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**ISIT 334**

**Assignment 02**

1. **In your own words, what is a dimension and what is a measure in Tableau?**

**Dimensions**: the categorical data fields within your data (non-numerical data sets)

**Measure**: the numerical data fields within your data sets that perform your aggregate function (SUM, AVG, MAX, MIN, Etc.,).

1. **Read the Introduction and Chapter 1 of our "Storytelling with Data" book. In Word document, you created in step 1 above, write 2-3 paragraphs summarizing your understanding of the importance of context before creating visualizations.**

The Author emphasizes the proliferation of bad graphs and charts being rampant in business, online, and media everywhere. All of this can be attributed to the basic premise that we are a good storyteller of data and great at using tools to research, store, gather data. However, are treble at merging them, enabling the data and visuals to tell a defined story to represent the outcome of that data. That even with the advent of new tools and technology with you would assume would better enable us, which those tools without the proper focus and training make it difficult.

That once you have gathered and defined the right data set for your hypothesis, you need to switch from an exploratory analysis mindset to an explanatory analysis thinking, based on your no longer trying to define and scope the data, that in fact your now trying to explain the finding of your results to a defined audience.

The best way to transition from exploratory to explanatory is the simple concept of defining the Who, What, How.

* Who:
  + Audience, remember more narrow your able to determine your audience the easier it will be to define the scope of the results
  + Avoid the Generalization of the who parameters
  + Relationship of audience (what is the trust level)
* What:
  + Action – every presentation should educate or generate a call to action, if you are not able to do this you should review presentation.
  + Mechanism or Method – format you will be using to communicate to your audience, make sure you use the right amount of detail level for your defined audience
* How:
  + Are the results success and how you visualize it and present it
  + When defining the How to keep in mind the concepts of the 3-minute story or Big Idea concept

Finally, you need to be able to summary your concepts and focus of your charts/graph in a relatively short statement and be able to convey your message. This is very critical if you're giving a presentation and your 30 minutes presentation gets cut down to the 5-minute presentation, you still want to be able to get your message across to your audience.

1. **Using the Chapter 02 Tableau workbook, do the following:**

I decided to use the Treemaps Chart, after reviewing the different option within choosing me I felt this chart allowed me to show all the results the on one page and still tell the story of what I wanted to present.

I believe this chart allows the following information to be easily readable and quickly deciphered, the contrasting colors and legend enable to the audience to understand the information and process it very quickly.

What is being shown in the chart:

* Sum of Sales,
* Country / Region and State

How information is going Presented:

* Color shows the sum of Sales.
* Size shows the sum of Sales.
* Marks are labeled by the sum of Sales, Country / Region, and State.

