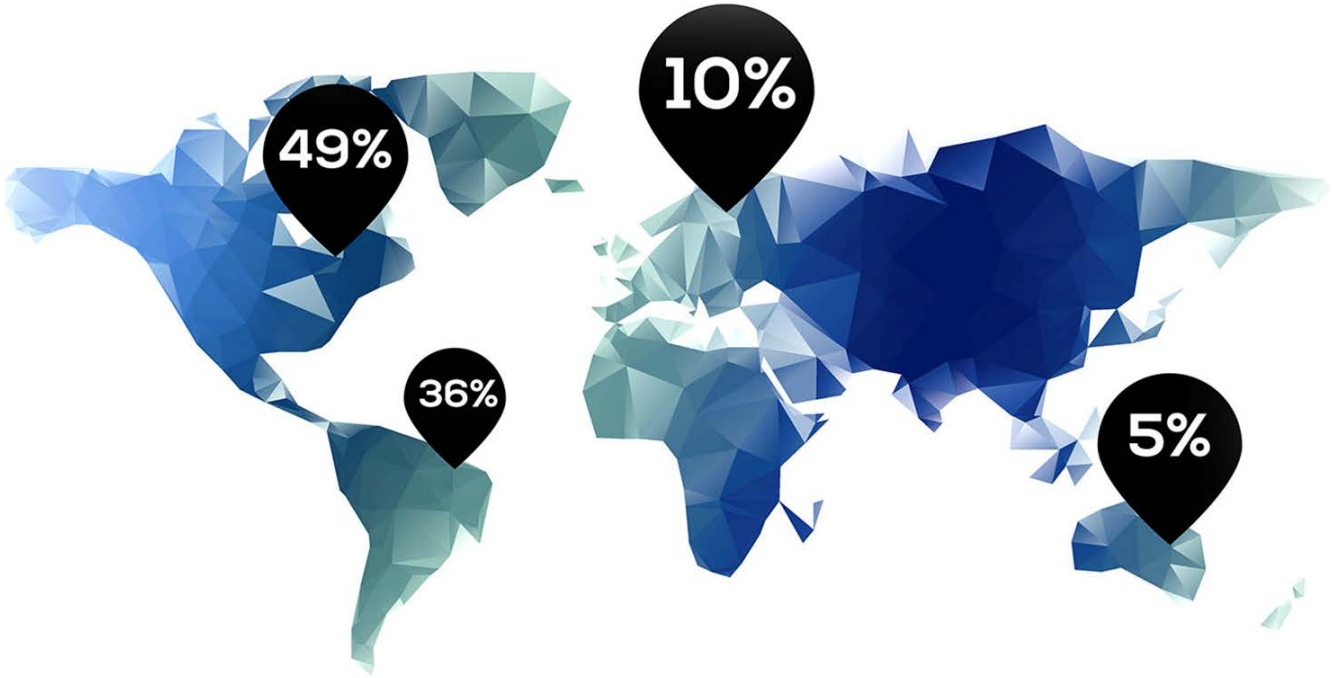
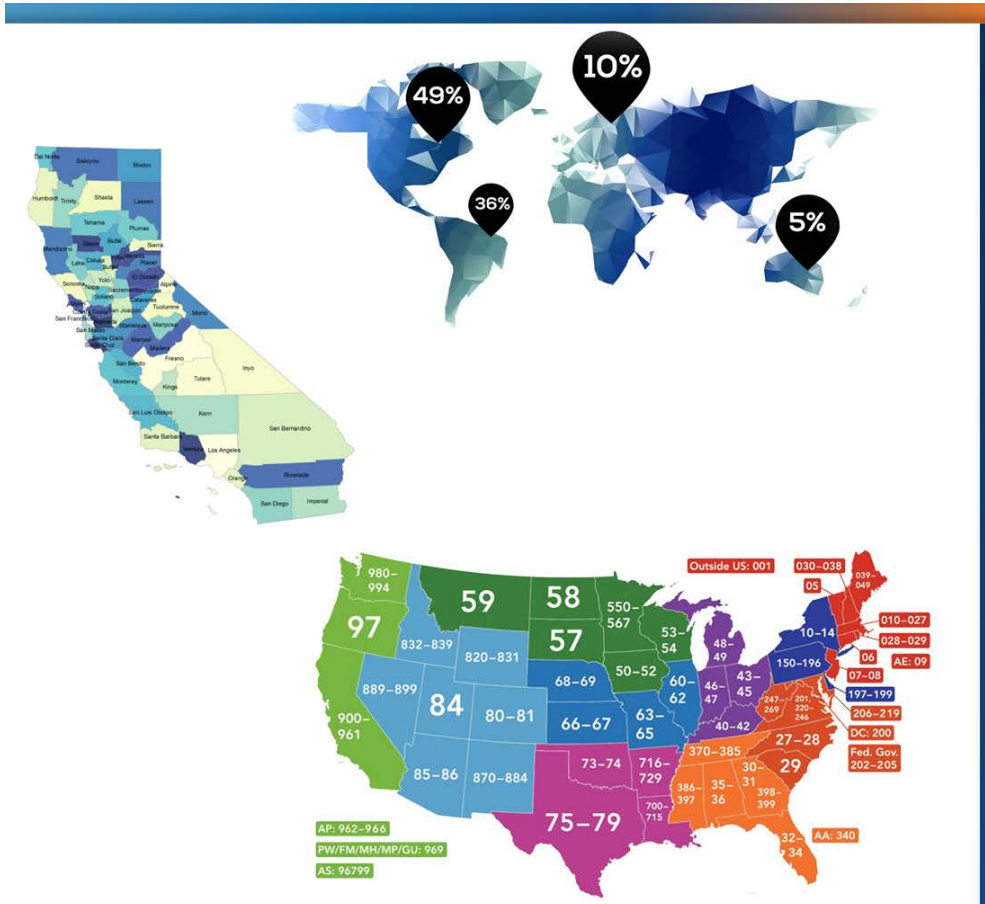
Visual Analytics with Tableau

Charting Guidelines: Maps, Scatter Plots, Gantt Charts, Bubble Charts



Use maps when you have any location data:
postal codes, state abbreviations, country names, etc.



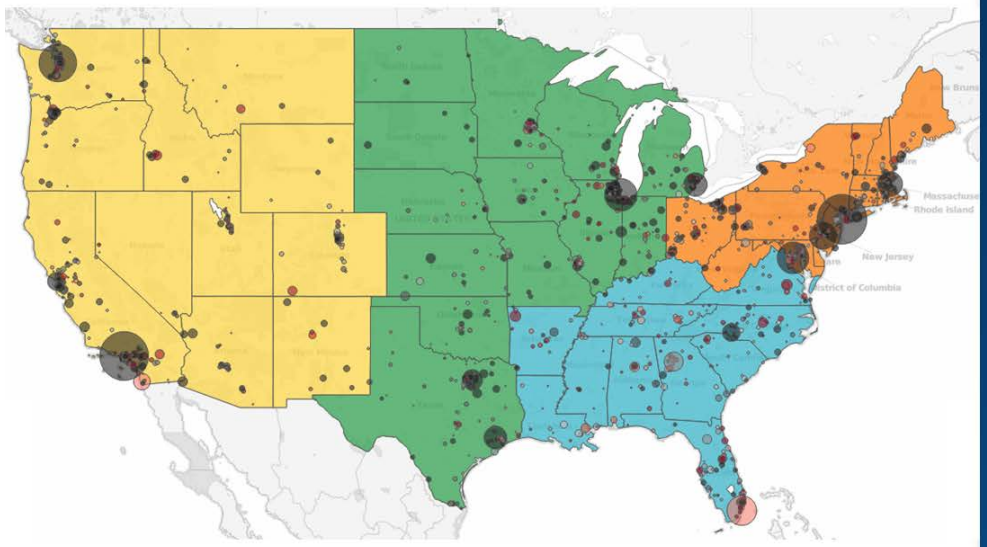
State insurance claims

Product export destinations by country

Auto accidents by postal code

Custom sales territories

Maps can filter data for charts, graphs and tables

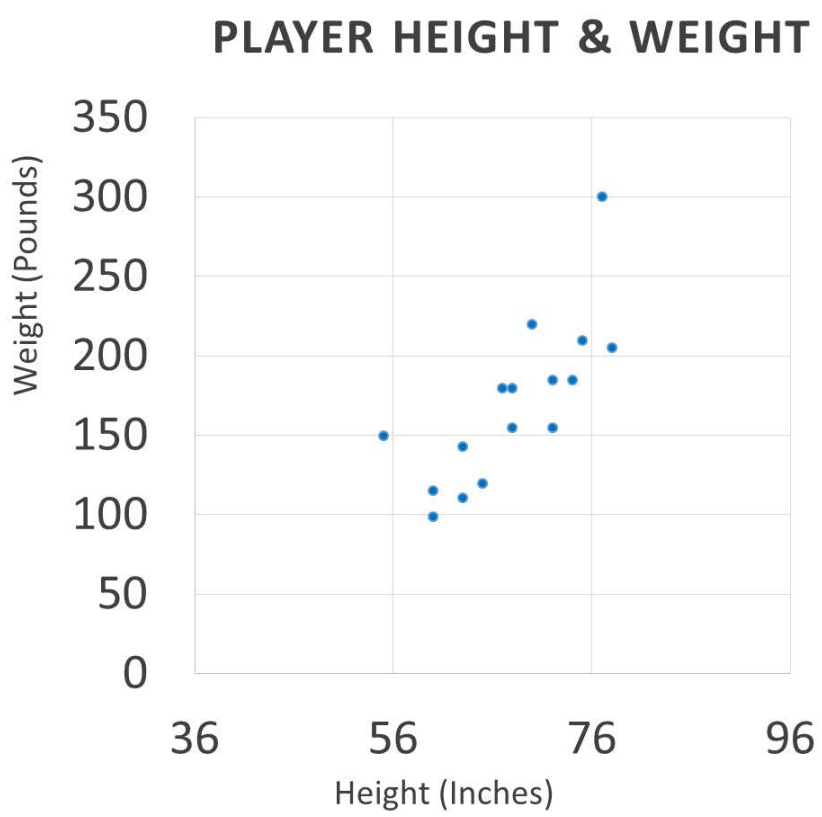


Bubble chart + maps: Show data concentrations

Show relationships between geographic places

Scatter plots give a high-level sense of trends, concentrations and outliers

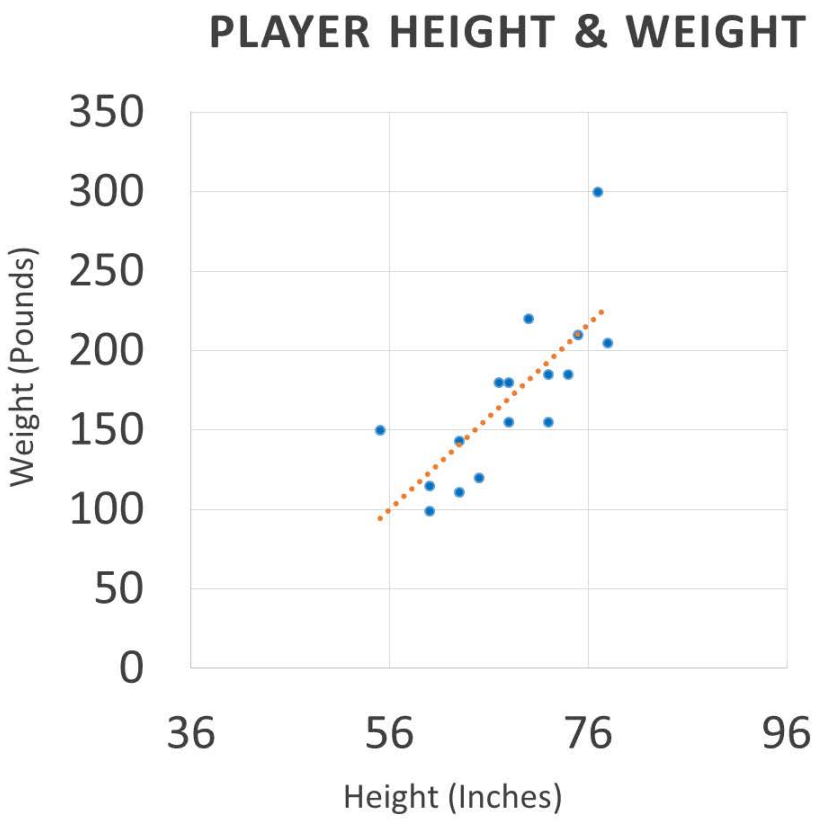
These can direct your investigation's next steps



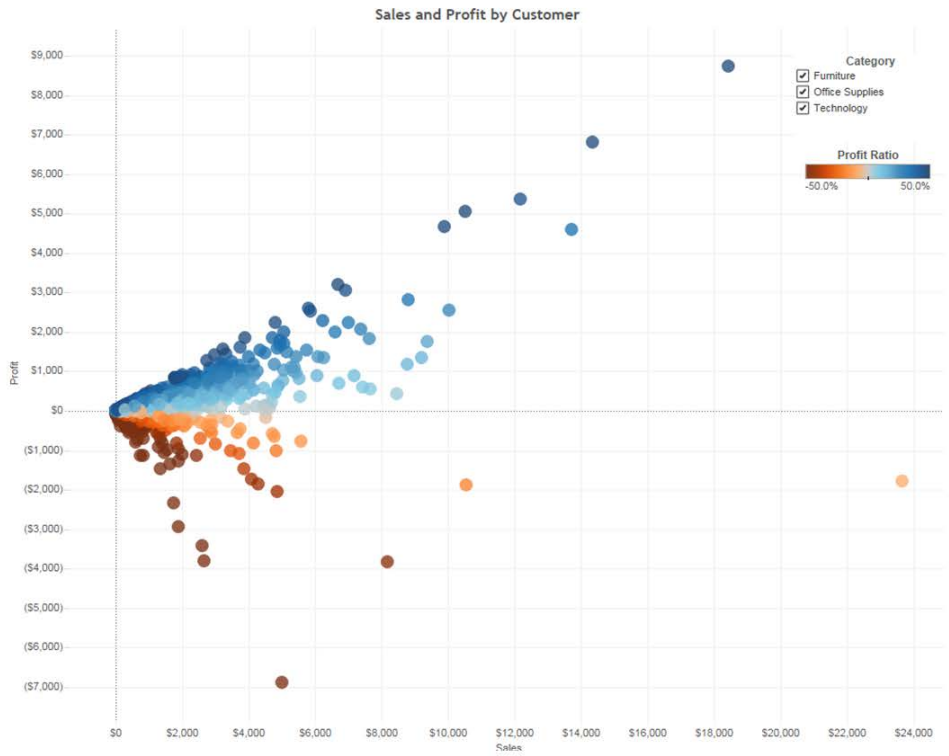
Likelihood of getting cancer by age and gender

Purchasing patterns of cell phones by technology over time

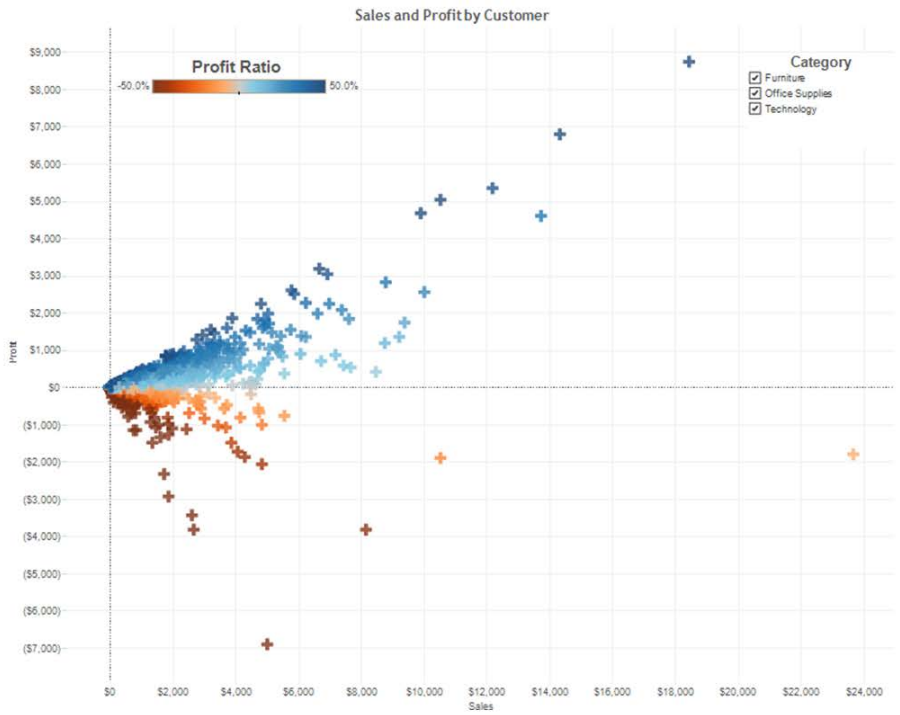
Shipping costs of product categories to different regions



Add trends lines to your scatter plots to show correlations among data



Use filters with scatter plots to show data in different ways



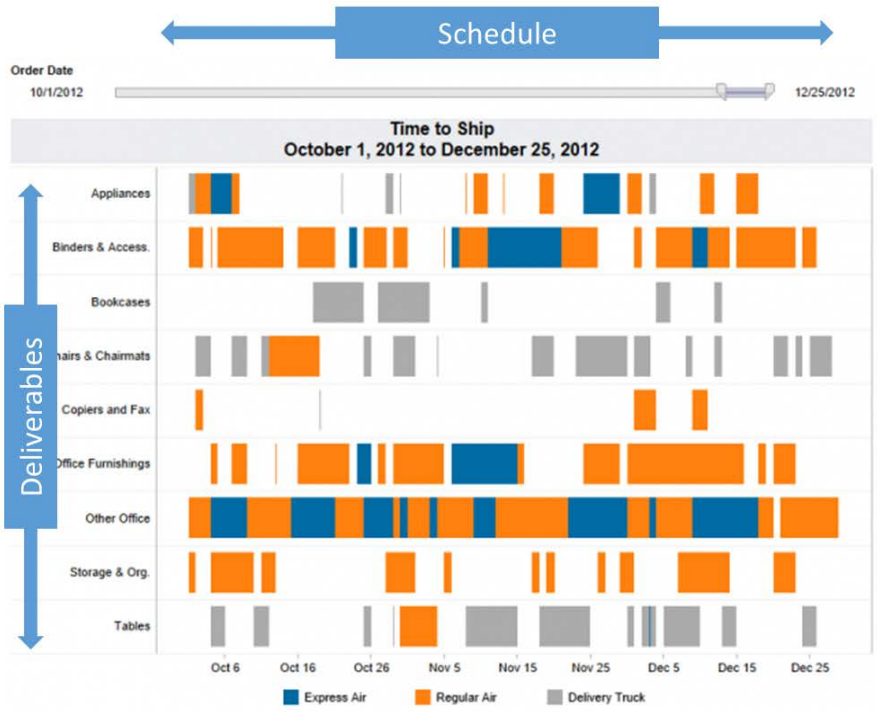
Vary your scatter plot mark types with data-relevant shapes

Gantt charts depict time lapses: start, finish, milestones, accomplishments

Useful in:

Project management

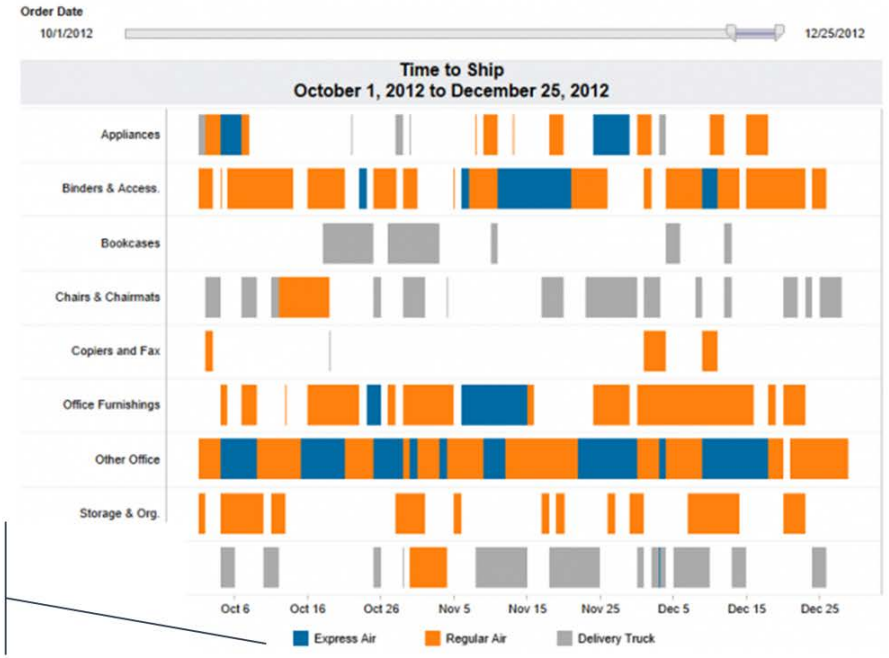
Resource planning



Display a project's schedule

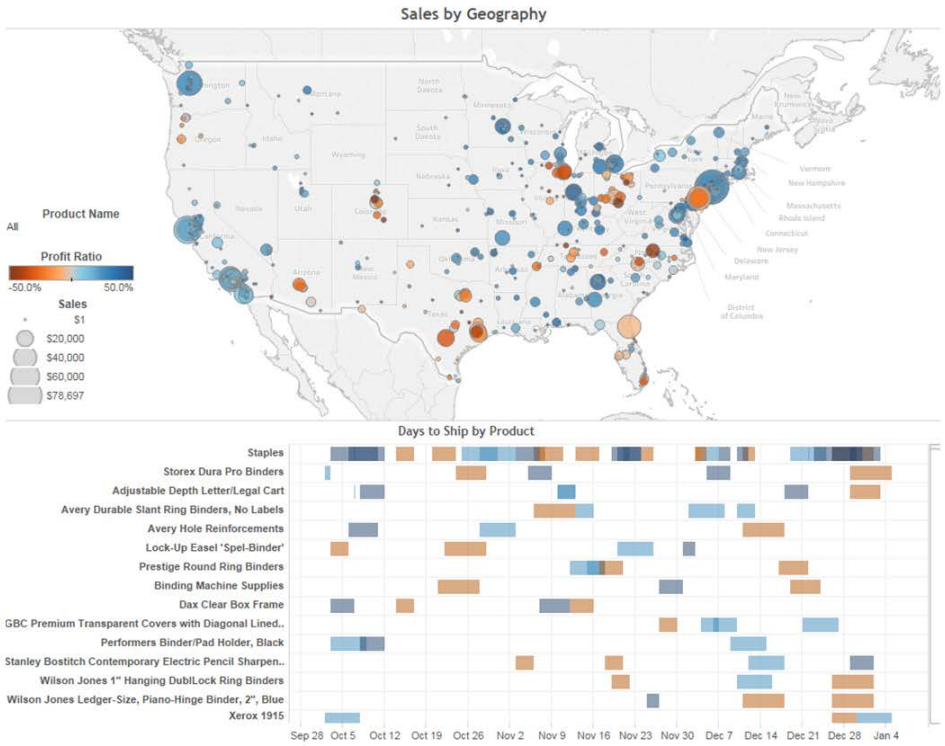
Show deliverables, owners, deadlines

Resource availability or lifespan

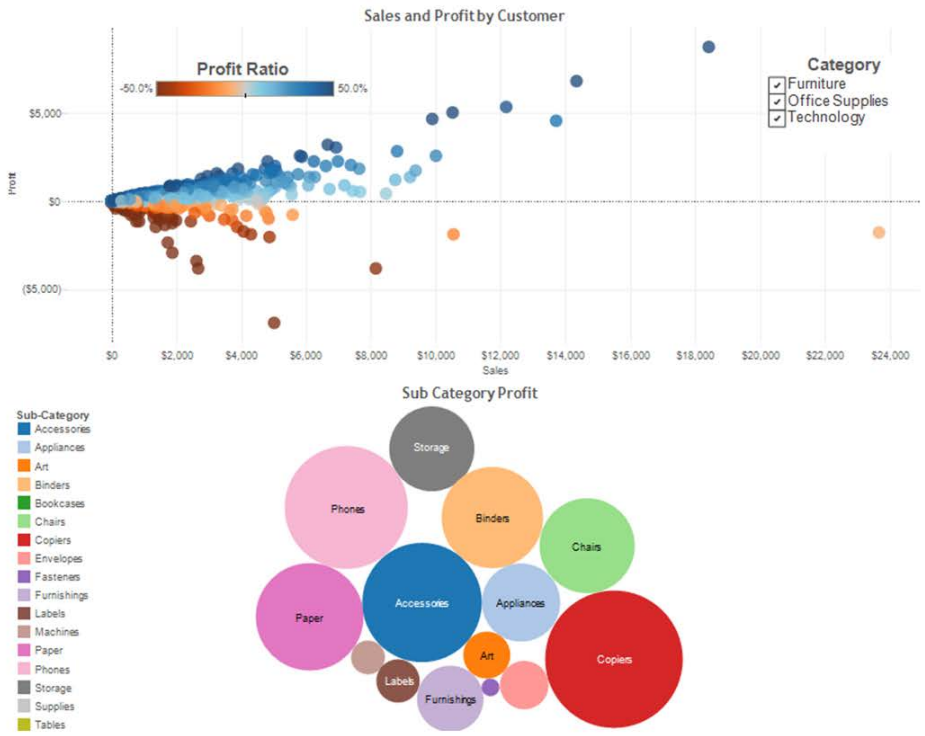


Colors show mode of transportation each variable uses and how much time it takes

Use color on Gantt charts to highlight key variables

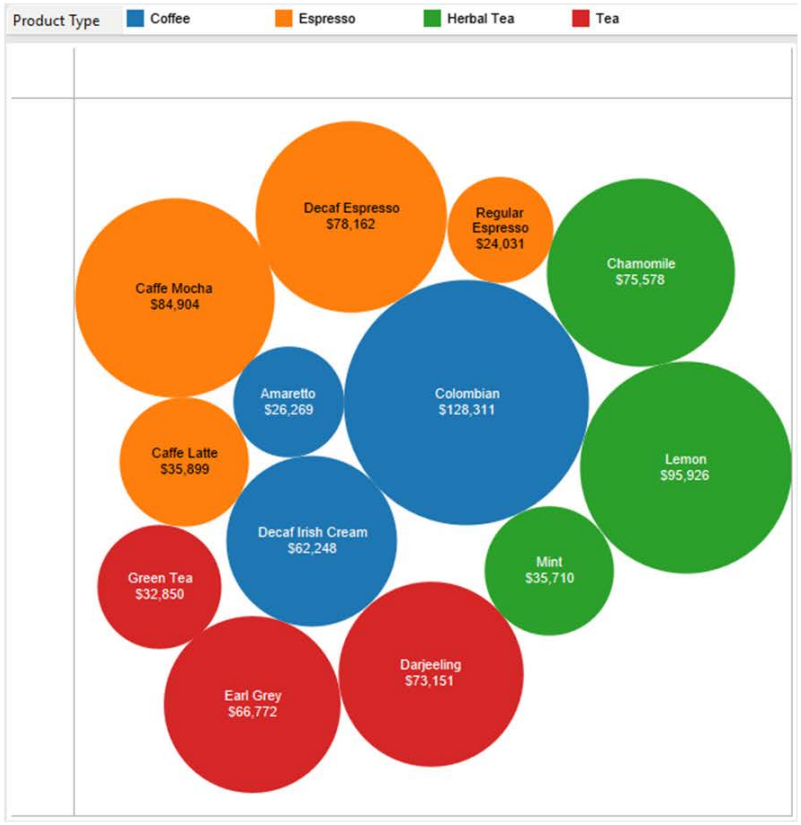


Use Gantt charts with maps or other charts in a dashboard to filter details



Bubble charts accentuate data on scatter plots and maps

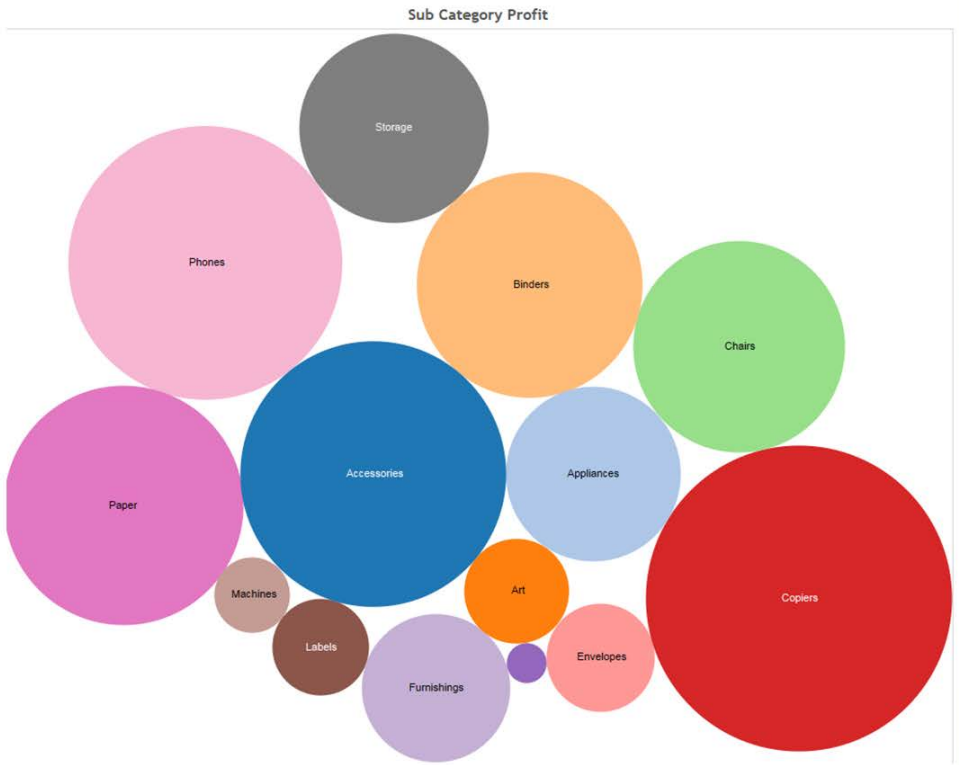
Varied sizes of circles convey meaning about data



Bubble charts are most useful when showing the concentration of data along 2 axes

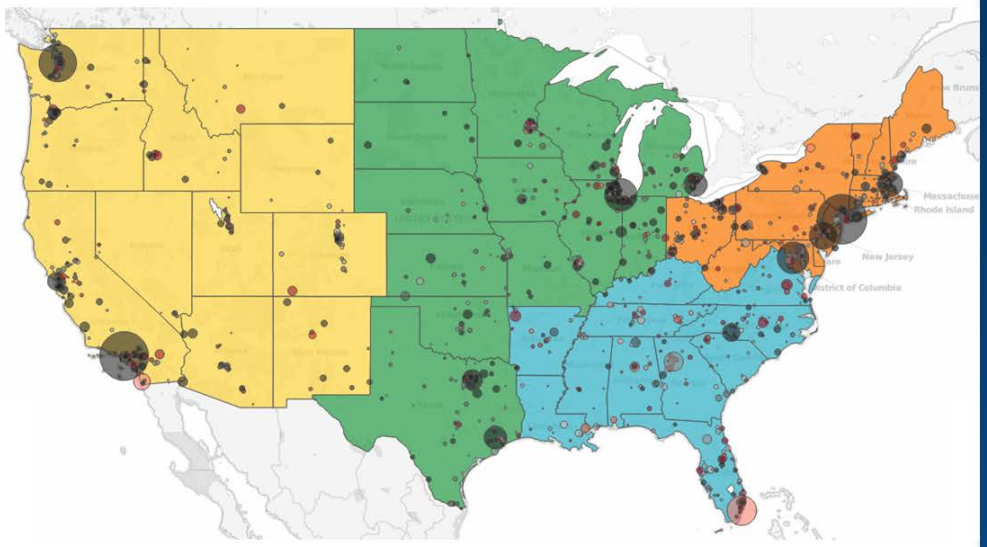
Sales by product and geography

Class attendance by department and time of day



Bubble chart
+ scatter plot:

Answer many questions at once by adding color and varying bubble size



Add bubbles to maps to show relative concentration of data