

Intro to Data Analytics

Step by Step Student Guide

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WHO – Visualization Guide

Distribution by Age – Bar Charts w/ Manual Sorting

Age Distribution

Age Range	Percentage
Null	0.60%
Under 18	10.89%
18-25	36.94%
26-35	25.78%
36-45	12.75%
46-55	7.19%
Older Than 55	5.94%

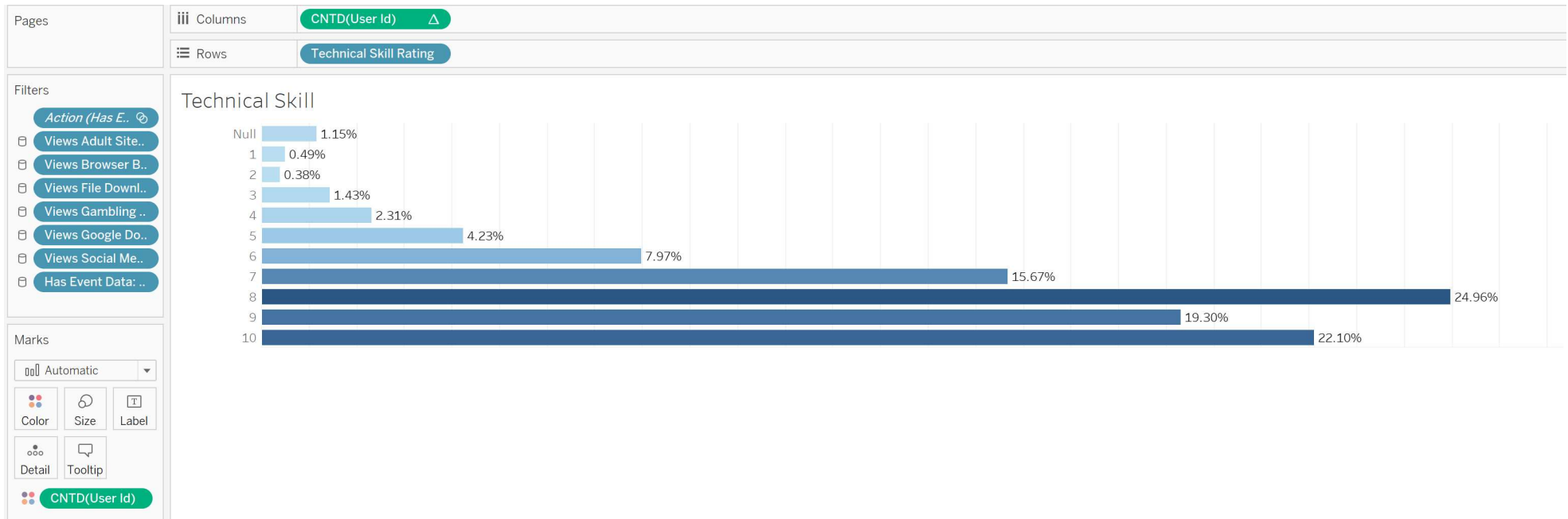
Columns: CNTD(User Id)

Rows: Age Range

Marks: CNTD(User Id)

1. Drag Age Range to Rows
2. Drag User_ID to Columns
3. Change User_ID → Measure → Count(Distinct)
4. Click Drop Down on Age Range → Sort to sort dimension

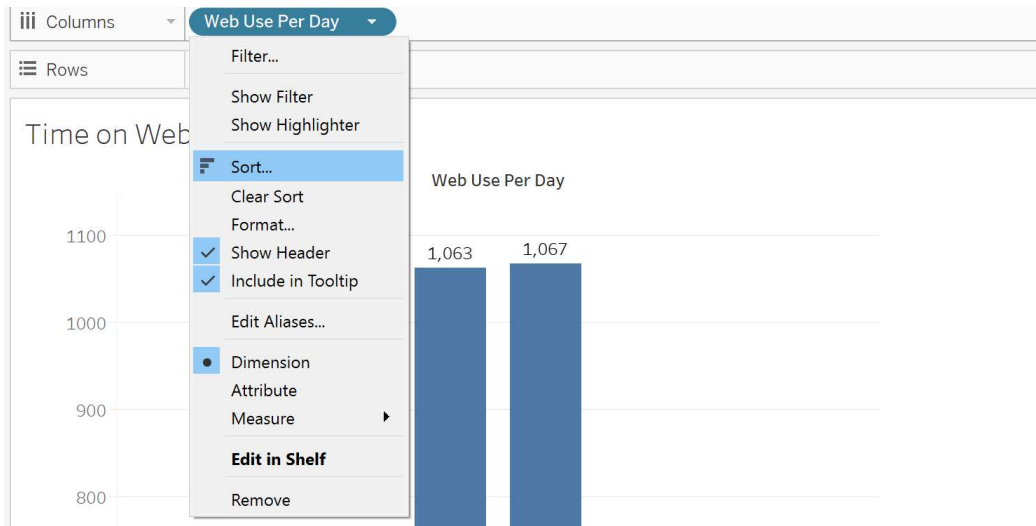
Distribution by Technical Skill – Bar Charts w/ Field Sorting



1. Same steps as Previous Slide, except with Technical Skill Rating

Sorting Data Manually and By Field

1. Click dropdown on column you want sorted
2. Choose between sorting manually or based on field
 - Manually → When there is an inherent relationship from left to right
 - Field → When there is NO inherent relationship from left to right



MANUAL

The screenshot shows the 'Sort [Web Use Per Day]' dialog box. The 'Sort By' dropdown is set to 'Manual sort'. The 'Manual sort' dropdown is open, showing options: 'Data source order', 'Alphabetic', 'Field', 'Manual sort', '2-4 Hours', '4-6 Hours', and '6-8 Hours'. The 'Manual sort' option is selected. There is a 'Clear' button at the bottom right.



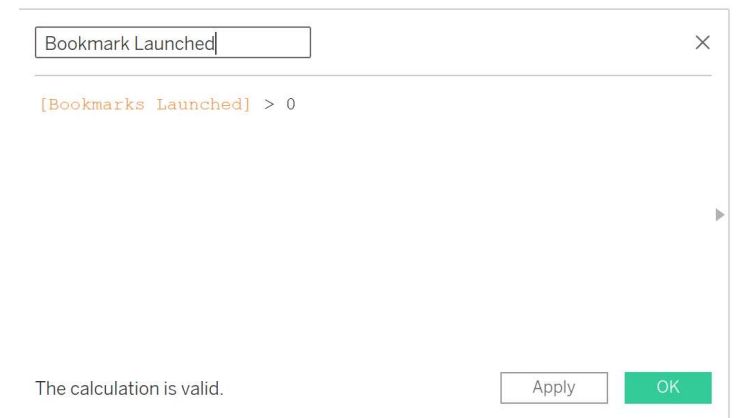
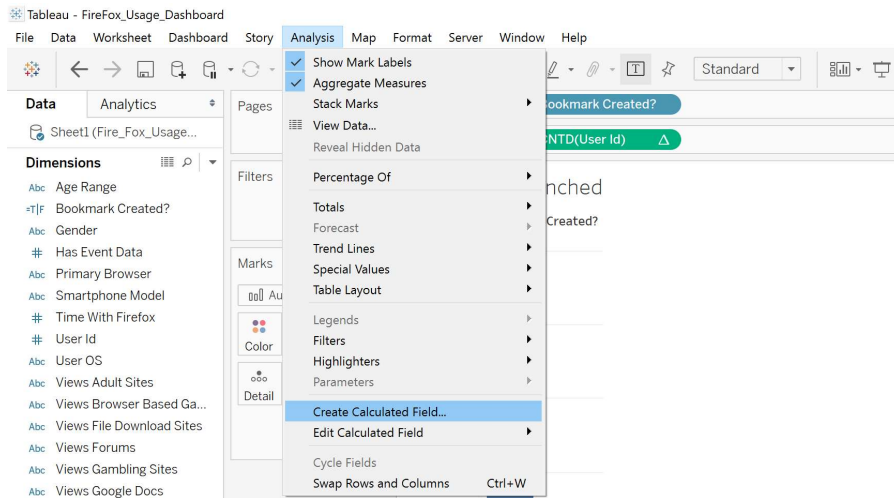
FIELD

The screenshot shows the 'Sort [Web Use Per Day]' dialog box. The 'Sort By' dropdown is set to 'Field'. The 'Sort Order' section has 'Ascending' selected with a radio button. The 'Field Name' dropdown is set to 'User Id'. The 'Aggregation' dropdown is set to 'Count (Distinct)'. There is a 'Clear' button at the bottom right.

WHAT – Visualization Guide

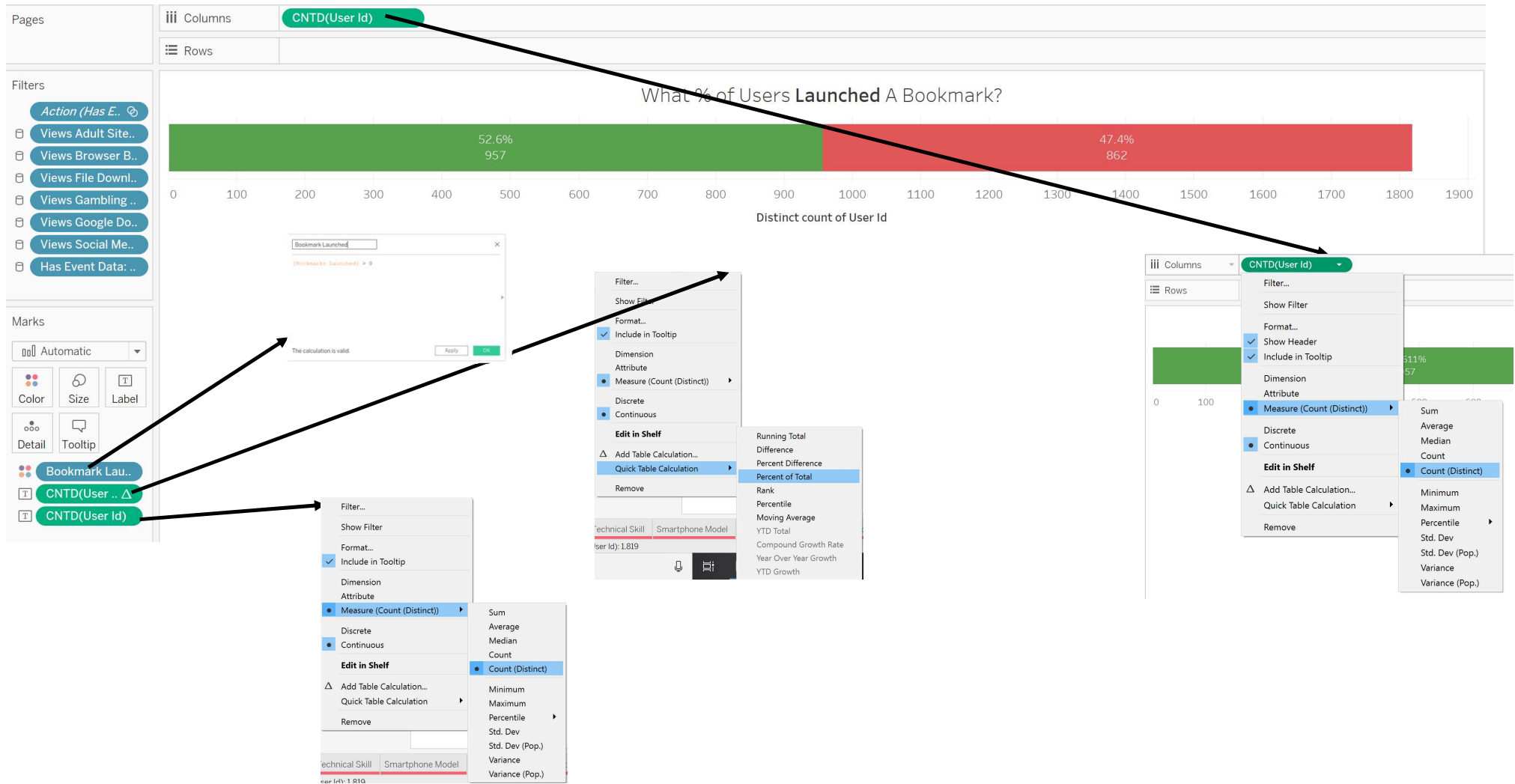
Launched 1 Bookmark – Calculated Fields

1. Click 'Analysis' then click 'Create Calculated Field'
2. Type in your calculated field, Tableau provides syntax for support...



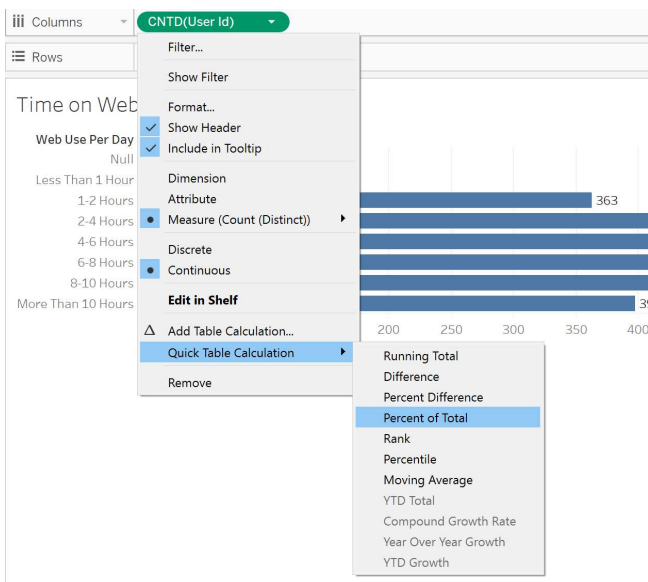
See if you can create for
More Than 1 Tab...

% of Users Who Launched a Bookmark – Template

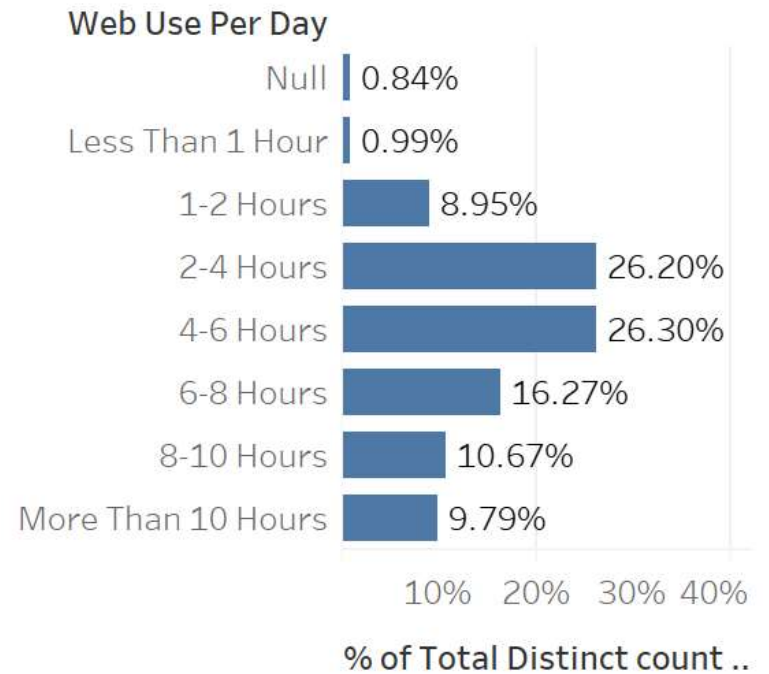


Using a Quick Table Calculation

1. Click measure you'd like to convert to a quick table calculation
2. Choose your option....Example is Percent of Total

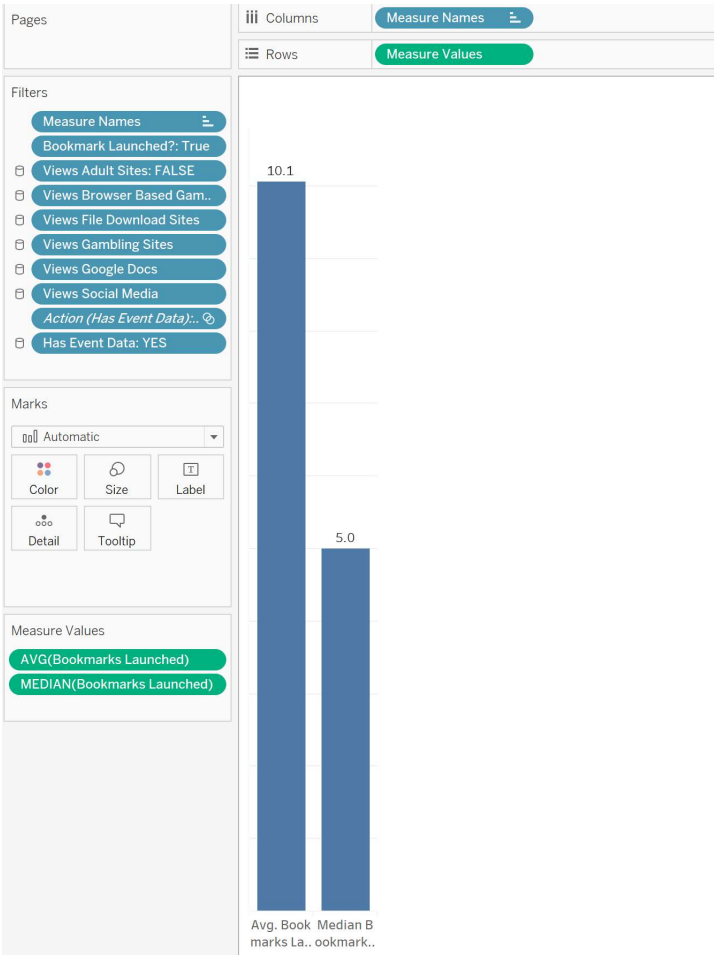
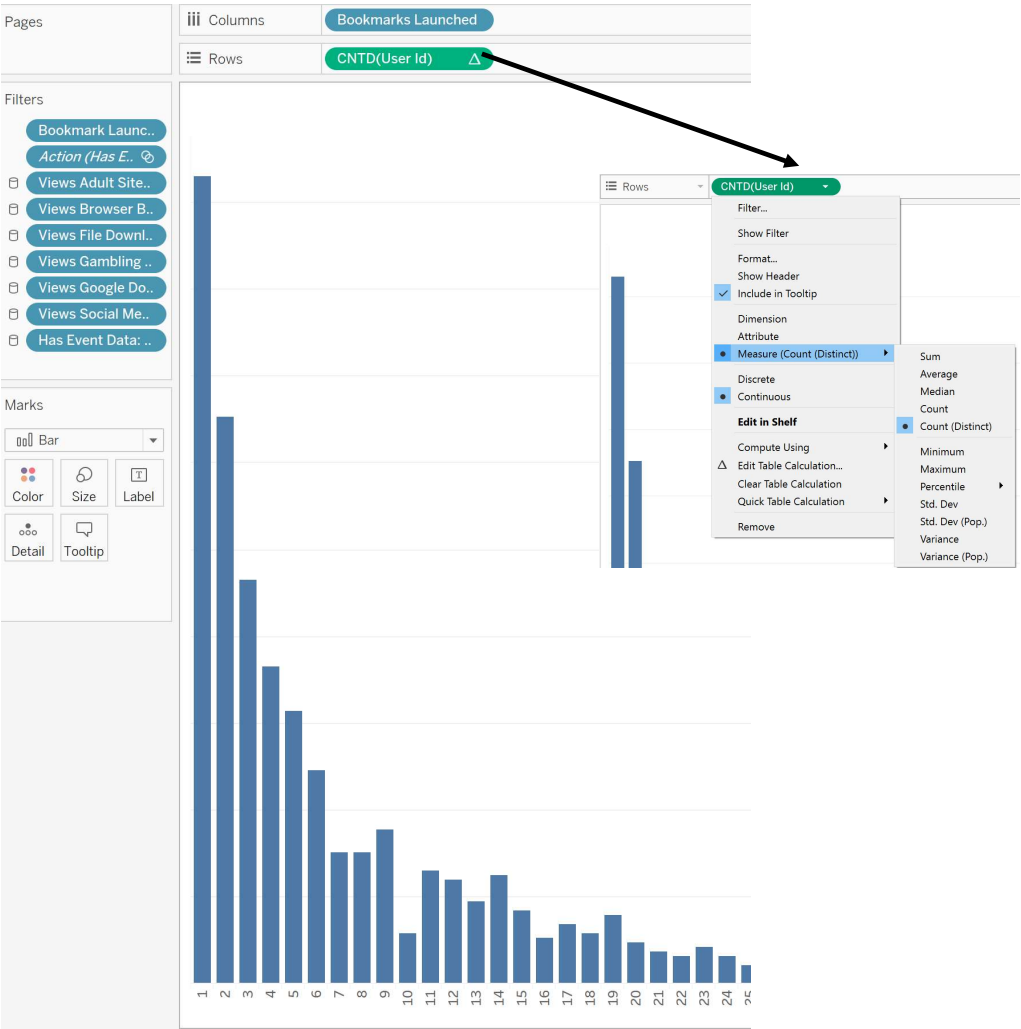


Time on Web



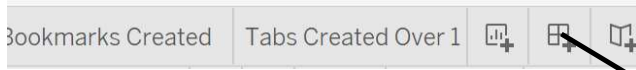
HOW – Visualization Guide

How Many Bookmarks Open and Median and Average – Template



PUTTING IT TOGETHER - Dashboarding

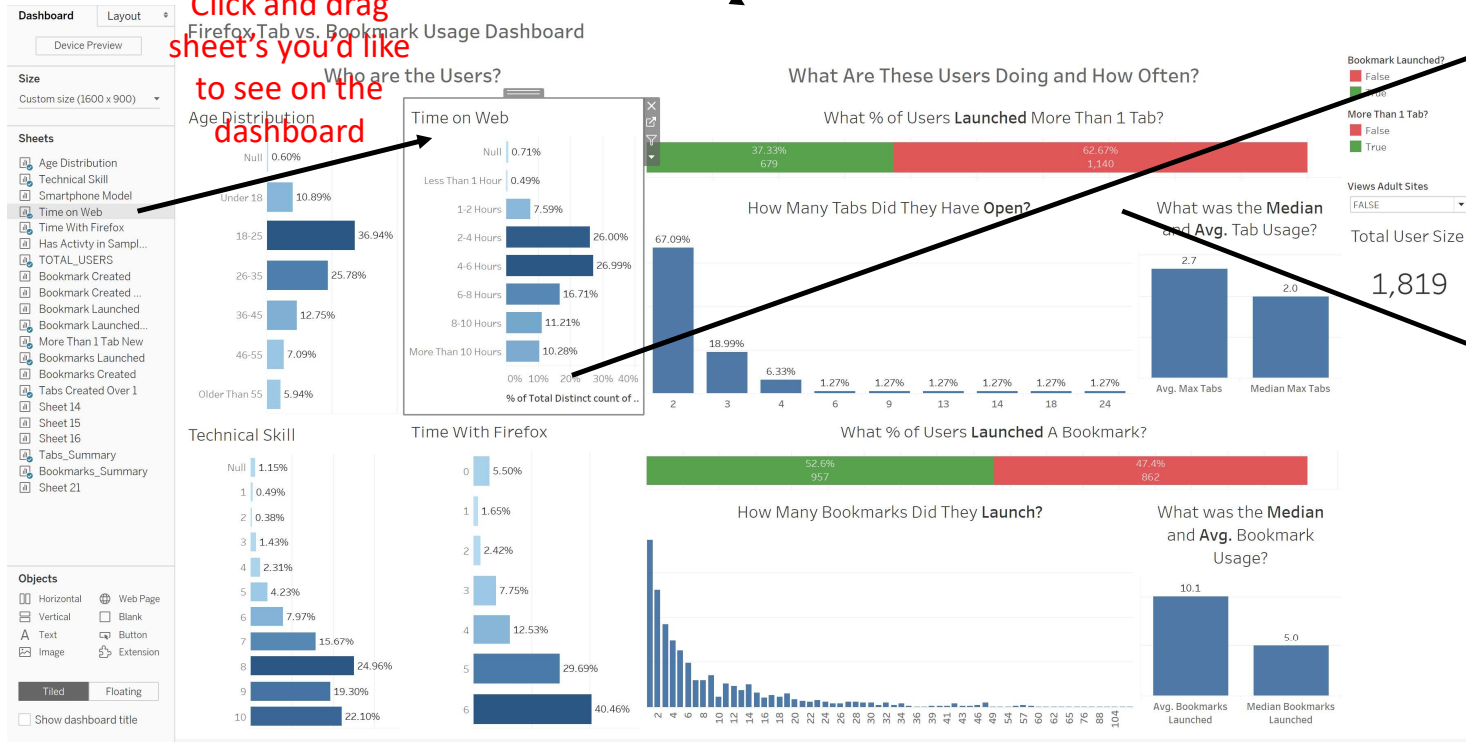
Putting it All Together – Dashboarding



This is the 'Create Dashboard' button

Remove "Show Header" on Measure Axis to declutter

Click and drag sheet's you'd like to see on the dashboard



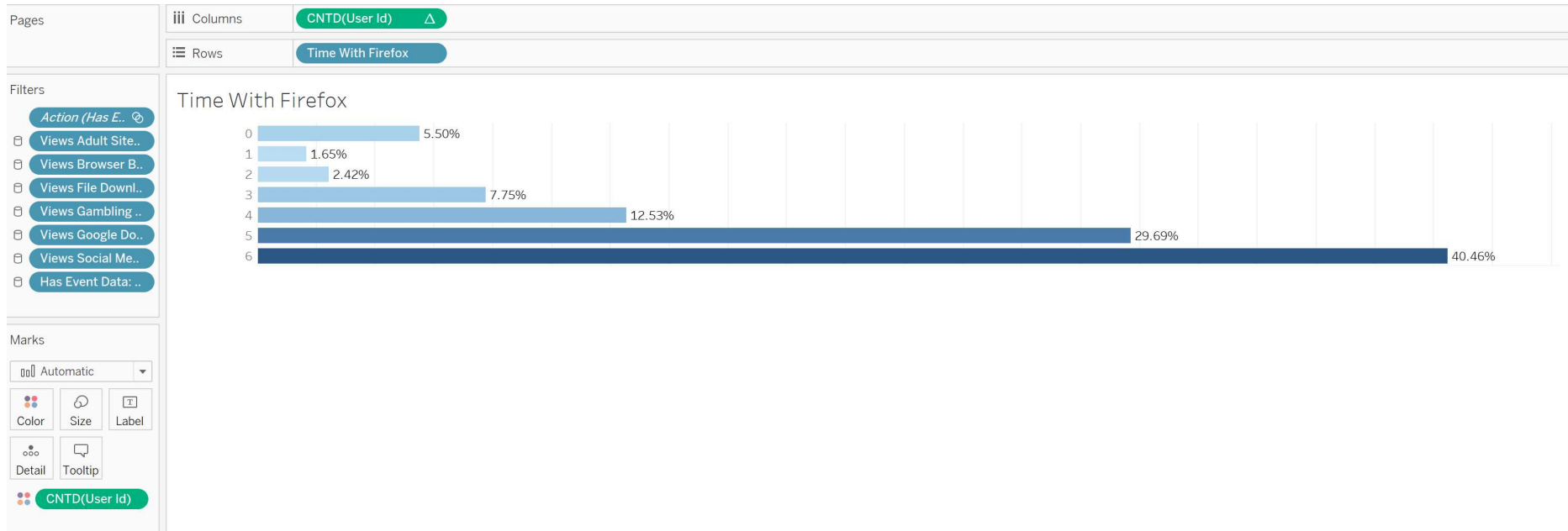
Can add filters to dashboard by selecting arrow on sheet → Filters → Selecting which to show.

The 'Filters' menu for the chart 'What was the Median and Avg. Tab Usage?' includes the following options:

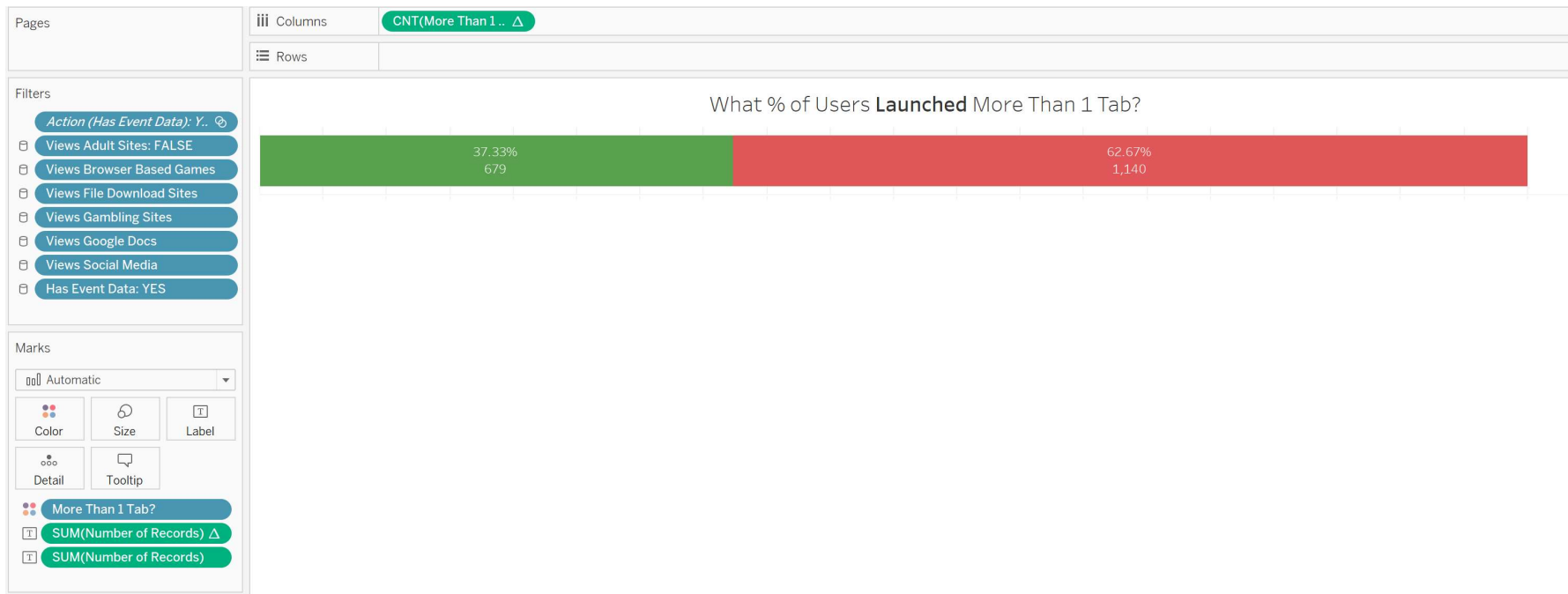
- Go to Sheet
- Duplicate Sheet
- Fit
- Title
- Caption
- Legends
- Filters
 - Disable Auto Update
- Highlighters
- Parameters
 - Action (Has Event Data)
 - Bookmark Created?
 - Distinct count of User Id
 - Has Event Data
 - Max Tabs
 - More Than 1 Tab?
 - Views Browser Based Garr
 - Views File Download Sites
 - Views Gambling Sites**
 - Views Google Docs
 - Views Social Media
- Show Page Control
- View Toolbar
- Use as Filter
- Ignore Actions
- Floating
- Select Layout Container
- Deselect
- Remove from Dashboard

APPENDIX
ALL VISUALIZATIONS

Time with FireFox – Template



% of Users Who Launched More Than 1 Tab



1. Same steps as Previous Slide, except with Launched More Than 1 Tab

How Many Tabs Open & Median and Average – Template

