Make your data visually appealing

INTRODUCTION TO TABLEAU



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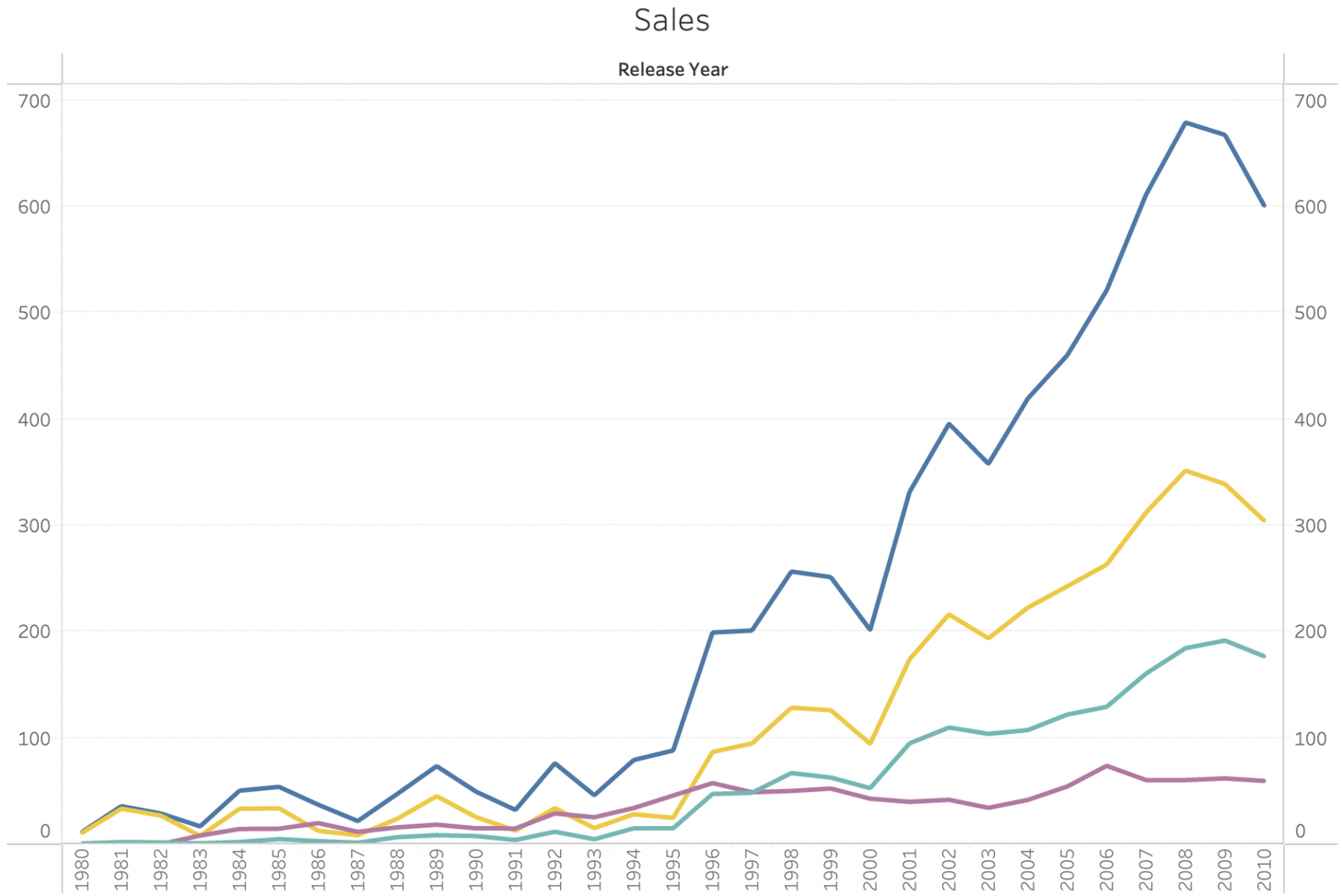
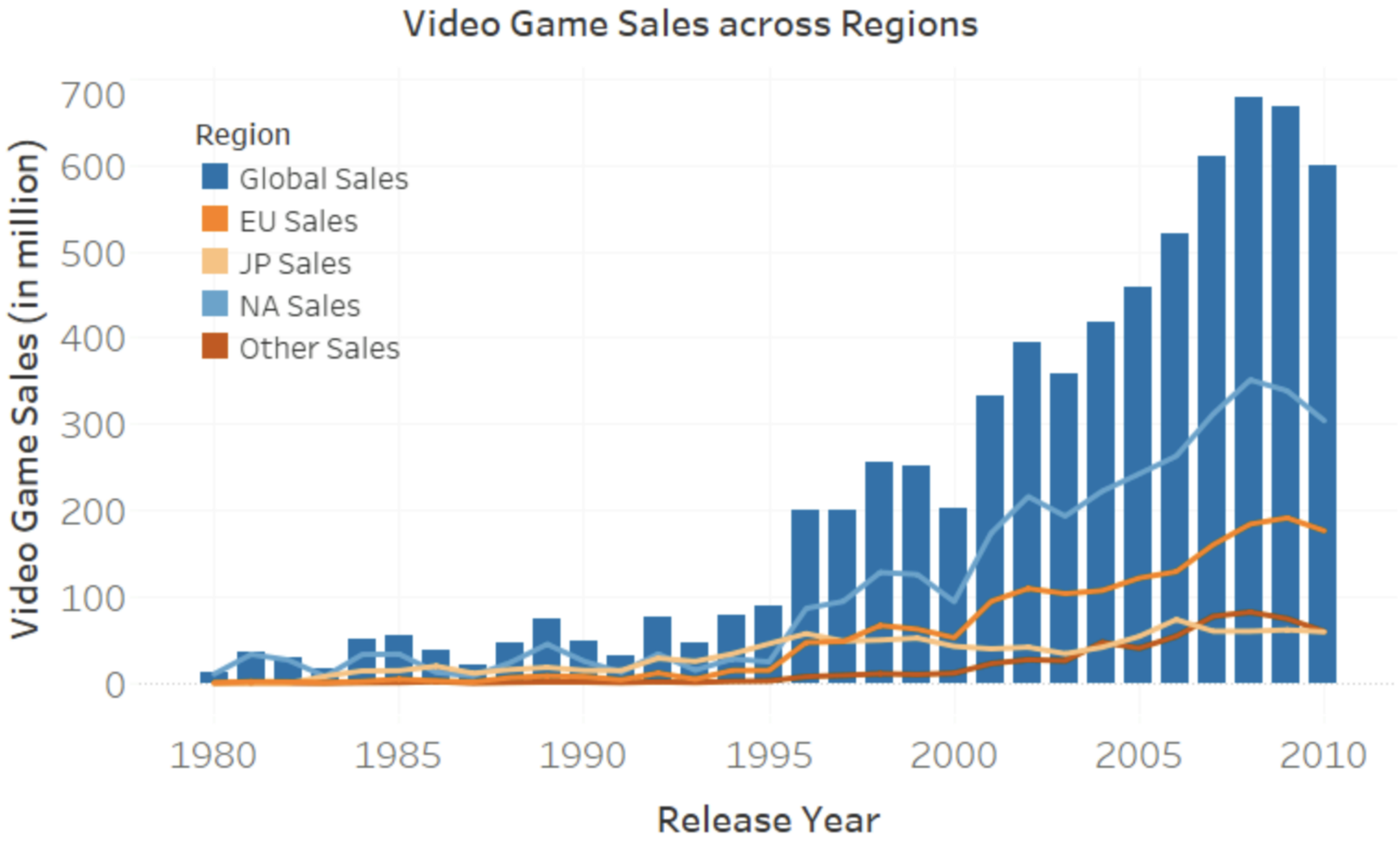
The art of formatting

From a chart with many issues...



The art of formatting

... to a clearly explained visualization



Formatting tips

Enhance your visualizations[1]:

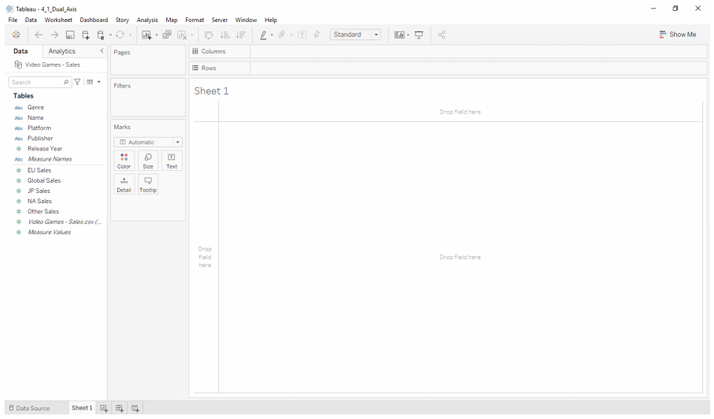
- Write informative titles
- Use colors and fonts to increase legibility
- Add a legend
- Adjust axes (titles) if necessary
- Create tooltips

[1] More information can be found in the Understanding Data Visualization and Data Visualization in Tableau courses

Format at the workbook and sheet level

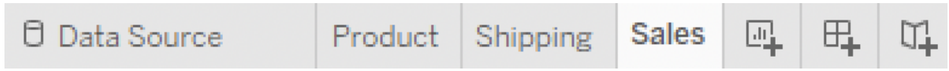
Workbook:

- What you open at the start of an exercise, such as `1_1_loading_workbooks.twbx`
- Organize, save, share, and publish results
- Contains multiple sheets
- Similar to a whole Excel file



Sheet:

- Similar to a tab in an Excel File
- Displayed along the bottom of a workbook as tabs



- There are three different types of sheets:
  1. Worksheet (you used this so far)
  2. Dashboard (later in this chapter)
  3. Story (later in this chapter)

Let's practice!

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Applying visual best practices

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Let's practice!

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Dashboards and stories

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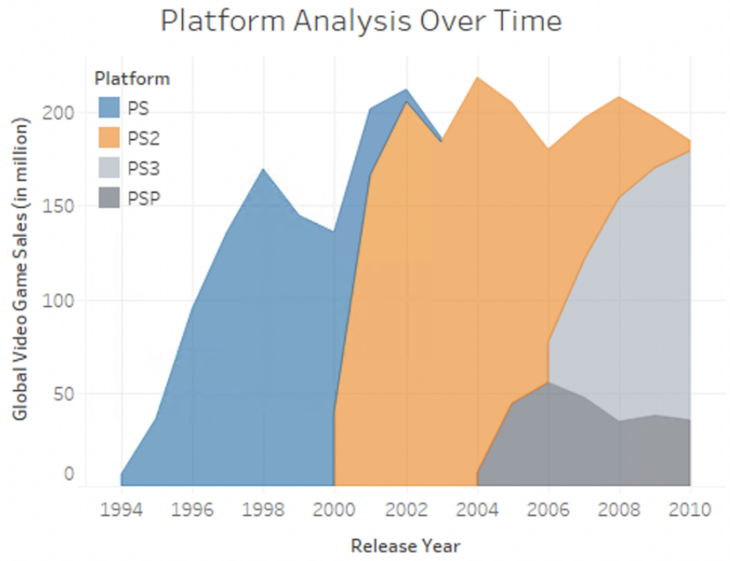
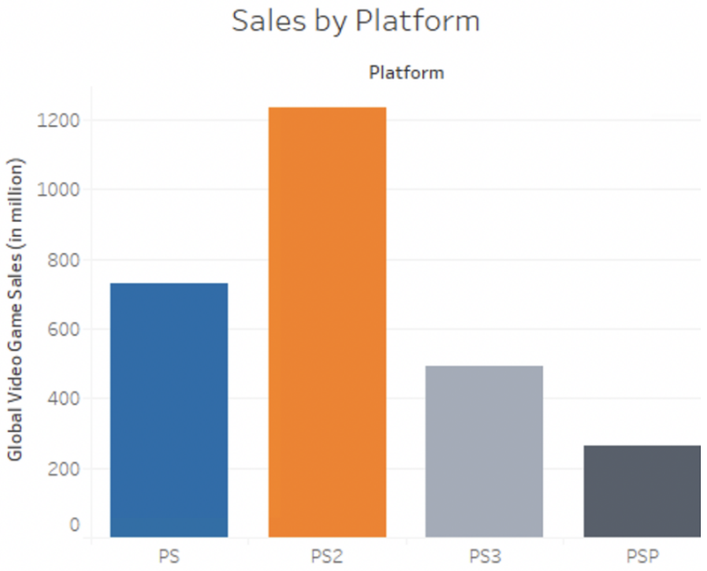
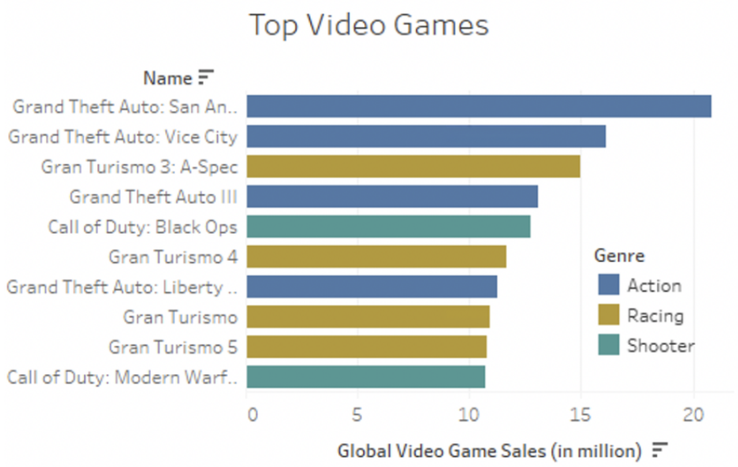
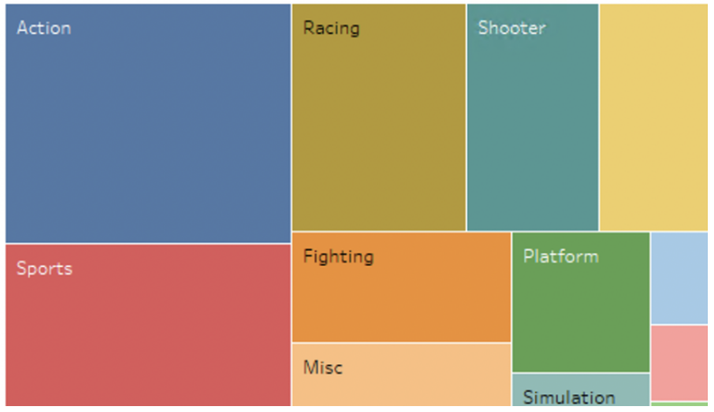
Dashboards


Platform Analysis Over Time
Platform
PS
PS2
PS3
PSP
Global Video Game Sales (in million)
200
150
100
50
0
1994
1996
1998
2000
2002
2004
2006
2008
2010
Release Year


Sales by Platform
Platform
Global Video Game Sales (in million)
1200
1000
800
600
400
200
0
PS
PS2
PS3
PSP


Top Video Games
Name
Grand Theft Auto: San An..
Grand Theft Auto: Vice City
Gran Turismo 3: A-Spec
Grand Theft Auto III
Call of Duty: Black Ops
Gran Turismo 4
Grand Theft Auto: Liberty ..
Gran Turismo
Gran Turismo 5
Call of Duty: Modern Warf..
Genre
Action
Racing
Shooter
0
5
10
15
20
Global Video Game Sales (in million)

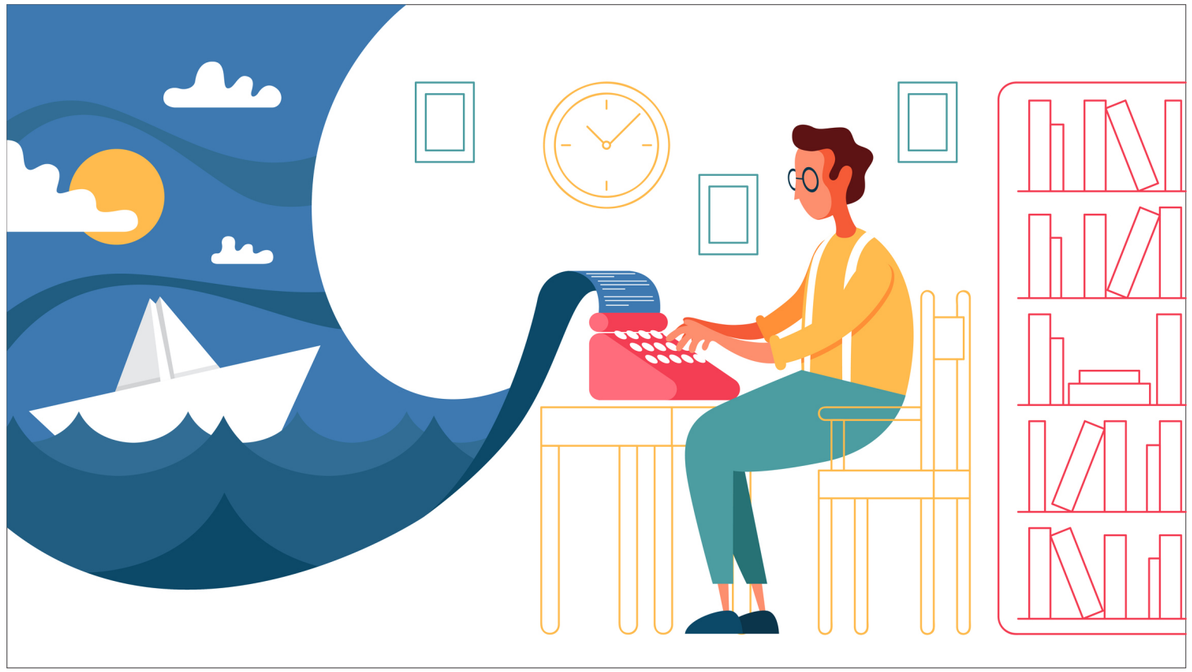

Sales by Genre
Action
Racing
Shooter
Sports
Fighting
Platform
Misc
Simulation

Dashboard

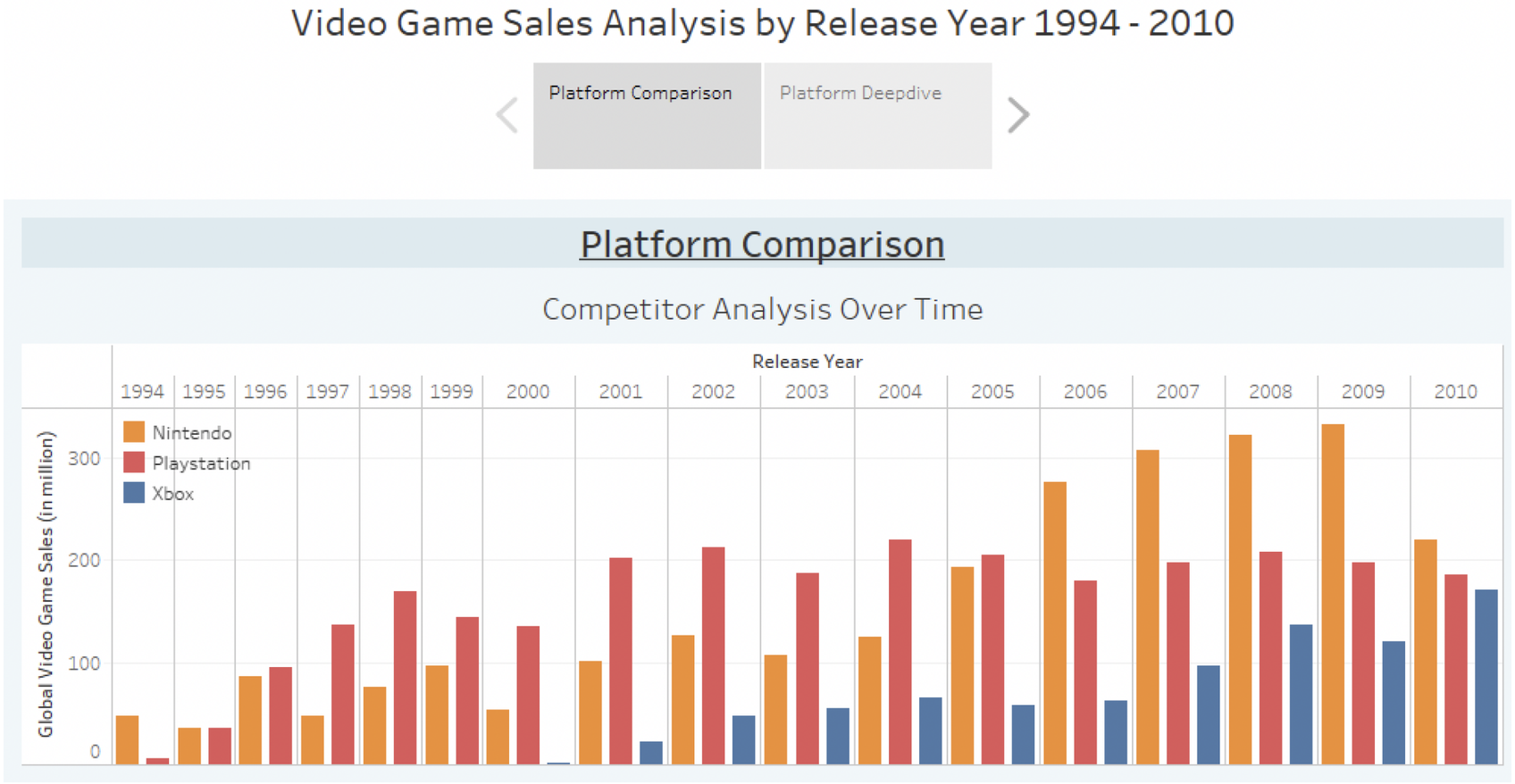
- Collection of several views
- Makes it easy to compare data
- Helps uncover key insights
- Data is automatically connected to your worksheets
- More advanced dashboards allow users to drill down and do their own analysis
  - Views can be connected, allowing one view to function as an interactive filter

Stories

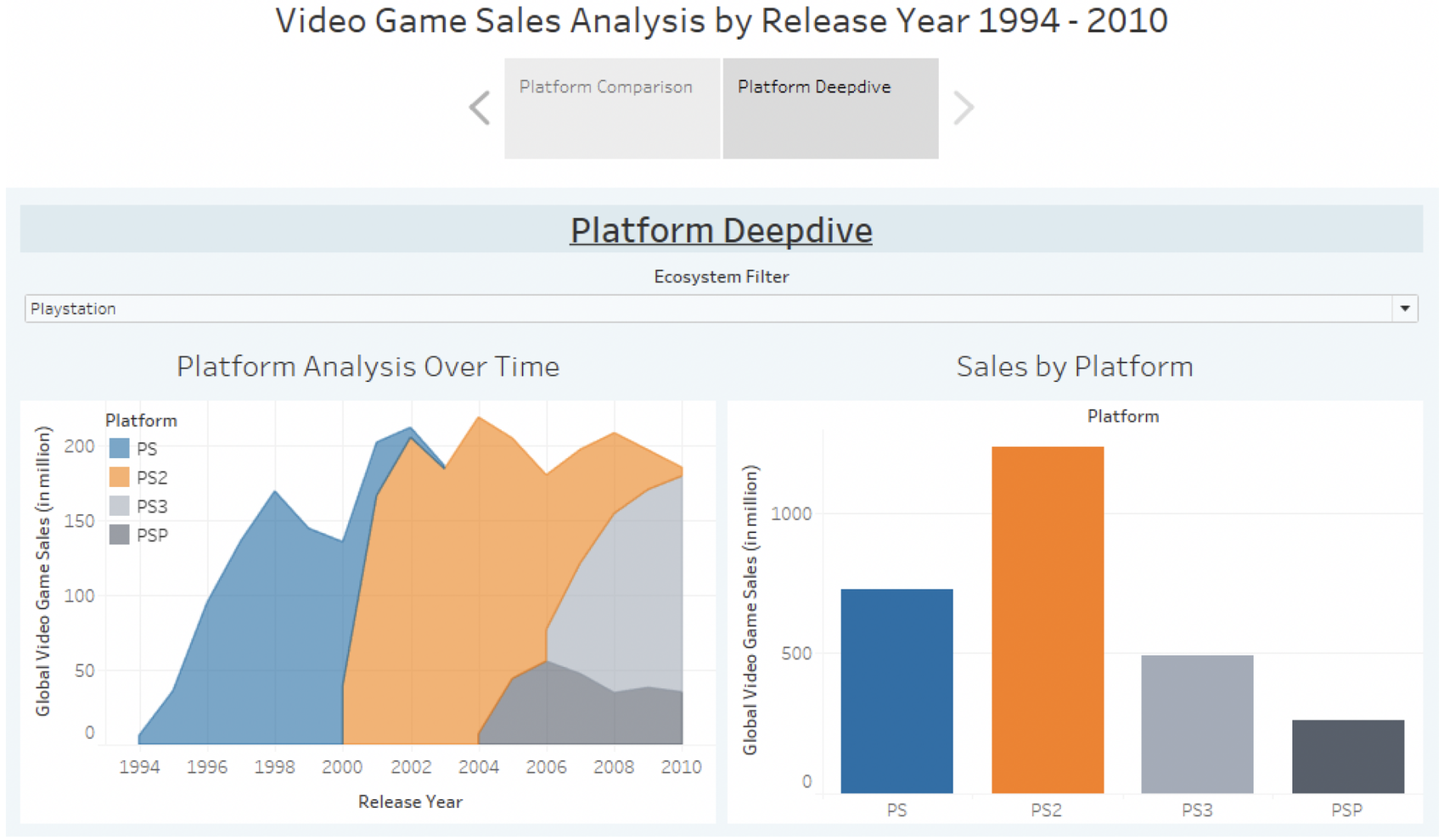
- Useful dashboard/worksheet insights
- Sequence of visualizations to tell a narrative
- Each individual visualization is called a story point



Stories


Video Game Sales Analysis by Release Year 1994 - 2010
Platform Comparison
Platform Deepdive
Platform Comparison
Competitor Analysis Over Time
Release Year
1994
1995
1996
1997
1998
1999
2000
2001
2002
2003
2004
2005
2006
2007
2008
2009
2010
Nintendo
Playstation
Xbox
Global Video Game Sales (in million)
300
200
100
0

Stories


Video Game Sales Analysis by Release Year 1994 - 2010
Platform Comparison
Platform Deepdive
Platform Deepdive
Ecosystem Filter
Playstation
Platform Analysis Over Time
Platform
PS
PS2
PS3
PSP
Global Video Game Sales (in million)
200
150
100
50
0
1994
1996
1998
2000
2002
2004
2006
2008
2010
Release Year
Sales by Platform
Platform
Global Video Game Sales (in million)
1000
500
0
PS
PS2
PS3
PSP

How does everything fit together?



Let's practice!

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Creating dashboards and stories

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Congratulations!

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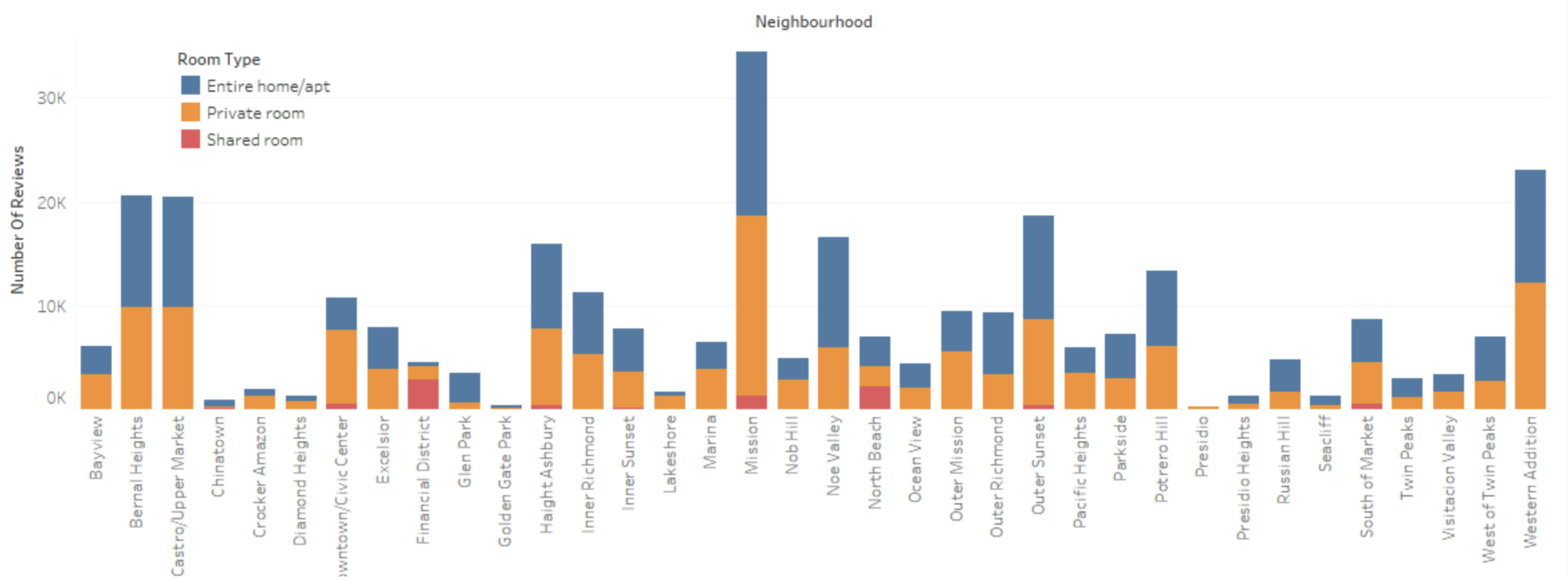
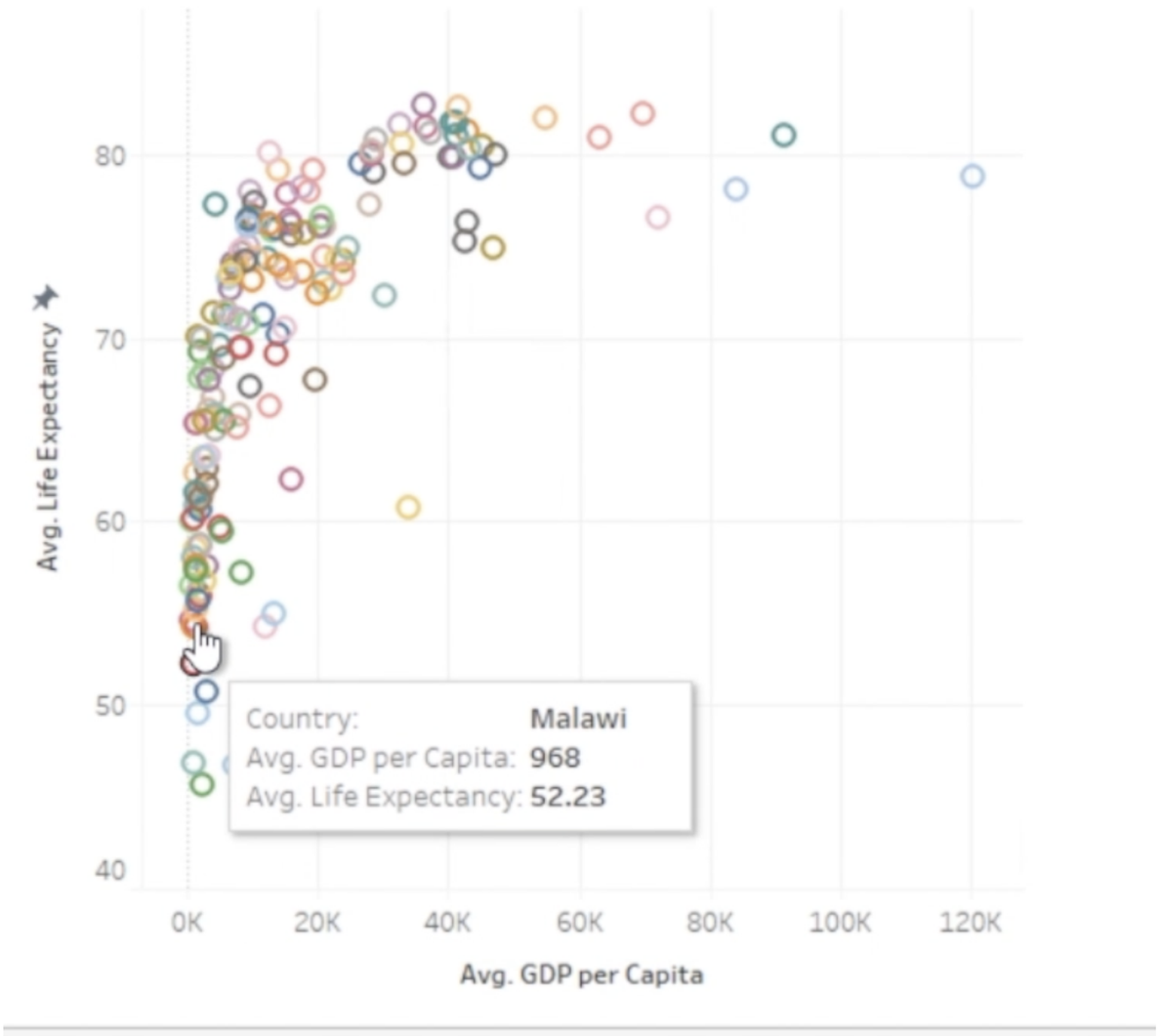
Getting Started with Tableau

- Load data and workbooks
- Navigate Tableau
- First visualizations



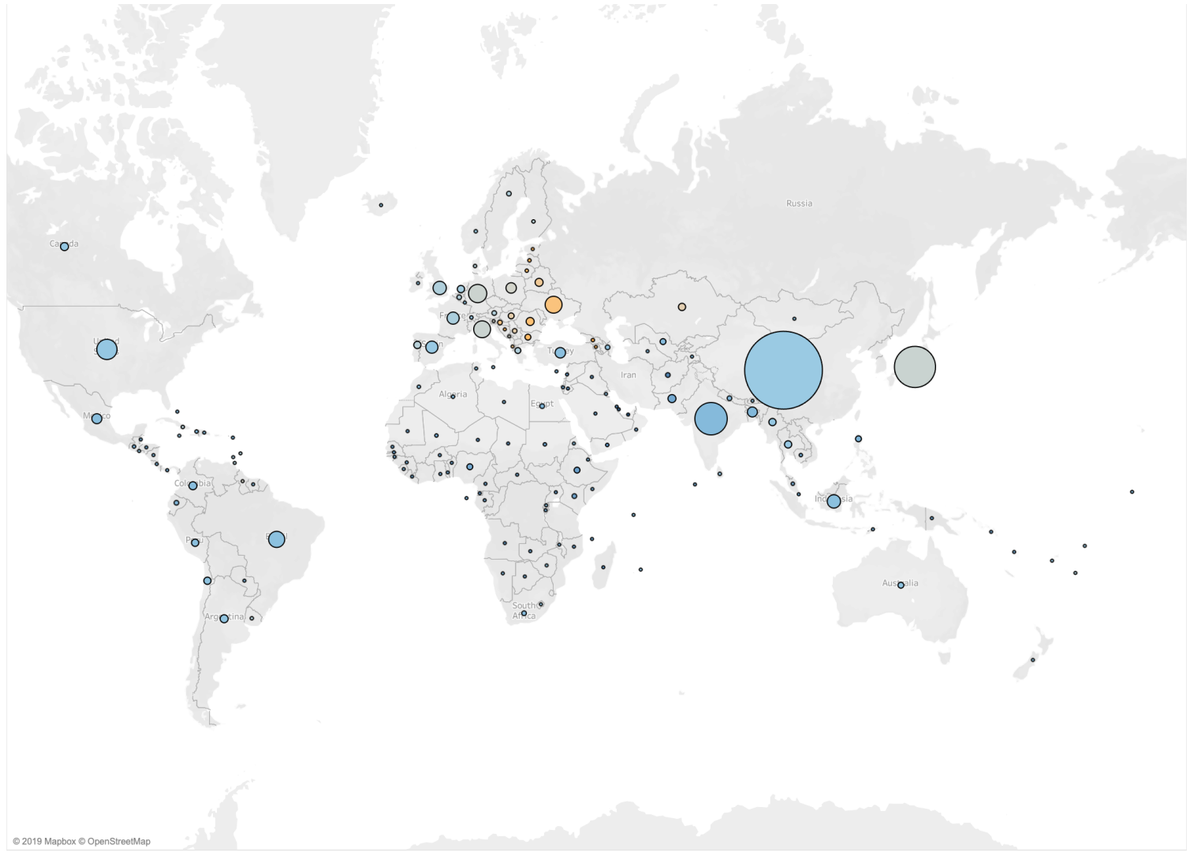
Building and customizing visualizations

- Sorting and filtering
- Aggregation
- Calculated fields



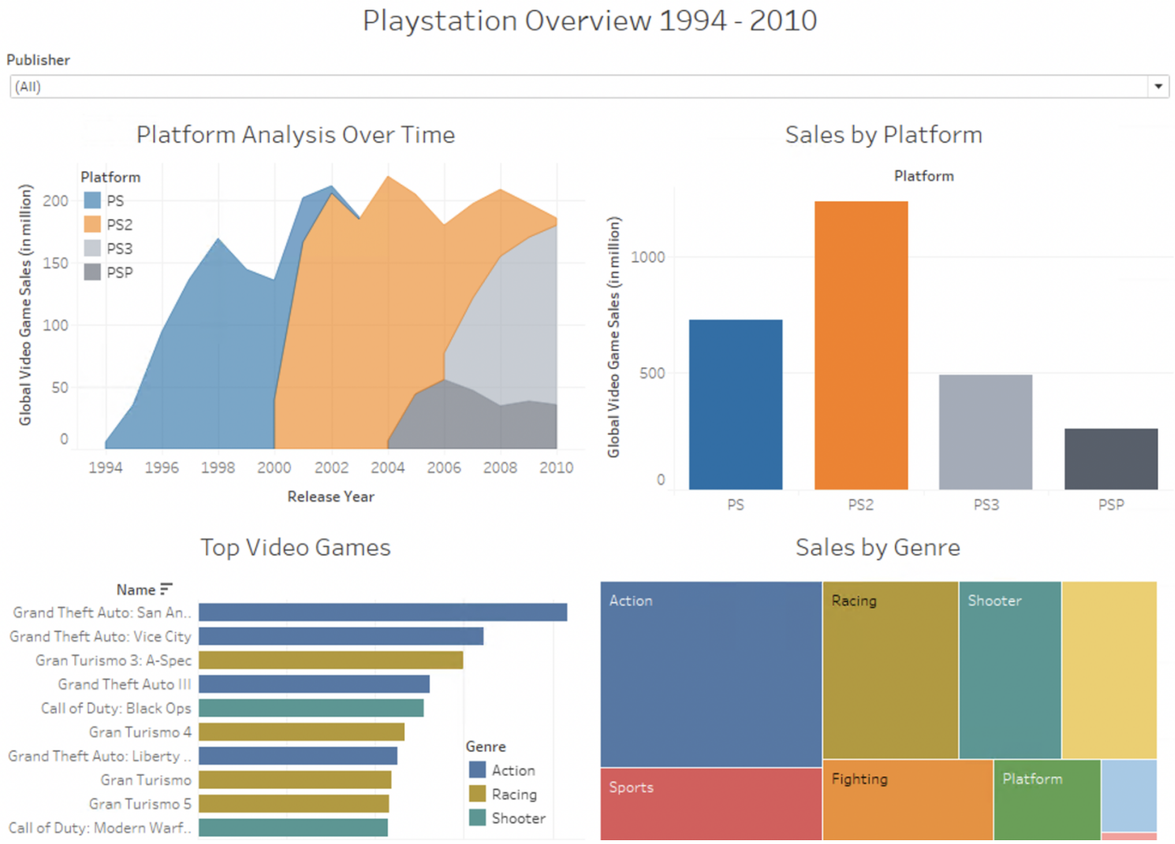
Digging deeper

- Map geographic data
- Work with dates
- Reference lines, trend lines, and forecasting



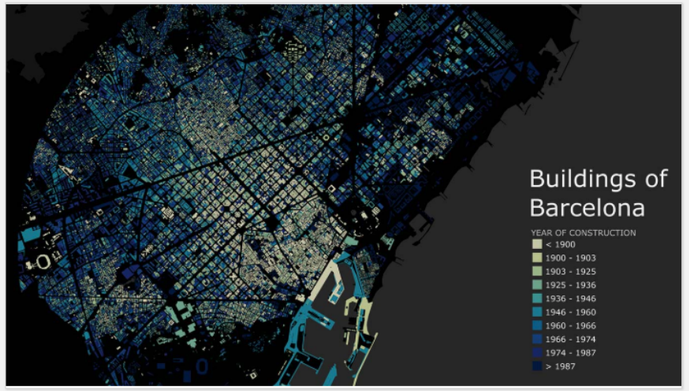
Presenting your data

- Improve and format your visualizations
- Convey findings with Dashboards and Stories



It's just the beginning

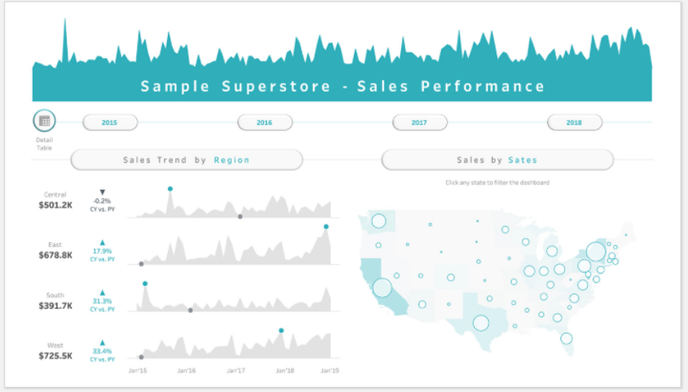
- Wide foundational knowledge and skills
- Load data, manipulate it
- Explore and choose appropriate visualization for question
- Improve your visualization



Buildings of Barcelona

Using data from the general Directorate for the Cadastre of Spain, Nina Lindell visualizes the history of Barcelona's rapid growth.

Featured On: November 15, 2019



Superstore Sales Performance

Pradeep Kumar G gets creative with Superstore, using the Tableau sample data set to visualize sales performance. Be sure to download this dashboard to see how it was made!

Featured On: November 14, 2019

Congratulations!

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