

Tableau

Course Duration ~55 Hours · 8 Weeks · Live Online · Build-Along · Public Portfolio of Visualisations

Curriculum reviewed: July 2026 — Tableau's product naming, certification programme and AI features have all changed recently; this syllabus tracks the current product

VizQL Grammar

Exploratory Analysis

Tableau Prep

Table Calcs & LOD

Dashboard Design

Performance

Governance

Tableau Pulse

Analytics as Code

In short: Learn to see the answer before you build the chart. Most Tableau courses are a tour of the interface — here is the Marks card, here is a dual axis, here is how to publish — and you finish able to operate the software but unable to answer a question nobody has framed for you. This course is built the other way round: **the analysis is the deliverable, and the dashboard is just how it gets delivered.** Three things shape it. **Analytical thinking first** — exploratory analysis taught as a repeatable method rather than treated as instinct: how to interrogate an unfamiliar dataset, form and discard hypotheses, and find the story before building anything. **Visual craft** — Tableau's real advantage is the speed of the question-to-picture loop, so choosing and composing a visualisation is treated as a craft with rules, not decoration. And **the depth that separates people** — table calculations and Level of Detail expressions, then governed delivery and analytics as code, which is where a dashboard builder becomes an analytics engineer. It is a 2026 syllabus, not a 2019 one: the entry credential is now Salesforce Certified Tableau Desktop Foundations under Salesforce's Trailhead Academy programme, Tableau Pulse pushes metric changes to people who will never open a workbook, AI-assisted analysis and Agentforce are covered with an honest account of where they mislead, and Tableau Semantics brings version control and CI/CD to business logic. 8 weeks, ~55 hours, live and build-along — and you finish with a public portfolio a hiring manager can open and judge for themselves.

Duration	8 weeks · ~55 hours · live + hands-on	Format	Live online · build-along · public portfolio of visualisations
Prerequisite	Comfort with spreadsheets and basic data concepts. SQL helpful, taught as needed. No programming background required.	Curriculum	9 modules, from the grammar of the tool to analytics as code and capstone
Certification	Mapped to the current Tableau entry credential under Salesforce's certification programme, with the analyst, consultant and architect rungs as onward paths	Ideal for	Fresh graduates from any degree background, Excel-heavy finance/operations/marketing/HR professionals, analysts in Salesforce-ecosystem or multi-cloud organisations, report writers moving off legacy BI, and anyone building a public visualisation portfolio

Power BI or Tableau? An Honest Answer

Progmatrix runs both courses, so we have no incentive to sell you the wrong one. **Most people should learn one properly rather than both superficially**, and for most people the right choice simply follows the stack their employer — or target employer — already runs. Learn the second one later, on the job, when there is a reason to.

- **Microsoft Power BI** is usually the better bet in organisations standardised on Microsoft 365, where it is often already available as part of the existing platform rather than a separate procurement decision — a large part of why it spread so widely. Its centre of gravity is the semantic model: star schema design and DAX. If your target employers are Microsoft shops, start there.
- **Tableau** (this course) tends to win where **visual-analytics depth and exploratory analysis** matter most — where analysts are genuinely interrogating data rather than reporting known numbers — and in **cross-platform and multi-cloud** environments not standardised on a single vendor. It is also the default across the **Salesforce ecosystem**. Its centre of gravity is the analysis and the visualisation itself.
- **Neither is the "advanced" one.** Both are mature, both are used by serious organisations at scale, and the skills that transfer between them — analytical judgment, data modelling sense, knowing which visual answers which question, stakeholder communication — matter more than either tool.

Still unsure? Look at ten job adverts you would actually apply for and count which tool they name. That is your answer, and it is a better one than any course page can give you.

See the Answer Before You Build the Chart

The skill that gets people hired in this field is not knowing where a setting lives. It is sitting in front of a dataset nobody has explained to you, and knowing what to ask it — which cut to take first, which comparison would be meaningful, which apparent pattern is an artefact of how the data was collected, and when the honest answer is "this data cannot tell you that."

A chart that is technically correct and answers a question nobody asked is a failure. A rough chart that changes a decision is a success. We grade for the second one.

So exploratory analysis is taught as a repeatable method rather than treated as instinct you either have or lack, and every project ends the way real work ends — presenting a finding to someone who will push back on it. The last module of most courses is a dashboard. The last module here is a defence.

A 2026 Syllabus, Not a 2019 One

Most Tableau content online describes a product that has since been renamed, restructured or absorbed into Salesforce. This syllabus targets Tableau as it exists now:

- **The certification names changed.** The entry-level Tableau Desktop credential is now **Salesforce Certified Tableau Desktop Foundations**, administered through Salesforce's Trailhead Academy programme alongside the Tableau Data Analyst, Consultant and Architect credentials. Course pages still advertising the old name are telling you how recently they were written.
- **Tableau under Salesforce.** Agentforce integration and AI-assisted analysis are now part of the product, taught with an honest account of where they help and where they confidently mislead.
- **Tableau Pulse** — metric monitoring with automated insight delivery, pushing changes, trends and outliers to people in the tools they already use. A large share of your future audience will never open a workbook, and this is how you reach them.
- **Tableau Next and Tableau Semantics** — the agentic analytics platform and the semantic layer underneath it, including managing semantic models **as code**: version control, Git integration and CI/CD for business logic, edited from developer tools. Almost no Tableau course teaches analytics as code, and it is exactly what separates a dashboard builder from an analytics engineer, so it gets real teaching time rather than a closing slide.
- **Tableau Prep** for repeatable data preparation — turning the recurring manual cleanup everyone does in spreadsheets into a pipeline that runs itself.

Hands-on Projects & Portfolio

Exploratory Analysis, Cold An unfamiliar dataset with no brief: find the story before building anything, then justify what you chose to ignore.	Executive Dashboard Designed for one specific decision, with drilldown to the detail that supports it.
LOD-Heavy Analysis Cohort retention or customer-level metrics that simple aggregation simply cannot produce.	Tableau Prep Flow Turn a recurring manual cleanup into a repeatable pipeline.
Performance Rescue Fix a slow dashboard, with before/after evidence from the Performance Recorder.	Governed Publication Certified data source, row-level security, subscriptions and Pulse metrics.
Public Portfolio Piece Published to Tableau Public and designed to be opened and judged in an interview.	Capstone One end-to-end analysis — published, governed, presented and defended against challenge.

Tools & Stack

Tableau Desktop · Tableau Prep · Tableau Cloud · Tableau Server · Tableau Public · Tableau Pulse · Tableau Semantics · SQL · Excel · Snowflake · Google BigQuery · Amazon Redshift · Salesforce · Git

Certification Alignment

- Mapped to the current Tableau entry credential — **Salesforce Certified Tableau Desktop Foundations**, the exam long known as Tableau Desktop Specialist, now administered under Salesforce's certification programme through Trailhead Academy
- Onward rungs to aim at afterwards: **Tableau Data Analyst**, then the **Consultant** and **Architect** credentials for delivery and platform specialists
- Names, structure and delivery platform have all changed recently and continue to move — **check the current line-up on Salesforce's own certification pages before you register**. This syllabus deliberately states no exam format, question count, duration or passing score, because those details move.
- Presented as preparation and alignment only — no official partnership or accreditation implied, and no exam outcome guaranteed
- An honest note: in this field a **portfolio outperforms a certificate**. A hiring manager can open your published work and judge it in thirty seconds — which is why this course produces exactly that

Career Outcomes

Tableau remains the tool of choice where exploratory analysis and visual quality matter most, and it is heavily represented in Salesforce-ecosystem and multi-cloud organisations. There is also a structural advantage to this discipline worth taking seriously: **a public portfolio of published visualisations is unusually effective here**, because hiring managers can see the work directly rather than take your word for it. In most technical fields your best work sits behind a company firewall and you are reduced to describing it in an interview. In this one you can send a link. Build the portfolio deliberately — it is the single highest-leverage thing you can do for your first analyst role.

Data Analyst · Business Intelligence Analyst · Tableau Developer · Data Visualisation Specialist · Analytics Consultant · Insights Analyst · Reporting Analyst · Analytics Engineer

Who This Course Is For

- Final-year students and fresh graduates targeting analyst roles, from any degree background
- Excel-heavy finance, operations, marketing, HR and supply chain professionals
- Analysts in Salesforce-ecosystem or multi-cloud organisations where Tableau is the standard
- SQL developers and report writers moving from legacy BI tools
- **Power BI users who need Tableau** for a specific employer or client — you already have the analytical instincts; this is the translation
- Anyone building a public data-visualisation portfolio

Curriculum — 9 Modules

Module 1: Thinking in Tableau

5 Hours

YOU BUILD

Your first genuine analysis — and, more valuably, the mental model of how Tableau actually works, so that every later feature is something you can reason about instead of something you memorised

TOPICS

- The grammar of the tool: dimensions versus measures, discrete versus continuous, and why that one distinction explains most of Tableau's behaviour
- Marks, shelves and the VizQL model — what Tableau is really doing when you drag a field
- The interface as a consequence of the model rather than a set of buttons to learn

Assessment: Quiz + Lab

Module 2: Connecting & Preparing Data

7 Hours

YOU BUILD

A Tableau Prep flow that turns a recurring manual cleanup into a repeatable pipeline — the kind of thing that quietly gives a team back a day a month

TOPICS

- File, database and cloud connections; live versus extract and the trade-off you are actually making
- Joins, unions and the newer relationship model; data blending and the cases where it is the wrong answer
- Tableau Prep flows for repeatable cleaning; data types and field roles set deliberately

Assessment: Quiz + Lab

Module 3: Core Visual Analysis

7 Hours

YOU BUILD

An exploratory analysis of an unfamiliar dataset — finding the story before building anything, and defending what you chose to leave out

TOPICS

- The chart types that carry real work, and choosing a visual for the question rather than for novelty
- Hierarchies, sorting, grouping, sets and bins; filters and their order of operations — the source of more confusion than any other feature
- Parameters for analyses that answer a family of questions instead of one

Assessment: Quiz + Exploratory Analysis Lab

Module 4: Calculations — Where People Separate

8 Hours

YOU BUILD

A cohort-retention or customer-level analysis that simple aggregation cannot produce — the point at which Level of Detail expressions stop being theory

TOPICS

- Row-level versus aggregate calculations; logical and string functions; date maths that survives contact with a real fiscal calendar
- **Table calculations** — addressing and partitioning, quick table calcs and precisely where they run out
- **Level of Detail expressions** — FIXED, INCLUDE and EXCLUDE; the concept that most separates competent Tableau users from the rest

Assessment: Quiz + LOD Lab

Module 5: Advanced Visualisation & Interactivity

6 Hours

YOU BUILD

An interactive analysis where the interactivity earns its place — every action, drilldown and dynamic zone exists because it answers a follow-up question someone will actually ask

TOPICS

- Dual axis and combined axis; maps and spatial analysis; dynamic zone visibility
- Dashboard actions — filter, highlight, parameter and set — plus drilldowns, tooltips-on-tooltips and animation
- Designing for the device the viewer actually uses, not the one you built it on

Assessment: Quiz + Lab

Module 6: Dashboard Design & Data Storytelling

6 Hours

YOU BUILD

An executive dashboard designed for one specific decision, with drilldown to detail — then present it to stakeholders who will challenge it

TOPICS

- Layout containers and why they matter more than they look like they should; visual hierarchy
- Colour and accessibility; cognitive load; designing for a decision rather than for density
- Narrative structure, and presenting findings to stakeholders who will push back on them

Assessment: Quiz + Design Critique

Module 7: Performance

5 Hours

YOU BUILD

A performance rescue: a dashboard that takes too long to load, diagnosed and fixed, with before/after evidence from the Performance Recorder

TOPICS

- Extract design and aggregation; context filters; reducing the number of marks
- The Performance Recorder as a diagnostic method; calculation efficiency; data source optimisation
- Diagnosing a slow dashboard systematically rather than by trial and error

Assessment: Quiz + Performance Lab

Module 8: Publishing, Governance & Delivery

6 Hours

YOU BUILD

A governed publication — certified data source, row-level security, subscriptions and Tableau Pulse metrics reaching people who will never open a dashboard

TOPICS

- Tableau Cloud and Tableau Server; projects and permissions; published data sources and certified content
- Row-level security; subscriptions and alerts; extract refresh scheduling; usage analytics
- **Tableau Pulse** for pushing metric changes to people in the tools they already work in

Assessment: Quiz + Governed Publication Lab

Module 9: Analytics as Code, AI & Capstone

5 Hours

YOU BUILD

Semantic model changes managed the way engineers manage code — and your capstone: one end-to-end analysis, published, governed, presented and defended

TOPICS

- Tableau Semantics and managing semantic models programmatically; version control and CI/CD for business logic — the step from dashboard builder to analytics engineer
- AI-assisted analysis and Agentforce integration, with an honest note on where it helps and where it misleads
- Capstone build, publication and stakeholder defence

Assessment: Capstone Project + Stakeholder Defence