Data Storytelling using Tableau

By

Ben George Ephrem,
Lecturer, Department of Information Technology,
Higher College of Technology - Muscat
Theme of this Presentation

• Data Visualization and Storytelling
• Introduction to Tableau
• Connecting to data
• Creating basic visualizations
• Colors and formatting
• Analyzing data with quick table calculations
• Clustering and Forecasting techniques
• Mapping data geographically
• Creating Dashboards and Stories
“STORIES ARE JUST DATA WITH A SOUL.”

DR. BRENÉ BROWN – UNIVERSITY OF HOUSTON

Numbers have an important story to tell. They rely on you to give them a CLEAR AND CONVINCING VOICE.

—Stephen Few, data visualization expert and author of Now You See It

Quotes of the Da(y)ta
Data Visualization and Storytelling

• Visual Representation of Data ("Seeing" the Data)

• Data storytelling marries data visualization with a guided narrative.
Tableau helps people see and understand data.
Gartner Magic Quadrant for Business Intelligence and Analytics Platforms
WHY TABLEAU?

• Easy to use data visualization software.
• Tableau connects easily to nearly any data source, be it corporate Data Warehouse, Microsoft Excel and also Big data.
• It allows instantaneous insight by transforming data into visually appealing, interactive visualizations called dashboards and Reports.
• Analyze and process your data within seconds.
• It is easy to use and easy to understand.
Tableau Products

- **Tableau Desktop**: Made for individual use
- **Tableau Server**: Collaboration for any organization
- **Tableau Online**: Business Intelligence in the Cloud
- **Tableau Reader**: Let you read files saved in Tableau Desktop.
- **Tableau Public**: For journalists or anyone to publish interactive data online.
Hans Rosling
1948-2017

Don't Be Ignorant About the World
References

- http://www.gapminder.org/videos/200-years-that.changed-the.world-bbc/
- https://blog.hubspot.com/marketing/great-data-visualization-examples
Questions?