



Desktop Certified Professional

Exam Guide

Exam Details

This document provides information on the structure of the exam, along with the knowledge and skills being measured. It will also guide you to resources to help you prepare for success. This document is not intended to build product knowledge.

Awarded Credentials

Upon successful completion of this exam, you will be awarded the title of Tableau Desktop Certified Professional. This title is active for three years from the date achieved.

Target Audience

This exam is intended for those who have advanced knowledge and skills in Tableau Desktop and the ability to apply visual analytics methodologies to help people see and understand data. You should have at least one year of dedicated experience using Tableau Desktop prior to attempting the exam.

Prerequisites

To be eligible to take this exam, you must be an active Tableau Desktop Qualified Associate.

Learning Resources

The best preparation is experience and time with the product. To be successful, we strongly encourage you to complete the Desktop III: Advanced and Visual Analytics courses. Information on these courses can be found [here](#). We also recommend you review the [Visual Analysis Best Practices Guidebook](#).

Explore additional resources here:

- <http://www.tableau.com/support/help>
- <http://www.tableau.com/learn/training>
- <https://www.tableau.com/support/product>

Exam Format

Time Limit: Three hours (Plan for extra time for online exam setup.)

Passing Score: Pass/Fail based on a detailed scoring rubric and Tableau Desktop best practices

Grading: By committee

Question Format: Hands-on, written response, building/saving solutions in Tableau Desktop

Language(s) Offered: English

Delivery Platform: Windows virtual machine with access to the Desktop application

Timeliness

Completing a task effectively and efficiently has become a standard that organizations expect from employees. This exam is timed because we view time as a critical competency needed to be successful.

For questions, email certification@tableau.com or visit tableau.com/certification.

Sample Questions

The workbook containing the data you need to complete the following sample questions and a written solution guide can be [downloaded here](#).

While the workbook used to complete the sample questions contains data connections, you should be prepared to connect to and analyze various types of file formats like Excel, .tde, .tds and spatial files during the exam.

Module 1 - Visual Best Practices

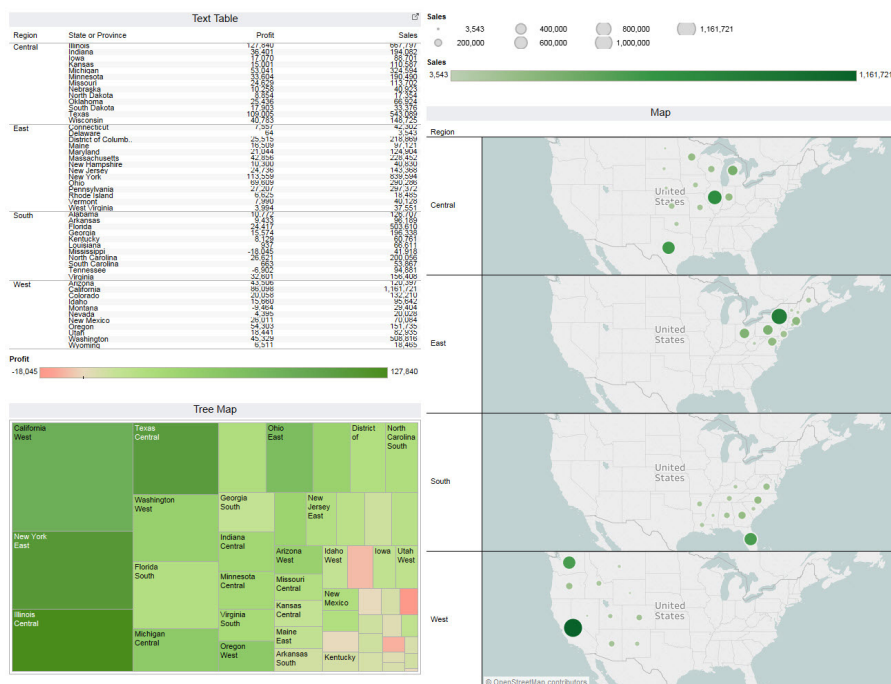
Do you understand visual best practices and how to apply them? While most data can be presented in many different formats, there are times when one choice is better than another. This may include:

- Understanding all chart types and which one produces the most effective outcome for a given scenario
- Being aware of common pitfalls
- Using space, color and fonts appropriately
- Ensuring the most important data stands out

Sample Question 1

The following views use the Orders (Sample-Superstore-Subset-Excel) data connection. The goal is to compare measures within states across different regions. While each view may be correct, one might be a better choice over another. Provide an explanation of which view you would use and why. You can point out pros and cons for each view and how those pros and cons vary by audience. Would you create something different? If so, build an alternative view and explain why you made any design decisions.

This question should take you no longer than 20 minutes to complete.



Module 2 - Advanced Technical Skills

This section includes three to five exercises testing for advanced knowledge and application of Tableau Desktop functionality. The resulting views should be accurate and adhere to visual best practices. You should understand:

- Calculations and Level of Detail Calculations – Including calculations across disparate sources, local table functions, nested level of detail calculations
- Joins, Data Blending, and Data Restructuring – Display data from multiple tables and data sources; use Union, Pivot and the Data Interpreter
- Parameters – Including dynamic reference lines, Top N based off of a table calculation, changing visualization types on a dashboard and more
- Dashboards and Actions – Use actions to highlight, filter, filter across disparate sources and to navigate to other dashboards

Sample Questions 2-4

Build a view for each section to answer the questions accurately and effectively, always keeping visual best practices in mind.

2. Top N

Use the FAA Bird Strikes data connection to determine which species have the most strikes within each month. Do some species have more strikes in some months over others? Are there any species appearing in the top that are surprising? Note that you should not be confined to a specific number of species per month and should use a parameter to make a dynamic Top N.

This question should take you no longer than 15 minutes to complete.

3. Strike Rate

Using both the FAA Bird Strikes and Flights data connections, calculate the strike rate (number of strikes divided by number of total flights) to see if the rate of wildlife strikes is increasing or decreasing over time.

This question should take you no longer than 15 minutes to complete.

4. Yearly Customer Cohorts

Using the Orders (Sample-Superstore-Subset-Excel) data connection, for each of our four Yearly Customer Cohorts, we would like to see how many customers have purchased X amount of orders. Could we create bins to show this type of data?

Please note in this data file, multiple customers can be associated with one Order ID.

This question should take you no longer than 15 minutes to complete.

Module 3 - Storytelling

Can you make discoveries with your data? Is there a trend or a risk you need to share with management? This section of the exam provides a data set with a scenario – a company profile, your role, your audience and what’s important to them. You are guided through a data discovery that needs attention and it’s your assignment to build a compelling and convincing story, always keeping visual best practices in mind.

Note: Each question requires the use of multiple competencies.

Sample Question 5

You have been asked to look for trends and seasonality to determine the likelihood of a plane coming in contact with wildlife. Using the FAA Bird Strikes and Flights data connections, create visualizations to help you answer the following questions:

- Where are these strikes most likely to occur?
- Are there certain months when wildlife strikes become more likely?
- Have the number of strikes per year been changing over time?
- Does the number of flights have any effect on seasonal trends?
- Combine views into a dashboard allowing users to explore the data themselves.

This question should take you no longer than 45 minutes to complete.