# DATA VISUALIZATION IN TABLEAU CERTIFICATE

## Program Description

As more and more industries and organizations harness the power of big data, the ability to illustrate trends and patterns within a data set has become invaluable. Data visualizations allow concise communication that directly informs strategic decision-making in a function or organization. You will begin this certificate by examining different data types and how they are expressed within Tableau. As you become more familiar with Tableau, you will practice building basic visualizations based on standard analysis and audience evaluation. As the courses progress, you will move beyond basic analysis, incorporating critique and feedback to introduce you to the iterative process of visualization. Ultimately, you'll come away with the confidence to use your data visualization skills to tell a compelling story.

## Key Takeaways

- Create visualizations that transform raw data into actionable information that drives organizational change
- Improve data visualizations to ensure they resonate with the target audience
- Tell a compelling story with your data to gain stakeholder buy-in and drive organizational change

## What You'll Earn

- Data Visualization in Tableau Certificate from Cornell University Center for Advanced Computing
- 40 Professional Development Hours (4 CEUs)
- 0-10 Professional Development Units (PDUs) toward PMI recertification
- 0-10 Professional Development Credits (PDCs) toward SHRM-CP and SHRM-SCP recertification
- 0-10 Credit hours towards HRCI recertification

## Who Should Enroll

- Business and data analysts
- Managers and executives
- Marketers
- Developers
- Product managers
- Consultants
- Anyone who works with data
- Graphic artists

## Total Investment

- 2 months to complete all the courses

## How To Enroll

For more information on how to enroll, please visit Data Visualization in Tableau Certificate (https://ecornell.cornell.edu/certificates/data-science-analytics/data-visualization-in-tableau/).

| Code | Title | Hours |
|---|---|---|
| **Core Courses** | | |
| eCornell CAC113 | Creating Data Visualizations with Tableau | 0 |
| eCornell CAC114 | Enhancing Data Visualizations with Tableau | 0 |
| eCornell CAC115 | Telling a Data-Driven Story with Tableau | 0 |
| **Elective Courses** | | |
| Select one of the following: | | |
| eCornell LSM588 | Planning and Delivering Effective Presentations | |
| eCornell LSM400 | Problem-Solving Using Evidence and Critical Thinking | |
| eCornell LSM582 | Strategic Decision Making | |
| eCornell LSM700 | Building Compelling Slide Decks and Reports | |