



At the end of the course, participants will be able to:

- Understand what is visual analytics, as a subset of the larger business & analytics domain
- Understand various visual vocabulary and how to apply them
- Conduct diagnostics through hypothesis generation and validation using Tableau

## Course objectives

The richest data is useless if it fails to provide actionable insights.

In today's data-focused business world, the ability to characterise and communicate practical implications of quantitative analyses to any stakeholders becomes a crucial skill to master at the workplace.

The richest data is useless if it fails to provide actionable insights or if it does not convey solutions and directions in a way that all stakeholders can comprehend.

Join us for this 2-week course and learn how to become a master at communicating business-relevant implications of data analyses using Tableau, the industry-leading software that provides reliable, flexible, and repeatable methods for analysing real-world data.

This course investigates visual analytics and related concepts with Tableau through the completion of real-world case studies. Learn in detail how to use Tableau's platform for visual analytics and business intelligence, which will help you and your stakeholders to see and understand data like never before. Acquire skills in Tableau to connect to multiple data sources, enhance them, and display them using visual analysis techniques.

## Course outline

This course investigates visual analytics and related concepts with Tableau through the completion of real-world case studies. Learn in detail how to use Tableau's platform for visual analytics and business intelligence, which will help you and your stakeholders to see and understand data like never before. Acquire skills in Tableau to connect to multiple data sources, enhance them, and display them using visual analysis techniques.

- Overview of Data Analytics
- Introduction to Visual Analytics
- Visual Analytics with Tableau
- Hands-on Exercises

### Course details

1 week

Certificated by Singapore Management University (SMU)

### Who should attend

Executives with limited or no experience with Tableau who want to use it for data exploration..

### Pre-requisites

None

### Tools

Tableau

### Model of training

Classroom,  
Field trip

