# Creating dashboards and storytelling with Tableau/SAS Visual business analytics

**Module 1 : Tableau Overview**

- What is Tableau?
- What is Business Intelligence?
- Tableau Architecture
- Why Tableau?
- Tableau Products
- Data visualization with Tableau
- Tableau Desktop
- Tableau Server
- Strength of Tableau
- Weakness of Tableau

**Module 2 : Tableau Basics**

- Download Tableau Public
- Install Tableau Public
- Tableau Interface
- Environment Overview
- How to Import CSV Files
- How to import Excel Files
- How to Import Data From Cloud

**Module 3 : Time Series , Aggregation and Filters**

- Working with Data Extract in Tableau
- Working with Time-Series
- Understanding Aggregation, Granularity and Level of Detail
- Creating an area Chart & Learning about Highlighting
- Adding a Filter and Quick Filter

**Module 4 : Map, Scatterplot and Your First Dashboard**

- Joining Data in Tableau
- Creating a Map, working with Hierarchies
- Create our First Dashboard
- Adding an interactive action – Filter
- Adding an interactive action – Highlighting

**Module 5 : Join Theory , Blending Data and Dual Axis**

- Understanding How LEFT, RIGHT, INNER and OUTER Joins With Tableau
- Joins with Duplicate Values
- Joining with Multiple fields
- The showdown joining Data vs Blending Data in Tableau
- Data Blending in Tableau
- Dual Axis Chart
- Creating Calculated Field in a Blend
- Section  Recap

**Module 6 : Table Calculations, Advanced Dashboard and Storyline**

- Mapping How to set Geographical roles
- Creating table calculation for gender
- Creating Bins and Distribution for Age
- Leveraging the Power of Parameter
- How to create tree map chart
- Creating customer segmentation Dashboard
- Advanced Dashboard Interactivity
- Analyzing the customer Segmentation Dashboard
- Creating a Storyline

**Module 7 : Advanced Data Preparation**

- What format your data should be in
- Data Interpreter
- Pivot
- Splitting a Column in to Multiple columns
- Meta Data Grid
- Fixing Geographical Data errors in Tableau

**Module 8 : Cluster , Custom territories**

- The Challenge startup Expansion Analytics
- Custom Territories via groups
- Custom Territories via Geographical roles
- Adding a Highlighter
- Clustering in Tableau
- Cross-Database joins
- Modeling with Clusters
- Saving your Cluster
- New Design Feature
- Section Recap

**Module 9 : What's new in Tableau**

- Connecting to PDF
- Connecting to Spatial Files
- Joining to Spatial Files
- Putting it all together
- Step and Jump Line Chart
- Viz in Tooltip

**Project**

- Project 1 Discount Mart
- Project 2 Green Destination
- Project 3 Tesla Stock Price Analytics
- Project 4 Northwind Trade Analysis
- Project 5 Superstore Analytics