Faysal Aziz

Spotfire Data Visualization & Analytics Mastery

Turn data into insights with interactive visualizations and analytics

FA-0417

Data & Analytics

Introduction

This course equips you with practical skills in TIBCO Spotfire, a leading visual analytics platform used globally to explore, visualize, and understand complex data without heavy coding. Learners will develop the ability to import and transform data, craft compelling visual stories, and implement analytics workflows that support real business decisions.

Through guided hands-on exercises and expert coaching, you'll learn how to leverage Spotfire's interactive dashboards, advanced visualizations, and analytical tools to reveal patterns, trends and insights that drive results. Rather than a purely academic approach, the curriculum is grounded in real industry scenarios, drawing on three decades of professional analytics experience to ensure you're learning techniques employers value most.

Learning outcomes

By the end of this course, you will be able to:

- Navigate the Spotfire interface and workflows with confidence.
- Import and prepare data from diverse sources for analysis.
- Build a wide range of visualizations including charts, maps, and interactive dashboards.
- Apply filters, markings, and expressions to explore and interpret data.
- Use advanced analytics features like calculated columns and session customizations.
- Present insights through shareable dashboards and reports.

- Complete a capstone project that demonstrates your Spotfire proficiency.

Prerequisites

Learners should have:

- Basic understanding of data concepts (e.g., spreadsheets, tables).
- Familiarity with charts or visual representations of data.
- No previous Spotfire experience required.
- Optional but helpful: introductory SQL or analytics knowledge.

Training outline

1. Spotfire Fundamentals

Spotfire overview and platform capabilities

1. What Spotfire is and where it's used
2. Core components and versions (Analyst, Business Author, Web)

User interface navigation

1. Ribbon, visualizations panel, data panel
2. Customizing work areas

Starting an analysis

1. Connecting to data sources (Excel, CSV, databases)
2. Importing tables
3. Data table properties

2. Data Preparation & Wrangling

Data cleansing and transformations

1. Handling missing values
2. Renaming and formatting columns

2. Inline data wrangling features
3. Joining and relating data tables
4. Managing data relationships and schemas

3. Core Visualizations

- Basic chart types
  1. Bar, line, pie, tables
- Customizing graphics
  1. Colors, labels, axes
- Interactive controls
  1. Filters, markings, highlighting

4. Best practices for visual clarity

4. Advanced Visual Analytics

- Complex visual types
  1. Heat maps, tree maps, scatter plot matrices, parallel coordinates

2. Map visualizations and geospatial plotting
3. Using Spotfire visuals to uncover patterns

5. Expressions & Calculations

1. Calculated columns
2. Expressions to derive measures
3. Ranking, aggregations, conditional logic

6. Dashboarding & Interactivity

- Laying out dashboards
  1. Panels, tabs, text areas

2. Adding interactive filters and controls
3. Linking visualizations for coordinated interactions

7. Analytics Functions

1. Trending and time series visuals

- Basic predictive features
  1. Using built-in analytics recommendations

3. Introduction to data functions and IronPython (conceptual)

8. Sharing & Publishing Results

1. Exporting visualizations and dashboards
2. Sharing analyses with users and stakeholders
3. Collaboration considerations

9. Capstone Project

1. Participants will choose a real dataset (or provided business dataset) to:
2. Define an analytical objective
3. Import and model the data in Spotfire
4. Create a suite of visualizations that answer key questions
5. Build an interactive dashboard
6. Deliver a short presentation of findings

This project synthesizes all course modules and focuses on real analytical problem solving.

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