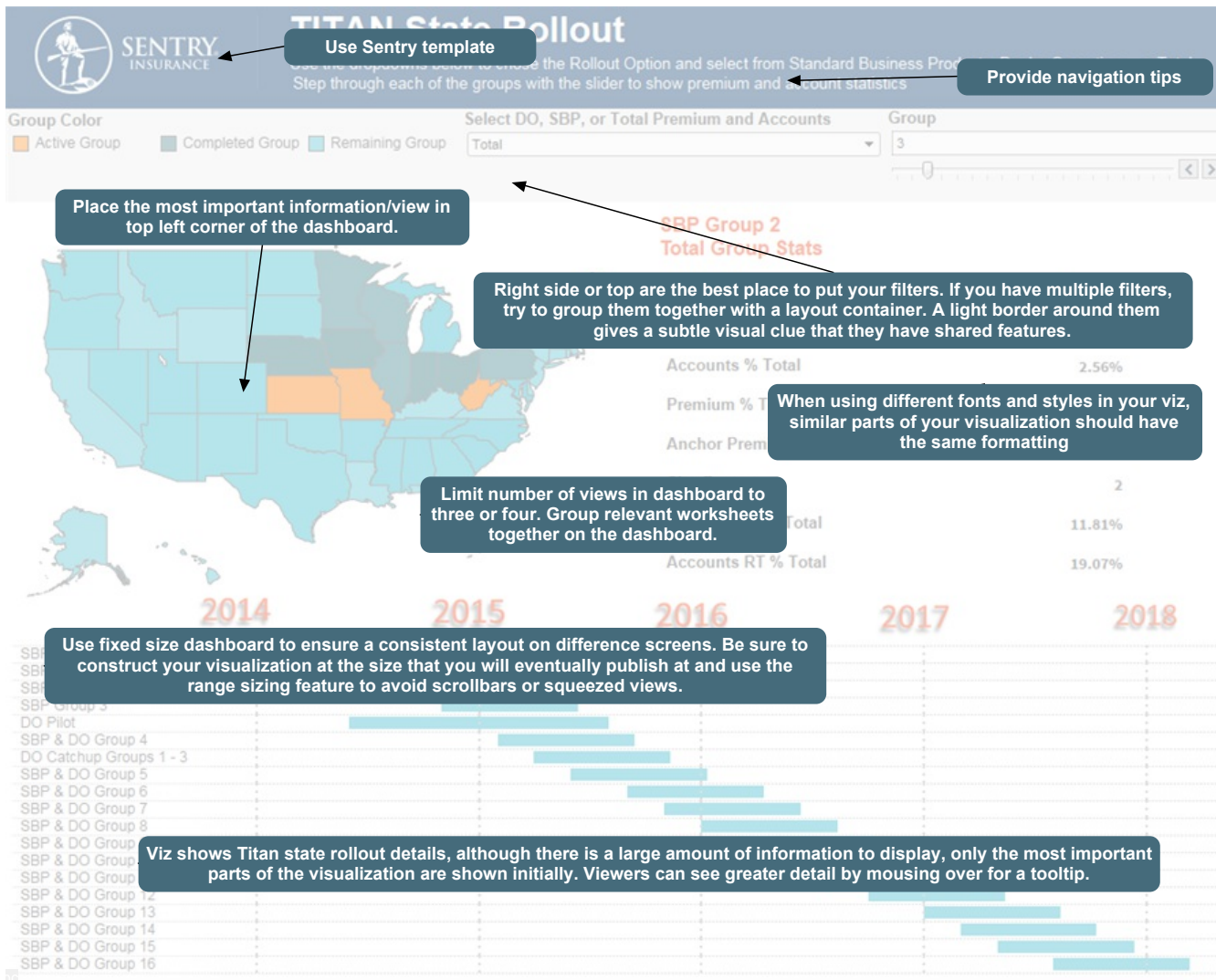


# Tableau Visualization Best Practices

Guidelines with an example

Dashboard Structure	Colors	Visualization	Typography
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# Tableau Visualization Best Practices

Guidelines with an example

Dashboard Structure	Colors	Visualization	Typography
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## Tableau Best Practices - Colors

Guidelines for color usage on Viz

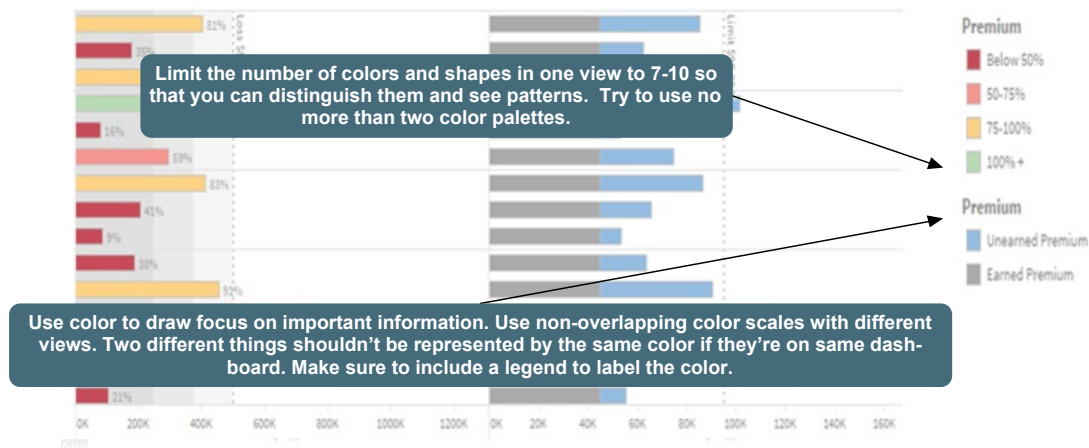
### Color Representation



### Stacked



### Guidelines



# Tableau Visualization Best Practices

Guidelines with an example

Dashboard Structure

Colors

Visualization

Typography

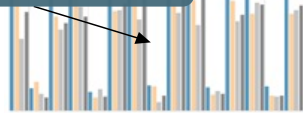


## Tableau Best Practices - Visualization

Guidelines for charts usage on Viz

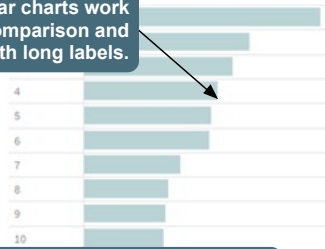
Bar Chart

Line Charts, area charts and bar charts show trends over time and interactions – Put time on x-axis and measure on y-axis.

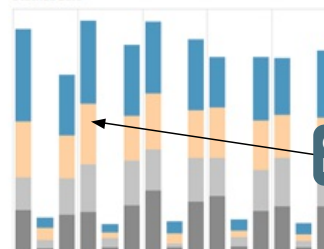


Horizontal bar charts work best for comparison and ranking with long labels.

Horizontal Bar Chart



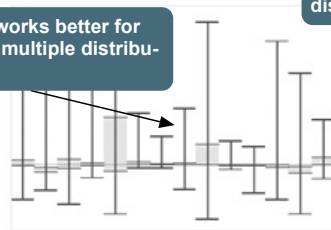
Stacked Bars



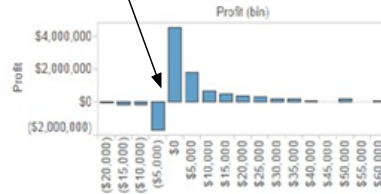
Comparing Categories: Part to whole%

Box Plot

Box plots works better for displaying multiple distributions.



Alternate method for displaying distributions is to use a histogram.

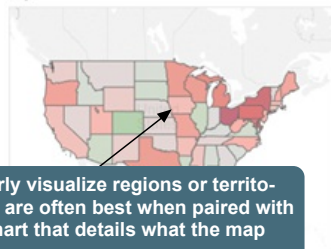


Scatter plot to detect correlation between two factors.

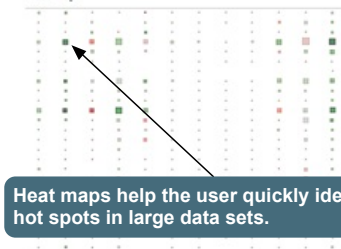


Maps

Maps clearly visualize regions or territories. Maps are often best when paired with another chart that details what the map displays.

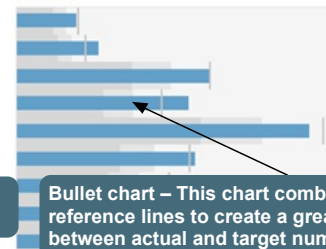


Heat Map



Heat maps help the user quickly identify hot spots in large data sets.

Bullet Chart



Bullet chart – This chart combines a bar chart with reference lines to create a great visual comparison between actual and target numbers.

Show Me - Great to shift perspective and gain insight.

Use bar graph when the scale is not continuous; Packed bubbles can be interesting way to show interaction between variables; Reduce chart-junk and increase data to ink ratio – remove irrelevant information; Put most important data on the X- or Y- axis and less important data on color, size, or shape.

# Tableau Visualization Best Practices

Guidelines with an example

Dashboard Structure	Colors	Visualization	Typography
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## Tableau Best Practices - Fonts

Guidelines for fonts on Viz

**This is Page Header** - Arial 22 Bold

**Header 1** - Arial 20 Bold

**Header 2** - Arial 16 Bold

**Header 3** - Arial 12 Bold

### Example body text

Here is some body text - Arial 10  
Sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nullam id dolor id nibh ultricies vehicula.

This line of text is meant to be treated as fine print. - Arial 8

The following snippet of text **is rendered as bold text**.  
The following snippet of text *is rendered as italicized text*.

### Emphasis classes

Muted: Fusce dapibus, tellus ac cursus commodo, tortor mauris nibh.

Primary: Nullam id dolor id nibh ultricies vehicula ut id elit.

Warning: Etiam porta sem malesuada magna mollis euismod.

Danger: Donec ullamcorper nulla non metus auctor fringilla.

Success: Duis mollis, est non commodo luctus, nisi erat porttitor ligula.

Info: Maecenas sed diam eget risus varius blandit sit amet non magna.

### Other font styles

Arial Size 10 is recommended for readability and visual appeal.

Calibri and Cambria are suitable for tooltips only. You can use Trebuchet MS or Verdana for tables and numbers. When using different fonts and styles in your viz -- similar parts of your visualization should have the same formatting.

Don't use all uppercase or all italics or all bold. Underlined text can be hard to read.

Only change color for emphasis or to group words together.

Axes and labels should be dark grey -- to avoid distraction or attention away from visualization.