Tableau Public Projects Training Course

Professional Development Training Course Outline

Category	Business Intelligence	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Tableau Public Projects Training Course is designed to empower professionals, analysts, and enthusiasts with practical data visualization skills that are industry-relevant and future-ready. Through hands-on projects, participants gain mastery in transforming complex datasets into interactive, insightful dashboards that drive strategic decisions. This course blends analytical thinking, data storytelling, and visualization best practices to create actionable insights for businesses and organizations. With a focus on Tableau Public, learners will acquire expertise in building visualizations that are shareable, engaging, and optimized for digital platforms.

Our curriculum integrates real-world case studies, interactive exercises, and project-based learning to ensure participants can confidently create, publish, and manage public dashboards. From connecting multiple data sources to leveraging advanced chart types, the course prepares learners for modern data-driven environments. Participants will also learn critical best practices in data governance, visualization design, and audience engagement, ensuring they can deliver impactful dashboards that inform, persuade, and inspire action.

Programme Curriculum

Tableau Public Projects Training Course

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Course Objectives

By the end of this training, participants will be able to:

1. Master Tableau Public interface and navigation for professional dashboard creation
2. Connect, import, and clean data from multiple sources efficiently
3. Apply advanced charting techniques including heat maps, scatter plots, and dual-axis charts
4. Build interactive dashboards with dynamic filters, actions, and storytelling features
5. Optimize visualizations for web publishing and sharing on Tableau Public
6. Implement data blending and joining techniques for multi-source datasets
7. Enhance data storytelling with best practices in design and aesthetics
8. Analyze large datasets using calculated fields, parameters, and sets
9. Create reusable templates and visualization workflows for efficiency
10. Apply real-world case studies to solve organizational data challenges
11. Understand visualization best practices for decision-making and stakeholder reporting
12. Monitor and manage public dashboard performance and accessibility
13. Prepare for advanced Tableau certifications with project-based experience

Organizational Benefits

- Improved decision-making through interactive dashboards
- Streamlined data visualization processes across teams
- Enhanced data transparency and accessibility
- Increased employee analytical capabilities
- Ability to publish insights to a wider audience efficiently
- Data-driven culture adoption within the organization
- Reduced reliance on IT for basic reporting needs
- Accelerated project timelines with ready-to-use dashboards
- Competitive advantage via compelling visual storytelling
- Effective communication of business metrics and KPIs

Target Audiences

- Business analysts looking to enhance data visualization skills
- Data enthusiasts seeking hands-on Tableau Public experience
- Marketing professionals tracking campaign analytics
- Financial analysts visualizing financial metrics
- Students aiming for data analytics careers
- IT professionals managing organizational datasets
- Project managers seeking performance dashboards
- Consultants delivering client-oriented visual solutions

Course Duration: 5 days

Course Modules

Module 1: Introduction to Tableau Public

- Overview of Tableau Public features and interface
- Connecting to different data sources
- Data types and data preparation
- Basic charts and visualization principles
- Publishing dashboards to Tableau Public
- Case Study: Visualizing Sales Performance Trends

Module 2: Data Connections and Transformations

- Importing Excel, CSV, and Google Sheets data
- Data cleaning and preparation techniques
- Joining and blending data sources
- Using calculated fields for dynamic analysis
- Applying filters and parameters for interactivity
- Case Study: Merging Multi-Source Marketing Data

Module 3: Advanced Charting Techniques

- Heat maps, scatter plots, and tree maps
- Dual-axis charts and advanced chart customization
- Trend lines, reference lines, and forecasting
- Best practices for visual clarity and storytelling
- Conditional formatting and highlight actions
- Case Study: Product Performance Dashboard

Module 4: Interactive Dashboards

- Creating dashboards with multiple sheets
- Adding actions, filters, and interactivity
- Dashboard layout and formatting
- Device-specific optimization
- Combining charts and maps for storytelling
- Case Study: Interactive Regional Sales Dashboard

Module 5: Storytelling with Data

- Using Tableau Story feature effectively
- Narrative visualization techniques
- Highlighting key insights for stakeholders
- Annotating charts for clarity
- Structuring dashboards for maximum impact
- Case Study: Campaign Performance Storyboard

Module 6: Data Analysis Techniques

- Using sets and groups for segmentation
- Advanced calculations and table calculations
- Trend analysis and forecasting

- Parameters for scenario modeling
- KPI tracking with calculated fields
- Case Study: Customer Segmentation Analysis

Module 7: Publishing and Sharing Public Dashboards

- Best practices for Tableau Public publishing
- Privacy, accessibility, and sharing options
- Embedding dashboards into websites and blogs
- Maintaining dashboard performance and updates
- Collaborative work with Tableau Public community
- Case Study: Public Financial Dashboard Showcase

Module 8: Portfolio Development & Capstone Project

- Designing a full-fledged project dashboard
- Integrating multiple charts and interactivity
- Applying best practices in design and storytelling
- Peer review and constructive feedback sessions
- Preparing dashboards for Tableau Public portfolio
- Case Study: Capstone: Comprehensive Sales & Marketing Dashboard

Training Methodology

- Instructor-led sessions with live demonstrations
- Hands-on exercises using real datasets
- Project-based learning with individual and group tasks
- Guided case studies to simulate real-world scenarios
- Continuous assessment and feedback for improvement
- Interactive Q&A sessions for clarification and discussion

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

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