TABLEAU

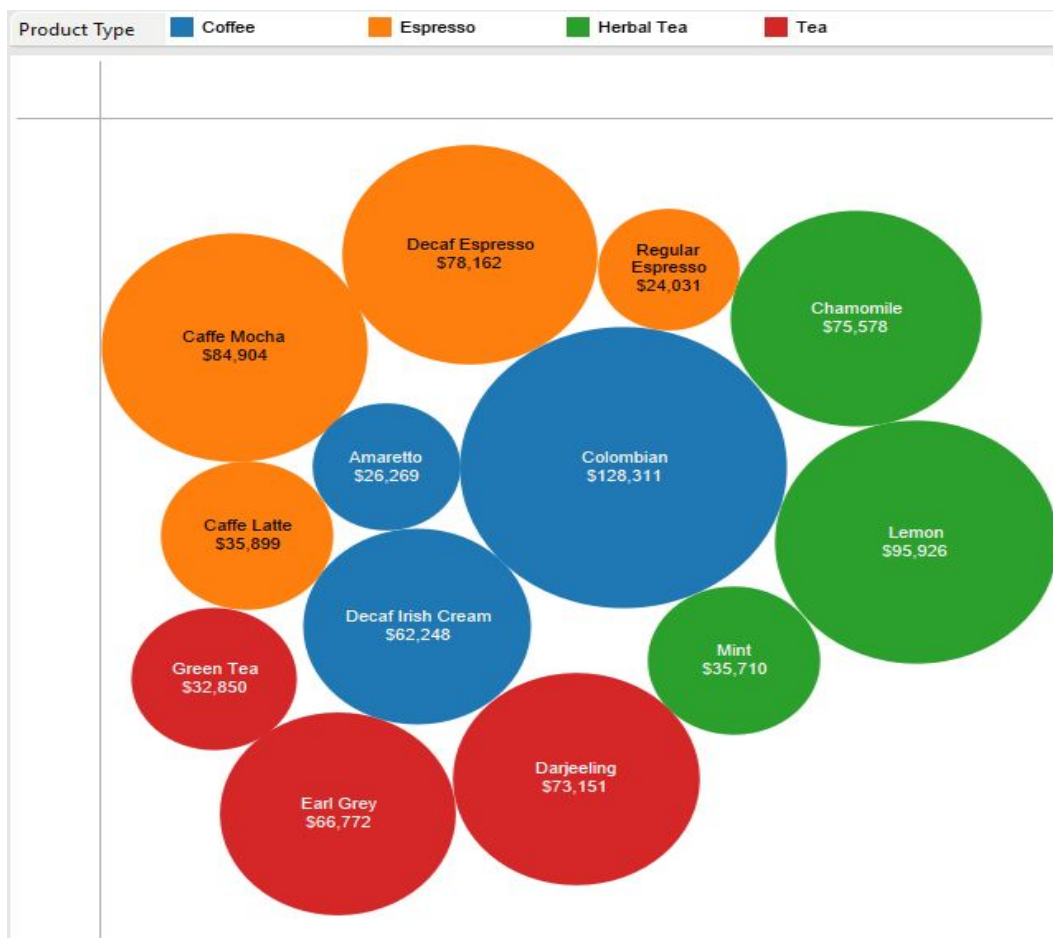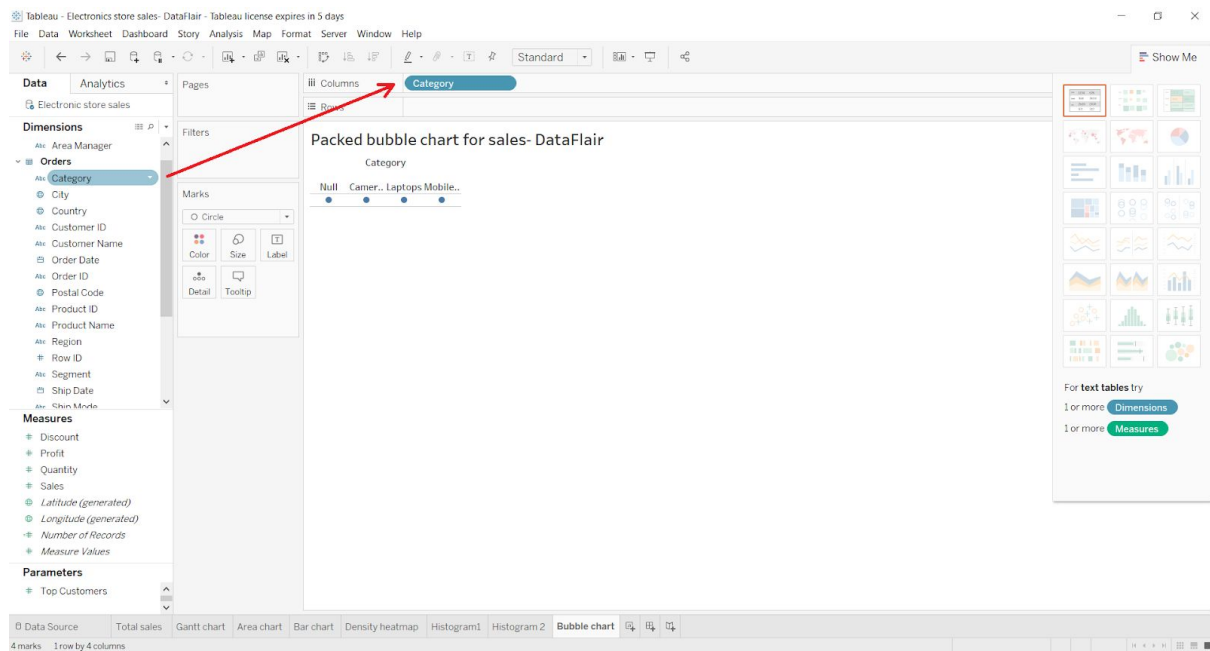**Day 18**

Bubble Chart

The bubble chart or packed bubbles view, is a means to show relational value without regards to axes. The bubbles are packed in as tightly as possible to make efficient use of space.
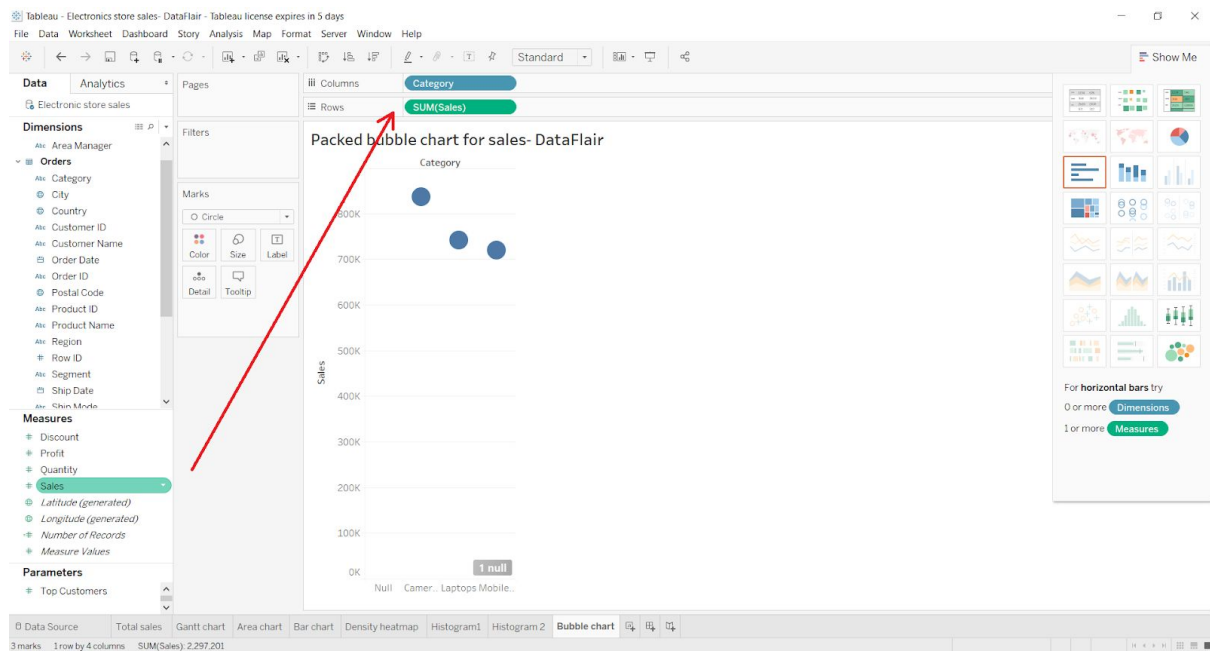

A bubble chart is used to show data in bubbles or circles with varying sizes and according to a color scheme. A bubble chart has the ability to show multiple variables through its design. Dimension field values are represented by individual bubbles and measure field values that define the size and color of the bubble. Thus, we can analyze a plot with at least three variables that is one dimension and two measure fields.
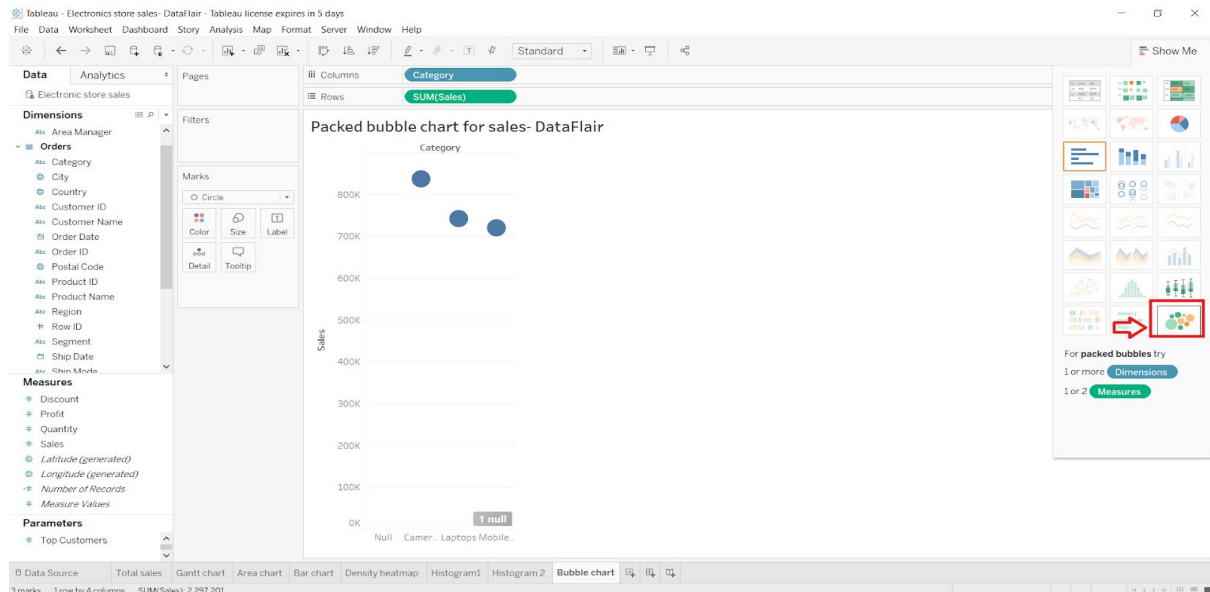
How to Create a Bubble Chart in Tableau?

STEP 1: To begin with, we add a dimension field, Category into the Columns section.

STEP 2: We add a measure field, Sales and keep its aggregation type as *SUM*.
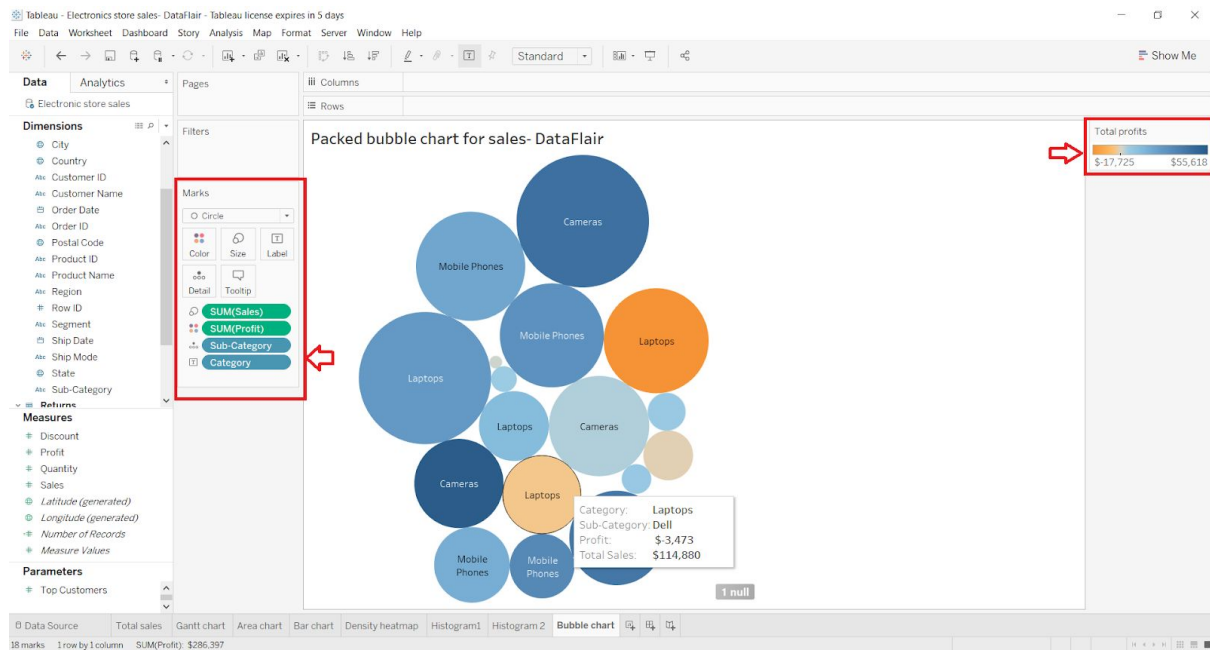
STEP 3: We select the Packed bubbles option from the visualization pane. Click on Show Me option to access the visualization pane.
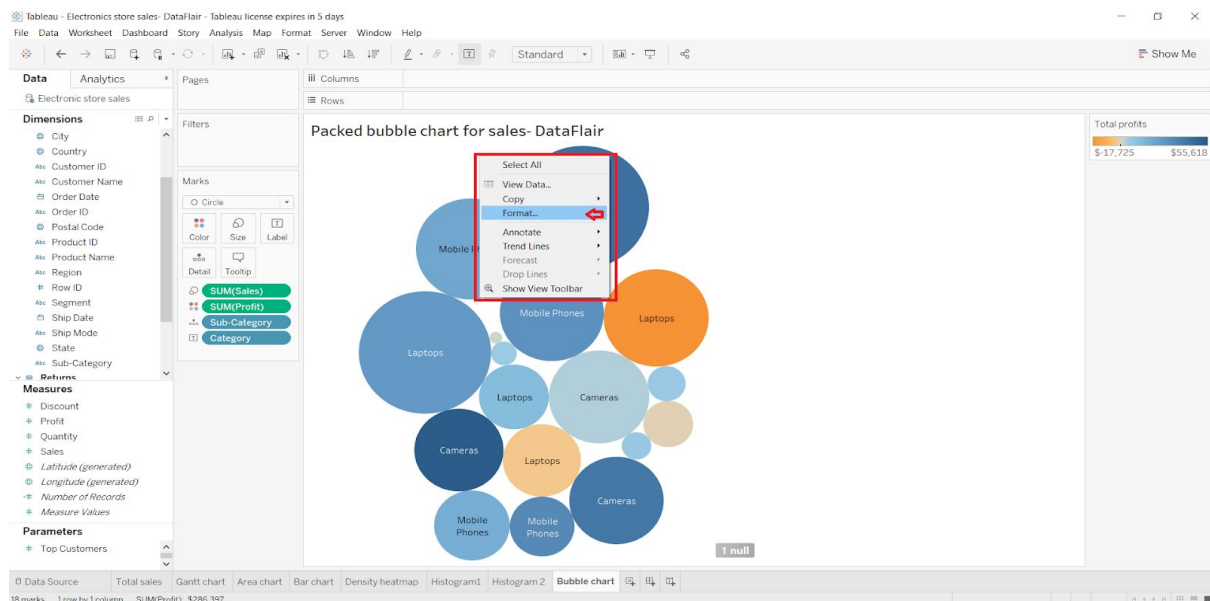

This creates a bubble chart having bubbles of different sizes and colors (according to color gradient). Here, the size of the bubble is proportionate to the value that the bubble represents and its color is according to where the field value falls between the value range.

The bubble chart shows category wise sales. The color gradient shows the range of profits from lowest to highest.
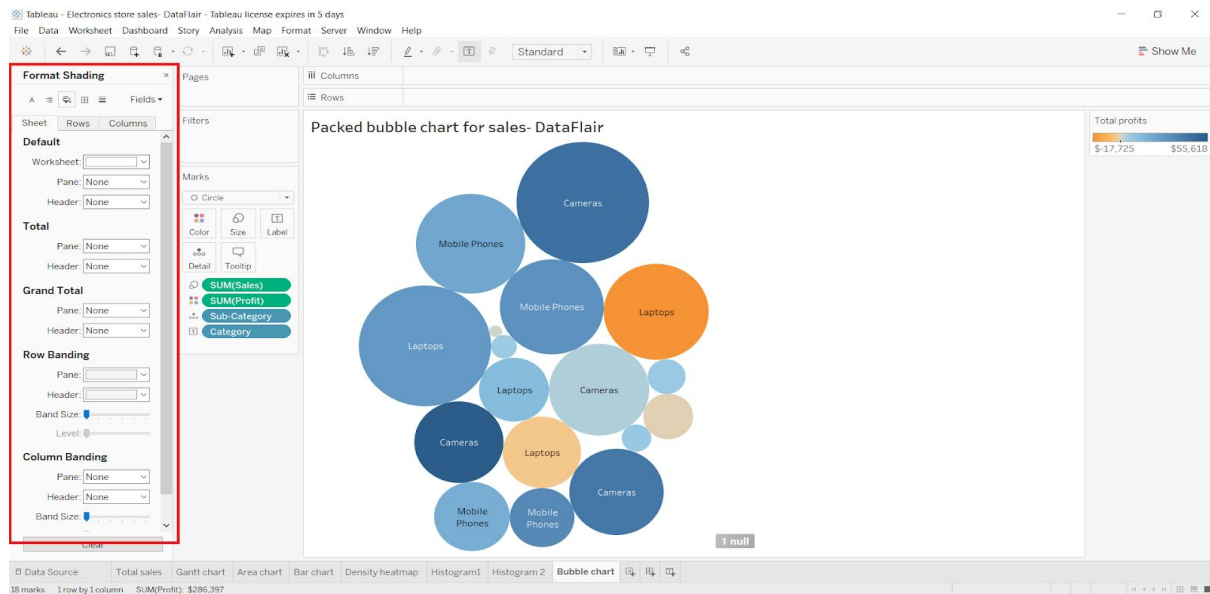
Also, you can see all the fields used to create this bubble chart in the Marks section. We can drag and drop fields of our choice from *Dimensions* and *Measure* sections into different cards such as *Color, Label, Detail, Tooltip, etc.* To change the color scheme, right-click on the Color card and use the options given.
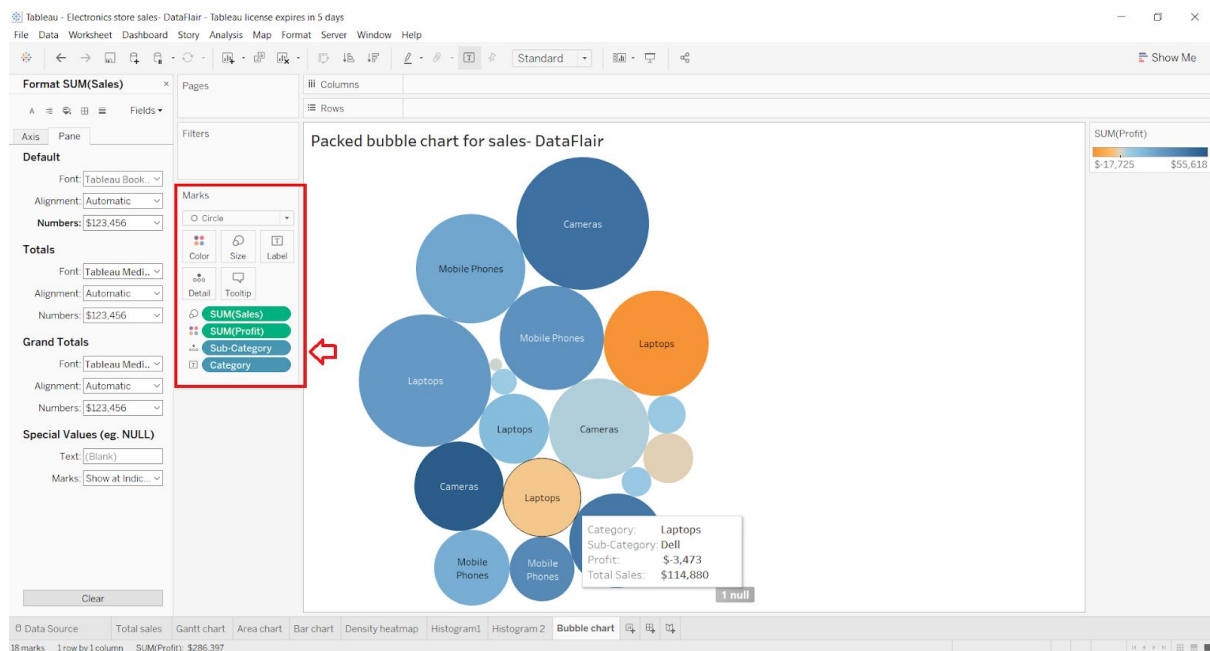
STEP 4: We can also format the bubble chart by right-clicking on it and exploring the format panel.
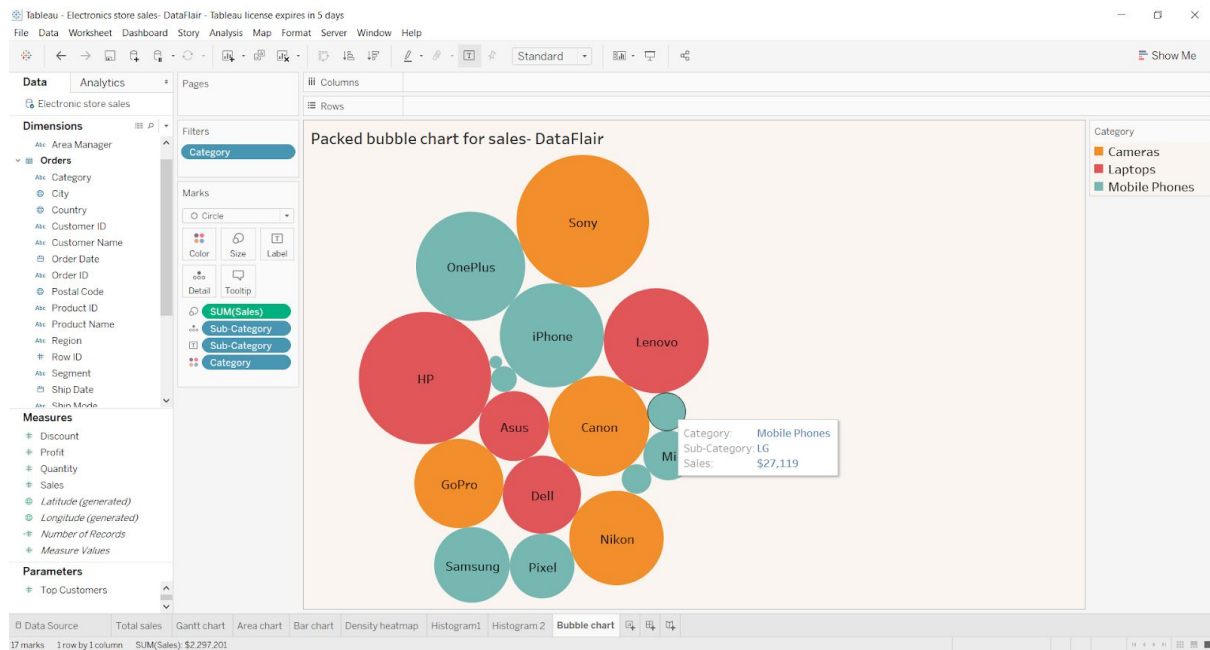

The format pane appears on the left from where we can edit and format almost every aspect of the chart.

STEP 5: In this way, we create a bubble chart, also called a *packed bubble chart* in Tableau. The bubble chart shown below shows total sales and profits for each category and subcategory having their size proportional to the values and color as per the color gradient.
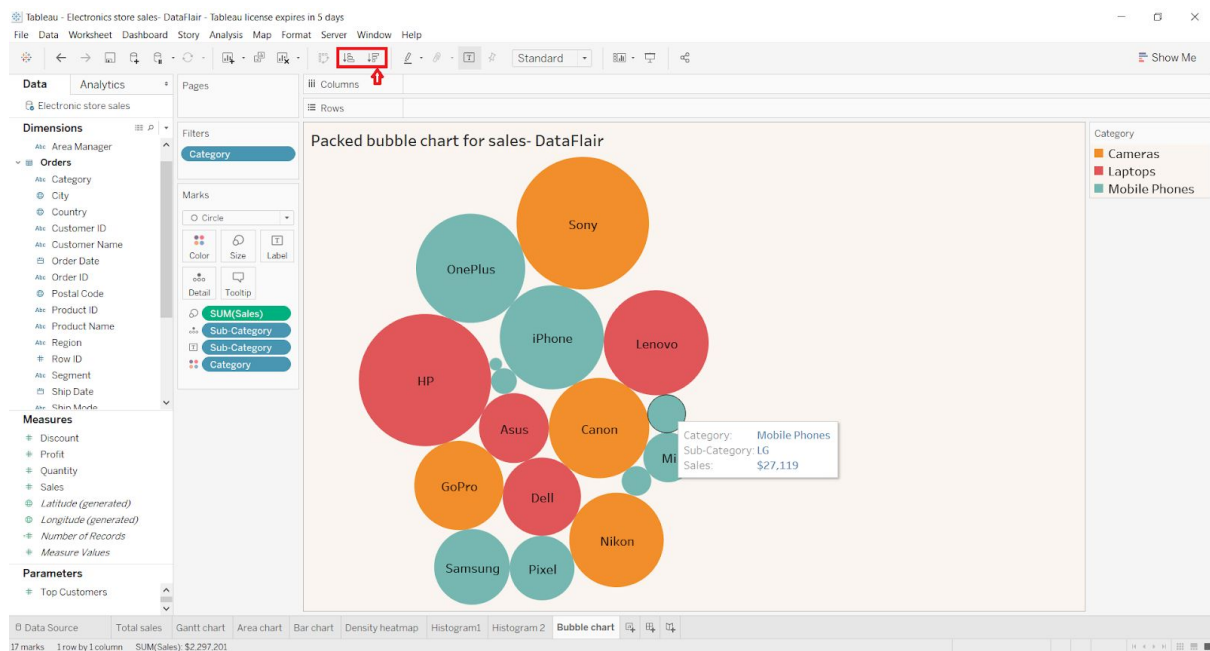

There is another kind of bubble that we made here that shows the total sales value for each subcategory or brand. Although, if you pay attention, you can see that the color scheming is according to the three categories; *Cameras, Laptops and Mobile Phones.*

Sort in Tableau Bubble Chart

Tableau also gives us the option to sort the bubbles in ascending or descending order of the concerning data values. You can sort in ascending or descending manner by clicking on the two sort options present on the toolbar.

Format Text in Tableau Bubble Chart

We can also format the text of the data labels that we see on bubbles. To format the text, click on the Labels card in the Marks section. There, you will find several formatting options such as Text, Font, Alignment and Marks to Label, etc.

To edit the data labels, click on the ... icon and add new fields with their names to show as data labels on bubbles. Also, you can explore a list of options of available fonts, set the alignment as per your liking and set other options as well.