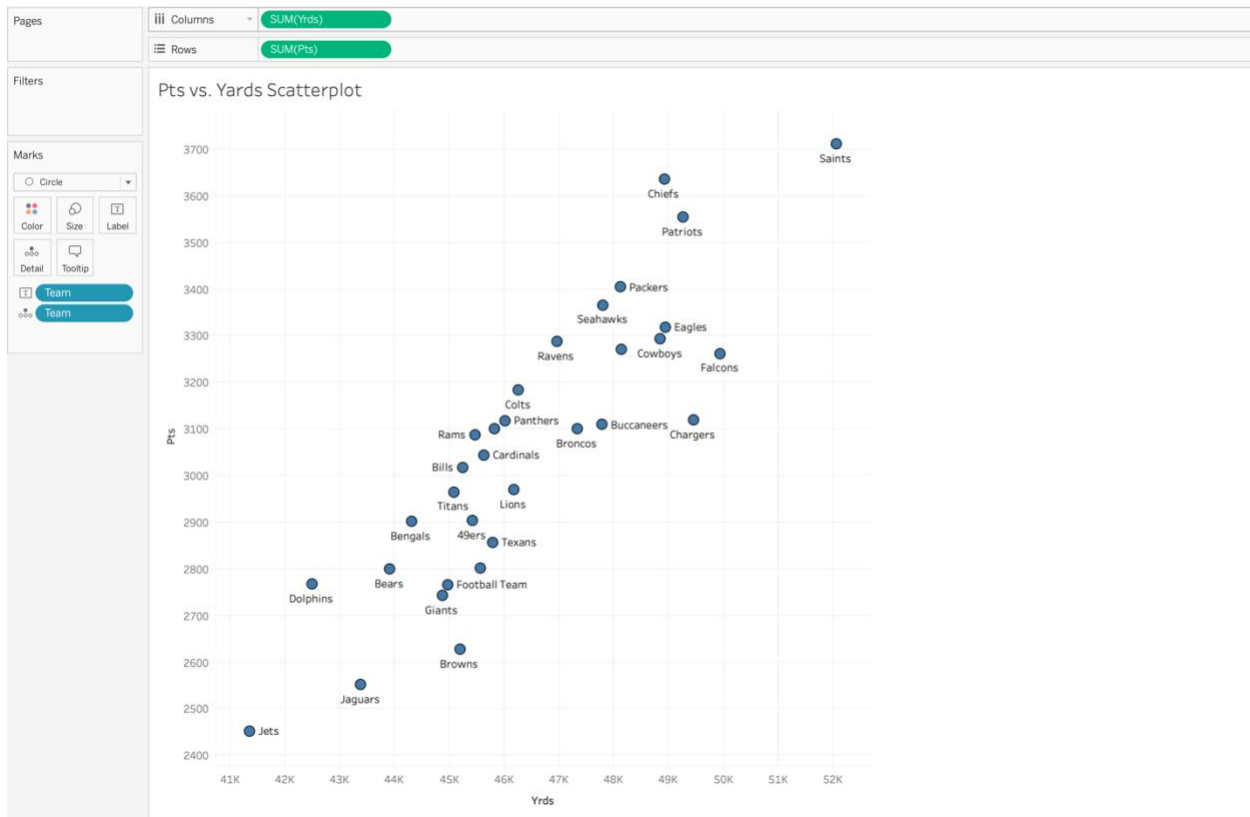


Tableau Sports User Group Step-by-Step Guide

Directions: Follow the steps below to build your Tableau Dashboard with real NFL data from the past decade (or so)!

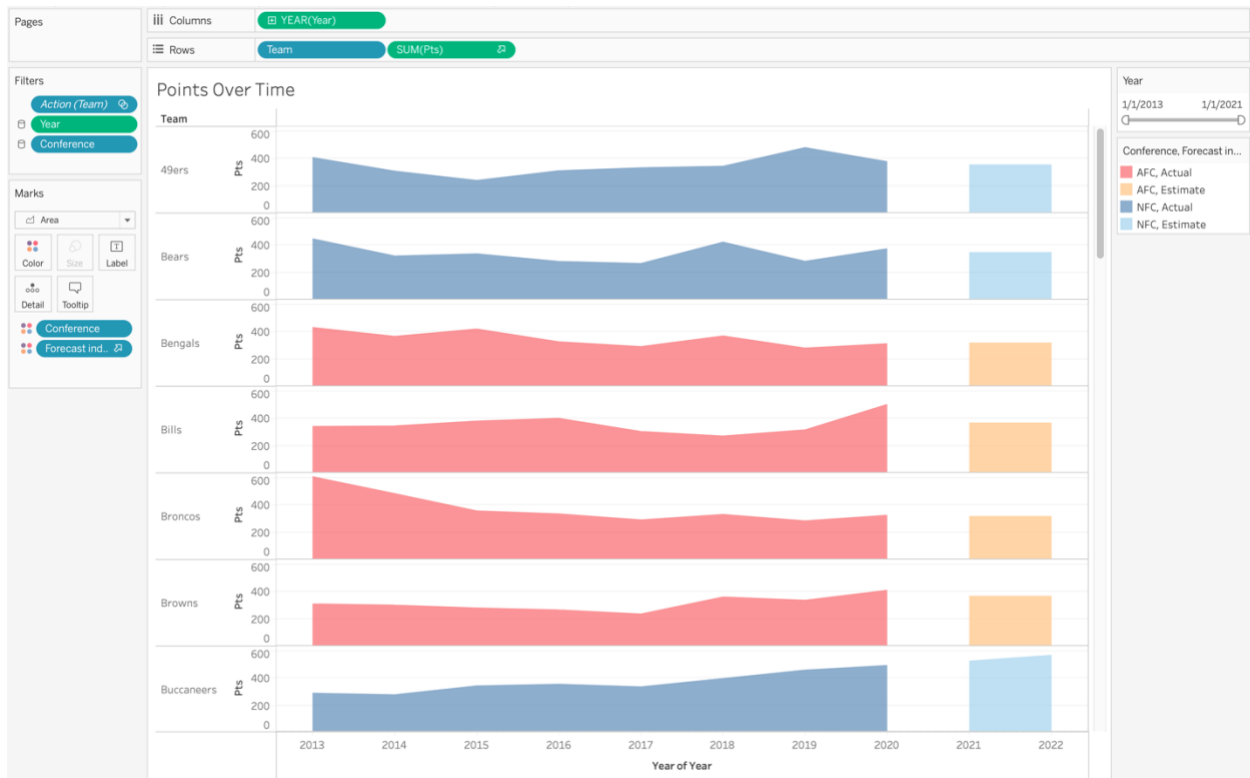
Visualization 1: Scatter Plot

- On a Mac, Hold “cmd” (if you are on Windows it is “ctrl” on your keyboard and select three fields: **Team**, **Pts**, and **Yrds**.
- Look at the top right of Desktop where you see ‘Show Me’
- Select Scatterplot (outlined in red)
- Change ‘Automatic’ to ‘Circle’
- Select Color on the ‘Marks Card’, and hit the Border drop down and give your marks a black outline
- Increase Size on ‘Marks Card’
- Drag a new **Team** to Label on the ‘Marks Card’
- Edit Both Axis’ (right click -> Edit Axis) and deselect ‘Include Zero’ in dialog box
- Name the Worksheet



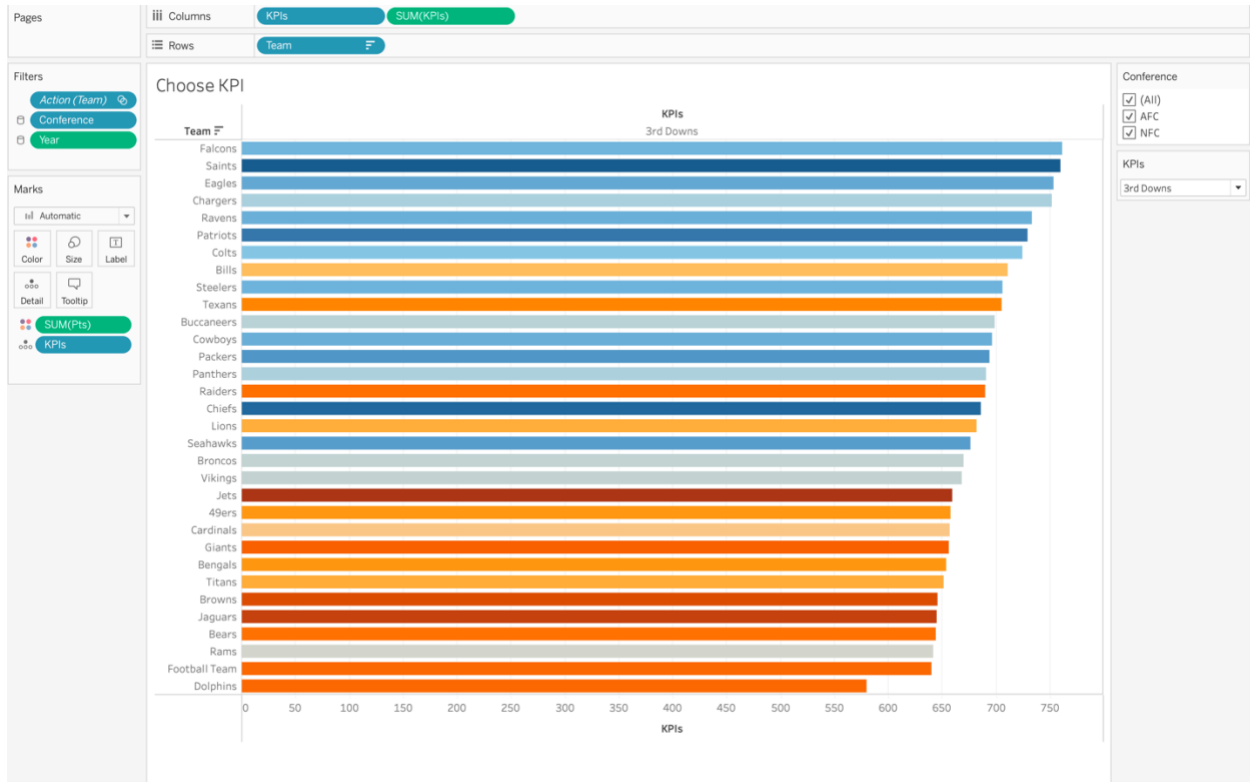
Visualization 2: Points over Time

- Drag **Year** to Columns
- Drag **Pts** to Rows
- Drag **Team** in front of **SUM(Pts)** on Rows
- Drag **Conference** onto Color on the 'Marks Card'
- Go to 'Show Me' and change the Visualization from a Line Graph to an Area Chart
- Select 'Analytics' Pane in top left of Tableau Desktop
- Drag 'Forecast' onto the Canvas
- Rename Worksheet



Visualization 3: Choosing a KPI

- Drag **Team** to Rows
- Drag Parameter **KPIs** to Columns
- Drag the Calculated field **KPIs** next to the Parameter in Columns shelf
- Right Click on the Parameter **KPIs** and select 'Show Parameter'
- Drag **Pts** to Color on the 'Marks Card'
- Click on Color, and 'Edit Colors...' from the 'Automatic' color palette to 'Orange-Blue Diverging'



Dashboard Design

- Click the little 4x4 box next to new sheet to start your dashboard
- Drag the first sheet we built (the scatterplot) into the canvas
- Remove the **Team** legend
- Drag the second sheet we built (area chart) below the scatterplot
- Hit the drop-down on the line graph, and hover over 'Fit'
- Select 'Fit Width'
- Remove the **Conference** legend
- Drag the last sheet we built (Bar chart) to the right of both the scatterplot and Area Chart
- Remove **Pts** legend, but keep the **KPIs** Parameter
- Make sure to hit the drop down of the bar chart and hover over 'Fit' and select Entire View

Building a dashboard for our Audience

- In the top left of Tableau Desktop, under 'Device Preview' change 'Size' from Fixed to Automatic
- Check 'Show dashboard title' in the bottom left of Tableau Desktop
- Name the Dashboard "Who are the most successful NFL teams in recent history? Let's find out!"
- Click on the drop-down arrow on the area chart, and hover over "Filters" and select **Year**
- Do the same thing on the area chart and hit the drop-down arrow to Filters
- Select **Conference**
- MAKE SURE: both filters (**Conference** and **Year**) are checked off as 'All using this data source'. How? Hit the drop down on each filter and hover over 'Apply to Worksheets'. From there, the filter will break down each sheet in the dashboard.

Adding a Custom Image

(make sure you have saved the NFL logo from .zip file to your computer)

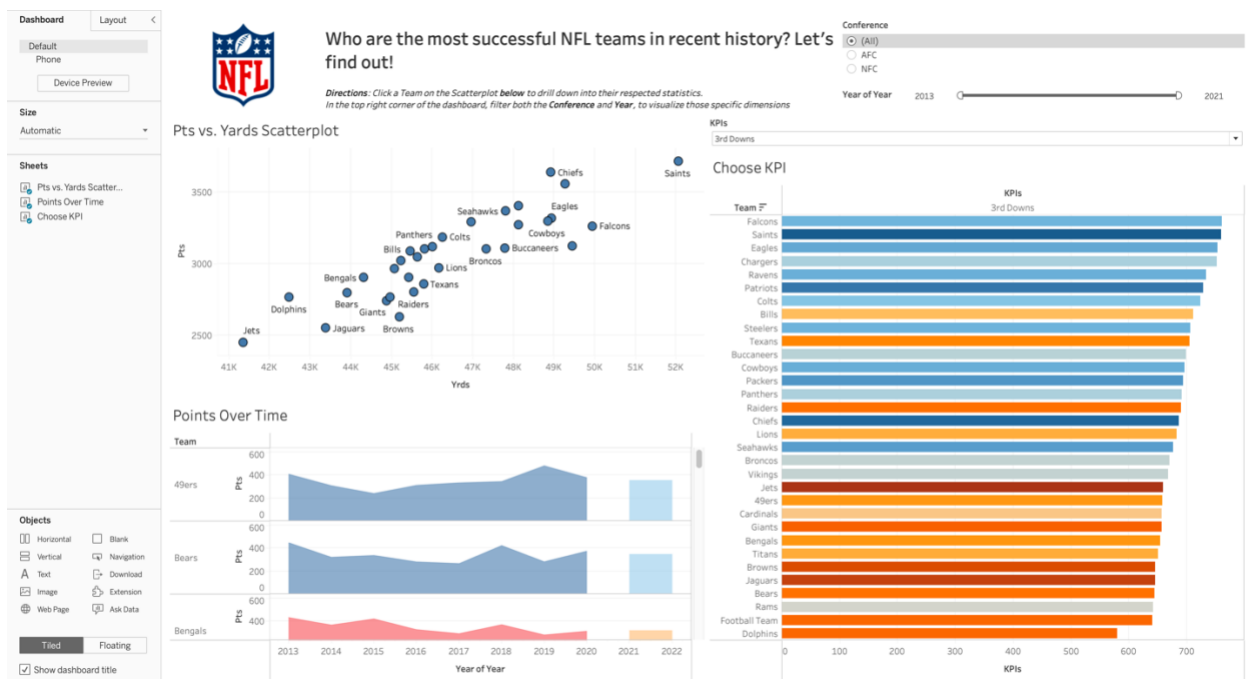
- Drag a 'Blank' dashboard object from the bottom left of Tableau Desktop to the top of your dashboard
- Next, Drag an 'Image' object and place this on the left side of the Blank object you just dragged on the canvas
- Choose the NFL logo image we saved to our computer
- Check the boxes next to Fit and Center Image
- Format the Objects so the NFL shield logo is in the top Left Corner of your dashboard
- Select the Dashboard title we added in the previous section
- Drag that Dashboard title to the right of the NFL Logo

Final touches

- Bring the **Conference** Filter to the top right of your dashboard
- On the drop-down arrow of the Conference filter, select 'single value list'
- Drag the **Year** Filter under the Conference Filter
- Drag **KPIs** Parameter into the Bar Chart sheet container, just above the sheet
- Hover over the Team field on the Bar chart
- Click on the drop-down arrow, hover over field and select **SUM(KPIs)**
- Bring the empty dashboard object from under your **Year** filter to under the Dashboard Title
- Drag a Text Box to the 'Blank' Object and insert these directions:

Directions: Click a Team on the Scatterplot **below** to drill down into their respected statistics. In the top right corner of the dashboard, filter both the **Conference** and **Year**, to visualize those specific dimensions

- Remove the 'Blank' Object
- Lastly, select the original scatterplot we built with the team logos
- Do you see the cone-looking Button above the drop down? Click that as you will use this Sheet as a filter
- Done!



Congratulations on finishing your workbook! Feel free to edit, change or improve anything we walked through today. Below are further resources on items we discussed today:

Supporting Resources:

- [Using 'Show Me'](#)
- [Using Custom Shapes](#)
- [Forecasting in Tableau](#)
- [Creating a Parameter](#)
- [Design best practices for effective dashboards](#)
- [The Do's and Don'ts of Dashboards](#)