



DATA MANAGEMENT AND BUSINESS INTELLIGENCE | DMBI-021

Tableau for Business Analytics

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Course content

Why Attend

Tableau is a leading platform for visual analytics, allowing users to explore data and share interactive dashboards. Used well, it helps organisations make faster, data-driven decisions.

This Aractech course teaches Tableau from data connection to publishing: data preparation, building visualisations, calculated fields, table calculations, maps, parameters, dashboards, storytelling and best practice design. Participants complete a business dashboard project.

Course Methodology

- Hands-on Tableau labs
- Demonstrations
- Practice exercises
- Dashboard project
- Peer review

Course Objectives

- Connect to and prepare data in Tableau
- Build effective visualisations
- Create calculated fields and table calculations
- Use filters, parameters and maps
- Design interactive dashboards
- Publish and share insights

Target Audience

- Business and data analysts
- BI developers

Course content

- Managers creating reports
- Marketing and sales analysts

Course outline

Detailed course outline

Day-by-day outline for Tableau for Business Analytics.

Day 1 - Tableau Fundamentals

- 09:00-09:39 | Interface
- 09:39-10:18 | Connecting to data
- 10:18-10:57 | Dimensions and measures
- 10:57-11:00 | Basic charts
- 11:00-11:30 | Coffee break
- 11:30-12:05 | Basic charts (continued)
- 12:05-12:43 | Data preparation
- 12:43-14:00 | Lab: First visualisations

Day 2 - Visual Analysis

- 09:00-09:39 | Chart types
- 09:39-10:18 | Sorting and grouping
- 10:18-10:57 | Filters
- 10:57-11:00 | Hierarchies
- 11:00-11:30 | Coffee break
- 11:30-12:05 | Hierarchies (continued)
- 12:05-12:43 | Maps
- 12:43-14:00 | Lab: Exploratory analysis

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Day 3 - Calculations

- 09:00-09:45 | Calculated fields
- 09:45-10:30 | Table calculations
- 10:30-11:00 | Level of detail expressions
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Level of detail expressions (continued)
- 11:45-12:30 | Parameters
- 12:30-14:00 | Lab: Calculation exercises

Day 4 - Dashboards

- 09:00-10:07 | Dashboard design
- 10:07-10:41 | Interactivity
- 10:41-11:00 | Actions
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Actions (continued)
- 11:45-12:19 | Layout and formatting
- 12:19-12:53 | Performance
- 12:53-14:00 | Lab: Dashboard build

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Day 5 - Storytelling and Sharing

- 09:00-09:45 | Stories
- 09:45-10:30 | Publishing
- 10:30-11:00 | Governance
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Governance (continued)
- 11:45-13:15 | Best practice
- 13:15-14:00 | Capstone: Business dashboard project

Seminar dates

Available seminar dates

Live dates and pricing for Tableau for Business Analytics generated from the course details page.

Date	Location	Format	Fee
16 - 20 November 2026	Paris	Classroom	€3,825
7 - 11 December 2026	Frankfurt	Classroom	€1,875
11 - 15 January 2027	Madrid	Classroom	€3,400
8 - 12 February 2027	London	Classroom	€2,315
8 - 12 March 2027	Istanbul	Classroom	€1,978
12 - 16 April 2027	Cape Town	Classroom	€1,625
10 - 14 May 2027	Barcelona	Classroom	€2,815
14 - 18 June 2027	Paris	Classroom	€3,825
12 - 16 July 2027	Frankfurt	Classroom	€1,875
9 - 13 August 2027	Madrid	Classroom	€3,400

Seminar dates

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Date	Location	Format	Fee
13 - 17 September 2027	London	Classroom	€2,315
11 - 15 October 2027	Istanbul	Classroom	€1,978
8 - 12 November 2027	Vienna	Classroom	€3,225
13 - 17 December 2027	Barcelona	Classroom	€2,815
16 - 20 November 2026	Online / Live	Online / Live	€1,815
7 - 11 December 2026	Online / Live	Online / Live	€1,815
11 - 15 January 2027	Online / Live	Online / Live	€1,815
8 - 12 February 2027	Online / Live	Online / Live	€1,815
8 - 12 March 2027	Online / Live	Online / Live	€1,815
12 - 16 April 2027	Online / Live	Online / Live	€1,815

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10 - 14 May 2027	Online / Live	Online / Live	€1,815
14 - 18 June 2027	Online / Live	Online / Live	€1,815
12 - 16 July 2027	Online / Live	Online / Live	€1,815
9 - 13 August 2027	Online / Live	Online / Live	€1,815
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