

Qiii. What is the use of colour and size options in the marks card of tableau ?

Colour selection in data visualization is not merely an aesthetic choice, it is a crucial tool to convey quantitative information. Properly selected colours convey the underlying data accurately, in contrast to many colour schemes commonly used in visualization that distort relationships between data values.

When we drop a field with continuous values on the Marks card (typically a measure), Tableau displays a quantitative legend with a continuous range of colours. You can change the colours used in the range, the distribution of colour, and other properties.

below fig:1.0 shows a bar chart of sales year wise without using colour box in the marks cart.

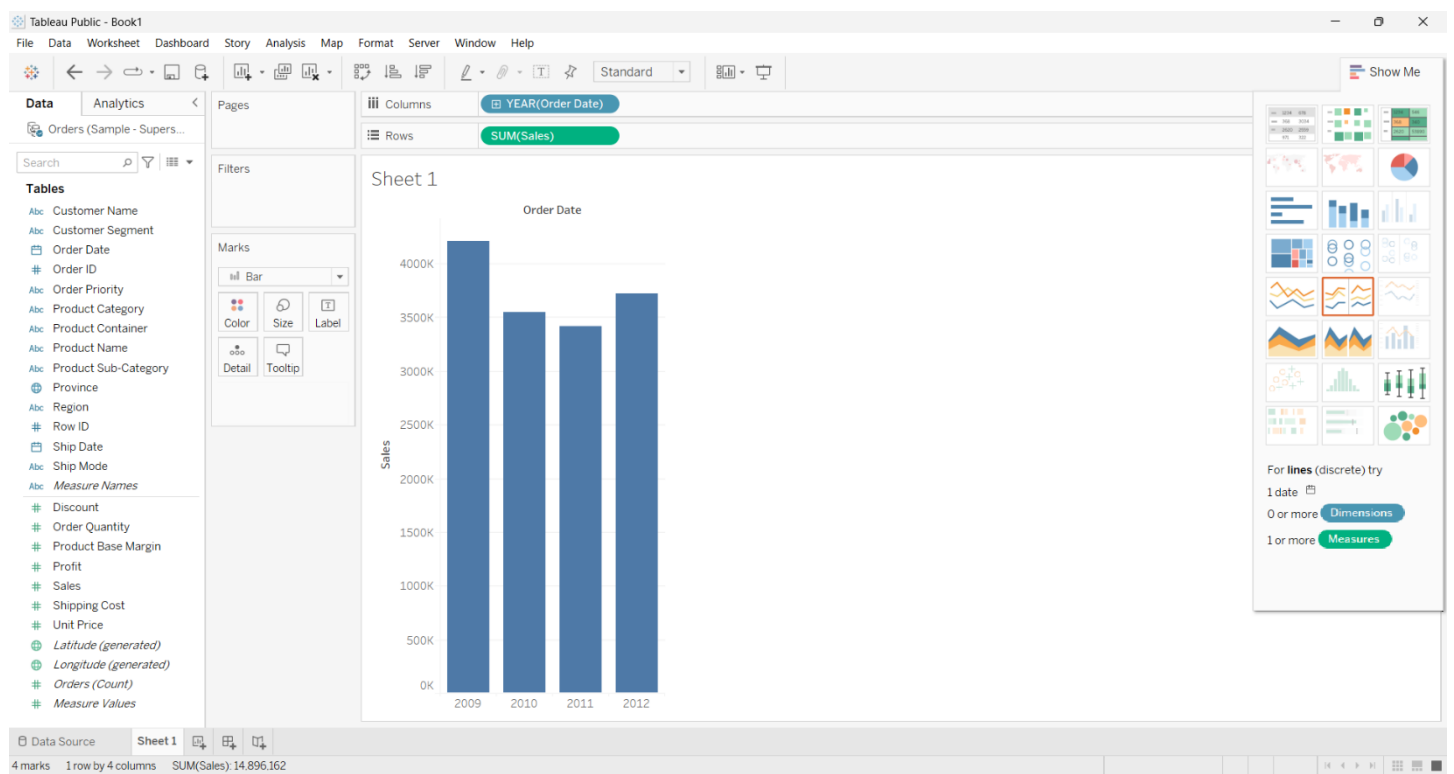


Fig:1.0

Now in the next step we drag the (Product Category) in the colour box of the marks cart. Fig:1.1

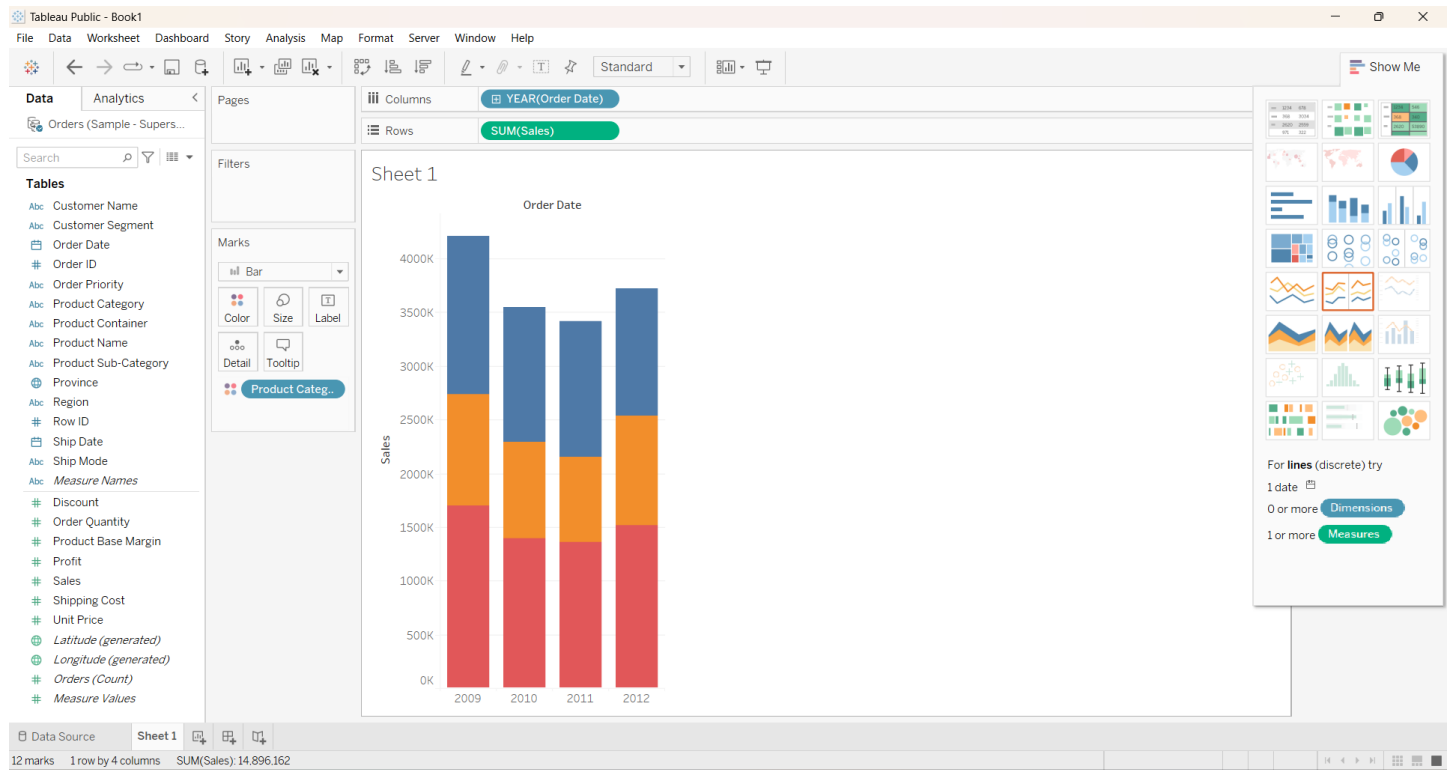
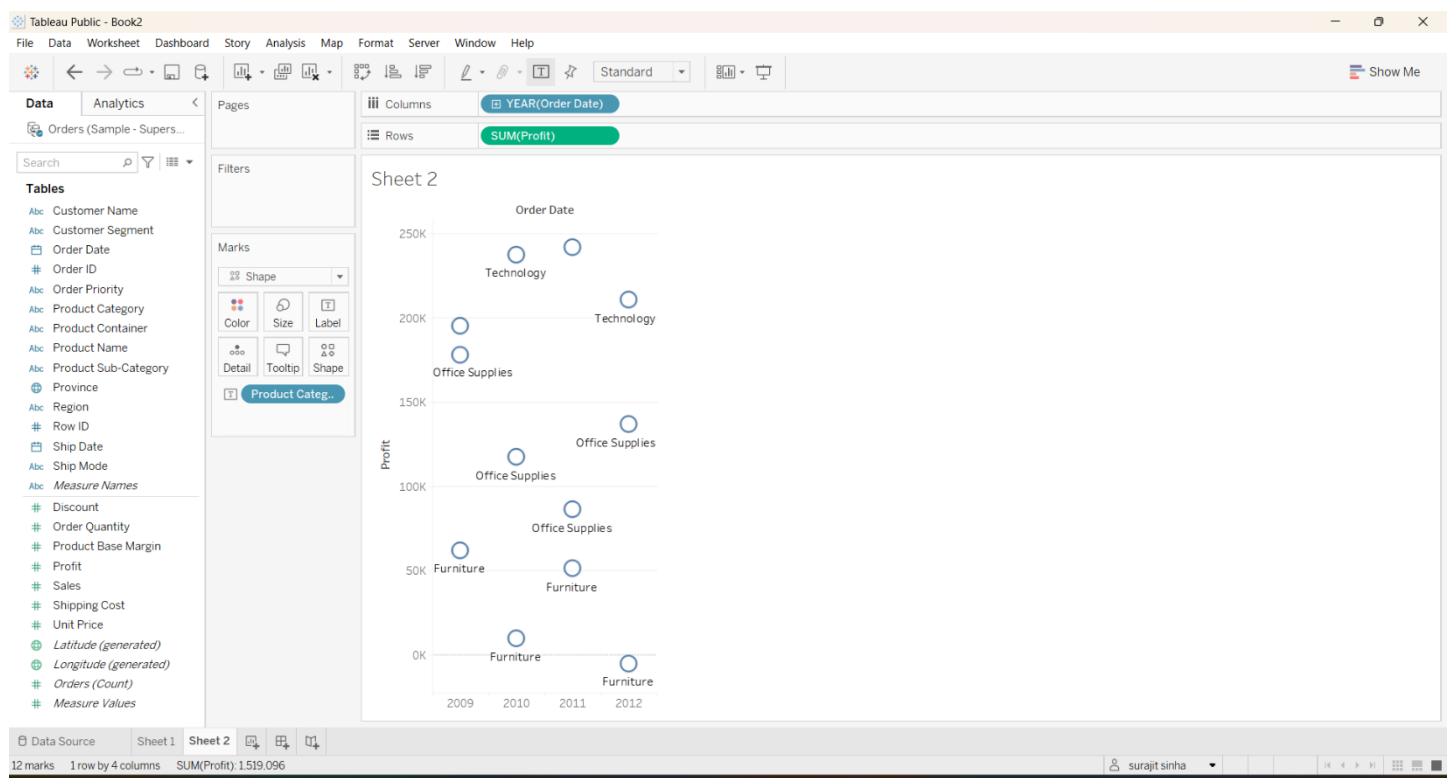


Fig:1.1

Size selection in data visualization is a great and handy technique when we are dealing with multivariate analysis.

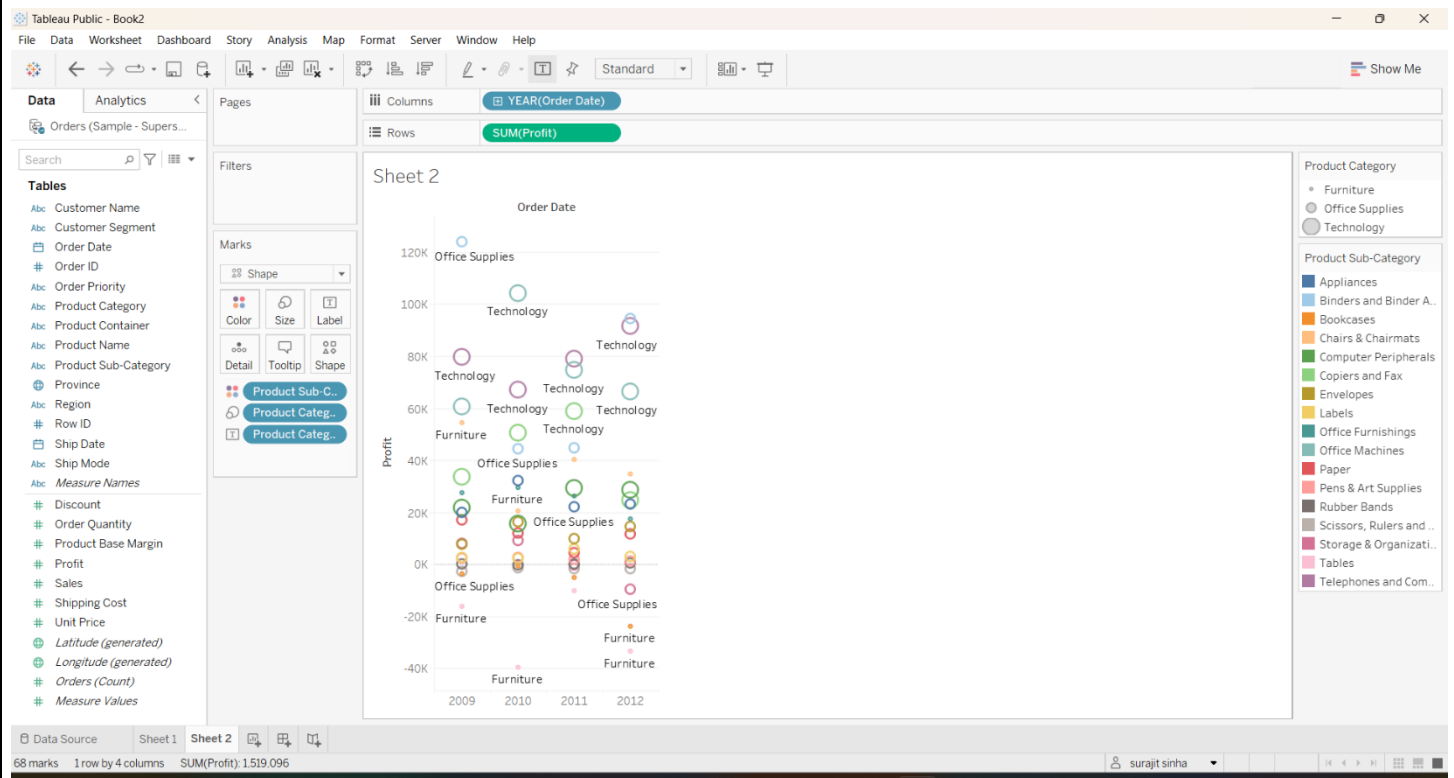
So mainly during multivariate analysis size box in marks cart plays an important role.



Lets assume the same data set and choose any visualization view with appropriate fields and plot without any choosing anything from the marks cart.

Now adding some parameter with for multivariate analysis.

And plot with the help scatter plot.



Drag and drop the Product Sub Category in the colour box of the marks cart.

And Product Category field in the size box. Also added the corresponding labels.

Now at a glance it's a very good technique in data visualization technique