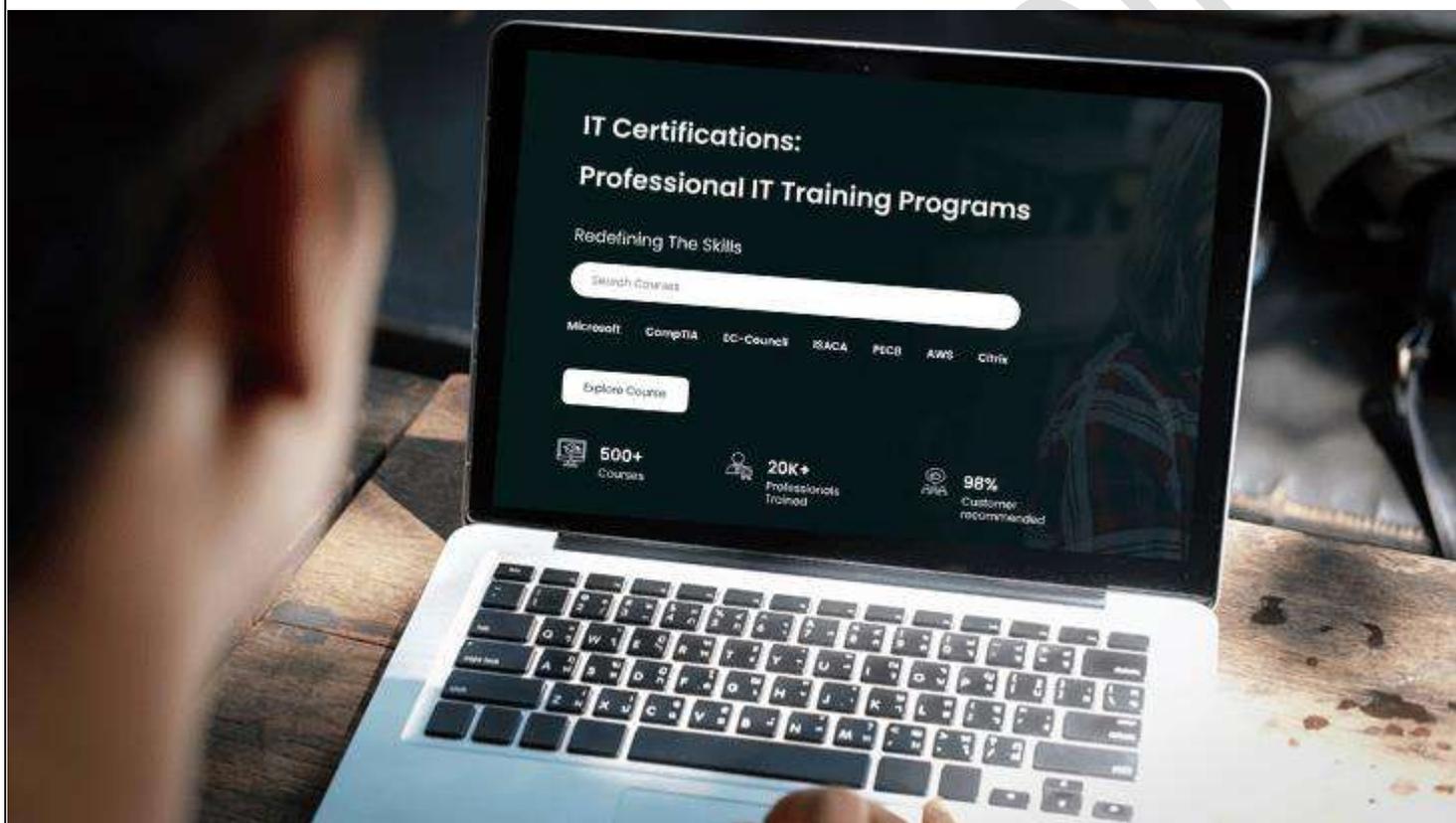




Redefining The Skills



## TABLEAU VISUAL ANALYTICS TRAINING

Duration: 2 Days

### **Course Description**

Tableau Visual Analytics training will teach you the best practices for sharing insights and information with others.

This Visual Analytics training helps you create a visualization that others can easily use and understand.

### **Who should attend this course?**

- You must be an experienced Tableau user who wants to learn about the best practices for conveying insights and information.
- This Visual Analytics training course will help users create a visualization that viewers can easily use and understand.
- This training utilizes Tableau to discuss and develop visualizations, but it doesn't include instructions on how to use Tableau products - we assume that you know how to use and navigate Tableau.

### **What you will learn**

- Use chart types to answer questions.
- Create visualization to inform viewers without misleading them.
- Create stories and dashboards utilizing visual best practices.
- Create visualizations to leverage sensory and short-term memory effectively.

### **Prerequisites**

- [Tableau Desktop I: Fundamentals](#)
- [Tableau Desktop II: Intermediate](#)

### **Curriculum**

#### **Module 1: Visual Analytics Process**

- Visual Analytics
- Visual Analytics Process
- Advantages of Visual Analysis

#### **Module 2: Memory and Processing**

- Memory and Processing Types

#### **Module 3: Short-Term Memory**

- Cognitive Load
- Focus and Guide the Viewer
- Remove Visual Distractions
- Organize Information into Chunks
- Design for Contiguity

#### **Module 4: Sensory Memory: Overview**

- Preattentive Attributes
- Quantitatively-Perceived Attributes

- Categorically-Perceived Attributes

#### **Module 5: Sensory Memory: Form**

- Form Attributes
- Length
- Width
- Size
- Orientation
- Shape
- Enclosure

#### **Module 6: Sensory Memory: Color**

- Color Attributes
- Color Relativity
- Color Vision Deficiency
- Color Hue
- Color Intensity
- Sensory Memory: Position
- Position Attributes
- 2-D Position
- Spatial Grouping

#### **Module 7: Informing without Misleading**

- Gestalt Principles
- Visual Area Assumptions
- Axis Assumptions
- Color Assumptions
- Amount of Detail

#### **Module 8: Charts for Viewing Specific Values**

- Questions that Lead to Viewing Specific Values
- Chart Types for Viewing Specific Values
- Best Practices and Considerations for Viewing Specific Values

#### **Module 9: Charts for Comparing and Ranking Categories**

- Questions that Lead to Comparing and Ranking Categories
- Chart Types for Comparing and Ranking Categories
- Best Practices and Considerations for Comparing and Ranking Categories

#### **Module 10: Charts for Comparing Parts to Whole**

- Questions that Lead to Comparing Parts to Whole
- Chart Types for Comparing Parts to Whole
- Best Practices and Considerations for Comparing Parts to Whole

#### **Module 11: Charts for Comparing Measures**

- Questions that Lead to Comparing Measures
- Chart Types for Comparing Measures
- Best Practices and Considerations for Comparing Measures

#### **Module 12: Charts for Viewing Correlation**

- Questions that Lead to Viewing Correlation
- Chart Types for Viewing Correlation

- Best Practices and Considerations for Viewing Correlation

#### **Module 13: Charts for Viewing Distributions**

- Questions that Lead to Viewing Distributions
- Chart Types for Viewing Distributions
- Best Practices and Considerations for Viewing Distributions

#### **Module 14: Charts for Viewing Data Over Time**

- Questions that Lead to Viewing Data Over Time
- Chart Types for Viewing Data Over Time
- Best Practices and Considerations for Viewing Data Over Time

#### **Module 15: Charts for Mapping**

- Questions that Lead to Mapping
- Chart Types for Mapping
- Best Practices and Considerations for Mapping

#### **Module 16: Dashboards and Stories**

- Development Process for Dashboards and Stories
- Plan the Visualization
- Create the Visualization
- Test the Visualization

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*For any query Contact Us – Microtek Learning*

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