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Tableau Dashboard Cookbook

Quick answers to common problems

Tableau Dashboard Cookbook

Over 40 recipes for designing professional dashboards by implementing data visualization principles

Jen Stirrup

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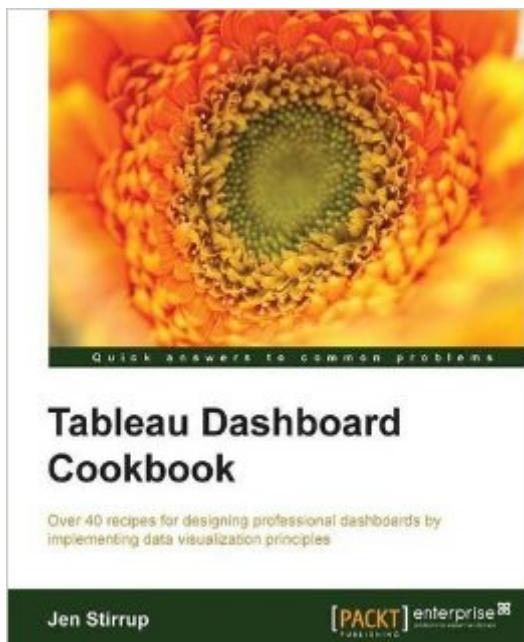
Synopsis

Key FeaturesUtilize the features of Tableau to create, design, and develop effective, beautiful dashboardsUse data visualization principles to help you to design dashboards that enlighten and support business decisionsExplore Tableau's functionality with practical lessons that help you to build your own solution as you progress through the bookBook DescriptionWith increasing interest and enthusiasm for data visualization in the media, businesses are looking to create effective dashboards that engage as well as communicate the truth of data. Tableau makes data accessible to everyone, and is a great way of sharing enterprise dashboards across the business. The deceptively simple Tableau interface hides a variety and complexity of features available for dashboarding, and this book will help you to become familiar with these features.Tableau offers an easy-to-use and fun way of designing, constructing, and sharing your dashboards. This book will familiarize you with its features and enable you to develop and enhance your dashboard skills, starting with an overview of what dashboard is followed by how you can collect data using various mathematical formulas. Next you'll learn to filter and group data, as well as how to use various functions to present the data in an appealing and accurate way. The book will also teach you how to use the key advanced string functions to play with data and images. You will be walked through the various features of Tableau including dual axes, scatterplot matrices, heat maps, and sizing. Finally, this book will help you consider what to do next with your dashboard, whether it's on a server or in collaboration with other tools.What you will learnCustomize your designs to meet the needs of your business using TableauUse Tableau to prototype, develop, and deploy the final dashboardCommunicate and share your dashboards internally within the business, or externally with the rest of the world via Tableau publicIntegrate your data to provide mashed-up dashboardsBe inspired with color, motion, and other design tricks when designing dashboardsFormulate your business rules into Tableau formulae that you can reuseConsider your business users and data consumer needs as you learn about color theory and psychology and put them into actionAbout the AuthorJen Stirrup is an award-winning and internationally recognized business intelligence and data visualization expert, author, data strategist, and technical community advocate. She has been honored repeatedly, along with receiving peer recognition, as a Microsoft Most Valuable Professional (MVP) in SQL Server. She is one of the top 100 most globally influential tweeters on big data topics. Jen has nearly 20 years of experience in delivering business intelligence and data visualization projects for companies of various sizes across the world.Table of ContentsA Short Dash to Dashboarding!Summarizing Your Data for DashboardsInteracting with Data for DashboardsUsing Dashboards to Get ResultsPutting the Dash into DashboardsMaking Dashboards

RelevantVisual Best PracticesTell the World! Share Your Dashboards

Book Information

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Customer Reviews

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, 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, Ã Â£24 for a new paperback"Creating Data Stories with Tableau Public" by Ohmann and Floyd, Packt, 222 pages, Ã Â£23"Rapid Graphs with Tableau 8" by McDaniel, Apress, 252 pages, Ã Â£29"Learning Tableau" by Milligan, Packt, 340 pages, Ã Â£33"Communicating Data with Tableau" by Jones, O'Reilly, 334 pages, Ã Â£18"Tableau For Dummies" by Monsey and Sochan, Wiley, 352 pages, Ã Â£22"Tableau Dashboard Cookbook" by Stirrup, Packt, 336 pages, Ã Â£29"Tableau 9: Official Guide" by Peck, McGraw-Hill, 352 pages, Ã Â£24"Tableau Data Visualization Cookbook", "Creating Data Stories with Tableau Public" and "Rapid Graphs with Tableau 8" left, each one a decent book "dominated" by a better one. The remaining titles split into beginner books - "Tableau For Dummies" and "Communicating Data with Tableau" (both excellent, by the way), and books which seemed to be more intermediate - "Tableau Dashboard Cookbook", "Learning Tableau" and "Tableau 9: Official Guide".A closer look at "Tableau Dashboard Cookbook" revealed a low-quality book uncompetitive in either "beginner" or "intermediate" category.

Letâ ™s start with the good stuff. Personally I loved this book and the main reason is because it is very hands-on: there are a lot of examples (or recipes if you follow the cookbook doctrine) that guide you step-by-step through the features of Tableau. For readers inexperienced with Tableau â " such as myself â " this is a great way to discover the product without being overwhelmed by its many features. Each recipe starts with a short introduction â " not too long so it doesnâ ™t get tedious â " and then dives directly into the action. At the end there is a small recap of what you just did and how it works and there are optionally some pointers to further references. The book is limited on theory but overloaded with practicalities, which was very appealing to me. I felt I learned a great deal about Tableau by reading this book, but I also realized I just learned the basic functionalities of the product. Thatâ ™s why this book may not be suited for already advanced users of Tableau; they may not find a lot of new information in this book.Now on to the bad stuff. Quite early on in the book â " somewhere in chapter 2 â " it became very clear that this book was badly edited. There are no spelling or grammar mistakes â " not that I know of â " but sometimes screenshots are switched or even wrong. One time a recipe â " which is essentially a bulleted list of action points â " jumped to the end while skipping a few steps. Sometimes when following the recipe step-by-step, you achieve a different result than what is displayed in a screenshot. Most of the time you can work around those issues by using your mind a bit and by comparing with (hopefully correct) screenshots. It can get annoying after a while, but it didnâ ™t stop me from reading the book (unlike some other people...

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