

# 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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A person is holding a vintage Rolleiford camera, which is a twin-lens reflex camera. The camera is black with silver accents and has 'ROLLEIFORD' and 'Rollei' visible on its body. The person's hands are visible, holding the camera from the sides. The background is dark and out of focus.

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

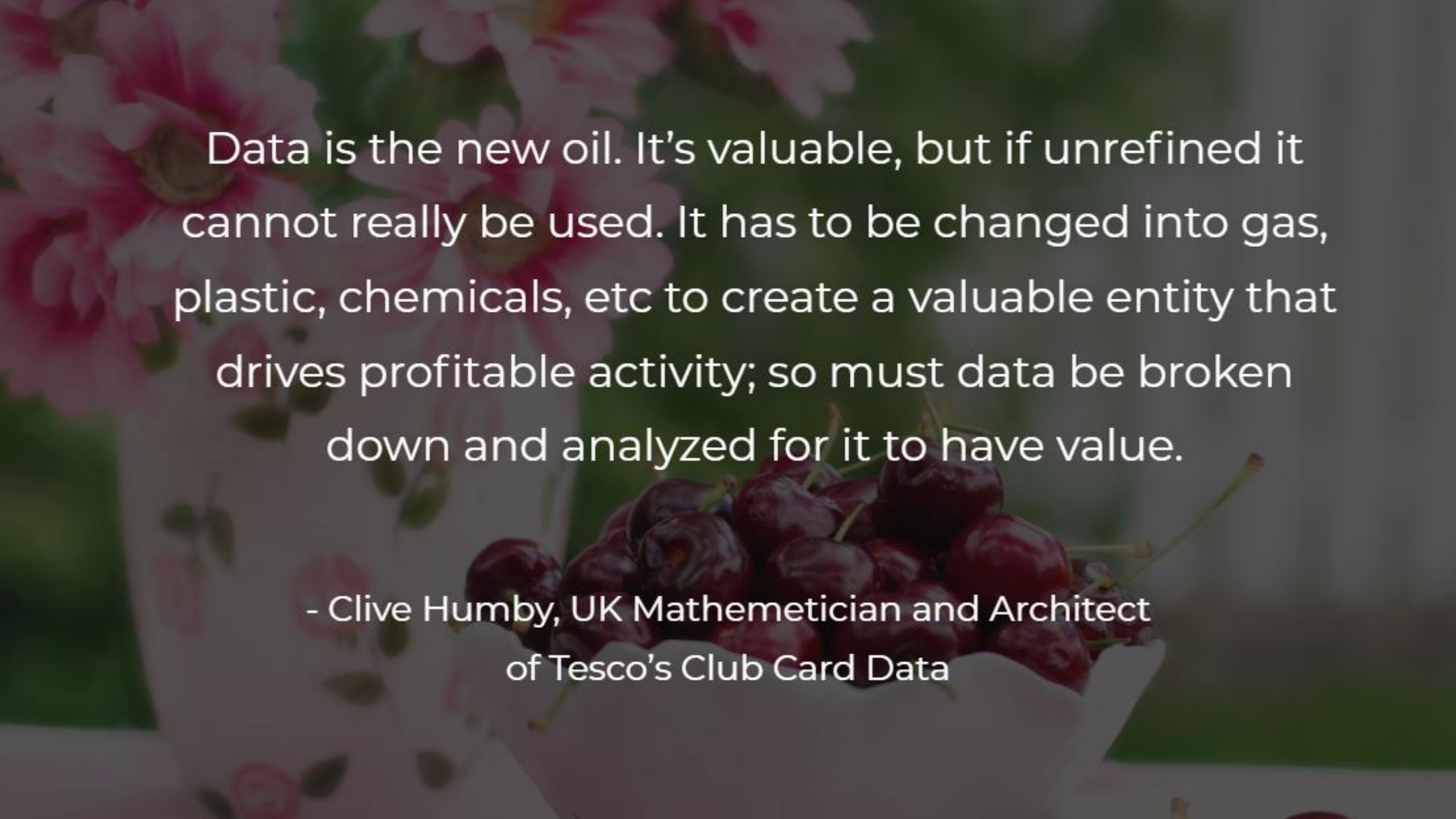


# MINI TRENDS

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.





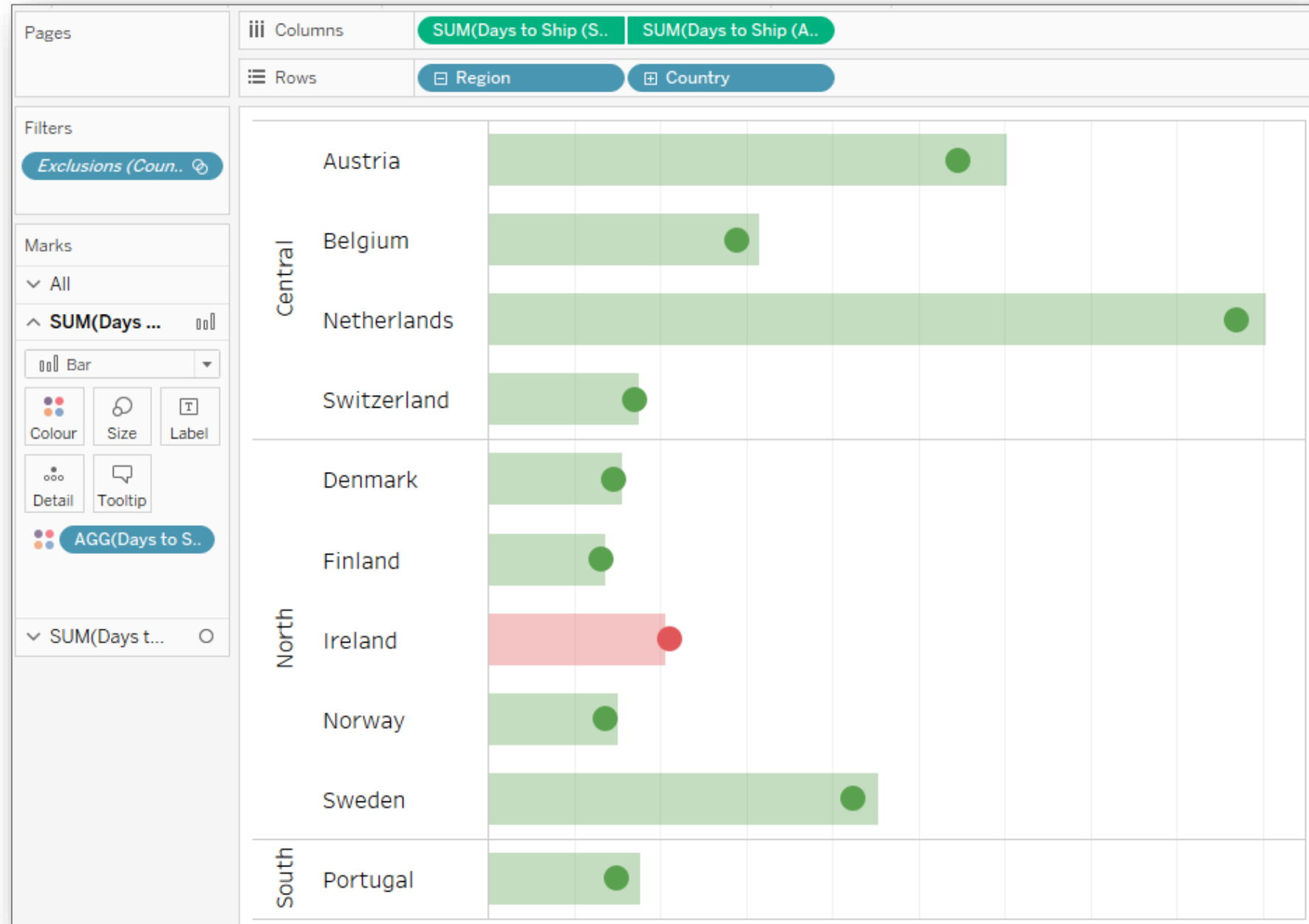
Data is the new oil. It's valuable, but if unrefined it cannot really be used. It has to be changed into gas, plastic, chemicals, etc to create a valuable entity that drives profitable activity; so must data be broken down and analyzed for it to have value.


- 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.



A white swan is swimming in dark, rippling water. The swan's head is turned to the left, and its long neck is curved. The water is dark and textured with small waves. The overall mood is somber and reflective.

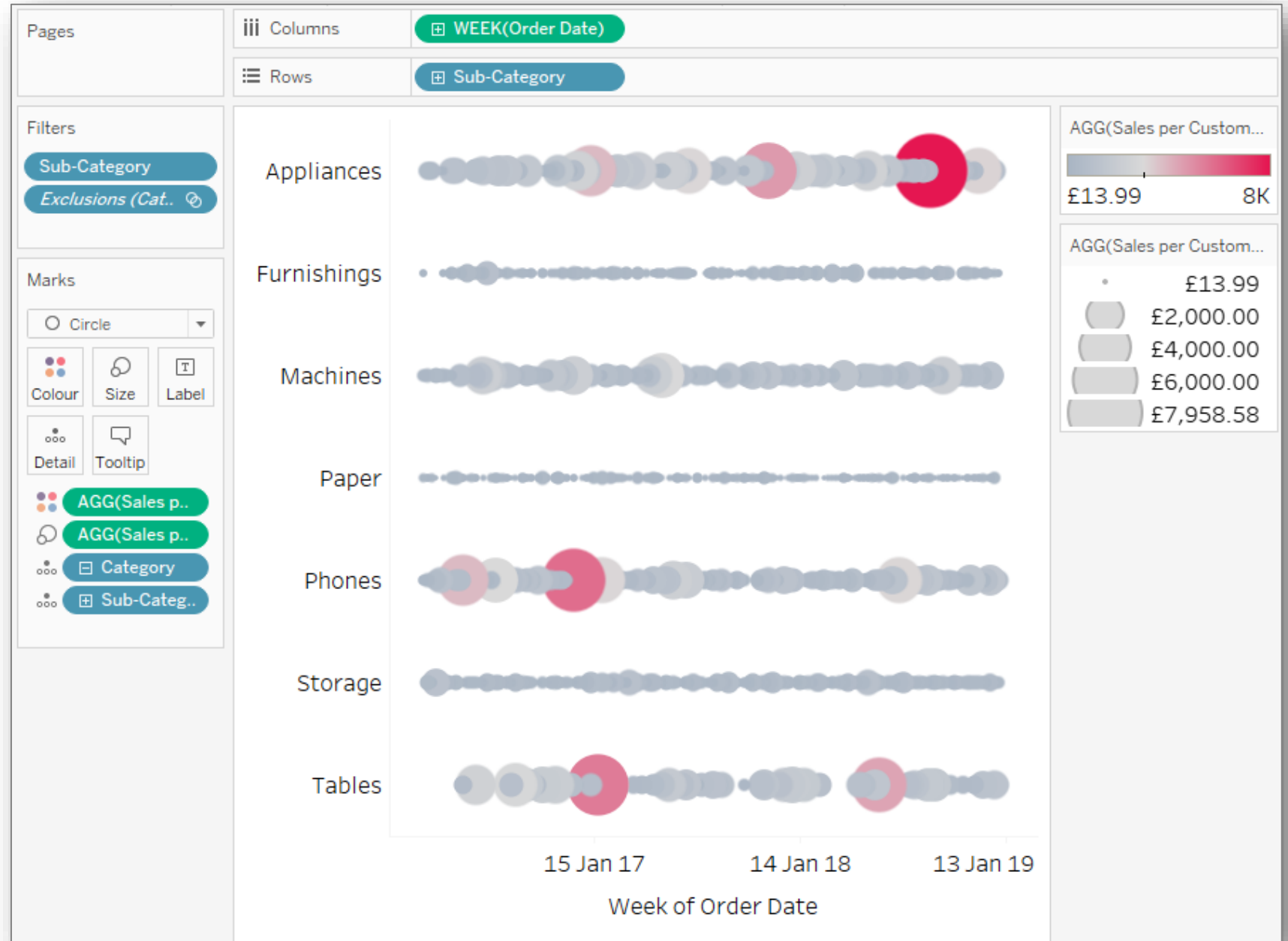
Torture the data, and it  
will confess to anything.

- 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 sepia-toned photograph of two people riding bicycles away from the camera on a dirt path. The person on the left is wearing a dark shirt and light shorts, while the person on the right is wearing a light-colored shirt and dark pants. The path is flanked by dry grass and shrubs, and the background is a dense field of tall grass.

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

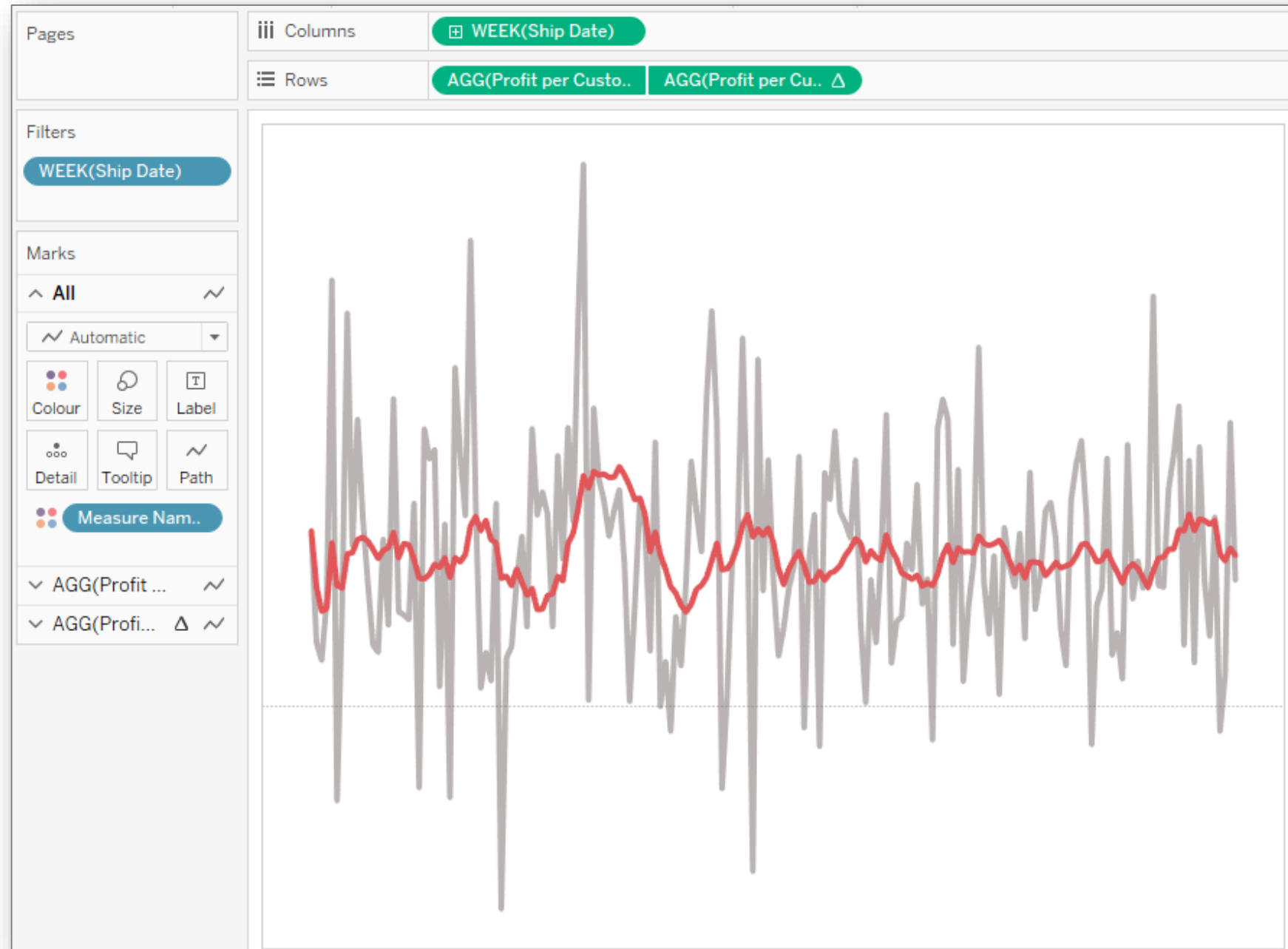
- Hal Varian, Chief Economist, Google


# DUAL MOVING AVERAGE

The more granular or the more data points you incorporate the messier or noisier 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 eliminate significant spikes revealing the movement of your data set as a whole.





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

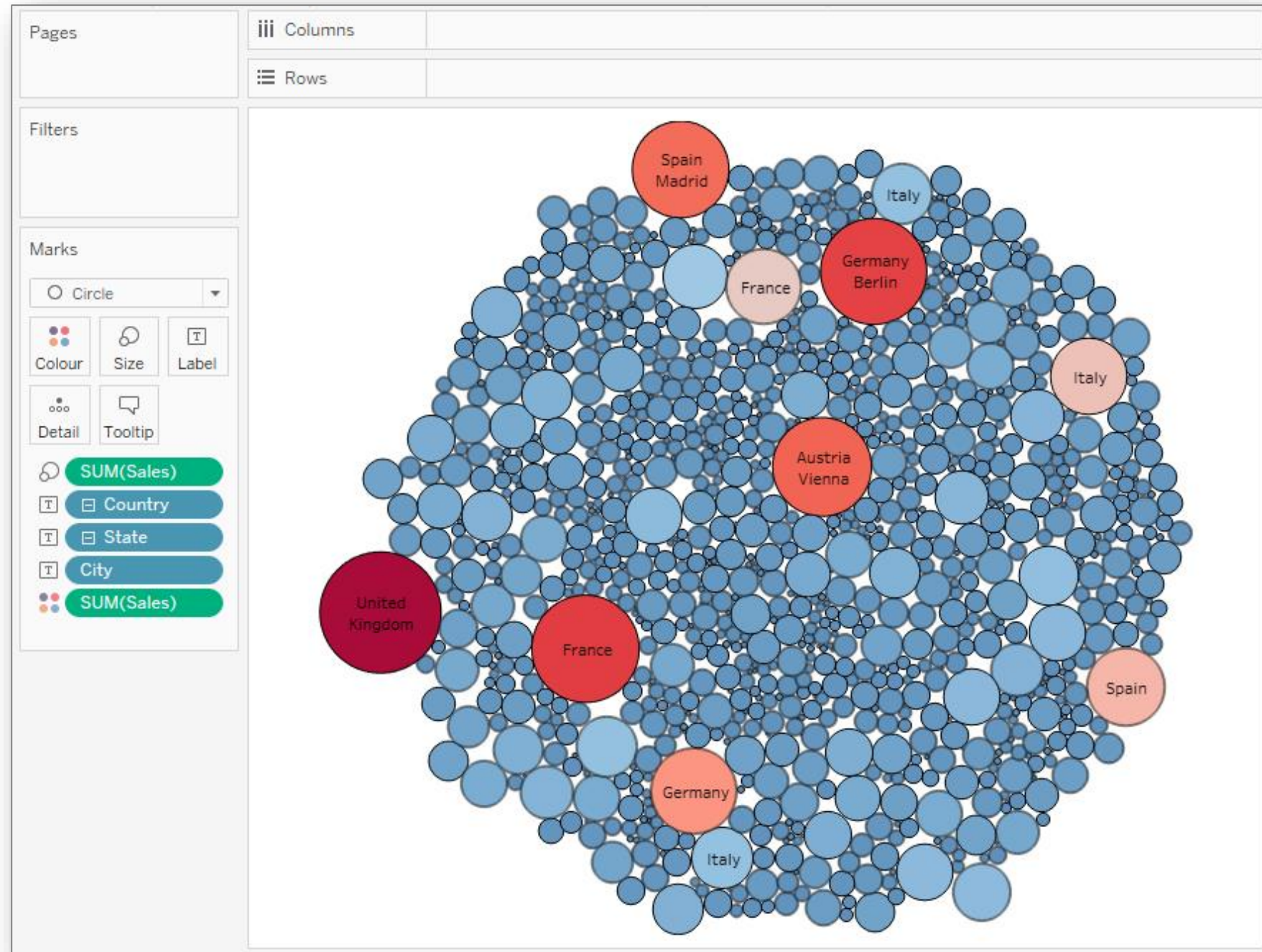
- Vinod Khosla, Co-Founder of Sun  
Microsystems and founder of Khosla  
Ventures.




# PACKED BUBBLE

One of the benefits of a packed bubble chart is its 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.







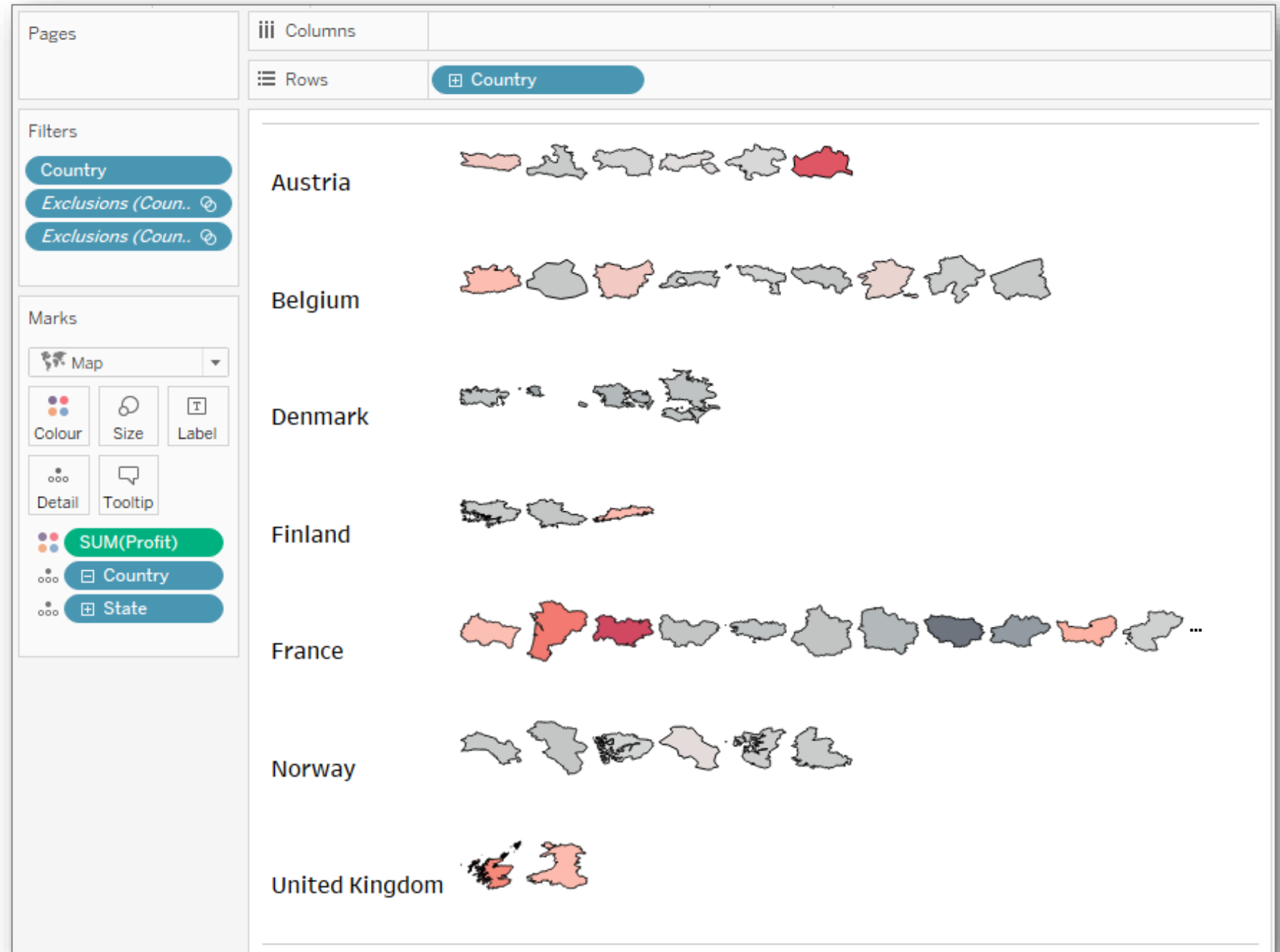
Autodidacts—the self-taught, un-credentialed,  
data-passionate people—will come to  
play a significant role in many organizations'  
data science initiatives


- 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 person is seen from behind, standing on a wooden pier or walkway that extends into a body of water. The person is wearing a light-colored t-shirt and dark shorts. In the background, there are large, rugged mountains under a clear sky. The water is calm, and the overall scene is peaceful and scenic.

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 hand holding a small digital camera, with a spiral staircase in the background. The image is dimmed to serve as a background for the text.

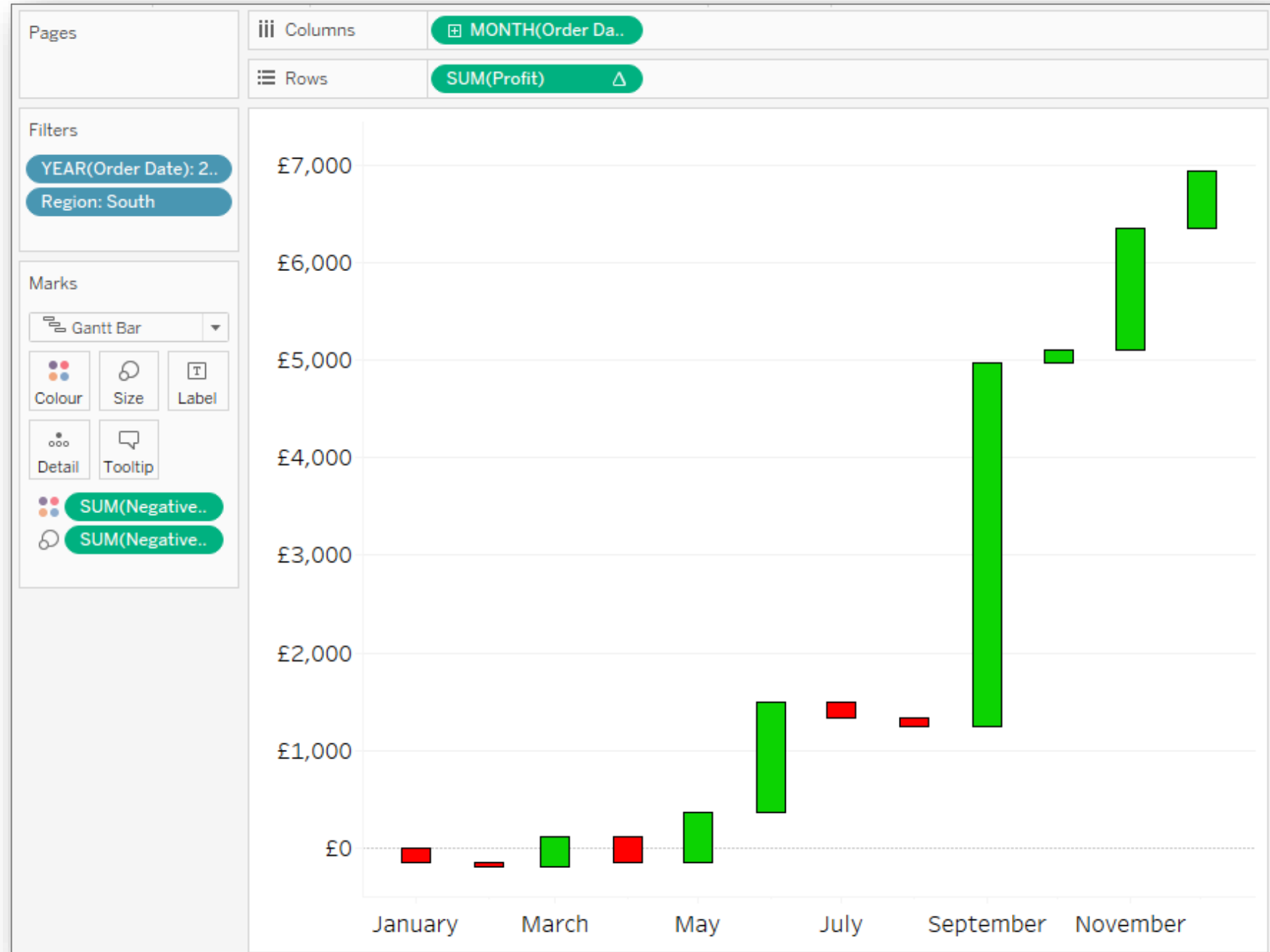
It is a capital mistake to  
theorize before one has data


- Sherlock Holmes, "A Study in Scarlett"  
(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 grow or reduction occur. Waterfall charts can easily identify these times which can be key moments for your business.





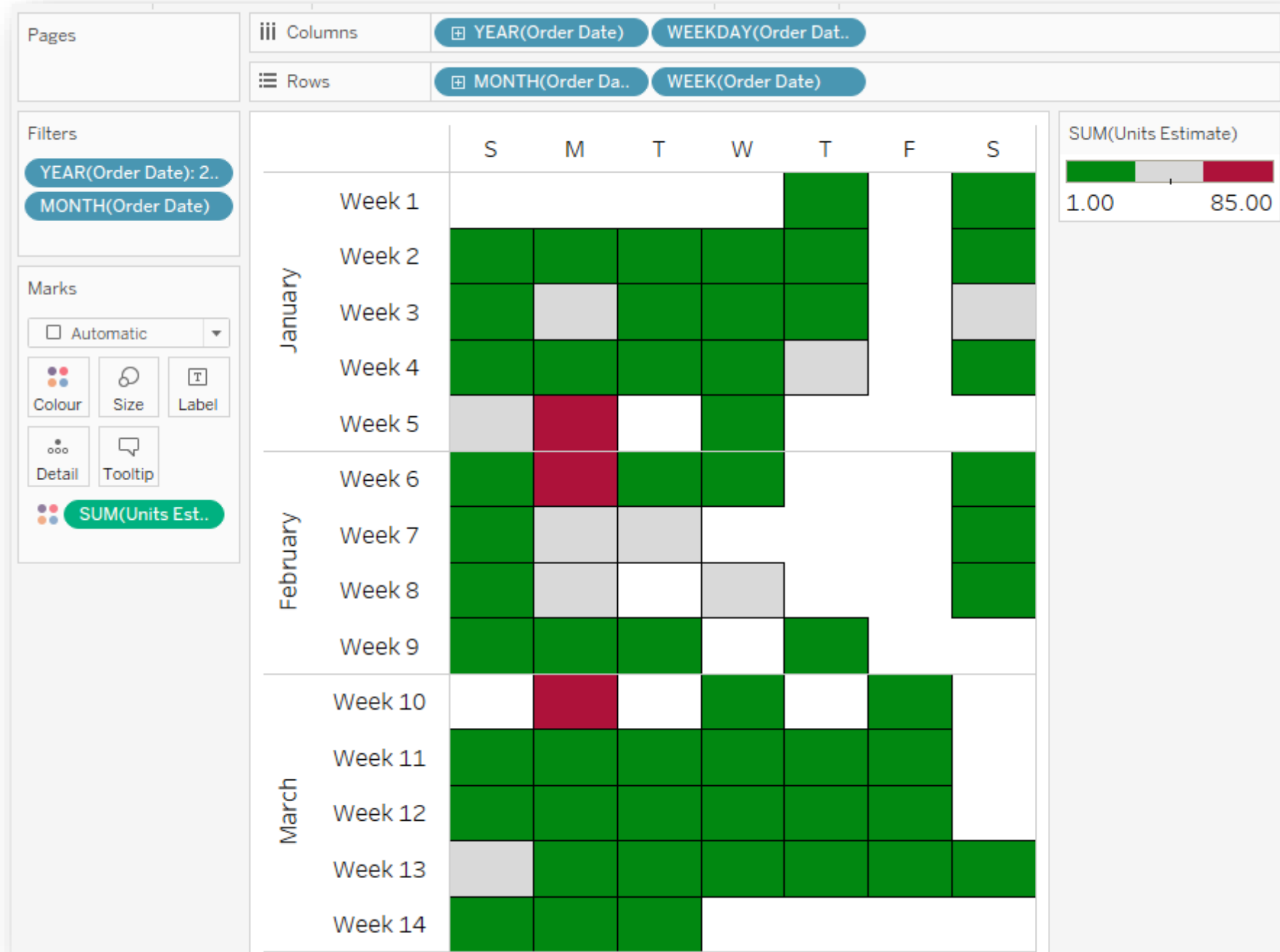
The goal is to turn data into  
information, and information  
into insight

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

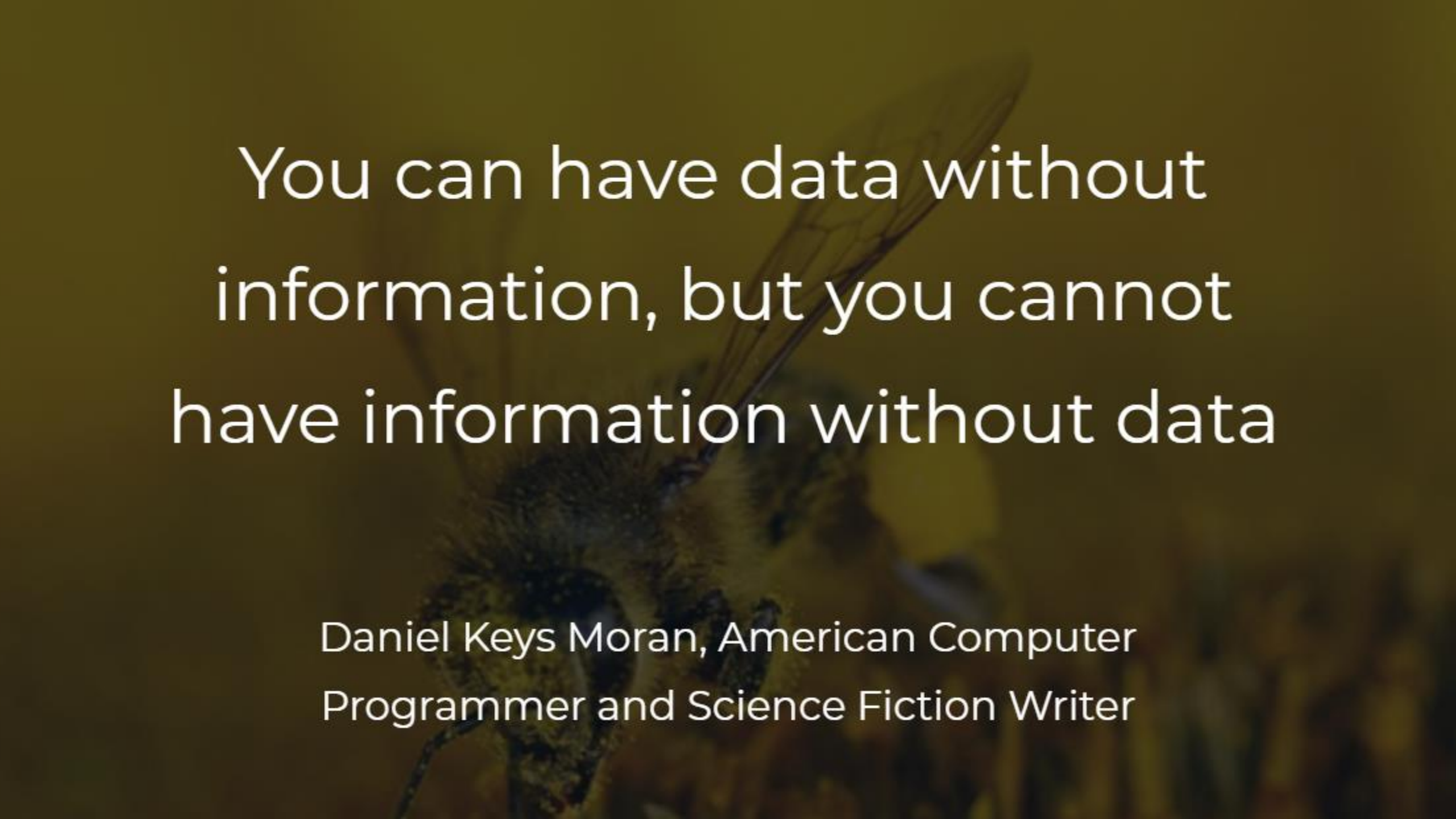
# HEATED CALENDAR

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.







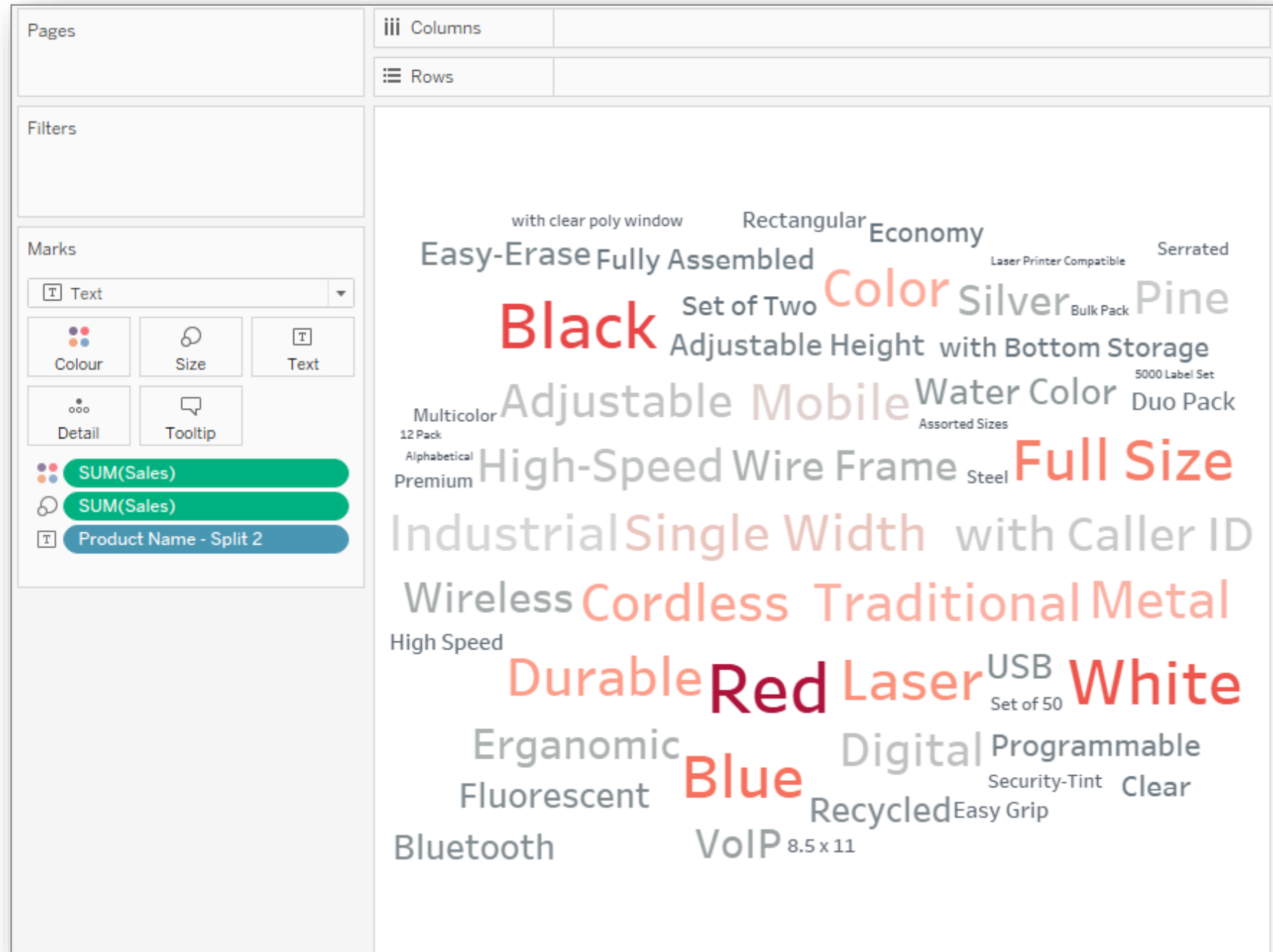
You can have data without  
information, but you cannot  
have information without data

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?


Wishlist

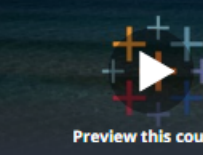
## Become Tableau Certified: Desktop, Prep, Bridge and Online

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★★★★★ 4.5 (273 ratings) 7,600 students enrolled

Created by Jed Guinto Last updated 8/2019

🗣 English 🗣 English [Auto-generated]



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### What you'll learn

- ✔ 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

See more

Course content			Expand all	80 lectures	07:20:09
+ 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			
8 more sections					

# Thank You

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