Mapping your data

INTRODUCTION TO TABLEAU



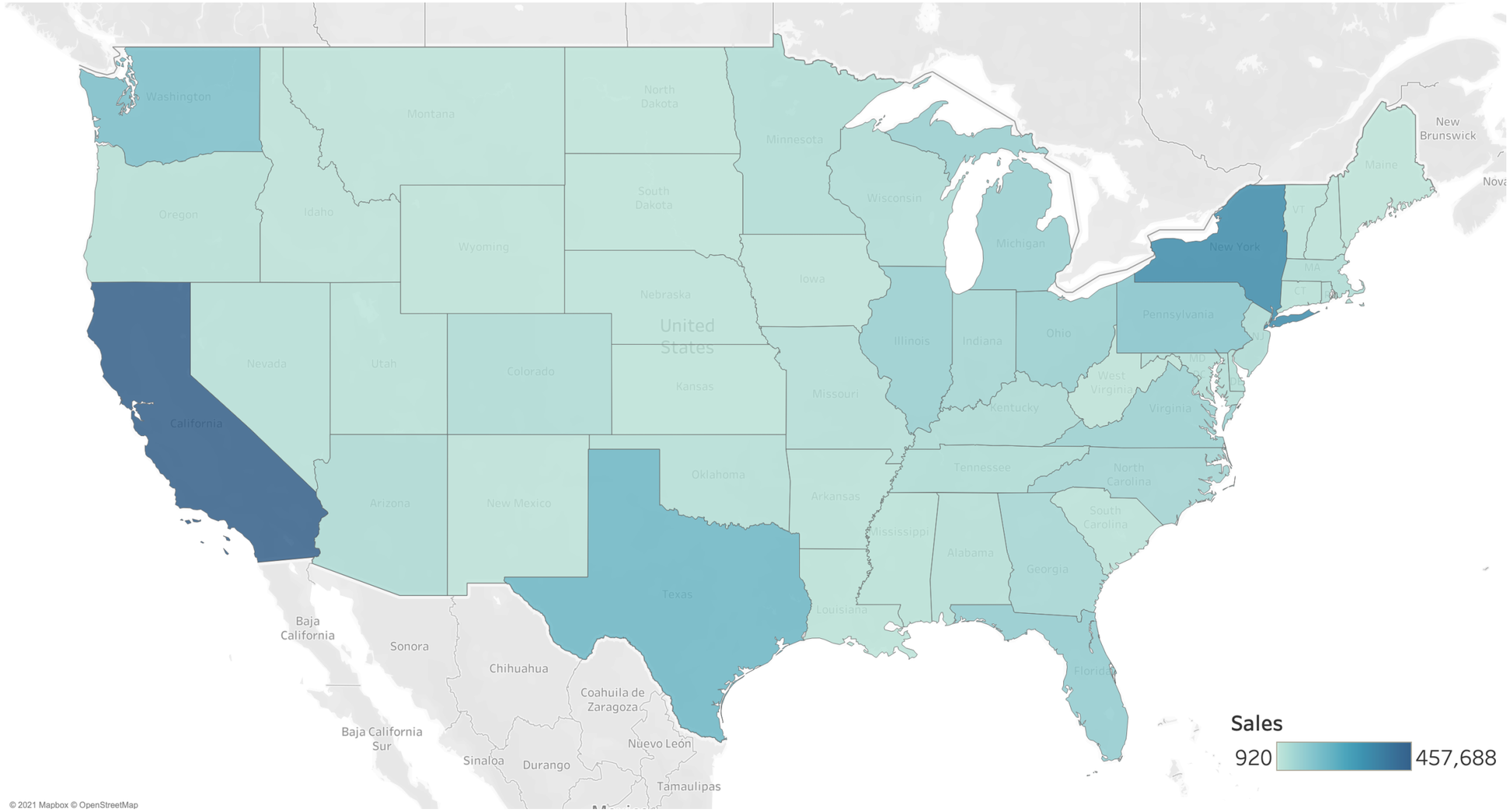
Sara Billen
Curriculum Manager at DataCamp

datacamp

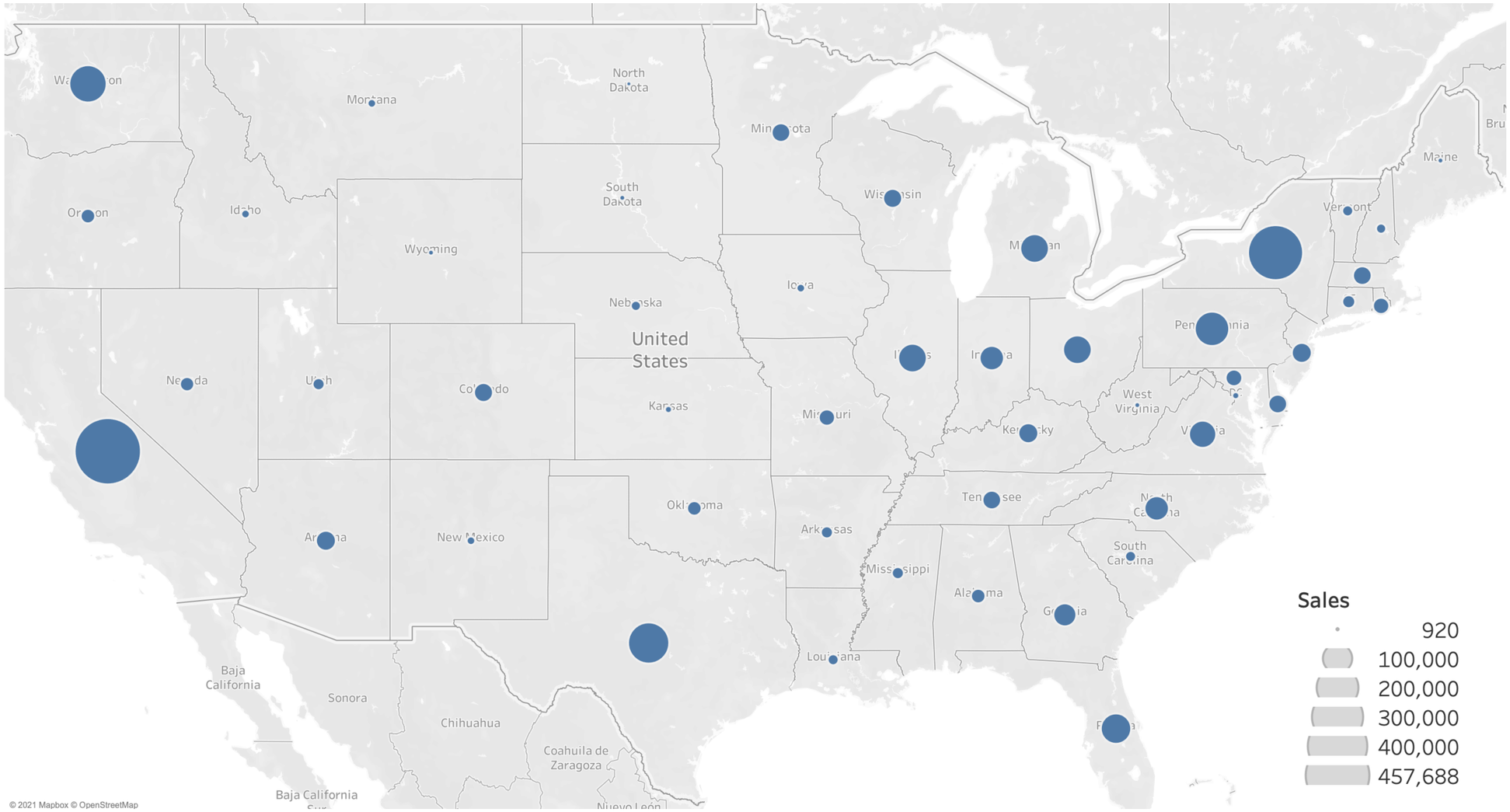
What is geographic data?



Filled map


Washington
Montana
North Dakota
Minnesota
Oregon
Idaho
South Dakota
Wisconsin
Michigan
Wyoming
Iowa
Nebraska
United States
Illinois
Indiana
Ohio
Nevada
Utah
Colorado
Kansas
Missouri
West Virginia
Kentucky
California
Arizona
New Mexico
Oklahoma
Arkansas
Tennessee
North Carolina
South Carolina
Mississippi
Alabama
Georgia
Texas
Louisiana
Florida
Baja California
Sonora
Chihuahua
Coahuila de Zaragoza
Baja California Sur
Nuevo León
Sinaloa
Durango
Tamaulipas
New Brunswick
Maine
Nova
New York
VT
MA
CT
Pennsylvania
NJ
MD
Virginia
Sales
920
457,688
© 2021 Mapbox © OpenStreetMap

Symbol maps



Montana
North Dakota
South Dakota
Wyoming
Nebraska
United States
Kansas
Iowa
Wisconsin
Maine
West Virginia
Tennessee
Arkansas
Louisiana
Mississippi
Alabama
South Carolina
New Mexico
Baja California
Sonora
Chihuahua
Coahuila de Zaragoza
Baja California
© 2021 Mapbox © OpenStreetMap
Sales
920
100,000
200,000
300,000
400,000
457,688

Recognized geographic types

- Automatically assign coordinates to:
  - US area codes
  - Cities worldwide
  - US congressional districts
  - Worldwide countries/regions
  - US counties
  - Worldwide states/provinces
  - Postal codes
- Geocoding
- Globe icon

[1] https://help.tableau.com/current/pro/desktop/en-us/maps_geographicroles.htm

Data



Business question

> What was the population growth of the country with the highest population in 2008?

Demo time!

INTRODUCTION TO TABLEAU

Creating a symbol map

INTRODUCTION TO TABLEAU



Sara Billen
Curriculum Manager at DataCamp

datacamp

Let's practice!

INTRODUCTION TO TABLEAU

Working with dates

INTRODUCTION TO TABLEAU



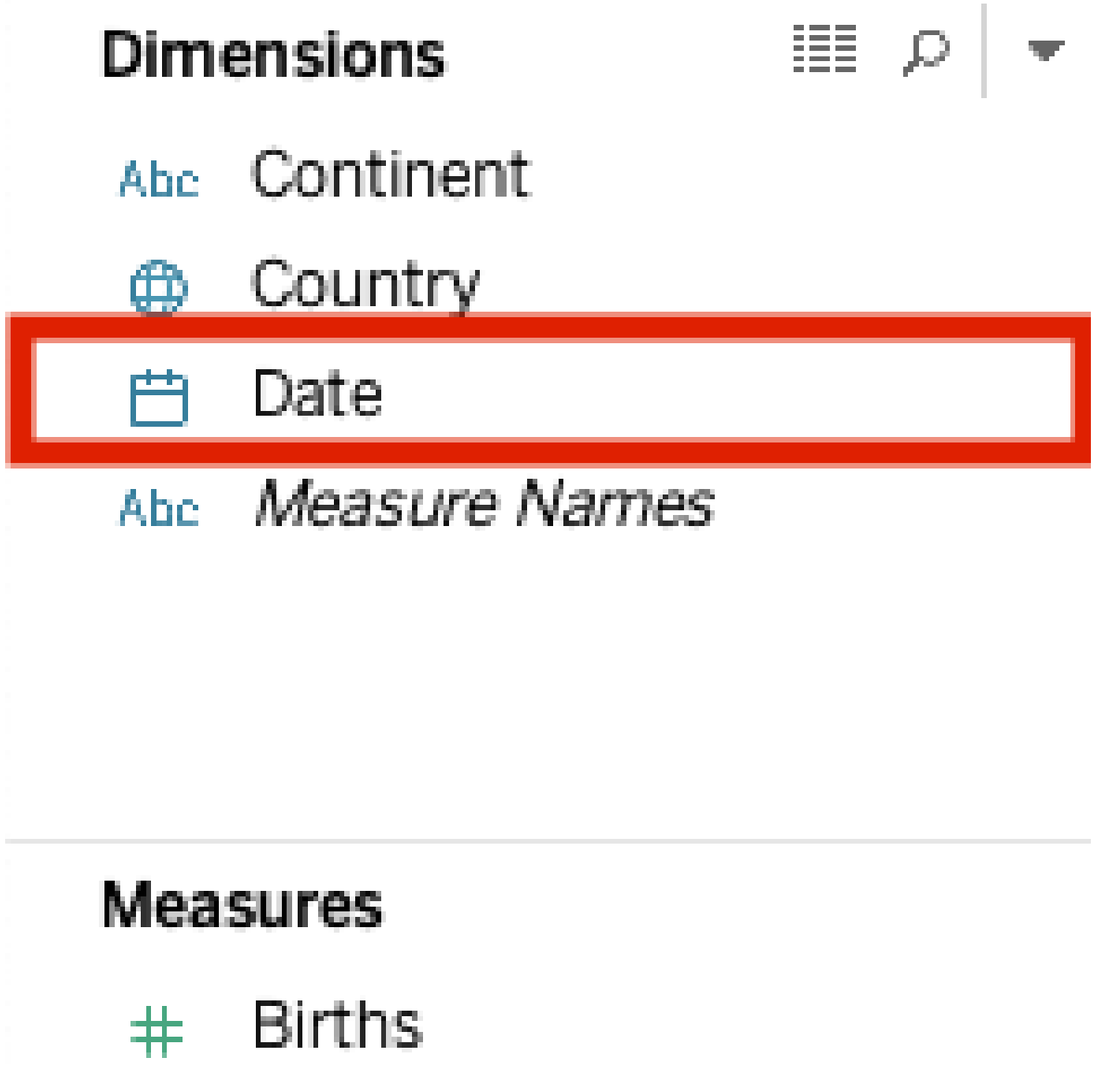
Sara Billen
Curriculum Manager at DataCamp

datacamp

Dates



Date data


Dimensions
Abc Continent
Country
Date
Abc Measure Names
Measures
Births

Date hierarchy

- Year
- Quarter
- Month
- Day

Business question

> Is there seasonality to the number of births in Chile? If yes, during which month are the fewest babies typically born?

Let's practice!

INTRODUCTION TO TABLEAU

Visualizing dates

INTRODUCTION TO TABLEAU



Sara Billen
Curriculum Manager at DataCamp

datacamp

Let's practice!

INTRODUCTION TO TABLEAU

Reference lines, trend lines, and forecasting

INTRODUCTION TO TABLEAU

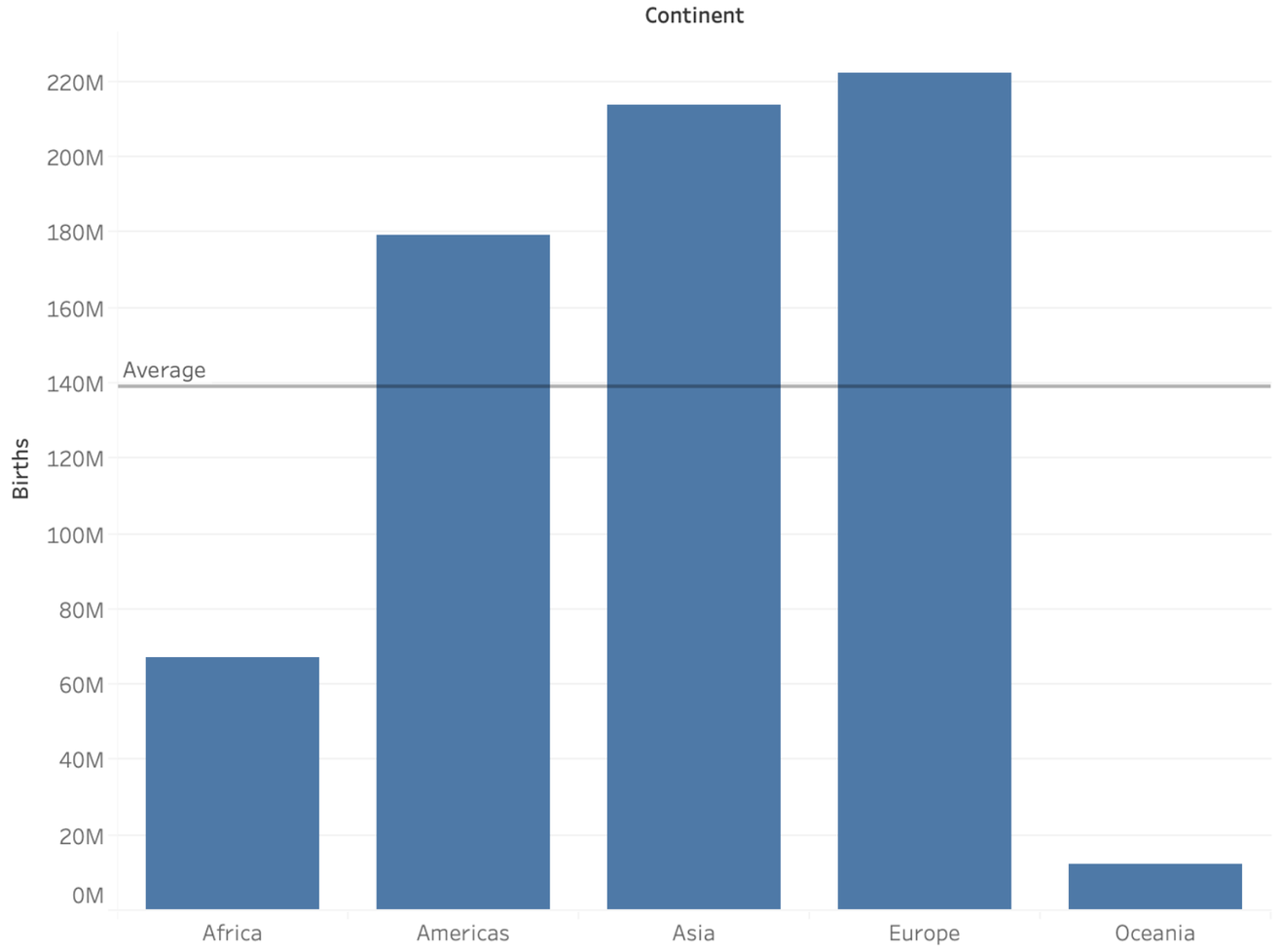


Sara Billen
Curriculum Manager at DataCamp

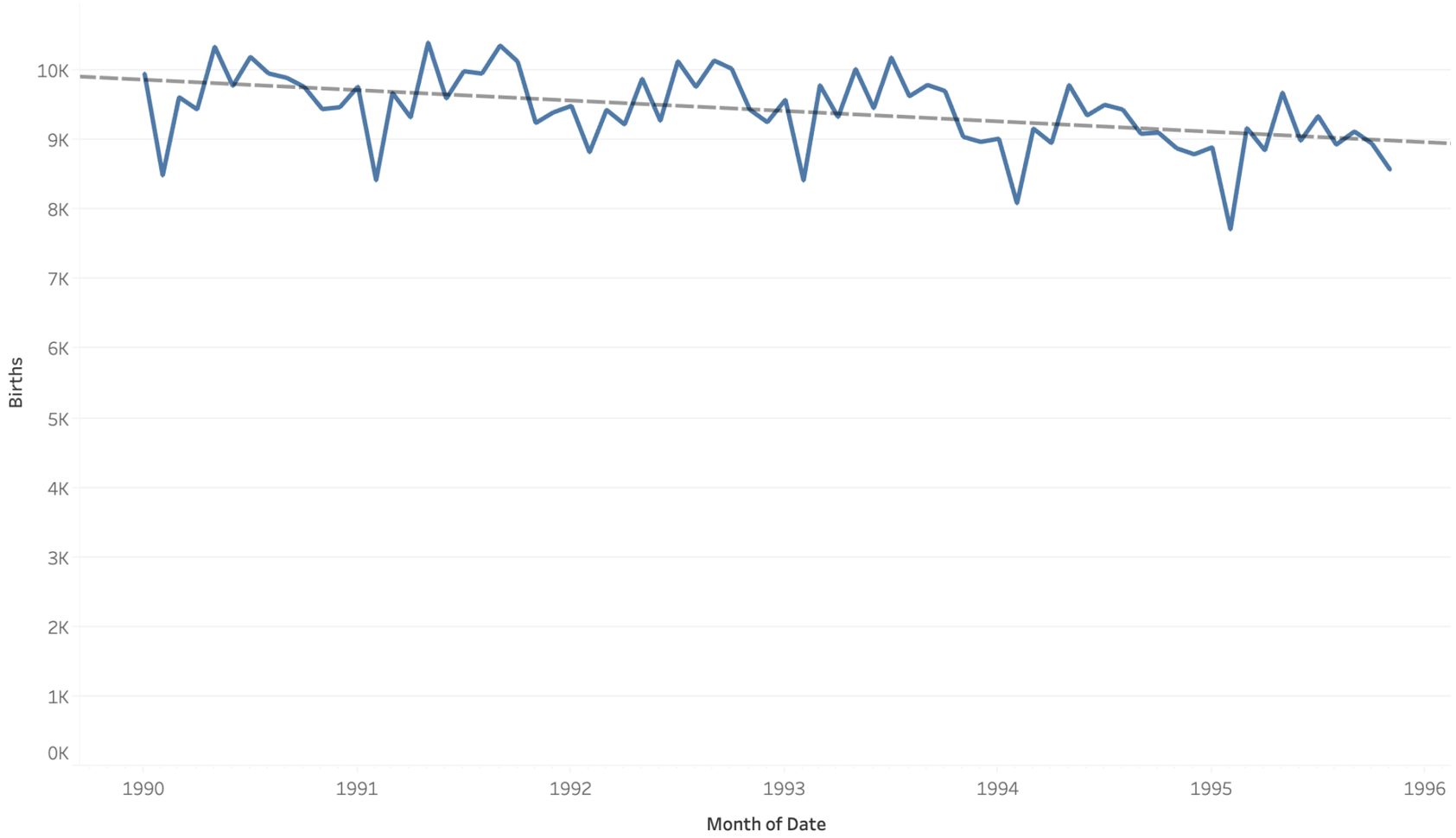
Enhancing your visualization

- Reference lines
- Trend lines
- Forecasting

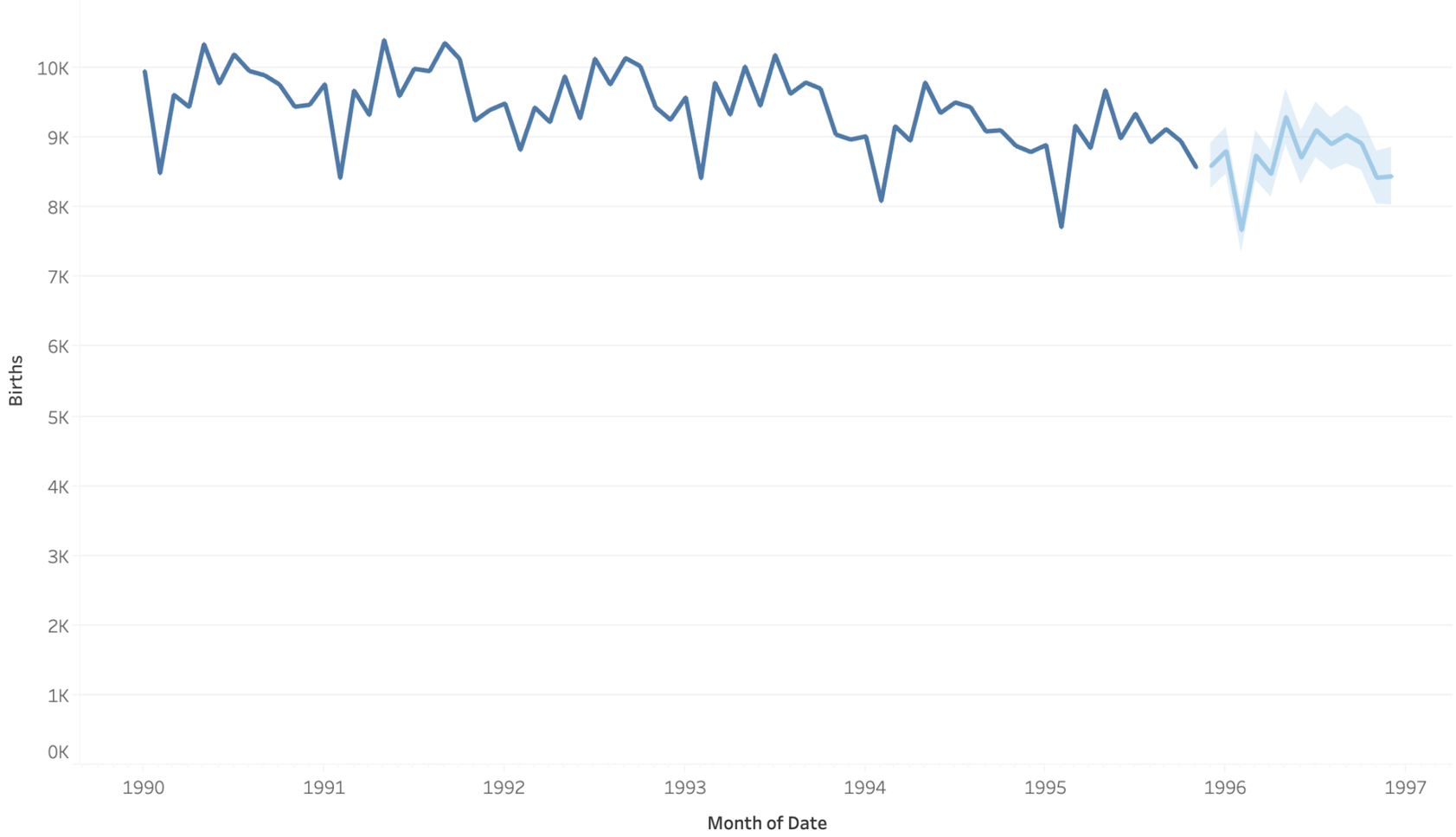
Reference lines



Trend lines


10K
9K
8K
7K
6K
5K
4K
3K
2K
1K
0K
Births
1990
1991
1992
1993
1994
1995
1996
Month of Date

Forecasting



Business question

> Is the forecasted number of births in Japan during December 2019 higher than the average over the last five years?

Demo time!

INTRODUCTION TO TABLEAU

Adding reference lines, trend lines, and forecasting

INTRODUCTION TO TABLEAU



Sara Billen
Curriculum Manager at DataCamp

datacamp

Let's practice!

INTRODUCTION TO TABLEAU