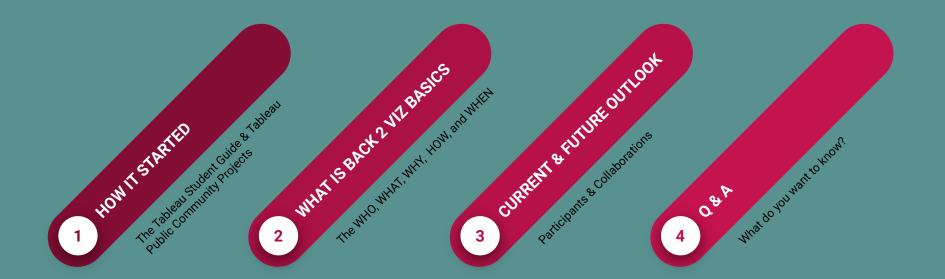
BACK 2 VIZ BASICS

& THE TABLEAU STUDENT GUIDE

ERIC BALASH

MANAGER, BI & ANALYTICS AT LOVELYTICS
TABLEAU PUBLIC AMBASSADOR



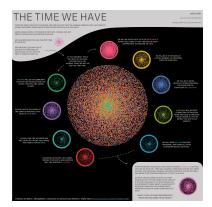
ABOUT ME

- Manager, Data Visualization at Lovelytics
- Tableau Public Ambassador
- 3 Viz of the Days
- 5 Tableau Conferences (3 in person, 2 virtual)
- 10+ Tableau user group
 presentations—Tableau landing pages
- Millennials and Data trainer
- The Tableau Student Guide and Founder of Back 2 Viz Basics





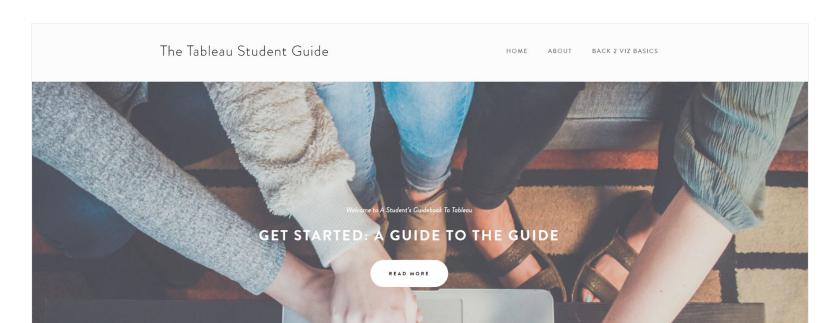




HOW IT STARTED

THE TABLEAU STUDENT GUIDE

- Created by former Tableau Student Ambassador, Maria Brock
- Wanted to create a guide that served as a "one-stop-shop" in starting out with Tableau where resources, tips, and step-by-step articles were all together in one place.



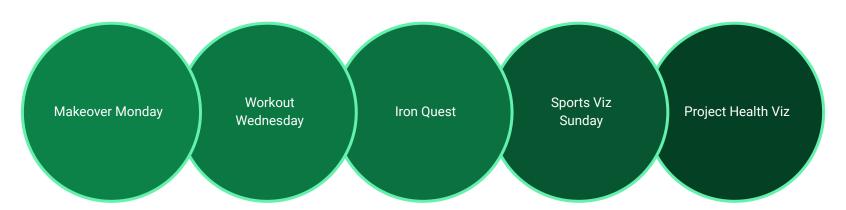
THE TABLEAU STUDENT GUIDE



TABLEAU COMMUNITY PROJECTS

Members of the Tableau Community have created <u>projects</u> that give you the opportunity to learn, practice, and apply your data skills across a variety of topics, products, and causes.

Anyone can participate!



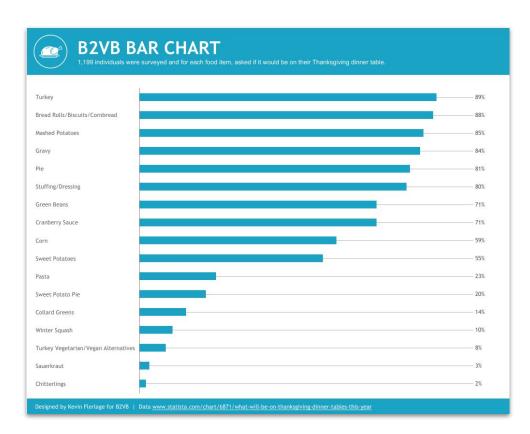
BACK 2 VIZ BASICS

THE WHAT

Getting started with Tableau can pretty daunting. As someone who never had any formal Tableau or design training, I know how hard it can be to find good tutorials or initiatives in the community that are meant for those just starting out.

Back 2 Viz Basics was created to help solve that problem.

I wanted to create a community project that lends itself to helping those who are newer in the community and just starting out with Tableau.



THE WHO

NEWER USERS

- Did you just download Tableau?
- Are you new to the Community?
- Do you need help with building visualizations?
- No idea where to start?

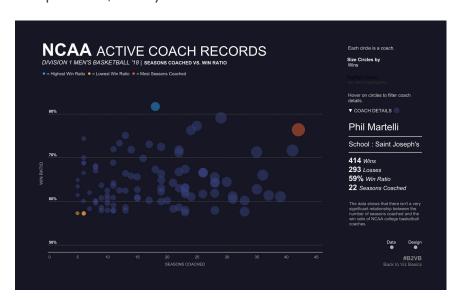
EXPERIENCED USERS

- Are you a Visionary or Ambassador?
- Have you been using Tableau for more than a year, three years, or ten years?
- Do you want to start fresh?

WE WANT YOU!

THE WHY

Tableau can be a bit tricky to learn. Back 2 Viz Basics will allow you focus on one thing at a time. No need to build complicated, heavy-calculative dashboards.



B2VB can help you:

- Focus on using colors purposefully for reinforcement or emphasis
- Choose the right font types, sizes, and alignments
- Edit formatting grid lines, boarders, tick marks, reference lines
- Understand data and visualize trends
- Keep things simple and clean

THE HOW

Follow Connect Viz Post Submit

Follow me on Twitter (@ReadySetData) for the announcement of the new data set OR check out The Tableau Student Guide website every other Sunday to find the link to the data set.

Create an account on Data.World. Follow my project on the Data.World website:

Back 2 Viz Basics or

@back2vizbasics.

Locate the dataset for the current or upcoming week.

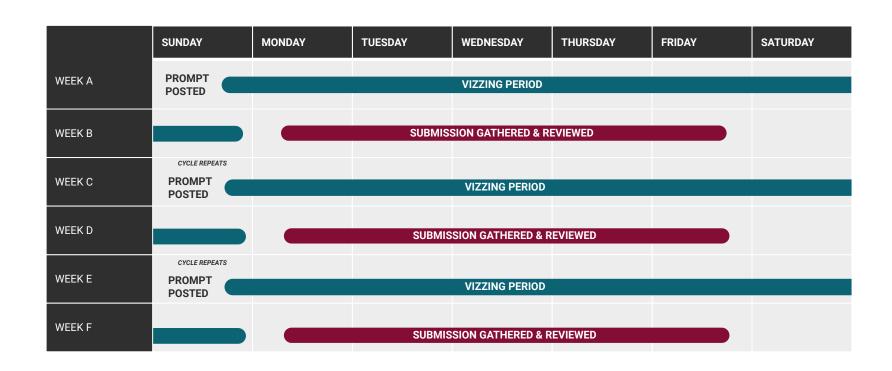
Download the data and connect to it in Tableau.

Read the prompt on Data. World. The prompt will tell you the topic for each week and things to consider when vizzing. Keep your visualization simple and focus on formatting and simple analysis.

When your viz is complete, upload it to Tableau Public. Feel free to also share and image and link to your dashboard on Twitter, LinkedIn, or any social media platform. Don't forget to tag me in your post!

After posting, submit your entry in the submission track on the Back 2 Viz Basics website (scroll-down). This helps me to keep track on the vizzes as they come in.
Submitting is not necessary, but greatly appreciated.

THE WHEN



WHAT HAVE WE DONE SO FAR

22 WEEKS & COUNTING

Back 2 Viz Basics Submission Tracker

History & Purpose

I wanted to create a community project that lends itself to helping those who are newer in the community and just starting out with Tableau. That's not saying that this initiative is only limited to newbies; plenty of us oldies could use a few refreshers on how to built clean, crisp charts. In fact, we probably have quite a few tricks up our sleeves to help some of the newer folks in the community. Wherever you stand in your Tableau or Data Visualization Journey, this project is here to help you practice some of the basics to help you form or rebuild that foundation.

How to Participate

- Follow me on Twitter (@ReadySetData),
 Linkedin, or Data.World
- Read the prompt each week will be different so you need to determine the tool best needed to solve the problem.
- Viz, doodle, type, draw Complete the prompt!
- When you are finished, please submit your contribution in the submission tracker.
- Share your results! Post to Twitter,
 Tableau Public, or Linkedin using the
 hashtag #B2VB and tag me in your post
 so I'm sure to see it and can reshare it
 with the community.

Leaders



Eric Balash



Elisa Davis

Submit a Viz

Back 2 Viz Basics Homepage The Tableau Student Guide

22 Challenges 1,217

393
Unique Participants

10 Viz of the Days

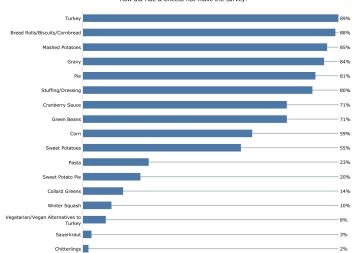
What is your Name	Teaser	Wk 1	Wk 2	Wk 3	Wk 4	Wk 5	Wk 6	Wk 7	Wk 8	Wk 9	Wk 10	Wk 11	Wk 12	Wk 13	Wk 15	Wk 16	Wk 17	Wk 18	Wk 19	Wk 20	Wk 21	Wk 23
Luigi Cicciari	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
tomoko	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
Yasushi Ishikawa	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
yoshie mitamura	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
yuko.n	•	•	•	•	•	•	•	•	•	•	•	•			•		•	•	•	•	•	
Pamela Germain	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
Samuel Epley	•	•	•	•	•	•	•	•	•	•	•	•			•	•	•	•	•	•		
Danny Walder	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•				
Quentin Miller	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		•		•		
Shane Reynolds	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•				
Satoshi Ganeko	•	•	•	•	•		•	•	•	•	•	•	•		•	•	•					
Chris Westlake	•	•	•	•	•	•	•		•	•	•	•		•	•	•						
Lorraine Cahill		•	•	•	•	•	•		•	•	•	•	•	•	•	•	•					
Manju Panjwani	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•							
Chris Allan		•	•	•	•	•	•			•	•	•	•	•	•							
Luke Abraham	•	•	•		•	•	•		•	•					•			•				
Raisa Hannus									•	•	•	•	•	•	•	•	•	•	•	•		
Travis Barton	•	•	•	•	•	•										•	•	•	•	•	•	
Branden Kornell	•	•		•			•		•	•				•	•	•						
Mary-Kate Bostick	•	•	•	•	•	•	•	•	•	•	•											
Abdulhaq Adetunji Salako	•	•	•	•	•	•	•	•	•	•												
Dennis Kao	•	•	•							•		•	•	•	•	•			•			

Teaser Week - Build Your Best Bar Chart

Popularity of Thanksgiving Foods**

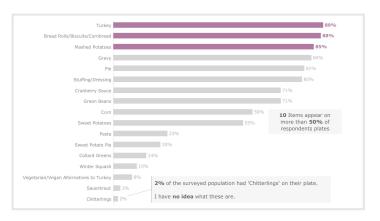
1199 individuals were asked if the following food items would be served at Thanksgiving. Yes responses are listed below.

**How did Mac & Cheese not make the survey?



WHAT WOULD BE ON YOUR THANKSGIVING PLATE?

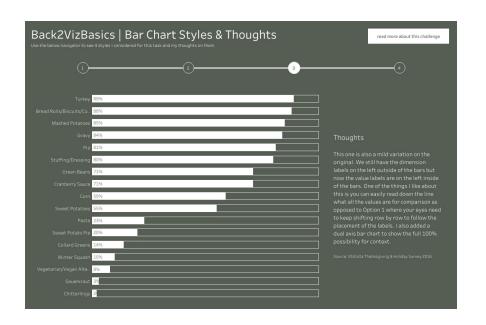
1,199 people were surveyed about what appears on their Thanksgiving plate. Turkey, unsurprisingly, comes out top - with Bread Rolls/Biscuits/Cornbread and Mashed Potatoes rounding out the top three - all showing on at least 85% of peoples plates.

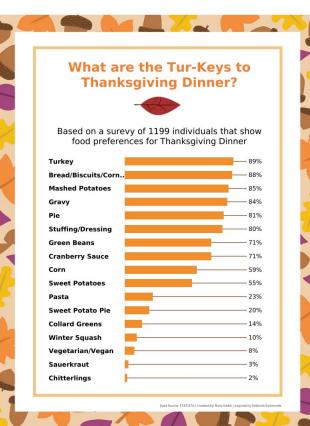


#B2VB 2021 Teaser | Data Source: Statista

Ant Pulley | @consult_ant

Teaser Week - Build Your Best Bar Chart

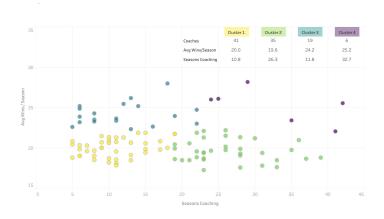


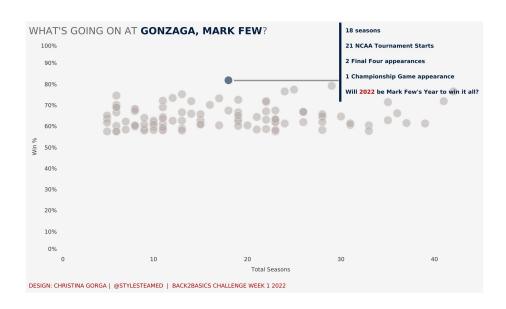




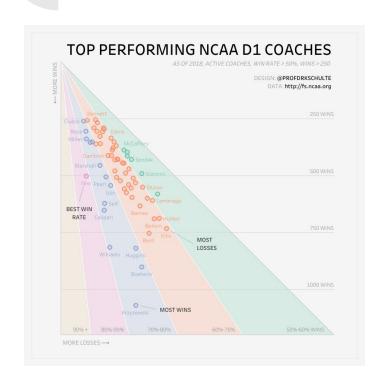
Week 1 - Build a Scatter Plot

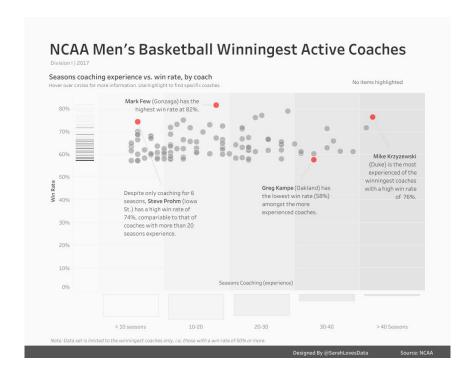
NCAA Men's Division 1 Basketball





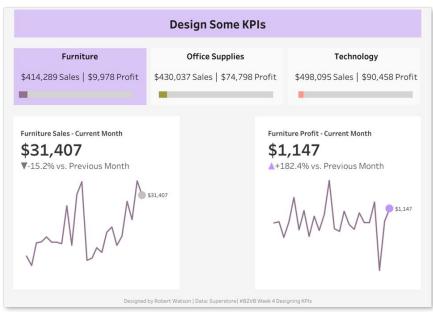
Week 1 - Build a Scatter Plot



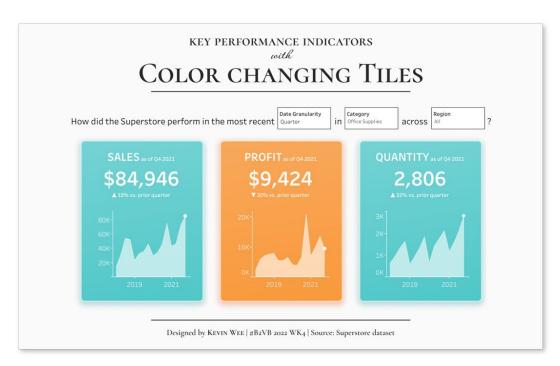






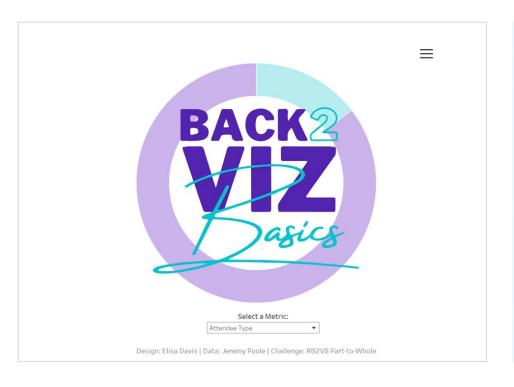


Week 4 - Design Some KPIs









TC22 Attendee breakdown Every year*, Jeremy Poole runs a survey to see who will attend Tableau Conference, when they arrive and how long they stay. This is a great resource to organise meetups around conference and gauge who will be there; a resource some might argue Jeremy should get a Vizzie or some other form of regonition for! Below you see the breakdown of the attendees who answered his questions and some of their attributes. If you click on any of the bars, the chart will highlight which other answers the particular cohort gave. *when there is an in-person conference In-Person Virtual Data: https://public.tableau.com/app/profile/jeremy.poole/viz/DATA22WhoisinTown/TC22LasVegas. Design: https://twitter.com/genetis

FUTURE OUTLOOK

WHAT'S IN THE WORKS

COLLABORATIONS

- Iron Quest
- Game Night Viz
- Data Plus Music
- Maybe others?

SUBMISSION REVIEW

- We have the tracker, but want to do more
- Blog posts
- Video Reviews
- Guest Appearances

"Simple can be harder than complex. You have to work hard to get your thinking clean to make it simple. But it's worth it in the end because once you get there, you can move mountains."

Steve Jobs Founder & CEO, Apple

Thank you



If you have any questions about the project or if you would like to suggest ideas, please contact me. I would love to hear what you would like to viz!



@ReadySetData



eric.balash@lovelytics.com



eric.balash

Questions?

