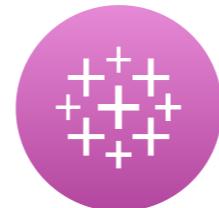


Best practices for formatting your visualizations

INTRODUCTION TO TABLEAU

David Venturi

Curriculum Manager at DataCamp



You're an investor

- Goals
 - Grow your investment portfolio
 - Monitor the value of your investments



You're an investor

Facebook, Inc. (FB)

- NASDAQ (USD)



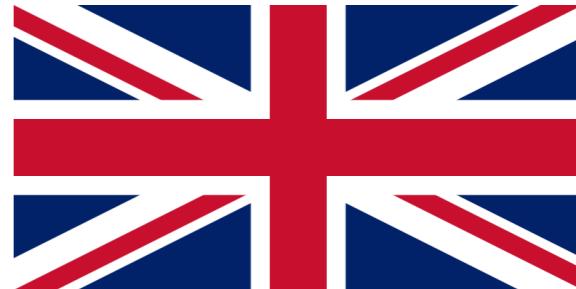
The Toronto-Dominion Bank (TD.TO)

- TSE (CAD)



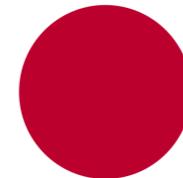
Tesco PLC (TSCO.L)

- LSE (GBP)



Toyota Motor Corporation (7203.T)

- TYO (JPY)



Visualization best practices

A few of the most important ones for Tableau:

- Use color purposefully
- Use readable fonts
- Use tooltips
- Adjust axes as necessary
- Add memorable titles

Format from large to medium to small

Workbook level -> Worksheet level -> Individual parts of a view



Monitor and grow your investments

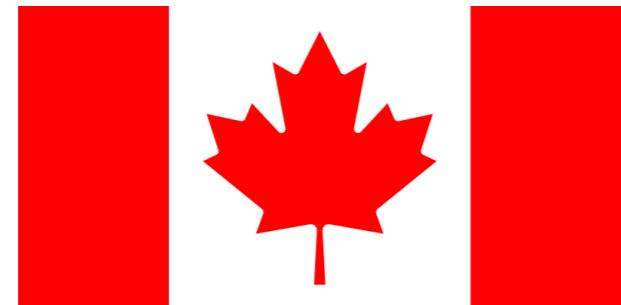
Facebook, Inc. (FB)

- NASDAQ (USD)



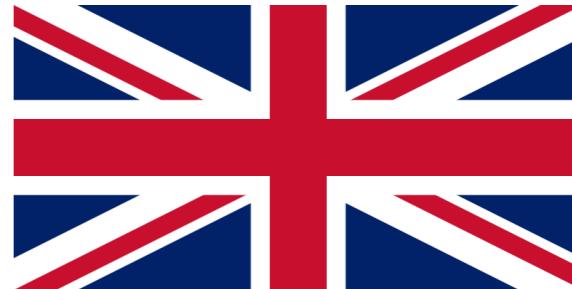
The Toronto-Dominion Bank (TD.TO)

- TSE (CAD)



Tesco PLC (TSCO.L)

- LSE (GBP)



Toyota Motor Corporation (7203.T)

- TYO (JPY)



Let's practice!

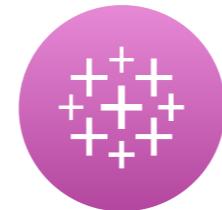
INTRODUCTION TO TABLEAU

Using color purposefully and readable fonts

INTRODUCTION TO TABLEAU

David Venturi

Curriculum Manager at DataCamp



Let's practice!

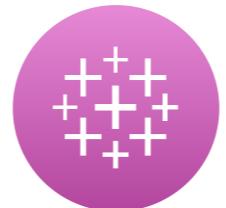
INTRODUCTION TO TABLEAU

Use tooltips and adjust axes as necessary

INTRODUCTION TO TABLEAU

David Venturi

Curriculum Manager at DataCamp

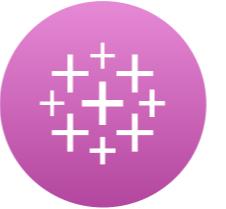


Let's practice!

INTRODUCTION TO TABLEAU

Dashboards

INTRODUCTION TO TABLEAU



David Venturi

Curriculum Manager at DataCamp

You're an investor

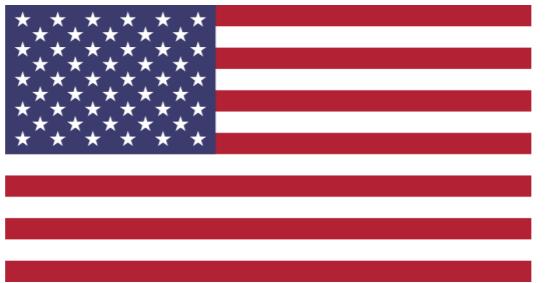
- Goals
 - Grow your investment portfolio
 - Monitor the value of your investments



You're an investor

Facebook, Inc. (FB)

- NASDAQ (USD)



The Toronto-Dominion Bank (TD.TO)

- TSE (CAD)



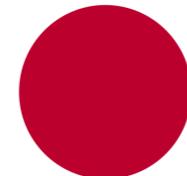
Tesco PLC (TSCO.L)

- LSE (GBP)

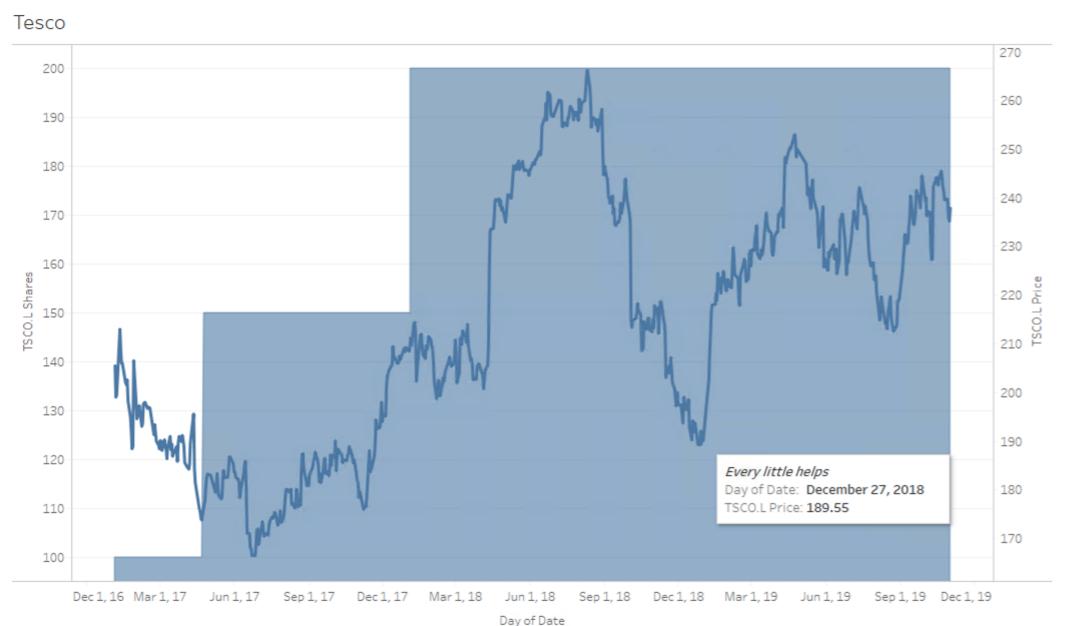
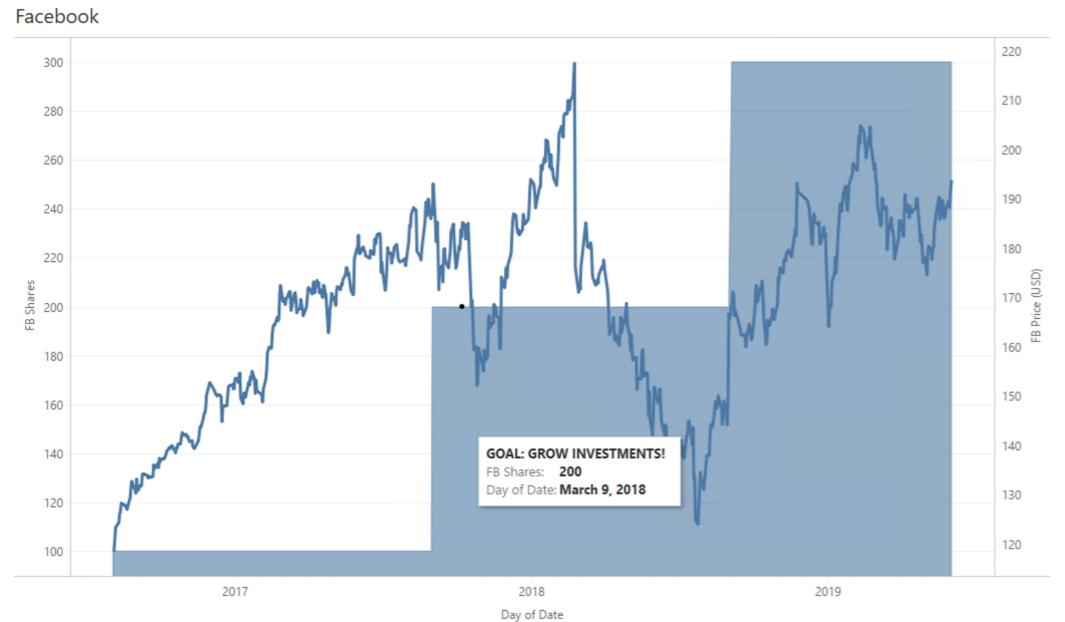


Toyota Motor Corporation (7203.T)

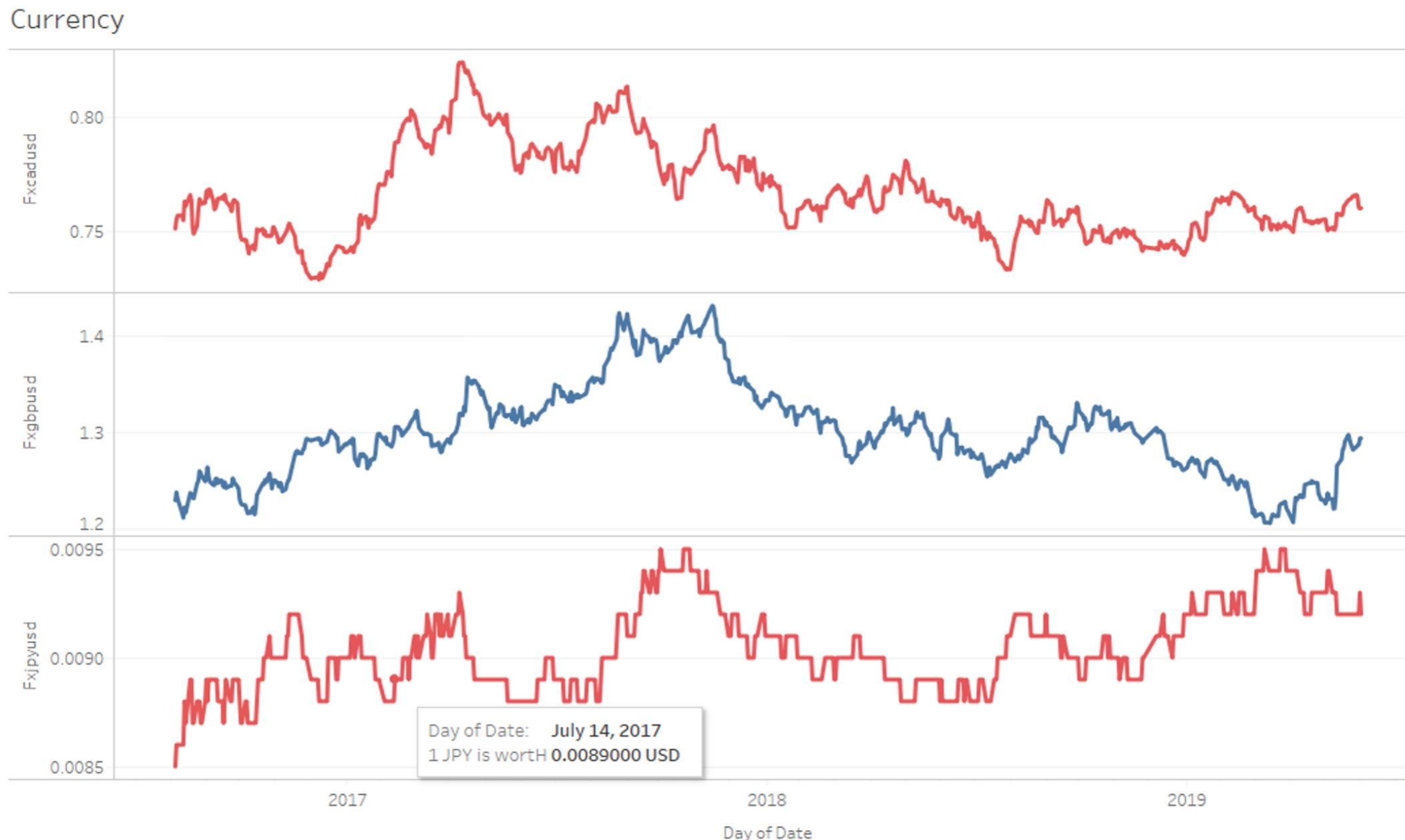
- TYO (JPY)



Monitor stock shares and stock price



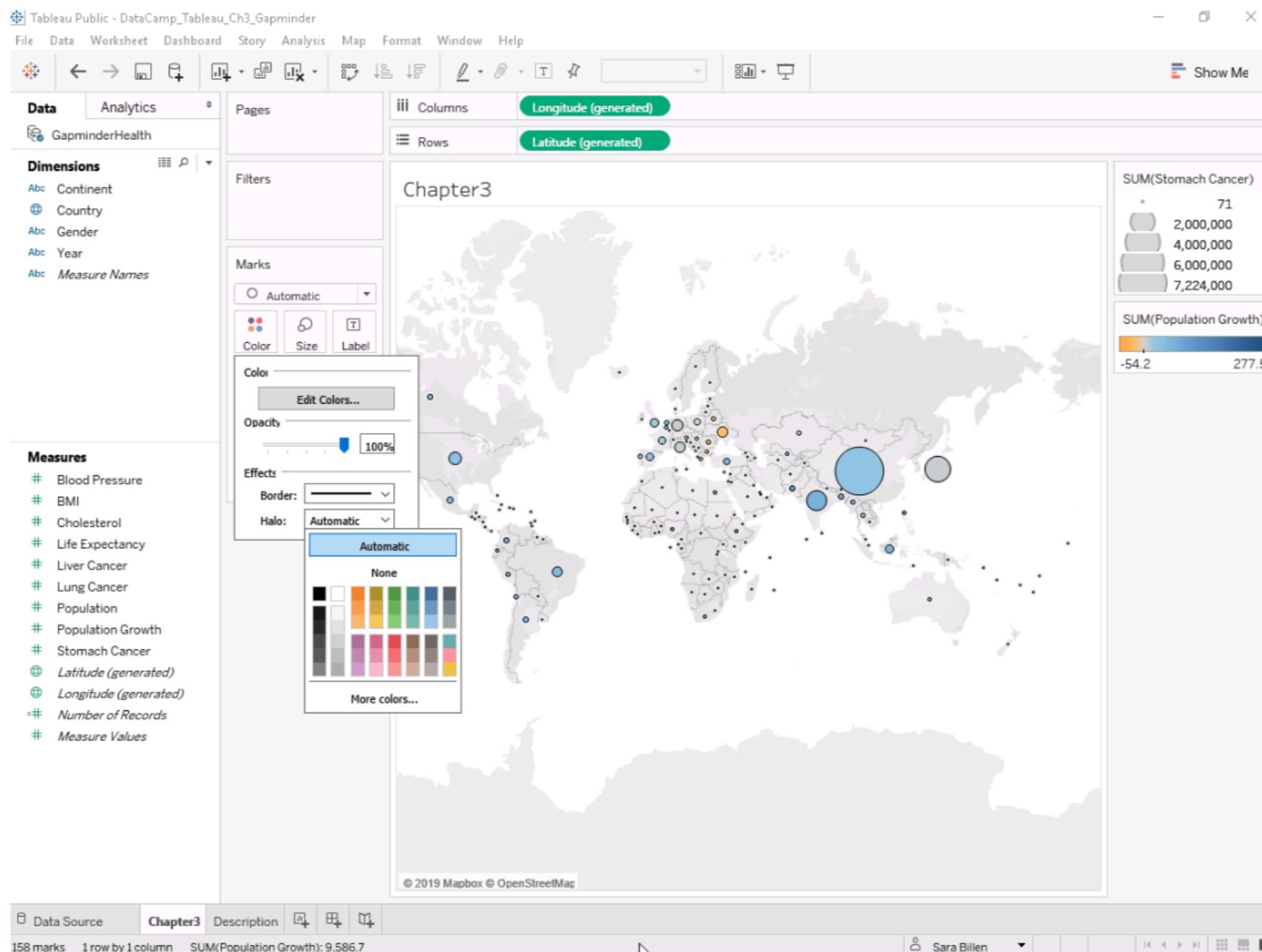
Monitor currency fluctuations



Tableau's workbook and sheet file structure

- A workbook contains sheets.
- A sheet can be a **worksheet**, a **dashboard**, or a **story**.

Worksheet



Dashboard

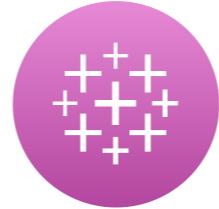
- A collection of several views
- Access dashboards from tabs at the bottom of a workbook
- Data in sheets and dashboards is connected
- Sheets and dashboards update with the latest available data from the data source(s)

Let's practice!

INTRODUCTION TO TABLEAU

Create a dashboard

INTRODUCTION TO TABLEAU



David Venturi

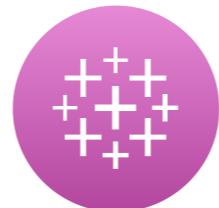
Curriculum Manager at DataCamp

Let's practice!

INTRODUCTION TO TABLEAU

Customize your dashboard

INTRODUCTION TO TABLEAU



David Venturi

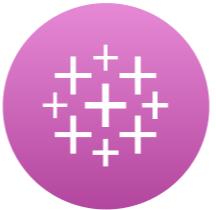
Curriculum Manager at DataCamp

Let's practice!

INTRODUCTION TO TABLEAU

Stories

INTRODUCTION TO TABLEAU



David Venturi

Curriculum Manager at DataCamp

You're an investor

- Goals
 - Grow your investment portfolio
 - Monitor the value of your investments



You're an investor

Facebook, Inc. (FB)

- NASDAQ (USD)



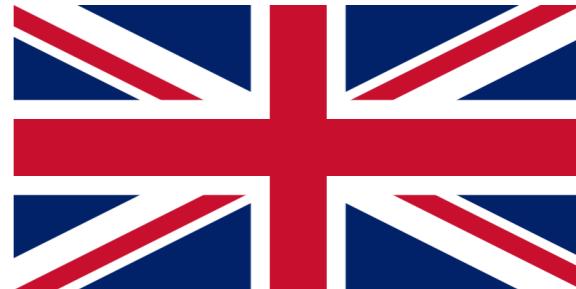
The Toronto-Dominion Bank (TD.TO)

- TSE (CAD)



Tesco PLC (TSCO.L)

- LSE (GBP)

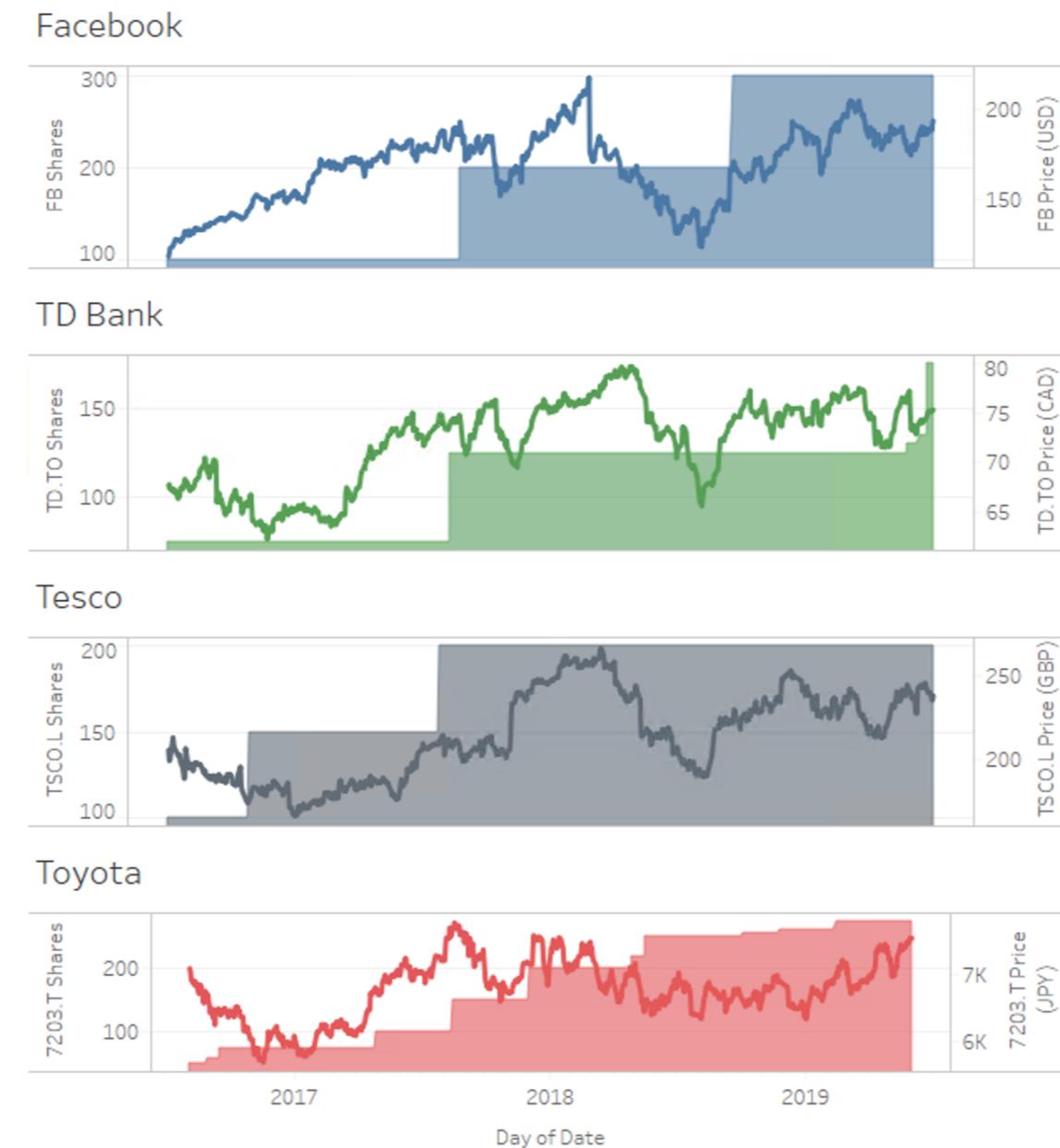


Toyota Motor Corporation (7203.T)

- TYO (JPY)



Monitor currency fluctuations



Story

- A sequence of visualizations that work together to convey information
- A story is a sheet
- Also, a story is a collection of sheets
 - Each individual sheet in that collection is called a **story point**
 - Since dashboards are sheets, a story can be collection of dashboards

Story example

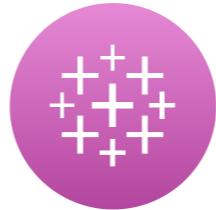


Let's practice!

INTRODUCTION TO TABLEAU

Create a story

INTRODUCTION TO TABLEAU



David Venturi

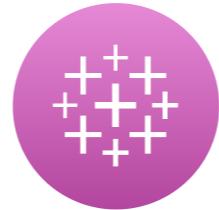
Curriculum Manager at DataCamp

Let's practice!

INTRODUCTION TO TABLEAU

Customize your story

INTRODUCTION TO TABLEAU



David Venturi

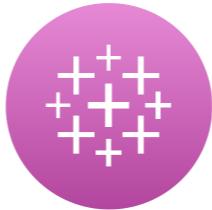
Curriculum Manager at DataCamp

Let's practice!

INTRODUCTION TO TABLEAU

Congratulations!

INTRODUCTION TO TABLEAU

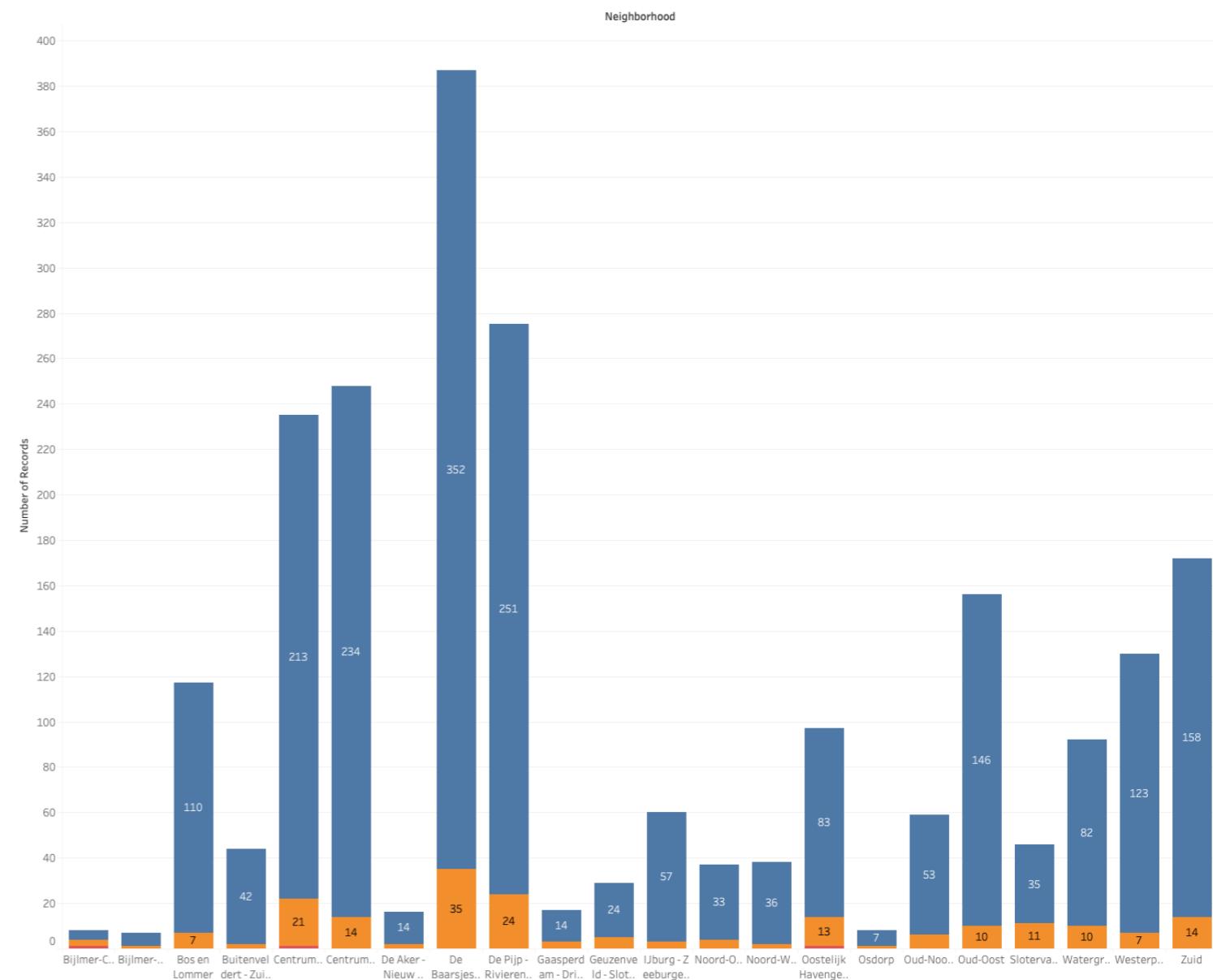


Hadrien Lacroix

Content Developer, DataCamp

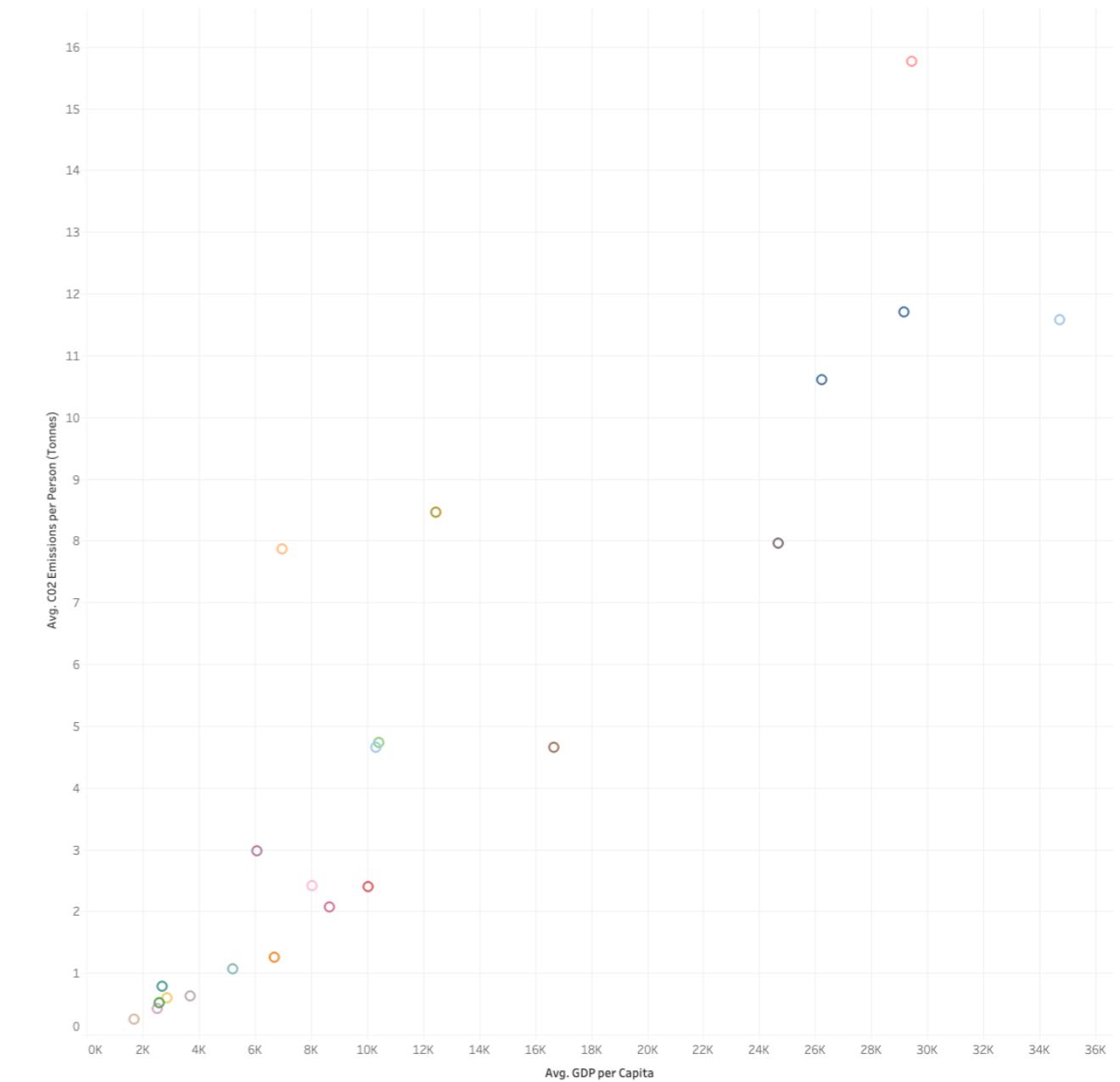
Getting started with Tableau

- Load data and workbooks
- Navigate Tableau
- First visualizations



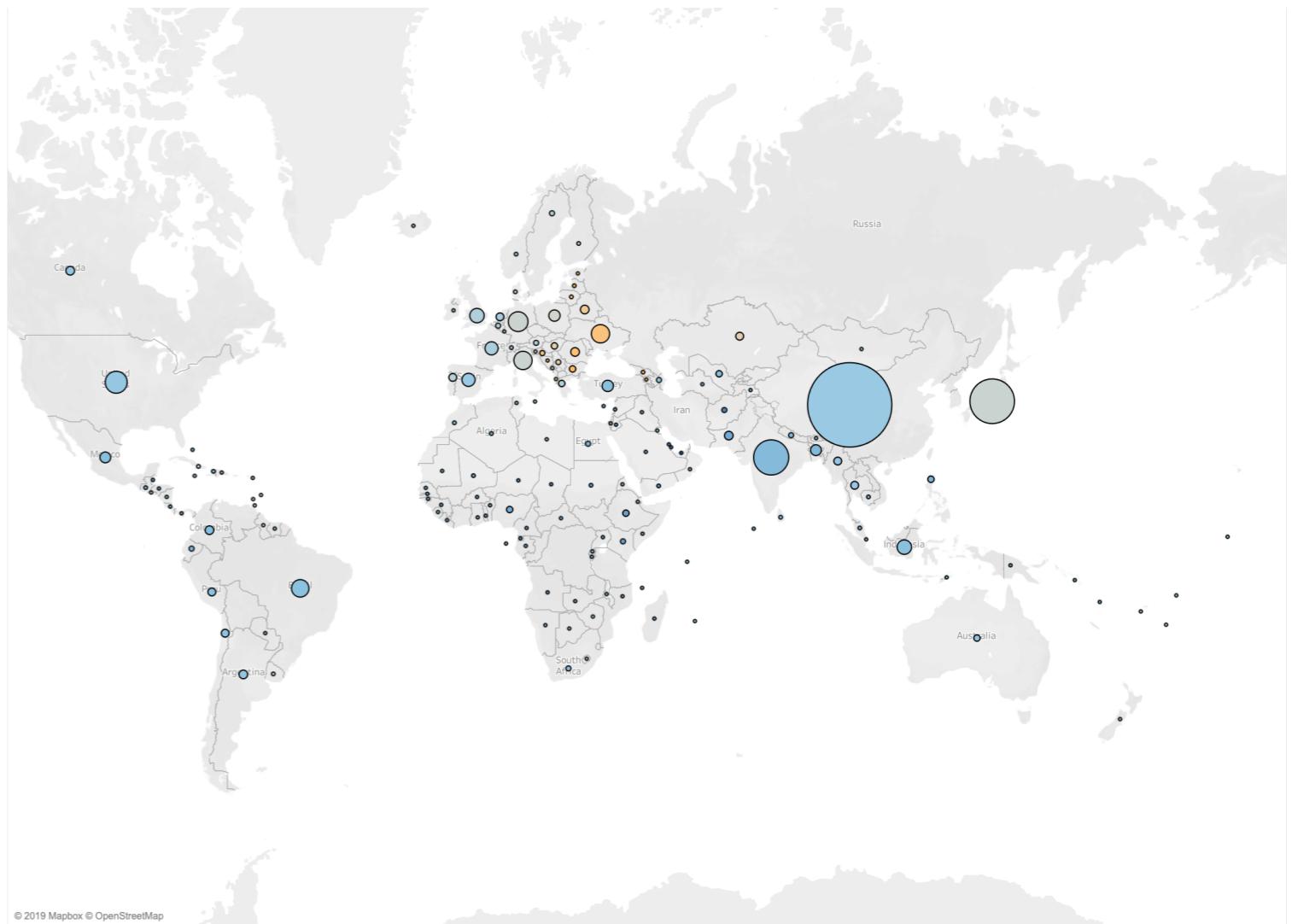
Building and customizing visualizations

- Sorting and filtering
- Aggregation
- Calculated fields



Digging deeper

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



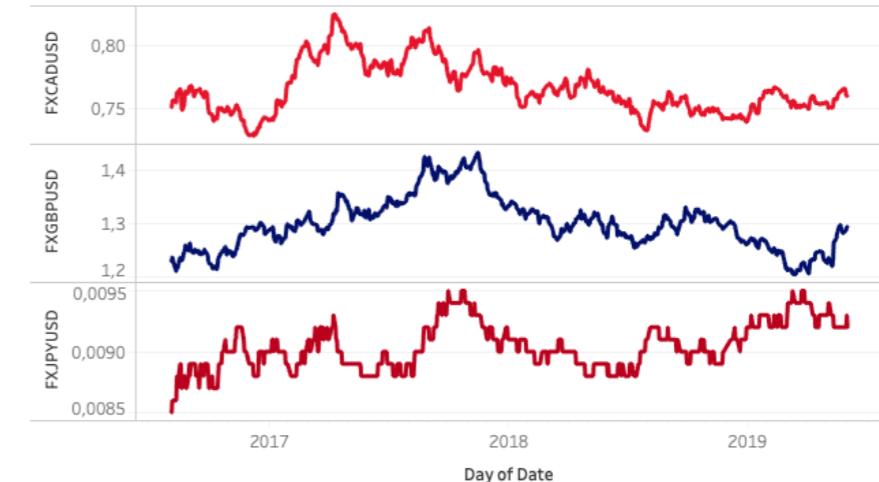
Presenting your data

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

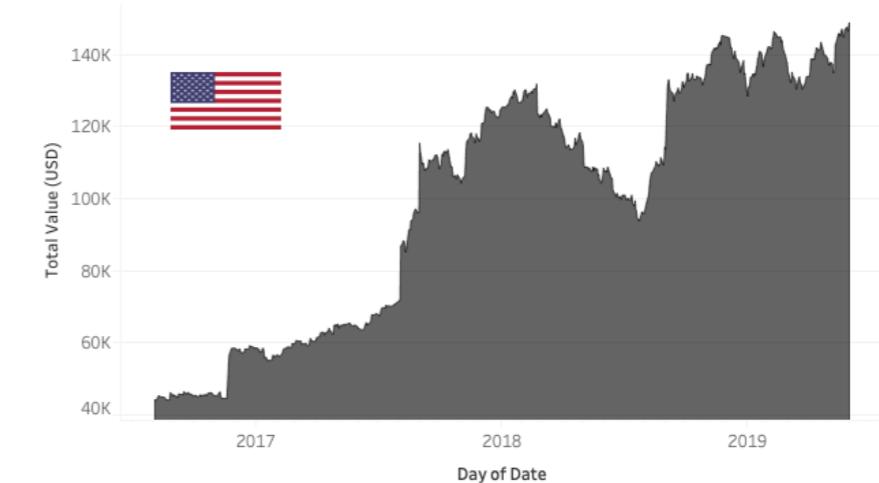
My Portfolio

< 1 2 >

The currencies of my portfolio

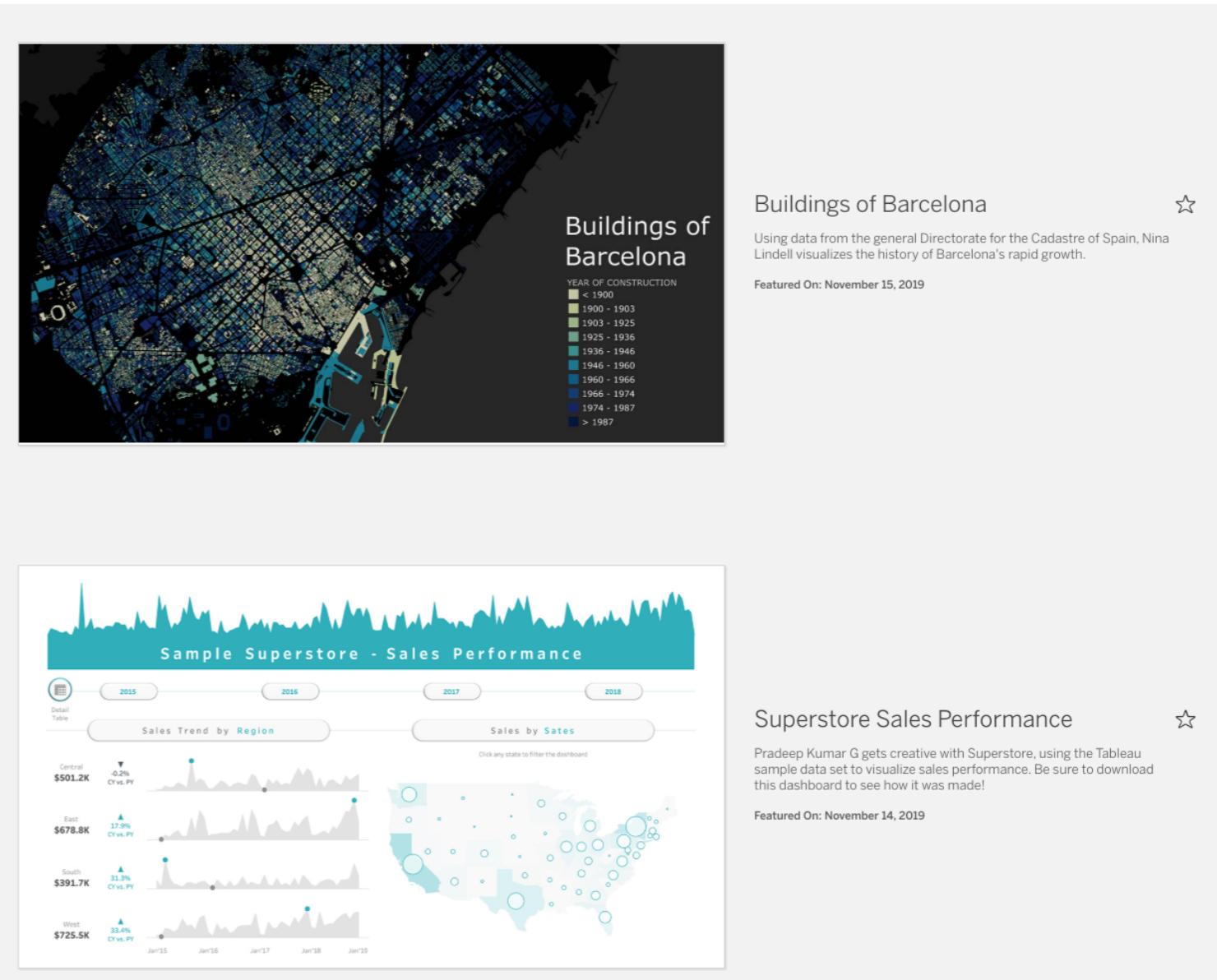


The value of my portfolio in USD



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!

INTRODUCTION TO TABLEAU