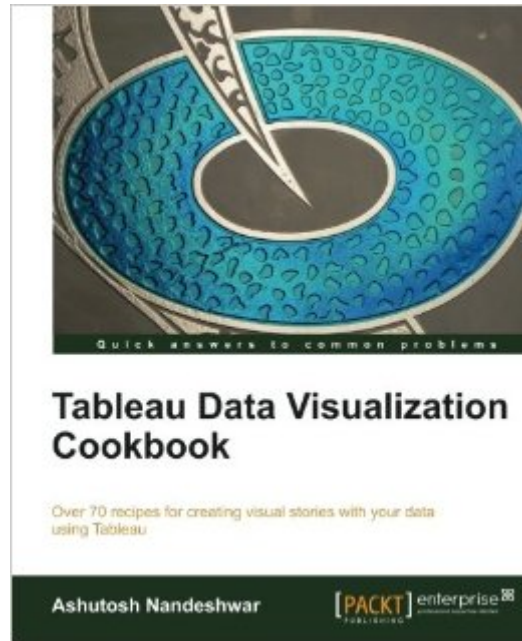


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# Tableau Data Visualization Cookbook



## Synopsis

Over 70 recipes for creating visual stories with your data using Tableau Overview Quickly create impressive and effective graphics which would usually take hours in other tools Lots of illustrations to keep you on track Includes examples that apply to a general audience In Detail You know the feeling when you are asked to change or add a certain data point in your graph at the last minute. Usually, you have to scramble to complete the project and risk accuracy; this is not so with Tableau, however. Tableau is a revolutionary toolkit that lets you simply and effectively create high quality data visualizations. "Tableau Data Visualization Cookbook" will show you the exact steps required to generate simple to complex graphics. Whether they are pie charts or box plots, you can create such graphics with ease and confidence; no more searching for scripts or laborious Excel hacks. This book will help you make the most of Tableau and show you how to finish your projects quicker using this toolkit. In this book 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 book is filled with practical recipes 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. Then, we will create animated graphs and provide search box and drop-down selectors to users. This book will help you to create stunning graphics in very short amount of time. If you want to effortlessly create beautiful visualizations of data then "Tableau Data Visualization Cookbook" is for you! What you will learn from this book Forecast with trend lines Manipulate and transform data Import data from various sources Create filled maps and use any shape file Share your work easily Create dashboards and scorecards Format and finish the graphic Observe statistical distributions Approach This Cookbook contains step-by-step instructions for Tableau users to create effective graphics. The book is designed in such a way that you can refer to it chapter by chapter; you can look at the list of recipes and read them in no particular order. Who this book is written for You'll gain the most from this book if you have basic understanding of various chart types and of their importance. Knowing when to employ a certain graphic will be equally useful. This book will get you up to speed if you just started using Tableau. You'll find this book useful if you spend a lot of time conducting data analysis and creating reports.

## Book Information

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## Customer Reviews

Disclaimer: I received a free copy of the ebook in exchange for promising to review the book. I'm also writing a Tableau book myself, though it is targeted at more advanced users. I cannot honestly recommend this book in its current form. I think most every reader is better off with the Tableau manual, which even though it has its own issues is still 1) free, 2) more complete, and 3) more accurate. Here is a list of specific issues with the Tableau Data Visualization Cookbook in its initial release:- The section on dimensions and measures is woefully incomplete. Other than mentioning that dimensions usually generate headers, it does not go into how dimension vs. measure changes how aggregation happens. Also, the book does not cover continuous vs. discrete at all, the only mention is deep into the book during the section on color palettes. Understanding the combinations of dimension vs. measure, continuous (green) vs. discrete (blue) is critical to being able to take advantage of Tableau's features.- The section on scatterplots does not talk about using size, color, transparency to deal with marks that are drawn on top of one another, never mind more advanced techniques such as aggregation or jittering. I believe this is necessary to address for using Tableau as a tool for visual analysis.- The section on Measure Names/Measure Values does not include the key shortcut of right-clicking to drag out a pill and then choosing the aggregation. This is much faster than what is described in the book.- The date aggregation section has no discussion of choosing the date part and date value (aka datetrunc) aggregations and how they are different, and how they can be converted from continuous to discrete, and the effects on the visualization.

Wishing to learn Tableau, I downloaded an evaluation copy of Tableau Desktop, viewed about 20 (high-quality and very helpful) videos in the "Tableau Training & Tutorials" section of [tableau.com](http://tableau.com),

and finally ordered a batch of Tableau books from - .co.uk, in my case - with the intention of reviewing the alternatives and leaving one or two titles for further study. The contenders included: "Tableau Data Visualization Cookbook" by Nandeshwar, Packt, 172 pages, £24 for a new paperback "Creating Data Stories with Tableau Public" by Ohmann and Floyd, Packt, 222 pages, £23 "Rapid Graphs with Tableau 8" by McDaniel, Apress, 252 pages, £29 "Learning Tableau" by Milligan, Packt, 340 pages, £33 "Communicating Data with Tableau" by Jones, O'Reilly, 334 pages, £18 "Tableau For Dummies" by Monsey and Sochan, Wiley, 352 pages, £22 "Tableau Dashboard Cookbook" by Stirrup, Packt, 336 pages, £29 "Tableau 9: Official Guide" by Peck, McGraw-Hill, 352 pages, £24... and "Tableau Data Visualization Cookbook" was the first book to be eliminated. I had very low expectations - to me, Packt is notorious for churning out ultra-low-quality books by Indian authors - but this book is actually a perfectly decent product. However, it is also a very unambitious product - not a "cookbook", but a straightforward tour of Tableau features - which delivers less and costs more than several of its competitors. Pass, then. PS. Should you consider doing Tableau certification in the future, be warned: you have six months to take the exam.

DISCLAIMER - I received a free copy of this book for review purposes. I was not asked to write a positive review in return, just that I write a fair review. Review begins below: I consider myself a middling Tableau user. I am comfortable with its basics but have not yet mastered the heights of the product (complex table calcs, windowing functions, complex parameters and the like). I have taken the Tableau advanced course and have attended one user conference. I am certified in the Desktop product. Thus, I am reviewing this book from the perspective of someone trying to take that next step to advanced Tableau knowledge. This book is set up as a step-by-step walkthrough of common Tableau activities. Thus, it starts with the basics of how to connect to a variety of data sources to building your first one-dimensional vizes to multidimensional vizes. Just about every type of standard viz is covered in these step-by-step approaches. One of the great things I liked about the book was that each section had a "How It Works" section describing at a high level what the steps actually do and a "There's More" section which provides a quick note containing additional information about the technique described. These quick notes could be pointers to Tableau's help file or to external blogs/web sites where the reader could learn more. These references are fairly up to date and comprise a top list of great Tableau references. If you are relatively new to Tableau, this book is a nice reference to help you remember how to do something you might have gone through in class or watched on Tableau's web site. I found a few chapters that served as a nice refresher for

some things I hadn't done in quite some time.

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