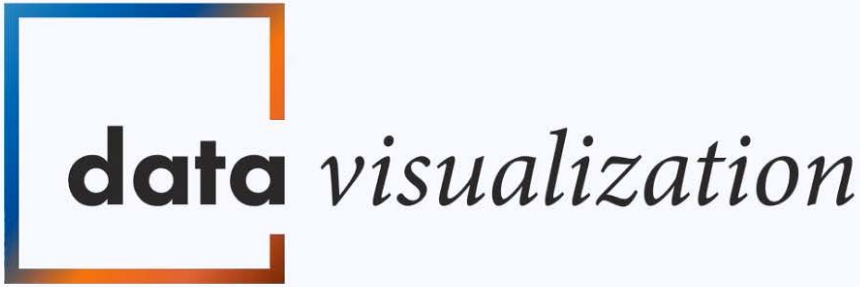
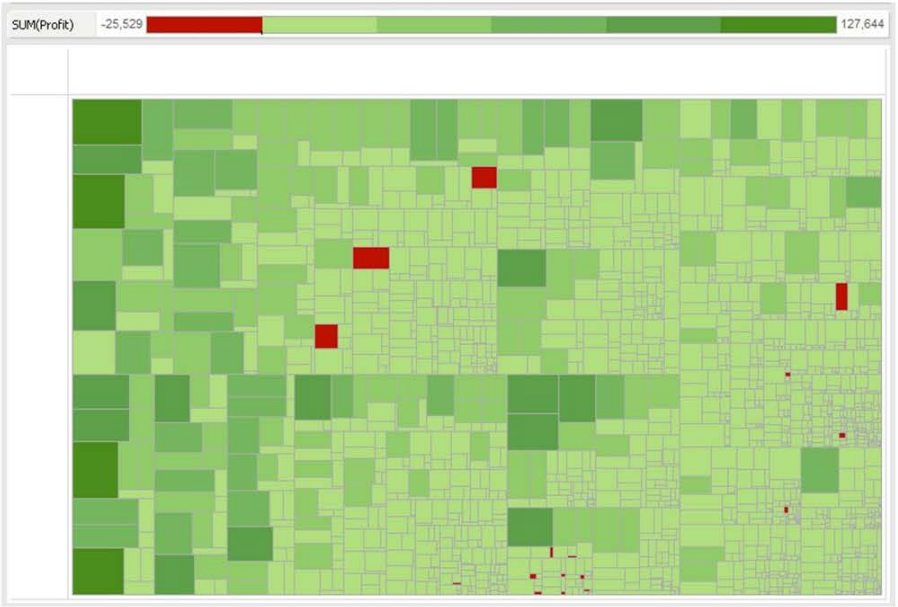


Visual Analytics with Tableau

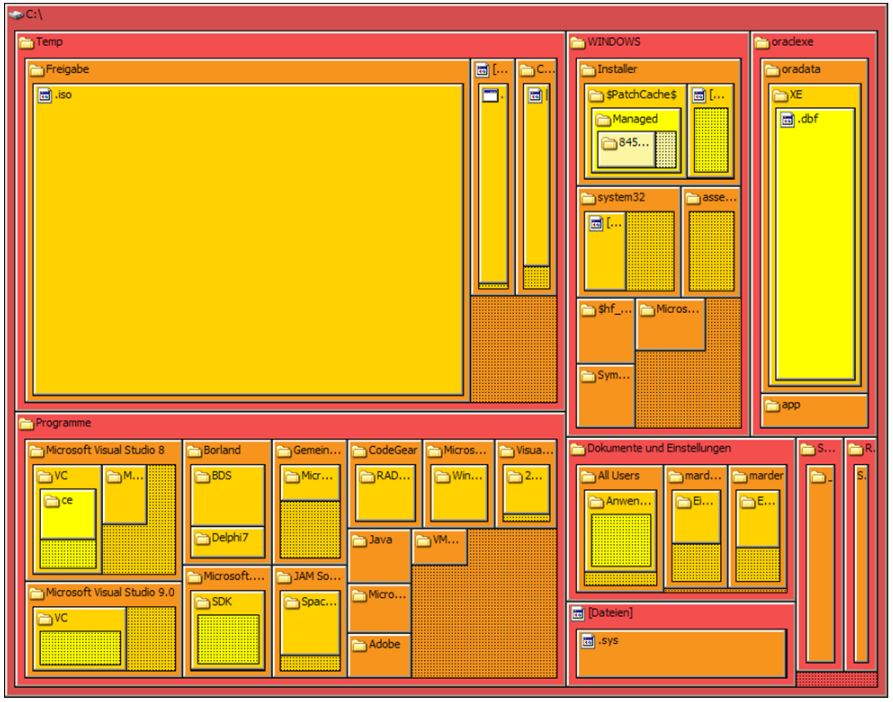
Charting Guidelines: Treemaps and Box-and-Whisker Plots



Treemap shows sales and profit of product categories by department at the country and state-level. Sales are depicted by size and profit is depicted by color

Treemaps show users how parts relate to the whole

Series of nested rectangles show hierarchy as a proportion to the whole



Treemap visualizing hard disk space usage

Your data is like a tree

Each branch is a rectangle

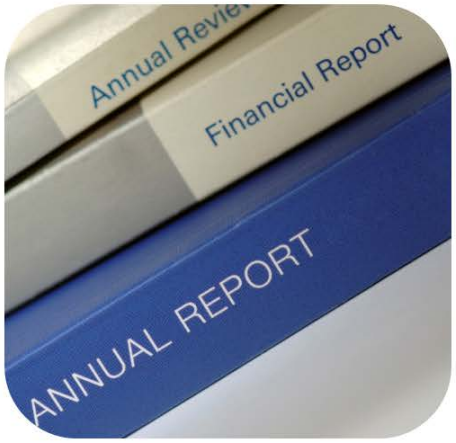
Each rectangle can be sub-divided

Data is shown in proportion to the whole

Treemap of soft drink preference in a small group of people. Color and gradients are used to group items, while still identifying individual items.

Use size and color to show patterns across data categories

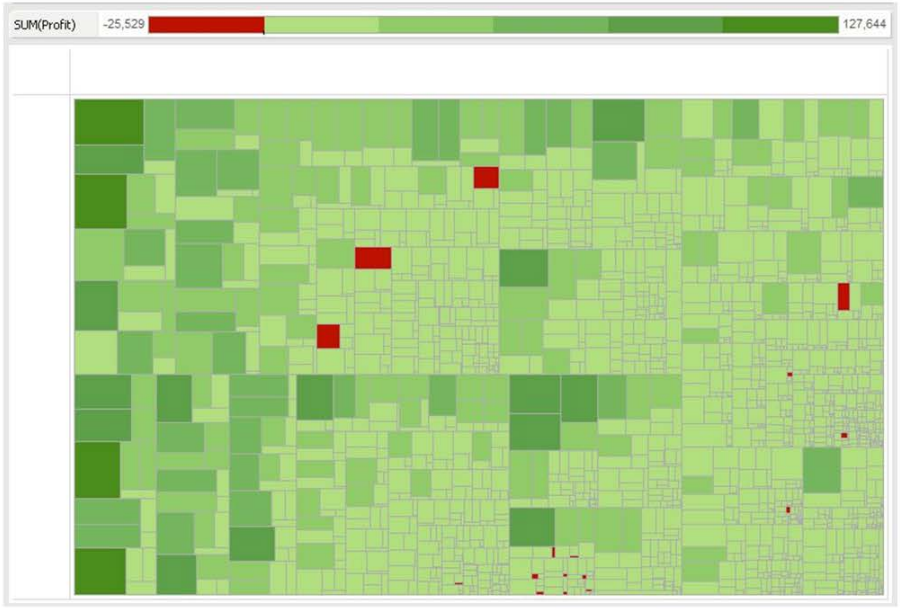
Treemaps use space efficiently while allowing the user to see an entire data set



Storage usage across computer machines

Managing the number and priority of technical support cases

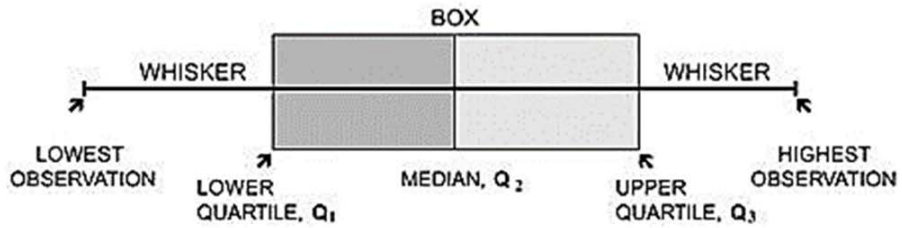
Comparing budgets between years



Color rectangles by category differently from how they are structured hierarchically

Treemaps + bar charts

Compare bar's lengths and see proportional relationships simultaneously



Box and whisker plots data distributions

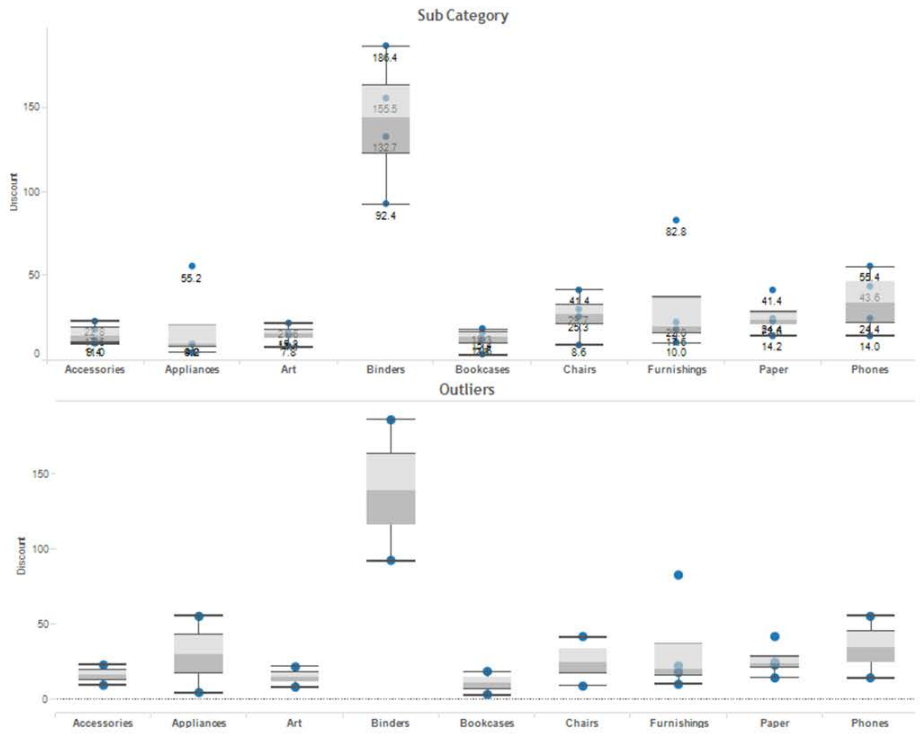
Box contains the median of the data from 1st through 3rd quartiles

Whiskers represent data within 1.5 times the inter-quartile range or can show maximum and minimum data points

Understand your data set at a glance

See how data is skewed towards one end

Show outliers in your data



Hide the data points within the box to focus user on outliers

Compare box plots across categorical dimensions to see distributions across the data

Creating effective views takes practice, intuition and attention to detail

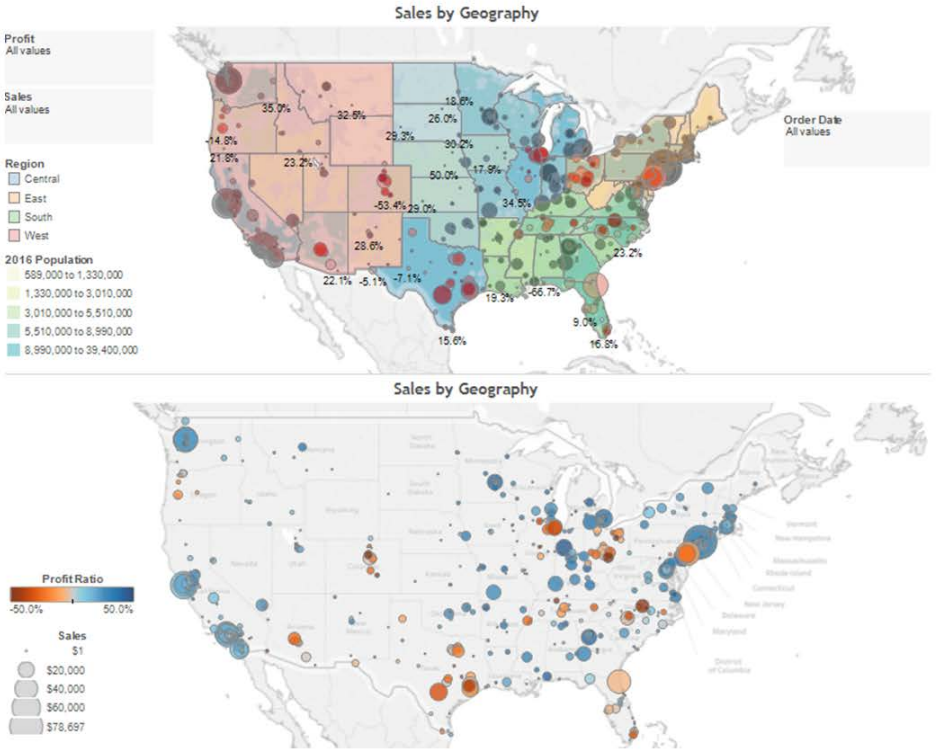
Practice involves a lot of trial and error

The goal is to emphasize the most important data

Rules of thumb:

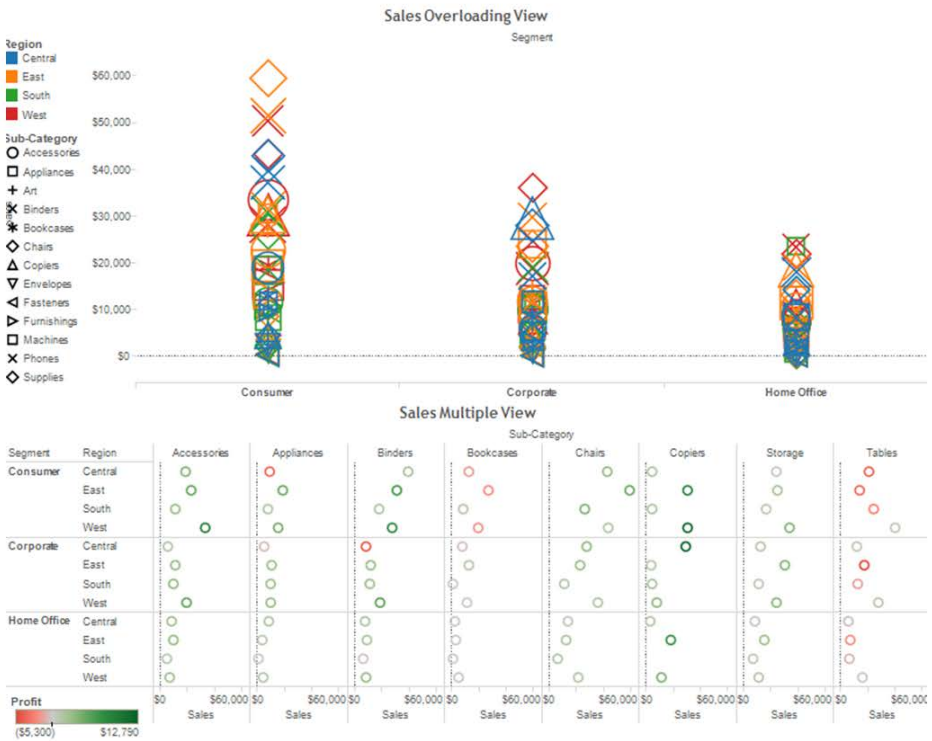
Put the most important data on the X or Y axis

Use color, size and shape to convey less important data

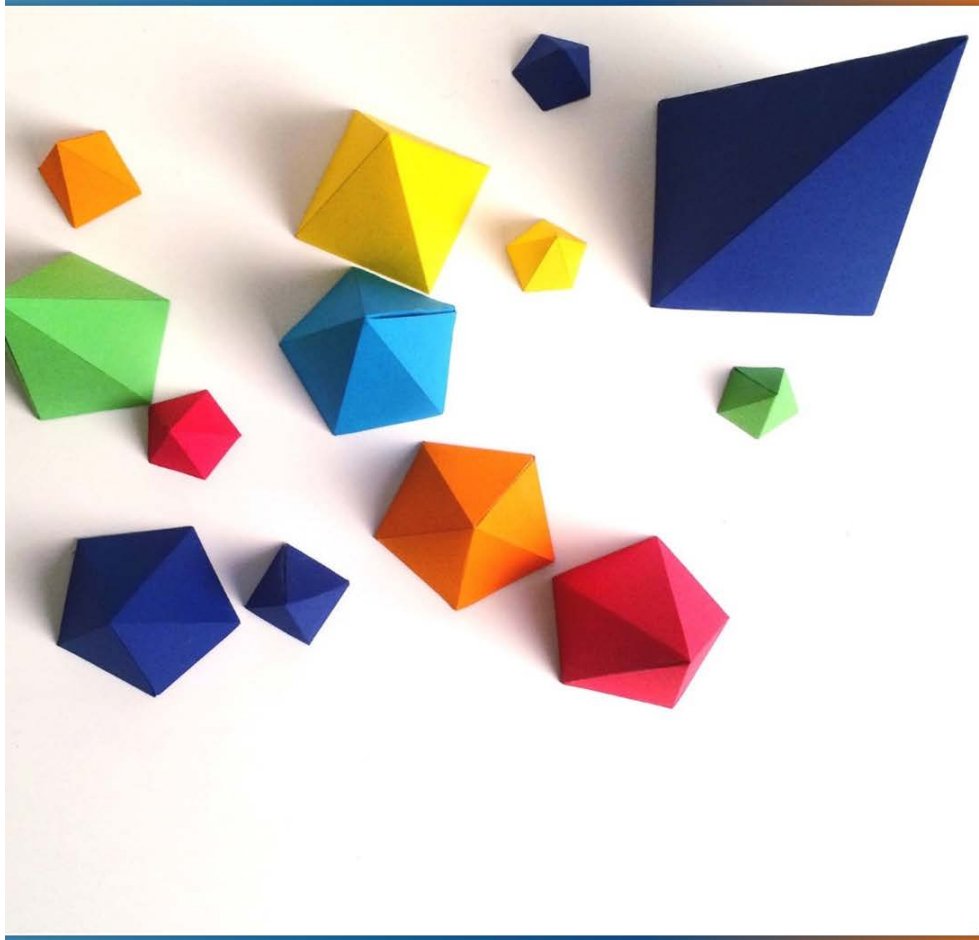


Rotate your charts and labels for easy reading

Do not overload your view – less is more

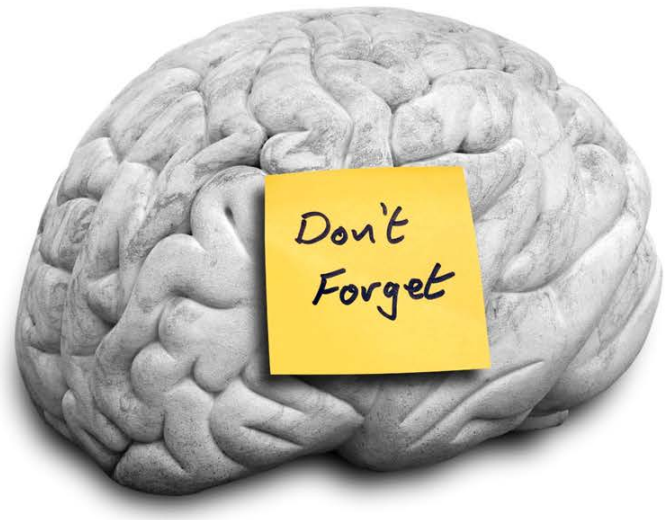


Break information into small multiples



Use color and shapes thoughtfully to help the user see patterns

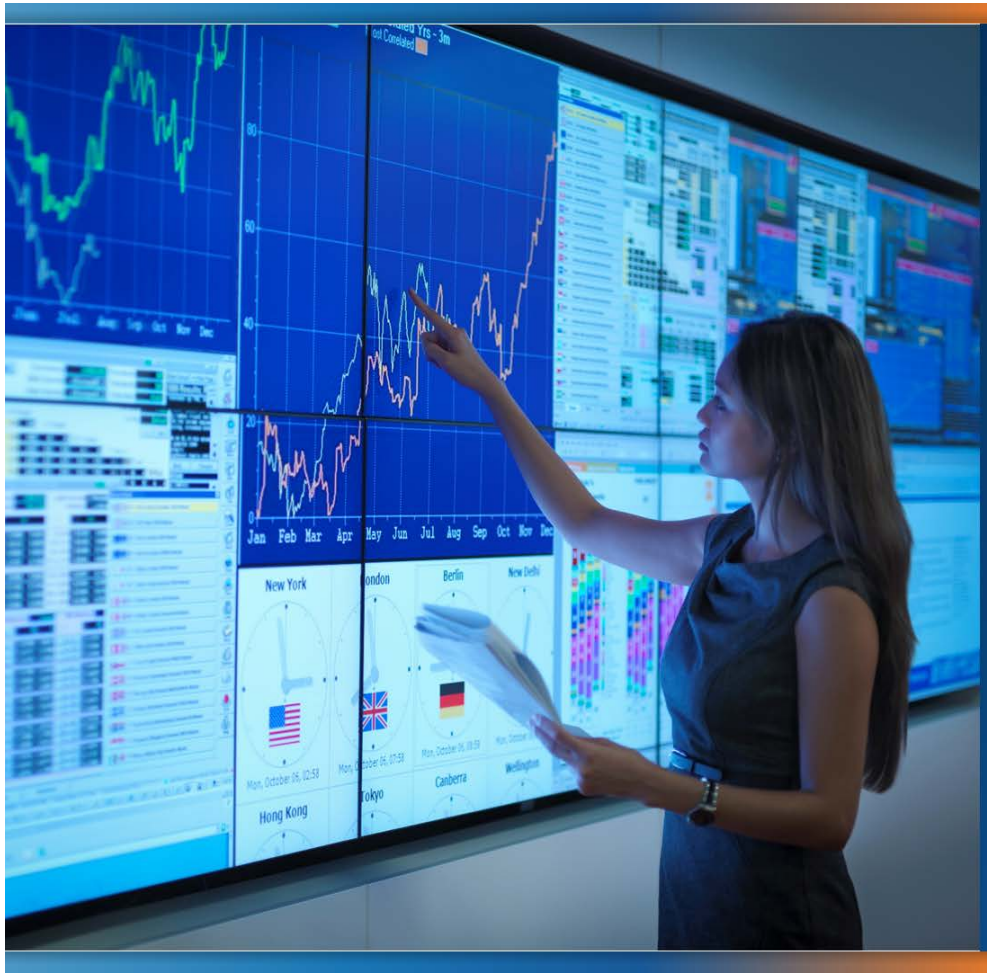
Again, less is more



Use questions to select the right chart

Determine your visualization's purpose

Recall guidelines to help you select appropriate chart types



Practice helps mastery

Experiment with different chart types and how to customize different features to showcase your data