

Make your data visually appealing

INTRODUCTION TO TABLEAU

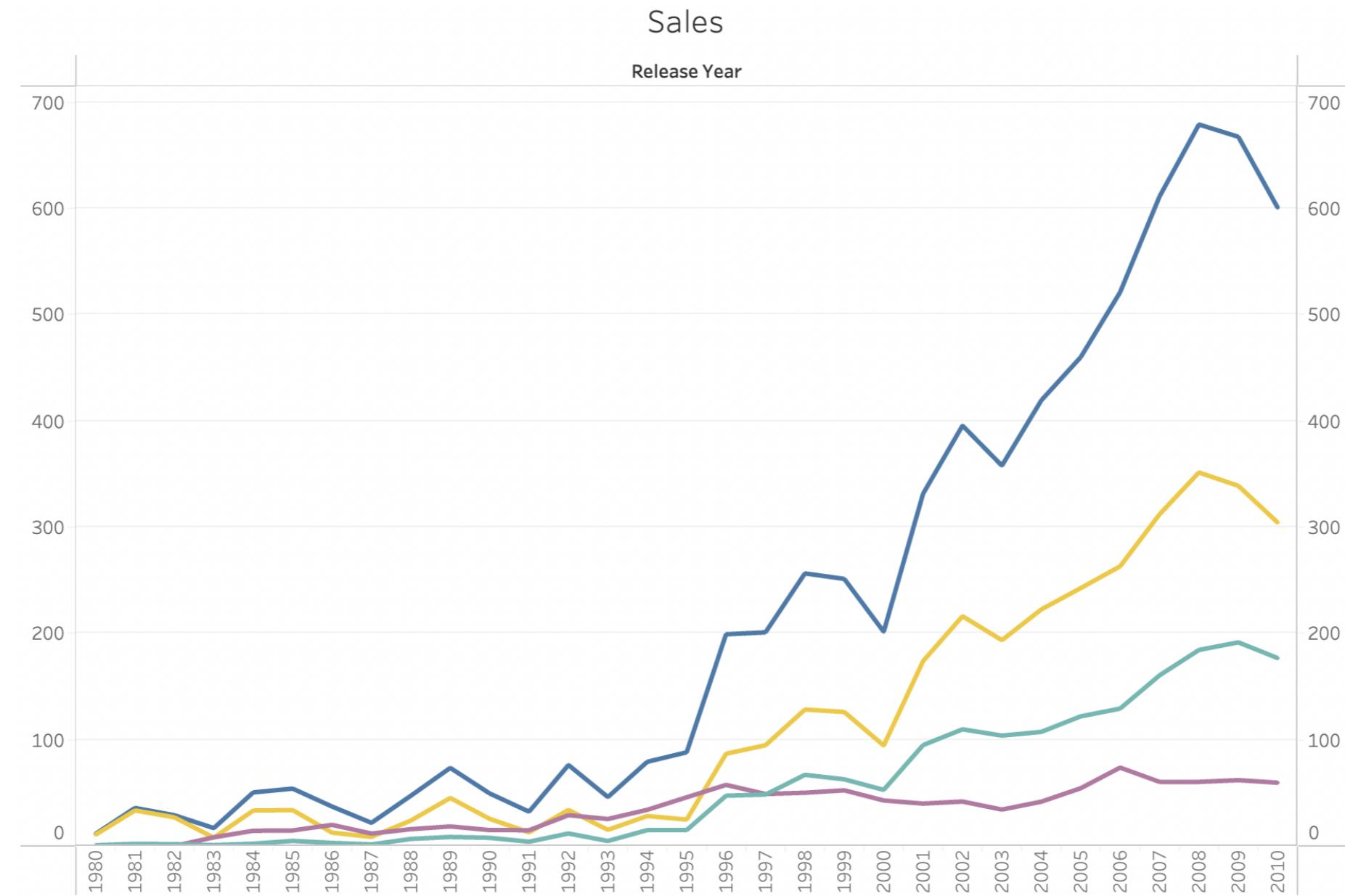


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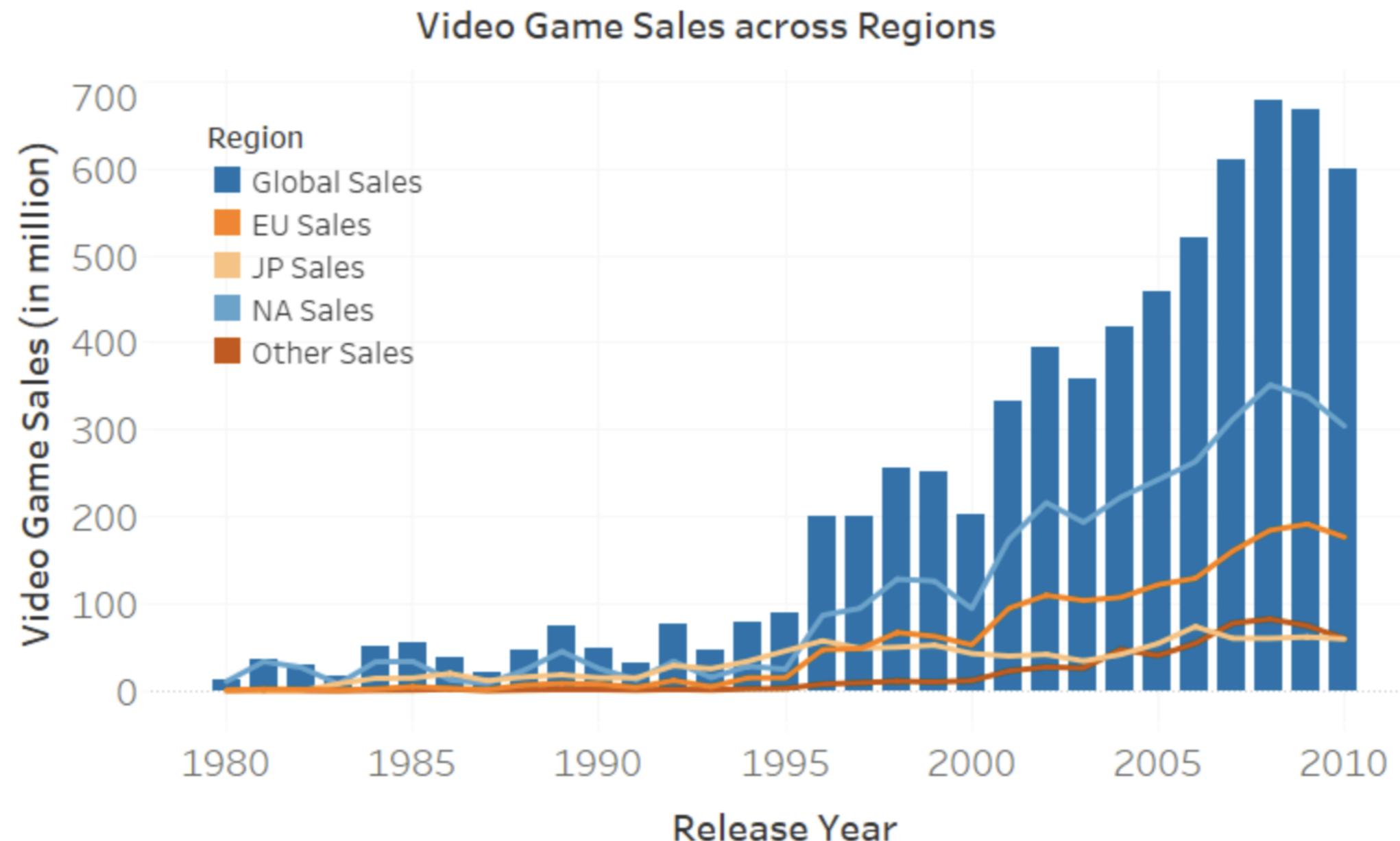
The art of formatting

From a chart with many issues...



The art of formatting

... to a clearly explained visualization



Formatting tips

Enhance your visualizations¹:

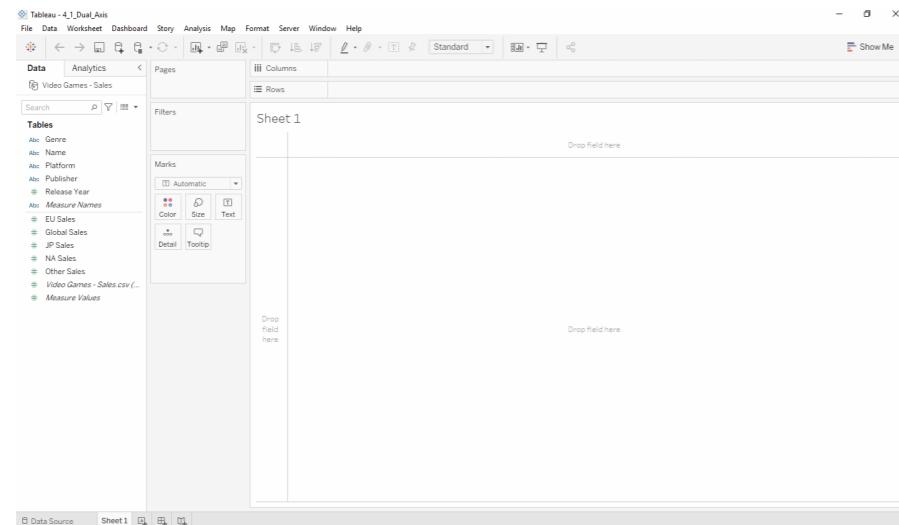
- Write informative titles
- Use colors and fonts to increase legibility
- Add a legend
- Adjust axes (titles) if necessary
- Create tooltips

¹ More information can be found in the Understanding Data Visualization and Data Visualization in Tableau courses

Format at the workbook and sheet level

Workbook:

- What you open at the start of an exercise, such as `1_1_loading_workbooks.twbx`
- Organize, save, share, and publish results
- Contains multiple sheets
- Similar to a whole Excel file



Sheet:

- Similar to a tab in an Excel File
- Displayed along the bottom of a workbook as tabs



- There are three different types of sheets:
 1. Worksheet (you used this so far)
 2. Dashboard (later in this chapter)
 3. Story (later in this chapter)

Let's practice!

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Applying visual best practices

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Let's practice!

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Dashboards and stories

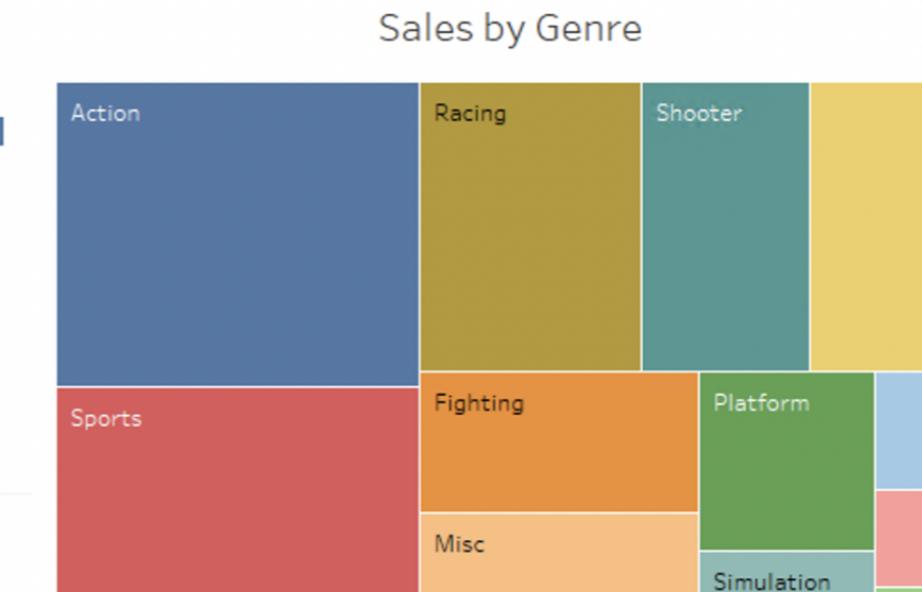
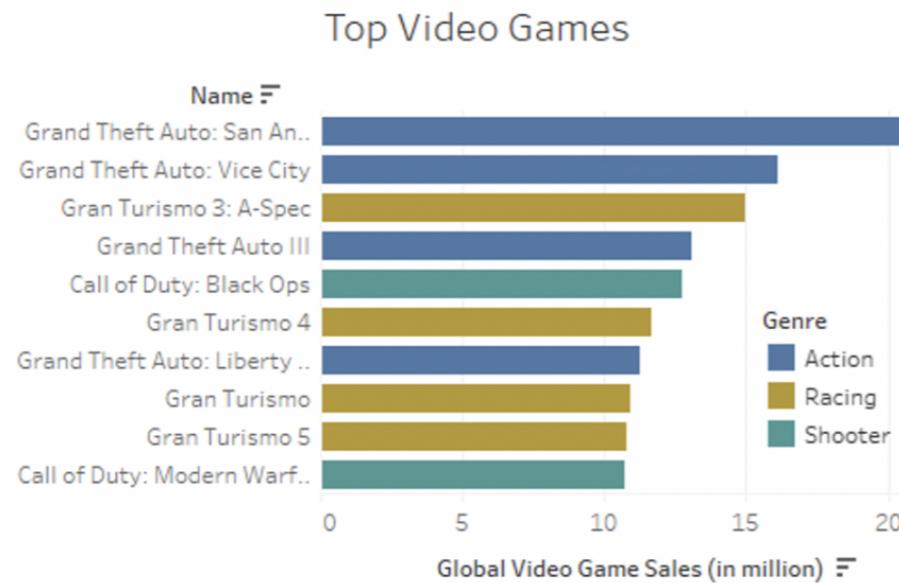
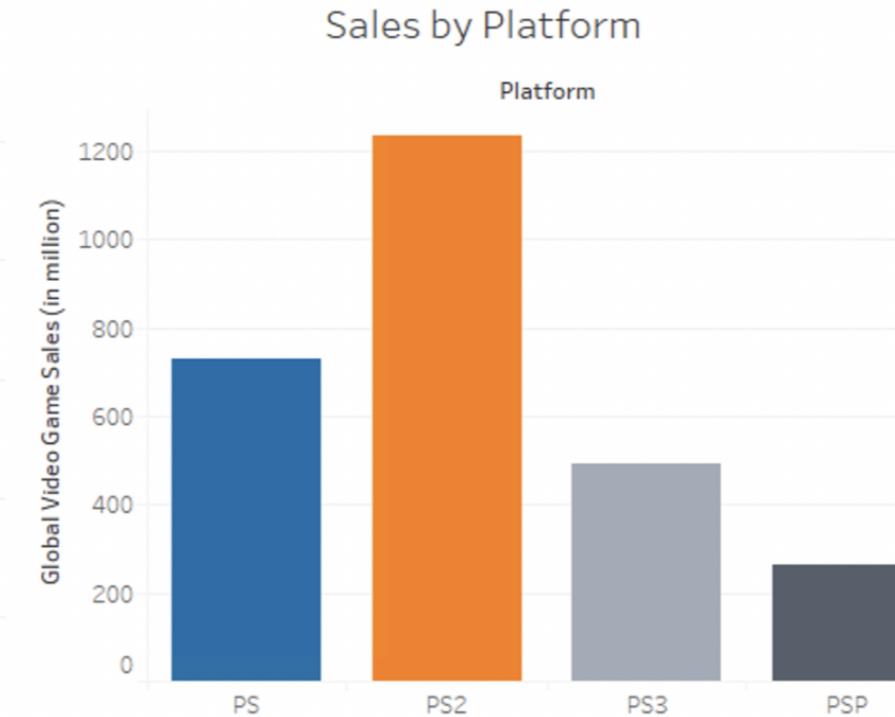
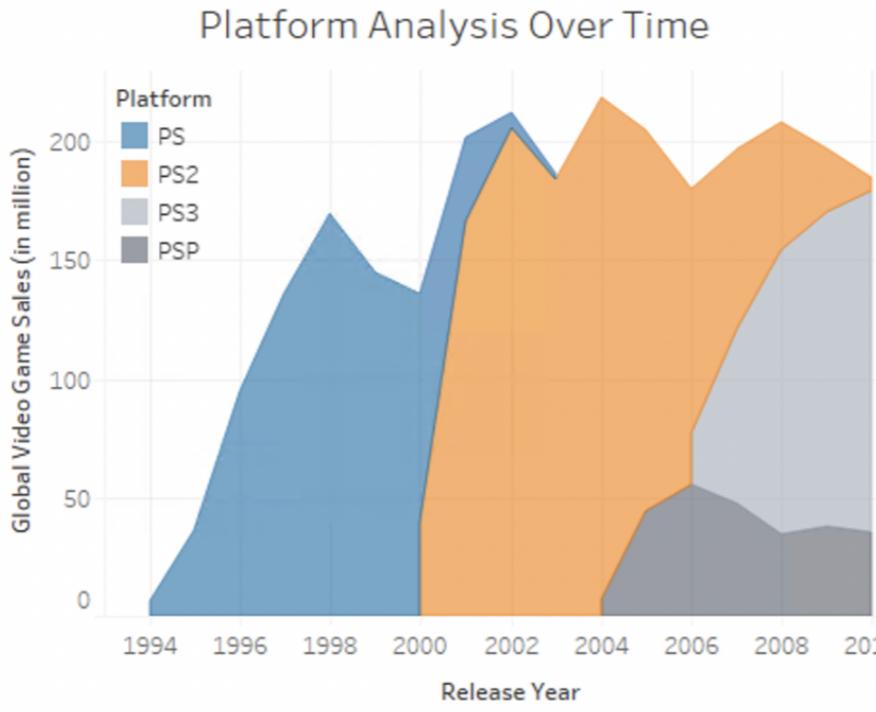
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Dashboards

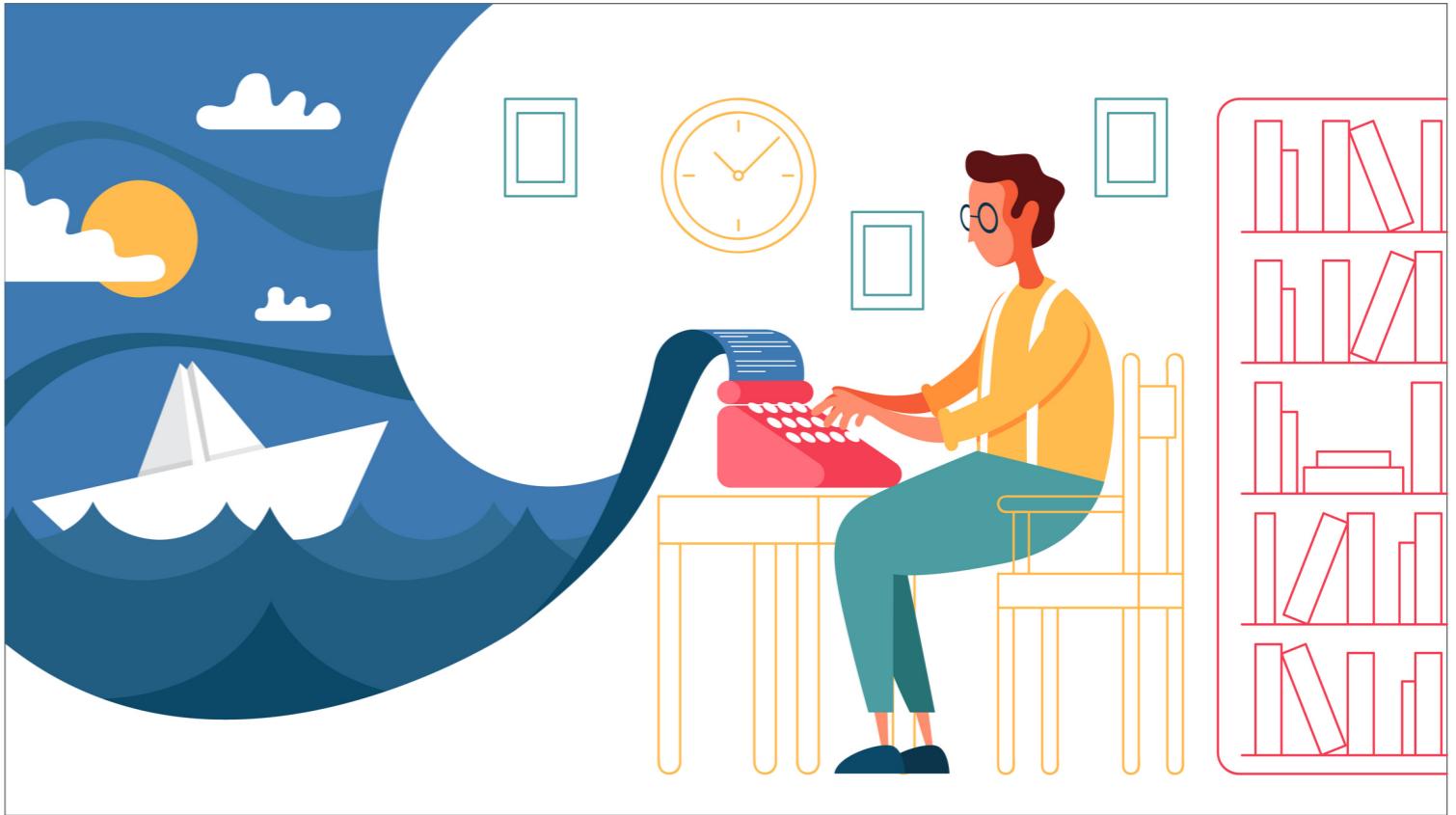


Dashboard

- Collection of several views
- Makes it easy to compare data
- Helps uncover key insights
- Data is automatically connected to your worksheets
- More advanced dashboards allow users to drill down and do their own analysis
 - Views can be connected, allowing one view to function as an interactive filter

Stories

- Useful dashboard/worksheet insights
- Sequence of visualizations to tell a narrative
- Each individual visualization is called a story point



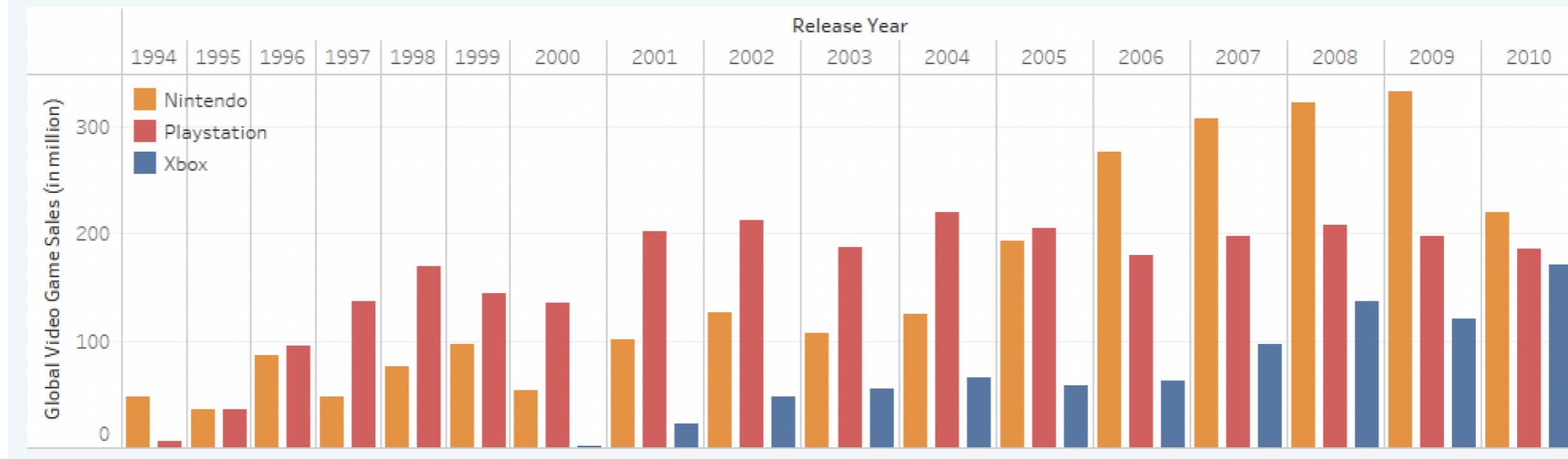
Stories

Video Game Sales Analysis by Release Year 1994 - 2010

< Platform Comparison Platform Deepdive >

Platform Comparison

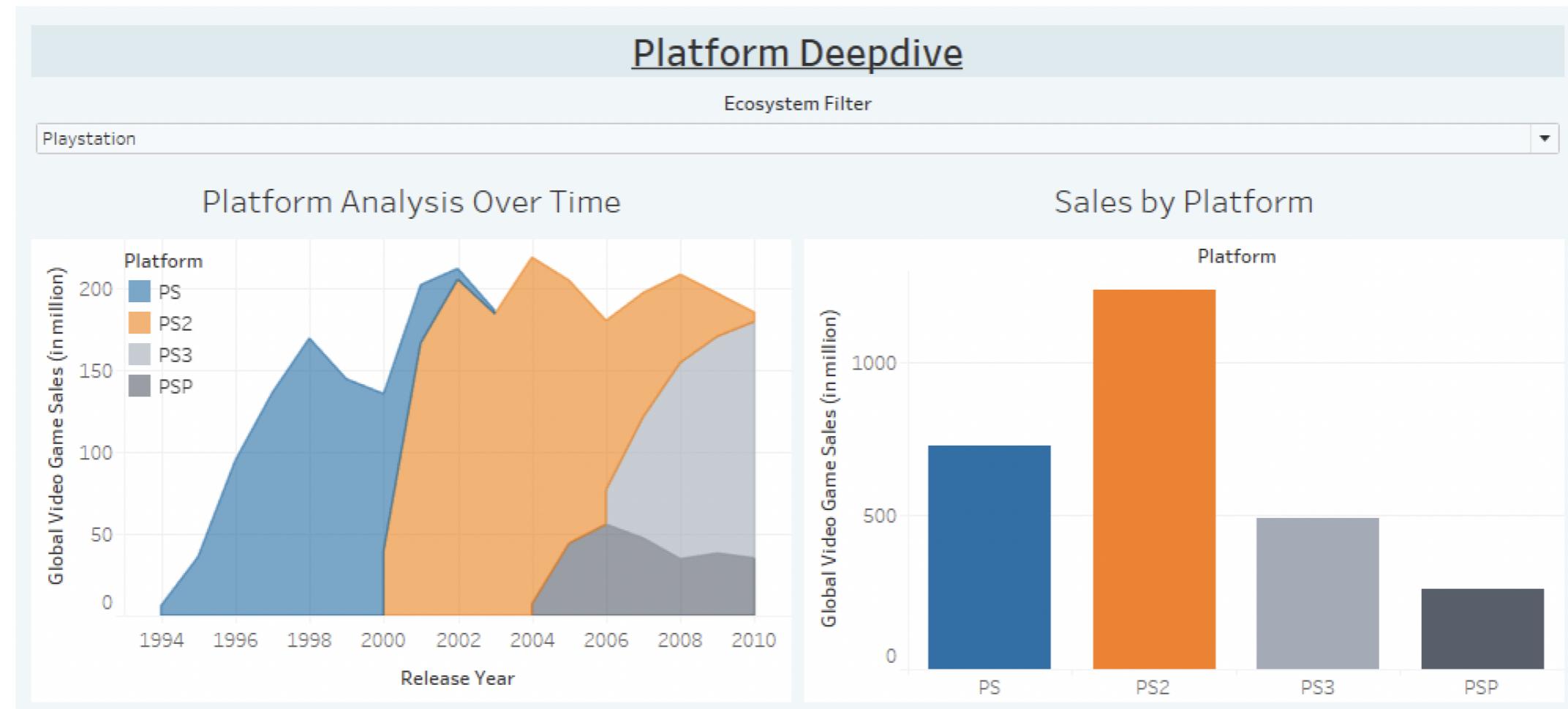
Competitor Analysis Over Time



Stories

Video Game Sales Analysis by Release Year 1994 - 2010

< Platform Comparison Platform Deepdive >



How does everything fit together?



Worksheet

Dashboard

Story

Let's practice!

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Creating dashboards and stories

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Let's practice!

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Congratulations!

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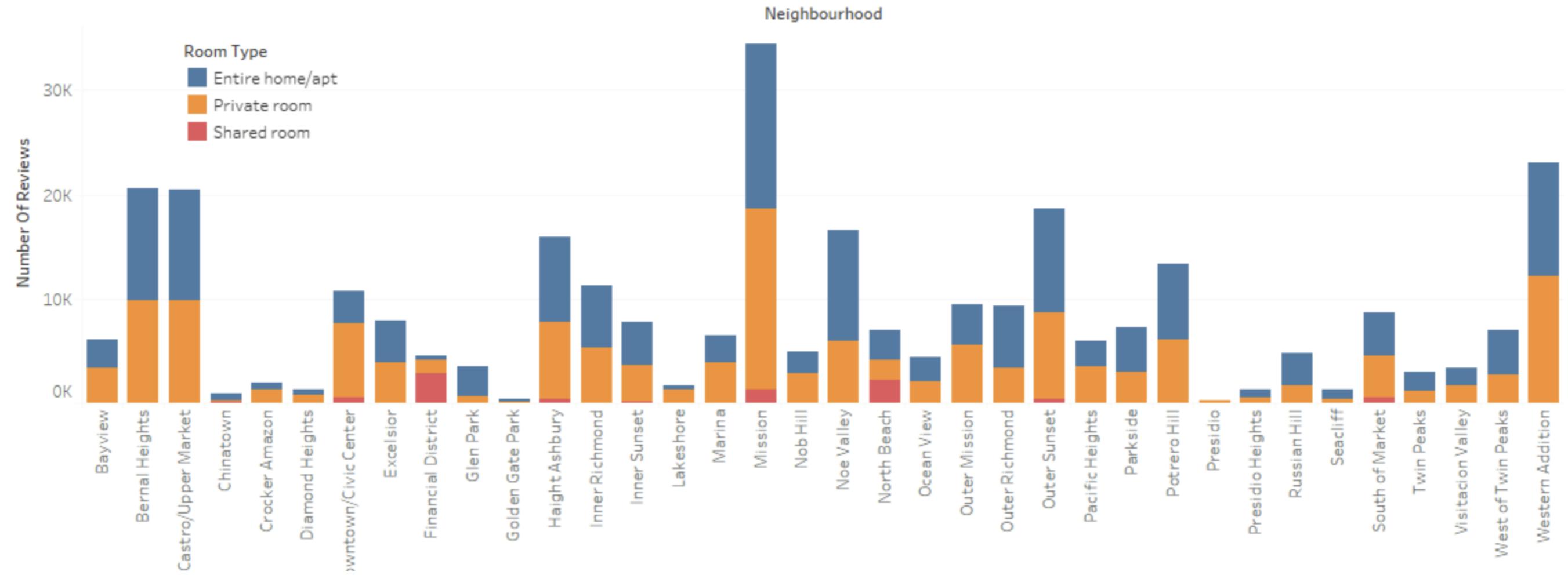


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Getting Started with Tableau

- Load data and workbooks
- Navigate Tableau
- First visualizations



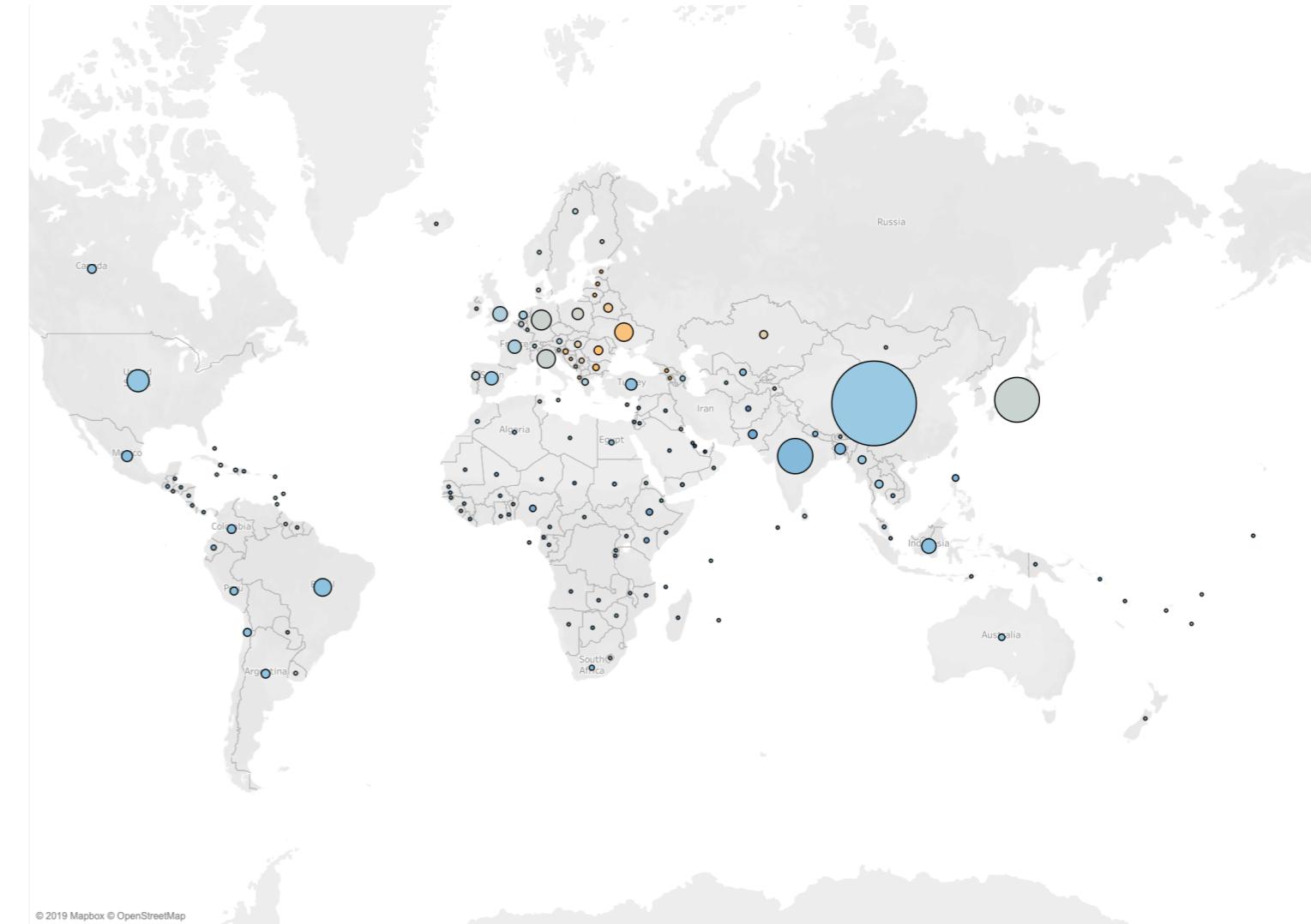
Building and customizing visualizations

- Sorting and filtering
- Aggregation
- Calculated fields



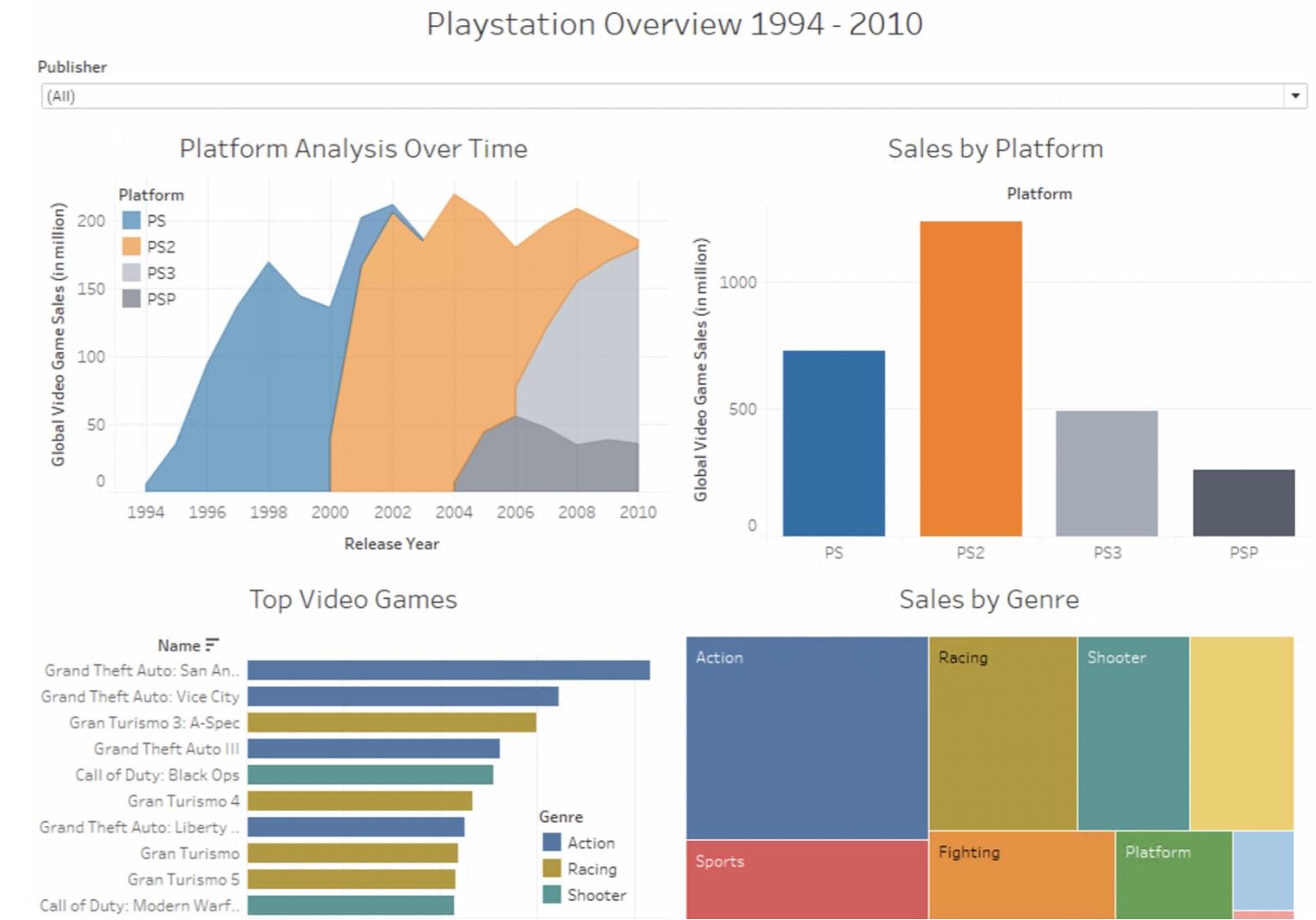
Digging deeper

- Map geographic data
- Work with dates
- Reference lines, trend lines, and forecasting



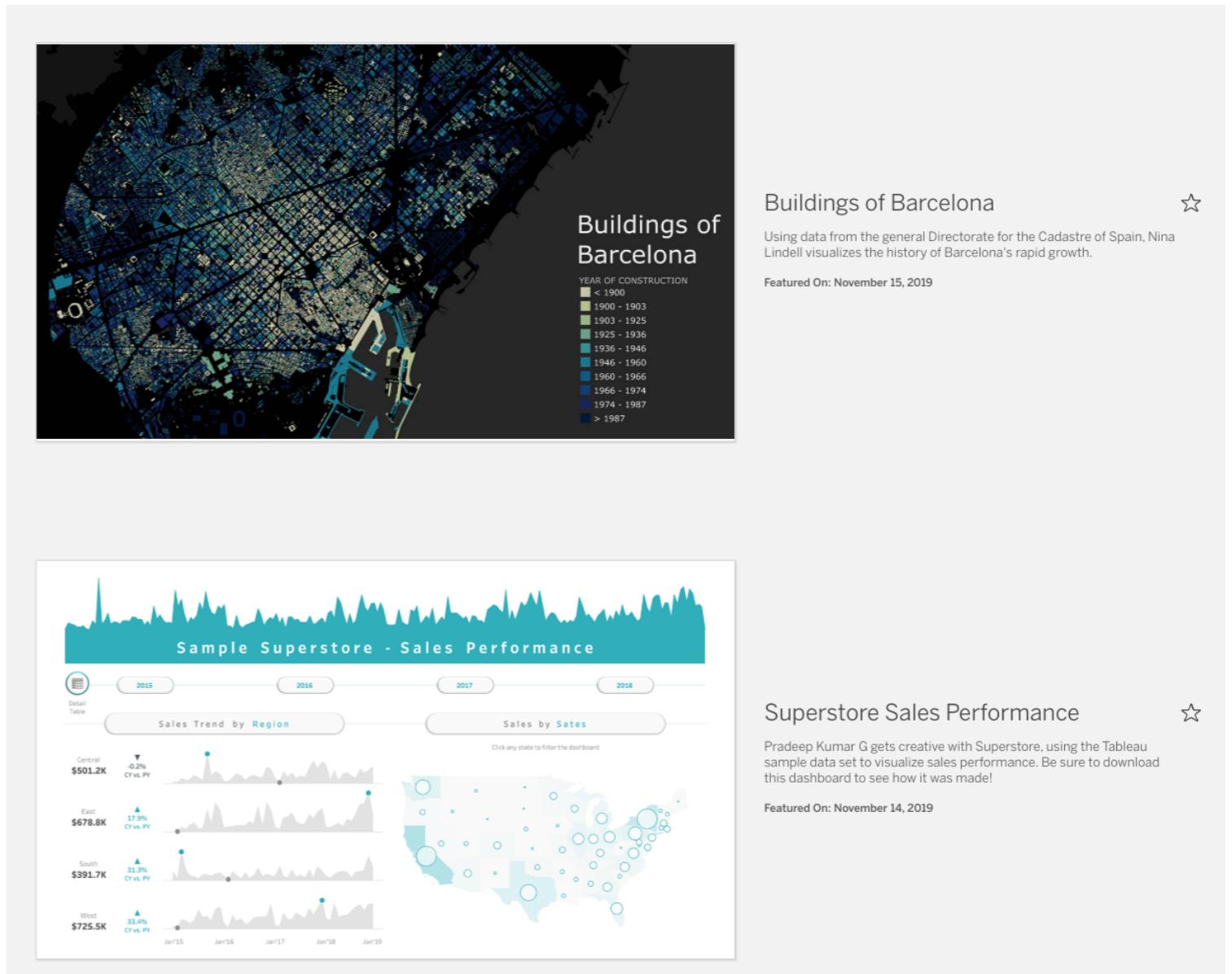
Presenting your data

- Improve and format your visualizations
- Convey findings with Dashboards and Stories



It's just the beginning

- Wide foundational knowledge and skills
- Load data, manipulate it
- Explore and choose appropriate visualization for question
- Improve your visualization



Congratulations!

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