

Data Visualization and Impact

Day 1 Lab

Transcript:

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see in here in here there's the data six data

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impact training repo that I want y'all to uh be looking at um so essentially

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what we're going to do is we're going to be doing a text file today and this is not going to be too bad so you can

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either pick events or devices it doesn't matter we're going to go with events and then what we want to do here this is

Join Data

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just so that we can create an aggregated data set and so in Tableau you can do joins like in the workbook generally

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speaking I don't consider this best practice but I like uh this as for this case in particular so all you want to do

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is you want to drag devices. CSV onto there and then it will it will try to guess and it's going to say oh we're

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going to join on device ID and it's like that's right right so we're good to go that's essentially it for um kind of how

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we're going to be building out some of our dashboarding stuff today and then uh I don't know if y'all ever used like

Tableau Viz

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sheets before um now I'm just going to kind of go over uh kind of the higher

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level kind of features of Tableau real quick because I think some of y'all might not know this but uh so you have

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on the left here you'll see some of these things are blue right you see like ABC ABC ABC all these blue Guys these

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are what are called um dimensions and then the green ones are measures and

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there's actually the only measures in this table are counts like um because this is again just like website device

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hits so um like for example if I drop in uh let's let's drop in host

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here so or we'll put it down here in rows so this is like every host that is

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on the website one of the things you'll notice is that um this is every person that has ever had a tech Creator account

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essentially and um uh this is probably not that useful of a visualization quite

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yet but like if you add in the events and then this is looking a little

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bit better like you'll see that some of these lines are a lot bigger than other ones but then the cool thing about this

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is like if you go down here you can you'll see there's like a little sort button you can hit sort here that's like

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pretty great and so then now you can see like okay here here's Zack wilson. exactly.com admin. Zack wilson. Tech

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creator. all these different um websites that have uh they all have uh some

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people have um more hits than other people you'll see for the most part it's like mostly me and um and then Sarah's

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got about 1,700 hits but then it's mostly like Lulu and then everything

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above here is mostly me me and then like Tech Creator right and then obviously exactly this is like also all the

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traffic that y'all are creating so this is essentially um what kind of data set

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we're working with uh this data set is every single website request that um

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exactly has gotten so one of the things though is that I want to show you all is that like there's many things that you

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can do with this like so I don't really like this long tail so I think I really

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want to focus on like one two three four five six seven I care about the top

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seven so let's go ahead and create a filter because I think filters are pretty cool so if you go to host and you

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like right click on host you can go to create set and then and you can create host set I'm going to call this top

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seven hosts go to top and then you say bu field and then you say seven and you

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say Okay okay so now we have top seven hosts and so you see how now that filters it down so now we just have the

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top seven hosts and so this is like probably a nicer kind of list of things to look at so one of the things that uh

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is pretty cool about this is this actually has way more dimensions in it than you would expect like um for

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example uh so this is this chart's kind of interesting but like one of the things that this chart doesn't really

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show is there's not really a good time D Dimension here because one of the things

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is is like you if you notice like if I put time into the filters you'll see that the data here actually goes back to

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2019 so let's just look at 2023 and you'll see that like oh and

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you'll see Zack wilson. Tech is now lower than exactly.com because um uh

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exactly.com I started leaning more into exactly.com this year and last year and

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like 2019 to 2022 I was all about Zack wilson. Tech but then I freaking you

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know this year I moved back over but you see how I then filtered down to this is just 2023 but

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there's so many cool things you can do in Tableau right so you can also like say like new worksheet and then I want

Line Chart

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to show you just some other cool things you can do so like if we we say okay we have a year and then I want to filter to

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the top seven hosts and then I want to color by host I want to add okay so here

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are all the the hosts and then what I want to do is I want to put a line chart

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okay so now this is now a line chart of all the hosts and and you'll see that

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like uh really it's just a battle between exactly.com and Zack wilson. tech for the most part all the other

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kind of tech Creator domains they have gotten like an order of magnitude less

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traffic but like one of the things about this is like this isn't that good of a chart because uh like what if I wanted

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to look at the proportion of the traffic as opposed to the um just the count so

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you can do is you can go here you say add quick table calculations you say percent of total and then you can say uh

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is compute using table down and now this is uh but the chart here this is not the

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right chart uh so now this is going to be more around uh which one oh wait this

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is not quite right this should be can we do cell or is it it's both I think it should be event time and using event

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time and host there we go there we go now it adds up to 100 okay so you'll see

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like at like over time you can see how the proportion between you the battle

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between like Zack wilson. Tech uh exactly.com and admin. Zack wilson. Tech

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they all kind of like battled it out and uh you can see kind of how like exactly

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kind of like pushed out in this uh in the most recent year and uh so yeah you

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can kind of like see things in a very clear way uh one of the things that's interesting about this data though is

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that like you can cut at whatever grain you want very very quickly right like so want one more chart and then I think uh

Daily Grain

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I'll open it up for a little bit of questions but then we're going to be also obviously we're going to be going way deep into Tableau um on on uh

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Wednesday as well one of the things that's cool is you can actually go to uh you can you can go

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to very fine grain here so you'll see here this is now uh this is now at the

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daily grain you can see how we have uh you can see all the days of data and

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like when people were like hitting the website and like and you'll notice that there's like a lot of hits on uh these

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two dates so uh these two dates are the dates that I announced on LinkedIn that

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I was quitting my job right you can see I got a lot of traffic and now I'm starting to uh ramp back up here but

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like that's kind of the idea right is you can definitely see how like it's kind of taken off more and how there's

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going to be more of a kind of a bump there but obviously like I like to again

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look at this chart more like with uh with it broken out where you have the

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the different kind of domains to to look at and you'll see that like okay like um

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it's cool because like you see like with Lulu like you can see Lulu's um see those two spikes the May 26th Spike and

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then this one here this August 14th or this August 11th Spike those are the two um those are the two days where I uh did

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my um stream contest right because you can see like Lulu generally speaking like gets no traffic like at all but

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then like if uh when I'm like no guys you got to you got to check out Lulu's website you can check it out right so

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anyways that's kind of the idea we're going to be building out a lot of cool visualizations and stuff in Tableau and

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I'm hoping that yall can do this congrats on getting to the end of the day one lab if you're taking this class for credit make sure to switch over to

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the other tab so you can get credit