DATASOCIETY:

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.
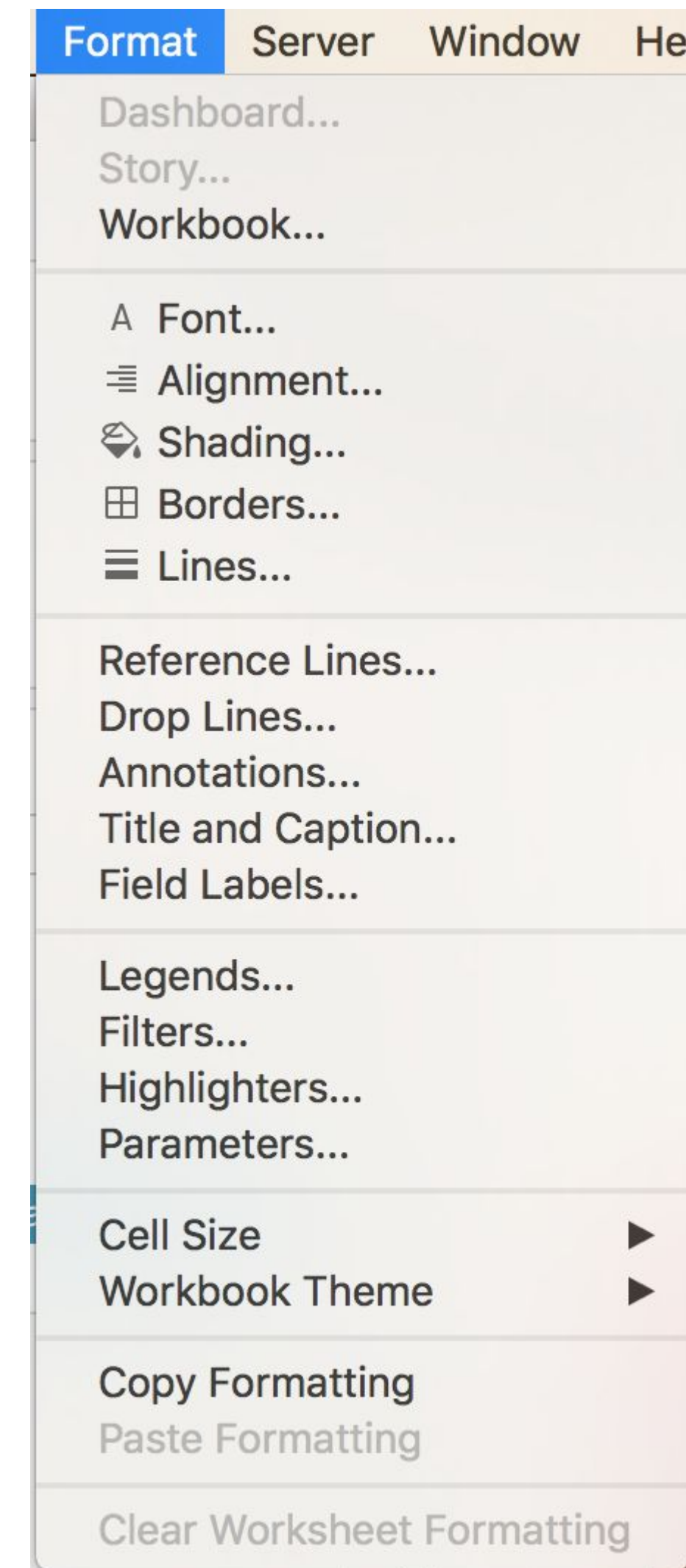
Formatting your figures

- 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?
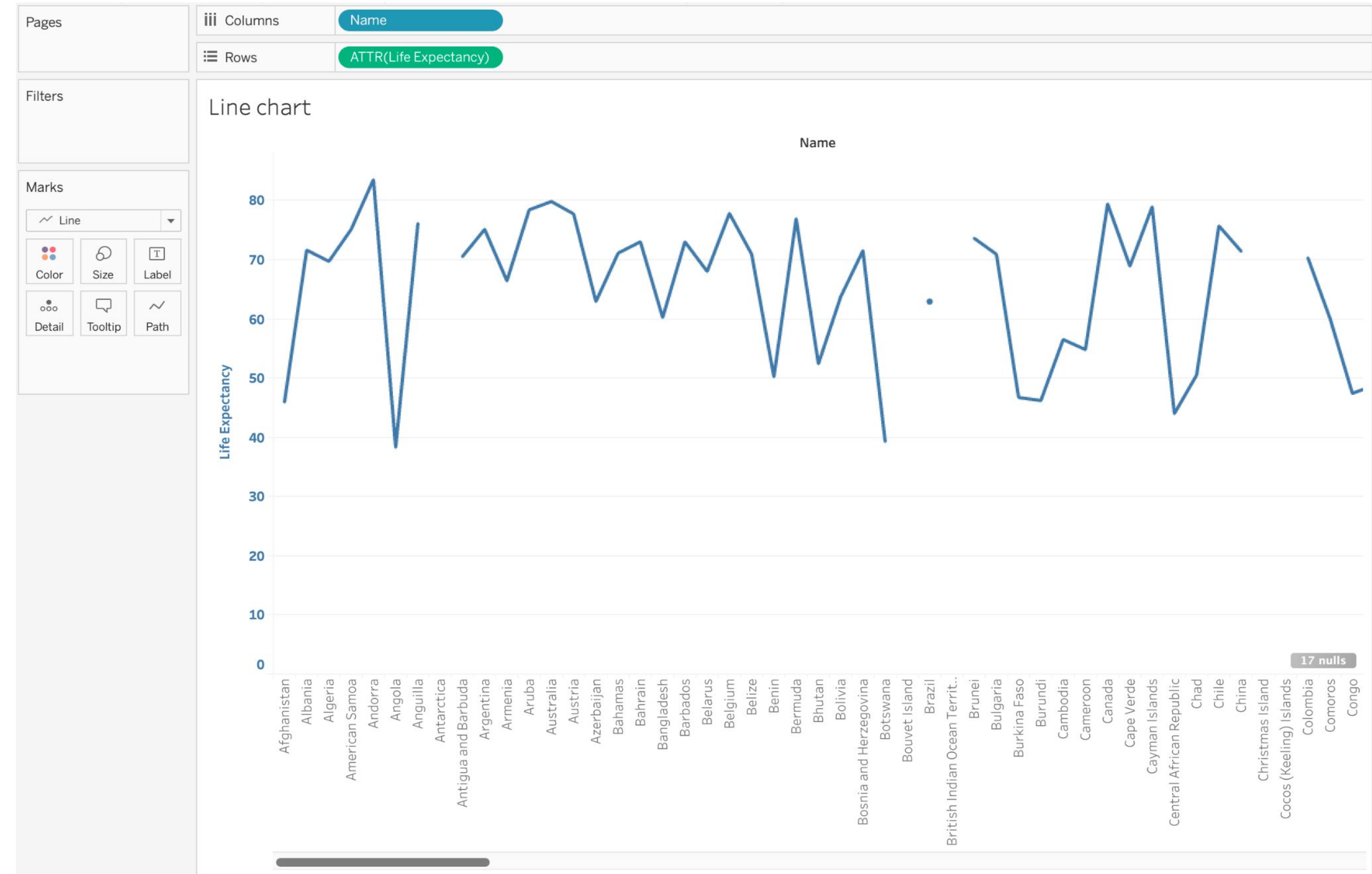
Formatting: right-clicking an element

- 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.
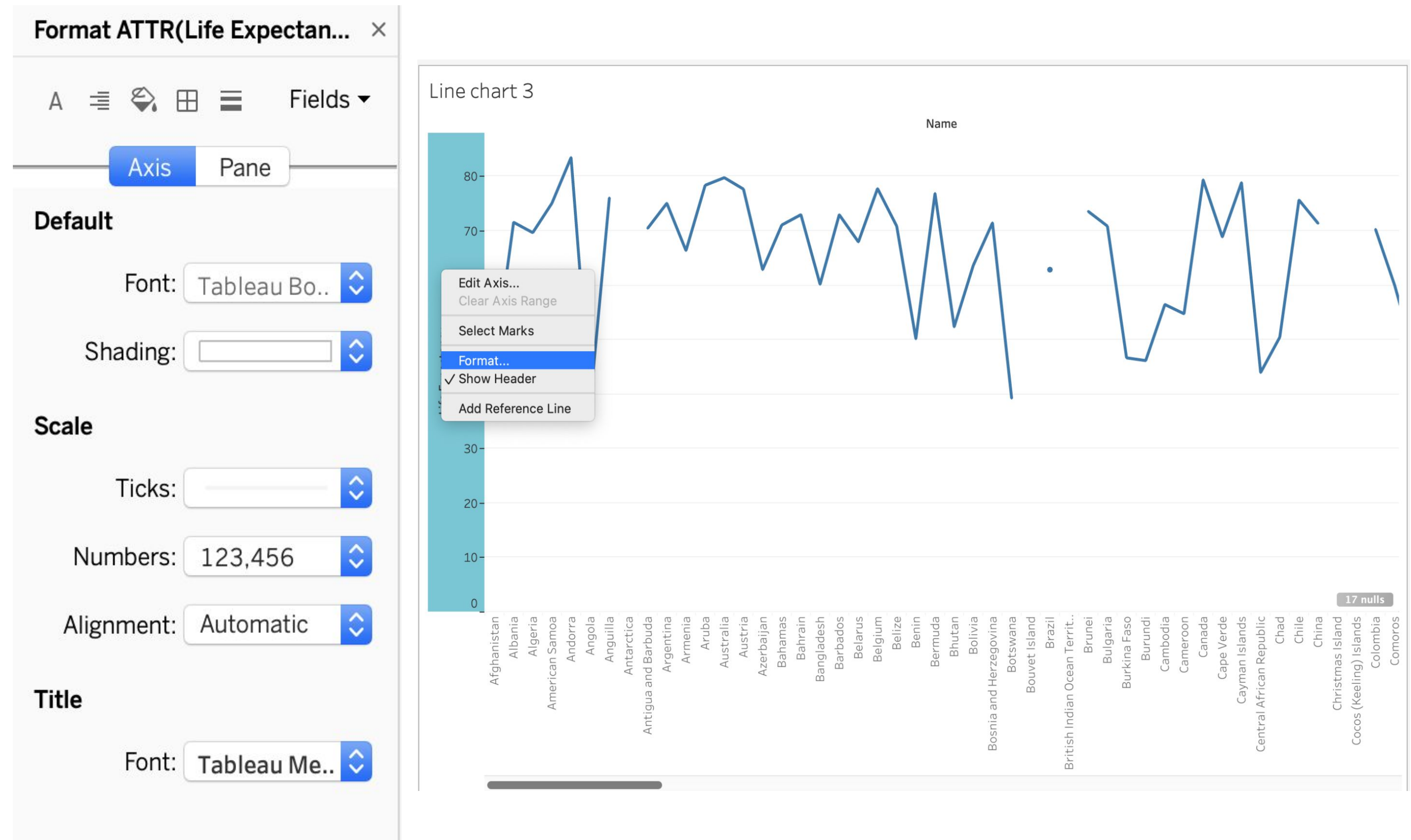
Formatting: customizing an axis

- 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?*
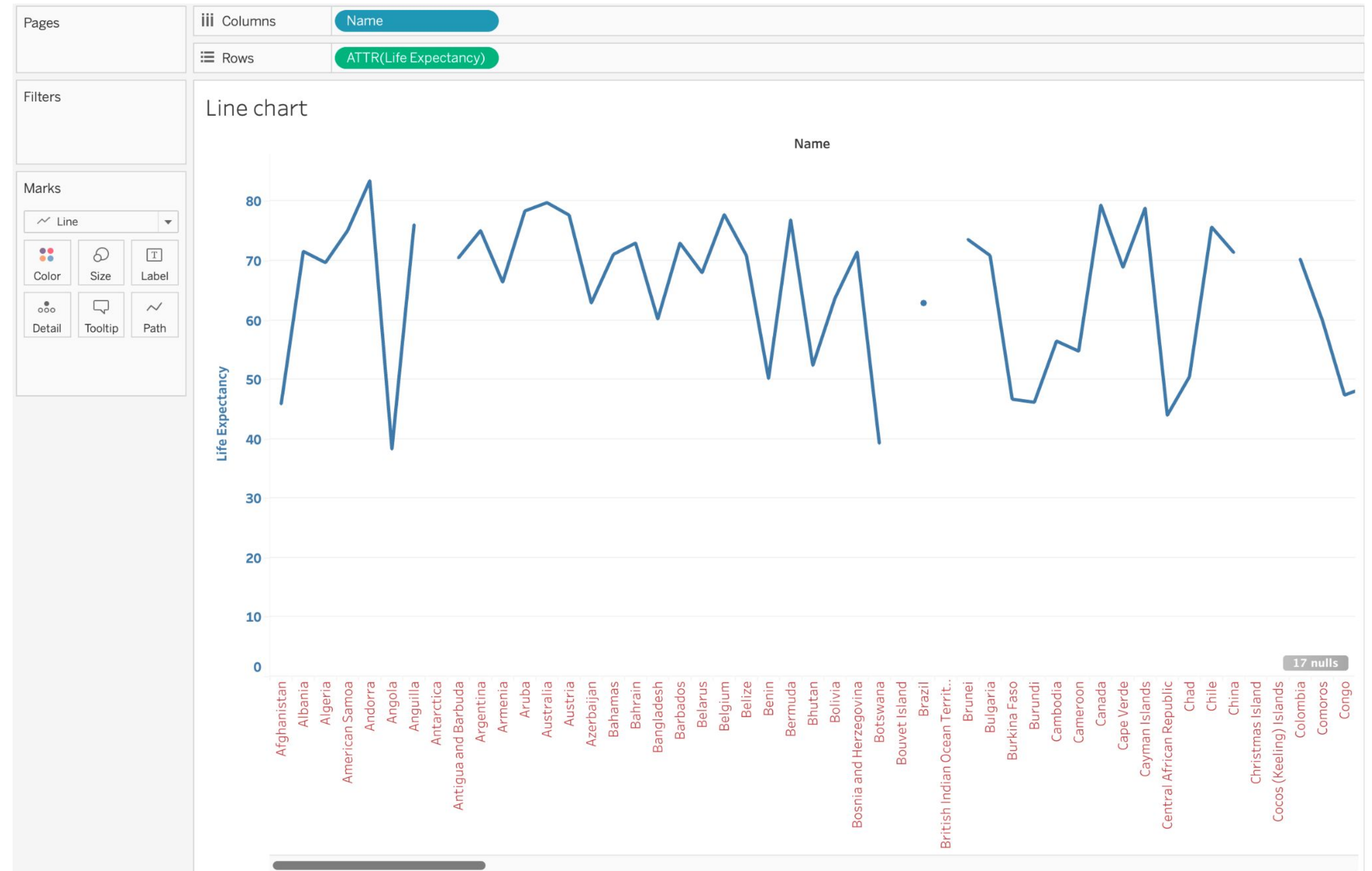
Formatting: the Marks card

- 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.
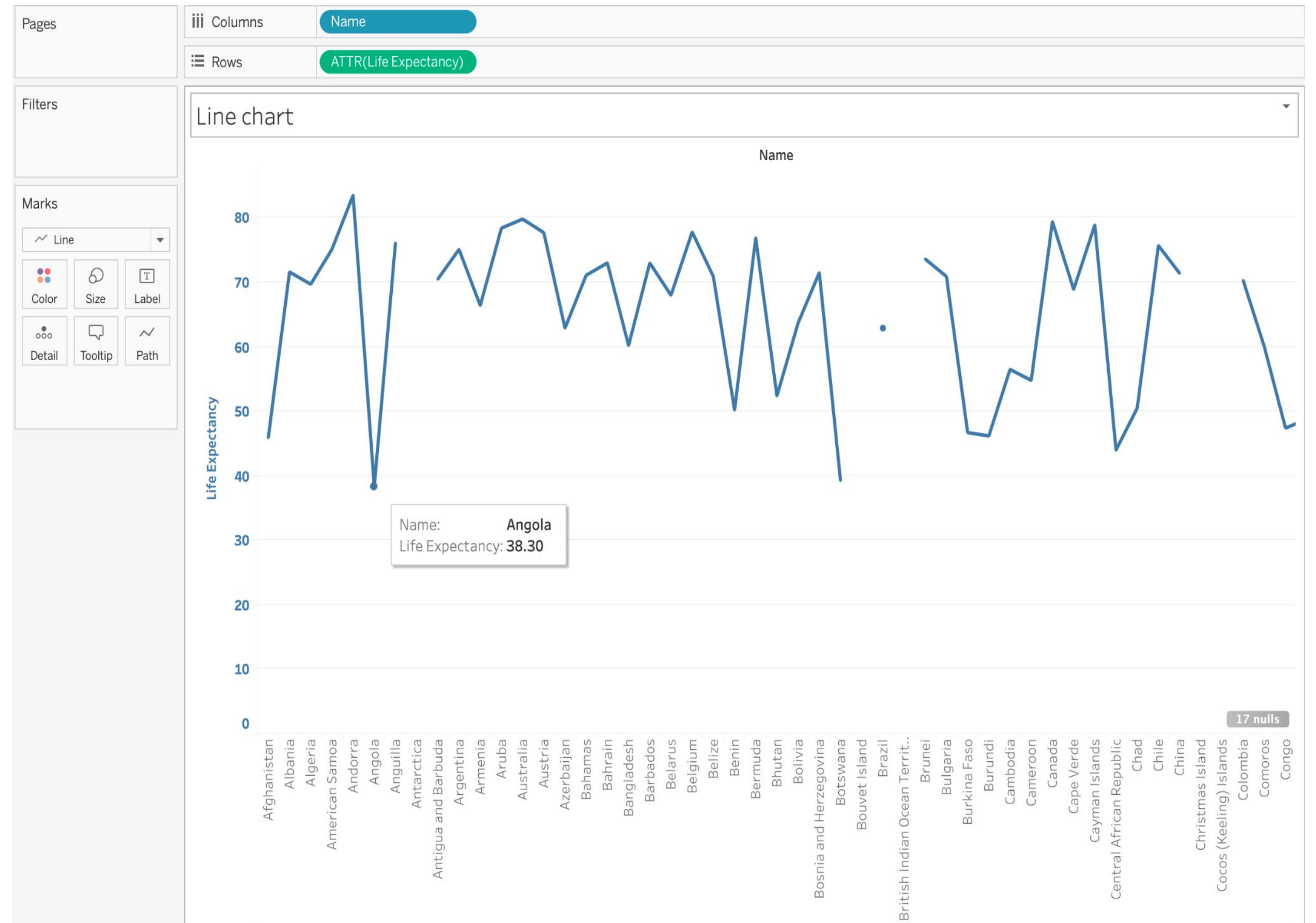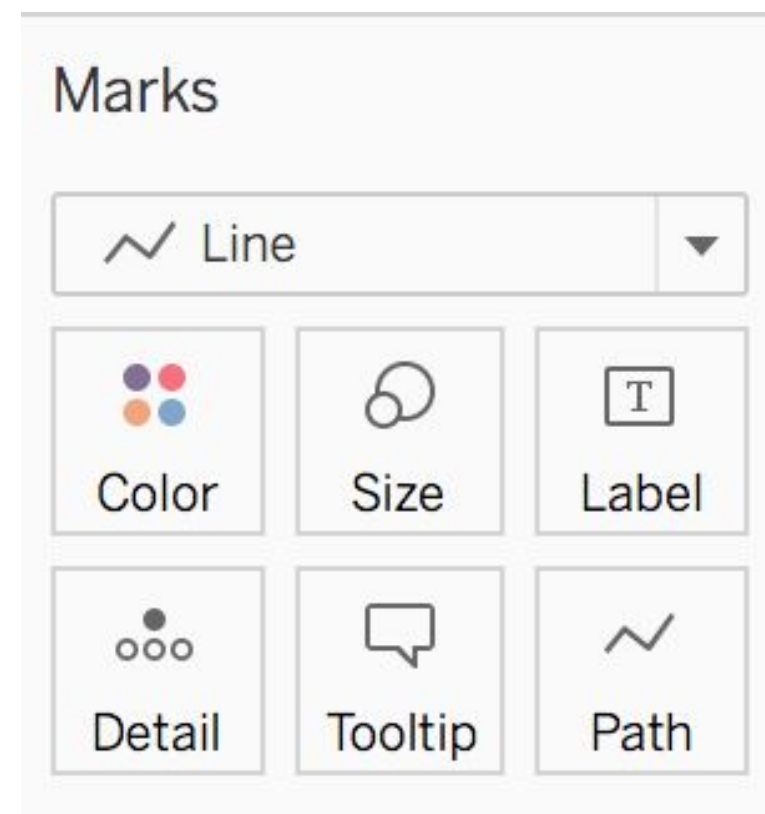
Formatting: the Marks card, cont'd.

- 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.
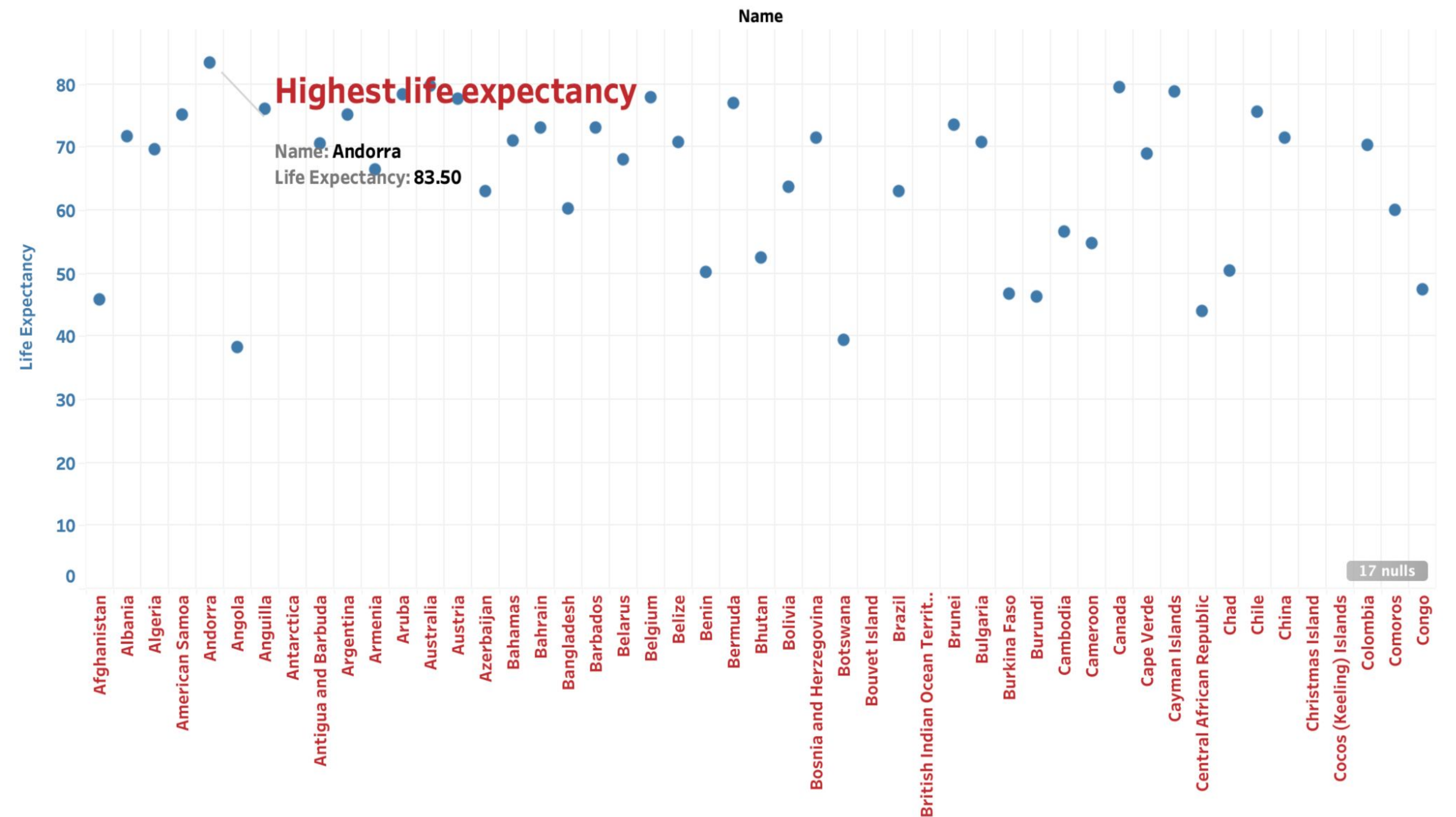 - Customize the data that is shown in the annotation.
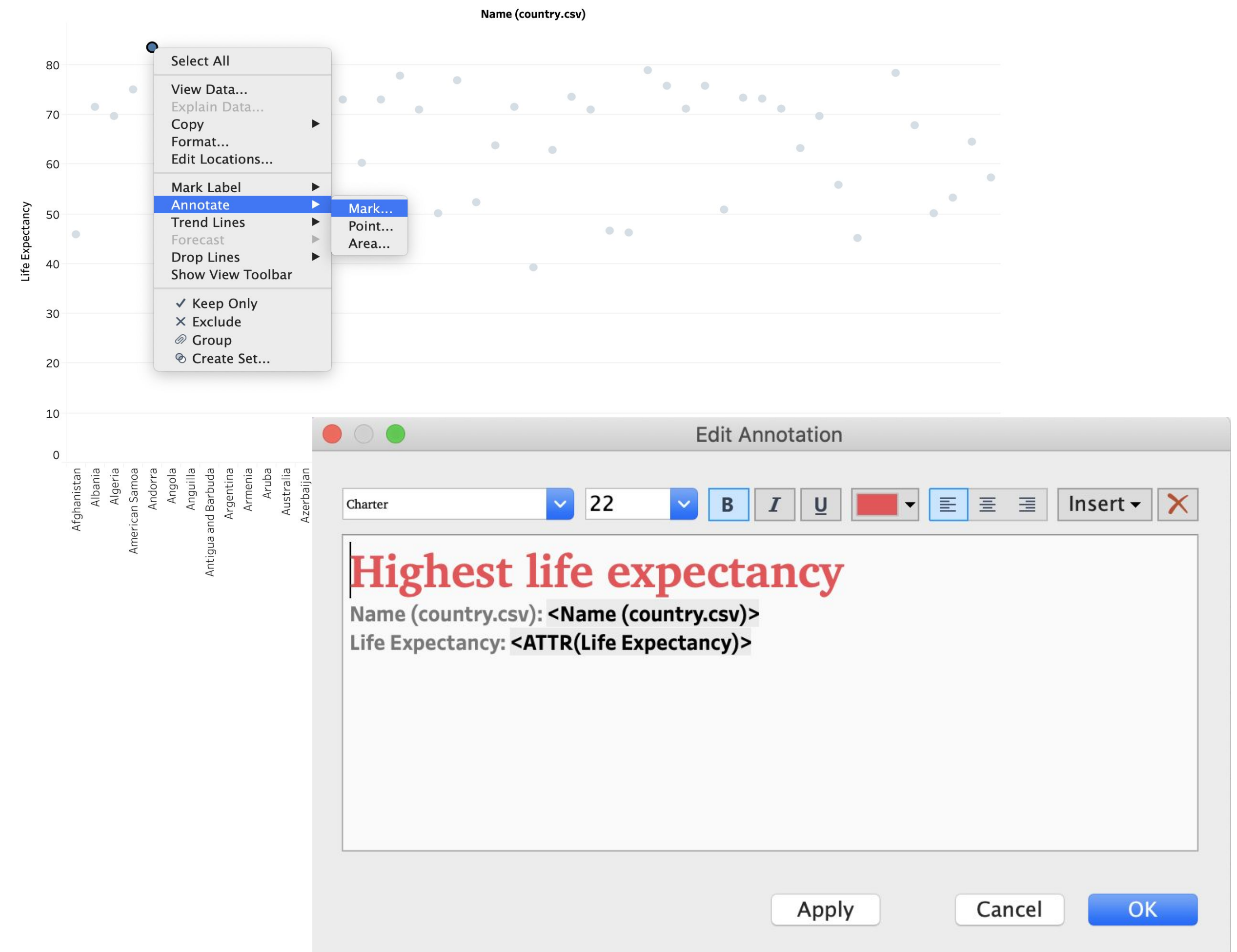
Formatting: annotate Marks
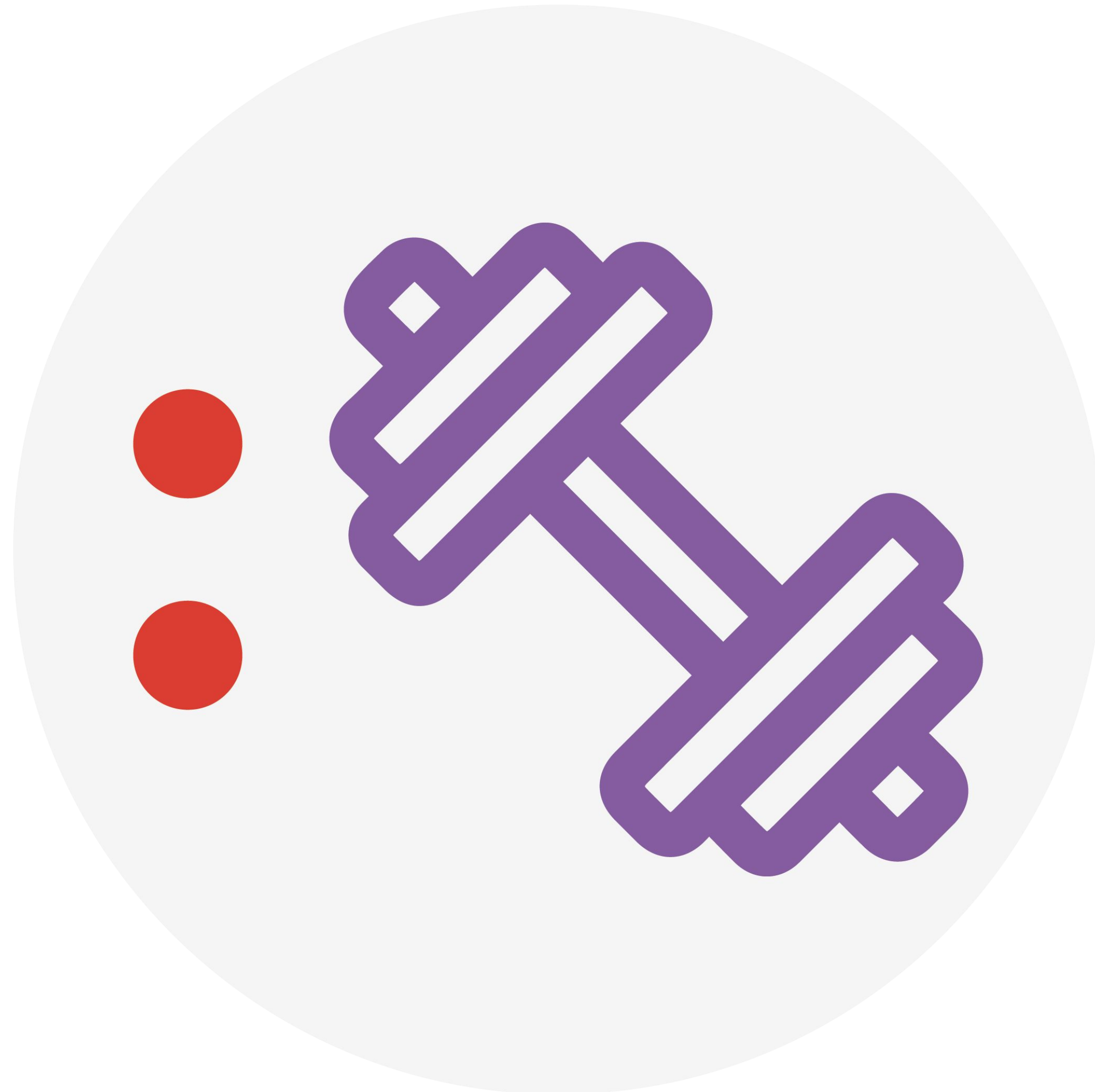
- Finally, add some **grid lines** to the figure space.
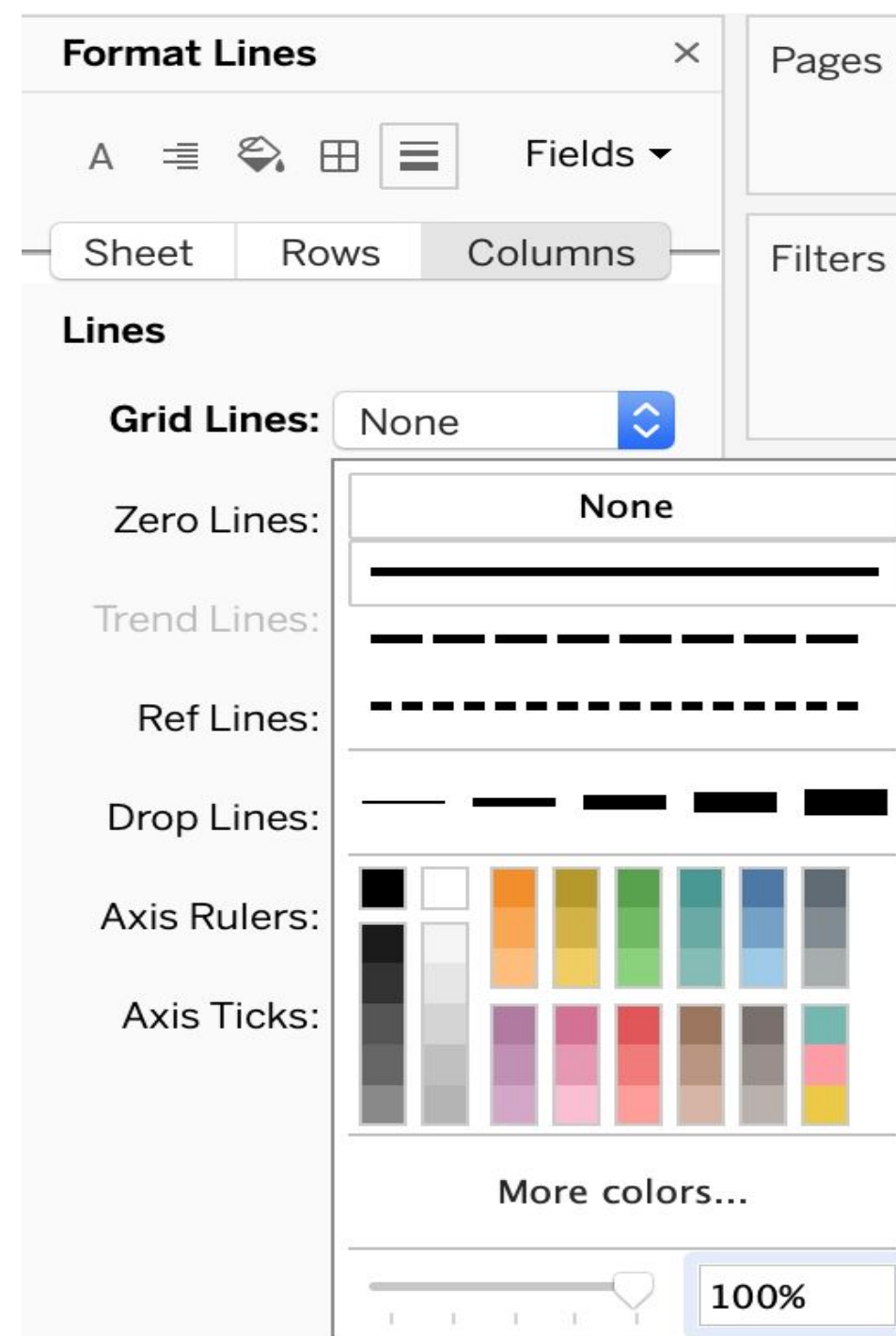
Knowledge check 5

Exercise 5

Module completion checklist

Objective	Complete
Discuss formatting options in Tableau	✔
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End of Part 5