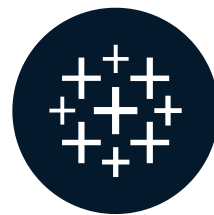


Interactive mapping of customer activity over time

ANALYZING DATA IN TABLEAU



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Mapping customer activity

What you will do

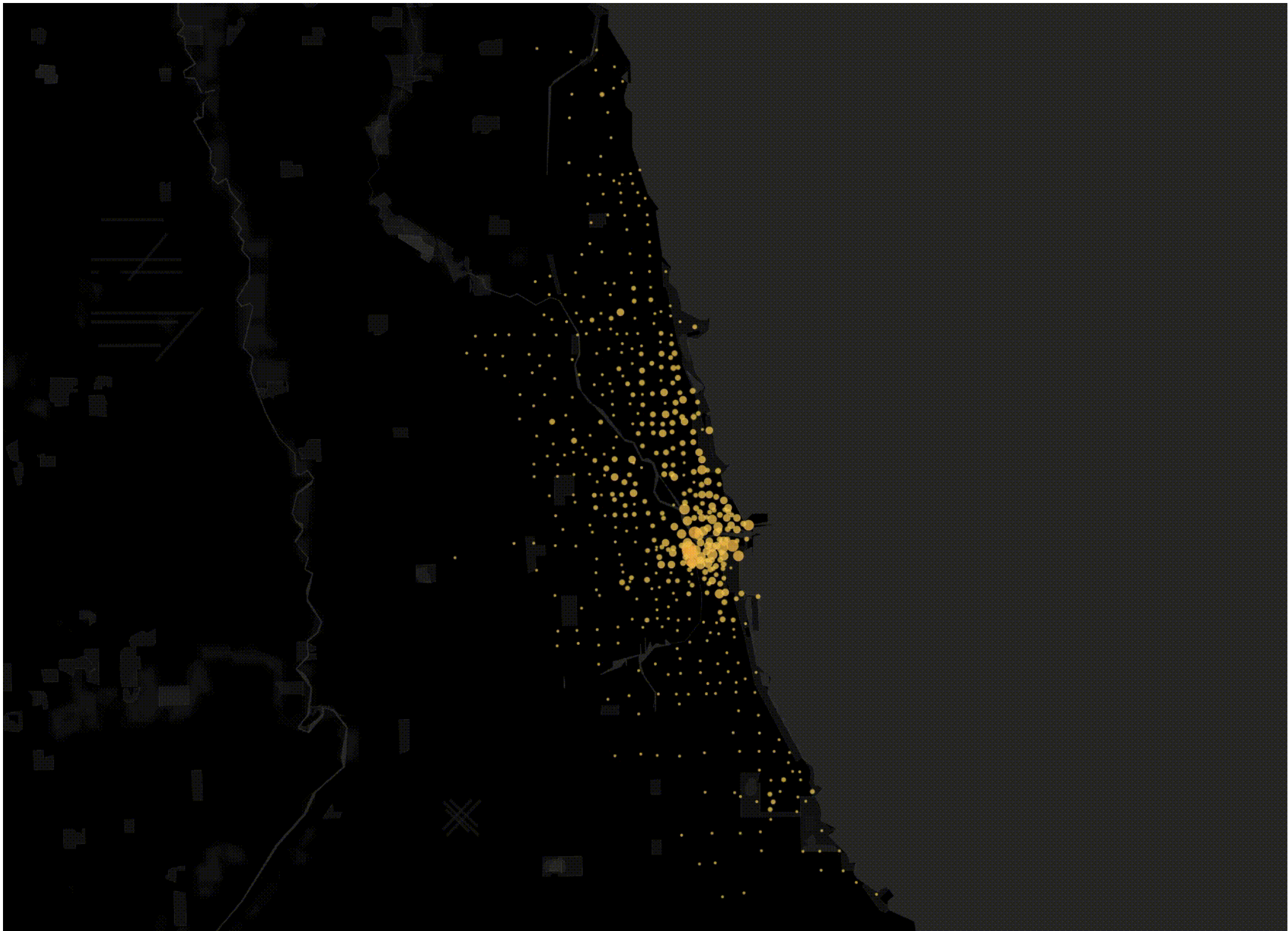
- Map Divvy riders activity
- Analyze popular bike locations
- Look into station userbase

Why mapping?

- Reveal trends
- Gain insights

What you will use

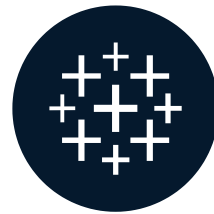
- Color, size, layers
- Tooltips
- Pages
- Quick table calculations



Let's practice!
ANALYZING DATA IN TABLEAU

Customer activity in motion

ANALYZING DATA IN TABLEAU



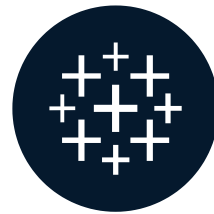
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Let's practice!
ANALYZING DATA IN TABLEAU

Layering and total dock utilization

ANALYZING DATA IN TABLEAU



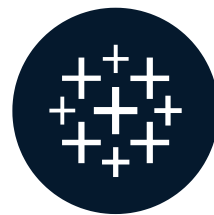
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Let's practice!
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Quick table calculations for ranking

ANALYZING DATA IN TABLEAU



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Table calculations

- Calculation applied to a visualization
- Running total, difference, percent of total, moving average, etc.
- Calculated on what is currently in the visualization

Table calculations

Table calculations are defined by:

- Scope
- Direction

Table calculations - scope

Continent	Year				
	1990	1991	1992	1993	1994
Africa	548,670	563,029	577,407	591,890	606,605
Americas	690,914	701,121	711,316	721,555	731,917
Asia	2,988,544	3,040,943	3,091,263	3,139,935	3,187,691
Europe	550,911	552,327	553,641	554,786	555,677
Oceania	26,492	26,901	27,307	27,709	28,108

Table calculations - direction

Continent	Year				
	1990	1991	1992	1993	1994
Africa	548,670	563,029	577,407	591,890	606,615
Americas	690,914	701,121	711,316	721,555	731,917
Asia	2,988,544	3,040,943	3,091,263	3,139,935	3,187,611
Europe	550,911	552,327	553,641	554,786	555,617
Oceania	26,492	26,901	27,307	27,709	28,113

Table calculations - example

Running total

Continent	Year				
	1990	1991	1992	1993	1994
Africa	548,670	563,029	577,407	591,890	606,605
	548,670	1,111,699	1,689,107	2,280,997	2,887,602
Americas	690,914	701,121	711,316	721,555	731,917
	690,914	1,392,035	2,103,351	2,824,907	3,556,823
Asia	2,988,544	3,040,943	3,091,263	3,139,935	3,187,691
	2,988,544	6,029,487	9,120,750	12,260,686	15,448,377
Europe	550,911	552,327	553,641	554,786	555,677
	550,911	1,103,238	1,656,879	2,211,665	2,767,342
Oceania	26,492	26,901	27,307	27,709	28,108
	26,492	53,393	80,700	108,409	136,516

Quick table calculations

- Table calculations that you can apply quickly
- Applied with the most typical settings for the calculation type

Running Total
Difference
Percent Difference
Percent of Total
Rank
Percentile
Moving Average
YTD Total
Compound Growth Rate
Year over Year Growth
YTD Growth

How you will use quick table calculations

- Get station ranking (Rank)
- Get userbase metrics (Percent of Total)

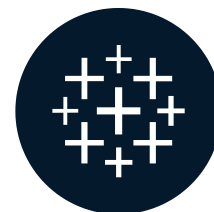
Let's practice!
ANALYZING DATA IN TABLEAU

Combining characteristic and quick table calculations

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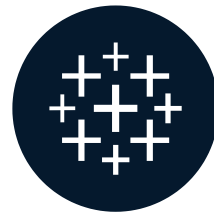
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Let's practice!
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KPIs and time segments

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