Sharing data insights

CREATING DASHBOARDS IN TABLEAU

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Communicating insights visually

> Visualizations give you answers to questions you didn't know you had.

- Business context
- Diligence
- Patience

[1] Ben Schneiderman, https://www.cs.umd.edu/users/ben/

Story Points

- Present the data story
- Connected to live data
- Questions can be addressed
- Communication delay reduced
- Reducing time to insight

Structuring the presentation

1. Question

Divvy Bikes
Who Are the Riders?
DIVVY

Structuring the presentation

1. Question
2. Context and qualifiers, assumptions and limitations

Explore Chicago on two wheels

DIVVY

How It Works | Pricing | System Map | Explore Chicago

Divvy Data

Historical trip data available to the public

Here you'll find Divvy's trip data for public use. So whether you're a policy maker, transportation professional, web developer, designer, or just plain curious, feel free to download it, map it, animate it, or bring it to life!

Note that we'll be releasing trip data twice a year: once following the end of calendar Q2 and once following the end of calendar Q4. This data is provided according to the Divvy Data License Agreement.

The Data

Each trip is anonymized and includes:

- Trip start day and time
- Trip end day and time
- Trip start station
- Trip end station
- Rider type (Member, Single Ride, and Day Pass)
- If a Member trip, it will also include Member's self-reported gender and year of birth

The data has been processed to remove trips that are taken by staff as they service and inspect the system; and any trips that were below 60 seconds in length (potentially false starts or users trying to re-dock a bike to ensure it was secure).

Structuring the presentation

1. Question
2. Context and qualifiers, assumptions and limitations
3. Insights
4. Observations and conclusions
5. Recommendations

Story Points tools

- Formatting
- Local annotations
- Other tools

Let's practice!

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Creating and formatting Story Points

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Advanced manipulations with Story Points

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Sharing dashboards - mobile and exports

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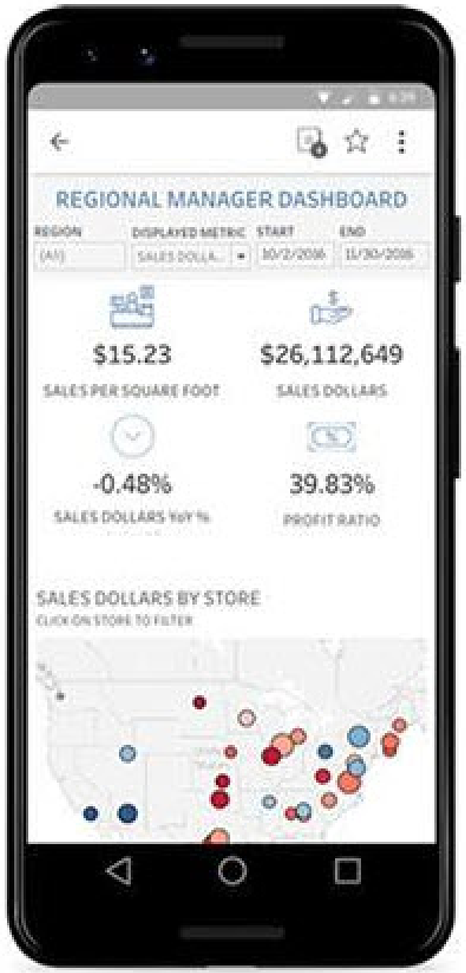
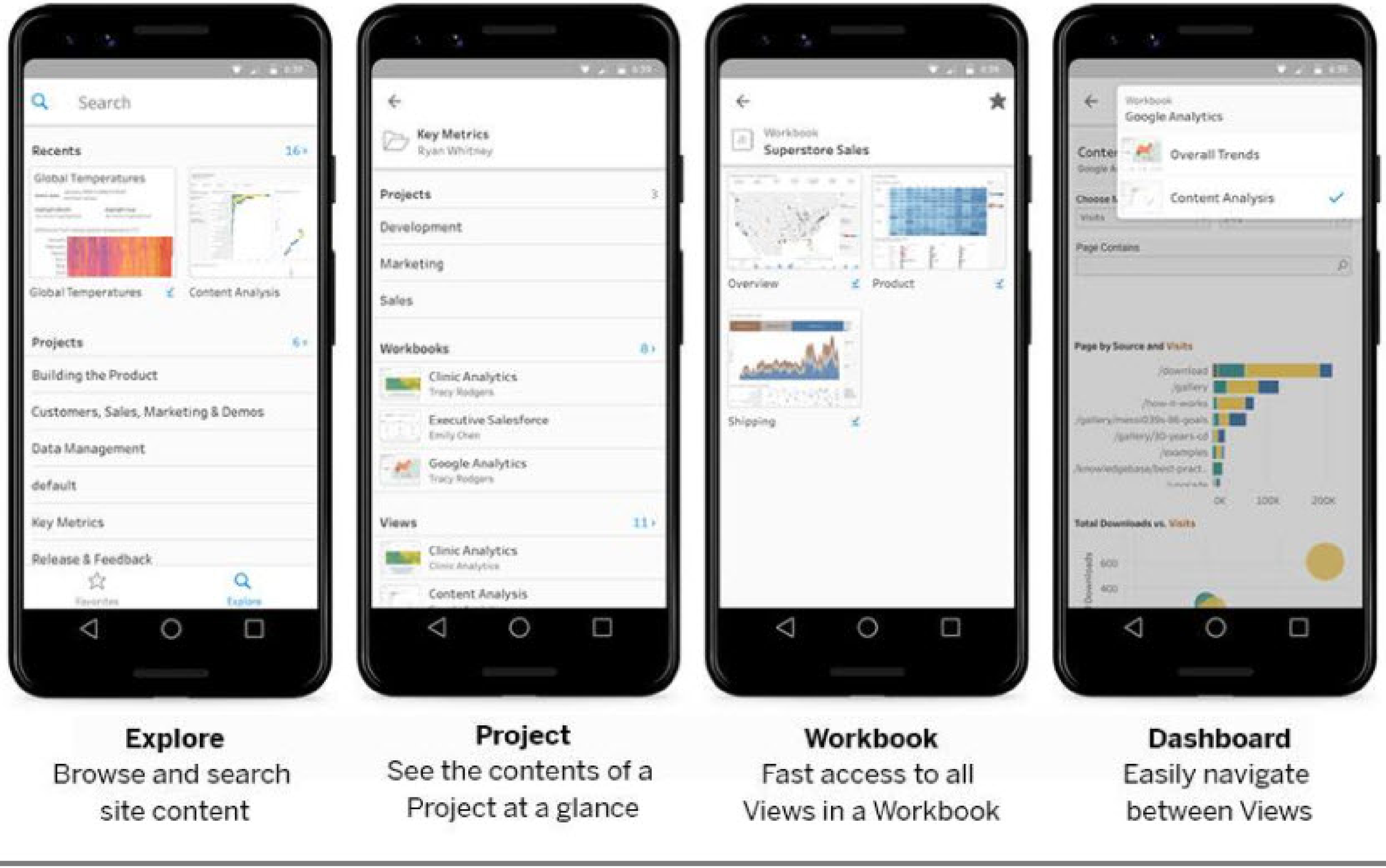
Desktop Layout
Desktop layouts can be small and hard to read on a mobile device



Phone Layout (same dashboard)
Phone layouts use the full width of the screen and are easier to read



Explore
Browse and search site content

Project
See the contents of a Project at a glance

Workbook
Fast access to all Views in a Workbook

Dashboard
Easily navigate between Views

Exporting

- PNG
- Bitmap
- JPG
- Power Point
- PDF
- Private server
- Public server

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Customizing for mobile users

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Mobile navigation and export options

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