data *visualization*

Essential Design Principles for Tableau

Multiple, Connected View

Seeing different views is essential for accurately interpreting your data
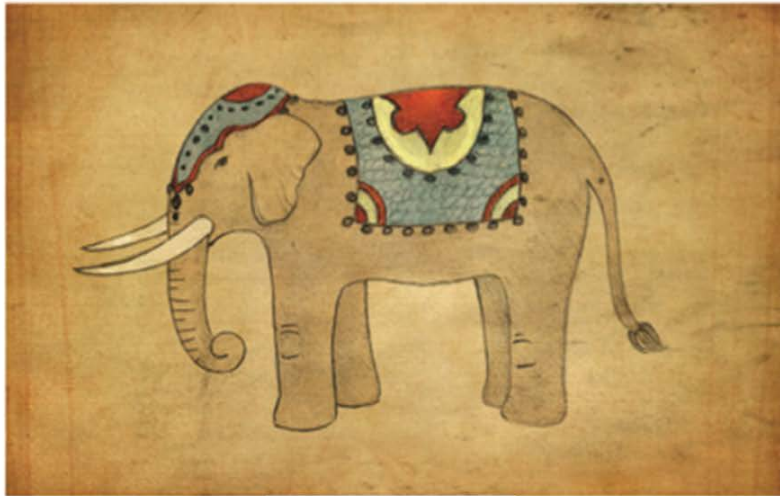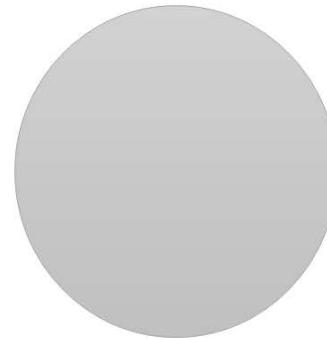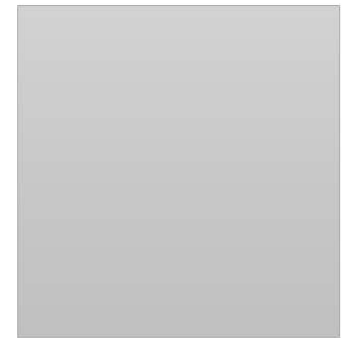
Seeing an Elephant

Bone? Leather? Rope?

Big Picture

You want users to see all the elephant in their data – the whole image and the parts that make up the whole

This is a circle and a square…or is it?
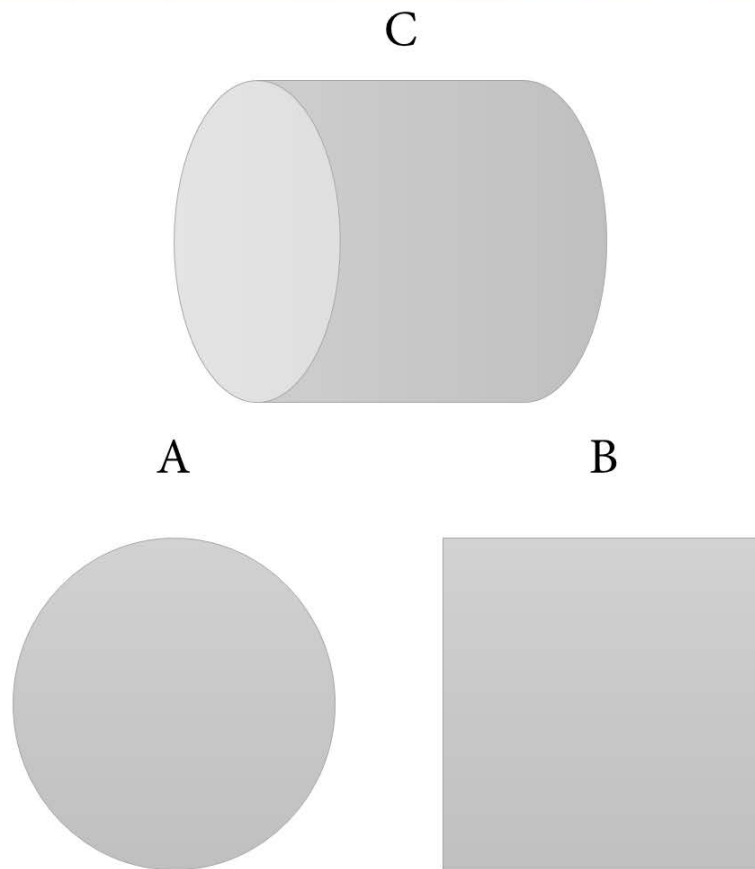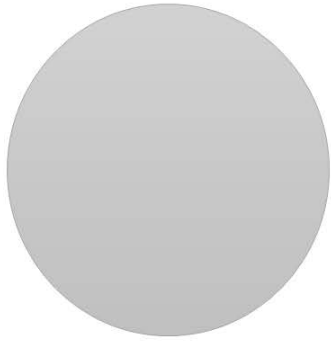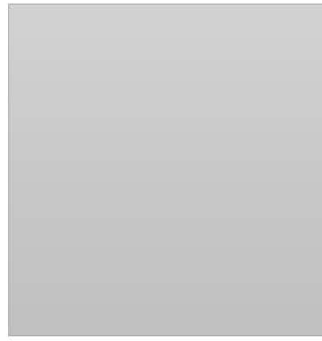
A

B

Image C is related
to A and B

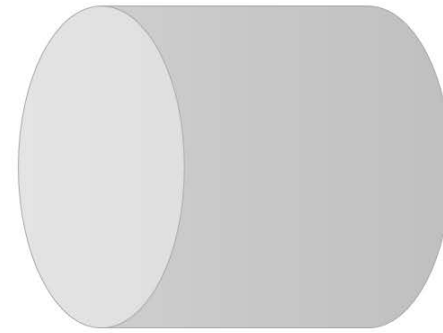A and B are two
different views of C

A   B   C

Seeing from multiple perspectives clarifies your understanding
of what you are looking at

Coordinated views of data visualizations contain a mix of different but related visualizations: charts, scatter plots, maps, etc.

Pivot is viewing a data set in a table and then transforming columns and rows into a new configuration

Can involve additional statistical summarization

Highlights different aspects of data in a new view

Moving from one data point to another view of the data in another chart

Well-designed visualizations allow users to see
data from different perspectives

Tools which enable multiple perspectives:

Coordinated highlighting

Filtering

Coordination will make the user's work apparent and easy to do