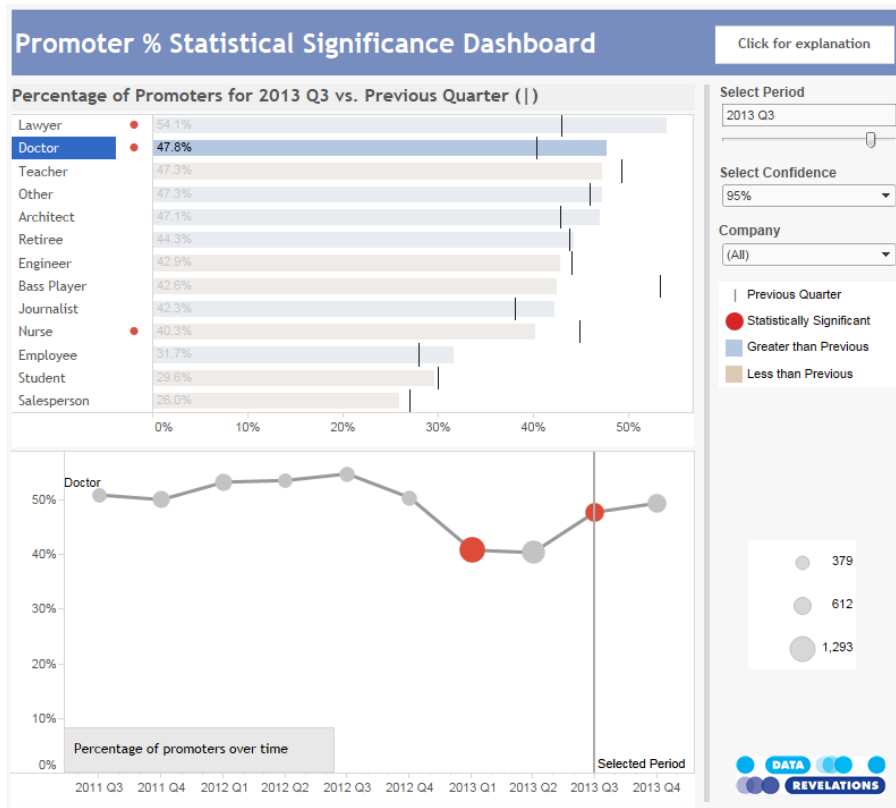


# Analyzing and Visualizing Survey Data Using Tableau



## Description

More and more organizations are shunning canned reports to shine better light on their survey data. In this intensive hands-on session participants will learn both best practices in survey visualization and how to use Tableau to render these visualizations.

Topics we will explore include:

- Reshaping and optimizing data for expedited visual analysis (getting your data “just so”)
- Tools for reshaping data
  - Tableau Add-in for Microsoft Excel
  - Tableau 9.X built-in pivot feature
  - Tableau 10.X cross database joins
  - Alteryx Designer
  - Qualtrics web connector
- Visualizing demographic data
- Mapping all questions to all possible responses
- Visualizing Yes / No / Maybe data (single punch)
- Visualizing Check-all-that-apply data (multi punch)
- Visualizing sentiment (divergent stacked bars, Top N Boxes)
- Visualizing Likert-scale data

- Net Promoter Score analysis and visualization
- Benchmarking and jitter plots
- Showing rank and magnitude
- On-demand drill down
- Dealing with weighted responses
- Statistical significance and confidence
- Comparing Importance with Satisfaction
- Building interactive dashboards

## Requirements

A laptop / computer with the following software installed:

- Tableau desktop 10.0 or later
- Microsoft Excel 2010 or later

Highly recommended:

- Alteryx Designer (a 14-day trial version will be made available to all participants. You will receive instructions on how to download)

Participants should have at least intermediate level understanding of Tableau. For example, you should be able to do the following:

- Connect to non-survey data
- Create visualizations with filters (bar charts, line charts for time series data, etc.)
- Create simple dashboards
- Understand the differences between a dimension and a measure, discrete vs. continuous, etc.
- Be able to create a calculated field.

Free, on-demand Tableau training may be found at [www.tableau.com/Training](http://www.tableau.com/Training).

## About the Instructor

Steve Wexler has worked with Gallup, Deloitte, Convergys, Consumer Reports, The Economist, and many other organizations to help them understand and visualize survey data using Tableau. He is one of only 27 Tableau Zen Masters and one of only six Tableau Iron Viz Champions worldwide. His training courses combine an extraordinary level of product mastery with the real-world experience gained through developing thousands of visualizations for dozens of clients.

In addition to his recognized expertise in data visualization and Tableau, Steve has decades of experience as a successful instructor in all areas of computer-based technology. Steve has taught thousands of people in both large and small organizations and is known for conducting his classes with clarity, patience and humor.