



Essential Design Principles for Tableau

What is Exploratory and Explanatory Analysis?

Explore data to become familiar with it

Exploratory analysis:

Dig through your data

Find relationships and trends sans specific goal



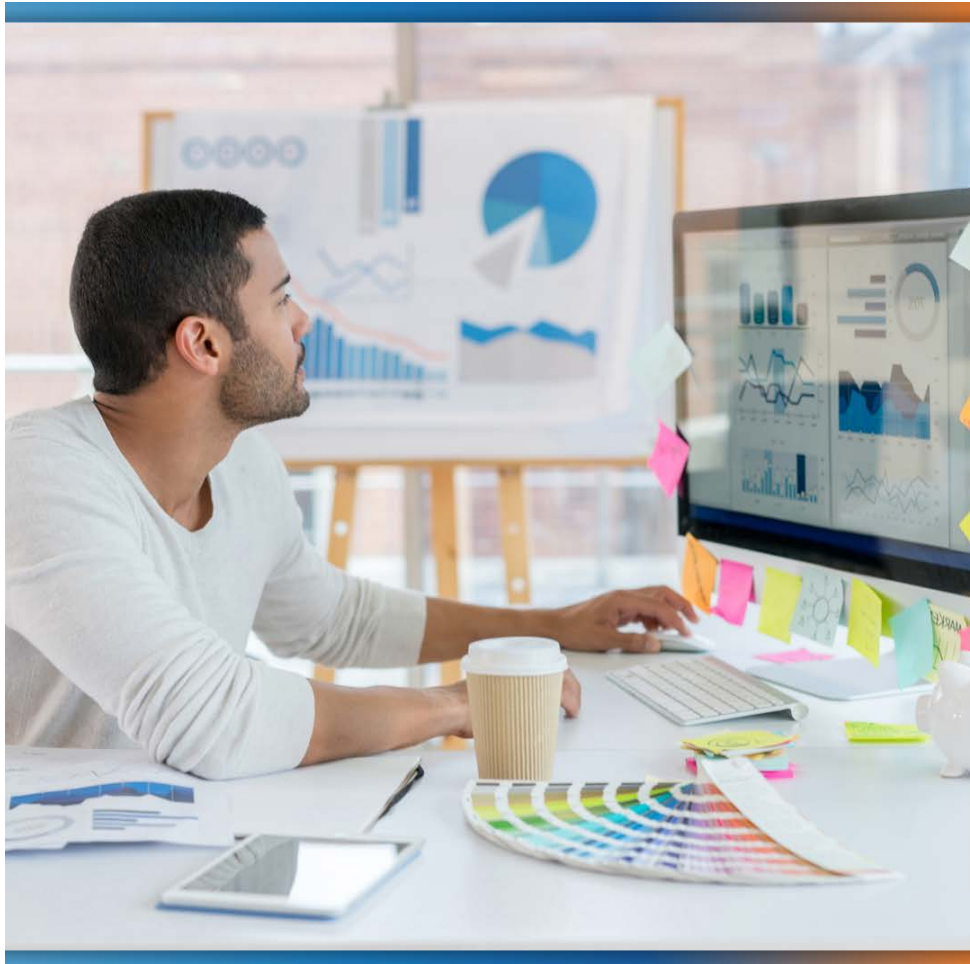
Where does data originate?

How is it labeled?

Structured or unstructured?

Gaps, trends, relationships forming?





Make it easier to choose variables

Helps determine analyses to apply to data

Explanatory analysis

Explain outcomes or relationships

Tell a story with data





Exploratory:
Try different variables
and look for patterns

Explanatory:
Explain the patterns
discovered



Distinguish between exploratory and explanatory analysis