



Global Smoking Trend Over the Years (1980-2012)

How has the smoking trend changed over years?



Ask a Question

Increase from
1980 to 2012:

1,287,871

Searching for Information

Institute for Health Metrics and Evaluation

Structure the Information



Total
Consumption

Number of
Smoker

Prevalence
among PPL

Per Smoker
Per Day

Gender

Countries

Age

Distribution

Trend

Envision Ways to Answer

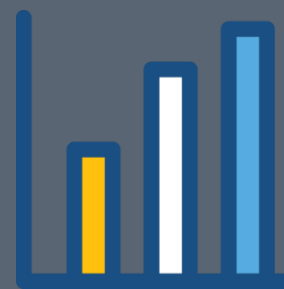
Geographical Map



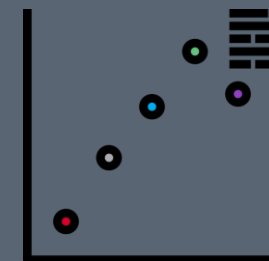
Line Graph



Bar Graph



Circle View



Total Consumption

Number of Smoker

Gender Distribution

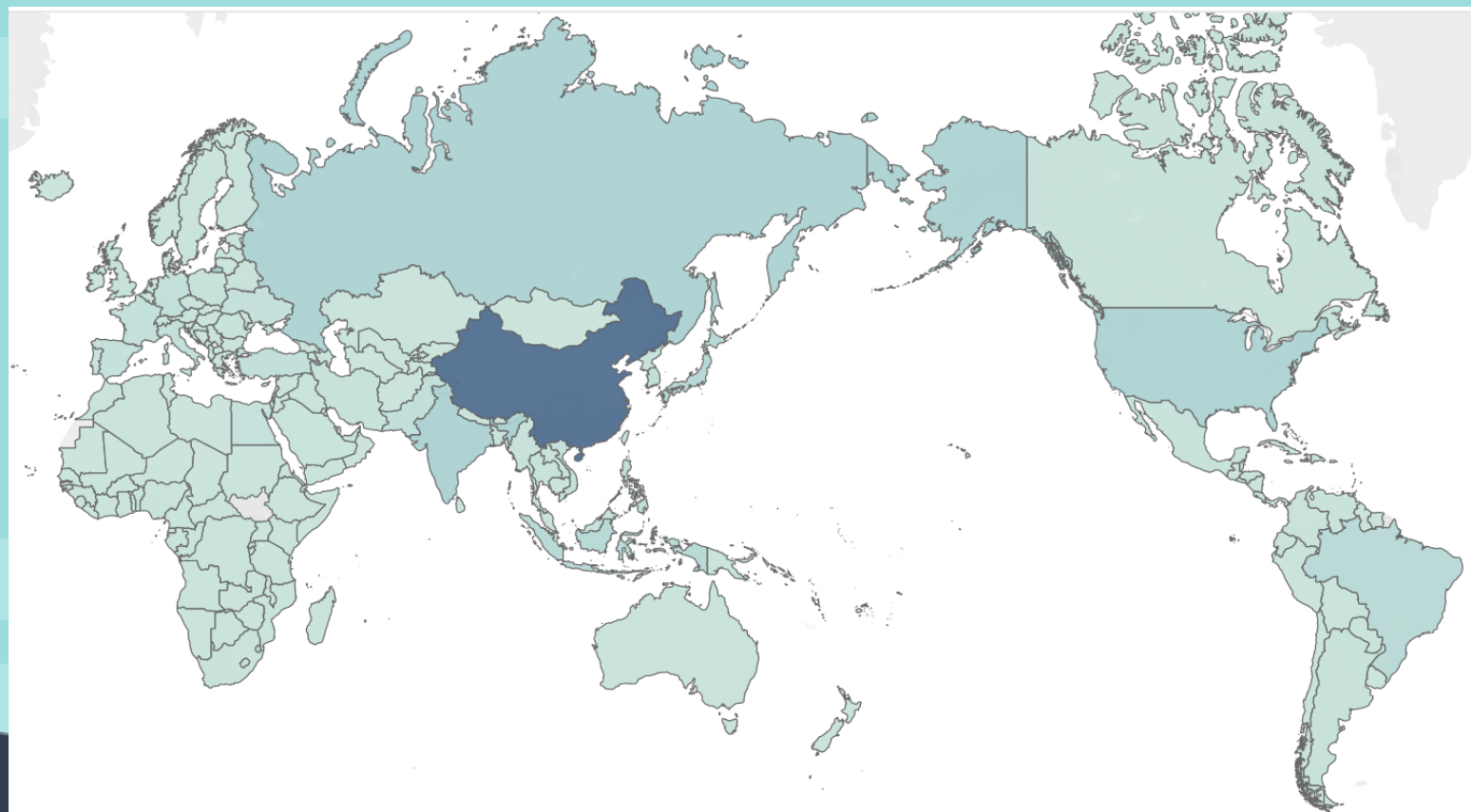
Per Smoker Per Day

of a selected country

Represent the Data

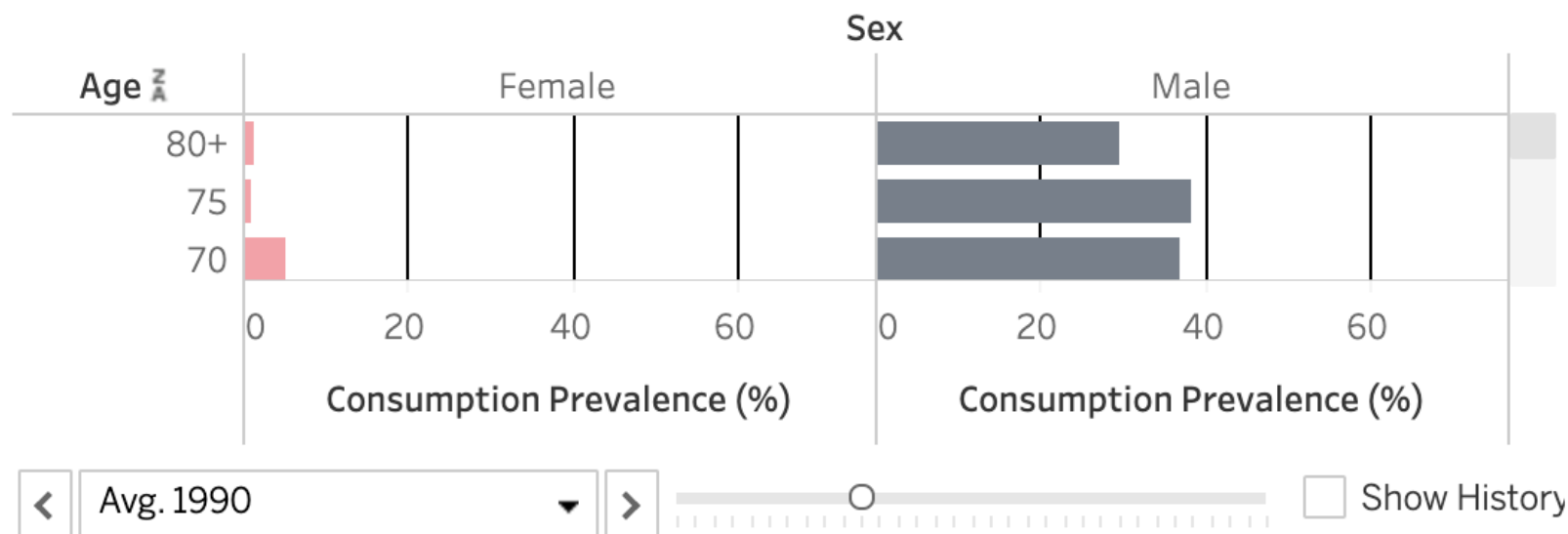
Total consumption

Interactive geographical map that allows users to hover over for more details, and either click or use the dropdown menu to focus on one country



Represent the Data

Prevalence - Avg. 1990 - RUS



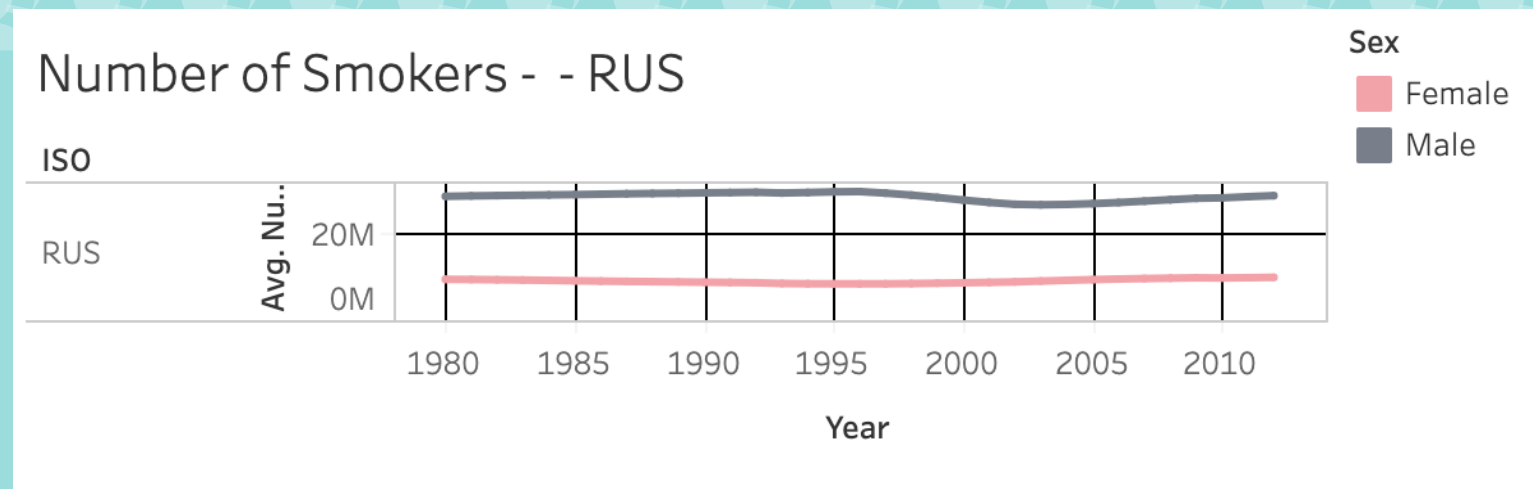
Smoking prevalence

A bar graph that allows users to filter by year to see female and male smoker distribution of a selected country.

Represent the Data

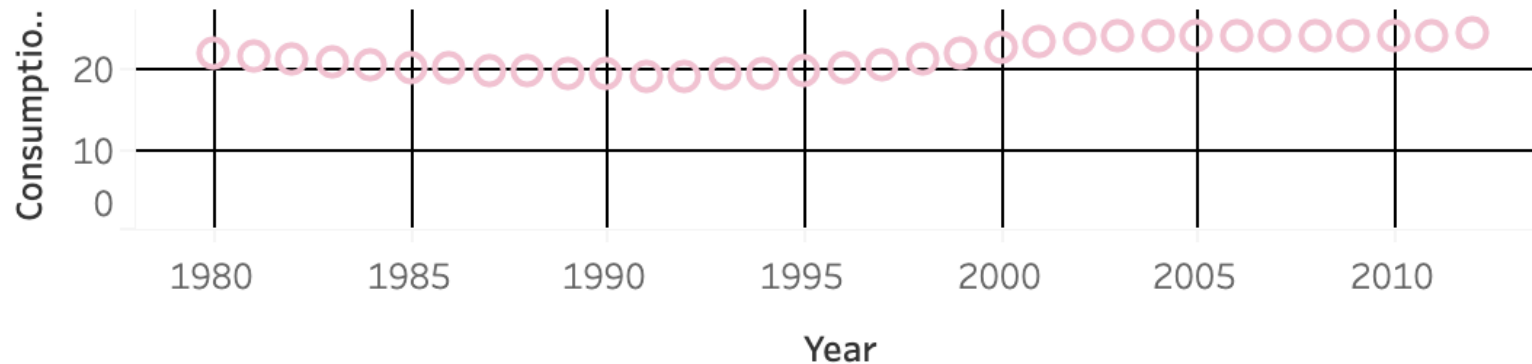
Number of smokers

Line graph that allows users to see the number of smokers in one country and gender distribution.



Represent the Data

Per Smoker Per Day Across Years - Russia



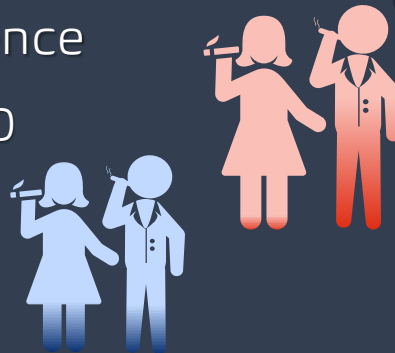
Tobacco consumption per smoker per day

A circle view to see the trend of tobacco consumption per smoker per day of a selected country.

Tell a story

United States:

- Decrease in the number of smokers
- Decrease in tobacco consumption per smoker per day, but a small increase between 1990-1995
- A large increase in the smoking prevalence among children & teenagers aged 10-20 between 1991-1996
- Another increase in the smoking prevalence among teenagers aged 15-20 after 2010



China:

- Increase in the number of male smokers
- Huge increase in tobacco consumption per smoker per day
- Huge differences in smoking prevalence between male and female (guessing not related to developed or developing because Japan shows a similar pattern to China.)



Usability Test Summary

Perspectives	Feedback	Good	Not so good
Functioning & Readability	Elements work and readable.	No crush. Titles, labels on axis and tooltips for details.	Reaction is slow. (Online version) Need definition for "prevalence".
Aesthetic Design	The style is clear and fresh.	Colors look comfortable.	Grey resembles grids, which might be confusing.
Interactive Design	Playing is fun.	The animation in the prevalence part helps me see the trend.	The buttons are confusing. I prefer all the controls are in a certain area in the visualization.
Answering the question	Crystal clear.	I can easily see the trends concerning different ages, gender and nationality over the years.	It would be better if the map zooms out after I select a country. Other charts are small to see everything in sight.

The example user has zero experience with Tableau.

Challenges

- Build connections between different datasets.
- Transform the datasets in order to visualize the data in Tableau.
 - Handling large amounts of data shuts down my laptop often. (6k → 200k → fail → tried → gave up)
- Simultaneously show trends changing over the years paired with other factors.
- Tableau is not flexible enough compared to D3 for us.
- Online collaboration.

The background features a stylized city skyline with various building silhouettes in shades of light blue and teal. A dark blue, curved shape at the bottom represents the horizon or a stylized ground plane.

Thank You