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DATA · COMMUNITY · NAIROBI

Which Tableau Certification Is Worth It in 2026?

Cost, format, and payoff for all 5 official certifications, plus a 1-month study plan that fits around a full-time job.

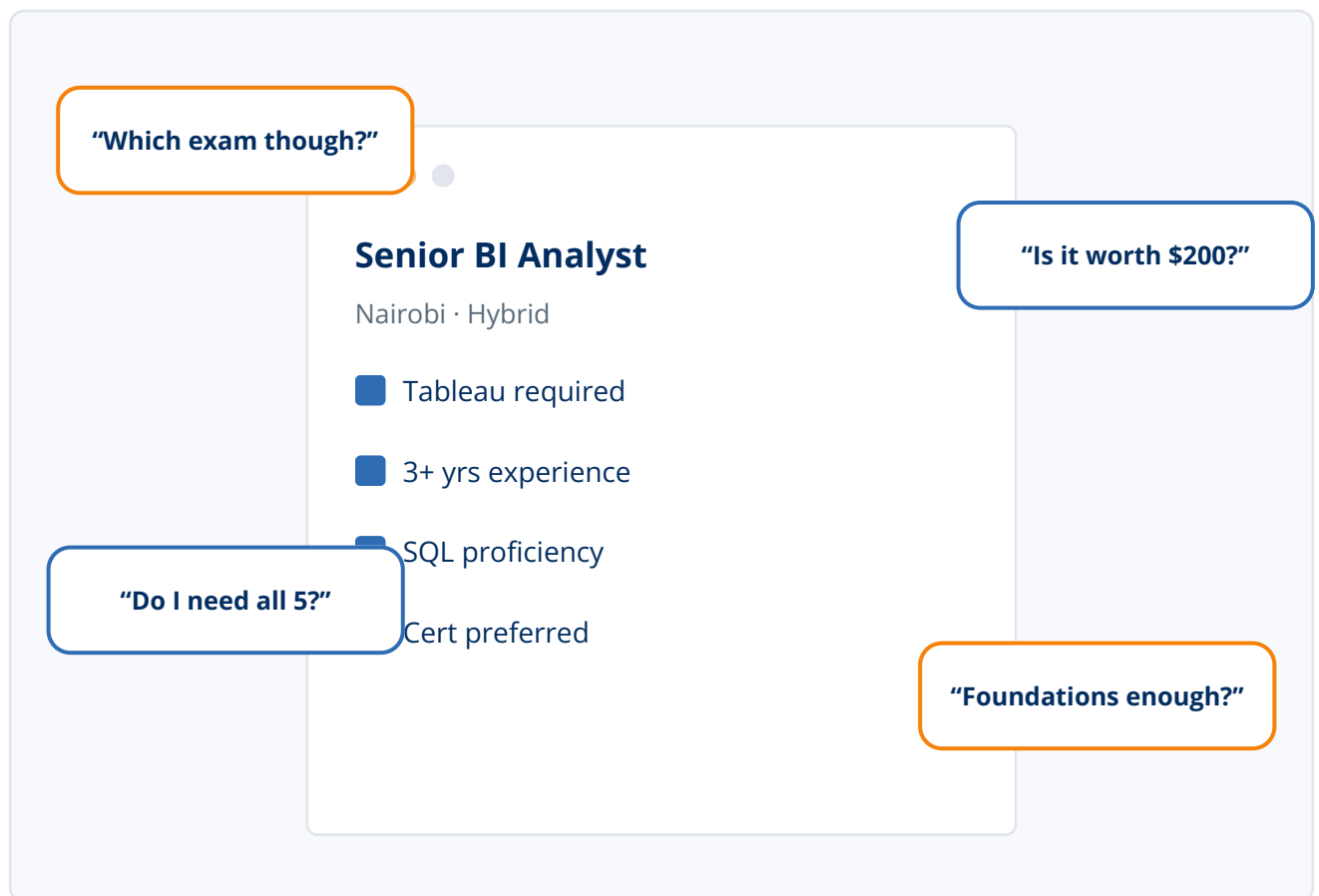
DataFam®

Tableau Certifications

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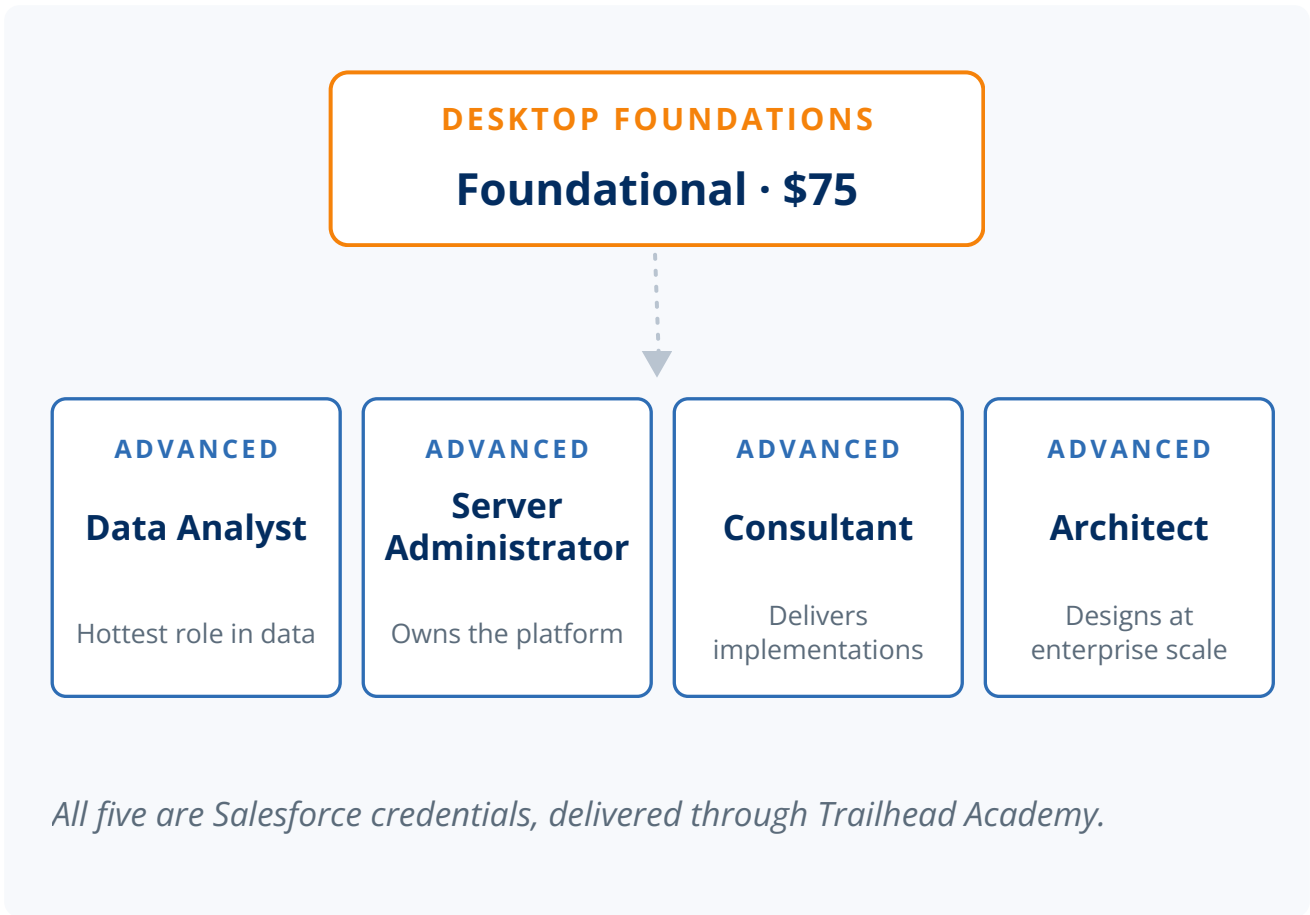
A Cert Won't Read the Job Market for You.

Every recruiter wants something different, a tool, a level, a portfolio. One badge can't answer every job post.



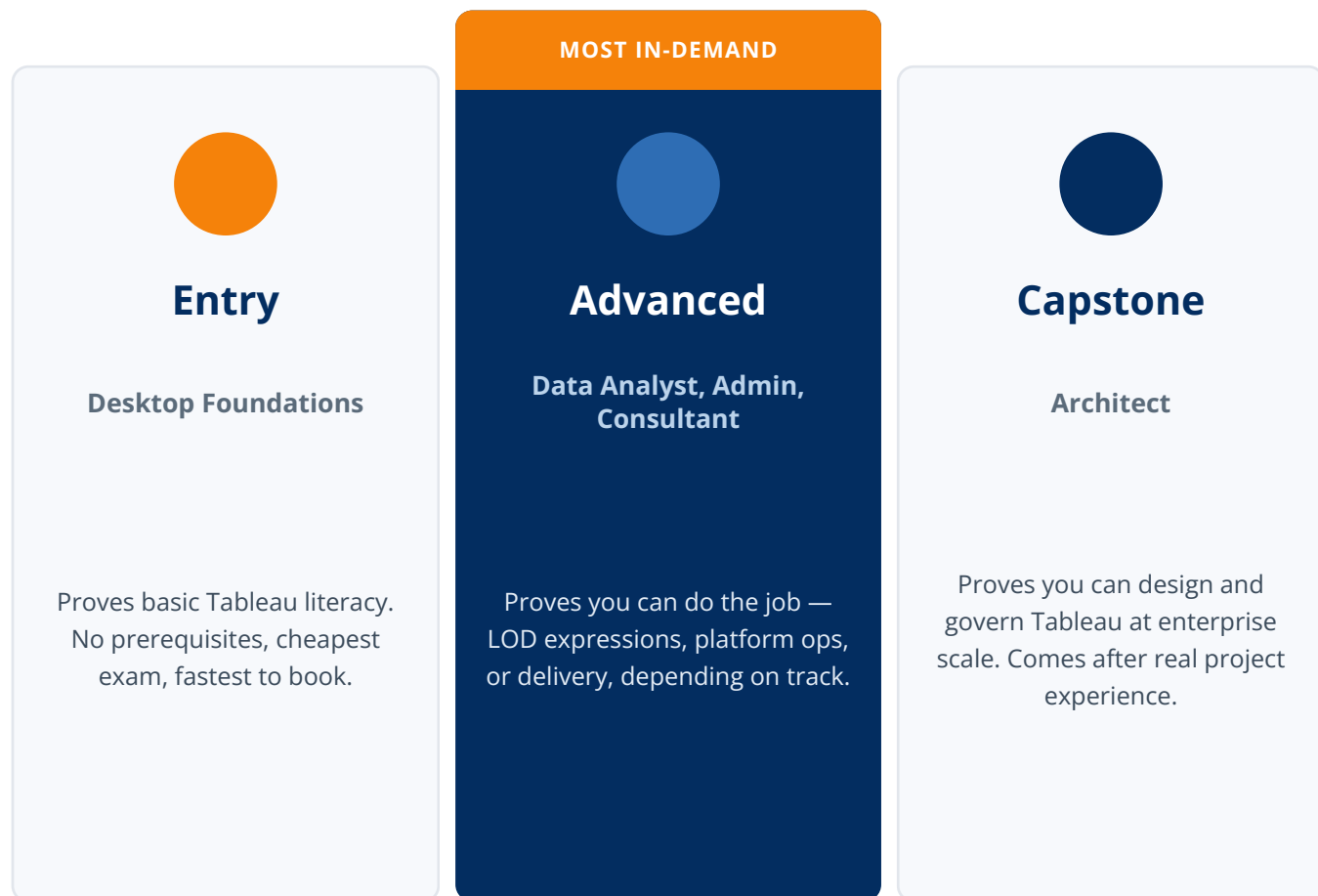
Meet the Ladder

One entry-level badge, four advanced ones ; each pointing at a different Tableau career.



Entry vs. Advanced vs. Capstone

Three tiers, three purposes. Knowing which one you actually need saves you money and months.



Five Certifications, Five Career Bets

Same ladder, five different payoffs depending on the role you're chasing.

1

Desktop Foundations

\$75 · portfolio starter

2

Data Analyst

~\$200 · highest-demand badge

3

Server Administrator

Platform & infra roles

4

Consultant

Client delivery credibility

5

Architect

Enterprise design & governance



From Ladder to Offer

Four steps turn a certification plan into an actual job lead.



Pick your track

01

Match a cert to the job you want next, not the one that looks best.



Book the exam date

02

A real deadline is the only thing that beats procrastination.



Build 2 proof pieces

03

Publish real dashboards on Tableau Public — the badge alone isn't a portfolio.



Put it on your CV & LinkedIn

04

Certified profiles get shortlisted faster in Kenya's growing BI market.

The One-Month Study Plan

Built for the Data Analyst exam — compress it to 2 weeks for Foundations. ~5-7 hrs/week around a full-time job.

1
WEEK

Rebuild the basics

Connecting to data, prep, chart types. Redo 2 dashboards from your own work.

2
WEEK

Go deep on calculations

LOD expressions, table calcs, parameters - build 2 vizzes that use each one.

3
WEEK

Dashboards & storytelling

Interactivity, actions, design. Sit one full timed practice exam.

4
WEEK

Close gaps, then rest

Re-do weak domains only. Two light reviews, then two full days off.

One Badge. Two Career Paths.

Same starting point, **Foundations**, but the advanced cert you pick next sends you down a very different road.

THE ANALYST PATH

Data Analyst → BI Analyst

- 1 Desktop Foundations
- 2 Data Analyst
- 3 Senior BI Analyst role

THE PLATFORM PATH

Server Admin → Architect

- 1 Desktop Foundations
- 2 Server Administrator
- 3 Tableau Platform Lead

Key Takeaways



Match the badge to the job

Not the other way around -> the strongest cert is the one that matches the role you're chasing next.



Data Analyst is the market favourite

Officially billed as the hottest role in data analytics, and hiring managers in Kenya screen for it.



A plan beats motivation

5-7 hours a week for 4 weeks gets most people exam-ready around a full-time job.

Need Help Preparing?

Join the Kenya Tableau User Group today!



Dashboard Reviews

Bring a work in progress viz and get tableau feedback from other builders



Tableau Tips

Practical techniques shared straight from people using it on the job.



Networking

Meet Tableau professionals hiring, mentoring, and building in Kenya.



Plus - a shot at getting your certification on us.