

TABLEAU CONFERENCE

Zen Master: Design Secrets for a Non-Designer

Chantilly Jaggernauth

she/her/hers

VP, Training & Data Visualization
Lovelytics

#data19

About Me



ZEN MASTER

“

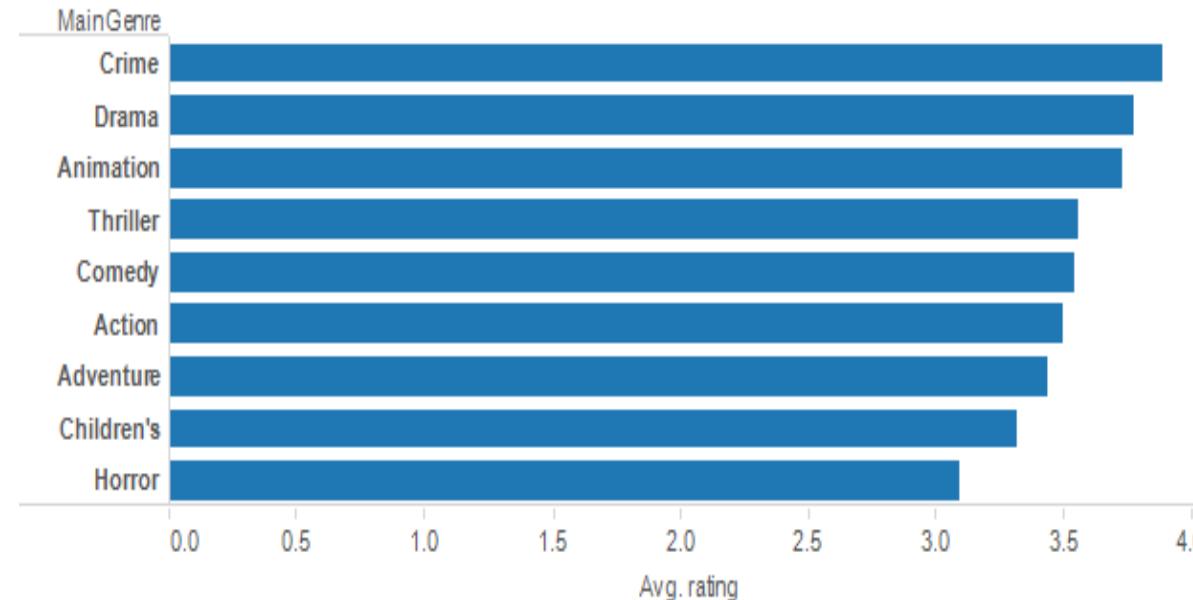
I am not a designer!

Chantilly Jaggernaut
Lovelytics

My Non-Designer Journey

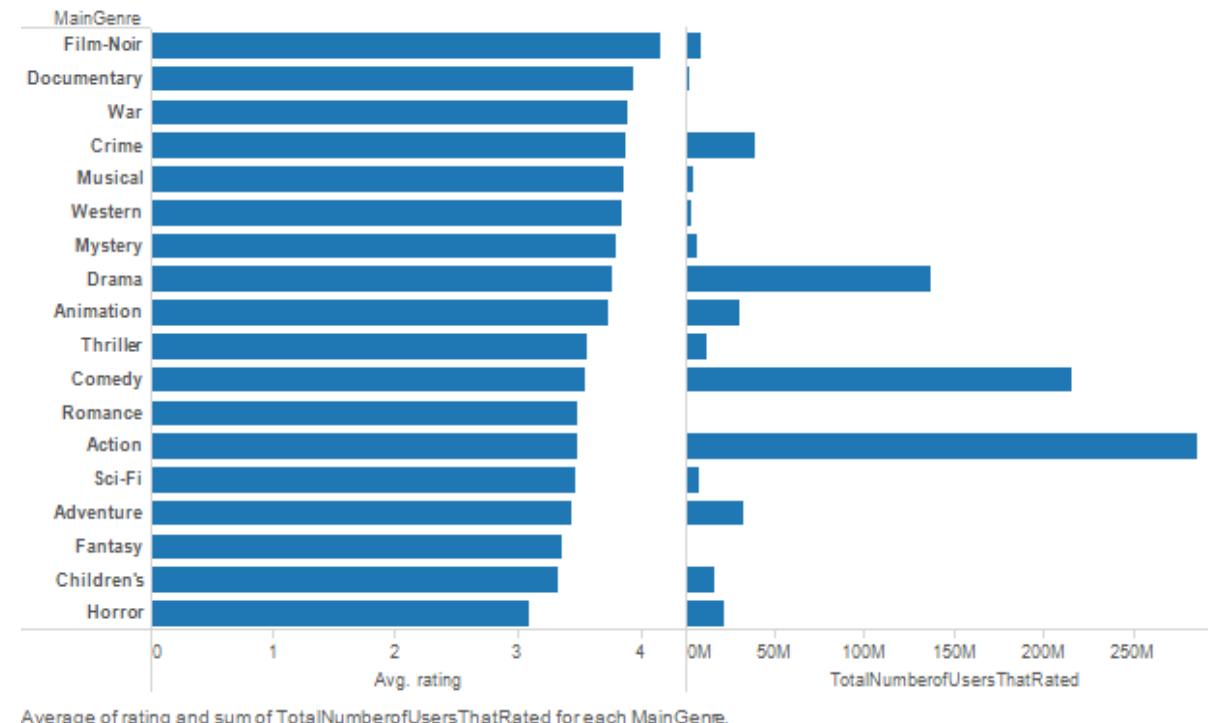
Howard University

Highest Rated Genre's



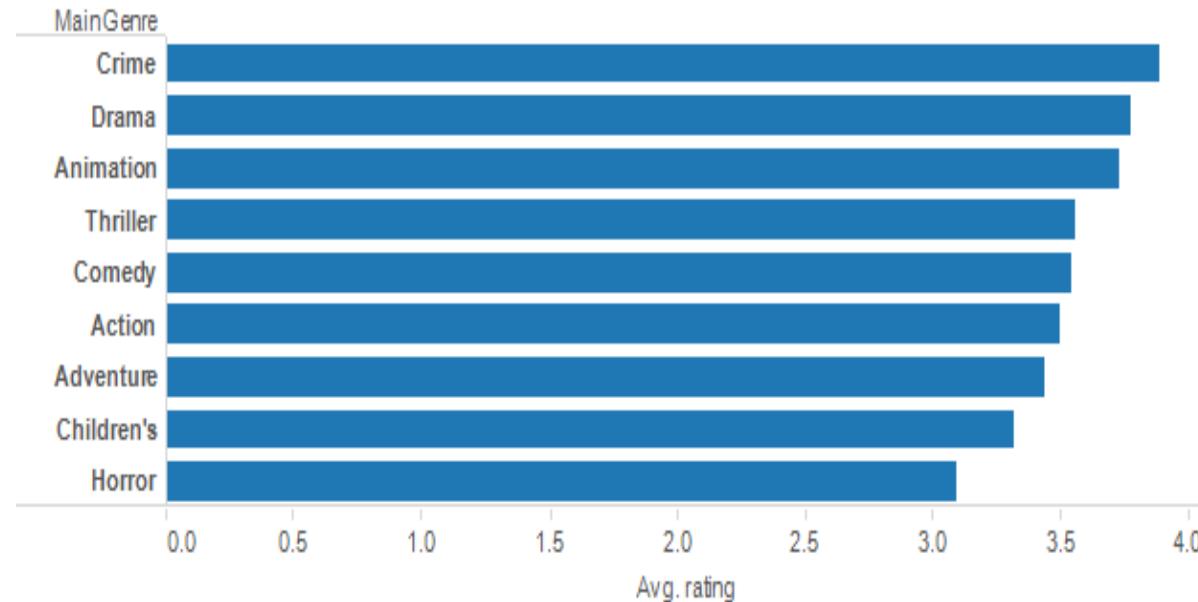
Average of rating for each MainGenre. The data is filtered on count of NumberofRatings, which ranges from 15,962 to 276,923.

Sheet 4



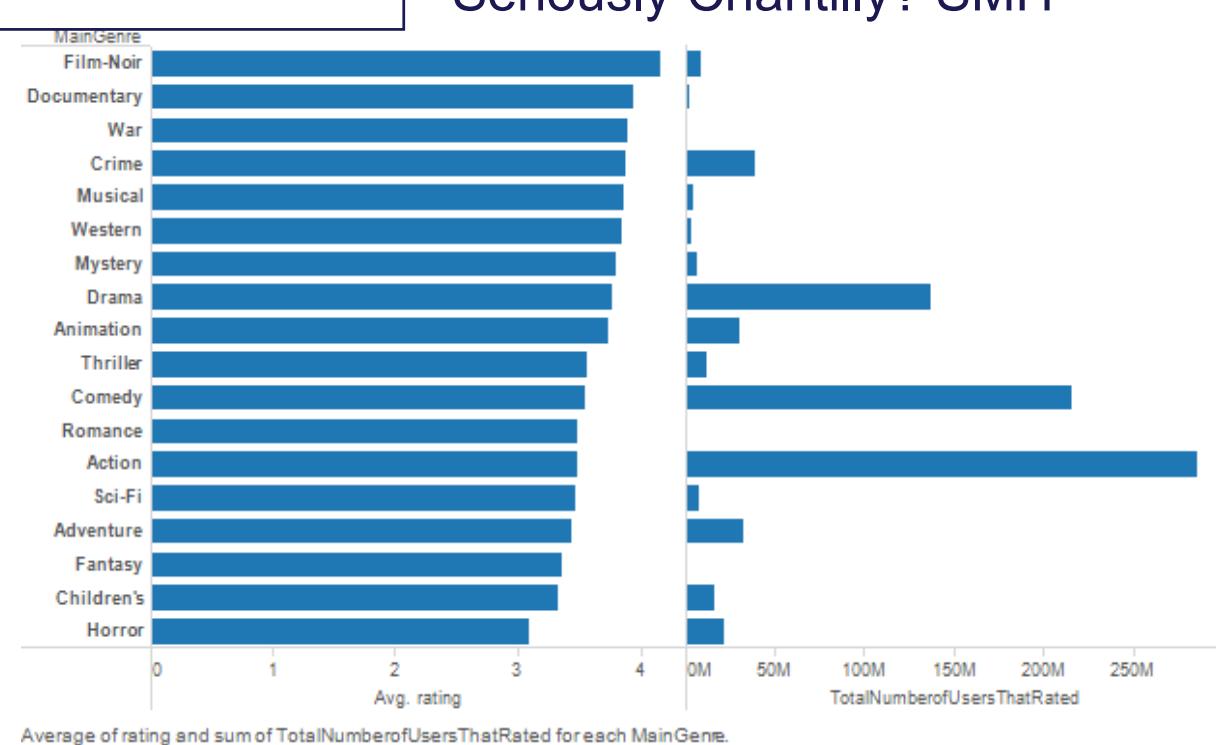
Howard University

Highest Rated Genre's



Average of rating for each MainGenre. The data is filtered on count of NumberofRatings, which ranges from 15,962 to 276,923.

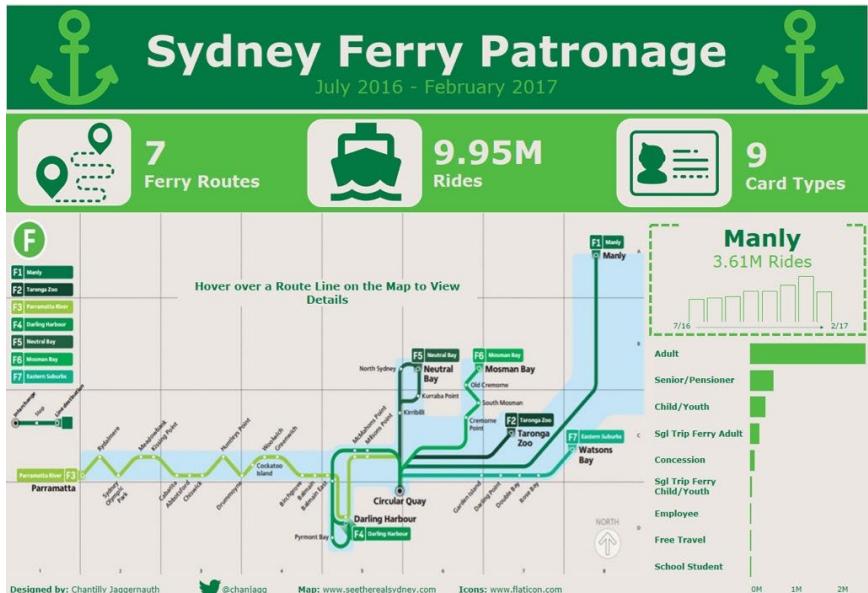
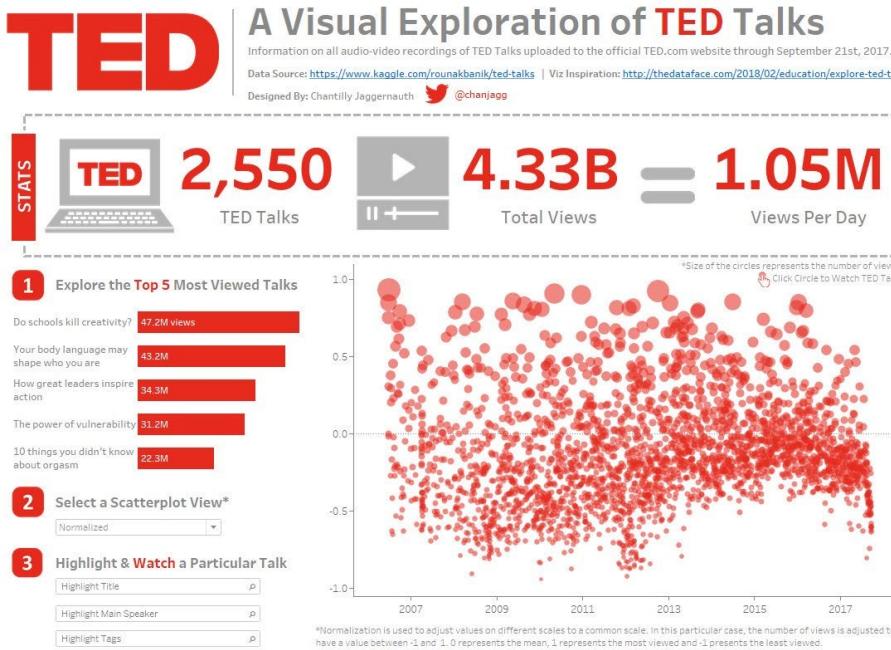
Sheet 4



Seriously Chantilly? SMH

Present

TABLEAU CONFERENCE



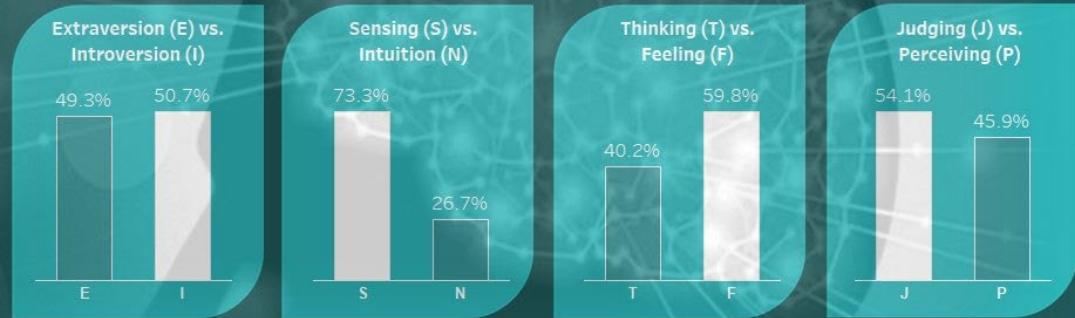
THE MYERS & BRIGGS FOUNDATION:

How Frequent is your Personality Type?

Source: myersbriggs.org | Designed by: Chantilly Jaggernauth

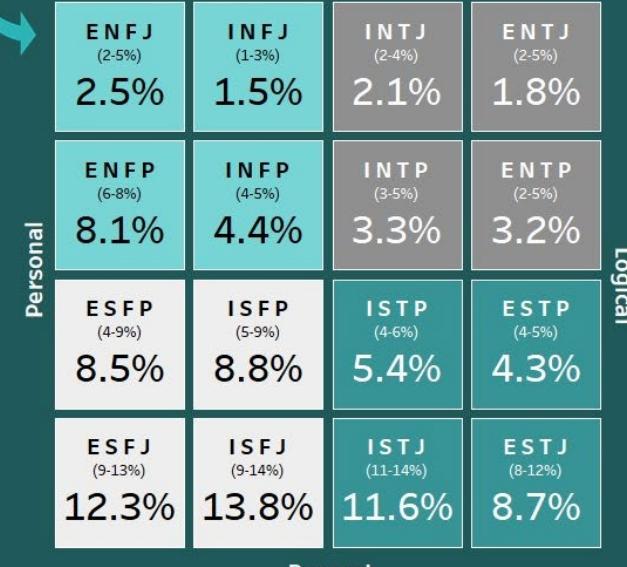
 @chanjagg

One of the common questions people ask after determining their type is: **How frequent is my type?** The total section shows the distribution along the four dichotomies. The table below shows estimates of the relative frequency of each of the sixteen types in the United States population.

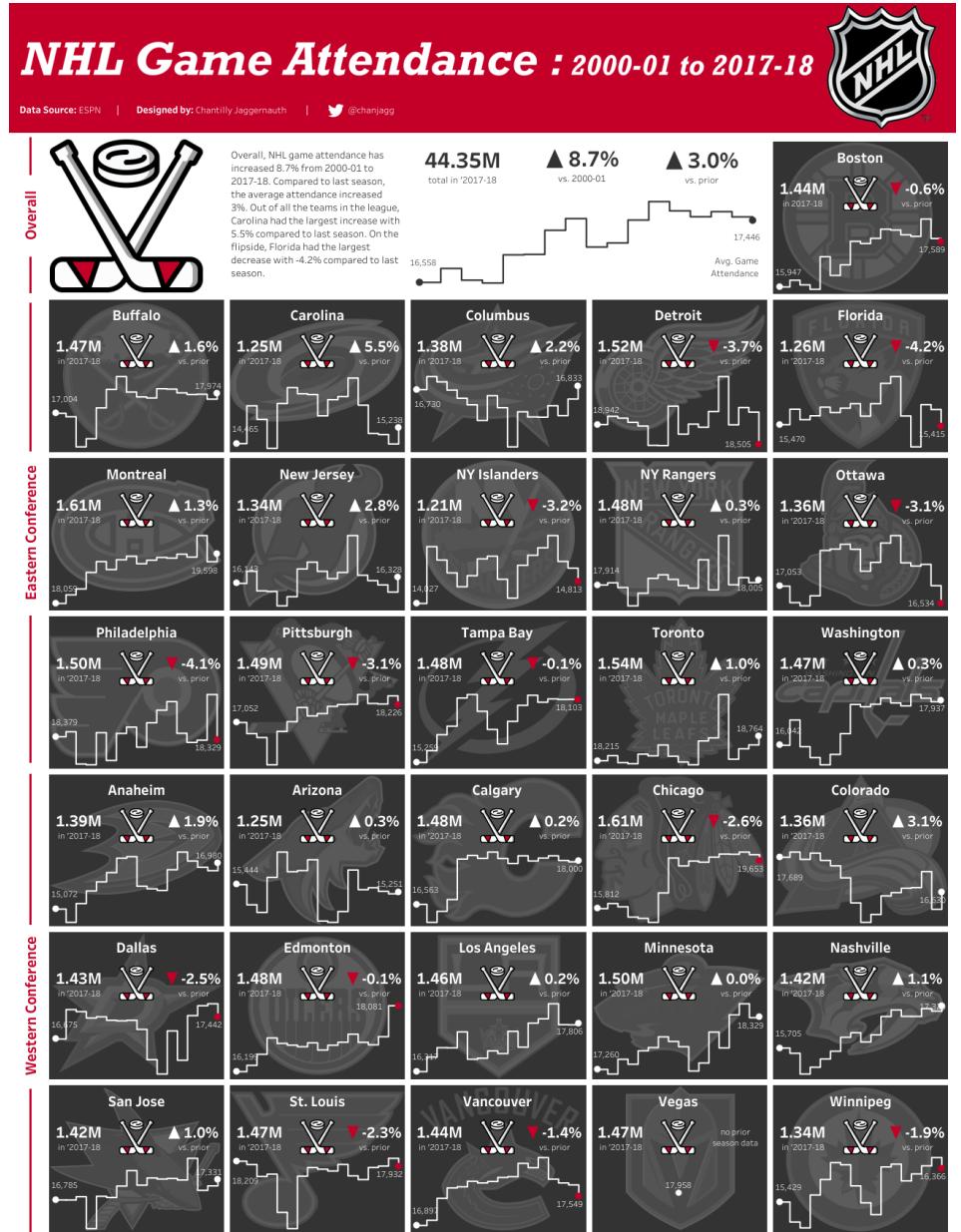


Select a Box to
Learn More

ENFJ

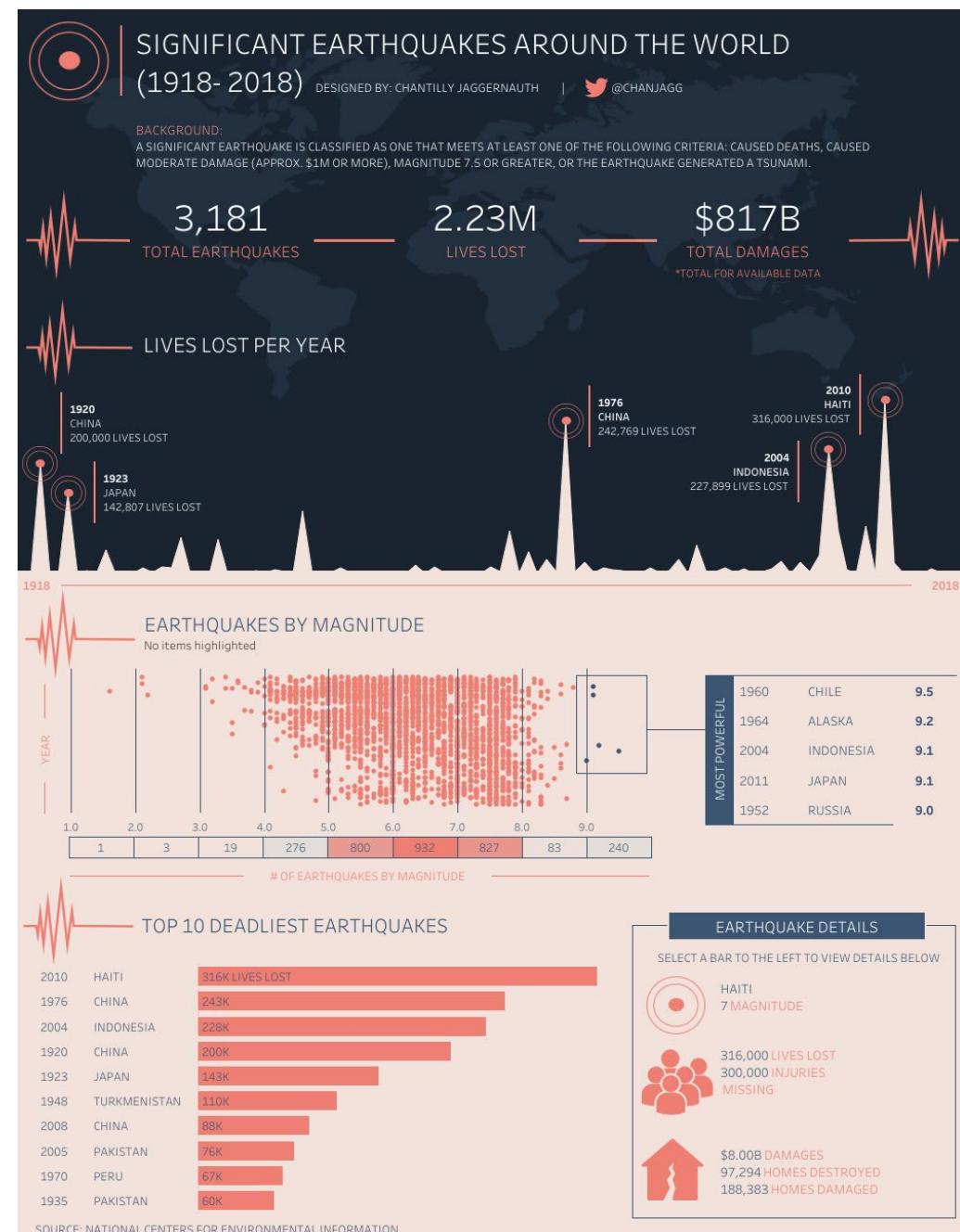
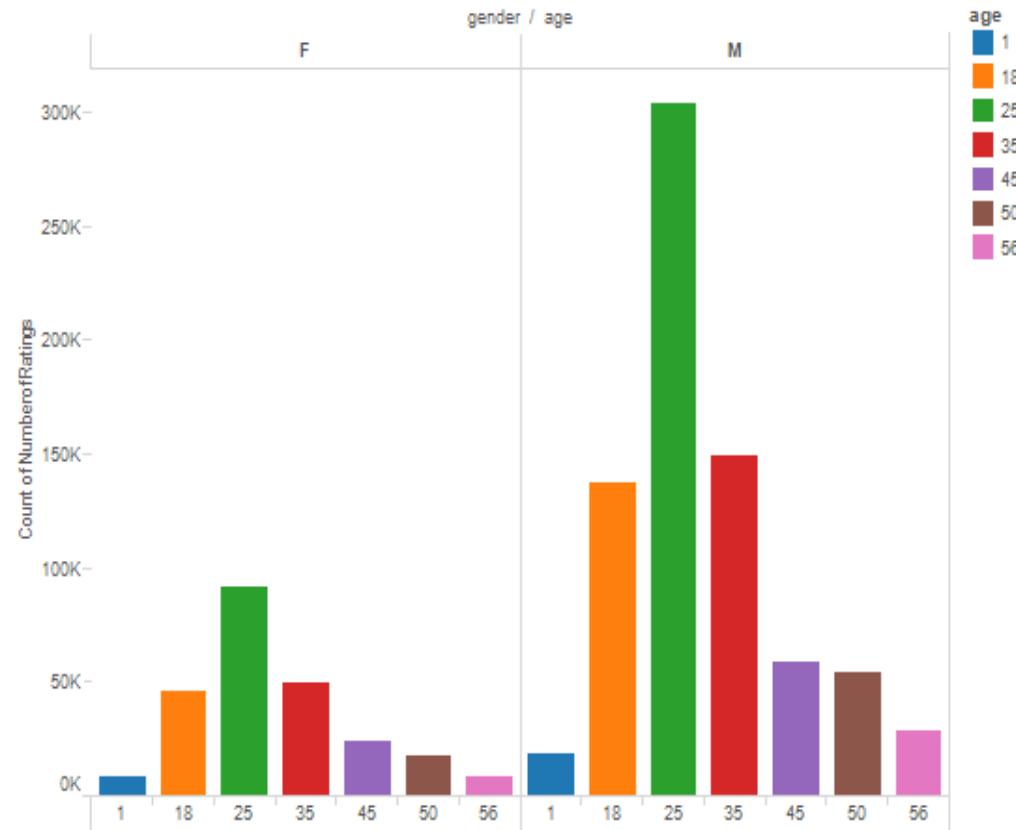


Present



Still Not a Designer

No Constraints - males vs females



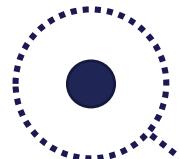
5 Design Secrets

- **Gather requirements**
- **Create a template**
- **Use icons and art to your advantage**
- **Choose colors that matter**
- **Fonts**

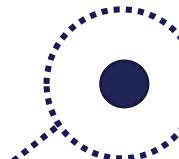
Gathering Requirements

Requirement Guidelines

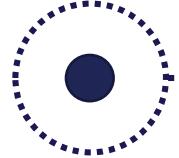
Understand the goal of the project.



Refine and prioritize business questions.



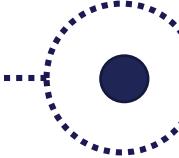
Determine the audience's analytical maturity.



Incorporate end user preferences.
Colors. Logos. Size.



Complete a high-level discovery of the data.



Determine the views needed to answer the questions.



Dashboard Requirements

Dashboard Requirements

1 Dashboard Overview

Name:	
Goal:	
Estimated Date:	

2 Audience Choose all that apply.



Executive



Management



Analysts



Public

3 Display Mode Choose all that apply.



Device Specifics:

Laptop



Device Specifics:

Tablet



Device Specifics:

Mobile

4 Use Choose all that apply.



Web



PDF



PowerPoint



Image

5 Dashboard Filters & Notes

List any filters that should be applied and displayed on the dashboard.

Dashboard Requirements

View Name:

Description: Provide a high-level description of the view (chart).

Data Fields Used in View: List the fields that are needed to create the view. Do not include fields that are used strictly as filters.

Primary Dimension:

Additional Dimensions:

Primary Measure:

Additional Measures:

Notes and Calculations: Provide details for any fields listed above that require a calculation.

Formatting: Describe any required formatting. *Example: Color the top 10 categories blue and the remaining categories grey.*

Filters: List any filters that should be applied to the view.

Data Source: Provide details on the data source(s).

Additional Notes: Provide any additional details or suggestions. *Example: I would like to see this view as a stacked bar chart.*

Dashboard Overview

Dashboard Requirements

1 Dashboard Overview

Name:
Goal:
Estimated Date:

2 Audience Choose all that apply.



Executive



Management



Analysts



Public

3 Display Mode Choose all that apply.



Laptop



Tablet



Mobile

4 Use Choose all that apply.



Web



PDF



PowerPoint



Image

5 Dashboard Filters & Notes

List any filters that should be applied and displayed on the dashboard.

Provide the name of the dashboard along with the overall goal/call to action and estimated time of completion.

Audience

Dashboard Requirements

1 Dashboard Overview

Name:
Goal:
Estimated Date:

2 Audience Choose all that apply.



Executive



Management



Analysts



Public



Understand your end user and their analytical maturity. This is the first and most important step in gathering dashboard requirements.

3 Display Mode Choose all that apply.



Laptop



Tablet



Mobile

4 Use Choose all that apply.



Web



PDF



PowerPoint



Image

5 Dashboard Filters & Notes

List any filters that should be applied and displayed on the dashboard.

Display Mode



Dashboard Requirements

1 Dashboard Overview

Name:
Goal:
Estimated Date:

2 Audience Choose all that apply.



Executive



Management



Analysts



Public

3 Display Mode Choose all that apply.



Laptop

Device Specifics:



Tablet

Device Specifics:



Mobile

Device Specifics:



Determine your end user's display mode preference to reduce the amount of time spent on re-sizing a dashboard.

4 Use Choose all that apply.



Web



PDF



PowerPoint



Image

5 Dashboard Filters & Notes

List any filters that should be applied and displayed on the dashboard.

Use



Dashboard Requirements

1 Dashboard Overview

Name:
Goal:
Estimated Date:

2 Audience Choose all that apply.



Executive



Management



Analysts



Public

3 Display Mode Choose all that apply.



Laptop



Tablet



Mobile

Device Specifics:

Device Specifics:

Device Specifics:

4 Use Choose all that apply.



Web



PDF



PowerPoint



Image



Determine your end user's overall display goal in order to assist in laying out the dashboard.

5 Dashboard Filters & Notes

List any filters that should be applied and displayed on the dashboard.

Dashboard Filters & Notes

Dashboard Requirements

1 Dashboard Overview

Name:
Goal:
Estimated Date:

2 Audience Choose all that apply.



Executive



Management



Analysts



Public

3 Display Mode Choose all that apply.



Laptop



Tablet



Mobile

Device Specifics:

Device Specifics:

Device Specifics:

4 Use Choose all that apply.



Web



PDF



PowerPoint



Image

5 Dashboard Filters & Notes

List any filters that should be applied and displayed on the dashboard.



Determine additional information that your end user would like to see. *Example: dashboard filters, colors, logos, icons.*

View Name

Dashboard Requirements

View Name:

 **Description:** Provide a high-level description of the view (chart).

 **Data Fields Used in View:** List the fields that are needed to create the view. Do not include fields that are used strictly as filters.

Primary Dimension:

Additional Dimensions:

Primary Measure:

Additional Measures:

 **Notes and Calculations:** Provide details for any fields listed above that require a calculation.

 **Formatting:** Describe any required formatting. *Example: Color the top 10 categories blue and the remaining categories grey.*

 **Filters:** List any filters that should be applied to the view.

 **Data Source:** Provide details on the data source(s).

 **Additional Notes:** Provide any additional details or suggestions. *Example: I would like to see this view as a stacked bar chart.*



Provide the name of the worksheet and a high-level description.

Data Fields

Dashboard Requirements

View Name:

 **Description:** Provide a high-level description of the view (chart).

 **Data Fields Used in View:** List the fields that are needed to create the view. Do not include fields that are used strictly as filters.

Primary Dimension:

Additional Dimensions:

Primary Measure:

Additional Measures:

 **Notes and Calculations:** Provide details for any fields listed above that require a calculation.

 **Formatting:** Describe any required formatting. *Example: Color the top 10 categories blue and the remaining categories grey.*

 **Filters:** List any filters that should be applied to the view.

 **Data Source:** Provide details on the data source(s).

 **Additional Notes:** Provide any additional details or suggestions. *Example: I would like to see this view as a stacked bar chart.*



Determine the data fields that are needed to create the view. *What are the primary fields needed? What are the secondary fields needed?*

Notes and Calculations

Dashboard Requirements

View Name:

 **Description:** Provide a high-level description of the view (chart).

 **Data Fields Used in View:** List the fields that are needed to create the view. Do not include fields that are used strictly as filters.

Primary Dimension:

Additional Dimensions:

Primary Measure:

Additional Measures:

 **Notes and Calculations:** Provide details for any fields listed above that require a calculation.



Provide information on any calculations that are required for the fields needed in the view.

 **Formatting:** Describe any required formatting. *Example: Color the top 10 categories blue and the remaining categories grey.*

 **Filters:** List any filters that should be applied to the view.

 **Data Source:** Provide details on the data source(s).

 **Additional Notes:** Provide any additional details or suggestions. *Example: I would like to see this view as a stacked bar chart.*

Formatting

Dashboard Requirements

View Name:

 **Description:** Provide a high-level description of the view (chart).

 **Data Fields Used in View:** List the fields that are needed to create the view. Do not include fields that are used strictly as filters.

Primary Dimension:

Additional Dimensions:

Primary Measure:

Additional Measures:

 **Notes and Calculations:** Provide details for any fields listed above that require a calculation.

 **Formatting:** Describe any required formatting. *Example: Color the top 10 categories blue and the remaining categories grey.*



Determine your end user's formatting needs for this particular view. *Should anything be colored? How should the numbers be formatted?*

 **Filters:** List any filters that should be applied to the view.

 **Data Source:** Provide details on the data source(s).

 **Additional Notes:** Provide any additional details or suggestions. *Example: I would like to see this view as a stacked bar chart.*

Filters

Dashboard Requirements

View Name:

 **Description:** Provide a high-level description of the view (chart).

 **Data Fields Used in View:** List the fields that are needed to create the view. Do not include fields that are used strictly as filters.

Primary Dimension:

Additional Dimensions:

Primary Measure:

Additional Measures:

 **Notes and Calculations:** Provide details for any fields listed above that require a calculation.

 **Formatting:** Describe any required formatting. *Example: Color the top 10 categories blue and the remaining categories grey.*

 **Filters:** List any filters that should be applied to the view.

 **Data Source:** Provide details on the data source(s).

 **Additional Notes:** Provide any additional details or suggestions. *Example: I would like to see this view as a stacked bar chart.*



Determine whether the view requires a filter. If so, what field(s) should be used to filter?

Filters

Dashboard Requirements

View Name:

 **Description:** Provide a high-level description of the view (chart).

 **Data Fields Used in View:** List the fields that are needed to create the view. Do not include fields that are used strictly as filters.

Primary Dimension:

Additional Dimensions:

Primary Measure:

Additional Measures:

 **Notes and Calculations:** Provide details for any fields listed above that require a calculation.

 **Formatting:** Describe any required formatting. *Example: Color the top 10 categories blue and the remaining categories grey.*

 **Filters:** List any filters that should be applied to the view.

 **Data Source:** Provide details on the data source(s).

 **Additional Notes:** Provide any additional details or suggestions. *Example: I would like to see this view as a stacked bar chart.*



Determine the data source(s) needed to create the view. *Does the view require any joins or blends? Do you have the credentials needed to access the data source?*

Filters

Dashboard Requirements

View Name:

 **Description:** Provide a high-level description of the view (chart).

 **Data Fields Used in View:** List the fields that are needed to create the view. Do not include fields that are used strictly as filters.

Primary Dimension:

Additional Dimensions:

Primary Measure:

Additional Measures:

 **Notes and Calculations:** Provide details for any fields listed above that require a calculation.

 **Formatting:** Describe any required formatting. *Example: Color the top 10 categories blue and the remaining categories grey.*

 **Filters:** List any filters that should be applied to the view.

 **Data Source:** Provide details on the data source(s).

 **Additional Notes:** Provide any additional details or suggestions. *Example: I would like to see this view as a stacked bar chart.*



Understand any additional preferences that your end user requires when creating this view.

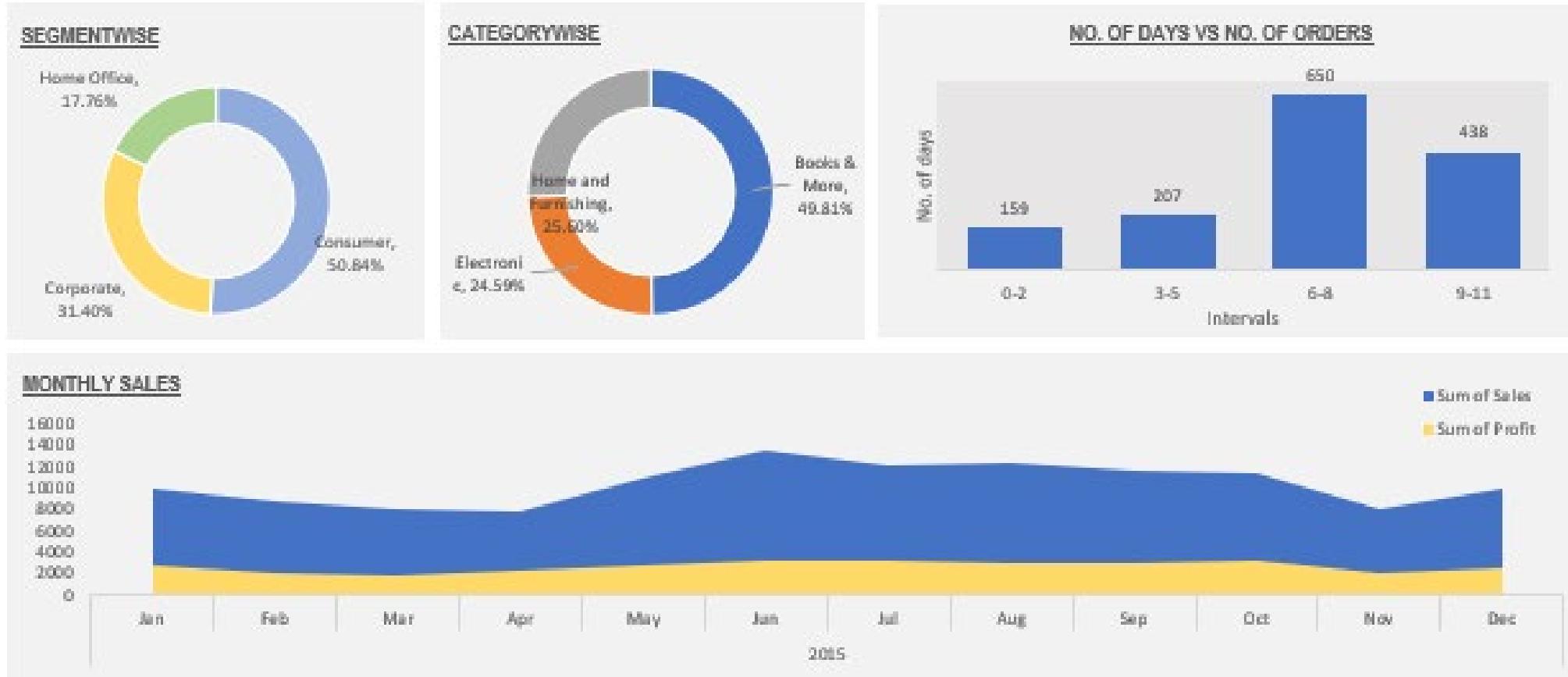
Dashboard Requirements in Action

Use case:

The VP of Sales wants to keep track of sales generated within the company. Overall, he/she wants to know how much each region brings in and which segment generates the most revenue for each region. Currently, this information is provided in an excel workbook and shows sales per category, sales per segment, monthly sales, and the number of orders.

Dashboard Requirements in Action

RETAIL DASHBOARD



Dashboard Requirements in Action

Goal for new Dashboard:

Create an interactive dashboard that analyzes the company's sales data that can be shared with Regional leads as well as the VP of the Sales team.

- Which Sub-Categories have the highest Sales?
- What are the Sales per Region over time?
- What are the Sales, Profit, and Profit Ratio for each Region?
- What are the Sales per State?
- Which Segment AND Region have the highest Sales?

Dashboard Requirements in Action

Dashboard Requirements

1 Dashboard Overview

Name: Superstore Scorecard
Goal: Create an interactive dashboard that analyzes the company's sales data that can be shared with Regional leads as well as the VP of the Sales team.
Estimated Date: 3 weeks from today

2 Audience Choose all that apply.



3 Display Mode Choose all that apply.



4 Use Choose all that apply.



5 Dashboard Filters & Notes

List any filters that should be applied and displayed on the dashboard.

- Dashboard Filters: Year, Category, Ship Mode, Product Name
- Company Colors: #1f7822, #337799, #666666, #3399CC, #6666CC
- Attached is a dashboard found on Tableau Public that the user likes.



Goal: Create an interactive dashboard that analyzes the company's sales data that can be shared with the Regional leads as well as the VP of the Sales team.

Dashboard Requirements in Action

Dashboard Requirements

1 Dashboard Overview

Name: Superstore Scorecard
Goal: Create an interactive dashboard that analyzes the company's sales data that can be shared with Regional leads as well as the VP of the Sales team.
Estimated Date: 3 weeks from today

2 Audience Choose all that apply.



3 Display Mode Choose all that apply.



4 Use Choose all that apply.



5 Dashboard Filters & Notes

List any filters that should be applied and displayed on the dashboard.

- Dashboard Filters: Year, Category, Ship Mode, Product Name
- Company Colors:
- Attached is a dashboard found on Tableau Public that the user likes.

Executive: Will focus on the overall dashboard.
Management: Will interact and dive into their respective Regions.

Dashboard Requirements in Action

Dashboard Requirements

1 Dashboard Overview

Name: Superstore Scorecard
Goal: Create an interactive dashboard that analyzes the company's sales data that can be shared with Regional leads as well as the VP of the Sales team.
Estimated Date: 3 weeks from today

2 Audience Choose all that apply.



3 Display Mode Choose all that apply.



4 Use Choose all that apply.



5 Dashboard Filters & Notes

List any filters that should be applied and displayed on the dashboard.

- Dashboard Filters: Year, Category, Ship Mode, Product Name
- Company Colors: 
- Attached is a dashboard found on Tableau Public that the user likes.

The dashboard will be viewed on a standard laptop. The size of the dashboard should not exceed 1100 x 1000.

Dashboard Requirements in Action

Dashboard Requirements

1 Dashboard Overview

Name: Superstore Scorecard
Goal: Create an interactive dashboard that analyzes the company's sales data that can be shared with Regional leads as well as the VP of the Sales team.
Estimated Date: 3 weeks from today

2 Audience Choose all that apply.



3 Display Mode Choose all that apply.



4 Use Choose all that apply.



5 Dashboard Filters & Notes

List any filters that should be applied and displayed on the dashboard.

- Dashboard Filters: Year, Category, Ship Mode, Product Name
- Company Colors: #1f78b4, #337799, #666666, #3399CC, #333399
- Attached is a dashboard found on Tableau Public that the user likes.

The dashboard will mostly be viewed on the web; however, a printable PDF version may sometimes be used.

Dashboard Requirements in Action

Dashboard Requirements

1 Dashboard Overview

Name: Superstore Scorecard
Goal: Create an interactive dashboard that analyzes the company's sales data that can be shared with Regional leads as well as the VP of the Sales team.
Estimated Date: 3 weeks from today

2 Audience Choose all that apply.



3 Display Mode Choose all that apply.



4 Use Choose all that apply.



5 Dashboard Filters & Notes

List any filters that should be applied and displayed on the dashboard.

- Dashboard Filters: Year, Category, Ship Mode, Product Name
- Company Colors: #1F78B4, #8C9E3A, #E65100, #4DB6AC, #808080
- Attached is a dashboard found on Tableau Public that the user likes.



The VP wants to filter the dashboard by the order date year, the ship mode, and the product name. The company colors are also provided, as well as a sample dashboard.

Dashboard Requirements in Action

Dashboard Requirements

View Name: Metric Details per Region

 **Description:** Provide a high-level description of the view (chart).

View the customers, orders, sales, profit and profit ratio per region.

 **Data Fields Used in View:** List the fields that are needed to create the view. Do not include fields that are used strictly as filters.

Primary Dimension: Region

Additional Dimensions:

Primary Measure: Customers, Orders, Sales, Profit, Profit Ratio

Additional Measures:

 **Notes and Calculations:** Provide details for any fields listed above that require a calculation.

Customers = Count distinct of Customer ID

Orders = Count Distinct of Order ID

Profit Ratio = Profit/Sales

 **Formatting:** Describe any required formatting. *Example: Color the top 10 categories blue and the remaining categories grey.*

 **Filters:** List any filters that should be applied to the view.

 **Data Source:** Provide details on the data source(s).

Superstore Google Cloud SQL

Username: chantilly

Password provided via email

 **Additional Notes:** Provide any additional details or suggestions. *Example: I would like to see this view as a stacked bar chart.*
Prefer to view as a text table.



This chart will focus on the customers, orders, sales, profit, and profit ratio for each Region.

Dashboard Requirements in Action

Dashboard Requirements

View Name: Metric Details per Region

 **Description:** Provide a high-level description of the view (chart).

View the customers, orders, sales, profit and profit ratio per region.

 **Data Fields Used in View:** List the fields that are needed to create the view. Do not include fields that are used strictly as filters.

Primary Dimension: [Region](#)

Additional Dimensions:

Primary Measure: [Customers, Orders, Sales, Profit, Profit Ratio](#)

Additional Measures:

 **Notes and Calculations:** Provide details for any fields listed above that require a calculation.

Customers = Count distinct of Customer ID

Orders = Count Distinct of Order ID

Profit Ratio = Profit/Sales

 **Formatting:** Describe any required formatting. *Example: Color the top 10 categories blue and the remaining categories grey.*

 **Filters:** List any filters that should be applied to the view.

 **Data Source:** Provide details on the data source(s).

Superstore Google Cloud SQL

Username: chantilly

Password provided via email

 **Additional Notes:** Provide any additional details or suggestions. *Example: I would like to see this view as a stacked bar chart.*
Prefer to view as a text table.



The following fields will be used: Region, Customers, Orders, Sales, Profit, and Profit Ratio.

Dashboard Requirements in Action

Dashboard Requirements

View Name: Metric Details per Region

 **Description:** Provide a high-level description of the view (chart).

View the customers, orders, sales, profit and profit ratio per region.

 **Data Fields Used in View:** List the fields that are needed to create the view. Do not include fields that are used strictly as filters.

Primary Dimension: [Region](#)

Additional Dimensions:

Primary Measure: [Customers, Orders, Sales, Profit, Profit Ratio](#)

Additional Measures:

 **Notes and Calculations:** Provide details for any fields listed above that require a calculation.
Customers = Count distinct of Customer ID
Orders = Count Distinct of Order ID
Profit Ratio = Profit/Sales

 **Formatting:** Describe any required formatting. *Example: Color the top 10 categories blue and the remaining categories grey.*

 **Filters:** List any filters that should be applied to the view.

 **Data Source:** Provide details on the data source(s).
[Superstore Google Cloud SQL](#)
Username: chantilly
Password provided via email

 **Additional Notes:** Provide any additional details or suggestions. *Example: I would like to see this view as a stacked bar chart.*
[Prefer to view as a text table.](#)



Customers, orders, and profit ratio will need to be calculated.

Dashboard Requirements in Action

Dashboard Requirements

View Name: Metric Details per Region

 **Description:** Provide a high-level description of the view (chart).

View the customers, orders, sales, profit and profit ratio per region.

 **Data Fields Used in View:** List the fields that are needed to create the view. Do not include fields that are used strictly as filters.

Primary Dimension: [Region](#)

Additional Dimensions:

Primary Measure: [Customers, Orders, Sales, Profit, Profit Ratio](#)

Additional Measures:

 **Notes and Calculations:** Provide details for any fields listed above that require a calculation.

Customers = Count distinct of Customer ID

Orders = Count Distinct of Order ID

Profit Ratio = Profit/Sales

 **Formatting:** Describe any required formatting. *Example: Color the top 10 categories blue and the remaining categories grey.*



No additional formatting or filters are needed.

 **Filters:** List any filters that should be applied to the view.

 **Data Source:** Provide details on the data source(s).

Superstore Google Cloud SQL

Username: chantilly

Password provided via email

 **Additional Notes:** Provide any additional details or suggestions. *Example: I would like to see this view as a stacked bar chart.*
Prefer to view as a text table.

Dashboard Requirements in Action

Dashboard Requirements

View Name: Metric Details per Region

 **Description:** Provide a high-level description of the view (chart).

View the customers, orders, sales, profit and profit ratio per region.

 **Data Fields Used in View:** List the fields that are needed to create the view. Do not include fields that are used strictly as filters.

Primary Dimension: [Region](#)

Additional Dimensions:

Primary Measure: [Customers, Orders, Sales, Profit, Profit Ratio](#)

Additional Measures:

 **Notes and Calculations:** Provide details for any fields listed above that require a calculation.

Customers = Count distinct of Customer ID

Orders = Count Distinct of Order ID

Profit Ratio = Profit/Sales

 **Formatting:** Describe any required formatting. *Example: Color the top 10 categories blue and the remaining categories grey.*

 **Filters:** List any filters that should be applied to the view.

 **Data Source:** Provide details on the data source(s).

Superstore Google Cloud SQL

Username: chantilly

Password provided via email

 **Additional Notes:** Provide any additional details or suggestions. *Example: I would like to see this view as a stacked bar chart.*
Prefer to view as a text table.



The data source requires a Google Cloud SQL connection. The username and password are provided.

Dashboard Requirements in Action

Dashboard Requirements

View Name: Metric Details per Region

 **Description:** Provide a high-level description of the view (chart).

View the customers, orders, sales, profit and profit ratio per region.

 **Data Fields Used in View:** List the fields that are needed to create the view. Do not include fields that are used strictly as filters.

Primary Dimension: [Region](#)

Additional Dimensions:

Primary Measure: [Customers, Orders, Sales, Profit, Profit Ratio](#)

Additional Measures:

 **Notes and Calculations:** Provide details for any fields listed above that require a calculation.

Customers = Count distinct of Customer ID

Orders = Count Distinct of Order ID

Profit Ratio = Profit/Sales

 **Formatting:** Describe any required formatting. *Example: Color the top 10 categories blue and the remaining categories grey.*

 **Filters:** List any filters that should be applied to the view.

 **Data Source:** Provide details on the data source(s).

Superstore Google Cloud SQL

Username: chantilly

Password provided via email

 **Additional Notes:** Provide any additional details or suggestions. *Example: I would like to see this view as a stacked bar chart.*
Prefer to view as a text table.



The preference for the chart type is a text table.

Dashboard Requirements in Action

Dashboard Requirements

View Name: Metric Details per Region

i Description: Provide a high-level description of the view (chart).

View the customers, orders, sales, profit and profit ratio per region.

Data Fields Used in View: List the fields that are needed to create the view. Do not include fields that are used strictly as filters.

Primary Dimension: Region

Additional Dimensions:

Primary Measure: Customers, Orders, Sales, Profit, Profit Ratio

Additional Measures:

f Notes and Calculations: Provide details for any fields listed above that require a calculation.

Customers = Count distinct of Customer ID

Orders = Count Distinct of Order ID

Profit Ratio = Profit/Sales

Formatting: Describe any required formatting. Example: Color the top 10 categories blue and the remaining categories grey.

Filters: List any filters that should be applied to the view.

Data Source: Provide details on the data source(s).

Superstore Google Cloud SQL

Username: chantilly

Password provided via email

+ Additional Notes: Provide any additional details or suggestions. Example: I would like to see this view as a stacked bar chart.

Prefer to view as a text table.

Dashboard Requirements

View Name: Overall Metrics

i Description: Provide a high-level description of the view (chart).

View showing the overall number of customers, orders, profit and sales.

Data Fields Used in View: List the fields that are needed to create the view. Do not include fields that are used strictly as filters.

Primary Dimension:

Additional Dimensions:

Primary Measure: Customers, Orders, Profit, and Sales

Additional Measures:

f Notes and Calculations: Provide details for any fields listed above that require a calculation.

Customers = Count distinct of Customer ID

Orders = Count Distinct of Order ID

Profit Ratio = Profit/Sales

Formatting: Describe any required formatting. Example: Color the top 10 categories blue and the remaining categories grey.

Filters: List any filters that should be applied to the view.

Data Source: Provide details on the data source(s).

Superstore Google Cloud SQL

Username: chantilly

Password provided via email

Additional Notes: Provide any additional details or suggestions. Example: I would like to see this view as a stacked bar chart.

Dashboard Requirements

View Name: Sales Per Region

i Description: Provide a high-level description of the view (chart).

View the sales for each state using a map.

Data Fields Used in View: List the fields that are needed to create the view. Do not include fields that are used strictly as filters.

Primary Dimension: State

Additional Dimensions:

Primary Measure: Sales

Additional Measures:

f Notes and Calculations: Provide details for any fields listed above that require a calculation.

Formatting: Describe any required formatting. Example: Color the top 10 categories blue and the remaining categories grey.

Filters: List any filters that should be applied to the view.

Data Source: Provide details on the data source(s).

Superstore Google Cloud SQL

Username: chantilly

Password provided via email

Additional Notes: Provide any additional details or suggestions. Example: I would like to see this view as a stacked bar chart.

Dashboard Requirements

View Name: Sales Per Sub-Category

i Description: Provide a high-level description of the view (chart).

View the sales for each sub-category.

Data Fields Used in View: List the fields that are needed to create the view. Do not include fields that are used strictly as filters.

Primary Dimension: Sub-Category

Additional Dimensions:

Primary Measure: Sales

Additional Measures:

f Notes and Calculations: Provide details for any fields listed above that require a calculation.

Formatting: Describe any required formatting. Example: Color the top 10 categories blue and the remaining categories grey.

Filters: List any filters that should be applied to the view.

Data Source: Provide details on the data source(s).

Superstore Google Cloud SQL

Username: chantilly

Password provided via email

Additional Notes: Provide any additional details or suggestions. Example: I would like to see this view as a stacked bar chart.

Dashboard Requirements

View Name: Region Segment Sales

i Description: Provide a high-level description of the view (chart).

View the sales for each Region and Segment.

Data Fields Used in View: List the fields that are needed to create the view. Do not include fields that are used strictly as filters.

Primary Dimension: Region

Additional Dimension: Segment

Primary Measure: Sales

Additional Measures:

f Notes and Calculations: Provide details for any fields listed above that require a calculation.

Formatting: Describe any required formatting. Example: Color the top 10 categories blue and the remaining categories grey.

Filters: List any filters that should be applied to the view.

Data Source: Provide details on the data source(s).

Superstore Google Cloud SQL

Username: chantilly

Password provided via email

Additional Notes: Provide any additional details or suggestions. Example: I would like to see this view as a highlight table.

One page for each view/chart that needs to be created.

Dashboard Requirements in Action

Dashboard Requirements

1 Dashboard Overview

Name:	Superstore Scorecard
Goal:	Create an interactive dashboard that analyzes the company's sales data that can be shared with Regional leads as well as the VP of the Sales team.
Estimated Date:	3 weeks from today

2 Audience Choose all that apply.



3 Display Mode Choose all that apply.



4 Use Choose all that apply.



5 Dashboard Filters & Notes

List any filters that should be applied and displayed on the dashboard.

- Dashboard Filters: Year, Category, Ship Mode, Product Name
- Company Colors: #3182bd, #e31a1c, #6a5acd, #2ca02c, #1f77b4
- Attached is a dashboard found on Tableau Public that the user likes.

Dashboard Requirements

View Name: Metric Details per Region

i Description: Provide a high-level description of the view (chart).

View the customers, orders, sales, profit and profit ratio per region.

Data Fields Used in View: List the fields that are needed to create the view. Do not include fields that are used strictly as filters.

Primary Dimension: Region

Additional Dimensions:

Primary Measure: Customers, Orders, Sales, Profit, Profit Ratio

Additional Measures:

fx Notes and Calculations: Provide details for any fields listed above that require a calculation.

Customers = Count distinct of Customer ID

Orders = Count Distinct of Order ID

Profit Ratio = Profit/Sales

Formatting: Describe any required formatting. Example: Color the top 10 categories blue and the remaining categories grey.

Filters: List any filters that should be applied to the view.

Data Source: Provide details on the data source(s).

Superstore Google Cloud SQL

Username: chantillyj

Password provided via email

+ Additional Notes: Provide any additional details or suggestions. Example: I would like to see this view as a stacked bar chart.

Prefer to view as a text table.

Dashboard Requirements

View Name: Overall Metrics

i Description: Provide a high-level description of the view (chart).

View the overall number of customers, orders, profit and sales.

Data Fields Used in View: List the fields that are needed to create the view. Do not include fields that are used strictly as filters.

Primary Dimension:

Additional Dimensions:

Primary Measure: Customers, Orders, Profit, and Sales

Additional Measures:

fx Notes and Calculations: Provide details for any fields listed above that require a calculation.

Customers = Count Distinct of Customer ID

Orders = Count Distinct of Order ID

Profit Ratio = Profit/Sales

Formatting: Describe any required formatting. Example: Color the top 10 categories blue and the remaining categories grey.

Place labels at the bottom of each metric.

Filters: List any filters that should be applied to the view.

Data Source: Provide details on the data source(s).

Superstore Google Cloud SQL

Username: chantillyj

Password provided via email

Additional Notes: Provide any additional details or suggestions. Example: I would like to see this view as a stacked bar chart.

Dashboard Requirements

View Name: Sales Per Region

i Description: Provide a high-level description of the view (chart).

View the sales for each region using a map.

Data Fields Used in View: List the fields that are needed to create the view. Do not include fields that are used strictly as filters.

Primary Dimension: Region

Additional Dimensions:

Primary Measure: Sales

Additional Measures:

fx Notes and Calculations: Provide details for any fields listed above that require a calculation.

Formatting: Describe any required formatting. Example: Color the top 10 categories blue and the remaining categories grey.

Color the sales from highest to lowest using company brand colors.

Filters: List any filters that should be applied to the view.

Data Source: Provide details on the data source(s).

Superstore Google Cloud SQL

Username: chantillyj

Password provided via email

Additional Notes: Provide any additional details or suggestions. Example: I would like to see this view as a stacked bar chart.

Dashboard Requirements

View Name: Region Segment Sales

i Description: Provide a high-level description of the view (chart).

View the sales for each Region and Segment.

Data Fields Used in View: List the fields that are needed to create the view. Do not include fields that are used strictly as filters.

Primary Dimension: Region

Additional Dimensions: Segment

Primary Measure: Sales

Additional Measures:

fx Notes and Calculations: Provide details for any fields listed above that require a calculation.

Formatting: Describe any required formatting. Example: Color the top 10 categories blue and the remaining categories grey.

Color each Segment and Region by highest to lowest Sales.

Filters: List any filters that should be applied to the view.

Data Source: Provide details on the data source(s).

Superstore Google Cloud SQL

Username: chantillyj

Password provided via email

Additional Notes: Provide any additional details or suggestions. Example: I would like to see this view as a highlight table.

Creating a Template

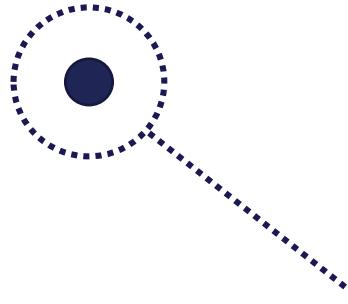
“

Once you've analyzed your data and determined the insight that you would like to convey to your audience, create a **grid-like template** to help organize your thoughts.

Chantilly Jaggernaut
Lovelytics

Template Guidelines

Prioritize
requirements.
Only use what's
important.



Templates in Action

Prioritize requirements. Only use what's important.

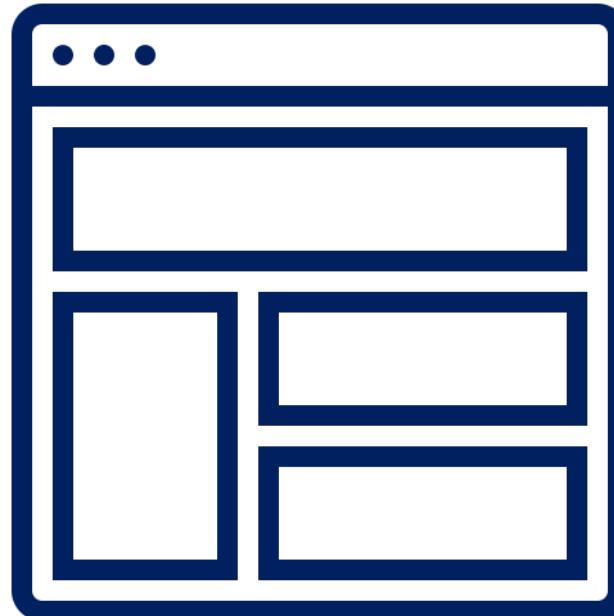
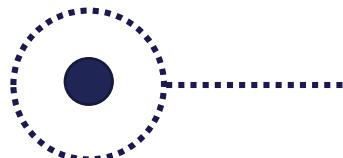
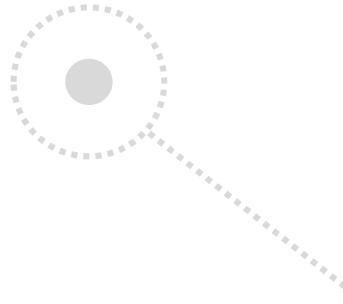
Superstore scorecard

- 1 Overall # of customers, orders, sales, and profit.
- 2 Monthly sales per region
- 3 Metric details per region
- 4 Region segment sales
- 5 Sales per state
- 6 Sales per sub-category

Template Guidelines

Prioritize requirements.
Only use what's important.

Use blank text boxes or pen/paper.



Templates in Action

Use blank text boxes or pen/paper.

Use blank text boxes
with borders and add
chart context.

The dashboard template consists of a dark blue header bar labeled "Dashboard Title". Below it is a row of four light gray rectangular boxes, each containing placeholder text "XX,XXX" and a small "label" below it. These are labeled "Filter #1", "Filter #2", "Filter #3", and "Filter #4" respectively. The main content area is divided into three sections: "Sales Per Region" (containing three boxes for "Monthly Sales per Region", "Metric Details per Region", and "Region Segment Sales"), "Sales Per State" (containing one box for "Sales per State" and "Map"), and "Sales Per Sub-Category" (containing one box for "Sales per Sub-Category" and "Bar Chart").

Dashboard Title

Filter #1 Filter #2 Filter #3 Filter #4

XX,XXX
label XX,XXX
label XX,XXX
label XX,XXX
label

Sales Per Region

Monthly Sales per Region
Line Chart

Metric Details per Region
Text Table

Region Segment Sales
Highlight Table

Sales Per State

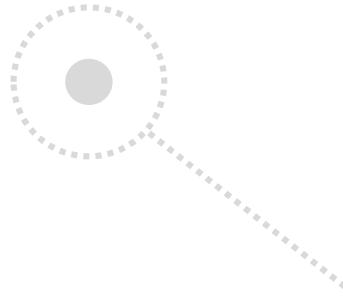
Sales per State
Map

Sales Per Sub-Category

Sales per Sub-Category
Bar Chart

Template Guidelines

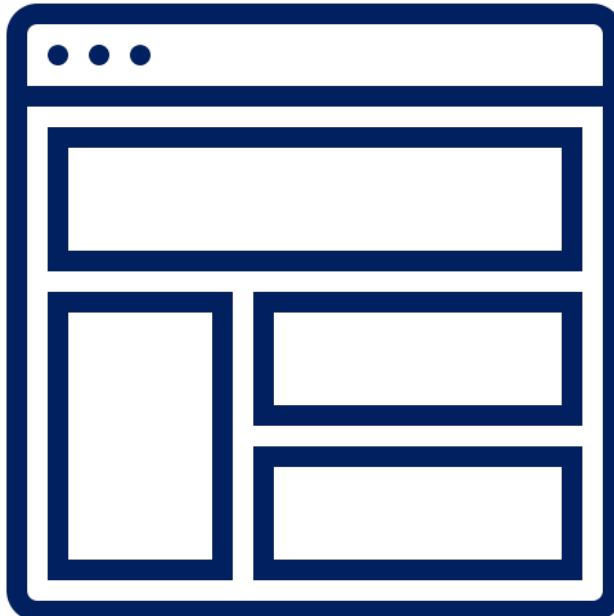
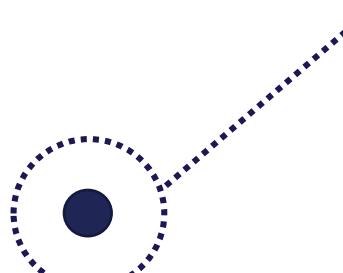
Prioritize requirements.
Only use what's important.



Use blank text boxes or pen/paper.



Design to a grid.



-Big Book of Dashboards

Templates in Action

Design to a grid.

5 chart grid — — ●

Dashboard Title

Filter #1Filter #2Filter #3Filter #4

XX,XXX
label

XX,XXX
label

XX,XXX
label

XX,XXX
label

Sales Per Region

Monthly Sales per Region
Line Chart

Metric Details per Region
Text Table

Region Segment Sales
Highlight Table

Sales Per State

Sales per State
Map

Sales per Sub-Category
Bar Chart

Templates in Action

Design to a grid.

Dashboard Title

Filter #1 Filter #2 Filter #3 Filter #4

XX,XXX XX,XXX XX,XXX XX,XXX

label label label label

4 chart grid ——●

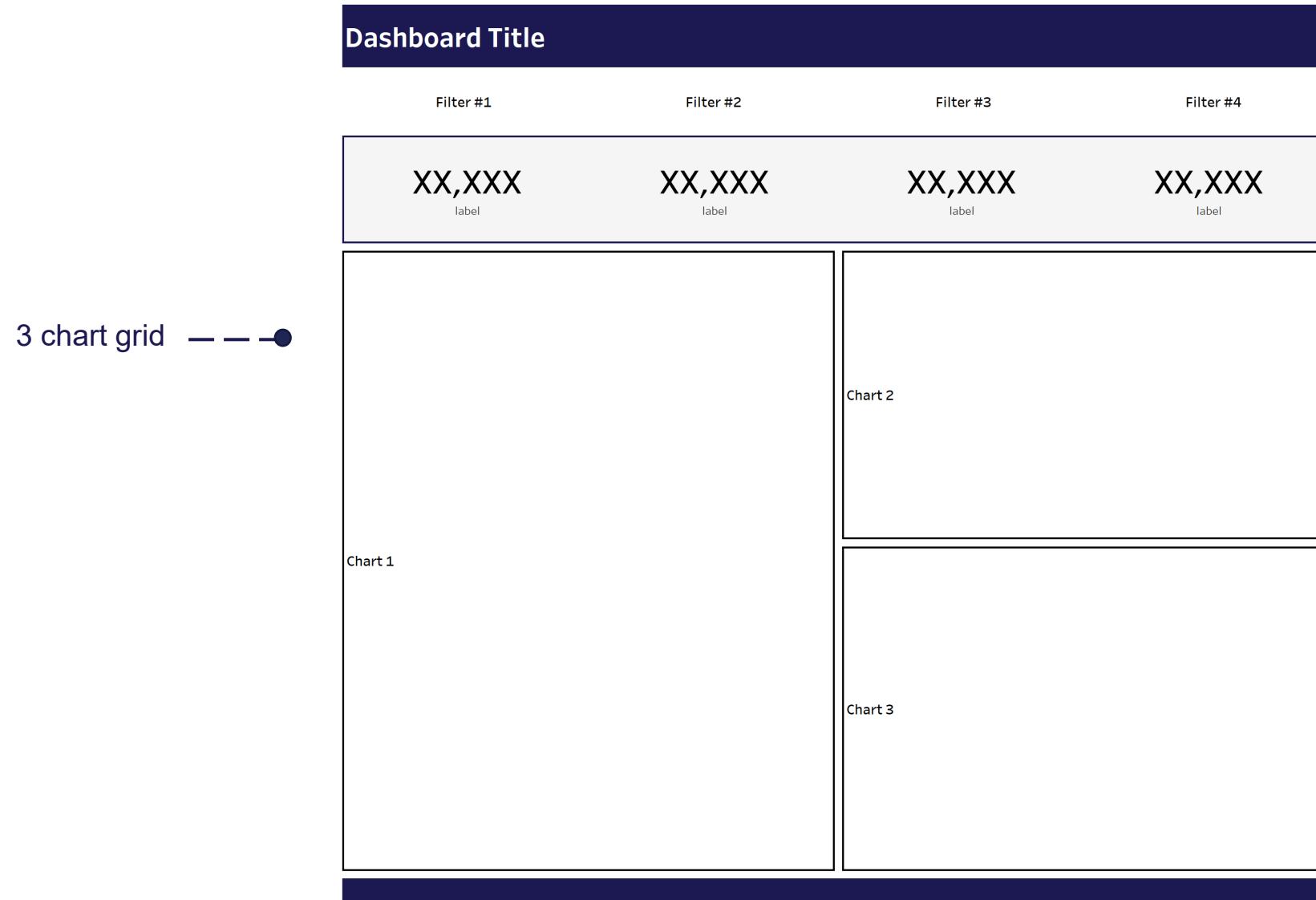
Chart 1 Chart 2

Chart 3 Chart 4

The diagram illustrates a dashboard template designed for a 2x2 grid. At the top is a dark blue header bar labeled "Dashboard Title". Below it is a row of four filter inputs labeled "Filter #1", "Filter #2", "Filter #3", and "Filter #4". Underneath these filters are four summary value boxes, each containing "XX,XXX" and a "label" below it. The main area is divided into four equal-sized white boxes labeled "Chart 1", "Chart 2", "Chart 3", and "Chart 4" from left to right and top to bottom respectively. To the left of the first column, the text "4 chart grid" is followed by a dashed arrow pointing right, indicating the overall layout structure.

Templates in Action

Design to a grid.



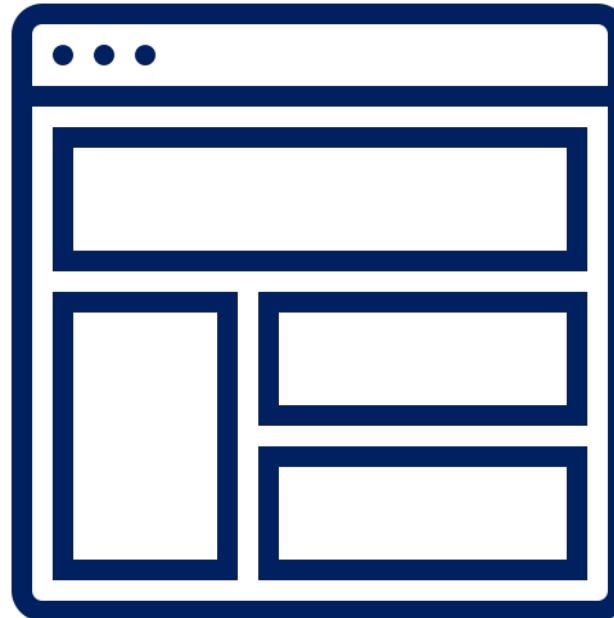
Template Guidelines

Prioritize requirements.
Only use what's important.

Use blank text boxes or pen/paper.

Design to a grid.

-Big Book of Dashboards



Incorporate BAN's and add context.

Templates in Action

Incorporate BANs and add context.

Incorporate BAN's at the top or left area of the dashboard. Be sure to add context.



Dashboard Title

Filter #1Filter #2Filter #3Filter #4

XX,XXX <small>label</small>	XX,XXX <small>label</small>	XX,XXX <small>label</small>	XX,XXX <small>label</small>
--------------------------------	--------------------------------	--------------------------------	--------------------------------

Sales Per Region

Monthly Sales per Region

Line Chart

Metric Details per Region

Text Table

Region Segment Sales

Highlight Table

Sales Per State

Sales per State

Map

Sales Per Sub-Category

Sales per Sub-Category

Bar Chart

Templates in Action

Incorporate BANs and add context.

Left-sided BAN. — — ●

Dashboard Title

Filter #1 Filter #2 Filter #3 Filter #4

Sales Per Region

XX,XXX
label

XX,XXX
label

XX,XXX
label

XX,XXX
label

Monthly Sales per Region
Line Chart

Metric Details per Region
Text Table

Region Segment Sales
Highlight Table

Sales Per State

Sales Per Sub-Category

Sales per State
Map

Sales per Sub-Category
Bar Chart

This diagram illustrates a dashboard template for sales analysis. On the left, there is a vertical sidebar containing four summary cards, each with a large value ('XX,XXX') and a small 'label' below it. The main area is divided into three horizontal sections: 'Sales Per Region', 'Sales Per State', and 'Sales Per Sub-Category'. Each section contains a chart or table component. The 'Sales Per Region' section includes a 'Line Chart' and a 'Text Table'. The 'Sales Per State' section includes a 'Map'. The 'Sales Per Sub-Category' section includes a 'Bar Chart'. At the top of the main area, there are four filter slots labeled 'Filter #1' through 'Filter #4'.

Templates in Action

Incorporate BANs and add context.

BANs display the highest level of information. Try not to place them at the right or bottom of the dashboard.

Dashboard Title

Filter #1 Filter #2 Filter #3 Filter #4

Sales Per Region

Monthly Sales per Region Line Chart	Metric Details per Region Text Table	Region Segment Sales Highlight Table	XX,XXX label
--	---	---	-----------------

Sales Per State

Sales Per Sub-Category

Sales per State Map	Sales per Sub-Category Bar Chart	XX,XXX label	XX,XXX label
------------------------	-------------------------------------	-----------------	-----------------

Sales Per Region

Monthly Sales per Region Line Chart	Metric Details per Region Text Table	Region Segment Sales Highlight Table	XX,XXX label
--	---	---	-----------------

Sales Per State

Sales Per Sub-Category

Sales per State Map	Sales per Sub-Category Bar Chart	XX,XXX label	XX,XXX label
------------------------	-------------------------------------	-----------------	-----------------

Dashboard Title

Filter #1 Filter #2 Filter #3 Filter #4

Sales Per Region

Monthly Sales per Region Line Chart	Metric Details per Region Text Table	Region Segment Sales Highlight Table	XX,XXX label
--	---	---	-----------------

Sales Per State

Sales Per Sub-Category

Sales per State Map	Sales per Sub-Category Bar Chart	XX,XXX label	XX,XXX label
------------------------	-------------------------------------	-----------------	-----------------

Sales Per Region

Monthly Sales per Region Line Chart	Metric Details per Region Text Table	Region Segment Sales Highlight Table	XX,XXX label
--	---	---	-----------------

Sales Per State

Sales Per Sub-Category

Sales per State Map	Sales per Sub-Category Bar Chart	XX,XXX label	XX,XXX label
------------------------	-------------------------------------	-----------------	-----------------

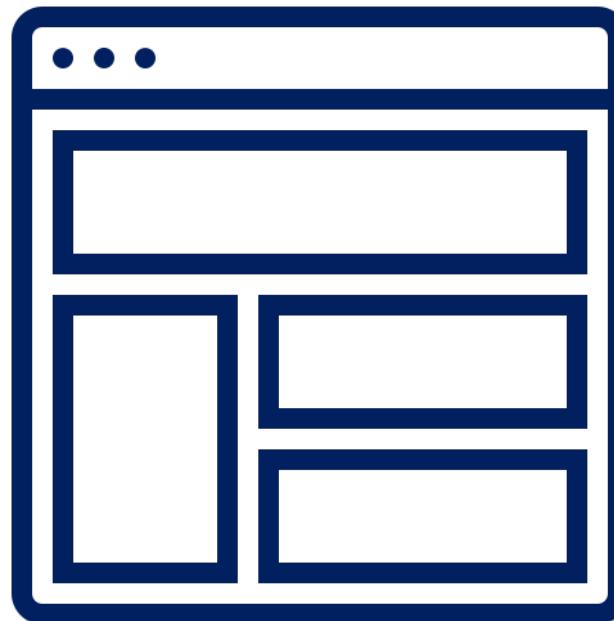
Template Guidelines

Prioritize requirements.
Only use what's important.

Use blank text boxes or pen/paper.

Design to a grid.

-Big Book of Dashboards



Incorporate BAN's and add context.

Use size & position to show hierarchy.

Templates in Action

Use size & position to show hierarchy.

Try to incorporate filters at the top to limit the number of filters that can be added.



Lay out the requirements in order of priority. Left to right. Top to bottom.



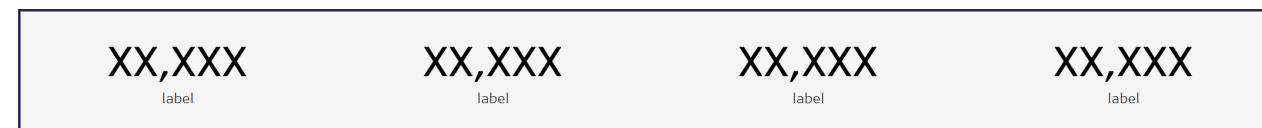
Dashboard Title

Filter #1

Filter #2

Filter #3

Filter #4



1

Sales Per Region

Monthly Sales per Region
Line Chart

2

Metric Details per Region
Text Table

Region Segment Sales
Highlight Table

3

4

Sales Per State

Sales per State
Map

Sales Per Sub-Category

Sales per Sub-Category
Bar Chart

5

6

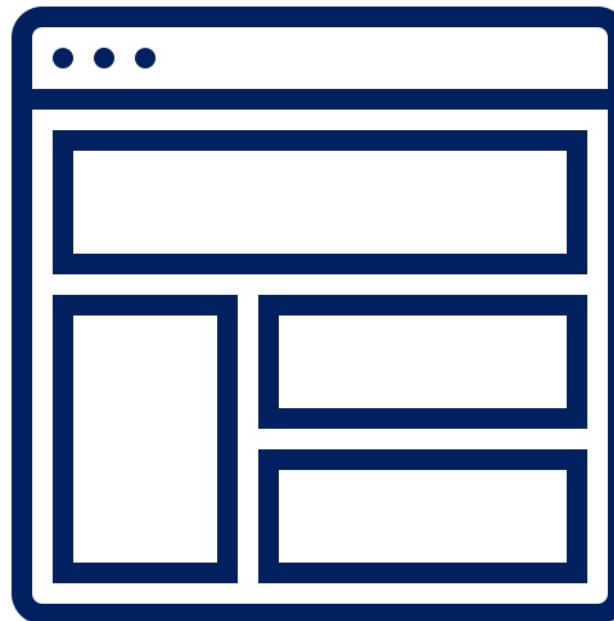
Template Guidelines

Prioritize requirements.
Only use what's important.

Use blank text boxes or pen/paper.

Design to a grid.

-Big Book of Dashboards



Incorporate BAN's and add context.

Use size & position to show hierarchy.

Begin to think about icons and use of color.

Templates in Action

Begin to think about icons and use of color.

Dashboard Title

Company Logo

Filter #1 Filter #2 Filter #3 Filter #4

Icon XX,XXX label Icon XX,XXX label Icon XX,XXX label Icon XX,XXX label

Sales Per Region

Monthly Sales per Region
Line Chart

Metric Details per Region
Text Table

Region Segment Sales
Highlight Table

Sales Per State

Sales per State
Map

Sales Per Sub-Category

Sales per Sub-Category
Bar Chart



Place logo in top right corner.

Templates in Action

Begin to think about icons and use of color.

Do not over-complicate the use of icons. Using them just within the BAN area is OK.

Dashboard Title

Company Logo

Filter #1 Filter #2 Filter #3 Filter #4

Icon XX,XXX label Icon XX,XXX label Icon XX,XXX label Icon XX,XXX label

Sales Per Region

Monthly Sales per Region Line Chart Metric Details per Region Text Table Region Segment Sales Highlight Table

Sales Per State

Sales per State Map

Sales Per Sub-Category

Sales per Sub-Category Bar Chart

Dashboard Title

Company Logo

Icon Filter #1 Icon Filter #2 Icon Filter #3 Icon Filter #4

Icon XX,XXX label Icon XX,XXX label Icon XX,XXX label Icon XX,XXX label

Sales Per Region

Monthly Sales per Region Line Chart Metric Details per Region Text Table Region Segment Sales Highlight Table

Sales Per State

Sales per State Map

Sales Per Sub-Category

Sales per Sub-Category Bar Chart

“

Fill in your template.

Chantilly Jaggernaut

Lovelytics

Templates in Action

Fill in your template.

Dashboard Title

Company Logo

Filter #1 Filter #2 Filter #3 Filter #4

Icon XX,XXX label Icon XX,XXX label Icon XX,XXX label Icon XX,XXX label

Sales Per Region

Monthly Sales per Region Line Chart	Metric Details per Region Text Table	Region Segment Sales Highlight Table
--	---	---

Sales Per State

Sales per State Map	Sales Per Sub-Category Bar Chart
------------------------	-------------------------------------

Superstore Sales Scorecard

Year of Order Date: 2018 Category: All Ship Mode: All Product Name: All

Icon 693 Customers Icon 1,687 Orders Icon \$733,215 Sales Icon \$93,439 Profit

Sales Per Region

Region	Customers	Orders	Sales	Profit	Profit Ratio	Consumer	Corporate	Home Office
Central	325	406	\$147,098	\$7,551	5%	\$68,346	\$48,300	\$30,452
East	354	470	\$213,083	\$33,231	16%	\$95,453	\$64,757	\$52,873
South	223	273	\$122,906	\$8,849	7%	\$60,960	\$42,399	\$19,547
West	397	538	\$250,128	\$43,809	18%	\$107,146	\$86,392	\$56,591

Sales Per State - Click on Map to Interact with Dashboard

Sales Per Sub-Category

Sub-Category	Sales
Phones	\$105K
Chairs	\$96K
Binders	\$73K
Storage	\$70K
Copiers	\$63K
Tables	\$61K
Accessories	\$60K
Machines	\$44K
Appliances	\$43K
Bookcases	\$30K
Furnishings	\$29K
Paper	\$28K
Supplies	\$16K
Art	\$9K
Labels	\$4K
Envelopes	\$3K
Fasteners	\$1K

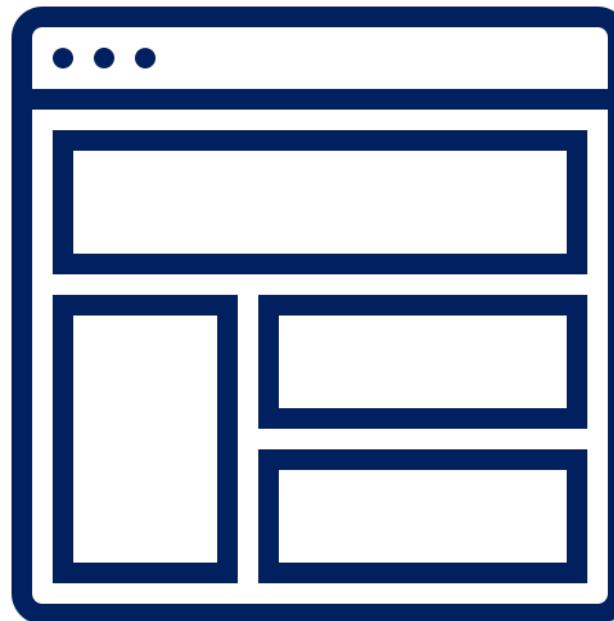
Template Guidelines

Prioritize requirements.
Only use what's important.

Use blank text boxes or pen/paper.

Design to a grid.

-Big Book of Dashboards



Incorporate BAN's and add context.

Use size & position to show hierarchy.

Begin to think about icons and use of color.

“

Reuse your template.

Chantilly Jaggernaut
Lovelytics



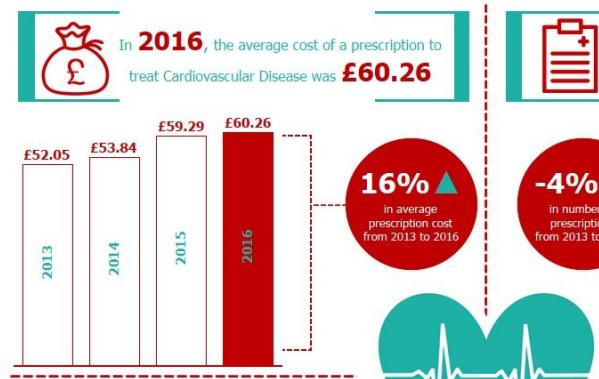
What is Cardiovascular Disease?

Cardiovascular disease, also known as CVD or heart disease, is a term that describes all diseases of the heart and circulatory system. It includes conditions such as coronary heart disease, heart failure, stroke, and heart attack.

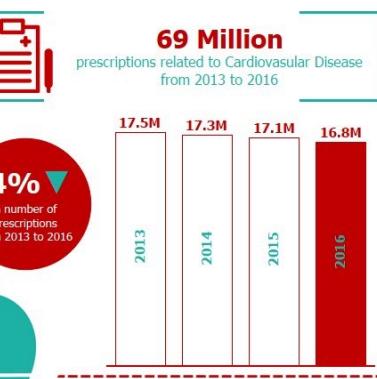
7 Million
people are living with
Cardiovascular Disease in
the UK (estimate)

#1
leading cause of
death in the UK and
globally

Cost to Treat CVD



Change in Number of CVD Prescriptions



Top 5 Prescribed Items

	# of Prescriptions	Avg. Prescription Cost
Furosemide Tab 40mg	391,977	£82
Amlodipine Tab 5mg	389,641	£165
Bisoprolol Fumar Tab 2.5mg	386,544	£83
Aspirin Disper Tab 75mg	386,346	£184
Furosemide Tab 20mg	386,246	£34

Chemicals in the Most Prescribed Items

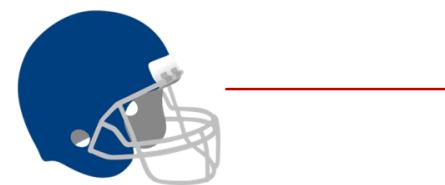
A deeper look into the active constituents in the top 5 prescribed items shown to the left

Furosemide
Used to treat fluid retention and high blood pressure
Found in 33 different BNF Codes related to CVD

Amlodipine
Used to treat chest pains, high blood pressure and improve blood flow
Found in 18 different BNF Codes related to CVD

Bisoprolol
Used to treat high blood pressure also a beta blocker
Found in 33 different BNF Codes related to CVD

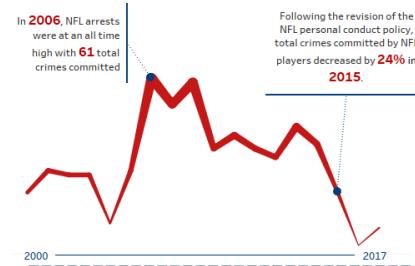
Aspirin
Used to help prevent the formation of blood clots as well as prevent heart attacks and strokes
Found in 14 different BNF Codes related to CVD



Player Arrests in the NFL (2000 - 2017)



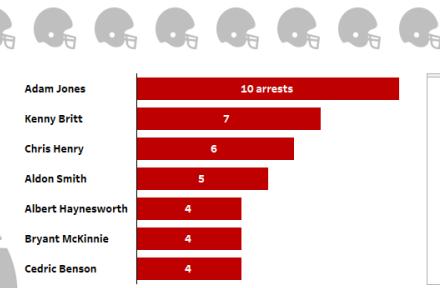
Trend of Arrests Made



Players Arrested by Division

Select a Helmet to Filter Players

AFC East AFC North AFC South AFC West NFC East NFC North NFC South NFC West



Top 5 Teams by Arrests



All Other Teams 75% (570 arrests)

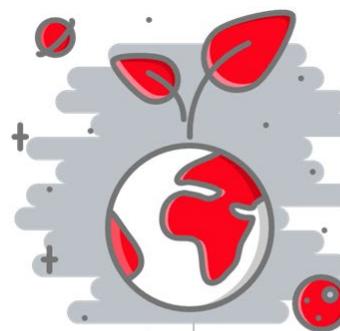
Top 5 Teams 25% (189 arrests)



Top Arrest Categories

Did you know?
Every **NFL team** provides car-and-driver services to players, and every NFL city has multiple companies that provide the same offer.





Ecological Footprint

Highlighting the Ecological Footprint & Biocapacity of Countries Around the World

Note: The data shown reflects 188 countries that had data available for 2014.

Ecological Footprint

The Ecological Footprint measures the ecological assets that a given population requires to produce the natural resources it consumes and to absorb its waste. The Ecological Footprint tracks the use of six categories of productive surface areas: cropland, grazing land, fishing grounds, built-up land, forest area, and carbon demand on land. The Ecological Footprint is considered the **demand** side of nature.

2014 World Footprint

$$\text{Biocapacity} \quad \text{Ecological Footprint} = \text{Ecological Deficit}$$

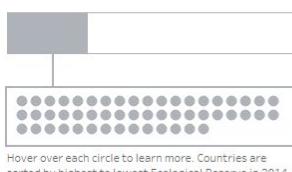
1.7 per person - gha - 2.8 per person - gha = -1.2 per person - gha

Both the Ecological Footprint and Biocapacity are expressed in global hectares - globally comparable, standardized hectares with world average productivity. Global hectares per person refers to the amount of production and waste assimilation per person.

Countries with an Ecological Reserve

28%

of countries around the world had an Ecological Reserve in 2014

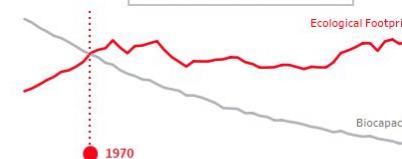


Hover over each circle to learn more. Countries are sorted by highest to lowest Ecological Reserve in 2014.

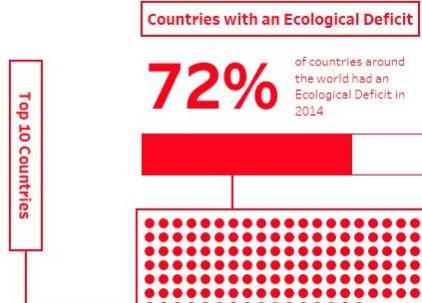
Biocapacity

Biocapacity represents the productivity of ecological assets. This includes cropland, grazing land, forest land, fishing grounds, and built-up land. Biocapacity is considered the **supply** side of the Ecological Footprint Accounting equation. An **Ecological Deficit** occurs when the Ecological footprint of a population exceeds the biocapacity of the area available to that population. An **Ecological Reserve** exists when the biocapacity of a region exceeds its population's Ecological Footprint.

1961 - 2014 World Footprint



Countries that had the highest Ecological Reserve in 2014. An Ecological Reserve exists when the biocapacity of a region exceeds its population's Ecological Footprint.



Countries that had the highest Ecological Deficit in 2014. An Ecological Deficit occurs when the Ecological Footprint of a population exceeds the biocapacity of the area available to that population.

NEWS

Freedom of the Press 2017

Only 13 percent of the world's population enjoys a Free Press. What does Free Press actually mean?

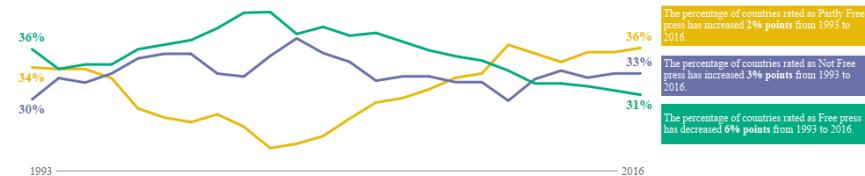
Lower scores indicate higher freedom of press

- ✓ A media environment where coverage of political news is robust
- ✓ The safety of journalists is guaranteed

- ✓ State intrusion in media affairs is minimal
- ✓ The press is not subject to onerous legal or economic pressures

Historical Trends in Press Freedom

Percentage of countries among the three press freedom categories - **Free**, **Partly Free**, **Not Free**



The percentage of countries rated as Partly Free press has increased 2% points from 1993 to 2016.

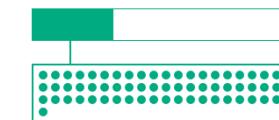
The percentage of countries rated as Not Free press has increased 3% points from 1993 to 2016.

The percentage of countries rated as Free press has decreased 6% points from 1993 to 2016.

Countries Rated as Free Press

31%

of countries were designated as Free in Freedom of the Press 2017



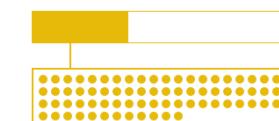
*Hover to view country score

Norway	8 out of 100
Netherlands	11
Sweden	11
Belgium	12
Denmark	12
Finland	12
Switzerland	13
Luxembourg	14
Iceland	15
Palau	15

Countries Rated as Partly Free Press

36%

of countries were designated as Partly Free in Freedom of the Press 2017



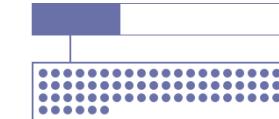
*Hover to view country score

Italy	31 out of 100
Namibia	32
Ghana	33
Israel	33
Antigua and Barbuda	34
Poland	34
South Korea	34
Timor-Leste	35
Benin	37
Mongolia	37

Countries Rated as Not Free Press

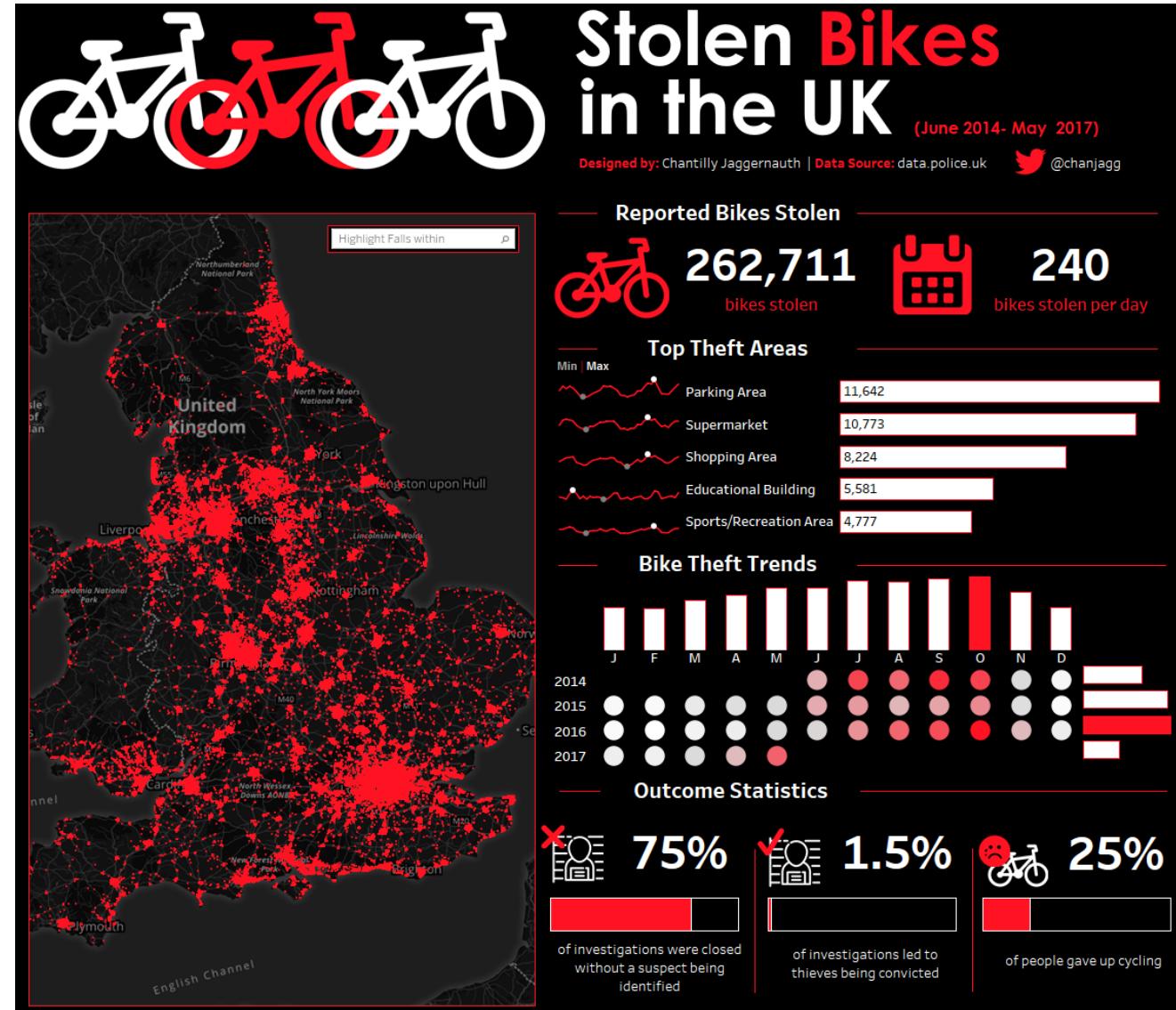
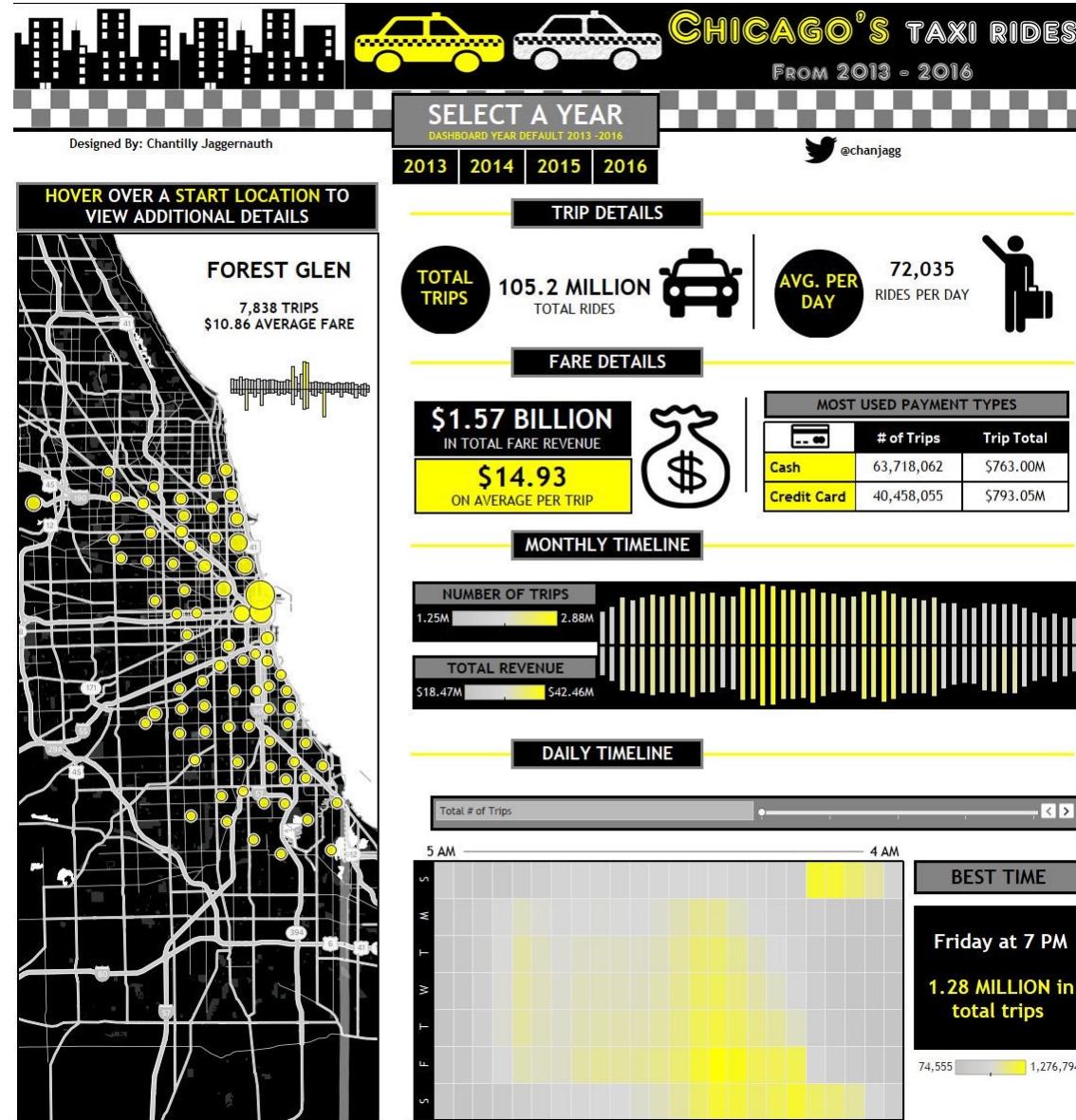
33%

of countries were designated as Not Free in Freedom of the Press 2017



*Hover to view country score

North Korea	98 out of 100
Turkmenistan	98
Uzbekistan	95
Crimea	94
Eritrea	94
Cuba	91
Equatorial G.	91
Azerbaijan	90
Iran	90
Syria	90



“

Layout. Fill in. Reuse.

Chantilly Jaggernaut
Lovelytics

Using Art to Your Advantage

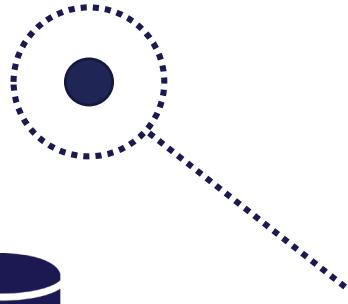
“

Using simple images and icons can take your dashboard from basic to visually appealing.

Chantilly Jaggernaut
Lovelytics

Icons & Art Guidelines

Communicate meaning. Easy to recognize.

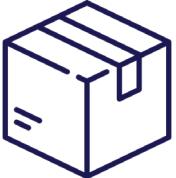


Icons & Art in Action

Communicate meaning. Easy to recognize.



Used to identify a person.



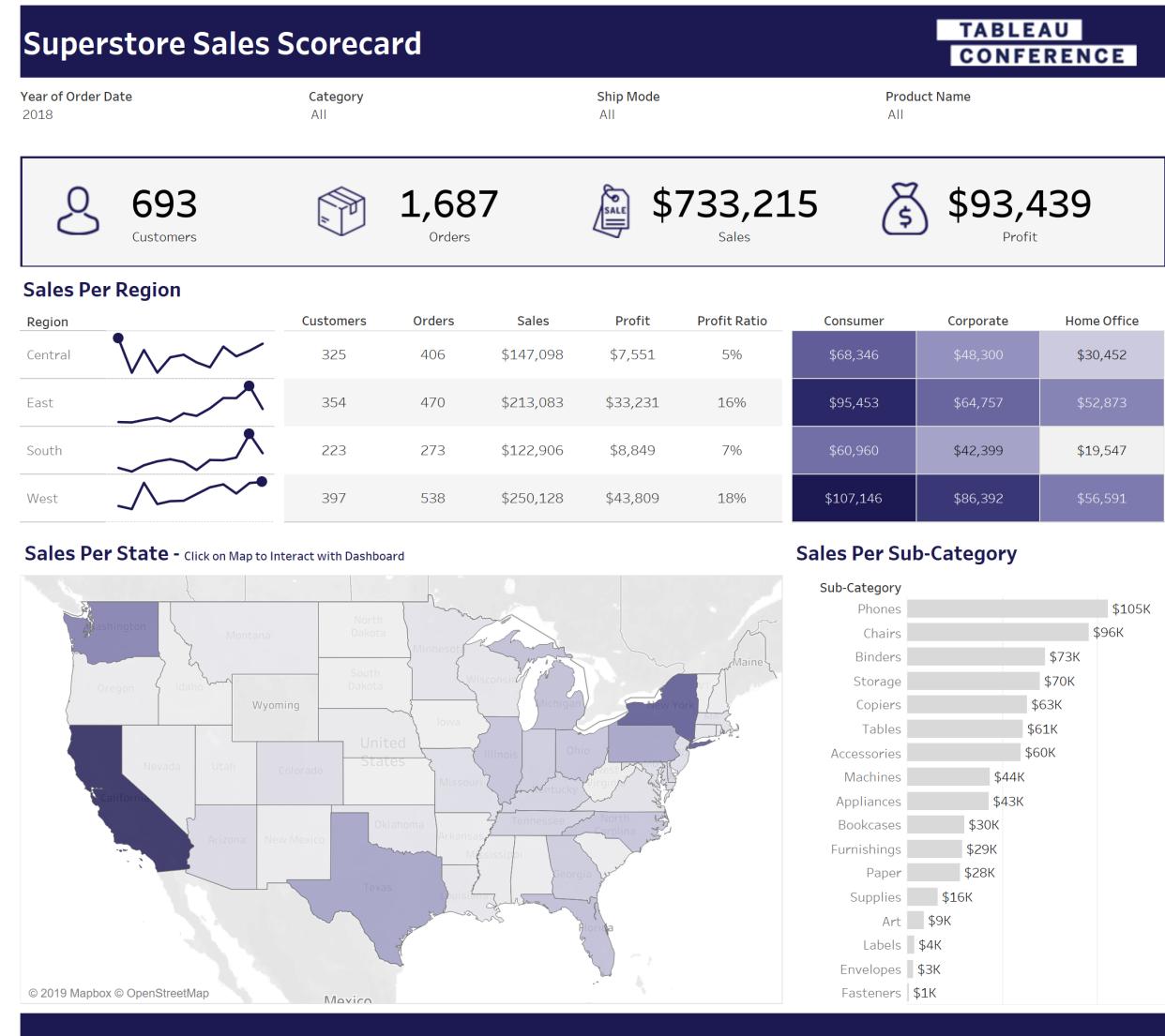
Used to identify orders shipped or placed.



Used to identify a sale.

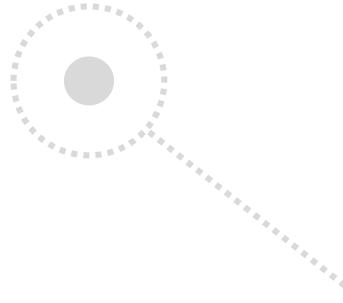


Used to identify money.

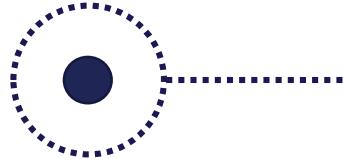


Icons & Art Guidelines

Communicate meaning. Easy to recognize.



Include label or provide context.



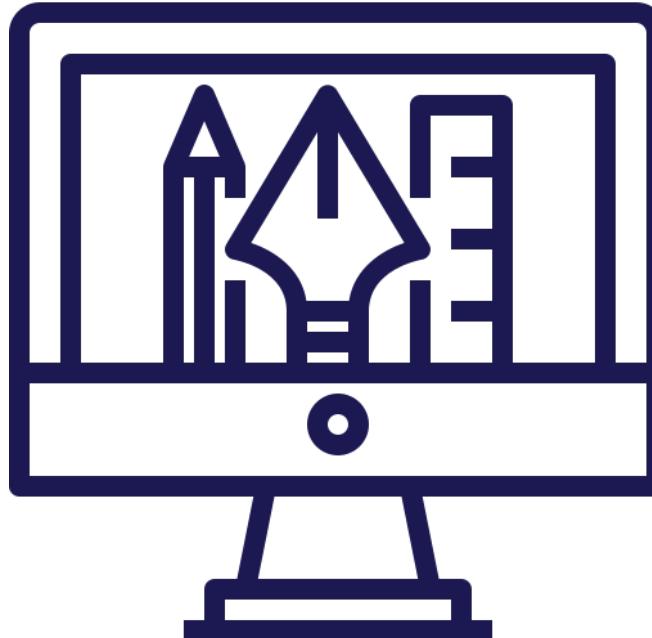
Click to return to main page



Hover for dashboard description and information.



Hover to view information on the data source.



Icons & Art in Action

Include label or provide context.



Customers



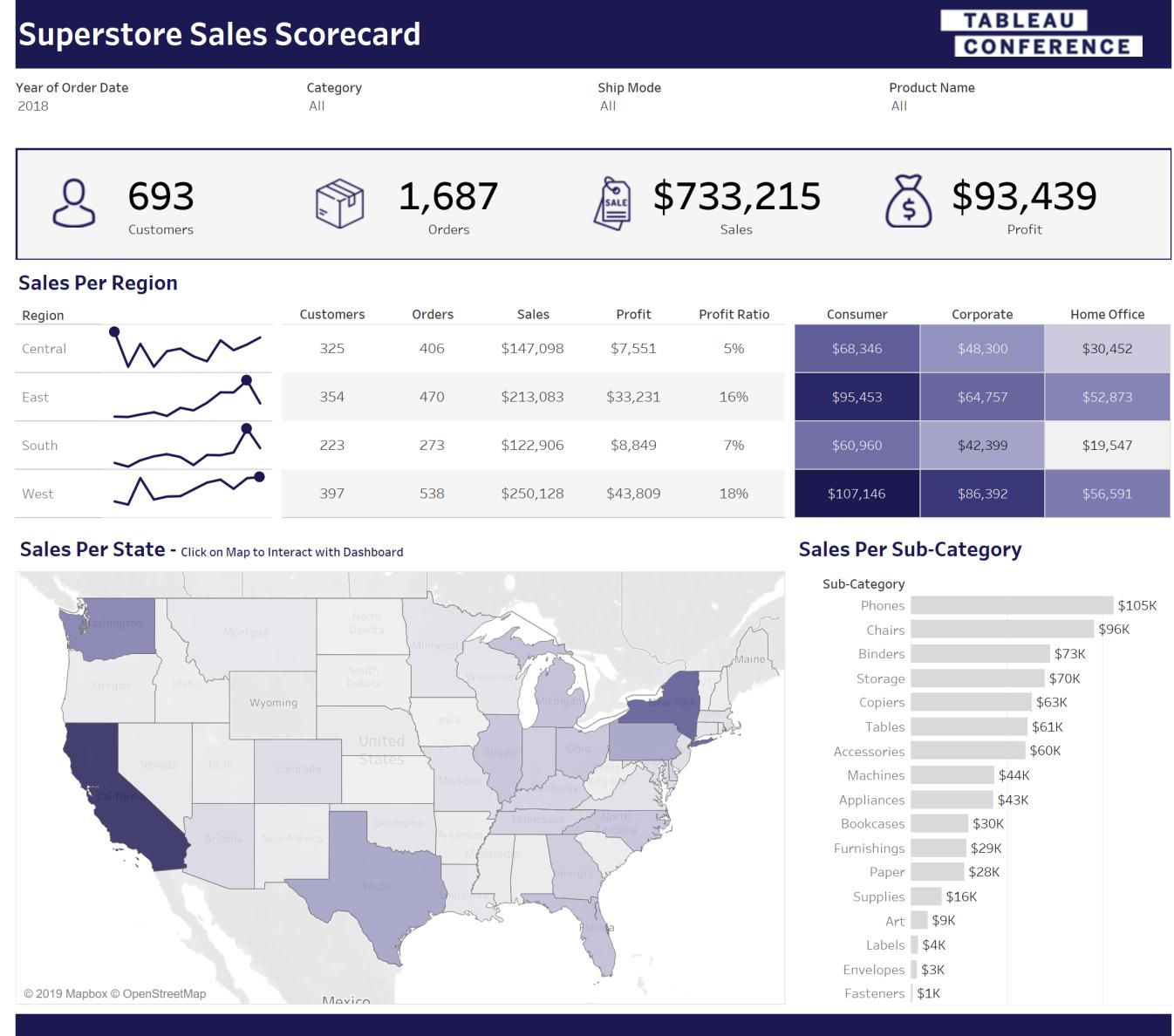
Orders



Sales

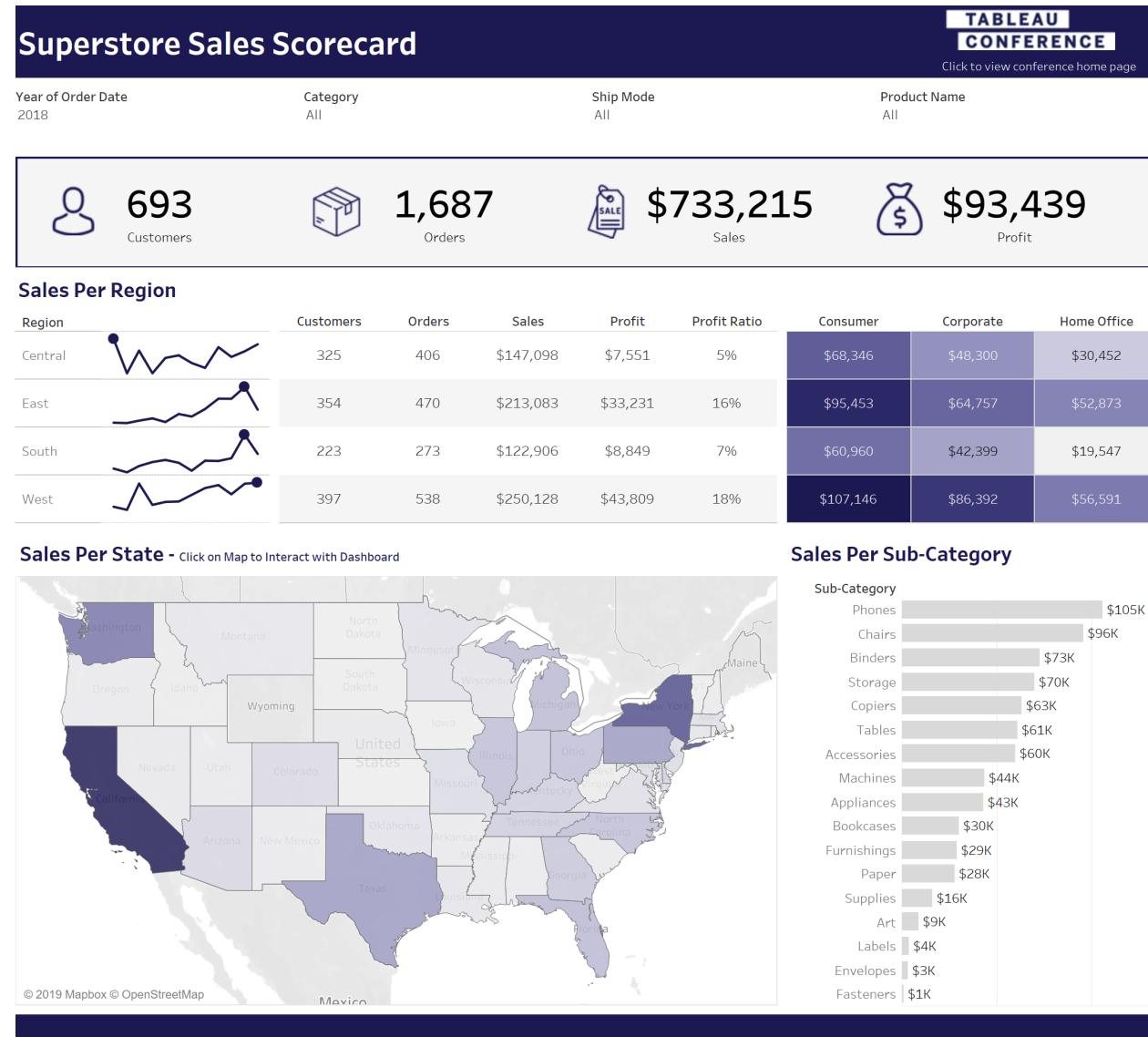


Profit



Icons & Art in Action

Include label or provide context.

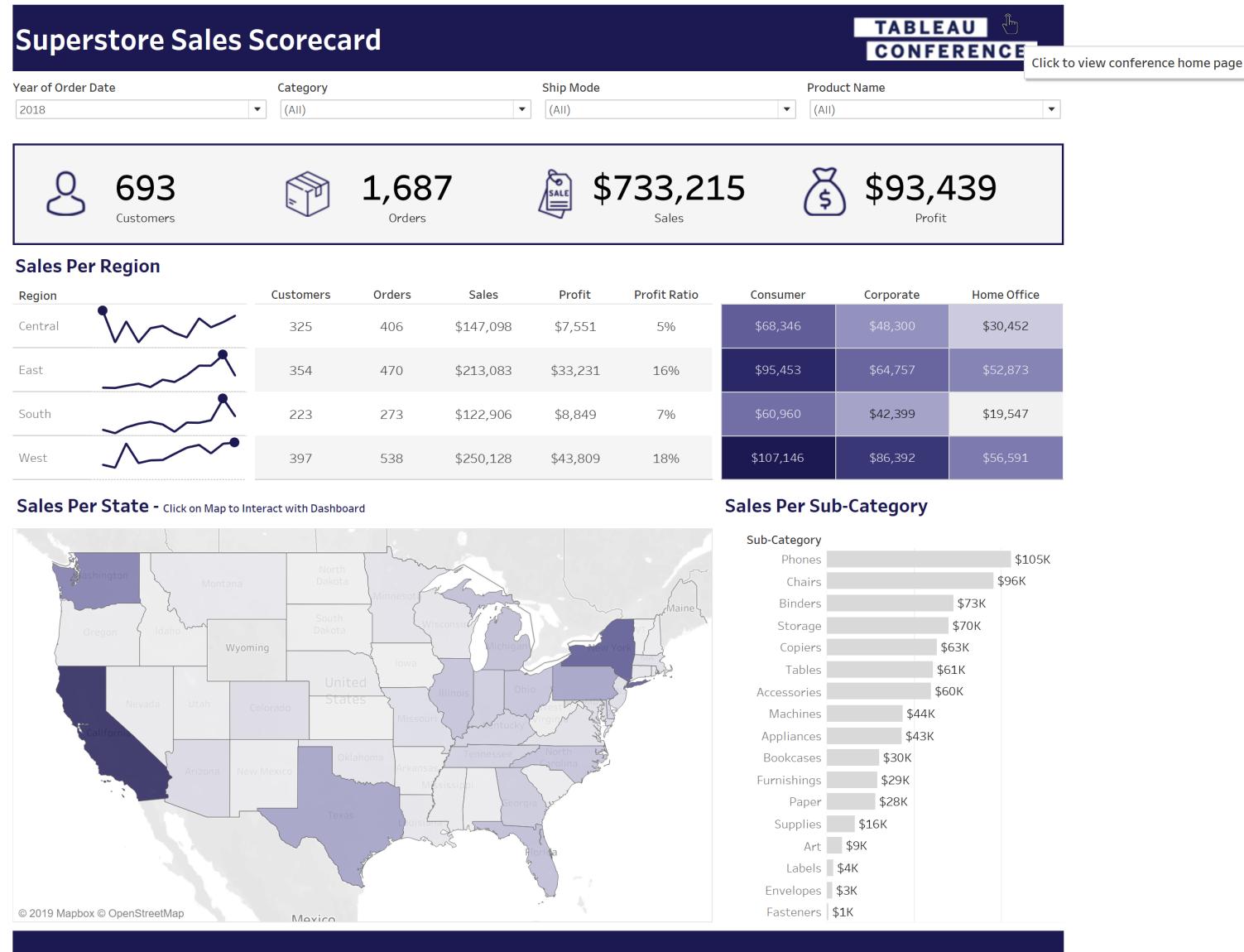


Provide context for areas that require user interaction.

“Click to view conference home page”

Icons & Art in Action

Include label or provide context.

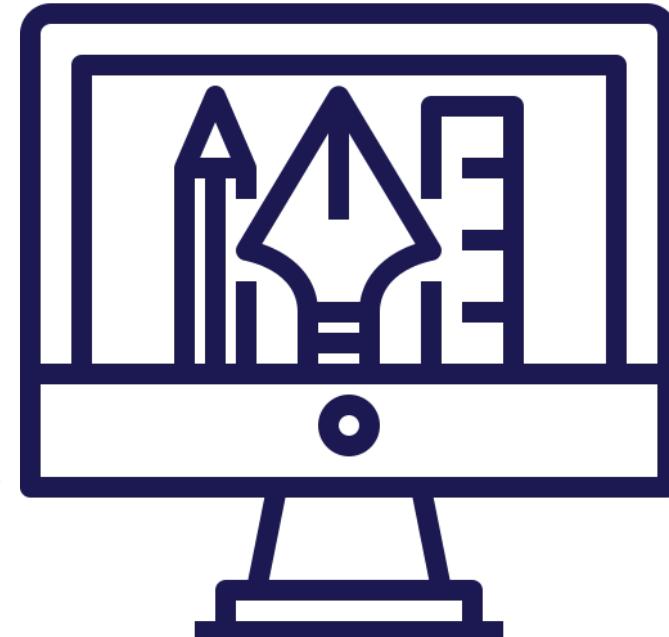
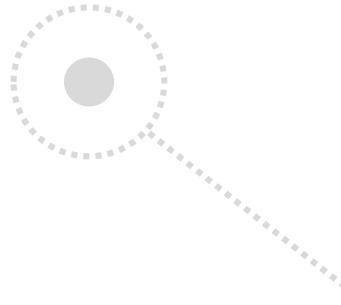


— — — If real estate is a concern, incorporate an icon that provides context when a user hovers.



Icons & Art Guidelines

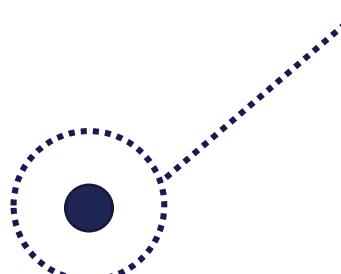
Communicate meaning. Easy to recognize.



Include label or provide context.



Simple is OK.
Nothing too creative.



Icons & Art in Action

Simple is OK. Nothing too creative.



Superstore Sales Scorecard

Year of Order Date
2018

Category
All

Ship Mode
All

Product Name
All

693
Customers

1,687
Orders

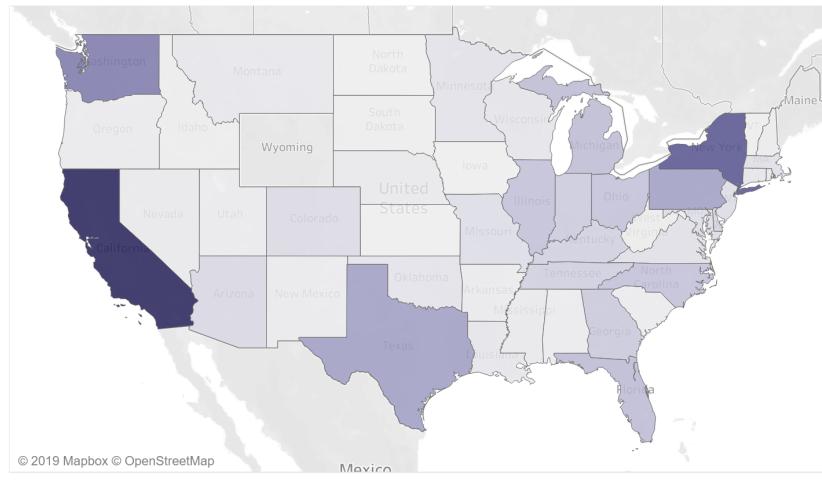
\$733,215
Sales

\$93,439
Profit

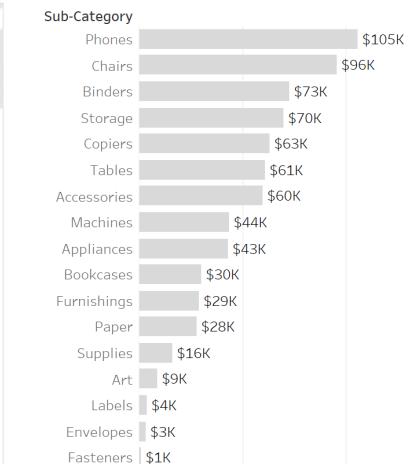
Sales Per Region



Sales Per State - Click on Map to Interact with Dashboard

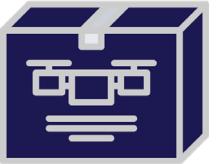


Sales Per Sub-Category



Icons & Art in Action

Simple is OK. Nothing too creative.



Superstore Sales Scorecard

Year of Order Date: 2018 Category: All Ship Mode: All Product Name: All



693

Customers



1,687

Orders



\$733,215

Sales



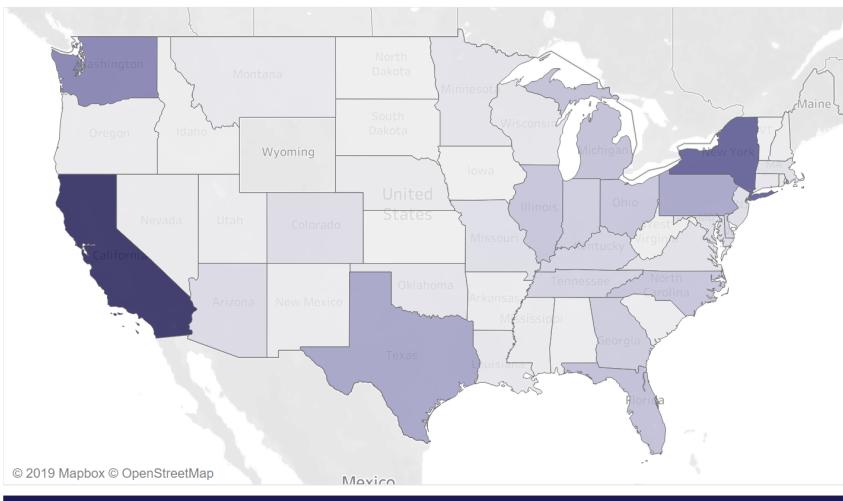
\$93,439

Profit

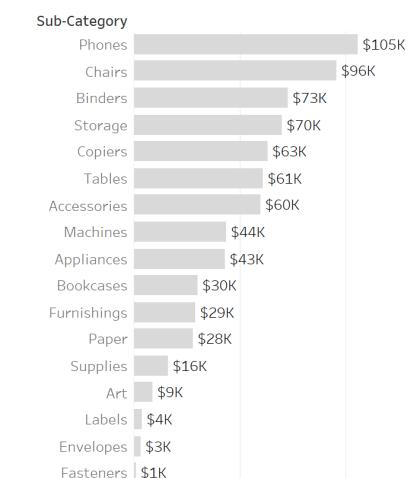
Sales Per Region



Sales Per State - Click on Map to Interact with Dashboard

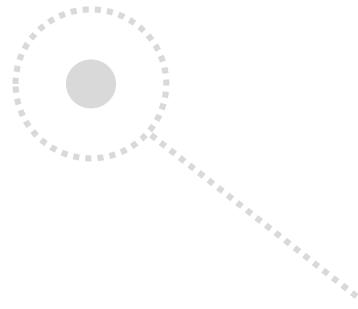


Sales Per Sub-Category



Icons & Art Guide

Communicate meaning. Easy to recognize.



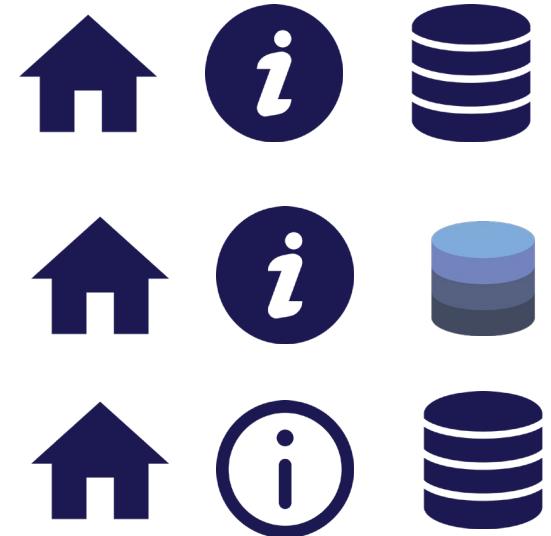
Include label or provide context.



Simple is OK.
Nothing too creative.

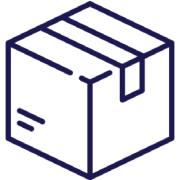


Keep styles consistent and cohesive.



Icons & Art in Action

Keep styles consistent and cohesive.



Superstore Sales Scorecard

Year of Order Date
2018

Category
All

Ship Mode
All

Product Name
All

693
Customers

1,687
Orders

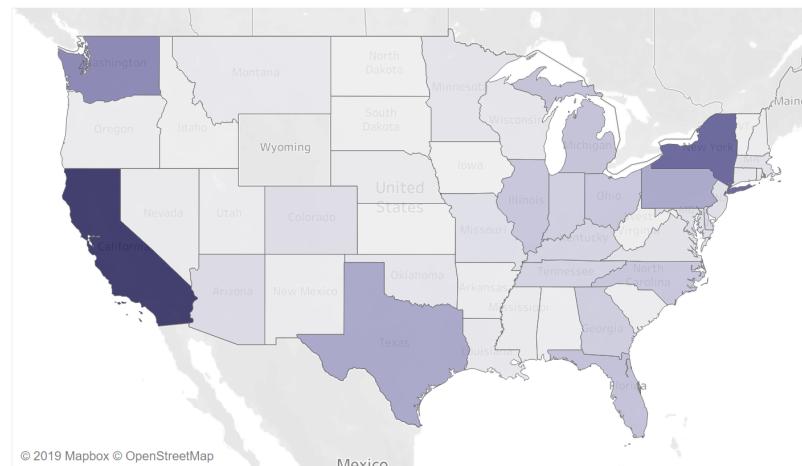
\$733,215
Sales

\$93,439
Profit

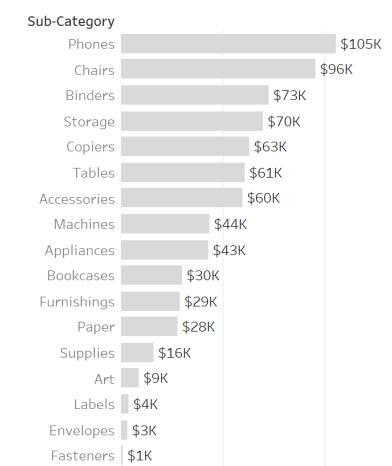
Sales Per Region



Sales Per State - Click on Map to Interact with Dashboard



Sales Per Sub-Category



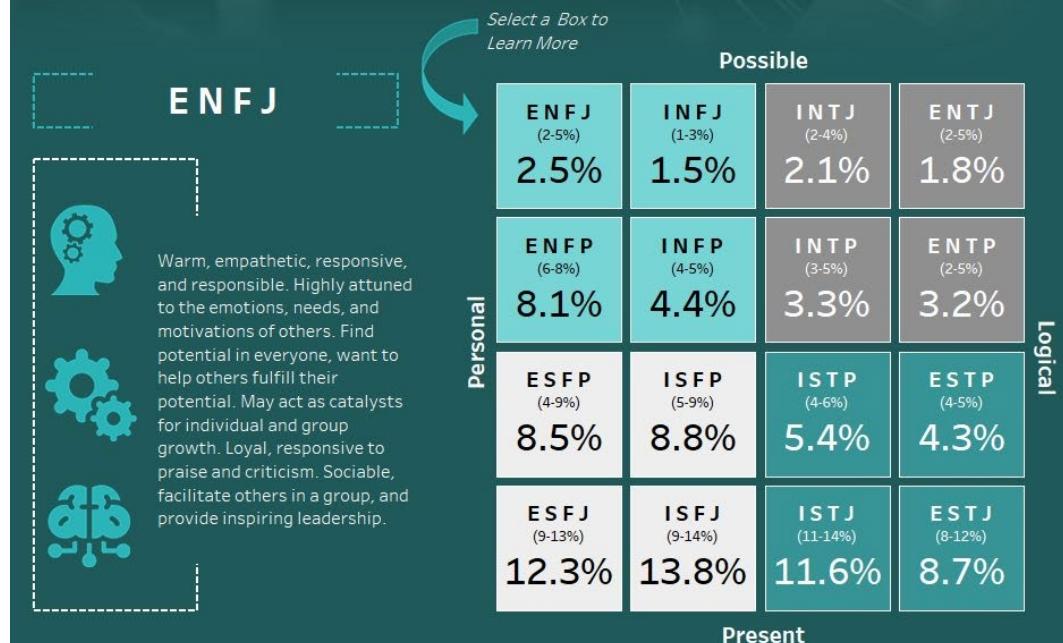
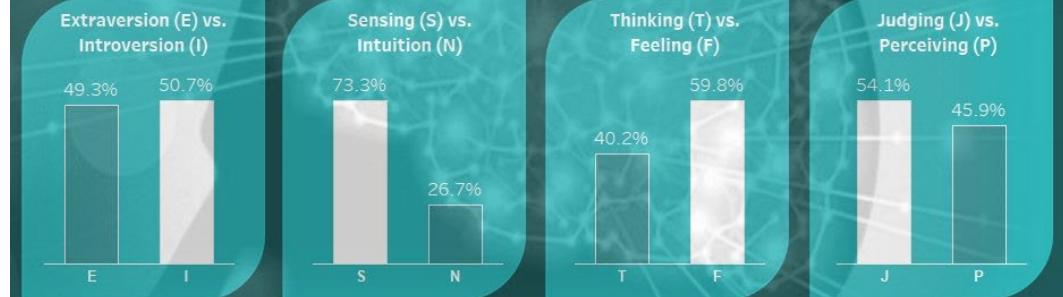
Icons & Art in Action

Keep styles consistent and cohesive.



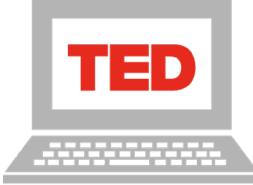
THE MYERS & BRIGGS FOUNDATION:

One of the common questions people ask after determining their type is: [How frequent is my type?](#) The total section shows the distribution along the four dichotomies. The table below shows estimates of the relative frequency of each of the sixteen types in the United States population.



Icons & Art in Action

Keep styles consistent and cohesive.



TED

A Visual Exploration of TED Talks

Information on all audio-video recordings of TED Talks uploaded to the official TED.com website through September 21st, 2017.

Data Source: <https://www.kaggle.com/rounakbanik/ted-talks> | Viz Inspiration: <http://thedataface.com/2018/02/education/explore-ted..>

Designed By: Chantilly Jaggernauth @chanjagg



1 Explore the Top 5 Most Viewed Talks

Do schools kill creativity?	47.2M views
Your body language may shape who you are	43.2M
How great leaders inspire action	34.3M
The power of vulnerability	31.2M
10 things you didn't know about orgasm	22.3M

2 Select a Scatterplot View*

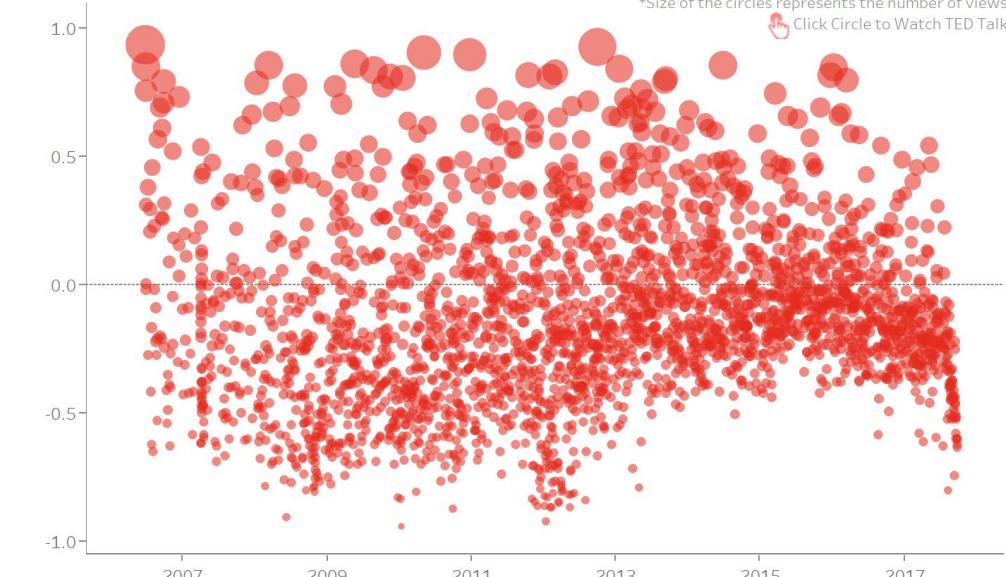
Normalized

3 Highlight & Watch a Particular Talk

No items highlighted

No items highlighted

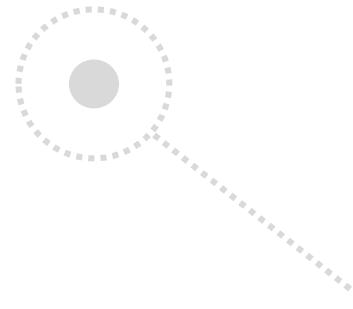
No items highlighted



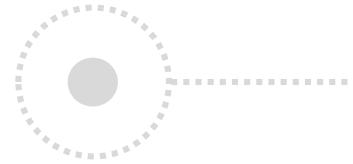
*Normalization is used to adjust values on different scales to a common scale. In this particular case, the number of views is adjusted to have a value between -1 and 1. 0 represents the mean, 1 represents the most viewed and -1 represents the least viewed.

Icons & Art Guidelines

Communicate meaning. Easy to recognize.



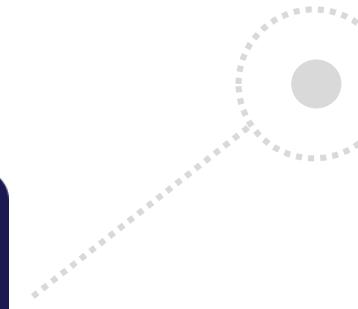
Include label or provide context.



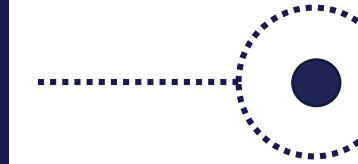
Simple is OK.
Nothing too creative.



Keep styles consistent and cohesive.

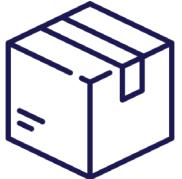


Use dashboard theme and color scheme.



Icons & Art in Action

Use dashboard theme and color scheme.



Superstore Sales Scorecard

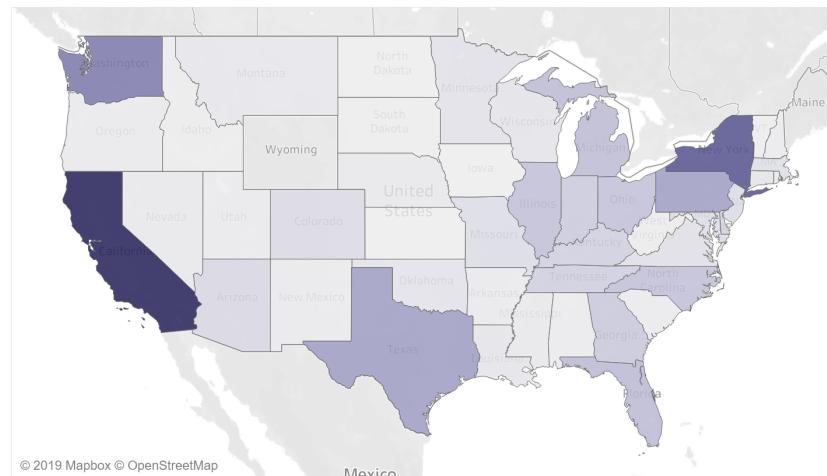
Year of Order Date
2018 Category
All Ship Mode
All Product Name
All



Sales Per Region

Region	Customers	Orders	Sales	Profit	Profit Ratio	Consumer	Corporate	Home Office
Central	325	406	\$147,098	\$7,551	5%	\$68,346	\$48,300	\$30,452
East	354	470	\$213,083	\$33,231	16%	\$95,453	\$64,757	\$52,873
South	223	273	\$122,906	\$8,849	7%	\$60,960	\$42,399	\$19,547
West	397	538	\$250,128	\$43,809	18%	\$107,146	\$86,392	\$56,591

Sales Per State - Click on Map to Interact with Dashboard

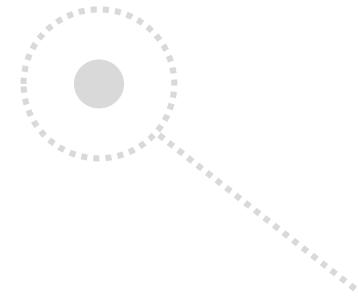


Sales Per Sub-Category

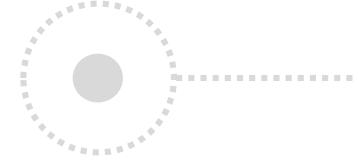
Sub-Category	
Phones	\$105K
Chairs	\$96K
Binders	\$73K
Storage	\$70K
Copiers	\$63K
Tables	\$61K
Accessories	\$60K
Machines	\$44K
Appliances	\$43K
Bookcases	\$30K
Furnishings	\$29K
Paper	\$28K
Supplies	\$16K
Art	\$9K
Labels	\$4K
Envelopes	\$3K
Fasteners	\$1K

Icons & Art Guidelines

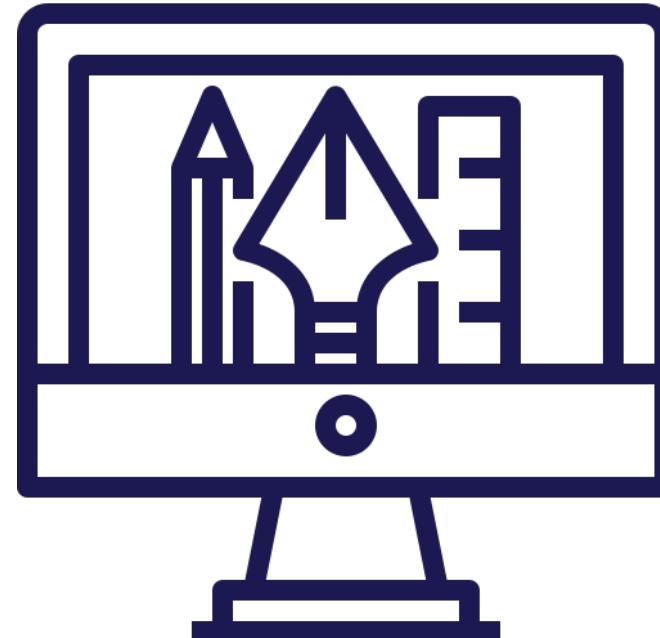
Communicate meaning. Easy to recognize.



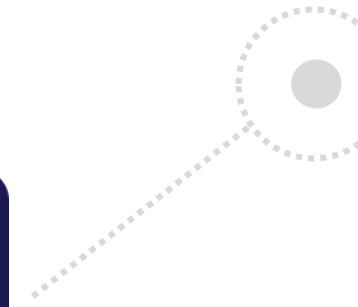
Include label or provide context.



Simple is OK.
Nothing too creative.



Keep styles consistent and cohesive.



Use dashboard theme and color scheme.

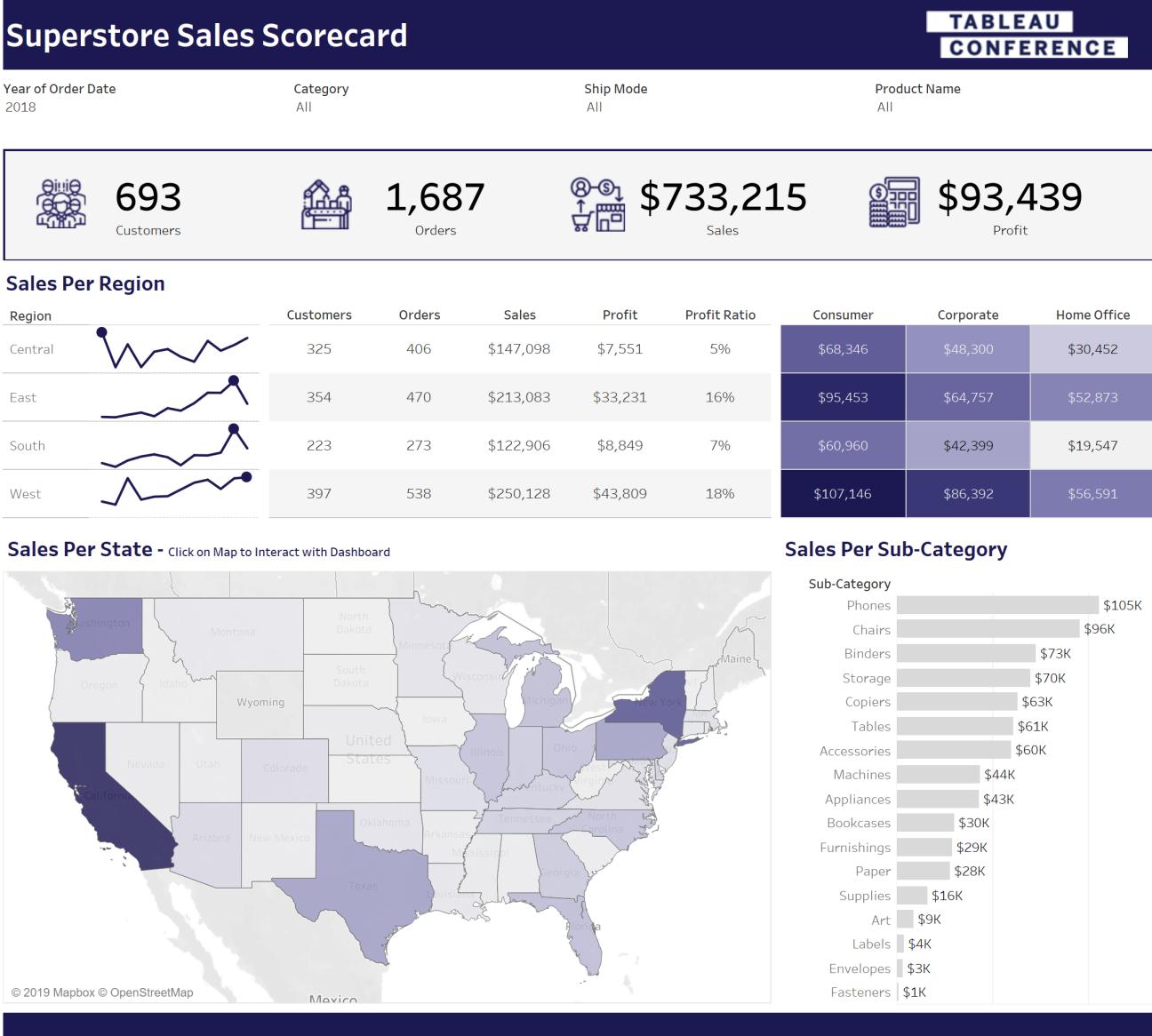
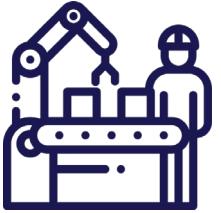


Reduce icon graphic details.



Icons & Art in Action

Reduce icon graphic details.



Icons & Art Guidelines

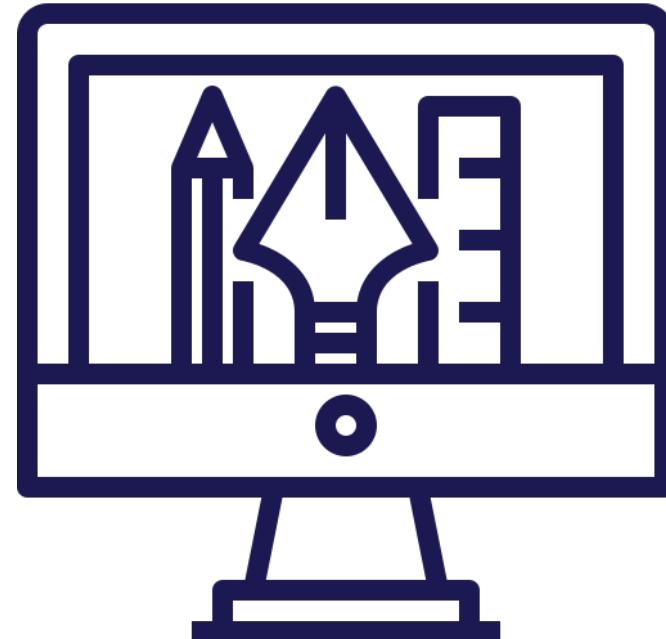
Communicate meaning. Easy to recognize.



Include label or provide context.



Simple is OK.
Nothing too creative.



Keep styles consistent and cohesive.



Use dashboard color scheme.



Reduce icon graphic details.



“

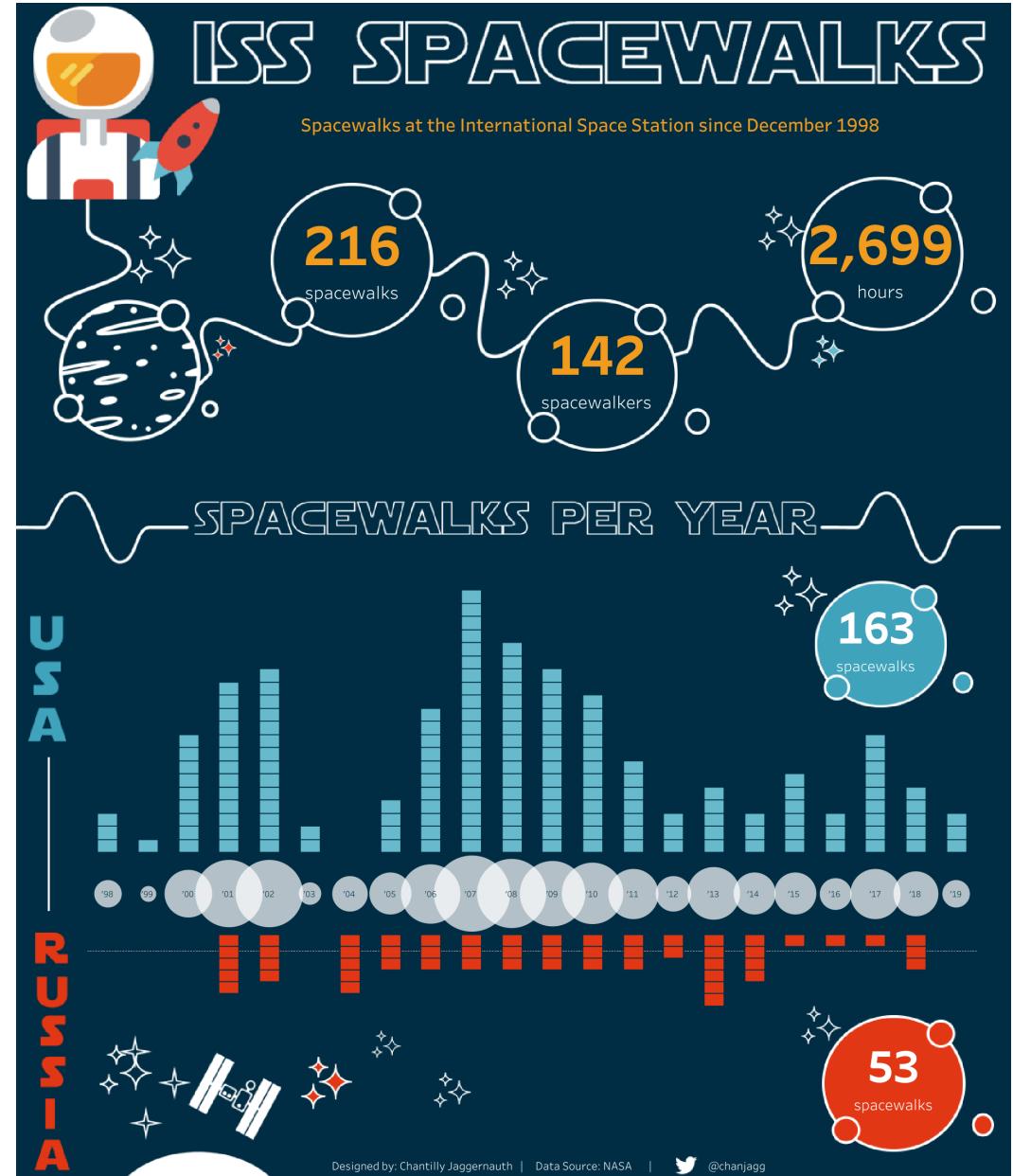
Do not limit your creativity. If you decide to use creative icons, be sure that they are large enough in the viz for the end user to understand.

Chantilly Jaggernaut

Lovelytics

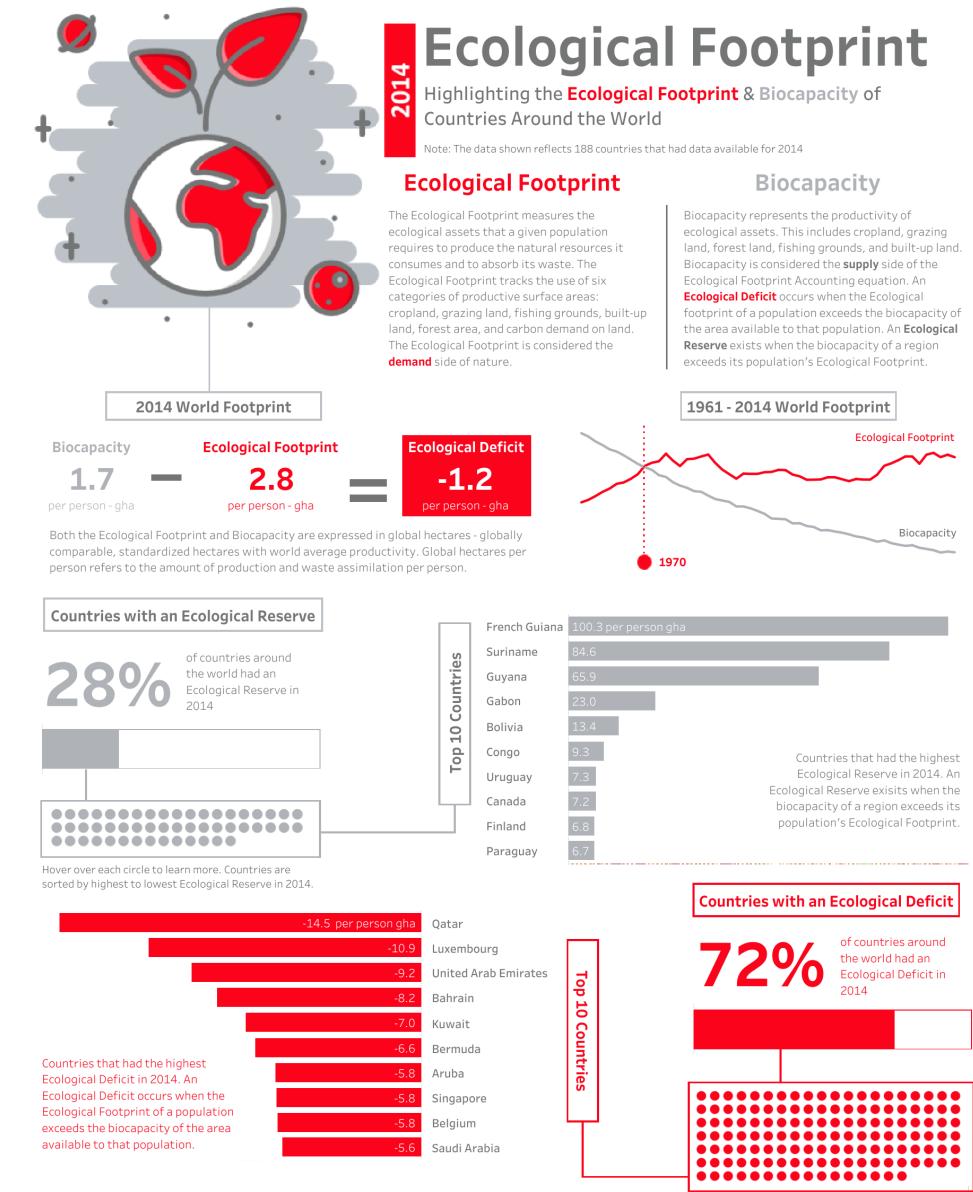
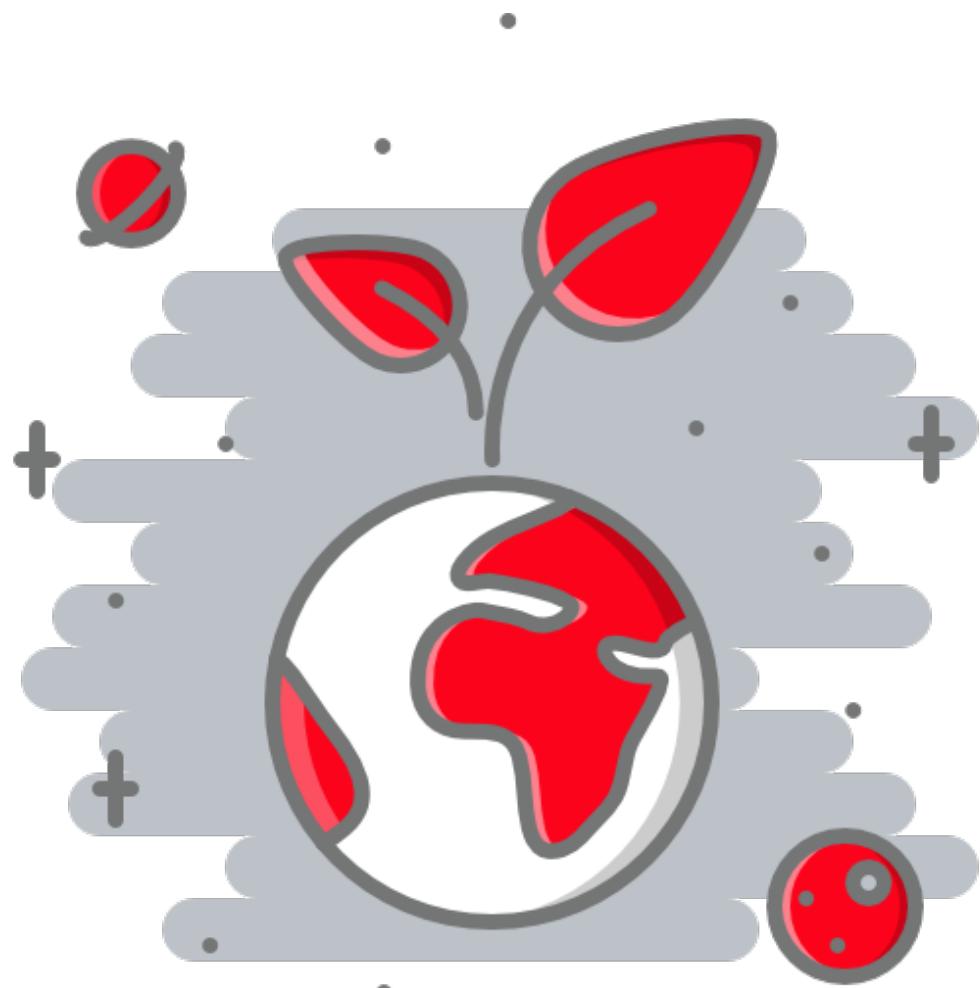
Icons & Art in Action

TABLEAU
CONFERENCE



Icons & Art in Action

TABLEAU
CONFERENCE

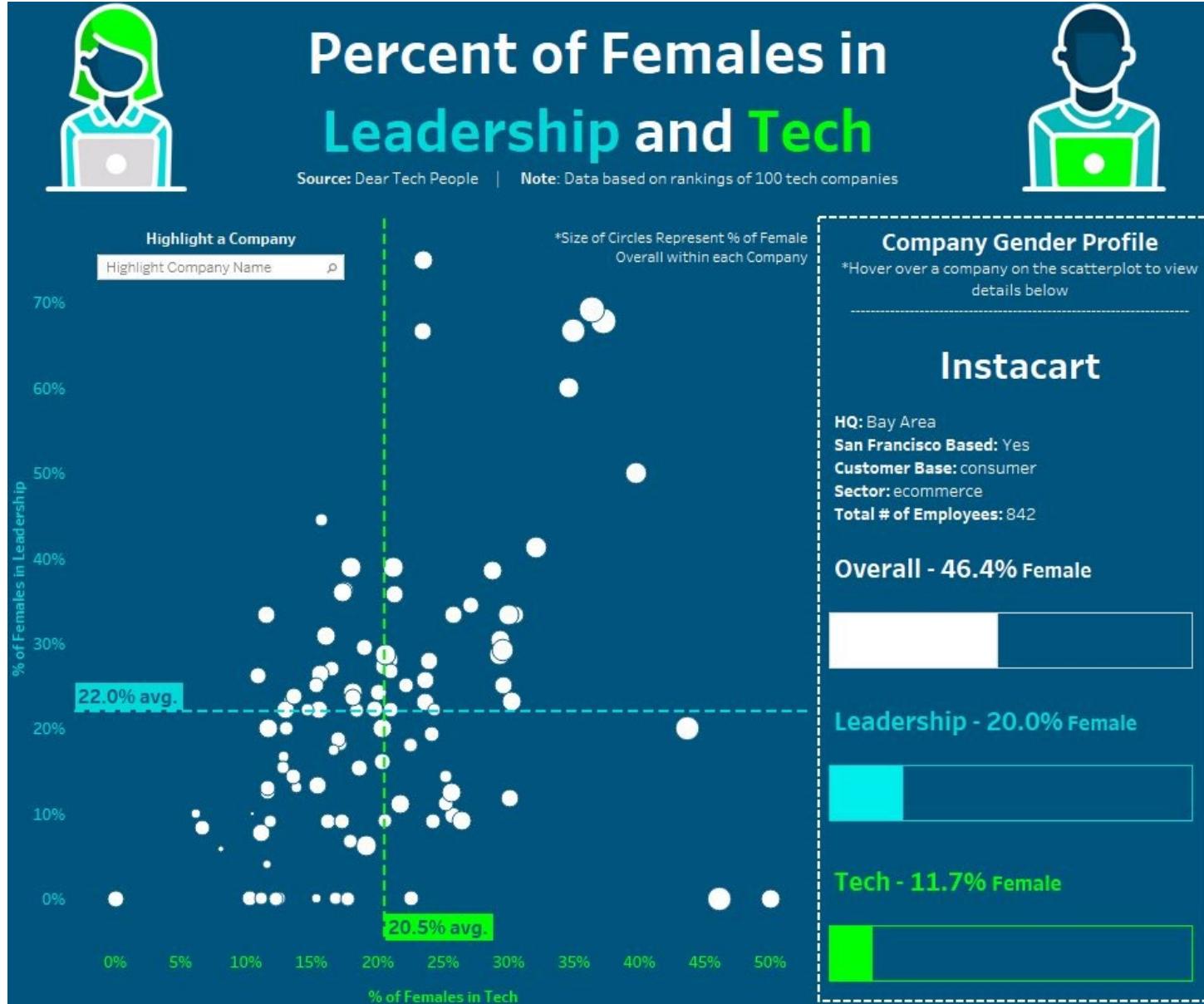


Icons Online

www.flaticon.com

www.thenounproject.com

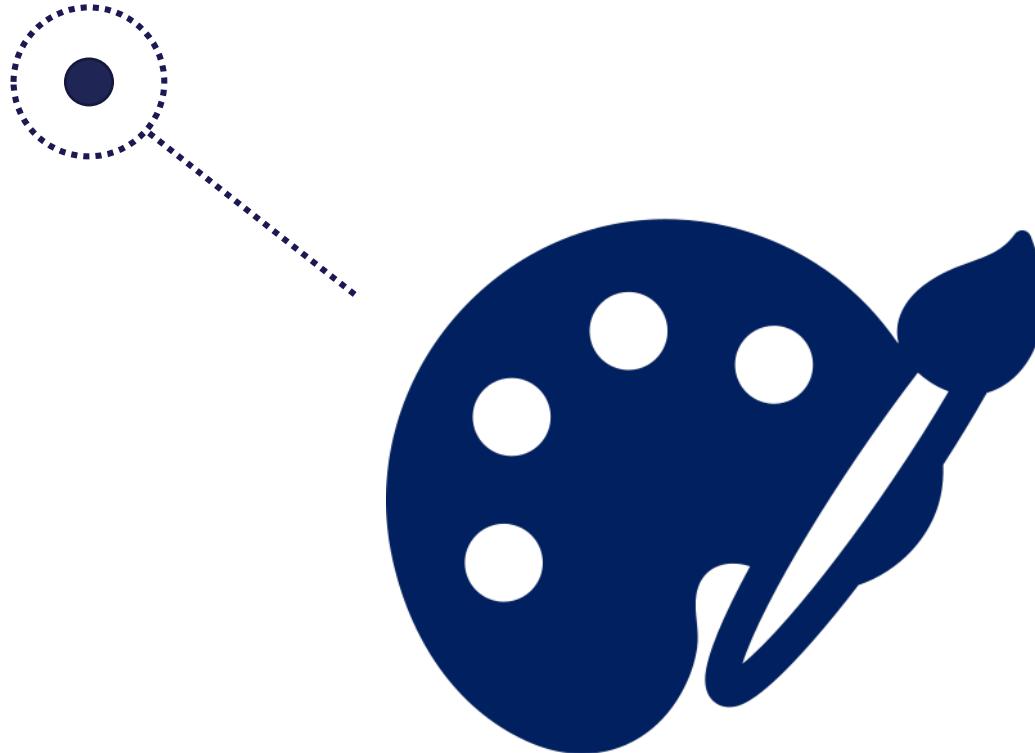
www.icons8.com



Choosing Colors that Matter

Color Guidelines

Let brand colors
form the basis.



Color Guide in Action

Let brand colors form the basis.



#f78f22 #e32763 #e6e6e6 #2fbebe #1b1852

Use dominant brand colors for creating the ——● structure of the viz. Use in titles, headers, labels, and icons.

Superstore Sales Scorecard

Year of Order Date Category Ship Mode Product Name
2018 All All All



693

Customers



1,687

Orders



\$733,215

Sales



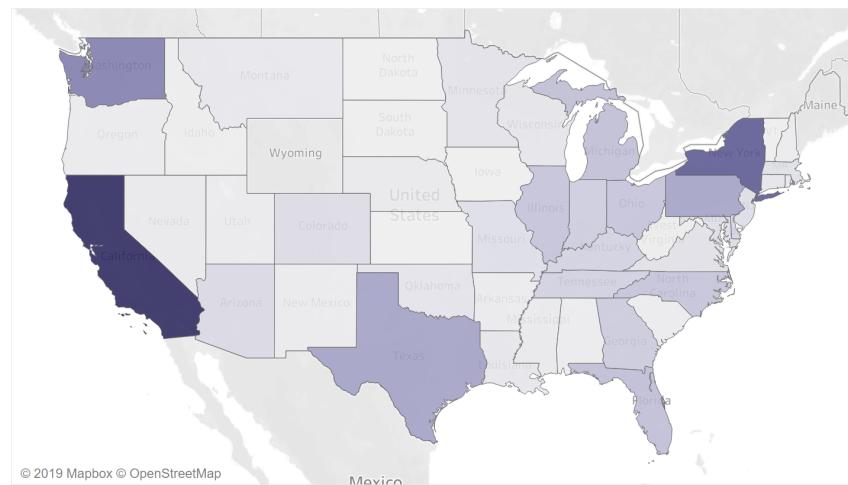
\$93,439

Profit

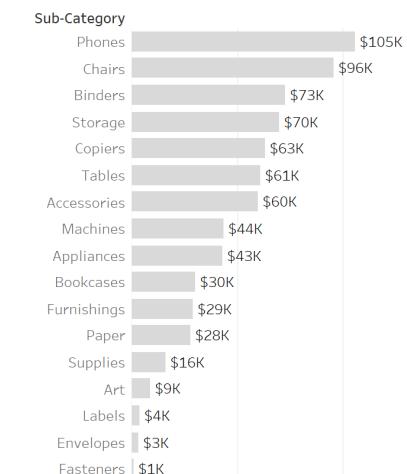
Sales Per Region



Sales Per State - Click on Map to Interact with Dashboard



Sales Per Sub-Category



Color Guide in Action

Let brand colors form the basis.

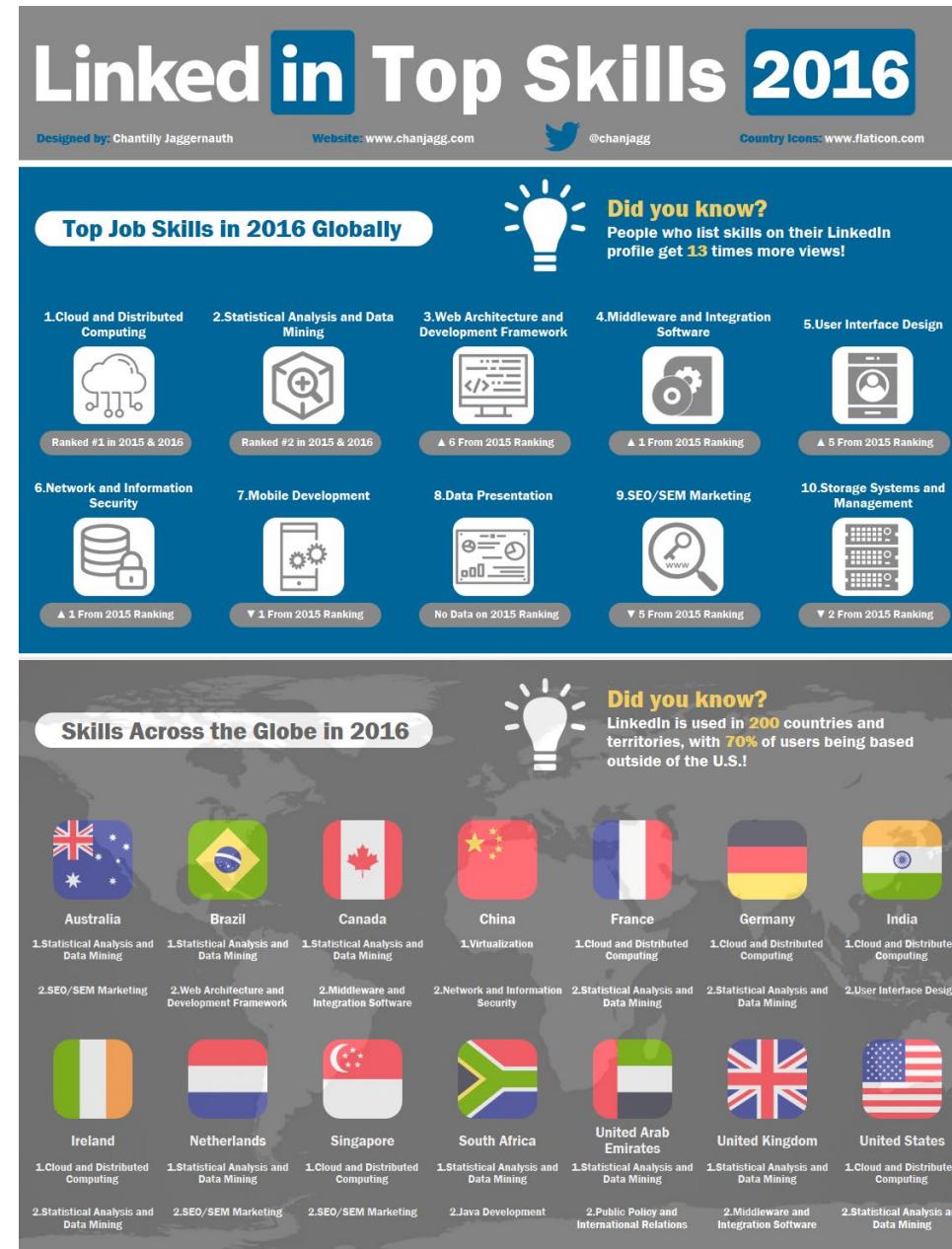


#f1ce63

#ffffff

#898989

#006699



Color Guide in Action

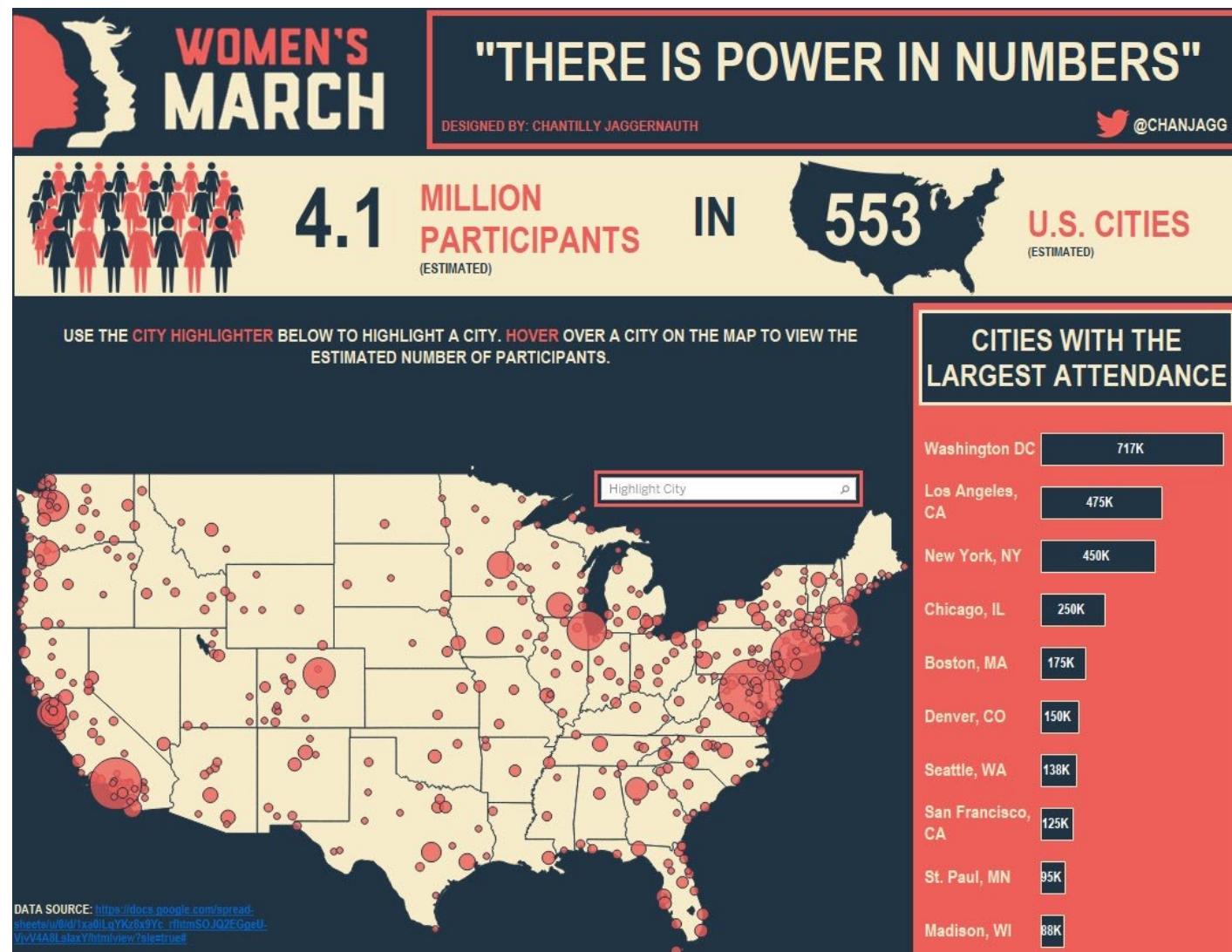
Let brand colors form the basis.



#f6ecc9

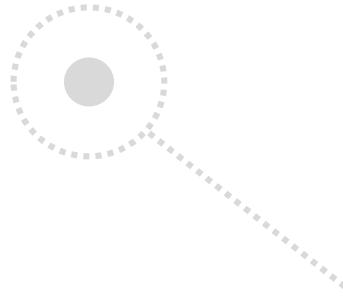
#ee5f5a

#213443

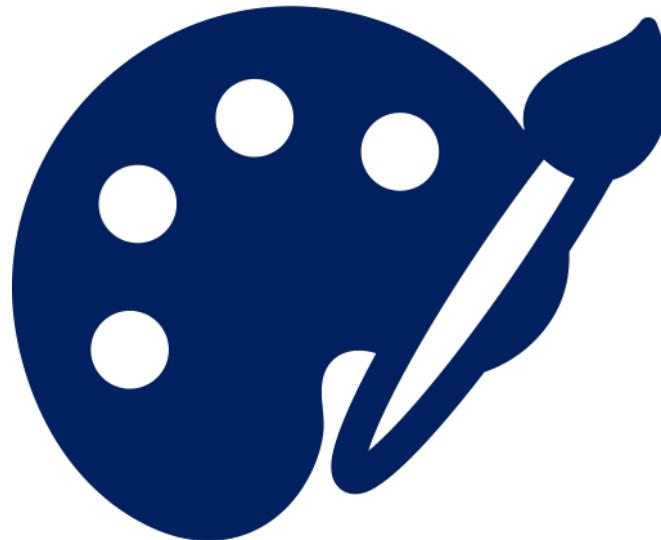
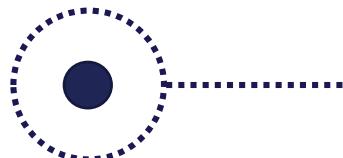


Color Guidelines

Let brand colors
form the basis.



Get inspiration
from art and other
visuals.



Color Guide in Action

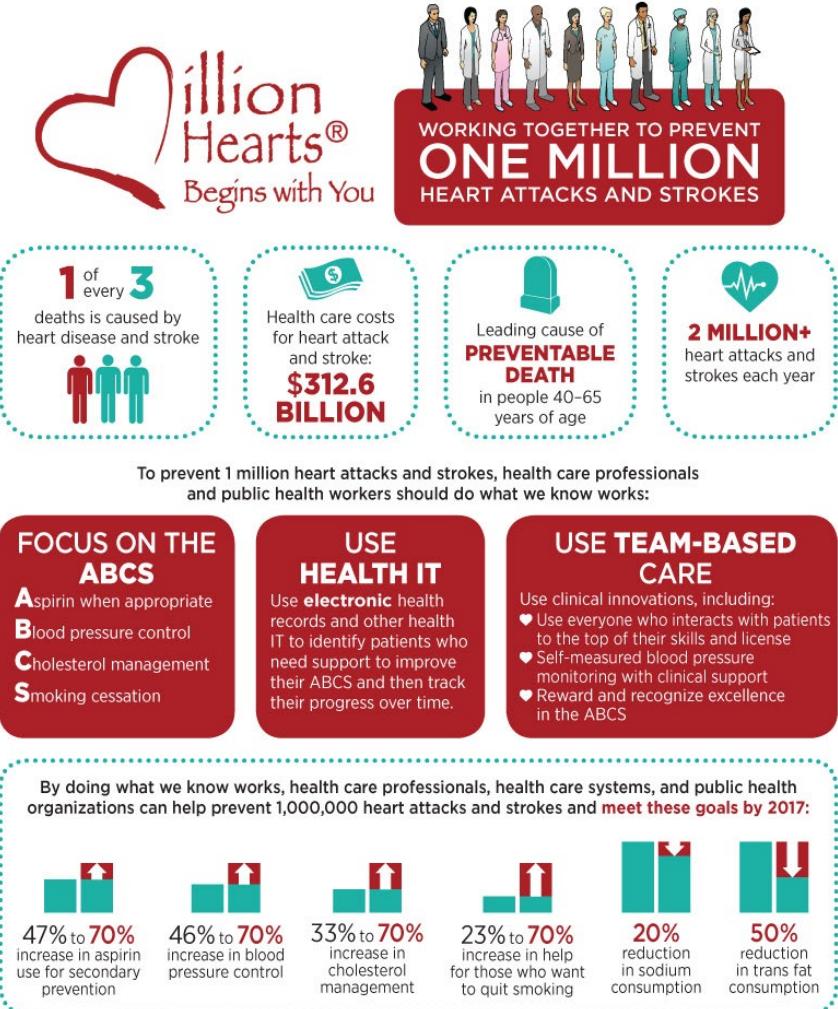
Get inspiration from art and other visuals.



healthcare infographic

Google Search

I'm Feeling Lucky



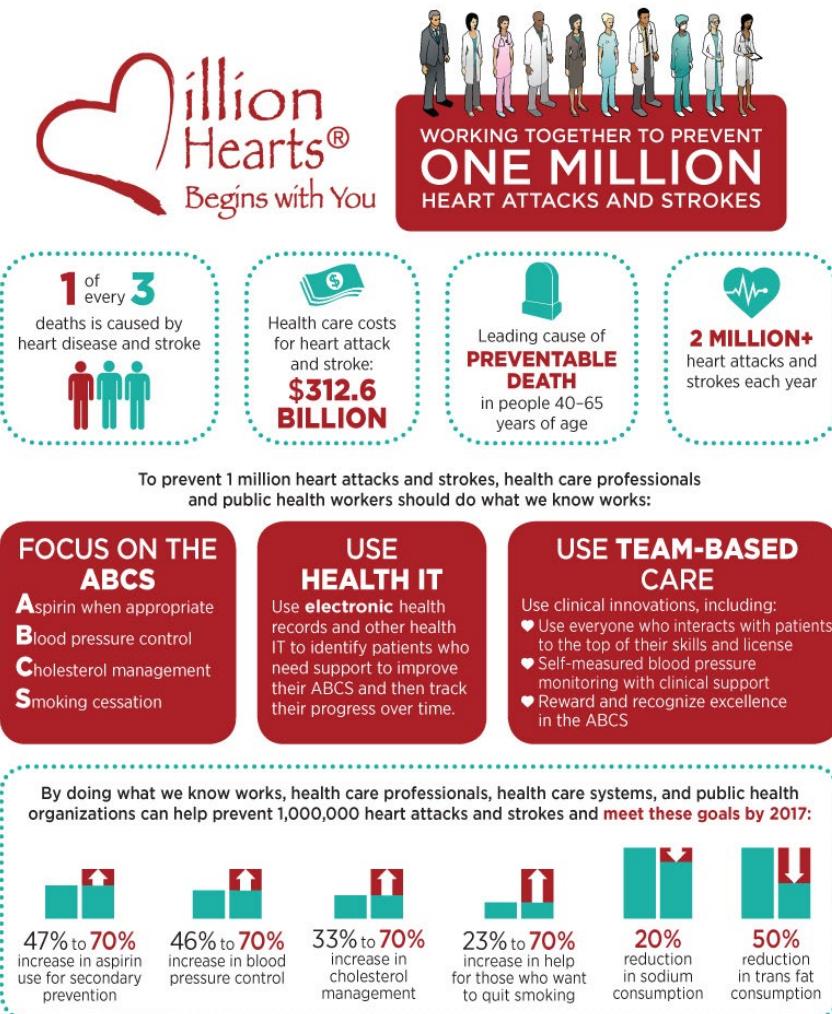
* For more information on effectiveness of team-based care, visit:
www.thecommunityguide.org/cvd/teambasedcare.html
www.cdc.gov/media/dpk/2013/dpk_13_in_2013.html
www.millionhearts.hhs.gov



U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention

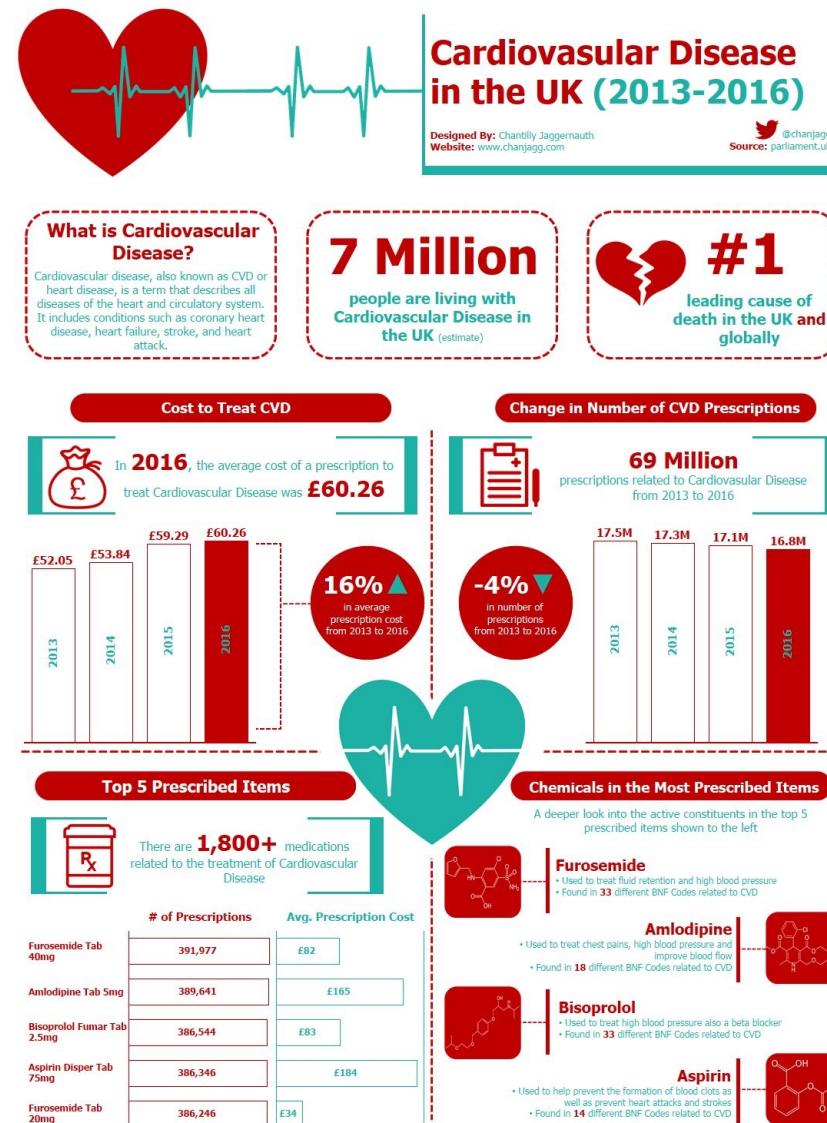
Color Guide in Action

Get inspiration from art and other visuals.



#c00000 #1db1a5

#feffff



Color Guide in Action

Get inspiration from art and other visuals.



earthquake infographic

Google Search

I'm Feeling Lucky



Color Guide in Action

Get inspiration from art and other visuals.

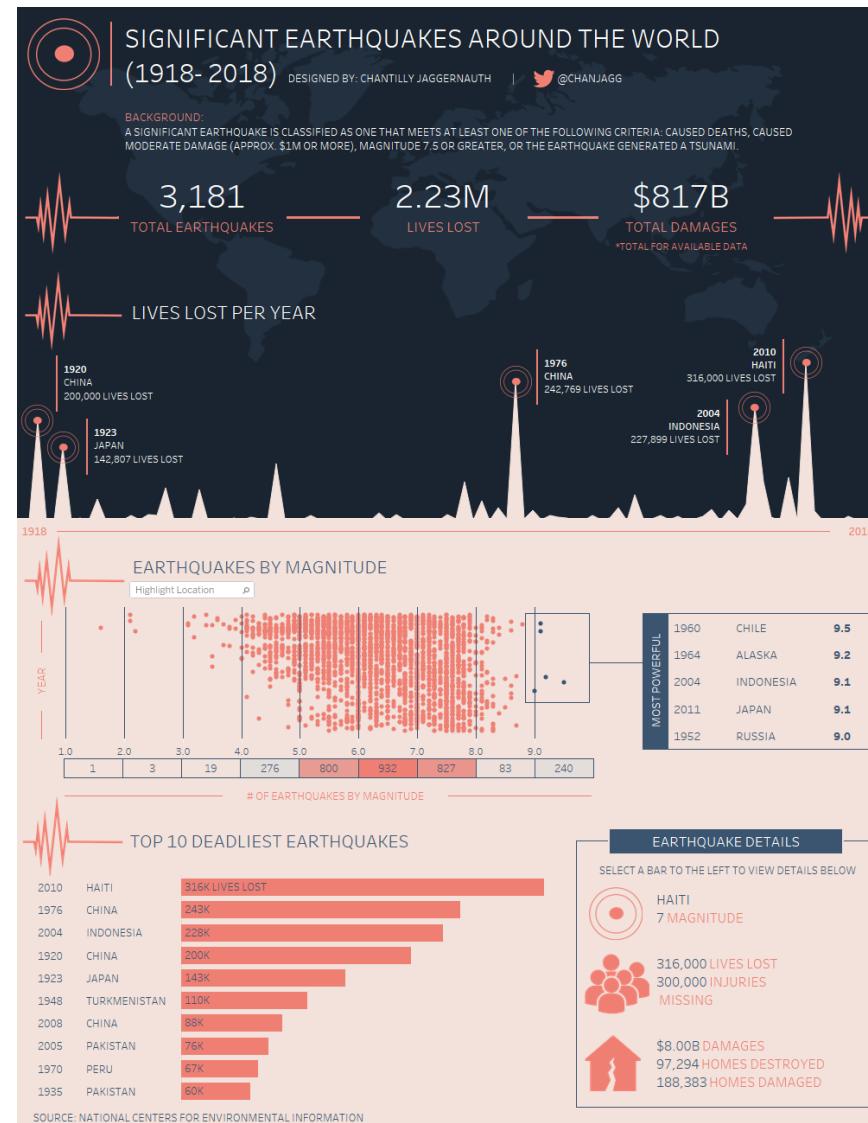


#192430

#f2e2db

#ef7f73

#4e637c



Color Guide in Action

Get inspiration from art and other visuals.

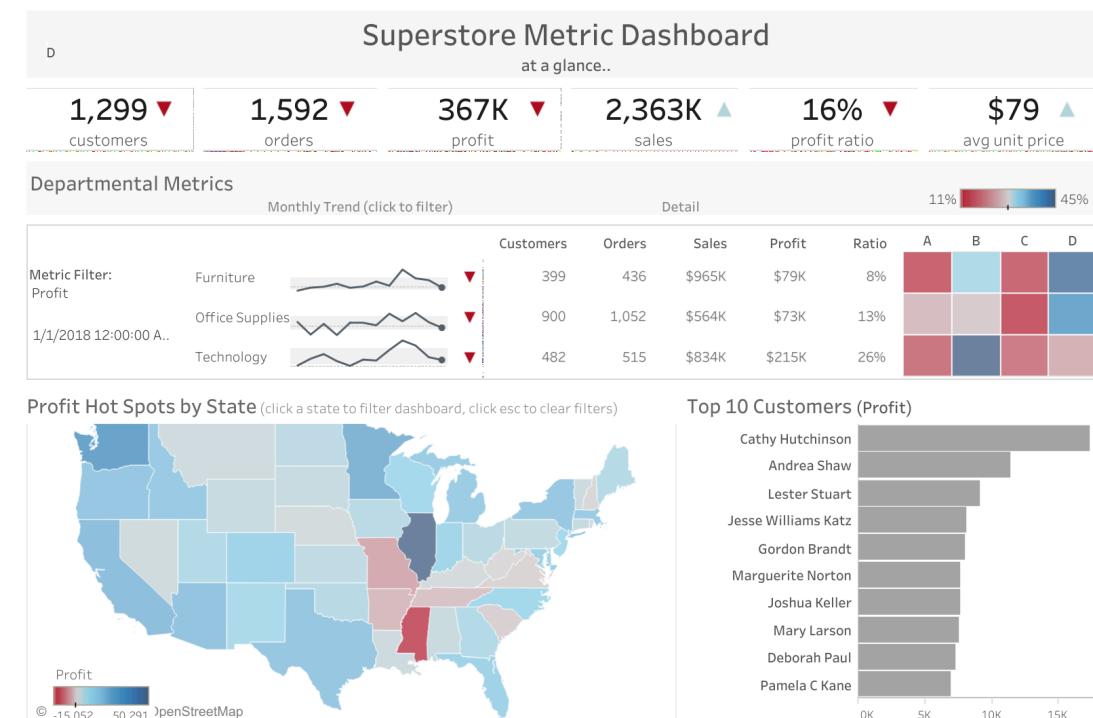
tableau-public

GALLERY AUTHORS BLOG RESOURCES ACTIVITY SIGN UP SIGN IN

superstore scorecard

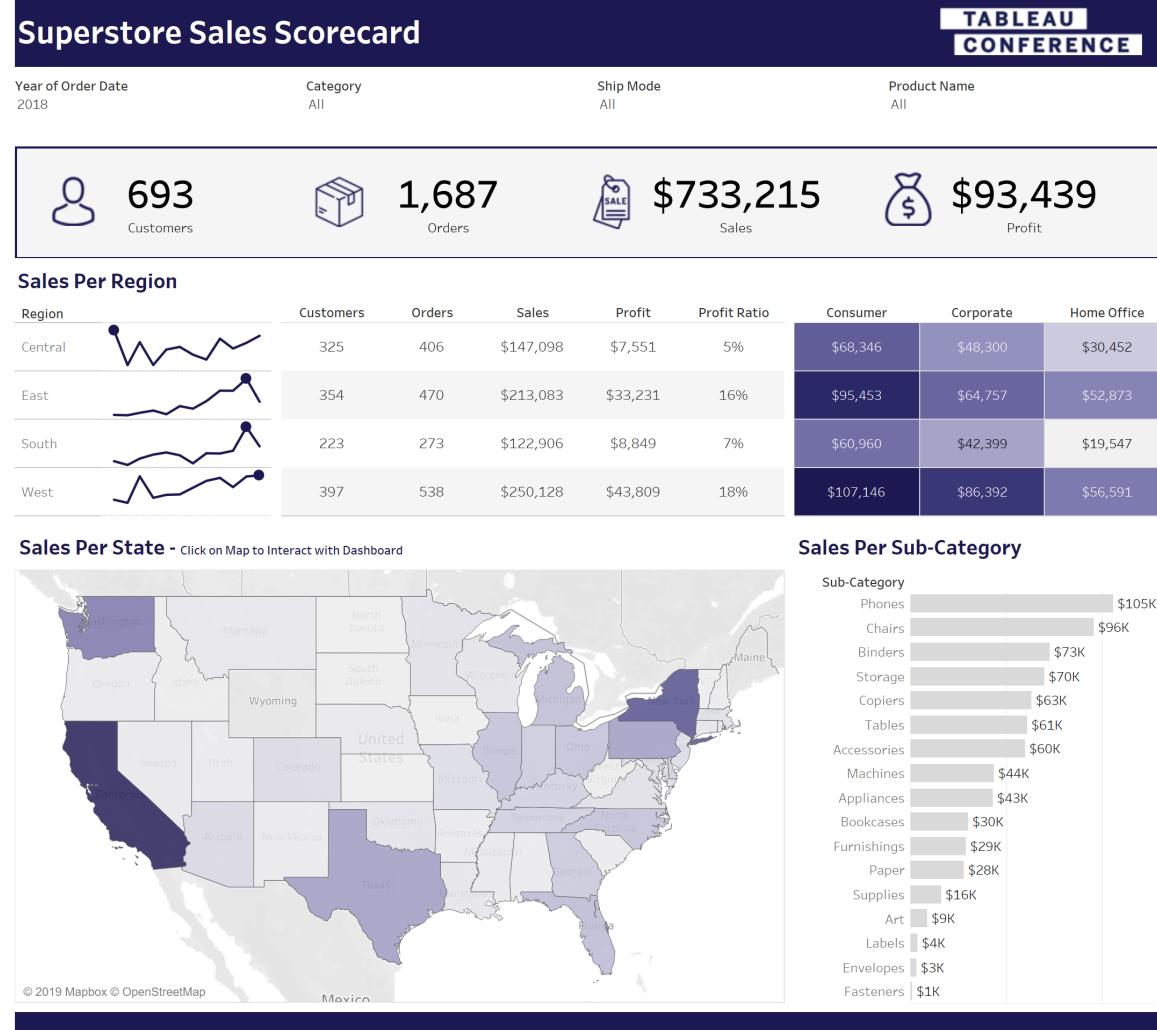
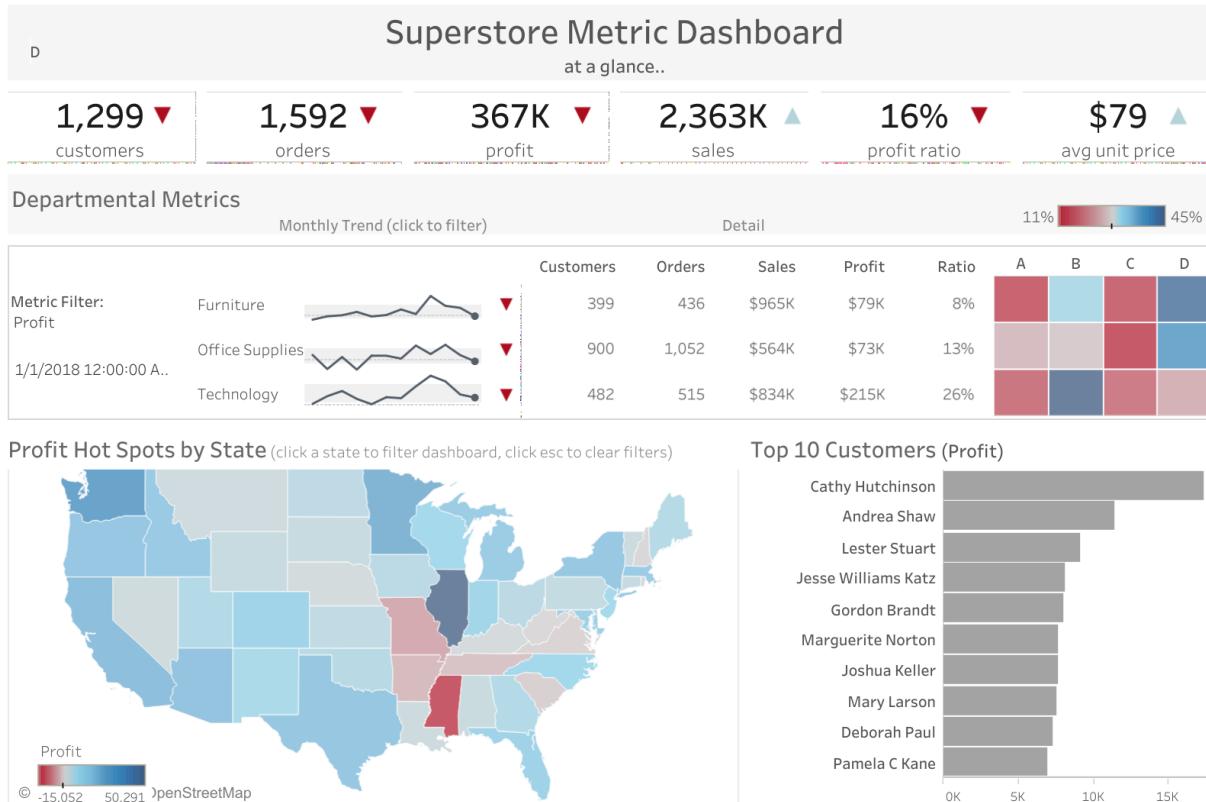
All results Vizzes 24,701 Authors 20 Blogs 9 Resources

- Superstore Balance Scorecard 1**
Superstore Balance Scorecard 1
viz Author: Ponghlop | Last Updated: Sep 8, 2016
- Superstore Balance Scorecard**
Superstore Balance Scorecard
viz Author: Ponghlop | Last Updated: Sep 8, 2016
- balanced scorecard superstore**
balanced scorecard superstore
viz Author: Hafizha Husnisa | Last Updated: Jul 17, 2017



Color Guide in Action

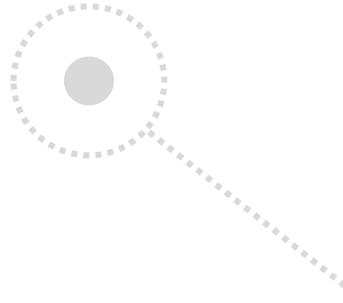
Get inspiration from art and other visuals.



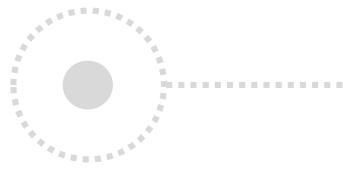
Inspired by Jon Dugger

Color Guidelines

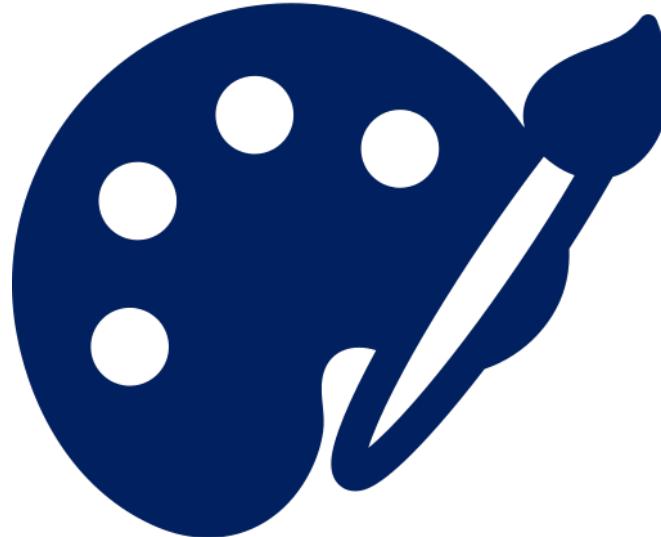
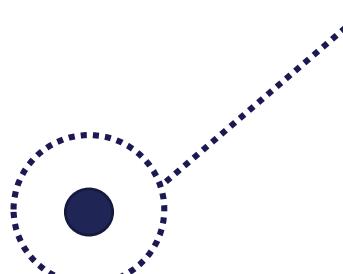
Let brand colors form the basis.



Get inspiration from art and other visuals.



Limit the number of dominant colors. Rule of 2.



Color Guide in Action

Limit the number of dominant colors. Rule of 2.

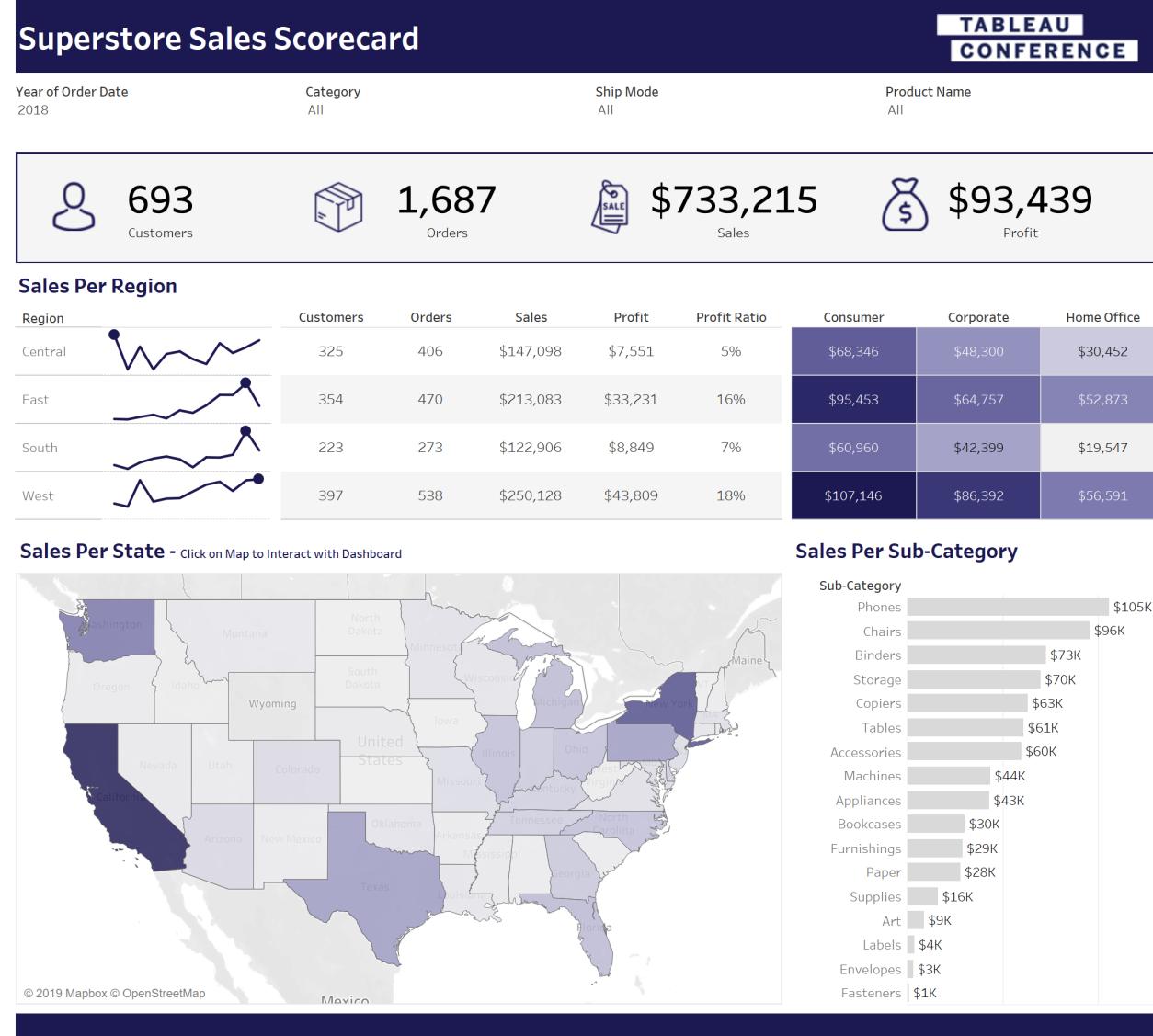
#f78f22 #e32763 #e6e6e6 #2fbebe #1b1852

#1b1852 #f5f5f5

#ffffff



Dominant Color



Color Guide in Action

Limit the number of dominant colors. Rule of 2.

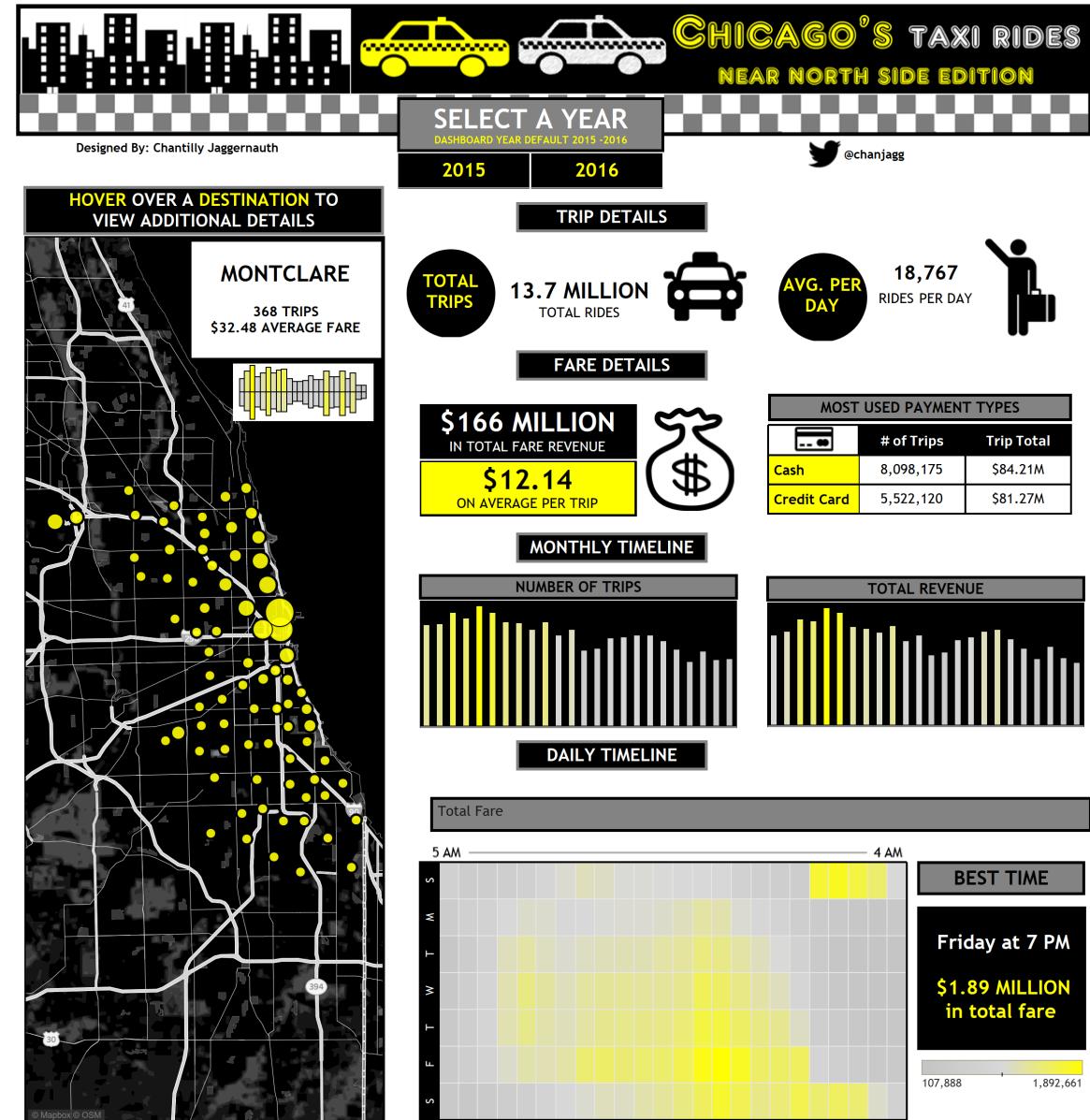
#000000

#ffffff

#838383 #ffff00



Dominant Color

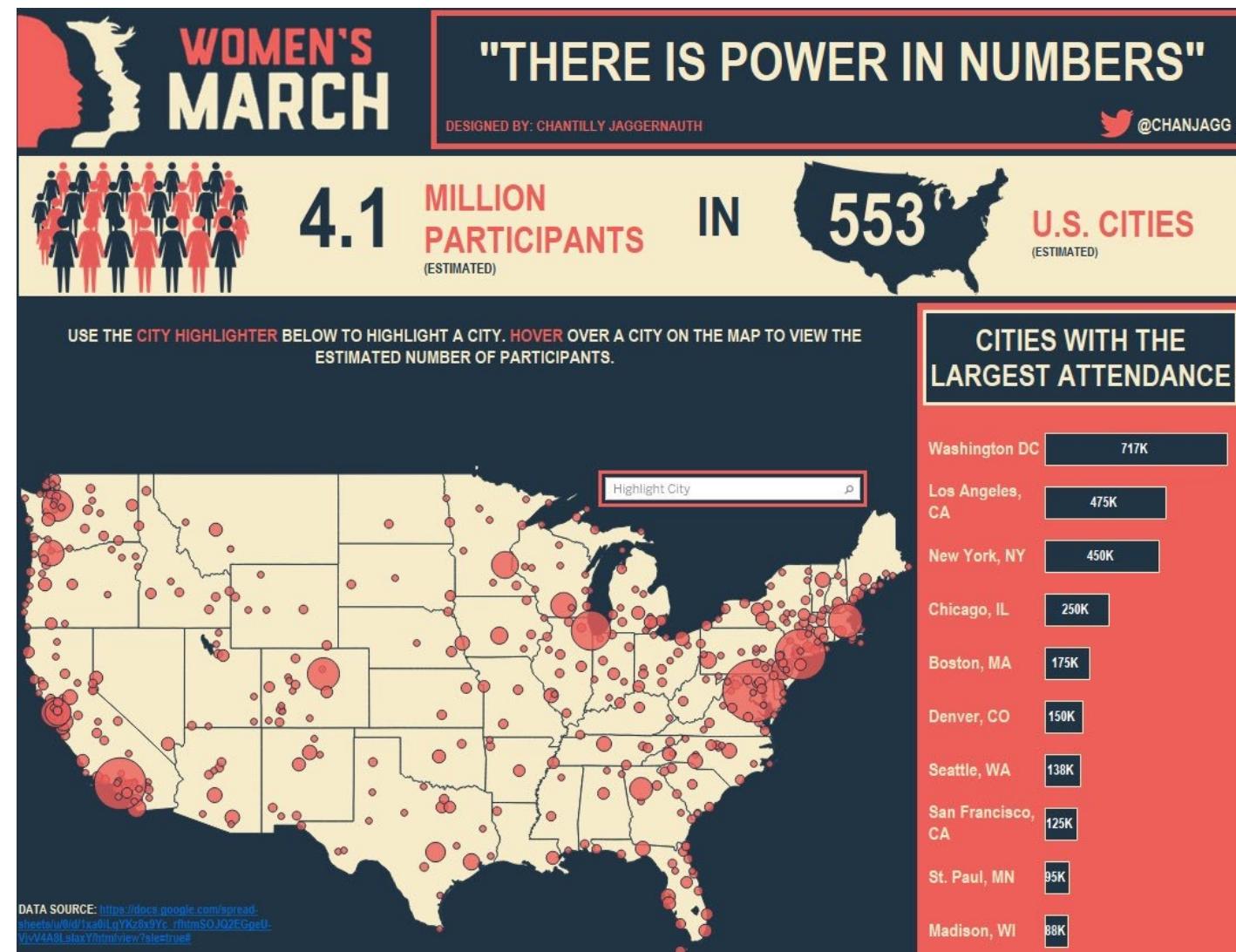


Color Guide in Action

Limit the number of dominant colors. Rule of 2.



—
●
—
Dominant Colors
—



Color Guide in Action

Limit the number of dominant colors. Rule of 2.

#f78f22 #e32763 #e6e6e6 #2fbebe #1b1852



Dominant Colors



Superstore Sales Scorecard

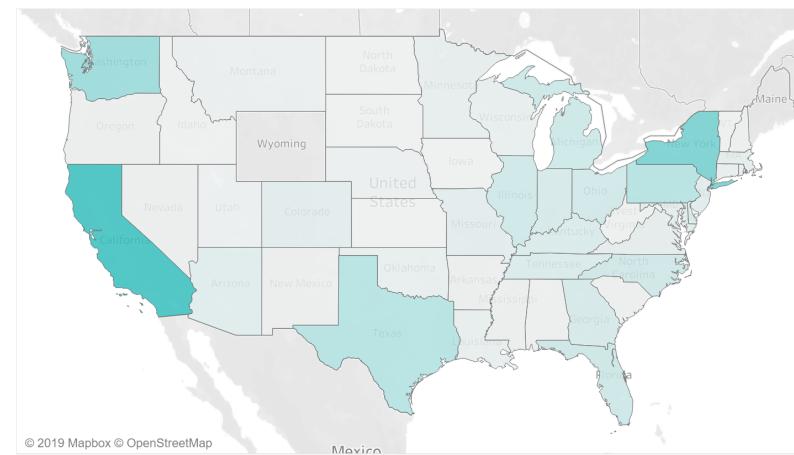
Year of Order Date: 2018 Category: All Ship Mode: All Product Name: All



Sales Per Region

Region	Customers	Orders	Sales	Profit	Profit Ratio	Consumer	Corporate	Home Office
Central	325	406	\$147,098	\$7,551	5%	\$68,346	\$48,300	\$30,452
East	354	470	\$213,083	\$33,231	16%	\$95,453	\$64,757	\$52,873
South	223	273	\$122,906	\$8,849	7%	\$60,960	\$42,399	\$19,547
West	397	538	\$250,128	\$43,809	18%	\$107,146	\$86,392	\$56,591

Sales Per State - Click on Map to Interact with Dashboard



Sales Per Sub-Category

Sub-Category	Sales
Phones	\$105K
Chairs	\$96K
Binders	\$73K
Storage	\$70K
Copiers	\$63K
Tables	\$61K
Accessories	\$60K
Machines	\$44K
Appliances	\$43K
Bookcases	\$30K
Furnishings	\$29K
Paper	\$28K
Supplies	\$16K
Art	\$9K
Labels	\$4K
Envelopes	\$3K
Fasteners	\$1K

Color Guidelines

Let brand colors form the basis.



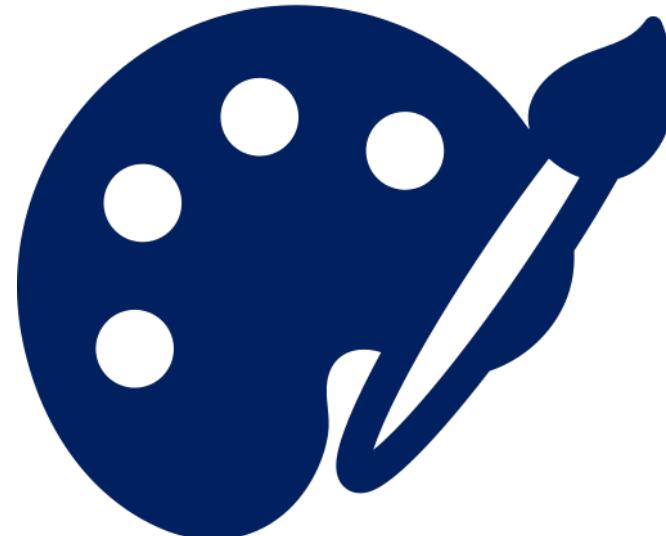
Create accessible color schemes and test them.



Get inspiration from art and other visuals.



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Color Guide in Action

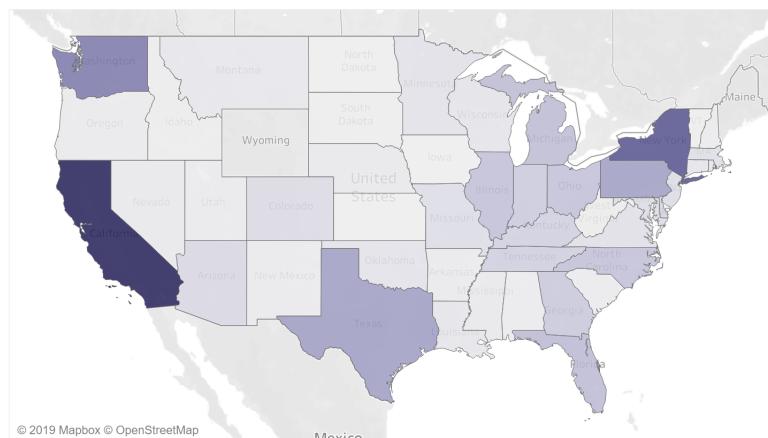
Create accessible color schemes and test them.



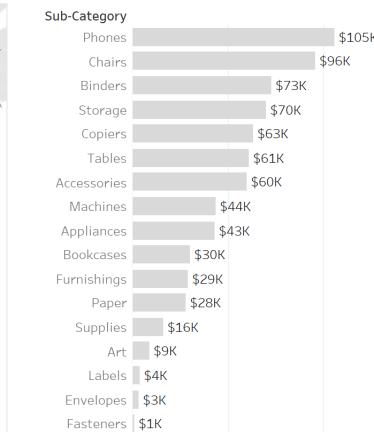
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Sales Per State - Click on Map to Interact with Dashboard



Sales Per Sub-Category



Red-Weak
Protanomaly



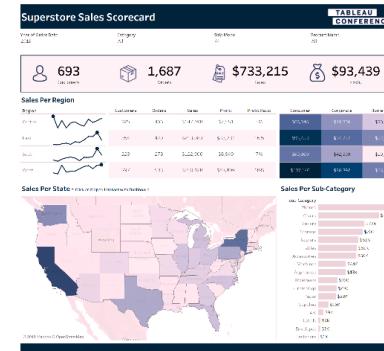
Green-Weak
Deuteranomaly



Blue-Weak
Tritanomaly



Red-Blind
Protanopia



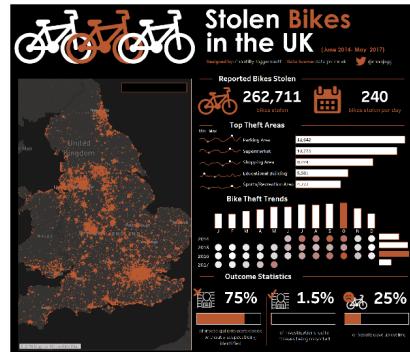
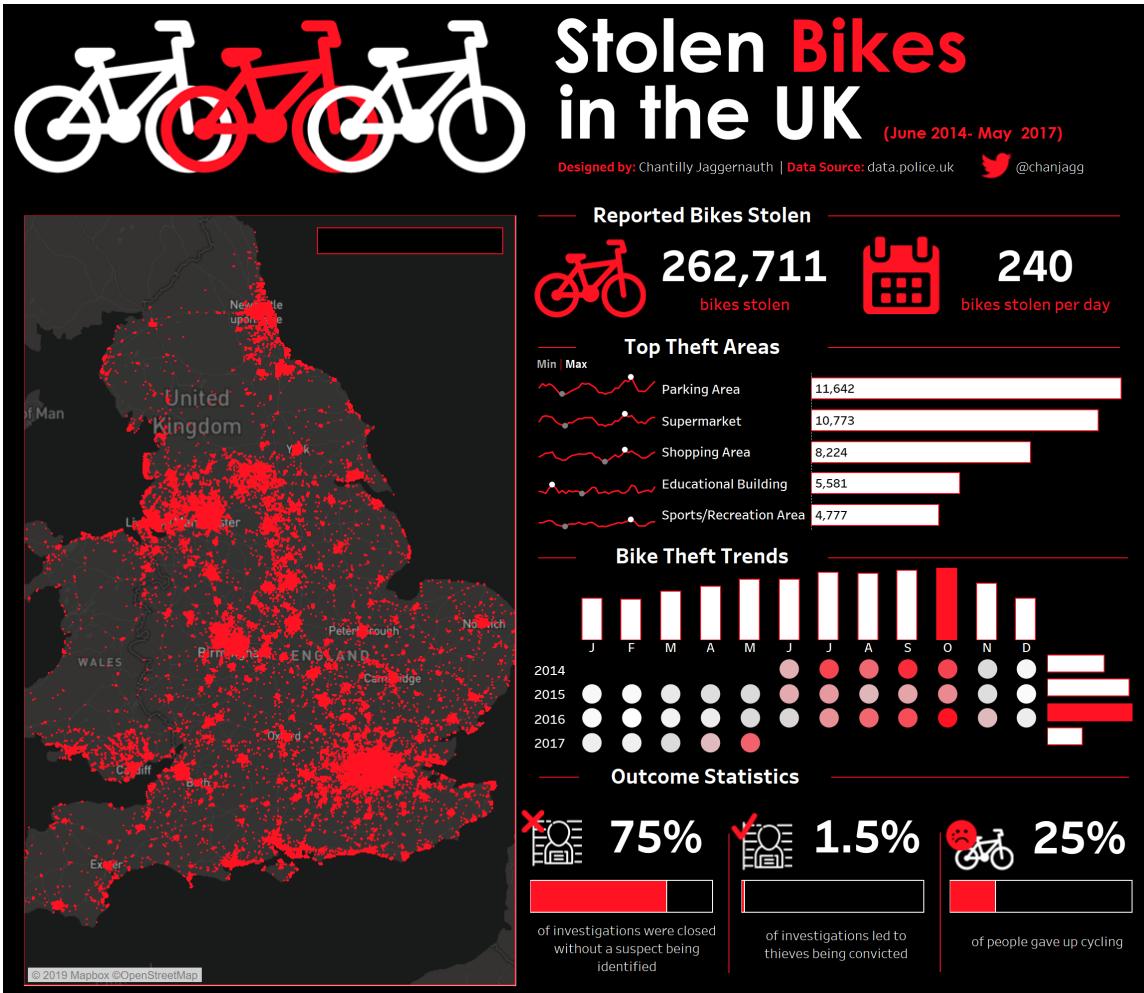
Green-Blind
Deuteranopia



Blue-Blind
Tritanopia

Color Guide in Action

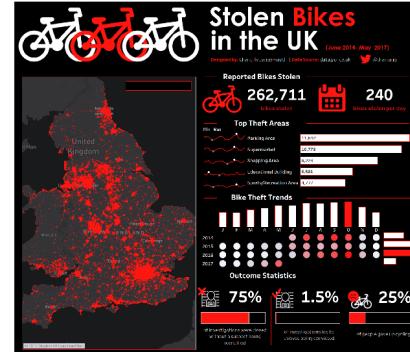
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Red-Weak
Protanomaly



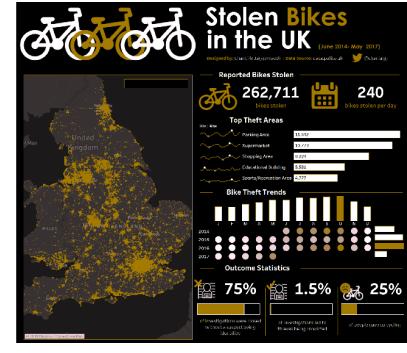
Green-Weak
Deuteranomaly



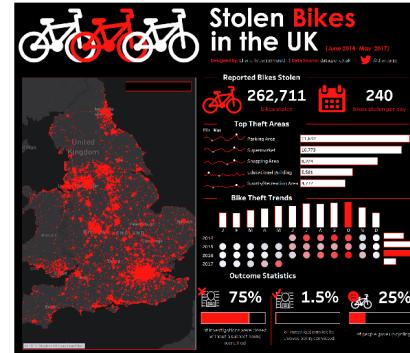
Blue-Weak
Tritanomaly



Red-Blind
Protanopia



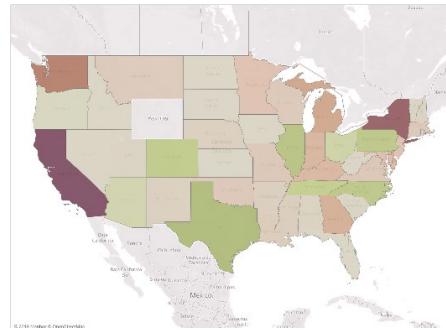
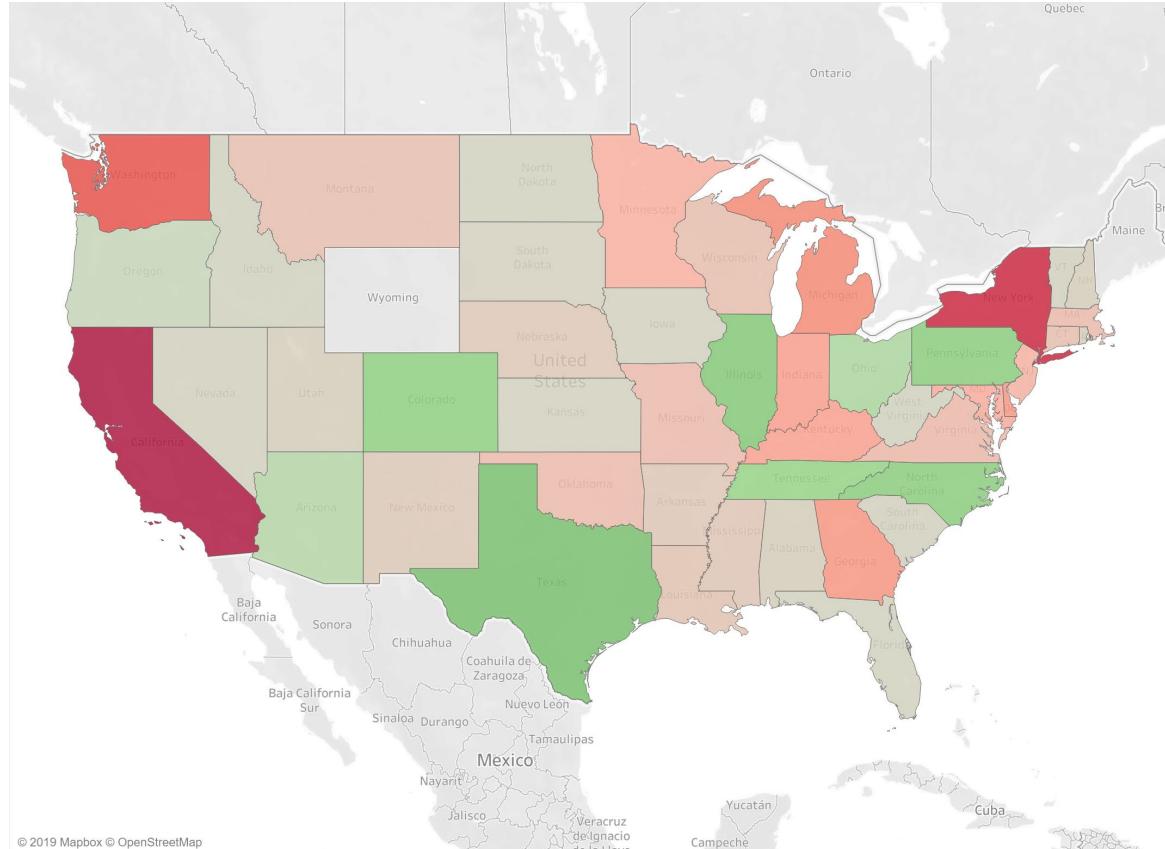
Green-Blind
Deuteranopia



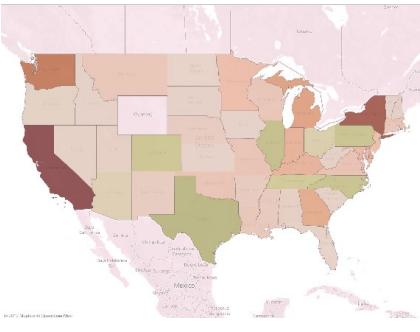
Blue-Blind
Tritanopia

Color Guide in Action

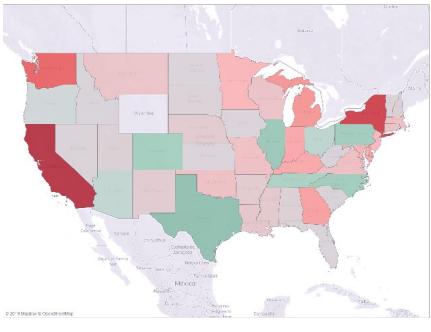
Create accessible color schemes and test them.



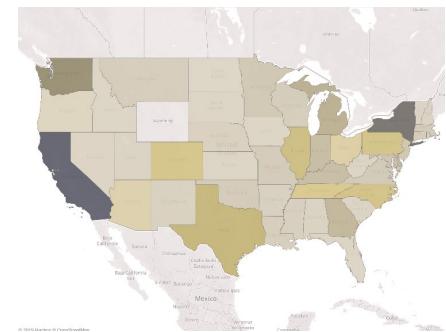
Red-Weak
Protanomaly



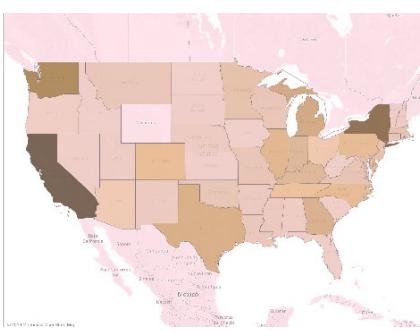
Green-Weak
Deuteranomaly



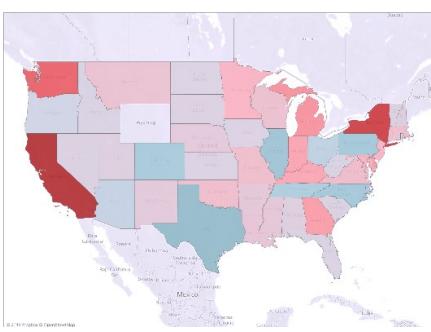
Blue-Weak
Tritanomaly



Red-Blind
Protanopia



Green-Blind
Deutanopia



Blue-Blind
Tritanopia

Color Guidelines

Let brand colors form the basis.



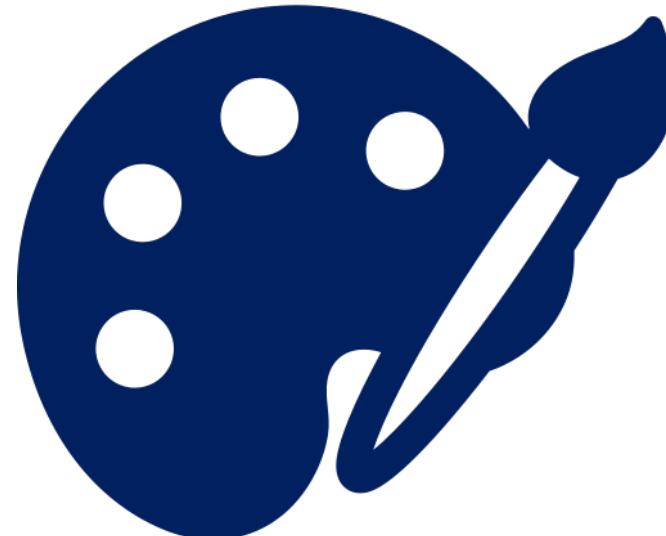
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Get inspiration from art and other visuals.



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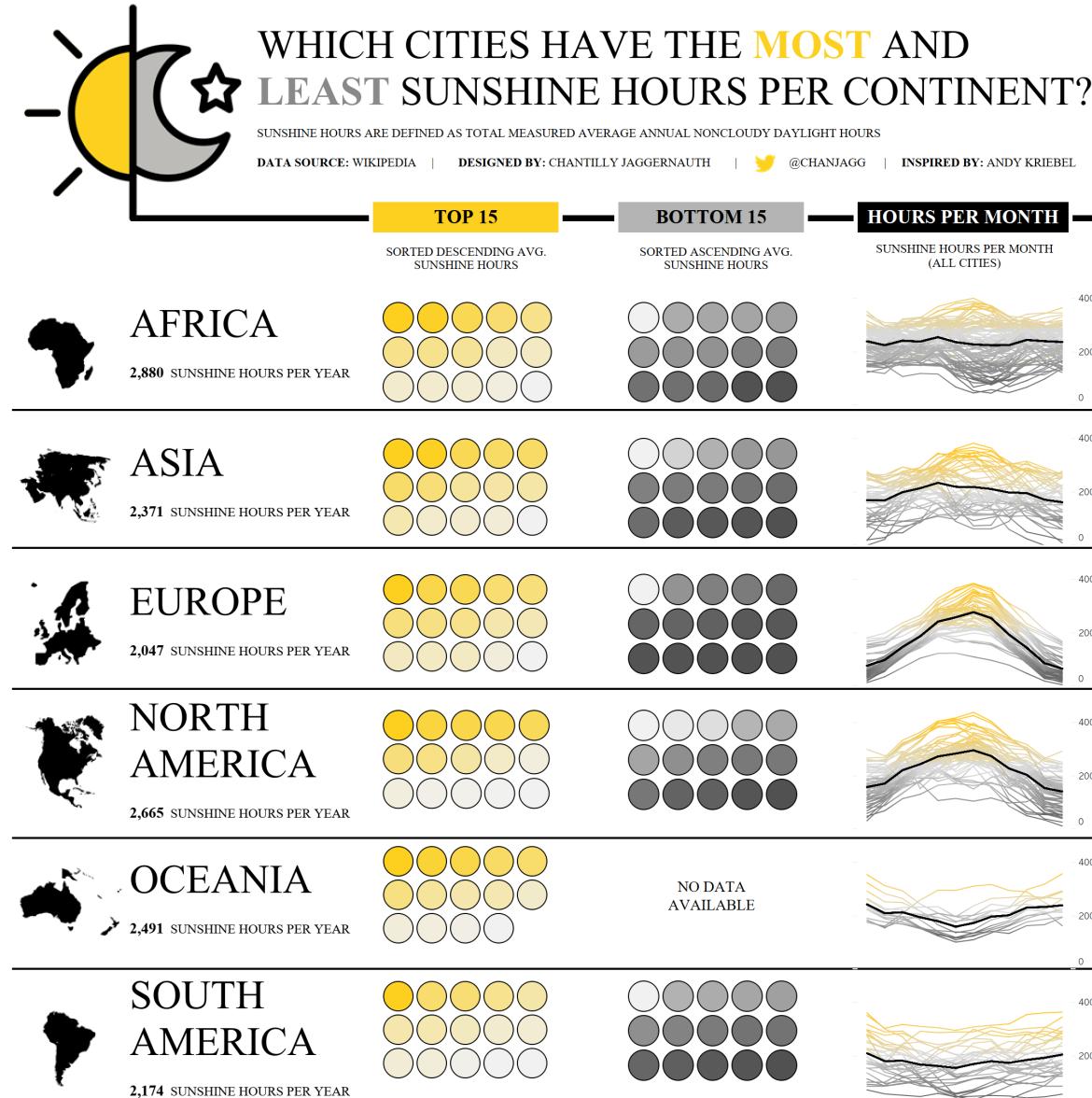
Use color purposefully and for reinforcement.



Color Guide in Action

Use color purposefully and for reinforcement.

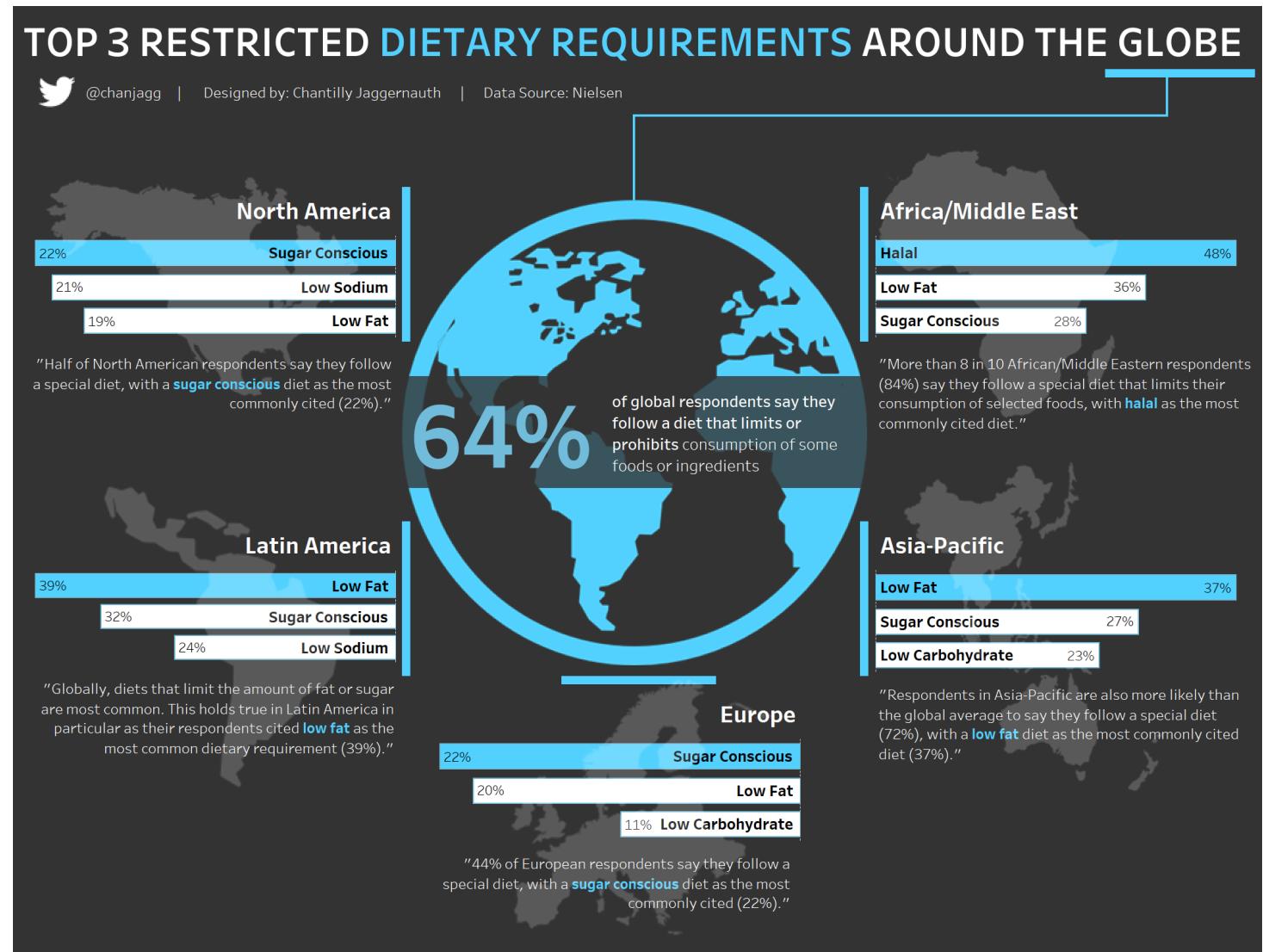
Purposefully —— ●
 Yellow shade is used to highlight the top 15 cities with the most sunshine hours. Grey shade is used to highlight the bottom 15 cities with the least sunshine hours.



Color Guide in Action

Use color purposefully and for reinforcement.

Reinforcement
Blue shade is used to highlight the top restricted dietary requirement for both the bar chart and text.

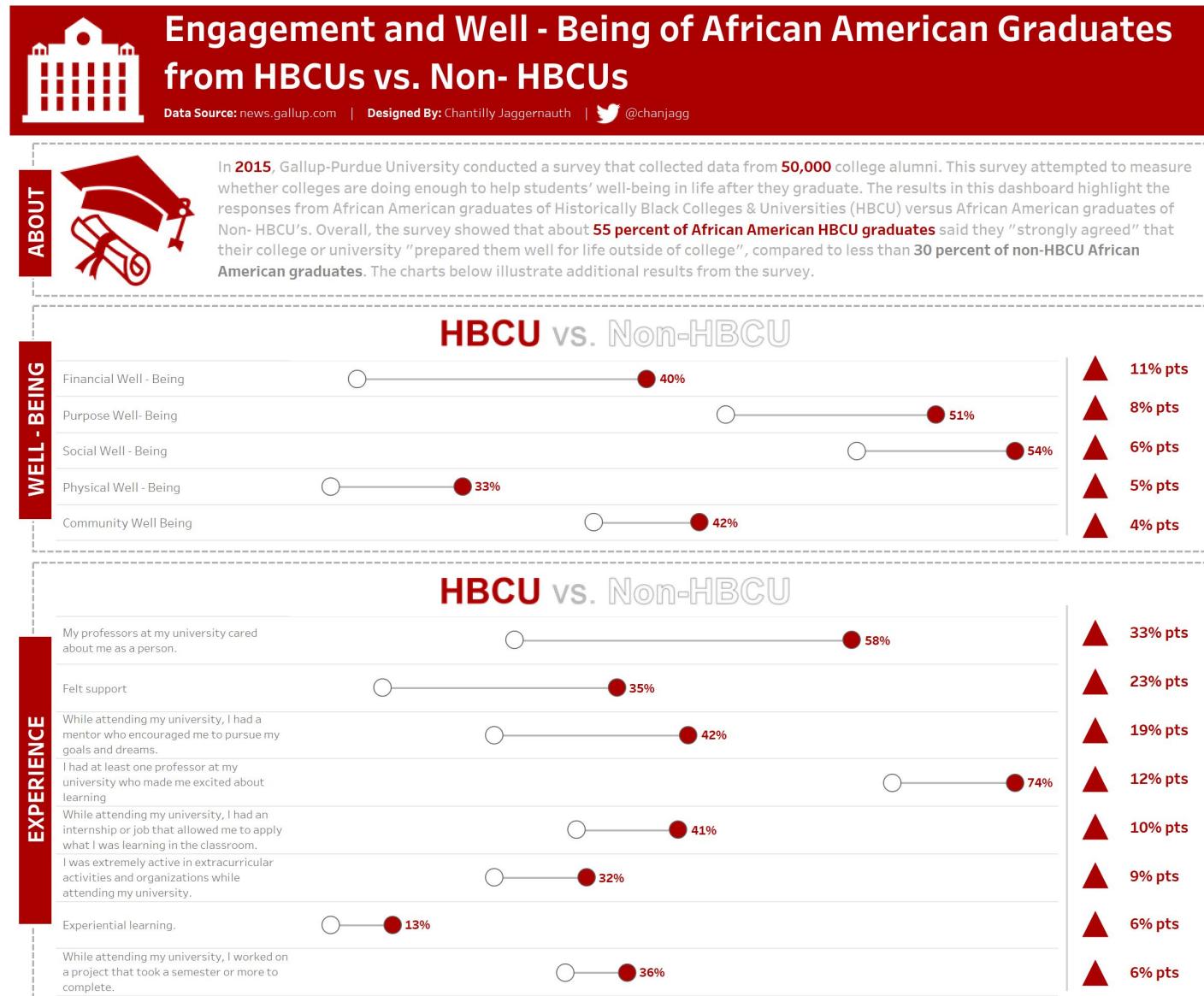


Color Guide in Action

Use color purposefully and for reinforcement.

Purposefully & Reinforcement

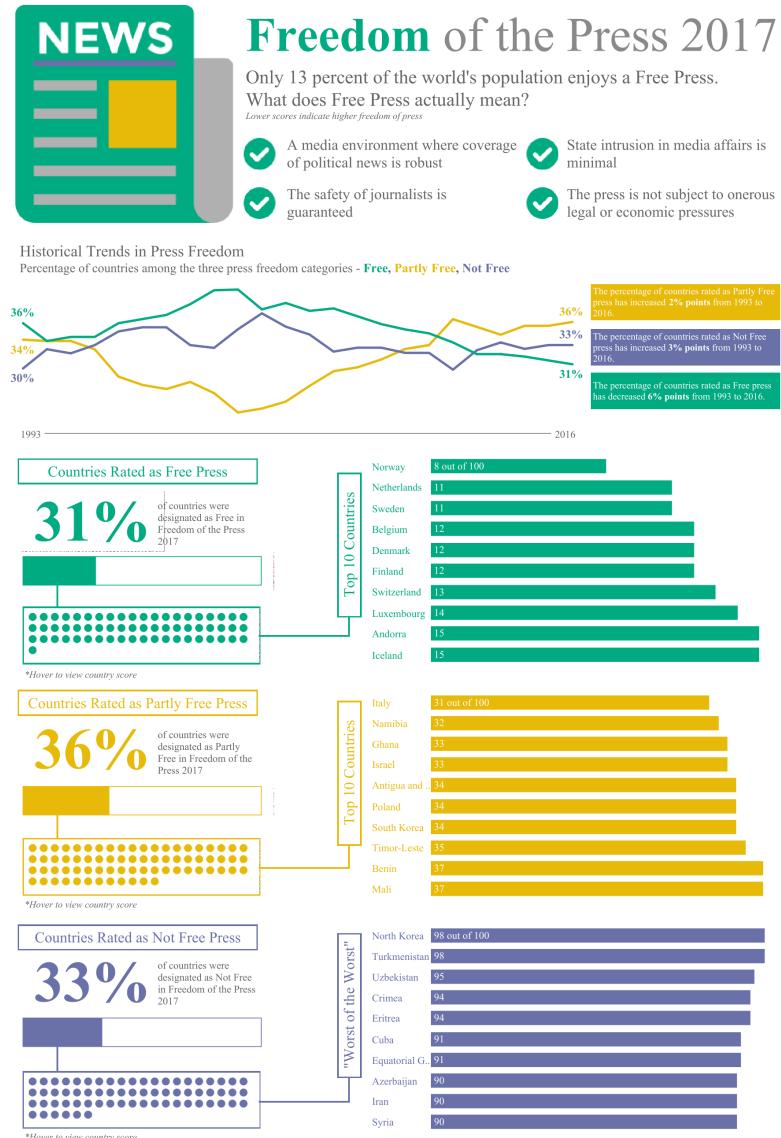
Red is used to highlight important information in the description. It is also used to distinguish HBCU vs. Non-HBCU data points.



Color Guide in Action

Use color purposefully and for reinforcement.

Purposefully — — —
Color is used to show a visual comparison for the levels of press freedom – free, partly free, not free.



Color Guidelines

Let brand colors form the basis.



Create accessible color schemes and test them.



Get inspiration from art and other visuals.



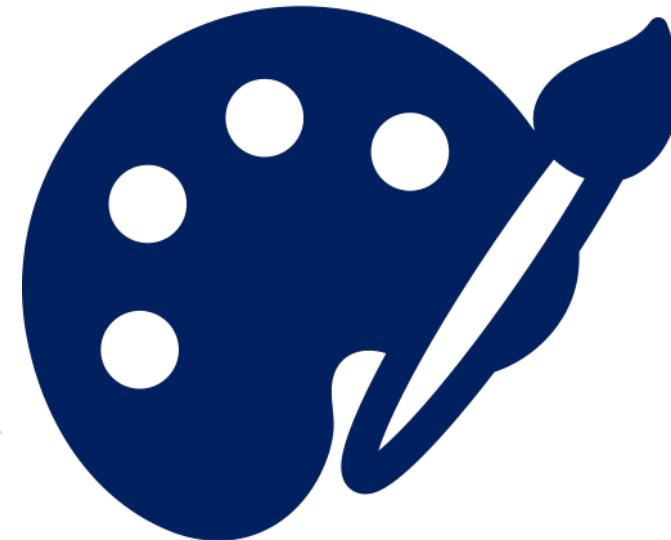
Use color purposefully and for reinforcement.



Limit the number of dominant colors. Rule of 2.



If stuck, design in grayscale first. Add color to highlight.



Color Guide in Action

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Superstore Sales Scorecard

Year of Order Date
2018

Category
All

Ship Mode
All

Product Name
All

693

Customers

1,687

Orders

\$733,215

Sales

\$93,439

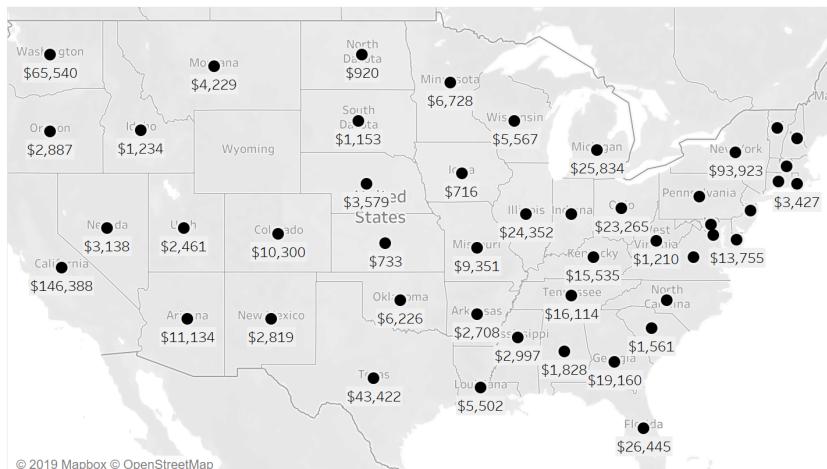
Profit

Sales Per Region

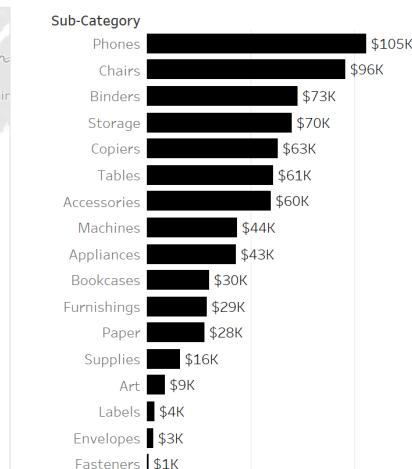


Sales Per State

- Click on Map to Interact with Dashboard



Sales Per Sub-Category



Color Guide in Action

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Superstore Sales Scorecard

Year of Order Date
2018 Category
All Ship Mode
All Product Name
All

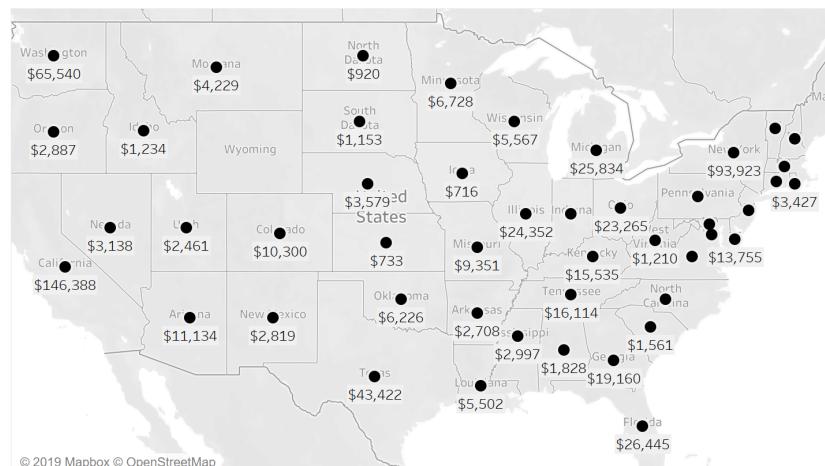
693
Customers **1,687**
Orders **\$733,215**
Sales **\$93,439**
Profit

Choose colors for title, filter and BAN area.

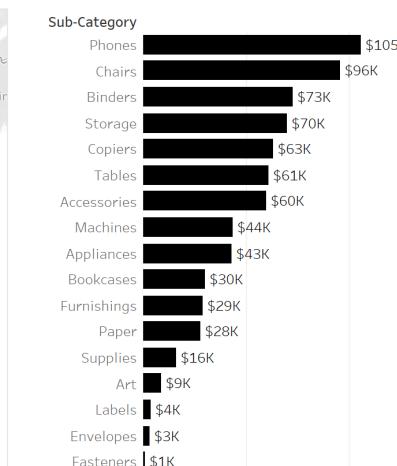
Sales Per Region

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Sales Per State - Click on Map to Interact with Dashboard



Sales Per Sub-Category



Color Guide in Action

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Superstore Sales Scorecard

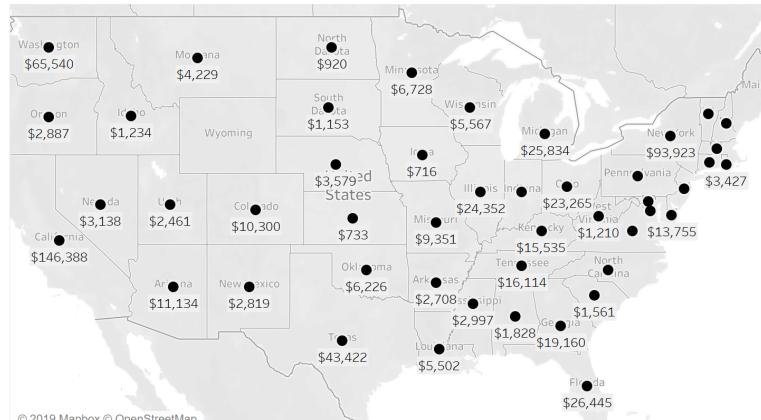
Year of Order Date: 2018 Category: All Ship Mode: All Product Name: All

693 Customers **1,687** Orders **\$733,215** Sales **\$93,439** Profit

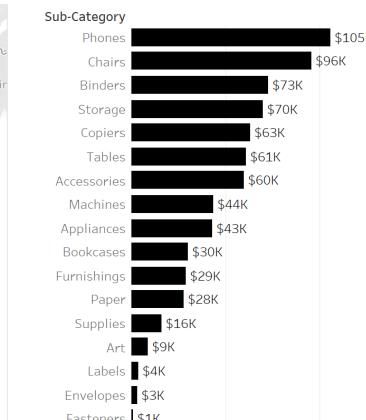
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Sales Per State - Click on Map to Interact with Dashboard



Sales Per Sub-Category



Superstore Sales Scorecard

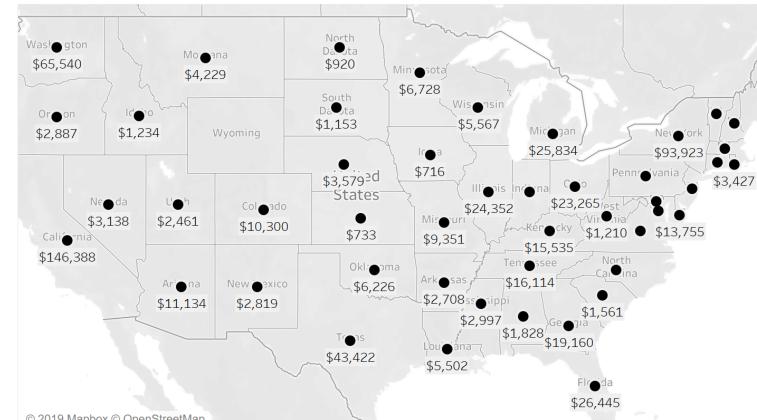
Year of Order Date: 2018 Category: All Ship Mode: All Product Name: All

693 Customers **1,687** Orders **\$733,215** Sales **\$93,439** Profit

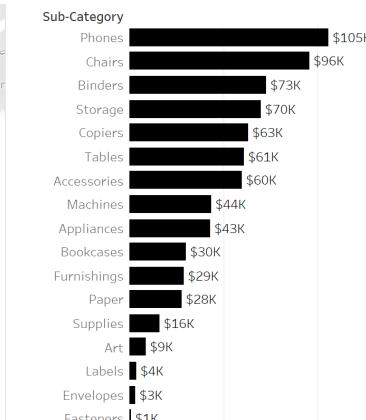
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Sales Per State - Click on Map to Interact with Dashboard



Sales Per Sub-Category



Color Guide in Action

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Superstore Sales Scorecard

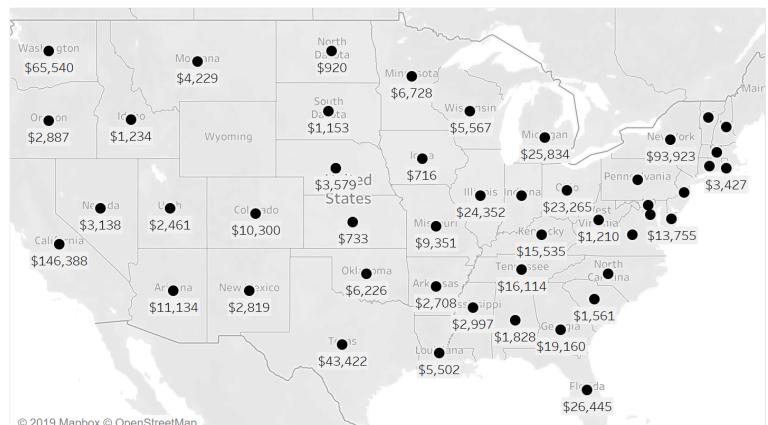
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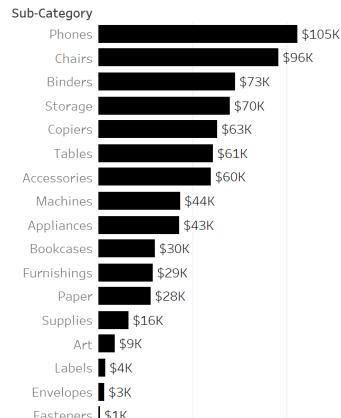
Sales Per Region



Sales Per State - Click on Map to Interact with Dashboard



Sales Per Sub-Category



— — — Look at each chart individually. Do you want to highlight anything?

Color Guide in Action

If stuck, design in grayscale first. Add color to highlight.

Superstore Sales Scorecard

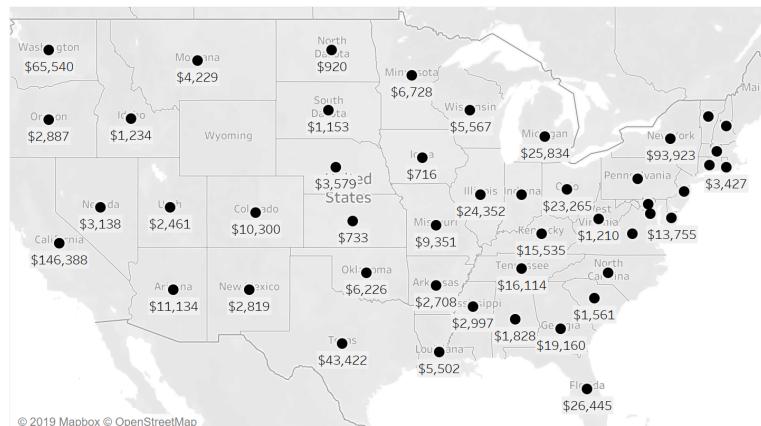
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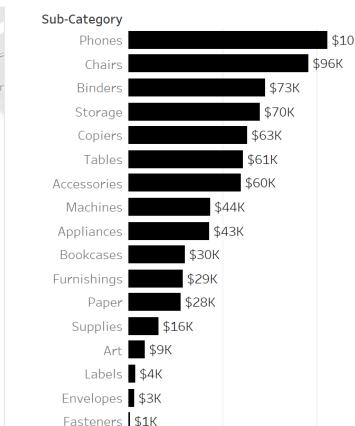
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Sales Per State - Click on Map to Interact with Dashboard



Sales Per Sub-Category



Superstore Sales Scorecard

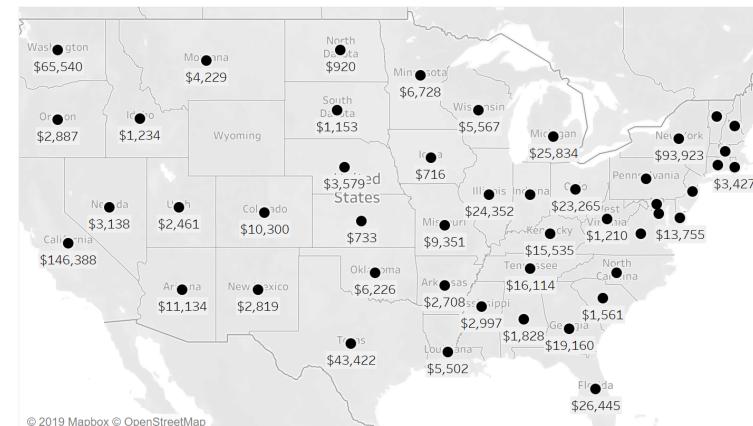
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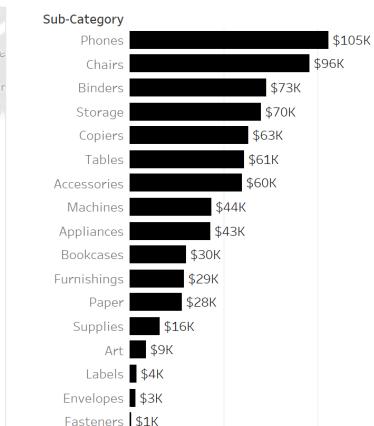
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Sales Per State - Click on Map to Interact with Dashboard



Sales Per Sub-Category



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Superstore Sales Scorecard

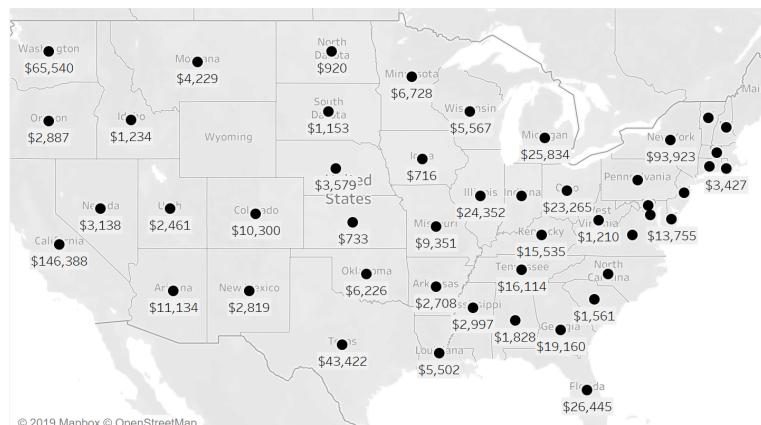
Year of Order Date: 2018 Category: All Ship Mode: All Product Name: All

693 Customers **1,687** Orders **\$733,215** Sales **\$93,439** Profit

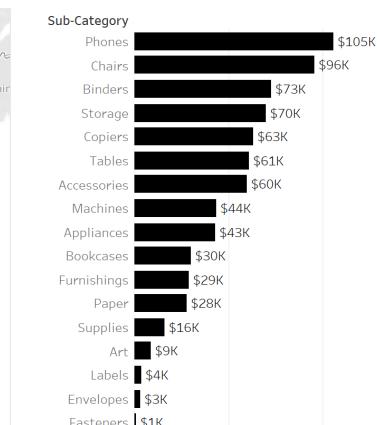
Sales Per Region



Sales Per State - Click on Map to Interact with Dashboard



Sales Per Sub-Category

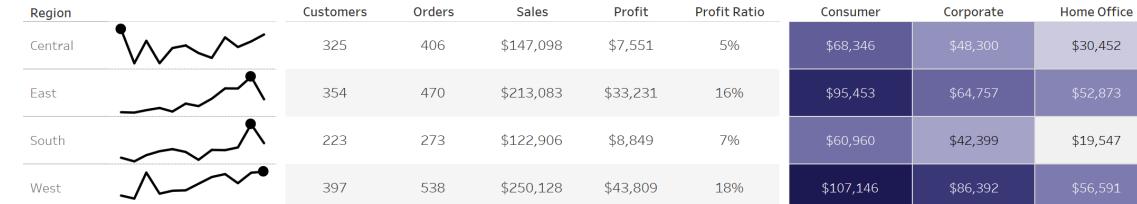


Superstore Sales Scorecard

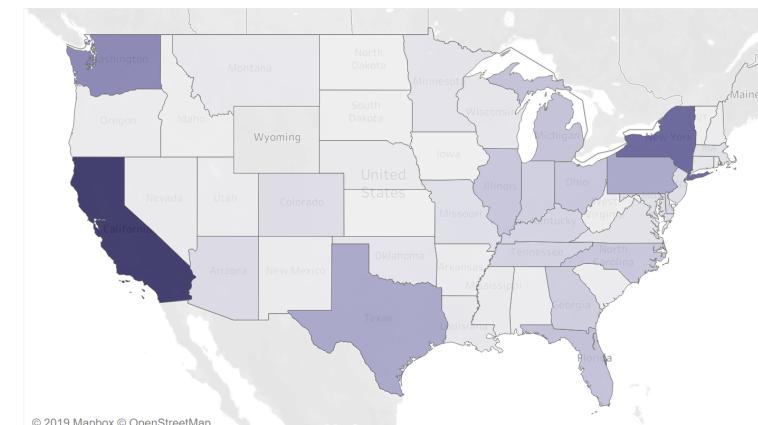
Year of Order Date: 2018 Category: All Ship Mode: All Product Name: All

693 Customers **1,687** Orders **\$733,215** Sales **\$93,439** Profit

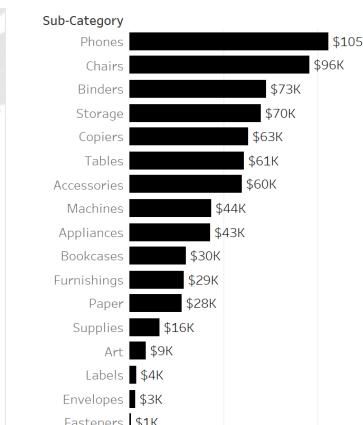
Sales Per Region



Sales Per State - Click on Map to Interact with Dashboard



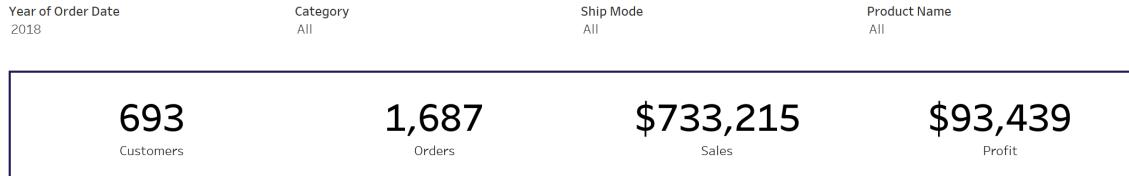
Sales Per Sub-Category



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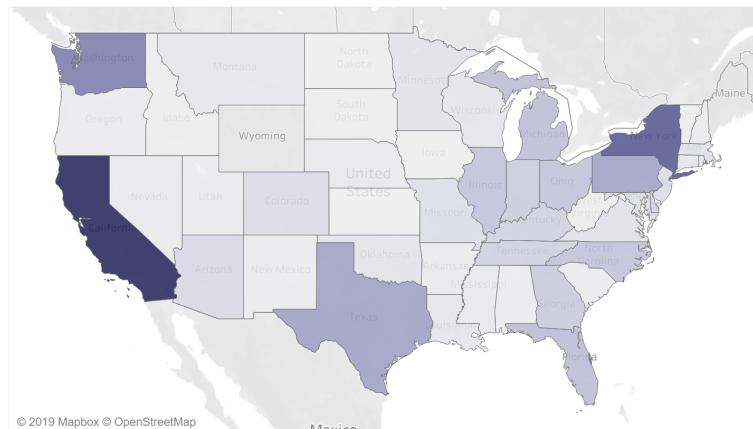
Superstore Sales Scorecard



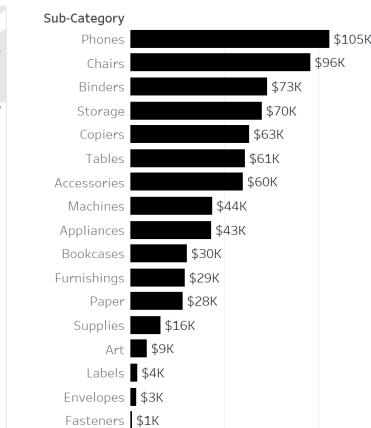
Sales Per Region



Sales Per State - Click on Map to Interact with Dashboard



Sales Per Sub-Category



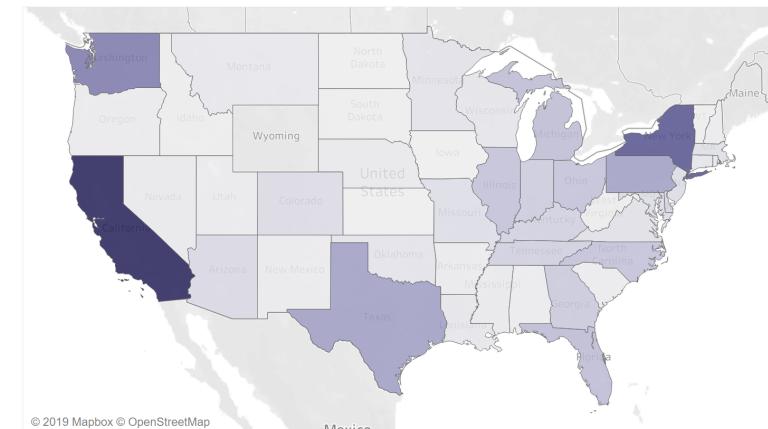
Superstore Sales Scorecard



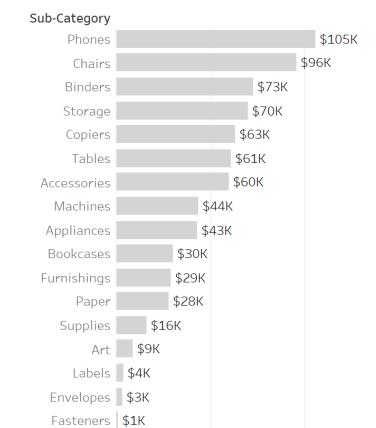
Sales Per Region



Sales Per State - Click on Map to Interact with Dashboard



Sales Per Sub-Category



Color Guide in Action

If stuck, design in grayscale first. Add color to highlight.

Superstore Sales Scorecard

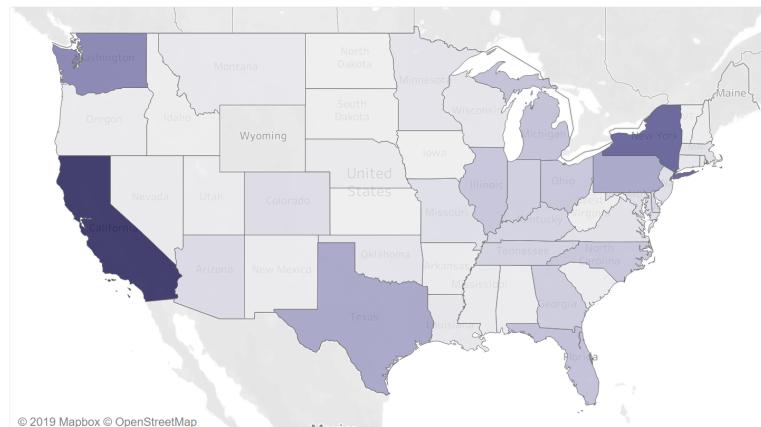
Year of Order Date: 2018 Category: All Ship Mode: All Product Name: All

693 Customers **1,687** Orders **\$733,215** Sales **\$93,439** Profit

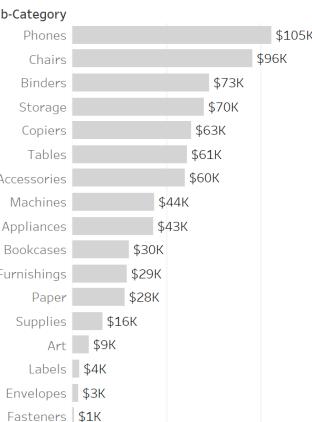
Sales Per Region

Region	Customers	Orders	Sales	Profit	Profit Ratio	Consumer	Corporate	Home Office
Central	325	406	\$147,098	\$7,551	5%	\$68,346	\$48,300	\$30,452
East	354	470	\$213,083	\$33,231	16%	\$95,453	\$64,757	\$52,873
South	223	273	\$122,906	\$8,849	7%	\$60,960	\$42,399	\$19,547
West	397	538	\$250,128	\$43,809	18%	\$107,146	\$86,392	\$56,591

Sales Per State - Click on Map to Interact with Dashboard



Sales Per Sub-Category



— — — Add final touches to worksheet titles and dashboard footer. Test shading, borders, and font colors.

Color Guide in Action

If stuck, design in grayscale first. Add color to highlight.

Superstore Sales Scorecard

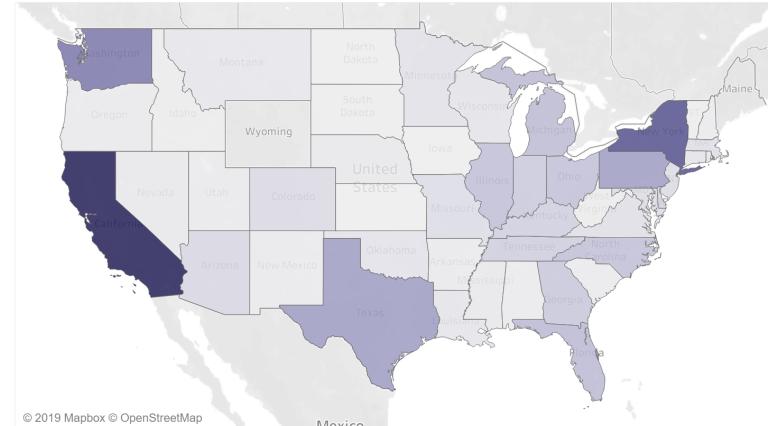
Year of Order Date: 2018 Category: All Ship Mode: All Product Name: All

693 Customers **1,687** Orders **\$733,215** Sales **\$93,439** Profit

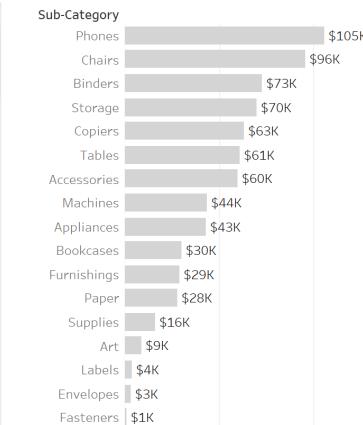
Sales Per Region



Sales Per State - Click on Map to Interact with Dashboard



Sales Per Sub-Category



Superstore Sales Scorecard

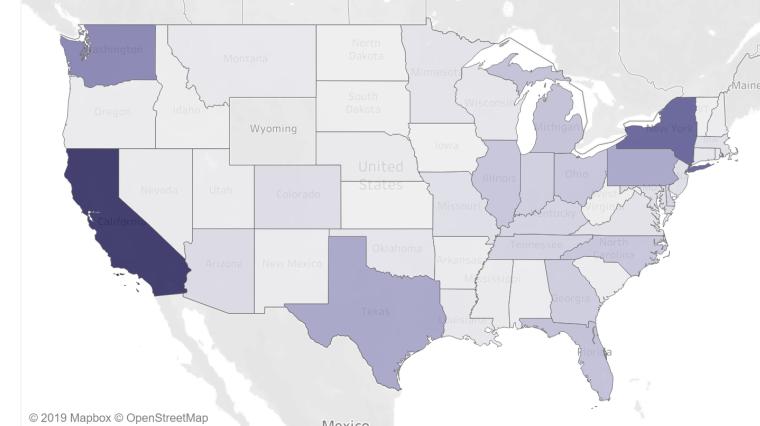
Year of Order Date: 2018 Category: All Ship Mode: All Product Name: All

693 Customers **1,687** Orders **\$733,215** Sales **\$93,439** Profit

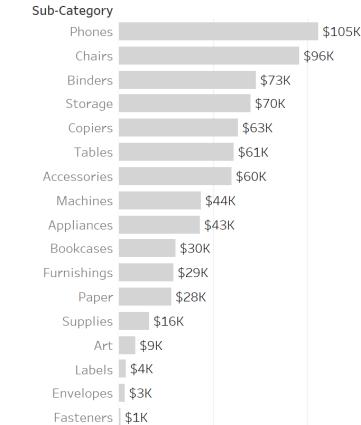
Sales Per Region



Sales Per State - Click on Map to Interact with Dashboard



Sales Per Sub-Category



Color Guide in Action

If stuck, design in grayscale first. Add color to highlight.

Superstore Sales Scorecard

Year of Order Date
2018

Category
All

Ship Mode
All

Product Name
All

693

Customers

1,687

Orders

\$733,215

Sales

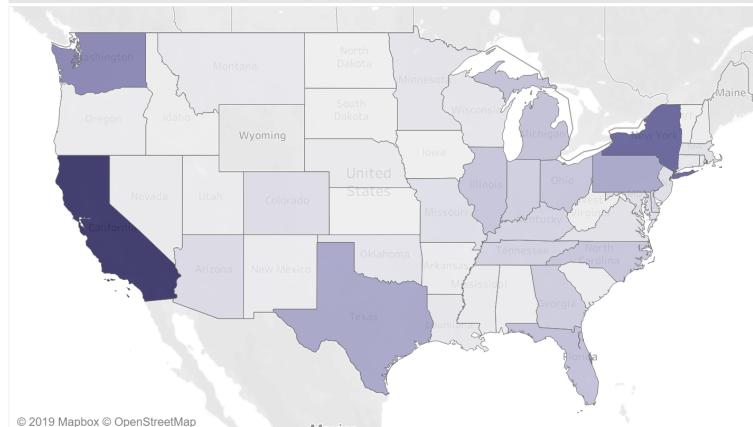
\$93,439

Profit

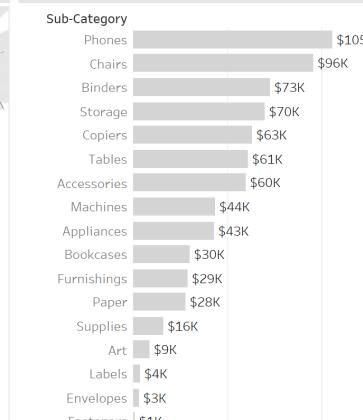
Sales Per Region



Sales Per State - Click on Map to Interact with Dashboard



Sales Per Sub-Category



Superstore Sales Scorecard

Year of Order Date
2018

Category
All

Ship Mode
All

Product Name
All

693

Customers

1,687

Orders

\$733,215

Sales

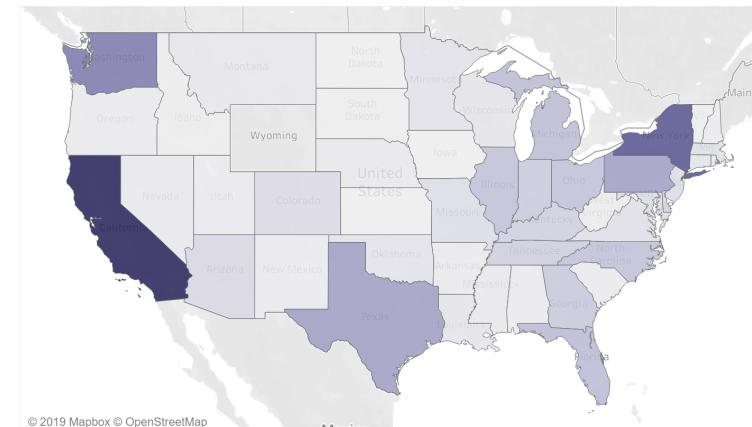
\$93,439

Profit

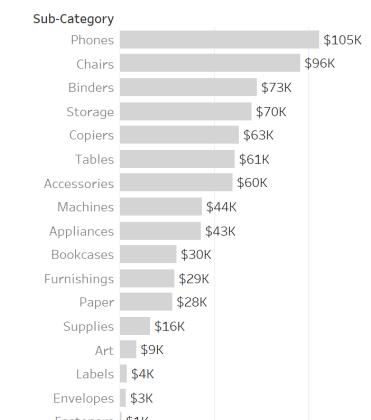
Sales Per Region



Sales Per State - Click on Map to Interact with Dashboard



Sales Per Sub-Category



Color Guidelines

Let brand colors form the basis.



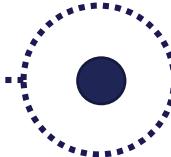
Create accessible color schemes and test them.



Get inspiration from art and other visuals.



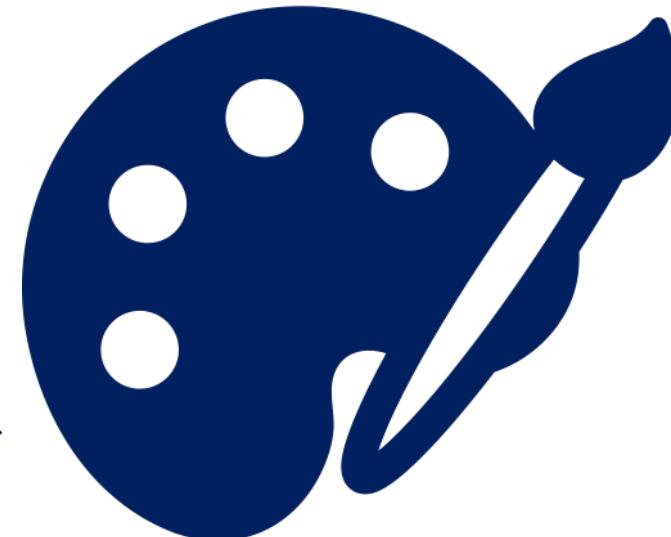
Use color purposefully and for reinforcement.



Limit the number of dominant colors. Rule of 2.



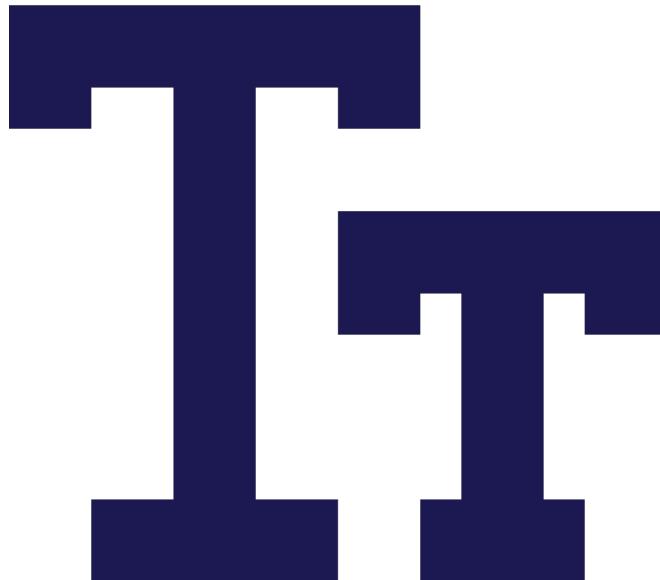
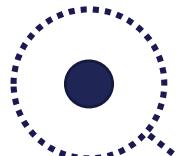
If stuck, design in grayscale first. Add color to highlight.



Uncomplicating Fonts

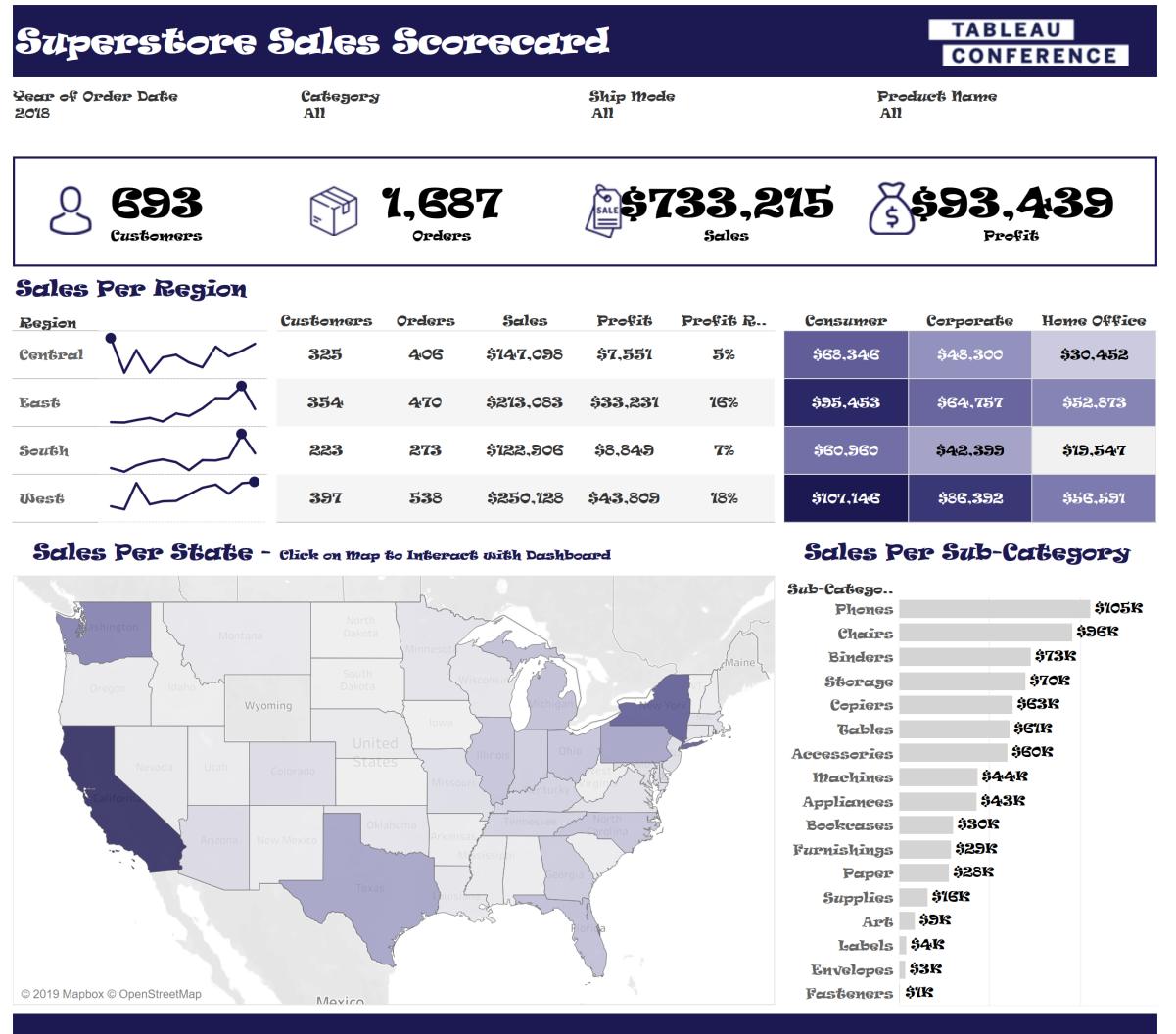
Font Guidelines

Stick to one legible font.



Font Guide in Action

Stick to one legible font.



Even though only one font is used, the viz is not easy to read.

Font Guide in Action

Stick to one legible font.

Tableau Font

Superstore Sales Scorecard

TABLEAU
CONFERENCE

Year of Order Date Category Ship Mode Product Name

2018

All

All

All



693

Customers



1,687

Orders



\$733,215

Sales



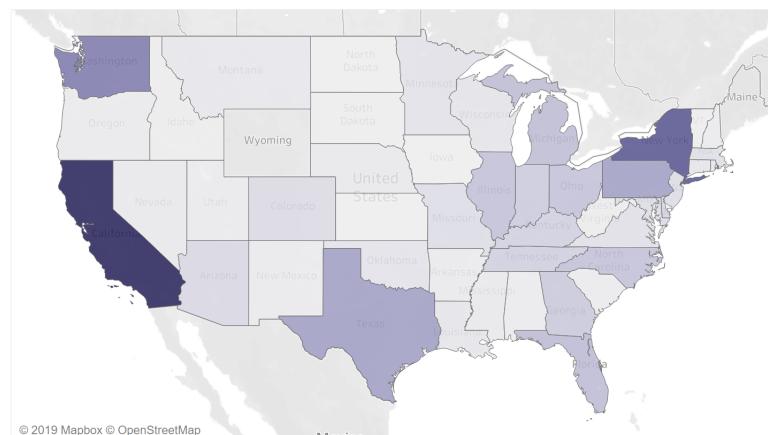
\$93,439

Profit

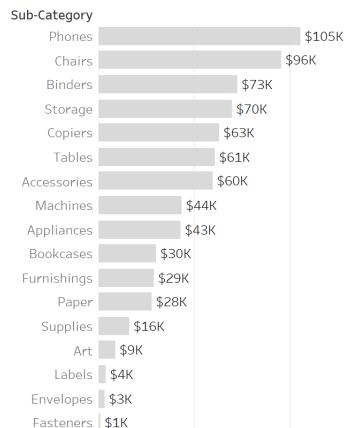
Sales Per Region



Sales Per State - Click on Map to Interact with Dashboard



Sales Per Sub-Category



2014

Ecological Footprint

Highlighting the Ecological Footprint & Biocapacity of Countries Around the World

Note: The data shown reflects 188 countries that had data available for 2014

Ecological Footprint

The Ecological Footprint measures the ecological assets that a given population requires to produce the natural resources it consumes and to absorb its waste. The Ecological Footprint tracks the use of six categories of productive surface areas: cropland, grazing land, fishing grounds, built-up land, forest area, and carbon demand on land. The Ecological Footprint is considered the **demand** side of nature.

Biocapacity

Biocapacity represents the productivity of ecological assets. This includes cropland, grazing land, forest land, fishing grounds, and built-up land. Biocapacity is considered the **supply** side of the Ecological Footprint Accounting equation. An **Ecological Deficit** occurs when the Ecological footprint of a population exceeds the biocapacity of the area available to that population. An **Ecological Reserve** exists when the biocapacity of a region exceeds its population's Ecological Footprint.

2014 World Footprint

Biocapacity
1.7
per person - gha

Ecological Footprint
2.8
per person - gha

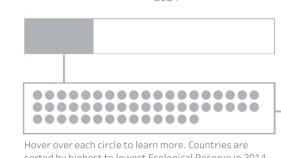
Ecological Deficit
-1.2
per person - gha

Both the Ecological Footprint and Biocapacity are expressed in global hectares - globally comparable, standardized hectares with world average productivity. Global hectares per person refers to the amount of production and waste assimilation per person.

Countries with an Ecological Reserve

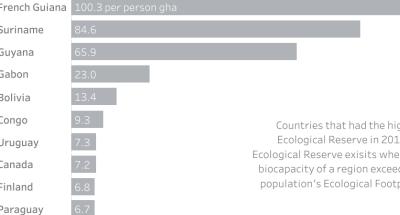
28%

of countries around the world had an Ecological Reserve in 2014



Hover over each circle to learn more. Countries are sorted by highest to lowest Ecological Reserve in 2014.

Top 10 Countries

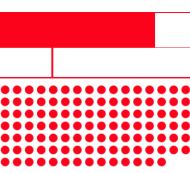


Countries that had the highest Ecological Reserve in 2014. An Ecological Reserve exists when the biocapacity of a region exceeds its population's Ecological Footprint.

Countries with an Ecological Deficit

72%

of countries around the world had an Ecological Deficit in 2014



Hover over each circle to learn more. Countries are sorted by highest to lowest Ecological Deficit in 2014.

Countries that had the highest Ecological Deficit in 2014. An Ecological Deficit occurs when the Ecological Footprint of a population exceeds the biocapacity of the area available to that population.

Data & Text Source: Global Footprint Network

Designed by: Chantilly Jaggernauth

@chanjagg

Font Guide in Action

Stick to one legible font.

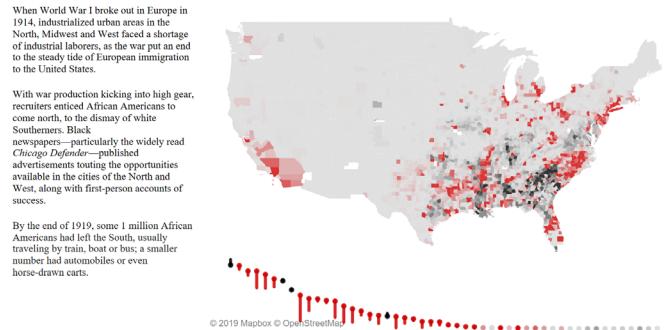
Times New Roman

THE GREAT MIGRATION

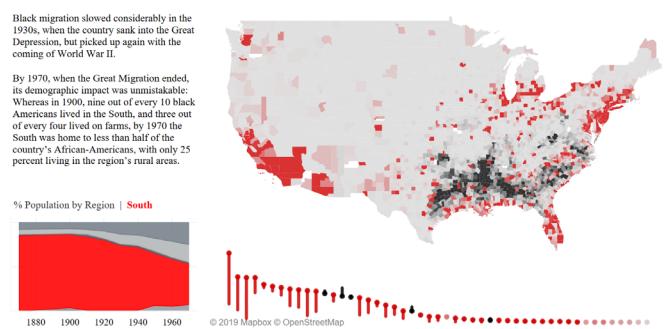
"Over the decades, perhaps the wrong questions have been asked about the Great Migration. Perhaps it is not a question of whether the migrants brought good or ill to the cities they fled to or were pushed or pulled to their destinations, but a question of how they summoned the courage to leave in the first place or how they found the will to press beyond the forces against them and the faith in a country that had rejected them for so long. By their actions, they did not dream the American Dream, they willed it into being by a definition of their own choosing. They did not ask to be accepted but declared themselves the Americans that perhaps few others recognized but that they had always been deep within their hearts."

— Isabel Wilkerson, *The Warmth of Other Suns: The Epic Story of America's Great Migration*

First Migration: 1910-1940

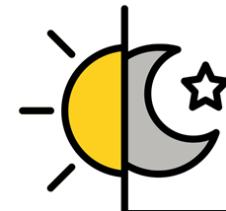


Second Migration: 1940-1970



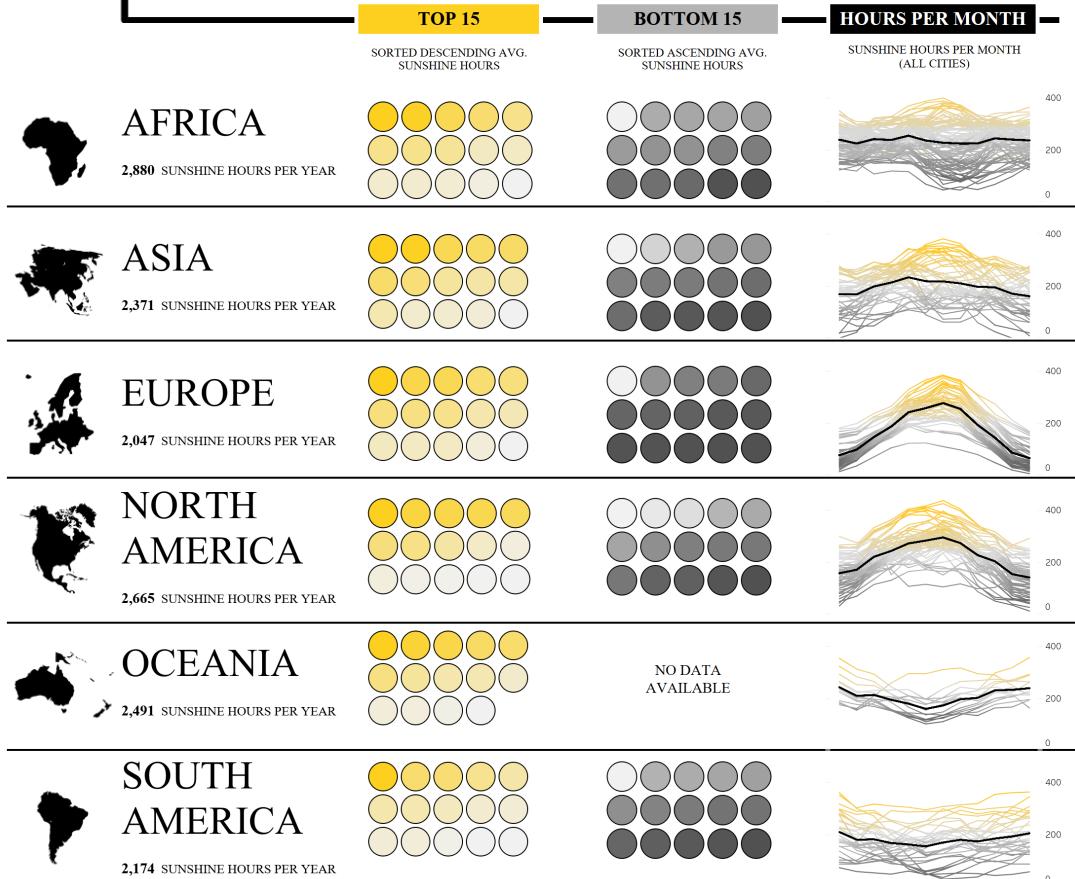
Viz by Chantilly Jaggernaut (@chanjagg) and Spencer Baucke (@jsbaucke)

Data: Social Explorer, <https://www.history.com/topics/black-history/great-migration>



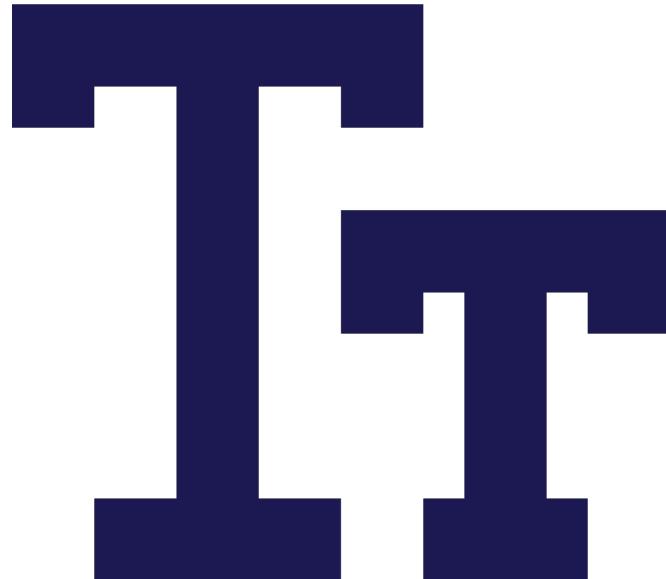
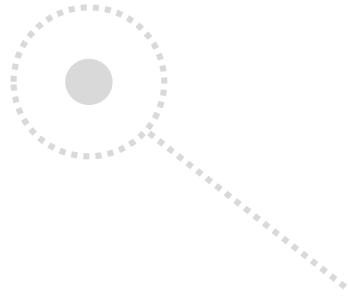
WHICH CITIES HAVE THE **MOST** AND **LEAST** SUNSHINE HOURS PER CONTINENT?

SUNSHINE HOURS ARE DEFINED AS TOTAL MEASURED AVERAGE ANNUAL NONCLOUDY DAYLIGHT HOURS
DATA SOURCE: WIKIPEDIA | DESIGNED BY: CHANTILLY JAGGERNAUTH | @CHANJAGG | INSPIRED BY: ANDY KRIEBEL

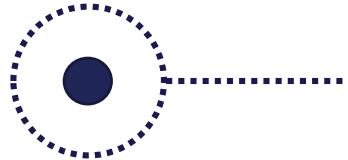


Font Guidelines

Stick to one legible font.

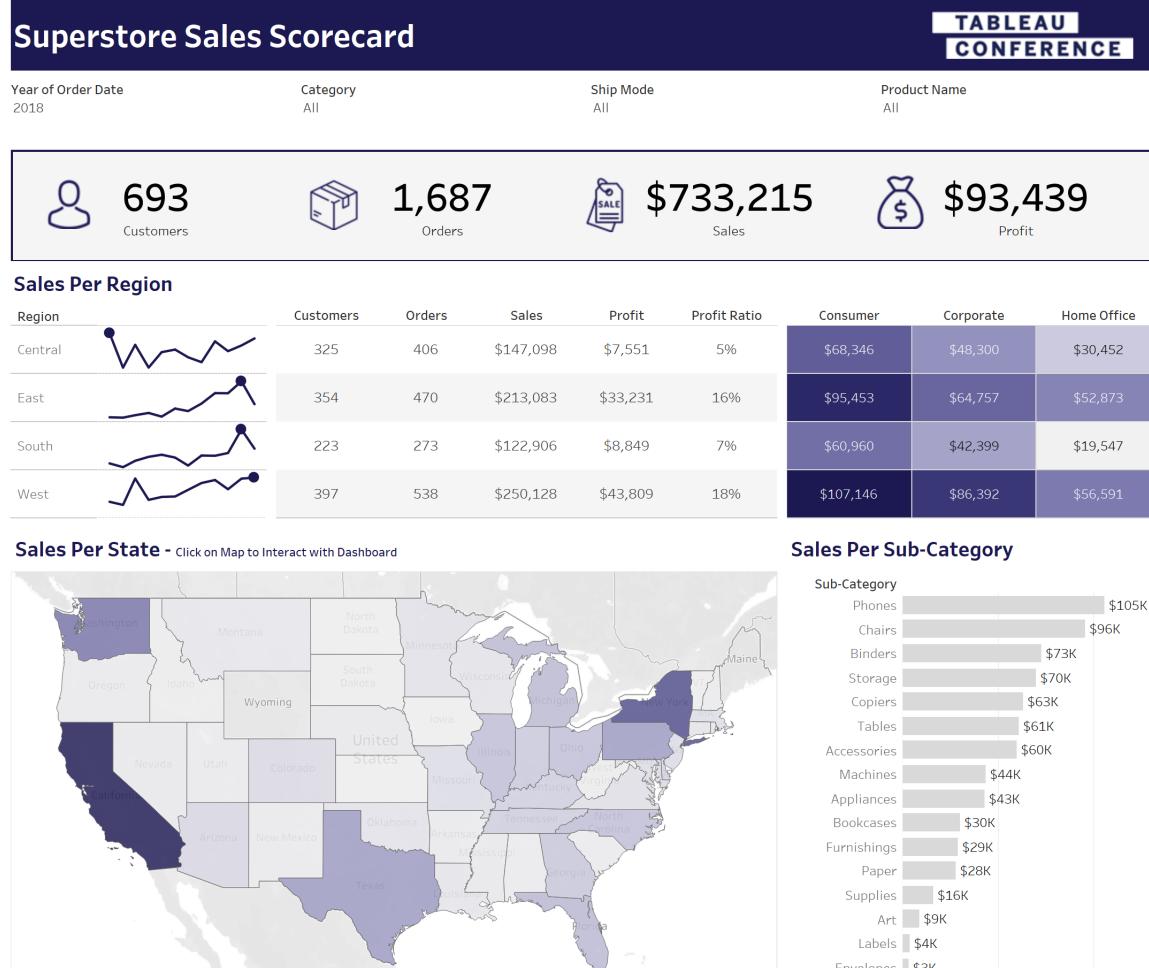


No more than four sizes of that font type.



Font Guide in Action

No more than four sizes of that font type.



Four Font Sizes

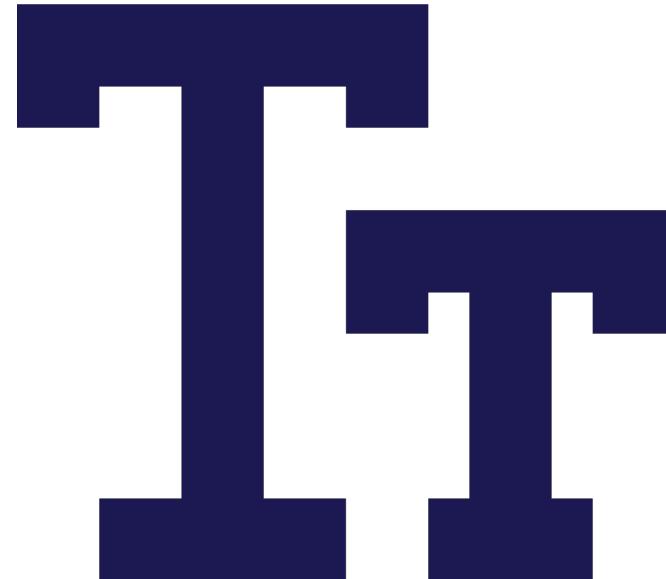
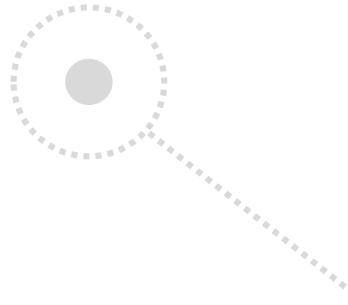
1. Dashboard Title: Size 22- 28
2. Worksheet Title: Size 11- 14
3. Chart Header: Size 9-10
4. Worksheet Panel/ Additional Text: Size 8 -10

Four Font Sizes

1. Dashboard Title: Size 22
2. Worksheet Title: Size 14
3. Chart Header: Size 9
4. Worksheet Panel/ Additional Text: Size 9

Font Guidelines

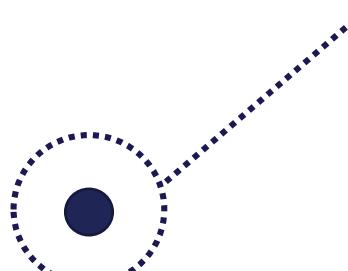
Stick to one legible font.



No more than four sizes of that font type.



Avoid custom fonts if possible.



Font Guide in Action

Avoid custom fonts if possible.

Native Mac font

Superstore Sales Scorecard

Year of Order Date: 2018 Category: All Ship Mode: All Product Name: All

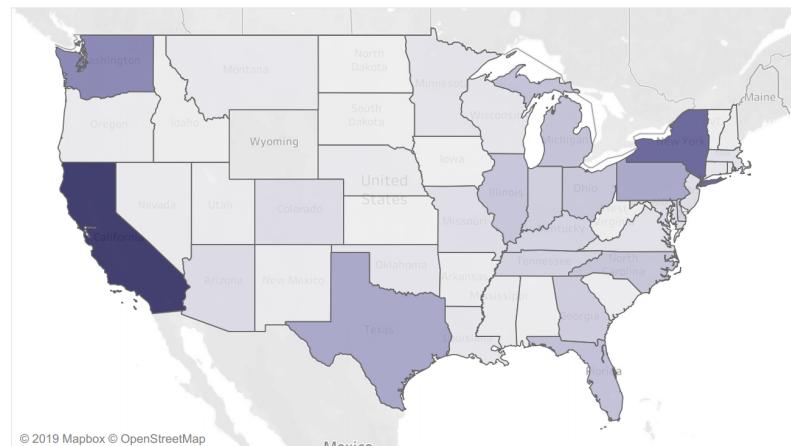
TABLEAU
CONFERENCE



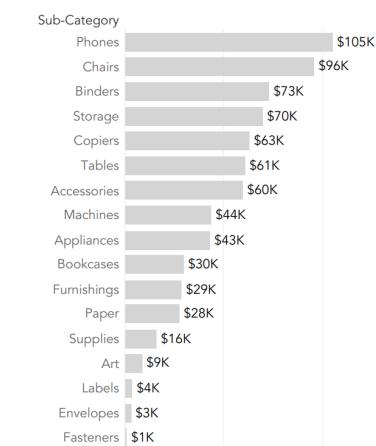
Sales Per Region



Sales Per State - Click on Map to Interact with Dashboard



Sales Per Sub-Category



Same font on Tableau Online

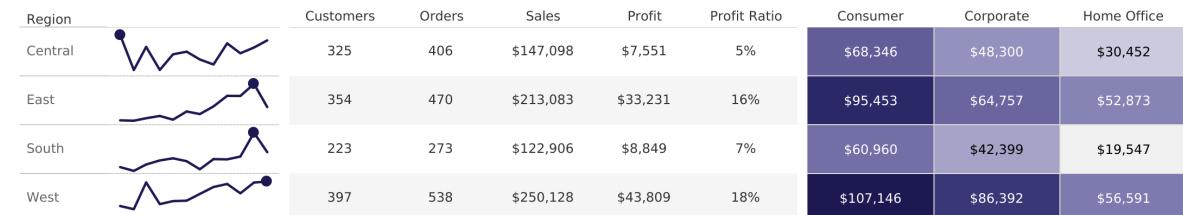
Superstore Sales Scorecard

Year of Order Date: 2018 Category: All Ship Mode: All Product Name: All

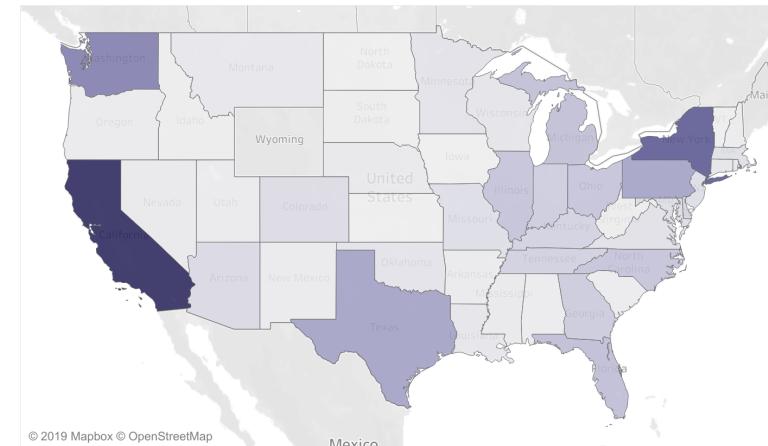
TABLEAU
CONFERENCE



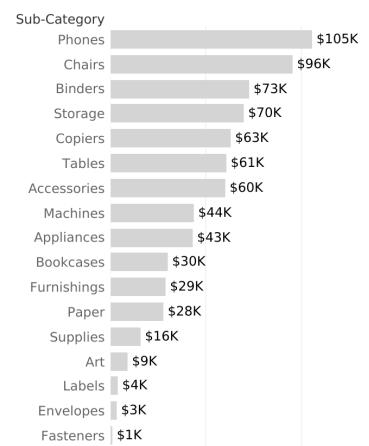
Sales Per Region



Sales Per State - Click on Map to Interact with Dashboard



Sales Per Sub-Category



Font Guide in Action

Avoid custom fonts if possible.

Tableau Online Compatible Fonts

Arial

Calibri

Courier New

Georgia

Meiryo UI

Noto CJK Sans

Noto Thai Sans

Noto Thai Serif

Poppins

Roboto

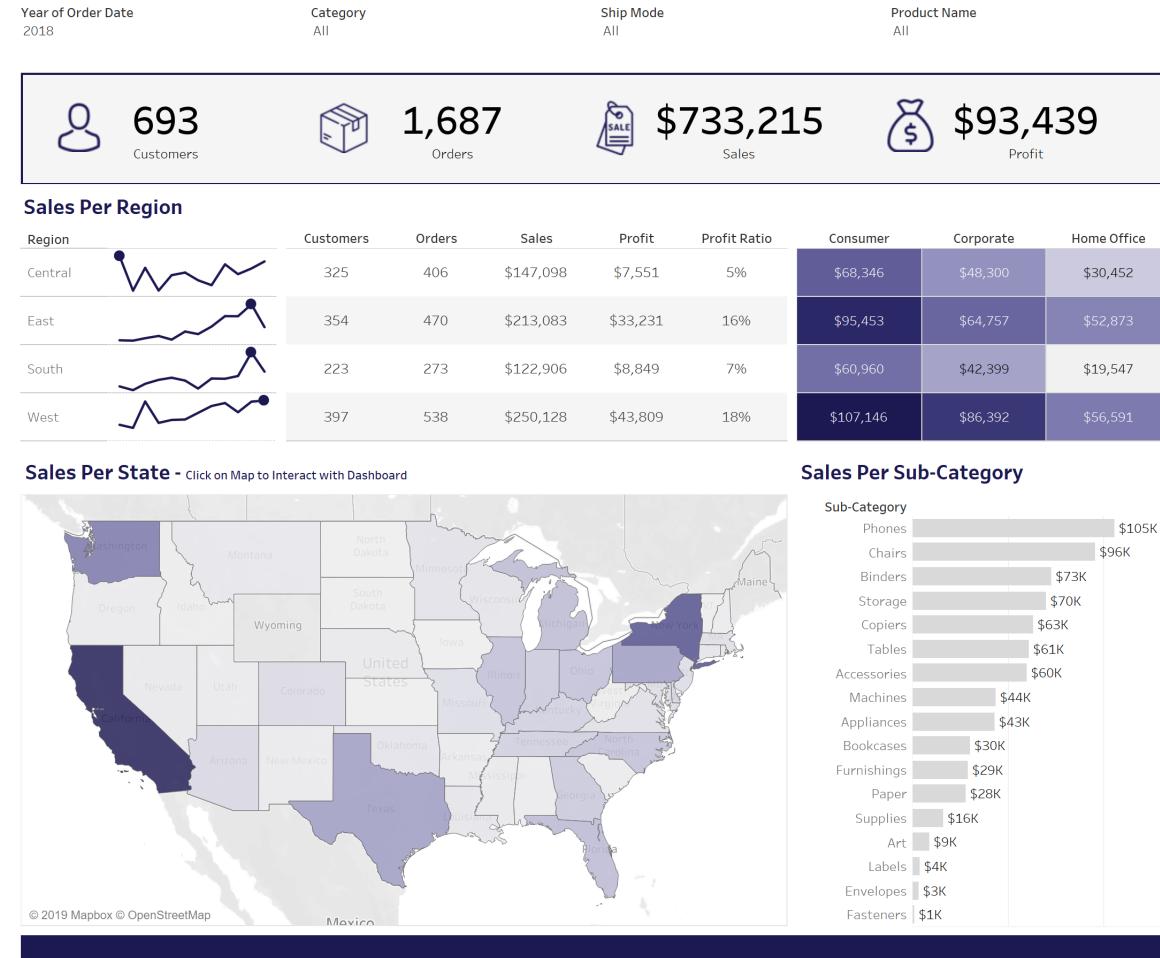
Tableau

Times New Roman

Trebuchet MS

Verdana

Superstore Sales Scorecard



Font Guidelines

Stick to one legible font.



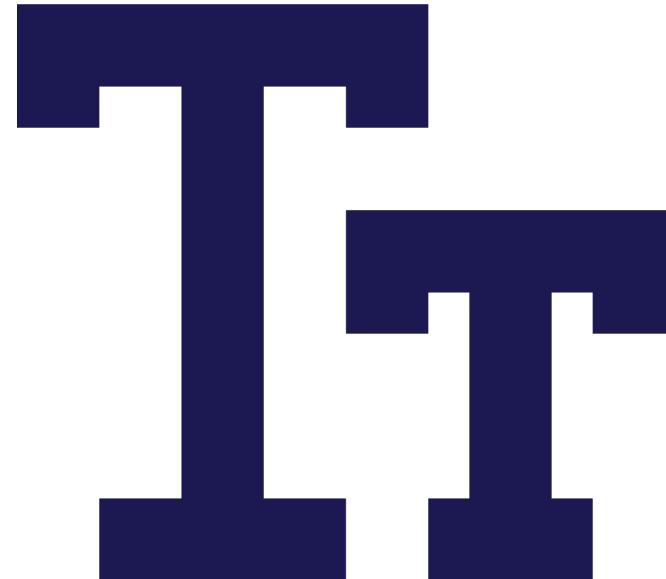
Be strategic with fonts and background colors.



No more than four sizes of that font type.



Avoid custom fonts if possible.



Font Guide in Action

Be strategic with fonts and background colors.

ACCESSIBLE COLORS



My text color is `#747474` at `18px` and `regular` weight

My background color is `#EEEEEE`

My design must be `AA` compliant

Fails AA

Required contrast ratio: 4.5

Your contrast ratio: 4.03

Lore ipsum dolor sit amet, consectetur adipiscing elit, sed do...

Passes AA

if you change background color to `#FBFBFB`

New contrast ratio: 4.52

Lore ipsum dolor sit amet, consectetur adipiscing elit, sed do...

Passes AA

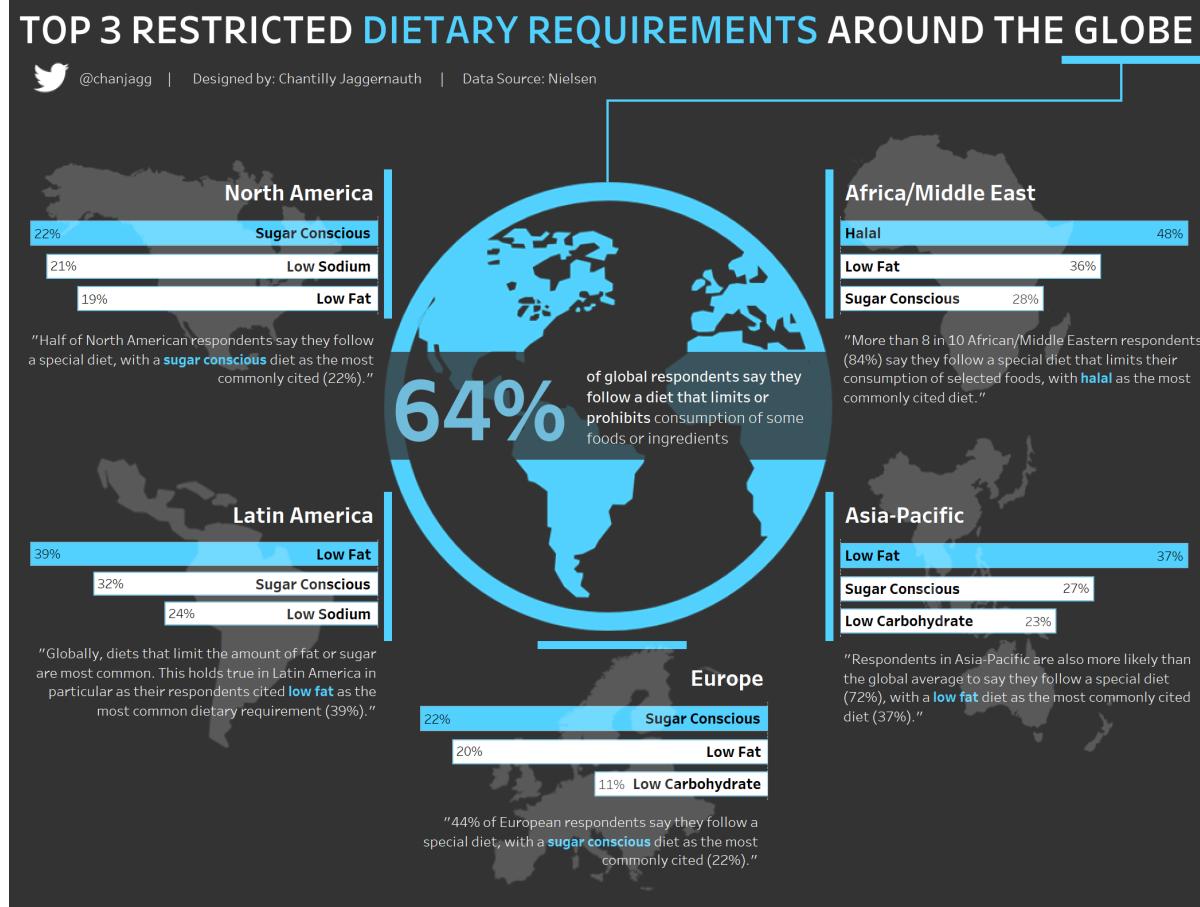
if you change text color to `#6C6C6C`

New contrast ratio: 4.53

Lore ipsum dolor sit amet, consectetur adipiscing elit, sed do...

Font Guide in Action

Be strategic with fonts and background colors.



ACCESSIBLE COLORS



My text color is `#52D1FF` at `9 px` and **regular** weight

My background color is `#333333`

My design must be **AA** compliant

Passes AA

Required contrast ratio: 4.5

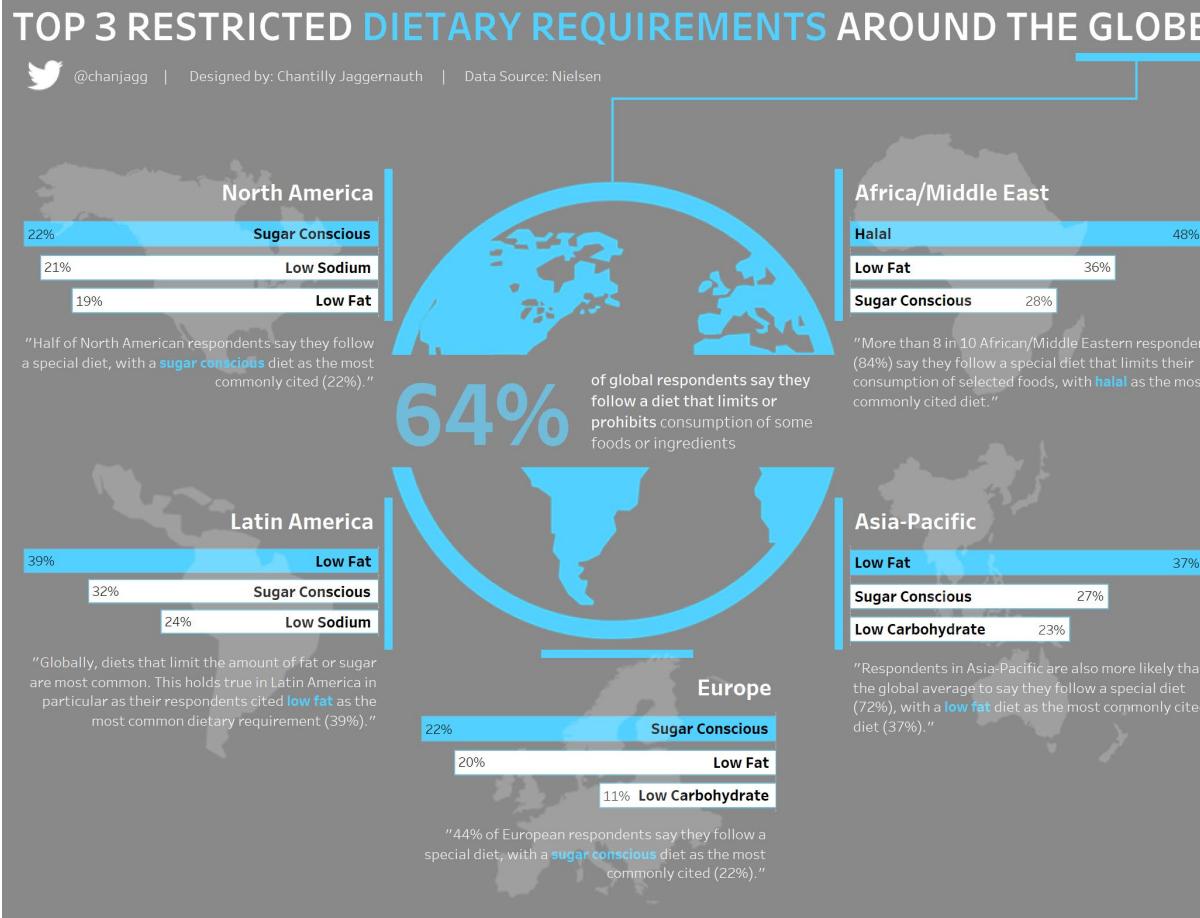
Your contrast ratio: 7.17

Lore ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu...

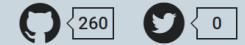
<https://accessible-colors.com/>

Font Guide in Action

Be strategic with fonts and background colors.



ACCESSIBLE COLORS



My text color is **#52D1FF** at **9** px and **regular** weight

My background color is **#898989**

My design must be **AA** compliant

Fails AA

Required contrast ratio: 4.5

Your contrast ratio: 1.99

Lorum ipsum dolor sit amet, consectetur adipisicng elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu...

Passes AA

if you change background color to **#515151**

New contrast ratio: 4.51

Lorum ipsum dolor sit amet, consectetur adipisicng elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu...

Passes AA

if you change text color to **#002634**

New contrast ratio: 4.52

Lorum ipsum dolor sit amet, consectetur adipisicng elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu...

<https://accessible-colors.com/>

Font Guidelines

Stick to one legible font.



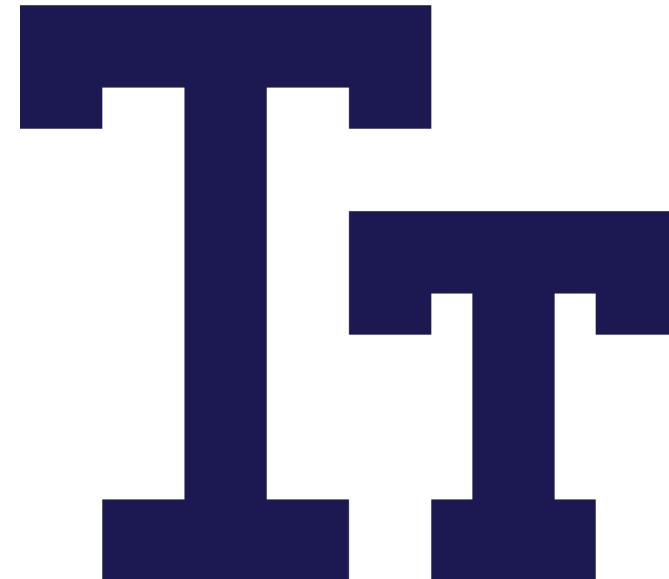
Be strategic with fonts and background colors.



No more than four sizes of that font type.



Avoid custom fonts if possible.



Use color and/or bold text to emphasize.

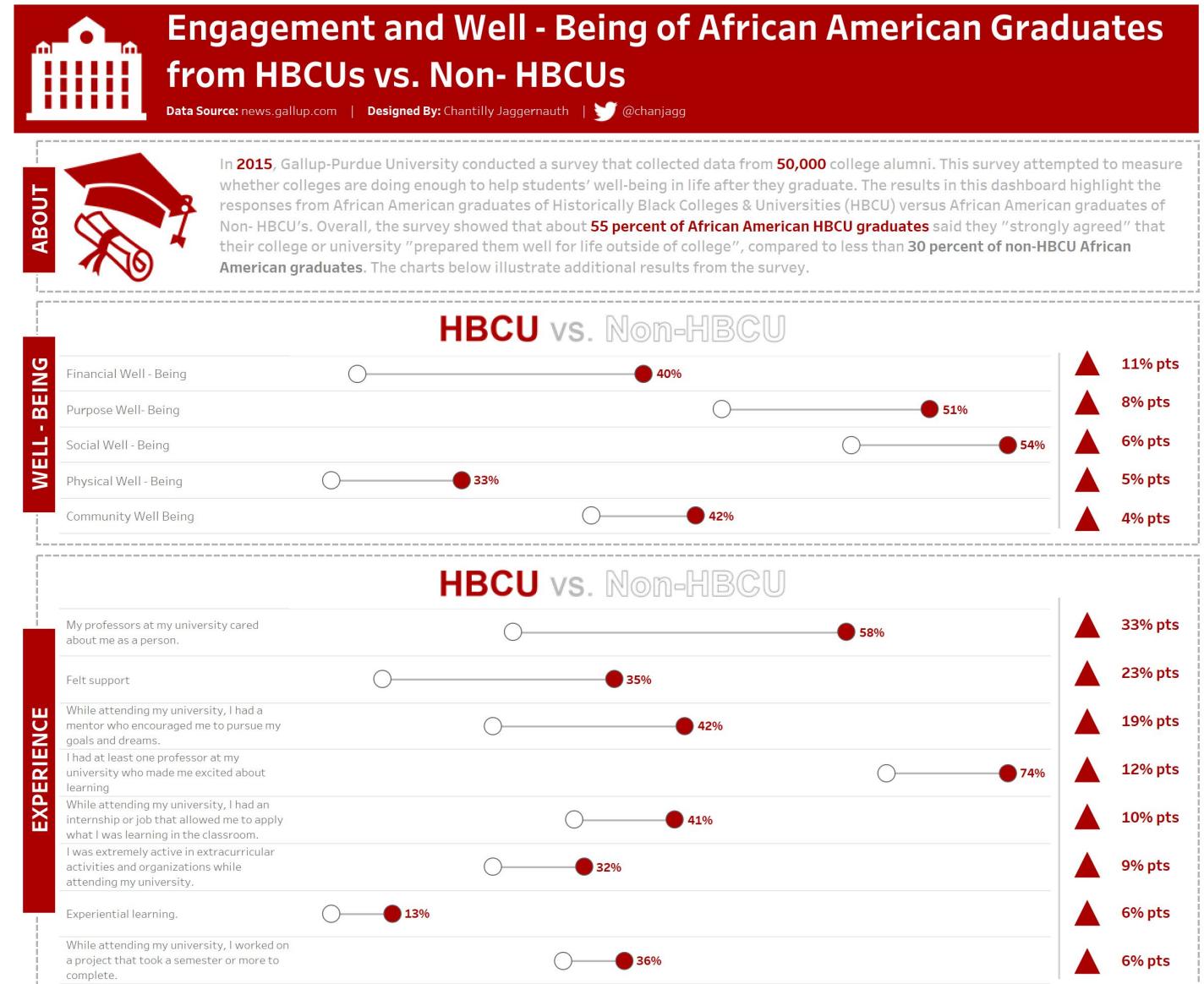


Font Guide in Action

Use color and/or bold text to emphasize.

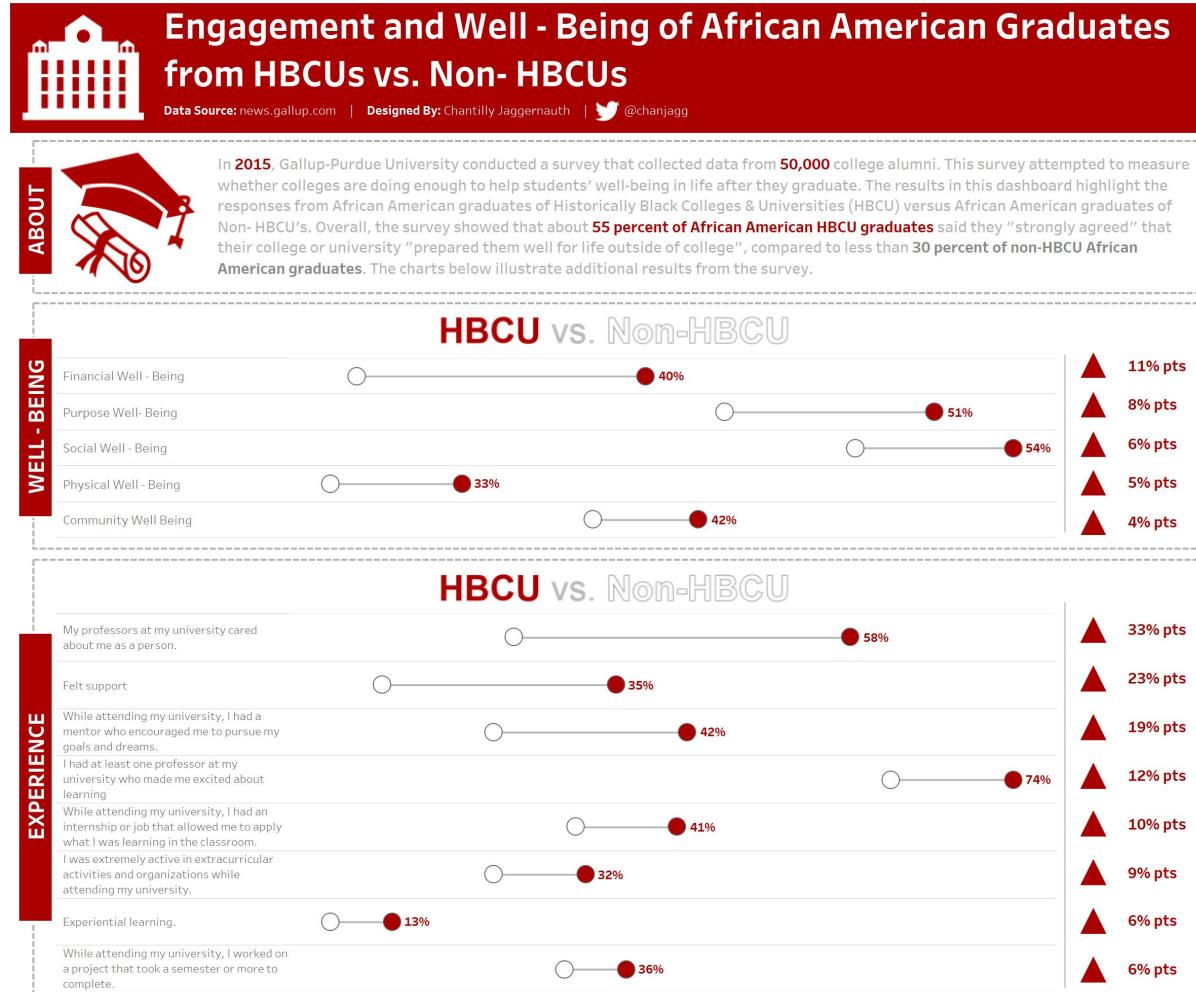
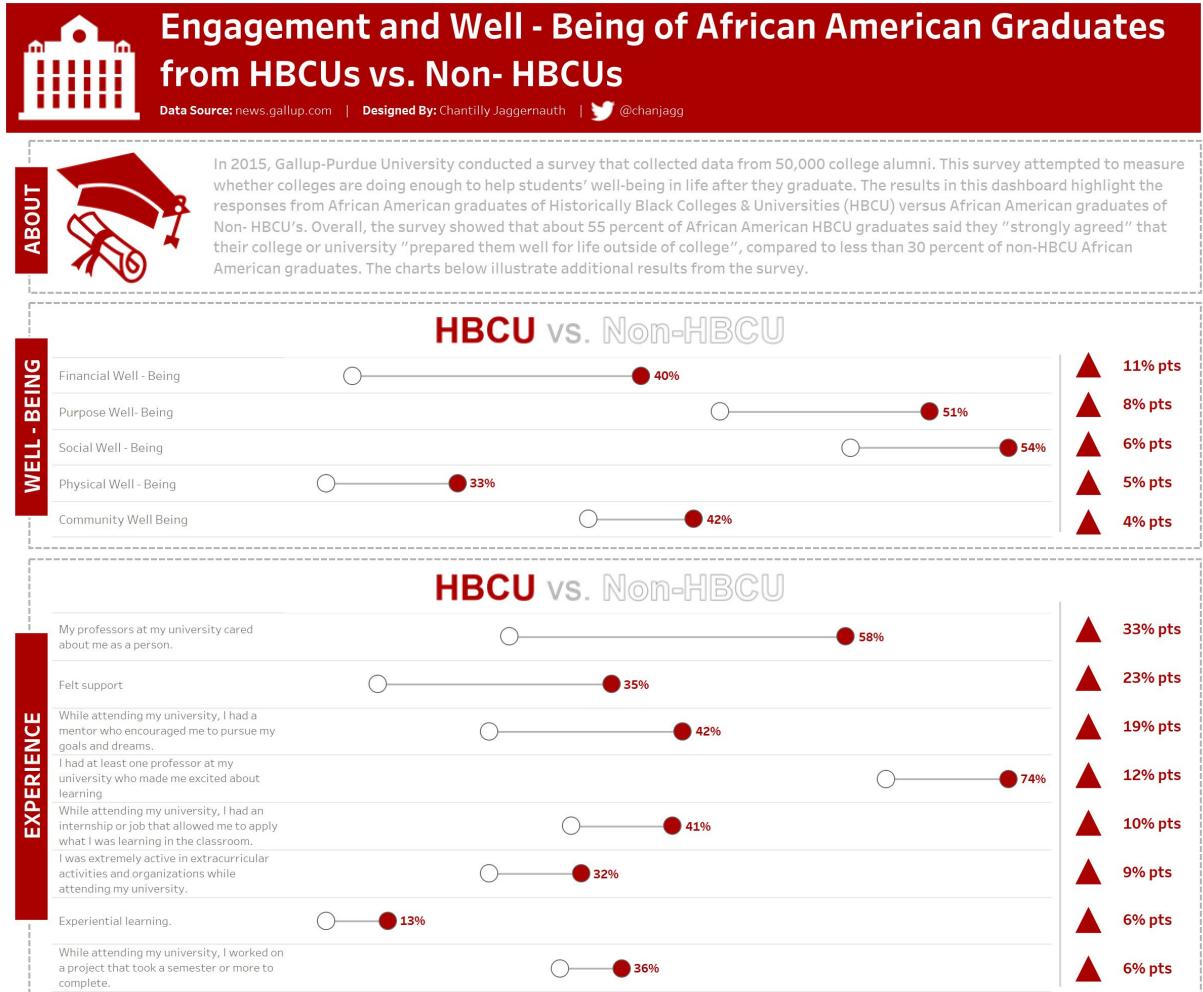
Red and bold is used to emphasize important information in the description.

Year, # of participants, overall HBCU stats, and non-HBCU stats.



Font Guide in Action

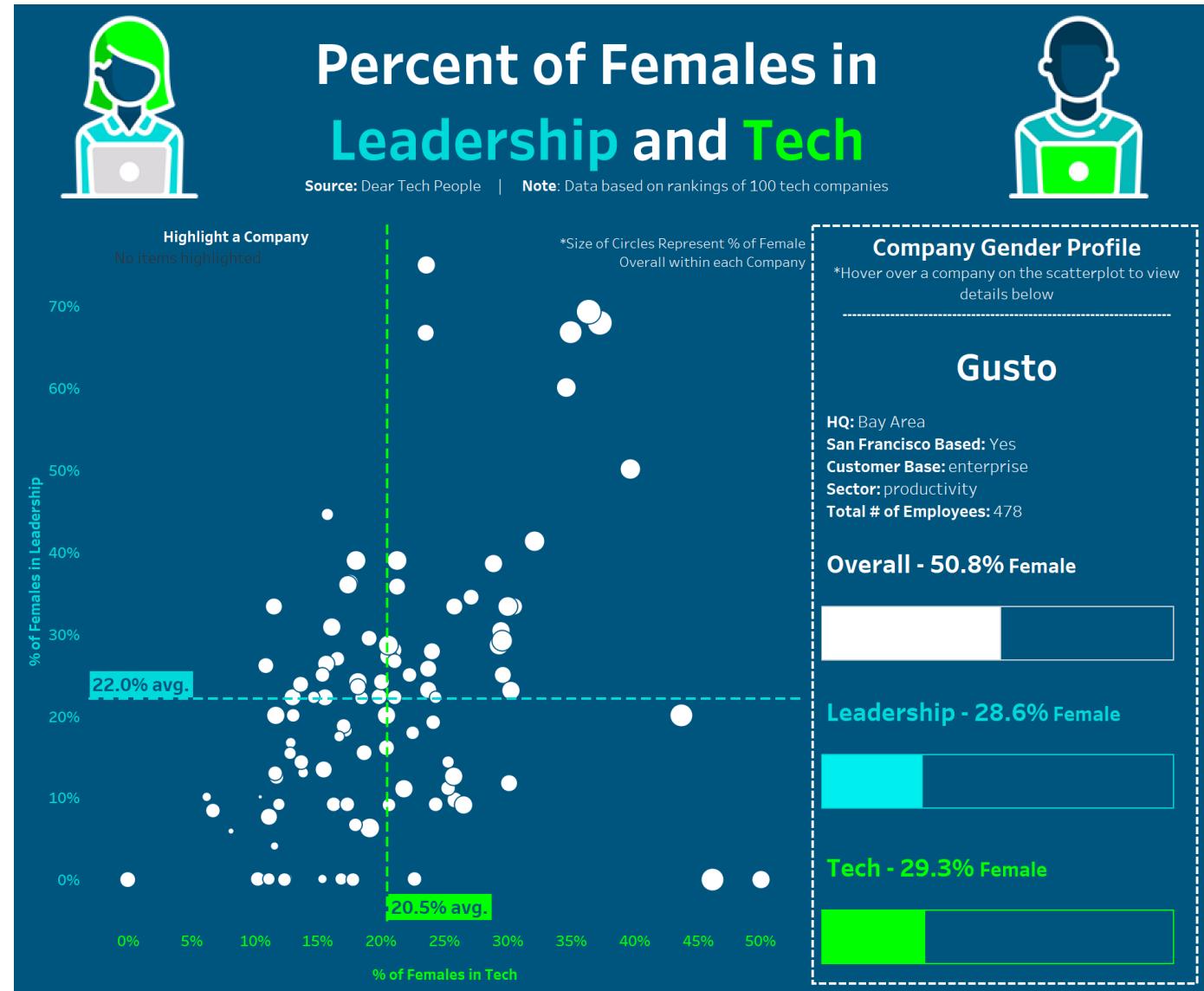
Use color and/or bold text to emphasize.



Font Guide in Action

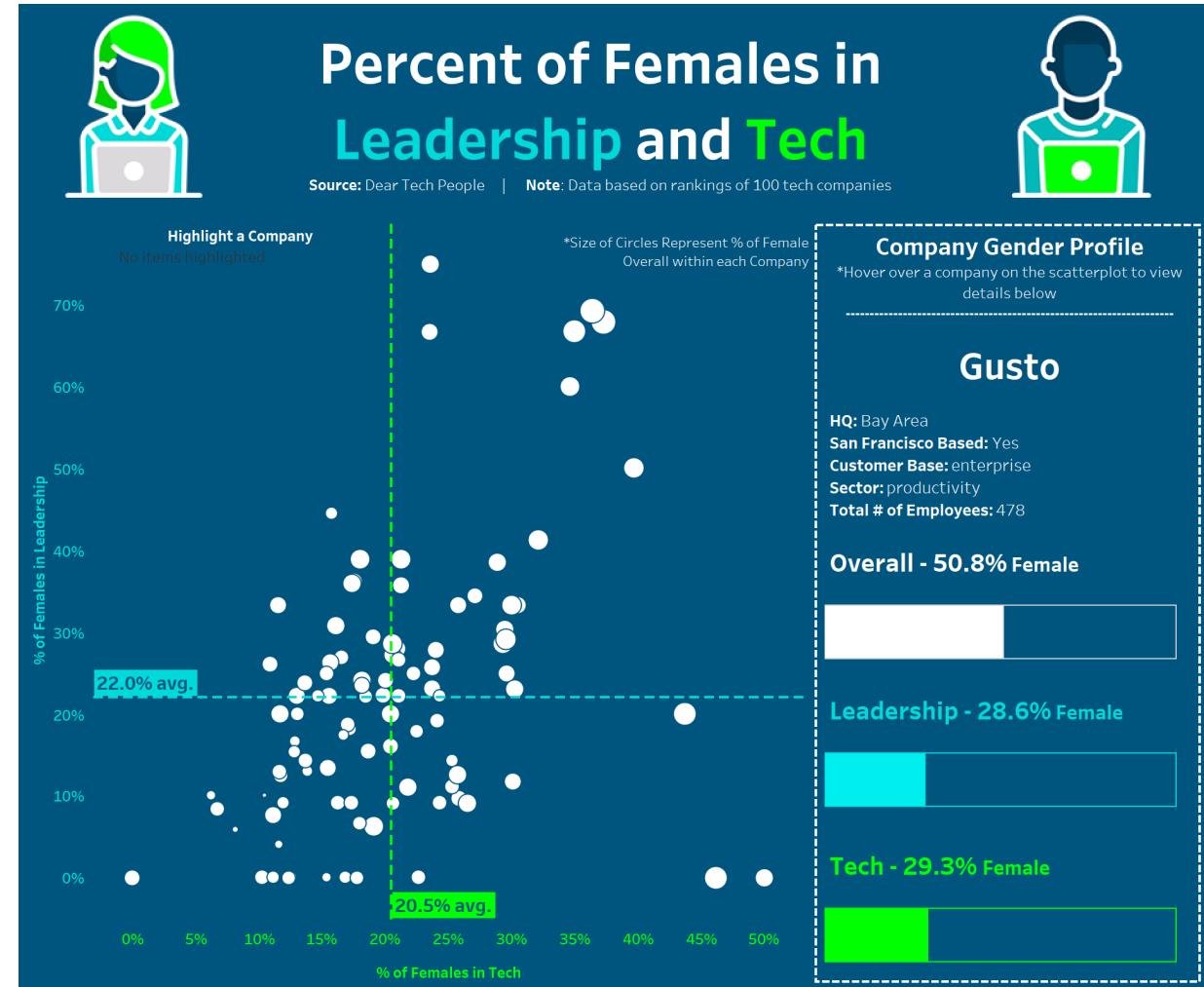
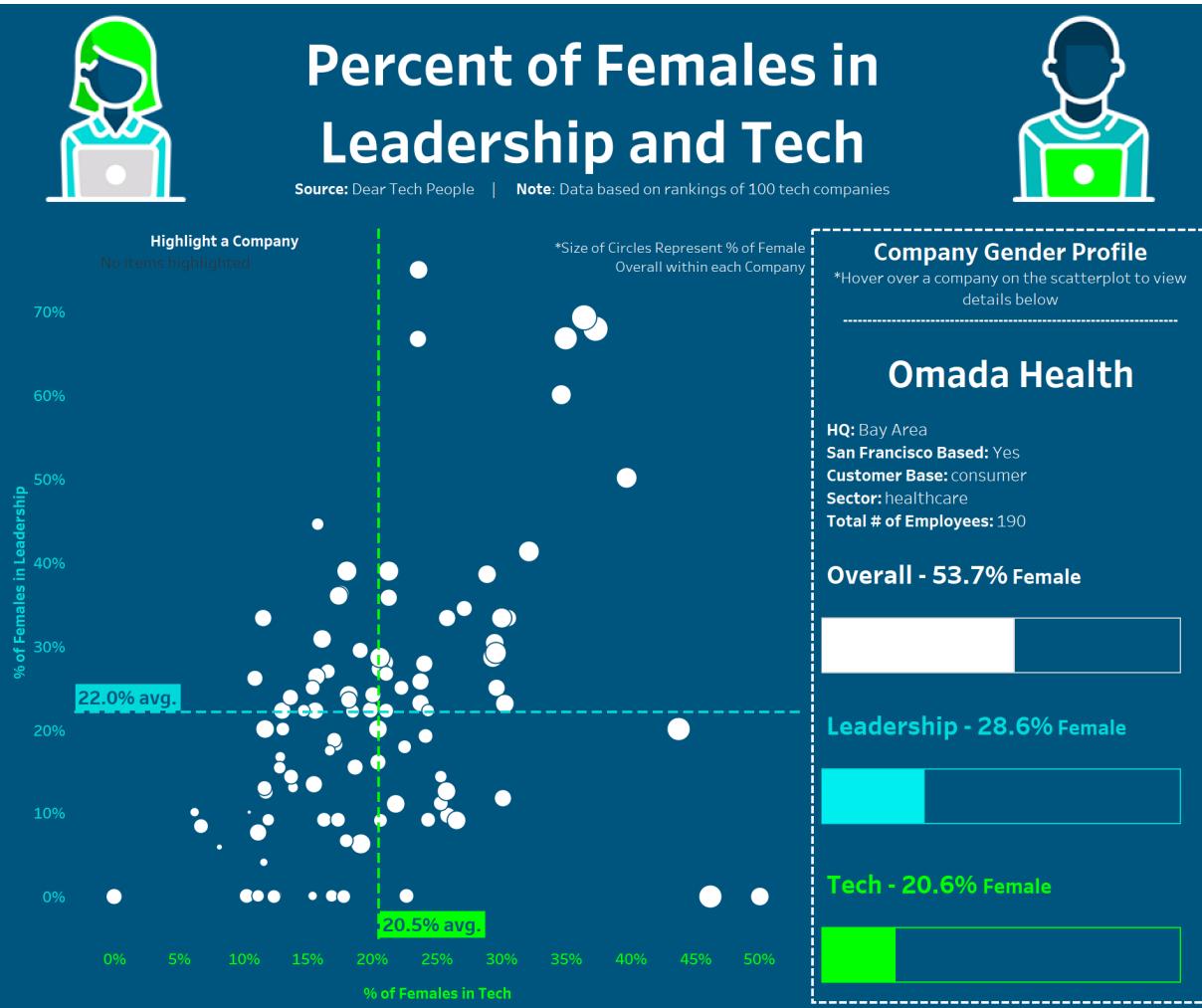
Use color and/or bold text to emphasize.

There are two metrics displayed. Giving each of them an individual color in the title helps the user quickly compare the two throughout the viz.



Font Guide in Action

Use color and/or bold text to emphasize.



Font Guidelines

Stick to one legible font.



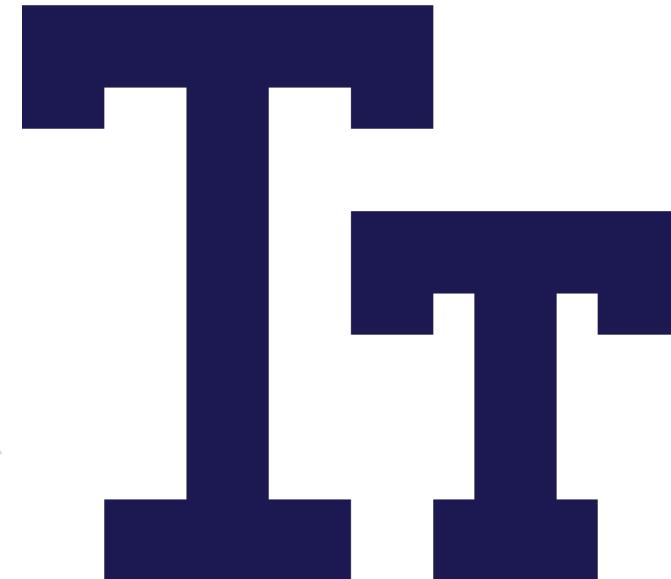
Be strategic with fonts and background colors.



No more than four sizes of that font type.



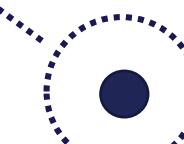
Use color and/or bold text to emphasize.



Avoid custom fonts if possible.

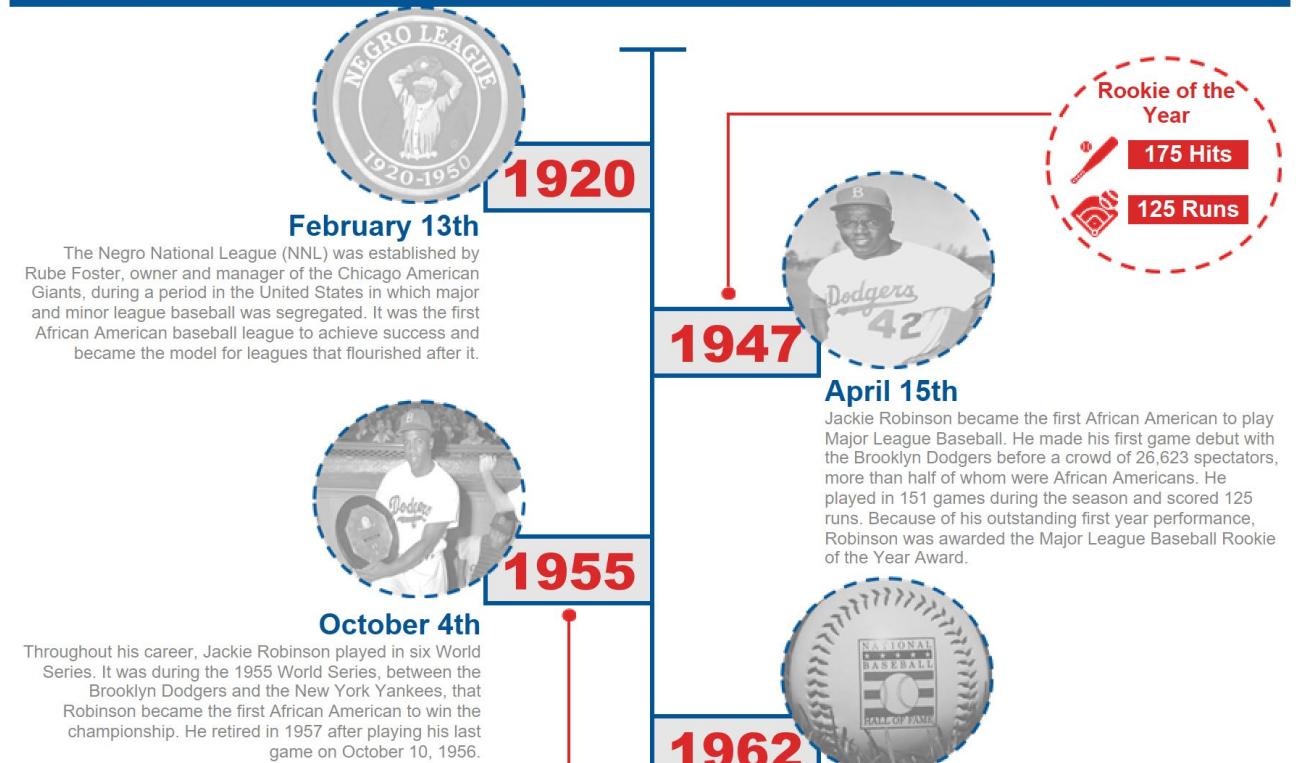
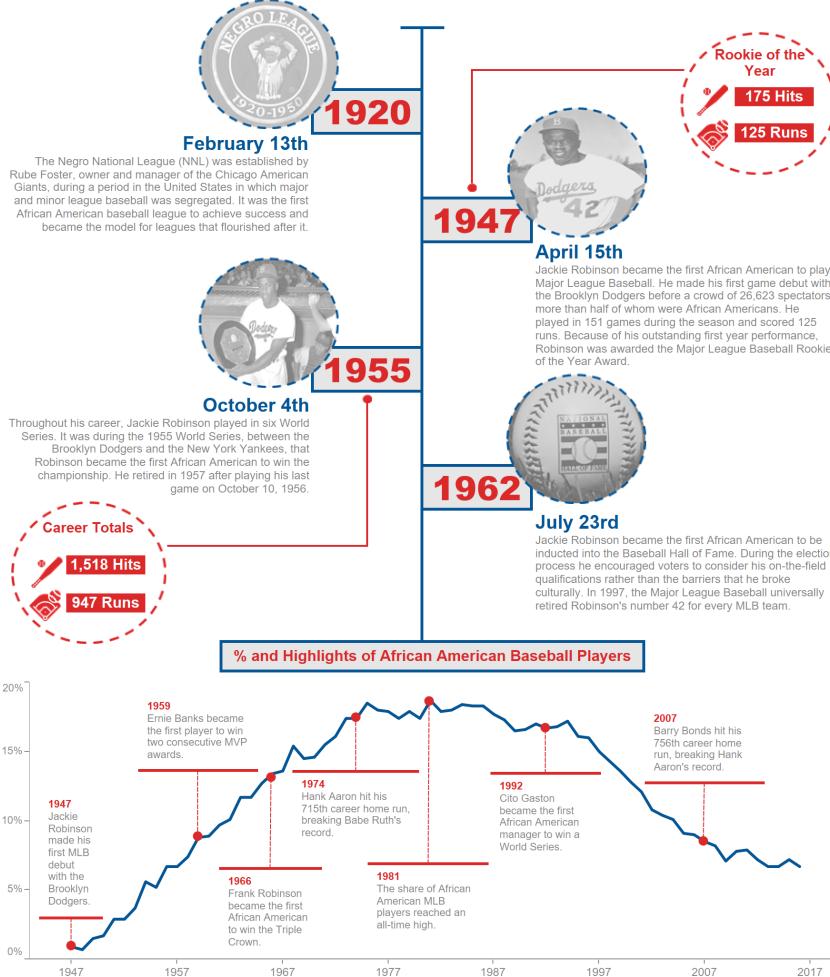


Align left or right. Stay away from center alignment.



Font Guide in Action

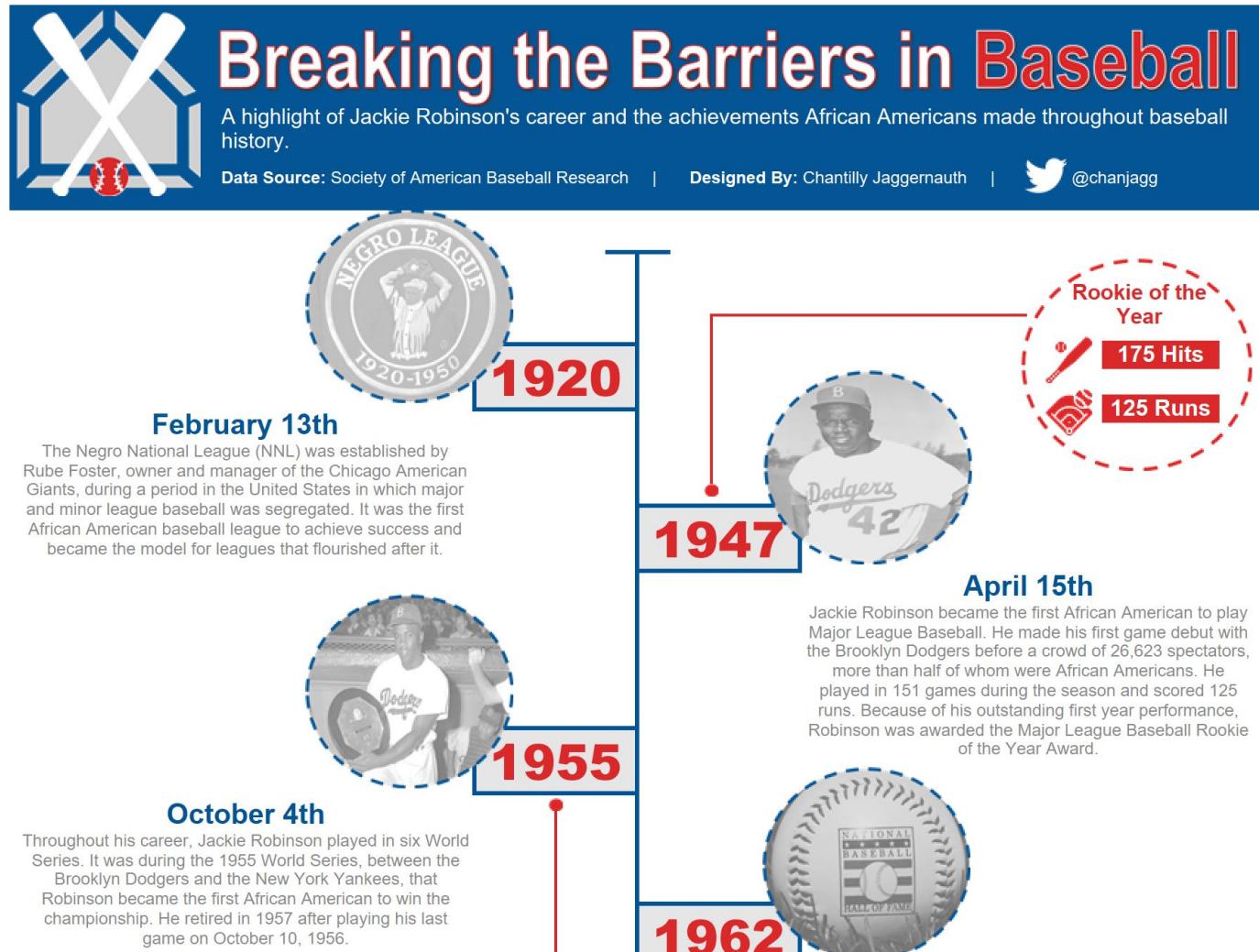
Align left or right. Stay away from center alignment.



Font Guide in Action

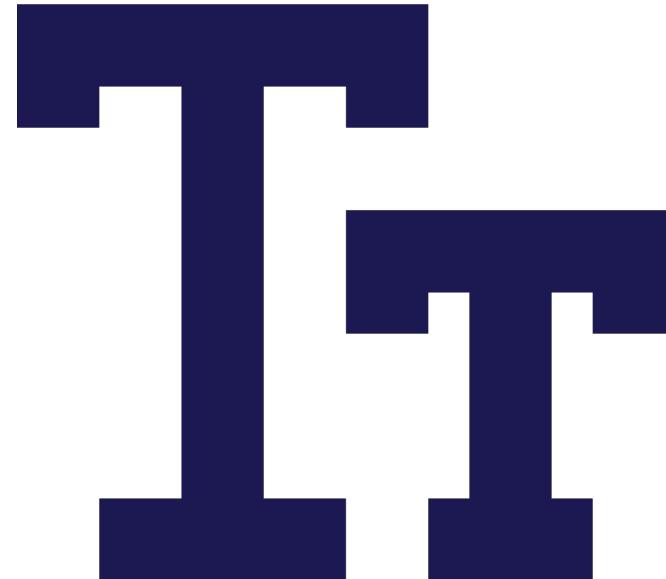
Align left or right. Stay away from center alignment.

Center aligned text is harder for the user to read. It forces your reader to look for where each line begins as they read.



Font Guidelines

Stick to one legible font.



Be strategic with fonts and background colors.



No more than four sizes of that font type.



Use color and/or bold text to emphasize.

Avoid custom fonts if possible.



Align left or right. Stay away from center alignment.



Business Use Case

Business Use Case

Goal:

Create a dashboard that tracks the 6 marketing KPIs across the 5 main marketing platforms as well as any miscellaneous platforms.

Color:

Used color on the bar chart to highlight each platform. The chart tiles and area charts are neutral colors.

Font

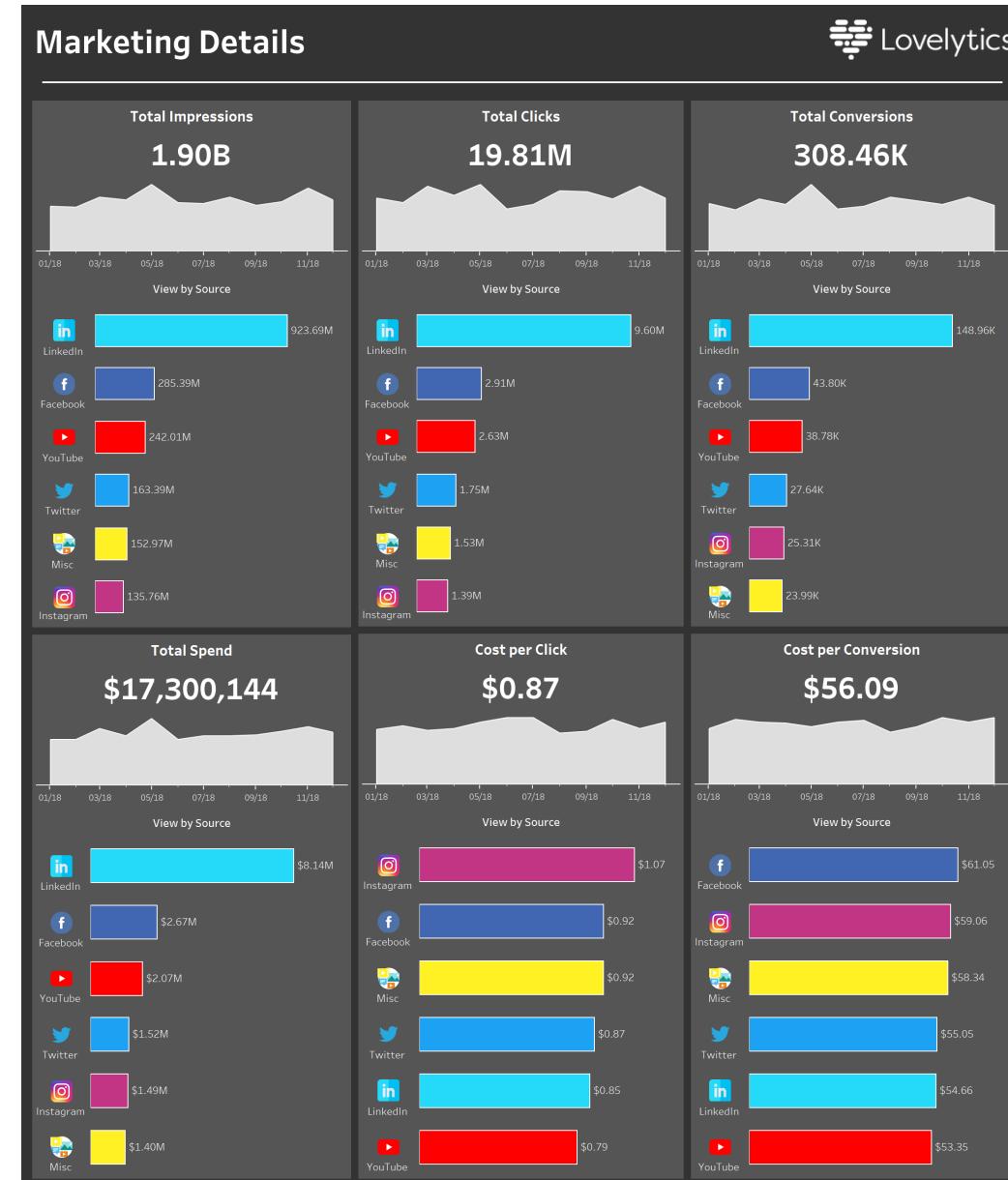
Tableau Font Type

Dashboard Title: Size 26

Section Headers: Size 12

Worksheet Titles: Size 9

Worksheet Panes: Size 9



Template:

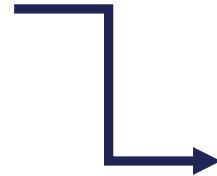
- Placed the logo in the top right corner.
- Used a thin white line as divider between the header and body of the dashboard.
- Used horizontal containers to build the blueprint of the dashboard.

Art:

The icons for each platform are used to add charm as well as help the end user quickly identify the platform.

Summary

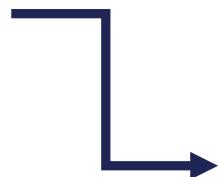
Start with your audience and their requirements.



Build your template and add your views.



Incorporate design elements that will enhance your story.



Add color strategically, icons for charm, and use the rule of 4 when selecting fonts.

“

Anyone can be a designer. It's not something you're born with. It's not something exclusive to a select few. All it takes is practice while keeping a few design secrets in mind.

Chantilly Jaggernaut

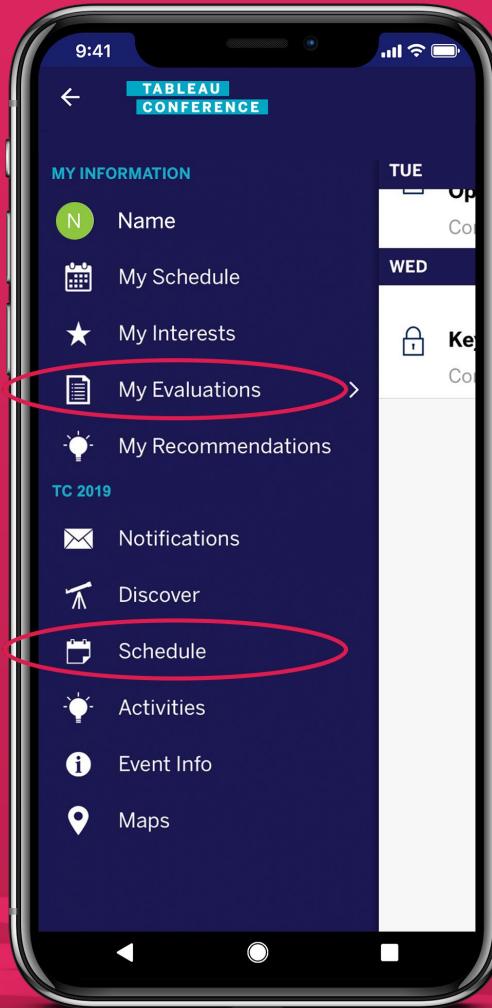
Lovelytics

Thank You

Chantilly Jaggernaut

Chantilly.Jaggernaut@lovelytics.com

@chanjagg



Please complete the session survey in the mobile app

View ‘My Evaluations’ in the menu or find your session under ‘Schedule’

TABLEAU CONFERENCE