Datastat Research
Building Capacity in Training and Research

DATASTAT TRAINING IN

OFFICIAL COURSE PROSPECTUS

Center for Advanced Research & Professional Development

Nairobi Training Center • Global Virtual Academy • Corporate On-Site

RESEARCH AND DATA ANALYSIS

Training Course on Data Visualization using Tableau

Comprehensive Course Syllabus, Practical Modules & Upcoming Schedules

PROGRAM SPECIFICATIONS & HIGHLIGHTS

DURATION
5 Days Practical Hands-on

DELIVERY MODES
In-Person Class & Live Virtual

CERTIFICATION
Accredited Certificate of Completion

INTAKES / DATES
Multiple Cohort Schedules Included

PREPARED FOR:

Valued Participant

Email: training@datastatresearch.org | Issued: November 21, 2026

Academic & Professional Training Year: 2026

DATASTAT TRAINING INSTITUTE

P.O. Box 102802-00101, Nairobi, Kenya

Training Centers: Nairobi • Mombasa • Kigali • Dubai • Live Virtual Academy

Tel: +254 724 527 104 | +254 734 969 612

Email: training@datastatresearch.org

www.datastatresearch.org

Training Course on Data Visualization using Tableau

Research and Data Analysis • 5 Days Intensive • Accredited Certification

Course Overview

This training course on Data Visualization Using Tableau will guide participants through the process of transforming raw data into meaningful insights through dynamic visualizations.

Key Skills & Software Tools Covered

Tableau • Data Visualization • Data Analysis • Dashboard Design • Reporting

Upcoming Training Schedules

Confirmed cohort intakes and venues. Both physical in-person classroom and live virtual online seats are available.

TRAINING DATES	LOCATION / VENUE	FORMAT / DURATION	INVESTMENT (FEE)
5 Jan 2026 – 9 Jan 2026	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
5 Jan 2026 – 9 Jan 2026	Kigali	Classroom / 5d	**$3,000 USD / KES 90,000**
5 Jan 2026 – 9 Jan 2026	Dubai	Classroom / 5d	**$5,000 USD / KES 90,000**
5 Jan 2026 – 9 Jan 2026	Cape Town	Classroom / 5d	**$4,500 USD / KES 90,000**
5 Jan 2026 – 9 Jan 2026	Addis Ababa	Classroom / 5d	**$3,000 USD / KES 90,000**
5 Jan 2026 – 9 Jan 2026	Singapore	Classroom / 5d	**$5,000 USD / KES 90,000**
5 Jan 2026 – 9 Jan 2026	Istanbul	Classroom / 5d	**$5,000 USD / KES 90,000**
5 Jan 2026 – 9 Jan 2026	Bangkok	Classroom / 5d	**$5,000 USD / KES 90,000**
5 Jan 2026 – 9 Jan 2026	Accra	Classroom / 5d	**$4,000 USD / KES 90,000**
12 Jan 2026 – 16 Jan 2026	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
12 Jan 2026 – 16 Jan 2026	Kigali	Classroom / 5d	**$3,000 USD / KES 90,000**
12 Jan 2026 – 16 Jan 2026	Dubai	Classroom / 5d	**$5,000 USD / KES 90,000**

* Corporate discounts and customized cohort scheduling are available for teams of 3 or more participants.

Course Curriculum & Modules

Training Course on Data Visualization using Tableau

In today’s fast-paced, data-driven world, the ability to interpret and communicate complex data visually is crucial for making informed business decisions. Tableau is one of the leading data visualization tools, known for its interactive dashboards and powerful data analysis capabilities. This training course on Data Visualization Using Tableau will guide participants through the process of transforming raw data into meaningful insights through dynamic visualizations. Whether you're a beginner or looking to deepen your Tableau expertise, this course offers a comprehensive learning experience.

Tableau is an industry-standard tool that enables users to create visually appealing and interactive dashboards, reports, and charts that can simplify complex datasets. With its intuitive drag-and-drop interface, Tableau allows professionals to analyze and present data in an engaging way. The ability to communicate data insights effectively can be a game-changer in various sectors, from business analytics to healthcare and finance, making this course invaluable for those looking to harness the power of their data.

This course is designed to provide hands-on experience in creating visualizations using Tableau, from basic charts to advanced interactive dashboards. Participants will gain an understanding of Tableau’s interface, data connection capabilities, and the key principles behind effective data visualization. The training also emphasizes the importance of design and storytelling in presenting data clearly and concisely, ensuring participants can communicate their findings effectively to diverse audiences.

Course Duration

5 Days

Course Objectives

- Understand the core concepts and features of Tableau.
- Learn how to connect and prepare data from various sources for analysis.
- Create basic and advanced visualizations using Tableau.
- Develop interactive dashboards that enhance data storytelling.
- Master filtering, sorting, and grouping techniques to refine data analysis.
- Explore Tableau’s advanced features, including calculated fields and parameters.
- Use Tableau’s analytics tools for trend analysis and forecasting.
- Learn best practices for designing effective and engaging visualizations.
- Understand how to share and collaborate on Tableau reports and dashboards.
- Gain the confidence to use Tableau for real-time data analysis and decision-making.

Organizational Benefits

- Improved decision-making through better data interpretation and visualization.
- Enhanced communication of data insights to stakeholders at all levels.
- Increased productivity with quicker and more accurate reporting.
- Empowered employees with the skills to independently create actionable dashboards.
- Streamlined collaboration and data sharing across teams and departments.
- Better identification of key performance indicators (KPIs) and trends.
- Cost savings by enabling in-house teams to handle data analysis and reporting.
- Increased business agility with the ability to analyze and visualize data in real time.
- Better data-driven culture within the organization.
- Competitive advantage through the ability to make more informed, data-backed decisions.

Target Participants

- Data analysts and scientists
- Research professionals
- University students and faculty members
- Business analysts
- Market researchers
- Professionals transitioning into data-centric roles
- Decision-makers seeking to understand data-driven insights
- IT and software development teams working with data
- Statisticians and econometricians

Course Outline

Module 1: Introduction to Tableau

- Overview of Tableau and its key features.
- Setting up Tableau and connecting to data sources (Excel, SQL, etc.).
- Understanding Tableau’s interface and workspace.
- Creating your first simple visualization: Bar charts, line charts, and pie charts.
- Case Study: Visualizing sales data from a retail store.

Module 2: Data Preparation and Management

- Connecting Tableau to different data sources.
- Data cleaning and transformation in Tableau.
- Using data blending and joins to combine multiple data sources.
- Working with calculated fields and data filters.
- Case Study: Preparing and visualizing customer data for analysis.

Module 3: Building Interactive Visualizations

- Creating interactive visualizations: Filters, parameters, and highlight actions.

- Designing effective scatter plots, heat maps, and bubble charts.
- Visualizing time-series data and trends.
- Best practices for effective chart design and color use.
- Case Study: Analyzing website traffic and user behavior.

Module 4: Advanced Data Visualizations

- Creating geographic maps and visualizing location-based data.
- Building advanced charts: Dual-axis, Gantt charts, and bullet graphs.
- Understanding and using Tableau’s analytics tools (reference lines, trend lines).
- Introduction to dashboard design principles.
- Case Study: Visualizing and analyzing project timelines and milestones.

Module 5: Dashboard Creation and Design

- Combining multiple visualizations into a dashboard.
- Interactive dashboard elements: Filters, drop-down menus, and dynamic actions.
- Designing dashboards for user-friendliness and clarity.
- Sharing and publishing dashboards with Tableau Server or Tableau Public.
- Case Study: Designing a sales performance dashboard for an executive team.

Module 6: Advanced Features and Analytics

- Working with calculated fields and table calculations.
- Forecasting and trend analysis using Tableau’s built-in analytics tools.
- Using Tableau’s parameter controls for dynamic data exploration.
- Connecting Tableau to live data for real-time analytics.
- Case Study: Creating a predictive dashboard for inventory forecasting.

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@datastatresearch.org or call +254724527104

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 DATASTAT CONSULTANCY LTD account, as indicated in the invoice so as to enable us prepare better for you.

Certification & Learning Methodology

- Hands-on practical delivery with real-world datasets, case studies, and lab exercises.
- Post-training mentorship, access to class resources, and customized follow-up support.
- Participants who successfully complete the course receive an accredited Datastat Certificate of Completion.

How to Enroll & Reserve Your Seat

1. Online Registration: Visit https://datastatresearch.org/courses/training-course-on-data-visualization-using-tableau to register online.
2. Email Booking: Send participant details to training@datastatresearch.org for official invoice & reservation.
3. Support & Assistance: Inquire via phone +254 724 527 104 | +254 734 969 612.