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DATA VISUALIZATION BEST PRACTICES FOR BUSINESS APPLICATION | THE 5 BASICS





ABOUT ME

Data Visualization

- Tableau Visionary (2022)
- 3-Time Tableau Ambassador
- Data Leadership Collaborative Advisory Board Member
- Tableau Featured Author (2020)
- 3x Tableau Viz of the Day
- Former Tableau Evangelist at Keyrus US (global data consultancy)

Personal

- Husband, father, grandfather and dogfather
- Loves to travel
- A foodie
- Autistic



DATA VISUALIZATION BEST PRACTICES FOR BUSINESS APPLICATION (THE 5 BASICS)



learning and
managing the
business use case



finding the right
chart(s) for the
data visualization



understanding
pre-attentive
attributes



modern design
techniques



accessibility
(the secret sauce)

LEARNING & MANAGING THE BUSINESS USE CASE

- listen
- scope
- set expectations
- verify the business question
- iterate
- support

FINDING THE RIGHT CHART CHOICE

There are many examples to draw from, but if you are using Tableau, they provide a wonderful guide in their help documentation.

help.tableau.com/current/pro/desktop/en-us/what_chart_example.htm

PRE-ATTENTIVE ATTRIBUTES

People's **eyes** are drawn to various elements of a visualization naturally. Use this to tell your story and reduce time needed to find insight.

help.tableau.com/current/blueprint/en-us/bp_why_visual_analytics.htm

MODERN DESIGN TECHNIQUES

Modern design techniques apply the best of infographics and business dashboards for business dashboards. Learn infographic design to engage stakeholders and fulfill the art of the possible.

medium.com/p/e004dc523ae6

ACCESSIBILITY

Accessibility is limiting the obstacles to engagement. Learning how to design for accessibility applies the previous points, but also considers ways that will enable as many as possible.

Resources:

- <https://www.highcharts.com/blog/tutorials/10-guidelines-for-dataviz-accessibility/>
- <https://www.tableau.com/events/tc/2021/inclusive-design-making-dashboards-engaging-informative-and-accessible>

The background features a dark, almost black, space. On the left side, there are several overlapping, flowing, ribbon-like shapes in a vibrant red color. On the right side, there are similar flowing shapes in shades of cyan and blue. A thin, vertical white line is positioned to the left of the central text.

QUESTIONS?

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FIND ME

