1. Getting Started with Tableau

   - Power
   - Speed
   - Flexibility
   - Simplicity
   - Beauty

2. Tableau Basics

   - Download, install and open Tableau
   - Connect to sample data and review the Tableau interface
   - "Show Me" Tableau in action
   - Categorically clear views

3. Tableau Objects

   - Save time with the Tableau toolbar
   - When tables trump graphs
   - Insightful maps
   - View shifting - the underrated histogram and flexible bins
   - Exporting results to share your insights

4. Basic views in Tableau

   - Tables - an eye for detail
   - Text tables
   - Highlight tables
   - Heat maps
   - Bar Charts - five flavors to meet your needs
   - Horizontal bars
   - Stacked bars
   - Side-by-side bars
   - Histogram
   - Bullet graphs
   - Line Charts - display what happened over time
   - Lines (continuous)
   - Lines (discrete)
   - Pie Charts - a common go-to view

5. Advanced views in Tableau

   - Scatter Plots - explore relationships
   - Circle Plots - go beyond bar charts
   - Circle views
   - Side-by-side circles
   - Maps - great for location data
   - Symbol maps
   - Filled maps
   - Area Charts - track multiple groups over time

- Area charts (continuous)
- Area charts (discrete)
- Dual Charts - compare two measures on two vertical axes
- Dual lines
- Dual combination
- Dual points
- Gantt Chart - track activity over time

6. Customization of views with Tableau

- Customize views using the Columns, Rows, Pages and Filters Shelves
- Enhance your visual appeal with the Marks card
  1. Label
  2. Text
  3. Color
  4. Size
  5. Shape
  6. Level of Detail
- The Summary Card—handy description of your data
- Headers and Axes
- Titles, Captions, Field Labels and Legends
- Format values in your views

7. Organize the data in your Views

- Sort views for quick comparison
- Filter views to find the right information
- Aggregations for measures—sums, averages and more
- Use percentages to find the right ratios
- Spotlight your view to emphasize important values
- Add totals and subtotals
- Create a motion chart after connecting to a new data source

8. Calculations and Models

- Quick Table Calculations
- Custom Table Calculations using data in your views
- Reference Lines, Bands and Distributions
- Model your data with Trend Lines

9. Data management in Tableau

- Data items: names, types, roles, properties, attributes and hierarchies
- View Data to see the data behind your view
- Bins to divide numeric data items
- Group dimensions into categories
- The power of sets to combine and filter your views

10. Advanced data management in Tableau

- Calculated Fields, Functions, and Parameters
- Calculated Fields — power to answer your difficult questions
- Calculated Field Operators
- Numeric Functions (Singular)
- Character Functions (Modify Items)
- Character Functions (Locate Values in String)
- Date Functions
- Type Conversion Functions
- Logical Functions (If, Then, Else)
- Aggregate Functions
- Table Calculation Functions
- Parameters add additional control for your analysis

11. Data Blending

- Queries to retrieve the data you need
- Data blending to use data from multiple sources in one view
- Extracts to accelerate your data exploration in Tableau

12. Deploy and Publish workbooks

- Export images to other applications
- Export data to other applications or back into Tableau
- Print to PDF—export your views to Adobe Reader format
- Packaged Workbooks—take Tableau on the road!
- Tableau Reader—share packaged workbooks with your colleagues
- Tableau Server—powerful insights for everyone!
- Tableau Desktop and Tableau Server
- Tableau Public—share your insights with the world!