

# Tableau Advanced

BECOME AN ANALYSIS NINJA: USING TABLEAU TO PROVIDE BETTER INSIGHTS AND GET BEYOND BAR CHARTS

*Duration: 3 Days*

## Overview

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This intensive 3 day bootcamp is designed to turbocharge your Tableau skills and take your analytical ability and the insights you provide to the next level. This assumes you're already very familiar with the Tableau interface and want to go beyond bar charts and learn a variety of advanced charts, when to use them and how they help you be a better data analyst. This course will also teach you how to turn your formatting into magazine-quality infographics, as well as quantify impacts.

Specifically, you will learn:

- How to understand what keeps the CEO up at night
- How to ask the right questions
- Where to find answers to these questions
- What makes a visualization effective
- The Ninja Analyst Framework
- Advanced Time Series Analytics
  - Line Chart with Avg. Lines
  - Cycle Plots
  - Line Chart with Year over Year Growth
  - Line Chart with Percent Change and Difference
  - Line Chart with Trend Line
  - Running Total Charts
  - Line Chart with Future Projection via Regression
  - Forecasting
- How to use them and when
- How to interpret them
- How to adjust them
- Regression forecasting
- Moving Average forecasting
- Seasonal forecasting
  - Using the datediff calc to show differences in time periods
  - Control Charts
  - Small Multiples
- Distributions
  - Percent of Total and Double Labels
  - Bar Chart with Max Color Calc
  - Seeing What's Changed Beyond the Top 10
  - Adding Ranks as a Dimension

- Highlight Tables
- Histograms
- Pareto Charts
- Correlation Analytics and Relationships Between Data
  - Scatter Plots
  - Jitter Plots
  - Quadrant Charts
  - Actual vs. Budget or Actual vs. Target Bullet graphics
  - Ratios
  - “Relative To” Charts
  - Linear Regression
- How to create them
- How to interpret them
- When to use them
  - Simple Multiple Linear Regression
  - Understanding and testing for Statistical Significance with the Student’s T-test or Chi Square
- Outlier Analysis
  - Averages
  - What’s changed and by how much and how big is the impact
  - Standard Deviations
  - 95th Percentile
  - Box Plots
  - Sets
  - Clustering
- When to use
- How to interpret
- How to adjust
  - KPIs and BANS
- BANS
- Reference Line Comparisons
- KPI Indicators with YTD vs. Prev YTD (or similar types of time periods)
- Advanced Geographic Analysis
  - Filled Map
  - Symbol Map
  - Dual Axis Map
  - Custom maps
  - Custom territories or regions
  - Mapbox
  - Background maps
- Other Advanced Charts
  - Barbell Charts
  - Funnel Charts
  - Marginal Histograms
  - Advanced Dashboards
  - Layouts



- Formatting
- Fonts
- Colors
- Key Insights
- Providing Recommendations
- Quantifying Insights and Impacts of Recommendations
- Adding Concrete Metaphors to Drive Your Message Home
- Storypoints
- Using these skills to advance your career and get promoted

## Class Requirements

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- Three to six months of regular Tableau usage, or completion of Data Crunch Tableau Beginner and Intermediate courses
- Familiarity with calculations and a desire to move fast