KOENIG
step forward

KOENIG SOLUTIONS · COURSE OUTLINE

Tableau: Visual Analytics

Learn to design clear, accurate Tableau visualizations, choosing chart types, colour and form to build effective dashboards and stories.

16 Hours	10	44
DURATION	MODULES	TOPICS

COURSE OVERVIEW

This course will help you discover how to visualize data in Tableau Desktop. In this course, you will learn how to effectively display data insights in Tableau, tailor visualizations based on data type and avoid data misrepresentation.

WHO THIS COURSE IS FOR

This course is designed for experienced Tableau users who are responsible for visualizing data with Tableau Desktop

Students should have a solid understanding of Tableau Desktop

This course exclusively covers how to visualize data with Tableau and does not instruct students how to use Tableau

If you are interested in gaining experience with Tableau Desktop, we highly recommend Tableau Desktop I: Fundamentals and Tableau Desktop II: Intermediate

LEARNING OBJECTIVES

This course will enable you to:

- Design visualizations that reduce cognitive load to effectively leverage short-term memory
- Build visualizations that align with pre-attentive attributes to effectively harness sensory memory
- Craft visualizations to inform viewers without misleading them
- Harness appropriate chart types to answer specific questions
- Construct dashboards and stories using visual best practices

COURSE SYLLABUS

10 Modules, 44 Topics

01
Visual Analytics Process

TOPICS

Define Visual Analytics · Follow the Visual Analytics Process · Recognize Advantages of Visual Analysis

02
Memory and Processing

TOPICS

- Distinguish Between Memory and Processing Types

03
Short-Term Memory

TOPICS

Define Cognitive Load · Focus and Guide the Viewer · Remove Visual Distractions · Organize Information into Chunks · Design for Contiguity

04
Sensory Memory: Overview

TOPICS

Describe Pre-attentive Attributes · Define Quantitatively Perceived Attributes · Understand Categorically Perceived Attributes

05
Sensory Memory: Form

TOPICS

Describe Key Form Attributes · Define Length · Measure Width · Understand Size · Determine Orientation · Apply Shape · Build an Enclosure

06
Sensory Memory: Color

TOPICS

Define Color Attributes · Describe Color Relativity · Understand Color Vision Deficiency · Select a Color Hue · Determine Color Intensity

07
Sensory Memory: Position

TOPICS

Define Position Attributes · Describe 2-D Position · Understand Spatial Grouping

08
Informing Without Misleading

TOPICS

Follow Gestalt Principles · Test Visual Area Assumptions · Determine Axis Assumptions · Assess Color Assumptions · Decide an Appropriate Amount of Detail

09

Ask Questions, Selecting Chart Types and Best Practices

TOPICS

- Charts for Viewing Specific Values
- Charts for Comparing and Ranking Categories
- Charts for Comparing Parts to Whole
- Charts for Comparing Measures
- Charts for Viewing Correlation
- Charts for Viewing Distributions
- Charts for Viewing Data Over Time
- Charts for Mapping

10

Dashboards and Stories

TOPICS

- Follow the Development Process for Dashboards and Stories
- Plan the Visualization
- Create the Visualization
- Test the Visualization

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

FLEXIBLE DELIVERY

Learn the Way That Suits You

Classroom Training | Live Online Classes (ILO) | Fly-Me-A-Trainer (FMAT) | Flexi (Self-Paced) | 1-on-1 Training

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