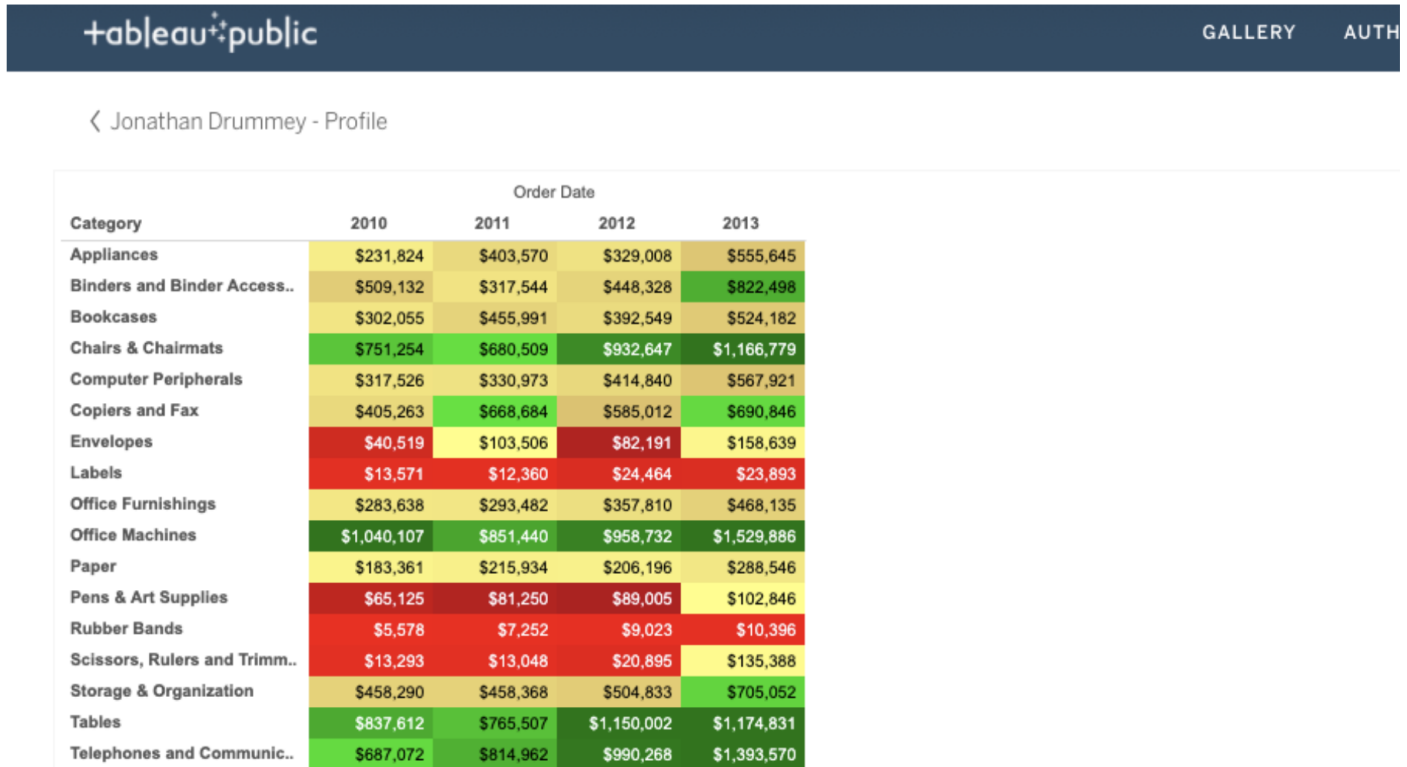


Misleading visualizations

You can create data visualizations in Tableau using a wide variety of charts, colors, and styles. And you have tremendous freedom in the tool to decide how these visualizations will look and how they will present your data. Below is an example of a visualization created in Tableau:



The image shows a screenshot of a Tableau Public profile page for Jonathan Drummey. The page features a dark blue header with the Tableau Public logo and navigation links for 'GALLERY' and 'AUTH'. Below the header, the user's profile is displayed. The main content is a data table with 'Category' on the left and 'Order Date' (years 2010, 2011, 2012, 2013) as columns. Each cell in the table contains a dollar amount and is color-coded: red for negative values, green for positive values, and yellow for zero or missing values. The categories listed include Appliances, Binders and Binder Access., Bookcases, Chairs & Chairmats, Computer Peripherals, Copiers and Fax, Envelopes, Labels, Office Furnishings, Office Machines, Paper, Pens & Art Supplies, Rubber Bands, Scissors, Rulers and Trimm., Storage & Organization, Tables, and Telephones and Communic..

Category	Order Date			
	2010	2011	2012	2013
Appliances	\$231,824	\$403,570	\$329,008	\$555,645
Binders and Binder Access..	\$509,132	\$317,544	\$448,328	\$822,498
Bookcases	\$302,055	\$455,991	\$392,549	\$524,182
Chairs & Chairmats	\$751,254	\$680,509	\$932,647	\$1,166,779
Computer Peripherals	\$317,526	\$330,973	\$414,840	\$567,921
Copiers and Fax	\$405,263	\$668,684	\$585,012	\$690,846
Envelopes	\$40,519	\$103,506	\$82,191	\$158,639
Labels	\$13,571	\$12,360	\$24,464	\$23,893
Office Furnishings	\$283,638	\$293,482	\$357,810	\$468,135
Office Machines	\$1,040,107	\$851,440	\$958,732	\$1,529,886
Paper	\$183,361	\$215,934	\$206,196	\$288,546
Pens & Art Supplies	\$65,125	\$81,250	\$89,005	\$102,846
Rubber Bands	\$5,578	\$7,252	\$9,023	\$10,396
Scissors, Rulers and Trimm..	\$13,293	\$13,048	\$20,895	\$135,388
Storage & Organization	\$458,290	\$458,368	\$504,833	\$705,052
Tables	\$837,612	\$765,507	\$1,150,002	\$1,174,831
Telephones and Communic..	\$687,072	\$814,962	\$990,268	\$1,393,570

Study the visualization and think about these questions:

Red normally indicates danger or a warning. Why do you think cells are highlighted in red?

Green normally indicates a positive or “go” status. Is it clear why certain cells are highlighted in green?

The purpose of the color coding isn’t clear without a legend, but can you guess what might have been the intent?