



Northwestern
University

Best Practices – Part 2

Week 3



AGENDA



- Guest speaker
- Spotlight: assignment #1
- Lecture exercise
- Assignment #3
- Accessibility tools in Tableau
- How to in Tableau
- Exercise
- Discussion



Guest speaker: Frank Elavsky



Spotlight: Assignment #1



EXERCISE

Take a look at the two dashboards presented on the next slides.

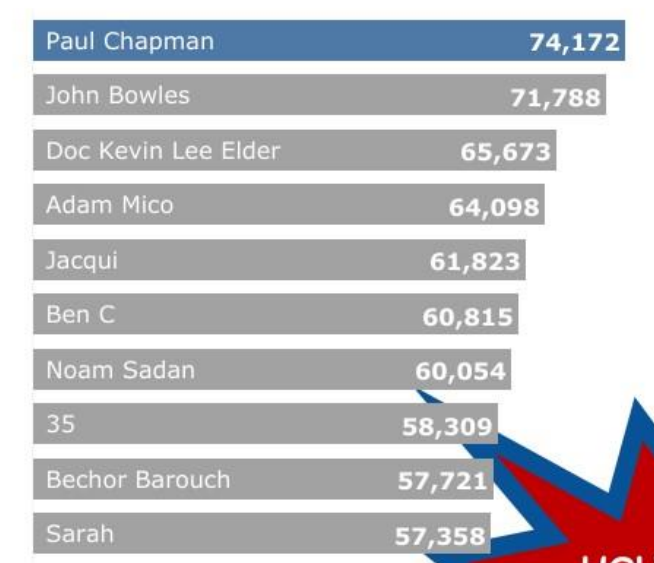
Evaluate the color usage based on the lessons learned today.

How would you rate each dashboard on a scale of 1 to 10 (10 being outstanding color use).

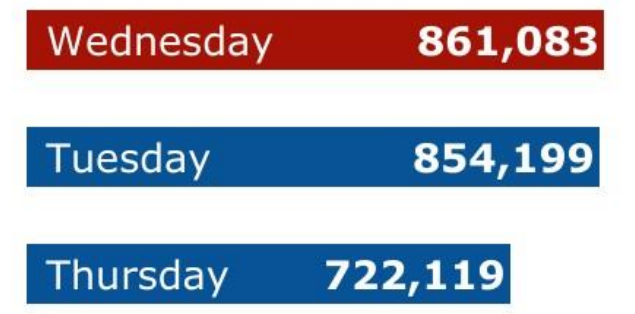


WHO TOOK THE MOST STEPS IN LAS VEGAS DURING #DATA22? I THOUGHT I WALKED A LOT BUT IT WAS NOTHING COMPARED TO SOME OF THE OTHERS WHO SUBMITTED THEIR STEP COUNT. WELL DONE ALL!

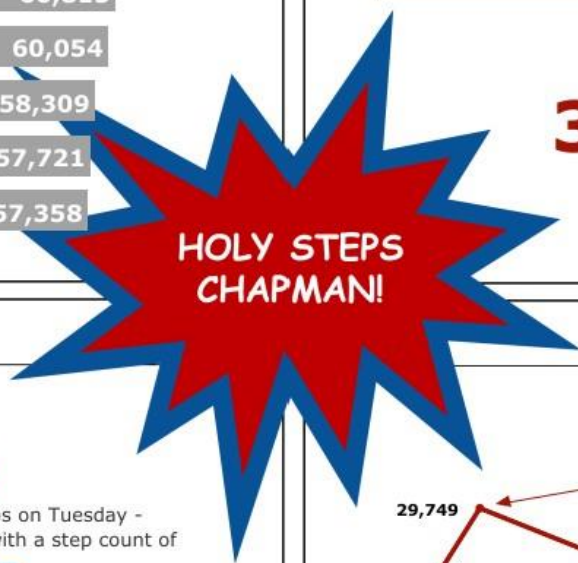
FROM THE TOP TEN WALKERS THE WINNER IS....



WEDNESDAY WAS THE DAY WITH THE MOST STEPS BUT TUESDAY WAS CLOSE BEHIND



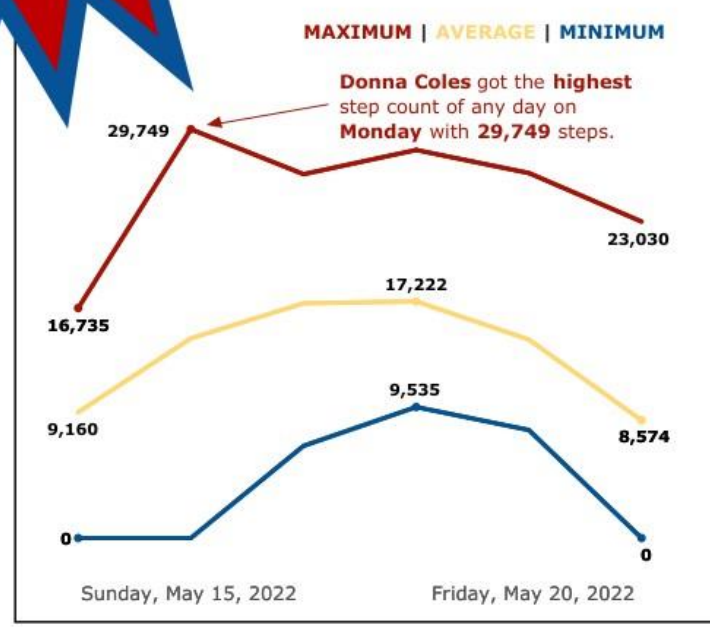
3,769,357
TOTAL STEPS TRACKED



HOW DID WE COMPARE?

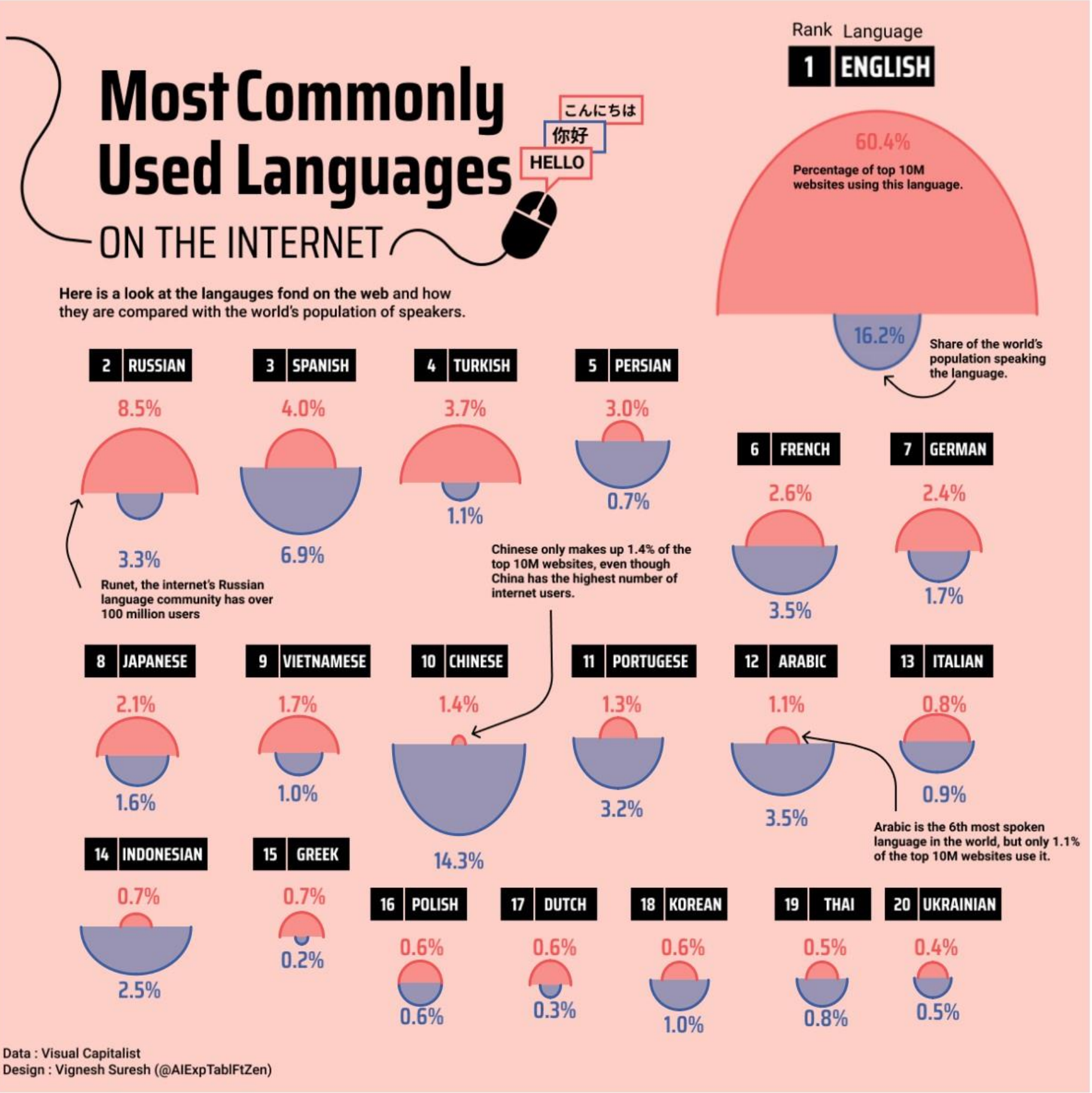


HOW DID OUR STEP COUNT LOOK OVER TIME?



DATASOURCE: #data22 attendees self-reported & collected by Brittany Rosenau | DESIGNED BY: Michelle Frayman @maf2k

Source: <https://public.tableau.com/app/profile/michelle.frayman/viz/Data22StepCount/HolyStepsChapman>



Source:

<https://public.tableau.com/app/profile/vignesh.suresh1214/viz/MostCommonlyUsedLanguagesontheInternet/>
[MostCommonlyUsedLangugesontheInternet](#)



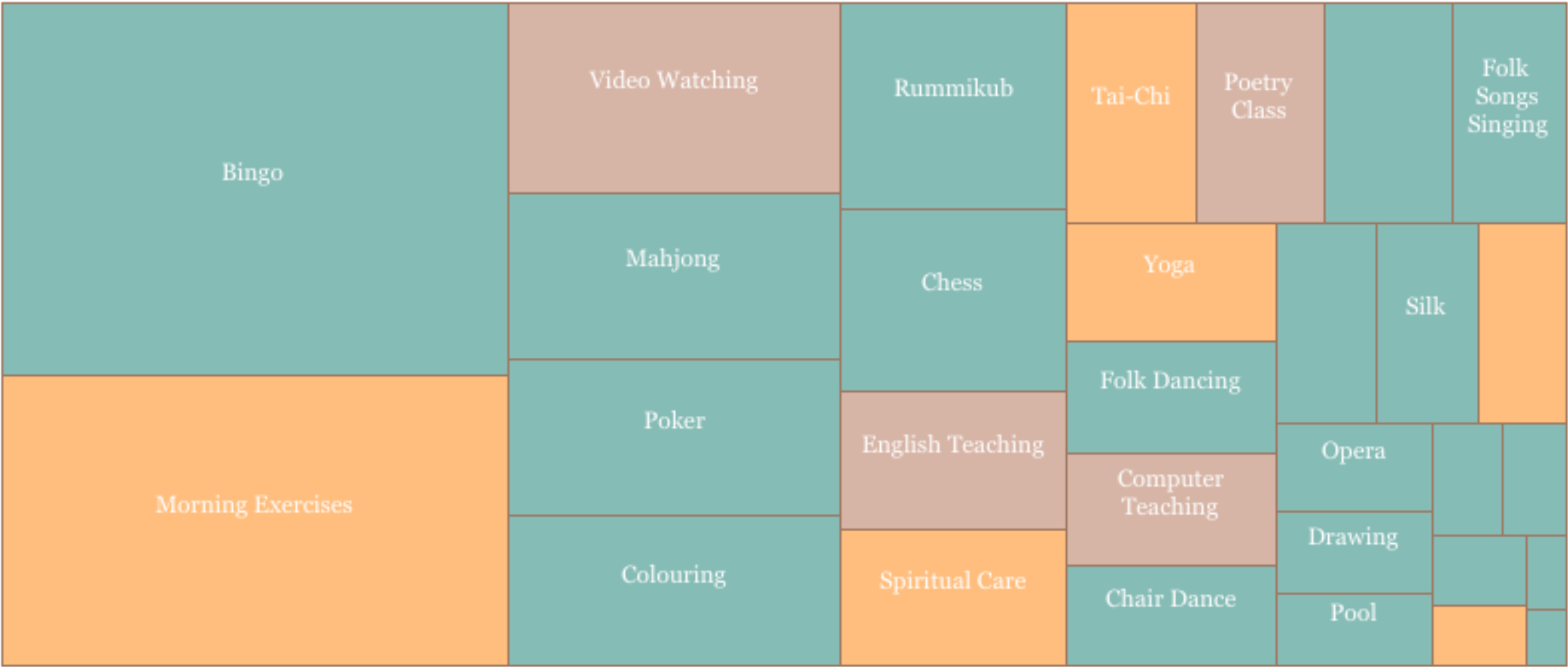
Assignment #3: Personal Data Viz

Accessibility tools in Tableau



How many seniors are attending our activities?

Total January
2,756



Highlight by Category

No items highlighted

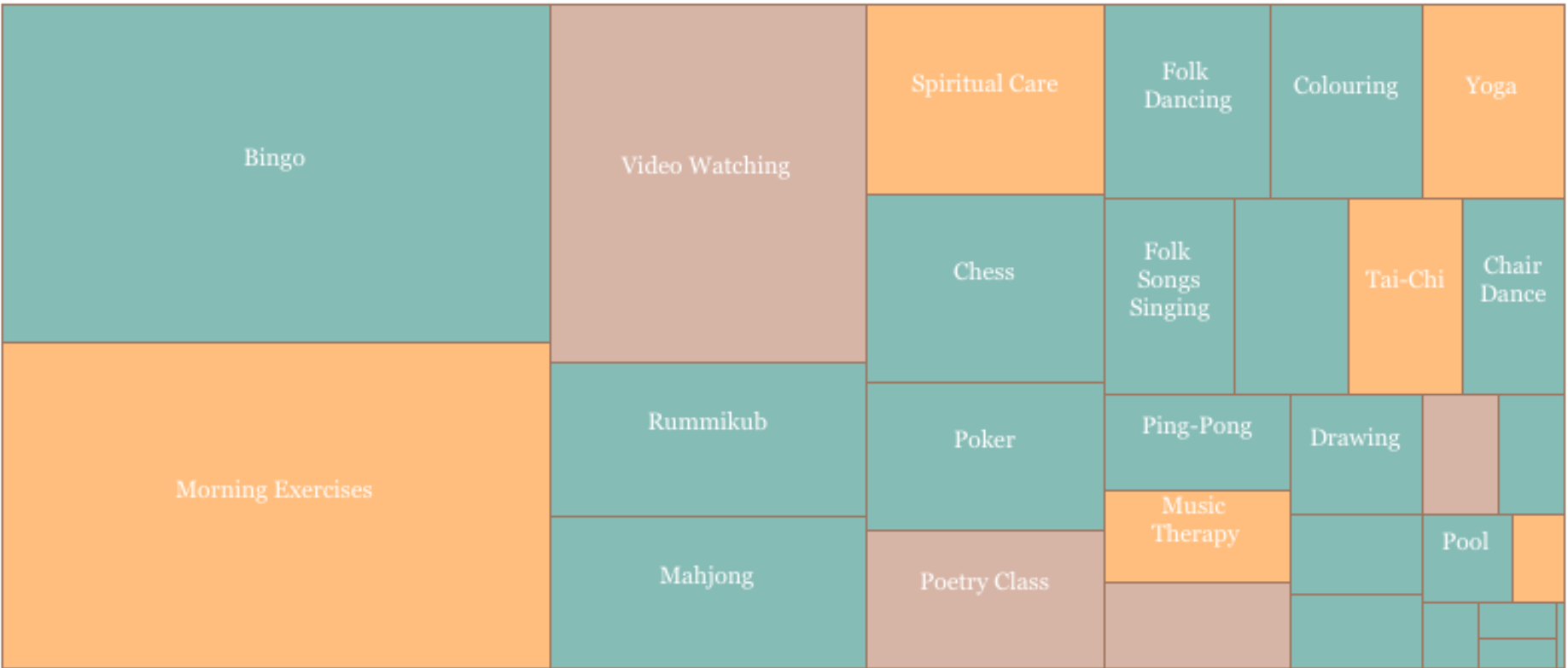
- Category
- ☒ Educational
- ☒ Healthcare
- ☒ Recreational

More seniors attend activities in January than in December with an **increase** of 23.31%.

Recreational activities increased the most, with the number of 37.84%.

| Category | December | January | Difference |
|--------------|----------|---------|------------|
| Educational | 369 | 388 | 5.15% |
| Healthcare | 637 | 674 | 5.81% |
| Recreational | 1,229 | 1,694 | 37.84% |

Total Decemb..
2,235



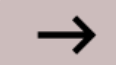
Bingo, Morning Exercises(五行操) and Video Watching(生活广角) are always favorite activities for seniors.

* Hover on a box to show more

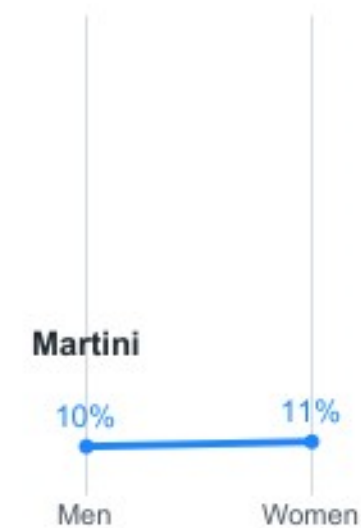
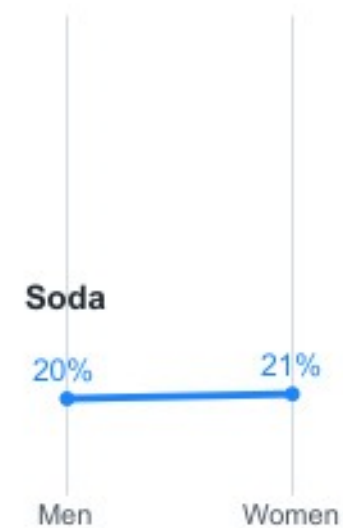
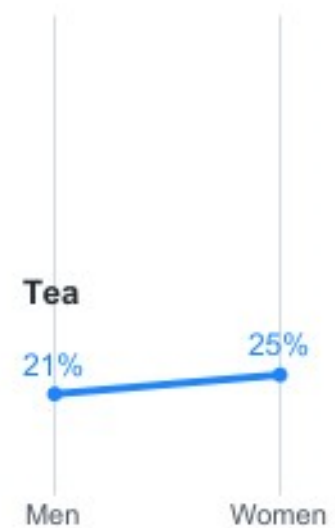
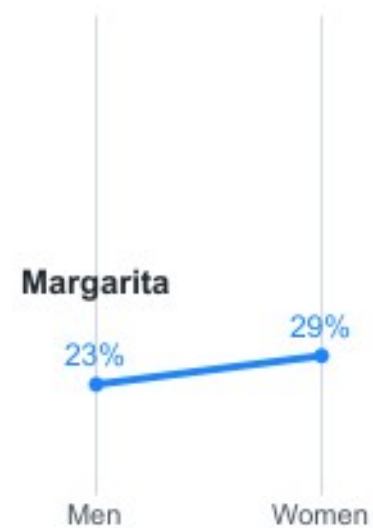
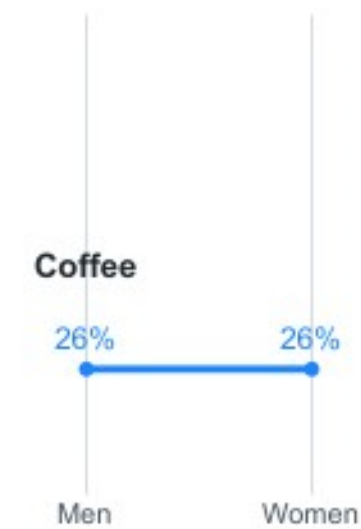
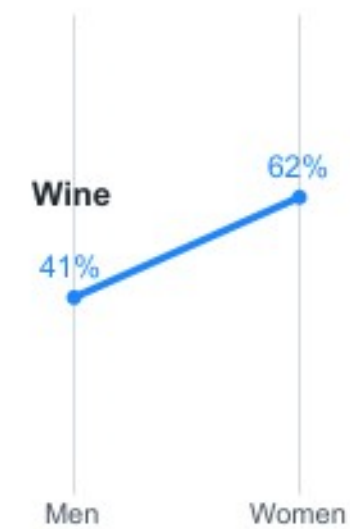
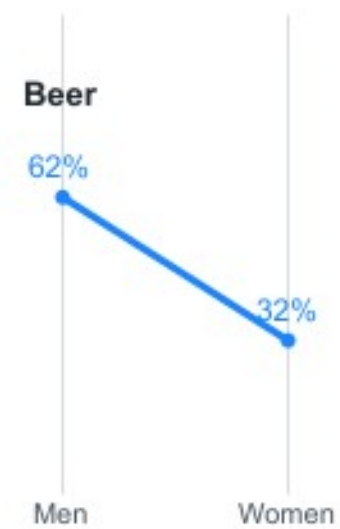
| December | January | Difference |
|----------|---------|------------|
| 2,235 | 2,756 | 23.31% |

Created by: @Chenyu W..

How to in Tableau



MOST POPULAR **DRINKS** FOR DATES





EXERCISE

1. You are an Analytics Manager and are asked to give a short presentation on the topic **Young and Adult Data Literacy Around the World**. Your audience is a group of **UNESCO executives** who are working with local governments to increase literacy rates.
2. Using the data set *Literacy Rates*, work in groups and choose one of the following graphs: **bar chart, dumbbell chart, or slopegraph**. Discuss the pros and cons of each chart type before choosing one.
3. Create the **chart in Tableau**.
4. **Ensure your graph is accessible based on the lessons shared so far. Don't forget to test for accessibility.**

WHAT DID
YOU LEARN?

