



SCHOOL OF INFORMATION
UNIVERSITY OF MICHIGAN

SI 649: Tableau Tutorial 2

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Originally Designed by Ruotong Gao 2023 Jan

Date: 09/15/2024





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Tableau Public Account



- <https://public.tableau.com/app/discover>
- Sign up for a Tableau Public Account

Geographic Visualization



- Import Geographic Data
- Map - Background, Edit Locations
- Encoding
- Layer

Geographic Visualization

Practice



- Visualize **Median Household Income** on a geographical map
 - Choose your own encoding: color, size, texture...
 - Compare between different visualizations
- Create a **two-layer** visualization encoding:
 - **Median Household Income**
 - **Party Affiliation (Create bins)**



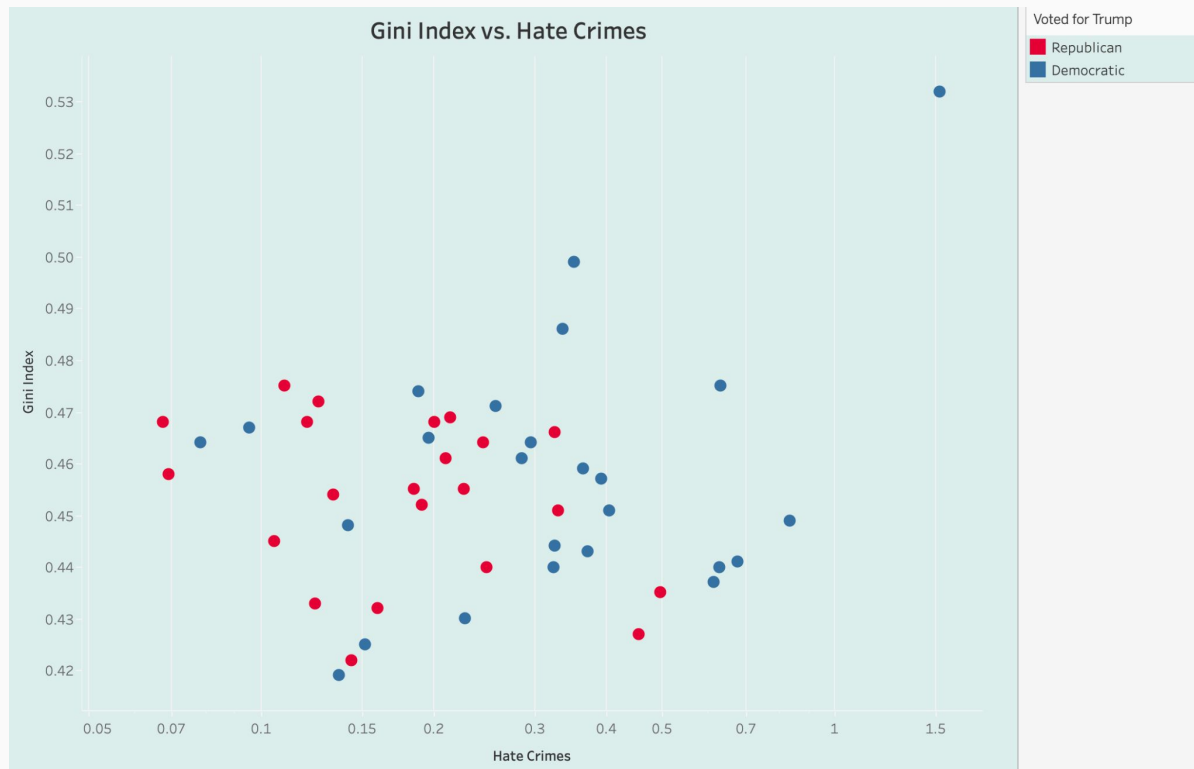
Aesthetics

- Color
 - Color Palette
 - Background Color
- Text
 - Variables
- Axis
- Legend

Aesthetics Practice



- Duplicate graphs below



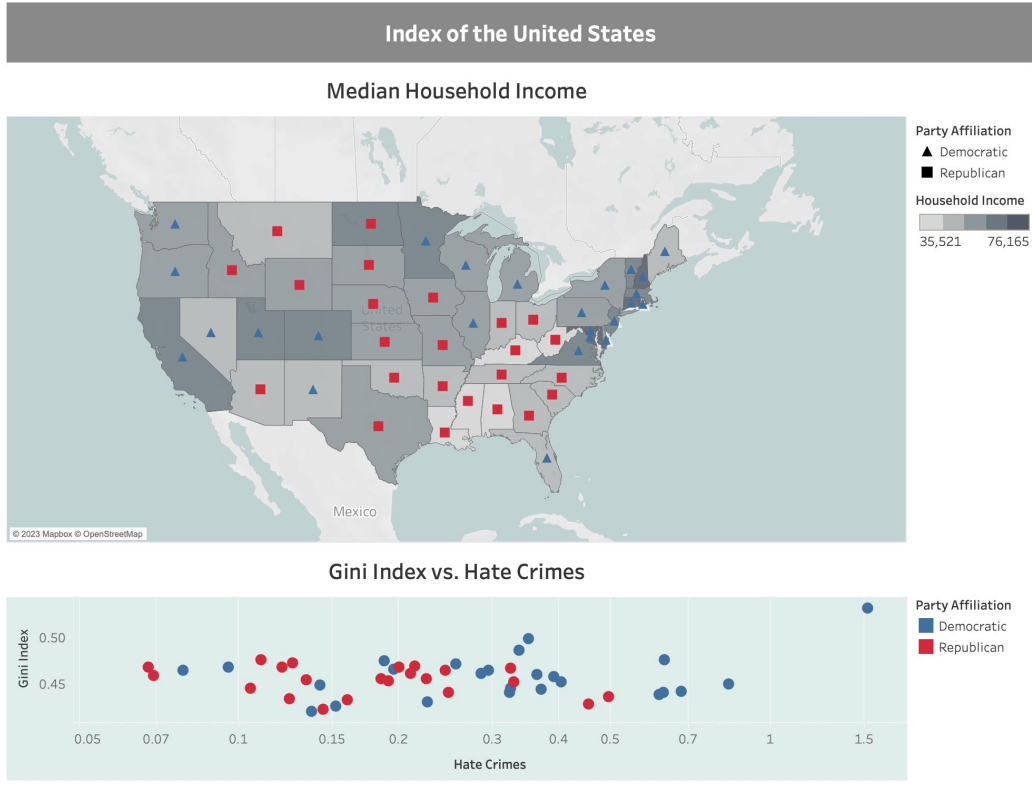


Dashboard

- Layout
- Selection
- Action

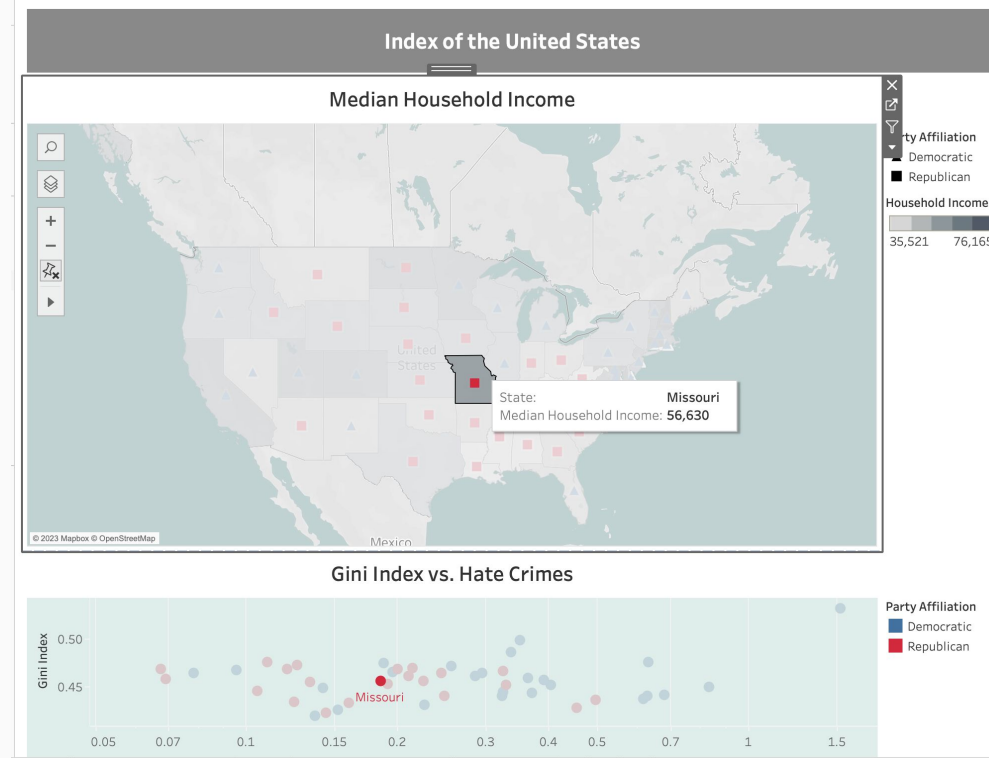
Dashboard Practice

- Replicate the dashboard



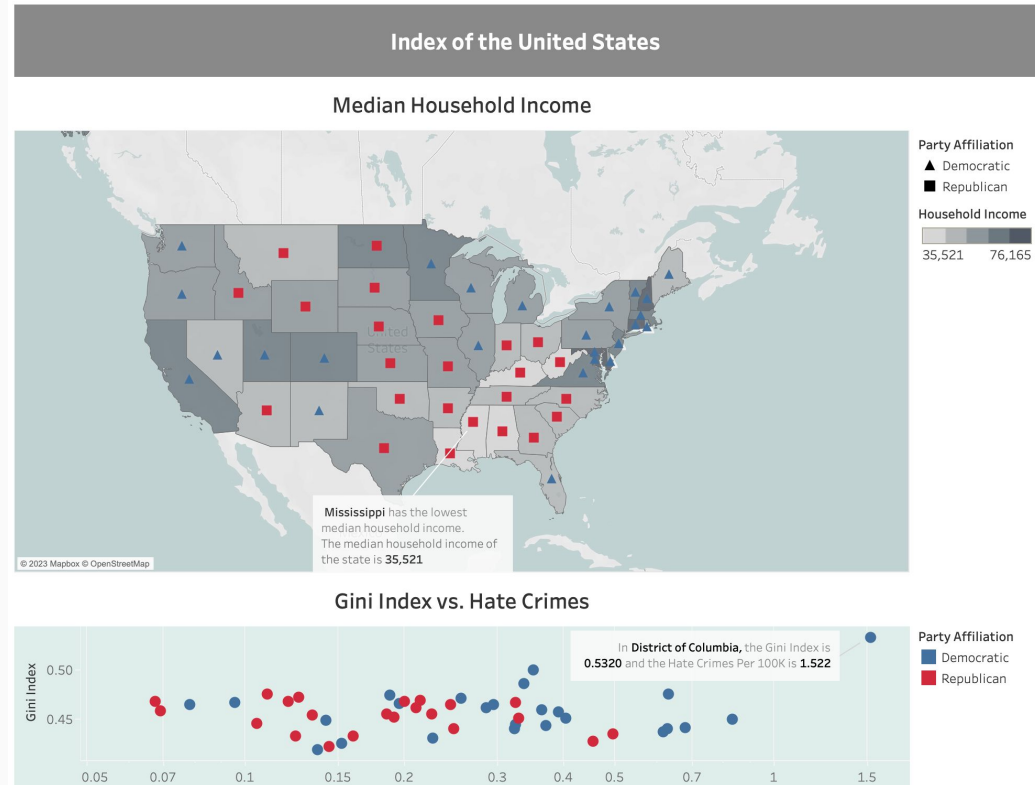
Dashboard Practice

- Add highlight actions.



Dashboard Practice

- State labels only show when highlighted





Annotations

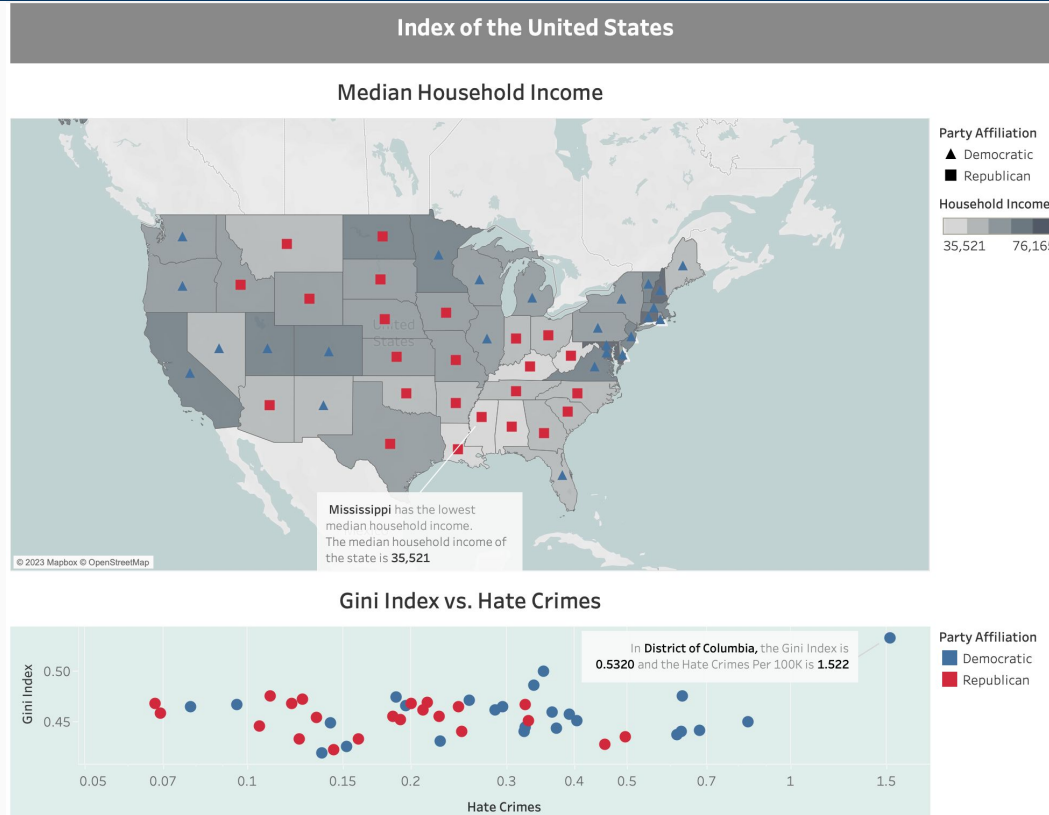
- Why Annotation?
- Remember Your Audience
 - Meaningful
 - Concise

Annotations Practice

- Add an annotation explaining what happened in District of Columbia
 - In <State>, the Gini Index is <SUM(Gini Index)> and the Hate Crimes Per 100K is <SUM(Hate Crimes Per 100K Splc)>
- Propose another interesting insight and add annotations
 - <State> has the lowest median household income.

The median household income of the state is <SUM(Median Household Income)>

Annotations Practice





Publish Online

- Tableau Public

THANK YOU!