# Data analytics for university students

Learn Tableau & chart your course with the hottest skill on the market



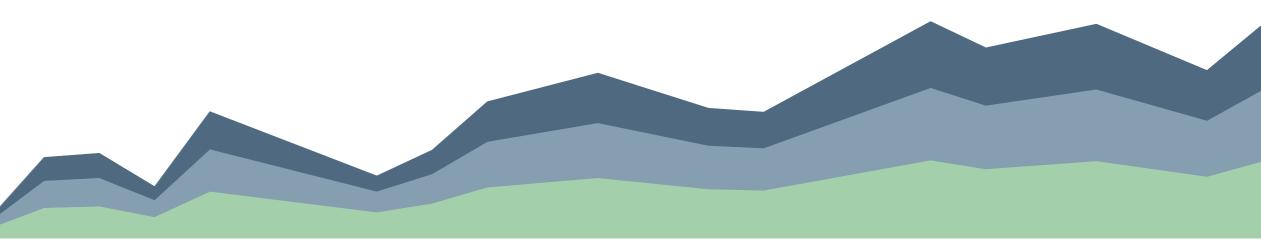




# Get data smart. Jumpstart your career.

If you're a student preparing to land an internship or full-time job, then you might be interested in the fact that for employers, data skills are hot.

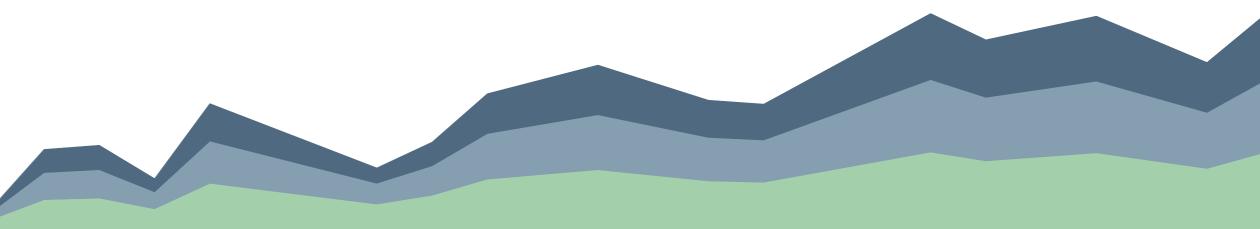
Data skills—data mining, statistical analysis, and data presentation —are among LinkedIn's annual list of top skills that can get you hired in 2017.



As data volumes continue to grow, the need for people who can turn data into insight keeps getting stronger.

# 36% of US managers say new grads lack data analysis skills

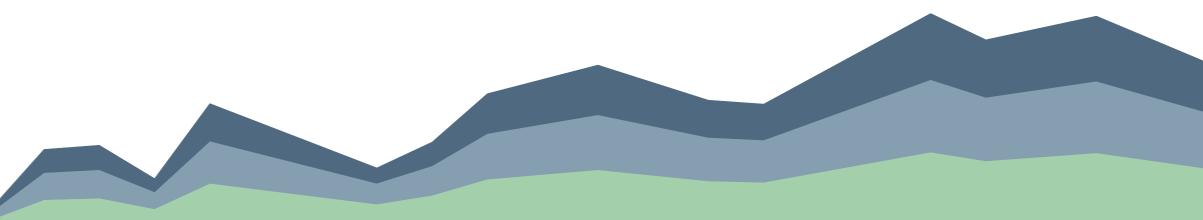
Source: PayScale



Visual analytics skills have proven especially hot.

 $\mathbf{3}^{rd}$  - Tableau's rank as the technical skill with the biggest rise in demand

Source: Forbes





Here are a few companies using Tableau:



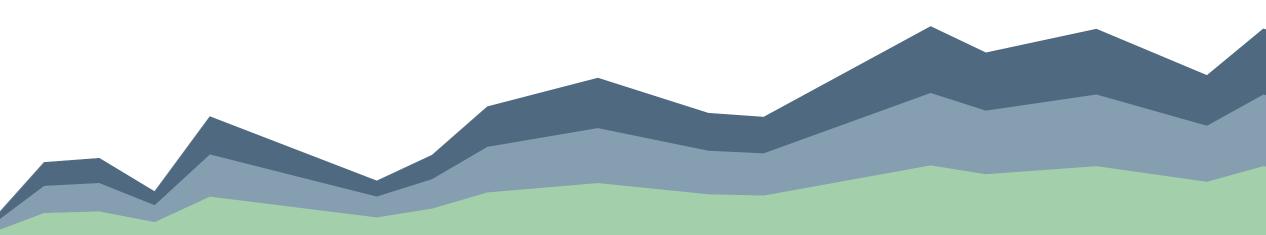












# NETFLIX



## So what is Tableau anyway?

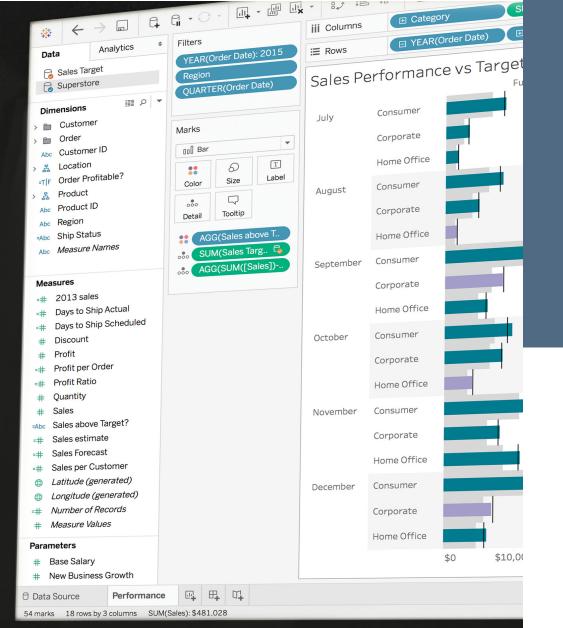
We're so glad you asked

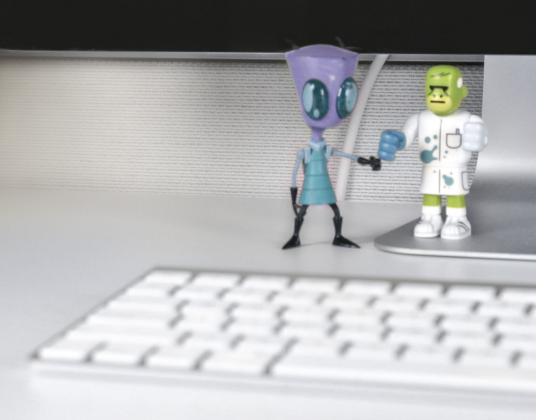
Tableau helps people see and understand data.

Our products are transforming the way people use data to solve problems. Leaders at some of the world's largest organizations have chosen Tableau to get more value from their data. And so have entrepreneurs and start-ups. And students.

# Our Products







## Tableau Desktop

Tableau Desktop is a powerful analytics tool that lets you access, visually analyze, and understand your data through a drag-anddrop interface.

This is your authoring tool—you'll analyze your data as you create interactive data worksheets and dashboards.

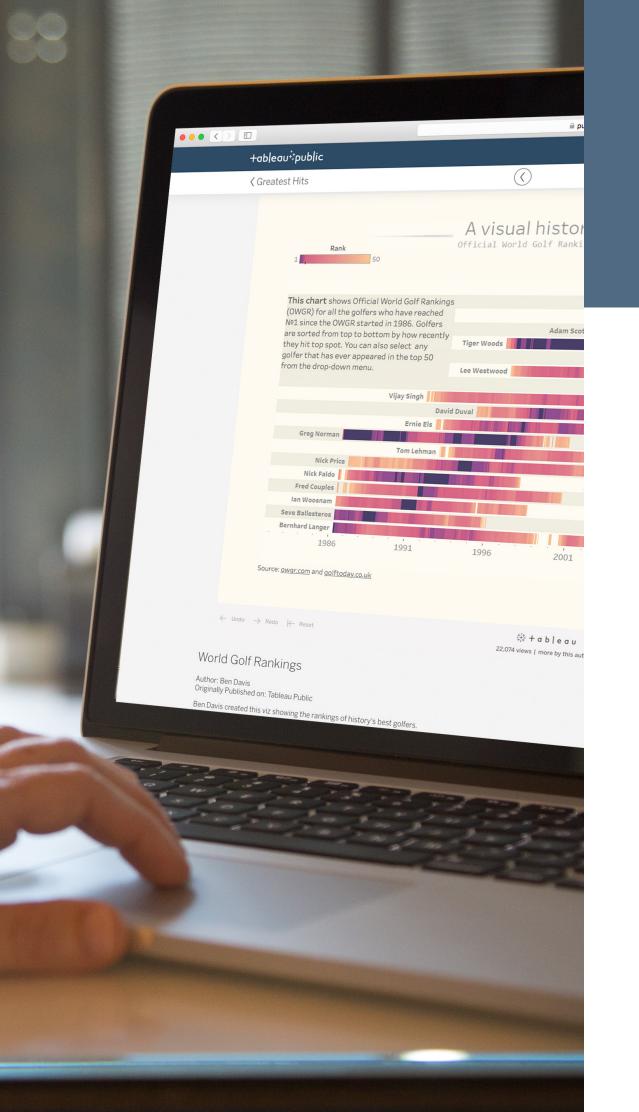
Tableau Desktop is free for students through the Academic Programs.

## "

Tableau allowed me to start working with data and working with people to help them understand their data. It's totally changed the trajectory of my career.



Amanda Gessert Listen to Amanda's story



## Tableau Public

Our free platform for creating and publishing interactive data stories to the web.

Share your visualizations with future employers. Create your own public portfolio of vizzes.

## 

I think Tableau has enabled myself and others that I know to make better decisions, which enable us to actually do more, perform better, and as a result, get that career growth and recognition.



Toan Hoang Listen to Toan's story



## Tableau Online/Server

Our self-service analytics platform—you may use these to share dashboards and govern data at a future job.

Security and self-service at the same time? Yes, it's possible.

# Real students talk Tableau





## Jonathan

Tableau Zen Master and recent grad

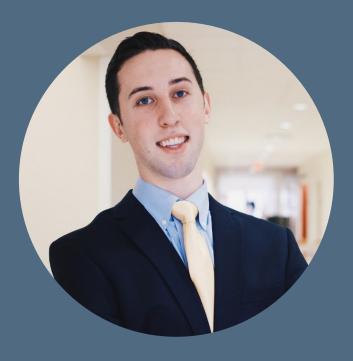
Jonathan first encountered Tableau at university in Paris. He used Tableau when he was looking for an internship for his Master's degree.

His Tableau dashboard impressed one of Jonathan's professors. In fact, Jonathan credits his dashboard with inspiring the professor to create an internship opportunity for him.

Today, Jonathan works on high-profile projects for Synaltic Group. He also creates influential vizzes for the Tableau Public community.

Jonathan says that he continues to learn new Tableau skills every day.

Read more about Jonathan's journey.



## Corey

Tableau Public Ambassador and recent grad

Corey was introduced to Tableau in a business intelligence class at Saint Joseph's University.

During Corey's senior year, he landed an finance co-op (internship) at Johnson & Johnson. He developed dashboards for both his team and the larger organization. This sparked a passion for analytics and an appreciation for the power of communicating with data.

Today, Corey works full-time at Johnson & Johnson. He is also an active member of the Tableau community serving as a Tableau Public Ambassador.

Read Corey's tips for students learning Tableau.

## How can you use Tableau?

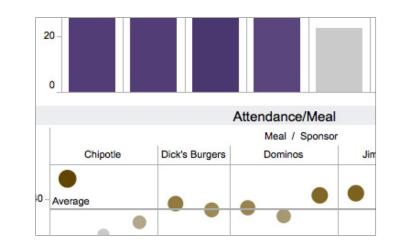
The possibilities are endless

Data is everywhere. And the demand for data-savvy people is only getting stronger.

So take advantage of your data (and our students-viz-for-free offer) and start showcasing the skills employers want.

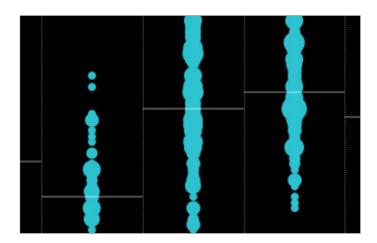
Here are a couple of ways you can start using Tableau now with data you might have at hand:

|  | Cash Out         | Joe's<br>Total | То |
|--|------------------|----------------|----|
| Venmo Des Cashout<br>Total Spent: \$6,268<br>Frequency: 62 | Safeway<br>Total |                |    |
|  |                  |                |    |
| Loan Repayment   |                  |                |    |
| Total Spent: \$3,455<br>Frequency: 11                      |                  |                |    |

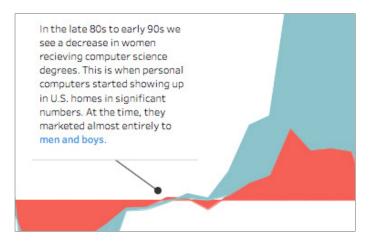


## Budget wisely

## Track club attendance



Illuminate your music listening habits



Use for presentations

-a **Boeing Commercial Airplanes** ch 787 Production Systems Efficiency Intern Start Date: June, 2013 End Date: August, 2013

> Highlight your experience

Use Tableau Public as your digital data portfolio

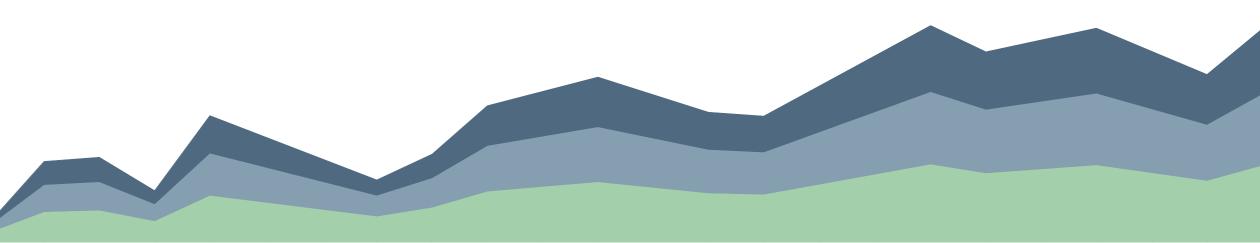


Show your work—advice as valuable in a job hunt as it was in your 5th grade math class. Don't worry. Tableau Public makes it easy.

## Build your portfolio

Don't just add Tableau to your resume. Create a free Tableau Public profile and share your work with the world.

Learn how to publish your first viz on Tableau Public. You can then embed your viz on a website, share with your social network, or include in a professional portfolio.



## Create your resume with Tableau

Not only can you add Tableau as a skill on your resume, you can also make your resume visual and interactive with Tableau. Here are 5 easy steps to begin creating your resume with Tableau.



## Follow the Public community

Need inspiration? Take a look at Corey Jones' Tableau Public profile that he uses as a portfolio.

|                                    | OTEY JONES<br>Ison & Johnson   Philadelphia, Pennsylvania, United States   datal<br>64 vizzes 94 followers 40 following<br>Follow More About Me | awk.weebly.com   |   |
|------------------------------------|---|--|---|
| Vizzes 64<br>Follower              | el Day to Labor   | 20% was Apple's first year of decreasing sales year-over-year, However, if year of decreasing sales year over-year, However, if year over-year, However, if year over-year, However, if year over-year, However, How | DII DII DII DII   DII DII DIIII DIIII   DII DIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIII |
| Iron Viz Summer 2016<br>9282 views | US Most Popular Songs 2016<br>3394 views  | Apple Sales<br>25 views  | US Most Pop<br>2015<br><sup>69 views</sup>  |



## Get started now

Request your free student license

Start learning with our on-demand training videos and Starter Kits

Find answers to your questions and more self-service learning options on our Student Resource Page

Like our Tableau on Campus Facebook page to stay in-the-know

