Introduction to Tableau Public

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Objectives

• Understand your data project workflow.
• Know what Tableau Public is and its limitations.
• Learn how Tableau Public works and its basic workflow.
Tableau is software that helps people see and understand their data.
Workflow of Your Data Analysis Project

- Data source layer
- Transform Data
- Data Storage
- Data Analysis and Presentation (e.g. data visualization tools such as Tableau)
Raw Data: DMC Equipment Circulation Transactions from System Log Text Files.
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Why Tableau?

Self Service
Users can interact with data directly, create their own reports and dashboards.

Ease of Use
Tableau’s drag/drop features allow non-technical users to quickly build effective worksheets and dashboards.

Smart Dashboards
Combine multiple views of data to get richer insights.
Tableau Products

- Tableau Prep (released in April 2018)
- Tableau Desktop
- Tableau Reader – free
- Tableau Server
- Tableau Online
- Tableau Public – free
To Use Tableau Public

- Download Tableau Public (Desktop) at https://public.tableau.com/s/download
- Create an account on Tableau Public at https://public.tableau.com/s/
Tableau Public limitations

- Tableau desktop public edition
  - Connection to data sources are limited to static data such as file based (Excel, csv, json, pdf, etc.) and cloud-based API.
  - It can’t save work locally. It can only save to Tableau public server.
  - Up to 15,000,000 rows per workbook
- Tableau public server
  - Up to 10GB online storage per free Tableau Public account
Security on Your Data

Once a visualization is published on Tableau Public, it is open to everyone.

There is a setting to prevent people from downloading the workbook and getting to the underlying data.
Data Security Settings from Tableau Viz Examples

• Rice University Enrollment - OIR
  https://public.tableau.com/profile/rice.oir -
  !/vizhome/RiceUniversityEnrollment/Majors

• DMC equipment circulation data - DMC
  https://public.tableau.com/views/DMCEquipmentCirculationDataV
  iz/DMC-Equipment-Circulation-
  Story?:embed=y&:display_count=yes&:origin=viz_share_link
Tableau Academic Programs

Tableau Desktop and Tableau Prep are free for students and instructors around the world.  
https://www.tableau.com/academic#8PcZYr0tkUl2ZvFG.99

• Tableau for Students  
  free one-year license https://www.tableau.com/academic/students#form

• Tableau for Instructors  
  free one-year license for teaching and non-commercial academic research.  
  https://www.tableau.com/academic/teaching - form
Data Visualization Workflow with Tableau

Connect
Connect to your data

Analyze
Analyze your data
- Create a basic view with worksheet
- Build an interactive dashboard
- Present your analysis with story

Save/share
Save/share your work
Tableau Viz Examples

- Rice University Enrollment - OIR
  https://public.tableau.com/profile/rice.oir-
  !/vizhome/RiceUniversityEnrollment/Majors

- DMC equipment circulation data
  https://public.tableau.com/views/DMCEquipmentCirculationDataV
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