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Tableau Your Data!: Fast and Easy Visual Analysis with Tableau Software

Daniel G. Murray

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Transform your organization's data into actionable insights with Tableau

Tableau is designed specifically to provide fast and easy visual analytics. The intuitive drag-and-drop interface helps you create interactive reports, dashboards, and visualizations, all without any special or advanced training. This all new edition of *Tableau Your Data!* is your Tableau companion, helping you get the most out of this invaluable business toolset.

Tableau Your Data! shows you how to build dynamic, best of breed visualizations using the Tableau Software toolset. This comprehensive guide covers the core feature set for data analytics, and provides clear step-by-step guidance toward best practices and advanced techniques that go way beyond the user manual. You'll learn how Tableau is different from traditional business information analysis tools, and how to navigate your way around the Tableau 9.0 desktop before delving into functions and calculations, as well as sharing with the Tableau Server.
Analyze data more effectively with Tableau Desktop

- Customize Tableau's settings for your organization's needs with detailed real-world examples on data security, scaling, syntax, and more
- Deploy visualizations to consumers throughout the enterprise - from sales to marketing, operations to finance, and beyond
- Understand Tableau functions and calculations and leverage Tableau across every link in the value chain
- Learn from actual working models of the book's visualizations and other web-based resources via a companion website

Tableau helps you unlock the stories within the numbers, and *Tableau Your Data!* puts the software's full functionality right at your fingertips.

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