Introduction to Tableau Public

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Objectives

• Understand some key terms such as Business Intelligence (BI) and BI structure.
• Know what Tableau Public is and its limitations.
• Learn how Tableau Public works and its basic workflow.
What is Tableau?

Tableau is business intelligence software that helps people see and understand their data.

What is Business Intelligence (BI)?

• The Business Intelligence (BI) refers to technologies, applications and practices for the collection, integration, analysis, and presentation of business information to support better business decision making.

What is Business Intelligence (BI)? from OLAP.com http://olap.com/learn-bi-olap/olap-bi-definitions/business-intelligence/
BI System can have five layers.

1. Data source layer
2. Transform Data
3. Data Storage
4. Analytical Layer
5. Presentation Layer (e.g. data visualization tools such as Tableau)

Microsoft Business Intelligence - Tutorial for Beginners: https://www.slideshare.net/kerneltraining/msbi-ppts-1
Data source layer

Raw Data: DMC Equipment Circulation from System Log Text Files.
### Transformed Data: an Excel File

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Why Tableau?

Gartner’s 2018 Magic Quadrant for Analytics and Business Intelligence Platforms
Tableau Viz Examples

- Tableau Viz Examples

- Web Analytics Dashboard

- DMC equipment circulation data
  https://public.tableau.com/views/DMCEquipmentCirculationDataViz/DMC-Equipment-Circulation-Story?embed=y&:display_count=yes&:origin=viz_share_link
Why Tableau?

• Self Service BI
  Users can create their own reports and dashboards without putting additional strain on the BI development team.

• Quick Development
  Tableau’s drag/drop features allow non-technical users to quickly build effective dashboards.

• Data Visualization
  Tableau allows for a highly interactive and effective analytical experience for users and provides professional layout templates and features for meaningful reporting and dashboarding.

Tableau Dashboards Sourced from OLAP vs. RDB: An Analysis
Tableau Products

- Tableau Desktop, Tableau Prep (released in April 2018)
- Tableau Server
- Tableau Online
- **Tableau Public** – a free service/solution from Tableau company. To use Tableau Public,
  - Download Tableau Public (Desktop) at [https://public.tableau.com/s/download](https://public.tableau.com/s/download)
  - Create an account on Tableau Public at [https://public.tableau.com/s/](https://public.tableau.com/s/)
Tableau Public limitations

Tableau desktop public edition

• Limited live data connection and limited data sources
• Can’t save work locally, which poses a data privacy issue.
• Up to 15,000,000 rows per workbook

Tableau public server

• Up to 10GB online storage per free Tableau Public account
Tableau Academic Programs

• Tableau Desktop and Tableau Prep is free for students and instructors around the world. Read more at https://www.tableau.com/academic#8PcZYr0tkUL2ZvFG.99

• Tableau for Students
  Students (K12 and postsecondary) at accredited academic institutions worldwide are eligible for a free one-year license to activate Tableau Desktop and Tableau Prep.
  https://www.tableau.com/academic/students#form
Data Visualization Workflow with Tableau

• Connect to your data
• Analyze your data
  – Create a basic view with worksheet
  • Drill into the data
  • Increase the level of detail with small multiples
  • Filter the view to focus your exploration
  • Use the Marks card to add depth to your analysis
  – Build an interactive dashboard
  – Present your analysis with story
• Save/share your work