

Project: Create a Tableau Story

Global Terrorism

By Linn Olsson

Tableau Story v. 1:

https://public.tableau.com/profile/linnpinnfinn#!/vizhome/GlobalTerrorismv_1/GlobalTerrorism1998-2017

Tableau Story v. 2 (Final):

https://public.tableau.com/profile/linnpinnfinn#!/vizhome/GlobalTerrorismv_2Final/GlobalTerrorism1998to2017

Summary

This Tableau Story visualizes the state of global terrorism from 1998 to 2017, starting with a broad global total picture, then moving to terrorism in specific regions and countries and ending with a narrow perspective on the terrorist groups behind the attacks. The data used for this story comes from the Global Terrorism Database that includes information on terrorist attacks in the world from 1970 to 2017 and is maintained by researchers at the National Consortium for the Study of Terrorism and Responses to Terrorism (START). This Tableau story only includes data from the years 1998-2017, because many variables in the database only exists after 1997, and cases where there is no doubt that the incident is a terrorist attack (where the variable *doubtterr* equals 0).

Design

- Color range used is blue-orange and not green-red to make visualization accessible to all people (adjusted for color blindness)
- Used line charts for continuous data and bar charts for categorical data to keep it simple and clear
- Used different colors in graphs shown on the same page to distinguish them from each other
- Minimized number of graphs shown by combining all relevant data values in the same graphs as much as possible
- Made bar charts horizontal to make bar names easier to read
- Used different colors in charts to illustrate which measure that belongs to which category to get a better overview in graphs with sub-categories (for example in the chart "Top 10 Terrorist Groups in the World")
- Minimized values included in charts where many options were present by using top 10 of values
- Included a world map to make Tableau story more interactive and interesting

After feedback:

- Made story point text boxes more readable by increasing their height and width

- Centered and increased size of main title and added sub-titles for each story point slide to better explain the graphs shown
- Removed “Year” axis name in all graphs since it’s clear enough to have the years visible
- Adjusted size of story and graphs to remove all scrolling to make the story easier to digest
- Removed all legend titles since the measure title is self explanatory. Changed and kept the legend title in the world map graph where they’re needed to explain the function of the filter
- Made country filter in world map into a drop-down list to make visualization less messy, also added a white background to legends/filter to make them more visible on the map
- Added a total line to the “Top 10 Countries with Most Attacks” to better visualize a countries relative position to the total number of terrorist attacks
- Added a footer in the last story point with a reference to the data used in the Tableau Story

Feedback

Feedback from John:

- Make story point text boxes larger so that you don’t have to scroll to read all text
- Add title to each story point to better understand what the graphs are visualizing
- Make story title centered
- Add data reference in story to show what the visualizations is based on
- Remove axis title “Year” in all graphs, we can simply see the years in the axis
- Remove scroll from all graphs, adjust story size so that you don’t have to scroll to see full graph
- Remove legend titles in all graphs but the world map graph where they are needed to explain the filter
- Change legend names to plural in graph “Successful Terrorist Attacks per Year”, that is Successful Attack -> Successful Attacks
- Make bars in the graphs in the first story points same size, now the bars in the graph “Most Common Attack Methods” are bigger
- In world map graph in the second story point, fix filter title that currently says “Number of Records” (Number of what?) and make the country filter drop-down because it looks messy to keep the whole list visible on the right side. Also add some background to the world map filters, they’re currently hard to see
- Add line with total number of terrorist attacks in graph “Top 10 countries with Most Attacks”, it’s interesting to see the relative share of the total that each country has. Also change the legend options (countries) from alphabetical to descending order (top 10)

Resources

Global Terrorism Database: <https://www.kaggle.com/START-UMD/gtd/home>

<https://community.tableau.com/thread/250794>

https://onlinehelp.tableau.com/current/pro/desktop/en-us/functions_functions_date.htm

<https://kb.tableau.com/articles/howto/plotting-geographic-data-using-custom-longitude-and-latitude>

<https://community.tableau.com/thread/280370>

<https://community.tableau.com/thread/135057>

<https://community.tableau.com/thread/279830>

<https://community.tableau.com/thread/216280>

<https://community.tableau.com/thread/194825>

<https://community.tableau.com/thread/216513>

<https://community.tableau.com/thread/193620>