Faysal Aziz

Tableau Mastery:

From Basics to Advanced

FA-0433

Data & Analytics

Introduction

This course is designed to provide comprehensive training in Tableau Public and Tableau Desktop. Whether you're a beginner or have some experience, this course will enhance your data visualization and analysis skills in a fun, interactive, and culturally relevant context.

Learning outcomes

- Foundational Understanding: Grasp the basic concepts and functionalities of Tableau Public and Tableau Desktop.
- Data Visualization Skills: Learn to create compelling, insightful visualizations.
- Data Analysis Techniques: Develop skills for analyzing various data types, with a focus on Malaysian datasets.
- Interactive Dashboard Creation: Master the art of building interactive dashboards.
- Malaysian Contextual Analysis: Apply your skills to analyze and visualize data relevant to the Malaysian market and culture.
- Tableau in Real-world Scenarios: Understand how to use Tableau in practical, real-world business and research scenarios in Malaysia.

Prerequisites

- Basic computer literacy
- Understanding of basic data concepts
- Enthusiasm to learn and explore data in the Malaysian context
- Tableau Desktop
- Tableau Public access

- Internet connection

Training outline

1. Introduction to Tableau

1. Overview of Tableau Products: Public vs Desktop
2. The Tableau Interface: Navigating and Customizing
3. Connecting to Data Sources: Emphasis on Malaysian datasets

2. Building Basic Visualizations

1. Creating Basic Charts (Bar, Line, Pie)
2. Exploring Geographical Data: Mapping Malaysian Regions
3. Using Color, Size, and Labels to Enhance Visualizations

3. Data Manipulation and Management

1. Data Import Techniques: Handling Malaysian Data Formats
2. Data Cleaning and Preparation: Malaysian Case Studies
3. Creating Calculated Fields and Using Basic Functions

4. Deep Dive into Data Visualization

1. Advanced Chart Types: Heatmaps, Scatter Plots, Tree Maps
2. Time-series Analysis: Trends in Malaysian Markets
3. Storytelling with Data: Creating a Narrative

5. Interactive Dashboard Design

1. Dashboard Planning and Layout Best Practices
2. Interactive Elements: Filters, Actions, Tooltips
3. Case Study: Malaysian Sales and Marketing Data Dashboard

6. Analyzing Malaysian-Specific Data
    1. Socio-economic Data Analysis: Insights into Malaysian Society
    2. Market Trends and Consumer Behavior in Malaysia
    3. Case Studies: Retail, Healthcare, and Education Sectors

6. Advanced Tableau Features

1. Advanced Calculations: LOD Expressions and Table Calculations
2. Integrating R and Python for Advanced Analytics
3. Forecasting and Trend Analysis in Malaysian Context

7. Publishing and Sharing

1. Publishing Dashboards on Tableau Public
2. Sharing Insights: Best Practices for the Malaysian Audience
3. Collaborating with Other Tableau Users in Malaysia

8. Real-World Applications

1. Tableau in Malaysian Businesses: Case Studies
2. Non-profit and Government Use: Public Data and Policy Making
3. Career Opportunities in Malaysia with Tableau Skills

Throughout the course, practical exercises, real-world case studies, and interactive discussions will be used to ensure a dynamic and engaging learning experience. The focus on Malaysian-specific content and data ensures that the skills learned are directly applicable and relevant to the students' context.

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