

Create a Tableau Story

Flights cancellation

The final visualisation:

https://public.tableau.com/profile/iuliia6767#!/vizhome/TableauStory_final/Story1?publish=yes

Summary

In this visualization, we compare the number of flights cancellation in different states. Then, we analyze the most common reason for cancellations in TX, IL, and CA. We found that IL and TX have a big growth in the number of flights canceled at the end of December. Finally, we found that the main reason for cancellations in TX and IL at the end of December was the weather.

Design

Version 1

https://public.tableau.com/profile/iuliia6767#!/vizhome/TableauStory_1st/Story1?publish=yes

In the first visualization, I used a map because it allows easy to see information about different states. I use these colors to accent the different level of cancellation in different states, the highest dark blue, the average - orange and the low-level is blue.

In the second slide, I use the bar chart over the line chart because this allows us to see more clearly the number of cancellation for different reasons. I use these colors because we can easy to see what reason was more common.

I have chosen line charts for the third visualization because it allows seeing the trend for each state. In the fourth slide, I use the bar charts because this allows us to see more the difference between different reason of cancellation and between states.

Version 2

https://public.tableau.com/profile/iuliia6767#!/vizhome/TableauStory_final/Story1?publish=yes

After receiving feedback I have decided to change the color palette for the first slide from blue to blue-red: the highest - red, the low-level is blue. It allows us easy to see the states with the highest number of cancellations. I also changed colors for second slides, now the bar charts have the same color. I did it because we already have labels, and i think it is unnecessary to duplicate them with color.

Feedback

I asked for feedback from 2 different people. The first one said I have to change colors at the first slide to more contrast. The second one recommends making the same color palette for the second and fourth slides.

Resources

N/A