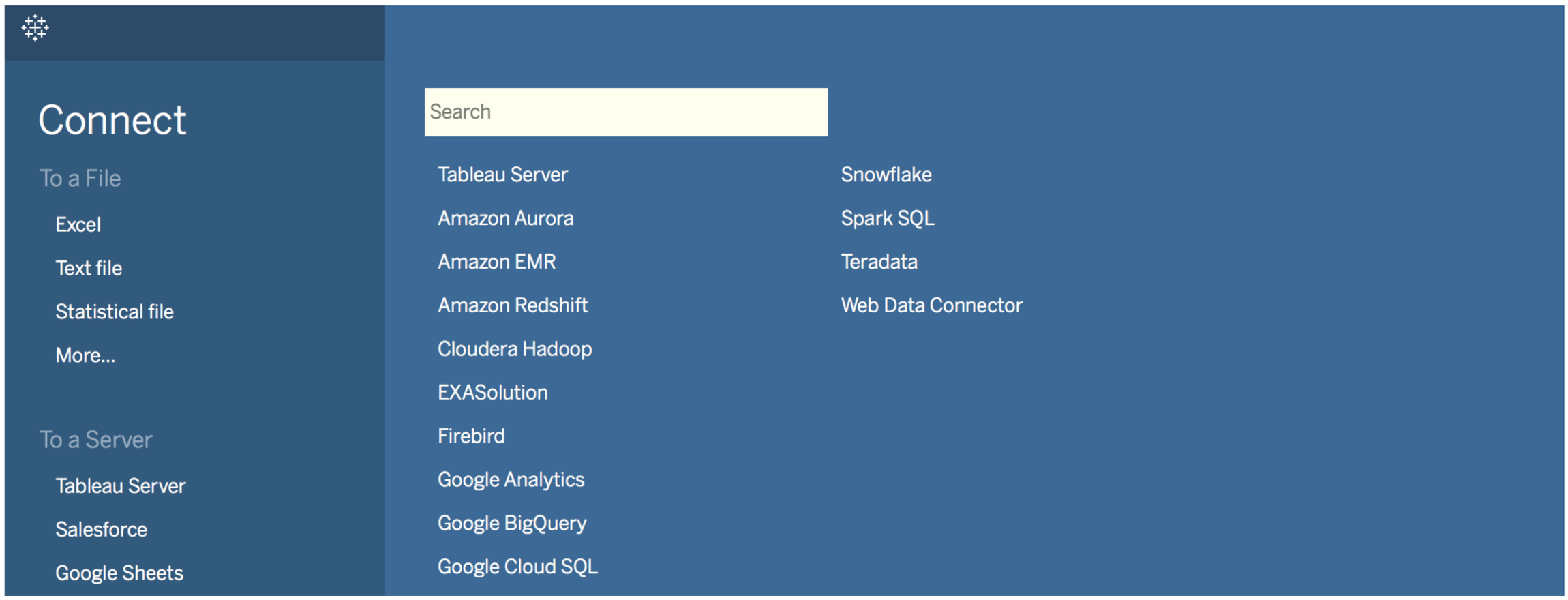
Understanding Data Connections



💾 Project for the Day

- Connect to an Excel dataset containing sales data.
- Perform basic data cleaning tasks like filtering and renaming columns.

❓ Practice Questions

- Connect to different data sources such as Excel, CSV, or a database.
- Practice data source editing and data cleaning.

🗄️ Datasets

- Iris Dataset: A classic dataset in machine learning, it contains measurements of iris flowers.

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Basic Data Visualization

💾 Project for the Day

- Use your sales dataset from Day 2.
- Create a bar chart to visualize product-wise sales.
- Customize the chart with labels and colors for better presentation.

❓ Practice Questions

- Create a bar chart, line chart, and scatter plot.
- Customize visuals by adding labels, colors, and tooltips.

🗄️ Datasets

- Global Superstore: Another retail dataset, useful for creating basic visualizations.

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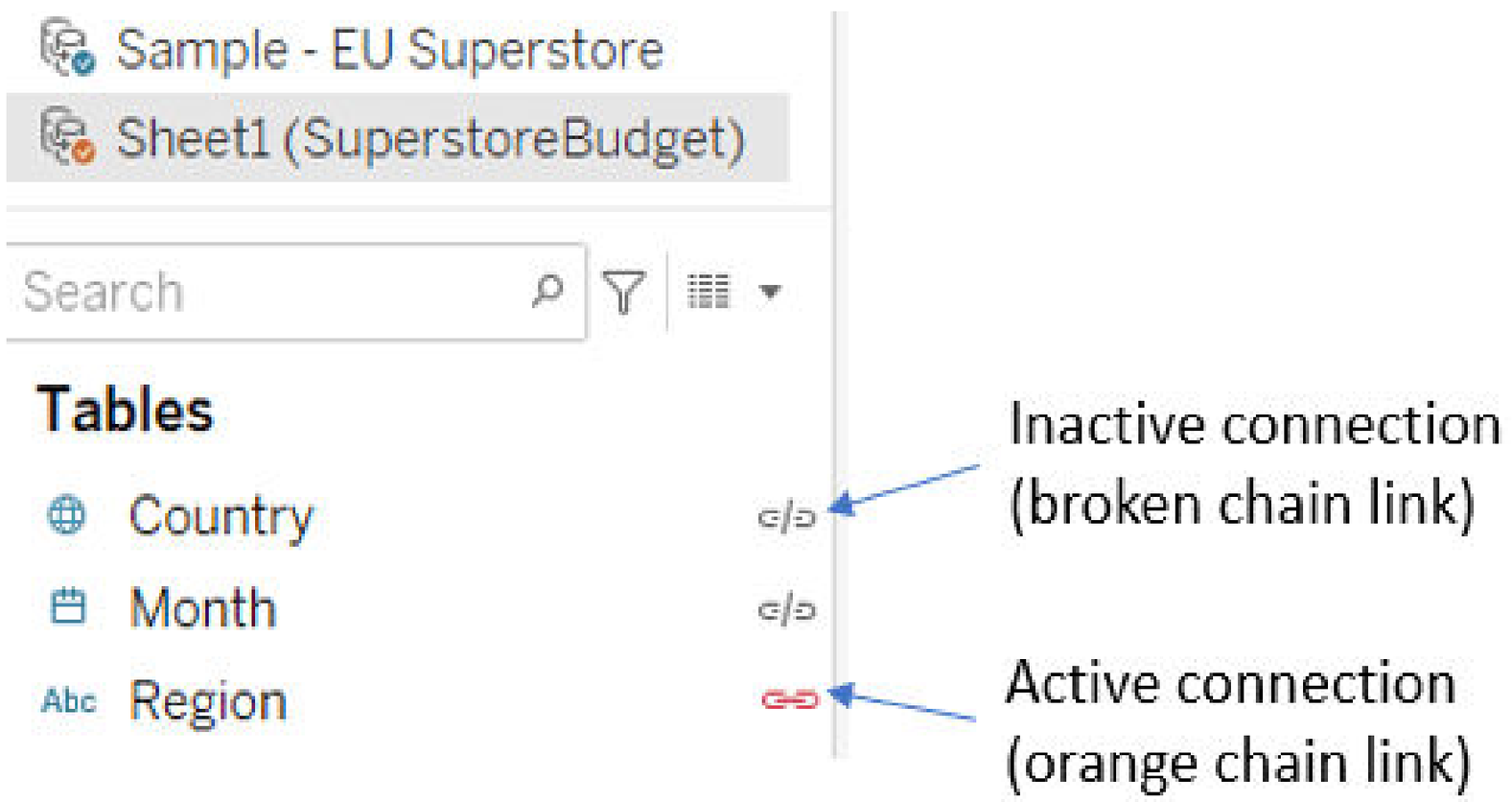
Data Blending



Resources for Learning

- Tableau Online Help: Combine Your Data
- YouTube Tutorial: Data Blending in Tableau

💾 Project for the Day

- Connect to two separate datasets (e.g., sales and customer data).
- Blend the data to create a unified view and build visualizations.

❓ Practice Questions

- Connect to multiple data sources and blend data.
- Understand relationships and data blending options.

🗄️ Datasets

- Sales and Customer Data: A sample dataset containing sales and customer information, great for data blending practice.

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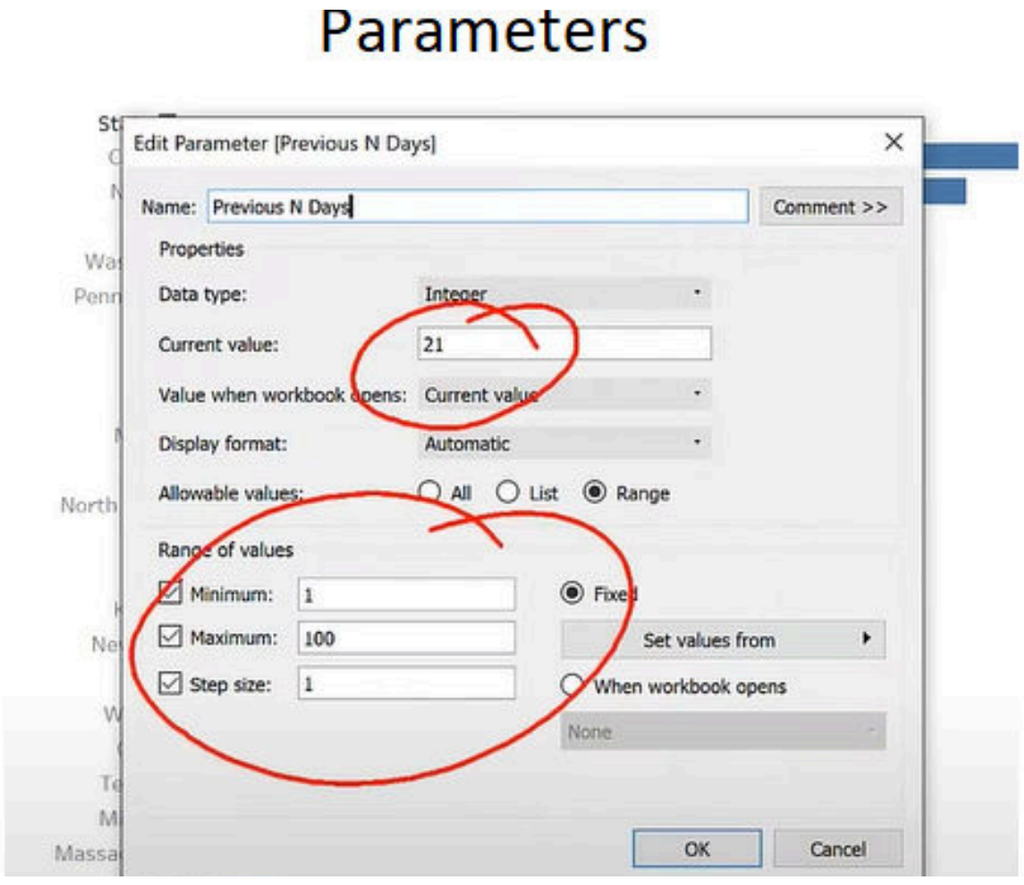
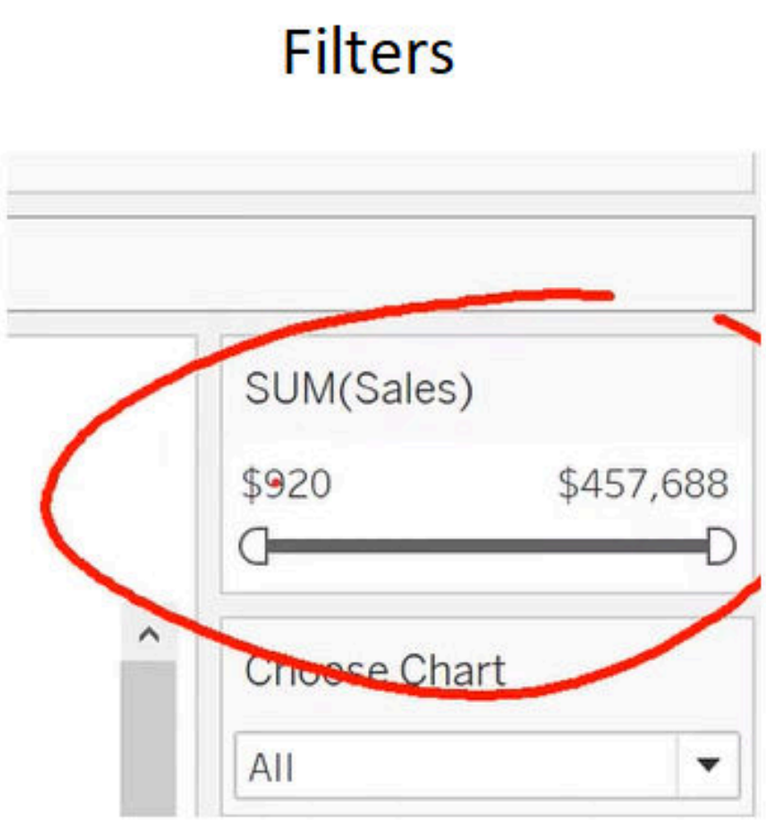
Filters and Parameters





💾 Project for the Day

- Apply filters to your visualizations to enable data exploration.
- Create a parameter to allow users to switch between different data views.

❓ Practice Questions

- Create filters to interactively explore data.
- Use parameters for dynamic data selection.

🗄️ Datasets

- Sample Coffee Chain: A dataset related to a coffee chain business, suitable for practicing filters and parameters.

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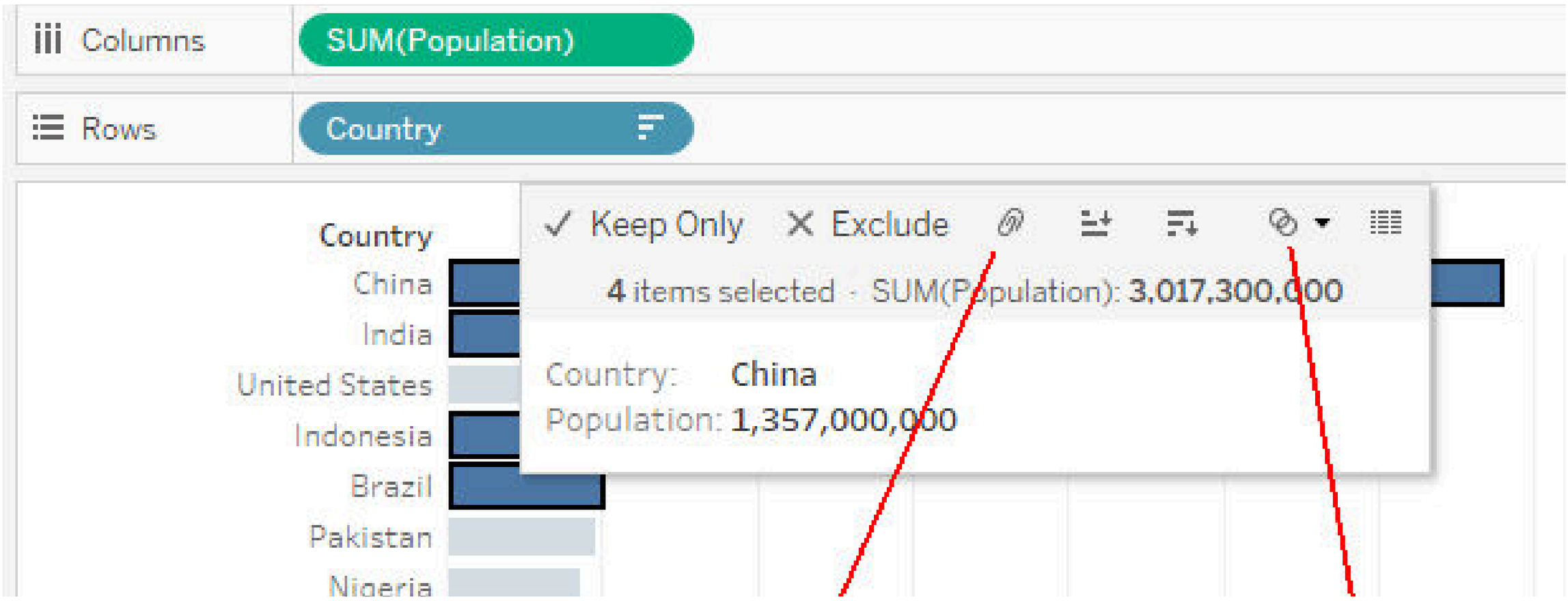
Groups and Sets



Resources for Learning

- Tableau Online Help: Combine Members into a Group
- Tableau Online Help: Create Sets
- YouTube Tutorial: Groups and Sets in Tableau

💾 Project for the Day

- Use your sales dataset.
- Create a group to classify products into different categories.
- Build a set to identify high-value customers based on sales.

❓ Practice Questions

- Create groups to categorize data points.
- Build sets to define custom subsets of data.

🗄️ Datasets

- Sample EU Superstore: A dataset featuring sales data across European countries.

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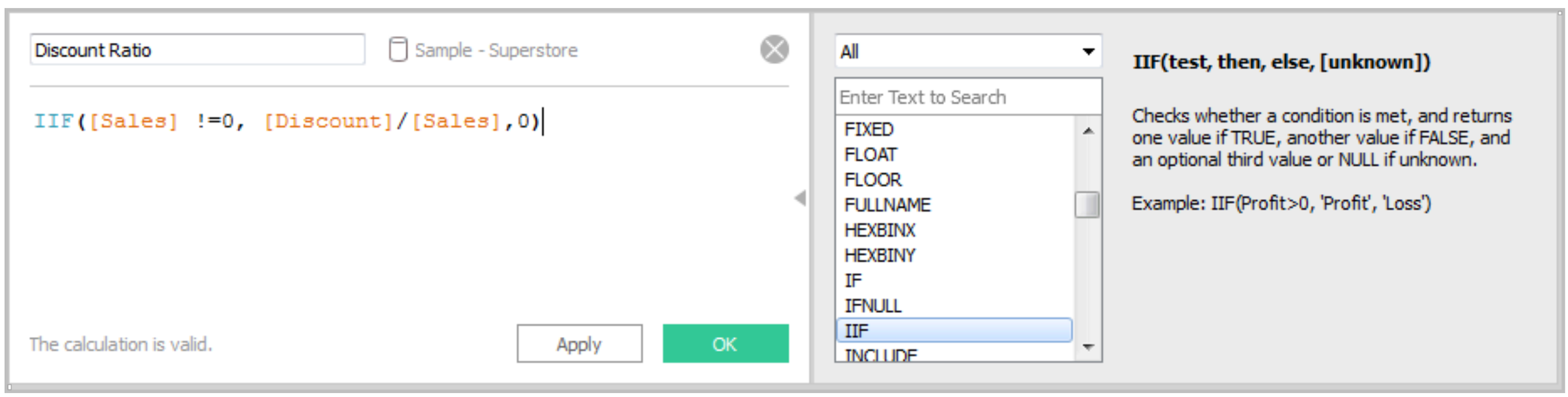
Calculated Fields (Calculated Columns and Measures)



📂 Resources for Learning

- Tableau Online Help: Create Calculated Fields
- YouTube Tutorial: Calculated Fields in Tableau

💾 Project for the Day

- Use your sales dataset.
- Create a calculated field to calculate the profit margin for each sale.
- Build a measure to calculate the total profit for the entire dataset.

❓ Practice Questions

- Write calculated fields to derive new data.
- Differentiate between calculated columns and measures.

🗄️ Datasets

- Sample World Indicators: A dataset with various world indicators, useful for calculated field practice.

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Advanced Chart Types

💾 Project for the Day

- Create a treemap visualization to represent hierarchical data.
- Build a dual-axis chart that combines a line chart with a bar chart to compare two measures.

❓ Practice Questions

- Explore advanced chart types like treemaps, box plots, and heatmaps.
- Learn to use dual-axis charts for comparison.

🗄️ Datasets

- Global Terrorism Database: A dataset containing information on global terrorist incidents, great for advanced chart types.

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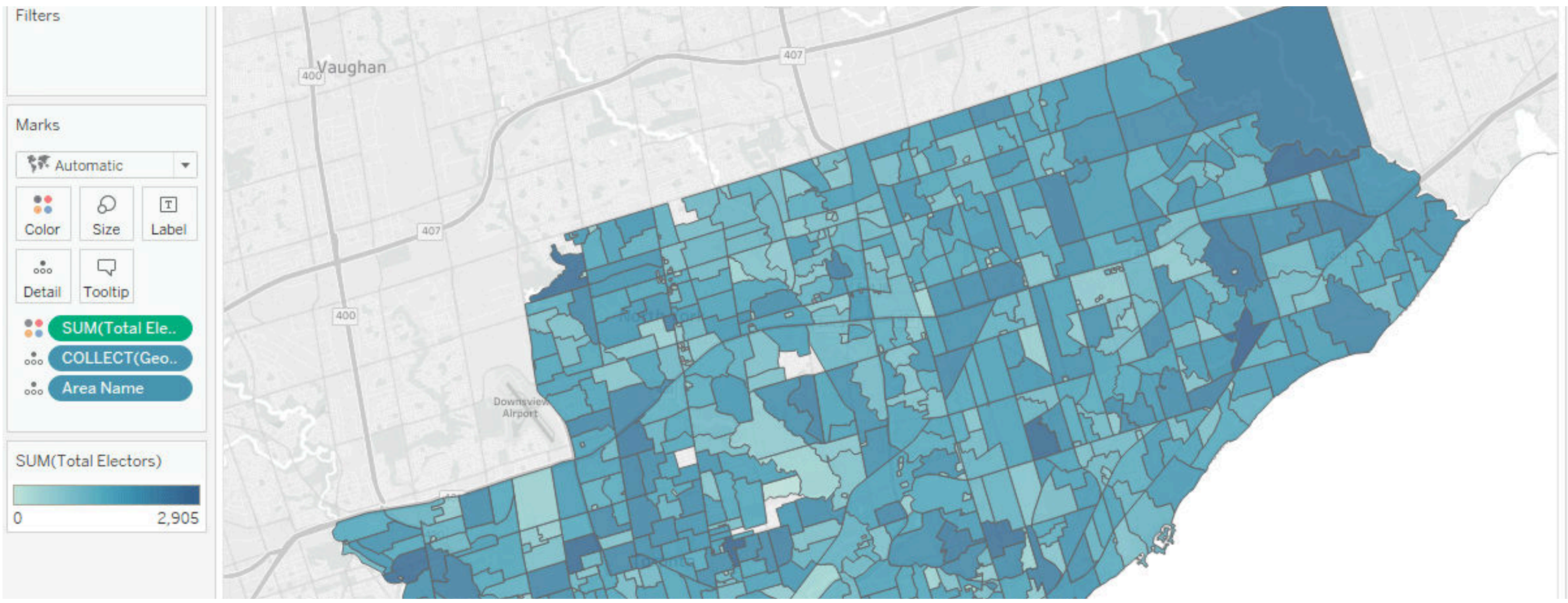
Maps and Geospatial Analysis



💾 Project for the Day

- Connect to a dataset with geographical information (e.g., sales by location).
- Create a map visualization to show sales by region.
- Use geospatial analysis to identify regions with the highest sales.

❓ Practice Questions

- Create maps using geographical data.
- Perform geospatial analysis with Tableau.

🗄️ Datasets

- World Bank Data: Datasets from the World Bank on various economic and demographic indicators, useful for geospatial analysis.

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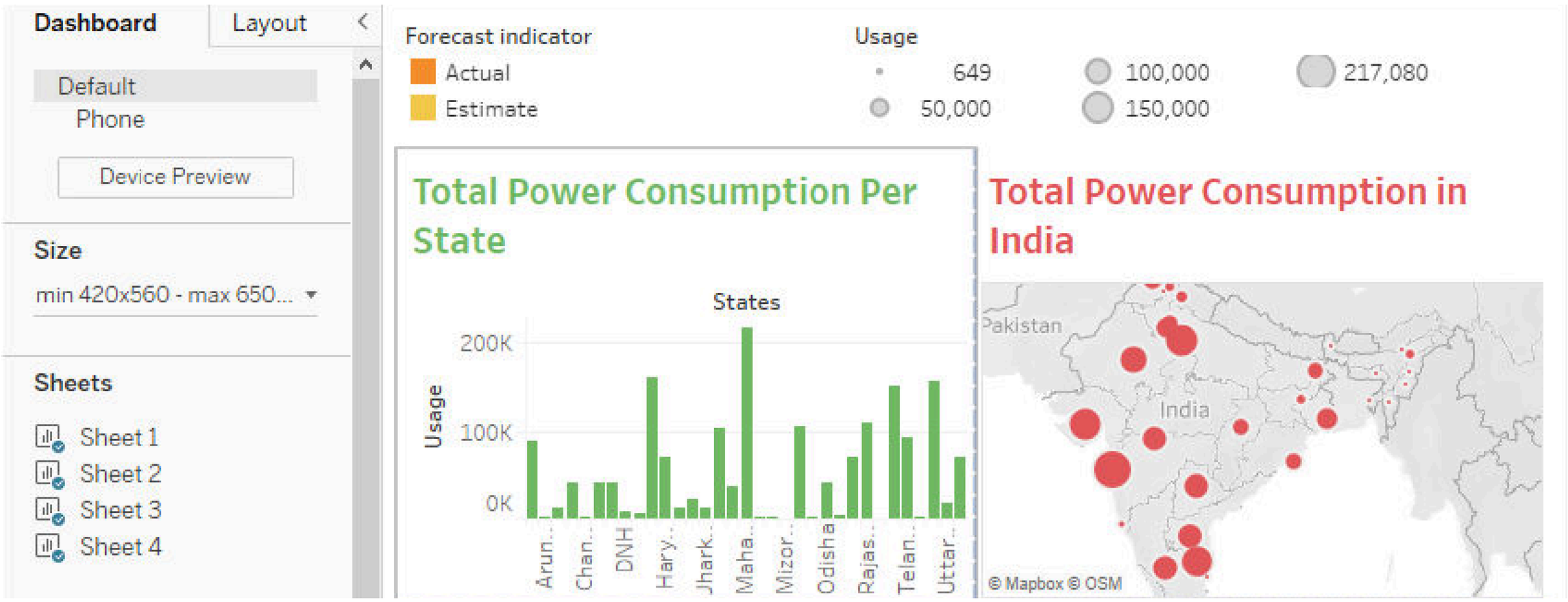
Dashboard Creation



Resources for Learning

- Tableau Online Help: Create Dashboards
- Tableau Training: Creating Dashboards

💾 Project for the Day

- Combine your visualizations into a dashboard.
- Create a dashboard that provides an overview of your data, with interactivity through actions and filters.

❓ Practice Questions

- Design interactive dashboards with multiple sheets.
- Add actions and filters to enhance dashboard interactivity.

🗄️ Datasets

- World Bank Data: Datasets from the World Bank on various economic and demographic indicators, useful for geospatial analysis.

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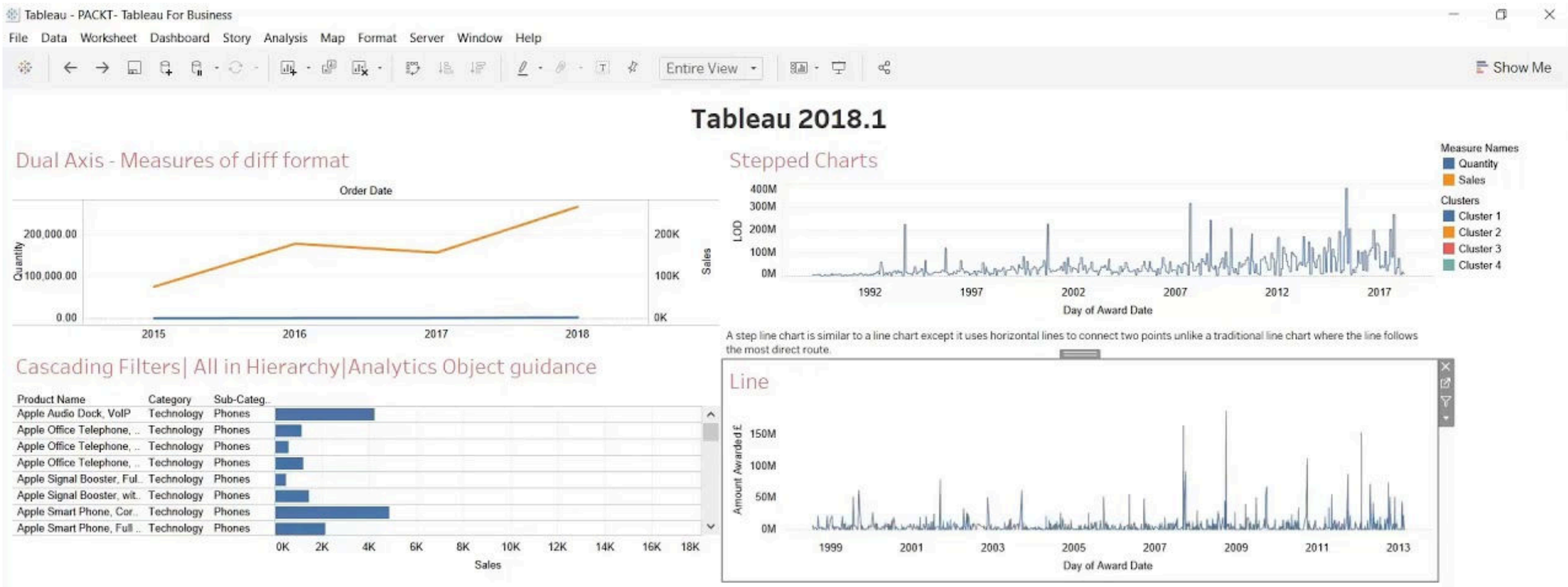
Interactive Dashboards



Resources for Learning

- Tableau Online Help: Add Interactive Features to Dashboards
- YouTube Tutorial: Creating Interactive Dashboards in Tableau

💾 Project for the Day

- Enhance the dashboard created on Day 10 with interactive features.
- Add actions that allow users to cross-filter and navigate between different visualizations.

❓ Practice Questions

- Implement actions, filters, and URL actions to enhance dashboard interactivity.

🗄️ Datasets

- Sample Superstore Sales: Practice making your dashboard interactive with this dataset.

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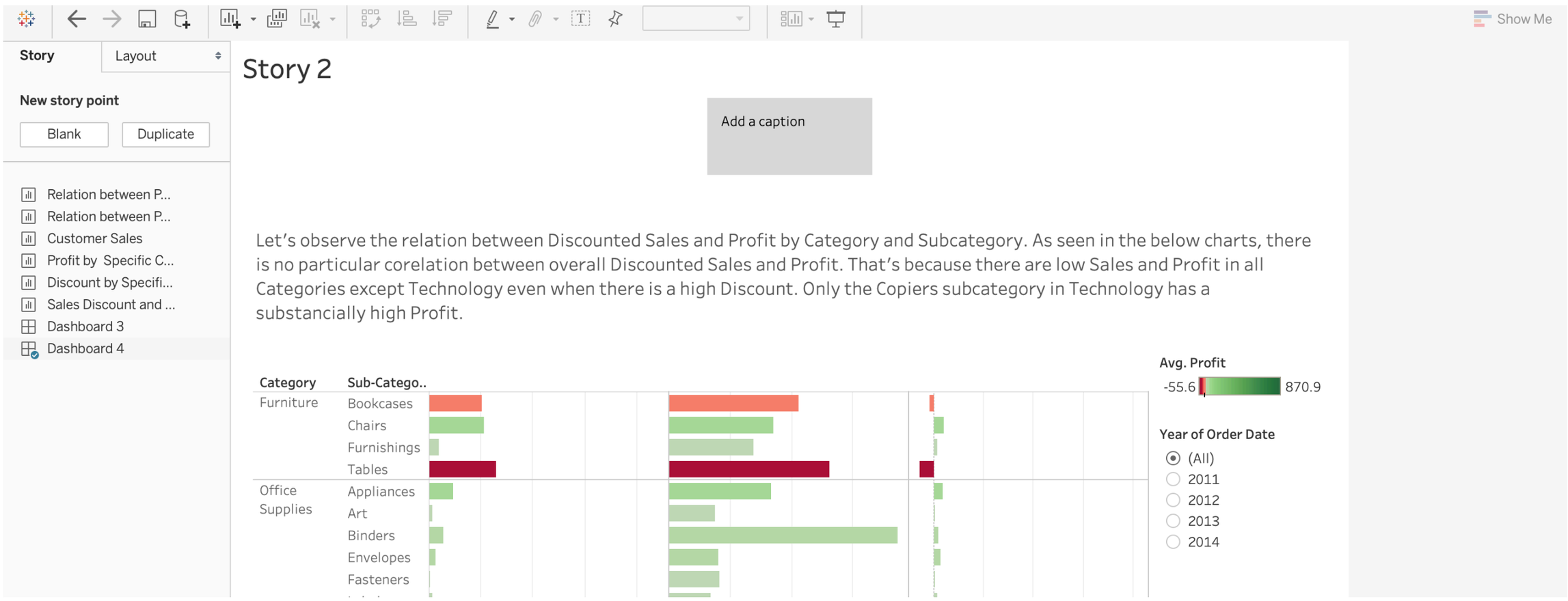
Data Storytelling



💾 Project for the Day

- Select a dataset and create a data story using Tableau.
- Structure the story with a clear beginning, middle, and end, using visualizations to support the narrative.

❓ Practice Questions

- Learn the art of data storytelling using visualizations.
- Create a data story with a clear narrative.

🗄️ Datasets

- Netflix Movies and TV Shows: A dataset containing information about movies and TV shows available on Netflix, ideal for storytelling practice.

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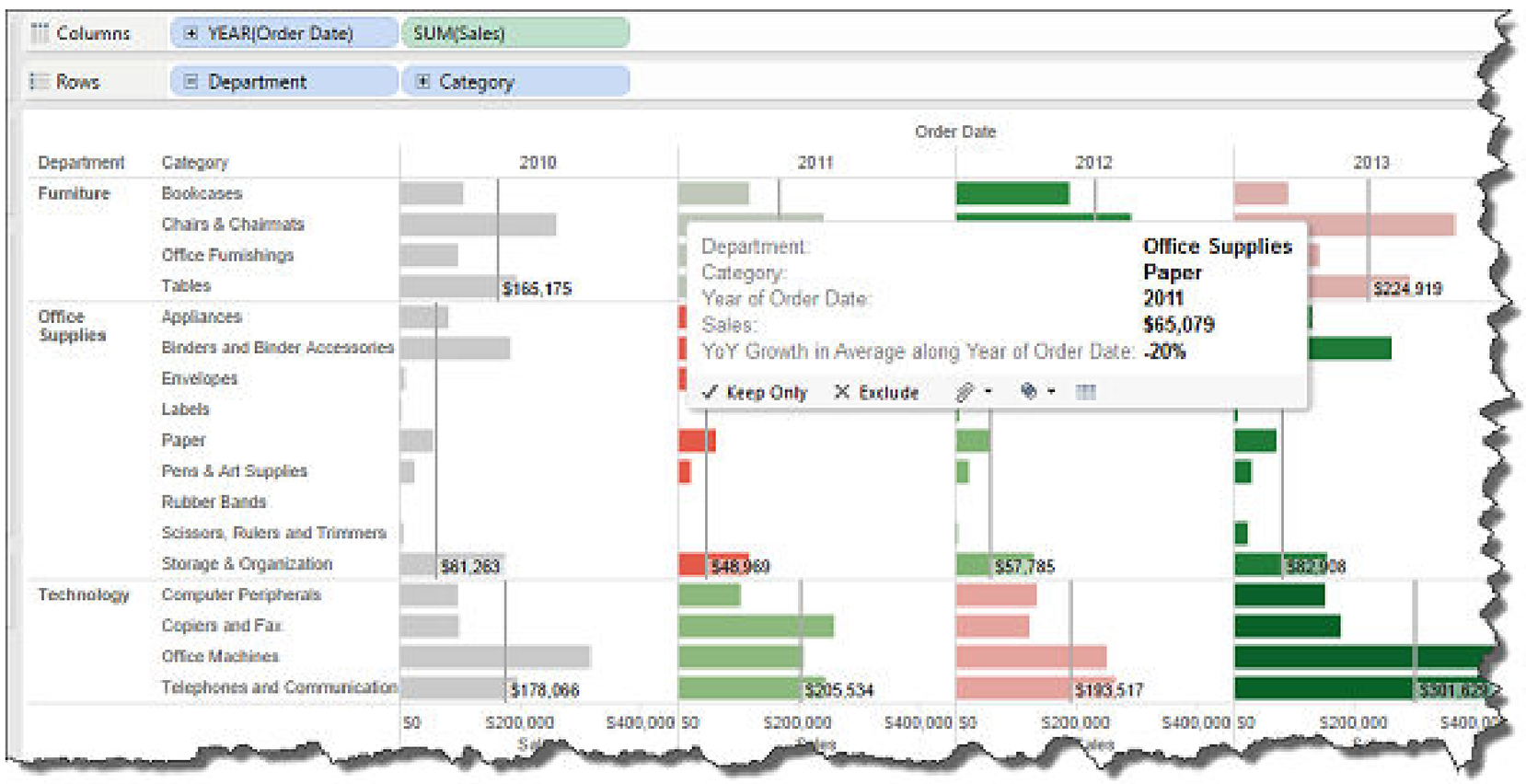
Advanced Calculations (Level of Detail Expressions)



💾 Project for the Day

- Use your dataset to create a calculated field using LOD expressions to solve a specific analytical challenge.

❓ Practice Questions

- Understand and use Level of Detail (LOD) expressions for advanced calculations.

🗄️ Datasets

- Football (Soccer) Player Data: A dataset with information about FIFA 19 players, suitable for LOD expression practice.

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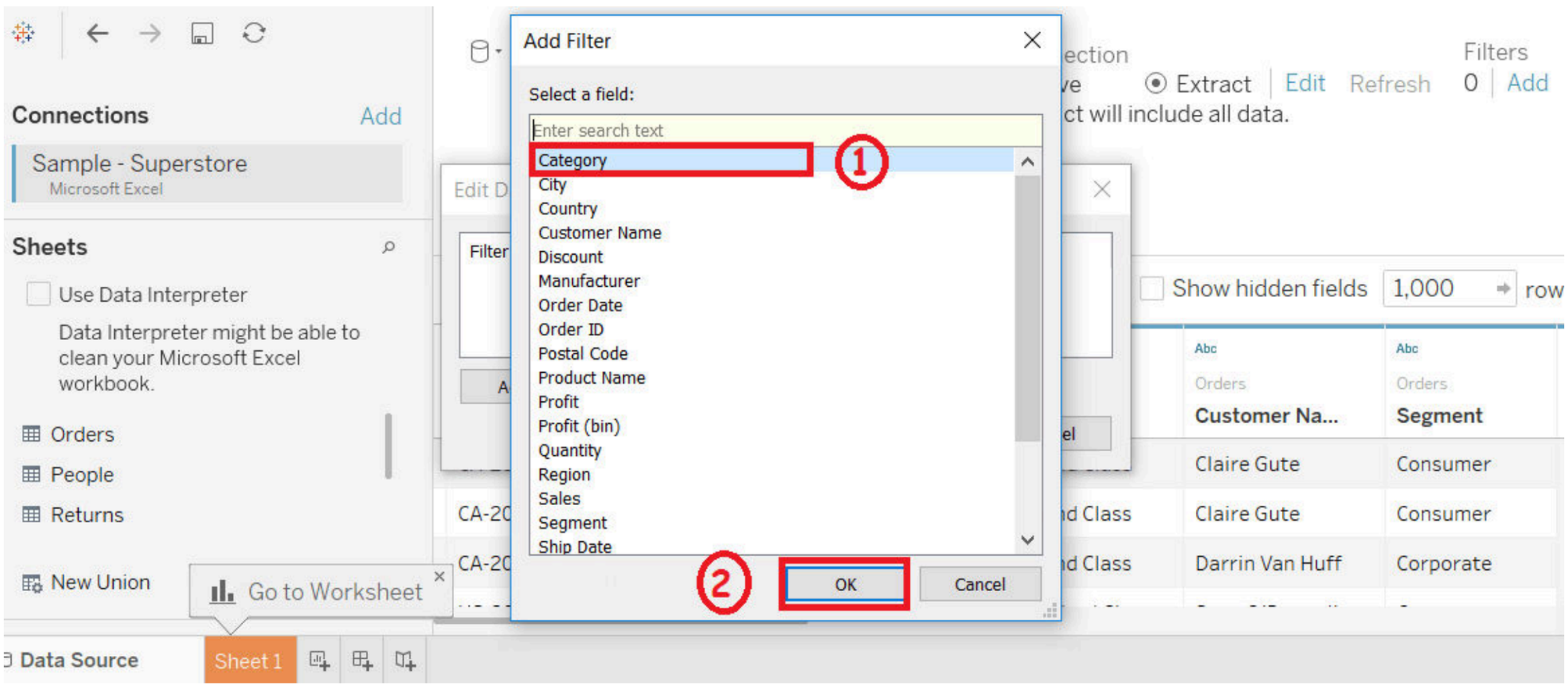
Data Source Filters and Context Filters



💾 Project for the Day

- Create a dashboard with multiple filters, including data source filters and context filters, to control the data displayed in your visualizations.

❓ Practice Questions

- Apply data source filters and context filters to limit data in your visualizations.

🗄️ Datasets

- Sample EU Superstore: Use this dataset to practice data source filters and context filters.

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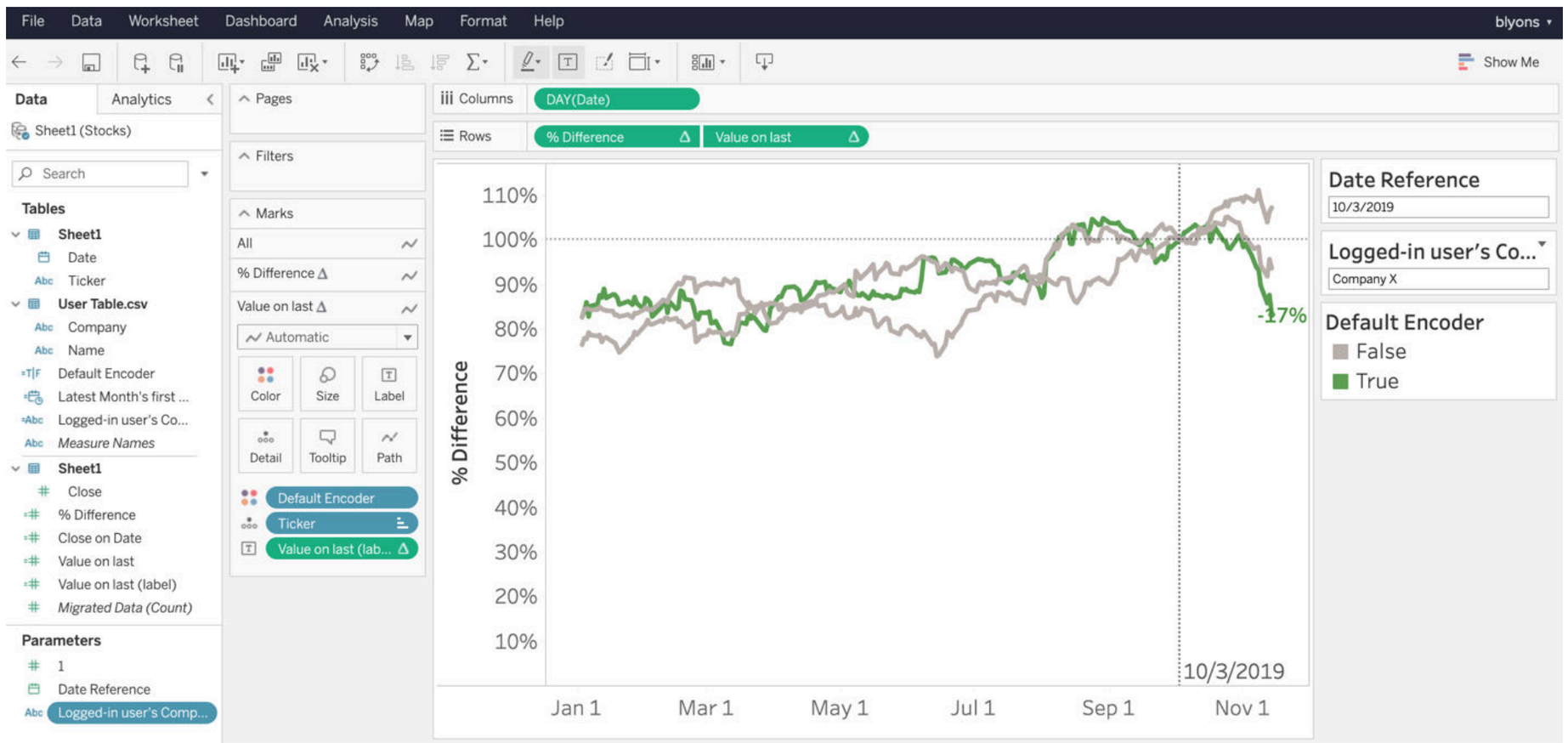
Parameters for Dynamic Dashboards



💾 Project for the Day

- Enhance your dashboard with parameters that enable users to change key variables or criteria in real time.

❓ Practice Questions

- Create parameters to allow users to dynamically change data inputs.

🗄️ Datasets

- Sample Superstore Sales: Create parameters to make your dashboard dynamic.

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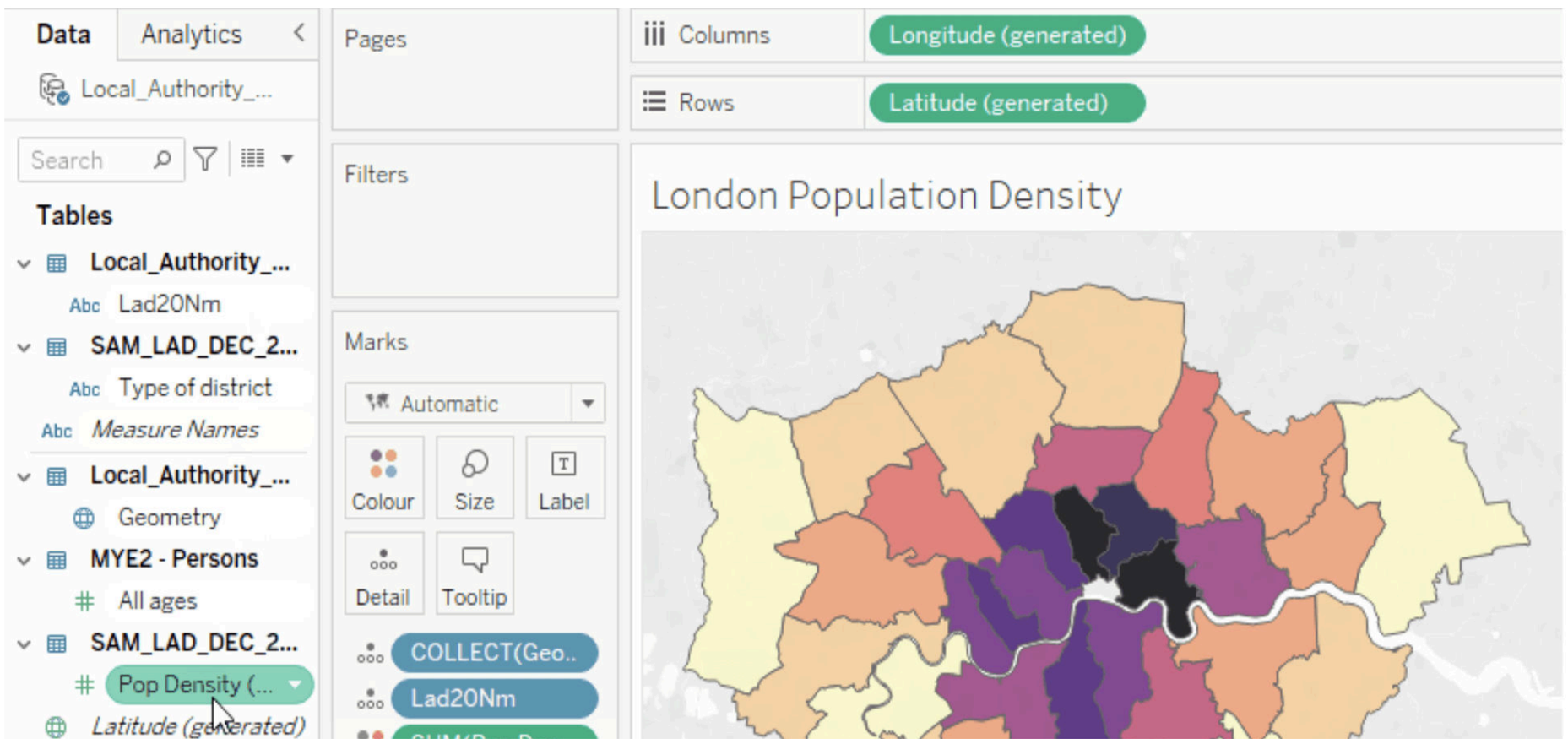
Advanced Mapping Techniques



💾 Project for the Day

- Create a map with custom geocoding to visualize data in locations not covered by standard geocoding.
- Experiment with background images to create custom map visuals.

❓ Practice Questions

- Explore advanced mapping features in Tableau, such as custom geocoding and background images.

🗄️ Datasets

- US Census Data: Datasets from the US Census Bureau for advanced mapping practice.

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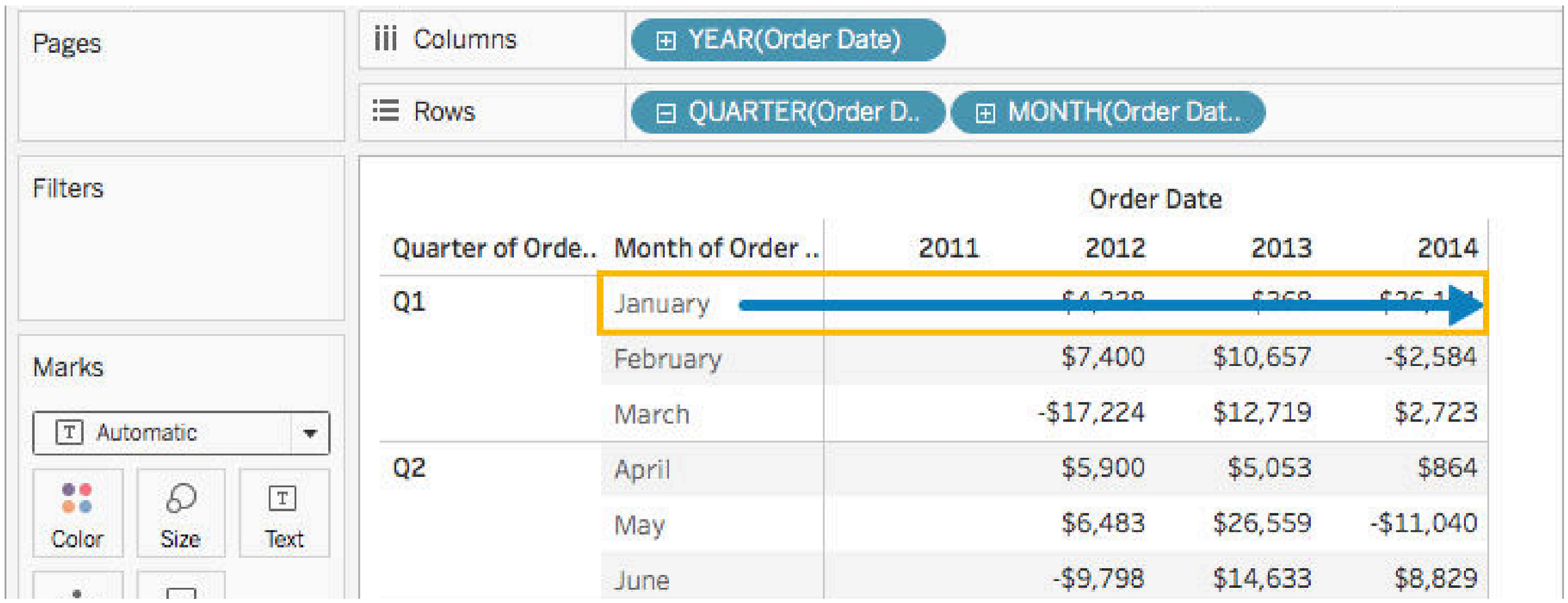
Calculations with Table Calculations



💾 Project for the Day

- Apply table calculations to create dynamic visualizations in your dashboard.

❓ Practice Questions

- Understand and use table calculations for dynamic calculations within visualizations.

🗄️ Datasets

- COVID-19 Data: COVID-19 datasets for practicing table calculations.

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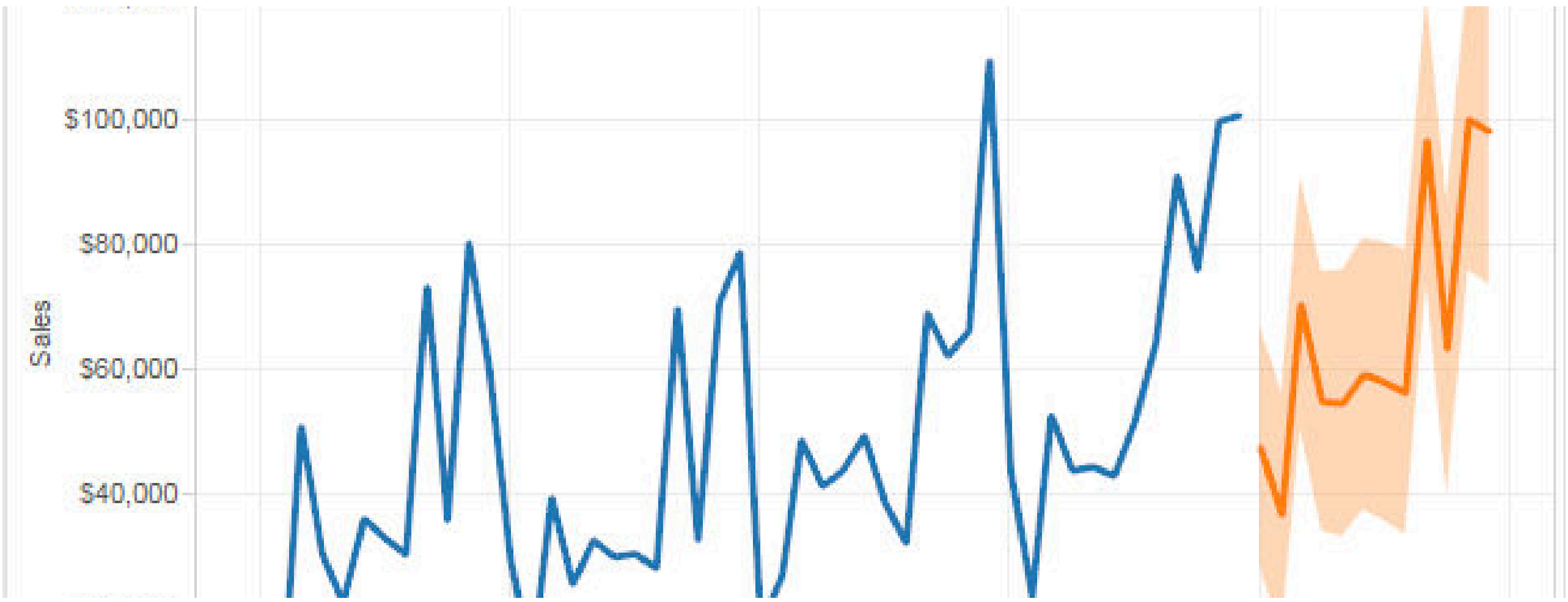
Forecasting and Trend Analysis



💾 Project for the Day

- Apply forecasting techniques to your dataset to predict future trends or values.

❓ Practice Questions

- Use forecasting and trend analysis to make future predictions based on historical data.

🗄️ Datasets

- Stock Market Data: Historical stock market data for practicing forecasting.

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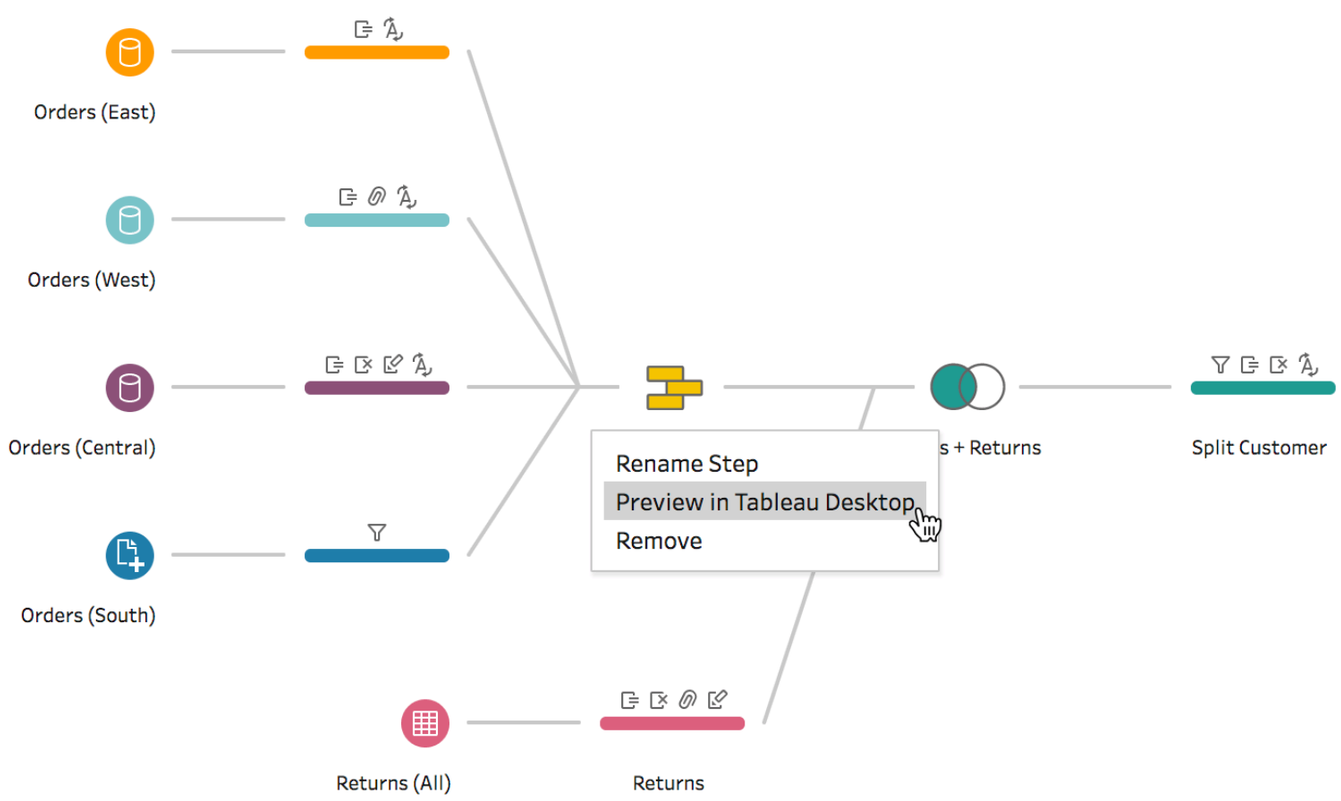
Advanced Data Preparation (Data Prepping)



💾 Project for the Day

- Take a dataset with messy or unstructured data and use Tableau's data preparation tools to clean and reshape it for analysis.

❓ Practice Questions

- Learn advanced data preparation techniques within Tableau.

🗄️ Datasets

- Air Quality Data: A dataset containing air quality measurements for data cleaning and preparation practice.

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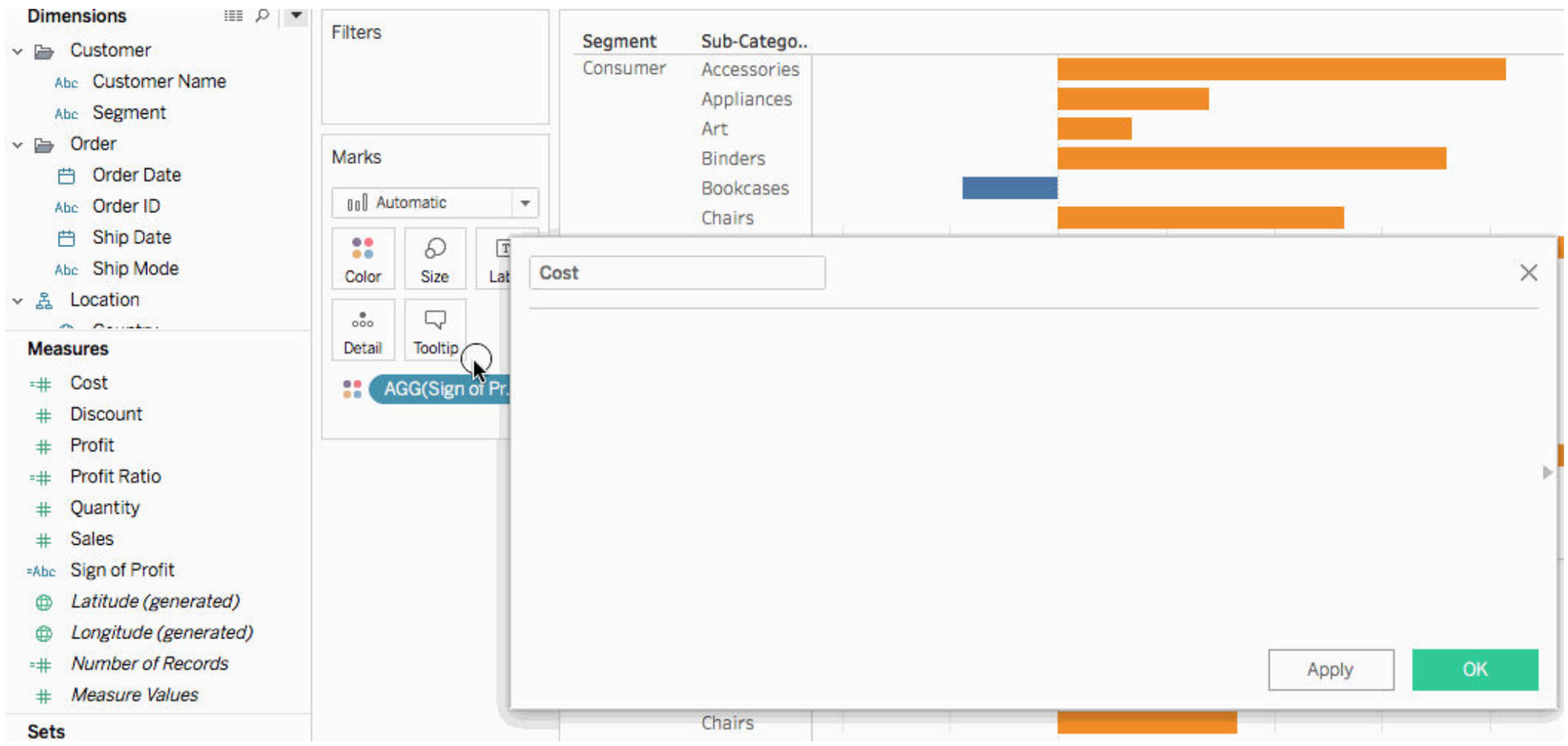
Creating and Using Tableau Calculated Fields (Custom Functions)



💾 Project for the Day

- Define a custom function and apply it to your dataset using calculated fields.

❓ Practice Questions

- Create custom functions using calculated fields in Tableau.

🗄️ Datasets

- Housing Price Data: A dataset for practicing custom calculations.

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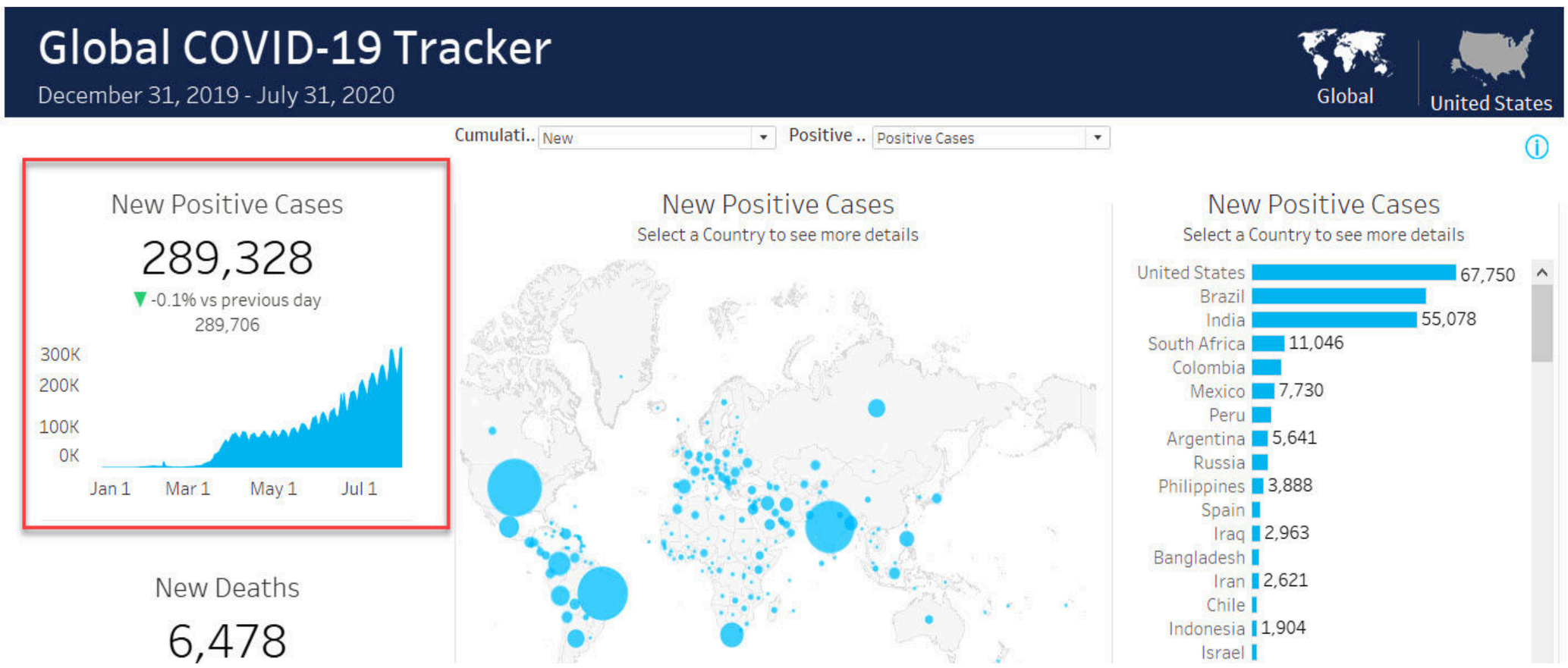
Advanced Dashboard Design



🗃️ Resources for Learning

- Tableau Online Help: Dashboard Design Tips
- YouTube Tutorial: Advanced Dashboard Design in Tableau

💾 Project for the Day

- Redesign one of your previous dashboards with advanced design principles.
- Use layout containers and sizing options to create a polished and user-friendly dashboard.

❓ Practice Questions

- Learn advanced dashboard design techniques.
- Experiment with layout containers and sizing.

🗄️ Datasets

- World Happiness Report: Datasets related to global happiness rankings, suitable for advanced dashboard design.

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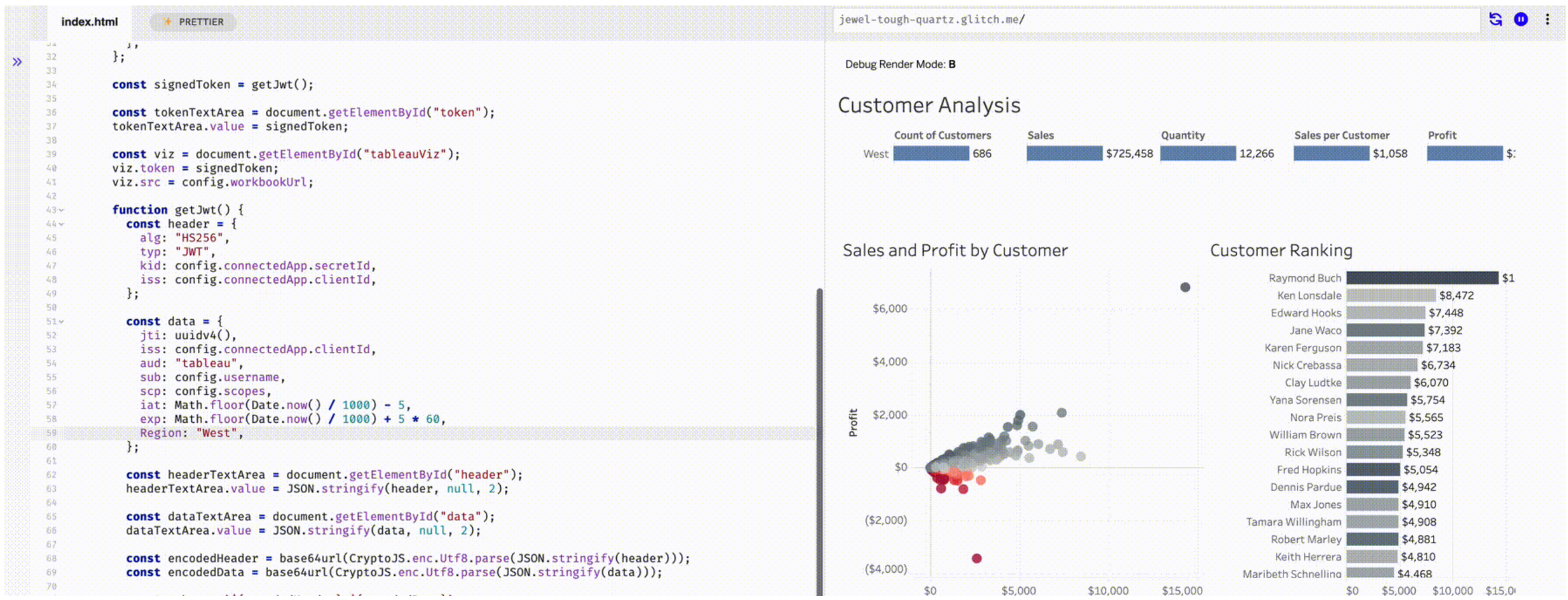
Working with Big Data in Tableau



💾 Project for the Day

- Connect to a large dataset (e.g., big sales data) and create a meaningful visualization.

❓ Practice Questions

- Understand how to connect and analyze large datasets in Tableau.
- Explore data source options like Hadoop and cloud-based services.

🗄️ Datasets

- NYC Taxi Trip Data: A large dataset of NYC taxi trips, useful for practicing big data handling in Tableau.

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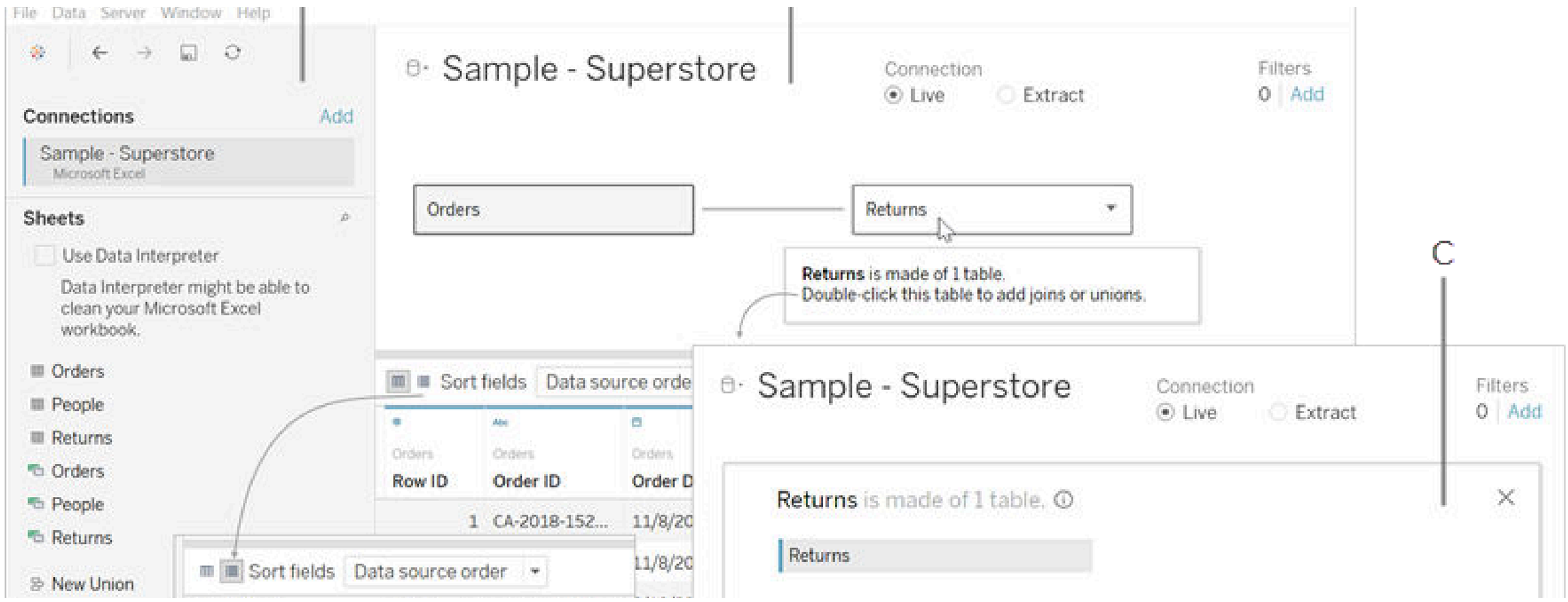
Advanced Data Source Connections



💾 Project for the Day

- Connect to a database using custom SQL queries and create visualizations based on complex data queries.

❓ Practice Questions

- Dive deeper into data source connections with custom SQL and joins.

🗄️ Datasets

- NYC Taxi Trip Data: A large dataset of NYC taxi trips, useful for practicing big data handling in Tableau.

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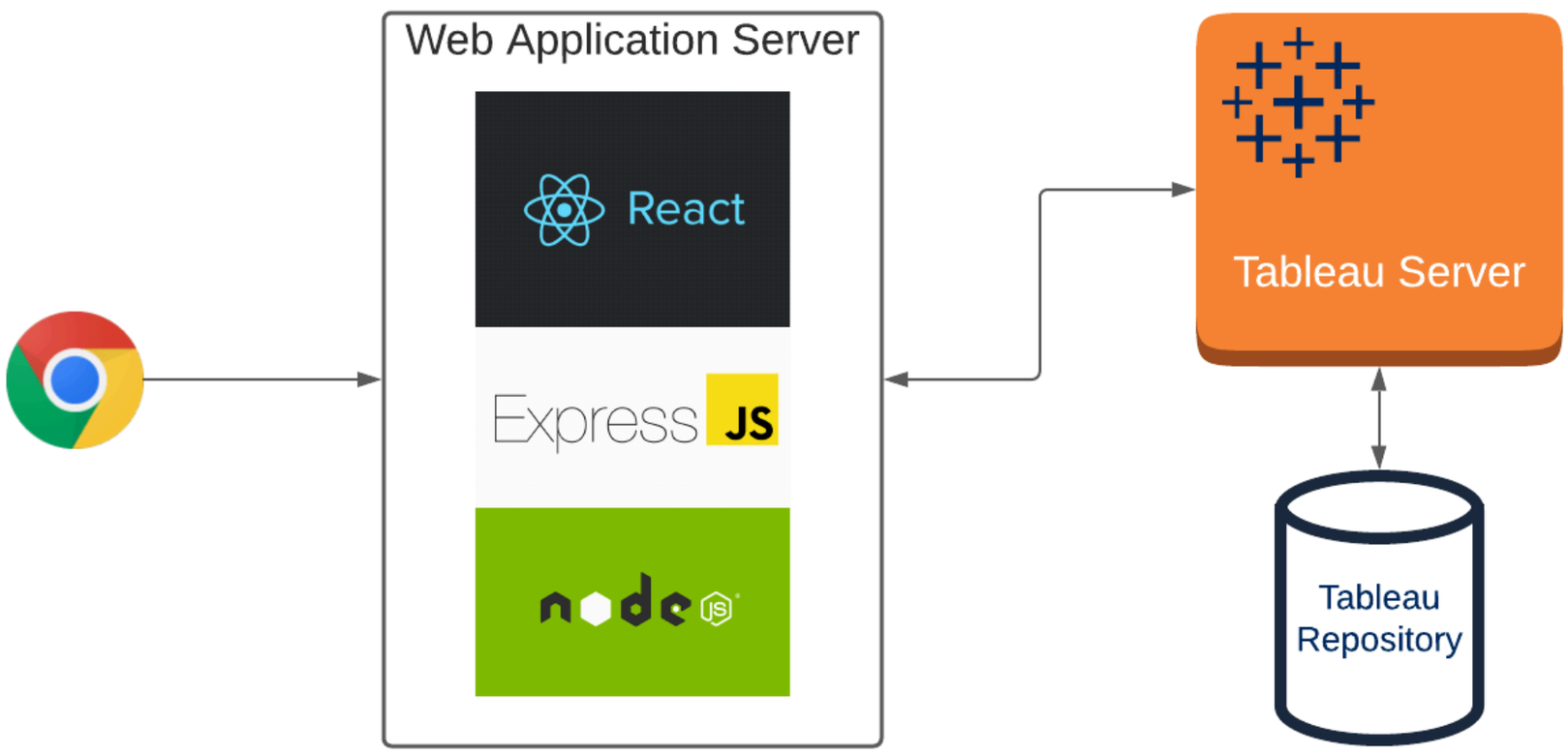
Integrating Tableau with Other Tools (e.g., R, Python)



💾 Project for the Day

- Integrate Tableau with either R or Python to perform advanced analytics on your data.

❓ Practice Questions

- Explore how to integrate Tableau with external analytics tools.
- Learn to use calculated fields with R or Python scripts.

🗄️ Datasets

- E-commerce Customer Data: A dataset containing e-commerce customer information, suitable for integrating Tableau with external analytics tools like R or Python.

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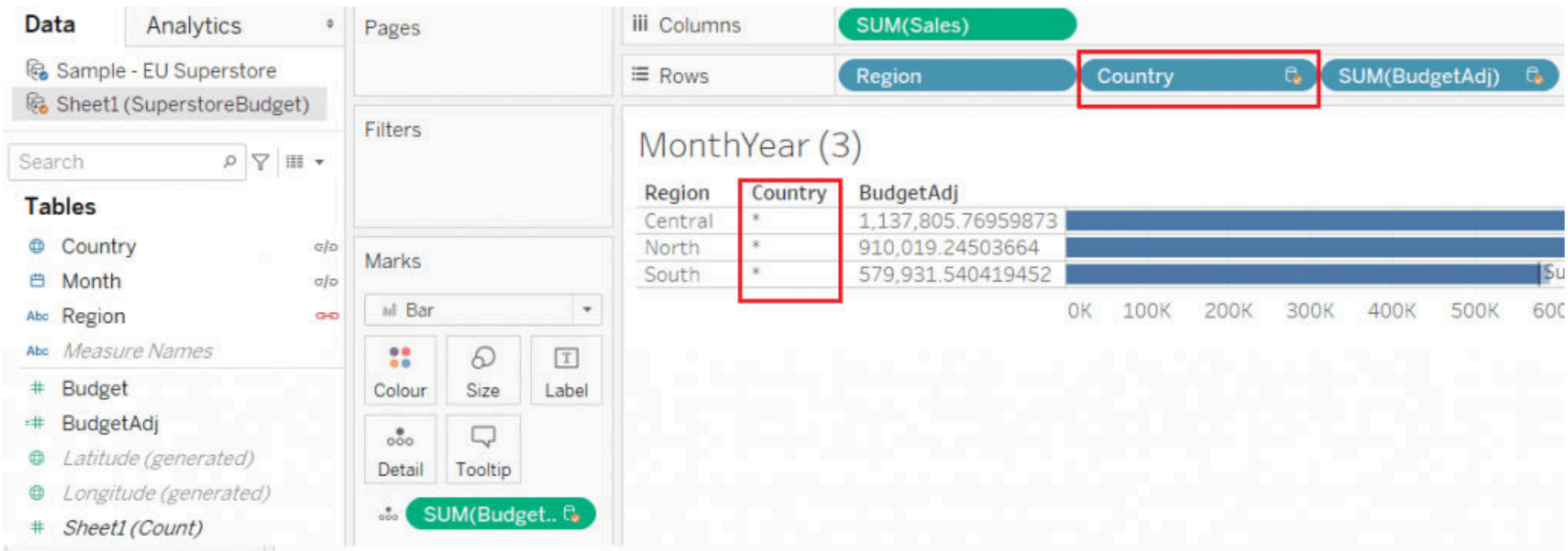
Advanced Data Blending Techniques



💾 Project for the Day

- Work with multiple datasets, combining them using advanced data blending techniques to create a comprehensive dashboard.

❓ Practice Questions

- Master advanced data blending techniques for complex data relationships.
  Project for the Day:

🗄️ Datasets

- MovieLens Dataset: Movie ratings data for practicing advanced data blending techniques.

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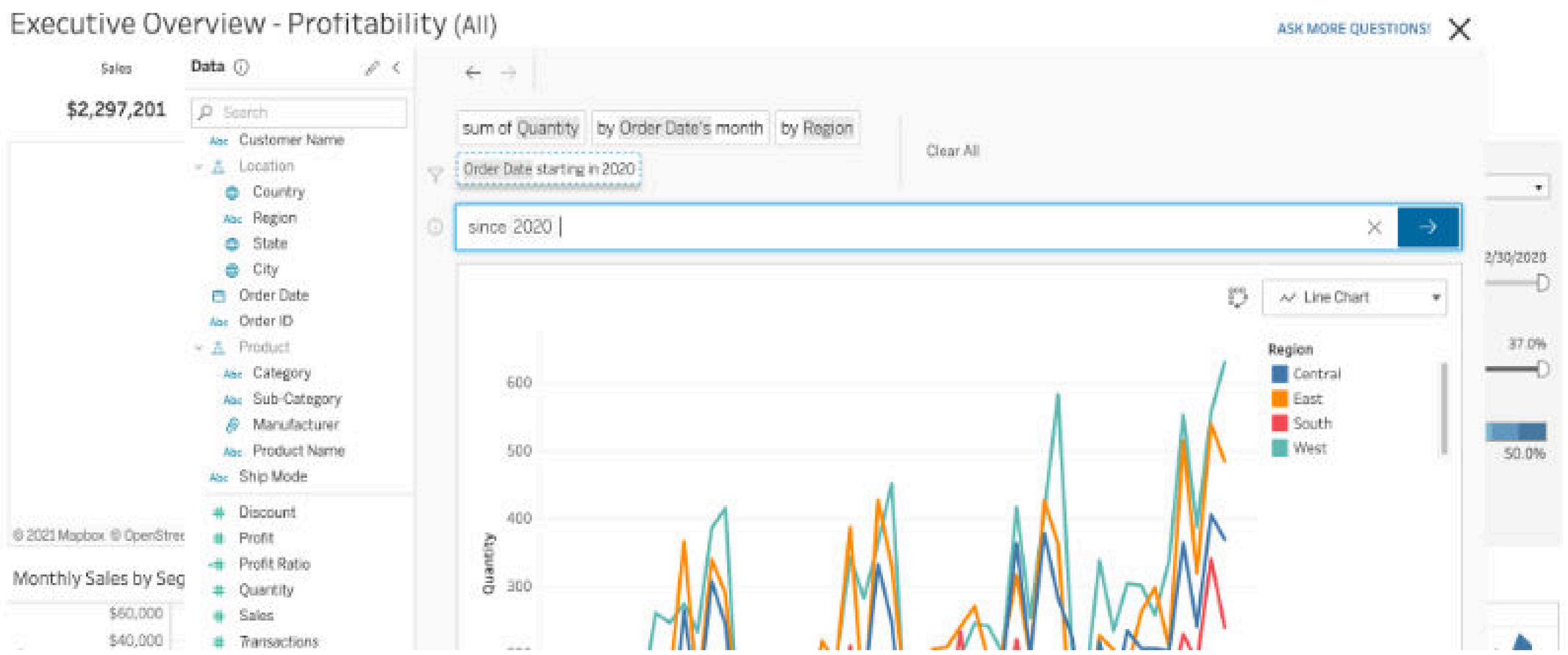
Advanced Analytics and Machine Learning Integration



💾 Project for the Day

- Incorporate advanced analytics or a machine learning model into one of your Tableau dashboards.

❓ Practice Questions

- Explore advanced analytics capabilities within Tableau.
- Integrate machine learning models into your visualizations.

🗄️ Datasets

- Credit Card Fraud Detection: A dataset for fraud detection, perfect for integrating machine learning models into Tableau.

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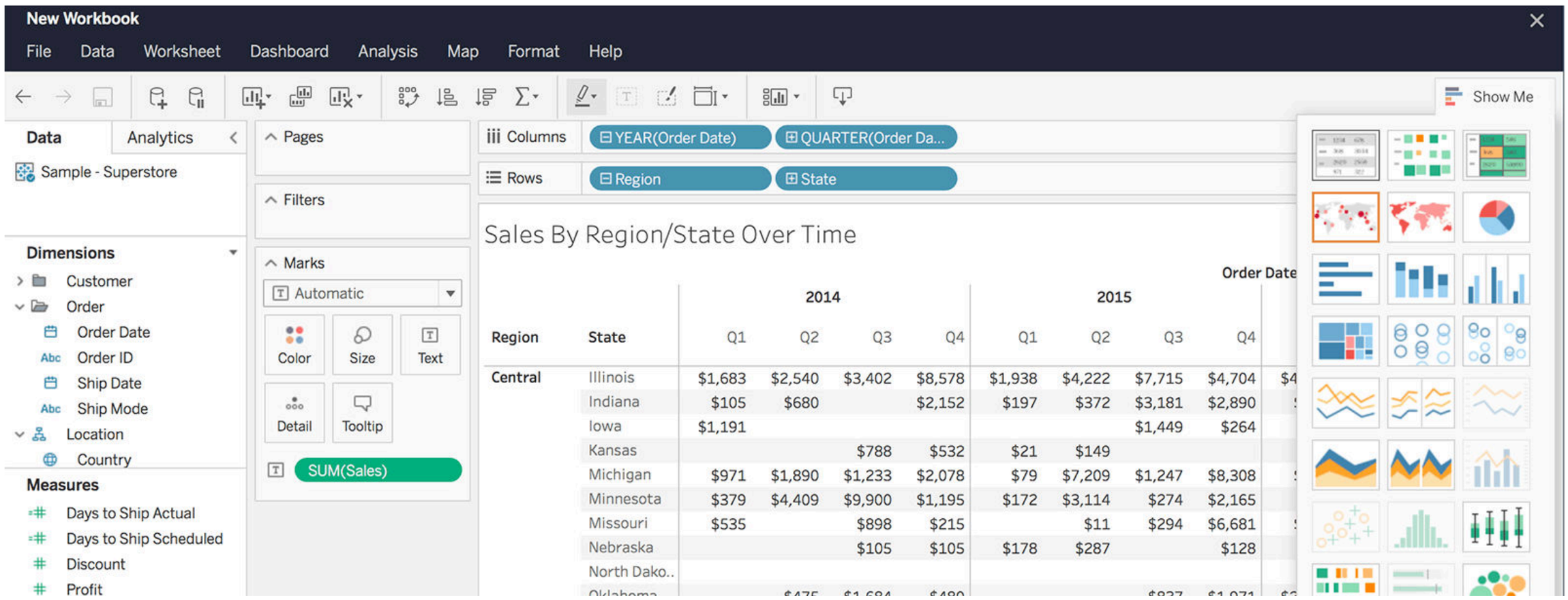
Tableau Server and Collaboration



💾 Project for the Day

- If possible, install Tableau Server (or use a trial) and explore its features for collaboration and sharing.

❓ Practice Questions

- Understand Tableau Server's role in collaboration and sharing.
- Learn about user roles, permissions, and publishing.

🗄️ Datasets

- Employee Sales and Performance Data: A dataset simulating employee sales and performance data, useful for exploring Tableau Server's collaboration features.

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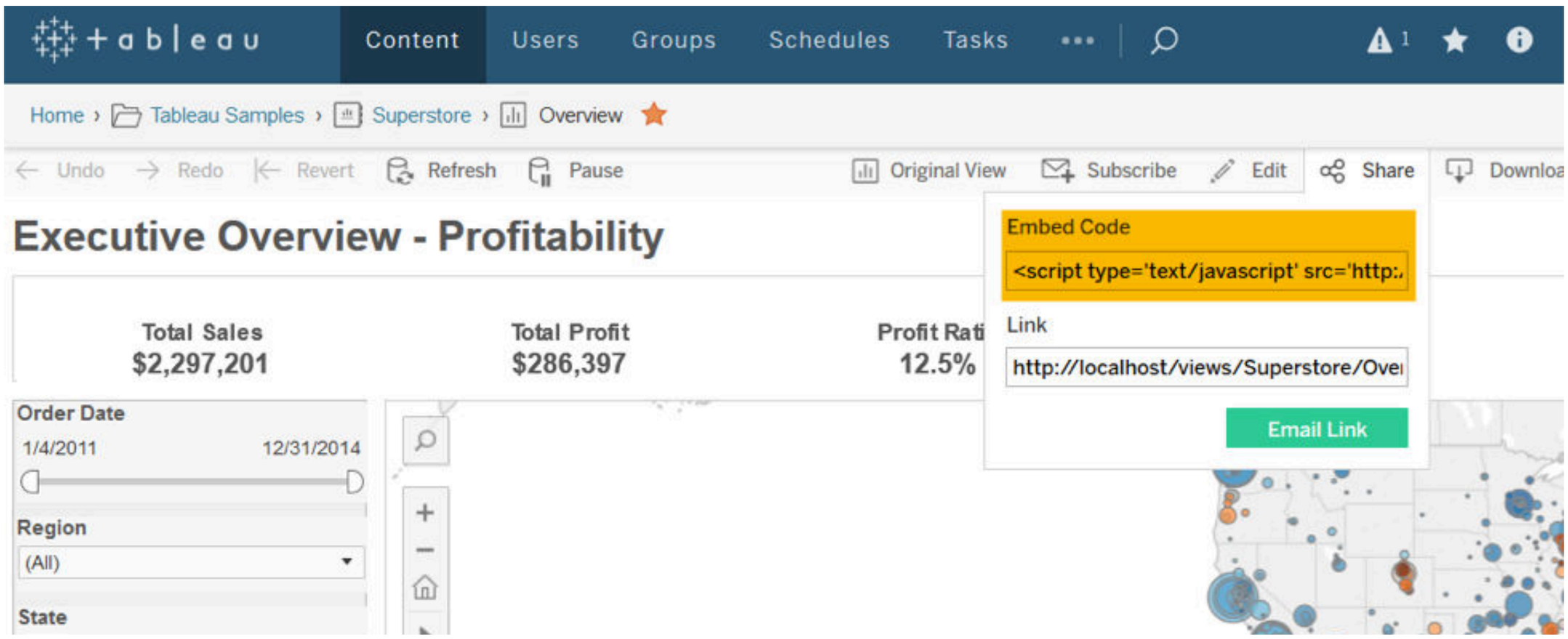
Embedding Tableau Visualizations



💾 Project for the Day

- Embed one of your Tableau visualizations in a personal website or blog (if applicable).

❓ Practice Questions

- Learn how to embed Tableau visualizations in websites and applications.

🗄️ Datasets

- Census Bureau Data: Various datasets from the United States Census Bureau, great for embedding Tableau visualizations in websites or applications.

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Tableau Certification Preparation

Tableau Desktop Exams

Testing on version 2018.2

Desktop Specialist

Focused on foundational functionality and product comprehension

Fee: $100 (50% off until December 31, 2018)

Suggested Training: Desktop I

Required Prerequisites: None

Suggested Product Experience: 3+ Months

Exam Prep Guide: Download here

Desktop Qualified Associate

Comprehensive functionality and product expertise

Fee: $250

Suggested Training: Desktop I & Desktop II

Required Prerequisites: None

Suggested Product Experience: 5+ Months

Exam Prep Guide: Download here

Desktop Certified Professional

Advanced functionality and application of visual best practices

Fee: $600

Suggested Training: Desktop III & Visual Analytics

Required Prerequisites: Active Desktop Qualified Associate

Suggested Product Experience: 12+ Months

💾 Project for the Day

- Take a mock Tableau certification exam to assess your readiness.

❓ Practice Questions

- Take a mock Tableau certification exam to assess your readiness.

🗄️ Datasets

- Tableau Sample Exam Datasets: Access sample datasets provided by Tableau to prepare for certification exams.

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Final Project Showcase and Review

💾 Project for the Day

- Use any of the completed dashboards or visualizations from previous days.
- Polish and finalize your comprehensive Tableau project.
- Share your project with your network, mentor, or online Tableau community for feedback and recognition.

❓ Practice Questions

- Review and summarize the skills you've developed over the past 30 days.
- Showcase your final Tableau project to peers, mentors, or online communities.

🗄️ Datasets

- Choose any dataset that aligns with your interests and showcase the skills you've learned over the 30 days in a comprehensive Tableau project.

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