

Make your data visually appealing

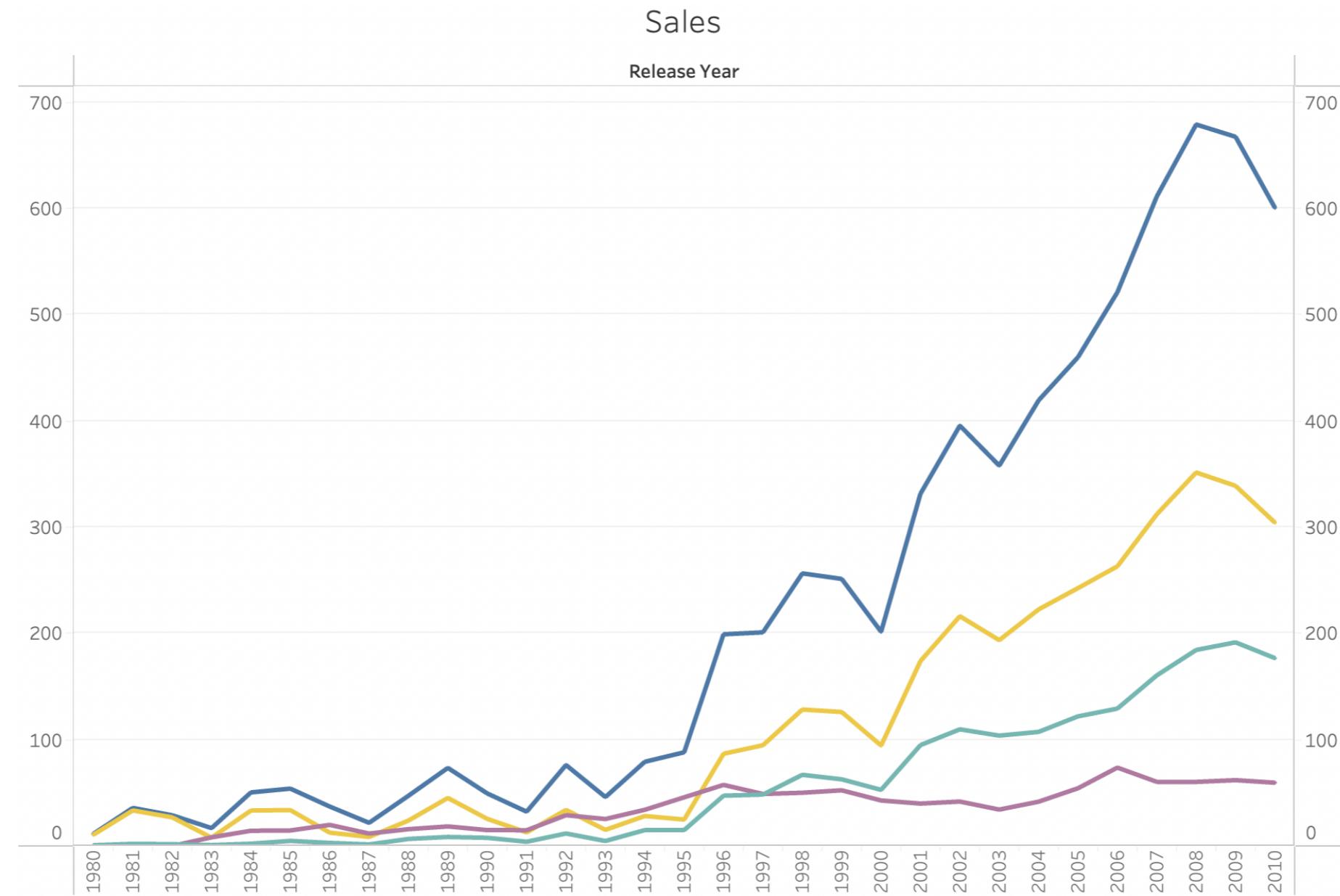
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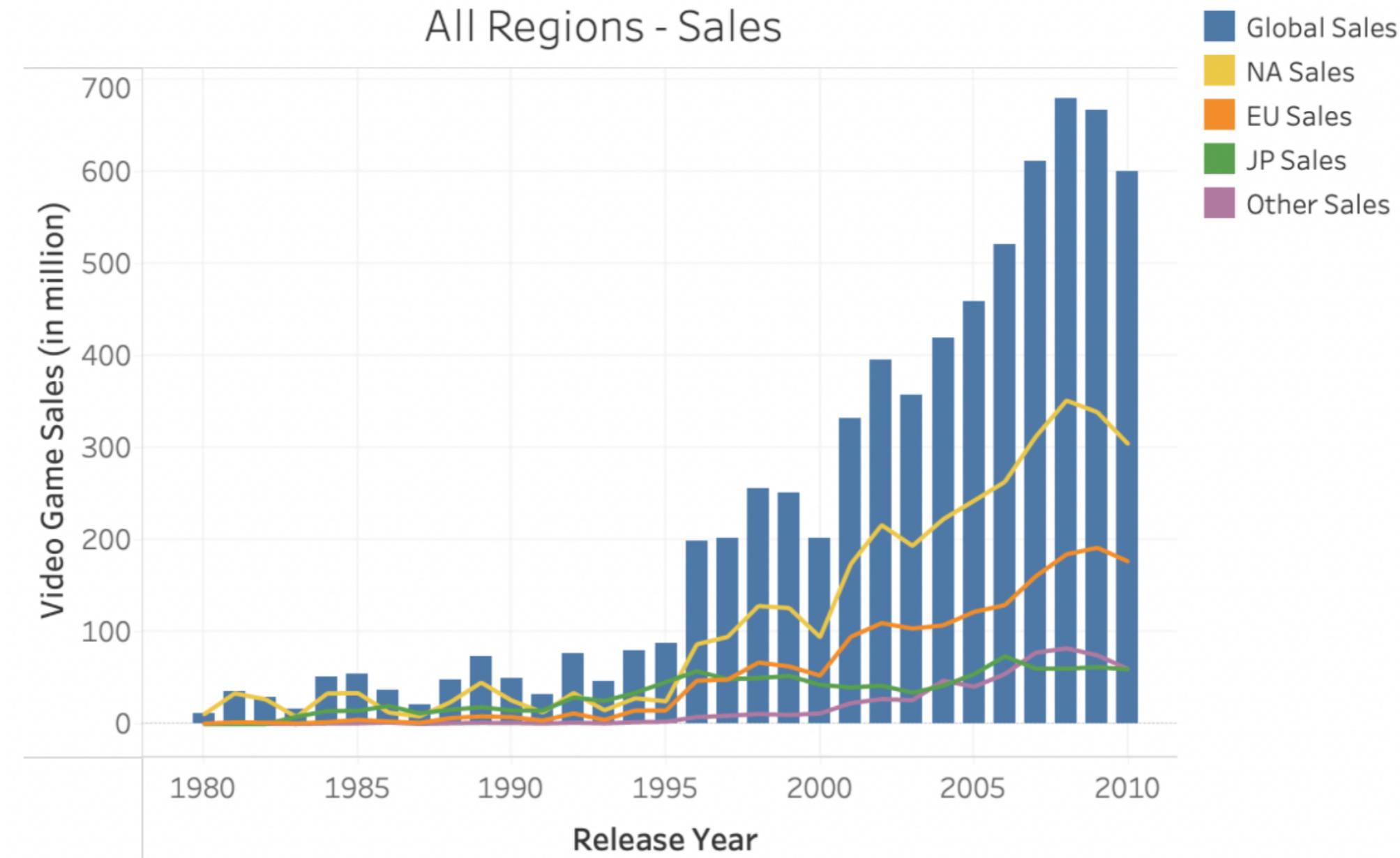
The art of formatting

From unclear visualizations



The art of formatting

To clearly explained visualizations



Formatting tips

Using the following Tableau tools you can easily enhance your visualizations

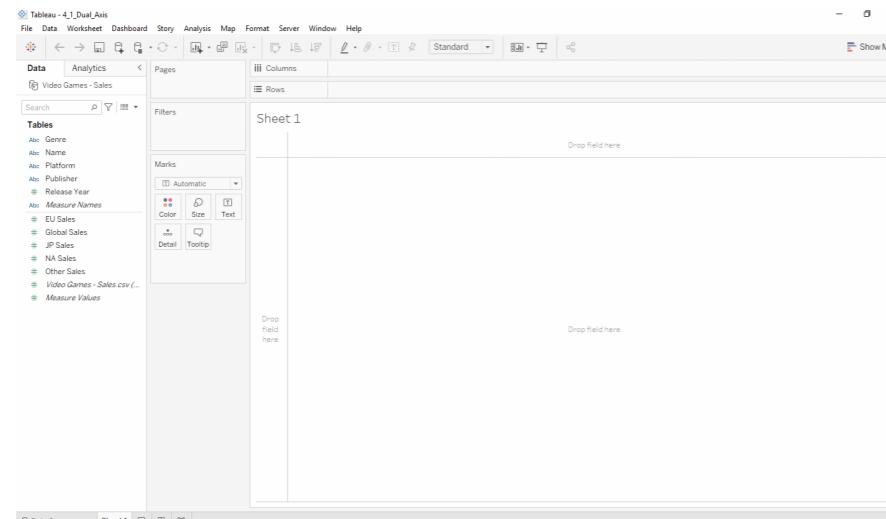
- Write informative titles
- Use a legend
- Adjust / synchronize axes (titles) if necessary
- Create tooltips
- Use colors and fonts to increase legibility

¹ More information can be found in the "Data Visualization for Everyone" course

Format at the workbook and sheet level

Workbook:

- What you open at the start of an exercise, such as `1_1>Loading_workbooks.twbx`
- Can be used to organize, save, share and publish results
- Contains multiple sheets
- Similar to a whole Excel file



Sheet:

- Similar to a tab in an Excel File
- Displayed along the bottom of a workbook as tabs
- There are three different types of sheets:
 1. Worksheet (You used this so far)
 2. Dashboard (Later in this chapter)
 3. Story (Later in this chapter)



Let's practice!

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Applying visual best practices

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Let's practice!

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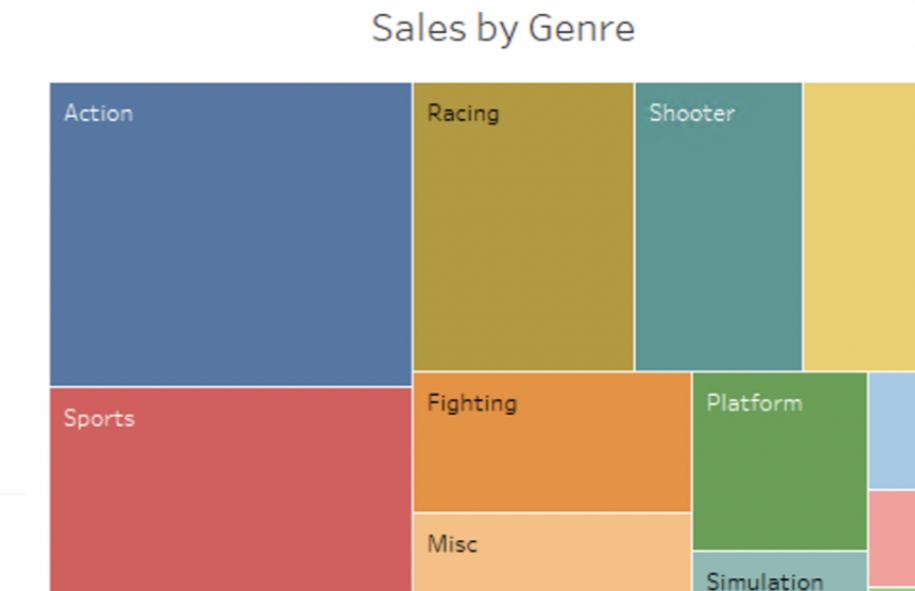
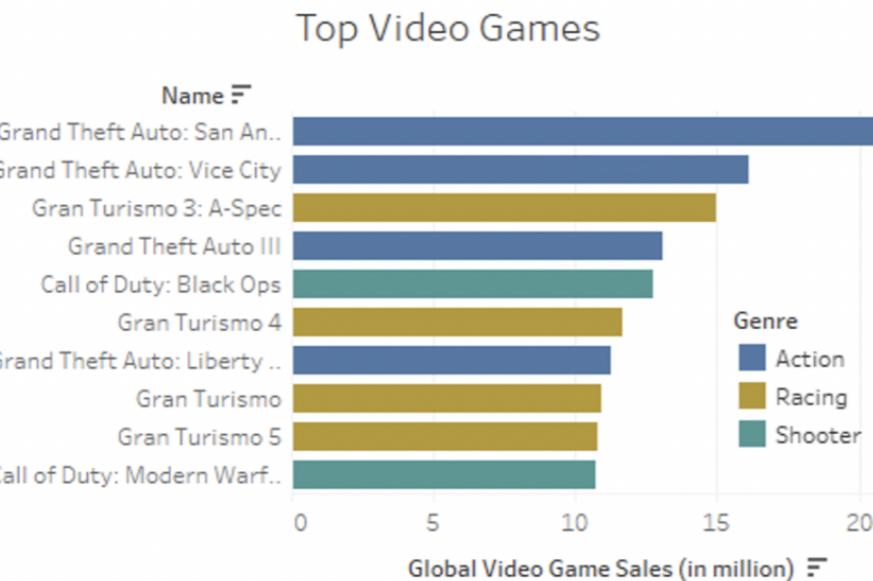
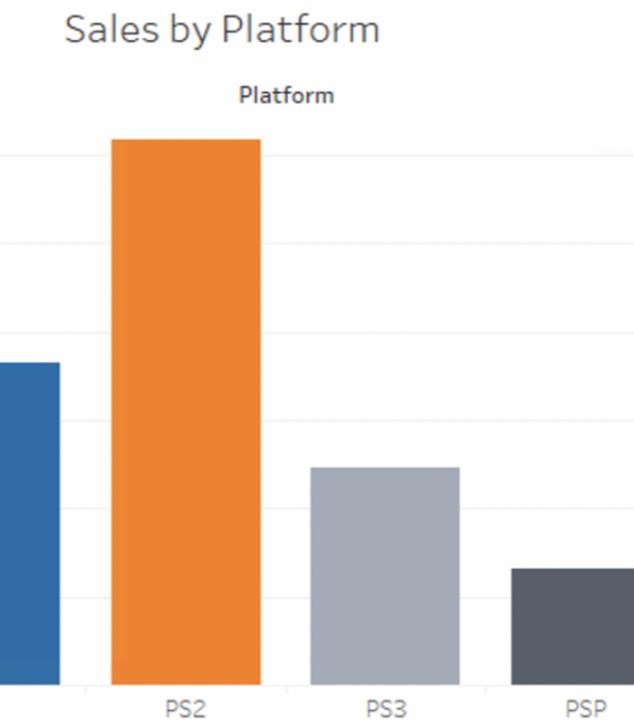
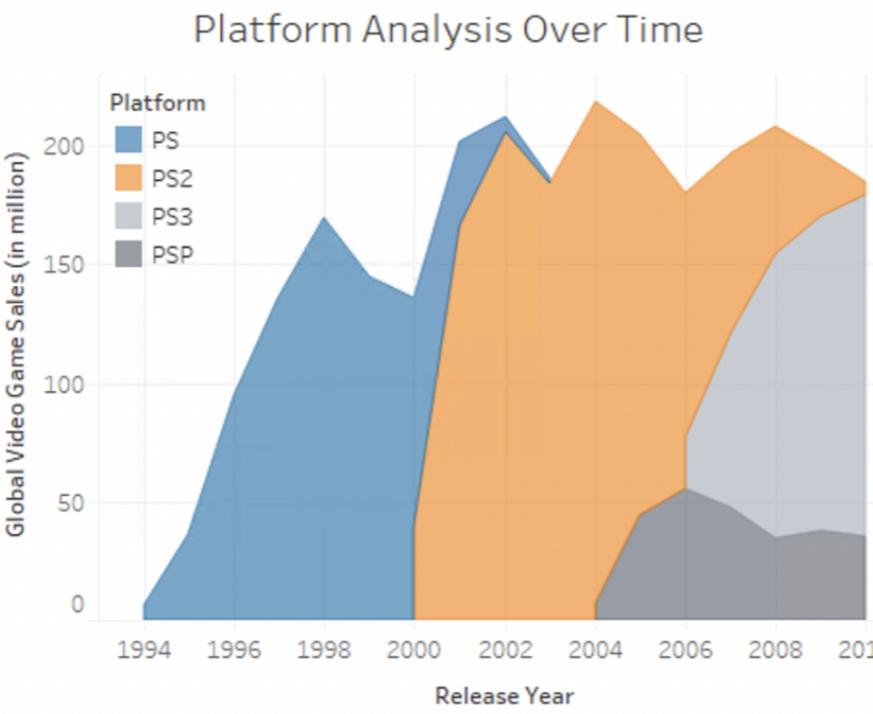
Dashboards & stories

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A dashboard example



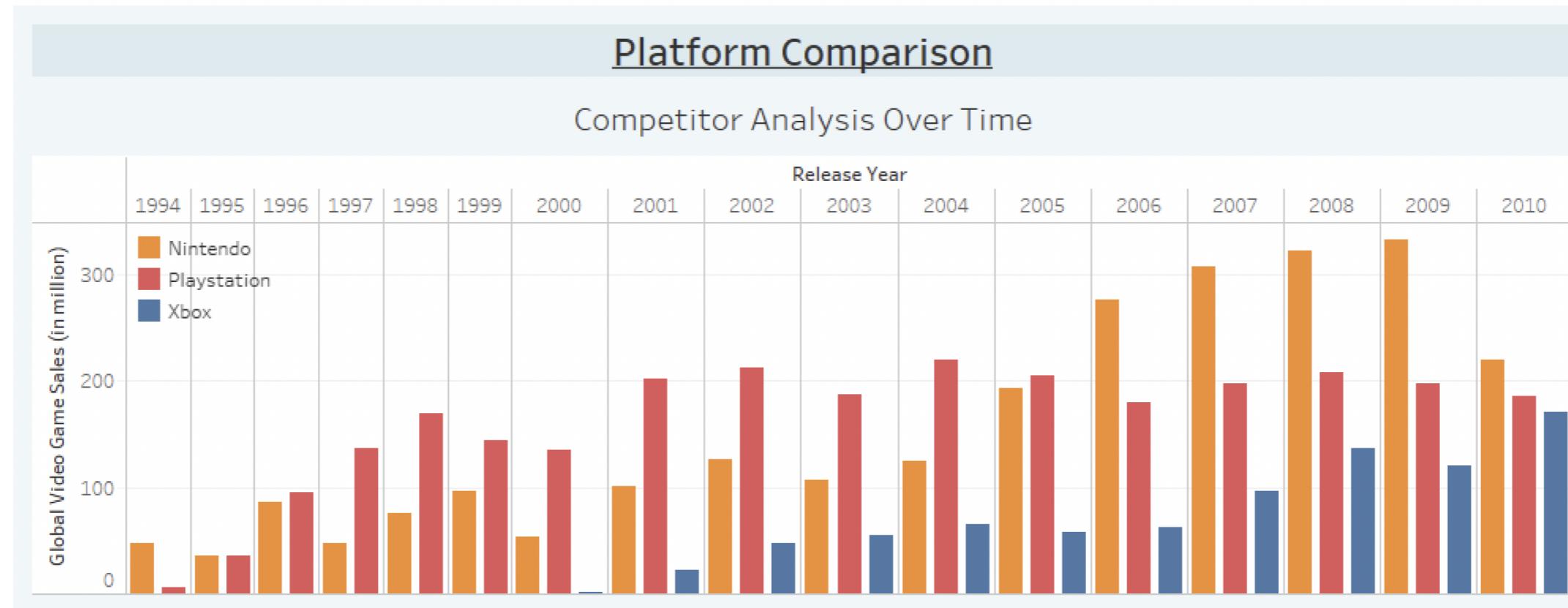
A dashboard is a collection of several views

- Makes it easy to compare data
- Help uncover key insights
- Data is automatically connected to your worksheets
- More advanced dashboards allow users to drill down and do their own analysis
 - Views can be connected, allowing one view to function as an interactive filter

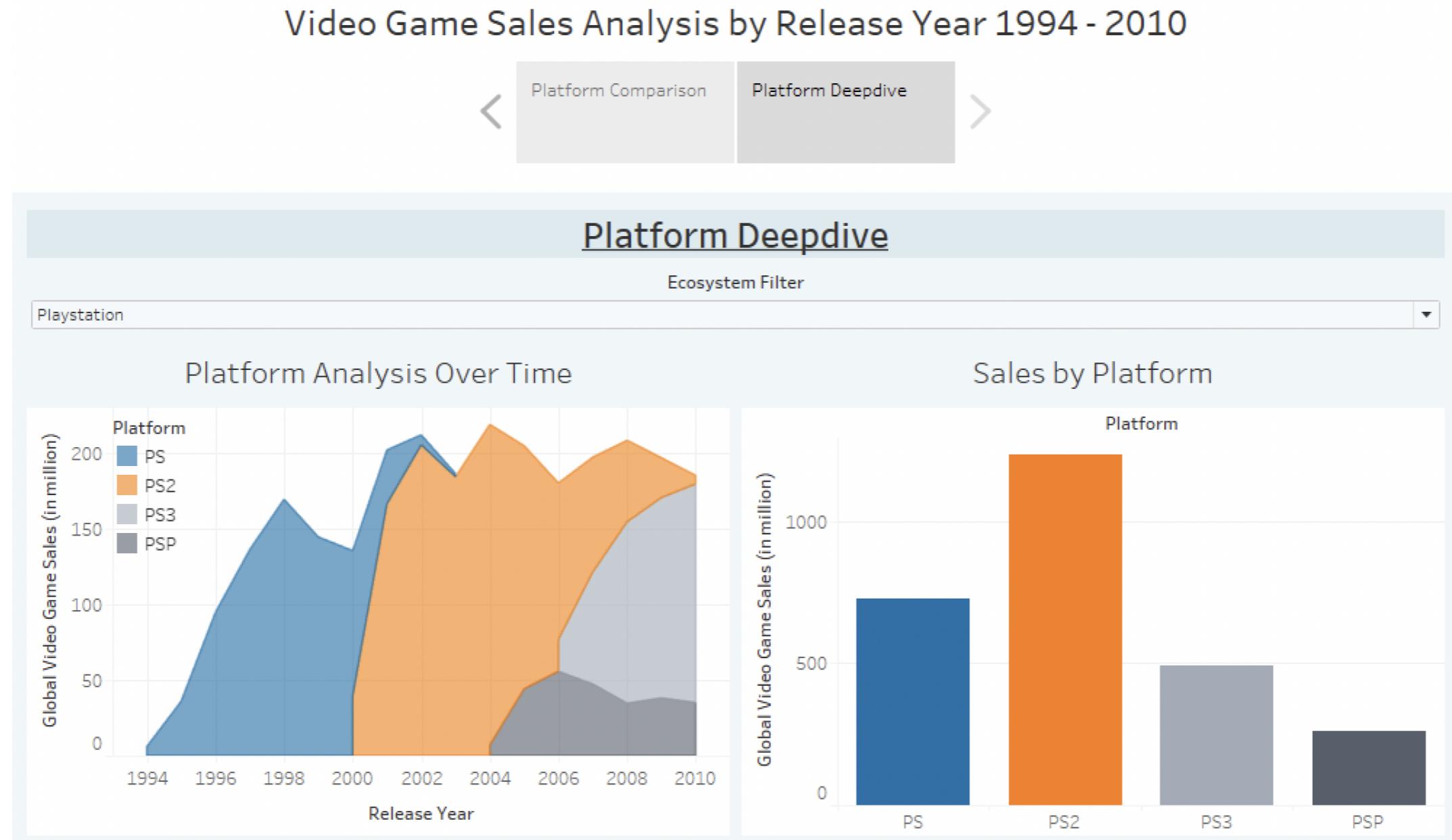
A story example

Video Game Sales Analysis by Release Year 1994 - 2010

< Platform Comparison Platform Deepdive >



A story example



A story is a sequence of visualizations

- Those visualizations (dashboards / worksheets) work together to convey information
- Very useful to tell a narrative, make a compelling business case
- Each individual story is called a story point

So how does everything fit together?



Let's practice!

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Creating dashboards and stories

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Let's practice!

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Congratulations!

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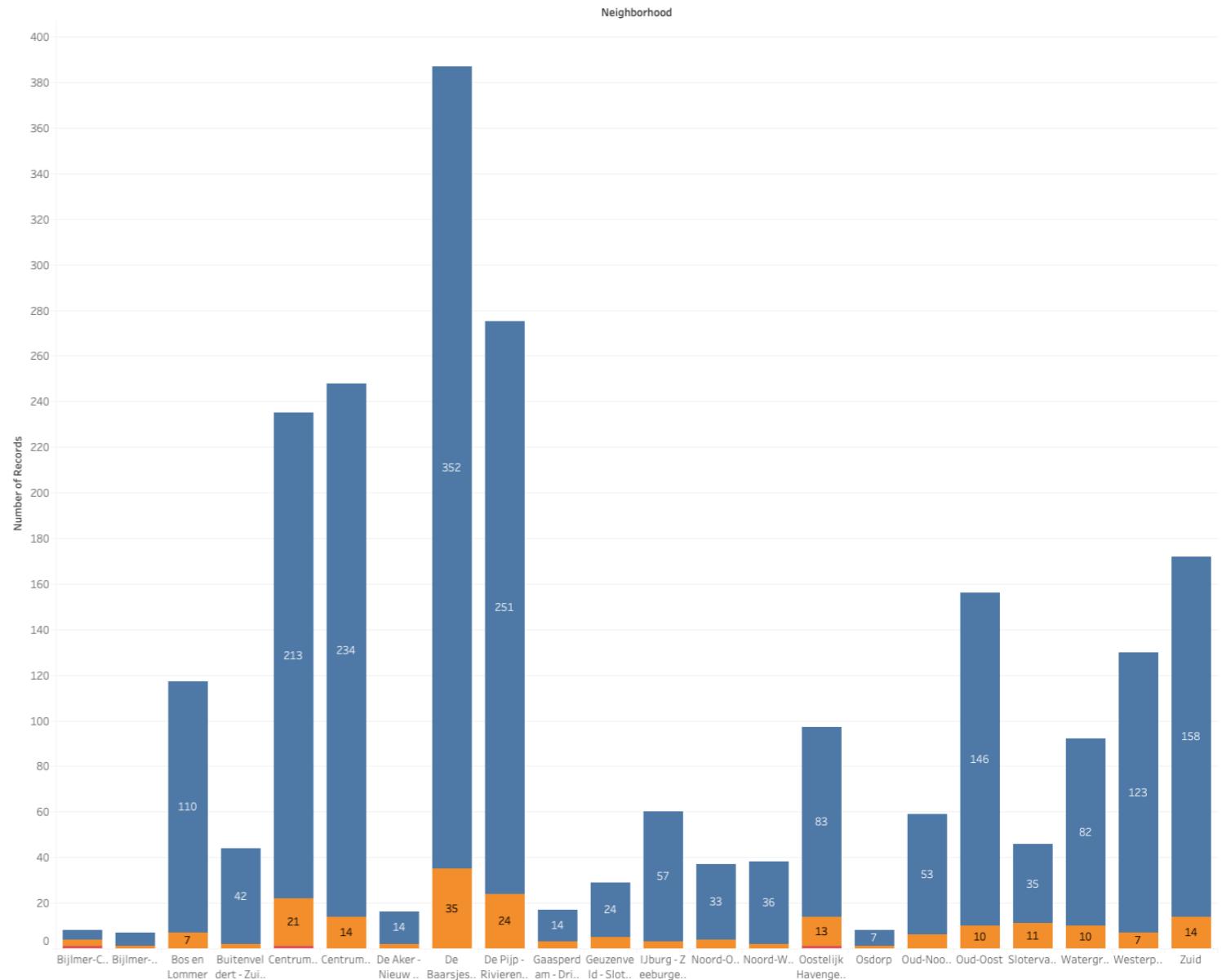


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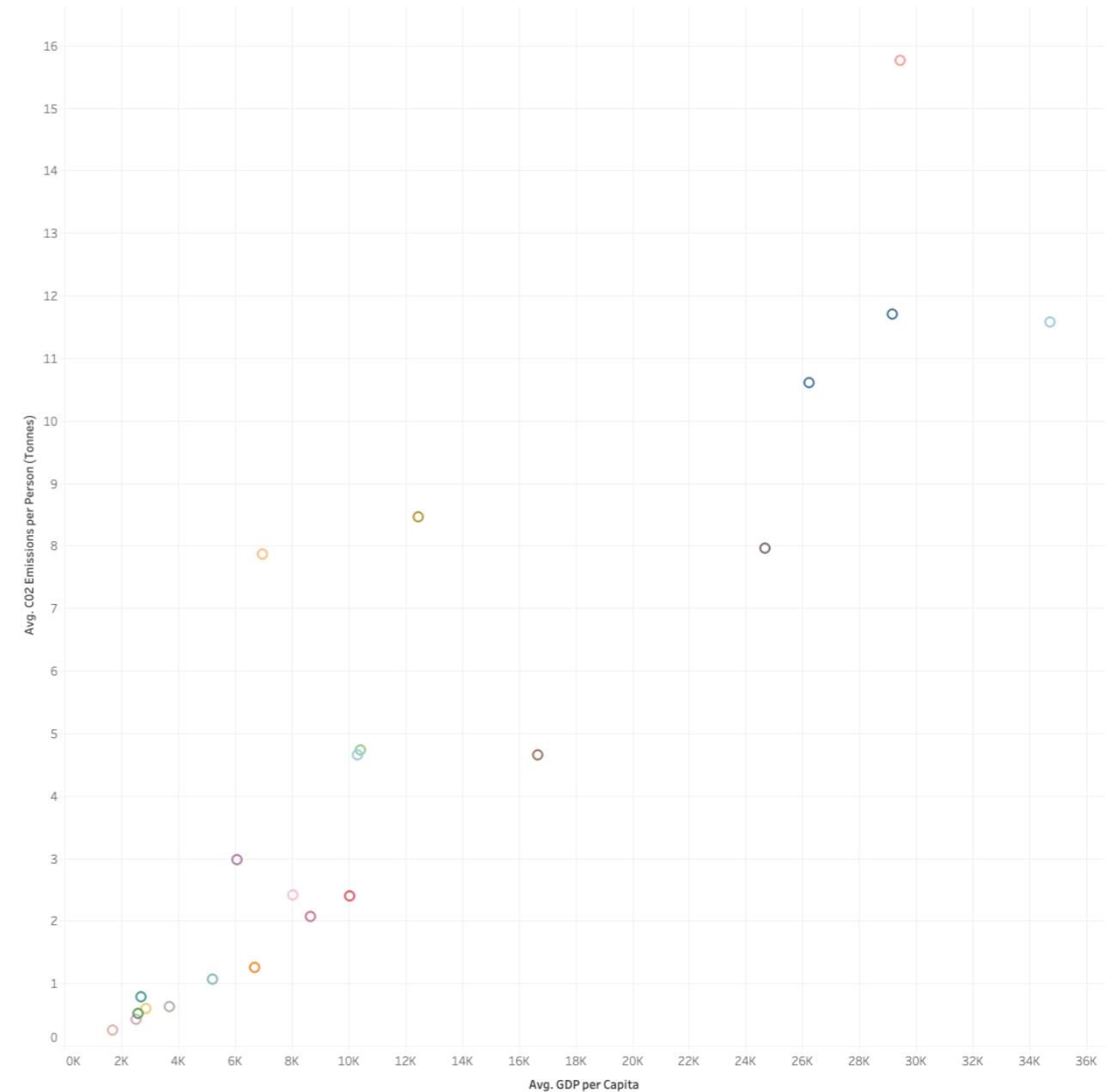
Getting started with Tableau

- Load data and workbooks
- Navigate Tableau
- First visualizations



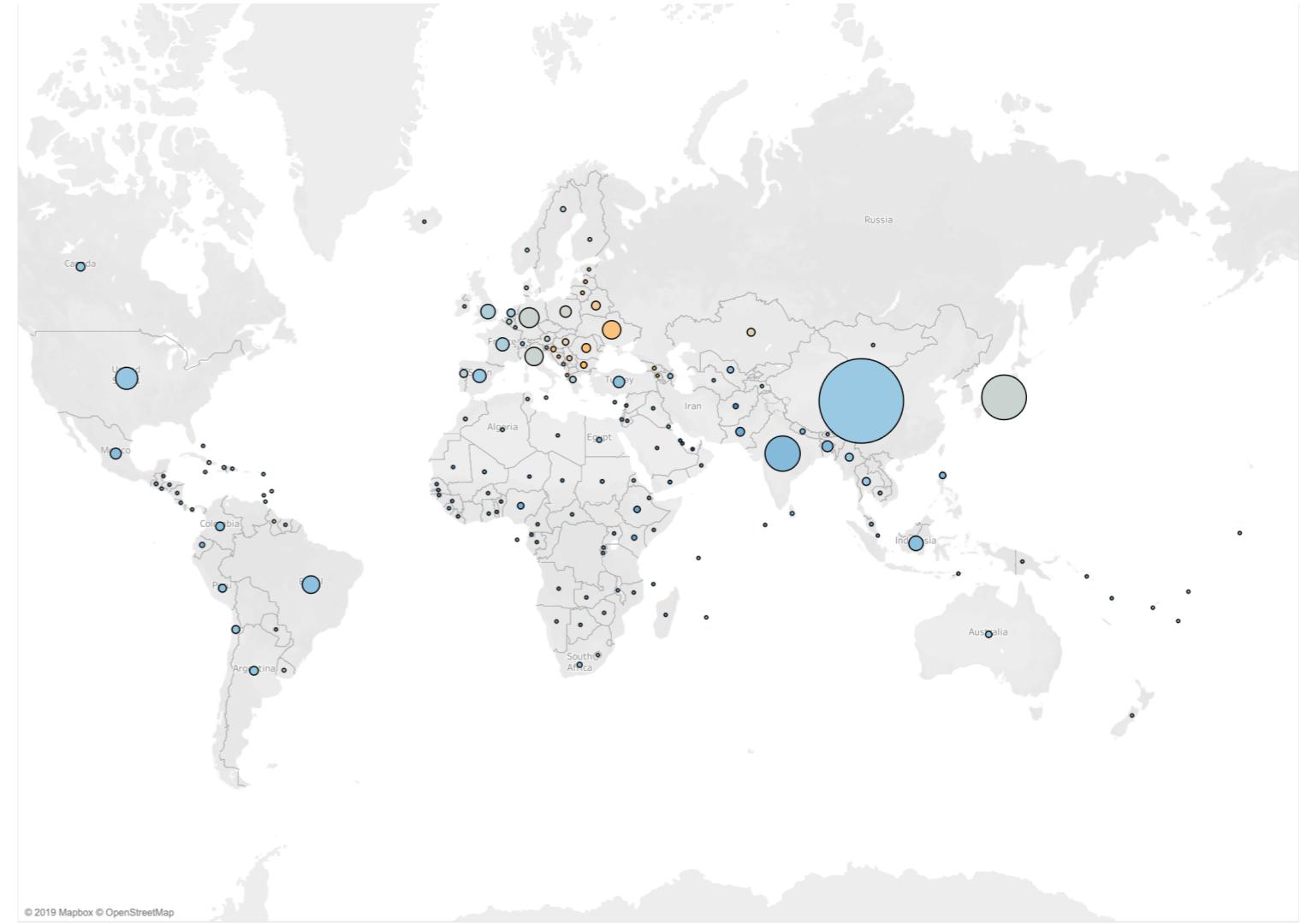
Building and customizing visualizations

- Sorting and filtering
- Aggregation
- Calculated fields



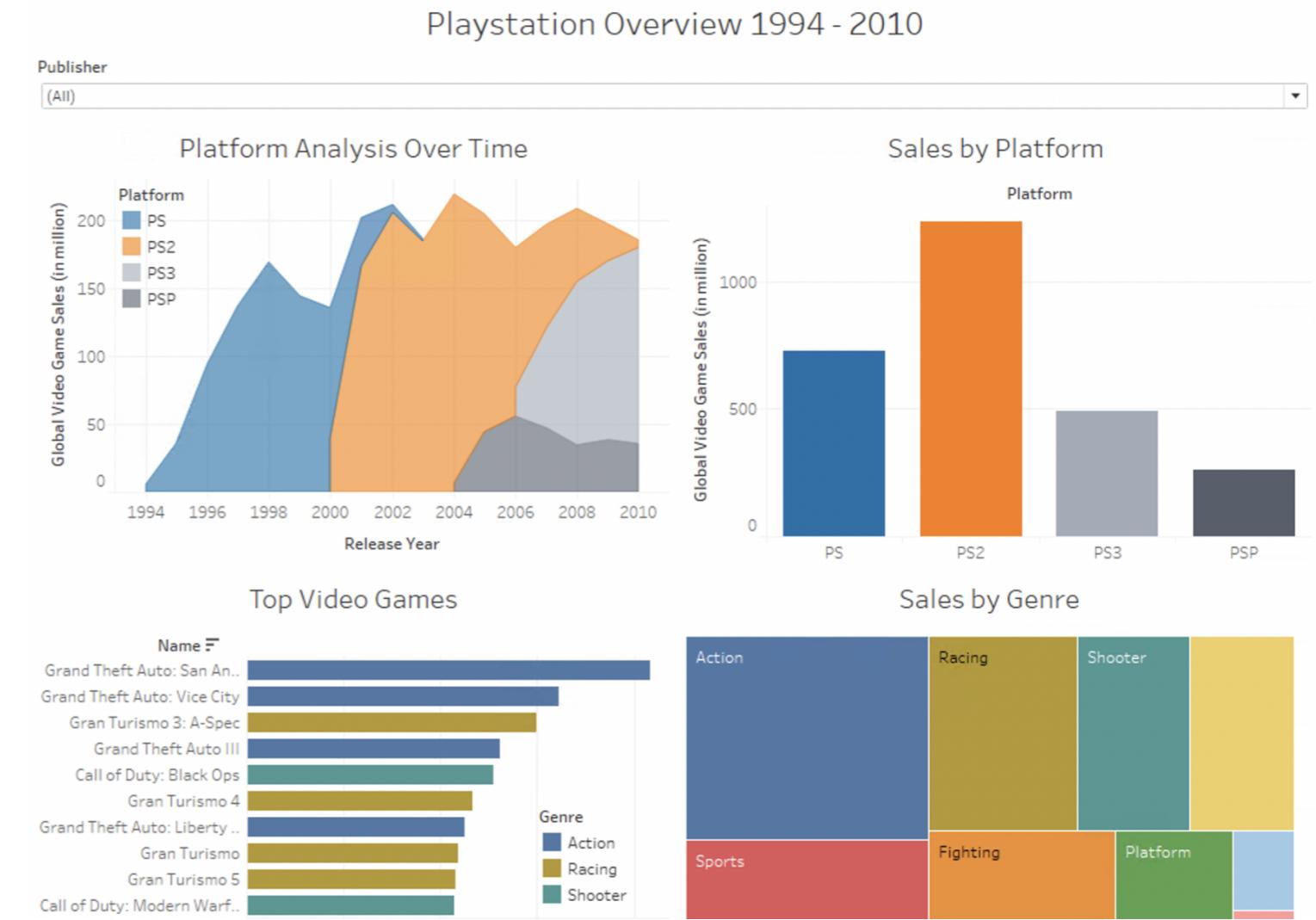
Digging deeper

- Map geographic data
- Work with dates
- Reference lines, trend lines, and forecasting



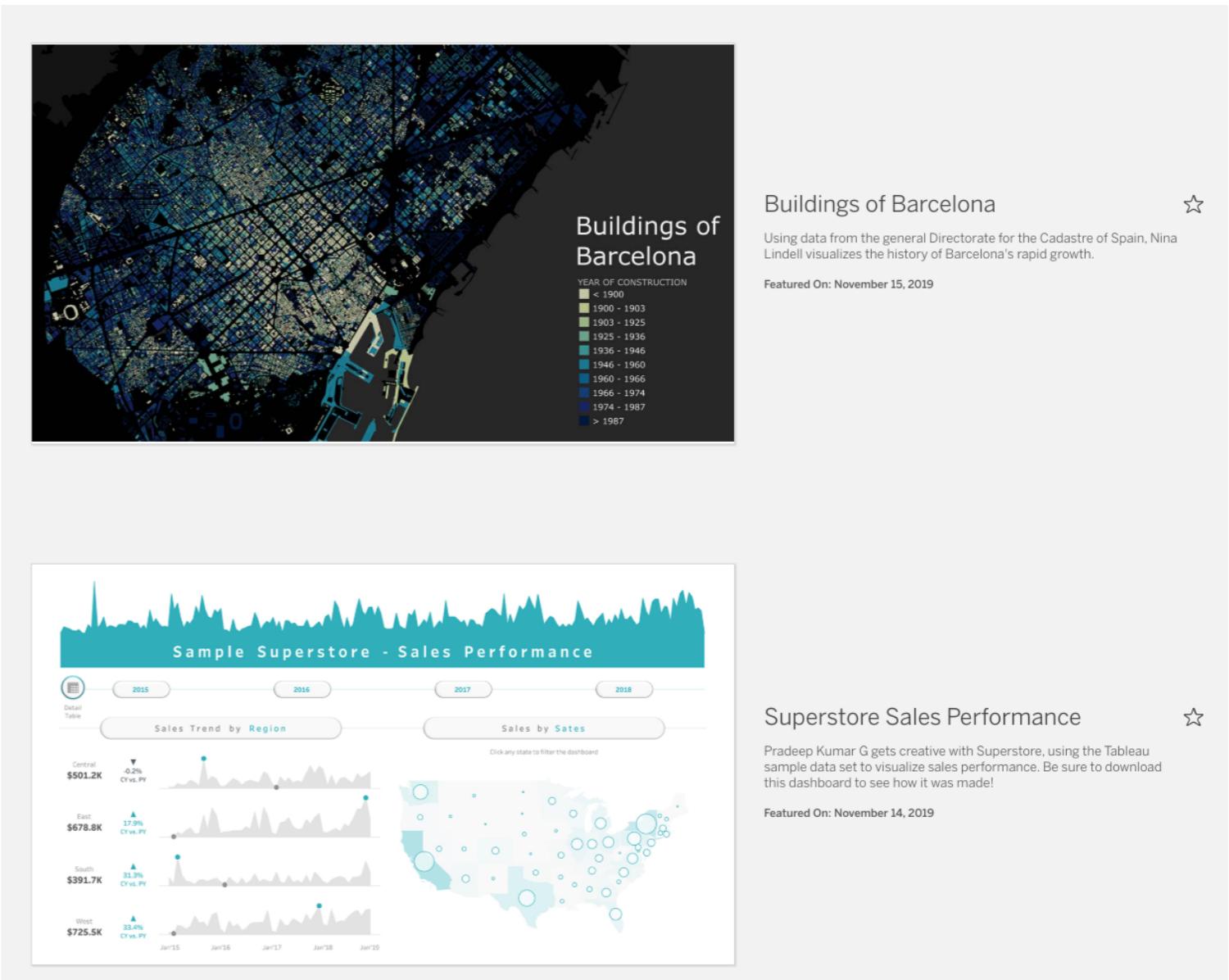
Presenting your data

- Improve and format your visualizations
- Convey findings with Dashboards and Stories



It's just the beginning

- Wide foundational knowledge and skills
- Load data, manipulate it
- Explore and choose appropriate visualization for question
- Improve your viz
- <http://kaggle.com/datasets>
- <https://archive.ics.uci.edu/ml/datasets.php>
- <https://public.tableau.com/en-us/gallery>



Let's practice!

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