Tableau Your Data!: Fast and Easy Visual Analysis with Tableau Software

By Daniel G. Murray

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Transform your organization's data into actionable insights with Tableau

Tableau is designed specifically to provide fast and easy visual analytics. The intuitive drag-and-drop interface helps you create interactive reports, dashboards, and visualizations, all without any special or advanced training. This all new edition of *Tableau Your Data!* is your Tableau companion, helping you get the most out of this invaluable business toolset.

Tableau Your Data! shows you how to build dynamic, best of breed visualizations using the Tableau Software toolset. This comprehensive guide covers the core feature set for data analytics, and provides clear step-by-step guidance toward best practices and advanced techniques that go way beyond the user manual. You'll learn how Tableau is different from traditional business information analysis tools, and how to navigate your way around the Tableau 9.0 desktop before delving into functions and calculations, as well as sharing with the Tableau Server.
Analyze data more effectively with Tableau Desktop

- Customize Tableau's settings for your organization's needs with detailed real-world examples on data security, scaling, syntax, and more
- Deploy visualizations to consumers throughout the enterprise - from sales to marketing, operations to finance, and beyond
- Understand Tableau functions and calculations and leverage Tableau across every link in the value chain
- Learn from actual working models of the book's visualizations and other web-based resources via a companion website

Tableau helps you unlock the stories within the numbers, and *Tableau Your Data!* puts the software's full functionality right at your fingertips.

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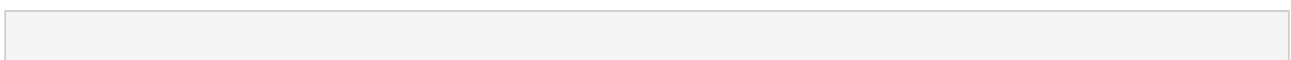Analyze data more effectively with Tableau Desktop

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Editorial Review

From the Back Cover

Premier guide with expert guidance on building dynamic, BI data visualizations

Tableau Software is designed to provide fast and easy data visualization for business intelligence, and *Tableau Your Data!* is the ultimate guide to using it effectively. Expert discussion and plain-English explanations merge with full-color visuals and step-by-step instruction to demonstrate streamlined analytics workflow. Regardless of your level of BI analytics experience, you'll learn how to get more out of your data and build clear, accurate visualizations that support more informed decisions. Targeted real-world case studies show you how to leverage Tableau across the enterprise value chain. From the core features to the latest updates and new tools, this full-color guide is your one-stop resource for better data visualization.

With full coverage of the Version 9.0 feature set, this second edition of *Tableau Your Data!* shows you how to:

+ Blend disparate data and build compelling visuals

+ Perform ad hoc visual analysis and performance-tune dashboards

+ Ensure security while scaling to a large user base

+ Customize settings to build more advanced chart types

+ Publish visualizations for mobile device viewing

+ Understand Tableau syntax, functions, and calculations

+ Analyze sales, financial, operational, spatial, marketing, and CRM data

The companion website at www.wiley.com/go/tableauyourdata2e provides sample files, articles, working models, and examples that show you how to leverage new features as Tableau makes them available.

About the Author

DANIEL G. MURRAY founded the InterWorks Tableau/BI practice in 2008, laying the foundation for InterWorks to become the premier Gold Professional Consulting Partner for Tableau Software. He is an in-demand speaker and was a Tableau Zen Master from 2014 to 2015.

Users Review

From reader reviews:

Ricky Copeland:

Do you considered one of people who can't read pleasant if the sentence chained inside straightway, hold on

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Megan Kelly:

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