**Follow-along guide: TikTok Project**

## This document includes detailed instructions for how to perform the data visualizations shown in the exemplar executive summary.

| **Part 1: Access Tableau and data**    * Go to <https://public.tableau.com/s/> * Log in to your account * Go to **My Profile** at top right of Tab Public homepage      * Under **Vizzes**, select **Create a Viz** * Upload the dataset: [tiktok\_dataset.csv](https://docs.google.com/spreadsheets/d/1BTVomLOrzNRGtF4QGTwf86eVm5gOpwpE4Ai_F1NAHbo/template/preview?resourcekey=0-OGt7Jh_Vj5AcZaxwYvegpA) |
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| **Part 2: Create worksheets**    * Click on **New Worksheet**      * Drag **Video View Count** and **Video Like Count** to the **Columns** and **Rows** shelves, respectively   + **Note:** Be sure both variables are converted to **Dimensions**      * Drag **Claim Status** to **Color** square under the **Marks** field      * Use **Size** in the **Marks** field to adjust size of scatter plot marks * Drag **Claim Status** to **Filters** field and uncheck the **Null** box * Give worksheet a title, like **TikTok ‘Views’ and ‘Likes’** * Create a new worksheet * In **Marks** dropdown, select **Pie** * Drag **Claim Status** to **Color** square in the **Marks** field * Drag **Claim Status** to **Filters** field and uncheck the **Null** box * Drag **Claim Status** to **Angle** square in the **Marks** field to set the pie chart   + **Note:** Be sure to convert **Claim Status** variable to **Measure > Count** * Drag **Claim Status** to **Label** square in the **Marks** field to show the total count of each   + **Note:** Be sure to convert **Claim Status** variable to **Measure > Count** * Drag **Claim Status** to **Label** square in the **Marks** field (This will label the two sides of the pie, “claim” and “opinion”) * Drag **Claim Status** to **Size** square in the **Marks** field to adjust pie chart size   + **Note:** Be sure to convert **Claim Status** variable to **Measure > Count** * Add title to pie chart, like **Total Number of Claims versus Opinions**      * Create a new worksheet * Drag **Author Ban Status** and **Video View Count** variables to the **Columns** and **Rows** shelves, respectively. * Drag **Claim Status** to **Color** square in the Create a new **Marks** field.      * Give bar chart title like **Author Status: Active, Under Investigation, or Banned** * Create a new worksheet * In **Marks** field dropdown, select **Circle** * Drag **Video Like Count** to **Rows** shelf   + **Note:** Be sure to select **Measure >** **Count** from **Video Like Count** variable dropdown * To complete box plot, convert **Video Like Count** variable to **Dimension**      * Create three new worksheets with one boxplot each for **Video Comment Count**, **Video Duration**, and **Video View Count**.   + Follow same instructions as the boxplot for **Video View Count** above |
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| **Part 3: Create Dashboard and Story**    * Click on **New Dashboard**      * Notice all worksheets created to this point are in the Sheets field      * Drag the scatter plot, pie chart, and bar chart worksheets onto the dashboard and neatly arrange each sheet on the dashboard      * Click on **New Dashboard**      * Drag each box plot worksheet onto the dashboard and arrange neatly      * Adjust titles and legends as needed * To bring dashboards together, click on **New Story** * Notice both dashboards are now listed in the **Sheets** field * Drag the dashboard with the scatter plot, pie chart, and bar chart on first page of story * Add caption and title at the top      * Navigate to next page of **Story** * Drag box plot dashboard to second page of **Story** * Add caption and title at top. |
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