PROGRAM	Master of Business Administration - Business Analytics
SEMESTER	4
COURSE TITLE	Tableau
COURSE CODE	04MB0452
COURSE CREDITS	2
COURSE DURATION	28 sessions of 60 minutes each

COURSE OUTCOMES:
- Structuring visualization for analytical purposes.
- Analyze the data by using advanced visualization features of Tableau
- Create interactive dynamic dashboards by incorporating case studies.

COURSE CONTENTS:

Unit No	Unit / Sub Unit	Sessions
I	**Tableau Foundations** Introduction to connecting data; Shaping data for use; tableau terminology; Filters; mark cards & encoding; calculated fields; table calculations; **Basic Visualizations:** Bar charts; line graphs; Highlight table; Heat map; Dual axis combination charts; Scatter plot; Tree map; Sparklines; Small multiples; bullet graph; Stacked area chart; Histogram' Box & Whisker plot; Symbol map; filled map; Dual Axis map;	08
II	**Advanced Visualizations :** Sequential path; custom background maps; custom polygon maps; Gantt chart; Waterfall chart; Dual axis slope graphs; Donut charts; Funnel charts; Pace charts; Pareto charts; Dynamic Dual Axis Bump charts; Dumbbell charts; Jitter plots; Icon based navigation or filters; What is analysis using parameters; ;	12
III	**Creating Dashboard :** Add alter to dashboards; Custom shape palettes; Stoplight 100 point index; one dimensional unit charts; Cluster analysis; Dashboards and distributions; Creative ways to use dashboard actions; conditional formatting of individual rows and columns; Device specific dashboards; **Case Studies** Aggregating Disparate Data sources at a Large University; Analysis in major railway logistics team; Quality matrix in a hospital; Successful Tableau deployment at ACT; Employing visual analytics to Ais Succession Planning	10

EVALUATION:

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

		Weightage
A	Continuous Evaluation Component (Assignments / Presentations/ Quizzes / Class Participation/ etc.)	20% (C.S.E.)
B	Internal Assessment (Practical/Viva)	30% (I.A.)
C	End-Semester Examination	50% (External Assessment)- (Practical / Viva)

SUGGESTED READINGS:

Text Books:

Sr.No	Author/s	Name of the Book	Publisher	Edition & Year of Publication
T-01	Ryan Sleeper	Practical Tableau	O'Reilly	1st Edition - 2018
T-02	Daniel G Murray (For Case Study)	Tableau your data	Willey	1st Edition- 2013

Reference Books:

Sr.No	Author/s	Name of the Book	Publisher	Edition and Year of Publication
R-01	Ben Jones	Communicating data with tableau	O'Reilly	1st Edition 2014