

Data Visualization in Tableau

Measures vs. Dimensions

Measures

- Quantitative
- Can be used in calculations
- Must be aggregated in some way
- Discrete – whole number – blue
- Continuous – decimal = green
- Dates

Dimensions

- Qualitative
- Used to slice your data

Data Granularity

- Level of detail
- How aggregated your data is
- Adjust the detail level on measures through use of dimensions

Pre-Attentive Attributes

- Visual cues to help you process things in sensory memory

Quantitative

- Length
- Position
- Less useful:
 - Width
 - Orientation
 - Size
 - Color intensity

Qualitative

- Shape
- Grouping
- Color
- Less useful:
 - Enclosure

Joining vs. Blending

Joining

- Have a matching key

Blending

- No matching key