

Visual Analytics and Data Storytelling with Tableau Desktop



This 2-day course is designed to equip participants with the necessary conceptual and technical skillset to create compelling visualizations. Attendees will learn about effective data visualization techniques and how to apply these concepts in practice with Tableau. A variety of simple and complex visualizations will be created, discussed, and subsequently combined in interactive dashboards.

Target Audience Anyone who works with data, regardless of technical or analytical background. Tableau users: beginner to intermediate level.

- Content Menu**
- Connect to, edit, and save data in a variety of formats and sources
 - Handle changes such as field addition, deletion, or name changes
 - Create calculations including string manipulation, basic arithmetic calculations, custom aggregations and ratios, logic statements, and quick table calculations
 - Discover both simple and complex chart types (cross tabs, maps, dual axis / combo charts, heat maps, box plots, distribution charts, tree maps, scatter plots, Bullet Graphs, etc.) and determine effective use cases for each type
 - Critically review existing visualizations and discuss alternatives
 - Learn why statistical summaries and visualizations complement each other and should not be used as substitutes
 - Make use of preattentive attributes (colour, form, position, motion) to highlight important elements of your data
 - Use groups, bins, hierarchies, sorts, sets, filters, and reference lines to create focused visualizations that can be dynamically adjusted
 - Aggregate data at different levels of detail to answer more complex questions
 - Use Measure Name and Measure Value fields to create visualizations with multiple measures and dimensions
 - "Data journalism" – Devise poignant chart titles and descriptions to guide the viewer and tell a story with your data
 - Communicate your findings to a targeted audience by combining your visualizations in interactive dashboards, using tooltips, and publishing your work to the web
 - Take-home exercises with solutions to practice creating meaningful visualizations



Practical Details

2 full-day sessions or 4 half-day sessions

Available in English or German

The course is held at Quantum's facilities in Technopark Zürich

Participants will use their own laptop (please indicate if this is not possible) with Tableau installed on it – or download the latest Tableau Desktop Free Trial version at www.quantumanalytics.ch

Price

CHF 1990.– per person excl. VAT, for a maximum of 5 participants (More people? Please enquire at tableau@qbis.ch)

Date

On request

Register at

tableau@qbis.ch

About Quantum

Quantum is a data science and analytics company, located at Technopark in Zurich. We help clients to identify their most valuable customers, products, or services; determine potential risks; discover hidden potential in their markets; pinpoint and eliminate bottlenecks and inefficiencies; and provide other insights to steer their business. We do this by combining business experience and knowledge with the application, implementation and teaching of scientific methods of data analysis, data management, reporting and modern visualisation to turn data into information.

To know more about how modern data science can help you and your business, visit our website at www.quantumanalytics.ch or contact us at info@qbis.ch.

August 2020. Prices and conditions are subject to change without prior notice.

