

Bringing Maps to Life: Creating and Sharing Maps in Tableau Public

Christina Gorga
Consultant, The Lewin Group

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Data Visualization Tools

Static

Excel

R

Interactive

D3 (Data Driven Documents)

Google Charts

Tableau

Why Tableau?

Exploratory

Interactivity for readers

Create compatible visuals for devices

Desktop

Laptop

Mobile devices*

Today's Workshop

1. Tableau Interface
2. Connect to data
3. 2 Map Exercises
 - Symbol Map
 - Filled Map
4. Creating a dashboard
5. Sharing on Tableau Public website

Data Types (Pills)

What's with the blue and green?

Blue = Discrete

Green = Continuous

Measures + Dimensions

Dimensions = categorical

Measures = continuous, aggregated

Mapping Fields

Geographic Roles

State

City

County

Zip code

Area code

Latitude/Longitude

Where to next???

Resources

Tableau User Blogs

- Andy Kriebel (<http://vizwiz.blogspot.com>)
- Jeffrey Shaffer (<http://www.dataplusscience.com/about.html>)
- Ben Jones (<http://dataremixed.com>)

Books

- Tableau Your Data!, 2nd Edition: Dan Murray
- Tableau for Dummies
- Communicating with Tableau: Ben Jones

Questions?

Christina Gorga

Christina.Gorga@lewin.com



Poulincogsci