Helping people see and understand data.

Video: What is Tableau?

The term **Business Intelligence (BI)** refers to technologies, applications and practices for the **collection, integration, analysis,** and **presentation** of business information.

Tableau Software, Inc.

We make rapid-fire business intelligence software.

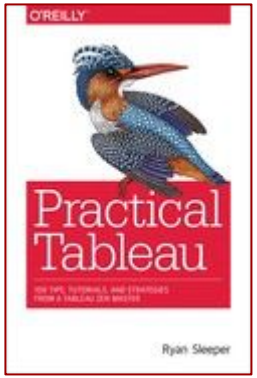
- Industry leaders in visual analysis software
- Award-winning researchers and developers
- Stanford Professor Pat Hanrahan and Dr. Chris Stolte re-invented data visualization technology
- Patented products are in use by 45,000+ customers
- Headquartered in Seattle, WA

Customers:

- eBay
- Wells Fargo
- Bank of America
- Walmart
- Safeway
- GM
- Pfizer
- The Hartford
- Microsoft
- Merck
- Ferrari

+ **10,000's** more

Practical Tableau



by Ryan Sleeper

Publisher: O'Reilly Media, Inc.

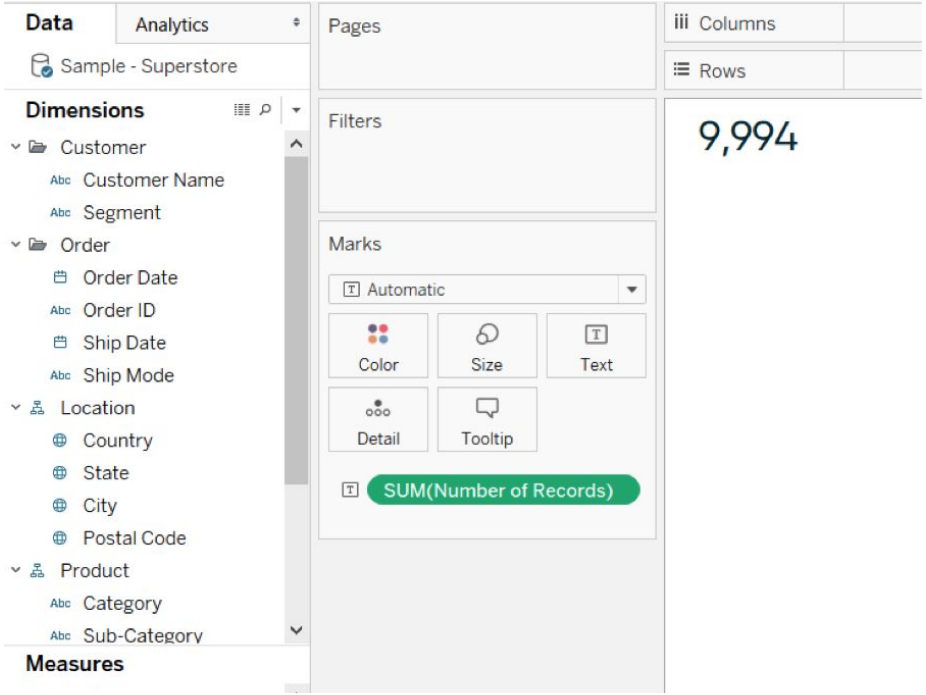
Release Date: April 2018

ISBN: 9781491977316

On Safari

To see the number of records in a dataset...

Drag the *Orders(Count)* field to the *Text* Marks Card:



More ways to learn Tableau

Tableau Training

Tableau Training Videos

Tableau Docs

Tableau Getting Started Video

Per Ryan Sleeper

Tableau Public

Books

Tableau Your Data! by Dan Murray (Wiley)

Communicating Data with Tableau by Ben Jones (O'Reilly)

Community

Twitter list DataViz Heroes

Tableau Reference maintained by Jeffrey Shaffer

Measure vs Dimension

What is a Measure?

Any numeric field, by default, is a measure.

A dependent variable - a function of one (or more) dimensions.

What is a Dimension?

Any categorical info, by default, is a dimension.

An independent variable.

Dimensions are used to ‘slice and dice’ measures, e.g. *Sales* (measure) by *OrderID* (dimension).

If it does not make sense to sum up a number, it is likely a dimension, e.g. *OrderID*

Discrete Vs Continuous

Discrete fields are blue.

Discrete fields draw headers.

Discrete fields can be sorted.

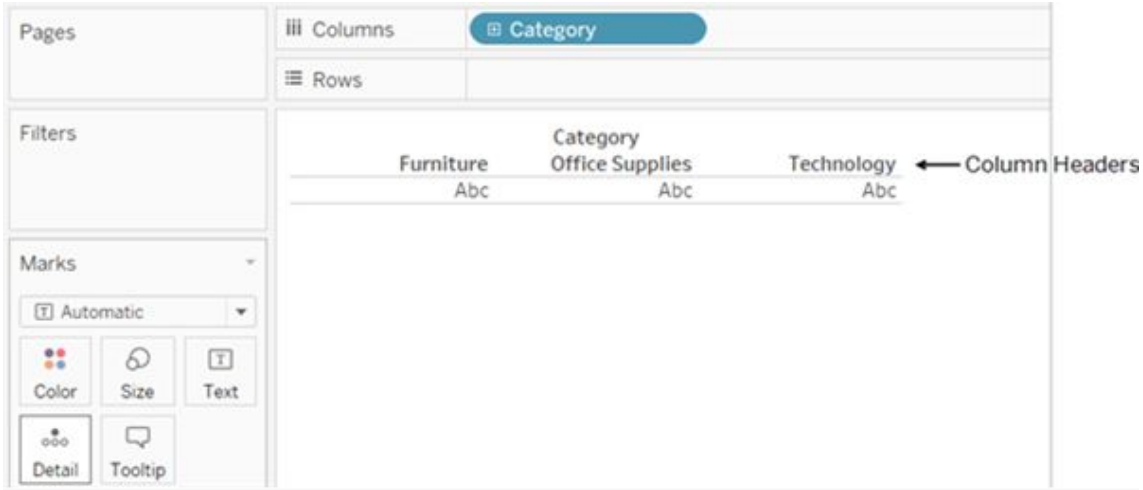
Continuous fields are green.

Continuous fields draw axes.

Continuous fields cannot be sorted.

Example

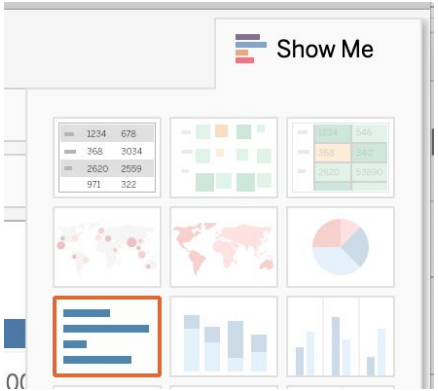
Dragging a discrete dimension field to Columns will create Column Headers:



https://help.tableau.com/current/pro/desktop/en-us/datafields_typesandroles.htm

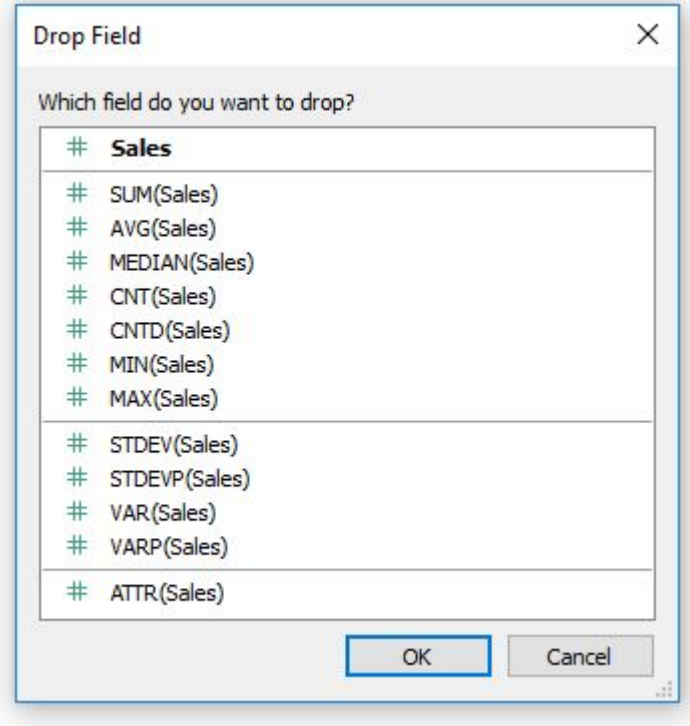
Five Ways to Make a Bar Chart

1. Double-click on a Sale measure.
2. Click and drag the Sale measure to the Rows Shelf.
3. With the help of the **Show Me** tab:
   - pre-select the Sale measure, click on **Show Me** icon, click on Horizontal Bar Chart icon;
   - Click on the Swap icon to switch from a Horizontal to a Vertical bar chart;
4. Change from a Line Chart to a Bar Chart:
   - Columns: Year(Order Date)
   - Rows: Sum(Sales)
   - Change the Card Marks Type from Automatic to a **Bar**.



Five Ways to Make a Bar Chart (Cont.)

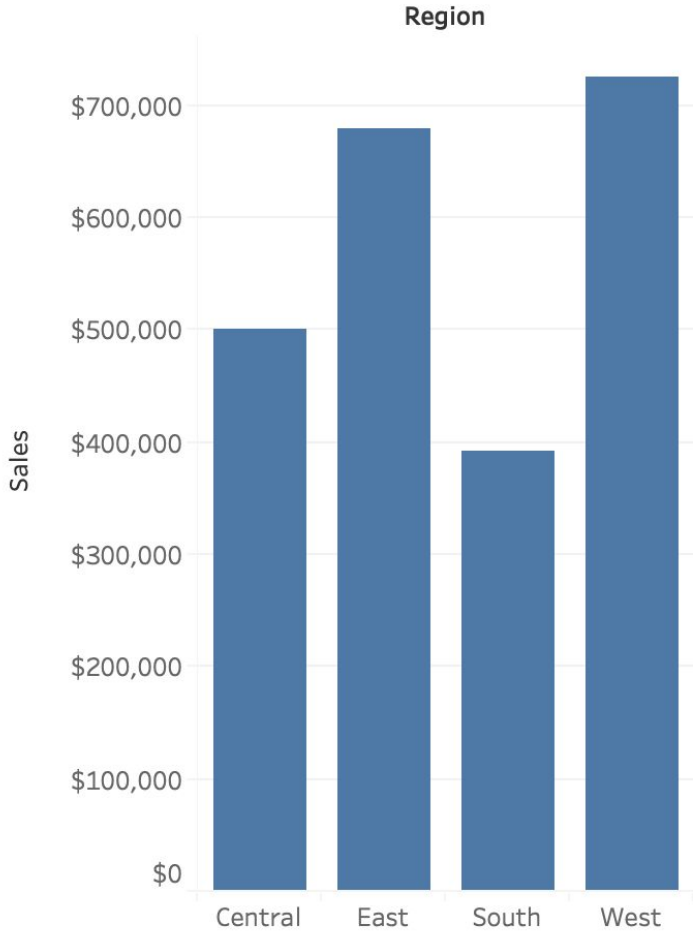
5. Windows only: Right-click on **Sales** and drag it to the **Rows** shelf. You will be presented with the data aggregation options to the right:



On a Mac, you can change the aggregation function by clicking on a Sum(Sales) pill on a **Rows** shelf > **Measure(Sum)**

Sales by Region Bar Chart

- Columns: Region
- Rows: Sum(Sales)



Sum of Sales for each Region.