

Tableau Story – final version on Tableau Public :

<https://public.tableau.com/profile/nirupama2894#!/vizhome/baseball-stats-story-2/HandednessEffectinBaseball?publish=yes>

First Project Submission Link:

<https://public.tableau.com/profile/nirupama2894#!/vizhome/baseball-stats-story/HandednessEffectinBaseball>

*Initial Dataviz version:*

[https://public.tableau.com/profile/nirupama2894#!/vizhome/baseball-stats-story\\_initial\\_version/HandednessEffectinBaseball](https://public.tableau.com/profile/nirupama2894#!/vizhome/baseball-stats-story_initial_version/HandednessEffectinBaseball)

### **Summary**

In this story, I looked at the effect, if any of characteristics such as handedness (left, right, both), weight and height on the performance of players' performance.

My scope was limited to batting performance with the target variable being Average runs scored and score of Home runs.

Interactivity is added via filters to view effect of left, right or both handedness on the parameters under consideration -to lead up to the final outcome that ***handedness is an influencer on batting performance.***

### **Initial Design Choices:**

I worked with the baseball dataset to see if the physical/ natural traits had any bearing on player batting performance.

- Created the slides first to add later to the story structure.
- Ensured that the included had scatterplots, bar charts and histogram, all had the similar layouts with handedness on color and filtering.
- Since, I wanted to lead the reader to the conclusion that handedness had an impact on player performance, made the slides showcase predictor versus target variable in order.
- Added filters on 'handedness' on all the comparison slides since these were the crux of my analysis. Essentially, I wanted to subtly build up to the point I wanted to make.
- I wanted to use colors that were basic and uniform for all the slides. I wanted them to be contrasting enough to keep scatterplot points visible, yet not look too jarring on the bars.
- I added text on all the story-points in the same space for uniformity.
- To give context to the disparity in number of records for handedness, I added a slide to showcase this measure.
- Legend is included to give meaning to the handedness parameter and filter.

### **Design Changes:**

I submitted my work for feedback on the Slack channel and to a few former colleagues/ friends of mine. Based on the feedback, I made the following changes:

- Modified the introduction slide to set better context for following along with the story. I added more content to make it read like a story than a report.
- Added a line specifically at the end of the Intro story-point to indicate that the filters can be changed on the slides. Thus, my story now explicitly conveys that the slides are interactive. The audience does not need to 'realize' that they can play around with the vizzes.
- Included a bubble chart to increase the variety of charts. My initial story had scatterplots, bar charts and histogram.
- Added a side-by-side bar chart for number of records with single color instead of a single bar with three colors to indicate handedness.
- Made cosmetic changes to text placement, as the Tableau software version and Public Profile version are not rendered identically. This took care of a few aesthetic issues where the text obfuscated the charts in the browser.
- Hid all the visual worksheets except the Story. Thus, only the Story with story-points is available for online consumption.
- Based on the general feedback on Slack, I ensured that the story is saved pointing to the first slide of the story-point.

#### Pass 2 –Changes after Review

- Removed text boxes and added corresponding questions and statements to captions to facilitate and convey key findings.
- Modified axis labels based on Review feedback.
- Added Alias to the Handedness labels as the reviewer suggested making the legend labels self-explanatory. The dataset contained L, R and B for Handedness. In order to meet the review comment, I added Alias to the Handedness data-points in the data source (within Tableau)
- The one change that I *did not make* was adding titles to each individual plot in the story. Worksheet titles get ignored when vizzes are added to story-points. The only title that is showcased is the Title of the entire Story itself. There is a workaround as listed on this Tableau blog link:  
<https://community.tableau.com/thread/160226>  
However, I concur with the sentiment that individual story-point titles are redundant when captions are detailed. Since, I added detailed captions, I am not adding the story-point titles.

#### Feedback

The feedback I received for my story is from a Senior Analyst in Fraud Detection team of a multinational bank in North America (former NASDAQ employee).

The specific feedback that I received for my story was:

- Add more content and context in the first Introduction slide.
- Make the content on the first story-point read like a story so as to be engaging.

- Specifically document the instructions for interactivity so that audience is encouraged to play with the filters and make their observations.
- Add at least one more different type of chart like pie chart or bubble chart to break the monotony of bars. I was using scatterplots, bar charts and histogram. But histograms and bar charts being similar, the effect was of seeing the same charts over and over again.
- I had used a single bar graph to show 'Number of Records'. To retain the same styles as previous slides, I had added 'Handedness' via Color on the Marks card. I received the suggestion to break it up as a regular bar chart, so the audience would not have to compute number of records.
- The browser rendered version of my story was a little different than my view on Tableau. This meant that the text boxes were not showcasing all the text in my visuals. On the histogram slide, they were blocking the bars themselves. So, was asked to compare and place the text boxes based on aesthetic appeal of browser version. (Even if it meant the text was not always in the same place on all the slides, which was my intention.)
- Lastly, my Tableau Public version showed all the worksheets I had created and then added to my Story. So, my story was simply one of the tabs in the Tableau viz. My feedback revealed that this distracted from my actual Story and caused too much of scrolling/ clicking. Hence, was asked to remove/hide the sheets other than the Story. I had enabled the 'each sheet as separate tab' while publishing to Tableau Public.

#### General Feedback on Slack channel:

- Point story on Tableau Public to the first slide for easy viewing.

#### Reviewer Feedback:

- Use key messages or questions in captions to tell story.
- Add titles and axis labels on plots.
- Use axis labels without abbreviation. For example, The handedness in the axis labels (L,B,R) could have been better represented with (Left, Both and Right Handedness).
- It always better to provide titles in each plot. It adds value for the reader to understand the context of data story.

#### Resources

- Udacity video lessons
- Slack channel for general feedback in the discussions
- Tableau blog article on best practices for creating stories-  
[https://onlinehelp.tableau.com/current/pro/desktop/en-us/story\\_best\\_practices.html](https://onlinehelp.tableau.com/current/pro/desktop/en-us/story_best_practices.html)
- <https://community.tableau.com/thread/160226>

#### Data Files:

Final data set used is "baseball\_data.csv".