

# Lab 2: Tableau BI Data Visualization

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**Due** Tuesday by 11:59pm    **Points** 10    **Submitting** a file upload  
**Available** Jan 8 at 12am - Feb 2 at 11:59pm

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Tableau BI Data Visualization

Individual Assignment

Time Estimated: 3 hours

**[Tableau Lab Video \(https://utah.instructure.com/courses/941136/pages/tableau-lab-video\)](https://utah.instructure.com/courses/941136/pages/tableau-lab-video)**

IMPORTANT UPDATE:

The lab video is based on a older version of Tableau, so please take note of the following updates:

- At 9:17, you may need to check or uncheck "show hidden fields" in order to be able to find all the columns you need.
- At 10:25, ignore the Dimensions and Measures labels. Tableau reorganized its layout, removing Dimensions and Measures, naming all attributes under 'Tables' now.

What is Tableau? Tableau is an industry leading BI tool that focuses on data visualization, dashboarding and data discovery. It is Excel on steroid. It focuses on instant visuals (charts, graphs) and presenting data in stories that facilitate faster decision making. Tableau skills are in high demand due to the need of data analytics.

This lab introduces you to basic Tableau skills in creating visuals and extracting information for decision making. You will be amazed and will appreciate the power of Tableau. These skills will put you above your peers.

PROCEDURES:

1. Obtain your **[FREE Tableau Student License \(https://utah.instructure.com/courses/941136/pages/free-tableau-student-license\)](https://utah.instructure.com/courses/941136/pages/free-tableau-student-license)**.

Download, install and activate Tableau on your machine or laptop as per the instructions found in this link.

2. Download lab instructions [\*\*Tableau-BI-lab.pdf\*\*](#)

(<https://utah.instructure.com/courses/941136/files/157421956/download?wrap=1>)

3. Create a new folder called 'tableau-lab' on desktop or whichever location is preferable.

4. Download global\_superstore.zip ([\*\*global\\_superstore.zip\*\*](#)

(<https://utah.instructure.com/courses/941136/files/157421807/download?wrap=1>)\_ ↓

([https://utah.instructure.com/courses/941136/files/157421807/download?download\\_frd=1](https://utah.instructure.com/courses/941136/files/157421807/download?download_frd=1))

). Unzip to 'tableau-lab' folder. This is the data source excel file. Follow lab instructions. Save your Tableau file in this folder as well.

5. Watch the [\*\*Tableau Lab Video\*\*](#)

(<https://utah.instructure.com/courses/941136/pages/tableau-lab-video>)

**6. Upon completion, zip both your Tableau file and your answers to lab questions (Word doc) and upload the zip file to canvas.** There should only be one file that you eventually submit (which is this zip file). NOTE: The video asked you to post your discussion to the Discussion Thread. DO NOT do this.

#### SUBMISSION:

- Save the Tableau File.
- Answer the following in a Word document:
  - What are some questions that come into mind as you create these worksheets?
  - What insights can you gain from these questions?
  - How can Tableau bridge the gap between decision makers (e.g. CEO) and the IT team?
- Zip into one file and submit on canvas.

Late submission is accepted for 1/2 credit up to 3 days late.

Any questions, please do ask.

#### Tableau Lab Rubric

<b>Criteria</b>	<b>Ratings</b>		<b>Pts</b>
Sales Quantity by Market Sheet	<b>2 pts</b> <b>Full Marks</b>	<b>0 pts</b> <b>No Marks</b>	2 pts
Global Sales Sheet	<b>2 pts</b> <b>Full Marks</b>	<b>0 pts</b> <b>No Marks</b>	2 pts
Sales by Categories/Subcategories Sheet	<b>2 pts</b> <b>Full Marks</b>	<b>0 pts</b> <b>No Marks</b>	2 pts
Tableau Dashboard	<b>1.5 pts</b> <b>Full Marks</b>	<b>0 pts</b> <b>No Marks</b>	1.5 pts
Tableau Story	<b>1.5 pts</b> <b>Full Marks</b>	<b>0 pts</b> <b>No Marks</b>	1.5 pts
Word Document Questions	<b>1 pts</b> <b>Full Marks</b>	<b>0 pts</b> <b>No Marks</b>	1 pts
			<b>Total Points: 10</b>