

Essential Design Principles for Tableau

Types of Visualizations

Text or number
visualization

High-level information
and dashboards

Page Views:

5,567

	Right Handed	Left Handed
Male	67	8
Female	65	14

Tables convey a lot of information

Convey comparisons across categories

Too big = less effective

A 2x2 table has a lot of power

Cross-tabulation or heat maps

Uses color to visually emphasize information

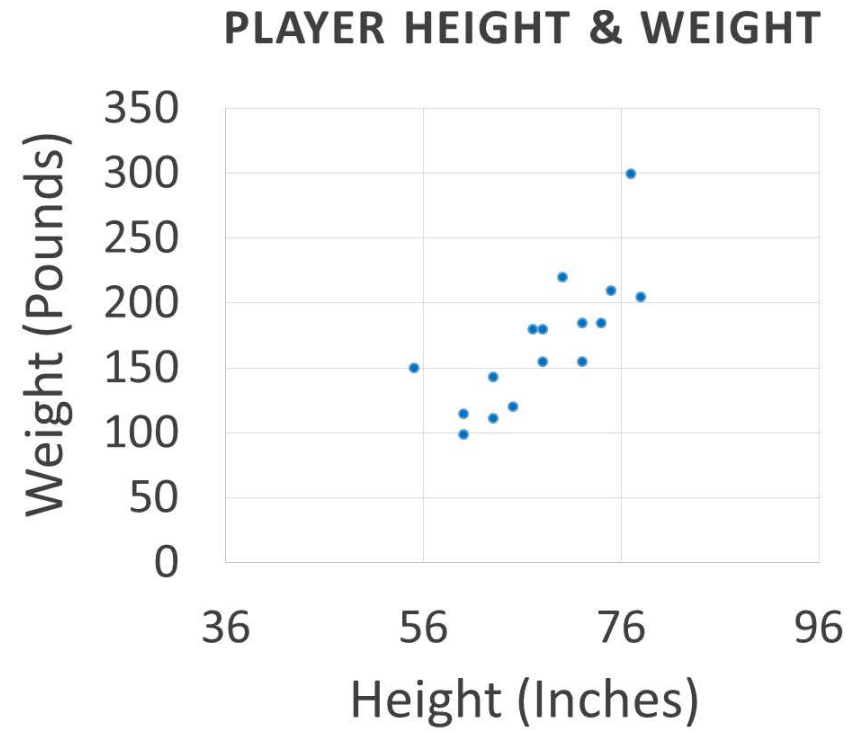


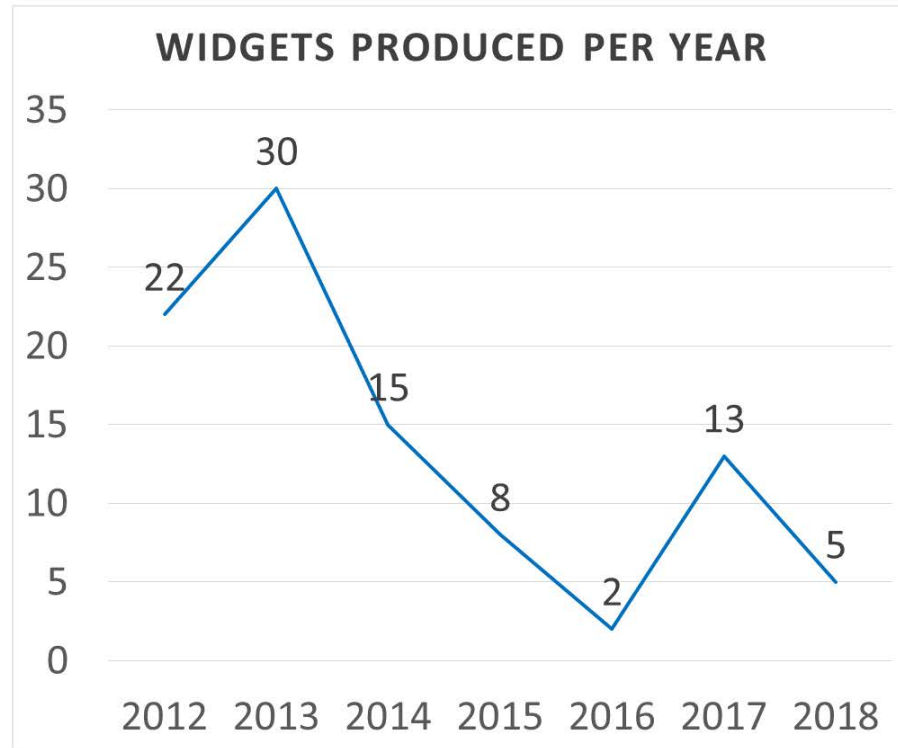
Scatter plots

Best for continuous variable information

Discover inferences

View potential data relationships





Line graphs visualize
data across time

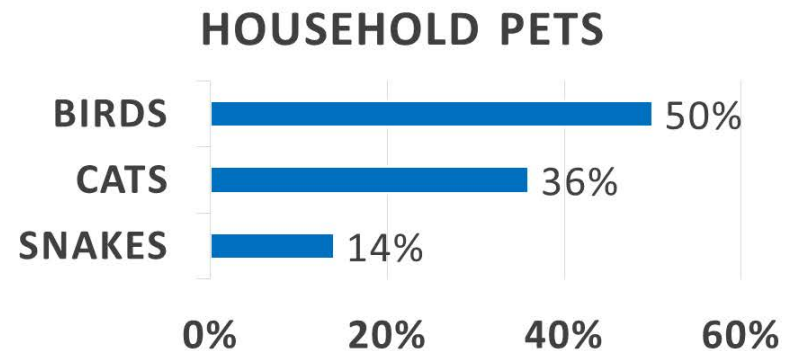
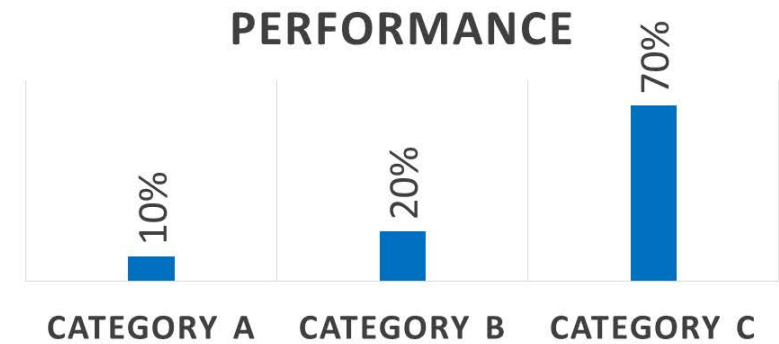
Spot trends from
with time variables

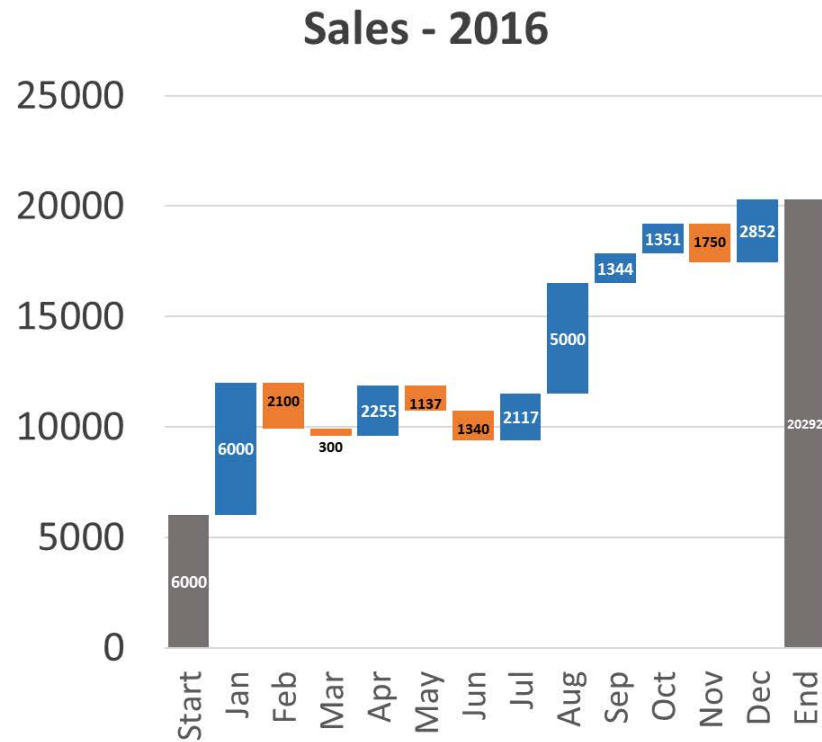
Allows for potential
forecasting

Most effective: bar graphs

Vertical, horizontal
and stacked are three
common types of
bar graphs

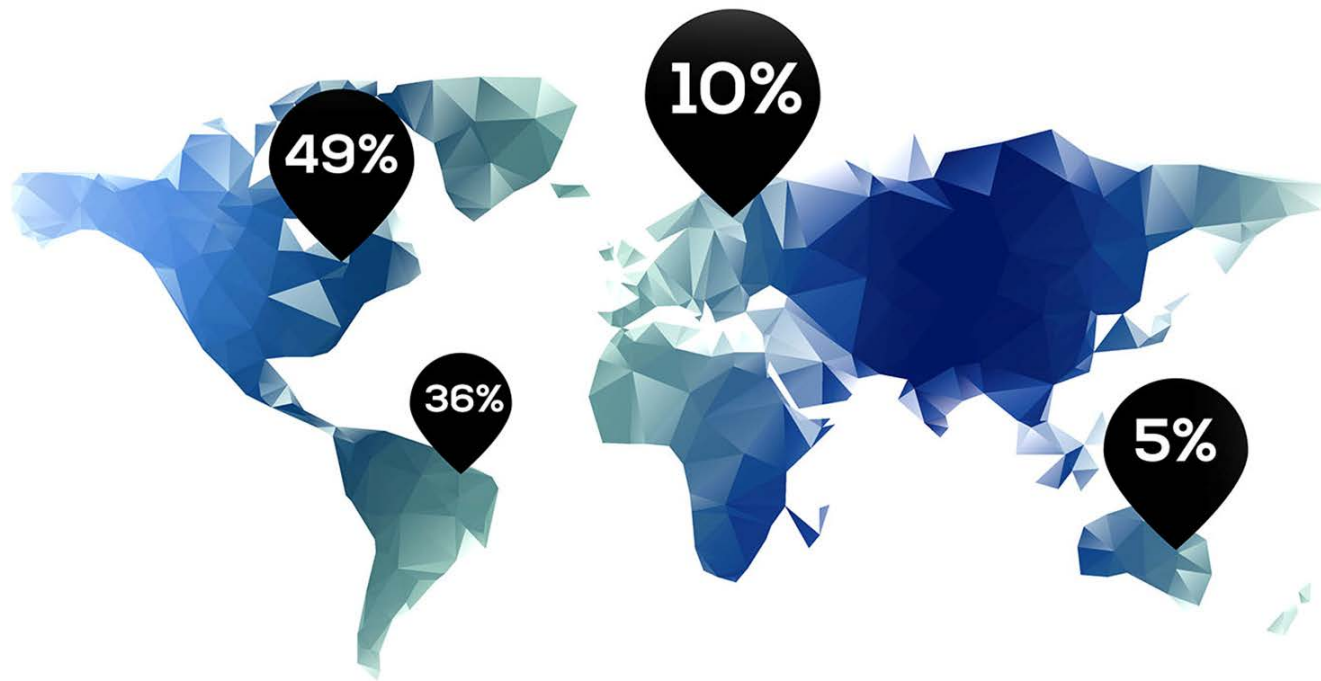
Horizontal or vertical
depends on the amount
of information needed





Waterfall graphs are
a type of bar graph

Used to see
answers quickly

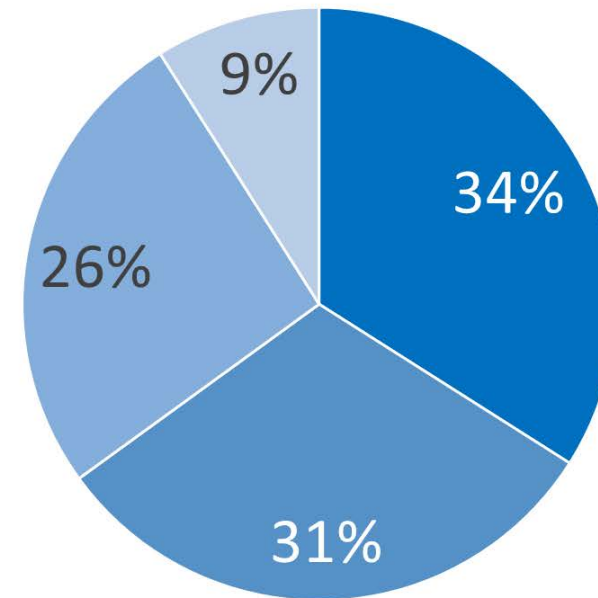


Maps crucial for spatial analysis

Use with spatial components, geography, latitude and longitude data

Pie charts are not
“easy as pie” and have
a bad reputation

Useful in certain
specific instances



■ Person A

■ Person B

■ Person C

■ Person D

