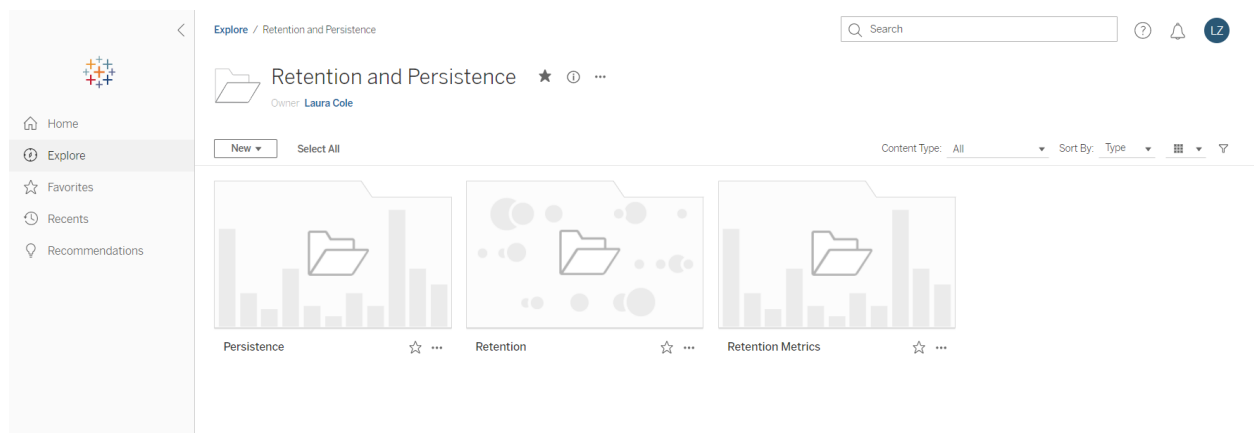


Tutorial 3-Tableau Terminology

This tutorial introduces some useful Tableau terms which help you better understand the Analytics Portal.

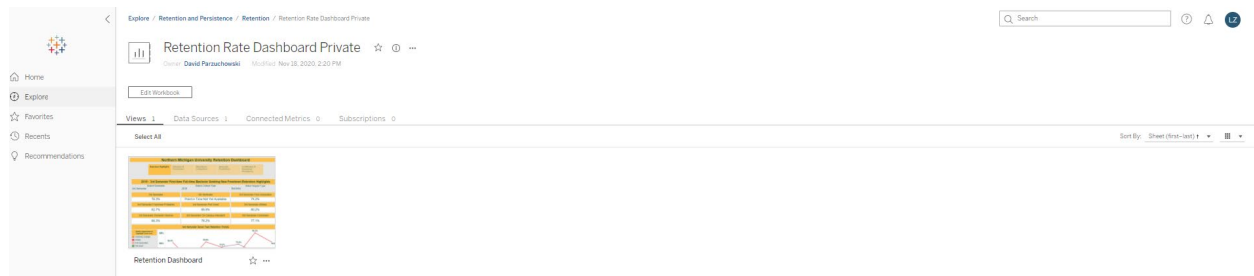
1. Projects

Similar to a folder, projects are ways to store related Workbooks and Data Sources and apply for permissions. Here is an example of a project called Retention and Persistence. There are three sub-folders in this project folder.



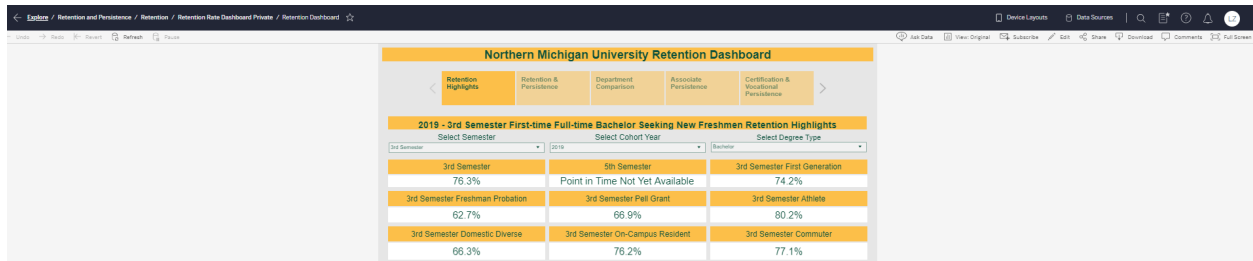
2. Workbooks

Similar to an Excel workbook, workbooks contain the worksheets, dashboards, and storyboards. If you click the sub-folder called Retention, you will see three workbooks. This is an example of workbooks called Retention Rate Dashboard Private.



3. Dashboards

Dashboards are containers that combine related worksheets into a single report. Here is an example of a dashboard called the Northern Michigan University Retention Dashboard.



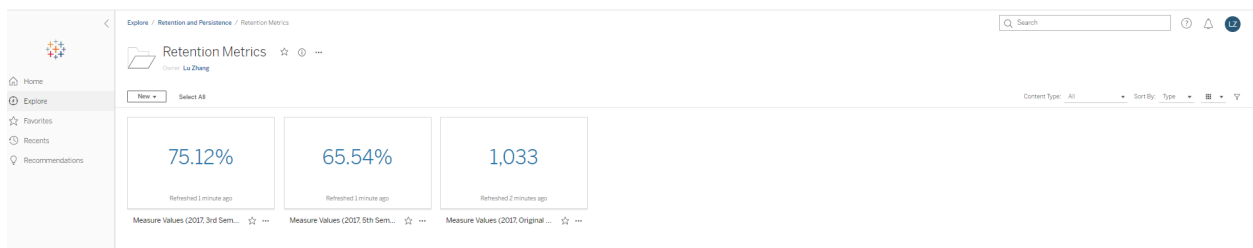
4. Worksheets

Similar to an Excel worksheet/tab, worksheets are the individual visualizations that may be in a dashboard or may exist independently. You can go back to the Retention sub-folder and click Retention Report to see an example of the worksheet. This worksheet is called Northern Michigan University 3rd and 5th Semester Retention Rates.

Cohort Year	Original Enrollment	3rd Semester Retained	3rd Semester Percent Retained	5th Semester Retained	5th Semester Percent Retained
2005	1,372	1,027	74.9%	877	63.9%
2008	1,355	951	70.2%	818	60.4%
2007	1,355	995	73.4%	875	64.6%
2006	1,334	970	73.2%	875	65.6%
2009	1,248	895	71.7%	734	59.0%
2010	1,210	881	72.8%	752	62.1%
2011	1,305	927	71.0%	812	62.3%
2012	1,200	895	74.6%	747	62.3%
2013	1,222	888	72.7%	777	63.6%

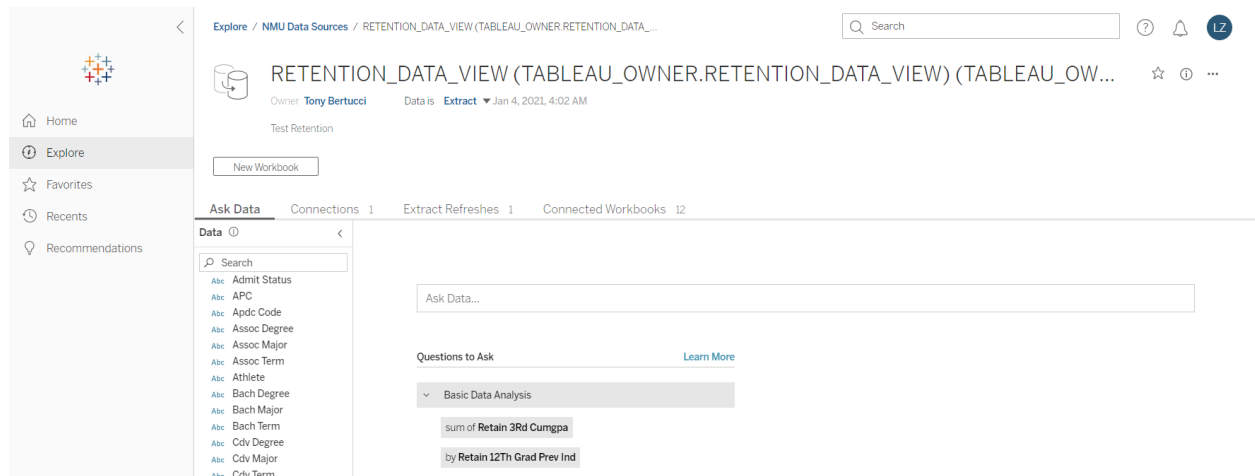
5. Metrics

Metrics can track data points from any number of dashboards in a single location so you can have a quick review of key information. You can go back to the Retention and Persistence folder and click the Retention Metrics sub-folder to see an example of metrics. This Retention Metrics folder contains three metrics that show quick facts of retention in 2017. The first metric is created from the last worksheet.



6. Data Sources

When Tableau users want to share data connections, they can publish data sources to Tableau Server. When a data source is published to the server, other users can connect to it from their own workbooks. If you click the Data Source button, you can find the data source used for this worksheet. To be noticed, data sources can only be used to create workbooks for users with Explorer license. Users with a Viewer license will not likely interact with data sources on a regular basis.



Tutorial 4 will introduce Project Organization which explains how projects in the Analytics Portal are organized.