

Introduction

This workshop is designed to introduce participants to the world of data analytics using Tableau Public, a powerful and popular tool for creating visualizations. The workshop is divided into three labs, each building upon the knowledge and skills gained in the previous lab. By the end of the workshop, participants will be able to download and install Tableau, navigate its interface, create meaningful visualizations, and design interactive dashboards.

Overview

Lab 1: Introduction to Tableau Public

Objectives:

- Familiarize participants with Tableau Public.
- Guide them through the process of downloading and installing Tableau Public Desktop.
- Introduce the Tableau interface and basic functionalities.
- Perform preliminary data analysis using a movie dataset.

Lab 2: Creating Meaningful Visualizations

Objectives:

- Utilize public datasets available in Tableau.
- Create visualizations that answer specific questions and uncover trends.

Lab 3: Dashboarding

Objectives:

- Create an interactive dashboard using Tableau Public.
- Answer specific business questions using the dashboard.

Interactive laboratory

Read the instructions carefully and fill in the missing answers. You may self-evaluate your responses by pressing the button tagged as “Show Answer”, under each text field.

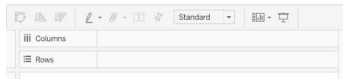
Part 3: First Look at the Data

Step 1: Populate Sheet 1.

- a. Select Sheet1 from the tabs at the bottom of the workspace.

The fields from the table are shown in the Data pane on the left side of the screen. On the right of the window are charting and graphing tools.

- b. To select the data fields to include in your visualization, you will drag them to either the column or row shelf at the top of the workspace.



- c. To look at the profit by year for the movies, drag the Release Date field from the Data pane to the Column shelf. A list of years should appear in the center of the workspace.

- d. Drag the Revenue field to the Rows shelf. A line graph should appear in the center of the workspace.

- e. Select “Bar” in the drop-down menu in the Marks toolbox (to the left of the line graph, below Filters) to change the type of the chart to a bar chart. Now the graph shows the total revenue for all movies for each year in the sheet.

What year had the highest amount of revenue?

Answer Area

Show Answer

- f. Now drag the Popularity field to the Rows line, to the right of the Revenue entry. What happens when you drag the second field to the Rows line?

Answer Area

Conclusion

Once you have mastered all three task sets, you’re on your way to becoming an expert data analyst! The tools discussed today might only scratch the surface of this excitingly cutting-edge science. However, they are the fundamental basis for expanding your knowledge, skills, and experience. References for further learning are provided below:

- ❖ How-to videos:

<https://public.tableau.com/app/learn/how-to-videos>

- ❖ Tableau Community Resources:

<https://public.tableau.com/app/learn/community-resources>

- ❖ Google Data Analytics Professional Certificate on Coursera:

<https://www.coursera.org/professional-certificates/google-data-analytics>

- ❖ Tableau Hands-on Challenges at Trailhead:

<https://trailhead.salesforce.com/users/strailhead/trailmixes/tableau-hands-on-challenges>

Thank you for participating!

