Front cover: **20:50** by Richard Wilson
Contemporary art at The Museum of Old and New Art (MONA), Hobart, Tasmania, Australia.
Photo by Manoj A. Thomas

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About the authors

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Ammu Susanna Zachariah is a Data Analytics professional. Her primary interest lies in Big Data Visualization and Visual Analytics. She is passionate about creating insights through innovative dashboards and story boards. She is actively involved in the field of data visualization through her professional career and various consulting projects. Through this book she hopes to translate her knowledge to help beginners kick-start their analytics journey.

Preface

Data visualization has emerged as a popular topic within business intelligence and data science… so popular that many books have been published discussing different aspects of it. This book came about as the result of a recognized lack of guidance for a keen person to get started with Tableau.

Whether a small outfit (such as a local grocery store or a family owned restaurant) or a large corporation (such as a hospital or an e-commerce store), identifying trends and patterns from data are increasingly important to decision makers. Data visualization is a powerful way to gain insights from data, reflect on the trends and patterns, and decide future actions. This is where Tableau Desktop and Tableau Public have emerged as leaders.

Tableau is a flexible, and powerful platform to create effective data visualizations. It enables the creation of visually appealing and interactive worksheets, dashboards, infographics, and visual stories. Drill-down and roll-up capabilities allow the user to easily interact with data based on the user's desired objectives.

The focus of this book is to help you get started with Tableau Desktop. It aims to provide a sound foundation and introduction to Tableau using examples in an easy to follow manner. The dataset used in the examples and the solution file are available for free in case the reader of this book wishes to follow along or have a reference.

We would like to point out that the book is not an exhaustive guide on Tableau, but it covers all essentials required for you to explore more advanced Tableau capabilities. New features are added to Tableau software almost every quarter. Nevertheless, the fundamentals generally remain the same. Thus, we hope that users of this book will find it a useful guide to understand Tableau and be encouraged to take the next step towards discovering advanced Tableau capabilities in the future.

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Contents