

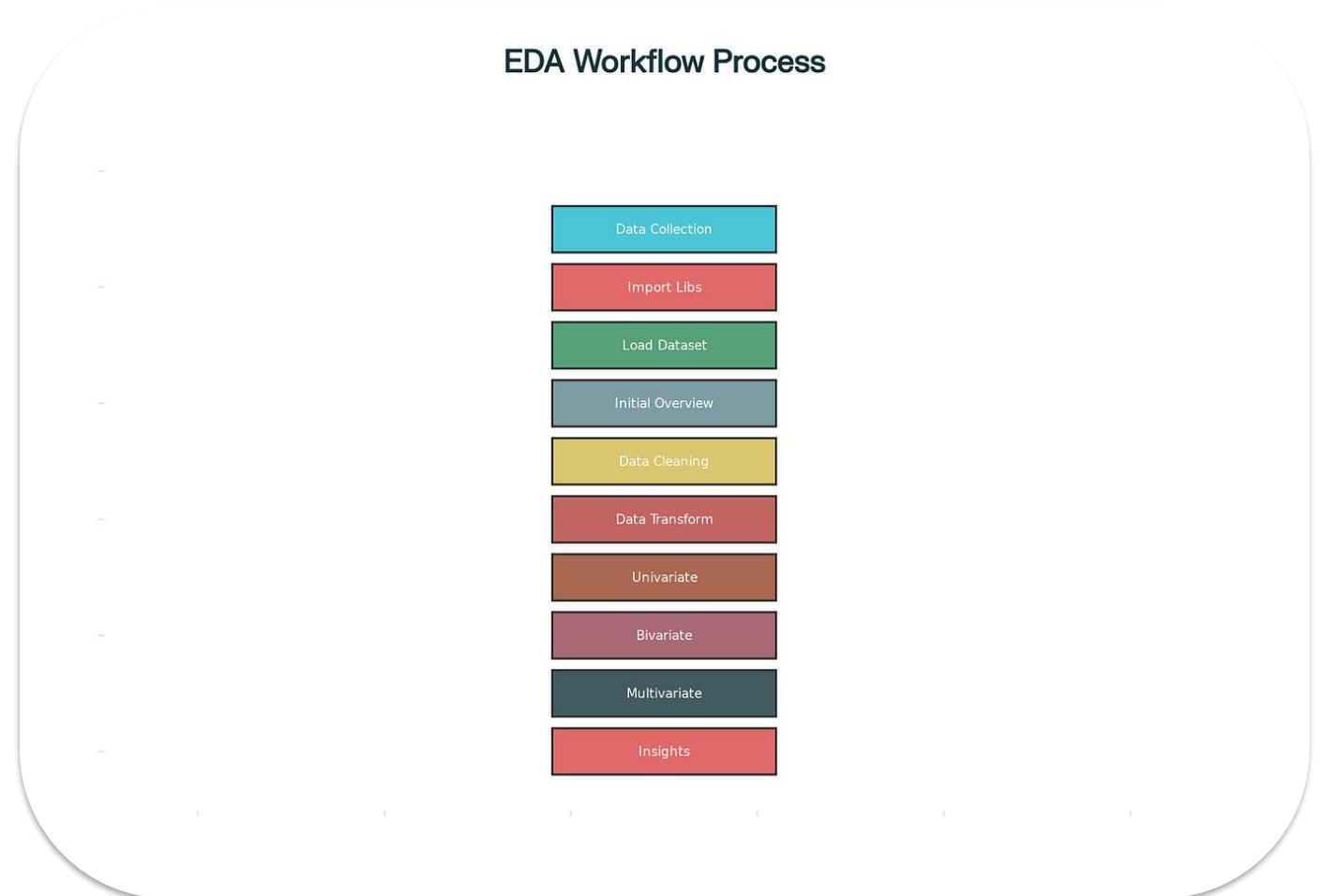
# Data Exploration using Tableau

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A Comprehensive Guide to Data Analysis and Visualization

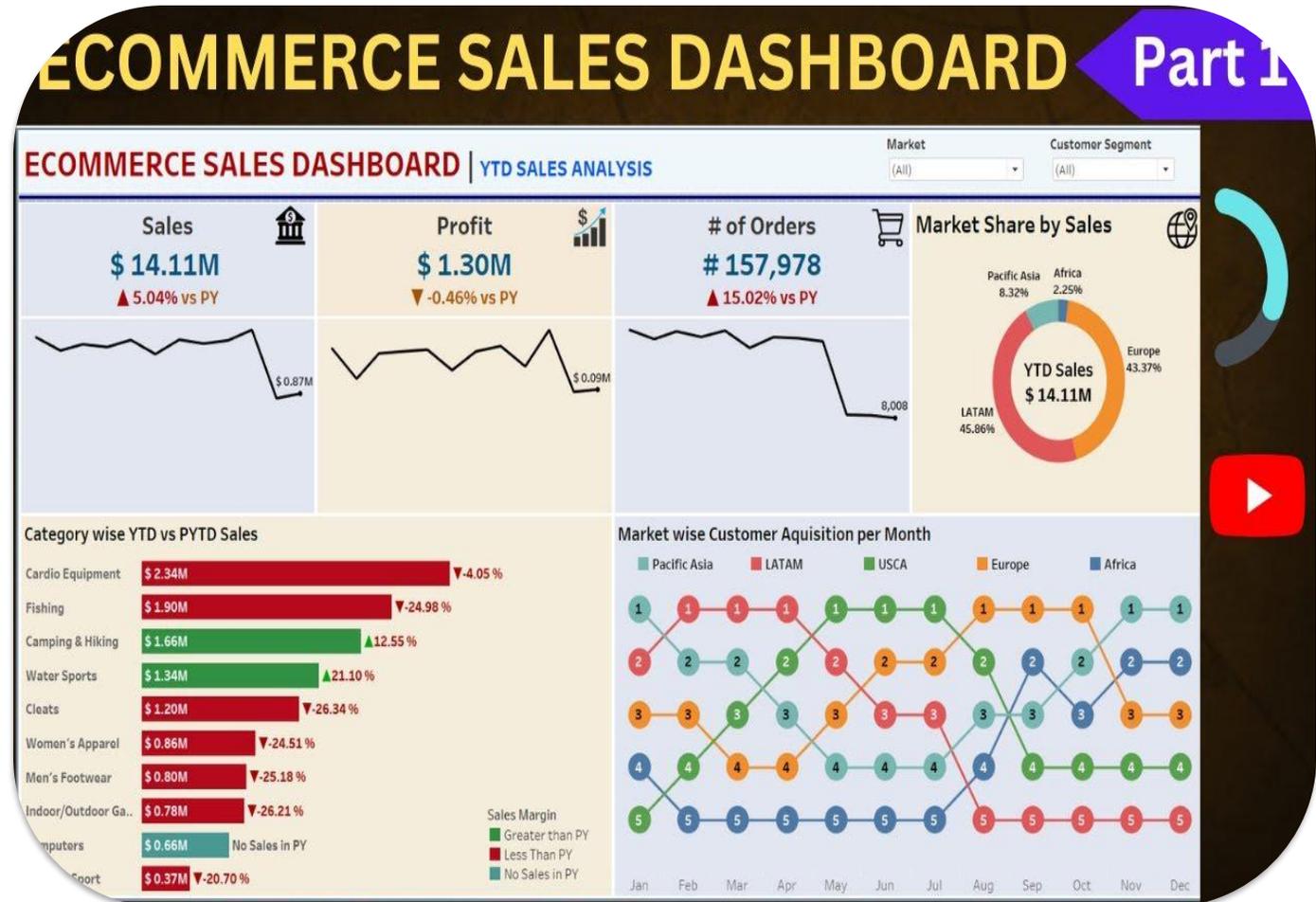


- Process of analyzing and visualizing data
- Identifying patterns, trends, and insights
- Understanding data characteristics





## E-COMMERCE SALES DASHBOARD Part 1



- Powerful data visualization tool
- Drag-and-drop interface
- Interactive dashboards
- Supports multiple data sources



- Data pane - shows fields
- Sheets area - for building views
- Cards - marks, columns, rows
- Shelves - for placing fields

The screenshot shows the Tableau workspace for a 'Sample - Superstore' data source. On the left, the 'Connections' pane shows 'Sample - Superstore' (Microsoft Excel) and the 'Sheets' area lists 'Orders', 'People', 'Returns', and 'New Union'. The central 'Canvas (Create Table Relationship)' shows a diagram where 'Orders' is connected to 'People' and 'Returns'. The 'Data Grid' at the bottom displays a table with 20 fields and 10194 rows. The table columns include Order ID, Order Date, Ship Date, Ship Mode, Customer Name, Segment, Country/Region, City, State/Province, Postal Code, Region, and Category. The 'Data Source Page' at the bottom left shows the 'Orders' table structure with fields like Order ID, Order Date, Ship Date, Ship Mode, Customer Name, Segment, and Country/Region.

- Excel, CSV, text files
- SQL databases
- Cloud data sources
- Web data connectors

server Help

## Connect

Search for Data 1

Tableau Server

To a File

Microsoft Excel

Text file

JSON file

Microsoft Access 2

PDF file

Spatial file

Statistical file

More...

To a Server

Microsoft SQL Server

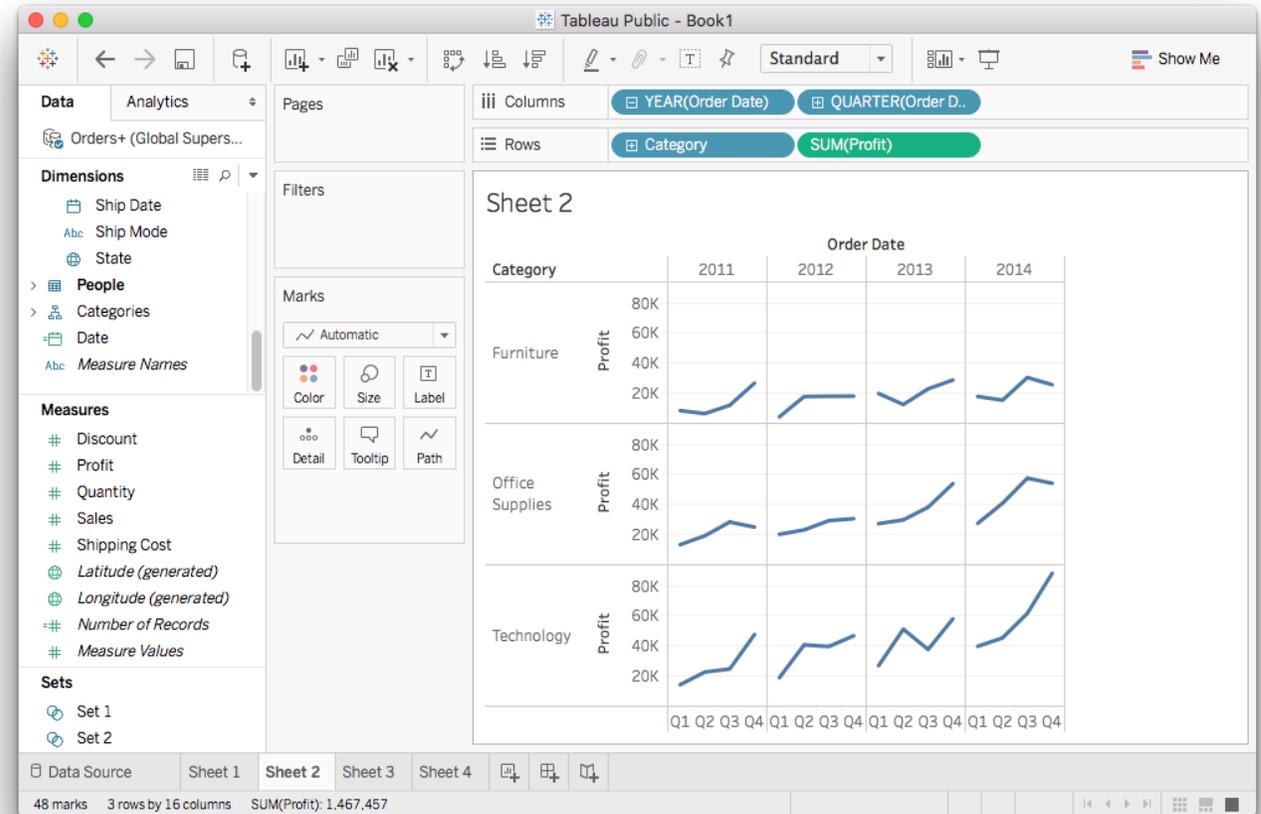
MySQL

Oracle

Amazon Redshift 3

Actian Matrix	Exasol	Marketo	Salesforce
Actian Vector	Firebird 3	MarkLogic	SAP HANA
Alibaba AnalyticDB for MySQL	Google Ads	MemSQL	SAP NetWeaver Business Warehouse
Alibaba Data Lake Analytics	Google Analytics	Microsoft Analysis Services	SAP Sybase ASE
Alibaba MaxCompute	Google BigQuery	Microsoft PowerPivot	SAP Sybase IQ
Amazon Athena	Google Cloud SQL	Microsoft SQL Server	ServiceNow ITSM
Amazon Aurora for MySQL	Google Drive	MonetDB	SharePoint Lists
Amazon EMR Hadoop Hive	Google Sheets	MongoDB BI Connector	Snowflake
Amazon Redshift	Hortonworks Hadoop Hive	MySQL	Spark SQL
Anaplan	IBM BigInsights	OData	Splunk
Apache Drill	IBM DB2	OneDrive	Teradata
Aster Database	IBM PDA (Netezza)	Oracle	Teradata OLAP Connector
Azure Synapse Analytics	Impala	Oracle Eloqua	TIBCO Data Virtualization
Box	Intuit QuickBooks Online	Oracle Essbase	Vertica
Cloudera Hadoop	Kognitio	Pivotal Greenplum Database	Web Data Connector
Databricks	Kyvos	PostgreSQL	
Denodo	LinkedIn Sales Navigator	Presto	Other Databases (JDBC)
Dropbox	MapR Hadoop Hive	Progress OpenEdge	Other Databases (ODBC)
Esri ArcGIS Server	MariaDB	Qubole Presto	

- Dimensions (Blue) - categorical data
- Measures (Green) - numerical values
- Data types: string, date, number, boolean
- Conversion possibilities



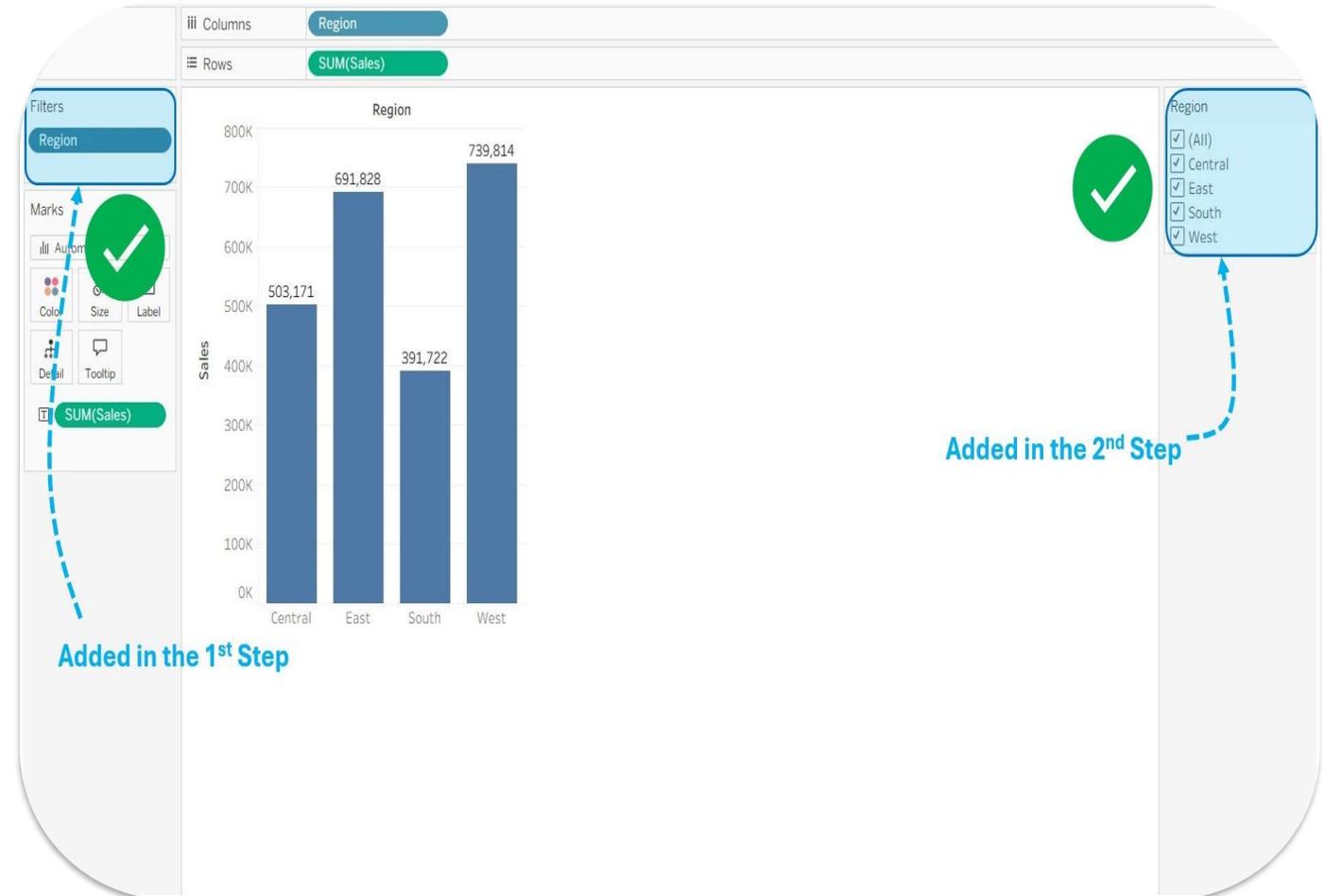
# Building Charts

- Drag fields to shelves
- Select chart types
- Customize marks
- Add filters and calculations



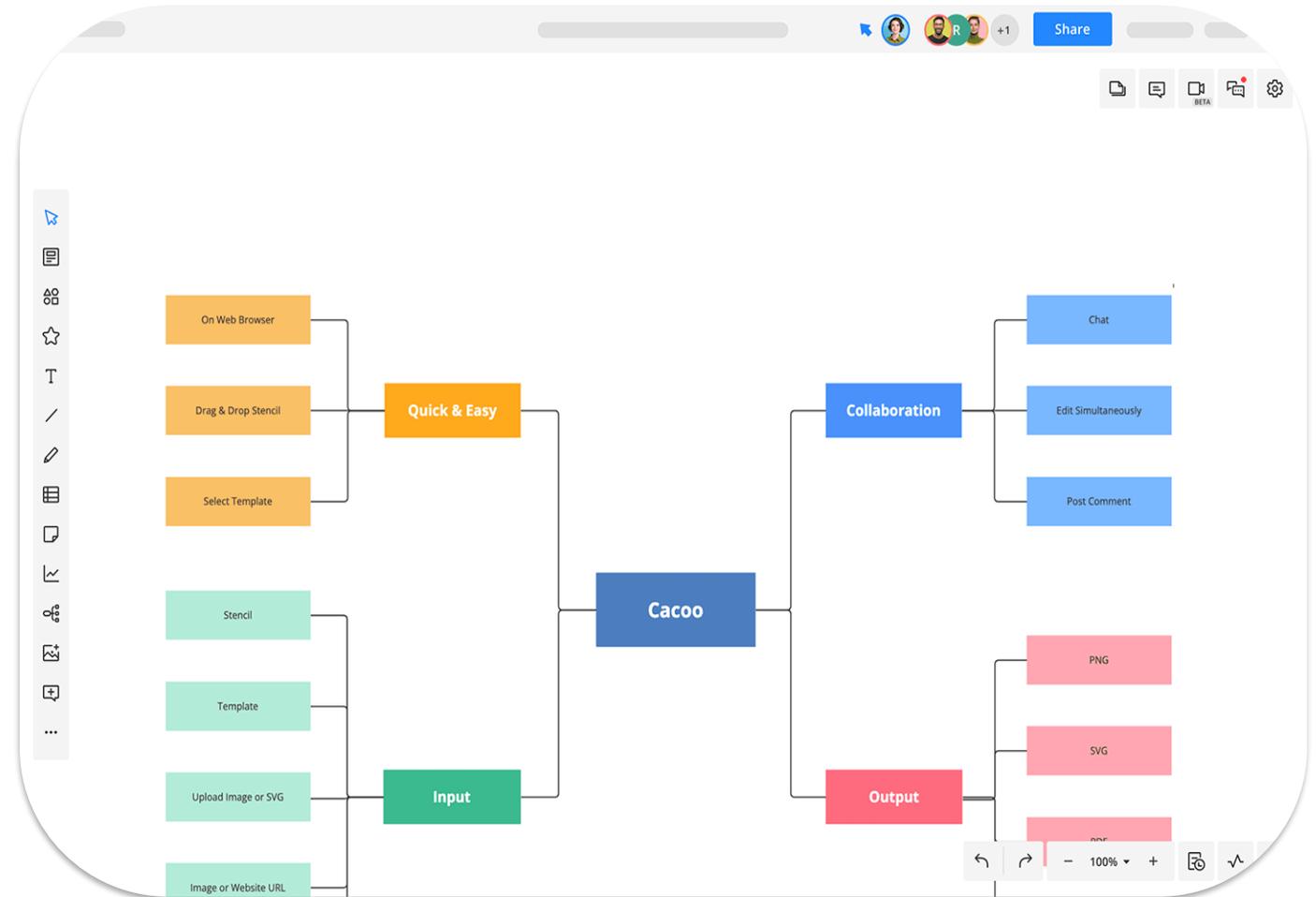


- Apply filters
- Create hierarchies
- Use parameters
- Build interactive dashboards



## Data Exploration with Tableau

- Data Sources
- Data Preparation
- Visualization
- Analysis
- Insights
- Dashboards



- Data exploration reveals hidden patterns
- Tableau simplifies data visualization
- Drag-and-drop for easy chart creation
- Interactive dashboards enhance understanding
- Multiple data source support

