Visualization With Tableau Part 4 Live Examples

# Dates

Using the data set from class 2 – hotel data

We want to evaluate when out most busy times of year are

* Put # Adults in Rows and Reservation Status Date in Columns
  + See how it automatically chooses to display the data by YEAR? This is the default date level
* Before we learned to drill up and down into the hierarchy, which created multiple charts on the same visualization
  + Click up and down and show how it makes more charts
  + And you can only show a lower level if you are also displaying the higher level
* But what if I just want to analyze how reservations look in the month of January in general across all years in a single chart? Then we don’t use the hierarchy, we can just change the display level of the date
  + Drill back up to the top of the date hierarchy
  + Change YEAR to discrete MONTH – This show the aggregated information for each month across all of the years
  + I can even see which days on the month are most popular – Change to discrete DAY
* What if I want to see a timeline to see how # of reservations has changed over time?
  + Then we need the date to be a continuous field instead of a discrete one
  + Those are the second section of date level options
  + Change to continuous MONTH – this allows you to see change over time instead of all month for all of the years being combined into one month data point
  + We can look across the whole timespan of the hotels and see what the most popular weeks and even days were – Change to continuous WEEK and then DAY

# Stories

Using the data set from class 1 – world happiness data

* Show the dashboard we made before – this dashboard shows several visualizations at once, giving me lots of information. But it requires the user to look from viz to viz, see how they relate, draw conclusions, etc. What if we wanted to tell a more explicit and direct story? We can use a Story for that!
* Create a new Story sheet
  + On the left we have all of the vizzes and dashboards we made in this workbook
* I want to tell a story about how different indicators of happiness score are related – intersection story, or maybe a bit of a drill down story
  + Name the story ‘Indicators of Happiness’
* I plan on presenting this story on a full screen, so I’ll change the size to ‘Full Screen’ in the bottom left
* First story point:
  + Want to show how the happiness of the world is in general with a map
  + I can use the World happiness map we created in our first class – drag it into the page
  + I’ll give this page of the story the caption ‘Happiness of the World’
  + I’m telling a story, and a lot of times stories need words, so let’s add a text box
    - Drag a text box in from the left
    - Show how to change font size
    - Write : Here you can see how happy different countries are. But you may wonder, why are some happier than others, and how can we make countries more happy? Let's see!
    - Show how to change shading
* Second story point:
  + Now I want to show how something obvious is related – GDP
  + Choose Blank Story Point
  + Give it the caption ‘The Effect of Money’
  + Pull in ‘Score vs. GDP’ Scatter Chart
  + But maybe I think ‘Score’ is not as clear as I would like and I want to change the title of the legend. If I go do that in the original sheet, it will update in my story
    - Go to Score vs. GDP sheet and change legend name to ‘Happiness Score’ by choosing ‘Edit Title’
  + Let’s add a text box : How much money people in a country have has a big effect on the happiness of the country. But why is that?
* 3rd story point:
  + Let’s add a page that looks at how health relates to the score and how money relates to health
  + Now since I want to have 2 visualizations on the same sheet, I’m going to need to create a dashboard of what I want (let’s pretend I don’t know how to plot these both on the same axis 😊)
  + Create a Dashboard from ‘Health vs. GDP’ and ‘Health vs. Score’
  + Create a blank story point, caption it ‘The Effect of Health on Happiness and Money on Health’
  + Add a text box ‘Looks like health also has a big effect on happiness and more wealthy countries have better access to healthcare’
* I could then make a 4th point about how social support relates to score and how money relates to social support, etc. but you get the point
* Now that I have several pages in my story, I can change how a user can navigate those pages under the Layout tab on the left
* To present, I can click on ‘Presentation Mode’ at the top