TÜVNORD

CERTIFICATE IN DATA ANALYTICS USING TABLEAU

Course Fees : $866.00 (Before Funding *)

// TPGateway Course Code

TGS-2024042143

SFC ➤

// Funding

SFC : Available for all Singaporeans above 25 years.

UTAP : Available for all NTUC Members

// Format

Virtual Instructor Led Training (**VILT**)

VILT takes the fundamentals of face-to-face (F2F) **training** and replicates the experience **online** and **live**.

// Duration

2 day or 16 hours

// Prerequisites

- Basic Computer Literacy
- Familiarity with Spreadsheet Software

// Certification

On successful completion of the course, you will receive a Certificate of Course Competition Certificate from **TÜV NORD**.

// Who should attend this course?

- Aspiring Data Analysts
- Research Professionals
- Business Professionals
- Marketing Specialists
- Healthcare Professionals
- Public Sector Employees
- IT and Tech Enthusiasts
- Educators and Trainers

Description

Dive into the world of data visualization and analytics with our comprehensive Tableau course. Over two days, this course offers a hands-on approach to mastering Tableau, one of the leading data visualization tools in the industry. You will learn how to transform raw data into compelling, interactive visualizations that provide insights and drive decision-making. The course covers the fundamentals of data storytelling, the analytics workflow, and various functionalities of Tableau to build charts, graphs, and dashboards.

Module 1: Data Collection, Ingestion and Preparation

Prior to visualization and analytics, it is imperative to make sure that the data you use is clean and ready for visual analysis. This module takes you through the concepts of various data sources, how data is collected and how you prepare and make the data ready.

- Introduction to Data Sources
- Data Collection Mechanisms – How should you collect data?
- Data Cleaning methods
- Creating a data model

Module 2: Data Normalization and Tables

One of the important parts of data analytics is making sure data is in the most optimized form. Non optimized data tends to slow down visualizations and makes the process messy. This module will recap a few concepts of data normalization and the basic normal forms of data along with the main types of tables that should exist in a dataset.

- What is Data Normalization?
- Normalizing a dataset
- Understanding Fact and Dimension Tables

Module 3: Understanding Data Storytelling

The aim of using data is to present actionable insights using the right dashboards, charts, metrics, and story. It is important to convey the right message to the right people.

- Key elements of data storytelling
- Formulating business questions relevant to the data
- Introduction to KPIs and key KPIs
- Visualizations and their implications
- What differentiates good and bad visualizations?

Module 4: Tableau Overview, Data Sources, Worksheet and View

In this module participants will get a high-level understanding of the capabilities of Tableau and will start working with the Tableau interface. As part of analytics and visualization, getting your data ready is the first step. This also covers the basics of working with the data to prepare it for further visualization and analytics.

- Exploring Tableau and its Interface
- Connecting to different data sources
- Create relationships between tables
- Create data extracts and filters at data source
- Understanding Dimensions and Measures
- Basics of worksheets and views

- Create Folders and Hierarchy

Module 5: Charts, Graphs and Formatting

The next step towards analytics and visualizations is to summarize the data and create the right charts and graphs to present data in the most precise manner.

- Create different charts for different scenarios
- Formatting size, colours, and other elements of charts
- Gathering insights from charts

Module 6: Organize and Transform Data

In many cases, you would require organizing, transforming, or creating new data fields to make
data visualization more effective. This refinement helps analysts to find better insights within data.

- Create Filter from measures and dimensions
- Apply Filters to Charts
- Organize Data by groups and sets
- Create calculated fields and parameters
- Apply logical functions
- Top N Analysis

Module 7: Advanced Analytics

Many a time, you would want to employ analytics to get quick insights from your data. Tableau presents such advanced analytics features which can be directly applied to charts and graphs.

- Create trend and average lines to make charts more insightful
- Forecast future values using built in methodologies
- Create clusters in the data and visualize them
- Create and fit regression lines

Module 8: Creating Maps and Analytical Dashboards

Map services are used to show geographical insights in a visually appealing manner. This module covers the basics of how maps can be used and the different kinds of maps that can be added to Tableau to provide more detailing. Creating insightful dashboards are critical to all sectors. Dashboards and reports are designed to help managers, executive draw insights and conclusions by viewing interpretable data, understand the cause and effect and implement further plans accordingly.

- Maps Basics and Adding Markers
- Creating dashboards from charts and graphs
- Formatting dashboards to make them interpretable
- Creating filters for dashboard visualizations
- Adding images and annotations to dashboards
- Publishing a dashboard to Tableau public

Why Choose Avanta Academy?

Avanta Academy, a member of the TÜV Nord Group in Germany, we provide hands-on, practical training in Tableau, ensuring our participants gain the skills necessary to excel in the field of data analytics. Our experienced instructors guide you through every step, from basic operations to advanced techniques, equipping you with the expertise to transform data into actionable insights.