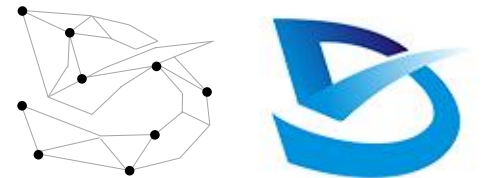
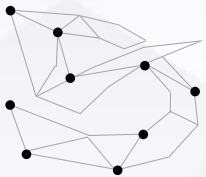


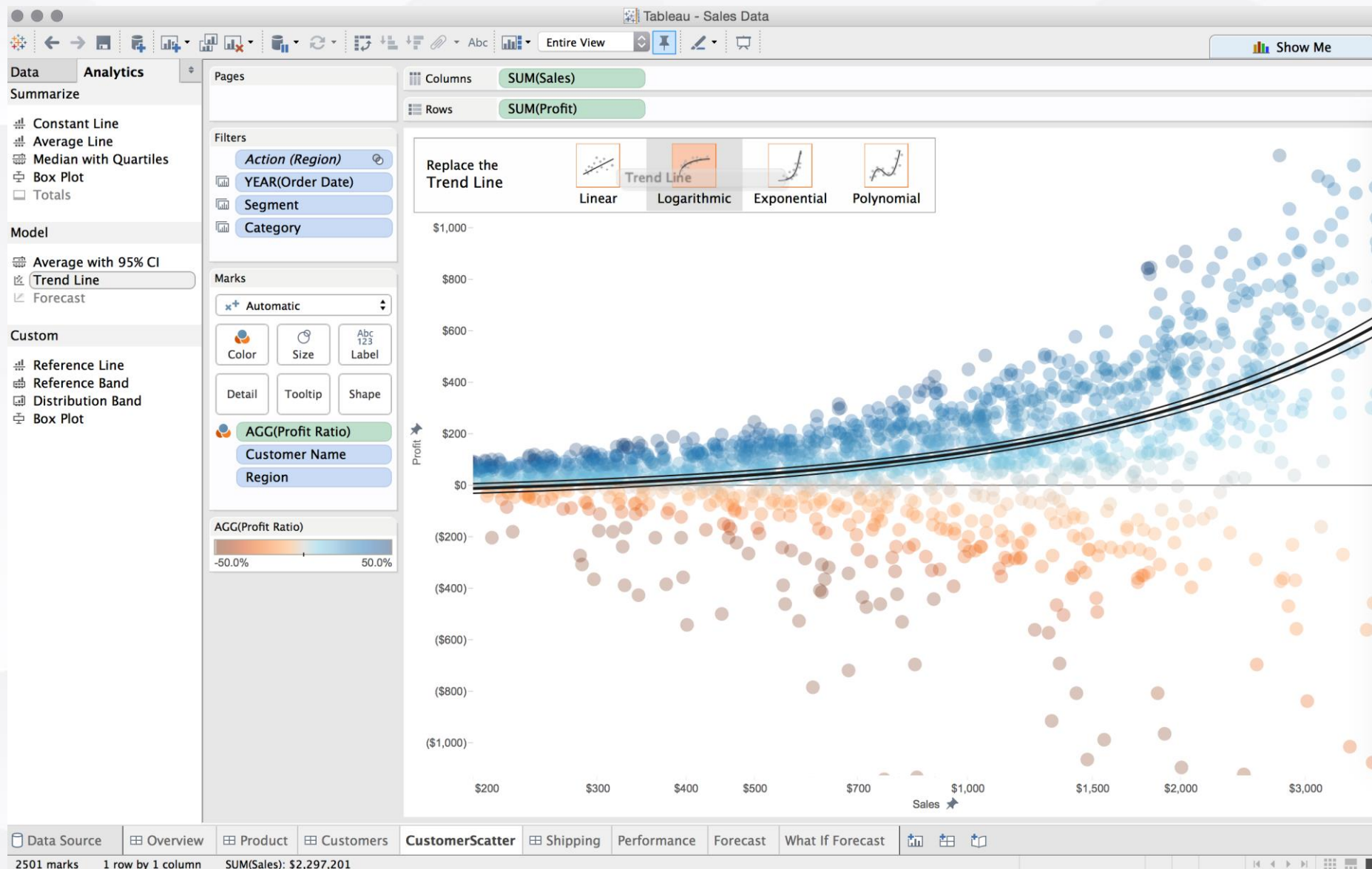
# Data Visualization with Tableau

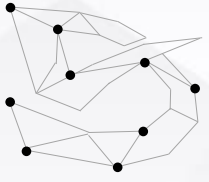
Data Application Lab





# Tableau





# Data Visualization Basics

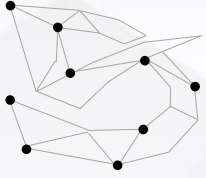
---

Who is my audience?

Flow

Layout

Case Study



# Who is the audience



## Role

What decisions do they make?



## Comfort

How comfortable are they with data?



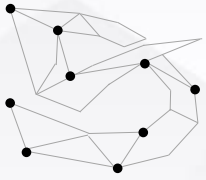
## Usage

How will they use the information and how much time do they have?



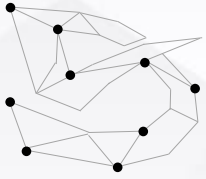
## Expertise

How familiar are they with the key performance metrics?



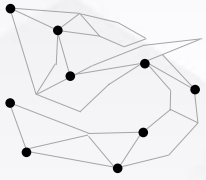
# Flow - Flow Based



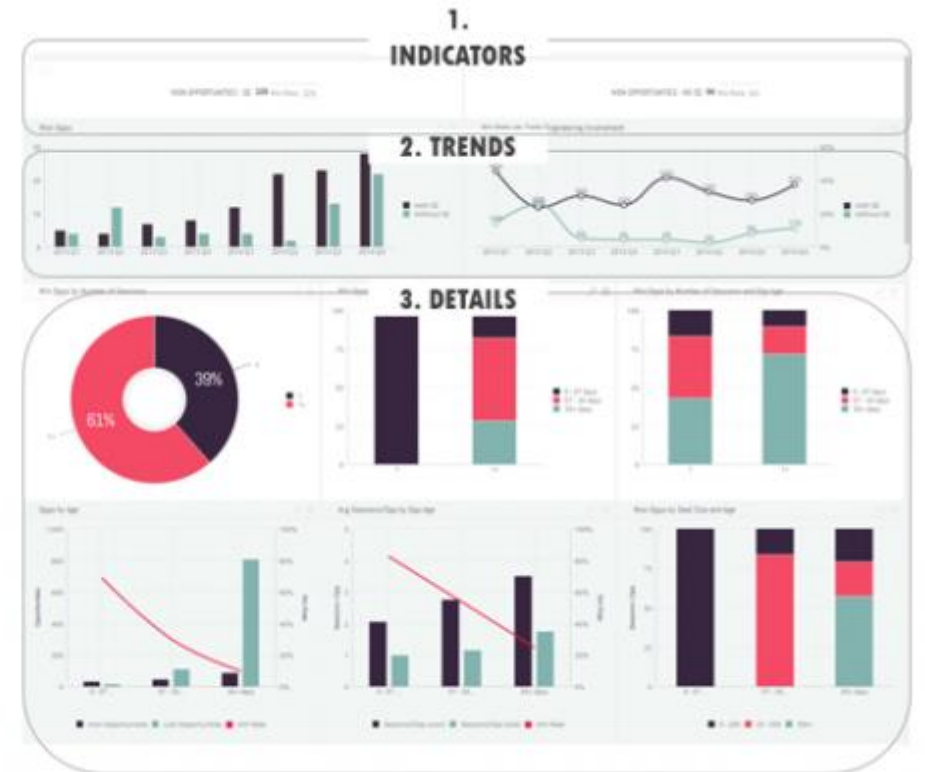
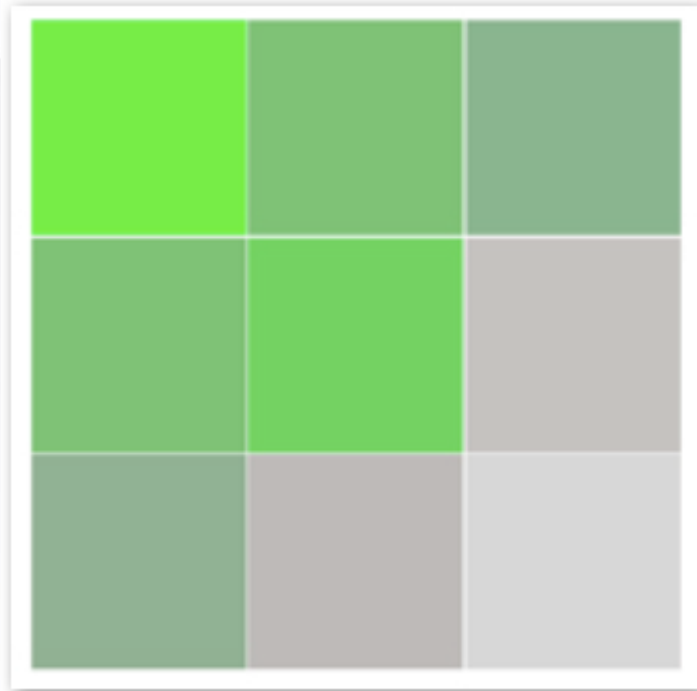


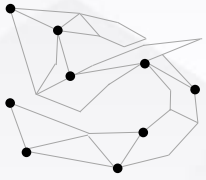
# Layout

- Organizing the page
- Color & Typography
- Choosing the right charts



# Organizing the Page





# Color

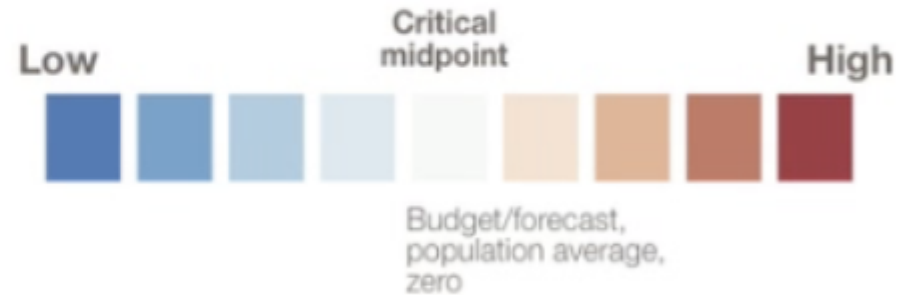
## Sequential

Colors can be ordered from low to high



## Diverging

Two sequential schemes extending out from a critical midpoint value

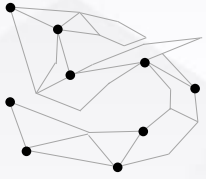


## Categorical

Lots of contrast between each adjacent color







# Typography

---

You can add *italic* letters.

You can **bold** your important point.

You can **darken** your important text.

You can **use color** to emphasize text.

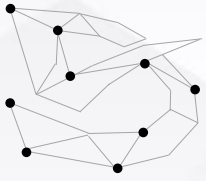
You can **combine** effects.

## **Less effective**

You can **UPPERCASE** your important text.

You can ***bold-italics*** your important text.

You can **use color** to emphasize text.



# Choosing the right Charts

