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KEY=TABLEAU - BOYER MICAH

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

John Wiley & Sons *Get the most out of your data by getting more out of Tableau* *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. Coverage includes settings customization, data security, scaling, syntax, and more, with plenty of examples that simplify advanced techniques. Use cases demonstrate how Tableau is applied throughout the enterprise, so you can utilize these analysis tools across sales, marketing, operations, financials, and much more. The companion website features actual working models of the book's visualizations, plus a host of useful links to web-based resources that can help you customize your Tableau experience. 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 book is your Tableau companion, helping you get the most out of this invaluable business toolset.

Analyze data more effectively with Tableau Desktop Deploy visualizations to consumers throughout the enterprise Understand Tableau functions and calculations Leverage Tableau across every link in the value chain You need to make sense of your data before you can use it effectively to make good business decisions. Tableau helps you unlock the stories within the numbers, and Tableau Your Data! puts the software's full functionality right at your fingertips.

Tableau Your Data!

Fast and Easy Visual Analysis with Tableau Software

John Wiley & Sons 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.

Visual Analytics with Tableau

Wiley A four-color journey through a complete Tableau visualization Tableau is a popular data visualization tool that's easy for individual desktop use as well as enterprise. Used by financial analysts, marketers, statisticians, business and sales leadership, and many other job roles to present data visually for easy understanding, it's no surprise that Tableau is an essential tool in our data-driven economy. Visual Analytics with Tableau is a complete journey in Tableau visualization for a non-technical business user. You can start from zero, connect your first data, and get right into creating and publishing awesome visualizations and insightful dashboards.

• Learn the different types of charts you can create • Use aggregation, calculated fields, and parameters • Create insightful maps • Share interactive dashboards
Geared toward beginners looking to get their feet wet with Tableau, this book makes it easy and approachable to get started right away.

Tableau For Dummies

John Wiley & Sons Make your data work for you! *Tableau For Dummies* brings order to the chaotic world of data. Understanding your data and organizing it into formats and visualizations that make sense to you are crucial to making a real impact on your business with the information that's already at your fingertips. This easy-to-use reference explores the user interface, and guides you through the process of connecting your data sources to the software. Additionally, this approachable, yet comprehensive text shows you how to use graphs, charts, and other images to bring visual interest to your data, how to create dashboards from multiple data sources, and how to export the visualizations that you have developed into multiple formats that translate into positive change for your business. The mission of Tableau Software is to grant you access to data that, when put into action, will help you build your company. Learning to use the data available to you helps you make informed, grounded business decisions that can spell success for your company. Navigate the user interface to efficiently access the features you need Connect to various spreadsheets, databases, and other data sources to create a multi-dimensional snapshot of your business Develop visualizations with easy to use drag and drop features Start building your data with templates and sample workbooks to spark your creativity and help you organize your information *Tableau For Dummies* is a step-by-step resource that helps you make sense of the data landscape—and put your data to work in support of your business.

Tableau: Creating Interactive Data Visualizations

Packt Publishing Ltd Illustrate your data in a more interactive way by implementing data visualization principles and creating visual stories using Tableau About This Book Use data visualization principles to help you to design dashboards that enlighten and support business decisions Integrate your data to provide mashed-up dashboards Connect to various data sources and understand what data is appropriate for Tableau Public Understand chart types and when to use specific chart types with different types of data Who This Book Is For Data scientists who have just started using Tableau and want to build on the skills using practical examples. Familiarity with previous versions of Tableau will be helpful, but not necessary. What You Will Learn Customize your designs to meet the needs of your business using Tableau Use Tableau to prototype, develop, and deploy the final dashboard Create filled maps and use any shape file Discover features of Tableau Public, from basic to advanced Build geographic maps to bring context to data Create filters and actions to allow greater interactivity to Tableau Public

visualizations and dashboards Publish and embed Tableau visualizations and dashboards in articles In Detail With increasing interest for data visualization in the media, businesses are looking to create effective dashboards that engage as well as communicate the truth of data. Tableau makes data accessible to everyone, and is a great way of sharing enterprise dashboards across the business. Tableau is a revolutionary toolkit that lets you simply and effectively create high-quality data visualizations. This course starts with making you familiar with its features and enable you to develop and enhance your dashboard skills, starting with an overview of what dashboard is, followed by how you can collect data using various mathematical formulas. Next, you'll learn to filter and group data, as well as how to use various functions to present the data in an appealing and accurate way. In the first module, you will learn how to use the key advanced string functions to play with data and images. You will be walked through the various features of Tableau including dual axes, scatterplot matrices, heat maps, and sizing. In the second module, you'll start with getting your data into Tableau, move onto generating progressively complex graphics, and end with the finishing touches and packaging your work for distribution. This module is filled with practical examples to help you create filled maps, use custom markers, add slider selectors, and create dashboards. You will learn how to manipulate data in various ways by applying various filters, logic, and calculating various aggregate measures. Finally, in the third module, you learn about Tableau Public using which allows readers to explore data associations in multiple-sourced public data, and uses state-of-the-art dashboard and chart graphics to immerse the users in an interactive experience. In this module, the readers can quickly gain confidence in understanding and expanding their visualization, creation knowledge, and quickly create interesting, interactive data visualizations to bring a richness and vibrancy to complex articles. The course provides a great overview for beginner to intermediate Tableau users, and covers the creation of data visualizations of varying complexities. Style and approach The approach will be a combined perspective, wherein we start by performing some basic recipes and move on to some advanced ones. Finally, we perform some advanced analytics and create appealing and insightful data stories using Tableau Public in a step-by-step manner.

Multi-Criteria Decision Analysis in Management

IGI Global Multi-criteria decision making (MCDM) has been extensively used in diverse disciplines, with a variety of MCDM techniques used to solve complex problems. A primary challenge faced by research scholars is to decode these techniques using detailed step-by-step analysis with case studies and data sets. The scope of such work would help decision makers to understand the process of using MCDM techniques appropriately to solve complex issues without making mistakes. Multi-Criteria Decision Analysis in Management provides innovative insights into the rationale behind using MCDM techniques to solve decision-making problems and provides comprehensive discussions on these techniques from their inception, development, and growth to their advancements and applications. The content

within this publication examines hybrid multicriteria models, value theory, and data envelopment. Ideal for researchers, management professionals, students, operations scholars, and academicians, this scholarly work supports and enhances the decision-making process.

Learning Tableau 2019

Tools for Business Intelligence, data prep, and visual analytics, 3rd Edition

Packt Publishing Ltd *Create powerful data visualizations and unlock intelligent business insights with Tableau Key Features* Explore all the latest Tableau 2019 features and redefine business analytics for your organization Create impressive data visualizations and interactive dashboards to get insights from your data Learn effective data storytelling to transform how your business leverages data and makes decisions **Book Description** Tableau is the gold standard of business intelligence and visual analytics tools in every industry. It enables rapid data visualization and interpretation with charts, graphs, dashboards, and much more. Updated with the latest features of Tableau, this book takes you from the foundations of the Tableau 2019 paradigm through to advanced topics. This third edition of the bestselling guide by Tableau Zen Master, Joshua Milligan, will help you come to grips with updated features, such as set actions and transparent views. Beginning with installation, you'll create your first visualizations with Tableau and then explore practical examples and advanced techniques. You'll create bar charts, tree maps, scatterplots, time series, and a variety of other visualizations. Next, you'll discover techniques to overcome challenges presented by data structure and quality and engage in effective data storytelling and decision making with business critical information. Finally, you'll be introduced to Tableau Prep, and learn how to use it to integrate and shape data for analysis. By the end of this book, you will be equipped to leverage the powerful features of Tableau 2019 for decision making. **What you will learn** Develop stunning visualizations that explain complexity with clarity Explore the exciting new features of Tableau Desktop and Tableau Prep Connect to various data sources to bring all your data together Uncover techniques to prep and structure your data for easy analysis Create and use calculations to solve problems and enrich analytics Master advanced topics such as sets, LOD calcs, and much more Enable smart decisions with clustering, distribution, and forecasting Share your data stories to build a culture of trust and action **Who this book is for** This Tableau book is for anyone who wants to understand data. If you're new to Tableau, don't worry. This book builds on the foundations to help you understand how Tableau really works and then builds on that knowledge with practical examples before moving on to advanced techniques. Working experience with databases will be useful but is not

necessary to get the most out of this book.

Pro Tableau

A Step-by-Step Guide

Apress Leverage the power of visualization in business intelligence and data science to make quicker and better decisions. Use statistics and data mining to make compelling and interactive dashboards. This book will help those familiar with Tableau software chart their journey to being a visualization expert. Pro Tableau demonstrates the power of visual analytics and teaches you how to: Connect to various data sources such as spreadsheets, text files, relational databases (Microsoft SQL Server, MySQL, etc.), non-relational databases (NoSQL such as MongoDB, Cassandra), R data files, etc. Write your own custom SQL, etc. Perform statistical analysis in Tableau using R Use a multitude of charts (pie, bar, stacked bar, line, scatter plots, dual axis, histograms, heat maps, tree maps, highlight tables, box and whisker, etc.) What you'll learn Connect to various data sources such as relational databases (Microsoft SQL Server, MySQL), non-relational databases (NoSQL such as MongoDB, Cassandra), write your own custom SQL, join and blend data sources, etc. Leverage table calculations (moving average, year over year growth, LOD (Level of Detail), etc. Integrate Tableau with R Tell a compelling story with data by creating highly interactive dashboards Who this book is for All levels of IT professionals, from executives responsible for determining IT strategies to systems administrators, to data analysts, to decision makers responsible for driving strategic initiatives, etc. The book will help those familiar with Tableau software chart their journey to a visualization expert.

Communicating Data with Tableau Designing, Developing, and Delivering Data Visualizations

"O'Reilly Media, Inc." Go beyond spreadsheets and tables and design a data presentation that really makes an impact. This practical guide shows you how to use Tableau Software to convert raw data into compelling data visualizations that provide insight or allow viewers to explore the data for themselves. Ideal for analysts, engineers, marketers, journalists, and researchers, this book describes the principles of communicating data and takes you on an in-depth tour of common visualization methods. You'll learn how to craft articulate and creative data visualizations with Tableau Desktop 8.1 and Tableau Public 8.1. Present comparisons of how much and how many Use blended data sources to create ratios and rates Create charts to depict proportions and percentages Visualize measures of mean, median, and mode Lean how to deal with variation and uncertainty Communicate

multiple quantities in the same view Show how quantities and events change over time Use maps to communicate positional data Build dashboards to combine several visualizations

#MakeoverMonday

Improving How We Visualize and Analyze Data, One Chart at a Time

Wiley *Explore different perspectives and approaches to create more effective visualizations #MakeoverMonday offers inspiration and a giant dose of perspective for those who communicate data. Originally a small project in the data visualization community, #MakeoverMonday features a weekly chart or graph and a dataset that community members reimagine in order to make it more effective. The results have been astounding; hundreds of people have contributed thousands of makeovers, perfectly illustrating the highly variable nature of data visualization. Different takes on the same data showed a wide variation of theme, focus, content, and design, with side-by-side comparisons throwing more- and less-effective techniques into sharp relief. This book is an extension of that project, featuring a variety of makeovers that showcase various approaches to data communication and a focus on the analytical, design and storytelling skills that have been developed through #MakeoverMonday. Paging through the makeovers ignites immediate inspiration for your own work, provides insight into different perspectives, and highlights the techniques that truly make an impact. Explore the many approaches to visual data communication Think beyond the data and consider audience, stakeholders, and message Design your graphs to be intuitive and more communicative Assess the impact of layout, color, font, chart type, and other design choices Creating visual representation of complex datasets is tricky. There's the mandate to include all relevant data in a clean, readable format that best illustrates what the data is saying—but there is also the designer's impetus to showcase a command of the complexity and create multidimensional visualizations that "look cool." #MakeoverMonday shows you the many ways to walk the line between simple reporting and design artistry to create exactly the visualization the situation requires.*

Readings in Information

Visualization

Using Vision to Think

Morgan Kaufmann *This groundbreaking book defines the emerging field of information visualization and offers the first-ever collection of the classic papers of the discipline, with introductions and analytical discussions of each topic and paper.*

The authors' intention is to present papers that focus on the use of visualization to discover relationships, using interactive graphics to amplify thought. This book is intended for research professionals in academia and industry; new graduate students and professors who want to begin work in this burgeoning field; professionals involved in financial data analysis, statistics, and information design; scientific data managers; and professionals involved in medical, bioinformatics, and other areas. Features Full-color reproduction throughout Author power team - an exciting and timely collaboration between the field's pioneering, most-respected names The only book on Information Visualization with the depth necessary for use as a text or as a reference for the information professional Text includes the classic source papers as well as a collection of cutting edge work

Big Data

A Tutorial-Based Approach

CRC Press *Big Data: A Tutorial-Based Approach* explores the tools and techniques used to bring about the marriage of structured and unstructured data. It focuses on Hadoop Distributed Storage and MapReduce Processing by implementing (i) Tools and Techniques of Hadoop Eco System, (ii) Hadoop Distributed File System Infrastructure, and (iii) efficient MapReduce processing. The book includes Use Cases and Tutorials to provide an integrated approach that answers the 'What', 'How', and 'Why' of Big Data. Features Identifies the primary drivers of Big Data Walks readers through the theory, methods and technology of Big Data Explains how to handle the 4 V's of Big Data in order to extract value for better business decision making Shows how and why data connectors are critical and necessary for Agile text analytics Includes in-depth tutorials to perform necessary set-ups, installation, configuration and execution of important tasks Explains the command line as well as GUI interface to a powerful data exchange tool between Hadoop and legacy r-dbms databases

Learning Tableau

Packt Publishing Ltd *If you want to understand your data using data visualization and don't know where to start, then this is the book for you. Whether you are a beginner or have years of experience, this book will help you to quickly acquire the skills and techniques used to discover, analyze, and communicate data visually. Some familiarity with databases and data structures is helpful, but not required.*

Practical Tableau

100 Tips, Tutorials, and Strategies

from a Tableau Zen Master

"O'Reilly Media, Inc." *Whether you have some experience with Tableau software or are just getting started, this manual goes beyond the basics to help you build compelling, interactive data visualization applications. Author Ryan Sleeper, one of the world's most qualified Tableau consultants, complements his web posts and instructional videos with this guide to give you a firm understanding of how to use Tableau to find valuable insights in data. Over five sections, Sleeper—recognized as a Tableau Zen Master, Tableau Public Visualization of the Year author, and Tableau Iron Viz Champion—provides visualization tips, tutorials, and strategies to help you avoid the pitfalls and take your Tableau knowledge to the next level. Practical Tableau sections include: Fundamentals: get started with Tableau from the beginning Chart types: use step-by-step tutorials to build a variety of charts in Tableau Tips and tricks: learn innovative uses of parameters, color theory, how to make your Tableau workbooks run efficiently, and more Framework: explore the INSIGHT framework, a proprietary process for building Tableau dashboards Storytelling: learn tangible tactics for storytelling with data, including specific and actionable tips you can implement immediately*

Tableau Prep: Up & Running

O'Reilly Media *For self-service data preparation, Tableau Prep is relatively easy to use—as long as you know how to clean and organize your datasets. Carl Allchin, from The Information Lab in London, gets you up to speed on Tableau Prep through a series of practical lessons that include methods for preparing, cleaning, automating, organizing, and outputting your datasets. Based on Allchin's popular blog, Preppin' Data, this practical guide takes you step-by-step through Tableau Prep's fundamentals. Self-service data preparation reduces the time it takes to complete data projects and improves the quality of your analyses. Discover how Tableau Prep helps you access your data and turn it into valuable information. Know what to look for when you prepare data Learn which Tableau Prep functions to use when working with data fields Analyze the shape and profile of your dataset Output data for analysis and learn how Tableau Prep automates your workflow Learn how to clean your dataset using Tableau Prep functions Explore ways to use Tableau Prep techniques in real-world scenarios Make your data available to others by managing and documenting the output*

Data Visualization Made Simple

Insights into Becoming Visual

Routledge *Data Visualization Made Simple is a practical guide to the fundamentals, strategies, and real-world cases for data visualization, an essential skill required in today's information-rich world. With foundations rooted in statistics, psychology, and computer science, data visualization offers practitioners in almost every field a*

coherent way to share findings from original research, big data, learning analytics, and more. In nine appealing chapters, the book: examines the role of data graphics in decision-making, sharing information, sparking discussions, and inspiring future research; scrutinizes data graphics, deliberates on the messages they convey, and looks at options for design visualization; and includes cases and interviews to provide a contemporary view of how data graphics are used by professionals across industries Both novices and seasoned designers in education, business, and other areas can use this book's effective, linear process to develop data visualization literacy and promote exploratory, inquiry-based approaches to visualization problems.

Innovative Approaches of Data Visualization and Visual Analytics

IGI Global Due to rapid advances in hardware and software technologies, network infrastructure and data have become increasingly complex, requiring efforts to more effectively comprehend and analyze network topologies and information systems. *Innovative Approaches of Data Visualization and Visual Analytics* evaluates the latest trends and developments in force-based data visualization techniques, addressing issues in the design, development, evaluation, and application of algorithms and network topologies. This book will assist professionals and researchers working in the fields of data analysis and information science, as well as students in computer science and computer engineering, in developing increasingly effective methods of knowledge creation, management, and preservation.

Designing Data Visualizations

Representing Informational Relationships

"O'Reilly Media, Inc." Data visualization is an efficient and effective medium for communicating large amounts of information, but the design process can often seem like an unexplainable creative endeavor. This concise book aims to demystify the design process by showing you how to use a linear decision-making process to encode your information visually. Delve into different kinds of visualization, including infographics and visual art, and explore the influences at work in each one. Then learn how to apply these concepts to your design process. Learn data visualization classifications, including explanatory, exploratory, and hybrid Discover how three fundamental influences—the designer, the reader, and the data—shape what you create Learn how to describe the specific goal of your visualization and identify the supporting data Decide the spatial position of your visual entities with axes Encode the various dimensions of your data with appropriate visual properties, such as shape and color See visualization best practices and suggestions for encoding

various specific data types

The Big Book of Dashboards

Visualizing Your Data Using Real-World Business Scenarios

John Wiley & Sons *"In The Dashboard Book, the authors will lay out a variety of examples of successful dashboards so that the reader can find a scenario that closely matches what he or she is tasked with visualizing"--*

Tableau Prep Cookbook

Use Tableau Prep to clean, combine, and transform your data for analysis

Packt Publishing Ltd *Explore common and not-so-common data transformation scenarios and solutions to become well-versed with Tableau Prep and create efficient and powerful data pipelines* **Key Features** Combine, clean, and shape data for analysis using self-service data preparation techniques Become proficient with Tableau Prep for building and managing data flows across your organization Learn how to combine multiple data transformations in order to build a robust dataset **Book Description** Tableau Prep is a tool in the Tableau software suite, created specifically to develop data pipelines. This book will describe, in detail, a variety of scenarios that you can apply in your environment for developing, publishing, and maintaining complex Extract, Transform and Load (ETL) data pipelines. The book starts by showing you how to set up Tableau Prep Builder. You'll learn how to obtain data from various data sources, including files, databases, and Tableau Extracts. Next, the book demonstrates how to perform data cleaning and data aggregation in Tableau Prep Builder. You'll also gain an understanding of Tableau Prep Builder and how you can leverage it to create data pipelines that prepare your data for downstream analytics processes, including reporting and dashboard creation in Tableau. As part of a Tableau Prep flow, you'll also explore how to use R and Python to implement data science components inside a data pipeline. In the final chapter, you'll apply the knowledge you've gained to build two use cases from scratch, including a data flow for a retail store to prepare a robust dataset using multiple disparate sources and a data flow for a call center to perform ad hoc data analysis. By the end of this book, you'll be able to create, run, and publish Tableau Prep flows and implement solutions to common problems in data pipelines. What you will learn Perform data cleaning and

preparation techniques for advanced data analysis Understand how to combine multiple disparate datasets Prepare data for different Business Intelligence (BI) tools Apply Tableau Prep's calculation language to create powerful calculations Use Tableau Prep for ad hoc data analysis and data science flows Deploy Tableau Prep flows to Tableau Server and Tableau Online Who this book is for This book is for business intelligence professionals, data analysts, and Tableau users looking to learn Tableau Prep essentials and create data pipelines or ETL processes using it. Beginner-level knowledge of data management will be beneficial to understand the concepts covered in this Tableau cookbook more effectively.

Geospatial Research: Concepts, Methodologies, Tools, and Applications

Concepts, Methodologies, Tools, and Applications

IGI Global *Having the ability to measure and explore the geographic space that surrounds us provides endless opportunities for us to utilize and interact with the world. As a broad field of study, geospatial research has applications in a variety of fields including military science, environmental science, civil engineering, and space exploration. Geospatial Research: Concepts, Methodologies, Tools, and Applications is a multi-volume publication highlighting critical topics related to geospatial analysis, geographic information systems, and geospatial technologies. Exploring multidisciplinary applications of geographic information systems and technologies in addition to the latest trends and developments in the field, this publication is ideal for academic and government library inclusion, as well as for reference by data scientists, engineers, government agencies, researchers, and graduate-level students in GIS programs.*

Visualizing Health and Healthcare Data

Creating Clear and Compelling

Visualizations to "See how You're Doing"

John Wiley & Sons *The only data visualization book written by and for health and healthcare professionals In health and healthcare, data and information are coming at organizations faster than they can consume and interpret it. Health providers, payers, public health departments, researchers, and health information technology groups know the ability to analyze and communicate this vast array of data in a clear and compelling manner is paramount to success. However, they simply cannot find experienced people with the necessary qualifications. The quickest (and often the only) route to meeting this challenge is to hire smart people and train them. Data Visualization for Health and Healthcare Professionals is a one-of-a-kind book for health and healthcare professionals to learn the best practices of data visualization specific to their field. This book provides a high-level summary of health and healthcare data, an overview of relevant visual intelligence research, strategies and techniques to gather requirements, and instruction on how to build strong teams with the expertise required to create dashboards and reports that people love to use. Clear and detailed explanations of data visualization best practices will help you understand the how and the why. Learn how to build beautiful and useful data products that deliver powerful analytics for the end user Follow along with examples of data visualization best practices, including table and graph design for health and healthcare data Avoid common mistakes in data visualization by learning why they do not work and better ways to display the data Written by a top leader in the field of health and healthcare data visualization, this book is an excellent resource for top management in healthcare, as well as entry-level to experienced data analysts in any health-related organization.*

Advanced Analytics with R and Tableau

Packt Publishing Ltd *Leverage the power of advanced analytics and predictive modeling in Tableau using the statistical powers of R About This Book A comprehensive guide that will bring out the creativity in you to visualize the results of complex calculations using Tableau and R Combine Tableau analytics and visualization with the power of R using this step-by-step guide Wondering how R can be used with Tableau? This book is your one-stop solution. Who This Book Is For This book will appeal to Tableau users who want to go beyond the Tableau interface and deploy the full potential of Tableau, by using R to perform advanced analytics with Tableau. A basic familiarity with R is useful but not compulsory, as the book will start off with concrete examples of R and will move quickly into more advanced spheres of analytics using online data sources to support hands-on learning. Those R developers who want to integrate R in Tableau will also benefit from this book. What*

You Will Learn Integrate Tableau's analytics with the industry-standard, statistical prowess of R. Make R function calls in Tableau, and visualize R functions with Tableau using RServe. Use the CRISP-DM methodology to create a roadmap for analytics investigations. Implement various supervised and unsupervised learning algorithms in R to return values to Tableau. Make quick, cogent, and data-driven decisions for your business using advanced analytical techniques such as forecasting, predictions, association rules, clustering, classification, and other advanced Tableau/R calculated field functions. In Detail Tableau and R offer accessible analytics by allowing a combination of easy-to-use data visualization along with industry-standard, robust statistical computation. Moving from data visualization into deeper, more advanced analytics? This book will intensify data skills for data viz-savvy users who want to move into analytics and data science in order to enhance their businesses by harnessing the analytical power of R and the stunning visualization capabilities of Tableau. Readers will come across a wide range of machine learning algorithms and learn how descriptive, prescriptive, predictive, and visually appealing analytical solutions can be designed with R and Tableau. In order to maximize learning, hands-on examples will ease the transition from being a data-savvy user to a data analyst using sound statistical tools to perform advanced analytics. By the end of this book, you will get to grips with advanced calculations in R and Tableau for analytics and prediction with the help of use cases and hands-on examples. Style and approach Tableau (uniquely) offers excellent visualization combined with advanced analytics; R is at the pinnacle of statistical computational languages. When you want to move from one view of data to another, backed up by complex computations, the combination of R and Tableau makes the perfect solution. This example-rich guide will teach you how to combine these two to perform advanced analytics by integrating Tableau with R and create beautiful data visualizations.

Handbook of Data Visualization

Springer Science & Business Media *Visualizing the data is an essential part of any data analysis. Modern computing developments have led to big improvements in graphic capabilities and there are many new possibilities for data displays. This book gives an overview of modern data visualization methods, both in theory and practice. It details modern graphical tools such as mosaic plots, parallel coordinate plots, and linked views. Coverage also examines graphical methodology for particular areas of statistics, for example Bayesian analysis, genomic data and cluster analysis, as well software for graphics.*

Introducing Microsoft Power BI

Microsoft Press *This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. Introducing Microsoft Power BI enables you to evaluate when and how to use Power BI. Get inspired to improve business processes in your company by leveraging the available analytical and collaborative features of this environment. Be*

sure to watch for the publication of Alberto Ferrari and Marco Russo's upcoming retail book, *Analyzing Data with Power BI and Power Pivot for Excel* (ISBN 9781509302765). Go to the book's page at the Microsoft Press Store here for more details:<http://aka.ms/analyzingdata/details>. Learn more about Power BI at <https://powerbi.microsoft.com/>.

Predictive Analytics in Human Resource Management

A Hands-on Approach

Taylor & Francis *This volume is a step-by-step guide to implementing predictive data analytics in human resource management (HRM). It demonstrates how to apply and predict various HR outcomes which have an organisational impact, to aid in strategising and better decision-making. The book: Presents key concepts and expands on the need and role of HR analytics in business management. Utilises popular analytical tools like artificial neural networks (ANNs) and K-nearest neighbour (KNN) to provide practical demonstrations through R scripts for predicting turnover and applicant screening. Discusses real-world corporate examples and employee data collected first-hand by the authors. Includes individual chapter exercises and case studies for students and teachers. Comprehensive and accessible, this guide will be useful for students, teachers, and researchers of data analytics, Big Data, human resource management, statistics, and economics. It will also be of interest to readers interested in learning more about statistics or programming.*

Data Visualization

A Practical Introduction

Princeton University Press *An accessible primer on how to create effective graphics from data This book provides students and researchers a hands-on introduction to the principles and practice of data visualization. It explains what makes some graphs succeed while others fail, how to make high-quality figures from data using powerful and reproducible methods, and how to think about data visualization in an honest and effective way. Data Visualization builds the reader's expertise in ggplot2, a versatile visualization library for the R programming language. Through a series of worked examples, this accessible primer then demonstrates how to create plots piece by piece, beginning with summaries of single variables and moving on to more complex graphics. Topics include plotting continuous and categorical variables; layering information on graphics; producing effective "small multiple" plots; grouping, summarizing, and transforming data for plotting; creating maps; working with the output of statistical models; and refining*

plots to make them more comprehensible. Effective graphics are essential to communicating ideas and a great way to better understand data. This book provides the practical skills students and practitioners need to visualize quantitative data and get the most out of their research findings. Provides hands-on instruction using R and ggplot2 Shows how the “tidyverse” of data analysis tools makes working with R easier and more consistent Includes a library of data sets, code, and functions

Visual Analytics with SAS Viya

Special Collection

SAS Visual Analytics is a business intelligence and analytics platform that provides visual exploration and discovery, self-service analytics, and interactive reporting for organizations of all sizes. All organizations have a wide variety of users, and each user needs something different from data and analytics. SAS Visual Analytics allows everyone to easily discover and share powerful insights that inspire action. Several useful papers have been written to demonstrate how to use these techniques. We have carefully selected a handful of these from recent Global Forum contributions to introduce you to the topic and let you sample what each has to offer. Also available free as a PDF from sas.com/books.

Innovative Tableau

100 More Tips, Tutorials, and Strategies

O'Reilly Media *Level up with Tableau to build eye-catching, easy-to-interpret data visualizations. In this follow-up guide to Practical Tableau, author Ryan Sleeper takes you through a collection of unique tips and tutorials for using this popular software. Beginning to advanced Tableau users will learn how to go beyond Show Me to make better charts and learn dozens of tricks to improve both the author and user experience. Featuring many approaches he developed himself, Ryan shows you how to create charts that empower Tableau users to explore, understand, and derive value from their data. He also shares many of his favorite tricks that enabled him to become a Tableau Zen Master, Tableau Public Visualization of the Year author, and Tableau Global Iron Viz Champion. Learn what's new in Tableau since Practical Tableau was released Examine unique new charts—timelines, custom gauges, and leapfrog charts—plus innovations to traditional charts such as highlight tables, scatter plots, and maps Get tips that can help make a Tableau developer's life easier Understand what developers can do to make users' lives easier*

Now You See it

Simple Visualization Techniques for Quantitative Analysis

"Teaches simple, fundamental, and practical techniques that anyone can use to make sense of numbers." - cover.

Visualize This

The FlowingData Guide to Design, Visualization, and Statistics

John Wiley & Sons *Practical data design tips from a data visualization expert of the modern age Data doesn't decrease; it is ever-increasing and can be overwhelming to organize in a way that makes sense to its intended audience. Wouldn't it be wonderful if we could actually visualize data in such a way that we could maximize its potential and tell a story in a clear, concise manner? Thanks to the creative genius of Nathan Yau, we can. With this full-color book, data visualization guru and author Nathan Yau uses step-by-step tutorials to show you how to visualize and tell stories with data. He explains how to gather, parse, and format data and then design high quality graphics that help you explore and present patterns, outliers, and relationships. Presents a unique approach to visualizing and telling stories with data, from a data visualization expert and the creator of flowingdata.com, Nathan Yau Offers step-by-step tutorials and practical design tips for creating statistical graphics, geographical maps, and information design to find meaning in the numbers Details tools that can be used to visualize data-native graphics for the Web, such as ActionScript, Flash libraries, PHP, and JavaScript and tools to design graphics for print, such as Adobe Illustrator Contains numerous examples and descriptions of patterns and outliers and explains how to show them Visualize This demonstrates how to explain data visually so that you can present your information in a way that is easy to understand and appealing.*

Cognitive Biases in Visualizations

Springer *This book brings together the latest research in this new and exciting area of visualization, looking at classifying and modelling cognitive biases, together with user studies which reveal their undesirable impact on human judgement, and demonstrating how visual analytic techniques can provide effective support for mitigating key biases. A comprehensive coverage of this very relevant topic is provided through this collection of extended papers from the successful DECISIVE*

workshop at IEEE VIS, together with an introduction to cognitive biases and an invited chapter from a leading expert in intelligence analysis. *Cognitive Biases in Visualizations* will be of interest to a wide audience from those studying cognitive biases to visualization designers and practitioners. It offers a choice of research frameworks, help with the design of user studies, and proposals for the effective measurement of biases. The impact of human visualization literacy, competence and human cognition on cognitive biases are also examined, as well as the notion of system-induced biases. The well referenced chapters provide an excellent starting point for gaining an awareness of the detrimental effect that some cognitive biases can have on users' decision-making. Human behavior is complex and we are only just starting to unravel the processes involved and investigate ways in which the computer can assist, however the final section supports the prospect that visual analytics, in particular, can counter some of the more common cognitive errors, which have been proven to be so costly.

Tableau Cookbook – Recipes for Data Visualization

Packt Publishing Ltd Create beautiful data visualizations and interactive dashboards with Tableau About This Book Delve into the features and functionalities of Tableau from the ground up with this step-by-step guide that has over 50 "follow-me" recipes Build rich visualizations to effectively highlight the underlying trends and patterns in your data Build beautiful interactive dashboards and storyboards to stitch your visualizations together and tell a story Who This Book Is For This book is for anyone who wishes to use Tableau. It will be of use to both beginners who want to learn Tableau from scratch and to more seasoned users who simply want a quick reference guide. This book is a ready reckoner guide for you. The book will be such that both new & existing Tableau users who don't know, or can't recall how to perform different Tableau tasks can use the book and be benefited from it. What You Will Learn Get to grips with the Tableau workspace and terminologies and understand what data sources you can connect Learn to create basic charts like bar chart, stacked bar, pie chart, line chart, area chart, tree map & word cloud Go even further with more advanced visualizations such as scatter plot, box & whiskers plot, dual axis, bullet chart, Histograms, Maps, etc Use pre-defined calculation and change its scope and direction to affect outcome Learn to define Parameters and call them into parametric calculations that provide outcomes based on user inputs Build Dashboards and use Actions to link multiple sheets on the dashboard Connect to multiple data sources using Data Blending, Multiple Table Join within the same data source as well as across data sources, Custom SQL and learn to work with data Extracts Compute statistical trends, build forecasting models and use Reference lines for benchmarking In Detail Data is everywhere and everything is data! Visualization of data allows us to bring out the underlying trends and patterns inherent in the data and gain insights that enable faster and smarter decision making. Tableau is one of the fastest growing and industry leading Business Intelligence platforms that empowers business users to easily visualize their data

and discover insights at the speed of thought. Tableau is a self-service BI platform designed to make data visualization and analysis as intuitive as possible. Creating visualizations with simple drag-and-drop, you can be up and running on Tableau in no time. Starting from the fundamentals such as getting familiarized with Tableau Desktop, connecting to common data sources and building standard charts; you will walk through the nitty gritty of Tableau such as creating dynamic analytics with parameters, blended data sources, and advanced calculations. You will also learn to group members into higher levels, sort the data in a specific order & filter out the unnecessary information. You will then create calculations in Tableau & understand the flexibility & power they have and go on to building story-boards and share your insights with others. Whether you are just getting started or whether you need a quick reference on a "how-to" question, This book is the perfect companion for you

Style and approach This cookbook takes a step-by-step approach and the text systematically evolves to cover more involved functionalities. Every recipe includes illustrative screenshots which provide a detailed visual resource for each step.

Mastering Tableau 2021

Implement advanced business intelligence techniques and analytics with Tableau

Packt Publishing Ltd *Build, design, and improve advanced business intelligence solutions using Tableau's latest features, including Tableau Prep Builder, Tableau Hyper, and Tableau Server Key Features*

Master new features in Tableau 2021 to solve real-world analytics challenges

Perform geo-spatial, time series, and self-service analytics using real-life examples

Build and publish dashboards and explore storytelling using Python and R integration support

Book Description *Tableau is one of the leading business intelligence (BI) tools that can help you solve data analysis challenges. With this book, you will master Tableau's features and offerings in various paradigms of the BI domain. Updated with fresh topics including Quick Level of Detail expressions, the newest Tableau Server features, Einstein Discovery, and more, this book covers essential Tableau concepts and advanced functionalities. Leveraging Tableau Hyper files and using Prep Builder, you'll be able to perform data preparation and handling easily. You'll gear up to perform complex joins, spatial joins, unions, and data blending tasks using practical examples. Next, you'll learn how to execute data densification and further explore expert-level examples to help you with calculations, mapping, and visual design using Tableau extensions. You'll also learn about improving dashboard performance, connecting to Tableau Server and understanding data visualization with examples. Finally, you'll cover advanced use cases such as self-service analysis, time series analysis, and geo-spatial analysis, and connect Tableau to Python and R to implement programming*

functionalities within it. By the end of this Tableau book, you'll have mastered the advanced offerings of Tableau 2021 and be able to tackle common and advanced challenges in the BI domain. What you will learn
Get up to speed with various Tableau components
Master data preparation techniques using Tableau Prep Builder
Discover how to use Tableau to create a PowerPoint-like presentation
Understand different Tableau visualization techniques and dashboard designs
Interact with the Tableau server to understand its architecture and functionalities
Study advanced visualizations and dashboard creation techniques
Brush up on powerful self-service analytics, time series analytics, and geo-spatial analytics
Who this book is for
This book is designed for business analysts, business intelligence professionals and data analysts who want to master Tableau to solve a range of data science and business intelligence problems. The book is ideal if you have a good understanding of Tableau and want to take your skills to the next level.

Learning Tableau 2020

Create effective data visualizations,
 build interactive visual analytics,
 and transform your organization,
 4th Edition

Packt Publishing Ltd *Thousands of enterprises worldwide use Tableau as the solution for their data issues, big and small. With this updated edition, you will develop a firm grip on data visualization using Tableau 2020 and master all of the core features that enable you to explore, prepare, fix, and present data quickly and easily.*

Visualizing Data

Exploring and Explaining Data with
 the Processing Environment

"O'Reilly Media, Inc." *Provides information on the methods of visualizing data on the Web, along with example projects and code.*

Mastering Tableau

Packt Publishing Ltd *Master the intricacies of Tableau to create effective data visualizations*
About This Book
Arm yourself with an arsenal of advanced chart types

and geocoding to efficiently and engagingly present information Map a grid over a network node diagram and use that grid to demonstrate loads, processing time, and more in Tableau Integrate R with Tableau by utilizing R functions, libraries, and saved models Who This Book Is For If you are a business analyst without developer-level programming skills, then this book is for you. You are expected to have at least a fundamental understanding of Tableau and basic knowledge of joins, however SQL knowledge is not assumed. You should have basic computer skills, including at least moderate Excel proficiency. What You Will Learn Create a worksheet that can display the current balance for any given period in time Recreate a star schema from in a data warehouse in Tableau Combine level of detail calculations with table calculations, sets, and parameters Create custom polygons to build filled maps for area codes in the USA Visualize data using a set of analytical and advanced charting techniques Know when to use Tableau instead of PowerPoint Build a dashboard and export it to PowerPoint In Detail Tableau has emerged as one of the most popular Business Intelligence solutions in recent times, thanks to its powerful and interactive data visualization capabilities. This book will empower you to become a master in Tableau by exploiting the many new features introduced in Tableau 10.0. You will embark on this exciting journey by getting to know the valuable methods of utilizing advanced calculations to solve complex problems. These techniques include creative use of different types of calculations such as row-level, aggregate-level, and more. You will discover how almost any data visualization challenge can be met in Tableau by getting a proper understanding of the tool's inner workings and creatively exploring possibilities. You'll be armed with an arsenal of advanced chart types and techniques to enable you to efficiently and engagingly present information to a variety of audiences through the use of clear, efficient, and engaging dashboards. Explanations and examples of efficient and inefficient visualization techniques, well-designed and poorly designed dashboards, and compromise options when Tableau consumers will not embrace data visualization will build on your understanding of Tableau and how to use it efficiently. By the end of the book, you will be equipped with all the information you need to create effective dashboards and data visualization solutions using Tableau. Style and approach This book takes a direct approach, to systematically evolve to more involved functionalities such as advanced calculation, parameters & sets, data blending and R integration. This book will help you gain skill in building visualizations previously beyond your capacity.

Computer Vision with SAS

Special Collection

Computer vision is a field of artificial intelligence that trains computers to interpret and understand the visual world. In recent years, computer vision has begun to rival and even surpass human visual abilities in many areas. SAS offers many different solutions to train computers to "see" by identifying and classifying objects, and several groundbreaking papers have been written to demonstrate these techniques. The papers included in this special collection demonstrate how the latest computer

vision tools and techniques can be used to solve a variety of business problems.

How to Publish Data

Audio-vision

Sound on Screen

Columbia University Press *Deals with issue of sound in audio-visual images*