Visual Analytics

Audience
You are an experienced Tableau user who wants to learn more about best practices for sharing information and insights. The Visual Analytics course helps Tableau users design visualizations that viewers can easily understand and use. This course uses Tableau to develop and discuss visualizations, but does not include instruction on how to use Tableau products—we expect that you already know how to navigate and use Tableau.

Duration
Two days of live classroom or five days of virtual classroom instruction.

Prerequisites
You should already know how to use Tableau well. Ideally, you have taken Desktop I: Fundamentals and Desktop II: Intermediate courses, but this is not an official prerequisite. Be aware that we won't introduce you to product features or walk you through step-by-step instructions.

Course Includes
This course includes a student manual containing key concepts on each topic covered and hands-on activities to reinforce the skills and knowledge attained. It also includes Tableau workbooks for practice discussions and hands-on activities.

What to Bring
Students are encouraged to bring in their own data or visualization examples, but this is not a requirement. We also recommend bringing a notepad, pen or pencil, and a USB drive to save any work.

Formats and Procedures
We use a combination of traditional teaching methods (lecture, class discussion) and in-class activities.

Course Objectives
In this course, you will learn to design visualizations that effectively share information and insights with others. This course will strengthen your understanding of visual best practices.

At the end of this course, you'll be able to:
· Design visualizations to effectively leverage sensory and short-term memory.

· Design visualizations to inform viewers without misleading.

· Effectively use chart types to answer specific questions.

· Design dashboards and stories using visual best practices.

Course Outline

Visual analytics process
- Describe the visual analytics process and its advantages

Memory and processing
- Analyze how memory is used to interpret visualizations
- Revise visualizations to reduce cognitive load
- Effectively use pre-attentive attributes in visualizations

Informing without misleading
- Identify ways to design visualizations so they inform without misleading

Using chart types effectively
- Identify the most appropriate chart types to answer specific questions
- Identify best practices and considerations for a variety of chart types
- Effectively use chart types to answer specific questions

Designing dashboards and stories
- Identify visual best practices for dashboard and story design
- Describe the process of designing a dashboard or story
- Create a dashboard or story using visual best practices