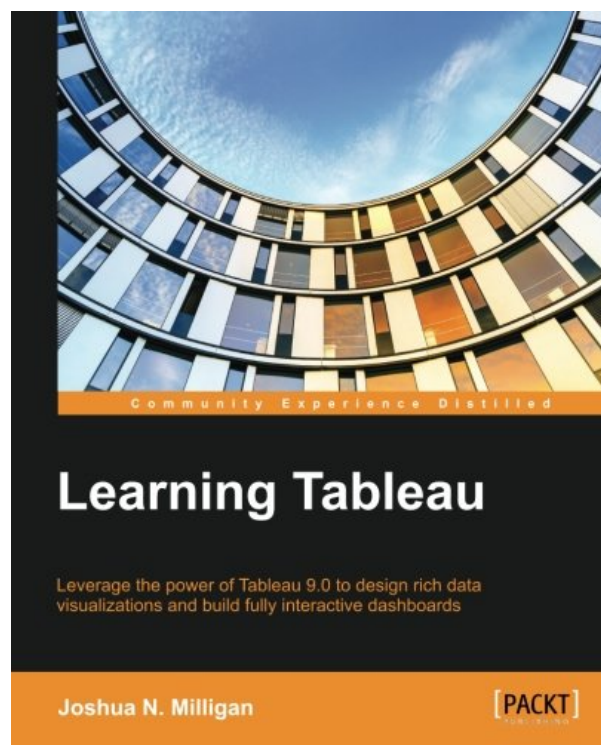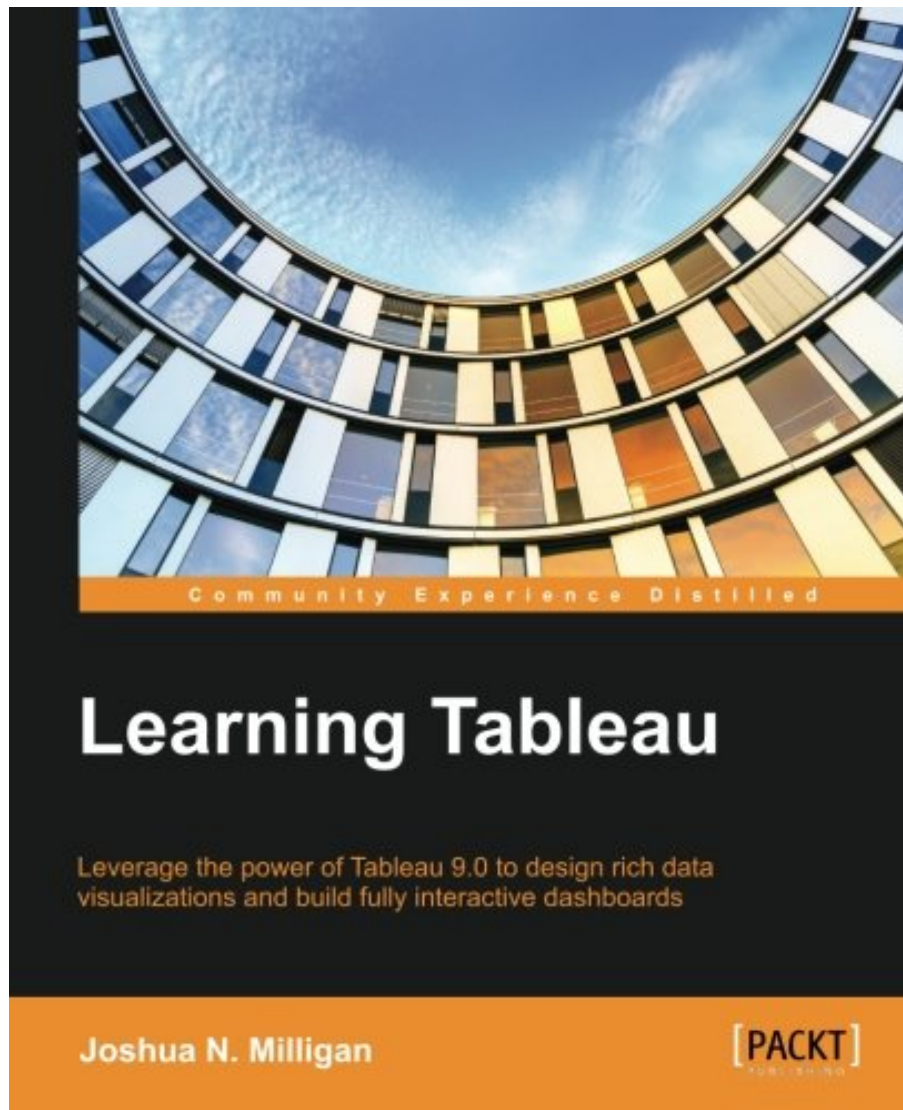# LEARNING TABLEAU - HOW DATA VISUALIZATION BRINGS BUSINESS INTELLIGENCE TO LIFE BY JOSHUA N. MILLIGAN

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About the Author

Joshua N. Milligan

Joshua N. Milligan has been a consultant with Teknion Data Solutions since 2004, where he currently serves as a team leader and project manager. With a strong background in software development and custom .NET solutions, he uses a blend of analytical and creative thinking in BI solutions, data visualization, and data storytelling. His years of consulting have given him hands-on experience in all aspects of the BI development cycle, including data modeling, ETL, enterprise deployment, data visualization, and dashboard design. He has worked with clients in numerous industries, including financial, healthcare, marketing, and government. In 2014, Joshua was named a Tableau Zen Master, the highest recognition of excellence from Tableau Software. As a Tableau-accredited trainer, mentor, and leader in the online Tableau community, he is passionate about helping others gain insights into their data. He was a technical reviewer of Tableau Data Visualization Cookbook, Packt Publishing, and is currently reviewing Creating Data Stories with Tableau Public, Packt Publishing. His work has appeared multiple times on Tableau Public's Viz of the Day and Tableau's website.

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Key Features

- Create meaningful data visualizations and dashboards in Tableau
- Analyze and display your data effectively using Tableau
- Extend the value and functionality of your data with this step-by-step guide

Book Description

In the professional world, turning massive amounts of data into something that can be seen and understood is vitally important. This is where Tableau steps in. It has emerged as a clear leader in data visualization because it translates your actions into a database query and expresses the response graphically.

It also has the unique ability to do ad hoc analysis of millions of rows of data in just a matter of seconds with Tableau's Data Engine. Tableau is a rare software platform that is intuitive and even fun to use, which also enables you to dive deep into answering complex questions about your data.

Starting with creating your first dashboard in Tableau 9.0, this book will let you in on some useful tips and tricks, teach you to tell data stories using dashboards, and teach you how to share these data stories. Practical examples along with detailed explanations of how and why various techniques work will help you learn and master Tableau quickly.

What you will learn

- Explore and analyze your data by creating basic and advanced data visualizations
- Fix data problems, enhance your analysis, and create rich interactivity using custom calculations
- Perform effective analysis by joining and blending data from different sources
- Enhance your visualizations with custom formatting, labels, and annotations
- Explore advanced topics such as sheet swapping, custom maps, and LOD calculations
- Create meaningful dashboards in Tableau
- Extend the value and functionality of your data
- Share your data story using story points and fully interactive dashboards

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Excellent, Teaches how to get the most out of Tableau, Clear, Readable, Covers introductory and advanced material
By Alex Blakemore
This is the book I wish existed when I first started using Tableau. Josh progressively covers the important concepts you need to understand to be effective with Tableau. He explains even the most subtle issues clearly and succinctly, explaining those critical details that make all the difference when you are trying to make Tableau do your bidding. You'll walk away knowing not just how to use Tableau better, but understanding much better why it behaves the way it does. That knowledge is essential if you want to get the most out of the application.

The book includes many tips and best practices that previously were only available on blogs and passed around informally between Tableau users. Armed with the info in this book, you will be in a great position to make effective, impactful visualizations from data in Tableau.

The writing is crisp and clear, and completely avoids being trapped into describing only step by step recipes on one hand or becoming a dry encyclopedia on the other. That's a hard line to walk, and the author handles the balance admirably. The book will be useful both for the brand new user who will get a quick understandable launch, and for more experienced Tableau users who will find plenty of great tips and explanations.

If I could recommend only one of the Tableau specific books available today, I'd definitely go with "Learning Tableau". If you can budget for a second companion Tableau book, spring for "Communicating Data With Tableau" by Ben Jones. The two complement each other well.8 of 8 people found the following review helpful.
A very clear guide to use Tableu
By Luis Cebrecos
There are other books about the use of Tableau, but this book is written in a different way, helping to understand very fast and clear the concepts. From beginners to more advance users, you can be sure that you will find the content very interesting and affordable. This book includes some information and tricks only available diving in technical blogs or forums, and the examples provided with the book are very effective to achieve the skills needed to working with this powerful software. And very important, the book cover also the new version: Tableau 9.

Tableau: The Missing Manual

By Geoff Lilley

Might as well be called "Tableau: The Missing Manual." If you're new to Tableau, data visualization, and/or databases, you're in the right place.

This is a fabulous book, both in its depth and its breadth. The explanations are clear, lucid, and concise. The author takes great pains to explain the why and wherefore of various chart types, and how to incorporate those into Tableau. In addition, the author does nice job of explaining different types of database joins.

If you haven't made the leap to Tableau, and you want to just play around with the Public version, this book would still be a worthwhile investment, because the core concepts apply.

And by the way, as a lifelong Excel junkie, Tableau is an AMAZING program with LIMITLESS capabilities. So having documentation with this degree of detail and clarity is a priceless asset. This might be the only Tableau book you need.See all 27 customer reviews...

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