data *visualization*

Essential Design Principles for Tableau

Leveraging Pre-Attentive Attributes

Color is an obvious way to grab an audience's attention

756395068473	756395068**4**73
658663047576	658663047576
860472658602	860**4**72658602
846589107840	8**4**65891078**4**0

756395068473   7563950684**4**73

658663047576   6586630**4**7576

860472658602   860**4**72658602

846589107840   8**4**65891078**4**0

Use pre-attentive attributes like size and color plus eliminate distractions

Methods to use to help to focus audience's attention on *what we want them to see*

Storytelling with Data
Cole Nussbaumer Knaflic

Too much detail

Taxes Collected ($ Millions) During 1st Month of Legalized Sales			
State	Date of Legalization	Consumer Tax Rate	Tax Revenue $ Millions
Colorado	January 2014	12.9%	2.9
Washington	July 2014	37% excise	1
Oregon	July 2015	17%	3.48

Consumer tax rate is based on a web search of state tax authorities and are solely for illustrative purposes.

Only the critical information

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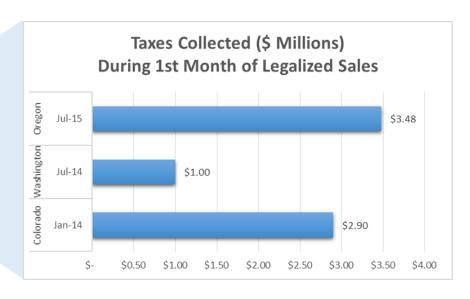
Not all data are equally important
Remove non-critical information

Summarize the details

Too much detail

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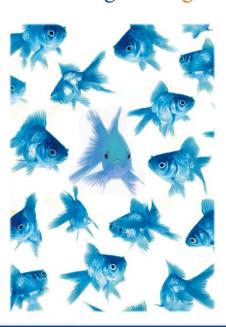
Important information Summarized
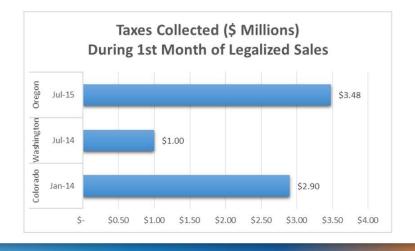
Original   Something's missing   Something's changed

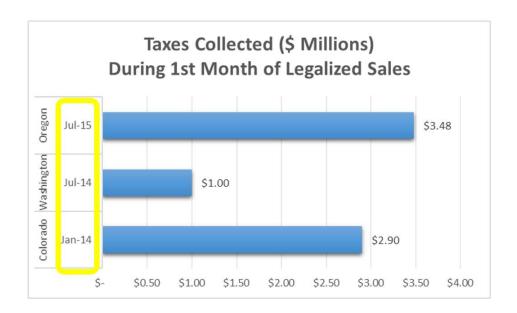Determine If you eliminate information will it change the meaning

What does this tell us?

This is clearer

Keep

It

Simple

Silly

Taxes Collected ($ Millions)
During 1st Month of Legalized Sales

Oregon	Jul-15		$3.48
Washington	Jul-14		$1.00
Colorado	Jan-14		$2.90

$- $0.50 $1.00 $1.50 $2.00 $2.50 $3.00 $3.50 $4.00

The legalization date is not the main idea of this graph, but it adds context

It is ok to keep non-critical information but put it in the background