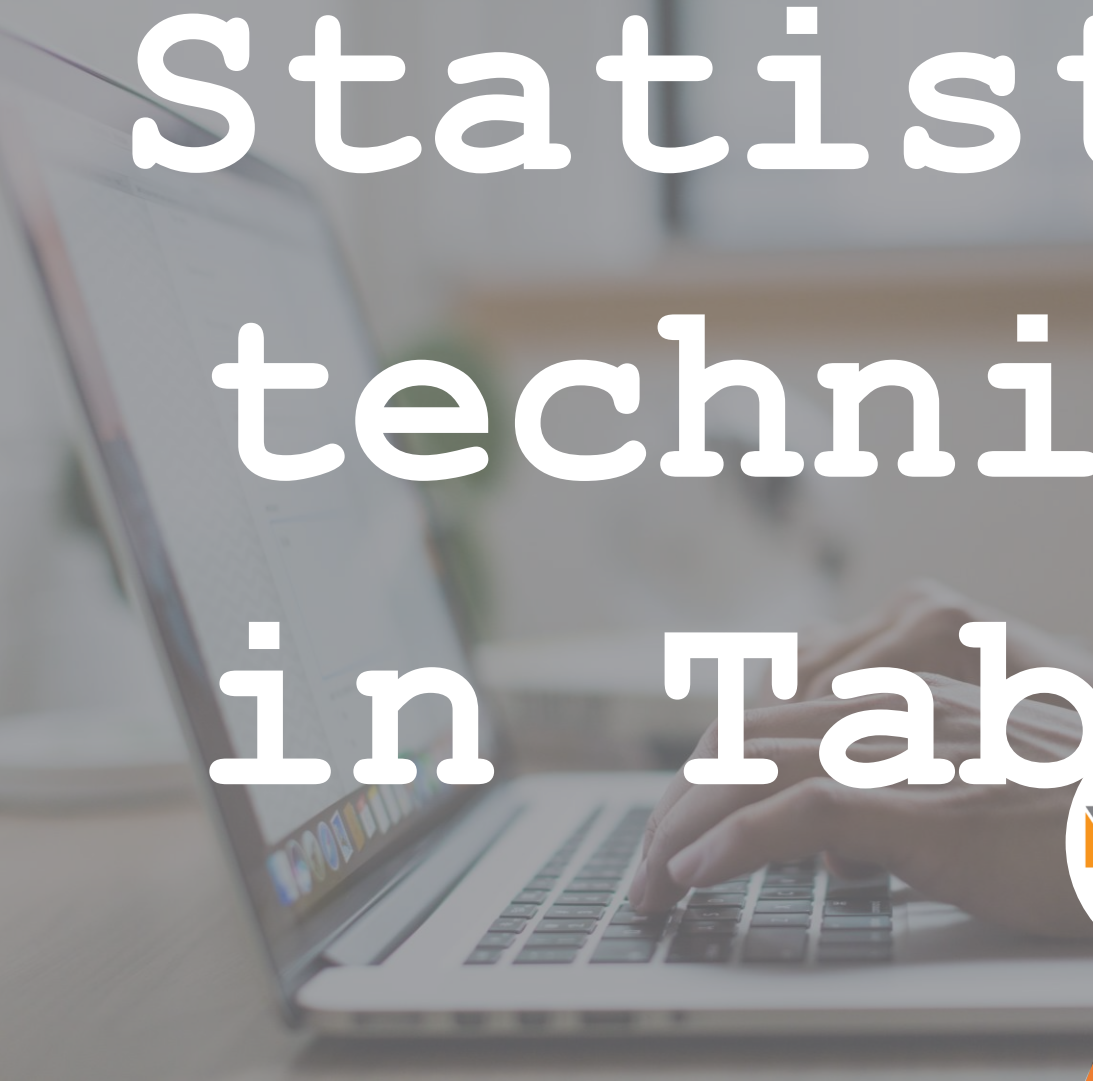
Statistical techniques in Tableau



LEARNING VOYAGE

Data Preparation

Data preparation

ANALYZING DATA IN TABLEAU

https://www.kaggle.com/yingwurenjian/chicago-divvy-bicycle-sharing-data

Data preparation

Ask yourself...

- Do any fields need to be refined?
- Are there calculated fields we can create to more effectively tell our data story?
- Does the data contain fields that will allow for summaries or grouping at a higher level?
- Are there sufficient categorical fields to **slice and dice** your data?

Divvy dataset: stations table

- `id` : ID attached to each station
- `name` : station name
- `latitude` : station latitude
- `longitude` : station longitude

Divvy dataset: trips table

- *Trips taken between Jan - June, 2019*
- `trip id` : ID attached to each trip
- `bikeid` : ID attached to each bike
- `tripduration` : time of trip in seconds
- `starttime` : day and time trip started (CST)
- `endtime` :day and time trip ended (CST)
- `from station id` : station ID of trip start
- `from_station_name` : station name of start
- `to station id` : station ID of trip end

- `to station name` : station name of end
- `usertype` : *customer* or *subscriber*
- `birthyear` : birth year of rider
- `gender` : gender of rider

Dimension and measure recap

Dimensions:

- Categorical or qualitative data

Measures:

- Numerical data that can be aggregated

We want to move fields strategically between these two types:

- Move numeric fields that shouldn't be aggregated to the Dimensions section

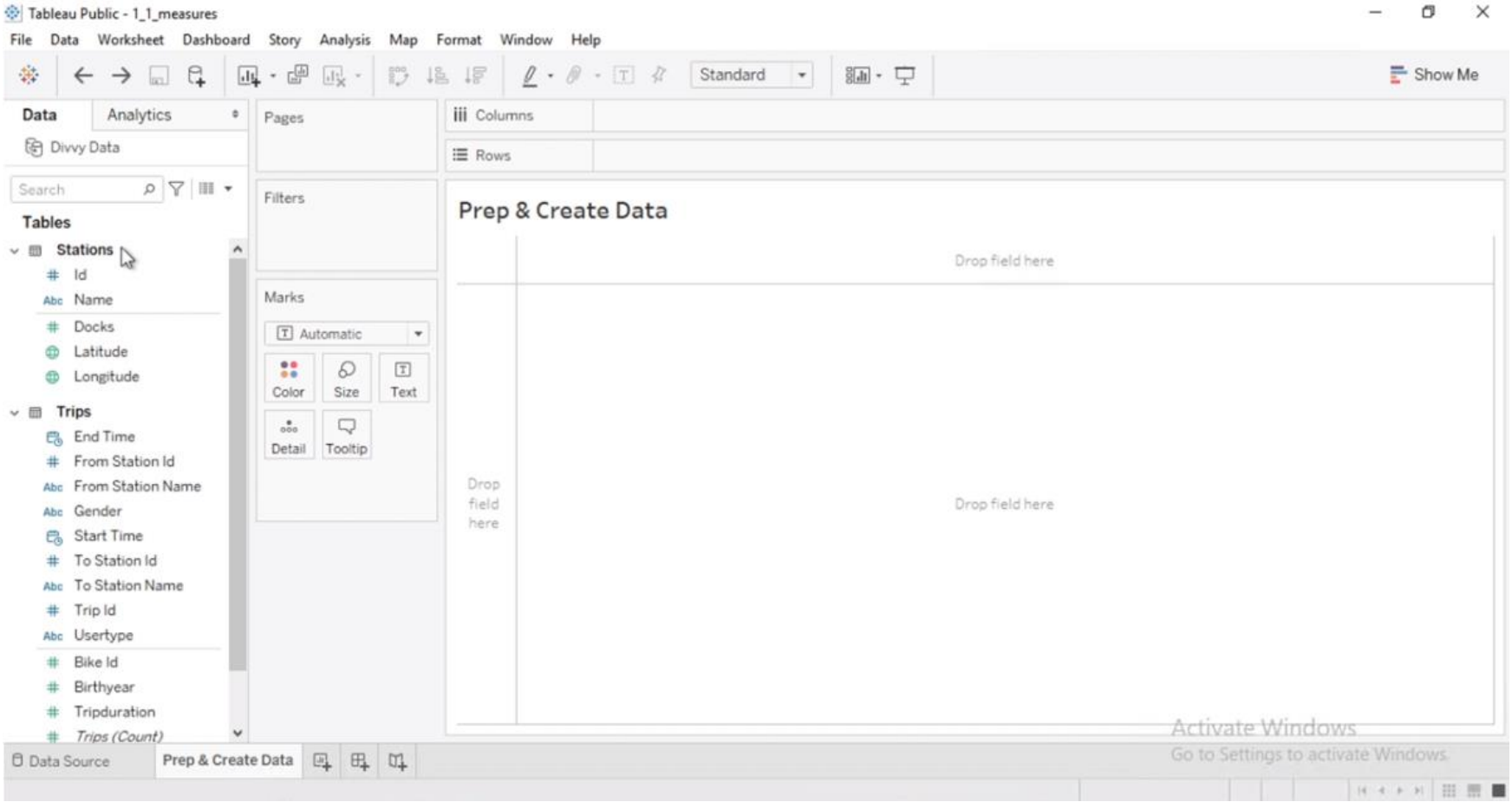


Tableau Public - 1_1_measures
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Analytics
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Name
Docks
Latitude
Longitude
Trips
End Time
From Station Id
From Station Name
Gender
Start Time
To Station Id
To Station Name
Trip Id
Usertype
Bike Id
Birthyear
Tripduration
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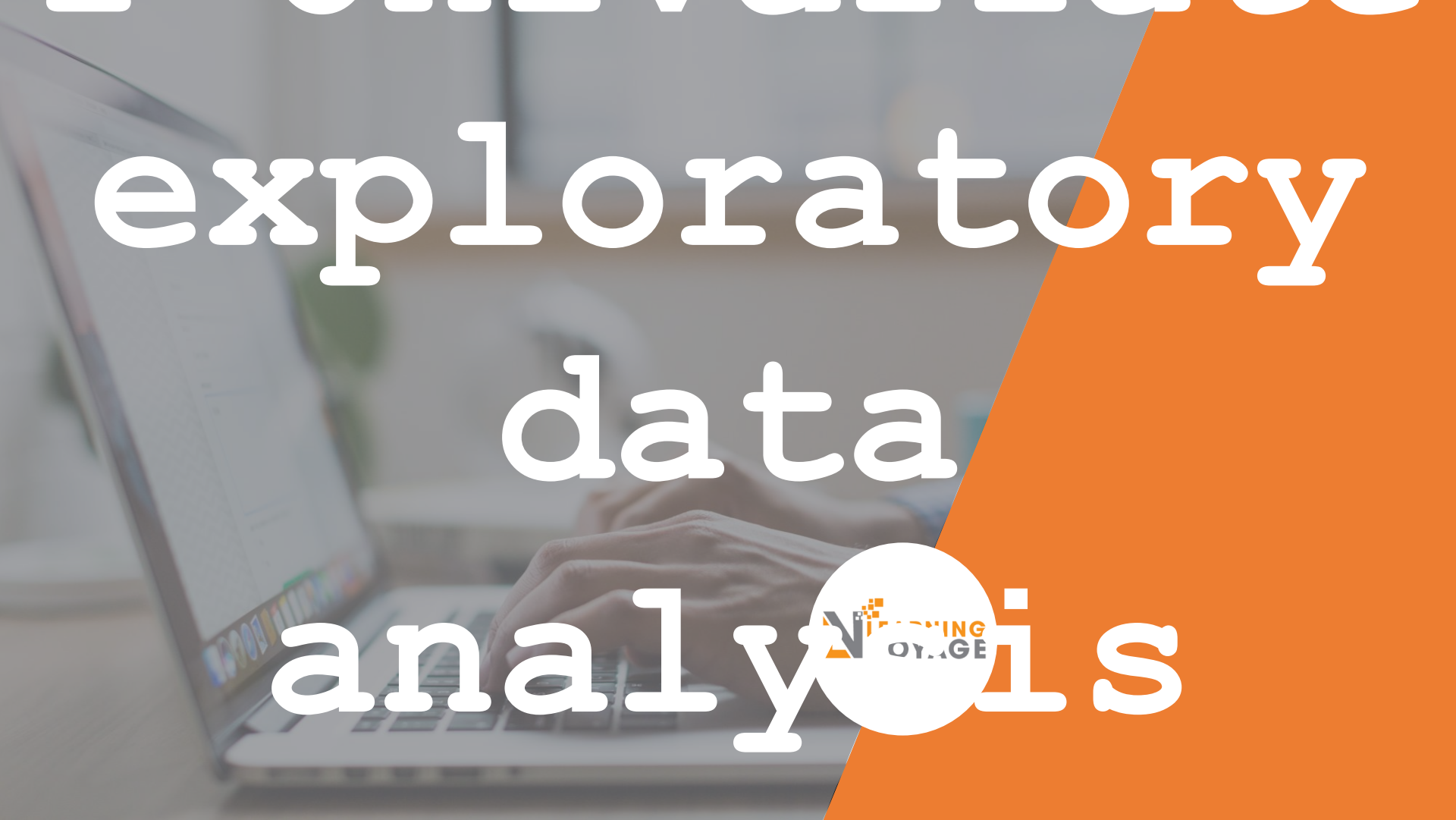
Table of Conten


exploratory
data
analysis

Exploratory Data Analysis (EDA)

- Main characteristics of your data
- Spot extreme values
- Suggest hypotheses
- Assess assumptions

General goal: get an idea of the overall structure of your data

Univariate EDA

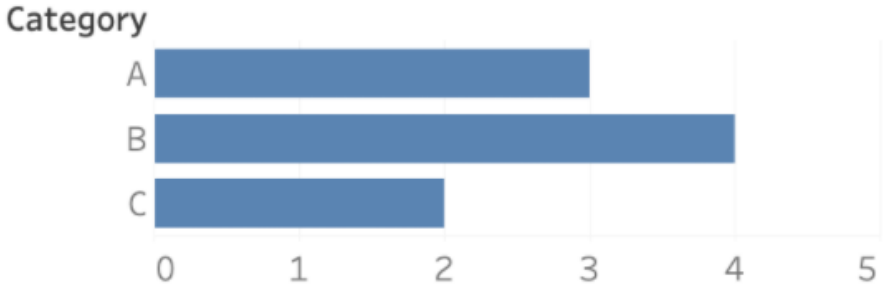
- Summary table
- Bar plot
- Histogram
- Box plot

Tables & bar plots

Visualize the distribution of a single, categorical variable

```
Category
A
B
A
B
B
C
A
B
C
```

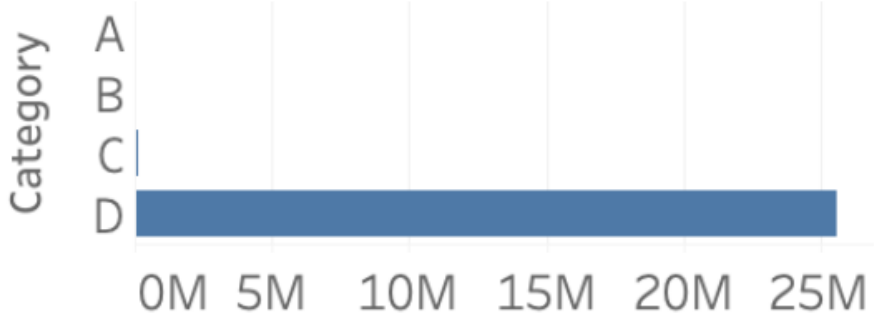
Category	
A	3
B	4
C	2



When to use a table vs. a plot

- Focus is on individual values (snapshot) and not on trends
- Dataset contains few values
- Small difference between values is crucial
- Data is presented in a non-interactive way

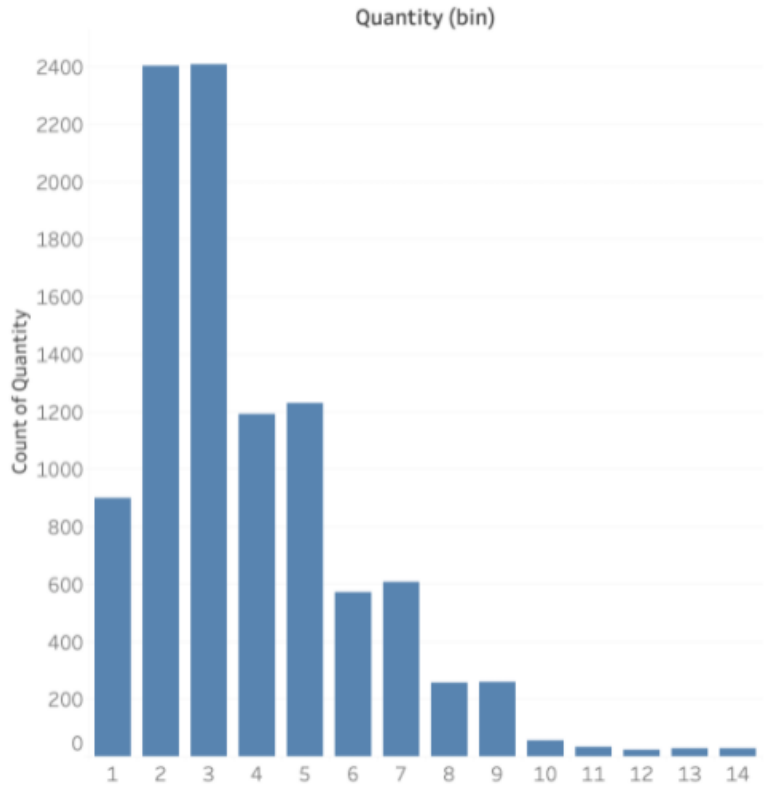
Category	
A	20
B	400
C	160.000
D	25.600.000



Histograms

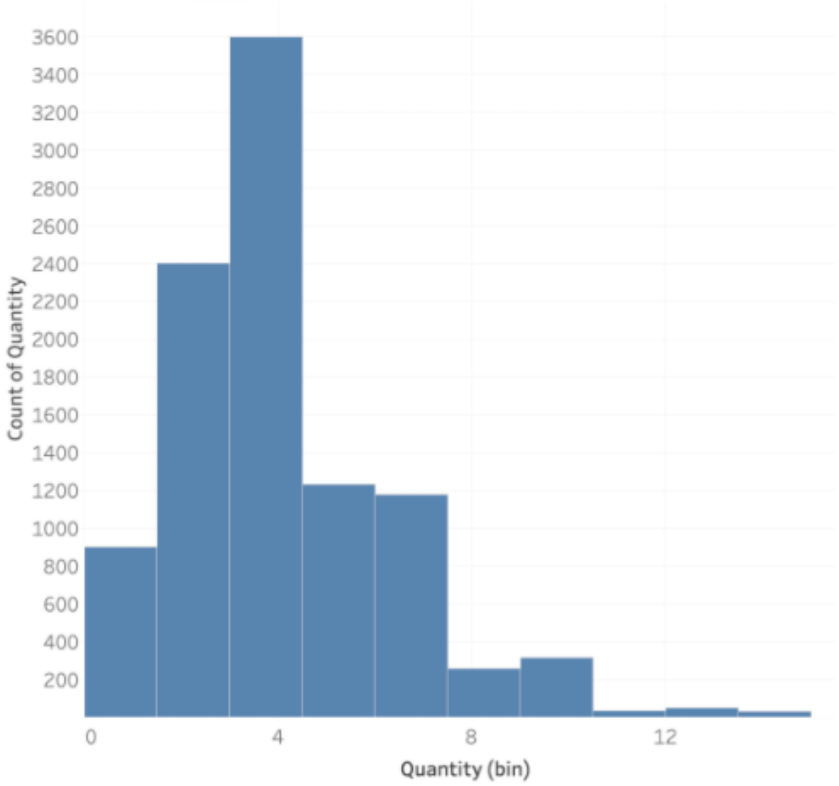
Visualize the distribution of a single, continuous variable

- Lowest/highest value
- Most common value(s)
- Splitting variable in bins

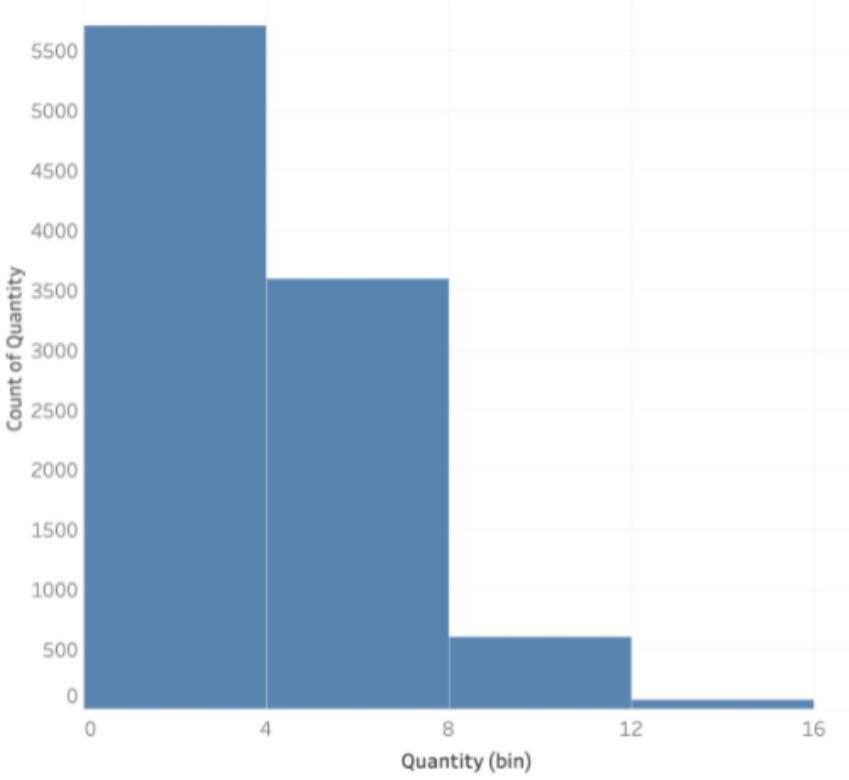


Size of bins

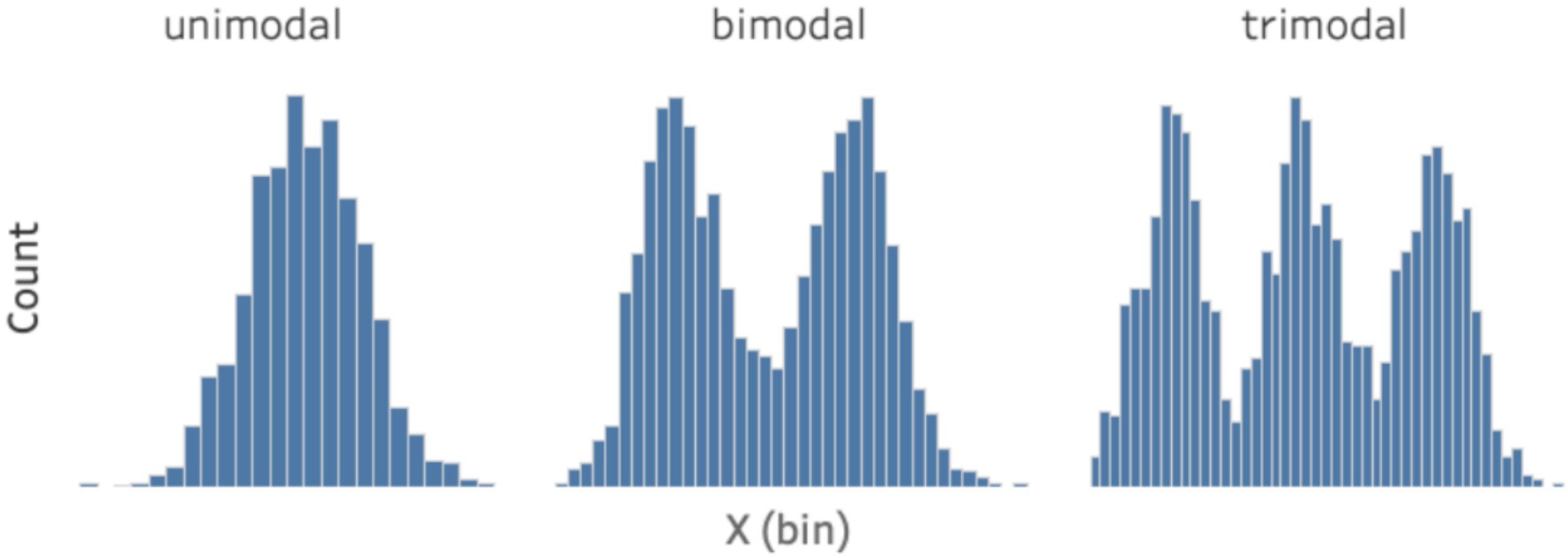
Binwidth = `1.5`

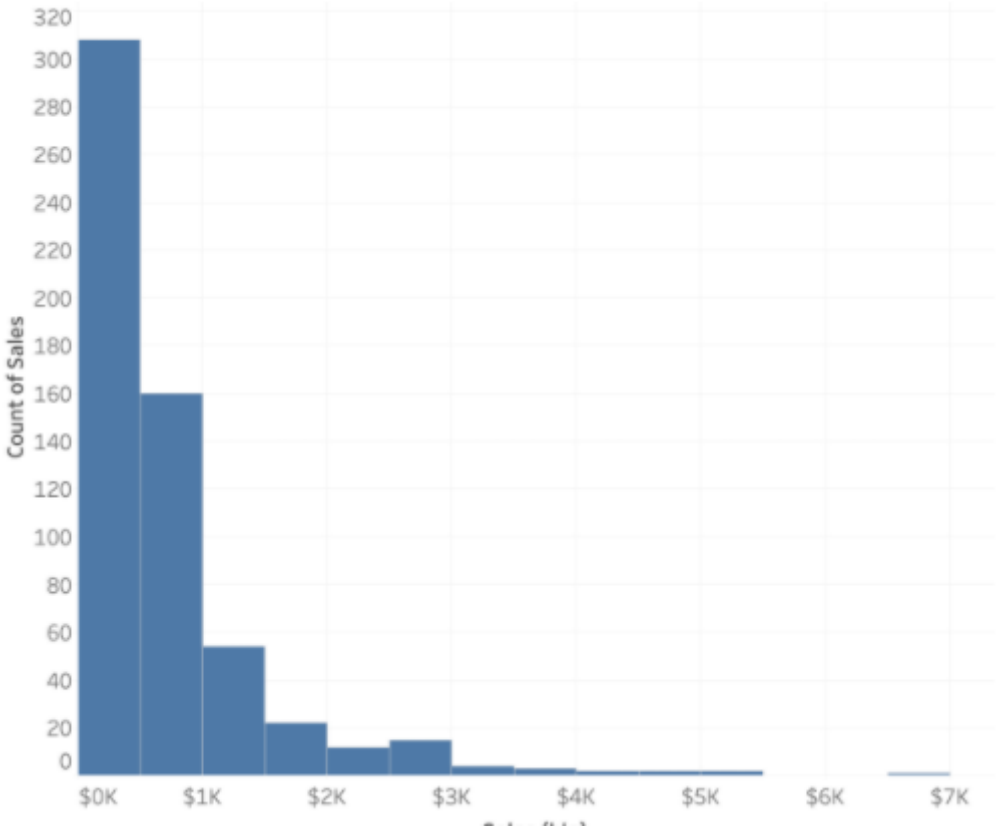


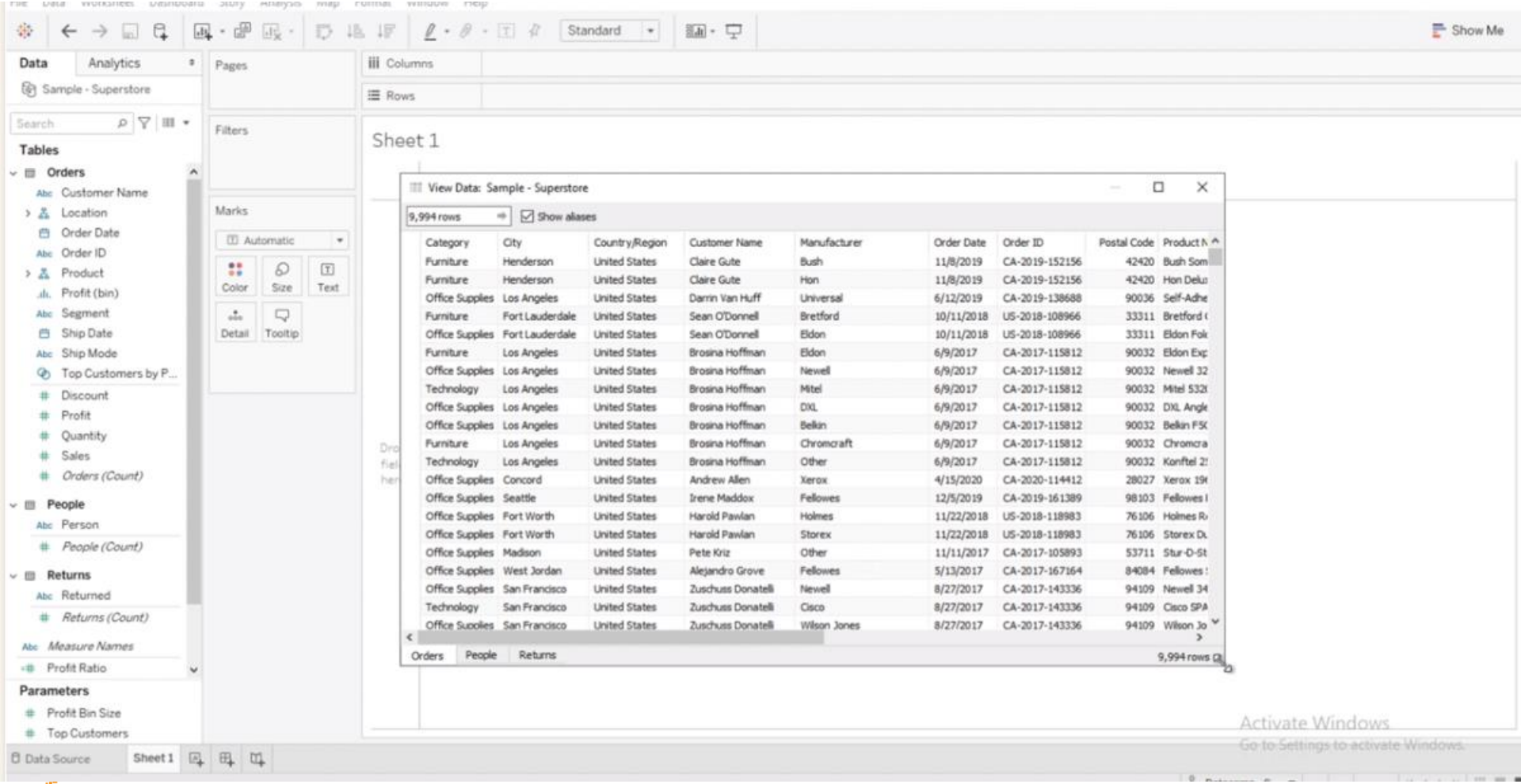
Binwidth = `4`



Modality




Count of Sales
320
300
280
260
240
220
200
180
160
140
120
100
80
60
40
20
0
$0K
$1K
$2K
$3K
$4K
$5K
$6K
$7K


Data
Analytics
Sample - Superstore
Search
Tables
Orders
Customer Name
Location
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Order ID
Product
Profit (bin)
Segment
Ship Date
Ship Mode
Top Customers by P...
Discount
Profit
Quantity
Sales
Orders (Count)
People
Person
People (Count)
Returns
Returned
Returns (Count)
Measure Names
Profit Ratio
Parameters
Profit Bin Size
Top Customers
Pages
Filters
Marks
Automatic
Color
Size
Text
Detail
Tooltip
Columns
Rows
Standard
Show Me
Sheet 1
View Data: Sample - Superstore
9,994 rows
Show aliases
Category City Country/Region Customer Name Manufacturer Order Date Order ID Postal Code Product N
Furniture Henderson United States Claire Gute Bush 11/8/2019 CA-2019-152156 42420 Bush Som
Furniture Henderson United States Claire Gute Hon 11/8/2019 CA-2019-152156 42420 Hon Delu
Office Supplies Los Angeles United States Darrin Van Huff Universal 6/12/2019 CA-2019-138688 90036 Self-Adhe
Furniture Fort Lauderdale United States Sean O'Donnell Bretford 10/11/2018 US-2018-108966 33311 Bretford
Office Supplies Fort Lauderdale United States Sean O'Donnell Eldon 10/11/2018 US-2018-108966 33311 Eldon Fol
Furniture Los Angeles United States Brosina Hoffman Eldon 6/9/2017 CA-2017-115812 90032 Eldon Exp
Office Supplies Los Angeles United States Brosina Hoffman Newell 6/9/2017 CA-2017-115812 90032 Newell 32
Technology Los Angeles United States Brosina Hoffman Mitel 6/9/2017 CA-2017-115812 90032 Mitel 532
Office Supplies Los Angeles United States Brosina Hoffman DXL 6/9/2017 CA-2017-115812 90032 DXL Angle
Office Supplies Los Angeles United States Brosina Hoffman Belkin 6/9/2017 CA-2017-115812 90032 Belkin F5
Furniture Los Angeles United States Brosina Hoffman Chromcraft 6/9/2017 CA-2017-115812 90032 Chromcra
Technology Los Angeles United States Brosina Hoffman Other 6/9/2017 CA-2017-115812 90032 Konftel 2
Office Supplies Concord United States Andrew Allen Xerox 4/15/2020 CA-2020-114412 28027 Xerox 19
Office Supplies Seattle United States Irene Maddox Fellowes 12/5/2019 CA-2019-161389 98103 Fellowes
Office Supplies Fort Worth United States Harold Pawlan Holmes 11/22/2018 US-2018-118983 76106 Holmes R
Office Supplies Fort Worth United States Harold Pawlan Storex 11/22/2018 US-2018-118983 76106 Storex D
Office Supplies Madison United States Pete Kriz Other 11/11/2017 CA-2017-105893 53711 Stur-D-St
Office Supplies West Jordan United States Alejandro Grove Fellowes 5/13/2017 CA-2017-167164 84084 Fellowes
Office Supplies San Francisco United States Zuschuss Donatelli Newell 8/27/2017 CA-2017-143336 94109 Newell 34
Technology San Francisco United States Zuschuss Donatelli Cisco 8/27/2017 CA-2017-143336 94109 Cisco SPA
Office Supplies San Francisco United States Zuschuss Donatelli Wilson Jones 8/27/2017 CA-2017-143336 94109 Wilson Jo
Orders
People
Returns
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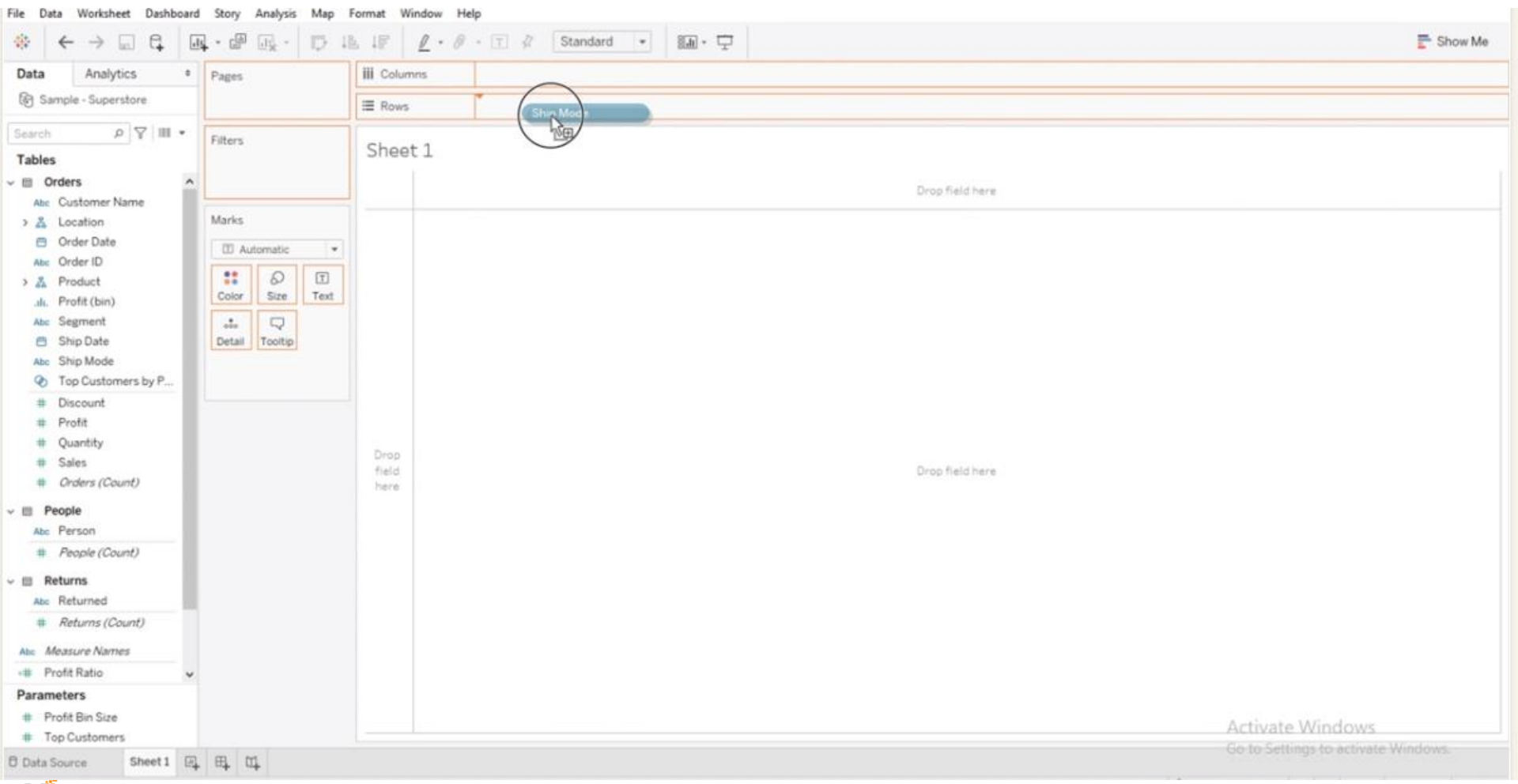
Sheet 1
Activate Windows
Go to Settings to activate Windows.


File Data Worksheet Dashboard Story Analysis Map Format Window Help
Standard
Show Me
Data
Analytics
Sample - Superstore
Search
Tables
Orders
Customer Name
Location
Order Date
Order ID
Product
Profit (bin)
Segment
Ship Date
Ship Mode
Top Customers by P...
Discount
Profit
Quantity
Sales
Orders (Count)
People
Person
People (Count)
Returns
Returned
Returns (Count)
Measure Names
Profit Ratio
Parameters
Profit Bin Size
Top Customers
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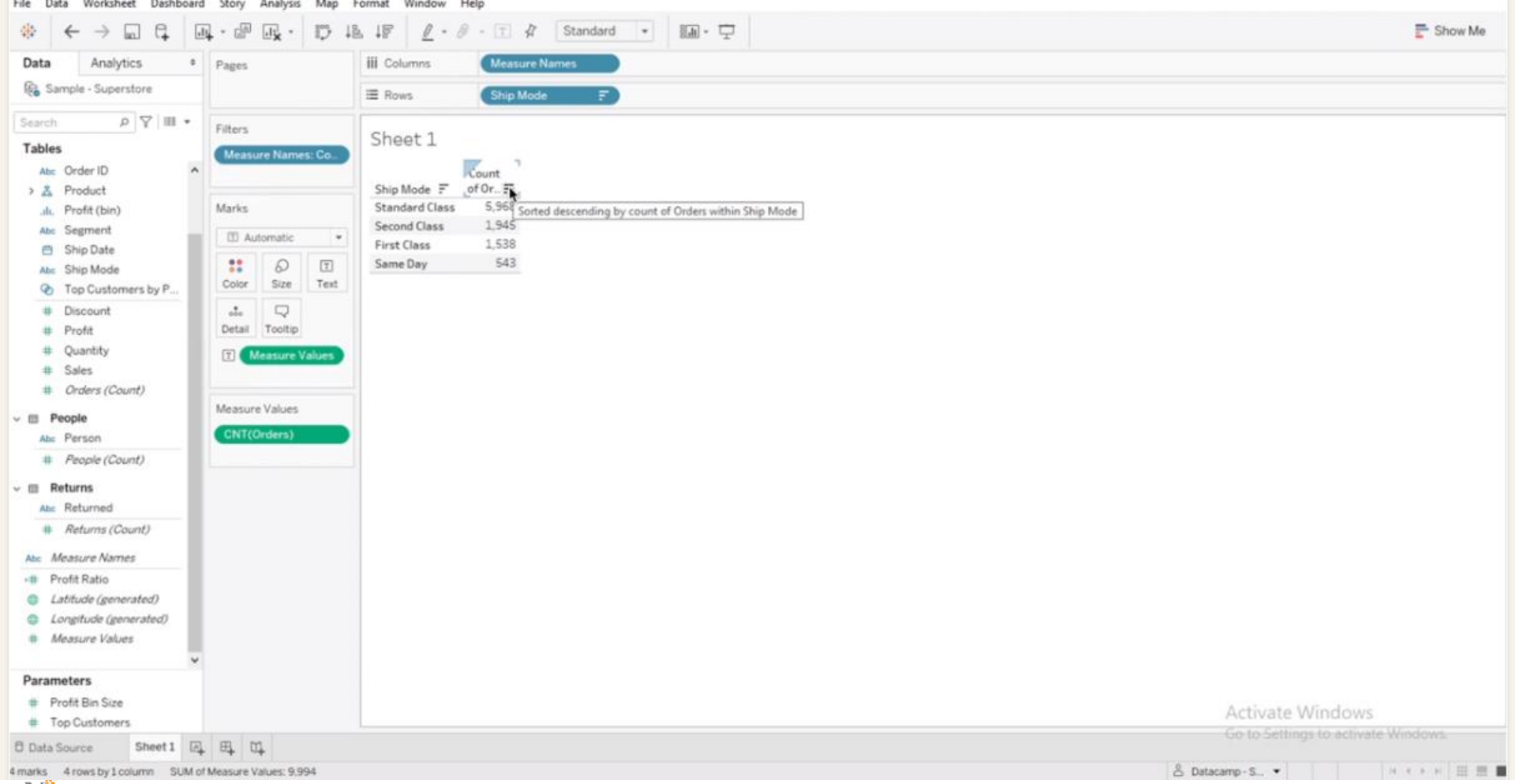
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Top Customers by P...
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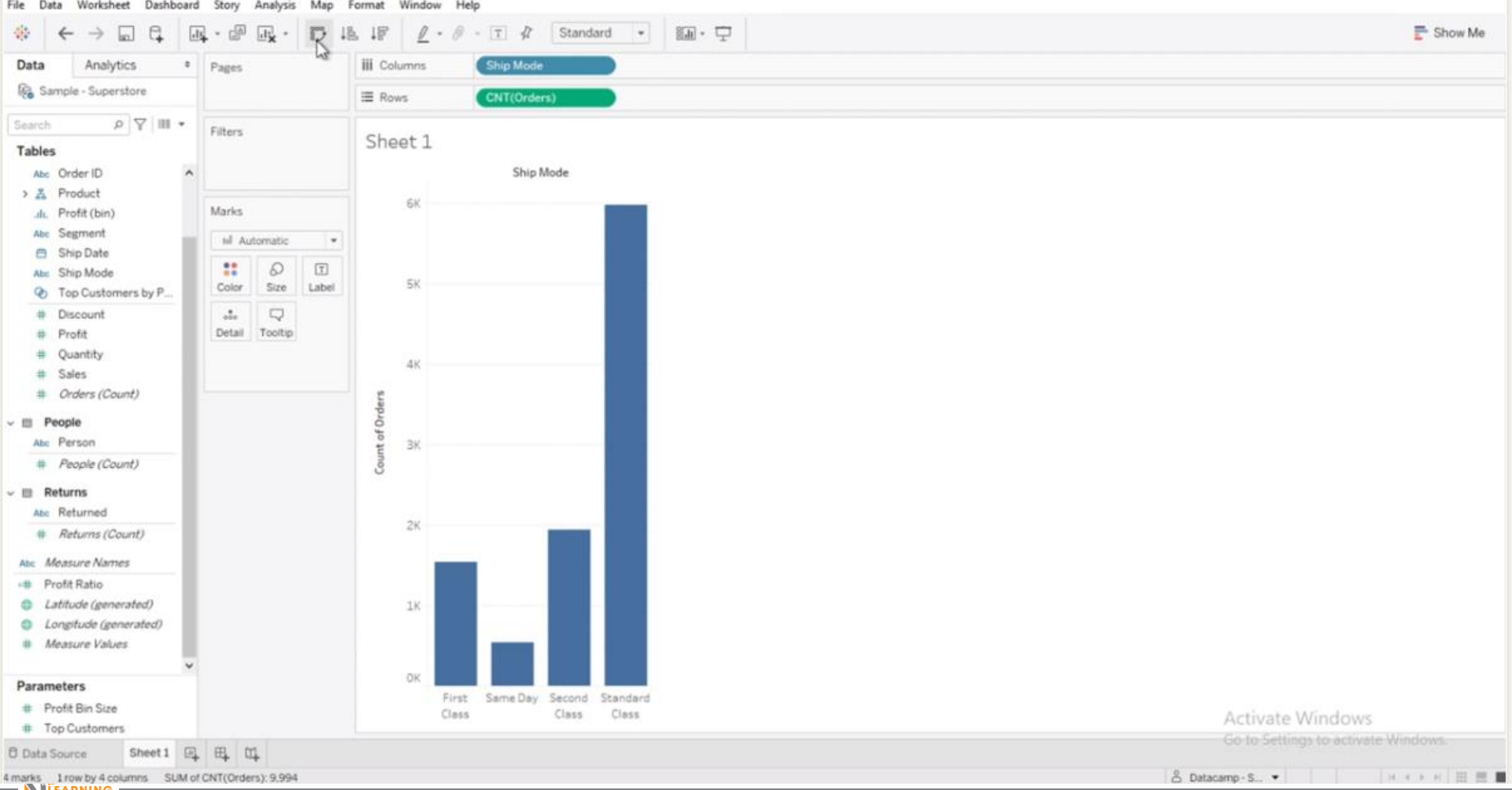
Measure Values
Measure Values
CNT(Orders)
Columns
Measure Names
Rows
Ship Mode
Sheet 1
Count of Or..
Ship Mode
Standard Class 5,968
Second Class 1,945
First Class 1,538
Same Day 543
Sorted descending by count of Orders within Ship Mode
Activate Windows
Go to Settings to activate Windows.
Data Source
Sheet 1
4 marks
4 rows by 1 column
SUM of Measure Values: 9,994
Datacamp - S...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Returns (Count)
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Profit Bin Size
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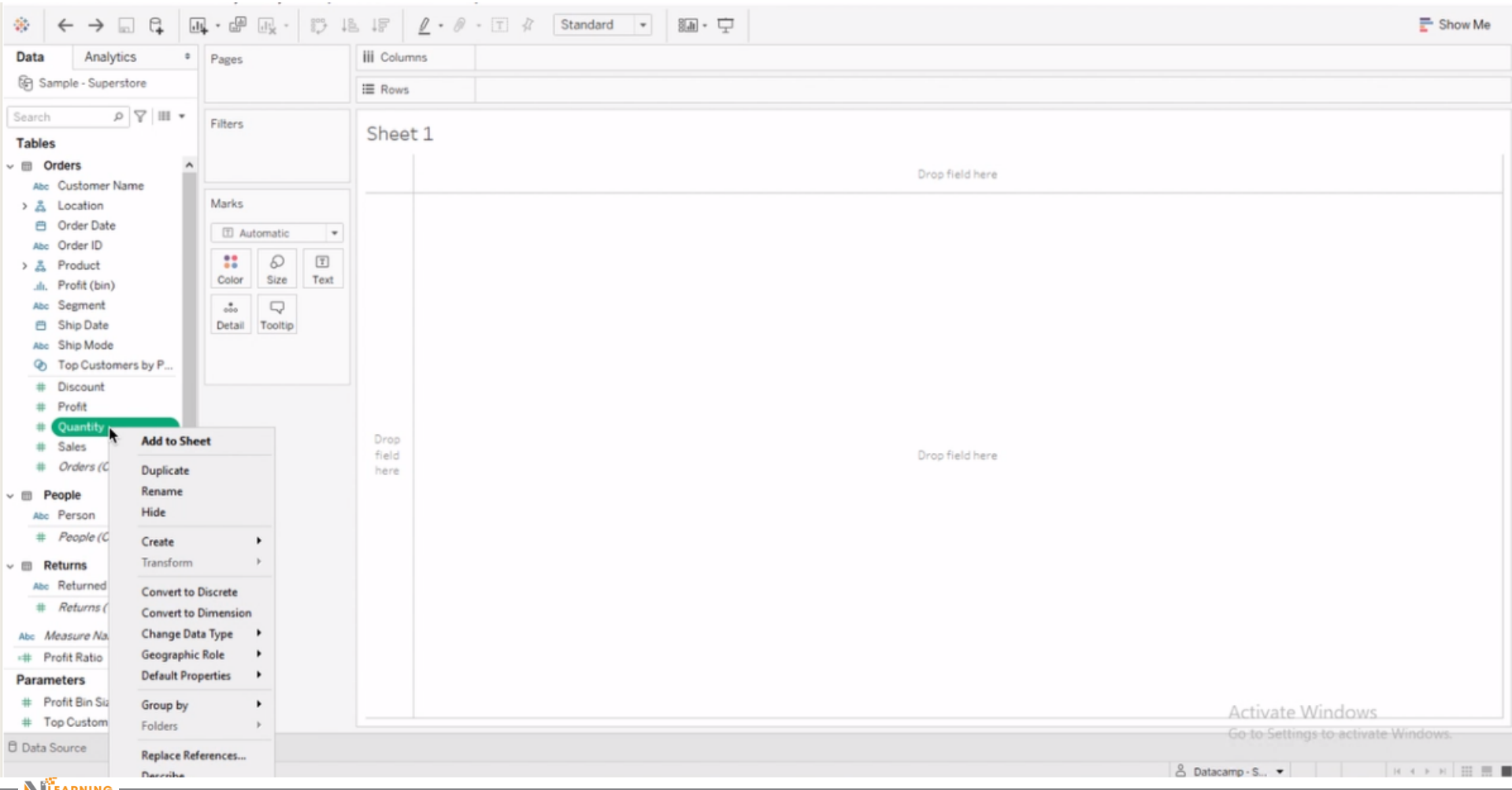
Tooltip
Columns
Ship Mode
Rows
CNT(Orders)
Sheet 1
Ship Mode
Count of Orders
6K
5K
4K
3K
2K
1K
0K
First Class
Same Day
Second Class
Standard Class
Activate Windows
Go to Settings to activate Windows.
Data Source
Sheet 1
4 marks
1 row by 4 columns
SUM of CNT(Orders): 9,994
Datacamp - S...

"Complete Exercise"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Duplicate
Rename
Hide
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Convert to Discrete
Convert to Dimension
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Geographic Role
Default Properties
Group by
Folders
Replace References...
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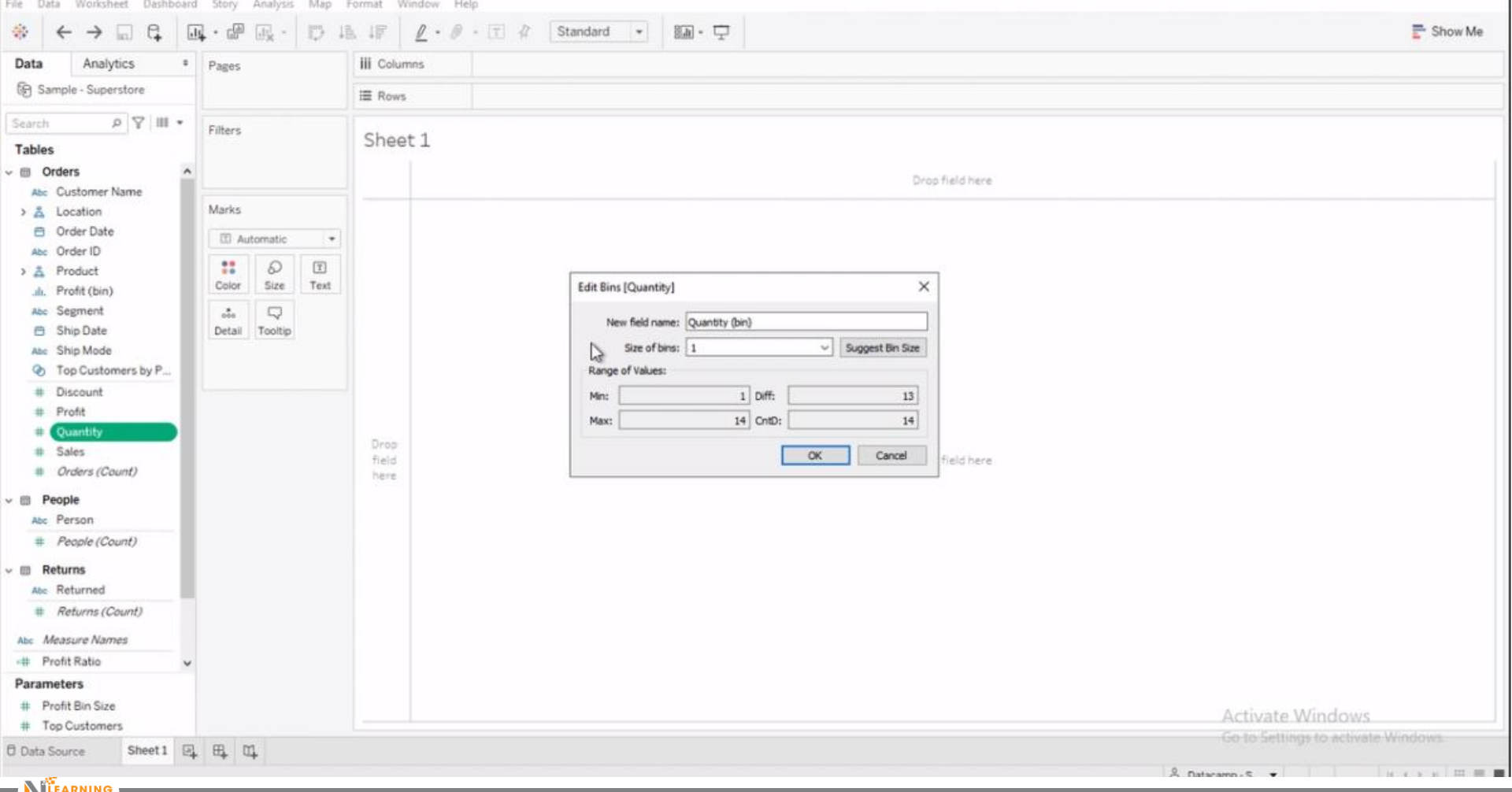
Activate Windows
Go to Settings to activate Windows.
Datacamp - S...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Profit Ratio
Parameters
Profit Bin Size
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Marks
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Color
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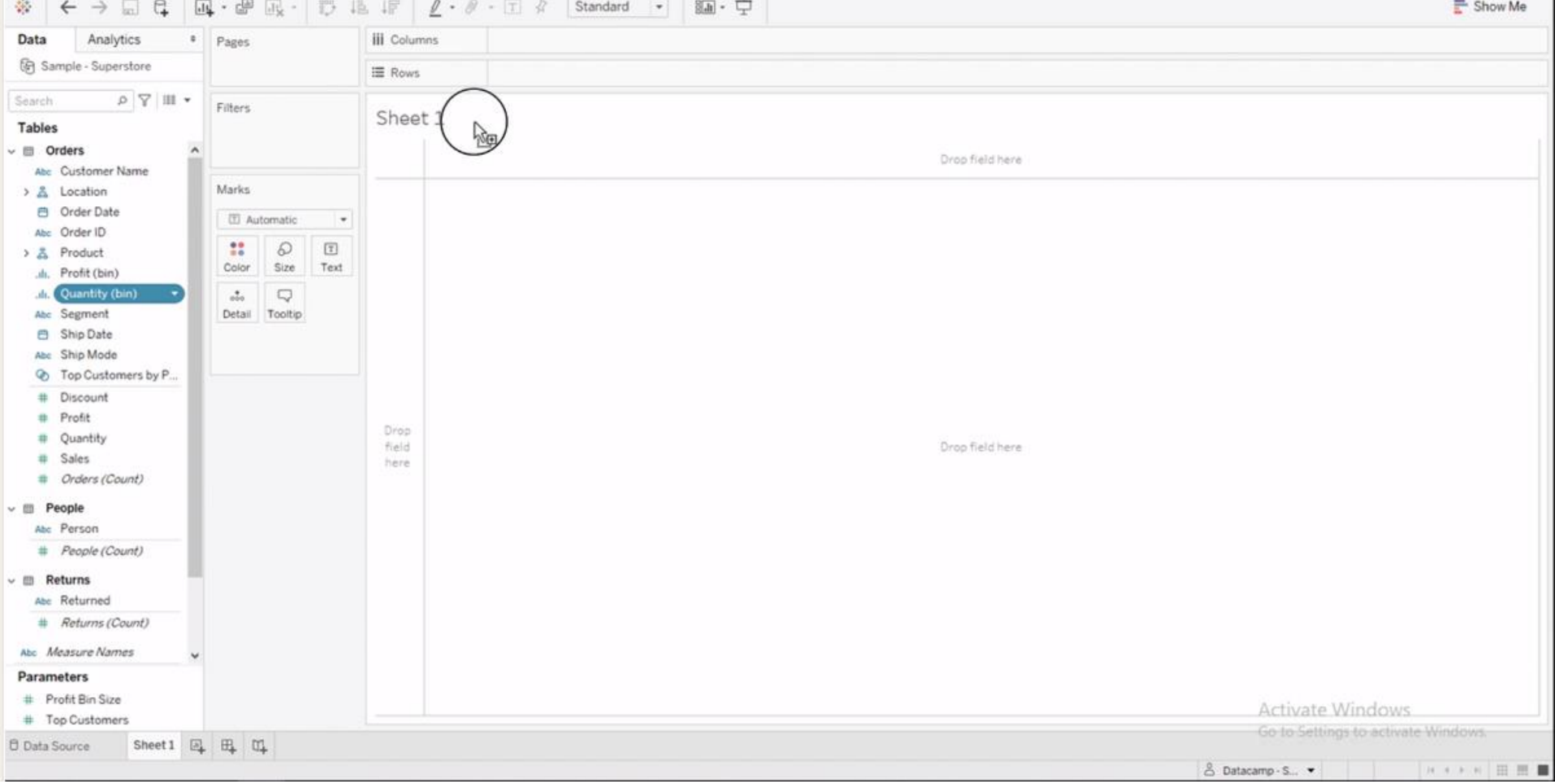
Detail
Tooltip
Columns
Rows
Sheet 1
Drop field here
Drop field here
Edit Bins [Quantity]
New field name: Quantity (bin)
Size of bins: 1
Suggest Bin Size
Range of Values:
Min: 1
Diff: 13
Max: 14
CntD: 14
OK
Cancel
Data Source
Sheet 1
Activate Windows
Go to Settings to activate Windows.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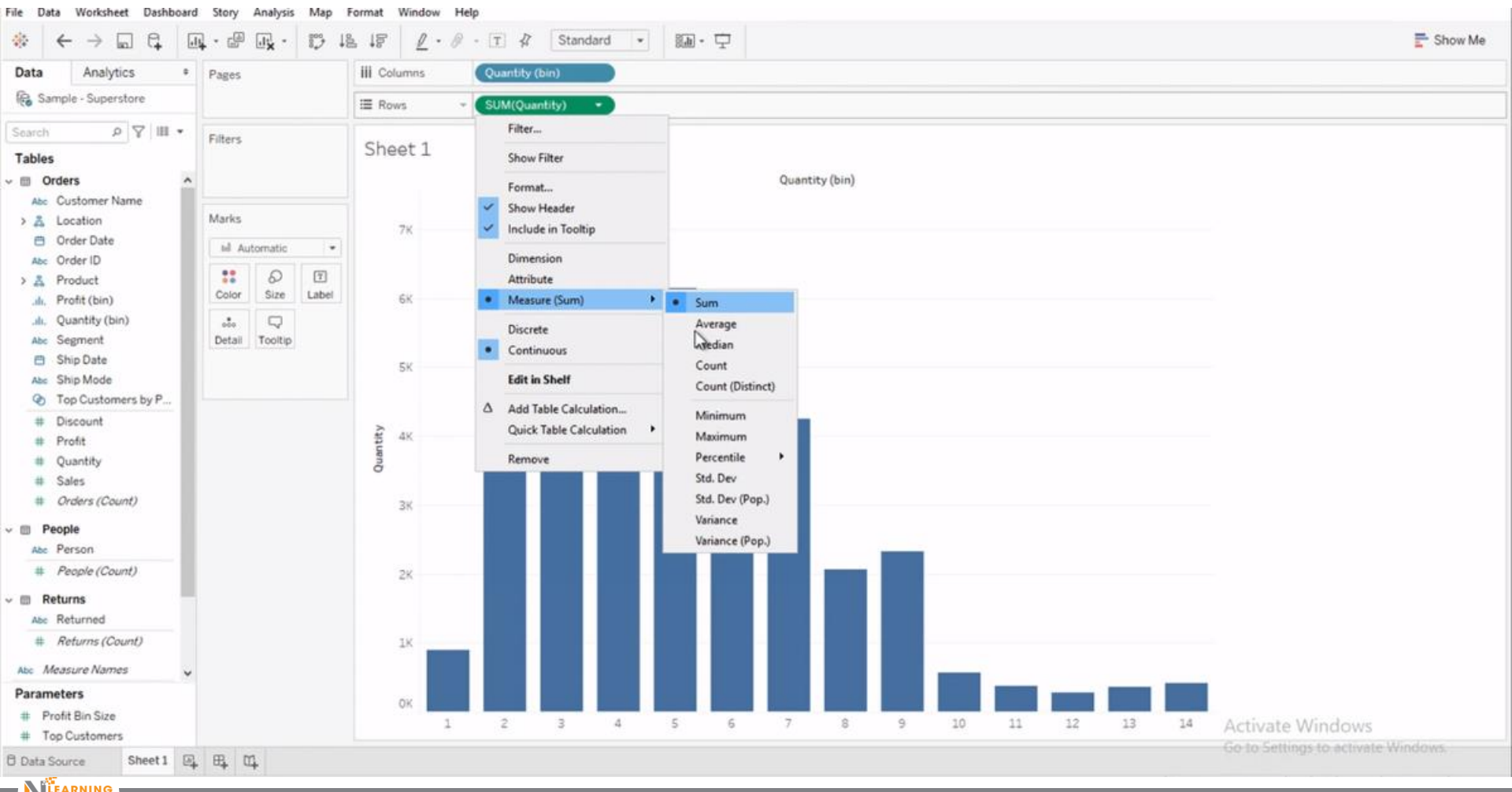
Sheet 1
Datacamp - S...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Measure Names
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Profit Bin Size
Top Customers
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Filters
Marks
Automatic
Color
Size
Label
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Tooltip
Columns
Quantity (bin)
Rows
SUM(Quantity)
Filter...
Show Filter
Format...
Show Header
Include in Tooltip
Dimension
Attribute
Measure (Sum)
Discrete
Continuous
Edit in Shelf
Add Table Calculation...
Quick Table Calculation
Remove
Sum
Average
Median
Count
Count (Distinct)
Minimum
Maximum
Percentile
Std. Dev
Std. Dev (Pop.)
Variance
Variance (Pop.)
Sheet 1
Quantity (bin)
Quantity
7K
6K
5K
4K
3K
2K
1K
0K
1
2
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8
9
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11
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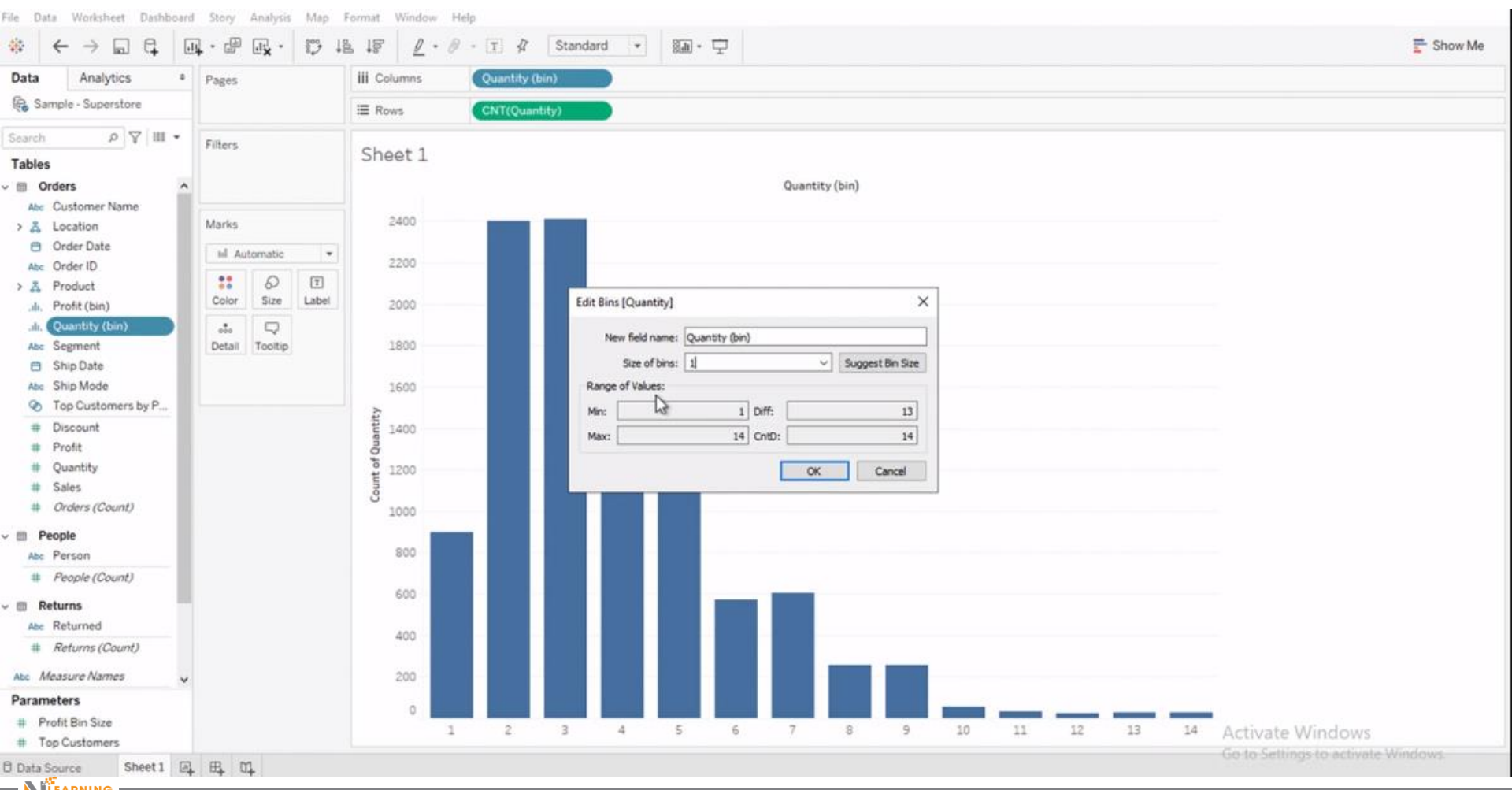
13
14
Activate Windows
Go to Settings to activate Windows.
Data Source
Sheet 1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Top Customers
Pages
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Color
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Detail
Tooltip
Columns
Quantity (bin)
Rows
CNT(Quantity)
Sheet 1
Quantity (bin)
Count of Quantity
2400
2200
2000
1800
1600
1400
1200
1000
800
600
400
200
0
1
2
3
4
5
6
7
8
9
10
11
12
13
14
Edit Bins [Quantity]
New field name: Quantity (bin)
Size of bins: 1
Suggest Bin Size
Range of Values:
Min: 1
Diff: 13
Max: 14
CntD: 14
OK
Cancel
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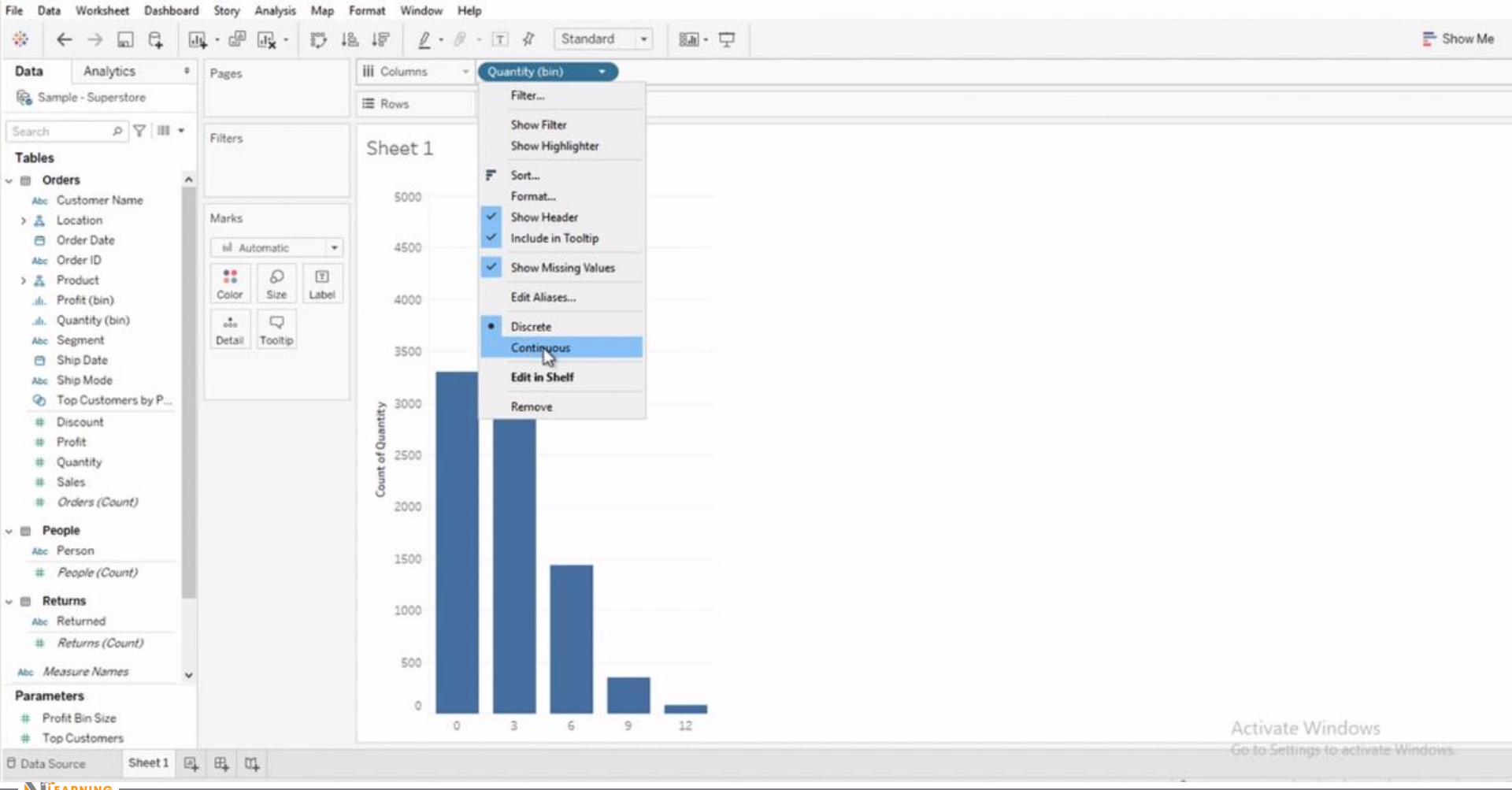
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Profit Bin Size
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Marks
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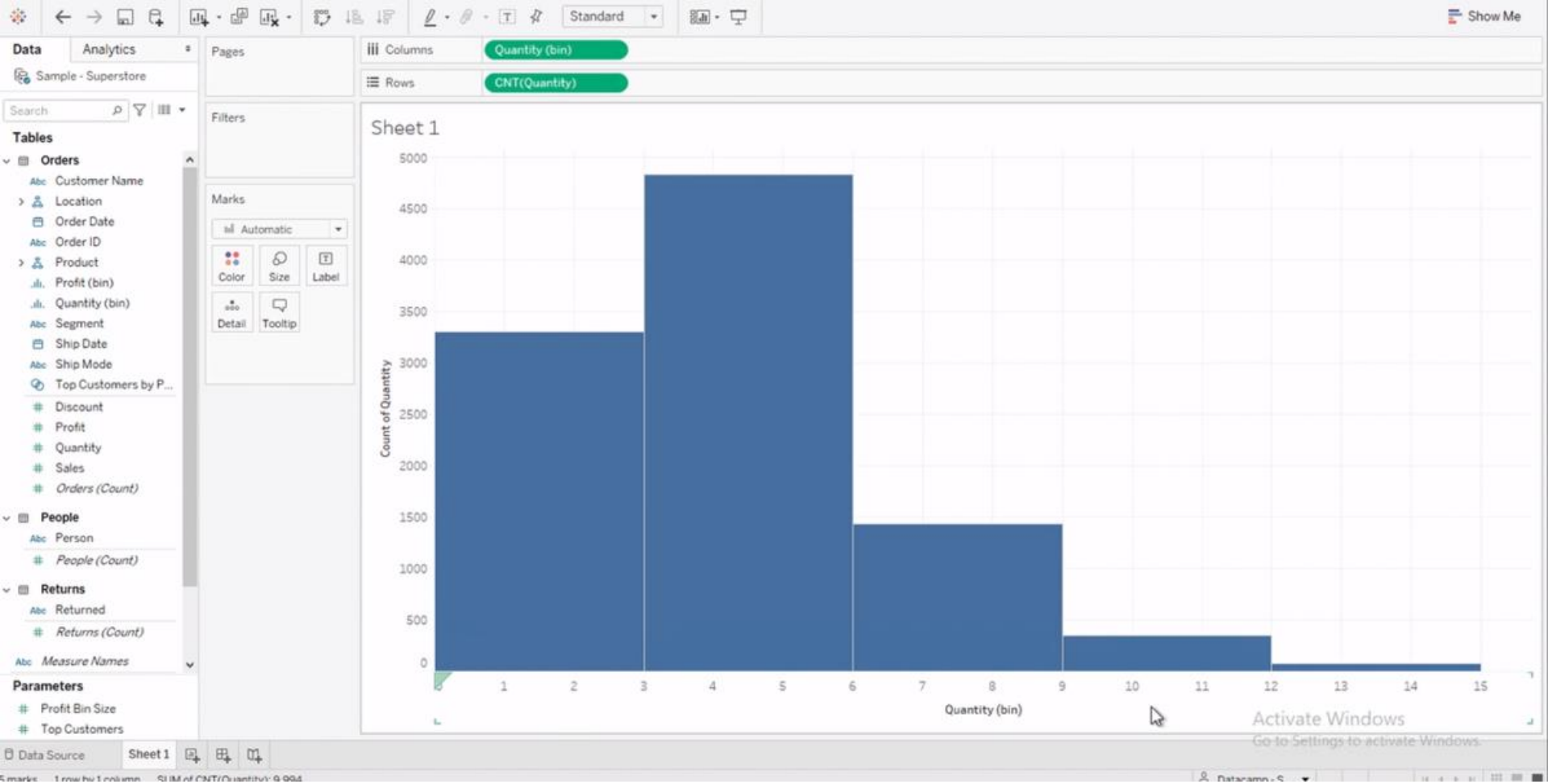
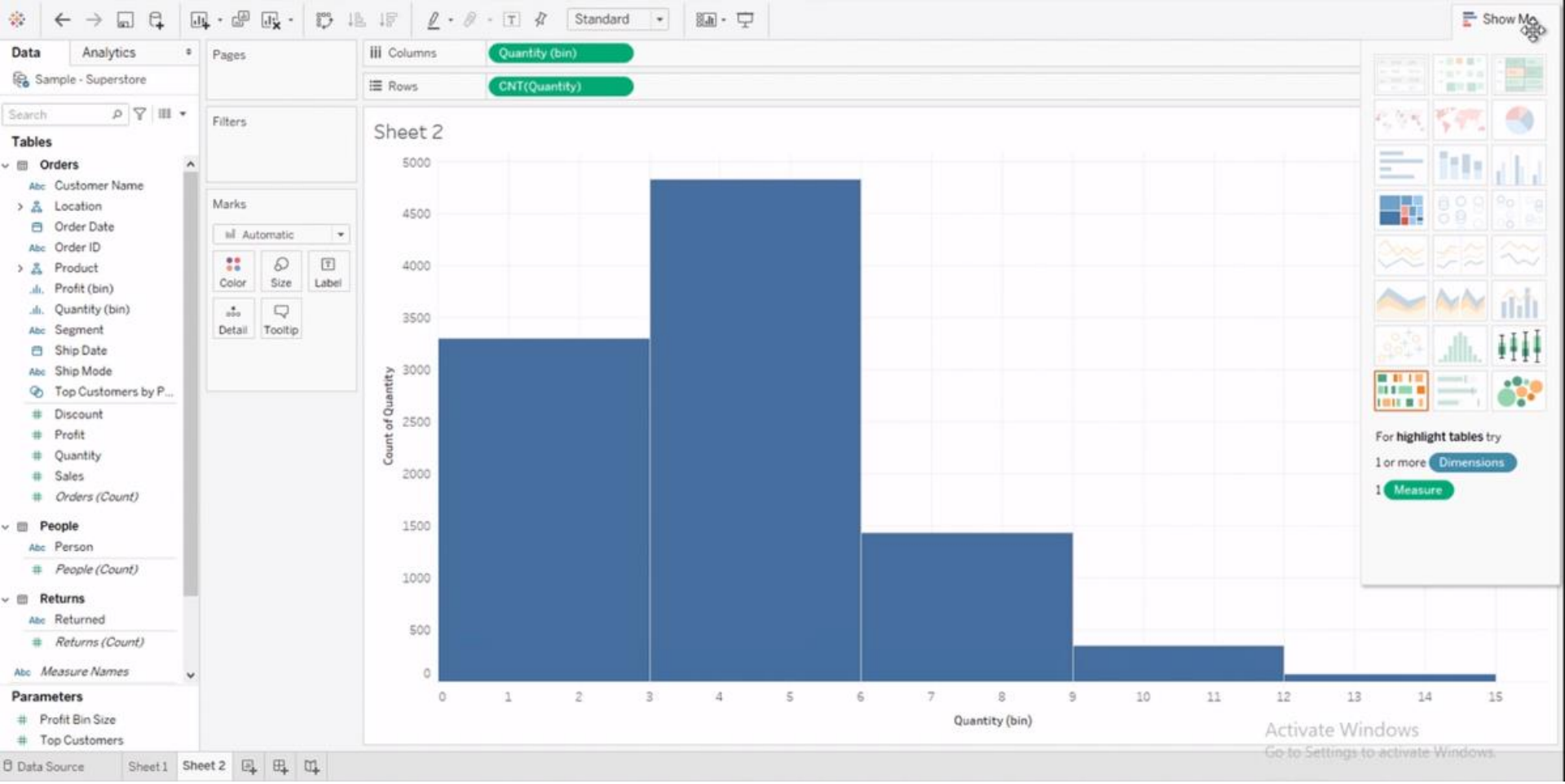
Size
Label
Detail
Tooltip
Columns
Quantity (bin)
Rows
Sheet 1
Filter...
Show Filter
Show Highlighter
Sort...
Format...
Show Header
Include in Tooltip
Show Missing Values
Edit Aliases...
Discrete
Continuous
Edit in Shelf
Remove
Count of Quantity
5000
4500
4000
3500
3000
2500
2000
1500
1000
500
0
0
3
6
9
12
Activate Windows
Go to Settings to activate Windows.
Data Source
Sheet 1


Data
Analytics
Sample - Superstore
Search
Tables
Orders
Customer Name
Location
Order Date
Order ID
Product
Profit (bin)
Quantity (bin)
Segment
Ship Date
Ship Mode
Top Customers by P...
Discount
Profit
Quantity
Sales
Orders (Count)
People
Person
People (Count)
Returns
Returned
Returns (Count)
Measure Names
Parameters
Profit Bin Size
Top Customers
Pages
Filters
Marks
Automatic
Color
Size
Label
Detail
Tooltip
Columns
Quantity (bin)
Rows
CNT(Quantity)
Sheet 1
Count of Quantity
Quantity (bin)
Standard
Show Me
Data Source
Sheet 1
Activate Windows
Go to Settings to activate Windows.


Data
Analytics
Sample - Superstore
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Customer Name
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Order Date
Order ID
Product
Profit (bin)
Quantity (bin)
Segment
Ship Date
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Discount
Profit
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Sales
Orders (Count)
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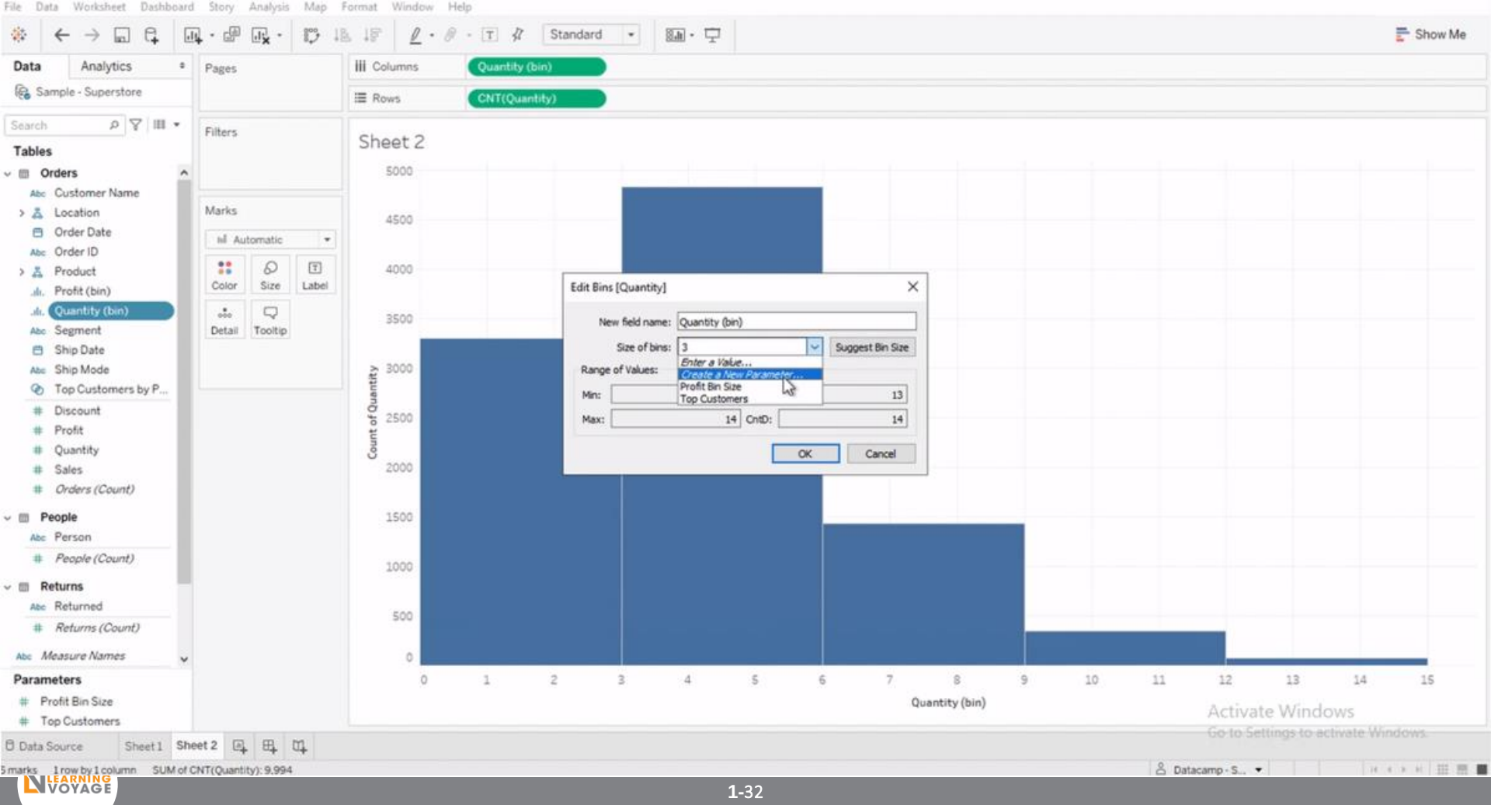
Person
People (Count)
Returns
Returned
Returns (Count)
Measure Names
Parameters
Profit Bin Size
Top Customers
Pages
Filters
Marks
Automatic
Color
Size
Label
Detail
Tooltip
Columns
Quantity (bin)
Rows
CNT(Quantity)
Standard
Show Me
Sheet 2
Count of Quantity
Quantity (bin)
0
500
1000
1500
2000
2500
3000
3500
4000
4500
5000
0
1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
For highlight tables try
1 or more Dimensions
1 Measure
Activate Windows
Go to Settings to activate Windows.
Data Source
Sheet 1
Sheet 2


File Data Worksheet Dashboard Story Analysis Map Format Window Help
Standard
Show Me
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Analytics
Sample - Superstore
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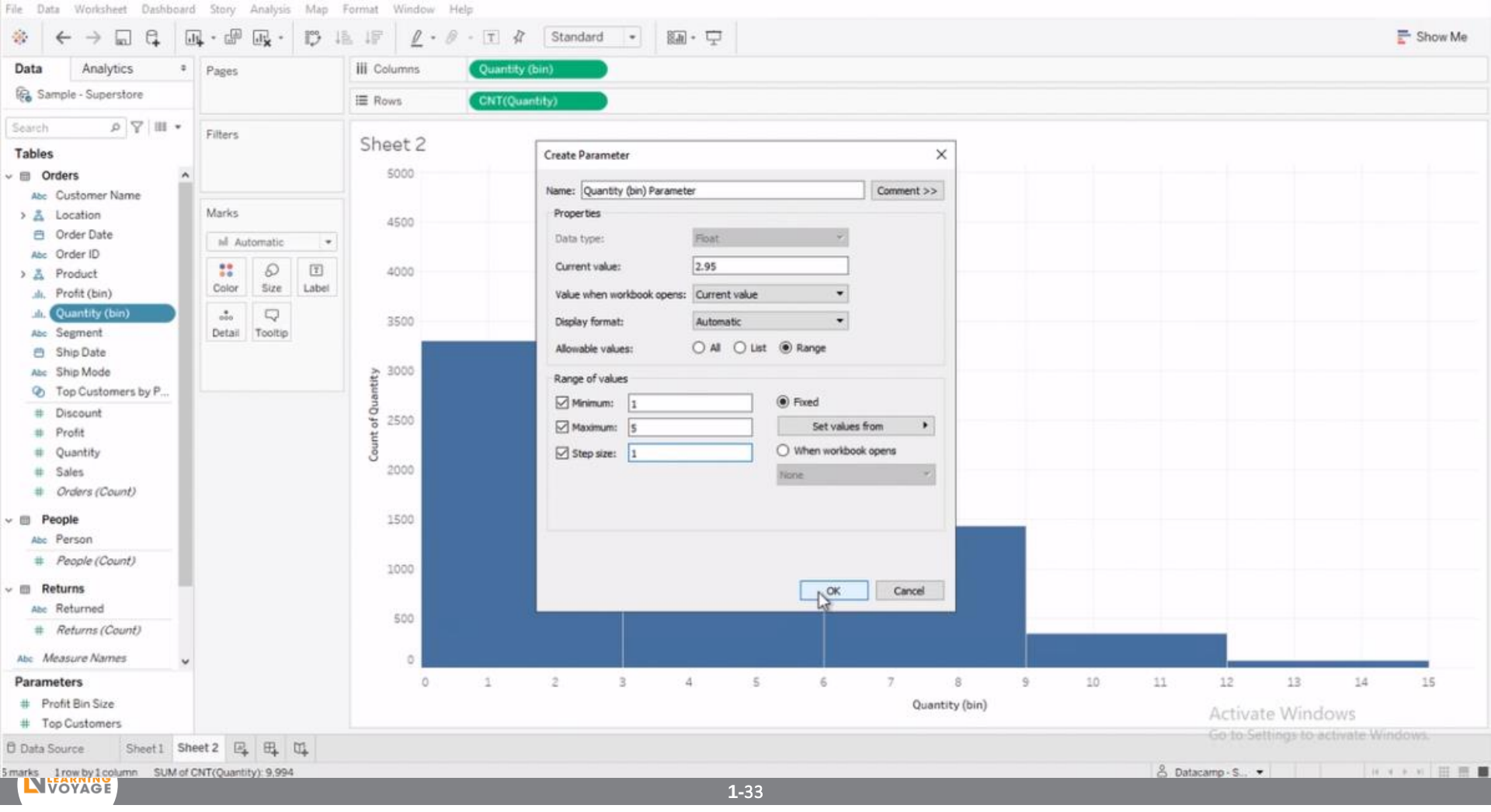
Tables
Orders
Customer Name
Location
Order Date
Order ID
Product
Profit (bin)
Quantity (bin)
Segment
Ship Date
Ship Mode
Top Customers by P...
Discount
Profit
Quantity
Sales
Orders (Count)
People
Person
People (Count)
Returns
Returned
Returns (Count)
Measure Names
Parameters
Profit Bin Size
Top Customers
Pages
Filters
Marks
Automatic
Color
Size
Label
Detail
Tooltip
Columns
Quantity (bin)
Rows
CNT(Quantity)
Sheet 2
Edit Bins [Quantity]
New field name: Quantity (bin)
Size of bins: 3
Suggest Bin Size
Range of Values:
Enter a Value...
Create a New Parameter...
Profit Bin Size
Top Customers
Min:
13
Max: 14
CntD: 14
OK
Cancel
Count of Quantity
Quantity (bin)
Activate Windows
Go to Settings to activate Windows.
Data Source
Sheet 1
Sheet 2
5 marks
1 row by 1 column
SUM of CNT(Quantity): 9,994
Datacamp - S...


File Data Worksheet Dashboard Story Analysis Map Format Window Help
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Order Date
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Quantity (bin)
Segment
Ship Date
Ship Mode
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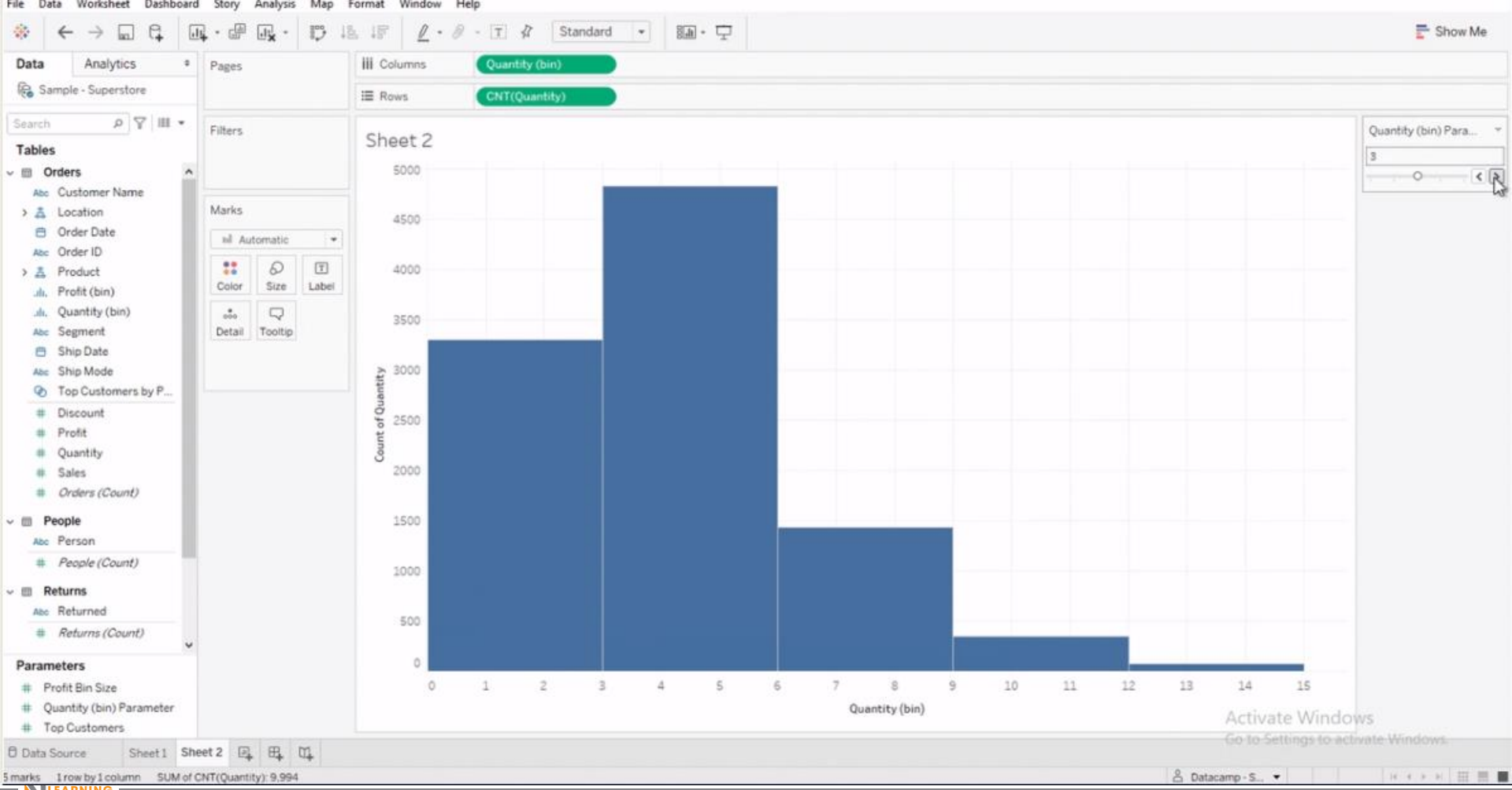
Discount
Profit
Quantity
Sales
Orders (Count)
People
Person
People (Count)
Returns
Returned
Returns (Count)
Measure Names
Parameters
Profit Bin Size
Top Customers
Pages
Filters
Marks
Automatic
Color
Size
Label
Detail
Tooltip
Columns
Quantity (bin)
Rows
CNT(Quantity)
Sheet 2
Create Parameter
Name: Quantity (bin) Parameter
Comment >>
Properties
Data type: Float
Current value: 2.95
Value when workbook opens: Current value
Display format: Automatic
Allowable values: All List Range
Range of values
Minimum: 1
Maximum: 5
Step size: 1
Fixed
Set values from
When workbook opens
None
OK
Cancel
Count of Quantity
Quantity (bin)
0 500 1000 1500 2000 2500 3000 3500 4000 4500 5000
0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15
Activate Windows
Go to Settings to activate Windows.
Data Source
Sheet 1
Sheet 2
5 marks
1 row by 1 column
SUM of CNT(Quantity): 9,994
Datacamp - S...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Order Date
Order ID
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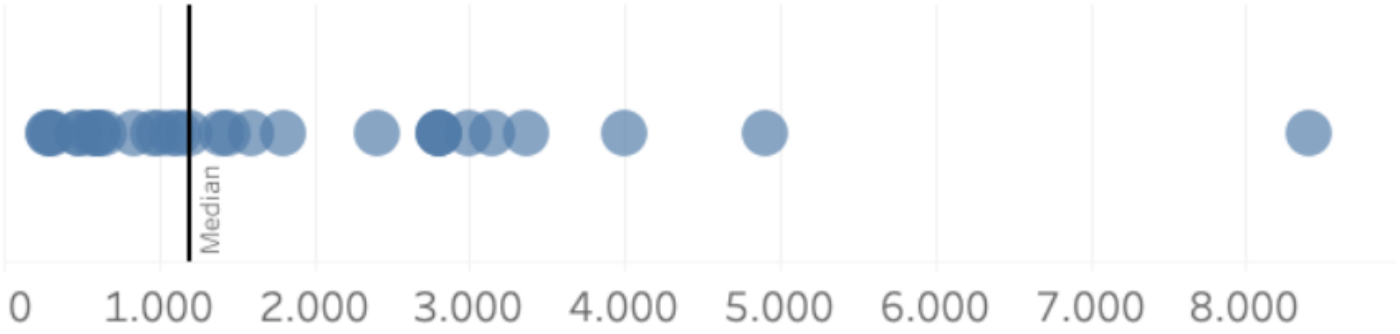
Quantity (bin)
Segment
Ship Date
Ship Mode
Top Customers by P...
Discount
Profit
Quantity
Sales
Orders (Count)
People
Person
People (Count)
Returns
Returned
Returns (Count)
Parameters
Profit Bin Size
Quantity (bin) Parameter
Top Customers
Pages
Filters
Marks
Automatic
Color
Size
Label
Detail
Tooltip
Columns
Quantity (bin)
Rows
CNT(Quantity)
Sheet 2
Count of Quantity
Quantity (bin)
Quantity (bin) Para...
3
Activate Windows
Go to Settings to activate Windows.
Data Source
Sheet 1
Sheet 2
5 marks
1 row by 1 column
SUM of CNT(Quantity): 9,994
Datacamp - S...

"Complete Exercise"

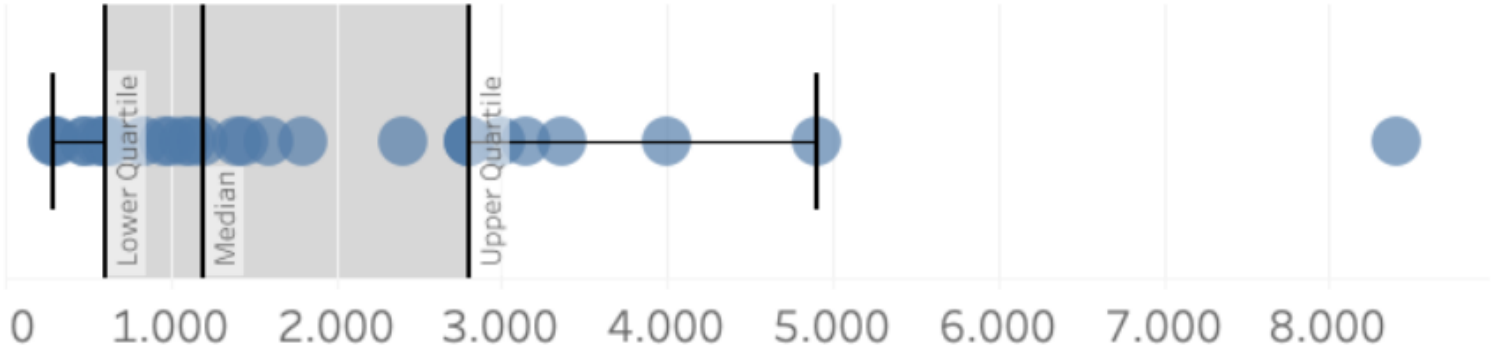
Box plots

Visualize the distribution of a single, continuous variable



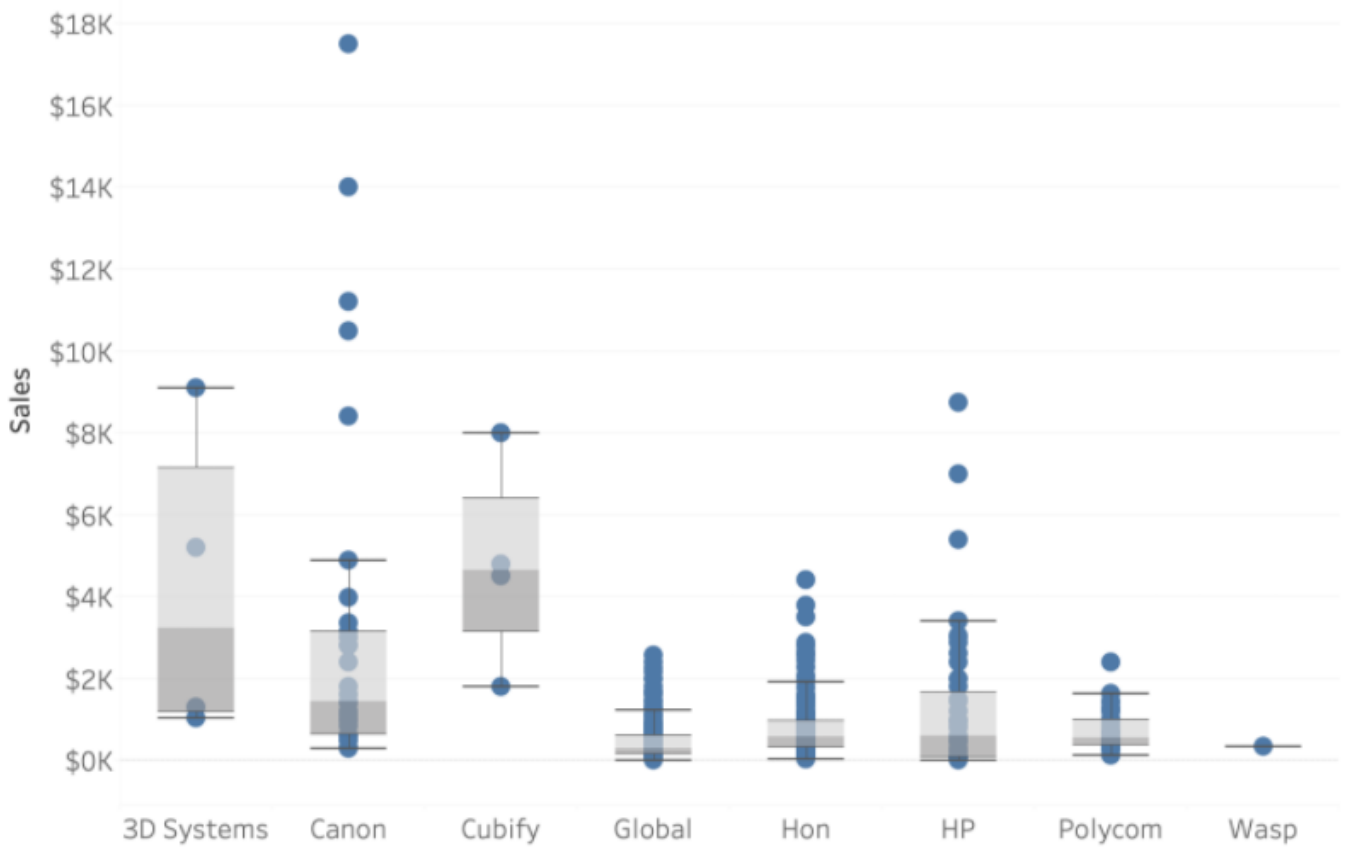
Box plots

Visualize the distribution of a single, continuous variable



- Distance between lower quartile and upper quartile is the interquartile range (IQR)
- Whiskers: length of 1.5 x IQR
- Outlier: extreme value outside whiskers

When to use a box plot

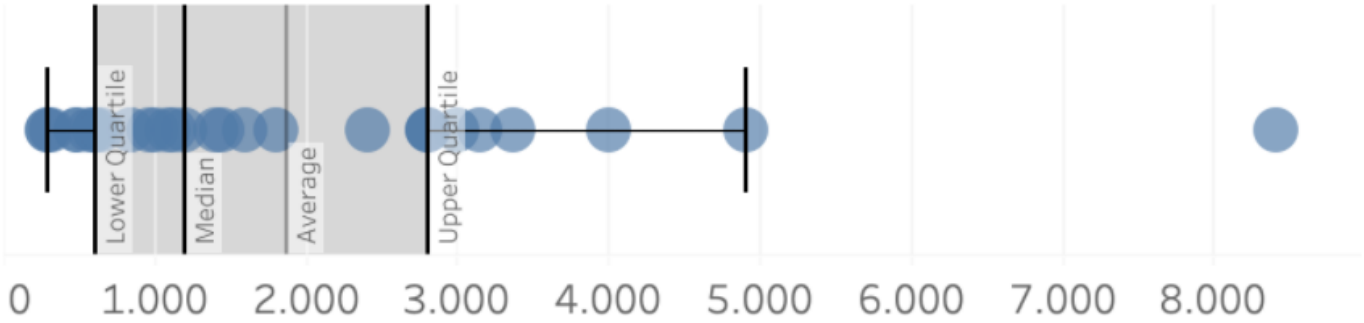


When to use a box plot

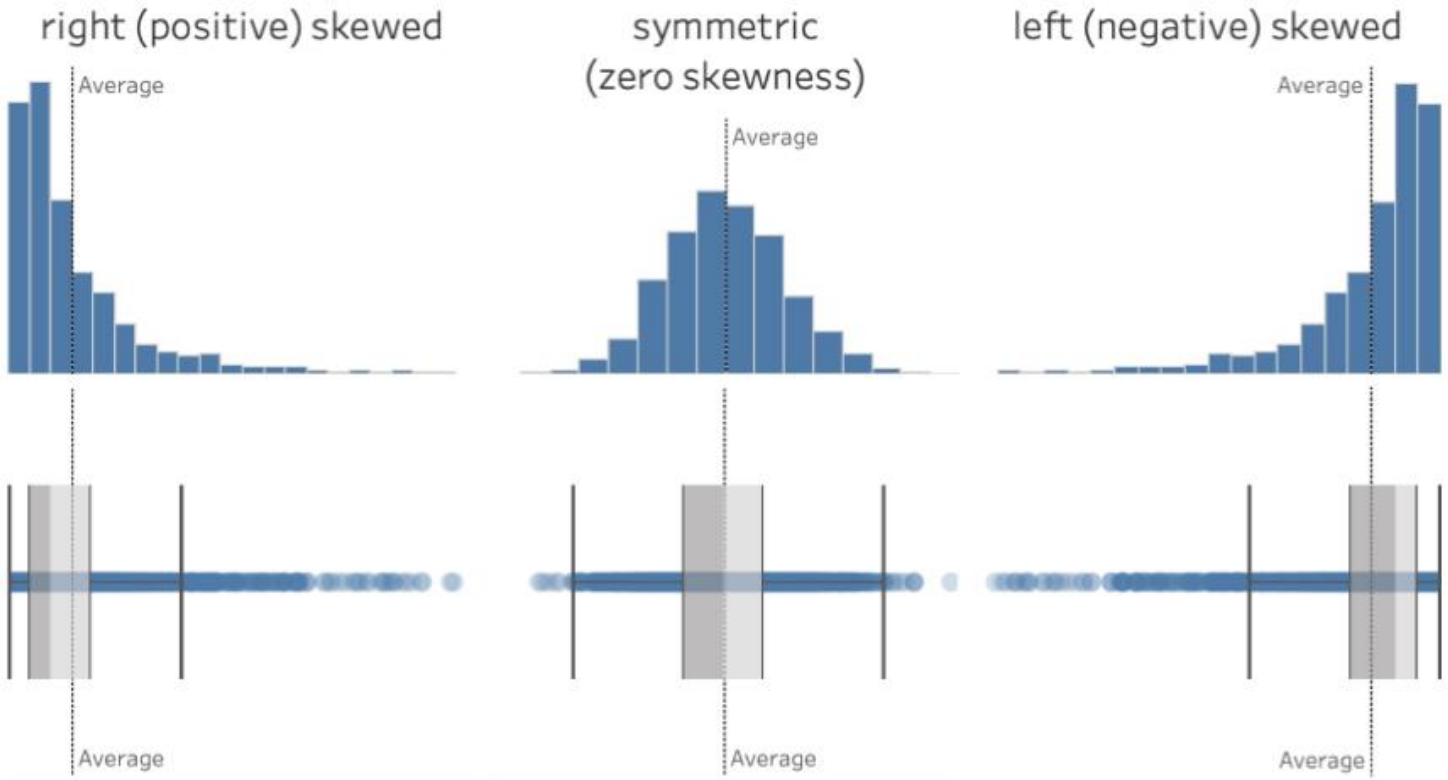
- Compare distributions among multiple categories
- Spot trends and differences between categories

What about the mean?

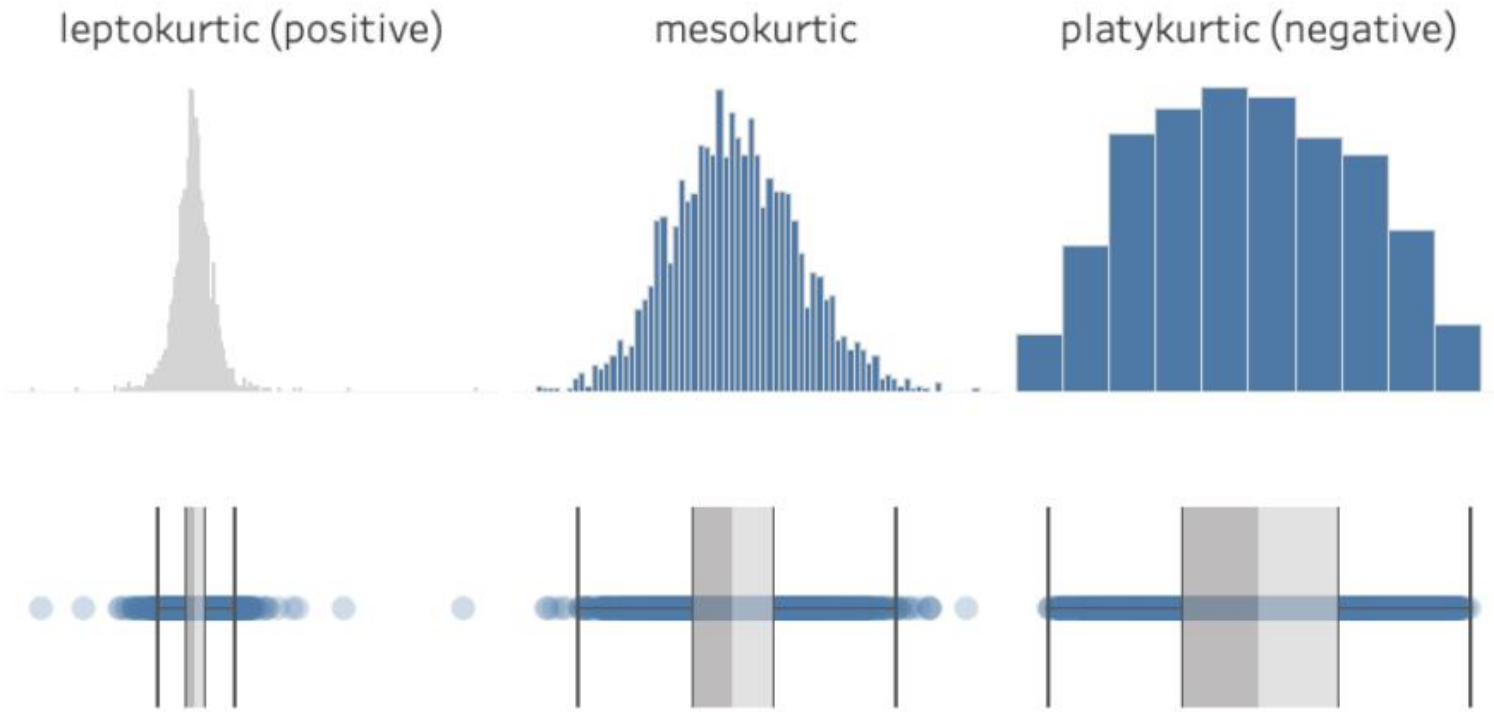
- Average = arithmetic mean
- $\frac{a_1+a_2+a_3+...+a_n}{n}$
- Average and mean are often used interchangeably



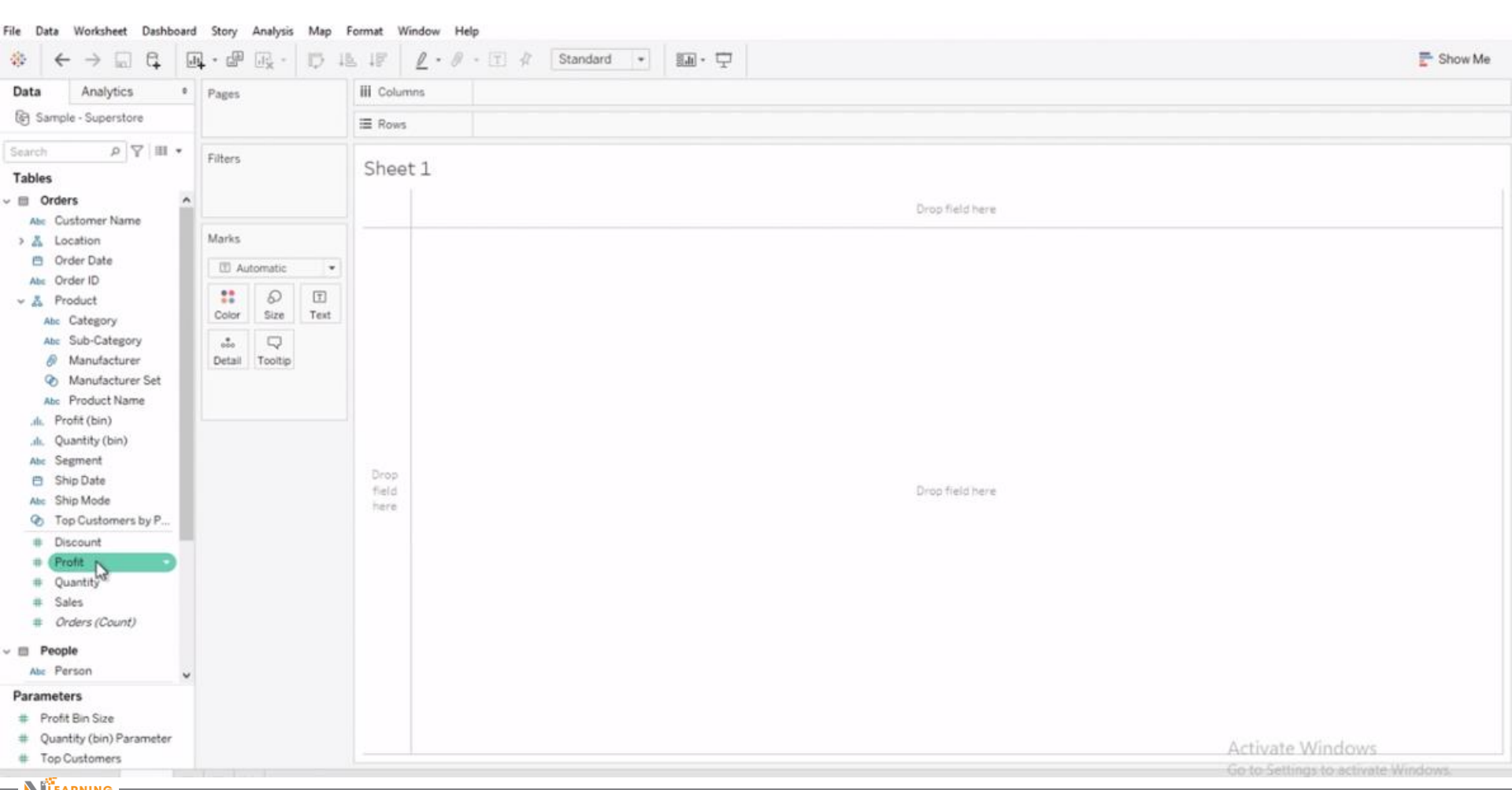
Skewness


right (positive) skewed
Average
Average
symmetric
(zero skewness)
Average
Average
left (negative) skewed
Average
Average

Excess kurtosis



"Complete Exercise"


File Data Worksheet Dashboard Story Analysis Map Format Window Help
Standard
Show Me
Data
Analytics
Sample - Superstore
Search
Tables
Orders
Customer Name
Location
Order Date
Order ID
Product
Category
Sub-Category
Manufacturer
Manufacturer Set
Product Name
Profit (bin)
Quantity (bin)
Segment
Ship Date
Ship Mode
Top Customers by P...
Discount
Profit
Quantity
Sales
Orders (Count)
People
Person
Parameters
Profit Bin Size
Quantity (bin) Parameter
Top Customers
Pages
Filters
Marks
Automatic
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Tooltip
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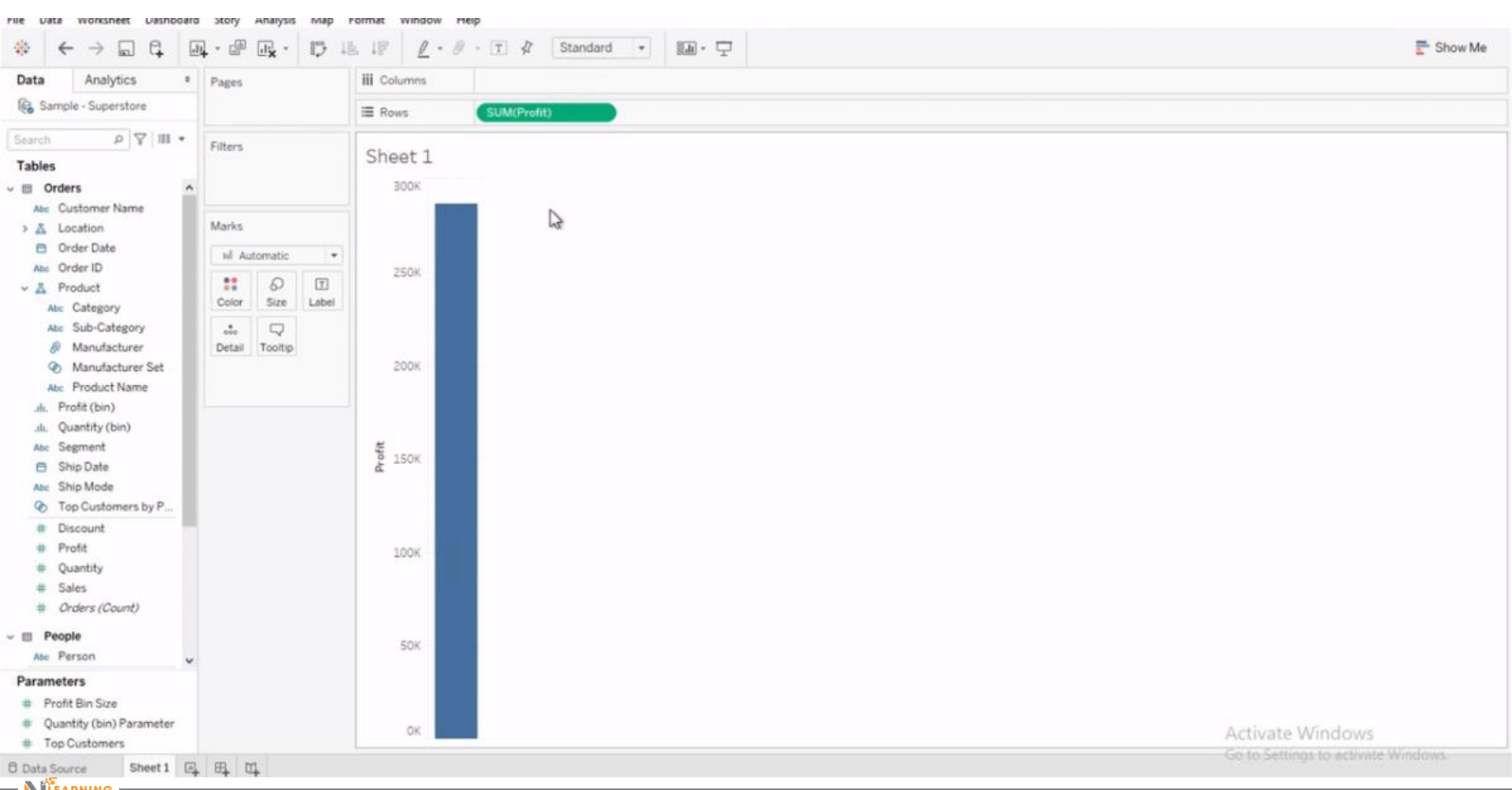
Rows
Sheet 1
Drop field here
Drop field here
Drop field here
Activate Windows
Go to Settings to activate Windows.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Manufacturer
Manufacturer Set
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Ship Date
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Top Customers by P...
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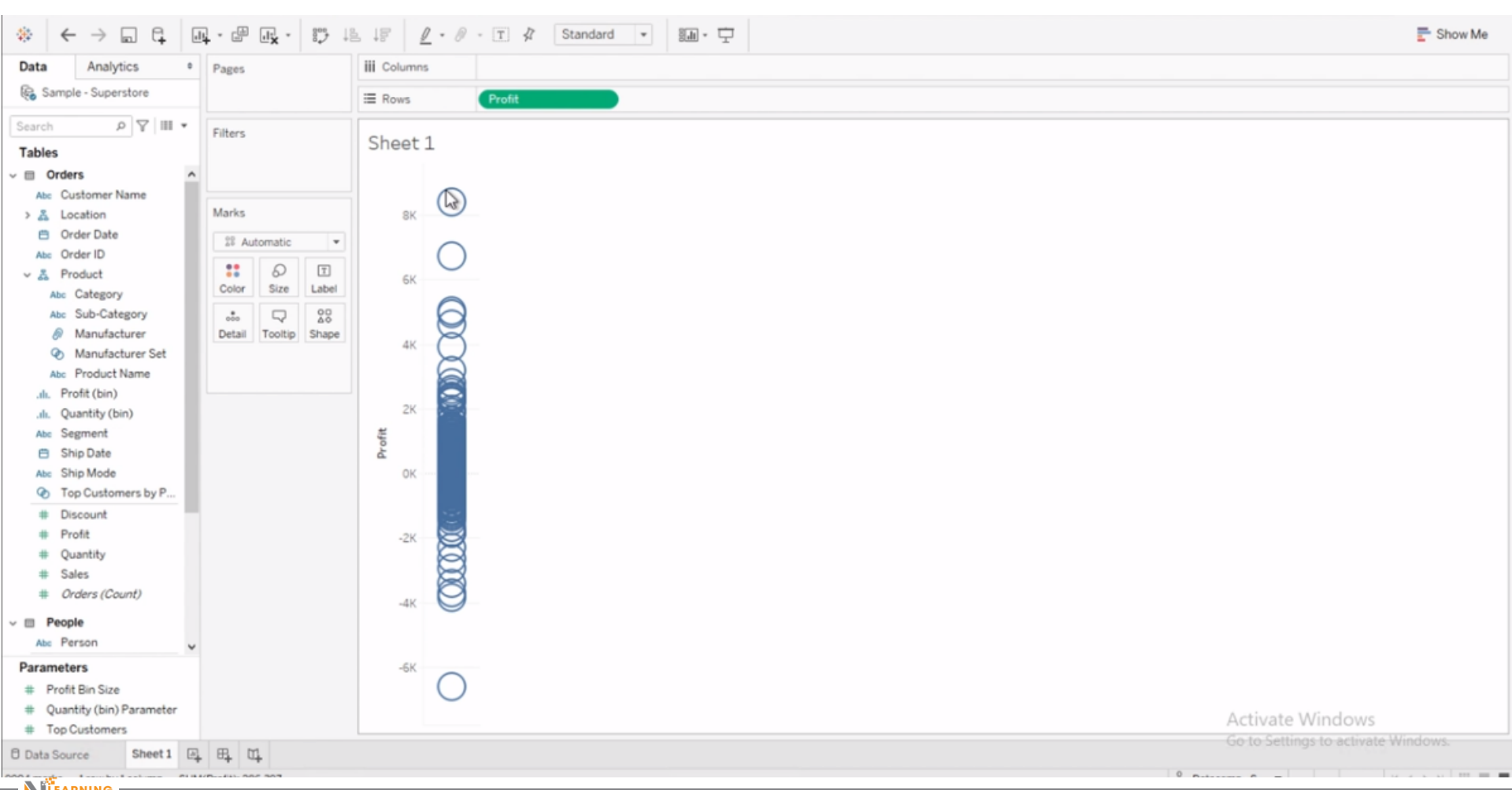
Person
Parameters
Profit Bin Size
Quantity (bin) Parameter
Top Customers
Pages
Filters
Marks
Automatic
Color
Size
Label
Detail
Tooltip
Columns
Rows
SUM(Profit)
Sheet 1
300K
250K
200K
150K
100K
50K
0K
Profit
Activate Windows
Go to Settings to activate Windows.
Data Source
Sheet 1


Standard
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Analytics
Sample - Superstore
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Location
Order Date
Order ID
Product
Category
Sub-Category
Manufacturer
Manufacturer Set
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Top Customers by P...
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People
Person
Parameters
Profit Bin Size
Quantity (bin) Parameter
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Filters
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Automatic
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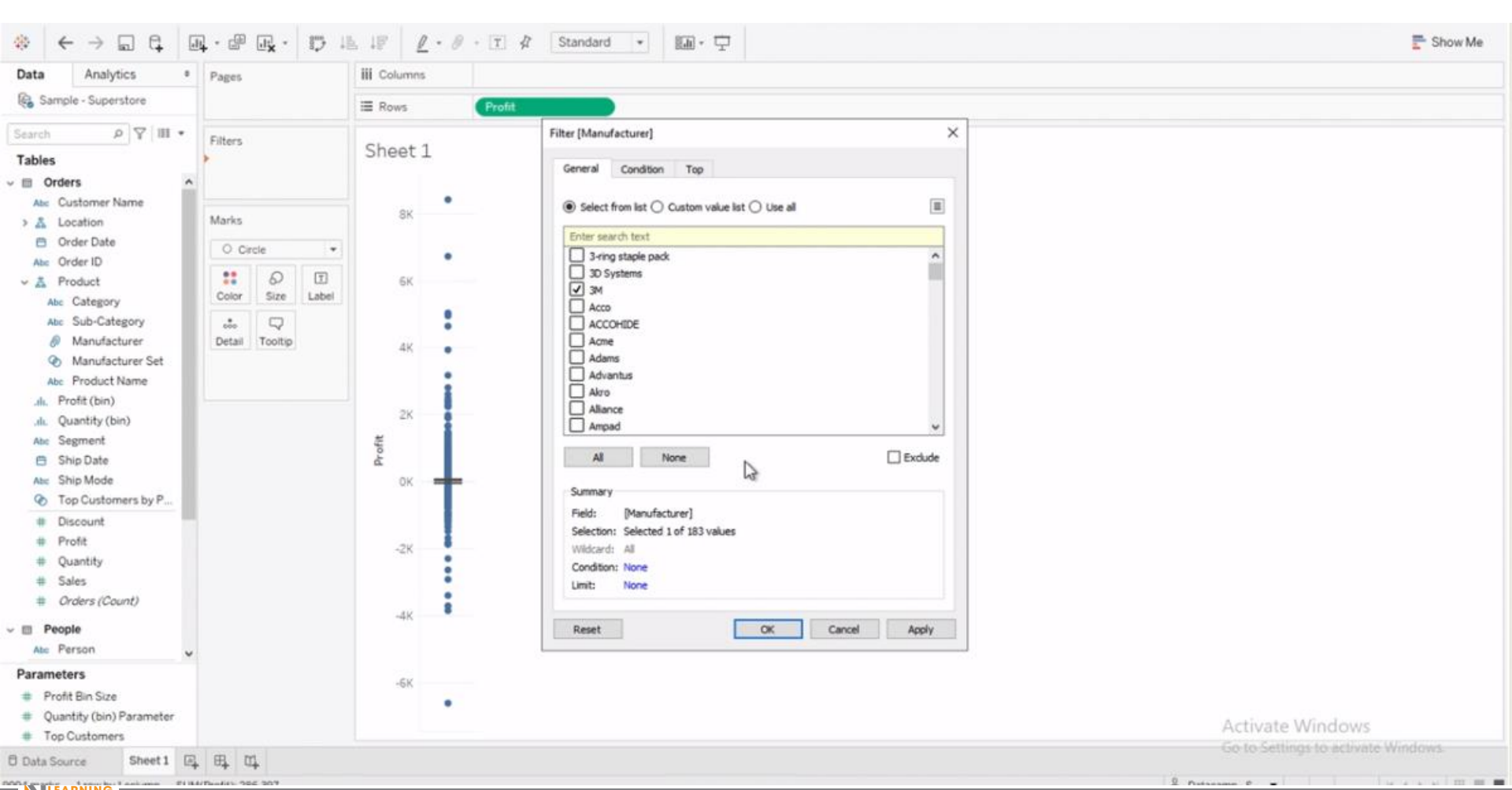
Tooltip
Shape
Columns
Rows
Profit
Sheet 1
8K
6K
4K
2K
0K
-2K
-4K
-6K
Profit
Activate Windows
Go to Settings to activate Windows.
Data Source
Sheet 1


Standard
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Sample - Superstore
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Order Date
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Sub-Category
Manufacturer
Manufacturer Set
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Quantity (bin)
Segment
Ship Date
Ship Mode
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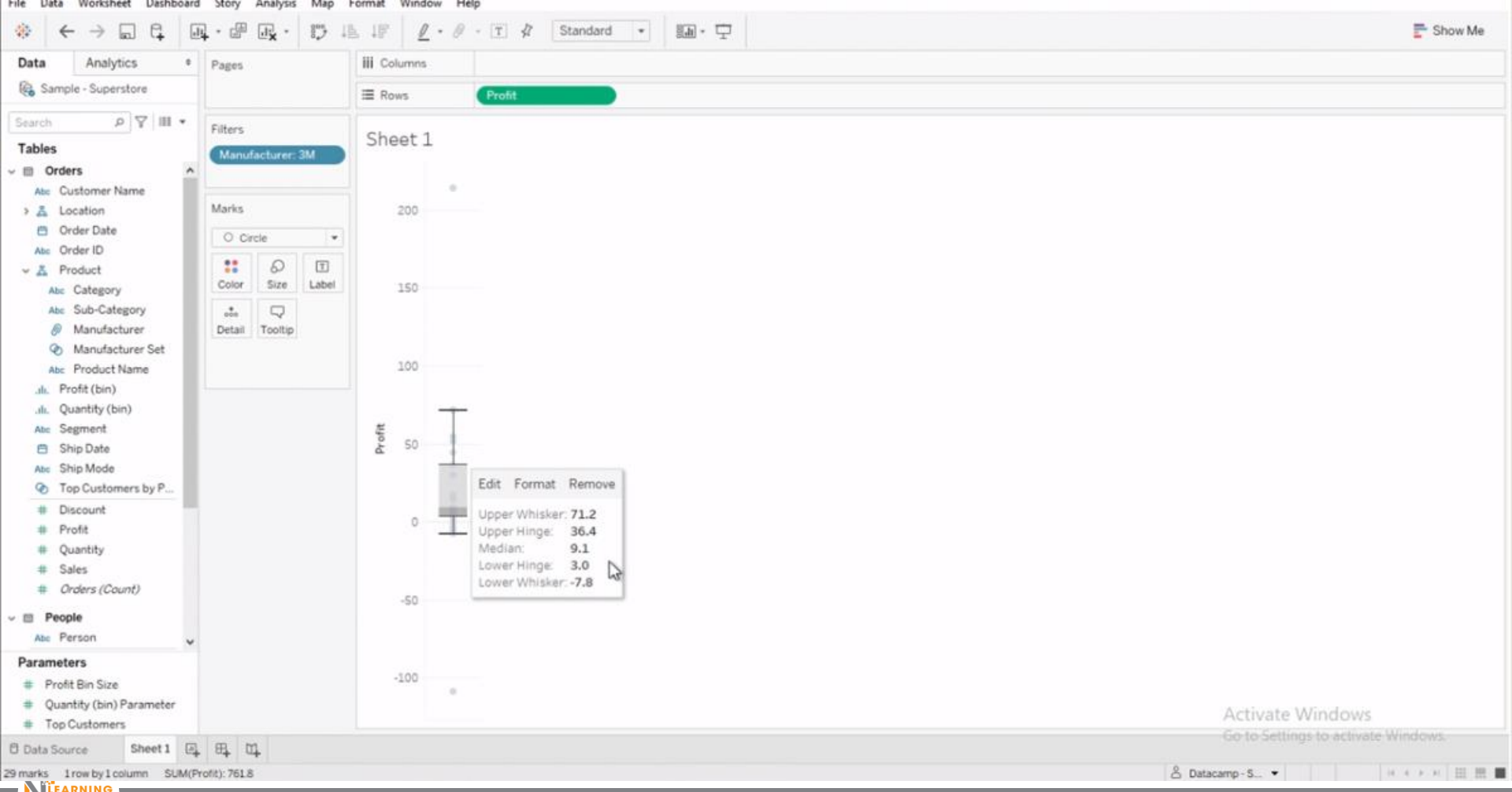
Discount
Profit
Quantity
Sales
Orders (Count)
People
Person
Parameters
Profit Bin Size
Quantity (bin) Parameter
Top Customers
Pages
Filters
Marks
Circle
Color
Size
Label
Detail
Tooltip
Columns
Rows
Profit
Sheet 1
8K
6K
4K
2K
0K
-2K
-4K
-6K
Profit
Filter [Manufacturer]
General
Condition
Top
Select from list
Custom value list
Use all
Enter search text
3-ring staple pack
3D Systems
3M
Acco
ACCOHIDE
Acme
Adams
Advantus
Akro
Alliance
Ampad
All
None
Exclude
Summary
Field: [Manufacturer]
Selection: Selected 1 of 183 values
Wildcard: All
Condition: None
Limit: None
Reset
OK
Cancel
Apply
Activate Windows
Go to Settings to activate Windows.
Data Source
Sheet 1


File Data Worksheet Dashboard Story Analysis Map Format Window Help
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Manufacturer Set
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Quantity (bin)
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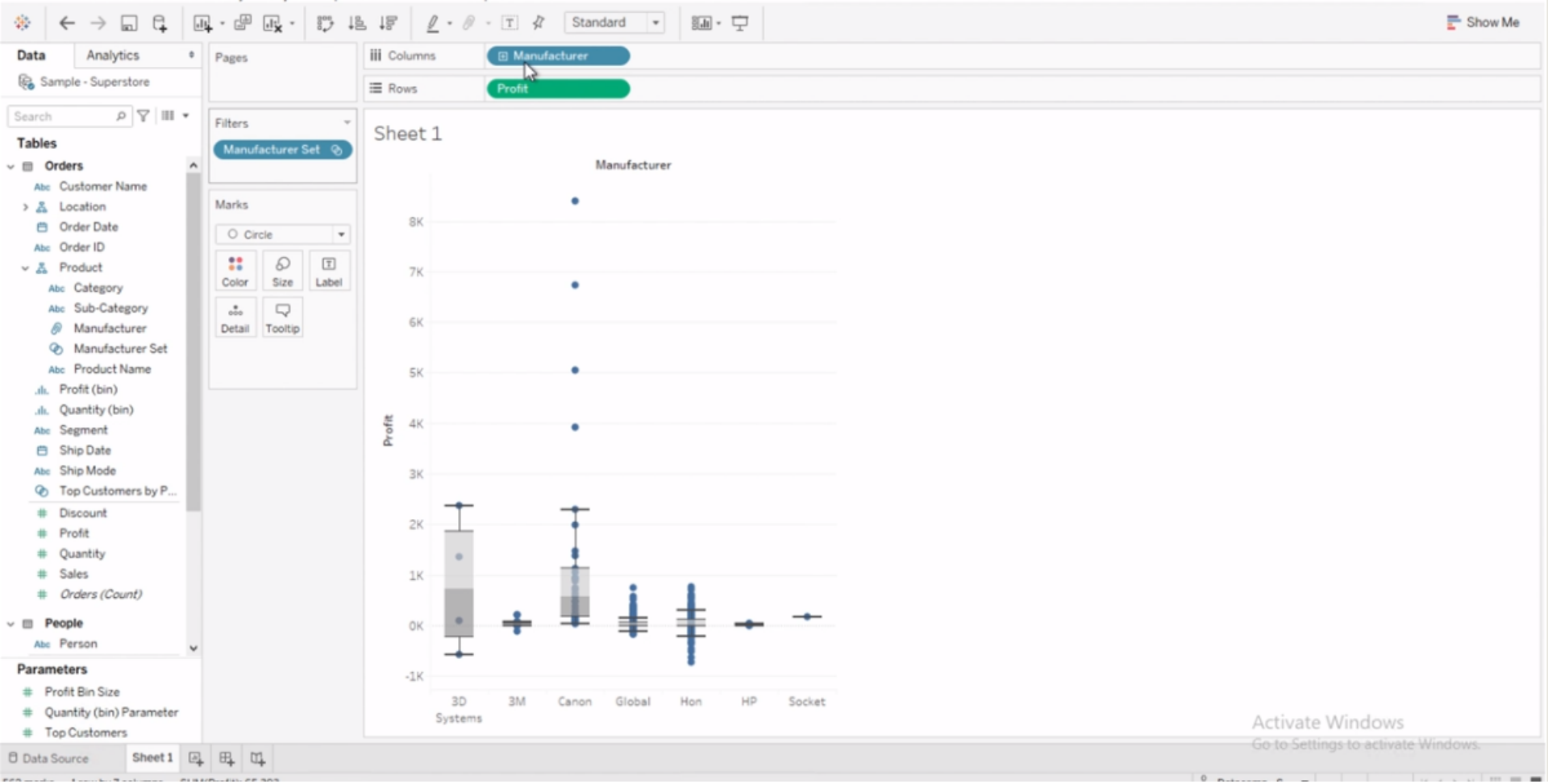
Ship Date
Ship Mode
Top Customers by P...
Discount
Profit
Quantity
Sales
Orders (Count)
People
Person
Parameters
Profit Bin Size
Quantity (bin) Parameter
Top Customers
Pages
Filters
Manufacturer: 3M
Marks
Circle
Color
Size
Label
Detail
Tooltip
Columns
Rows
Profit
Sheet 1
200
150
100
50
0
-50
-100
Profit
Edit Format Remove
Upper Whisker: 71.2
Upper Hinge: 36.4
Median: 9.1
Lower Hinge: 3.0
Lower Whisker: -7.8
Activate Windows
Go to Settings to activate Windows.
Data Source
Sheet 1
29 marks 1 row by 1 column SUM(Profit): 761.8
Datacamp - S...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Quantity (bin) Parameter
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Filters
Manufacturer Set
Marks
Circle
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Size
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Detail
Tooltip
Columns
Manufacturer
Rows
Profit
Sheet 1
Manufacturer
Profit
8K
7K
6K
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4K
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2K
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3D Systems
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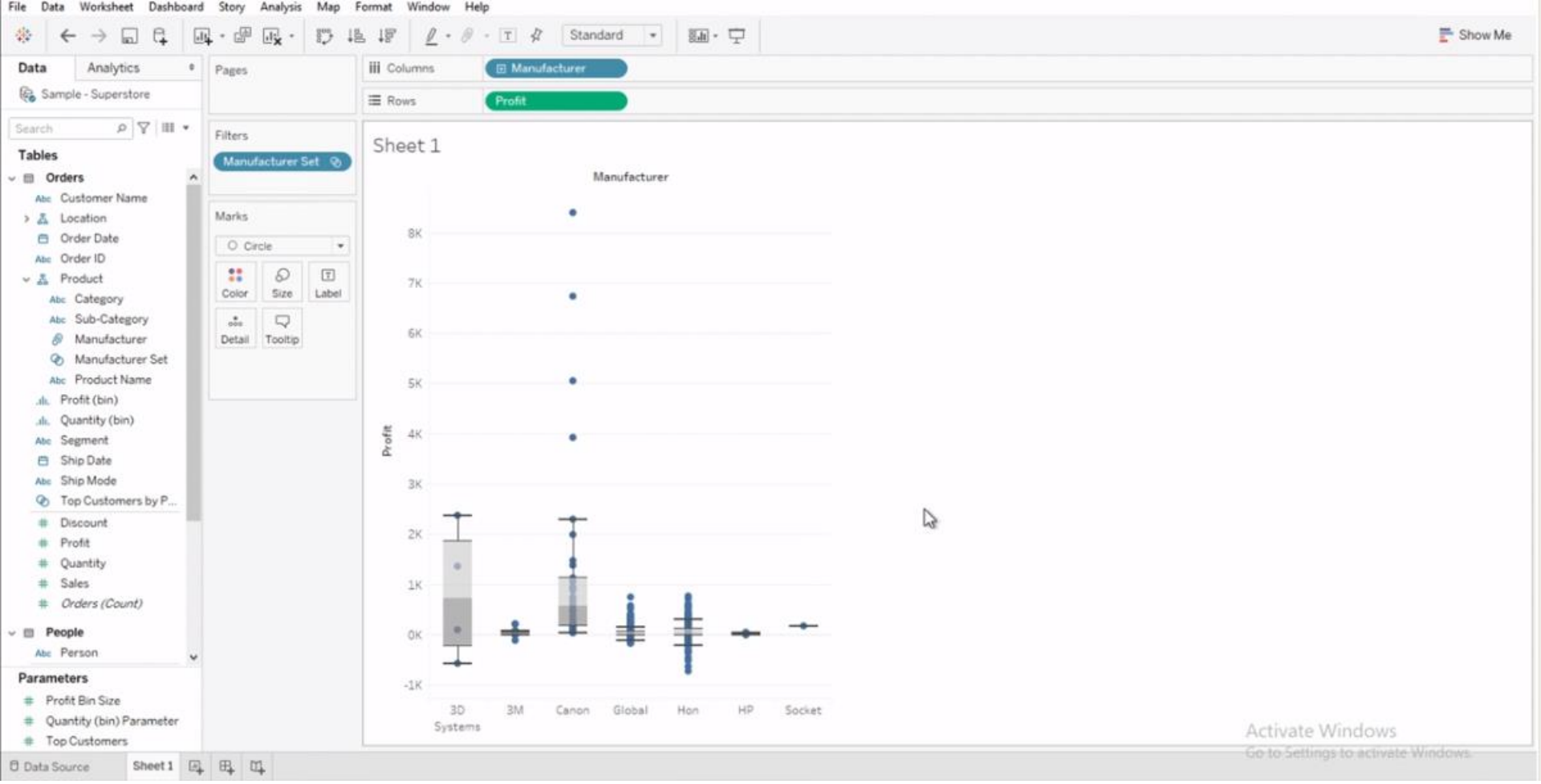
Activate Windows
Go to Settings to activate Windows.
Data Source
Sheet 1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Filters
Manufacturer Set
Marks
Circle
Color
Size
Label
Detail
Tooltip
Columns
Manufacturer
Rows
Profit
Sheet 1
Manufacturer
Profit
8K
7K
6K
5K
4K
3K
2K
1K
0K
-1K
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HP
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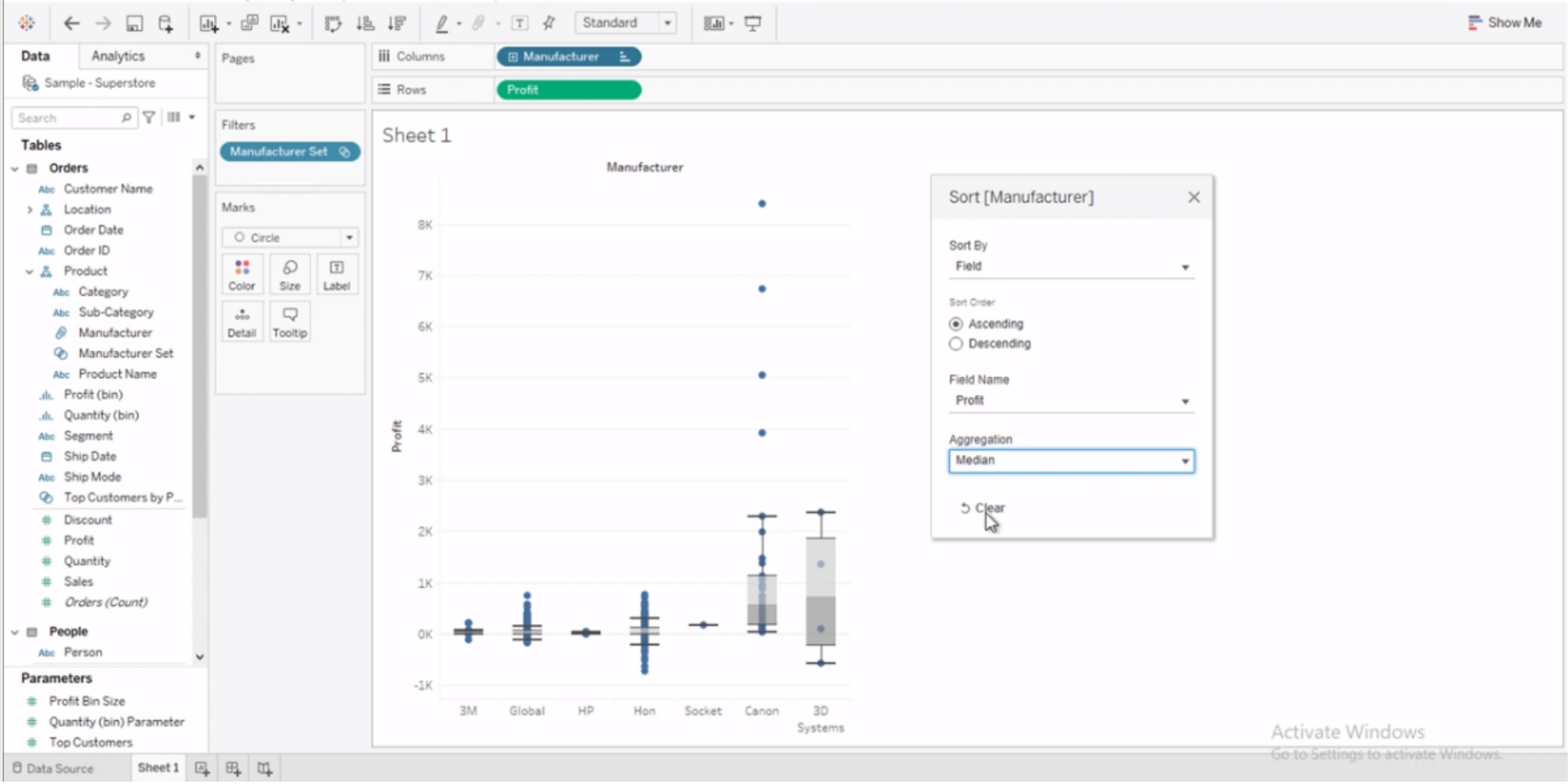
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Marks
Circle
Color
Size
Label
Detail
Tooltip
Columns
Manufacturer
Rows
Profit
Sheet 1
Manufacturer
Profit
8K
7K
6K
5K
4K
3K
2K
1K
0K
-1K
3M
Global
HP
Hon
Socket
Canon
3D Systems
Sort [Manufacturer]
Sort By
Field
Sort Order
Ascending
Descending
Field Name
Profit
Aggregation
Median
Clear
Activate Windows
Go to Settings to activate Windows.
Data Source
Sheet 1

Complete Lab"