Masterclass: Tableau Essentials

Course Description:

This intensive course is designed for professionals and aspiring analysts who want to gain hands-on experience with Tableau's suite of data visualization tools. Participants will learn how to navigate Tableau Desktop, Server, Online, and Prep, connect to a variety of data sources, manipulate and analyze data, create compelling visualizations, and build interactive dashboards.

Learning Objectives:

By the end of the course, attendees will be able to confidently use Tableau to connect and prepare data, perform calculations, design impactful visualizations, and create interactive dashboards.

Audience Requisites:

- No prior Tableau experience required
- Basic familiarity with data concepts and spreadsheets recommended

Course Agenda

Module 1: Tableau Tools & Workspace (1 hour)

- Overview of Tableau Desktop, Server, Online, and Prep
- Key differences and use cases for each tool
- Navigating the Tableau workspace: menu, Data Pane, and Shelves
- Applying filters: range, relative date, context

Module 2: Data Connections & Structure (1 hour)

- Connecting to various data sources (files, databases, cloud)
- Dimensions vs. Measures: definitions and practical examples
- Structuring data for analysis
- Performing data joins: inner, left, right, outer

Module 3: Data Manipulation & Calculations (1 hour)

- Using logical functions, string and date functions
- Creating calculated fields
- Data cleaning and transformation basics

Module 4: Visual Analytics (1 hour)

- Creating and customizing basic visualizations: bar, line, heatmaps
- Advanced charts: dual-axis, bubble, box plots, funnel charts
- Formatting and design best practices
- Choosing the right chart for your data

Module 5: Dashboards, Interactivity & Advanced Features (1 hour)

- Designing interactive dashboards: layout, filters, parameters
- Exporting dashboards as images or PDFs
- Dashboard Actions