

# Syllabus

## Business Intelligence in Tableau

- **Instructor:** Ivett Kovács ([kovacsi@starschema.net](mailto:kovacsi@starschema.net))
- **Credits:** 1.0 (2.0 ECTS)
- **Term:** 2017-2018 Spring
- **Course level:** [MA/MSc]
- **Prerequisites:** -

### Course description

This course is designed to help the students understand the important concepts and techniques used in Tableau to move from simple to complex visualizations and learn how to combine them in interactive dashboards.

### Learning outcomes

By successfully completing the course the students will be able to:

- Understand the many options for connecting to data
- Create basic calculations including string manipulation, basic arithmetic calculations, custom aggregations and ratios, date math, logic statements and quick table calculations
- Understand the Tableau interface/paradigm components, data elements, and terminology to effectively create the most powerful visualizations.

### Reading list

Data and handouts will be provided.

### Assessment

- Creating a dashboard in a given and in a chosen topic. (100%)

### Course schedule and materials for each session

1. Introduction into Tableau tools.
2. Working with data in Tableau Desktop.
3. Moving from foundational to advanced visualizations.
4. Using row-level, aggregate and table calculations.
5. Telling a data story with dashboards.
6. Exam. Present your own story through a Tableau dashboard.