Tableau Desktop Specialist Data Visualization Training Course



16 - 20 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #BUI8811_271178

Course Introduction / Overview:

This comprehensive course is designed to transform participants from data novices into proficient data storytellers using the industry-leading Tableau platform. In today's data-driven world, the ability to analyze, visualize, and communicate insights effectively is a critical skill for any professional. This program provides a complete journey through the capabilities of Tableau Desktop, starting with fundamental concepts and progressing to advanced techniques for creating impactful and interactive dashboards. As the renowned data visualization expert Stephen Few argues in his book "Information Dashboard Design", the goal is not just to present data, but to communicate it clearly and efficiently. This course, offered by BIG BEN Training Center, embodies this principle by focusing on practical, real-world applications. Participants will learn to connect to various data sources, perform complex calculations, and design visualizations that reveal hidden patterns and drive strategic decision-making. We move beyond simple chart creation to instill a deep understanding of data analytics best practices, ensuring you can turn raw data into actionable business intelligence that informs and persuades. This is more than just software training; it is a masterclass in the art and science of data visualization.

Target Audience / This training course is suitable for:

- Data Analysts and Scientists.
- Business Intelligence Professionals.
- Marketing and Sales Analysts.
- Financial Analysts and Accountants.
- IT Professionals and Database Administrators.
- Project Managers and Team Leaders.
- Business Owners and Executives.
- Researchers and Academics.
- Anyone seeking to develop data visualization skills.

Target Sectors and Industries:

- Finance and Banking.
- Healthcare and Pharmaceuticals.
- Retail and E-commerce.
- Technology and Software.
- Marketing and Advertising.
- Telecommunications.
- Manufacturing and Logistics.
- Government and Public Sector Agencies.
- Consulting and Professional Services.

Target Organizations Departments:

- Business Intelligence and Analytics.
- Marketing and Sales.
- Finance and Accounting.
- Operations and Supply Chain.
- Information Technology (IT).
- Human Resources.
- Strategy and Corporate Planning.
- Research and Development.
- Customer Service and Support.

Course Offerings:

By the end of this course, the participants will have able to:

- Connect to various data sources including text files, spreadsheets, and databases.
- Build a wide range of fundamental and advanced chart types in Tableau.
- Create and use calculated fields, table calculations, and parameters.
- Master the use of filters, groups, sets, and hierarchies to organize data.
- Implement advanced Level of Detail (LOD) expressions for complex analysis.
- Combine multiple data sources using data blending and joins.
- Design and build interactive and user-friendly dashboards.
- Develop compelling data narratives using Tableau's Story feature.
- Apply data visualization best practices for clarity and impact.
- Optimize dashboard performance for efficiency and speed.
- Prepare for the Tableau Desktop Specialist certification exam.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring participants gain tangible skills they can apply immediately. We believe in learning by doing, so the course is heavily centered on hands-on exercises, real-world case studies, and collaborative projects. Each module combines expert-led instruction with practical application, allowing participants to work with diverse datasets and solve realistic business problems. The learning environment encourages active participation through group discussions, Q&A sessions, and peer-to-peer feedback, fostering a deeper understanding of the concepts. Our instructors act as facilitators, guiding participants through complex topics and providing personalized support. We utilize a blended approach that includes demonstrations, interactive labs, and problem-solving challenges. This experiential learning model ensures that participants not only learn the features of Tableau but also understand the strategic thinking behind effective data visualization and storytelling. The focus is on building confidence and competence, empowering every attendee to transform raw data into powerful business insights.

Course Agenda (Course Units):

Unit One: Introduction to Tableau and Data Connections

- Getting Started with the Tableau Environment.
- Understanding the Tableau Workspace and Terminology.
- Connecting to Data Files (Excel, CSV, Text).
- Connecting to Relational Databases (SQL).
- Managing Data Source Properties and Metadata.
- Understanding Data Types and Roles.
- Saving and Sharing Tableau Workbooks.

Unit Two: Foundational Charting and Data Exploration

- Building Basic Charts (Bar, Line, Pie).
- Creating Geographic Visualizations with Maps.
- Working with Time Series Data.
- Organizing Data with Sorting and Grouping.
- Applying Filters to Worksheets.
- Using Hierarchies for Drill-Down Analysis.
- Creating Crosstabs and Highlight Tables.

Unit Three: Intermediate Analytics and Calculations

- Creating Calculated Fields for Deeper Analysis.
- Working with String, Date, and Number Functions.
- Implementing Logical Calculations and Aggregations.
- Understanding and Using Table Calculations.
- Creating and Using Parameters for Dynamic Visuals.
- Building Sets for Comparative Analysis.
- Understanding Joins, Unions, and Data Blending.

Unit Four: Designing Interactive Dashboards

- Introduction to Dashboard Design Principles.
- Building a Dashboard Layout with Objects.
- Adding Interactivity with Filter, Highlight, and URL Actions.
- Designing for Different Devices (Desktop, Tablet, Mobile).
- Formatting Dashboards for a Professional Look and Feel.
- Using Containers to Organize Dashboard Elements.
- Telling a Cohesive Narrative with Data Stories.

Unit Five: Advanced Topics and Best Practices

- Creating Advanced Chart Types (Donut, Waterfall, Sankey).
- Introduction to Level of Detail (LOD) Expressions.
- Optimizing Workbook Performance for Speed.
- Sharing and Publishing Workbooks to Tableau Server/Online.
- Understanding Data Extracts and Live Connections.
- Data Visualization Best Practices and Principles.
- Final Project and Course Review.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can data visualization be used to tell a compelling story without misrepresenting the underlying data?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving beyond the technical "how-to" of using Tableau to focus on the strategic "why" of data visualization. While many programs teach software features, our curriculum is built around the core principles of data storytelling and analytical thinking. We emphasize the cognitive and perceptual aspects of design, ensuring participants learn to create visualizations that are not only aesthetically pleasing but also clear, insightful, and actionable. The course is structured around solving real-world business challenges, using curated case studies that mirror the complexities professionals face in their daily roles. This practical, problem-solving approach ensures that skills are not just learned but deeply ingrained. Furthermore, our expert instructors bring extensive industry experience, offering mentorship and insights that transcend textbook knowledge. The focus is on empowering participants to think critically about data, to ask the right questions, and to construct compelling narratives that drive organizational change. It is an immersive experience designed to cultivate true data literacy and analytical mastery, not just software proficiency.