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# Tableau For Dummies For Dummies Computer Tech

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**PATEL**

**DRAVEN**

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*Tableau  
Strategies*  
Createspace  
Independent

Pub  
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  
**Big Data For Dummies**  
Packt

Publishing Ltd  
The definitive reference book with real-world solutions you won't find anywhere else  
The Big Book of Dashboards presents a comprehensive reference for those tasked with building or overseeing the development of business dashboards. Comprising dozens of examples that address different industries and departments (healthcare, transportation, finance, human resources,

marketing, customer service, sports, etc.) and different platforms (print, desktop, tablet, smartphone, and conference room display)  
The Big Book of Dashboards is the only book that matches great dashboards with real-world business scenarios. By organizing the book based on these scenarios and offering practical and effective visualization examples, The Big Book of

Dashboards will be the trusted resource that you open when you need to build an effective business dashboard. In addition to the scenarios there's an entire section of the book that is devoted to addressing many practical and psychological factors you will encounter in your work. It's great to have theory and evidenced-based research at your disposal, but what will

you do when somebody asks you to make your dashboard 'cooler' by adding packed bubbles and donut charts? The expert authors have a combined 30-plus years of hands-on experience helping people in hundreds of organizations build effective visualizations. They have fought many 'best practices' battles and having endured bring an uncommon empathy to help you, the reader of this book, survive

and thrive in the data visualization world. A well-designed dashboard can point out risks, opportunities, and more; but common challenges and misconceptions can make your dashboard useless at best, and misleading at worst. The Big Book of Dashboards gives you the tools, guidance, and models you need to produce great dashboards that inform, enlighten, and

<p>engage.</p> <p><b>Tableau For Dummies</b></p> <p>John Wiley &amp; Sons</p> <p>Tableau 10 provides more power to the developer and business user in the world of Data Analytics. This book covers Tableau 10 concepts in an easy-to-understand manner. It provides ample exercises. Sample workbooks are available on Tableau public for download. Dataset and workbooks can also be downloaded from</p>	<p>LearnTableauPublic.com. Visit Book resource tab on the main navigation. New in this book:</p> <ol style="list-style-type: none"> <li>1. Sample workbooks available on Tableau public</li> <li>2. Tableau concepts as per version 10.1</li> <li>3. Types of Files in Tableau</li> <li>4. Analytics pane</li> <li>5. Explanation of Discrete and Continuous concept</li> <li>6. How dates work in Tableau</li> <li>7. Nested Sort</li> <li>8. New chapter on Formatting</li> <li>9. New visualizations/</li> </ol>	<p>Charts</p> <ol style="list-style-type: none"> <li>10. Creating custom color palettes</li> <li>11. Creating custom territories in Maps</li> <li>12. New Chapter on Server Deployment</li> </ol> <p>New in Tableau 10 Desktop</p> <ol style="list-style-type: none"> <li>1. Enhanced look and feel of Tableau desktop.</li> <li>2. Cross-table joins. See Chapter 2- Connecting to data source.</li> <li>3. Clustering. See Chapter 11 - Visualization.</li> <li>4. Building custom territory in Maps. See Chapter</li> </ol>
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10. Creating Maps. 5. New highlighter feature. See Chapter 9 - Formatting. 6. Device preview for dashboards. See Chapter 12 - Dashboards and Visual Story. Who needs this book? This book provides all the Tableau concepts according to Tableau version 10. It also contains overview of deploying objects on the server. This book is good for anyone starting career in Tableau. The book

starts with basic data-warehousing concepts and covers all the concepts in-depth. This book is also useful for experienced Tableau developers who want to explore additional charts and functionalities. This book should work as a guide and encouragement for further exploration. Get data and Sample Workbooks The book comes with 20+ sample workbooks. All workbooks are present on

Tableau Public. See the link at the beginning of the exercises. Sample workbooks and data files can also be downloaded from <http://www.learntableaupublic.com/>. Look for the Book Resource tab on the main navigation. *Tableau 10 for Beginners* Khan Consulting & Publishing LLC Publisher's note: This edition from 2020 is outdated and does not make use of the most recent Tableau

features. A new fifth edition, updated for Tableau 2022, is now available. Key FeaturesExplore the latest Tableau 2020 features and redefine business analytics for your firmUnderstand visualizing data and creating interactive dashboards to gain meaningful insightsLearn implementing effective data storytelling to redefine how your business leverages data and makes

decisionsBook Description Learning Tableau strengthens your command on Tableau fundamentals and builds on advanced topics. The book starts by taking you through foundational principles of Tableau. We then demonstrate various types of connections and how to work with metadata. We teach you to use a wide variety of visualizations to analyze and communicate the data, and

introduce you to calculations and parameters. We then take an in-depth look at level of detail (LOD) expressions and use them to solve complex data challenges. Up next, we show table calculations, how to extend and alter default visualizations, build an interactive dashboard, and master the art of telling stories with data. This Tableau book will introduce you to visual statistical analytics

capabilities, create different types of visualizations and dynamic dashboards for rich user experiences. We then move on to maps and geospatial visualization, and the new Data Model capabilities introduced in Tableau 2020.2. You will further use Tableau Prep's ability to clean and structure data and share the stories contained in your data. By the end of this book, you will be proficient in

implementing the powerful features of Tableau 2020 for decision-making. What you will learn Develop stunning visualizations to explain complex data with clarity Explore exciting new Data Model capabilities Connect to various data sources to bring all your data together Leverage Tableau Prep Builder's amazing capabilities for data cleaning and structuring Create and use calculations to

solve problems and enrich the analytics Master advanced topics such as sets, LOD calculations, and much more Enable smart decisions with data 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 will simplify Tableau for beginners to build 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. Having a bit of background with data will help, but you don't need to know scripting, SQL or database structures.

**Predictive Analytics For Dummies**

John Wiley &

Sons  
Discover how visualization turns data into action Tableau gives you the power to understand your data and put it in a format that is appealing and meaningful for everyone who needs to see it. Tableau For Dummies walks you through the steps to turn your data into a story that inspires action. This easy-to-understand guide offers insights from an enterprise data pro on how to transform

data into a clear and memorable visual presentation. Navigate the Tableau user interface and connect to data sources Use drag-and-drop features to create stunning visualizations Work with templates, add graphs, and create clear charts Export your visualizations to multiple formats for easy sharing This is the perfect Dummies software guide for business professionals

who need to better derive value from that all-important data.

*Advanced Splunk*

"O'Reilly

Media, Inc."

Build, design, and improve

advanced

business

intelligence

solutions

using

Tableau's

latest

features,

including

Tableau Prep

Builder,

Tableau

Hyper, and

Tableau

Server Key

FeaturesMaste

r new features

in Tableau

2021 to solve

real-world

analytics

challengesPerf

orm geo-

spatial, time

series, and

self-service

analytics

using real-life

examplesBuild

and publish

dashboards

and explore

storytelling

using Python

and R

integration

supportBook

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 learnGet up to speed with various Tableau componentsMaster data preparation techniques using Tableau Prep BuilderDiscover how to use Tableau to create a PowerPoint-like presentationUnderstand different Tableau visualization techniques and dashboard designsInteract with the Tableau server to

understand its architecture and functionalities Study advanced visualizations and dashboard creation techniquesBrush up on powerful self-service analytics, time series analytics, and geo-spatial analyticsWho 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.

**Tableau Your Data!** John Wiley & Sons Maximize performance with better data Developing a successful workforce requires more than a gut check. Data can help guide your decisions on everything from where to

seat a team to optimizing production processes to engaging with your employees in ways that ring true to them. People analytics is the study of your number one business asset—your people—and this book shows you how to collect data, analyze that data, and then apply your findings to create a happier and more engaged workforce. Start a people analytics project Work with qualitative

data Collect data via communications Find the right tools and approach for analyzing data If your organization is ready to better understand why high performers leave, why one department has more personnel issues than another, and why employees violate, People Analytics For Dummies makes it easier. [Python All-in-One For Dummies](#) John Wiley & Sons

What's the use of putting out reports that no one reads? Properly created dashboards are graphical representations that put data in a context for your audience, and they look really cool! How cool? You'll find out when you see the dazzling examples in Excel 2007 Dashboards & Reports For Dummies. And, before long, everyone's eyes will be riveted to your dashboards and reports

too! This revolutionary guide shows you how to turn Excel into your own personal Business Intelligence tool. You'll learn the fundamentals of using Excel 2007 to go beyond simple tables to creating dashboard-studded reports that wow management. Get ready to catch dashboard fever as you find out how to use basic analysis techniques, build advanced

<p>dashboard components, implement advanced reporting techniques, and import external date into your Excel reports. Discover how to: Unleash the power of Excel as a business intelligence tool Create dashboards that communicate and get noticed Think about your data in a new way Present data more effectively and increase the value of your reports Create dynamic labels that</p>	<p>support visualization Represent time and seasonal trending Group and bucket data Display and measure values versus goals Implement macro-charged reporting Using Excel 2007 as a BI tool is the most cost-efficient way for organizations of any size create powerful and insightful reports and distribute throughout the enterprise. And Excel</p>	<p>2007 Dashboards and Reports for Dummies is the fastest you for you to catch dashboard fever! <u>Excel 2007 Dashboards and Reports For Dummies</u> John Wiley &amp; Sons If you want to increase Tableau's value to your organization, this practical book has your back. Authors Ann Jackson and Luke Stanke guide data analysts through recipes for solving real-world analytics</p>
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problems using Tableau. Starting with the basics and building toward advanced topics such as multidimensional analysis and user experience, you'll explore pragmatic and creative examples that you can apply to your own data. Staying competitive today requires the ability to quickly analyze, visualize, and make data-driven decisions. With this guide, data practitioners and leaders

alike will learn strategies for building compelling and purposeful visualizations, dashboards, and data products. Every chapter contains the why behind the solution and the technical knowledge you need to make it work. Visualize different data types and tackle specific data challenges. Create compelling data visualizations, dashboards, and data products

Learn how to generate industry-specific analytics Use this book as a high-value on-the-job reference guide to Tableau Explore categorical and quantitative analysis and comparisons Understand geospatial, dynamic, and statistical and multivariate analysis Communicate the value of the Tableau platform to your team and to stakeholders.  
*Learning Tableau 2020*

Apress  
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  
communicatin  
g 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  
**Tableau**  
**2023** Packt  
Publishing Ltd  
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. **Pro Tableau**

John Wiley & Sons  
Best practices and step-by-step instructions for using the Tableau Software toolset. Although the Tableau Desktop interface is relatively intuitive, this book goes beyond the simple mechanics of the interface to show best practices for creating effective visualizations for specific business intelligence objectives. It illustrates little-known

features and techniques for getting the most from the Tableau toolset, supporting the needs of the business analysts who use the product as well as the data and IT managers who support it. This comprehensive guide covers the core feature set for data analytics, illustrating best practices for creating and sharing specific types of dynamic data visualizations. Featuring a helpful full-

color layout, the book covers analyzing data with Tableau Desktop, sharing information with Tableau Server, understanding Tableau functions and calculations, and Use Cases for Tableau Software. Includes little-known, as well as more advanced features and techniques, using detailed, real-world case studies that the author has developed as part of his consulting and training

practice Explains why and how Tableau differs from traditional business information analysis tools Shows you how to deploy dashboards and visualizations throughout the enterprise Provides a detailed reference resource that is aimed at users of all skill levels Depicts ways to leverage Tableau across the value chain in the enterprise through case studies that target

common business requirements Endorsed by Tableau Software Tableau Your Data shows you how to build dynamic, best-of-breed visualizations using the Tableau Software toolset. Data Visualization Createspace Independent Publishing Platform Install data analytics into your brain with this comprehensive introduction Data Analytics & Visualization All-in-One For Dummies

collects the essential information on mining, organizing, and communicating data, all in one place. Clocking in at around 850 pages, this tome of a reference delivers eight books in one, so you can build a solid foundation of knowledge in data wrangling. Data analytics professionals are highly sought after these days, and this book will put you on the path to becoming one. You'll learn all

about sources of data like data lakes, and you'll discover how to extract data using tools like Microsoft Power BI, organize the data in Microsoft Excel, and visually present the data in a way that makes sense using a Tableau. You'll even get an intro to the Python, R, and SQL coding needed to take your data skills to a new level. With this Dummies guide, you'll be well on your way to

becoming a priceless data jockey. Mine data from data sources Organize and analyze data Use data to tell a story with Tableau Expand your know-how with Python and R New and novice data analysts will love this All-in-One reference on how to make sense of data. Get ready to watch as your career in data takes off. *The Big Book of Dashboards* John Wiley & Sons 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.

[Visual Data Storytelling with Tableau](#)  
John Wiley & Sons  
Tableau 2023 introduces users to

Tableau software, which is the leading data visualization software, by walking them through easy-to-follow exercises. These exercises cover the functions most widely used by business users. After completing them, users will be able to develop simple reports and dashboards and, also, perform basic data analysis.  
*Tableau For Dummies*  
Princeton University Press

Master the art of getting the maximum out of your machine data using Splunk About This Book A practical and comprehensive guide to the advanced functions of Splunk,, including the new features of Splunk 6.3 Develop and manage your own Splunk apps for greater insight from your machine data Full coverage of high-level Splunk techniques including advanced searches, manipulations,

and visualization  
 Who This Book Is For This book is for Splunk developers looking to learn advanced strategies to deal with big data from an enterprise architectural perspective. It is expected that readers have a basic understanding and knowledge of using Splunk Enterprise.  
 What You Will Learn Find out how to develop and manage apps in Splunk  
 Work with important

search commands to perform data analytics on uploaded data  
 Create visualizations in Splunk  
 Explore tweaking Splunk  
 Integrate Splunk with any pre-existing application to perform data crunching efficiently and in real time  
 Make your big data speak with analytics and visualizations using Splunk  
 Use SDK and Enterprise integration with tools such as R and Tableau In

Detail Master the power of Splunk and learn the advanced strategies to get the most out of your machine data with this practical advanced guide. Make sense of the hidden data of your organization – the insight of your servers, devices, logs, traffic and clouds.  
 Advanced Splunk shows you how. Dive deep into Splunk to find the most efficient solution to your data problems.



Create the robust Splunk solutions you need to make informed decisions in big data machine analytics. From visualizations to enterprise integration, this well-organized high level guide has everything you need for Splunk mastery. Start with a complete overview of all the new features and advantages of the latest version of Splunk and the Splunk Environment.

Go hands on with uploading data, search commands for basic and advanced analytics, advanced visualization techniques, and dashboard customizing. Discover how to tweak Splunk to your needs, and get a complete on Enterprise Integration of Splunk with various analytics and visualization tools. Finally, discover how to set up and use all the new features of the latest version of

Splunk. Style and approach This book follows a step by step approach. Every new concept is built on top of its previous chapter, and it is full of examples and practical scenarios to help the reader experiment as they read. *Visual Analytics with Tableau* 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. **Learning Tableau 2019** John Wiley & Sons. 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 Gearing 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* "O'Reilly Media, Inc."

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.

**Tableau**

**Desktop Pocket Reference**  
Packt Publishing Ltd  
A straightforward, full-color guide to showcasing data so your audience can see what you mean, not just read about it. Big data is big news! Every company, industry, not-for-profit, and government agency wants and needs to analyze and leverage datasets that can quickly become ponderously large. Data visualization software

enables different industries to present information in ways that are memorable and relevant to their mission. This full-color guide introduces you to a variety of ways to handle and synthesize data in much more interesting ways than mere columns and rows of numbers. Learn meaningful ways to show trending and relationships, how to convey complex data in a clear,

concise diagram, ways to create eye-catching visualizations, and much more!  
 Effective data analysis involves learning how to synthesize data, especially big data, into a story and present that story in a way that resonates with the audience This full-color guide shows you how to

analyze large amounts of data, communicate complex data in a meaningful way, and quickly slice data into various views Explains how to automate redundant reporting and analyses, create eye-catching visualizations, and use statistical graphics and thematic cartography

Enables you to present vast amounts of data in ways that won't overwhelm your audience Part technical manual and part analytical guidebook, *Data Visualization For Dummies* is the perfect tool for transforming dull tables and charts into high-impact visuals your audience will notice...and remember.