Mid-Term Study Guide

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Topics (non-comprehensive)

Tableau

- IF statements

- Scatter plots

- Dimensions vs. Measures

- Importing data into Tableau

- Changing data sources

- Bar graphs and line graphs

- Data types

- Calculated fields

- Geospatial data

- Tableau dashboards

- Worksheets vs. workbooks

- Measure aggregation

- Filters

Storytelling with Data

- Chapter 1: The importance of context

    o Exploratory vs. Explanatory analysis

    o The who, what and how

- Chapter 2: Choosing an effective visual

    o When to employ certain visualizations based on the data

        ▪ Text, scatter plots, line graph, bar graph, etc

    o Ineffective visualizations (i.e. pie charts)

- Chapter 3: Clutter is your enemy

- o Data ink ratio
- o Minimize clutter and decluttering strategies
- o Visual order
- o White space
- Chapter 4: Focus your audience's attention
  - o Pre-attentive attributes and application to visualizations
- Chapter 5: Think like a designer
  - o Minimalistic design practices
  - o Accessibility
  - o Visualization annotations
  - o Acceptance