Business Intelligence: Data visualisation and Tableau
APTLD74 Training day | 19 September 2018

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Agenda

• Best practices in data visualisation
• Building dashboards in Tableau
  • Connecting to data
  • Calculations and functions
  • Building a dashboard
“There is no such thing as information overload. There is only bad design.” – Edward Tufte
Gun deaths in Florida

Number of murders committed using firearms

Source: Florida Department of Law Enforcement

C. Chan 16/02/2014
Competition

Several ICANN-accredited gTLD registrars and gTLD registry operators operate independently, while others are part of a large family associated with a single corporate parent. These metrics track the percentage of distinct entities in the gTLD marketplace. In calculating the metrics, each gTLD registrar or gTLD registry operator family is counted once, then added to the number of independent gTLD registrars or gTLD registry operators.
Percentage of Distinct ICANN-Accredited gTLD Registry Operators, by ICANN Region

This metric tracks the percentage of distinct gTLD registry operators having a primary contact address in the identified ICANN region. In calculating this metric, each gTLD registry operator family with a primary contact address in the region is counted once, then added to the number of independent gTLD registry operators in the region.
Data viz good practices

Efficiency in communication
Can this chart be more effective?

How often students read, view, use...

- Apps
- Text messages
- Social media
- Video games
- Websites
- Newspapers
- Magazines
- Comics/Graphic novels
- Non-fiction books
- Novels
- Picture books

Number of students

- Daily
- Weekly
- Monthly
- Never / rare

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Using a weighted score per category

How often students read, view, use...
Score weighted by frequency

- Apps
- Novels
- Comics/Graphic novels
- Video games
- Magazines
- Websites
- Non-fiction books
- Picture books
- Text messages
- Newspapers
- Social media

Less frequent  |  More frequent
Pretty?.. but could it be more effective?

Number of nominations and wins
Bubble size represents total nominations/wins

- Yellow: Nomination
- Green: Nomination + Win
Using a simple bar chart

- Nomination
- Nomination + Win

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The axis scale

Total Domains

- Domain scale: 0M to 140M
- Year scale: 2013 to 2018
Make the first and last bars equal to axis extremes
Business intelligence tools
Dashboard design in Tableau

live demo
Tips in dashboard design

• Know the audience
• Allow dashboards and designs to evolve
• Be creative with space (e.g. tooltips)
• Use colour/s carefully
• Data analysis: start with a question
Thanks for listening

Questions?

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