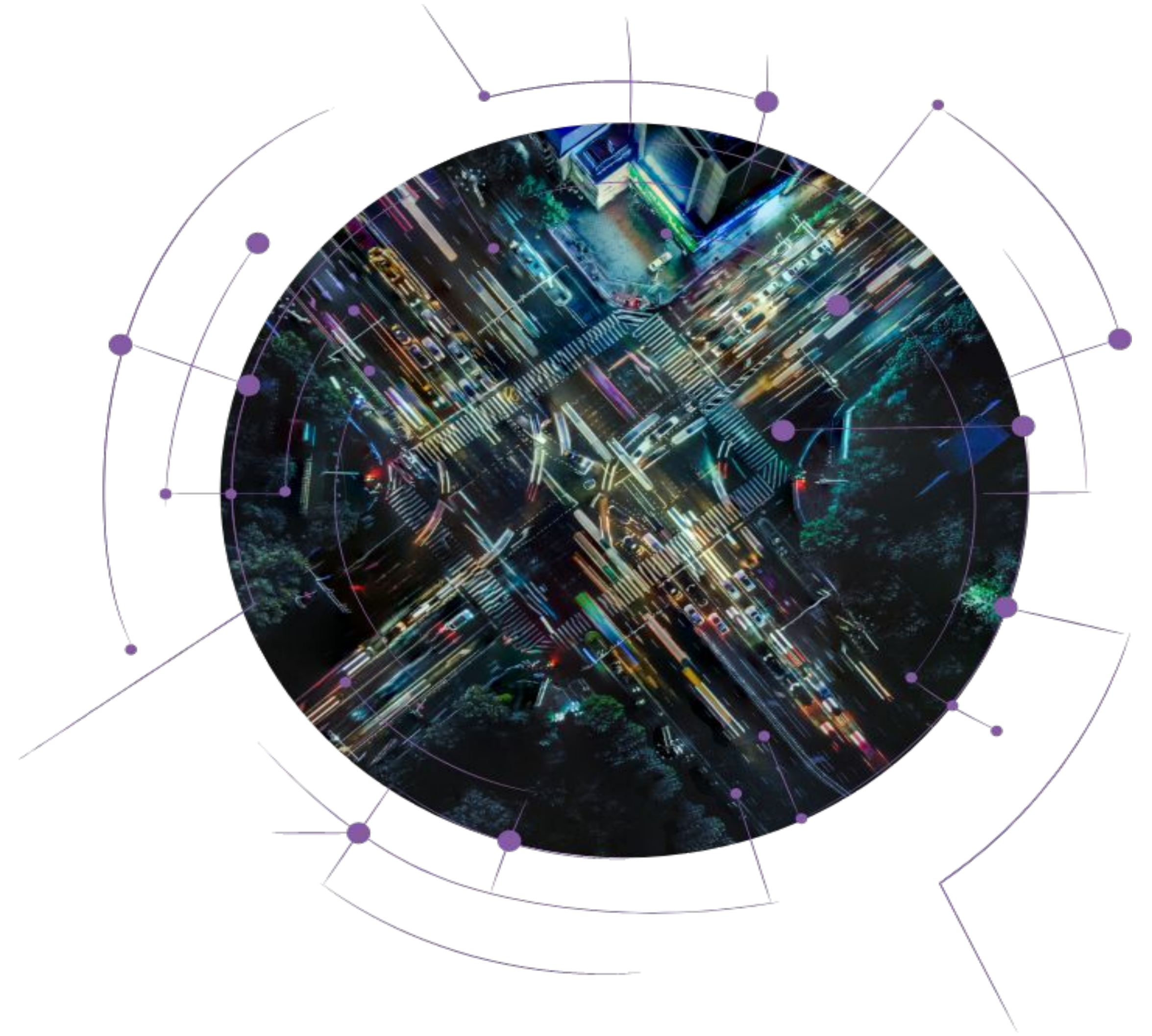


# DATA SOCIETY:

## Introduction to Tableau

Part 5



# Recap

- Aggregating by formula
  - Sorting
  - Attributes
- Binning continuous data
- Grouping by category
- Cleaning and focusing with filters
  - Match value
  - Top values
  - Ranges

# Save your work!

- Beginning in this module, we will be creating more elaborate visualizations.
- We will see a lot of different insights from the data as we learn more in Tableau.
- Make sure to **save all your classwork (including Exercises)**, because we will be putting it all together at the end of the unit to create a story.



# Warm-up: other data sources

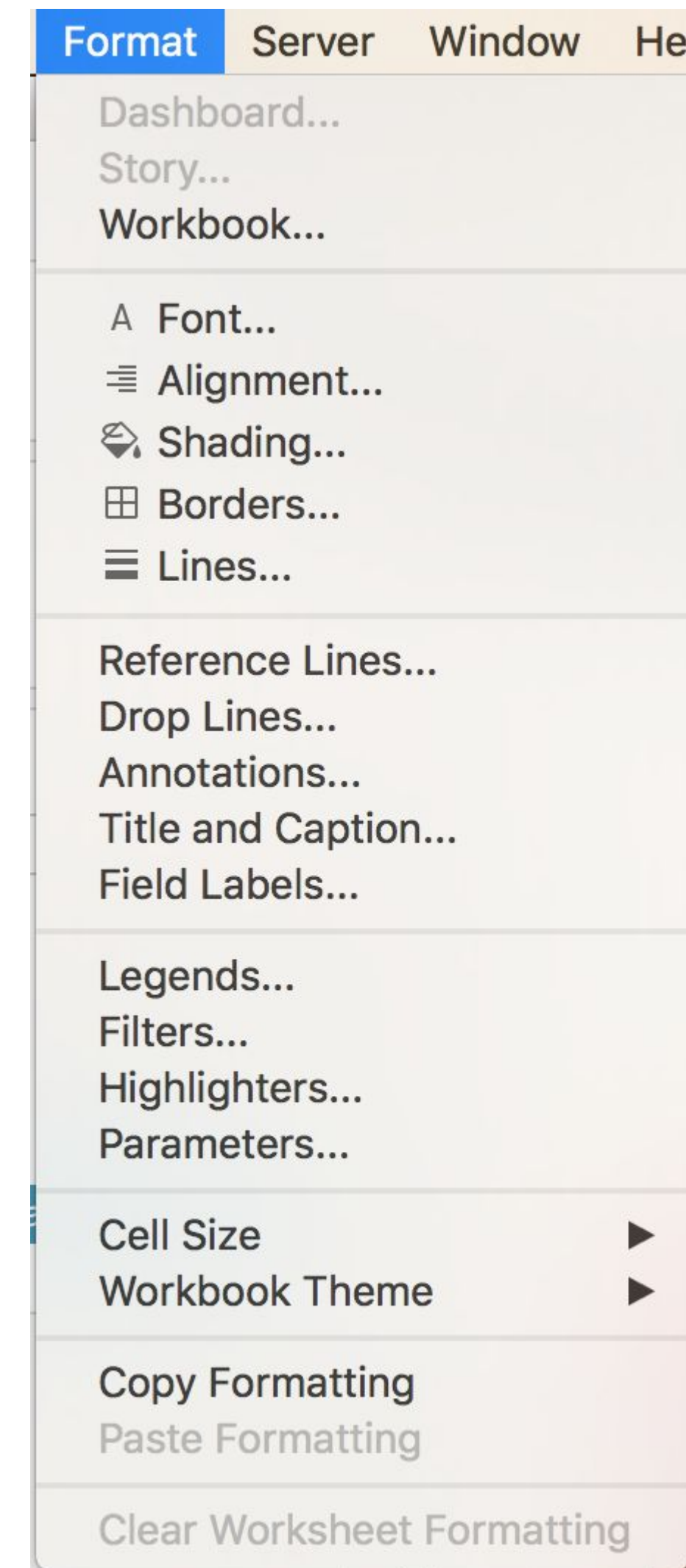
- In a previous module, we explored Kaggle and Data.World, but there are plenty of other public datasets out there available for use and experimentation.
- Have a look at the list at the following address:  
<https://github.com/awesomedata/awesome-public-datasets>
  - *Which datasets might you like to explore?*

# Module completion checklist

Objective	Complete
Discuss formatting options in Tableau	
Explain the concept of functions	
Implement basic functions on the dataset	
Introduction to table calculations	

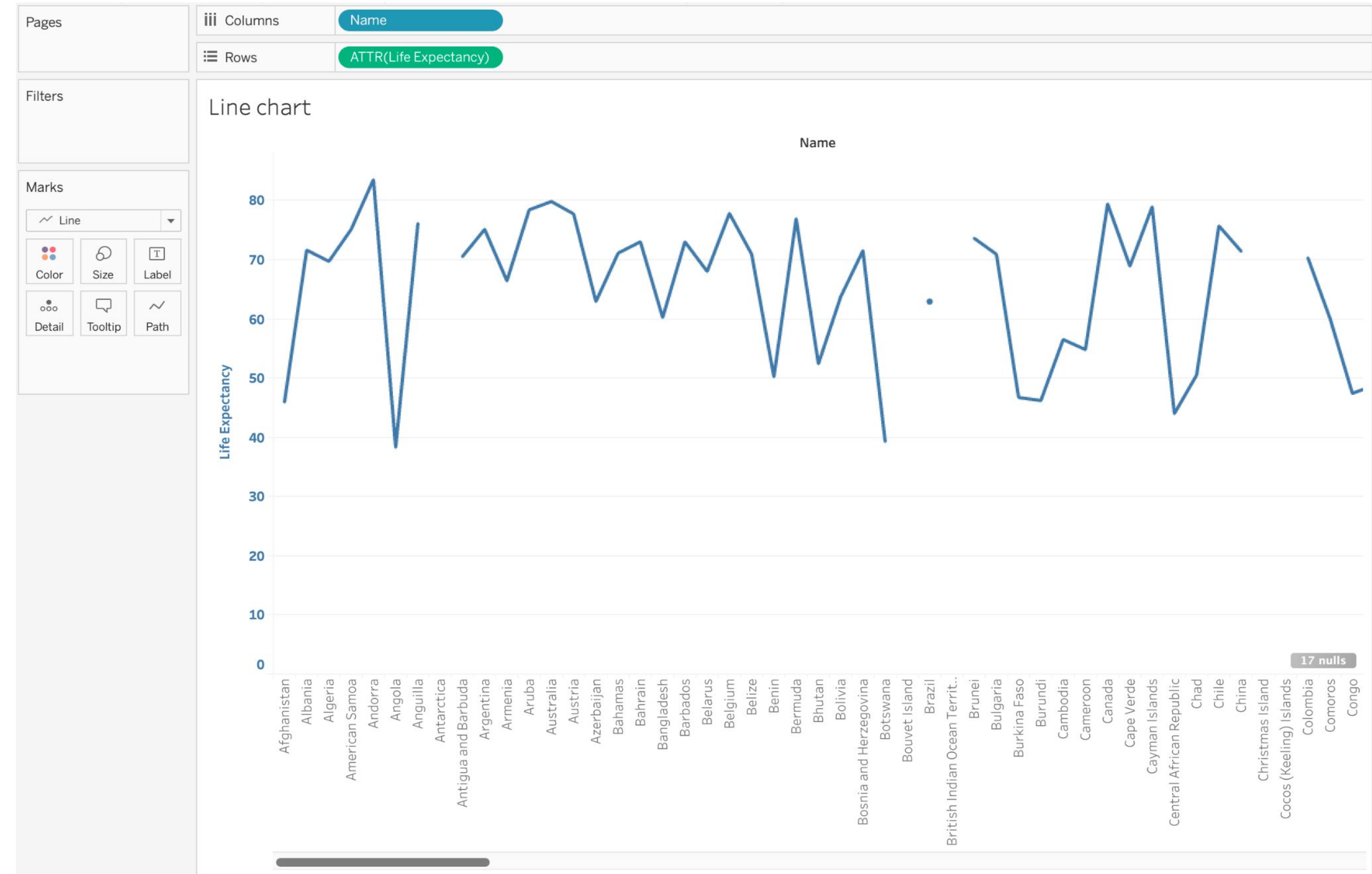
# Formatting your figures

- Open the formatting pane with the “**Format**” menu.
- The formatting pane is contextual, meaning it changes based on what is highlighted.
- Notice the **different elements** Tableau will let you format, from font and line type, to annotations, to labels and legends.



# Formatting your figures

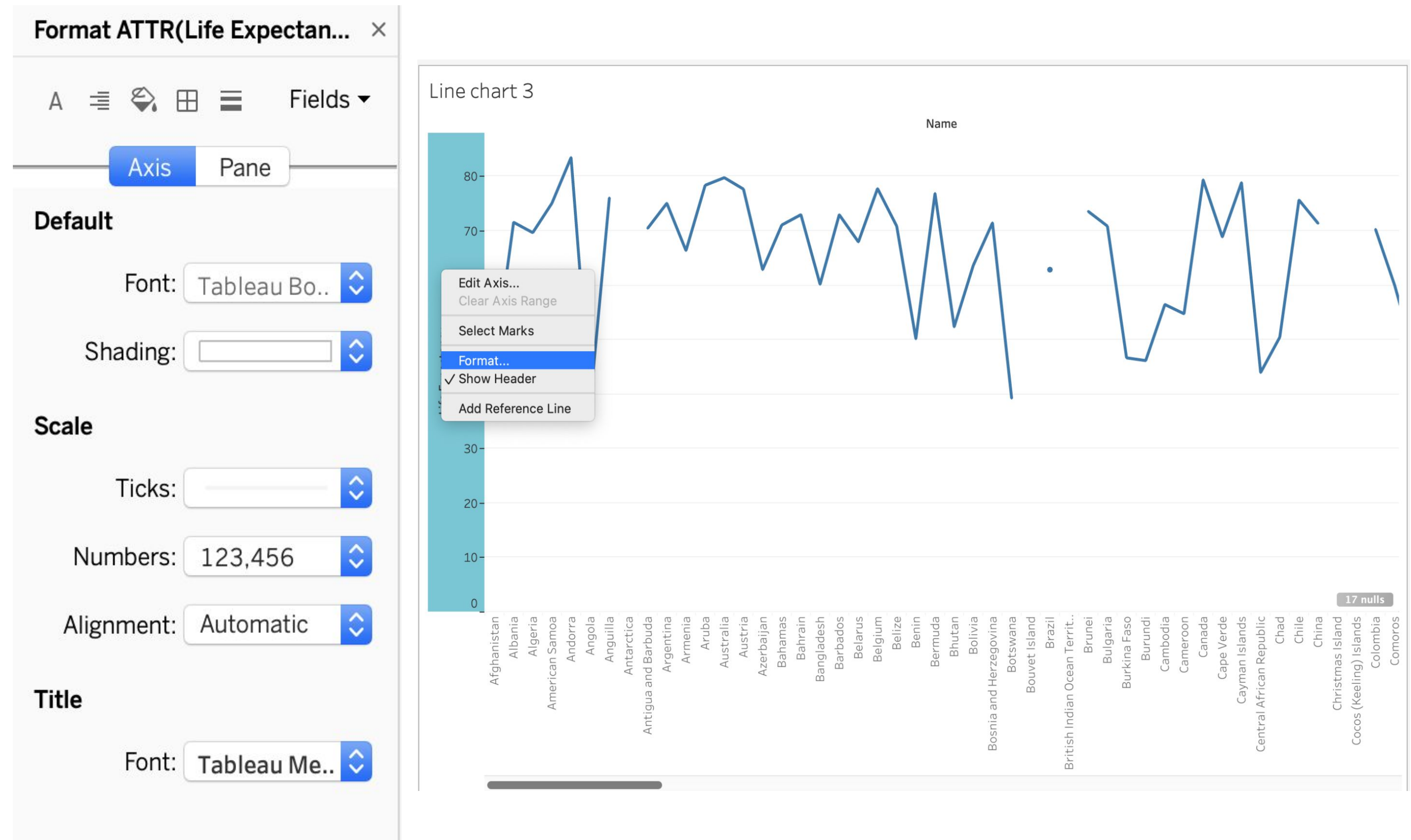
- Let's start with the line chart that we made for showing life expectancy.
- What would you do to **improve** this?
  - What is being shown here? What aspects are most important?
  - Can you think of any existing variable that would add insight?
  - Now what about font and colors?





# Formatting: right-clicking an element

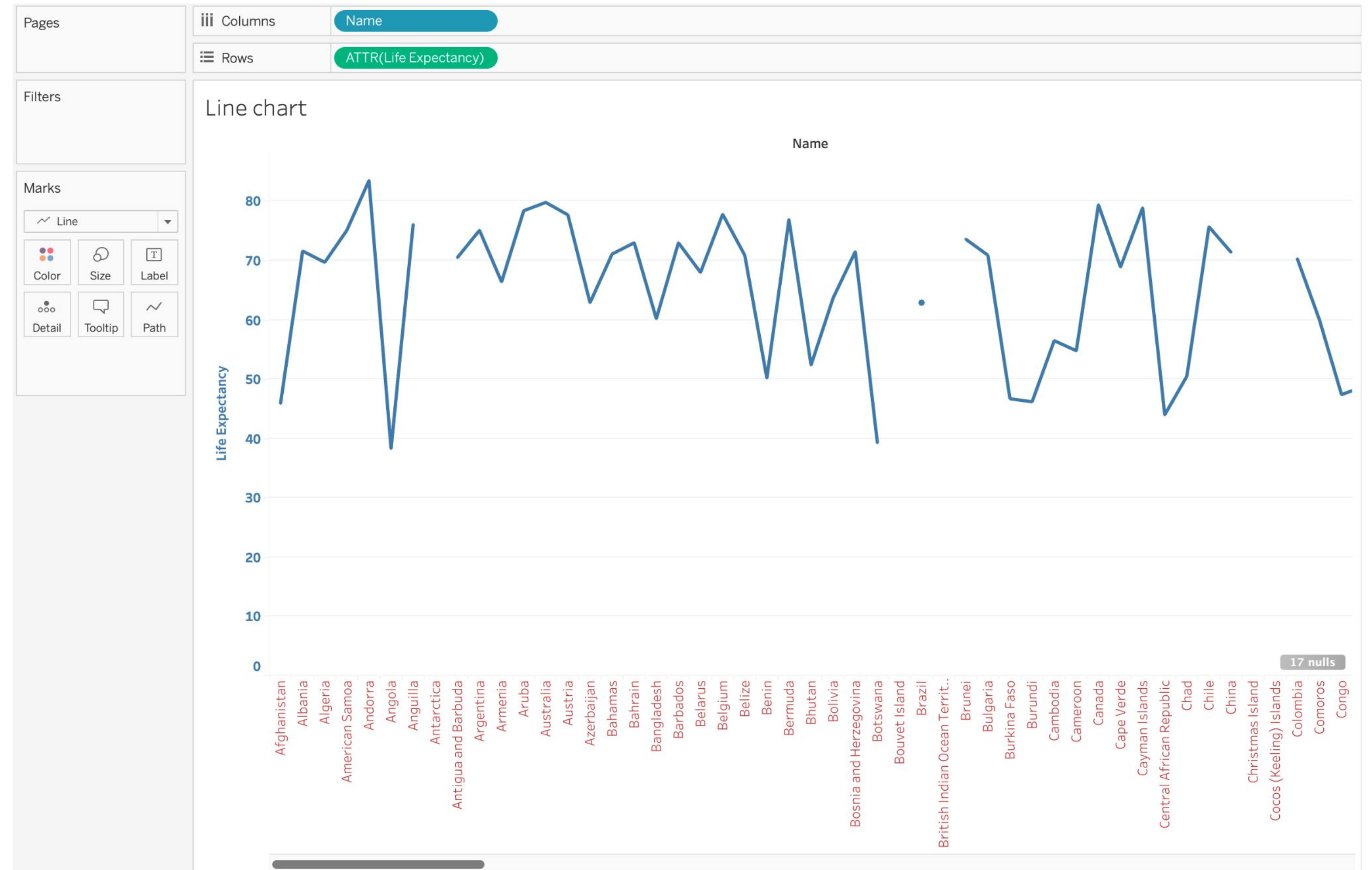
- In addition to using the Format menu, we can **open the formatting pane by right-clicking** on any view element.
- Start by selecting the y axis of our “**Life expectancy**” view.
- Note that the contextual format pane pops up on the left.





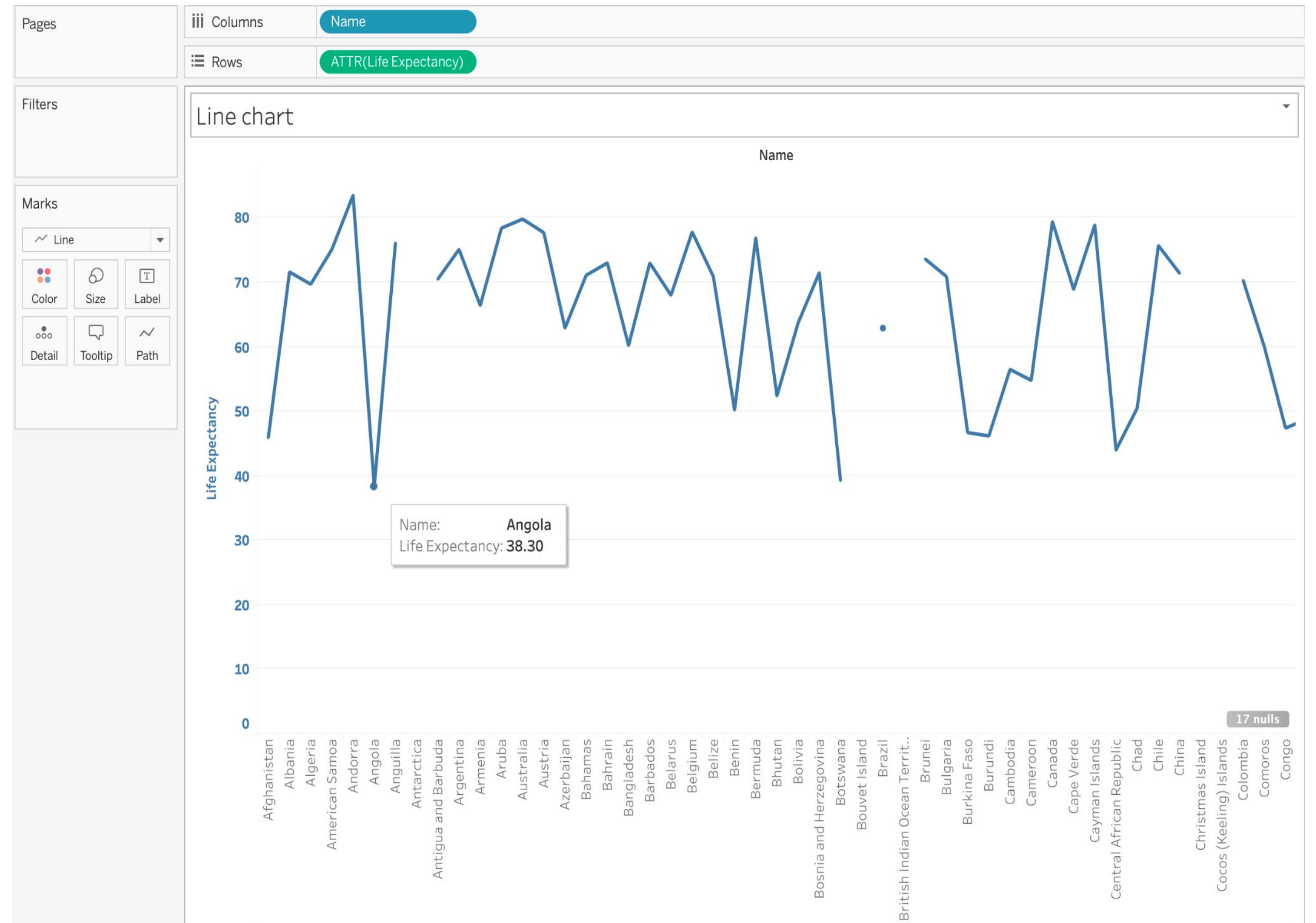
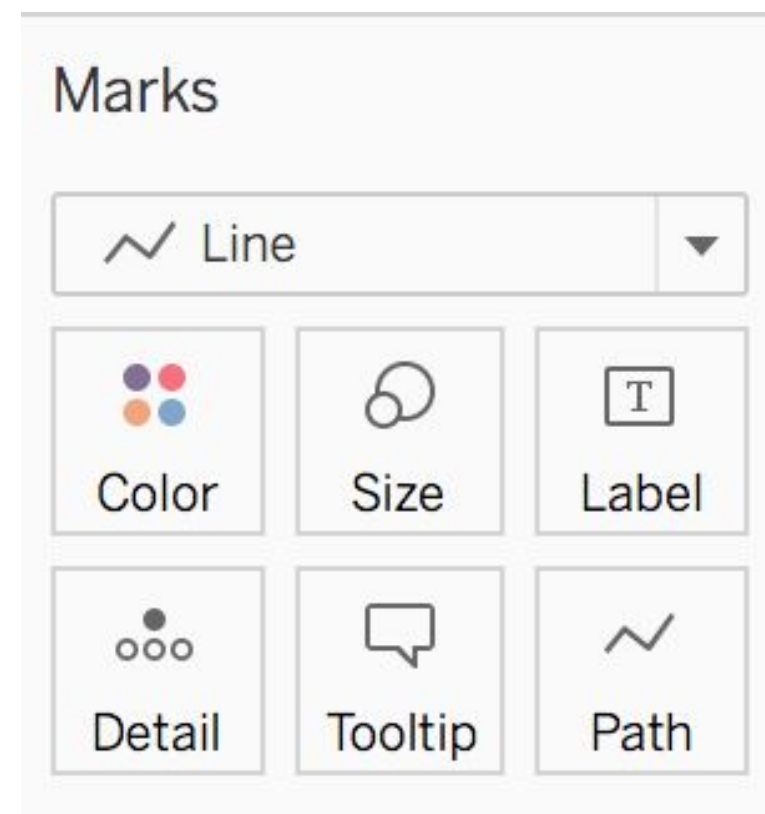
# Formatting: customizing an axis

- Let's change the font, size and color of the axis.
- Experiment with these elements in order to:
  - Make the numbers easier to read.
  - Make the year stand out.
- *What kinds of changes did you make?*



# Formatting: the Marks card

- The marks card is a powerful tool that allows you to add “**marks.**”
  - Marks visually **highlight** certain features of the data.
  - We’ve started with a very basic version of this figure with no marks.



# Formatting: the Marks card, cont'd.

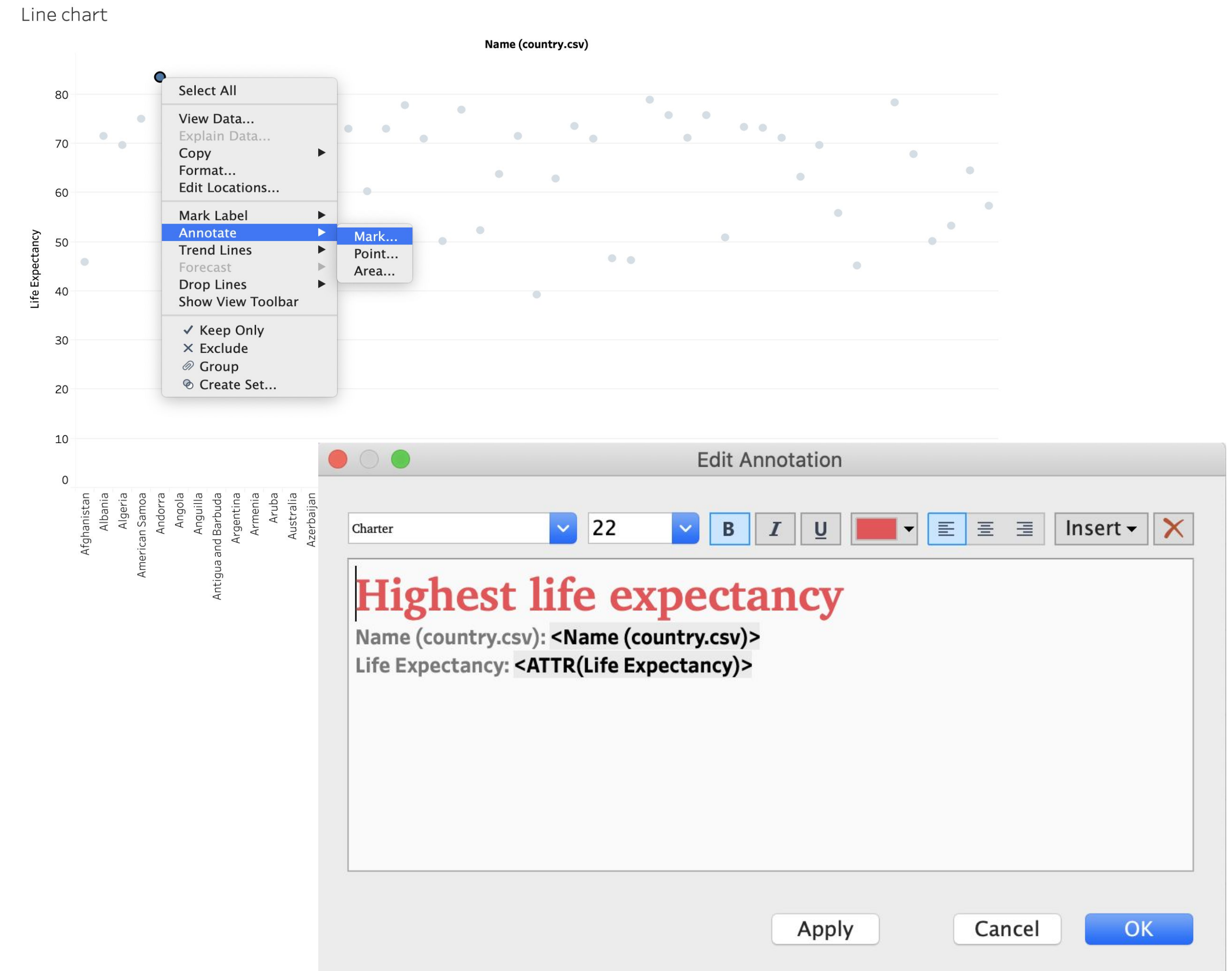
- With 3 changes to the Marks card, we can:
  - Produce a visually interesting **color**
  - Add a count **label**
  - Convert the line chart into a **bar chart** appropriate for discrete events





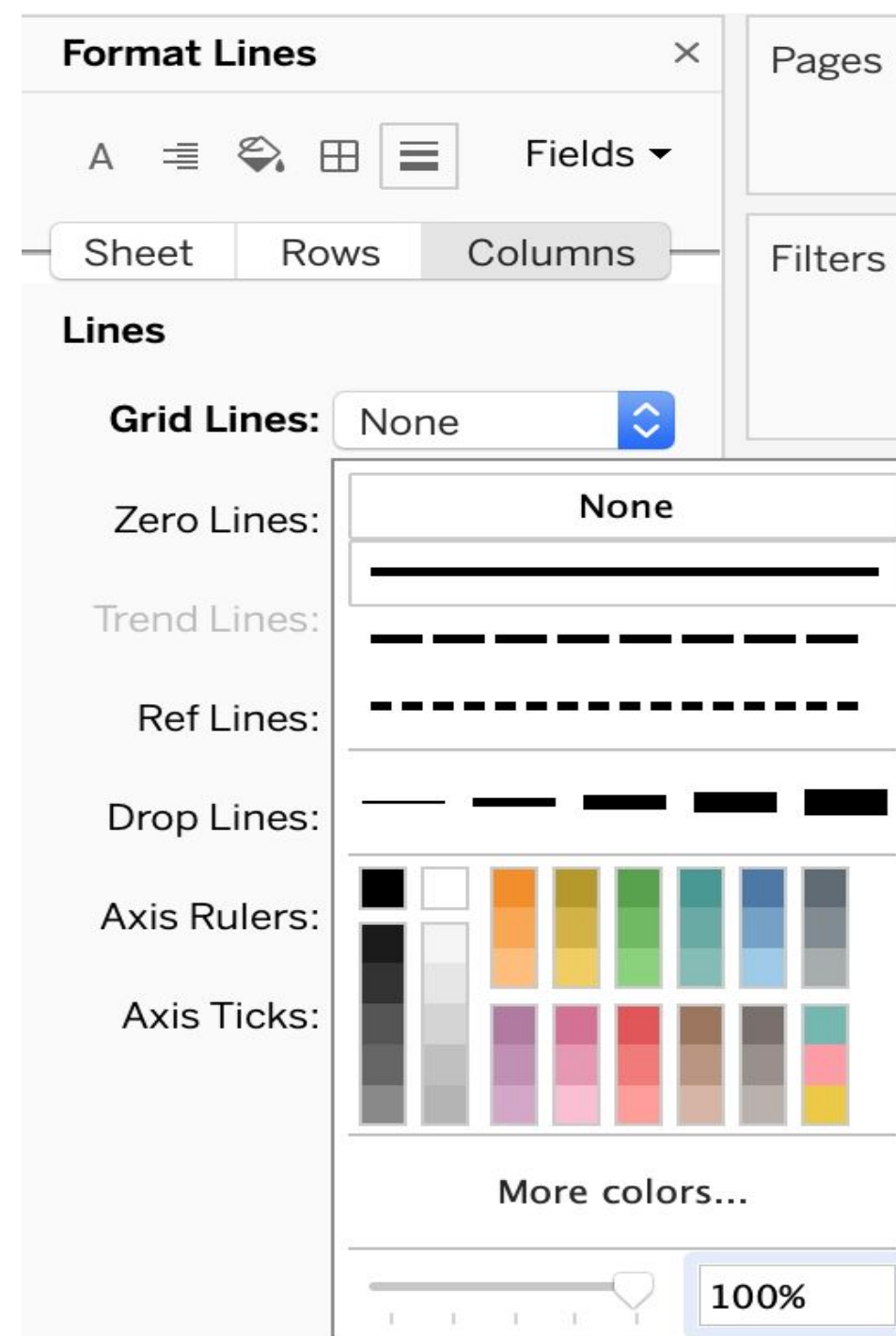
# Annotating a point

- Let's use the Marks card to convert the bar chart to a **point chart**.
- Then, add an annotation to the country with the **highest life expectancy** by right-clicking on the point with highest life expectancy.
  - Add a call-out by annotating with a mark.
  - Add a custom header.
  - Customize the data that is shown in the annotation.

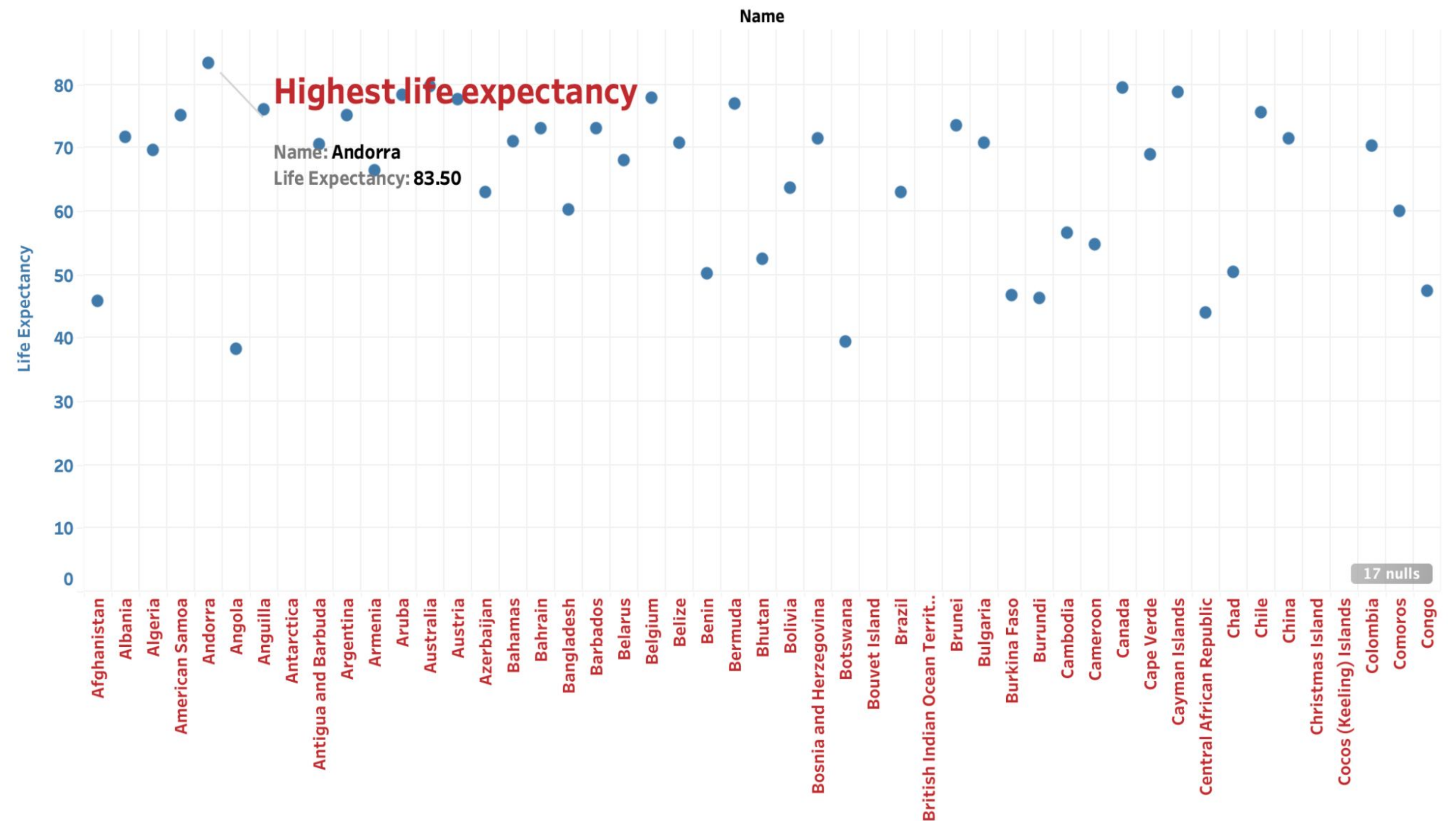


# Formatting: annotate Marks

- Finally, add some **grid lines** to the figure space.



Line chart

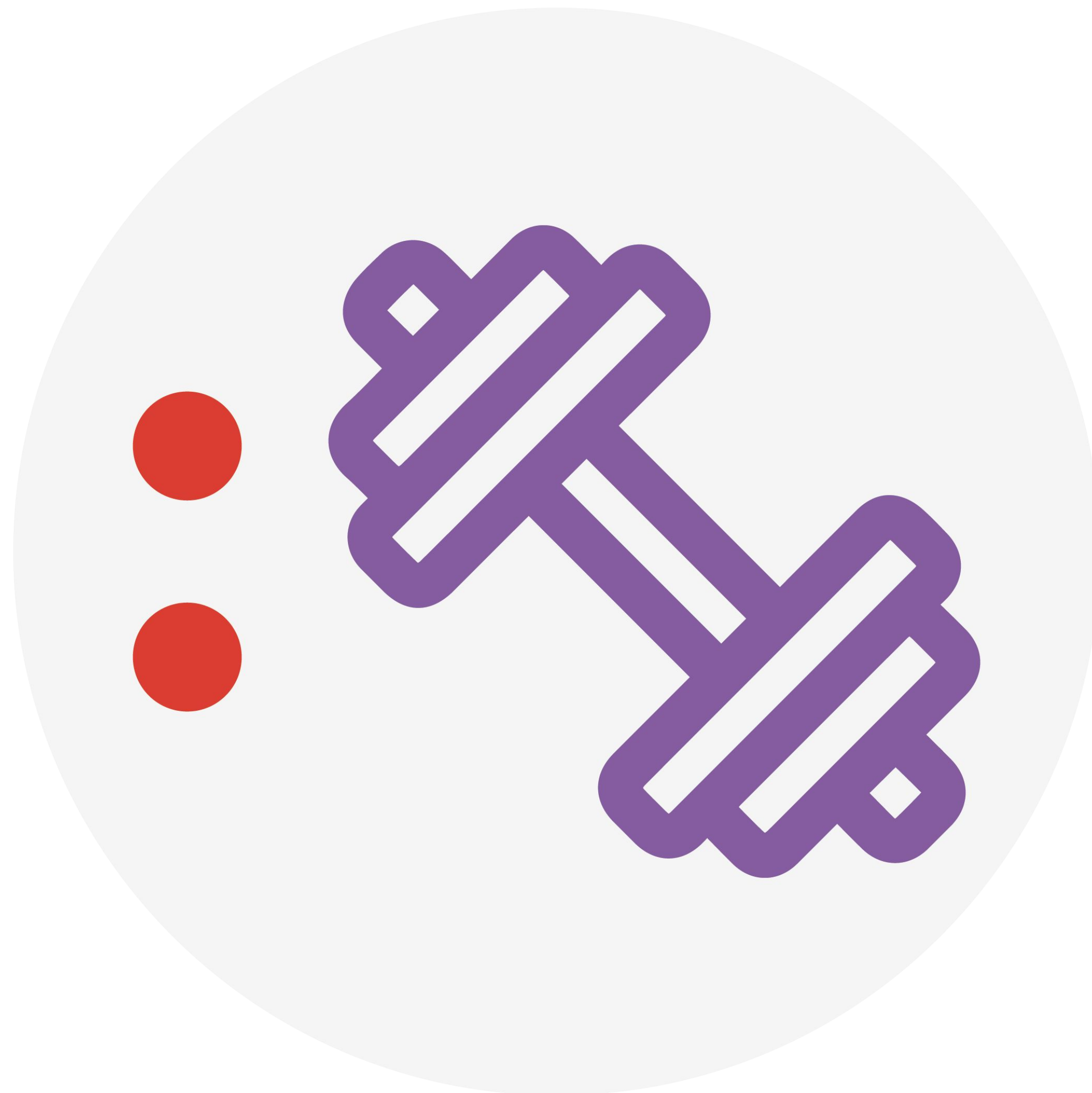


# Knowledge check 5





# Exercise 5



# Module completion checklist

Objective	Complete
Discuss formatting options in Tableau	✓
Explain the concept of functions	
Implement basic functions on the dataset	
Introduction to table calculations	



# ● End of Part 5

