Data Visualization and Impact

Day 2 Lab

Transcript:

for it I want to we want to think about things a little bit so one of the things we want to think
  1:12:21
about is what um questions do we want to describe and
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like or and like how do we want to display data and we're going to put a couple charts together and I think that
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will give us a good example so one of the things for me because I you know
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this is this is real data this is the data to my website uh the one of the things that I care about a lot is where
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is where are people coming from and that's actually in this data set you'll see this uh referer um column here you
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see if you drop referer it's going to be very upset because it says there's 1,400 different referrers so um let's put that
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in the um in the rows here and you'll see that there is like just an insane
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number but a lot of these are actually just like on site so you see how like uh
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if it it's like it's exactly going to exactly or like um there's all sorts of
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different like onsite things but you'll also see let's put a count in here so the way you put count in is you grab
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this and then you can put him here and then you can see the uh the total
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numbers here and you can see like okay LinkedIn is obviously where I get the
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most but you see how there's like two here and both of these are actually Linked In so and um there's probably
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even more that are also linked in so what we want to do here is I we don't
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like this this is this is terrible right cuz there's like so many there's just so like there's just too many like uh we we

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want this to be like maybe 10 not um all of these right so what we want to do is

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we want to create a calculated field that's going to Define this stuff and really this is something that probably

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should happen Upstream but I'm going to show you how to do it in tablet so what you want to do is on referrer if you

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right click on referrer you could say create calculated field okay so this is going to be called um We're going to

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call this referrer mapped if contains this right let we say else

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if so let's get all of the LinkedIn ones first because there's a couple you see

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this like Ln KD this guy is also not going to uh like work the way that we

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would expect so let's put that guy in here I'm going to give you this uh as well right we can put LinkedIn then

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Linked In right and then uh we have um

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we have also we have else if uh there's like a is null referrer and then this is

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then direct because they might not come from anywhere they might type the website in directly and so that's what

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uh that's going to um cover right and then let's do a couple more else ifs here so we have contains and then uh

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referer and then you have Instagram uh then Instagram

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uh we probably want Google as well why is that like so

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weird so then we have a Google then Google then we have uh you see this

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t.co t.co that's Twitter that's actually what Twitter does so let say this is Twitter and then we have uh in this case

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we also have exactly and this is um onsite we also have Zach Wilson this is

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onsite and then this is uh we also have um there's no it's just those two so um

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I think whoa what is going on here there we go so uh we have exactly Zach Wilson
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um okay there's Bing do we care about Bing Bing is like high enough up that we
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probably do care about being I guess there's YouTube oh look there's stripe this is like all the people who bought
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right we were coming back from the stripe checkout um okay uh okay I think then we
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just have an else here and then we can say else we can put other so you see this is terrible but then if we move
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this and we put refer or mapped okay now now we're now now now this is looking
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pretty nice right you see how uh we have all sorts of um kind of connections here
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like because if you have the referer like oh do not because if you put the referr in there too then that should
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give us yeah see null is just the most common way that people go apparently
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they just hit the site directly so one of the things to think about here is
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okay so this is a good example of uh
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what I would call this is going to be like our traffic by source so what I
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want to do is I'm going to rename this sheet we're going to call this um traffic by
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source so that will give us a nice name for this sheet so um this is uh pretty
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good and you'll see we can we can kind of see exactly where things are going to come from really uh like on site is kind
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of like not even like one that we should probably even include because it's like
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uh that's they're already on the website we care about external traffic but we're going to keep both of them in here for
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now so um this is a good chart uh but it just kind of shows total Aggregates
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right so let's make another chart here where in this case if we have um event
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time um I don't like year because year is kind of a

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um it's kind of a it's kind of a um it's very bulky as a dimension so I like

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usually like month so this is going to be now we have this is going to give us like so if we put a a line in here we

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put the count so now this this is going to give us like our actual chart our uh month over Monon kind of chart for the

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traffic of my website you'll see like wow these were almost exactly the same that's wild how those Peaks are almost

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exactly the same there um so this is going to be uh the monthly uh traffic to

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my website over time you see I have data going all the way back to January 2019 and you see I like it's kind of slow

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slows slow and then it's just kind of gotten out of hand over this year right um uh it's interesting these points

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right here this point this point and this point are all very important points

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uh which I'm going to uh which we can talk about and we will put into kind of the storytelling that we can put in here

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as well so one of the things that I think can be really cool to see with this chart right is this is interesting

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but also kind of boring because it's just one line but if you take referral mapped and you say you take referral

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mapped and then you drop it on color okay now we have an interesting chart

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here where this is uh you have direct you have onsite but really we probably

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want to get rid of direct and on-site because those are going to be kind of like not very useful so what we can do

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real quick in this chart is we're going to just exclude direct and onsite because now this will give us a better

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picture I think of what we're looking for so in this case what we can do is

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this is an interesting chart but one of the things that I'm sure are aware of here is this chart is also not very uh

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useful in different ways right because the scale like this one point this outlier Point kind of like blows out the

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scale of the rest of this chart so what you can do right is you can you can

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adjust the scale here by going into if you uh if you write if you click on the rows here of this count you can go to

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Quick table calculation and then if you say percent of total okay you'll see that didn't quite do it but then if you

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say compute using and in this case you say event time and referer mapped okay

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there we go now this is going to be uh this is a much more interesting chart

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and you'll see like where the traffic is coming from and you'll see like for the most part like I never really publicized

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my website on LinkedIn back in the day you can see like essentially you have a very clear picture of when I first uh

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brought on my website on the LinkedIn it was going to be this July 2020 was and

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that was when it was 50 50% of my traffic one of this line chart is kind of ugly I don't like this line chart uh

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let's change this can we do like a an area chart Ah that's better that's better that's much better so now uh you you

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can see essentially where traffic is coming from uh from various different

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sources like so here's LinkedIn and you can have a very clear picture of okay so

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in August 2023 59% right you'll see that like for the most part there is uh like

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Google drives a lot of my traffic but so does LinkedIn and then uh but like and

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then you see more recently you can see these other platforms coming online like you see here's now Twitter is driving

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12% and Instagram is driving 8% and uh and you'll see that like you can kind of

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see exactly how I was able to track my um traffic over time

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and so you can build really really powerful dashboards with Tableau I I I

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it's it's a sleeper tool I'm telling y'all so this is interesting right this

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is an interesting kind of chart that I think we want to uh keep this is going to give us uh um a lot more data because

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you see how this gives us data across the board all the way back so one of the things I want to help youall to get you

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to this point again right is if you have events here you can say comp compute you so you at quick table calculation

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percent of total and then you say compute using referer mapped and then that's how you get to this chart of like

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the actual percentages across the board you'll see like um you'll see like

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there's a couple points here when uh like LinkedIn really dominated like you

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see here February 2023 and um February and March here where LinkedIn was a huge

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proportion uh because that was like when I announced on LinkedIn I was quitting Airbnb but you'll see also right here in

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November 2022 that was also when I announced uh I was founding exactly.com

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or I mean exactly Inc and so that was like you see another big spike there but

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then you know going forward like you'll see okay you can actually start to see my Instagram efforts are starting to

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actually pay off that's one of the things that uh this chart is being very obvious about right I mean now Instagram

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is is like pretty much as big as Twitter in some regards and honestly if I if I pulled the data one more time Instagram

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would be absolutely insane but anyways uh this is essentially the idea behind

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one of the charts I would want to call so I I'm I'm going to um rename this chart this is going to be called um

external traffic breakdown okay so this is going to be a

great example of a chart that does tell a story like one of the things I I would want to add in here I think is maybe add

uh like can we add a percentage in here does that work oh no that that label is ugly you see that's that's too much uh

that that that's that does not help I think I think this is all we get oh I know what we can do though we can add a

label for that there we go that is good that that's pretty good though I like that because now you can kind of see the

you can see the labels of everything and you don't have to like look over on the right here as well so that it makes uh

the The Strain a little bit easier so you'll see we have traffic breakdown I think we

have one more breakdown that we want to look at as well and then we will be very close to having our analytical dashboard

to we'll have all the pieces of our analytical dashboard ready to go so we're going to want to look at another

dimension here and in this case I like uh how how many how many do we have for OS

type uh okay this is again something that we

probably want to um uh um minimize a little bit here I I

think like like just having probably clumping like all of but Windows phone

is different I guess but like I kind of want to Clump all of windows together but this is like probably

enough because if we do a count here what does the count look like so if we sort here by count okay so we have other

as the most okay but okay this is pretty good I actually think uh the way we filter this data is different where what

we do is we filter by count and we say uh we need at least a th000 hits and

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then now this is this is going to be a a cleaner set of um devices so I'm going

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to rename this as uh this is going to be um traffic by OS

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type okay so this is pretty good I like these three charts now one of the things

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that you can do in Tableau though that is really really powerful is you can

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actually create what's called a dashboard not just a sheet so you see down here there's like this plus plus button gives you a new a new sheet but

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the one next to it this gives you what's called a dashboard and um I'm going to show you how you could do this so this

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is a dashboard I like to change the size of the dashboard where I don't have like I have it just be automatic I don't like

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like freaking the fixed dashboard sizes I like automatic dashboard Siz so now we

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have so we have we can put we can then once you have your dashboard open like this you can start tiling stuff so I

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think the the traffic is probably the most important uh chart to put on here and then really we have um this one here

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which is like our traffic by OS type which really can be a little bit smaller because we want to see kind of that

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whole history and then we also have traffic by Source um so one of the things I want to show now though is this

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is where Tableau really really shines so so if you go into more options oh if you click into this okay so when you click

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on this you'll see that there's this button is like use as filter um one of the things you'll see is now um like

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let's click on Windows okay so you'll see now we can see

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uh like you get way better like you see like I didn't even get really any

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significant like like apparently everyone like there's like wow there's a

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lot of like Linux people on Twitter apparently like but you can see like okay there's

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actually not that many people on like Instagram from iOS or from Mac but I bet from here see if you look at just iOS

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though like you see how like there's like way more Instagram people and so you can you can really get like a lot of

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great like details here right um I think that there is a missing chart here and

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it's a it's actually similar to this chart um I'm going to D so one things you can do is you can actually duplicate

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charts uh so I'm going to duplicate this chart chart and I'm actually going to uh uh clear the table calculation here and

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in this case I'm not we're not doing we're just going to go back to a regular line and uh this chart uh we're going to

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we're actually going to have this one we're going to call this like total traffic and um we don't actually I I in

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this chart I don't think we need to remove the filter because uh we can kind of have that as

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um so why do we want this chart in here as well right so it is flattened here a

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little bit but you'll see what you can do now is this makes this is going to

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make everything Dance all right you see how like you can see how it dances and you can see exactly where um people are

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coming to the site and where people are um but see the problem again with this

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is like I do I do think that this this chart it gets it gets kind of the scale gets blown out here from these two

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points like the uh the on-site traffic here and the direct traffic from

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uh in July here is too high but you'll see uh one of the things you can do

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though is now if I click this one or or or like you can also use this one as a filter and if I click this as LinkedIn

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you'll see this chart becomes very boring because now this is filtered down to just LinkedIn which makes sense but

now this chart is really cool and then you can see oh like um when uh like from

LinkedIn really uh like it's iOS IOS and Android are going to be the most ones

and then there's a little bit of Mac there's not even any like Windows does even make the Thousand cut right there's

like a cut of like you have to have at least a thousand to like even show up here right and then for Twitter just IOS

and Android right so like that's a great example here of like okay like where to

where do we go but one of the things you'll notice like with this external traffic breakdown like the way it's the

way this is setup is not really ter it's not that terrible it really does have like a pretty good um kind of you can

see how like uh that direct nature is like really it's starting to like be

like where people are getting sourced from different places as well like and hopefully on-site gets more that on-site

would be a symptom of stickiness but you'll see like like the different points like where Link in kind of like

shows up and uh and how I've been kind of sourcing like this is like the cool

thing this chart shows right is it's my social media strategy but then you can cut to like whatever um whatever

Dimension you want to cut to and you can kind of see where the those users like

Linux users right Linux users like don't really come from Twitter or Instagram we have four four hits from Linux on

Instagram like total right that's like nothing right and then like you'll see

that like there's but like with Mac I bet it's a lot higher right oh wait it's 53 but still uh not very high and like

but you'll like because it makes sense that Instagram is going to be more of like a a phone based thing right and

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you'll see exactly like where different kind of pieces of the puzzle are coming

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and that is the whole idea behind this is you can bring in different uh charts

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and you can bring them in and you can stack them by the way so we're going to put one more chart in here which is

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going to be oh we're going to have browser type uh uh no well it's fine

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browser typee is going to be the same way where you just do the uh you do the filter right where it's like it's got to

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be like over 1,000 or something like that wow there's wow that tail is like

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really long oh it's because of all these Bots right okay I think what we want to do is

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we want to get rid of the Bots first and just so because there's all the um traffic that comes from like Google bot

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and stuff like that so we probably do want to um create a calculated field here so create calculated field but the

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the calculated field here is easy it's like if contains um and we can put bot and we

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want to put lower here though right lower um there's then bot else browser type

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and this is like um maap call this mapped browser

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type so now this is going to be like a better browser type right so now you'll see uh yeah that gives us where we have

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like we'll have just like oh see bot is like competing with chrome right and so now we have a better idea

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of kind of some of the stuff like really some of these are probably going to be we want to look at more together like uh

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kind of chrome is probably together Safari is probably together but kind of Mobile versus uh regular Safari does

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matter right so we'll just keep it like this I think this will be fine for now we'll call this um TR traffic by uh

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browser type and then um in here well we want to put we don't want this long tail

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CU we really don't care um we will put uh yeah we'll put like I guess it'll put

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that hard like maybe we'll just put like 100 here I think I want to change the other one to 100 as well because of the

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fact that um there's still 100 for these wow okay HTTP people are hitting my

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website with Java how dare you okay but there's this other one that has this one I want to I want to edit this filter and

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drop this to just 100 the only reason for that is cuz I want to Windows 98

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there's that the GoFundMe people that you were saying oh man yeah we we need a we need a those not 130 hits of those

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guys on Windows 98 yeah they need to why don't they upgrade dude like what is going on like what is going on in their

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life okay so we have this traffic by browser type now so this is going to be

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another um uh one here so one of the things that uh

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is can be kind of uh Troublesome with this uh way of

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doing things right is this is starting to look a little bit um messy right a

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little bit uh like there's a lot going on here and um so one of the things that

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you can do is I like to like hide field label and hide field label and then hide

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field label here cuz it's pretty obvious that this is what this is like cuz you

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can edit this axis right and you can say like this is like what is the this is

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traffic all right and then uh down here you can say edit access to say

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traffic and then here you can say edit access and then make this traffic because really if you make your

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dashboards beautiful people are going to use them more and now there's one more thing we can do to make this right side of the chart or right side of this

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dashboard look a lot better and what we can do here is you right click and hide title because we just don't need the

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title the title does not matter and then then what you can do is like essentially slide this up and then

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uh then you have all of this right so now what we can do is like we can look at see like okay if we go to bots right

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okay well Bots mostly come direct that makes sense right then then you have like chrome chrome is a lot less direct

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right but now like now like look at this though so we can say okay we want to look at people on Chrome and Mac OS so

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now this is filtered down to only people on Mac OS using Chrome and like you see

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how that's just like crazy how you can like have all sorts of like or you can say like Safari oh look it's only Mac OS

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and now you can kind of see what that looks like which makes sense that that's only Mac OS but like like Firefox is

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going to have a bunch right and then you can see all sorts of different charts like that's weird like so so people on

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Firefox and Ubuntu I peaked back in October 2019 with this Sub Sub sub

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segment wow dude that's see this is a story right and so one of the things I

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want to also show y'all though is there's one more thing that I want to show youall is um what you can do and

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this is another important thing is like I want to show you how you can annotate

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right um so I want to annotate this point and then I want to say um

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uh I um announced the founding of exactly

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Inc all right then well that's can we move this guy move him over here that's

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like an ugly one right we don't really care about the um that right we just

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want the we want the words right and then this is like we can annotate here

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and you want to annotate annotating is so good like um I uh so in this case

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it's I I didn't announce um I quit my job at

1:37:02
Airbnb and then this goes over we can annotate and then we have this last Point here annotate and then this is um

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I announced the launch of the V2 boot

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camp ah it's like it's like Stu okay so this guy needs to be moved over

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here I guess and then this guy can be pulled over here so he can be pointing this is an example of what I call an

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exploratory dashboard this is going to be the type of dashboard oh wait one

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second we got to see the Windows 98 people okay so they are showing up in 2023 they are but they're mostly like

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it's like they peaked in July 2022 they they're pretty rare I I I just had to

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see that okay um but anyways the idea here is you can annotate dashboards like

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this and this gives you a really good picture annotations are like I am kind of probably mixing things together here

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that are not supposed to be mixed so annotations are a lot more likely to um

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be used in uh like executive dashboards

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than in exploratory dashboards and we're going to make an executive dashboard real quick as well just to show you uh

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the differences here so so if we um essentially duplicate this chart and

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then we take this out and then uh we go back to the dashboard here and then we

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have traffic to Total traffic V2 and we just got to we want to remove These Guys these we want to just stomp these and

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then what we can do here is you annotate these points and this will this will um

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like announced exactly Inc right and so this point should now like

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actually stick around right regardless yeah there we go it's because of it the the dimensional thing right uh it's the

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the dimensions kind of hiding out there but that's crazy I like Ubuntu is such a crazy chart like it's like nothing like

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it was like eight and then 2000 and then like eight

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again but um anyways that that was the problem like the annotations can kind of

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hang around that way but like I would say that that's how I like they should hang around with the filtering like this like you'll see they they should they're

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not going to be too crazy here now so um yeah uh that's kind of the idea anyways

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I want to show uh an executive dashboard real quick because I think that one would also be useful um it's going to be

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similar to this um traffic total traffic kind of uh chart um I'm going to rename

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this total traffic uh no Dimensions just going to call it that way and what I want to do here is I essentially want to

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duplicate this chart and what I want to do is I'm going to put uh referral mapped in here and then I want to create

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a bunch of charts here and uh you'll see why I'm doing that so I want to like

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essentially have this is going to be total traffic we're going to call this [Music]

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Instagram and we can duplicate this guy and then uh remove this and then

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we'll do Instagram link LinkedIn and Twitter we just do it that way keep

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only rename

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this mobal traffic LinkedIn

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duplicate this and then keep

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only rename n

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why why is it not renaming we go little traffic

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Twitter okay so now we have um total traffic actually yeah we'll just call it

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total traffic not that's fine so now we have a bunch of total traffic charts that we can look at that I think will be

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interesting that will like and oh wait no not a new worksheet go and make a new

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dashboard new dashboard here and then uh back to uh automatic size and in this

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case we have total traffic no Dimensions I think this is going to be uh then we have total traffic Instagram total

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traffic LinkedIn total traffic Twitter right and uh really these should be like

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roughly the same so um now this is uh hopefully showing

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y'all like another um version of this actually there I just

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realized there is one one more um traffic source that I really really need I have to have it um if I wanted to

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really make this better is uh we need to put in um we need substack substack is super important

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it's like put in the other category right now but um now uh that should yeah

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okay good substack is there as well so now if we I need that chart as well CU I

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think that one will really make this pop so if we do that we grab this guy and we

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say keep only and

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rename why is it come on Tableau don't don't do this to me we got total traffic

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sub stack so now if we go to the dashboard here you'll see um we can

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throw in the substack one and now it's like Instagrams just

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way too big but but so this is an idea like

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really you might not even have the the no Dimensions here like you can like cuz

1:43:01

this isn't as important because maybe I'm I just care about the actual growth of the
1:43:07
individual um channels right so in this case it might look something more like
1:43:13
it could look something more like this where you have um all the traffic that's
1:43:18
broken down like this I kind of want this to not be this is terrible though one second let's like redo this because
1:43:25
if it's if it's four you want it to um you want it to be uh two and two right
1:43:31
not like yeah like that right that's the best see see how that's
1:43:38
like a million times better than having it be like four stacked in a line um so now this is going to give you a a much
1:43:45
clearer picture of like where things are at right and um that is this but like
1:43:53
there honestly shouldn't be um very M many filters or clicks or interactivity
1:44:00
and this is the whole idea right and so this is showing me like okay like I obviously um made some good improvements
1:44:09
like you'll see Twitter is doing really great like Twitter's out an all-time high LinkedIn like well the problem with
1:44:15
LinkedIn is that like I have LinkedIn pointing to my substack and that's probably why it's not as high but uh
1:44:21
you'll see substack just came out with the freaking bang though it's like a 2400 like more than Instagram already
1:44:27
right so you can kind of like use these things to understand like where your traffic is coming from and one of the
1:44:33
things that you're going to notice here is that there is um there's data here
1:44:40
but there's also way more that could be done here obviously I I slap this dashboard together in like 5 seconds and
1:44:47
I not trying to say that I'm a super amazing dashboard man and can like do
1:44:52
all this stuff the best way but this is kind of the idea right is that like so
1:44:58

the only other thing that might be in this dashboard is like you have traffic and then there might be like a breakdown

like a percentage sort of chart that shows like percent Android percent iOS

percent iPhone stuff like that like you have like percent of total sort of thing

like um like let's make that chart real quick I think that' be one more chart that would be in here so in that case it

would be like you'd have like it' probably be refer or mapped and then uh you would have count and then you just

say compute use Quick table calculation percent of total um yeah and then uh then in this

case you would probably exclude direct and exclude onsite and then this would be oh I don't like it this way I like I

like charts that look more this direction it's easier to read and then this will give you kind of the

percentage of each one of these we see now there's uh Google is in this chart though so we' probably expect Google to

be in the other chart but this is going to be um percent of traffic total

perc so now this will give us our total percent of traffic and we can move that into here and this might be like right

it's this is like usually you want to put this on like The Far Side can it go over there it might be able to go over

there if I like there we go but now it's like squished right but like it should be

like squished to this way so then you can see the you hide this field label

obviously you want to like can you just like is that is that do it no that's not what we want like there should be a way

to like CU okay you can edit the axis because we don't really care about this axis because we know what it is cu it's

in the title so you can essentially go in like I hate some of the some of the the names that TBL gives these accesses

is like really terrible but like you can see how like you can really kind of make things pop a little bit and then this is

1:47:00

going to show us like a lot more data of like oh we really care about LinkedIn

1:47:06

right and this chart is a little bit different right and there's this the idea here is one of the things that you

1:47:12

got to remember when you're building out dashboards is what story are you trying to tell and like how are things um

1:47:20

coming across that way right and uh this is is where you can get a lot of really good results this way by like um because

1:47:28

this dashboard is meant to not be really interactive with but this is going to be a dashboard that you can screenshot so

1:47:34

you might have some annotations here like this annotation here like we this is definitely going to be annotated

1:47:39

right this is like um um quit my job at Airbnb and launched uh B1 boot

1:47:48

camp but one of the things you'll notice right is uh like you see how I get a

1:47:53

there's a spike here for um LinkedIn this kind of a spike for Twitter but

1:47:59

like substack doesn't even have it because I didn't start substock till June and then Instagram there's nothing

1:48:05

right there's like essentially nothing I don't even understand how there's one point back here this point back here

1:48:11

doesn't even make sense like cuz like I was not like and then it's just like no data for a year and then there's this

1:48:18

one point right here that's so weird um but um that's kind of the IDE a behind how uh you would build an executive

1:48:25

dashboard that would just explain kind of at a high level so like I could use this dashboard to like really monitor if

1:48:32

my um efforts were going well um for my company and my social media efforts so

1:48:38

um that's kind of the idea behind like what I had to present today um I I'm

1:48:43
going to open it up for um some questions if y'all have any questions around viz or around like tooling or

1:48:50
anything that I might do differently with this or anything like that I'm definitely down to um answer any sort of

1:48:56
questions that y'all have cuz uh like obviously dashboarding is not a huge

1:49:02
part of data engineering but if you can build things that look really nice that

1:49:09
can be it can make a big difference because that can give you a lot more visibility and help you get promoted because I know for me that was a big

1:49:15
thing that helped me uh get a lot more uh exposure when I was at Facebook for

1:49:22
sure congrats on finishing the day two lab and the course I hope you enjoyed it if you like this Channel and like this

1:49:27
boot camp make sure to like comment and subscribe and share this content with your friends I'm so happy that you're

1:49:33
taking this time to invest in your knowledge and getting better at data [Music]

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