



## Visual Analytics with Tableau

Alexander Loth

E-Book	978-1-119-56022-7	April 2019	<b>\$26.99</b>
Paperback	978-1-119-56020-3	May 2019	<b>\$40.00</b>
O-Book	978-1-119-56199-6	April 2019	<b>Available on Wiley Online Library</b>

### DESCRIPTION

#### **A four-color journey through a complete Tableau visualization**

Tableau is a popular data visualization tool that's easy for individual desktop use as well as enterprise. Used by financial analysts, marketers, statisticians, business and sales leadership, and many other job roles to present data visually for easy understanding, it's no surprise that Tableau is an essential tool in our data-driven economy.

*Visual Analytics with Tableau* is a complete journey in Tableau visualization for a non-technical business user. You can start from zero, connect your first data, and get right into creating and publishing awesome visualizations and insightful dashboards.

- Learn the different types of charts you can create
- Use aggregation, calculated fields, and parameters
- Create insightful maps
- Share interactive dashboards

Geared toward beginners looking to get their feet wet with Tableau, this book makes it easy and approachable to get started right away.

---

## ABOUT THE AUTHOR

**Alexander Loth** is a data scientist with over 10 years' experience in the Enterprise software space, focused primarily on Digital Transformation, Big Data, Machine Learning, and Business Analytics. Since 2015 he has been with Tableau Software as Digital Strategist in Frankfurt, Germany where he guides organizations to evolve their data-driven culture. Prior to Tableau, Alexander was a Data Scientist at CERN and worked as a consultant for Capgemini and in software engineering at SAP.

---

To purchase this product, please visit <https://www.wiley.com/en-us/9781119561996>