

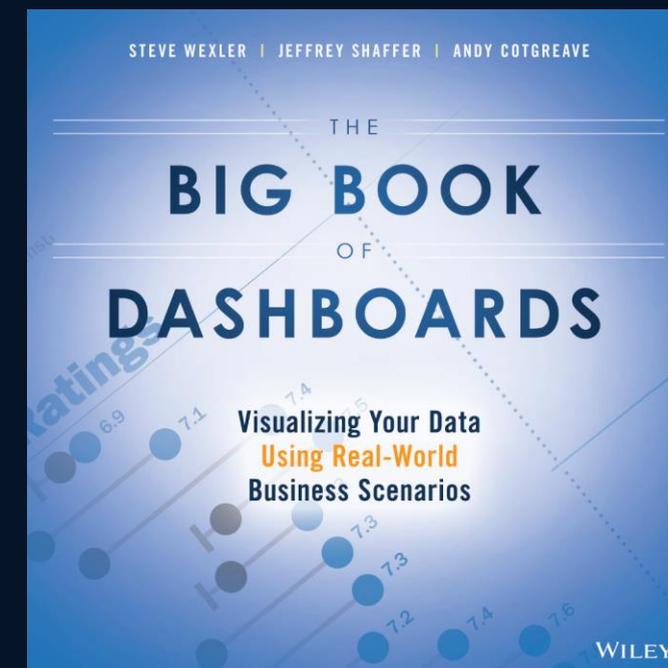


# Ask Andy and Jeff ANYTHING!

Building dashboards that persuade,  
inform, and inspire

Andy Cotgreave, Evangelist, Tableau

Jeff Shaffer, COO & Vice President, Unifund, Adjunct  
Professor, University of Cincinnati, Tableau Zen Master,  
Author



# Building dashboards that persuade, inform, and inspire

**What is a dashboard, anyway?**

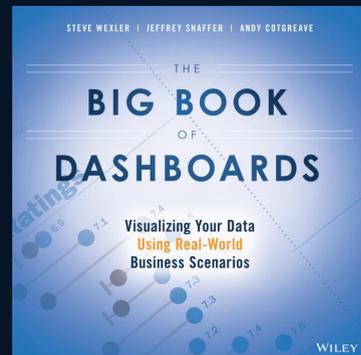
**Dashboards for Insight and Impact**

**Design tricks for great dashboards**

**Eye-tracking and dashboard design**

**Dead-end dashboards and how to avoid them**

**Making charts and dashboards for meetings**



<https://www.tableau.com/learn/series/dashboards>

# Building dashboards that persuade, inform, and inspire

What is a dashboard, anyway?

Dashboards for Insight and Impact

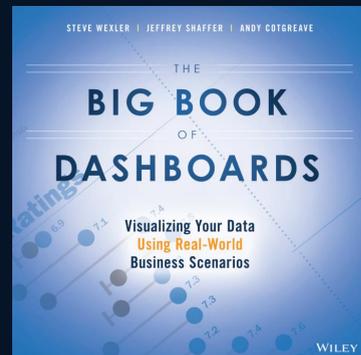
Design tricks

Eye-tracking and usability

Dead-end dashboards and how to avoid them

Making charts and dashboards for meetings

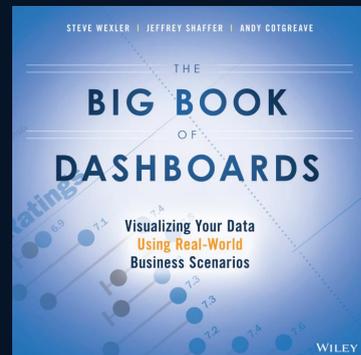
**2500 COMMENTS/  
QUESTIONS!**



<https://www.tableau.com/learn/series/dashboards>

Building dashboards that persuade, inform, and inspire

... and please  
keep asking  
them today.



<https://www.tableau.com/learn/series/dashboards>



# Requirements

Usage See note at definite  
definite article *n.* the word  
(English) preceding a noun and  
a specific instance.  
**definition** /,defɪ'nɪʃ(ə)n/ *n.* 1 **a**  
**b** statement of the meaning  
etc. 2 distinctness in outline,  
his image. [Latin

# Colour



# Design Choices



# Defining Success



# More questions!



+ableau

BIG BOOK  
DASHBOARDS

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# Requirements

• Usage • See note at definition

**definite article** *n.* the word (English) preceding a noun and referring to a specific instance.

**definition** /,defɪ'nɪʃ(ə)n/ *n.* 1 a  
**b** statement of the meaning of a word, etc. 2 distinctness in outline, etc.

his image [Latin: ...]

What's the difference between a dashboard and scorecard?

*Raheel*

What's the difference between an infographic and a dashboard?

*Rifat*

What's the difference between an "dashboard" and a "report"?

*Wesley*

*(also asked by many many others)*

# dash·board

/ˈdɑːʃbɔːrd/

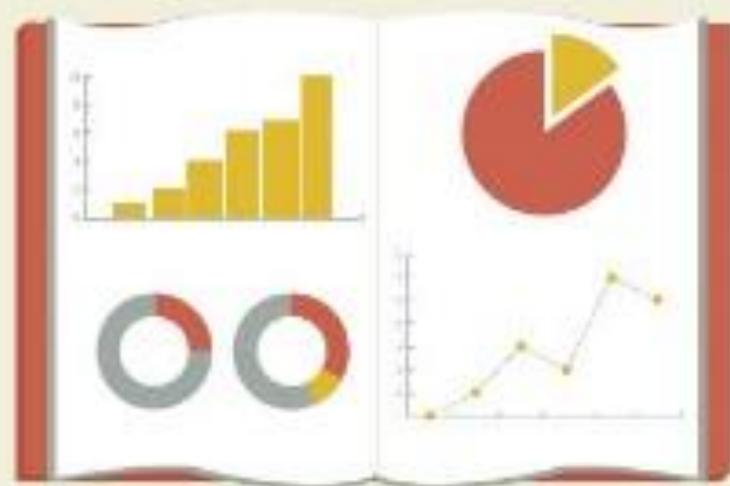
*noun*

1. A term that is apparently causing frustration among some in the data visualization community.
2. A term used by business professionals to describe certain types of data visualizations and who don't care what the data visualization community calls them.

# WHAT IS AN INFOGRAPHIC?

You are looking at one! Infographics are a fun and quick way to learn about a topic without a ton of heavy reading. There are many different styles of infographics and data visualizations, but the ultimate goal for all infographics is to be shared. Learn what makes a great infographic, why they are useful for everyone, some tips to create a viral infographic and the numbers to back it all up.

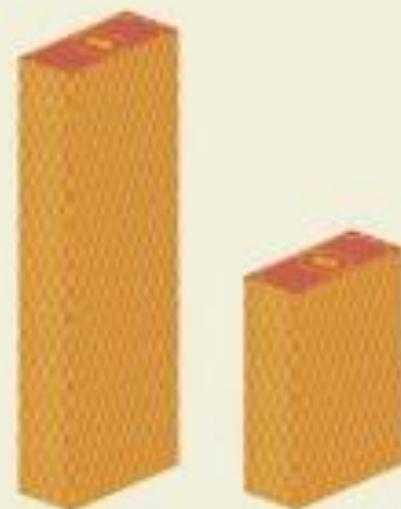
## AN INFOGRAPHIC IS:



A data-rich visualization of a story or thesis



A tool to educate and inform

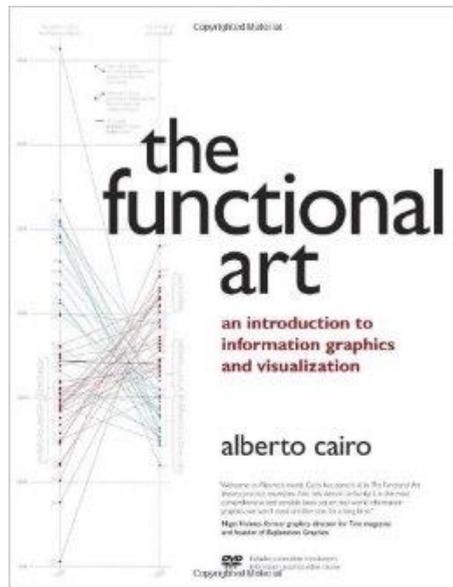


A way to build brand awareness and inbound links at half the cost of standard online marketing campaigns

# Defining *Infographic*

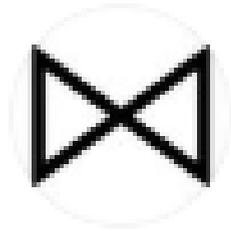
Alberto Cairo describes an infographic as:

“...a tool for the designer to *communicate* with readers, and a tool for readers to *analyze* what’s being presented to them.”



*From Cairo's book*  
*The Functional Art, p. 73*

↻ Malofiej Retweeted



**Malofiej** @malofiej · Jan 16



Which is your (best) definition for "infographics"?

Static

10.6%

Data and information

39.4%

Stories

16.7%

Depends

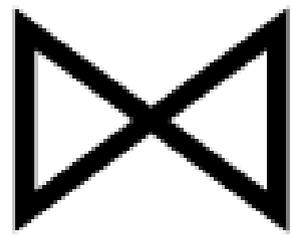
33.3%

66 votes · 17 hours left



↻ 4





# Malofiej



QUICK QUESTIONNAIRES

**Nadieh Bremer**

"Infographics and data visualization are two different things"



QUICK QUESTIONNAIRES

**Benedetta Signaroldi**

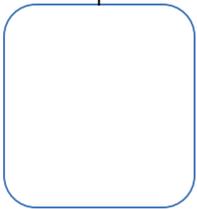
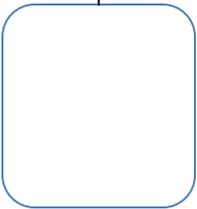
"The word Infographic defines all those visualization that represent straightforward information"

**DATA  
VISUALIZATION**

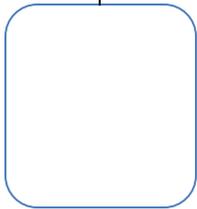
**EXPLORATORY**

**EXPLANATORY**

**DASHBOARD**



...



**INFOGRAPHIC**

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*Raheel*

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*Rifat*

What's the difference between an "dashboard" and a "report"?

*Wesley*

*(also asked by many many others)*

Do you have any suggestions of helping the customer communicate requirements. Often they do not know what they want or more importantly need.

Sherry

How do you convince a client it's ridiculous to show 100k rows of data in a dashboard?

*Manoj*

# VISUALIZATION ROADMAP

## Who's the audience?

What is the data literacy of the audience?

What level of detail do they need?

How much time does the audience have to consume the data?

How does the audience receive the data?

## What's the message?

What data is important to the audience?

How will the audience use this information?

How does the data change the audience?

Do you have any suggestions of helping the customer communicate requirements. Often they do not know what they want or more importantly need.

Sherry

How do you convince a client it's ridiculous to show 100k rows of data in a dashboard?

*Manoj*

Poll: how important is it to define  
what a dashboard is?

1. Very important
2. Somewhat important
3. Not very important
4. Not at all important

# Colour



What are some guidelines when designing for accessibility- e.g. color blindness?

*Raheesh*

I cannot get my team to stop using “traffic light” colours. I have already asked them to consider color blind people. But they are so used to them they don't want to give them up.

How would you approach this so they welcome the suggested change?

*Jane*

What is a maximum number of colours I should put on a dashboard?

*Yun*

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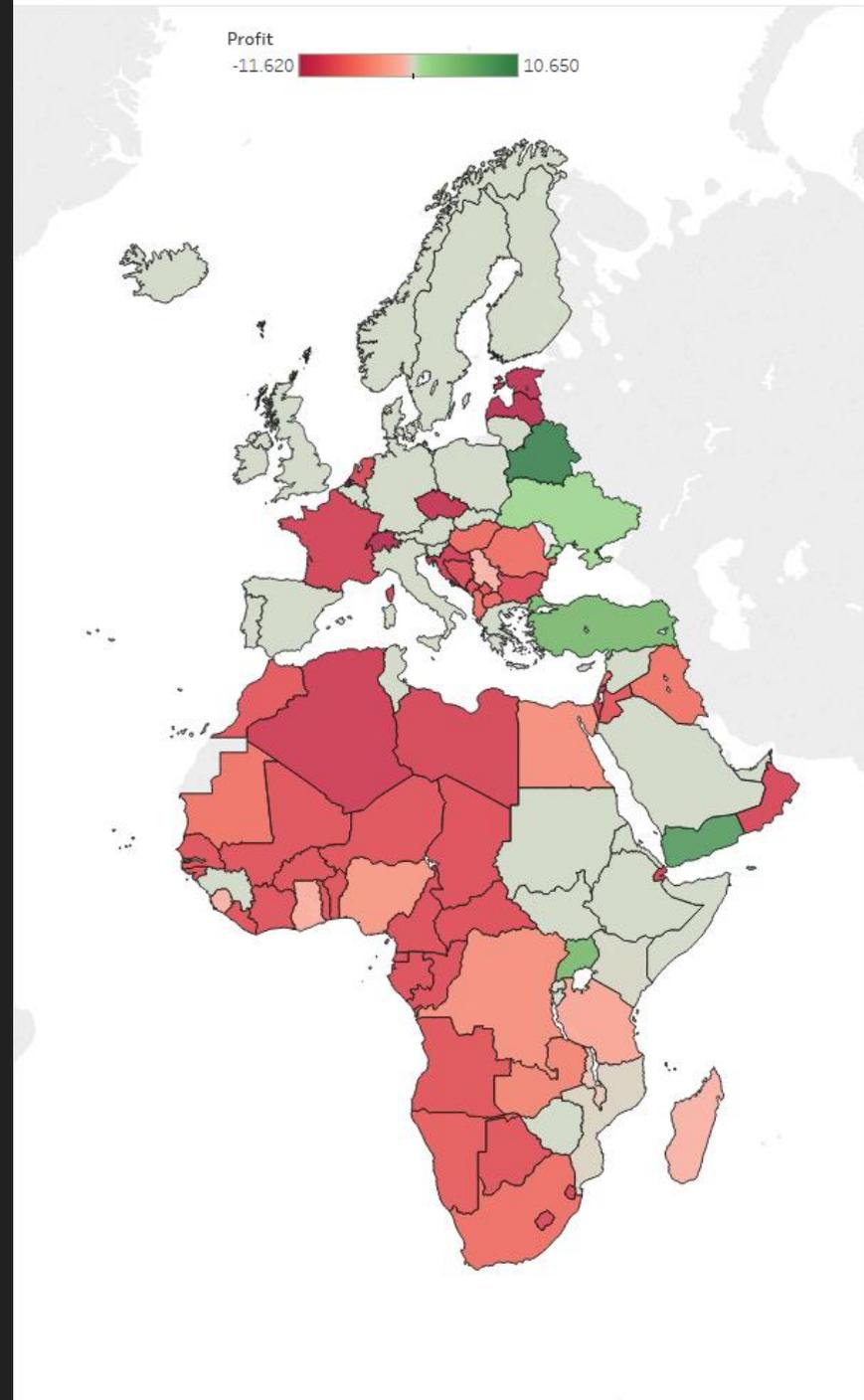
How would you approach this so they welcome the suggested change?

*Jane*

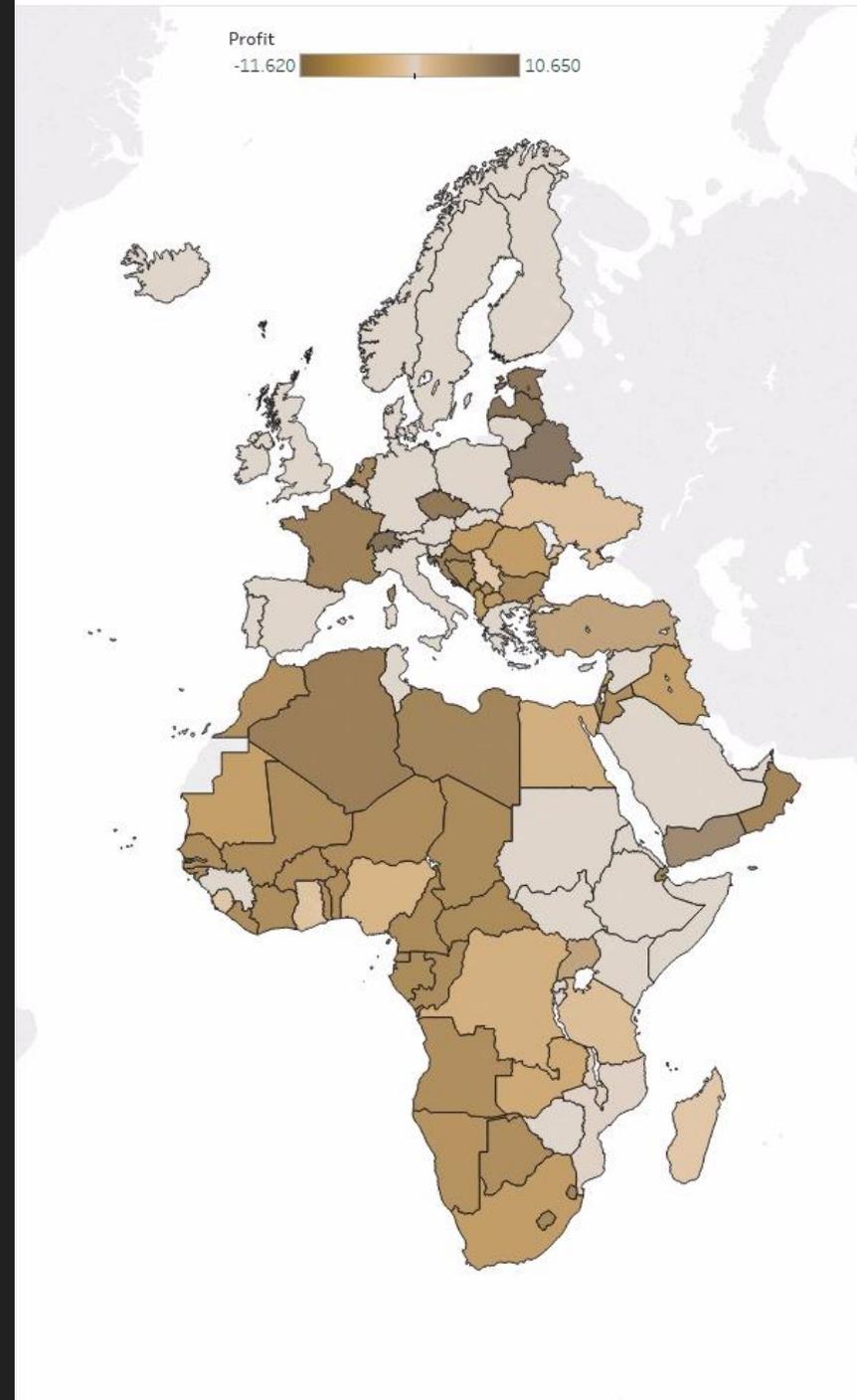
What is a maximum number of colours I should put on a dashboard?

Yun

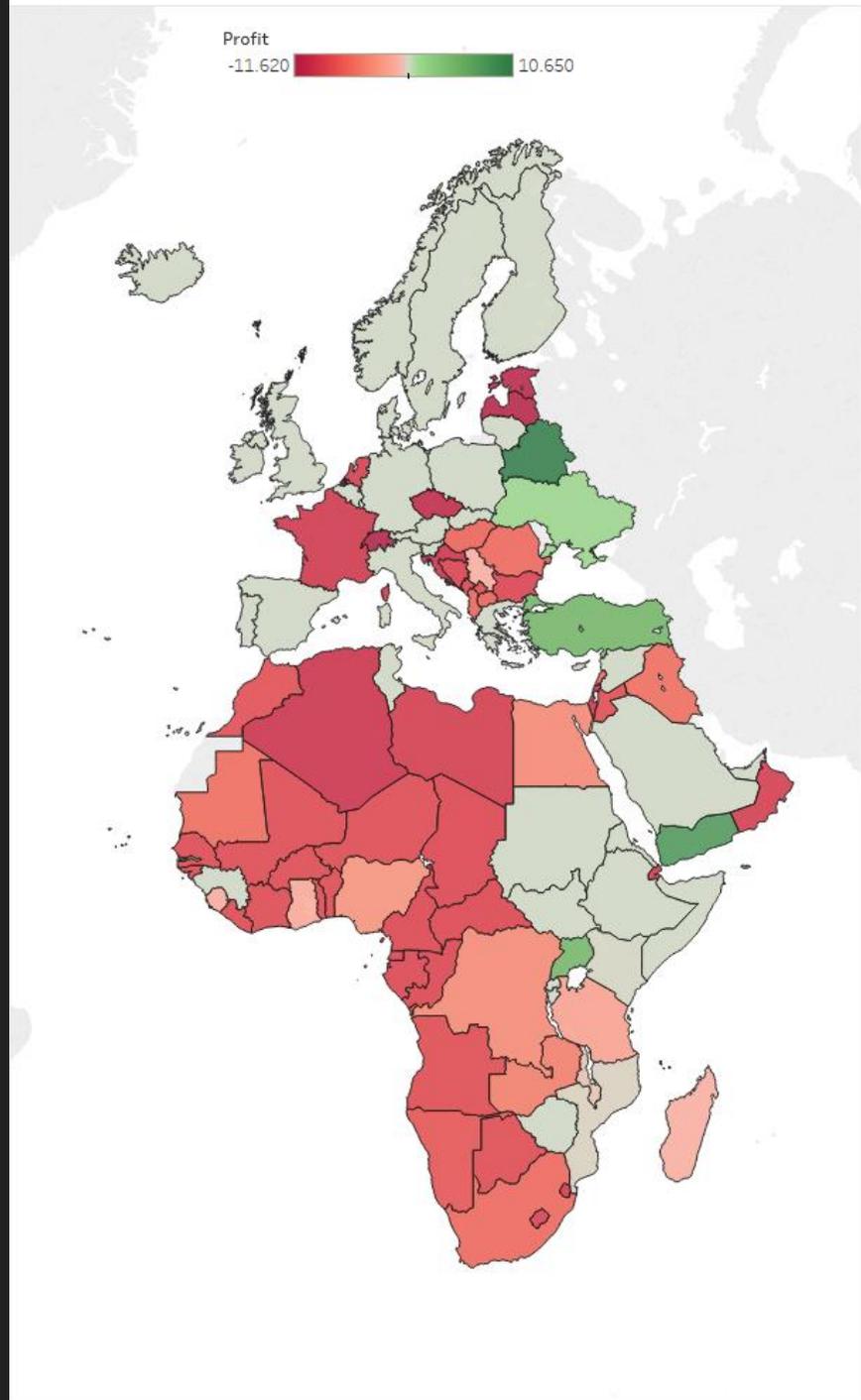
# Profit in EMEA



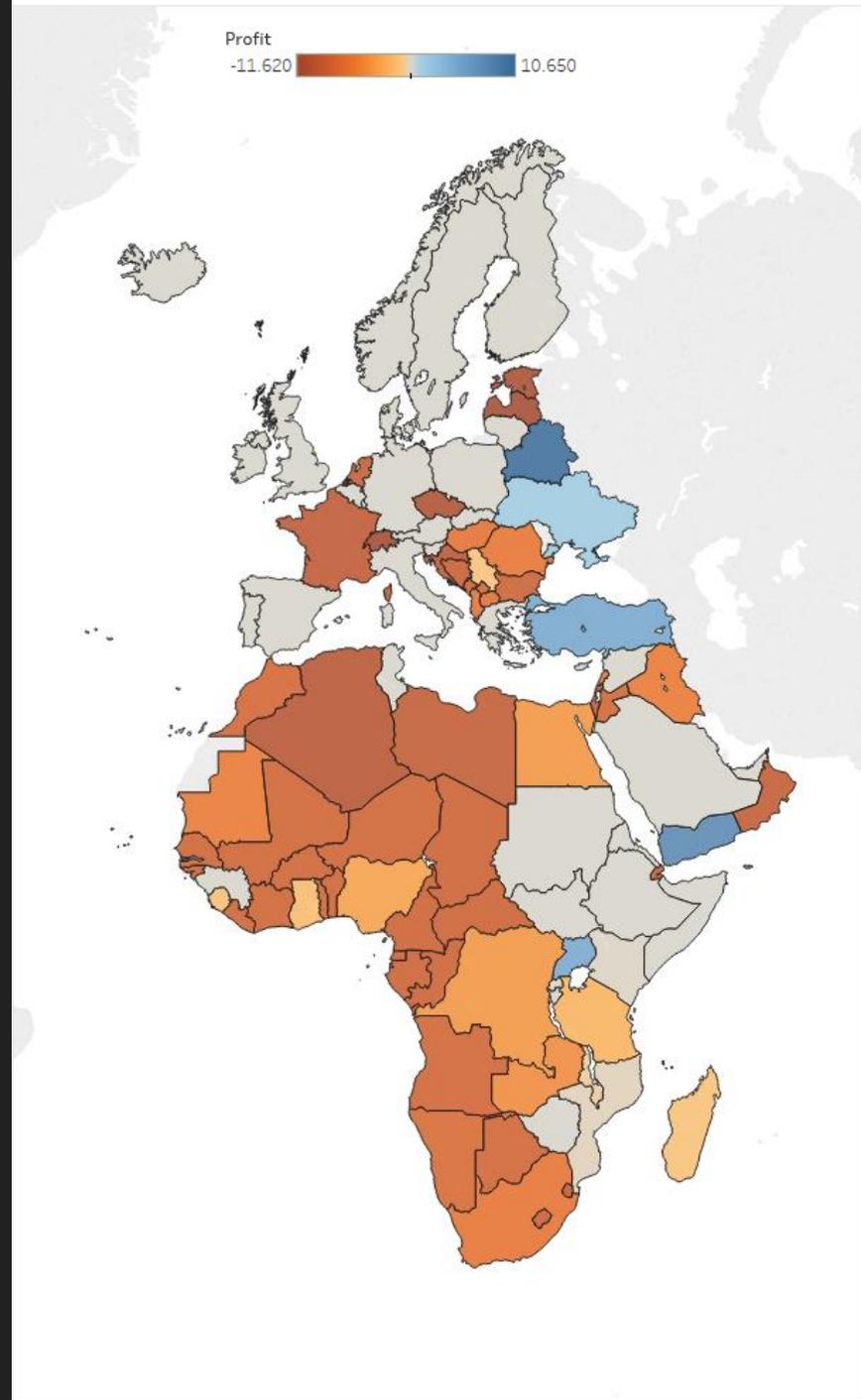
# Profit in EMEA



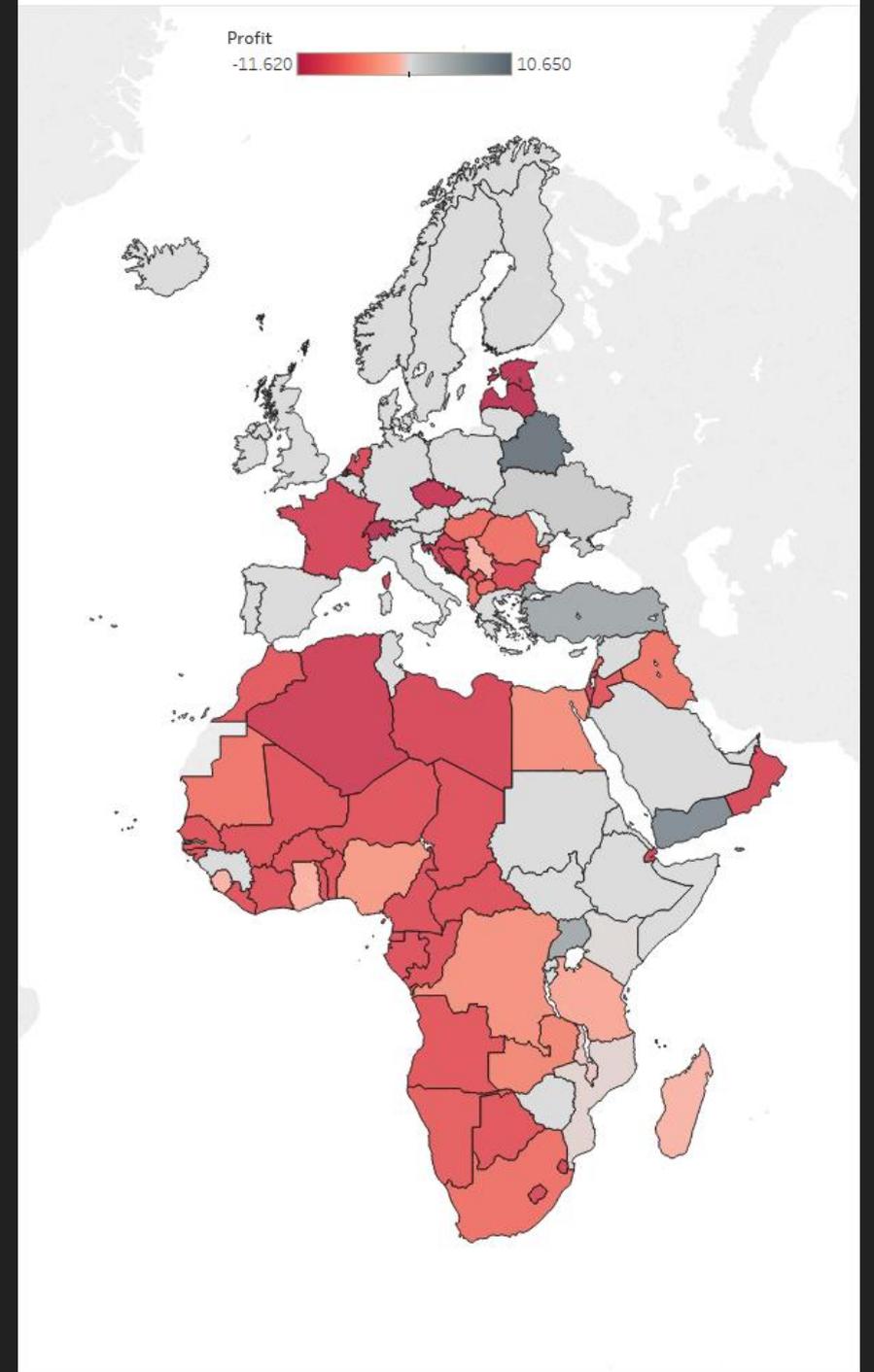
# Profit in EMEA



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# Profit in EMEA



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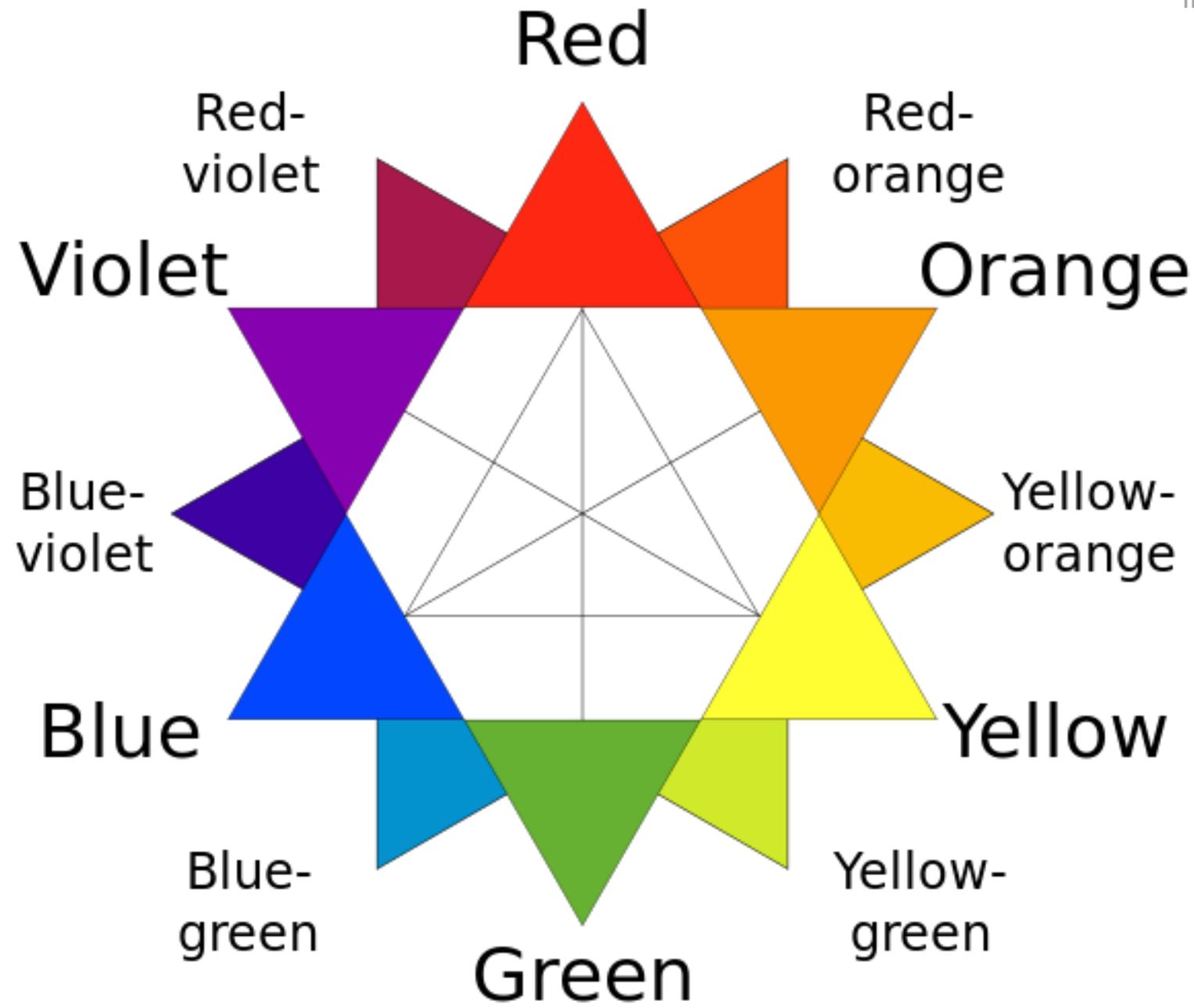
What is a maximum number of colours I should put on a dashboard?

*Yun*

# Relationships on a Traditional Color Wheel

Image used under the Wikipedia Creative Commons license.

<http://www.wikipedia.com>



*The primary colors are red, yellow, and blue.*

*Classical painters would have used this arrangement to find compliments.*

# Traffic Light Color Palette

#E22049



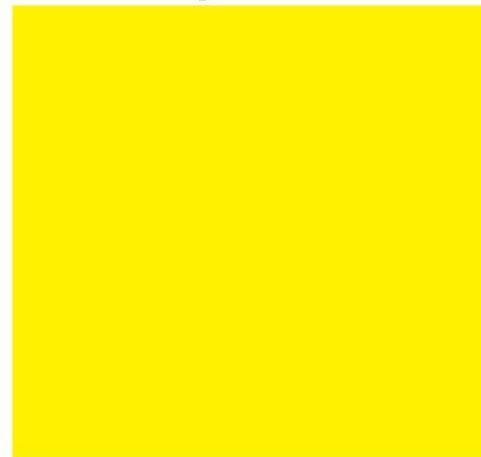
#FFF200



#0D9E49



Deuteranopia Simulation



# Alternate Traffic Light Color Palette

#8E191C



#FFDE17



#83C775



Deuteranopia Simulation



# Alternate Traffic Light Color Palette

#8D1D1C



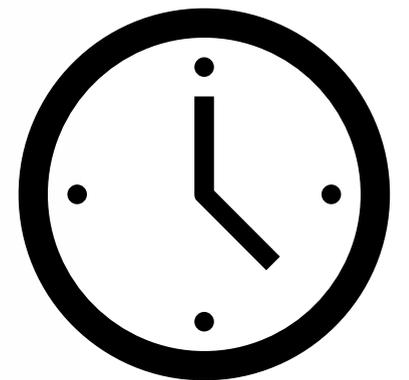
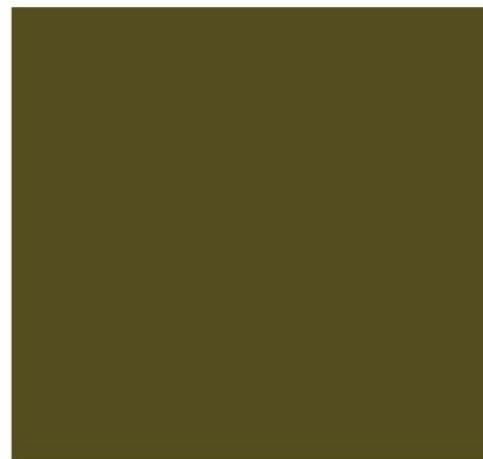
#FFDE17



#83C79B



Deuteranopia Simulation



# London Buses Safety Dashboard - Q2 2018

All reported **injury** and non-injury incidents involving London's buses.



9.6%

total injuries

1,653

non-injury incidents

15,578

total incidents

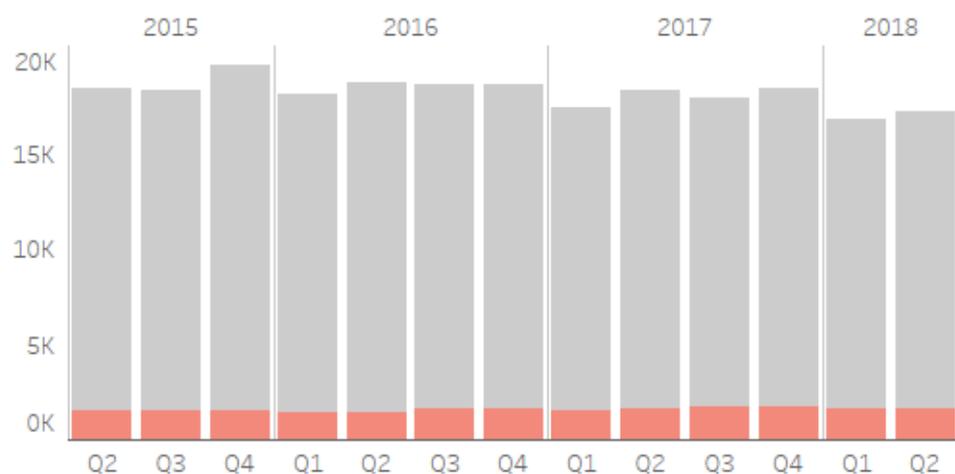
17,231

fatalities

2

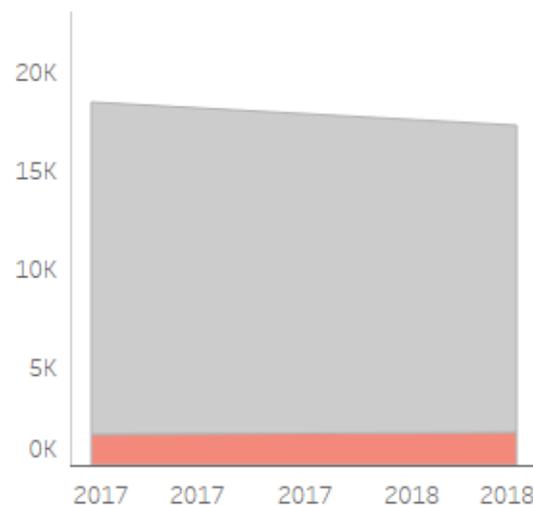
Adult Female Pedestrian  
Adult Male Cyclist

Reported Injuries and Incidents *(incidents estimated)*

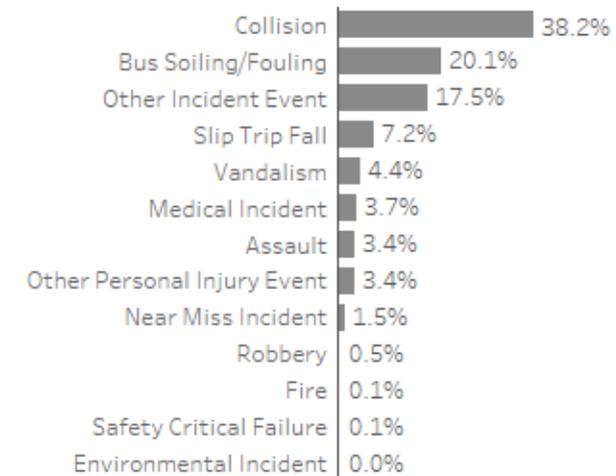


Q2 YoY Comparison

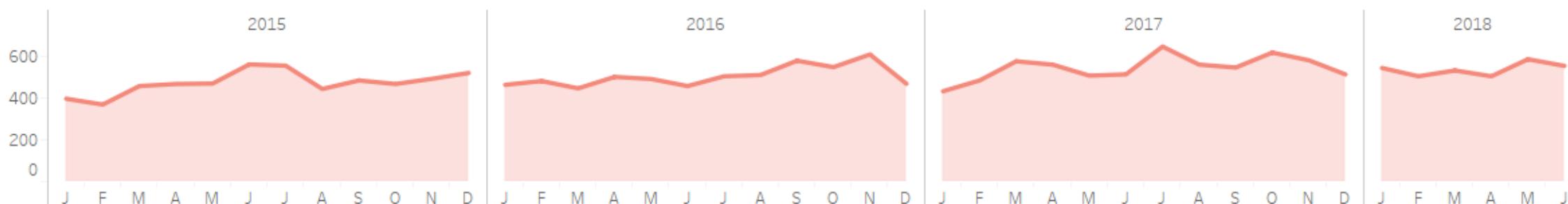
incidents down 7% & injuries up 4%



Type of Incident Q2 2018



Injuries by Month



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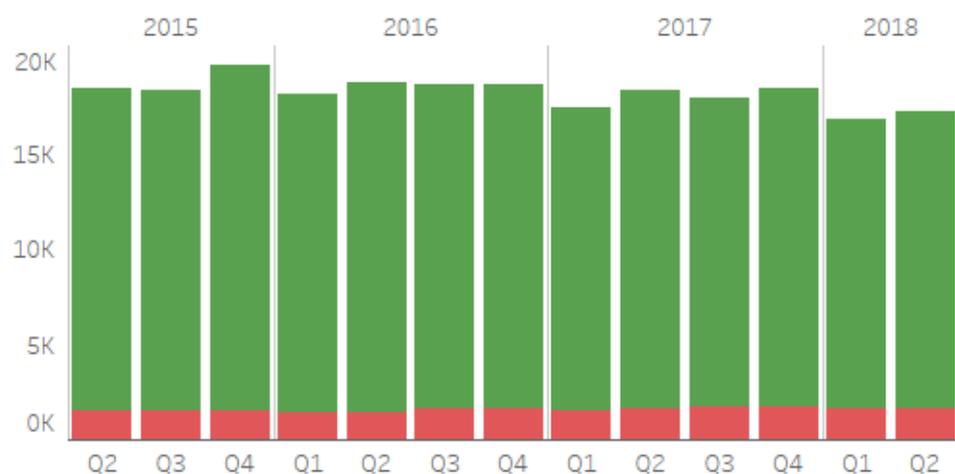
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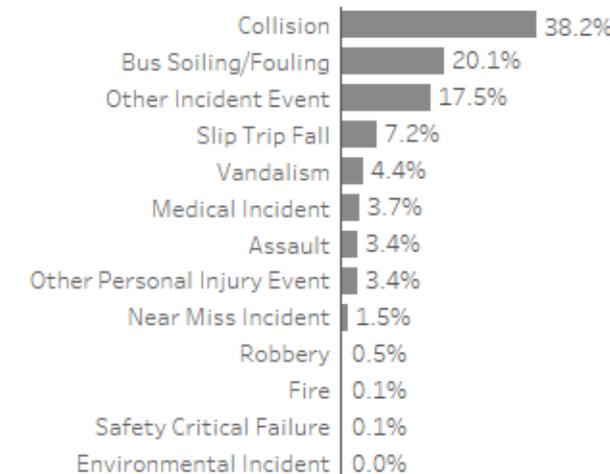


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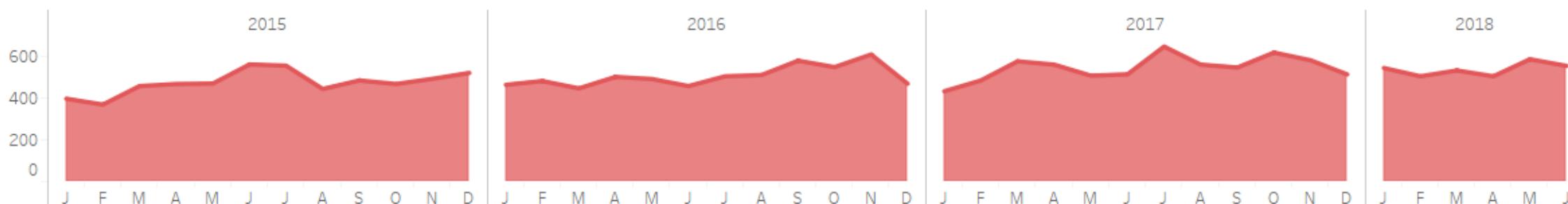
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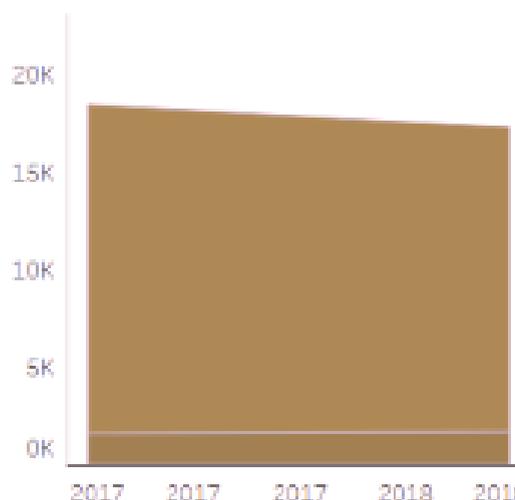
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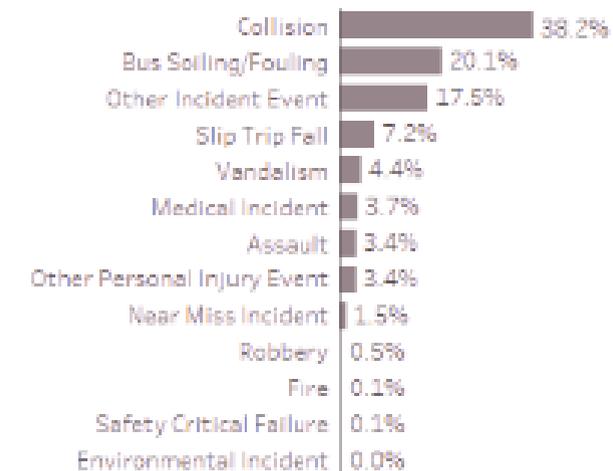


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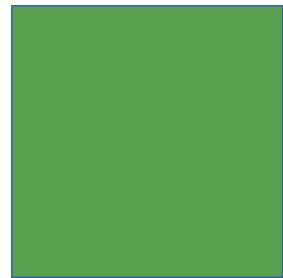
Type of Incident Q2 2018



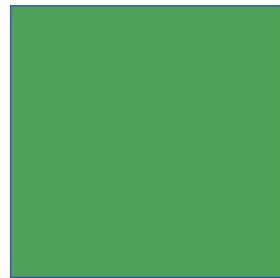
Injuries by Month



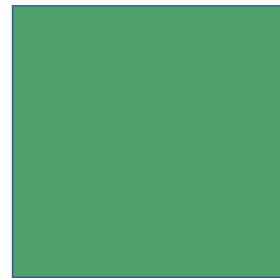
# THE 6 MONTH BLUES



#59A14F



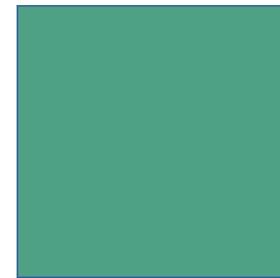
#4EA158



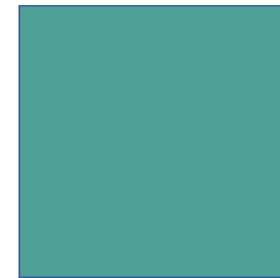
#4EA168



#4FA174



#4FA186



#4EA197



#4DA1A1

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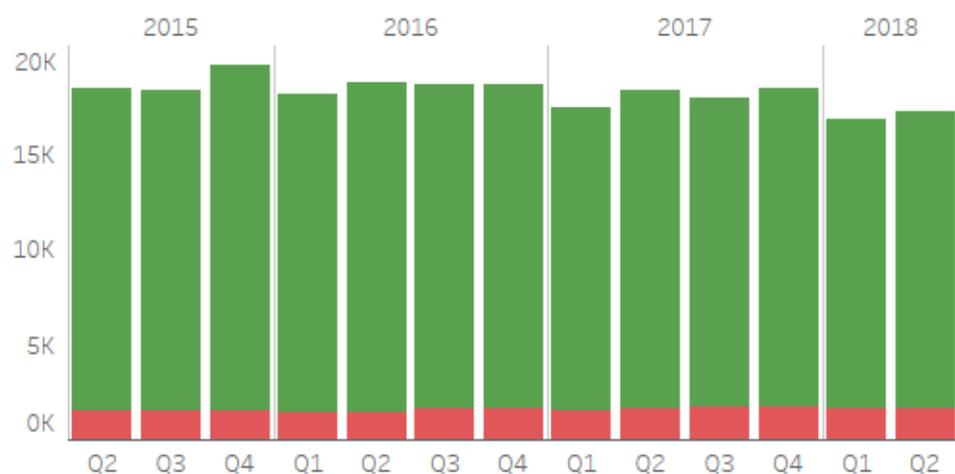
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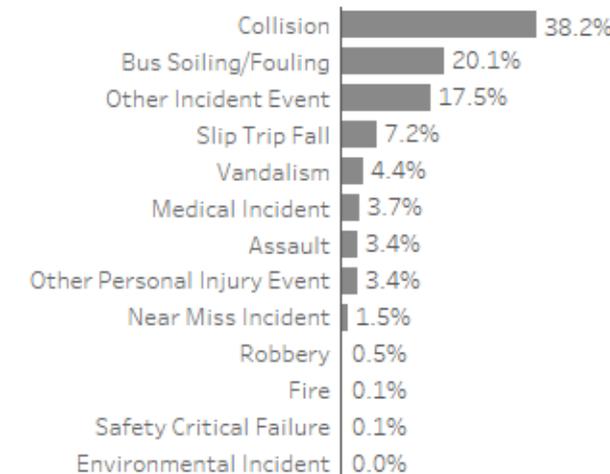


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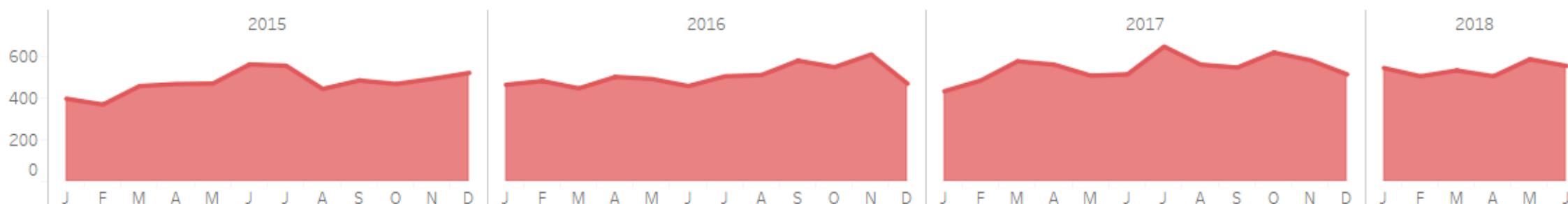
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Type of Incident Q2 2018



Injuries by Month





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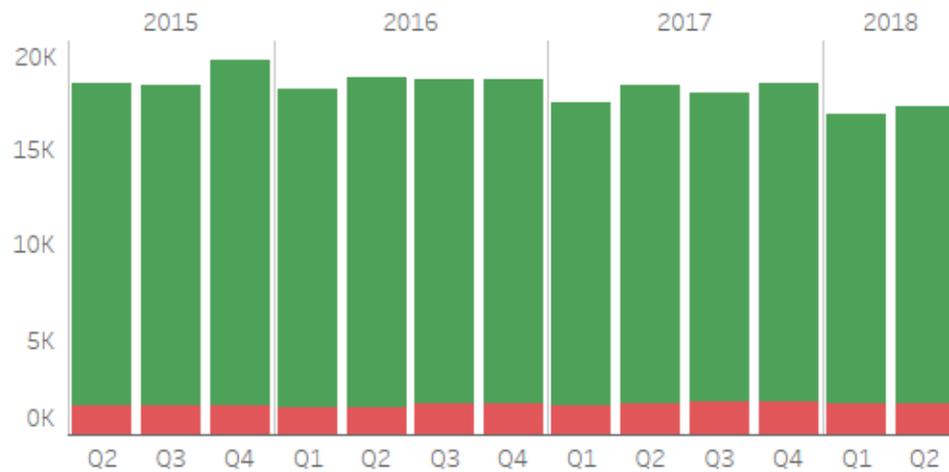
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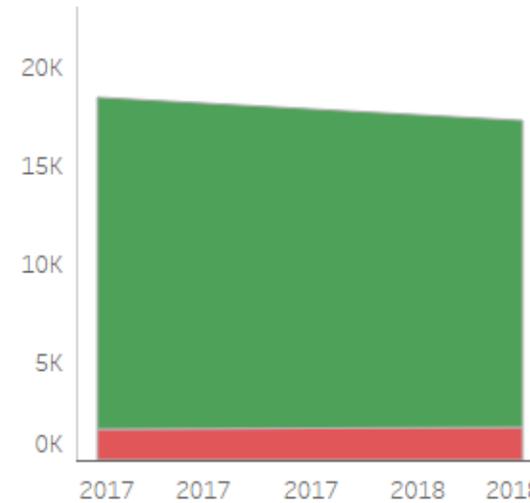
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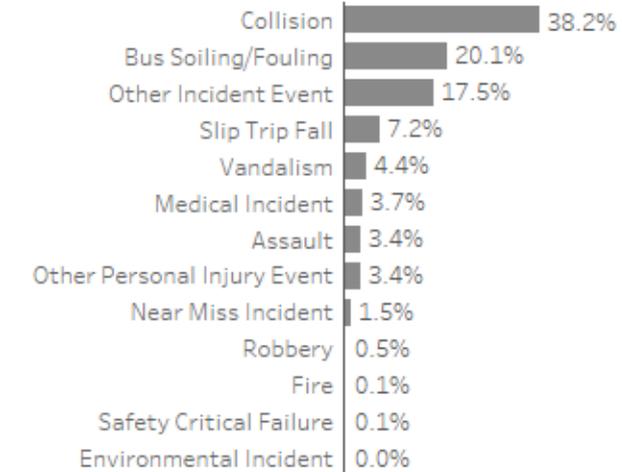


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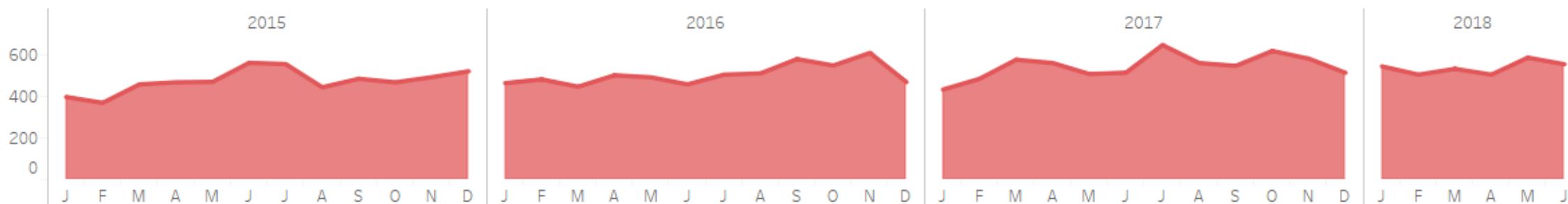
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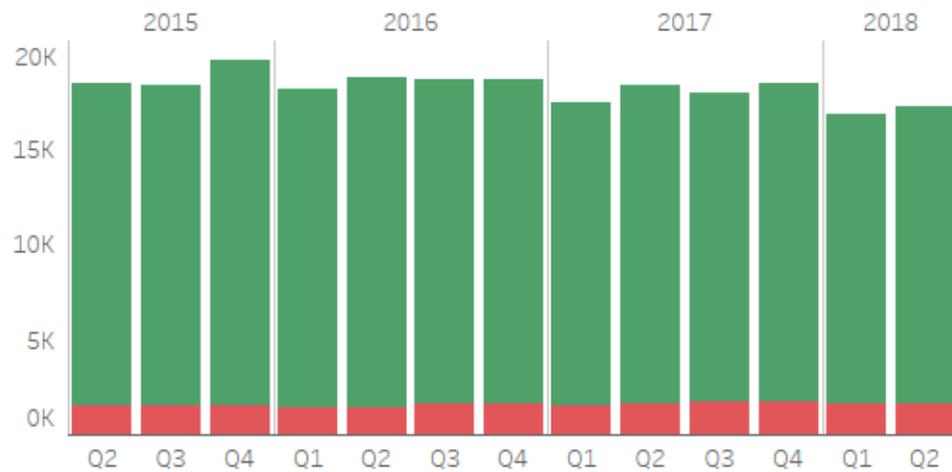
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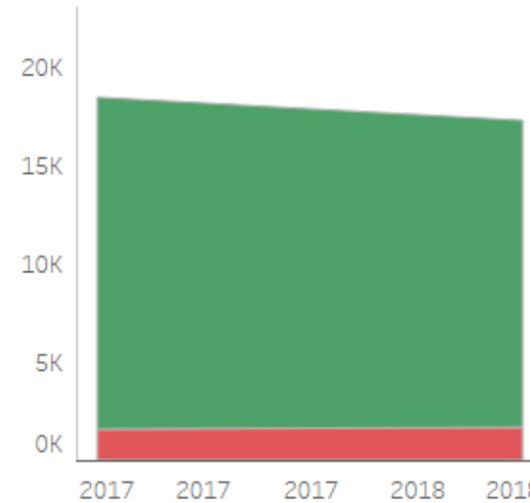
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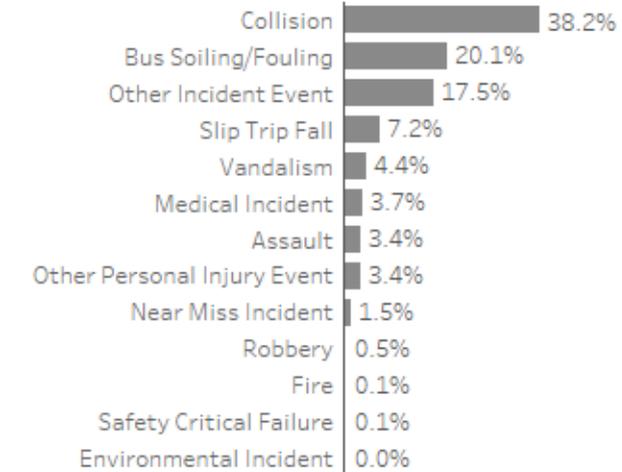


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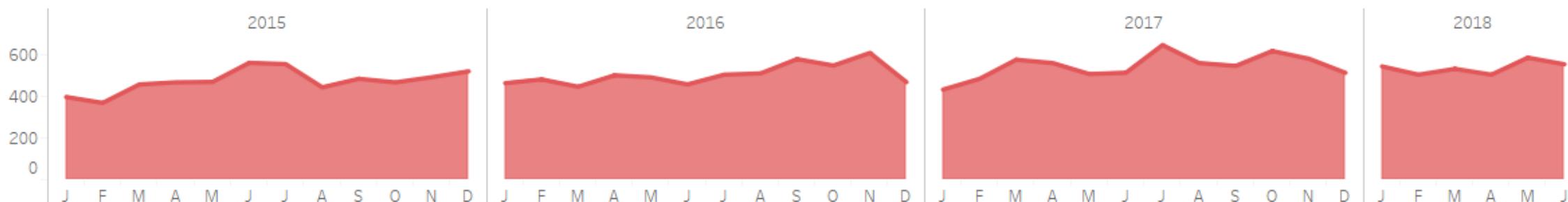
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Injuries by Month





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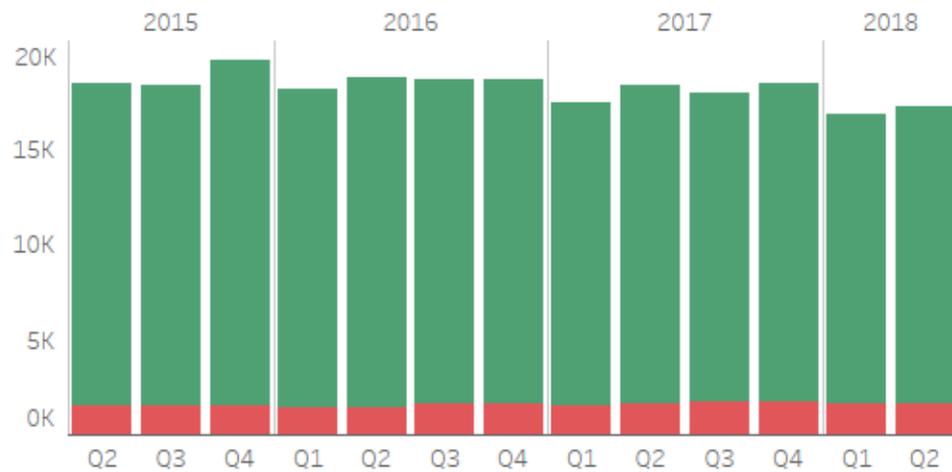
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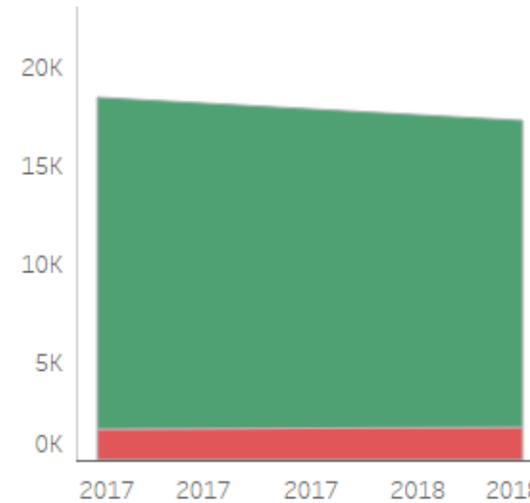
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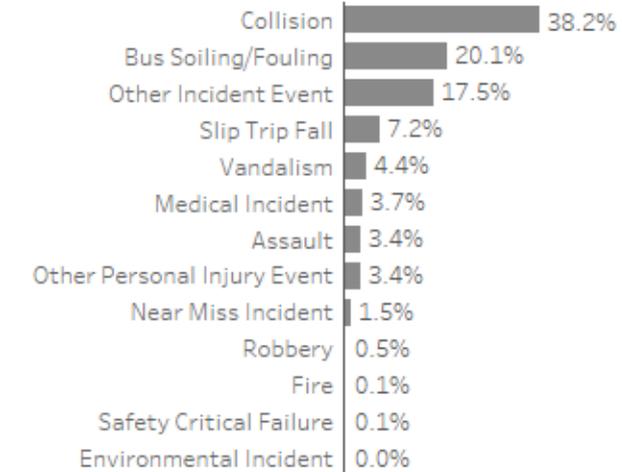


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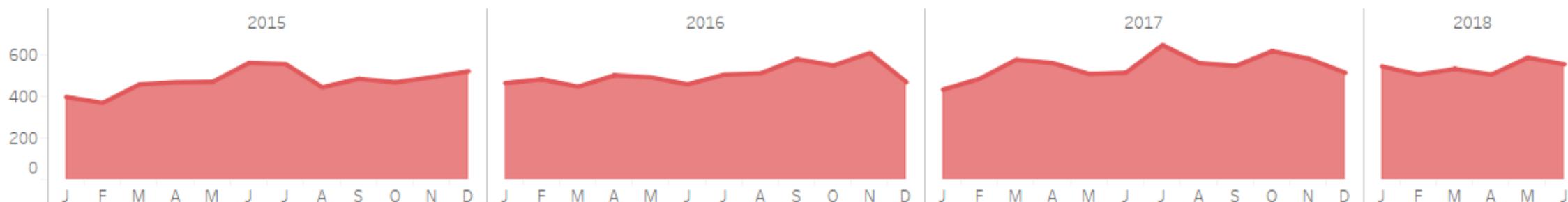
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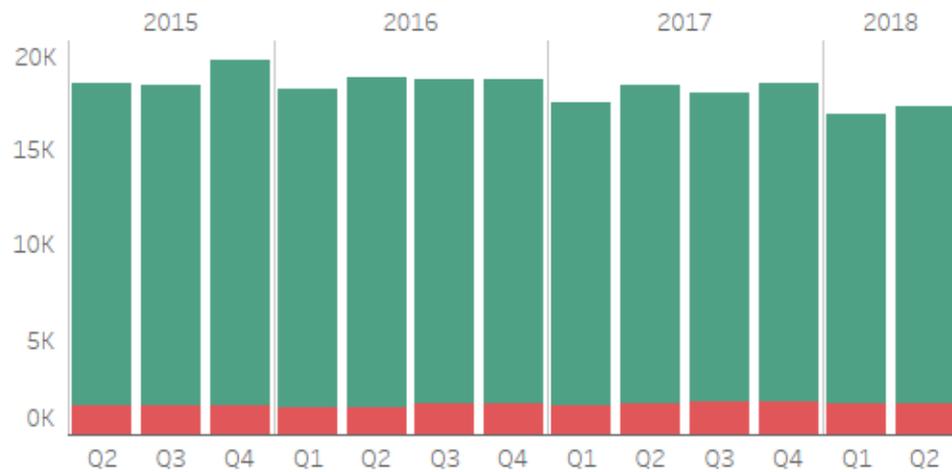
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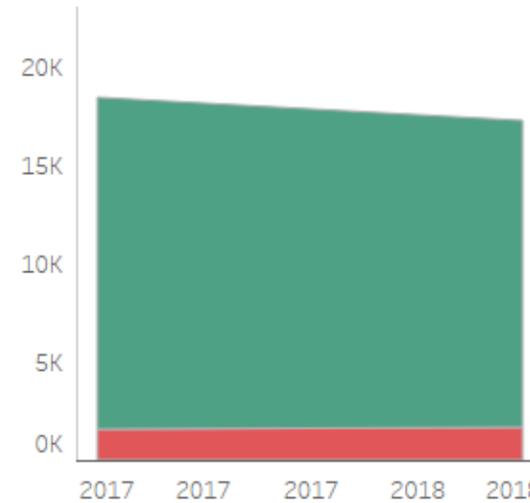
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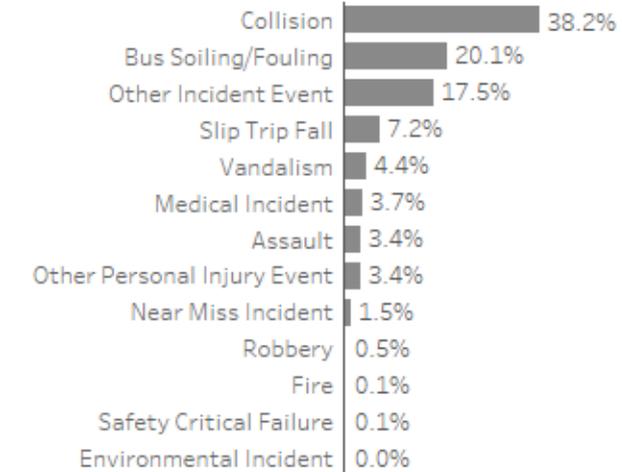


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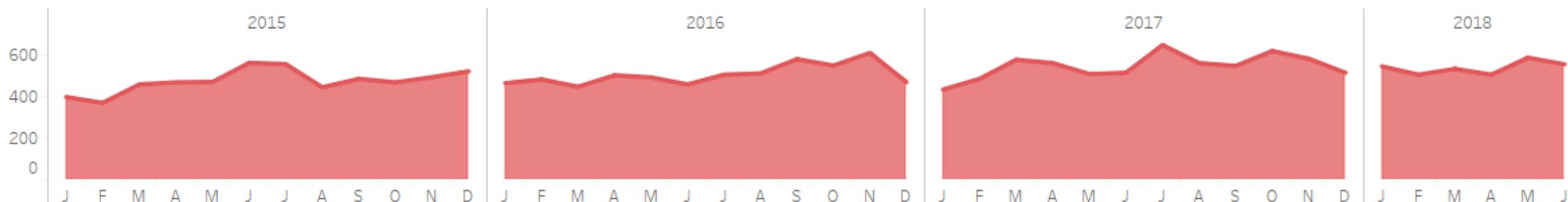
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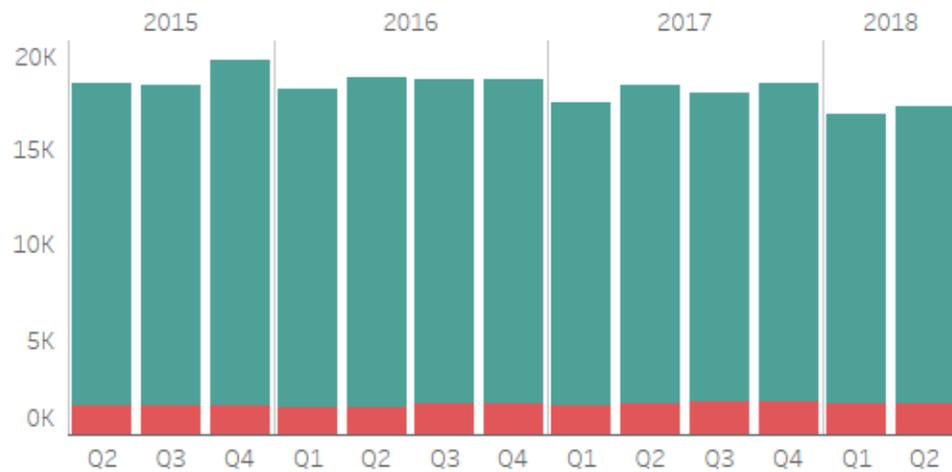
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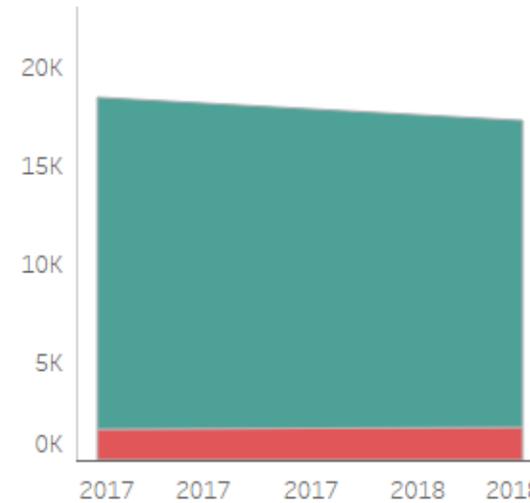
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Adult Male Cyclist

Reported Injuries and Incidents *(incidents estimated)*

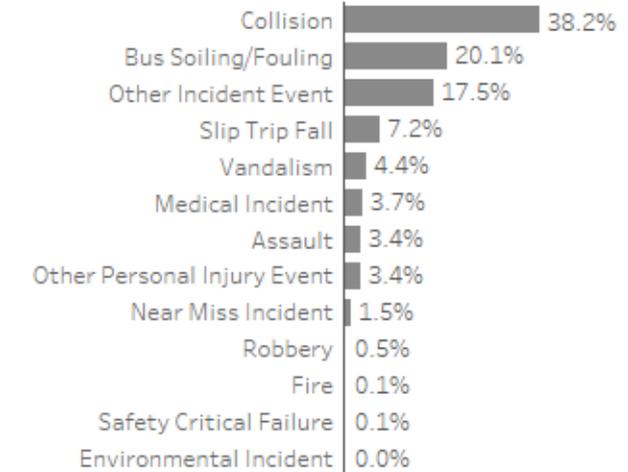


Q2 YoY Comparison

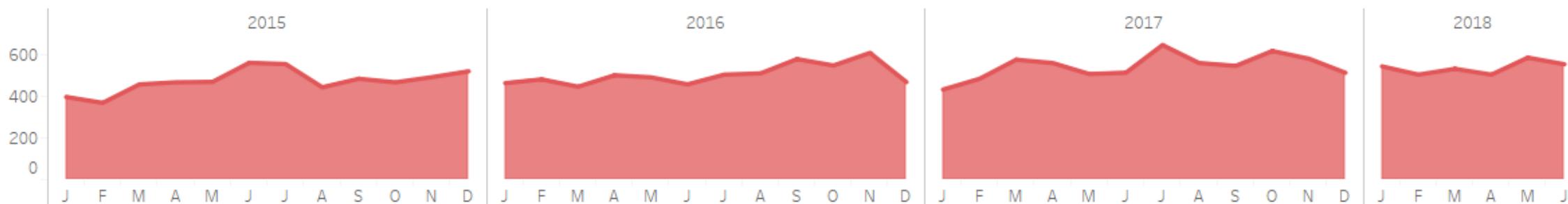
incidents down 7% & injuries up 4%



Type of Incident Q2 2018



Injuries by Month





# London Buses Safety Dashboard - Q2 2018

All reported **injury** and **non-injury** incidents involving London's buses.



9.6%

total injuries

1,653

non-injury incidents

15,578

total incidents

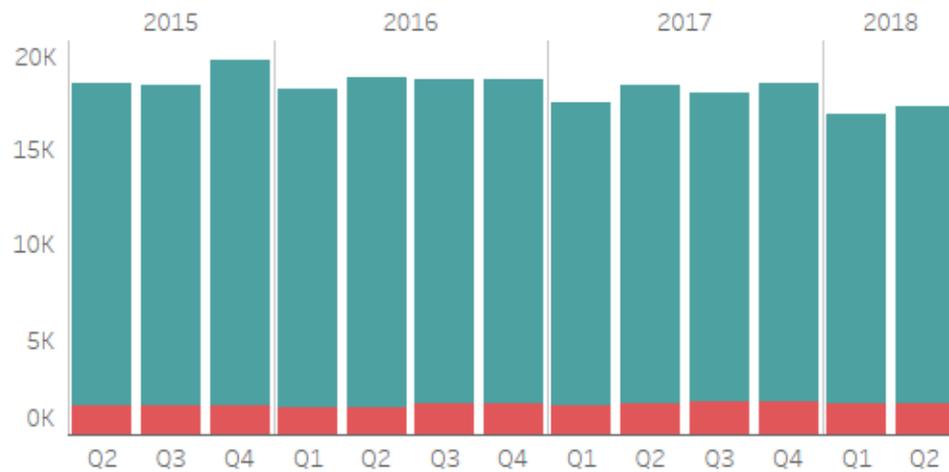
17,231

fatalities

2

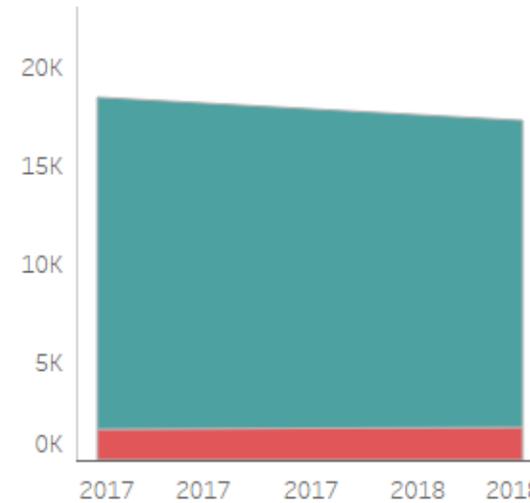
Adult Female Pedestrian  
Adult Male Cyclist

Reported Injuries and Incidents *(incidents estimated)*

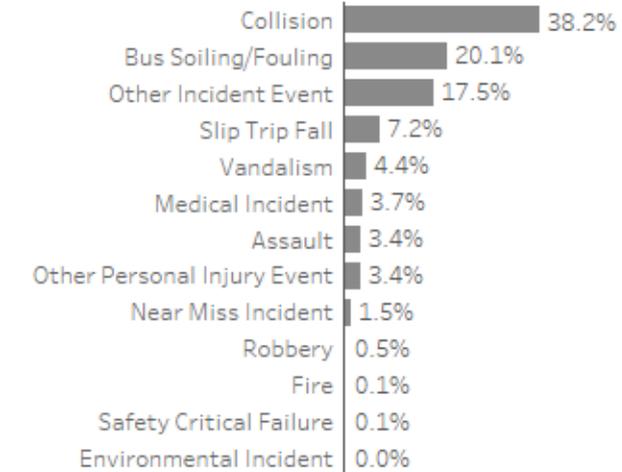


Q2 YoY Comparison

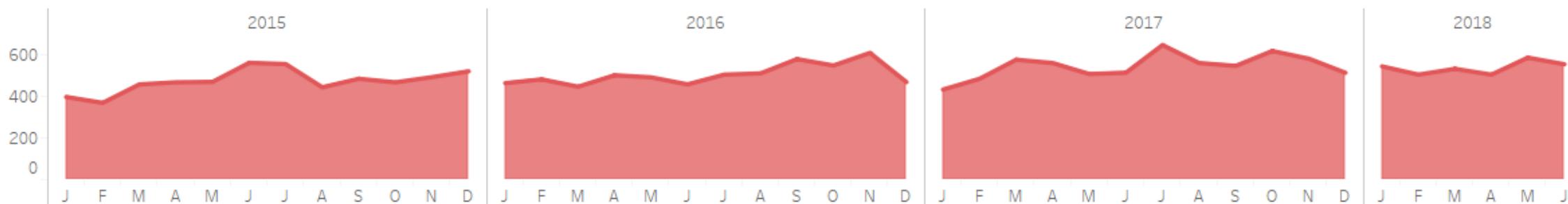
incidents down 7% & injuries up 4%



Type of Incident Q2 2018



Injuries by Month



# London Buses Safety Dashboard - Q2 2018

All reported **injury** and non-injury incidents involving London's buses.



total injuries

1,653

non-injury incidents

15,578

total incidents

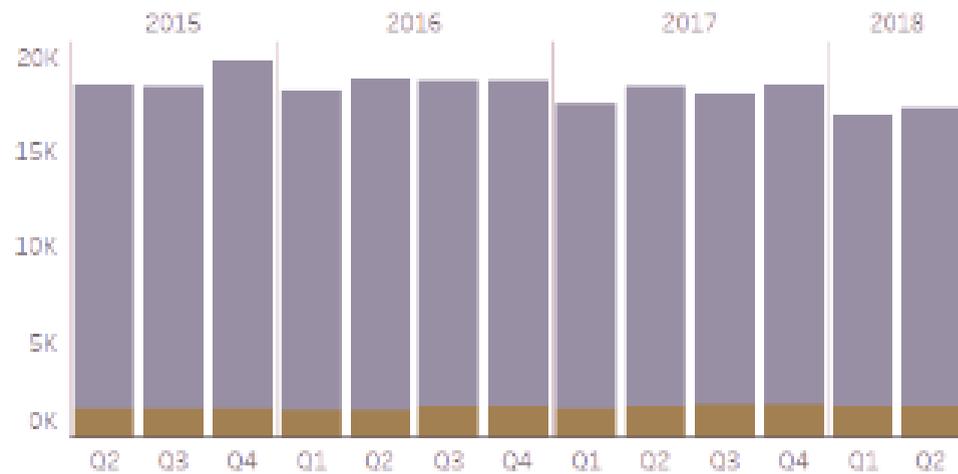
17,231

fatalities

2

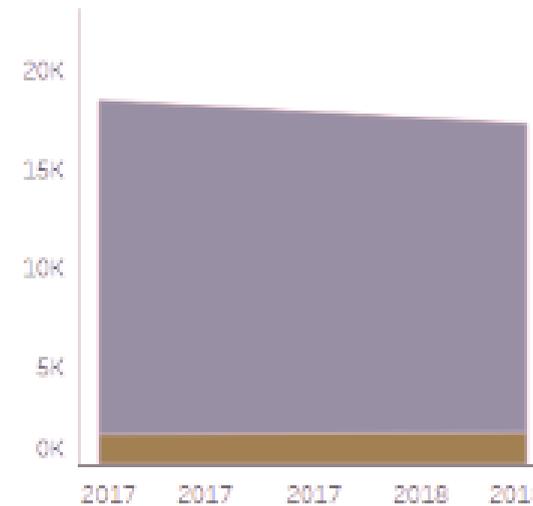
- Adult Female Pedestrian
- Adult Male Cyclist

Reported Injuries and Incidents *(incidents estimated)*

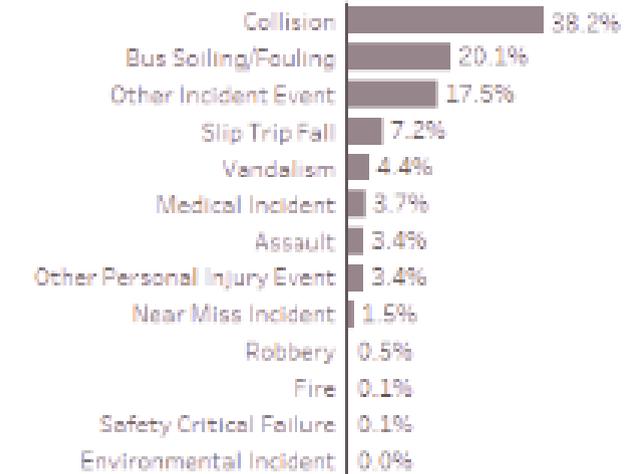


Q2 YoY Comparison

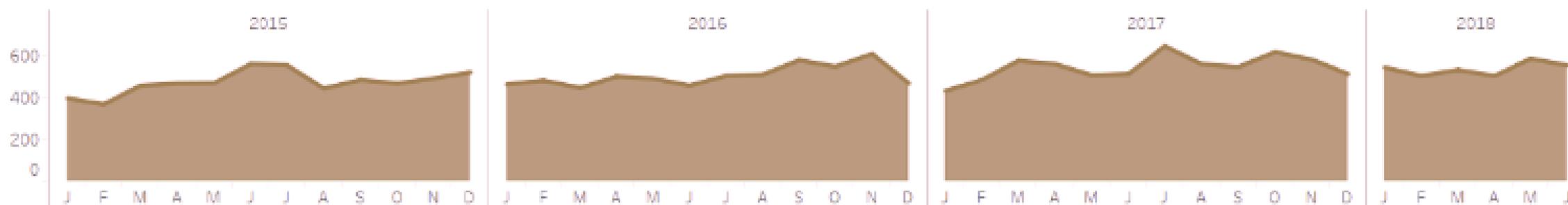
Incidents down 7% & Injuries up 4%



Type of Incident Q2 2018



Injuries by Month

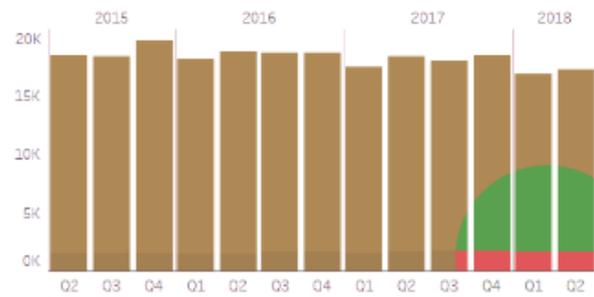


# London Buses Safety Dashboard - Q2 2018

All reported **injury** and **non-injury** incidents involving London's buses.

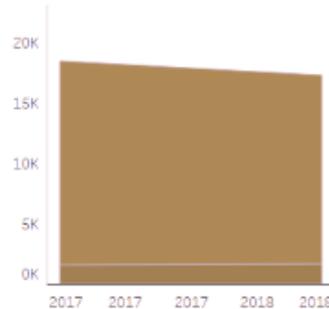


Reported Injuries and Incidents (incidents estimated)

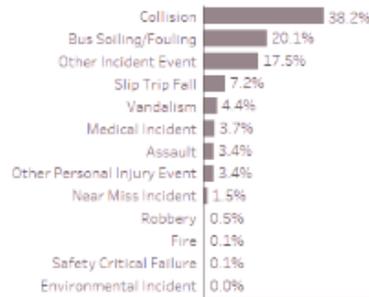


Q2 YoY Comparison

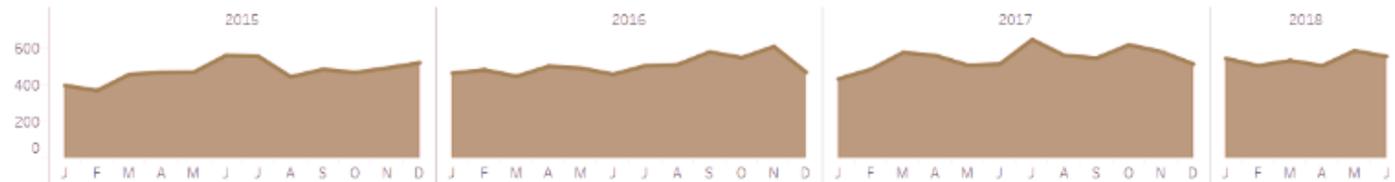
incidents down 7% & injuries up 4%



Type of Incident Q2 2018



Injuries by Month



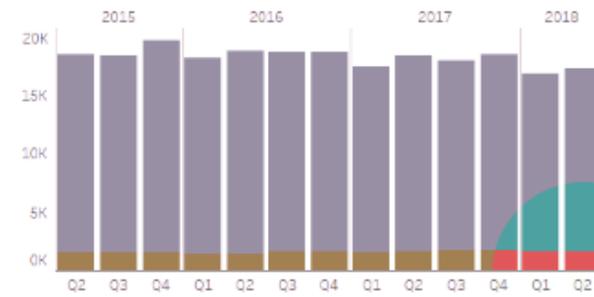
Data from TFL.GOV.UK | MakeoverMonday 2018 Week 51 | Created by Jeffrey A. Shaffer | DataPlusScience.com

# London Buses Safety Dashboard - Q2 2018

All reported **injury** and **non-injury** incidents involving London's buses.

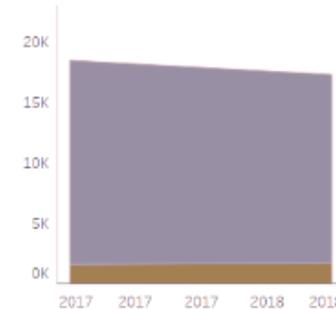


Reported Injuries and Incidents (incidents estimated)

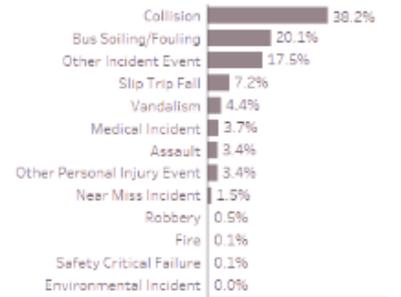


Q2 YoY Comparison

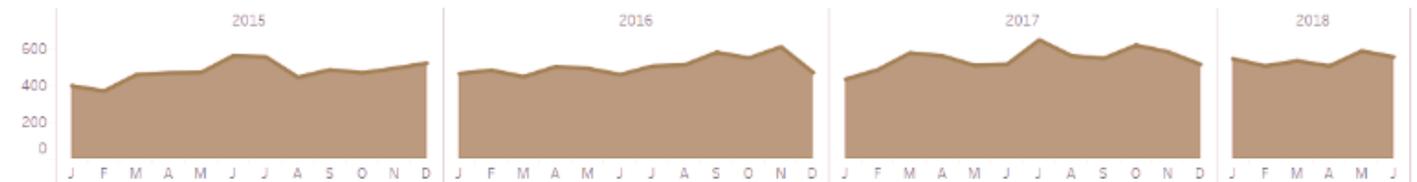
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Type of Incident Q2 2018



Injuries by Month



Data from TFL.GOV.UK | MakeoverMonday 2018 Week 51 | Created by Jeffrey A. Shaffer | DataPlusScience.com

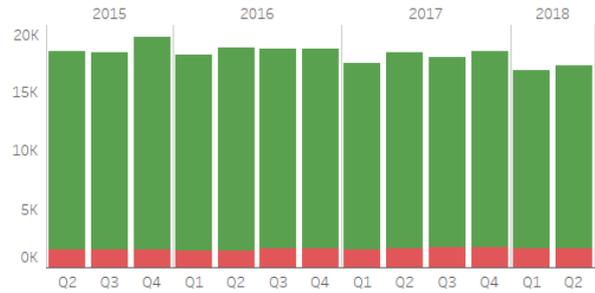
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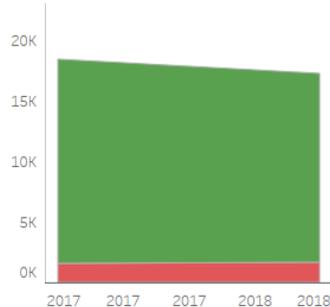


total injuries	non-injury incidents	total incidents	fatalities
<b>1,653</b>	<b>15,578</b>	<b>17,231</b>	<b>2</b>
			Adult Female Pedestrian Adult Male Cyclist

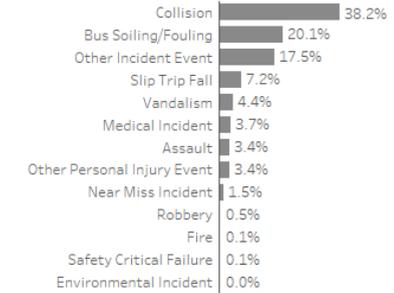
Reported Injuries and Incidents *(incidents estimated)*



Q2 YoY Comparison  
incidents down 7% & injuries up 4%



Type of Incident Q2 2018



Injuries by Month



Data from TFL.GOV.UK | MakeoverMonday 2018 Week 51 | Created by Jeffrey A. Shaffer | DataPlusScience.com

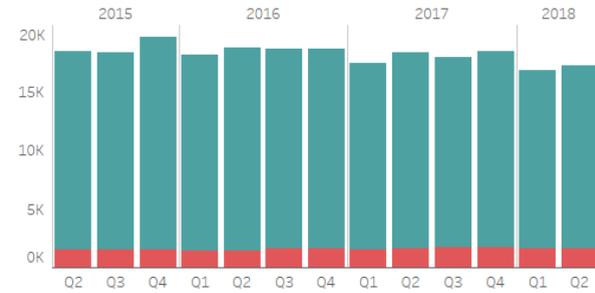
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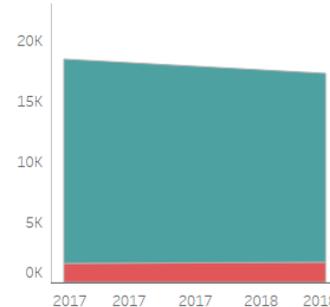


total injuries	non-injury incidents	total incidents	fatalities
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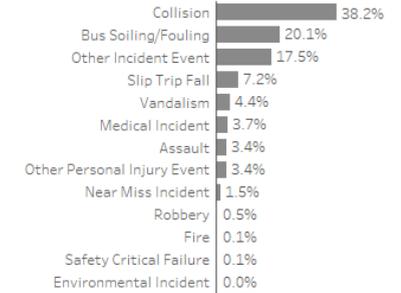
Reported Injuries and Incidents *(incidents estimated)*



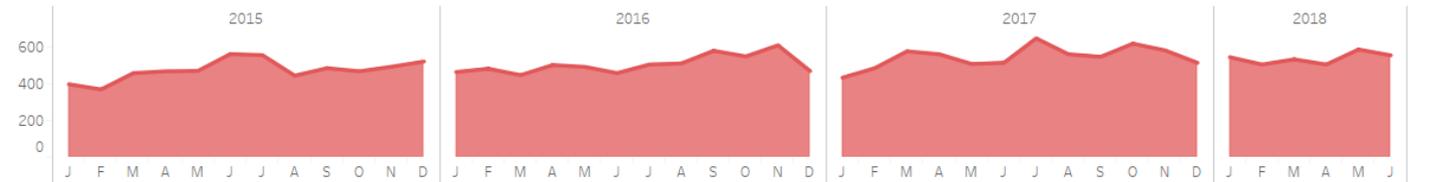
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Type of Incident Q2 2018



Injuries by Month



Data from TFL.GOV.UK | MakeoverMonday 2018 Week 51 | Created by Jeffrey A. Shaffer | DataPlusScience.com

What are some guidelines when designing for accessibility- e.g. color blindness?

*Raheesh*

I cannot get my team to stop using “traffic light” colours. I have already asked them to consider color blind people. But they are so used to them they don't want to give them up.

How would you approach this so they welcome the suggested change?

*Jane*

What is a maximum number of colours I should put on a dashboard?

**Yun**

2	2	5	6	7	1	1	6	9	1
9	1	7	5	5	5	6	2	5	9
4	5	2	9	6	9	7	6	4	6
8	1	5	7	8	5	6	6	6	7
7	2	3	6	8	9	1	7	9	1
3	8	6	8	4	5	6	9	4	5
4	9	9	2	3	7	1	9	1	2
3	7	8	1	6	1	5	6	1	6
5	6	6	8	6	6	9	1	2	6
3	2	4	2	6	9	4	2	7	1

**FIGURE 1.3** How many 9s are there?

2	2	5	6	7	1	1	6	9	1
9	1	7	5	5	5	6	2	5	9
4	5	2	9	6	9	7	6	4	6
8	1	5	7	8	5	6	6	6	7
7	2	3	6	8	9	1	7	9	1
3	8	6	8	4	5	6	9	4	5
4	9	9	2	3	7	1	9	1	2
3	7	8	1	6	1	5	6	1	6
5	6	6	8	6	6	9	1	2	6
3	2	4	2	6	9	4	2	7	1

FIGURE 1.3 How many 9s are there?

2	2	5	6	7	1	1	6	9	1
9	1	7	5	5	5	6	2	5	9
4	5	2	9	6	9	7	6	4	6
8	1	5	7	8	5	6	6	6	7
7	2	3	6	8	9	1	7	9	1
3	8	6	8	4	5	6	9	4	5
4	9	9	2	3	7	1	9	1	2
3	7	8	1	6	1	5	6	1	6
5	6	6	8	6	6	9	1	2	6
3	2	4	2	6	9	4	2	7	1

FIGURE 1.4 Now it's easy to count the 9s.



**FIGURE 1.7** Coloring every digit is nearly as bad as having no color.

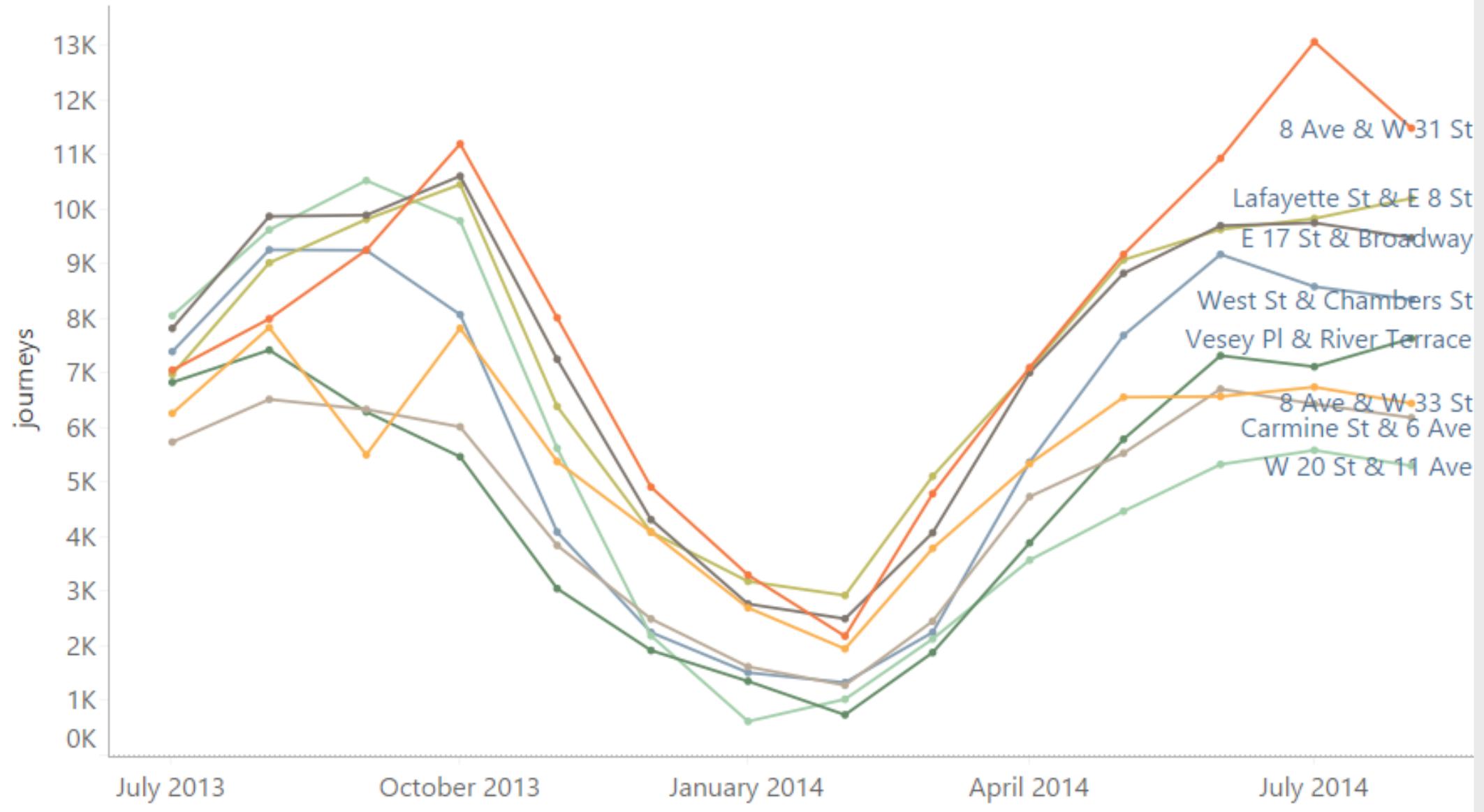
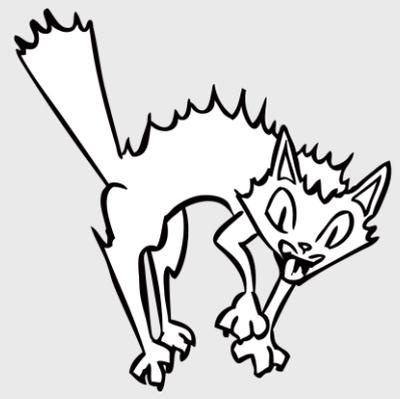


**FIGURE 1.4** Now it's easy to count the 9s.

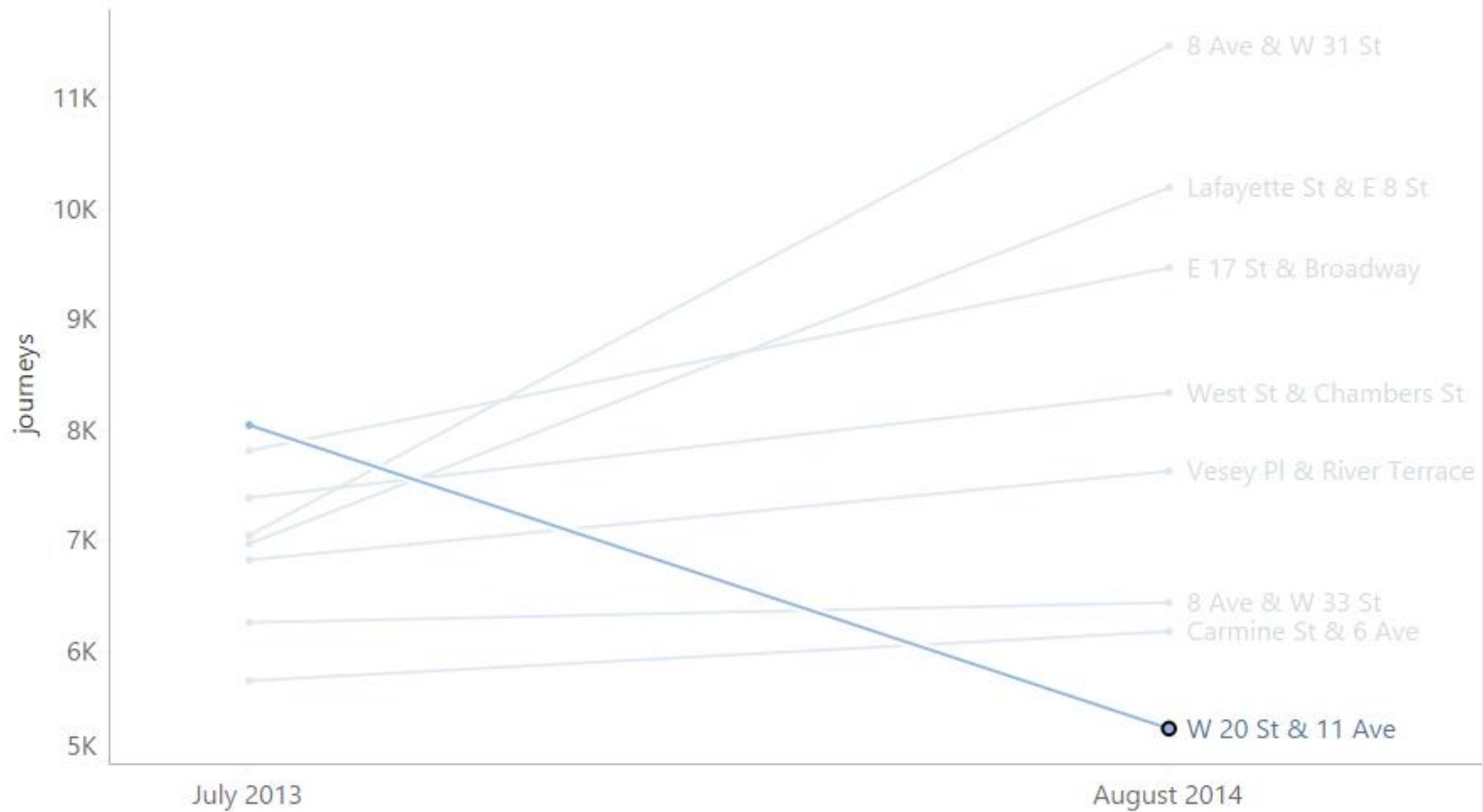
2	2	5	6	7	1	1	6	9	1
9	1	7	5	5	5	6	2	5	9
4	5	2	9	6	9	7	6	4	6
8	1	5	7	8	5	6	6	6	7
7	2	3	6	8	9	1	7	9	1
3	8	6	8	4	5	6	9	4	5
4	9	9	2	3	7	1	9	1	2
3	7	8	1	6	1	5	6	1	6
5	6	6	8	6	6	9	1	2	6
3	2	4	2	6	9	4	2	7	1

**FIGURE 1.7** Coloring every digit is nearly as bad as having no color.

# The Top 8 Citi Bike Stations: Which stations have seen the biggest change in use since July 2013?



## The Top 8 Citi Bike Stations: Which stations have seen the biggest change in use since July 2013?



Proposed Minimum Wage

\$14.50



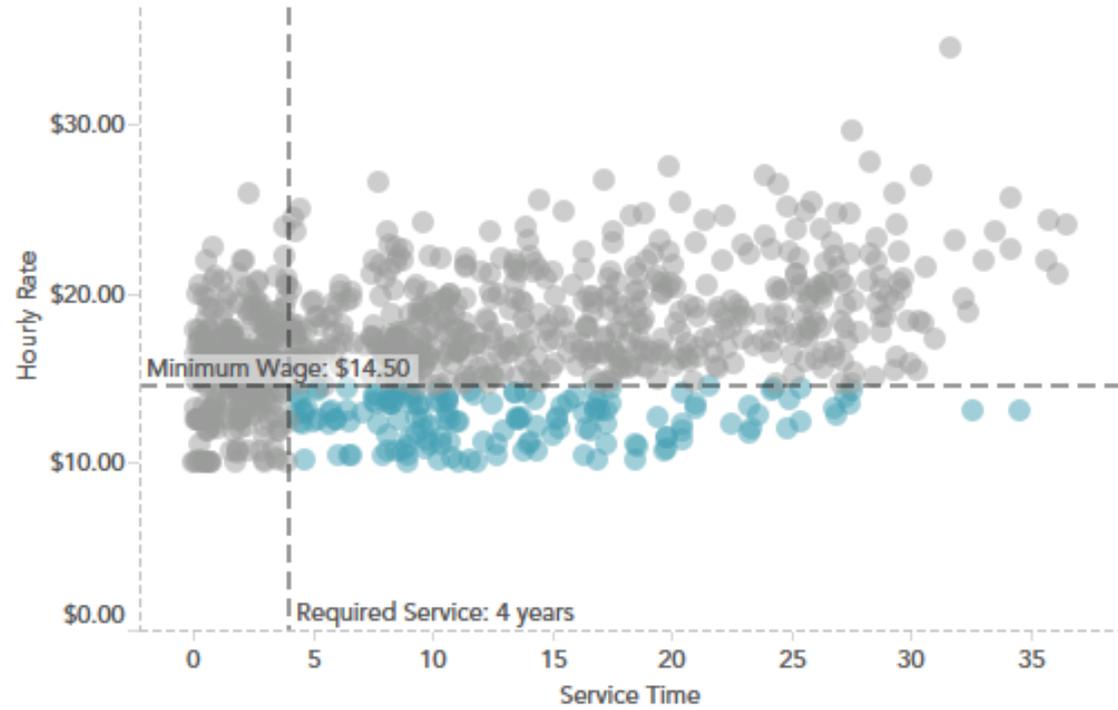
Required Service

4



Below  
157 (17.0%)

Above  
764 (83.0%)



Dollar Impact of  
Minimum Wage:  
**\$839,197**

Employees Below  
Minimum Wage:  
**157**

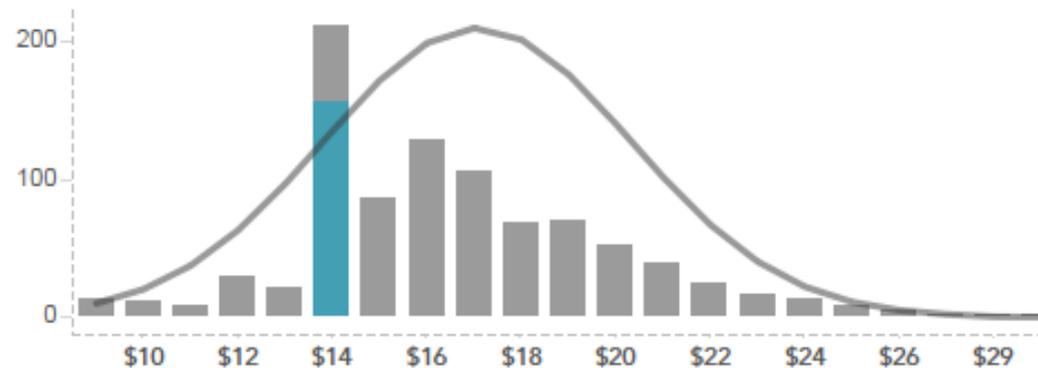
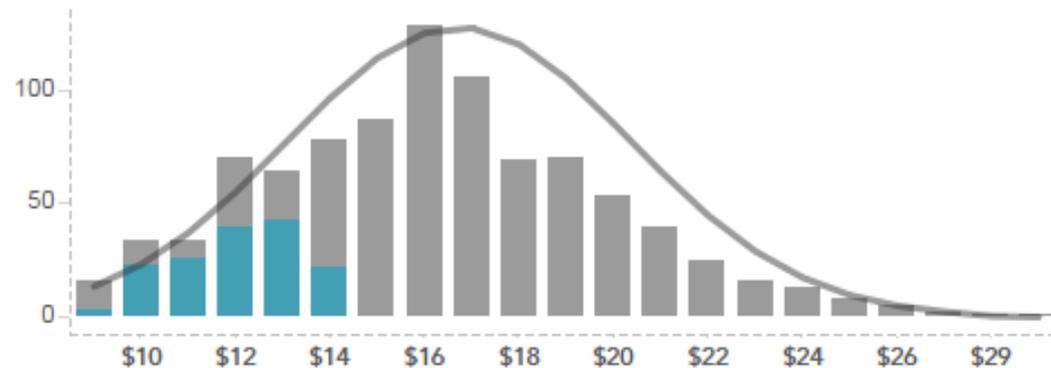
Facilities	\$371,219	53
Services	\$354,516	69
Logistics	\$34,264	10
Marketing	\$30,888	10
Legal	\$22,220	3
Supply Chain	\$7,462	4
Information Technology	\$4,969	1
Operations	\$4,742	2
Customer Service	\$3,368	2
Purchasing	\$2,938	1
Human Resources	\$2,612	2

Current Distribution

Average Hourly Rate: **\$16.72**

Distribution with Minimum Wage

Average Hourly Rate: **\$17.06**



What are some guidelines when designing for accessibility- e.g. color blindness?

*Raheesh*

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*Jane*

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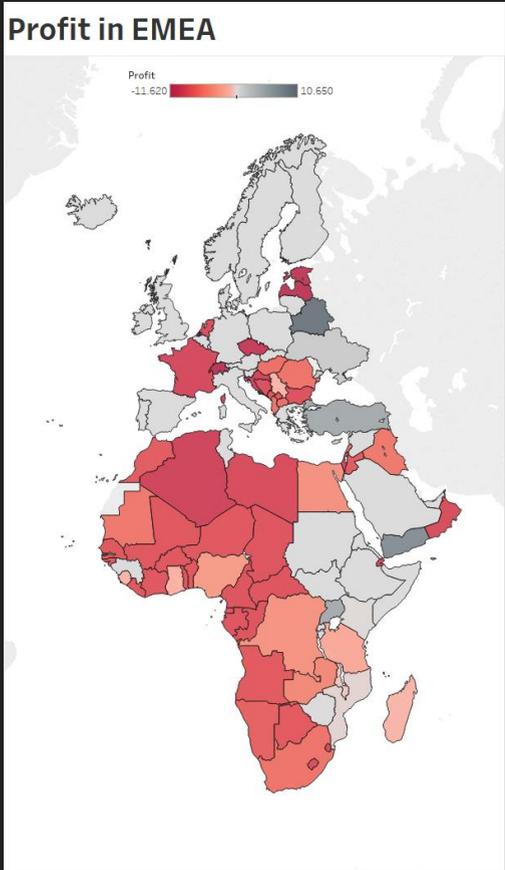
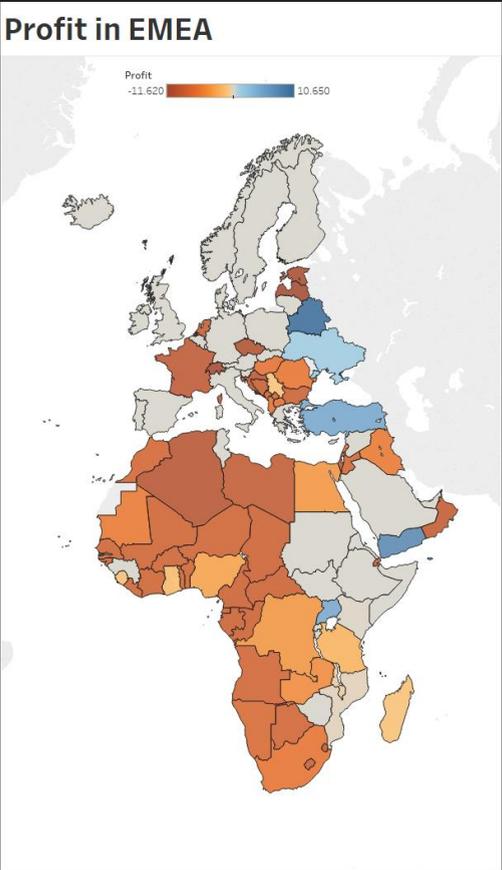
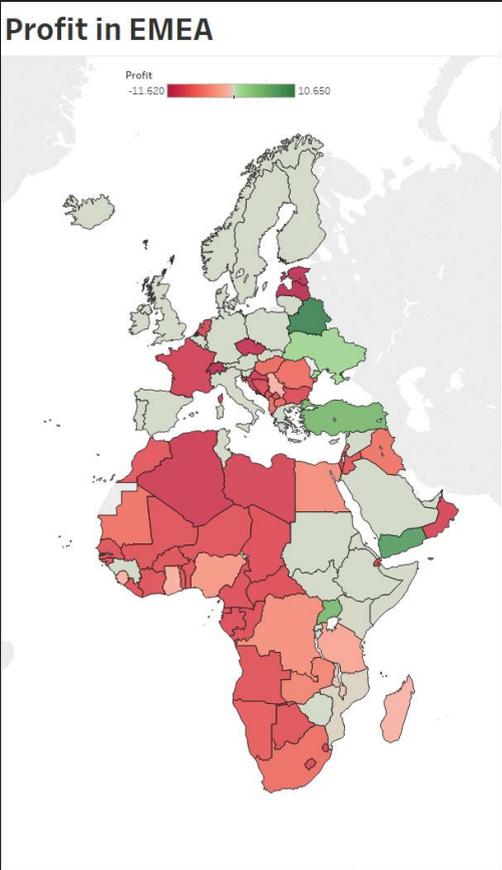
*Yun*

# Poll: what's your favourite diverging colour palette?

Red/Green

Orange/Blue

Other



# Design Choices



I was wondering if you have any tips for designing dashboards for evolution over time.

For example, a team may request a dashboard to answer a certain set of questions, but once they see the data, they may have a new set of different questions based on their new understanding.

Or, conditions may change which necessitates a different set of questions than was originally asked

Shana

Iterate, a lot, at  
the start



**Andy Cotgreave**

@acotgreave



A question for the hive mind. How do you factor in evolution of your company [#dashboards](#)? How do you keep them fresh? Do you update them? Or do they stay the same?

11:34 AM · Jan 17, 2020 · [Twitter Web App](#)



<http://tabsoft.co/evolution>

# Fluid



**Josh** @data\_jackalope · 43m

Replying to @acotgreave

We try not to think of our dashboards as individual dashboards, but part of user workflows. it's not just semantics, because each part of the dashboard represents some piece of journey or task.



**Josh** @data\_jackalope · 41m

so, when we change or kill off dashboards, it's usually because some pieces need rearranged into different parts of the workflow or journey.

e.g. take chart X off dashboard A and put it on dashboard B, with a drill-down link to dashboard C.



**Josh** @data\_jackalope · 35m

In that system there's constant fluctuation (rhythm?), but hopefully changes occur on the periphery rather than in the most basic elements.

And, frequently Marie Kondo the server: Does this chart / UX element spark joy? If not, thank it and move on.



# Fluid



<https://youtu.be/HNd0qXt7rag>



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

# Fluid



**Simon Beaumont** @SimonBeaumont04 · 3h

Good question! In [@JLL](#) we don't ever see a Dashboard as 'finished'. Through agile working we release a signed off product and then we have continuous feedback cycles to evolve the UX and insights as the use case matures 1/3...



# Responsive



**Charles Sutton**  
@impacsis

Replying to [@acotgreave](#)

I use Tableau Server to monitor usage rates.  
Dashboards not getting used need to be revisited for  
enhancement or selected for retirement.

5:34 PM · Jan 18, 2020 · [Twitter Web App](#)

# My Tableau Server Stats

Stat Scope:

Last 30 Days

Project:

(All)



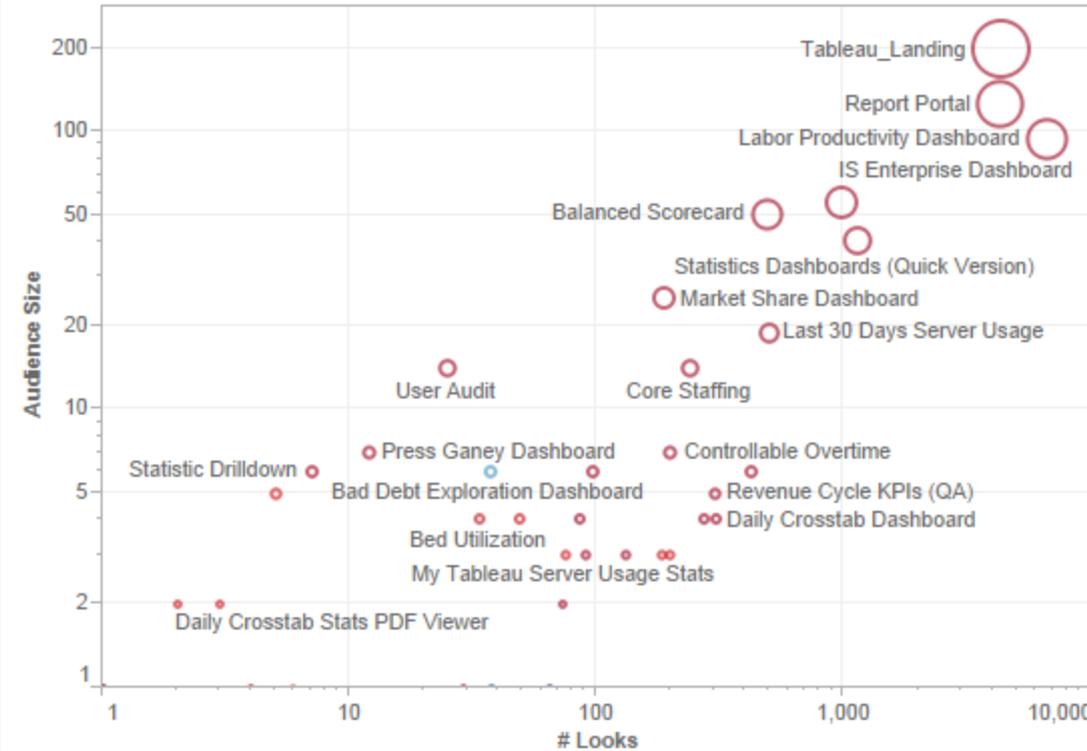
## GLOBAL STATS

# Workbooks		134
# Workbook Views		466
# Looks		47,819
Size of Workbooks		249.69M
Audience Size		896

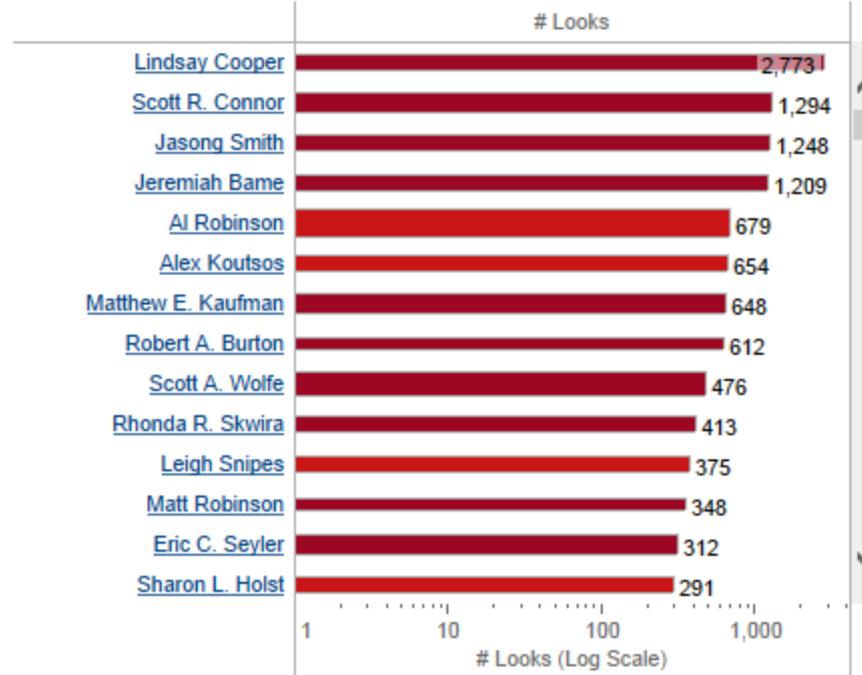
## MY LEAST POPULAR WORKBOOKS (days since last viewed)

1	Eastside Downstream	Piedmont Heart Administration (M..	691
2	Forecast Test	Quality Assurance / Testing	673
3	PFH vs PNH Wound Care Com..	Piedmont Newnan Administration ..	660
4	Downstream Department Impact	Quality Assurance / Testing	646
5	Pathway Data - Activity Codes v2	Piedmont Heart Administration (M..	625

## WORKBOOK POPULARITY



## MY AUDIENCE - 324 (Excluding Me)



width of bar represent number of unique workbooks looked at

days since last viewed (hot / cold)



## VIEW PERFORMANCE (All)

View Name	Distinct Users	Initial View Response Time (sec)	Distinct Sessions by Day	Session Start Time
Device Check Volume by Clinic	1	11.4	1	8/12
3 Month Charity Dashboard	2	3.8	1	8/12
4 Month Write Offs	54		3	8/6 - 8/12
4 Month Write Offs by Payor	4		1	8/12
4 Week Guide	1	1.0	1	8/12



**Lee Taylor** @Lee\_Taylor\_69 · Jan 17



Replying to [@acotgreave](#)

Depends on the dashboard, most dashboards serve a purpose for a period of time whilst the business is focused on the subject, some change (add / remove KPIs), some are discarded, some are refreshed to re-energize or provide a shift in focus on existing measures.



1



**Jacqui Moore** @jaxx084 · Jan 17



Replying to [@acotgreave](#)

I feel like a lot of the time, dashboards "die" (go into disuse) and are retired. Sometimes the business need doesn't exist anymore or has evolved to something else, but sometimes the dashboard just got stagnant. I think building in updates periodically could save wasted effort.



5



# Unpredictably???



**Julie Domel**  @askresearcher · Jan 17

Replying to [@acotgreave](#)

Ours usually get tweaked when someone new comes into a position and has a different POV of what data or metrics are important or on how they can best digest what is being presented to them. Or they have a new boss. Or when the dbs are presented to external groups who have ?s.



Fluid

Responsive

Unpredictably???

I was wondering if you have any tips for designing dashboards for evolution over time.

For example, a team may request a dashboard to answer a certain set of questions, but once they see the data, they may have a new set of different questions based on their new understanding.

Or, conditions may change which necessitates a different set of questions than was originally asked

Shana

Do dashboards need to have an interactive feature?

Clint

Do dashboards need to have an interactive feature?

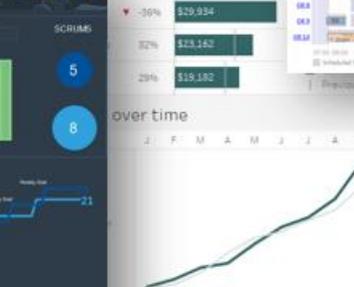
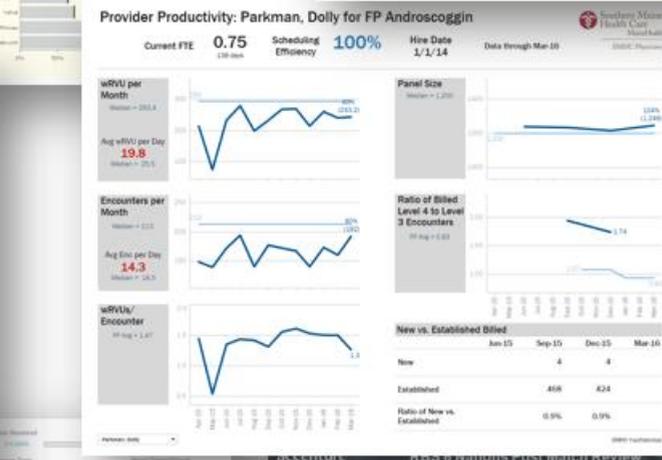
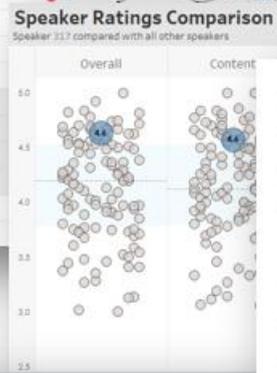
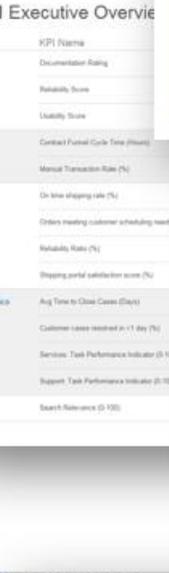
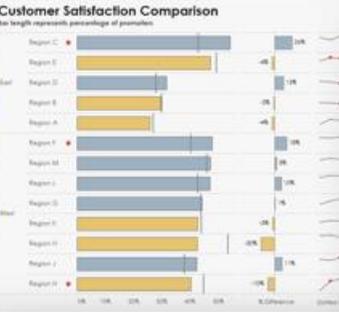
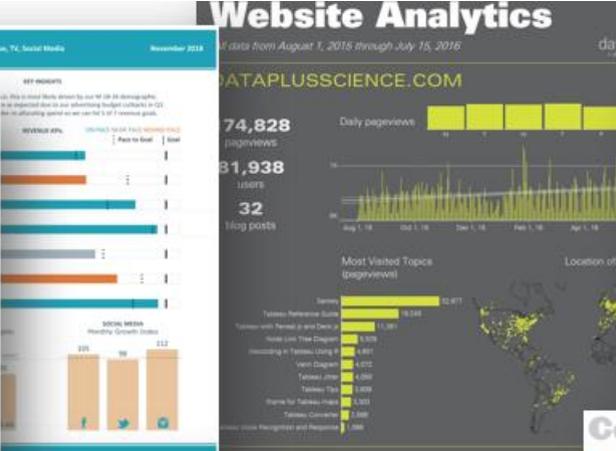
Clint

**No!**

Slides look really good. You have a note on the blue/orange map which is backwards:

"Well, the colour legend tells us that Orange is good." Orange (and red) is BAD, when profits are down. Other alternatives, BLUE/RED, where red may be more universally understood as bad. One of the interactive dashboard examples from our book, I can't tell if the subset on slide 58 is meant to be non-interactive or interactive. The Hotel dashboard for Dundas is highly interactive. So maybe those are all the interactive ones?



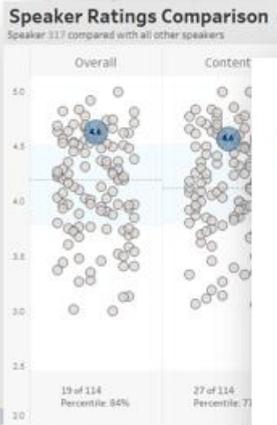
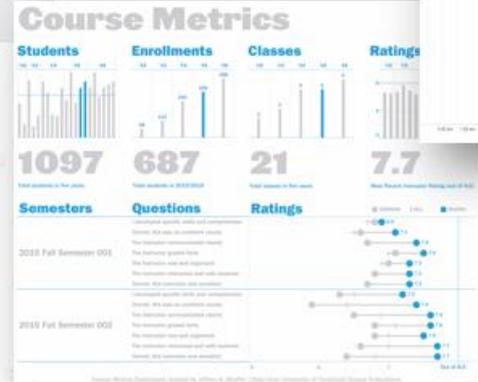


# Website Analytics



### Sales and Rank for Top 20 Products

Rank	Product	Sales	Rank	Product	Sales
1	100 Pro Performance	\$12,345	11	Pro Performance	\$2,345
2	Pro Performance	\$11,234	12	Pro Performance	\$2,234
3	Pro Performance	\$10,123	13	Pro Performance	\$2,123
4	Pro Performance	\$9,012	14	Pro Performance	\$2,012
5	Pro Performance	\$8,901	15	Pro Performance	\$1,901
6	Pro Performance	\$7,890	16	Pro Performance	\$1,890
7	Pro Performance	\$6,789	17	Pro Performance	\$1,789
8	Pro Performance	\$5,678	18	Pro Performance	\$1,678
9	Pro Performance	\$4,567	19	Pro Performance	\$1,567
10	Pro Performance	\$3,456	20	Pro Performance	\$1,456



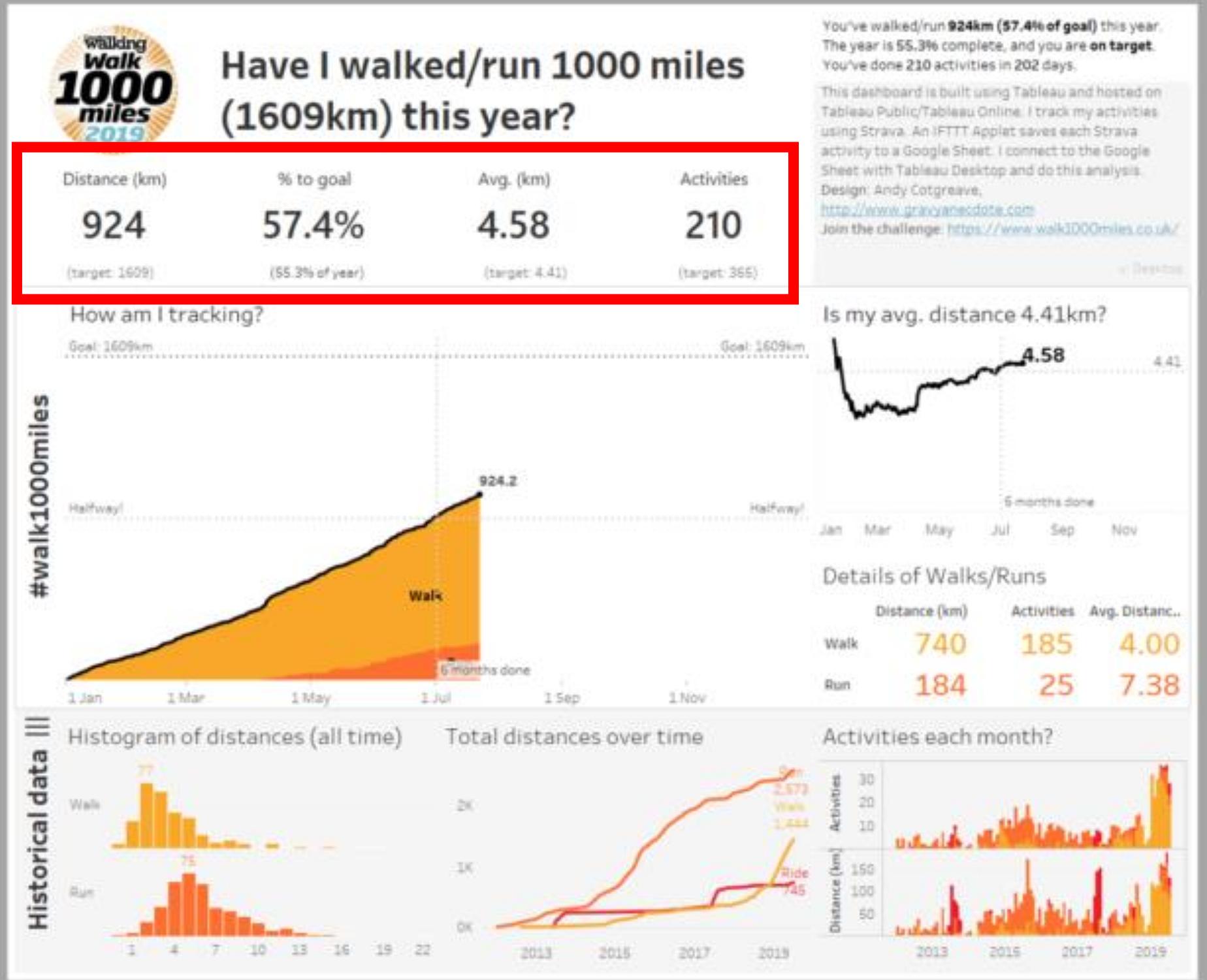
Do dashboards need to have an interactive feature?

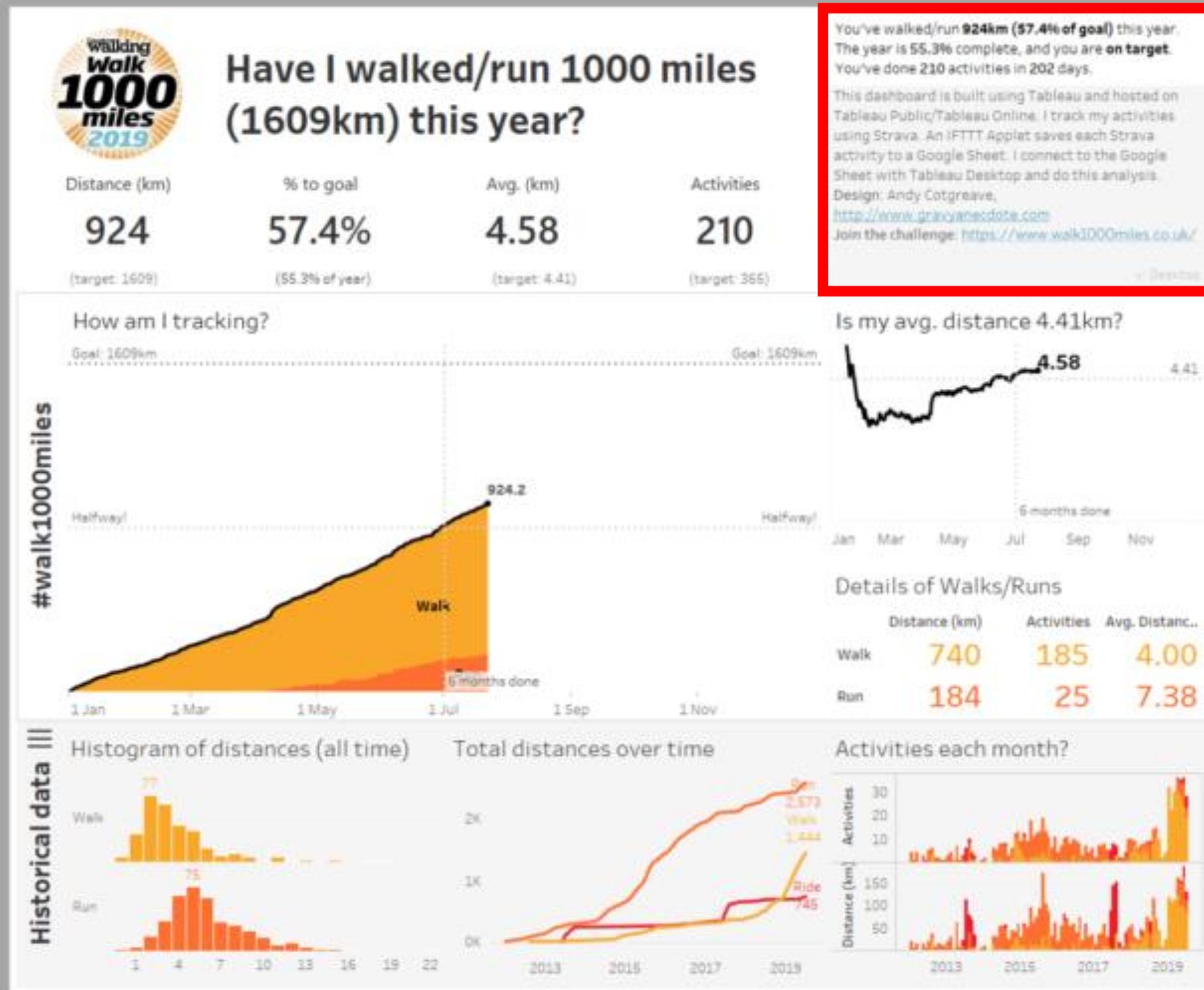
Clint

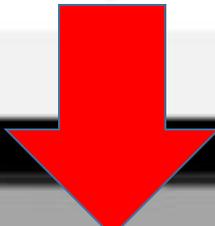
Do you encourage creating dashboards for multiple devices? Or should there be a primary device?

Matt





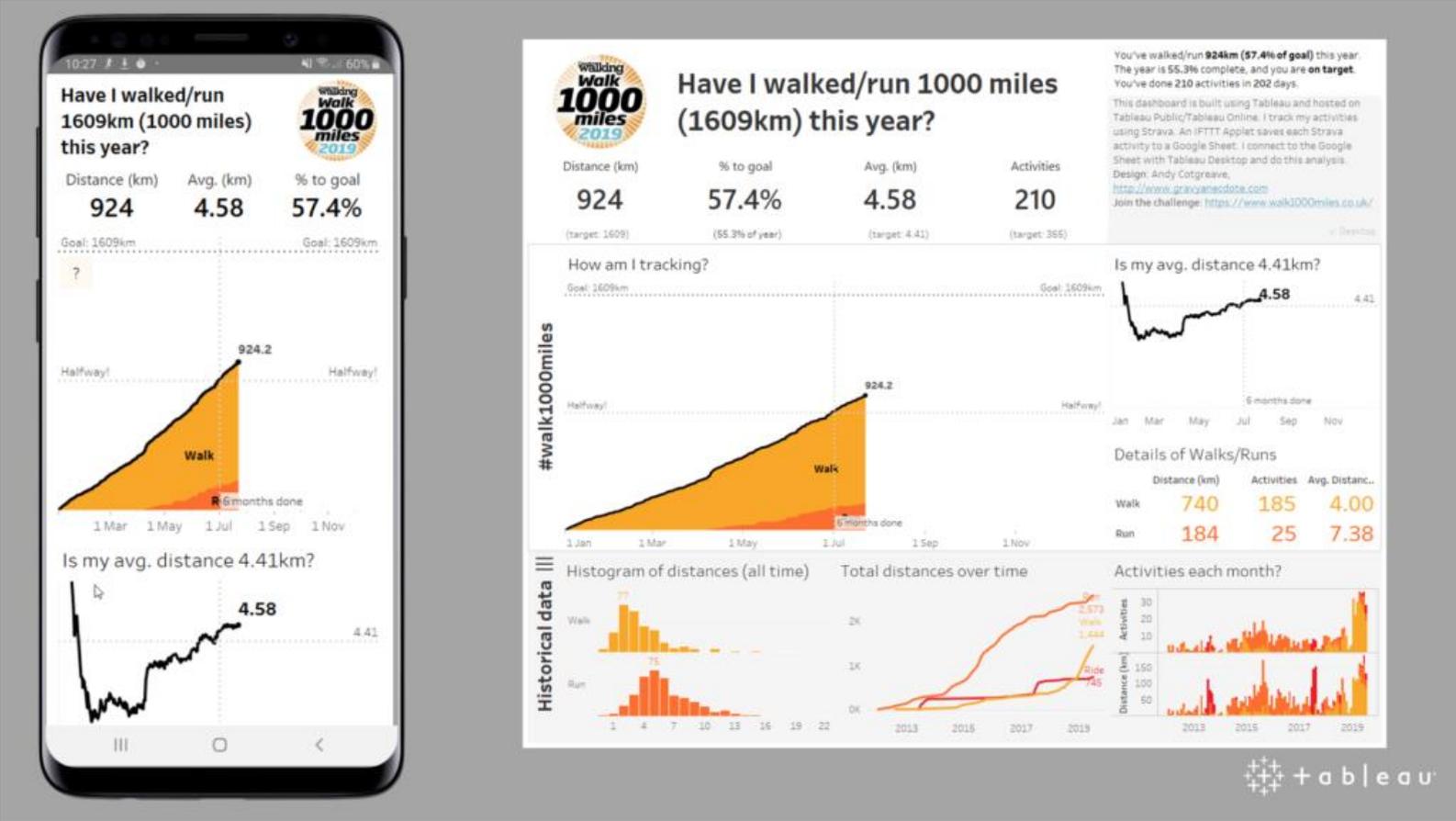




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Matt

<https://www.tableau.com/about/blog/2019/8/5-questions-ask-when-designing-mobile-dashboard>

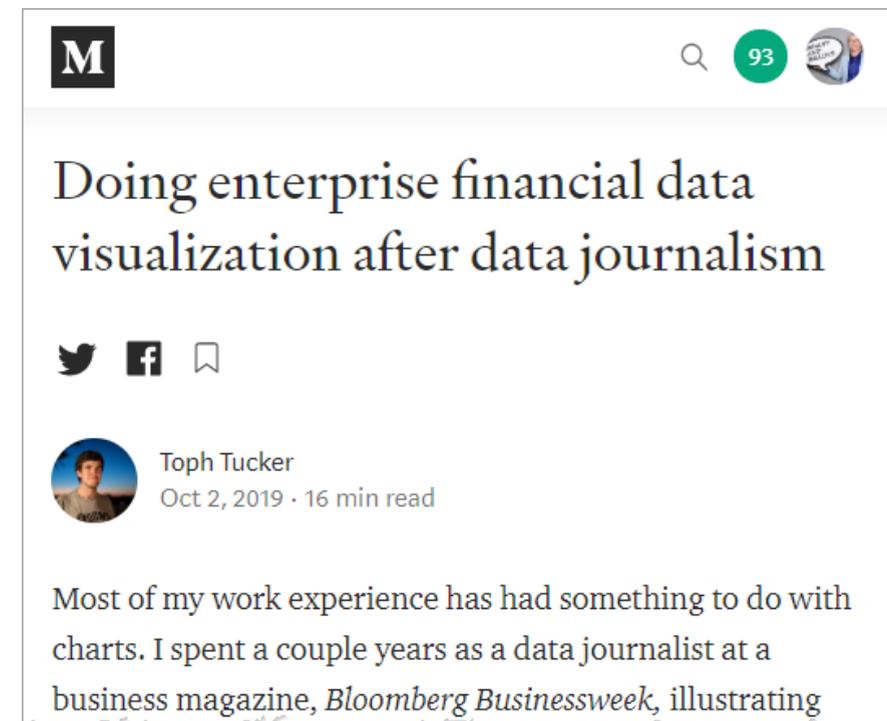


Do you encourage creating dashboards for multiple devices? Or should there be a primary device?

Matt

- **Mobile and touch don't matter.**

<https://medium.com/@tophtucker/doing-enterprise-financial-data-visualization-after-data-journalism-3c68861b7f4c>



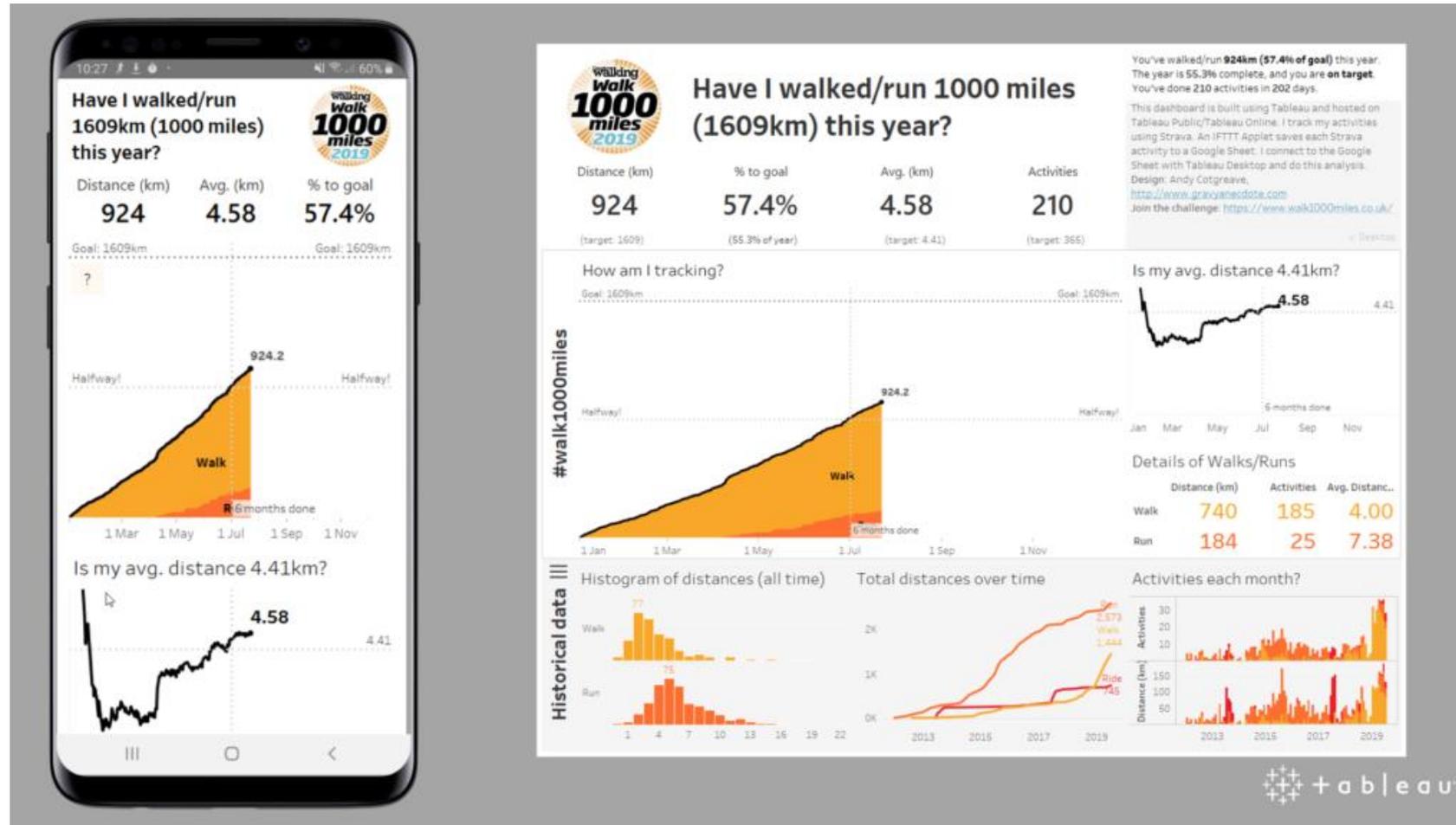
The screenshot shows a Medium article interface. At the top left is the Medium logo 'M'. To the right are a search icon, a notification badge with '93', and a profile picture. The article title is 'Doing enterprise financial data visualization after data journalism'. Below the title are icons for Twitter, Facebook, and a bookmark. The author's name 'Toph Tucker' and a circular profile picture are shown, along with the date 'Oct 2, 2019' and '16 min read'. The beginning of the article text is visible: 'Most of my work experience has had something to do with charts. I spent a couple years as a data journalist at a business magazine, *Bloomberg Businessweek*, illustrating

Is it good to have scrolls on a dashboard? When a dashboard has scroll bars it won't print properly

Ketan

Is it good to have scrolls on a dashboard? When a dashboard has scroll bars it won't print properly

Ketan

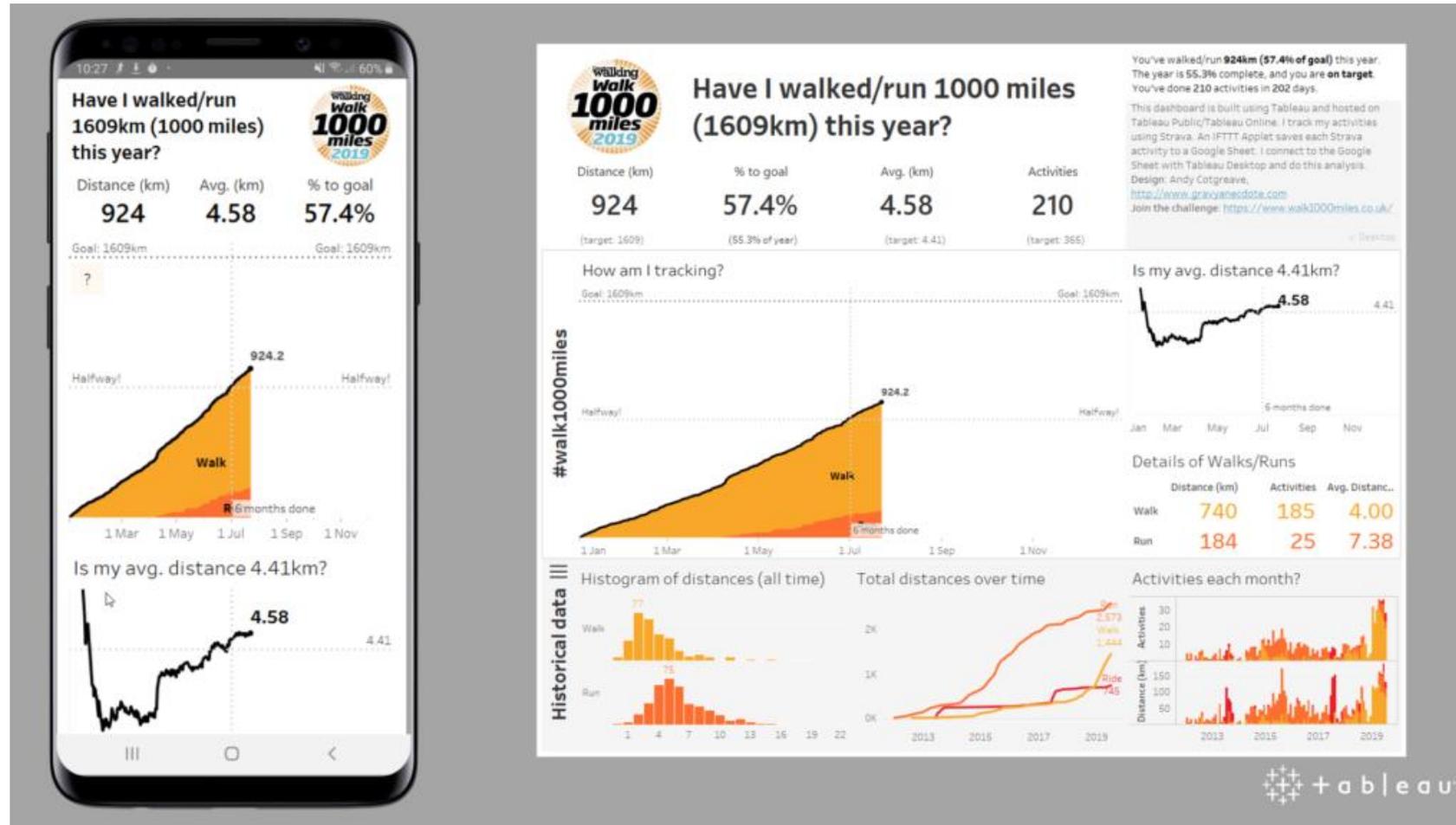


Yes

No

Is it good to have scrolls on a dashboard? When a dashboard has scroll bars it won't print properly

Ketan



Yes

No

(generally)

Poll: do you create mobile versions of your dashboards?

- All the time
- Some of the time
- Never

# Defining Success



How can we get people to stop wanting dashboards in Powerpoint?

Amy

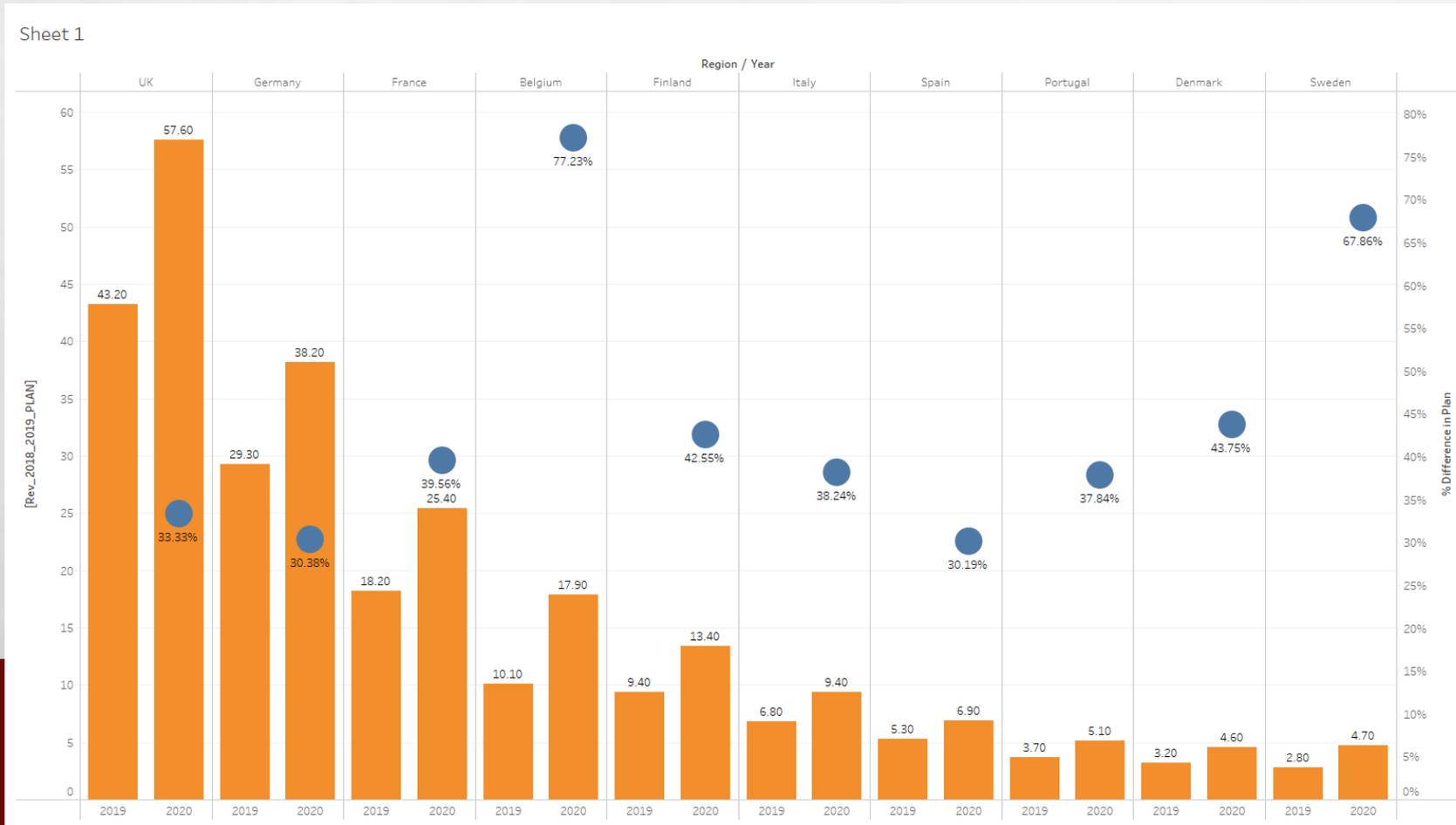
When you ask users how they use a dashboard you created, what kind of answers do you get?

Benedict

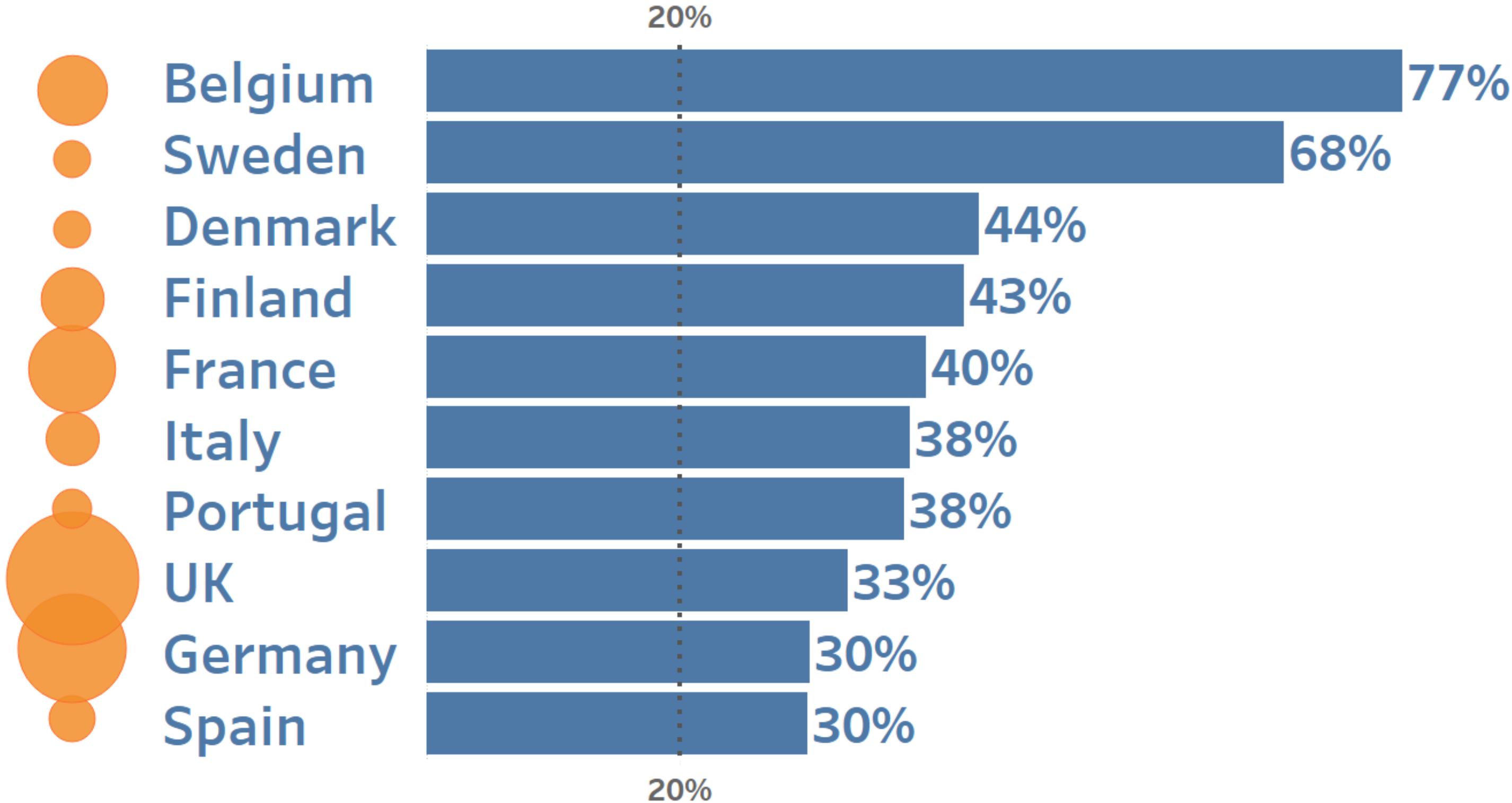
With your Tableau expertise, is the Tableau endgame always to work to a dashboard?

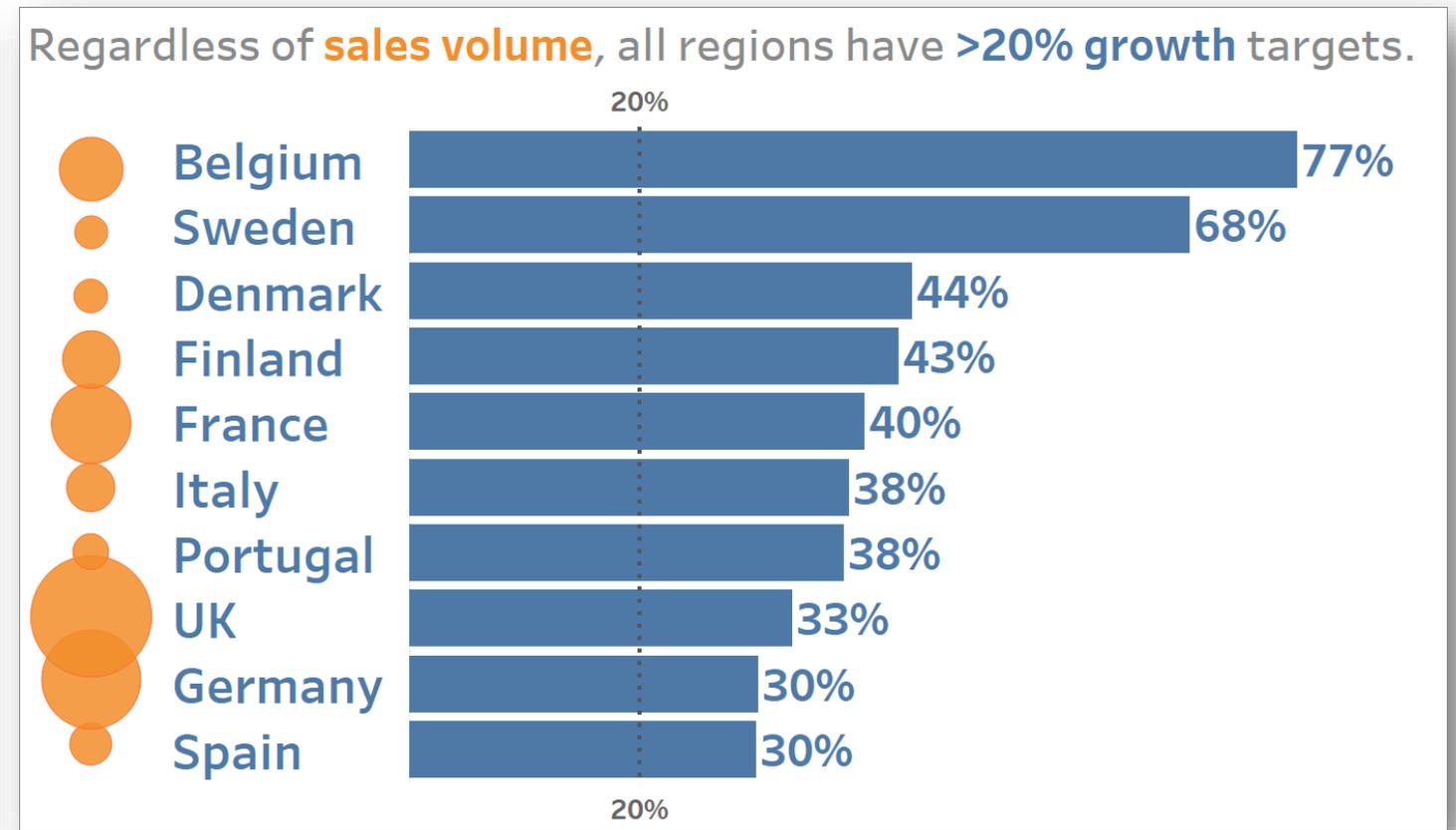
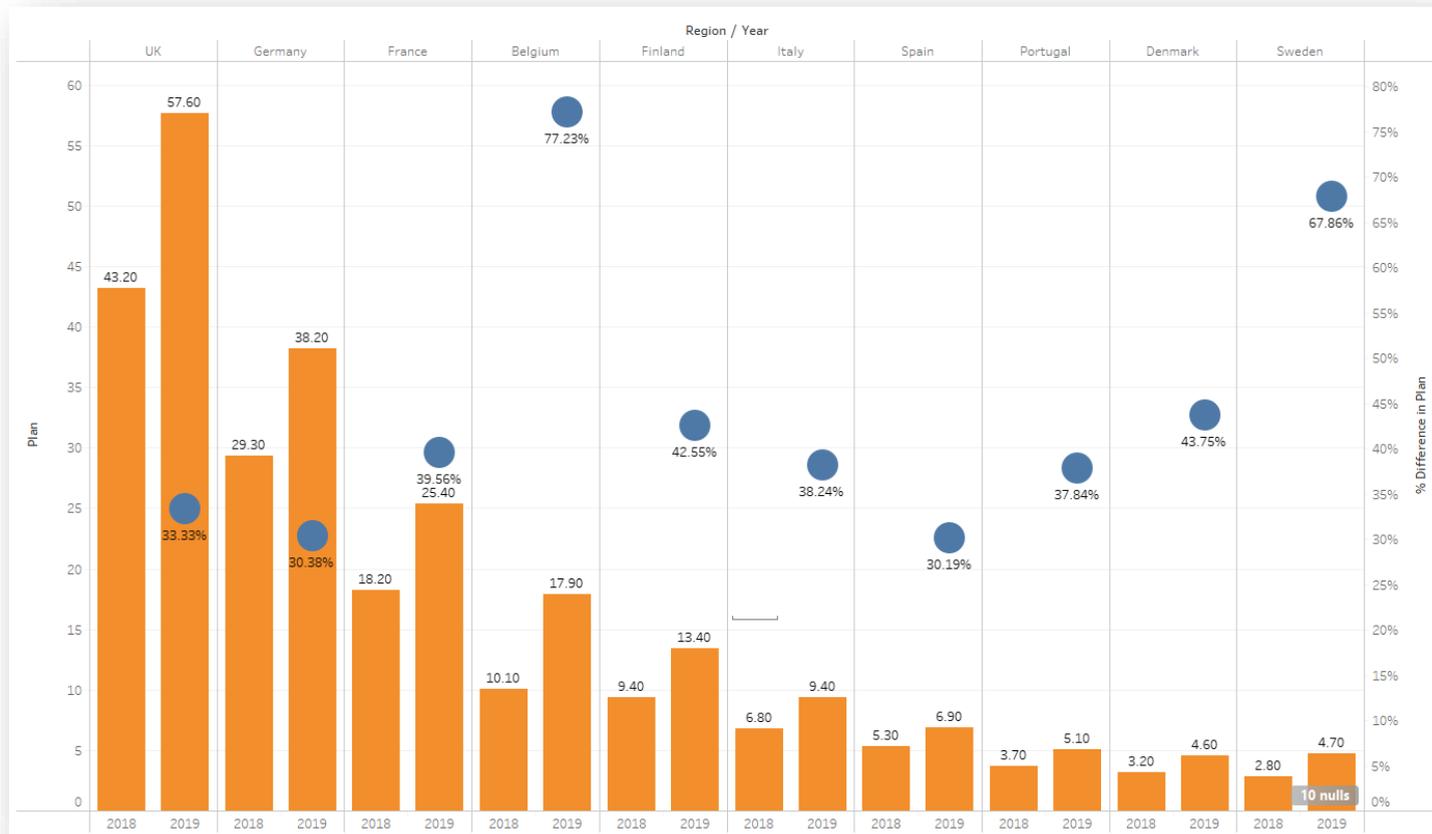
Benedict

# SALES TARGETS FOR 2020



Regardless of **sales volume**, all regions have **>20% growth** targets.







How can we get people to stop wanting dashboards in Powerpoint?

Amy

When you ask users how they use a dashboard you created, what kind of answers do you get?

Benedict

With your Tableau expertise, is the Tableau endgame always to work to a dashboard?

Benedict

The interesting thing was, we thought we were doing well, and then we discovered there was this big negative cost. It was like, 'Oh my God.' Suddenly you go and say, 'Okay, I've discovered a new aspect of engine cost that we hadn't realized.'

Suddenly you're going, "Bang, bang, bang, two minutes in Tableau" and you can see the average per month, the average per day, and it's like, "Oh, wow—we can do this slightly differently."

Within two days, I'd literally re-worked the whole instruction, sent it out to people, and off we went. As a result, it's been a very significant difference in terms of U.S. dollars.



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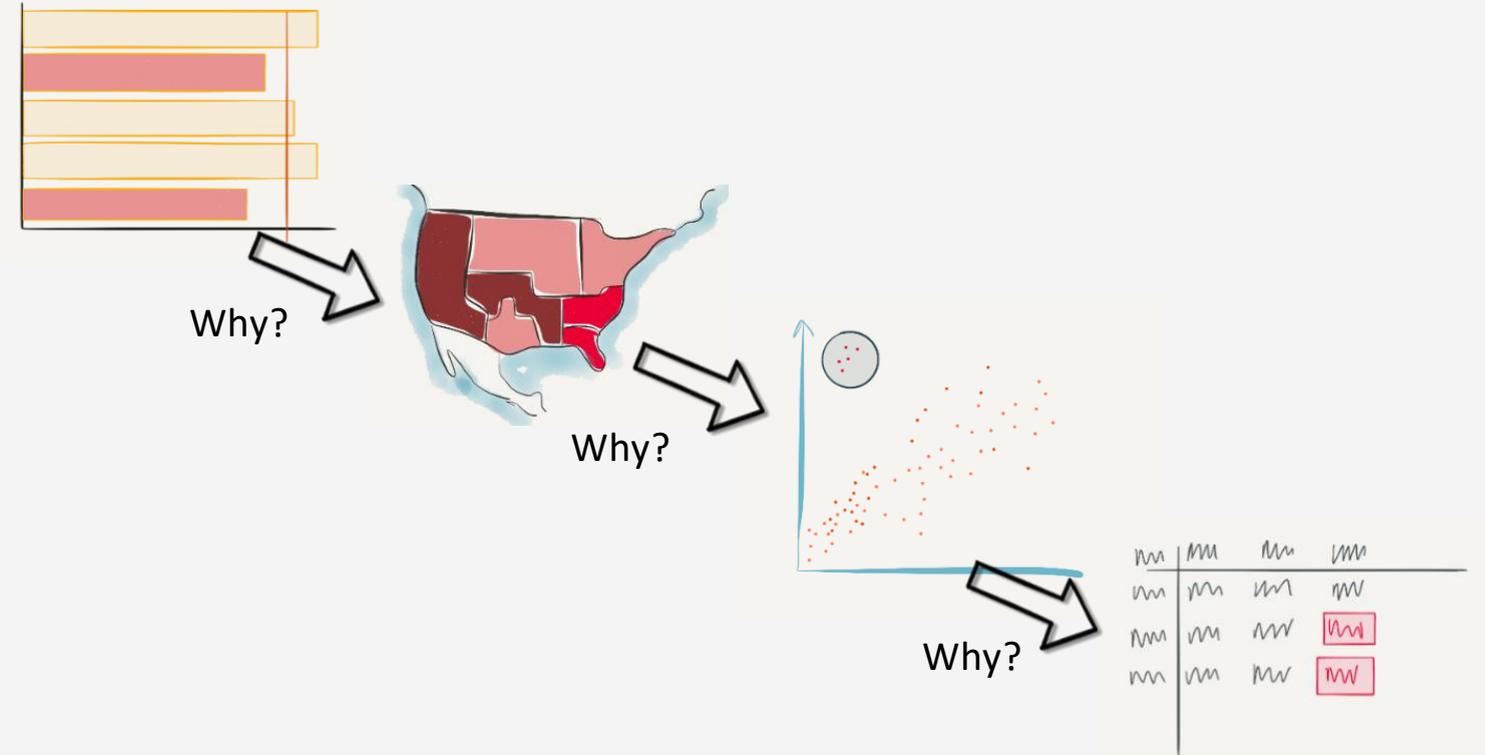
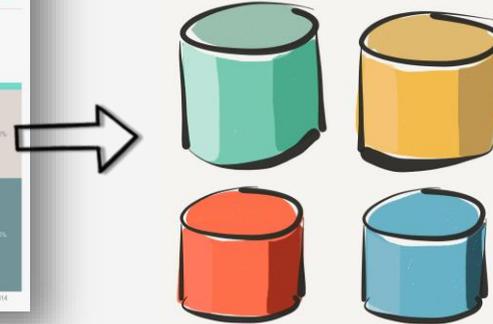
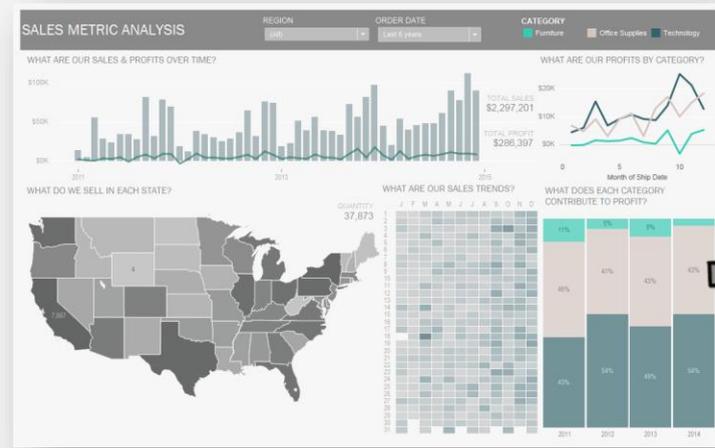
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Bang, bang,  
bang, two  
minutes...



# Bang, bang, bang, two minutes...



Data visualisation  
Known unknowns  
Predefined answers only

Visual analytics  
Unknown unknowns  
Instant answers to new questions

Analysis complete ⓘ  
Refresh

**Dimensions**

- Category
- City
- Country
- Customer Name
- Manufacturer
- Order Date
- Order ID
- Postal Code
- Product Name
- Profit (bin)
- Region
- Segment
- Ship Date
- Ship Mode
- State
- Sub-Category

**Measures**

- Discount
- Number of Records
- Profit
- Profit Ratio**
- Quantity
- Sales



Ask about fields in this data source

Or try one of these suggestions:

- by **Category** with low **Discounts**
- Discount** at least 0%
- sum of **Discount**
- sum of **Discount** by **Order Date's** year as a line chart
- by **Category**
- sort **Category** in alphabetical order
- top **Category** by sum of **Number of Records**

=#

**Profit Ratio**

Formula

`SUM([Profit])/SUM([Sales])`

Role	Continuous measure
Type	Calculated Field

# Ask Data

Feedback

Learn More ↗

How can we get people to stop wanting dashboards in Powerpoint?

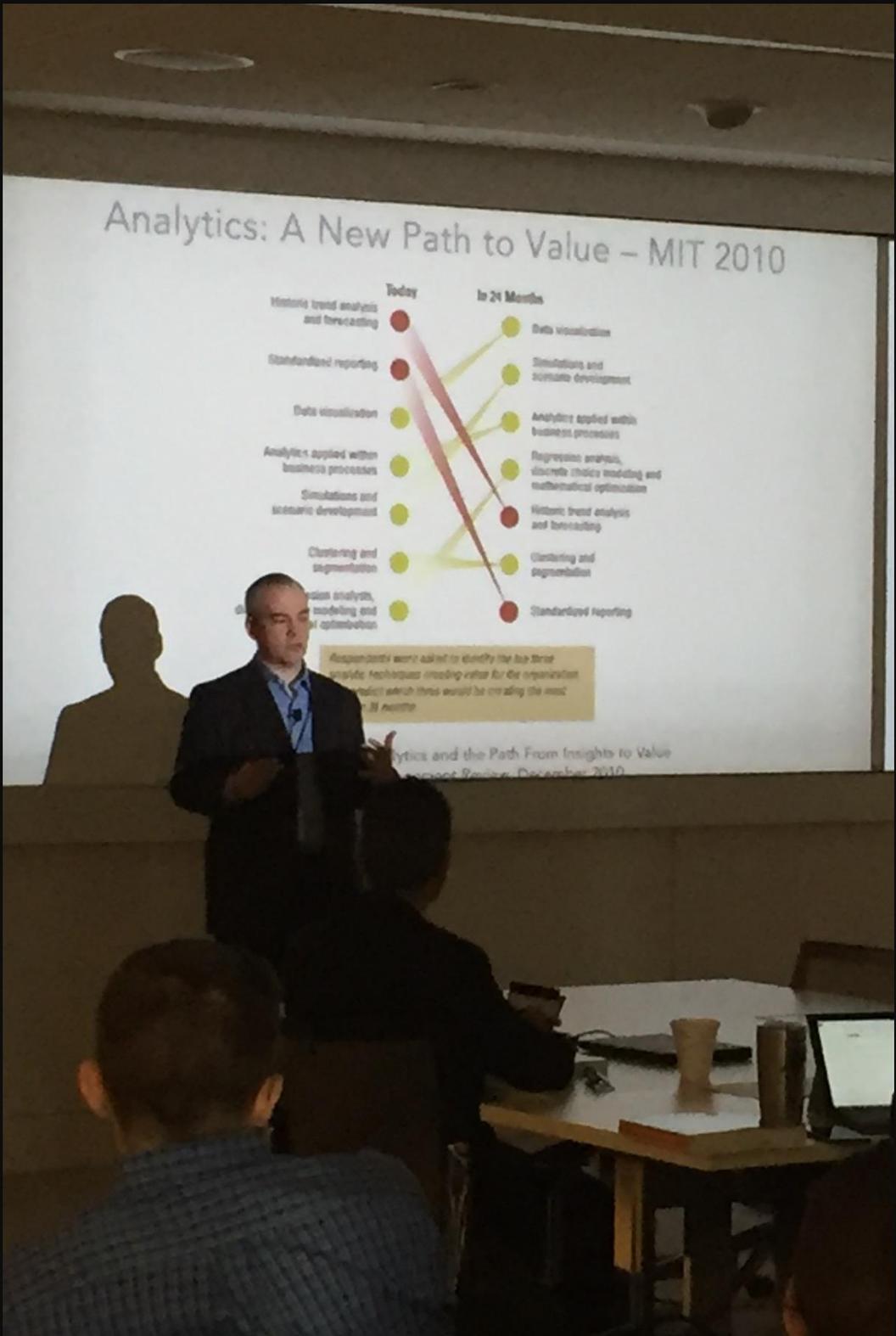
Amy

With your Tableau expertise, is the Tableau endgame always to work to a dashboard?

Benedict

# More questions!





# Chart Chat

with Steve Wexler and Jeffrey Shaffer  
and special guest Amanda Makulec

January 28, 2020 at 11am EST  
Register at [Chart-Chat.com](http://Chart-Chat.com)