I. <u>Course Title and Description</u>

Tableau Essentials

This course is designed to give students a basic understanding of visualizing data using Tableau Desktop and Tableau Online. Throughout the modules, students will be taught best practices about data visualization techniques, the different tools available for creating compelling visualizations, and the most relevant concepts about how to present data to an executive audience.

II. Target Audience

The target audiences are students and professionals of any age who want to increase their data visualization, reporting, and storytelling skills and capabilities with Tableau. Students may be undergraduate or graduate from a business or liberal arts and sciences background. Visualizing data is most important for anybody who wants to find relationships between different variables regardless of professional knowledge. The class will teach students how to work with Tableau through hands-on experience and real data sets, which will help them learn how to build exceptional and compelling visualizations and increase their current capabilities by exposing them to state-of-the-art software and its most relevant functionalities.

III. Course Outcomes

This course will serve as an introduction to the use of Tableau for creating basic graphs and charts. By the end of the class the students will be familiar with concepts for dimensions and measures, as well as software tools such as Bar Charts, Tree Maps, Filters, Line Charts, and more. Students will also be familiar with the how to create dashboard in Tableau to effectively visualize the data.

IV. Content by Module

1. Module 1: Introduction to Tableau Desktop
- What is Tableau?
- Introducing the Tableau Workspace
- Loading Data in Tableau
- Understanding Measures and Dimensions

2. Module 2: Comparing Data: Bar charts, Tree maps, and Pie Charts
- Creating Bar charts
- Creating Stacked Bar charts
- Creating side-by-side bar charts
- Creating treemaps
- Creating pie charts

3. Module 3: Analyzing Trends using Line charts and Scatterplots
- Creating Line Charts
- Creating Heat maps
- Creating Scatterplots

4. Module 4: Creating Dashboards

- What are dashboards
- Creating Dashboards in Tableau part 1
- Creating Dashboards in Tableau part 2
- Creating Dashboards in Tableau part 3
- Course Wrap up