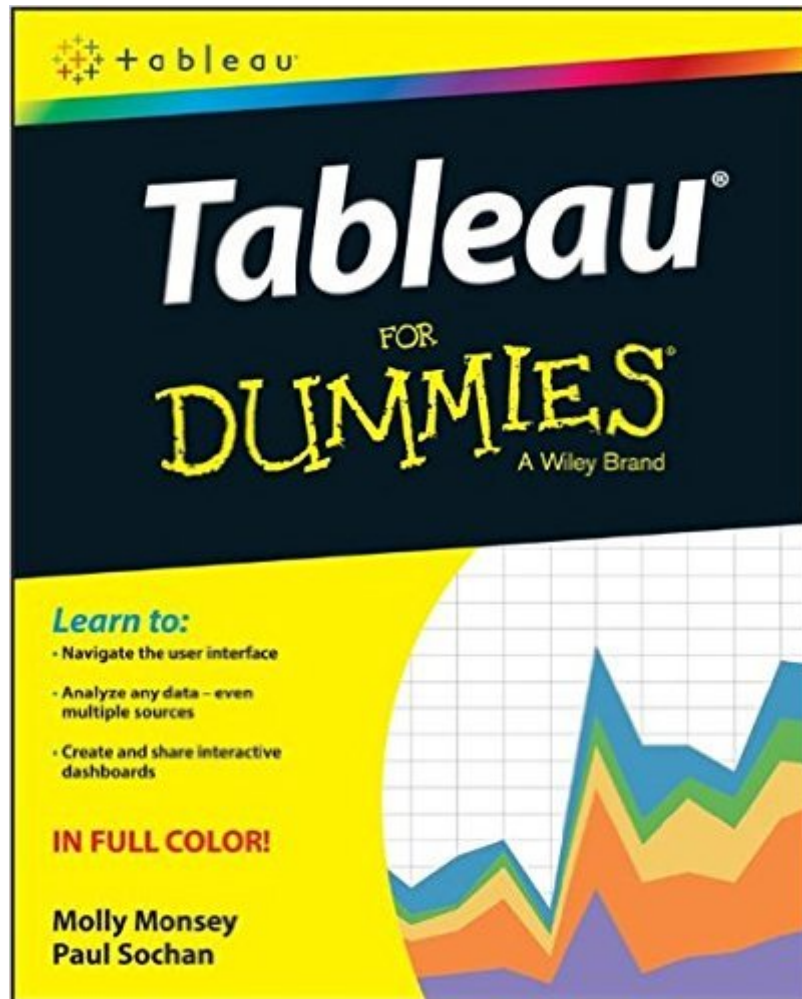


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Tableau For Dummies (For Dummies (Computer/Tech))



Synopsis

Make your data work for you! Tableau For Dummies brings order to the chaotic world of data. Understanding your data and organizing it into formats and visualizations that make sense to you are crucial to making a real impact on your business with the information that's already at your fingertips. This easy-to-use reference explores the user interface, and guides you through the process of connecting your data sources to the software. Additionally, this approachable, yet comprehensive text shows you how to use graphs, charts, and other images to bring visual interest to your data, how to create dashboards from multiple data sources, and how to export the visualizations that you have developed into multiple formats that translate into positive change for your business. The mission of Tableau Software is to grant you access to data that, when put into action, will help you build your company. Learning to use the data available to you helps you make informed, grounded business decisions that can spell success for your company. Navigate the user interface to efficiently access the features you need Connect to various spreadsheets, databases, and other data sources to create a multi-dimensional snapshot of your business Develop visualizations with easy to use drag and drop features Start building your data with templates and sample workbooks to spark your creativity and help you organize your information Tableau For Dummies is a step-by-step resource that helps you make sense of the data landscape and put your data to work in support of your business.

Book Information

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Customer Reviews

Tableau is gaining popularity as a visualization tool and there have been a spate of books lately. I have purchased 3 other books on Tableau, and most of them address the basics rather than get into complex visualizations as they get rather specific. This book like other Dummies book is very comprehensive. It begins at the beginning and takes you all the way up to doing advanced analytics in Tableau. I would recommend it for beginners but the advanced users may also find it handy to keep around for a tip or two that they may have missed. If you have a Tableau license in your organization, you will already have access to their regular online classes and workshops and also their data sets on their website. You can use those for getting a primer. There are some pre-recorded classes and some that happen live. I've taken both and found that the pre-recorded ones can be slow and time consuming at the beginning and live ones can sometimes move too fast for you to absorb the steps. So having a book like this handy that takes you over the same stuff and you can learn at your pace, is great. This book is almost laid out like a step by step introduction to Tableau. The beginning chapters of the book show you how to use Tableau Desktop and how to quickly get up and running using data. It's fairly easy once you get the hang of it and the book shows you how. By Chapter 2 you're already creating dashboards. That can be a great feeling! Chapter 3 illustrates the all important dimensions and measures and the differences between them. These are important concepts and the more you can master them through using different datasets it will really help ground you in how to visualize data.

Written by employees of Tableau, this book is really good for staying on-topic, having great content, and being concise. That said, this book isn't for everyone, and your real-life experience with Tableau will definitely depend on your circumstances and needs. This book is written for someone completely new to Tableau, with it leaning toward people completely new to data and data visualization outside of typical Excel types of charts. That's not a bad thing, and if it describes you, this is the perfect book to get you started. If this isn't you, be aware this book is very light on all the enterprise level heavy-hitting questions you might want to know. The book focuses on the Tableau Desktop interface and uses sample data and simple visualizations to get you started. It takes you step by step through identifying your data source (like an Excel file), importing it, then using it to create everything from simple visualizations (like a bar graph), through to creating multi-visualization dashboard and "stories" (a Tableau term) that can be shared with others. Where this book stops short is that it doesn't cover any of the installation or maintenance of the application, the associated server software, security controls, etc. Also, while everything looks simple on the surface, and even if you're just going to be an end-user creating visualizations, be aware that it may not all be sunshine

and unicorns in the real world. Often the hard part is getting quality data from your company's back-end databases into Tableau itself. That data isn't always optimized for reporting, let alone structured to make Tableau efficient at analyzing it.

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