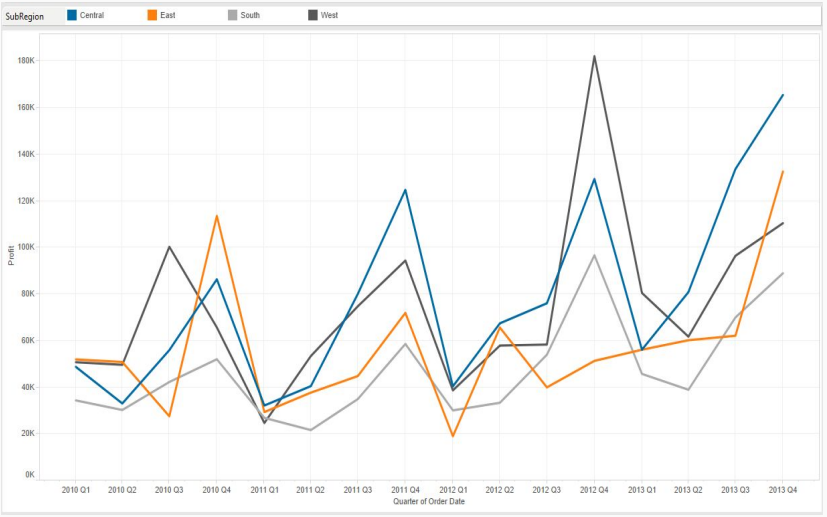
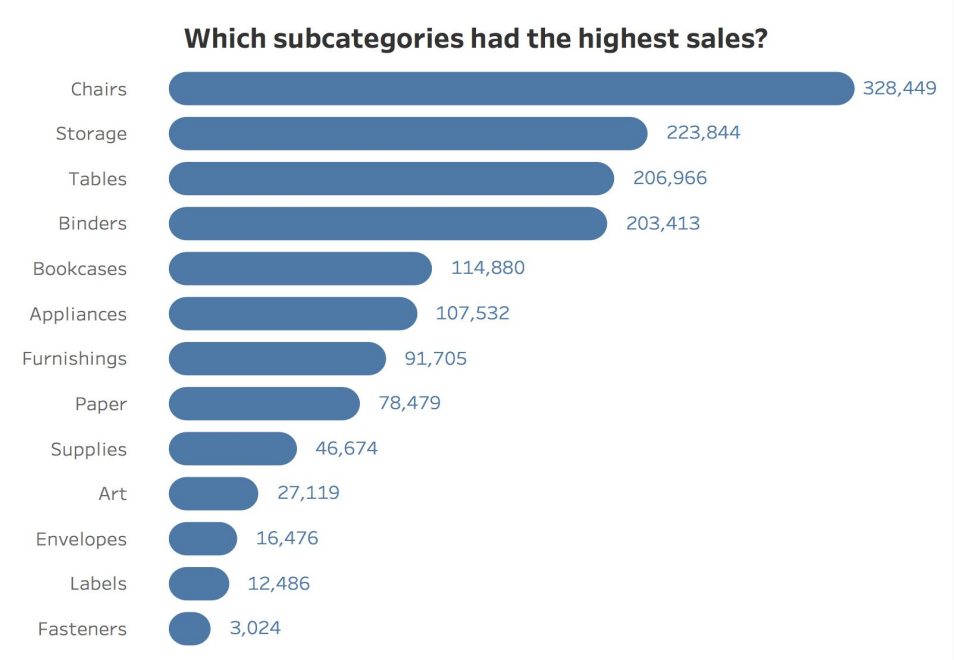
TABLEAU

Day 7

Line — View trends in data over time.
Examples: Stock price change over a five-year period or website page views during a month.

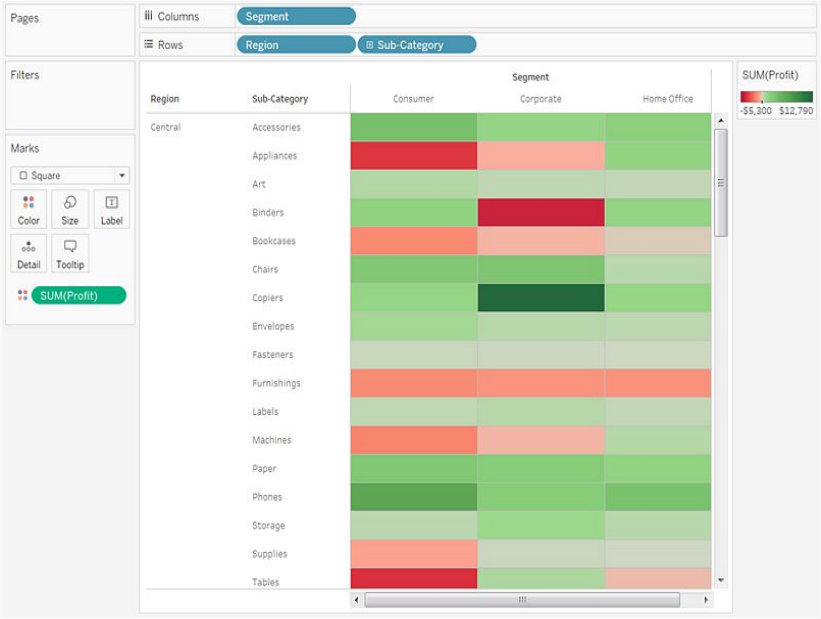


Bar — Compare data across categories.
Examples: Volume of shirts in different sizes, or percent of spending by department.

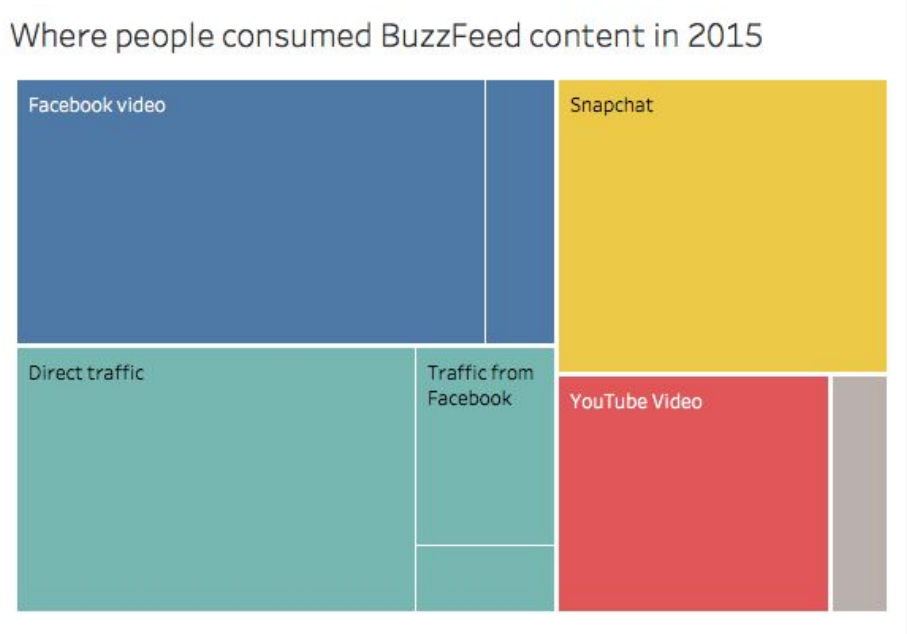


Heat Map — Show the relationship between two factors.
Examples: Segment analysis of the target market or sales leads by individual rep.

Highlight Table — Shows detailed information on heat maps.
Examples: The percent of a market for different segments, or sales numbers in a region.



Treemap — Show hierarchical data as a proportion of a whole.
Examples: Storage usage across computer machines, comparing fiscal budgets between years.



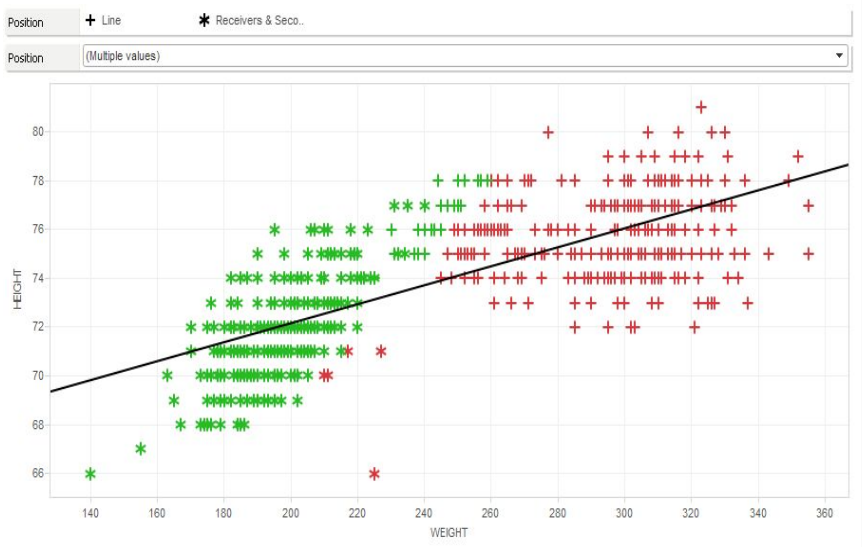
Gantt — Show duration over time.
Examples: Project timeline, duration of a machine's use, availability of players on a team.

Bullet — Evaluate the performance of a metric against a goal.

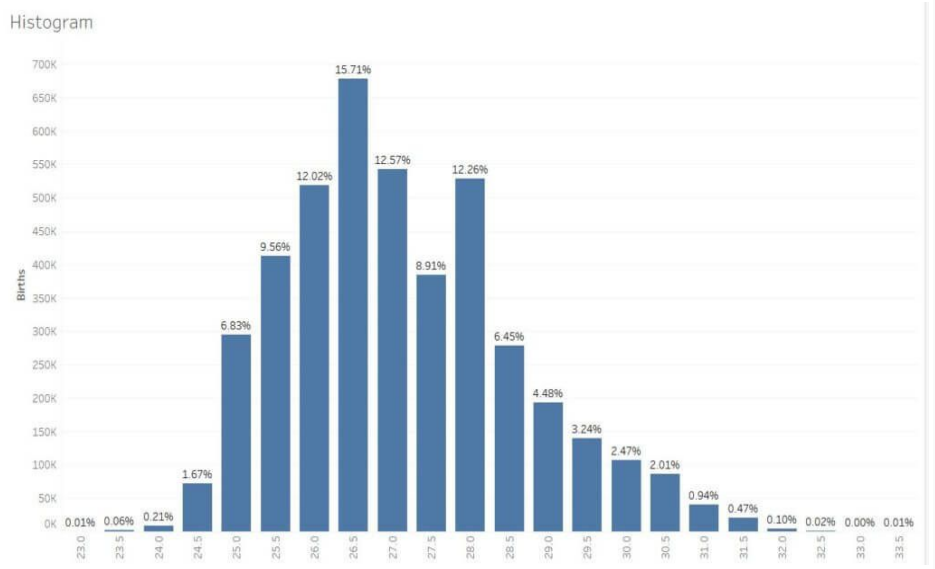
Examples: Sales quota assessment, performance spectrum (great/good/poor).

Scatterplot — Investigate relationships between quantitative values.

Examples: Male versus female likelihood of having lung cancer at different ages, or technology early adopters' and laggards' purchase patterns of smartphones.

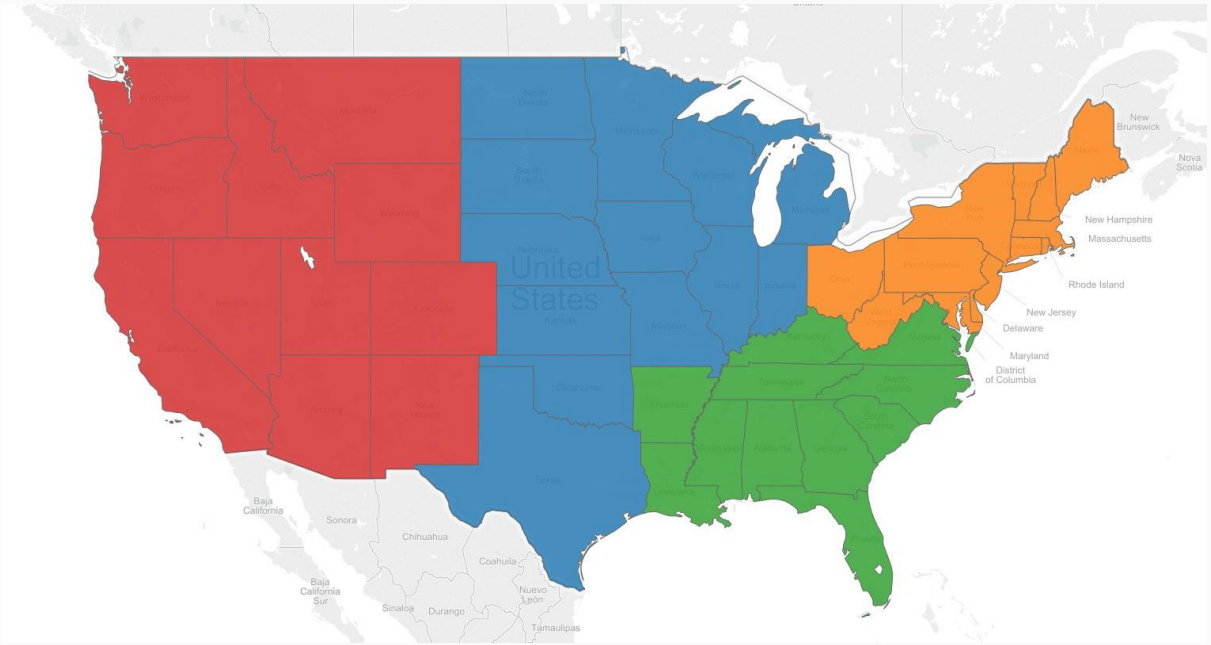


Histogram — Understand the distribution of your data.
Examples: Number of customers by company size, student performance on an exam, frequency of a product defect.

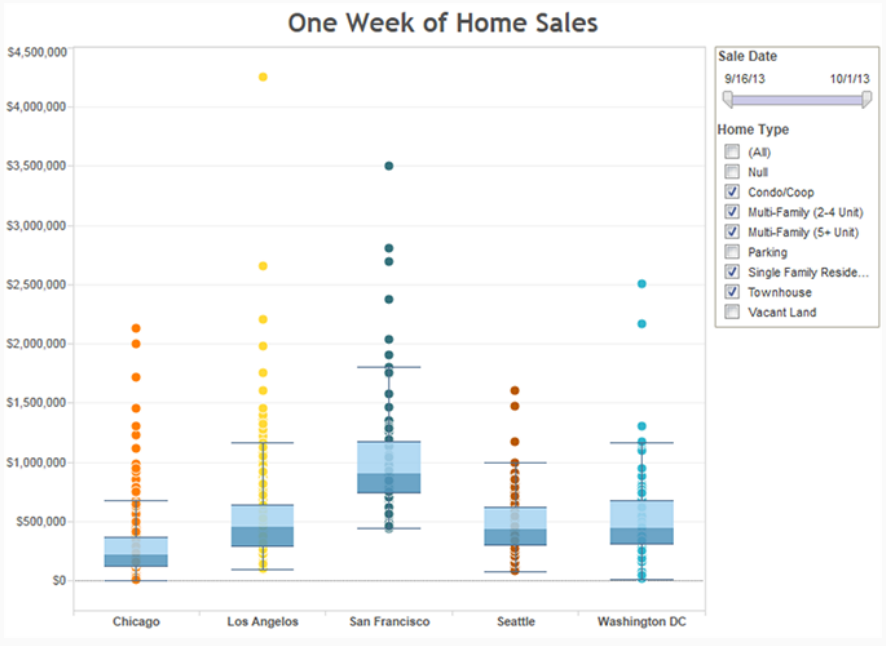


Symbol maps — Use for totals rather than rates. Be careful, as small differences will be hard to see.
Examples: Number of customers in different geographies.

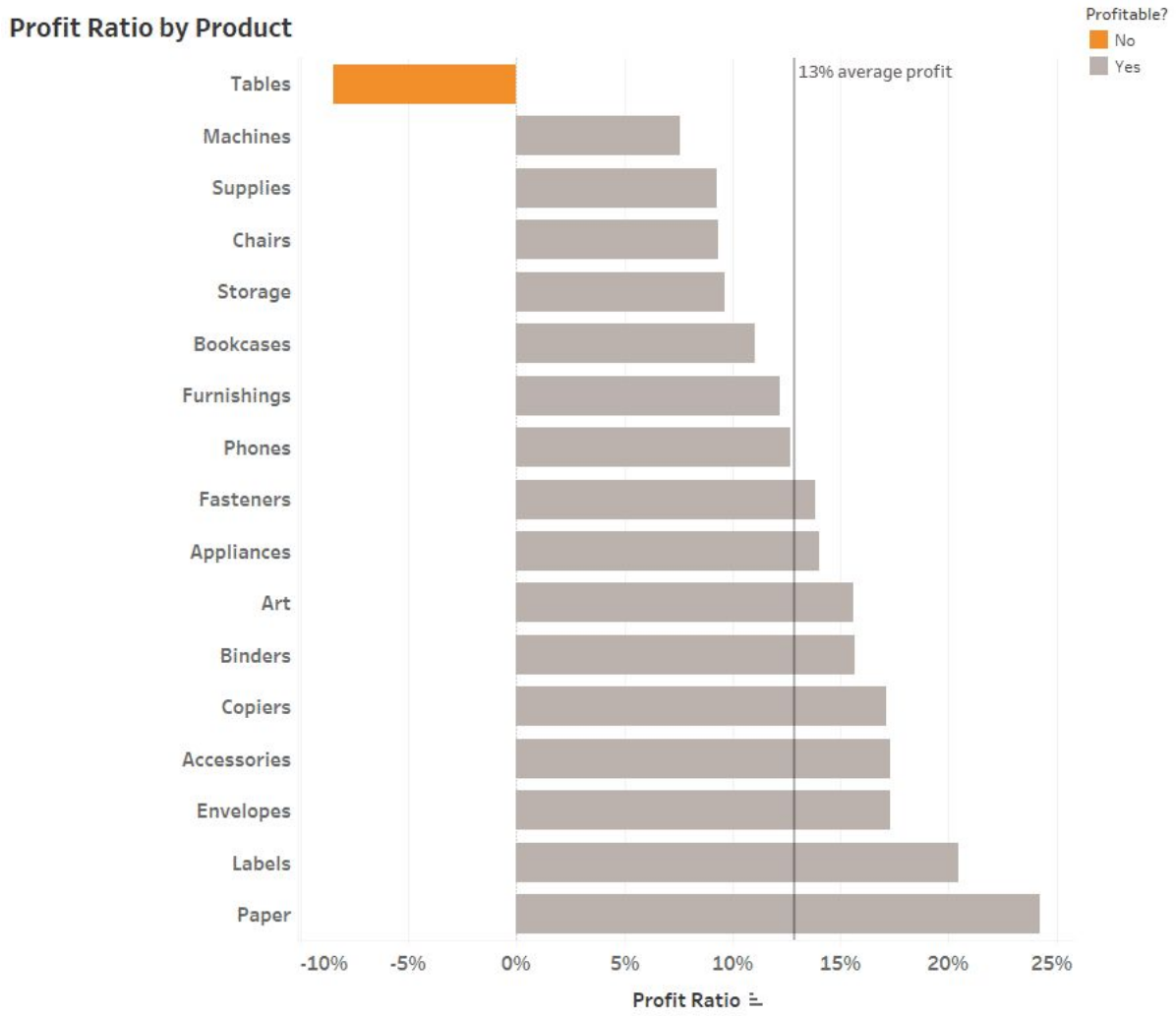
Area maps — Use for rates rather than totals. Use a sensible base geography.
Examples: Rates of internet-usage in certain geographies, house prices in different neighborhoods.



Box-and-Whisker — Show the distribution of a set of data.
Examples: Understanding your data at a glance, seeing how data is skewed towards one end, identifying outliers in your data.



Bar charts: Comparing categories of data



1. According to the axis, what is the approximate range of the values in this chart?

Ans: -10% to 25% is the range of possible values for profit ratios in this chart.

2. What does the legend describe?

Ans: How to read the colors in the chart: gray for profitable, and orange for unprofitable.

3. Which products are most and least profitable, and what is the average profit ratio across all products?

Ans: Paper is the most profitable, and tables are least. The profit ratio across all products is 13%.