

DATA X

Data Visualization: Tableau



Tableau

<https://www.tableau.com/>

Tableau: Intro & Setup

What Are Dashboards:

- Dashboards act as a data visualization tool where users can easily analyze trends and statistics. It can be a powerful way of communicating results of a Data Science project.
- Examples: Dash by Plotly, Bokeh Dashboards, Google Data Studio, Tableau

About Tableau (Tableau Desktop):

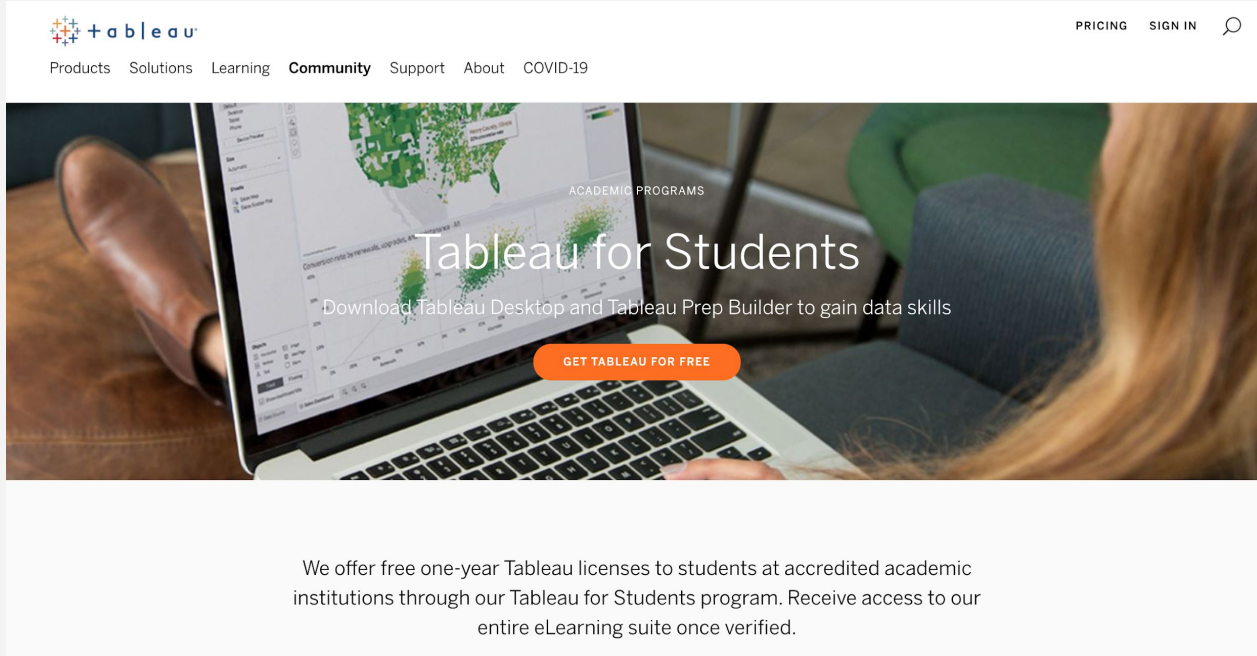
- Pros: Makes the charts and interface almost seamlessly.
- Con: Getting used to the interface and functions.
- Con: Data cleaning/pre-processing easier in Python.

Setting up:

- 1-year free trial of Tableau Desktop for Students. (Paid differs by individual vs organization.)
- Tableau Public (create separate account); share data visualizations with global community.
- Introductory videos are a great resource; robust and go through examples in detail.

Tableau - Tableau Desktop (for Students)

Go to this link to try out a trial: <https://www.tableau.com/academic/students>



Products Solutions Learning **Community** Support About COVID-19

PRICING SIGN IN

Tableau for Students

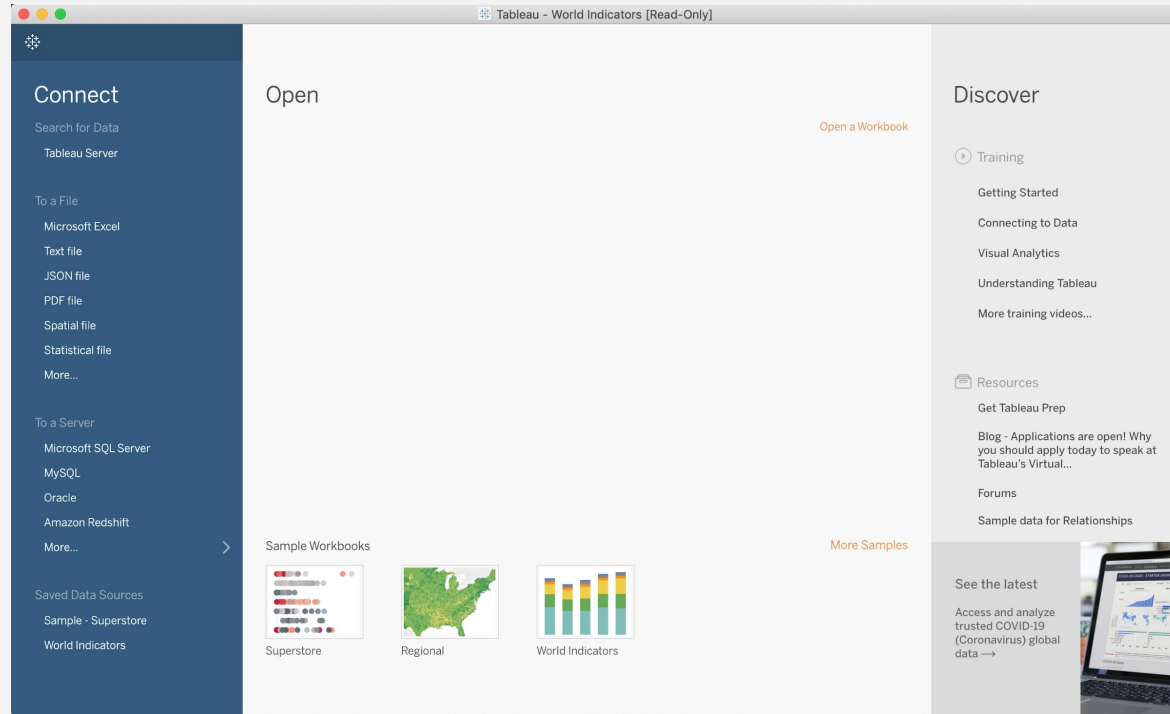
Download Tableau Desktop and Tableau Prep Builder to gain data skills

GET TABLEAU FOR FREE

We offer free one-year Tableau licenses to students at accredited academic institutions through our Tableau for Students program. Receive access to our entire eLearning suite once verified.

Tableau - Tableau Desktop (for Students)

When you download the Tableau Desktop Application (MacBook Pro):



Explore: No-Code Visualization Tools

Infogram: | <https://infogram.com/app/>

- Web-based visualization environment; **infographic environment**.
- Multiple PDF/PNG or HTML-based templates; interactivity built-in.
- Paid version offers: Engagement analytics, team collaboration, consistent product branding.




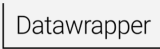
Flourish: | <https://flourish.studio/examples/>

- Another web-based visualization environment.
- Interest: Interface is pretty straightforward, and visualizations can be really interactive.
- Note: Best for **spreadsheet junkies!**

Datawrapper: | <https://www.datawrapper.de/>

- Web-based visualization and map creation environment.
- **Niche service**, offers some powerful capabilities.
- Fact: Interesting workflow.

Visualization Tools Comparison

	Data import & usage	Viz options & customization	Free/paid features	More or less technical?
	<ul style="list-style-type: none"> - Can import from many data types. - Robust manipulation. 	<ul style="list-style-type: none"> - Many graph options. - Experienced users understand benefit. 	<ul style="list-style-type: none"> - Tableau Public - Tableau Desktop (1-Year free trial student) 	<ul style="list-style-type: none"> - More technical due to interface and multitude of options.
	<ul style="list-style-type: none"> - Can import from some data types. - Some manipulation. 	<ul style="list-style-type: none"> - Many infographic visual options. - Drag & drop interface. 	<ul style="list-style-type: none"> - Free w/ account; - Make publicly available PDF, PNG or HTML 	<ul style="list-style-type: none"> - Less technical - No code; interface accessible to all.
	<ul style="list-style-type: none"> - Import from Microsoft Excel, CSV, JSON. - Some manipulation. 	<ul style="list-style-type: none"> - Graph, infographic and slide options. - Straightforward editing interface. 	<ul style="list-style-type: none"> - Free w/ account; - Embed, PDF, PNG, or HTML. 	<ul style="list-style-type: none"> - Less technical - No code; interface accessible to all.
	<ul style="list-style-type: none"> - Import from multiple sources. - Minimal manipulation. 	<ul style="list-style-type: none"> - Static graph options. - Streamlined process of creating visualizations 	<ul style="list-style-type: none"> - Free (no account need) - PDF, PNG, or HTML 	<ul style="list-style-type: none"> - Less technical. - Frequently used by <u>journalists/newspapers.</u>



References

[Data Visualization - References](#)