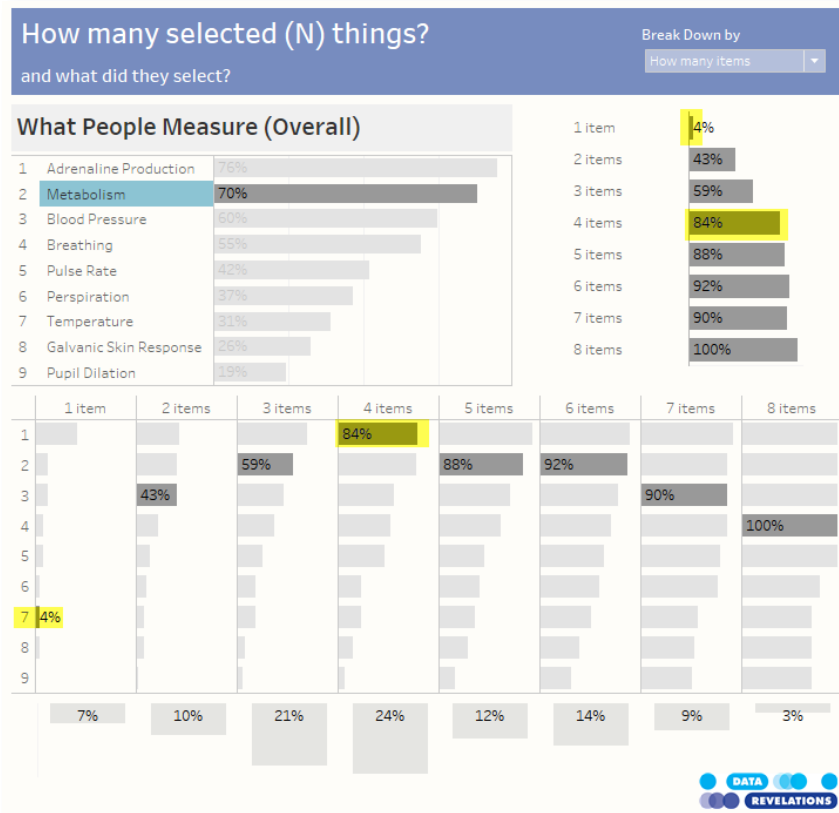


Analyzing and Visualizing Survey Data Using Tableau



Description

More and more organizations are eschewing 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 the data "just so")
- Tools for reshaping data
 - Tableau 10.X ability to join different data sources
 - EasyMorph
 - Alteryx Designer
 - Qualtrics Tableau web data 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 and 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 10.x desktop
- Microsoft Excel 2010 or later

Highly recommended:

- EasyMorph (we will provide instructions on where 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.

About the Instructor

Steve Wexler is the founder of Data Revelations and co-author of *The Big Book of Dashboards: Visualizing Your Data Using Real-World Business Scenarios* (Wiley, 2017).

Steve has worked with ADP, Gallup, Deloitte, Convergys, Consumer Reports, The Economist, ConEd, D&B, Marist, Cornell University, Stanford University, Tradeweb, Tiffany, McKinsey & Company, and many other organizations to help them understand and visualize their data. Steve is a Tableau Zen Master, Iron Viz Champion, and Tableau Training Partner.

His presentations and training classes combine an extraordinary level of product mastery with the real-world experience gained through developing thousands of visualizations for dozens of clients. Steve has taught thousands of people in both large and small organizations and is known for conducting his seminars with clarity, patience, and humor.