

TABLEAU - INSPIRATION IN COLOUR



General Notes

AUTHOR

Jed Guinto, 22 August 2019

UDEMY TRAINING

Become Tableau Certified: Desktop, Prep, Bridge and Online

<https://www.udemy.com/course/tableau-for-beginners/>

ACKNOWLEDGEMENTS/REFERENCES

Big Book of Dashboards (Steve Wexler, Jeffrey Shaffer, Andy Cotgreave)

All graphics created using Tableau SuperStore

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USING THIS eBOOK

I wrote this book to share ideas and inspiration for different ways to create your dashboards.

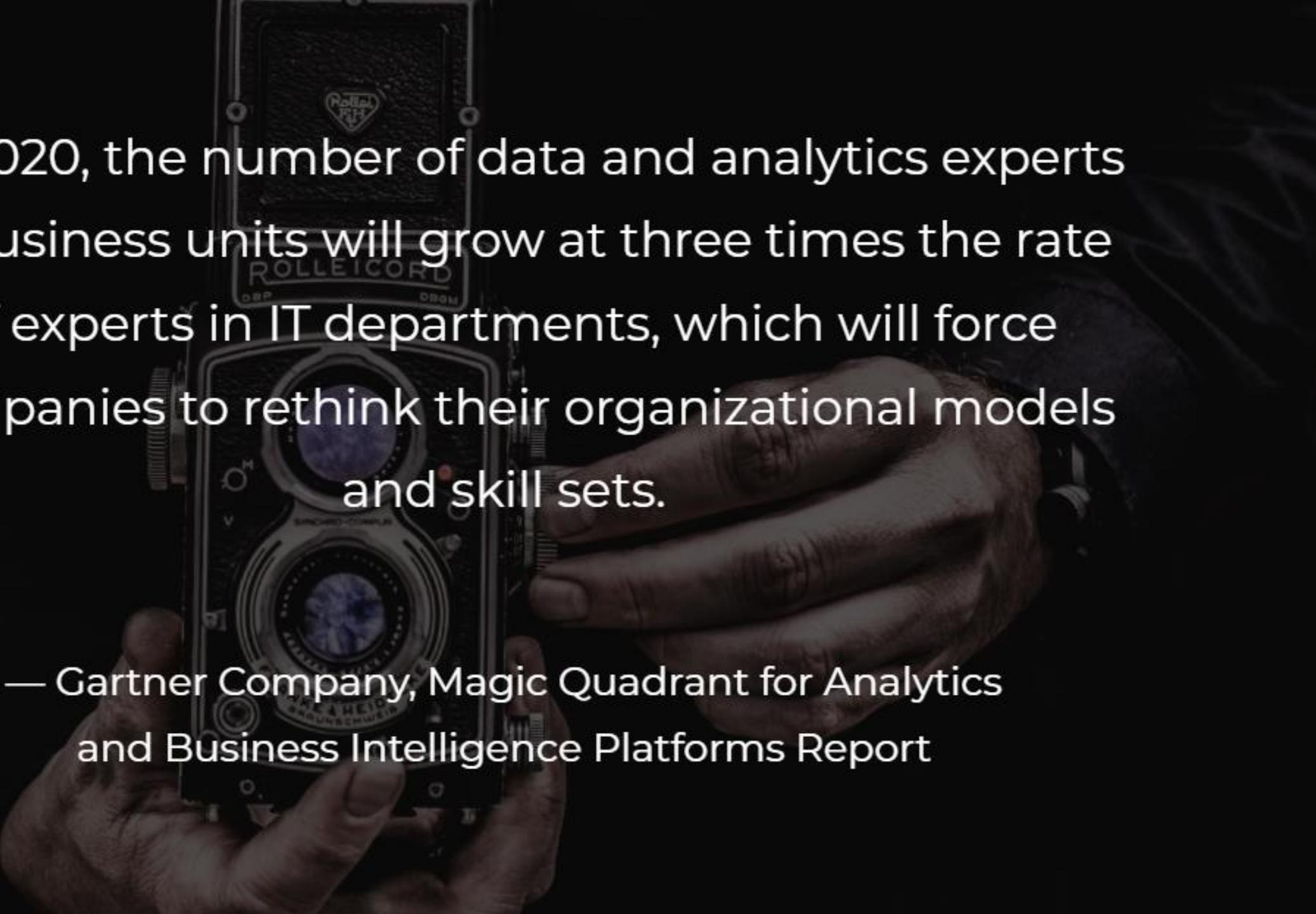
When I was learning I found it very useful to see different ways information can be visualized and represented and gave me ideas for my own.

Though I will not be provided detailed instructions on recreating such graphics, please contact me if you would like me to create a course or training video on how to do so.

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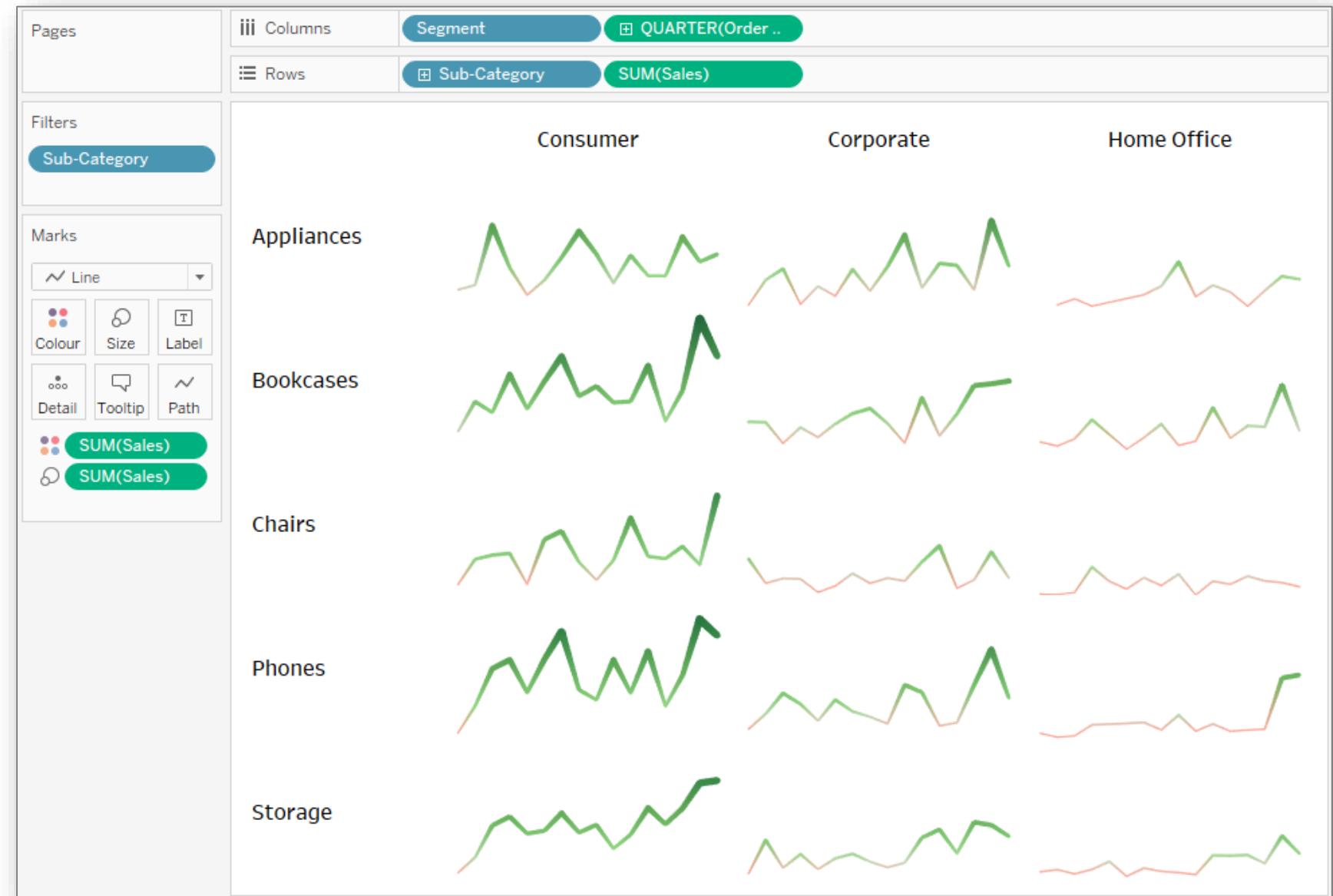
By 2020, the number of data and analytics experts in business units will grow at three times the rate of experts in IT departments, which will force companies to rethink their organizational models and skill sets.

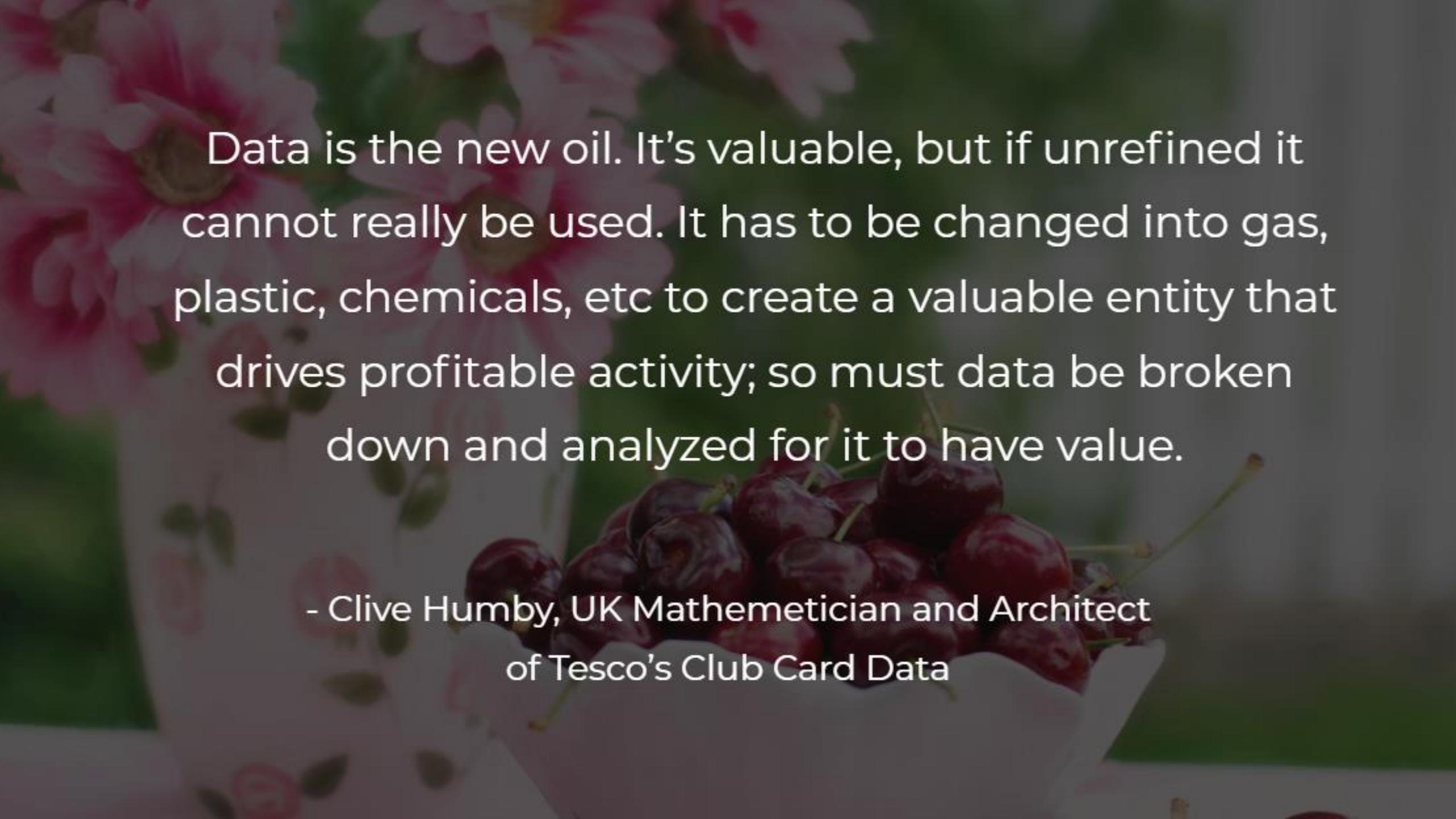
— Gartner Company, Magic Quadrant for Analytics and Business Intelligence Platforms Report

MINI TRENDS

Sometimes we're not interested in exact figures but more in peaks and troughs.

This type of graphic is great for this because it eliminates the temptation to ask about certain numbers and instead focus on shape and movement.





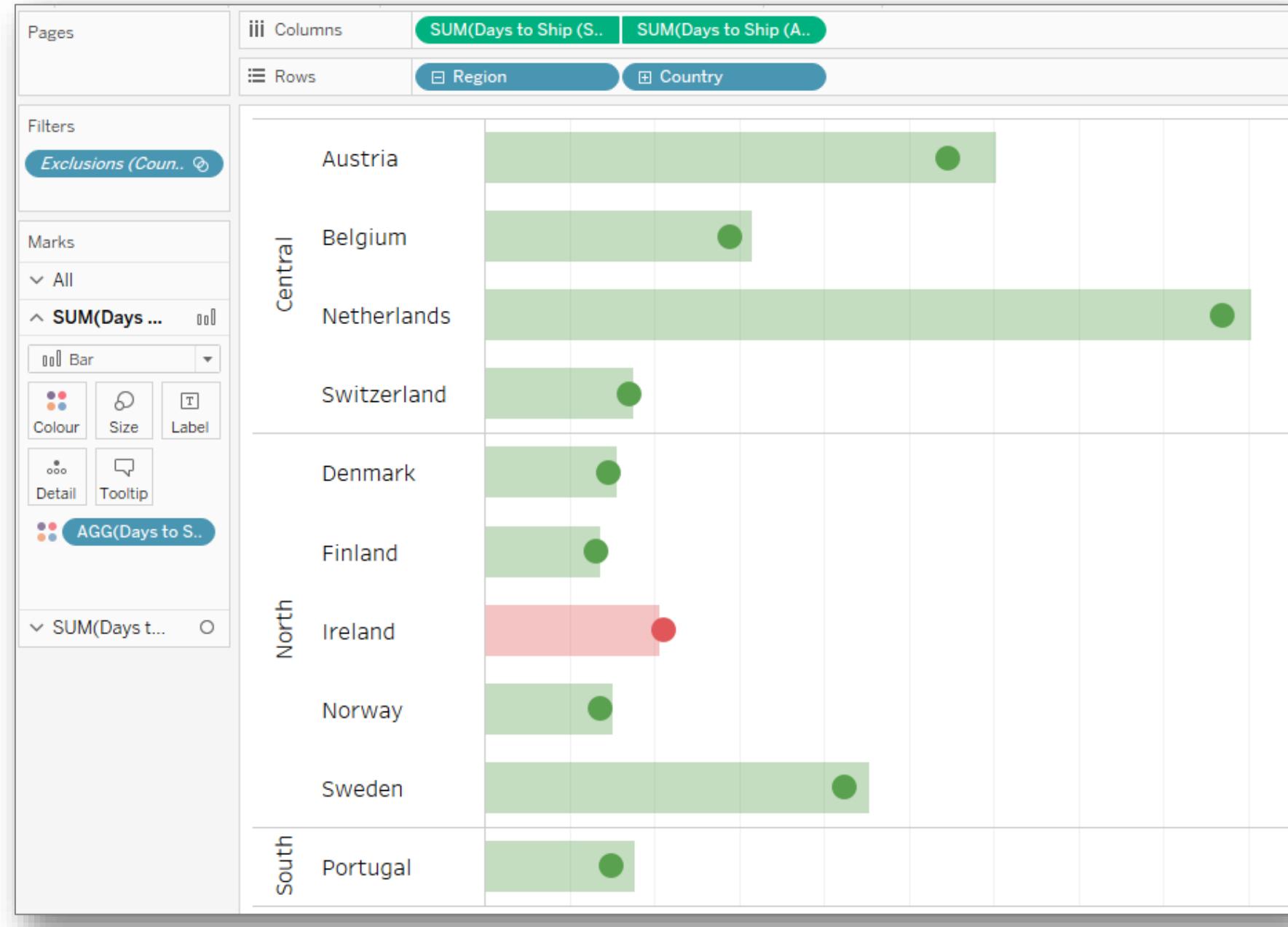
Data is the new oil. It's valuable, but if unrefined it cannot really be used. It has to be changed into gas, plastic, chemicals, etc to create a valuable entity that drives profitable activity; so must data be broken down and analyzed for it to have value.

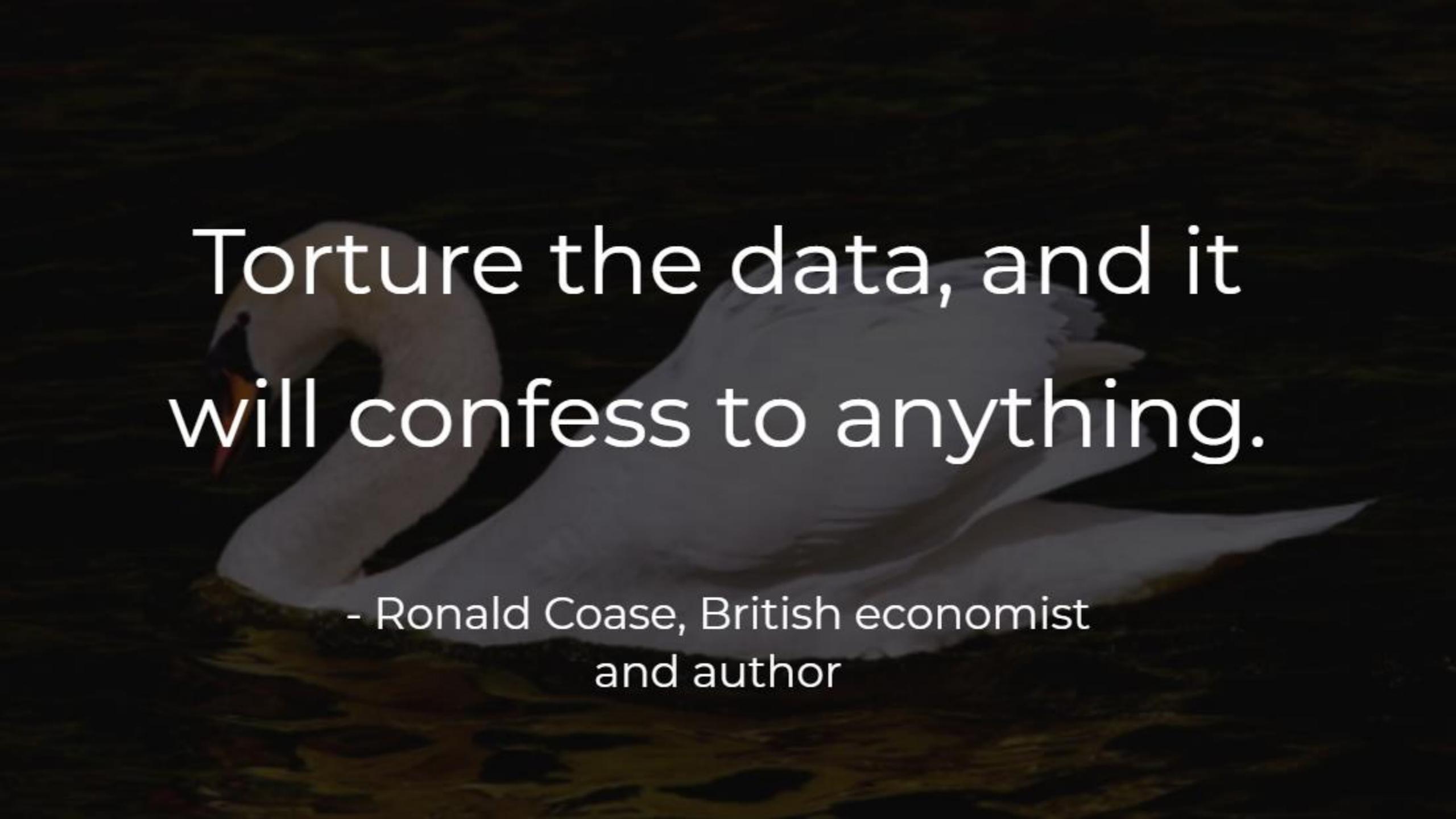
- Clive Humby, UK Mathematician and Architect
of Tesco's Club Card Data

KEY PERFORMANCE INDICATOR (KPI)

Measuring performance is key in any business to see if you're hitting your targets.

To see at a glance whether an activity or target is on-track is extremely helpful in determining where to allocate resources, which issues to fix or which activities to celebrate.





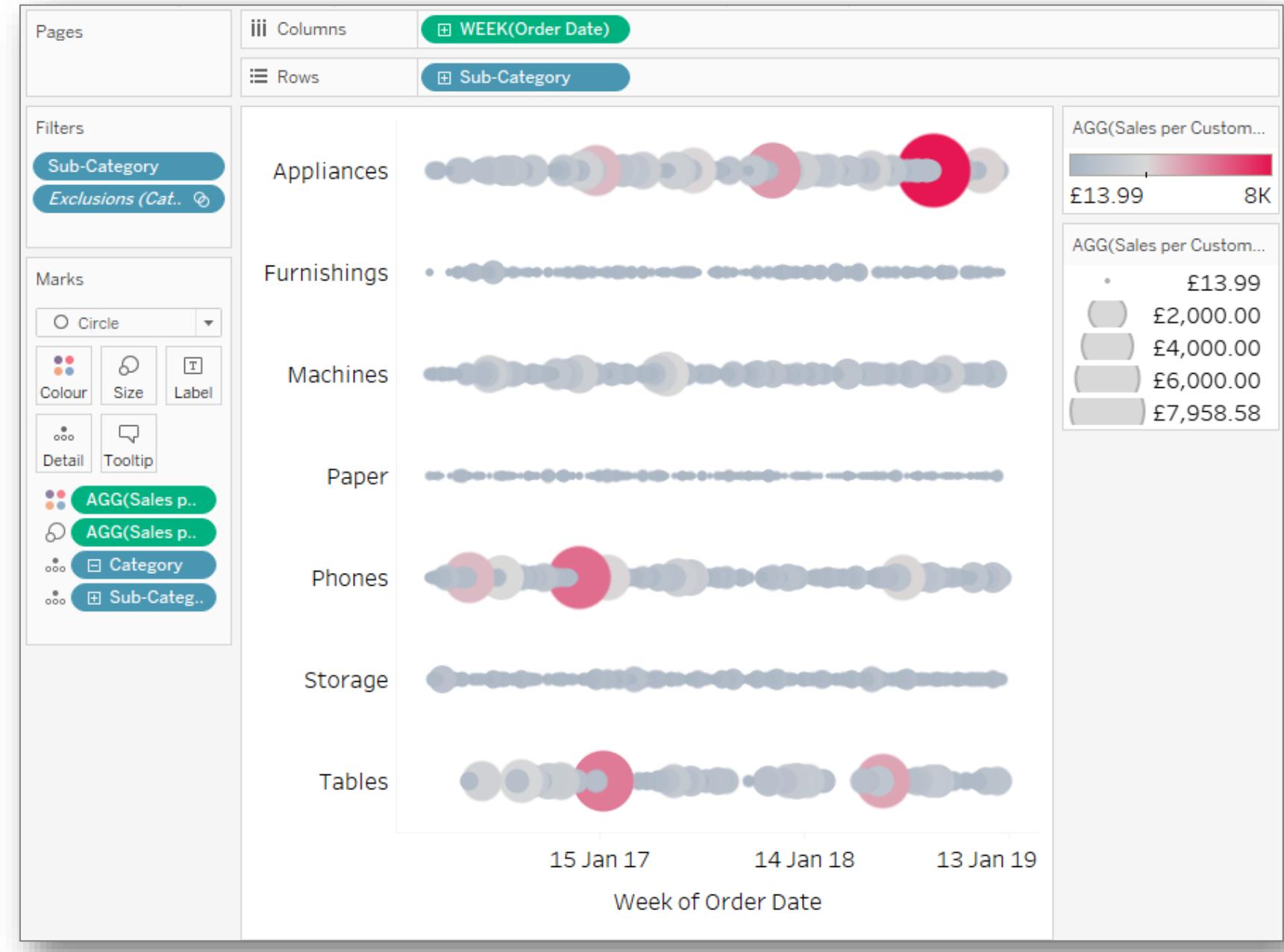
Torture the data, and it
will confess to anything.

- Ronald Coase, British economist
and author

DOT-TIME

I love this graph because it shows any major spikes in data without taking up as much space as a line graph allowing you to pack in more dimensions.

Using colour we can easily identify any bubbles that are a cause for concern or outliers in our data set which can prompt further investigation.



A photograph showing two people from behind, riding bicycles away from the viewer. They are on a path surrounded by dense, tall trees. The scene is dimly lit, suggesting it might be early morning or late afternoon.

I keep saying that the sexy job in the next
10 years will be statisticians and I'm not
kidding

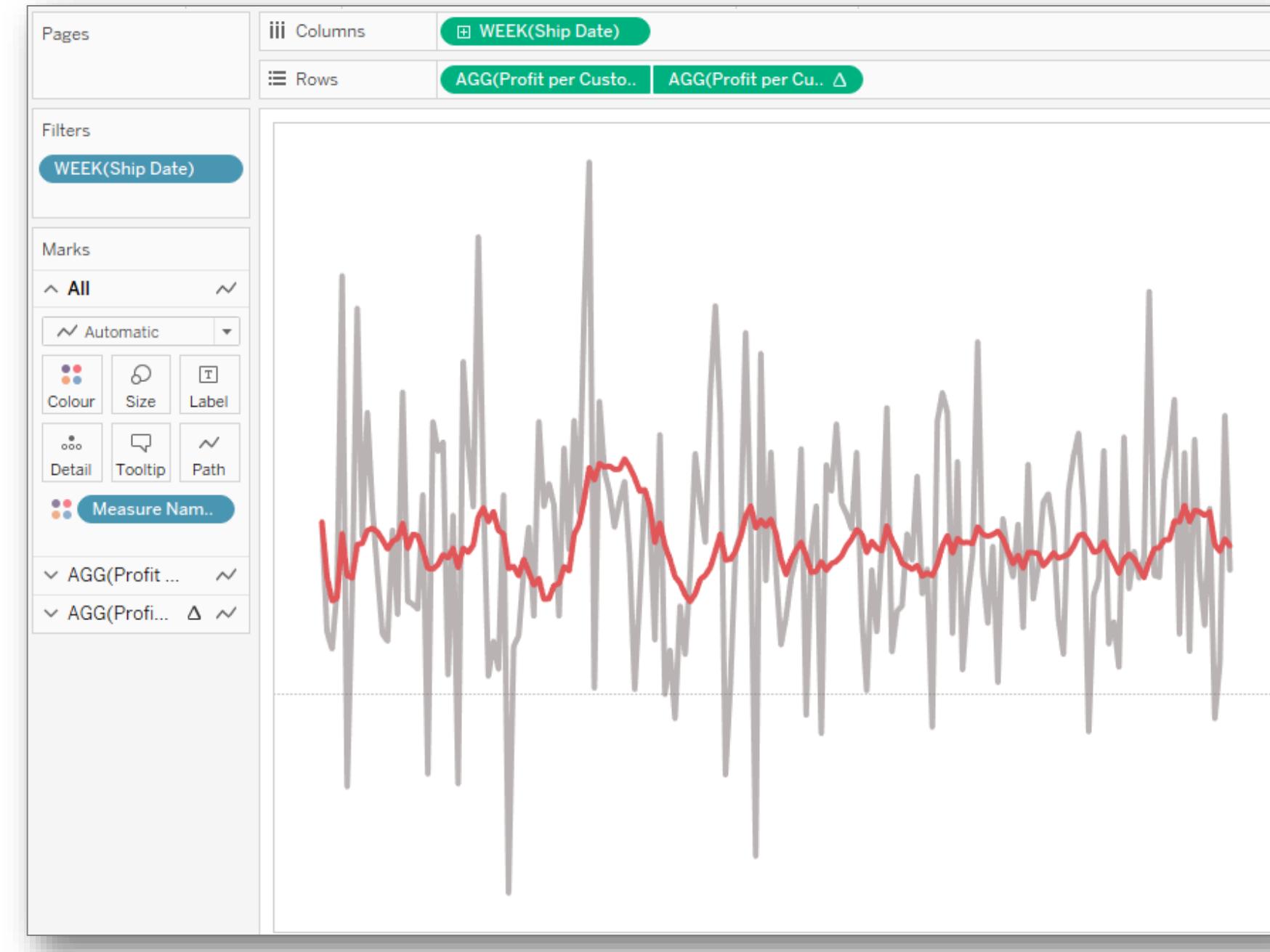
- Hal Varian, Chief Economist, Google

DUAL MOVING AVERAGE

The more granular or the more data points you incorporate the messier or noisy a data set can become.

So then how would you determine if the data as a whole is growing, decaying or stagnating?

Moving averages allow you to smooth your data out and eliminates significant spikes revealing the movement of your data set as a whole.



A woman with long dark hair, wearing a white lab coat and a surgical mask, is shown from the chest up. She is looking down at her hands, which are positioned as if she is working on something small and precise. The background is a soft-focus teal.

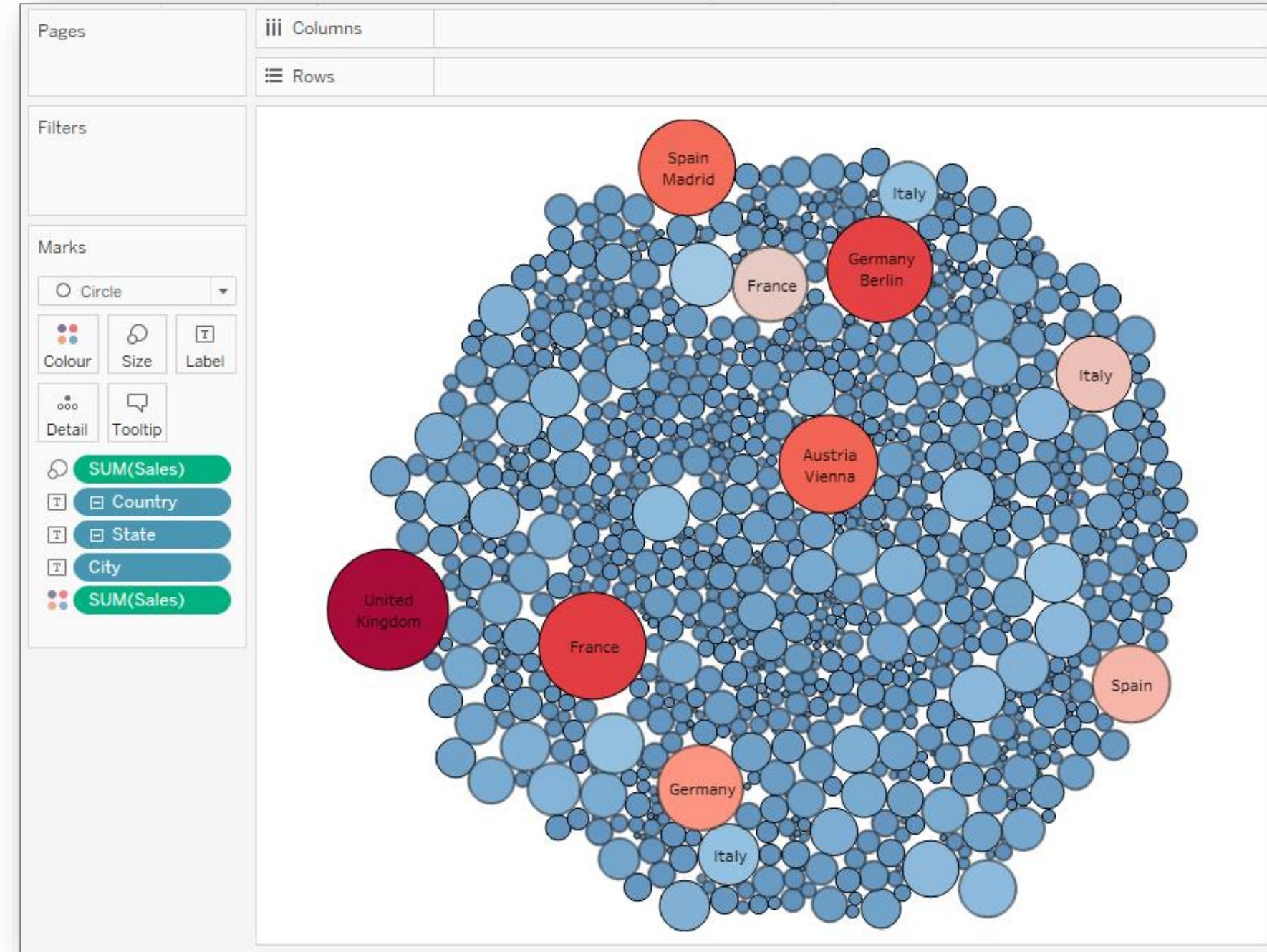
Big data will replace the
need for 80% of all doctors

- Vinod Khosla, Co-Founder of Sun
Microsystems and founder of Khosla
Ventures.

PACKED BUBBLE

One of the benefits of a packed bubble chart is it's aesthetics. It's attractive and eye catching which plays a big part in data visualization.

In this example we can quickly identify countries with high sales. In addition to this, the space a packed bubble takes up is significantly less than a bar chart which would easily go off the page making it ideal for one page reporting.



Autodidacts—the self-taught, un-credentialed, data-passionate people—will come to play a significant role in many organizations' data science initiatives

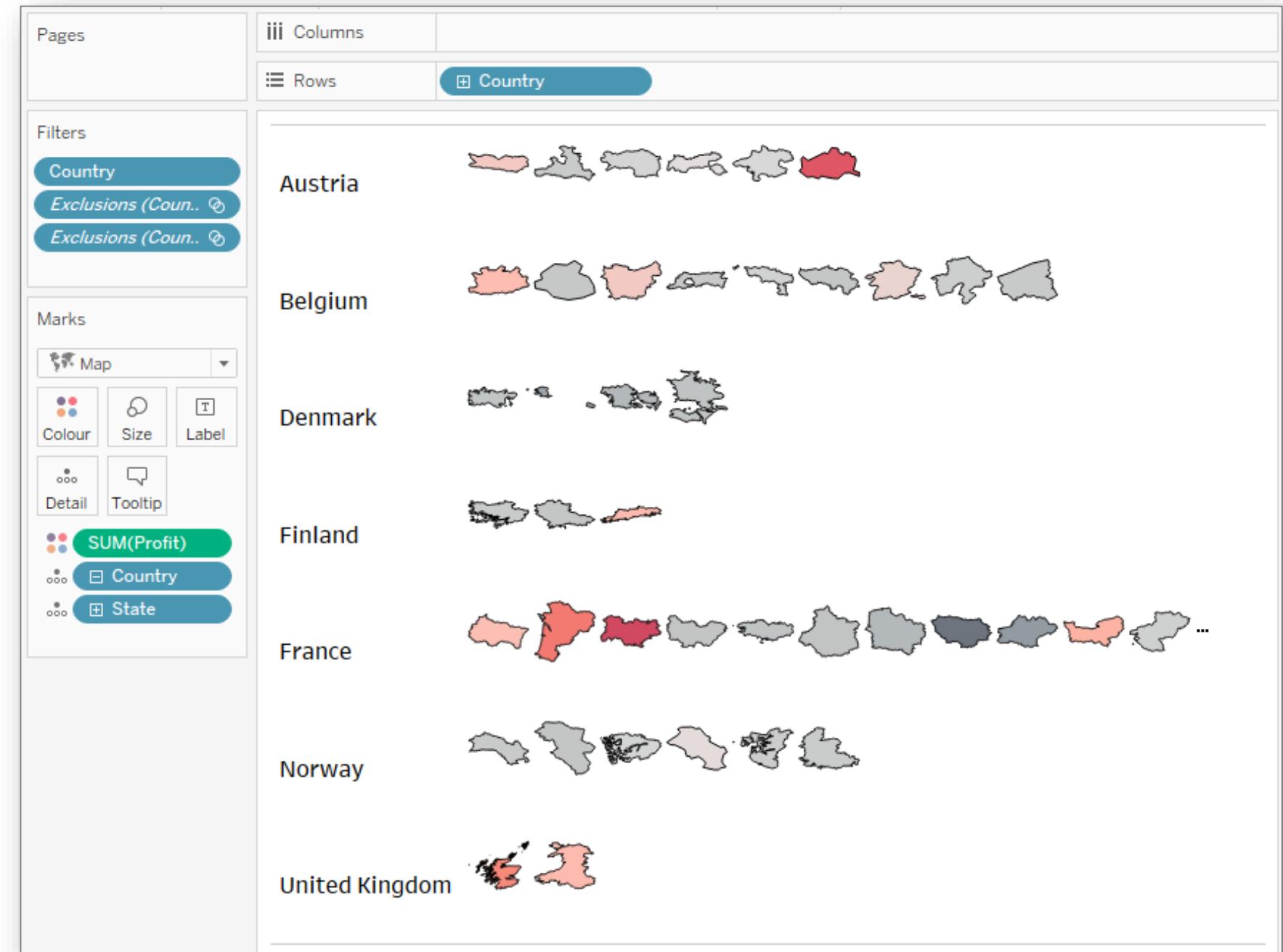
- Neil Raden, Founder and Principal Analyst, Hired Brains

Research

MINI MAPS

Though not used as often as some of the other graphics, mini maps allow you to see each state or region individually.

This shows a different perspective to the standard map which connects the maps on the globe. This particular view not only shows you which country has the most states but also which states are making the least profit.



A dark, moody photograph of a person sitting at a desk in a dimly lit room. The person is seen from the side and back, wearing a light-colored shirt. They are looking down at a laptop computer which is open on the desk in front of them. The overall atmosphere is focused and quiet.

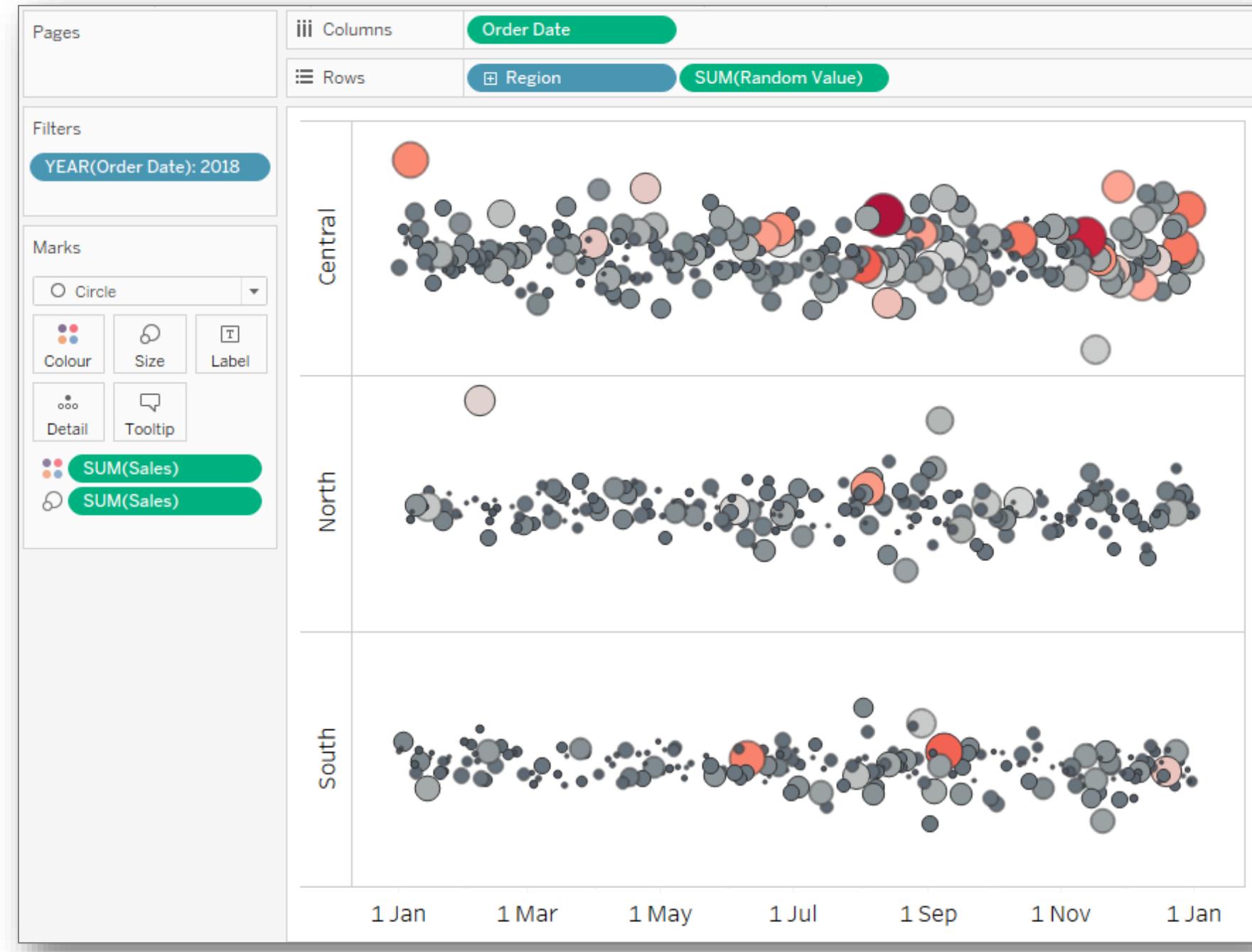
We should teach the students, as well
as executives, how to conduct experiments,
how to examine data, and how to use
these tools to make better decisions

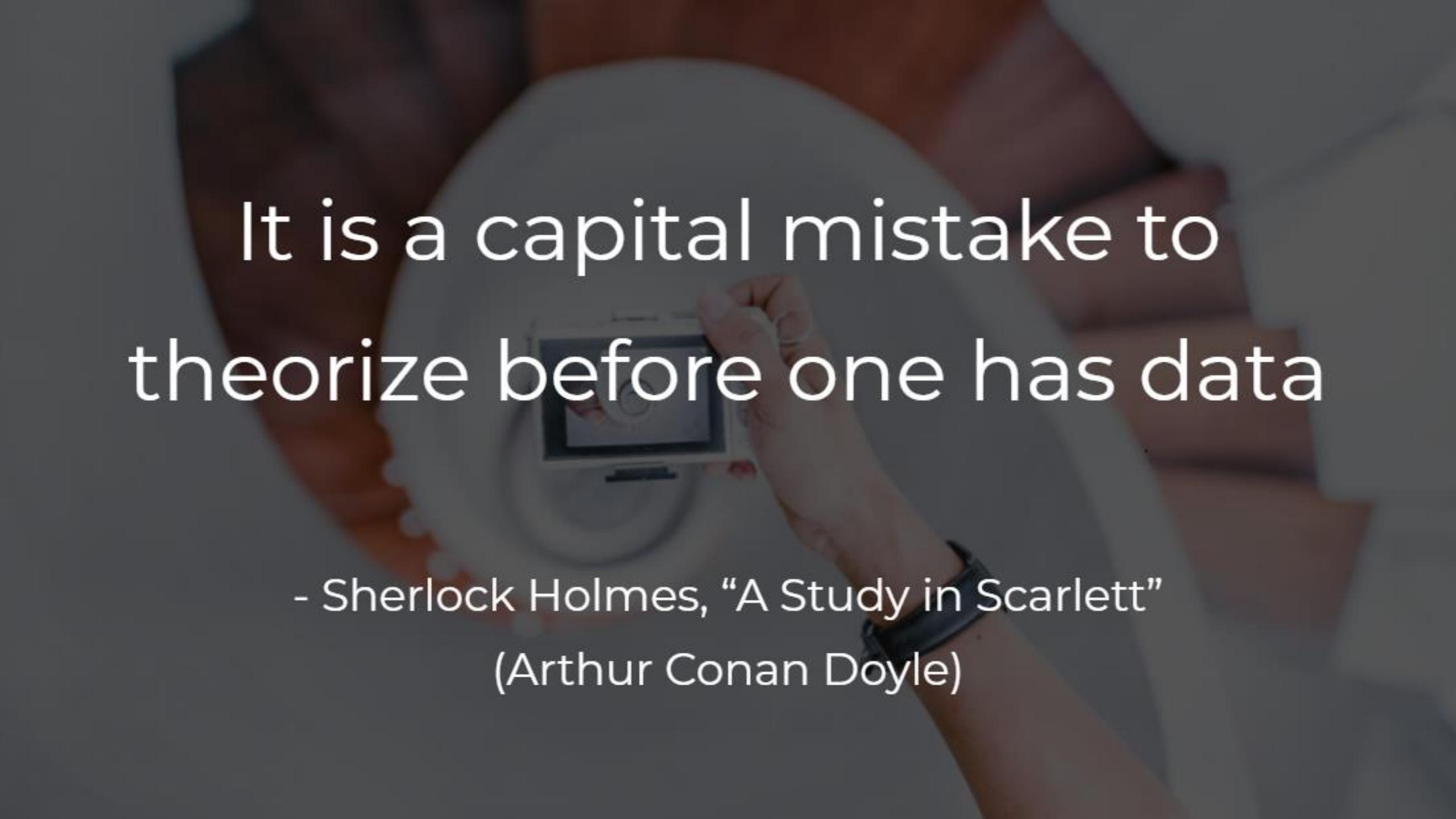
- Dan Ariely, Professor of Psychology and Behavioral Economics
at Duke University and a founding member of the Center for
Advanced Hindsight.

JITTER MAP

The jitter map isn't seen as often in visualizations.

When mapping many points along a single line, it can be difficult to see concentrations along time. The jitter map introduces an arbitrary random number which evenly distributes the values vertically hence spreading out values for ease of view.



A photograph showing a person's arm and hand holding a smartphone. A magnifying glass is held over the phone's screen, focusing on the device. The background is blurred.

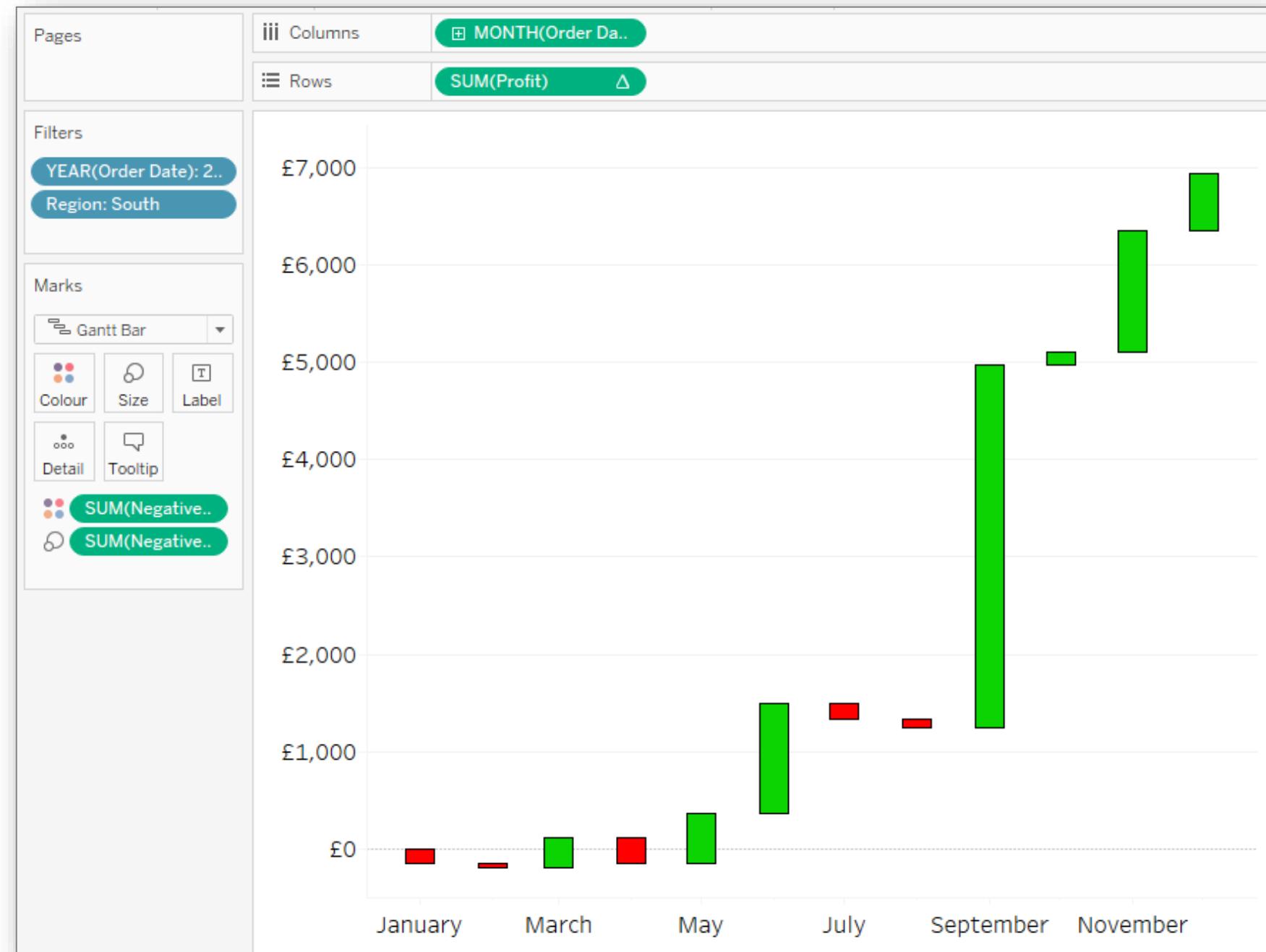
It is a capital mistake to
theorize before one has data

- Sherlock Holmes, “A Study in Scarlet”
(Arthur Conan Doyle)

WATERFALL

Considered a standard in reporting, Waterfall charts are great at showing how a running total is actually performing.

In a standard running total using lines it is difficult to see times where small changes in growth or reduction occur. Waterfall charts can easily identify these times which can be key moments for your business.



A woman with long dark hair, wearing a grey sleeveless dress, is looking down at a tablet device she is holding. The background is dark with some blurred lights.

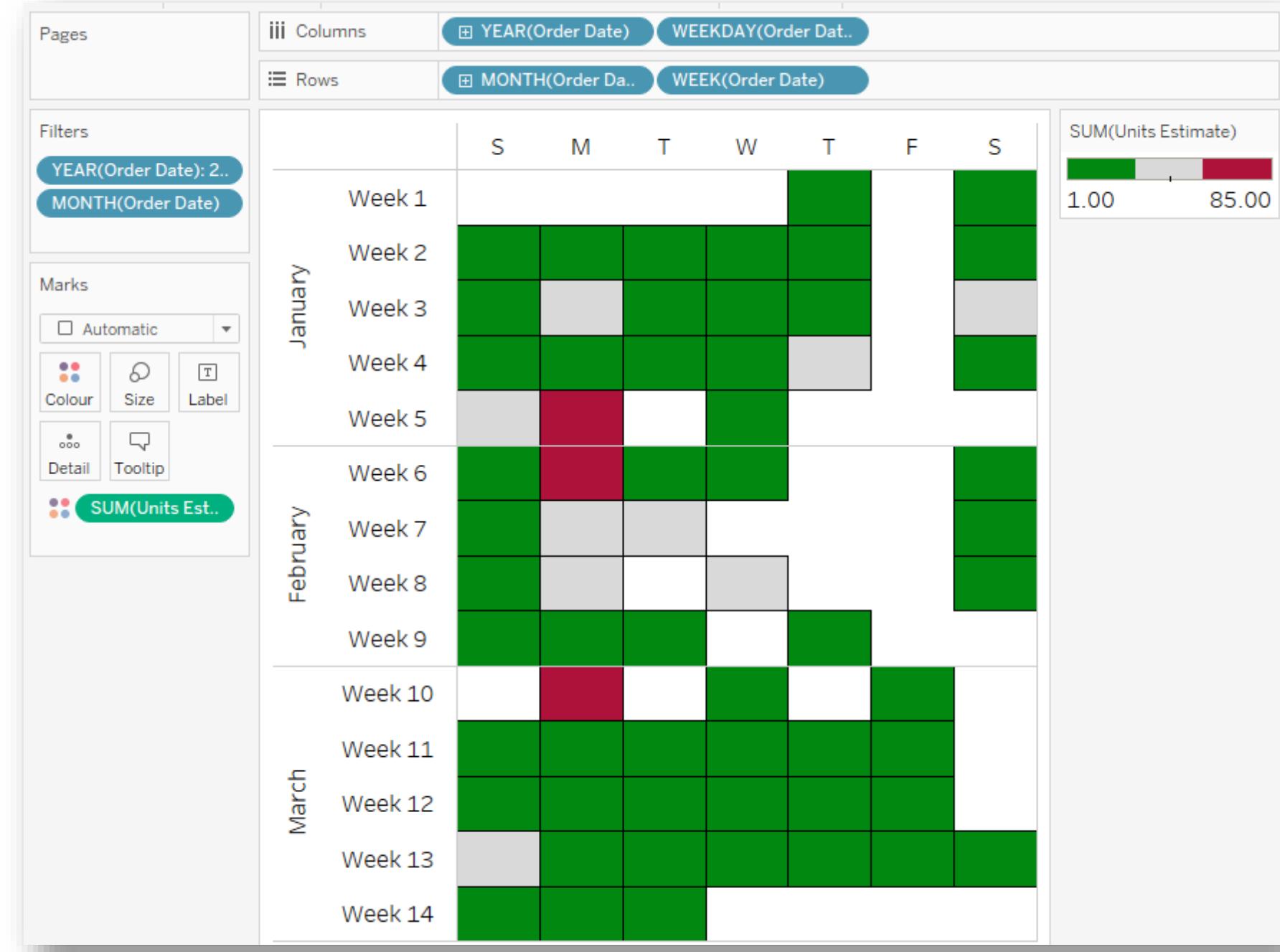
The goal is to turn data into
information, and information
into insight

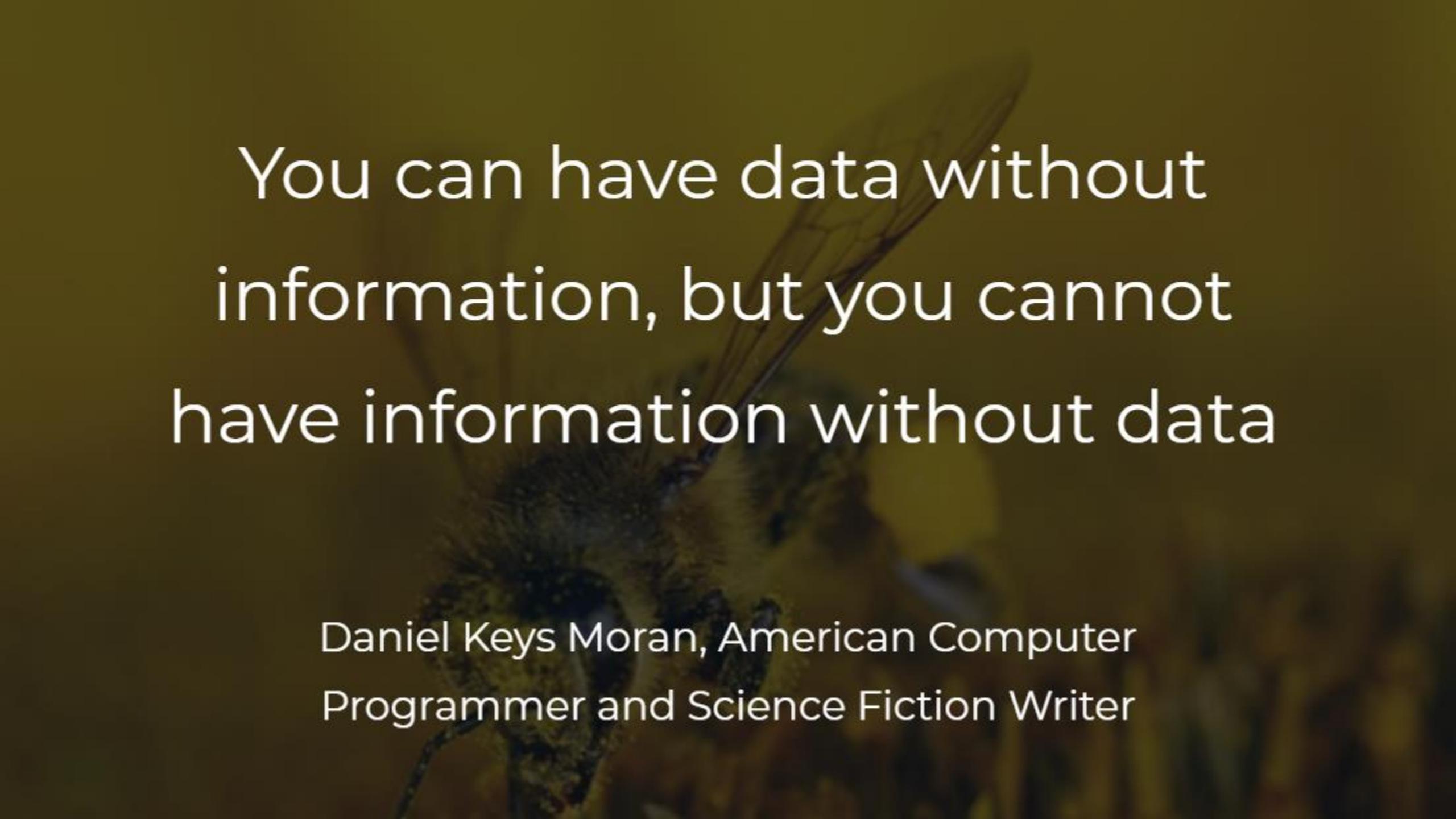
- Carly Fiorina, Former Executive, President
and Chair of Hewlett-Packard Co.

HEATED CALENDAR

Calendar maps are great because we are so used to seeing the calendar format. Hence, there isn't much of a jump for people in understanding what the graphic means.

This familiarity is very useful in representing information when used in conjunction with a standard heat map.





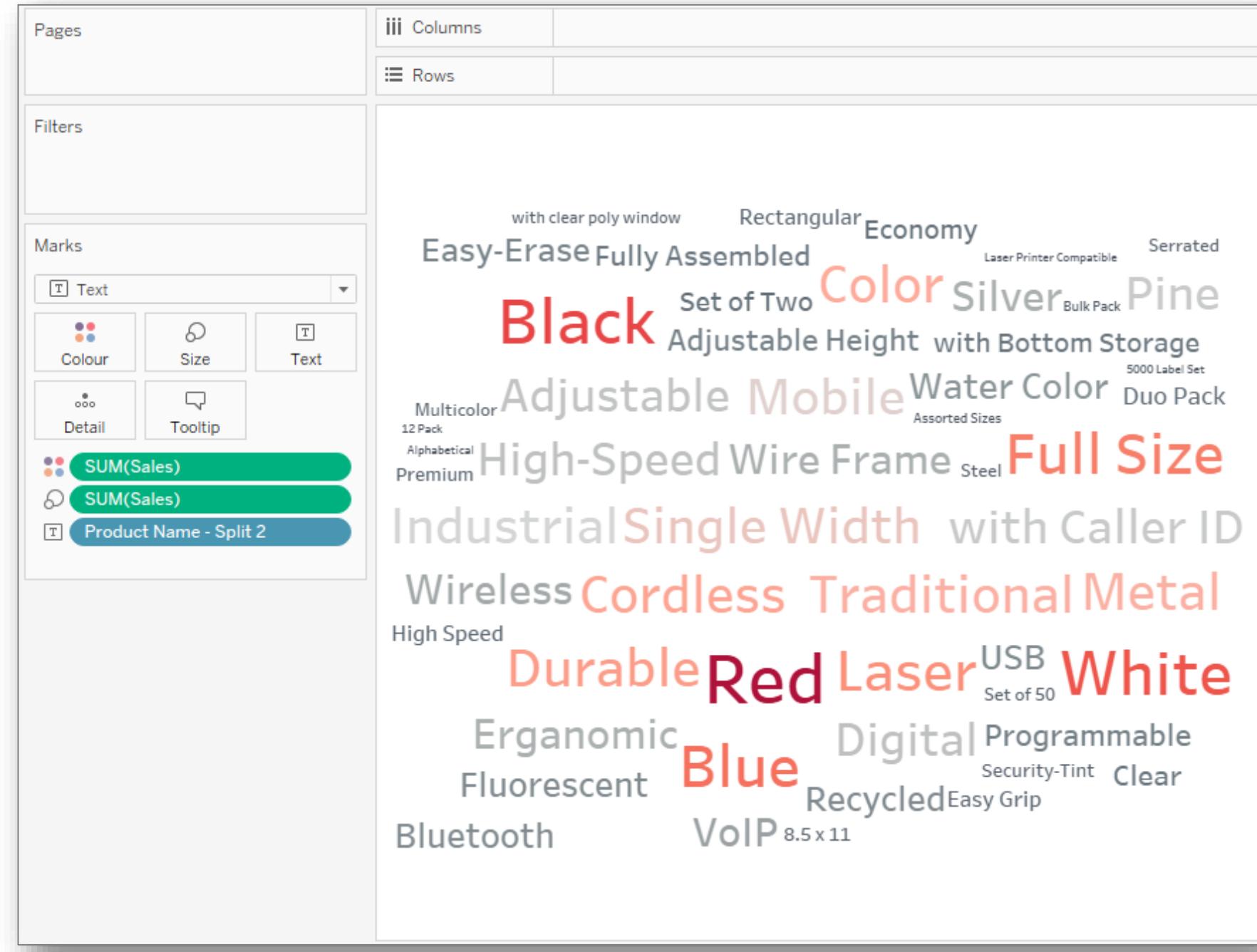
You can have data without
information, but you cannot
have information without data

Daniel Keys Moran, American Computer
Programmer and Science Fiction Writer

WORD CLOUD

One of my favourites! Word Clouds can represent quantity in words. Manually creating such graphics are extremely time consuming and do not self update.

With Tableau, Word Clouds can also be used as filters again providing a new means for your users to interact with your data.



WANT TO LEARN TABLEAU FOR FREE?

<https://www.udemy.com/course/tableau-for-beginners/>

The screenshot shows the course landing page for 'Tableau for Beginners'. At the top, it says 'Become Tableau Certified: Desktop, Prep, Bridge and Online'. Below that, it states 'The Most Intuitive Business Intelligence Software in the World....Perfect for Non-Data People. FREE FOR A LIMITED TIME'. It has a rating of 4.5 (273 ratings) and 7,600 students enrolled. The course was created by Jed Guinto and last updated on 8/2019. It is available in English (Auto-generated).

A large 'Free' button is prominently displayed. To its left is a 'Preview this course' button with a play icon. Below the preview button is a 'Wishlist' icon. On the right side of the 'Free' button is a 'Share' icon.

Under the heading 'What you'll learn', there is a list of bullet points:

- ✓ How even the basics of Tableau places you head and shoulders above your competition
- ✓ The Power of Visualizing your Data Easily and Quickly
- ✓ How to properly manage, clean, visualize your data in a brand new way
- ✓ Why Tableau is a MUST in our Modern World
- ✓ How little skill and background knowledge in Analytics one needs to be successful in Tableau
- ✓ Why staying with Excel is a mistake.....You NEED a Modern BI Tool just like Tableau

A 'See more' link is located at the bottom of this section.

The screenshot shows the 'Course content' section of the Udemy course page. It lists 80 lectures across 13 sections, totaling 07:20:09. The sections include:

- Introduction: Quick Demo, Trial Keys, Licenses and Learning Resources (5 lectures, 31:08)
- Tableau Accelerated Program (7 lectures, 54:01)
- The Tableau Architecture (1 lecture, 13:49)
- Beginner (13 lectures, 01:40:20)
- Intermediate - Section 1 - Connections, Data Prep and Formula Guide (7 lectures, 43:00)
- Intermediate - Section 2 - Formulas (Part 1) (6 lectures, 42:21)
- Intermediate - Section 2 - Formulas (Part 2) (11 lectures, 41:12)
- More Tableau Resources: Forums, Data Day Out, Iron VIZ, Tableau Conference (TC) (7 lectures, 03:40)
- Intermediate - Section 3 - Quick Table Calc's, Filtering, Legends and Mapping (7 lectures, 57:30)
- Intermediate - Section 4 - Scatter, Analytics Menu, Forecast, Trends, Clusters (7 lectures, 48:39)

A '8 more sections' link is at the bottom of the list.

Thank You

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