



Mastering the Art of Visualization You can do it too!

Sarah Burnett & David Murphy

Tableau Ambassador and Tableau Zen Master

#TableauPSDay



Disclaimer



All of the content is of our own opinions and
not of our employers.


Who am I?



sezbee.com



TABLEAU

Sarah Burnett
Director of Visual Intelligence
 @sezbee



+tableau++public



Mastering the art of visualisation



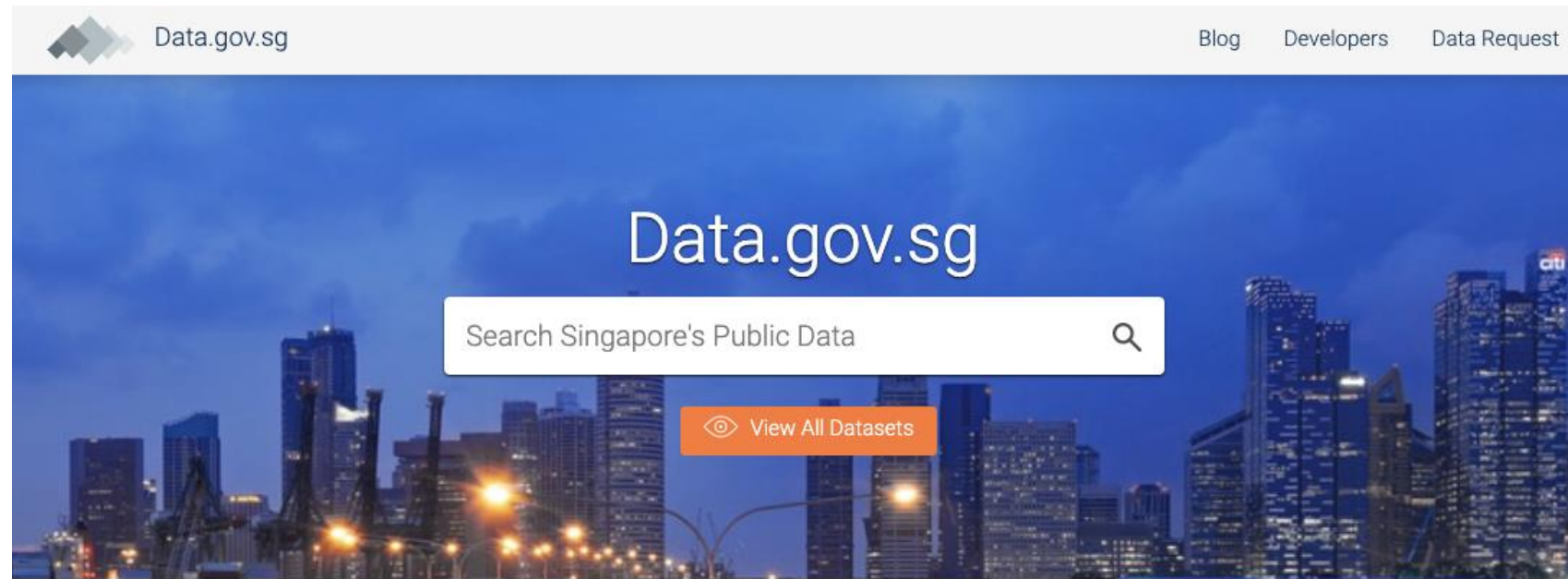
Download a basic dataset

Prep the data

Rebuild the original

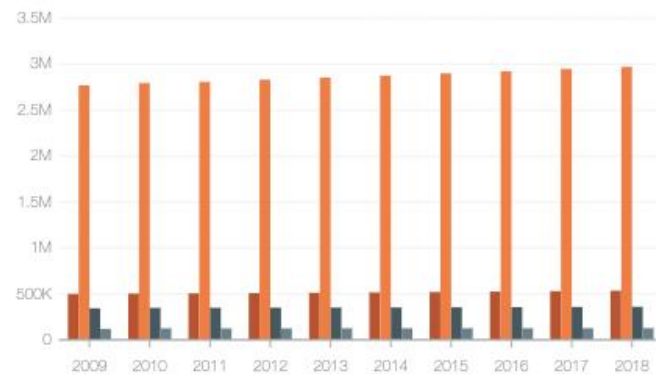
Visualise.... with interaction, story points and reduced cognitive load

The original viz...

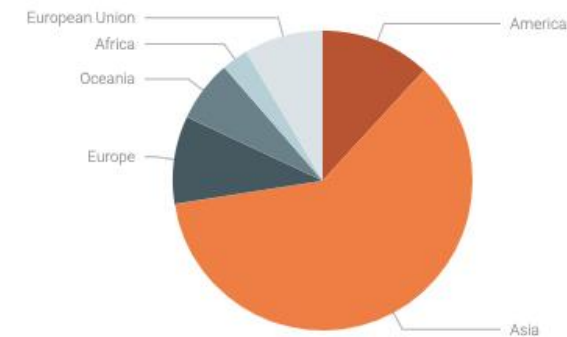


Singapore at a glance

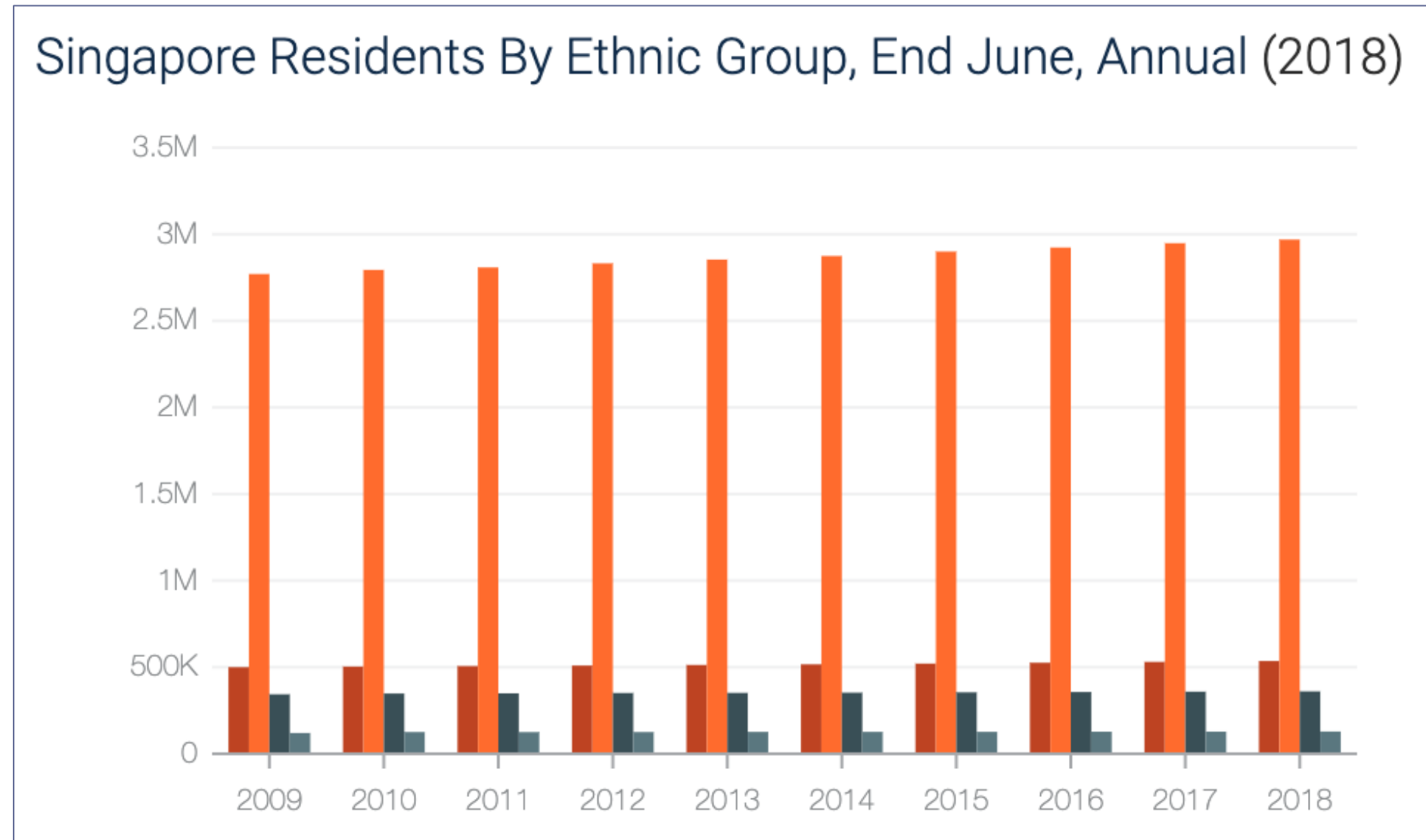
Singapore Residents By Ethnic Group, End June, Annual (2018)



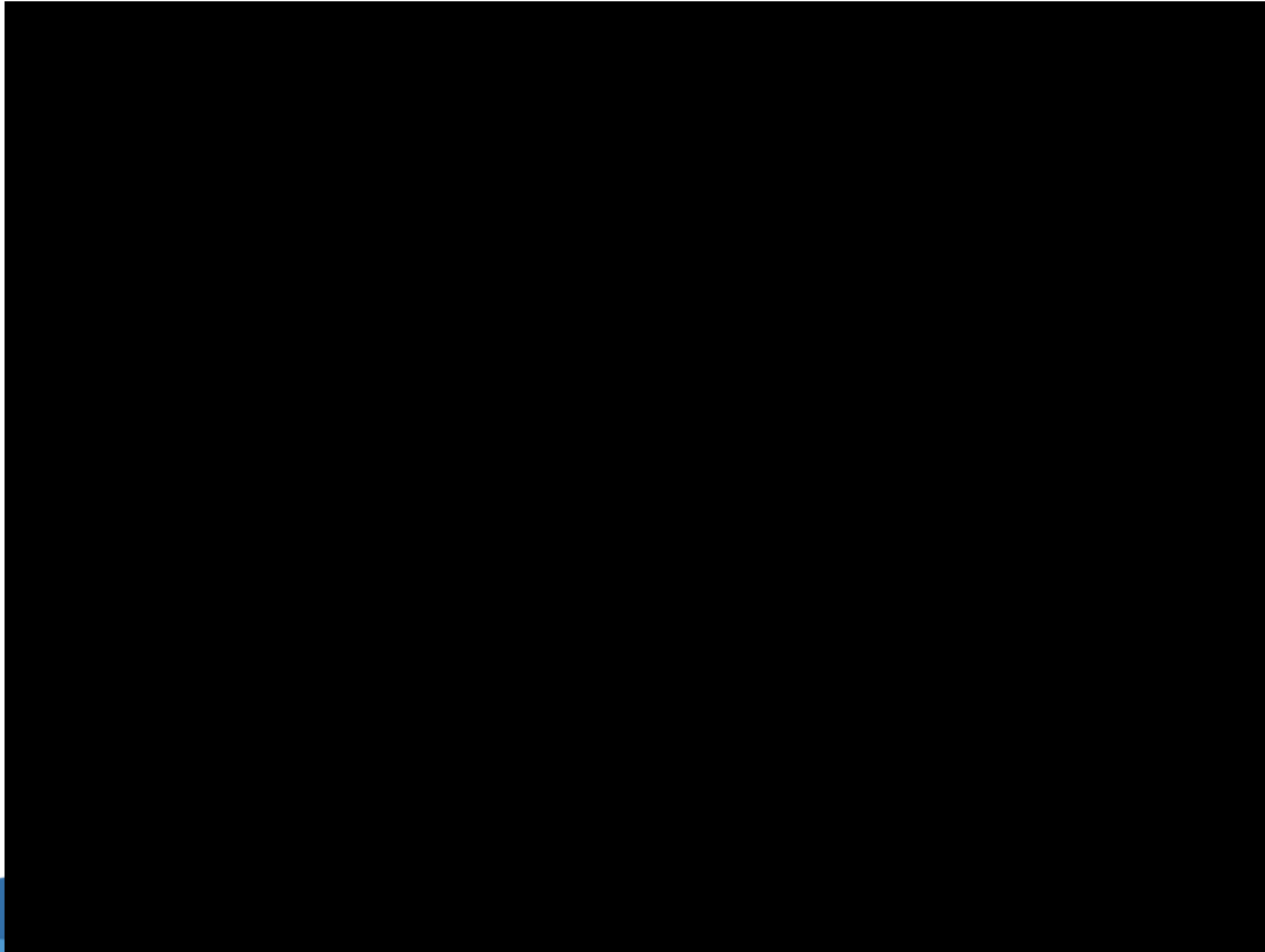
Domestic Exports By Area (2014)



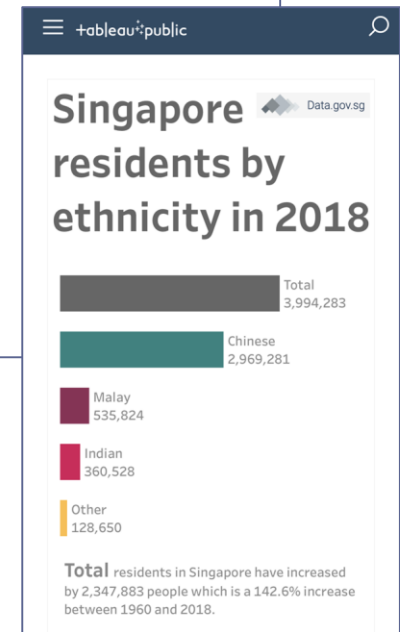
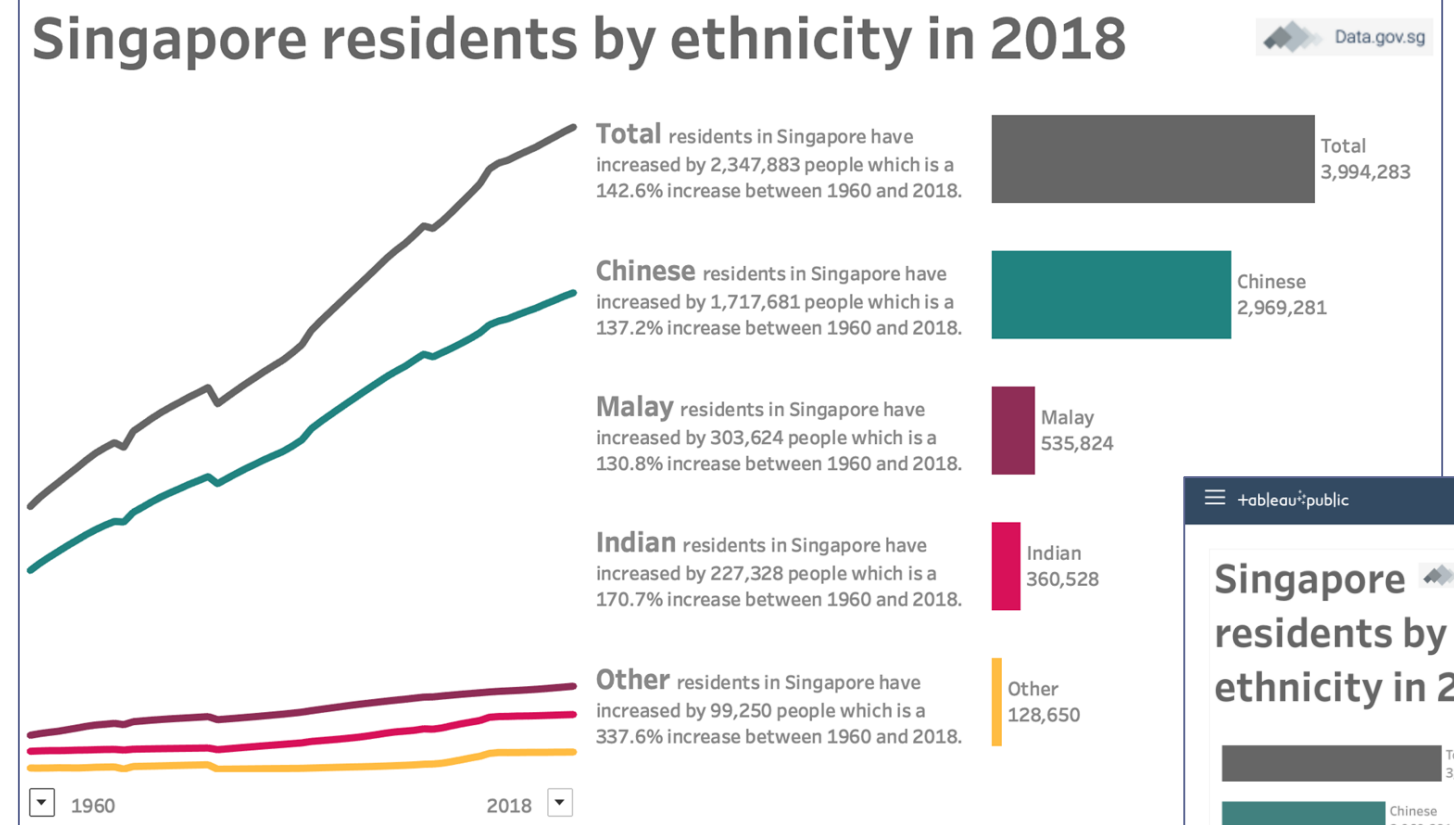
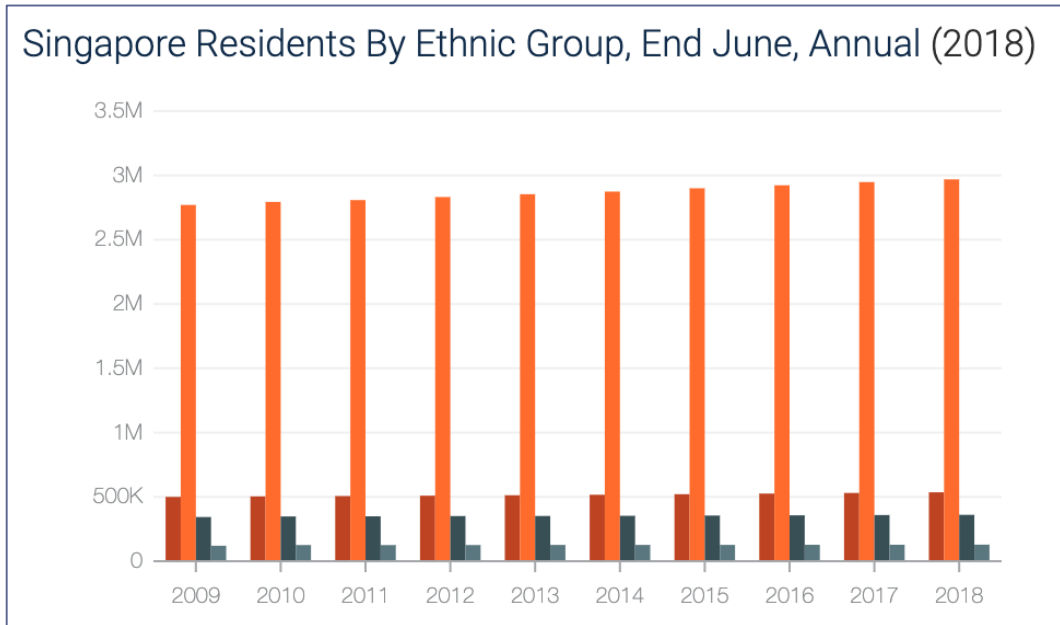
The original viz...



Mastering the art of visualisation



You can do it too...



<http://bit.ly/sezbeeBlog3>

Who am I?



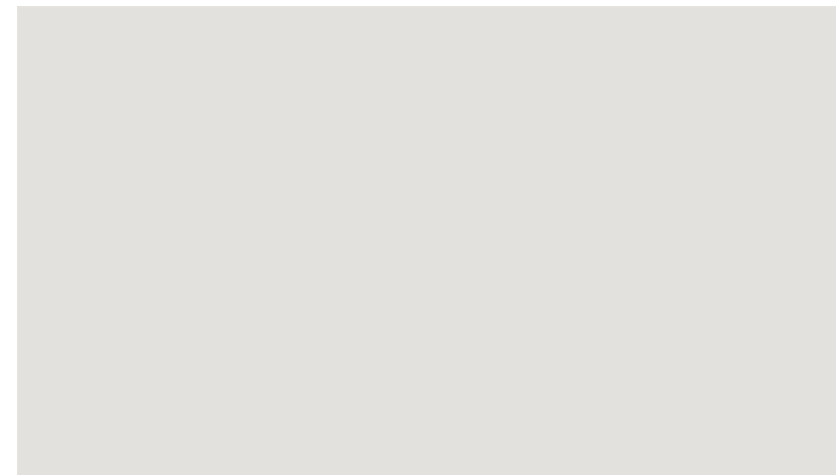
datasaurus-rex



David Murphy
david@datasaurus-rex.com



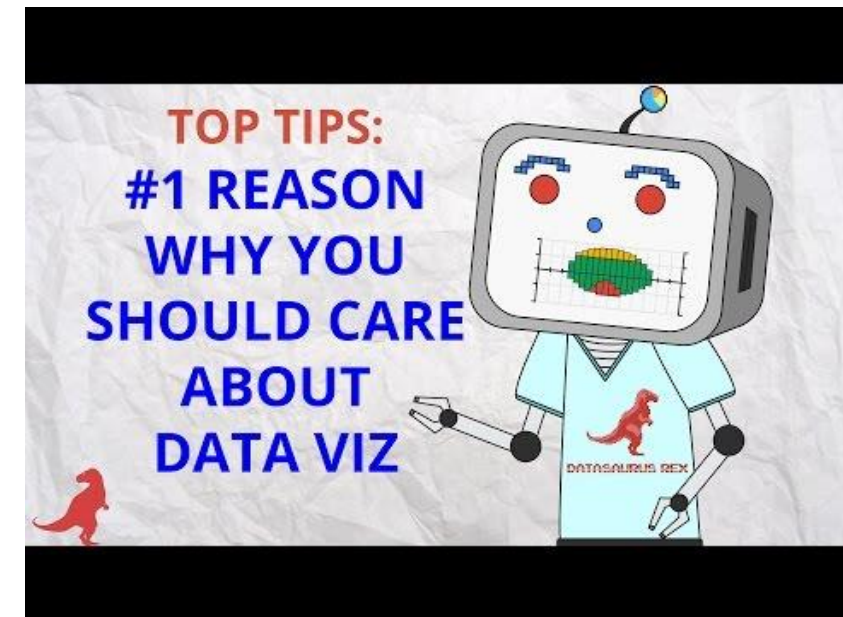
- Latitude
- Longitude



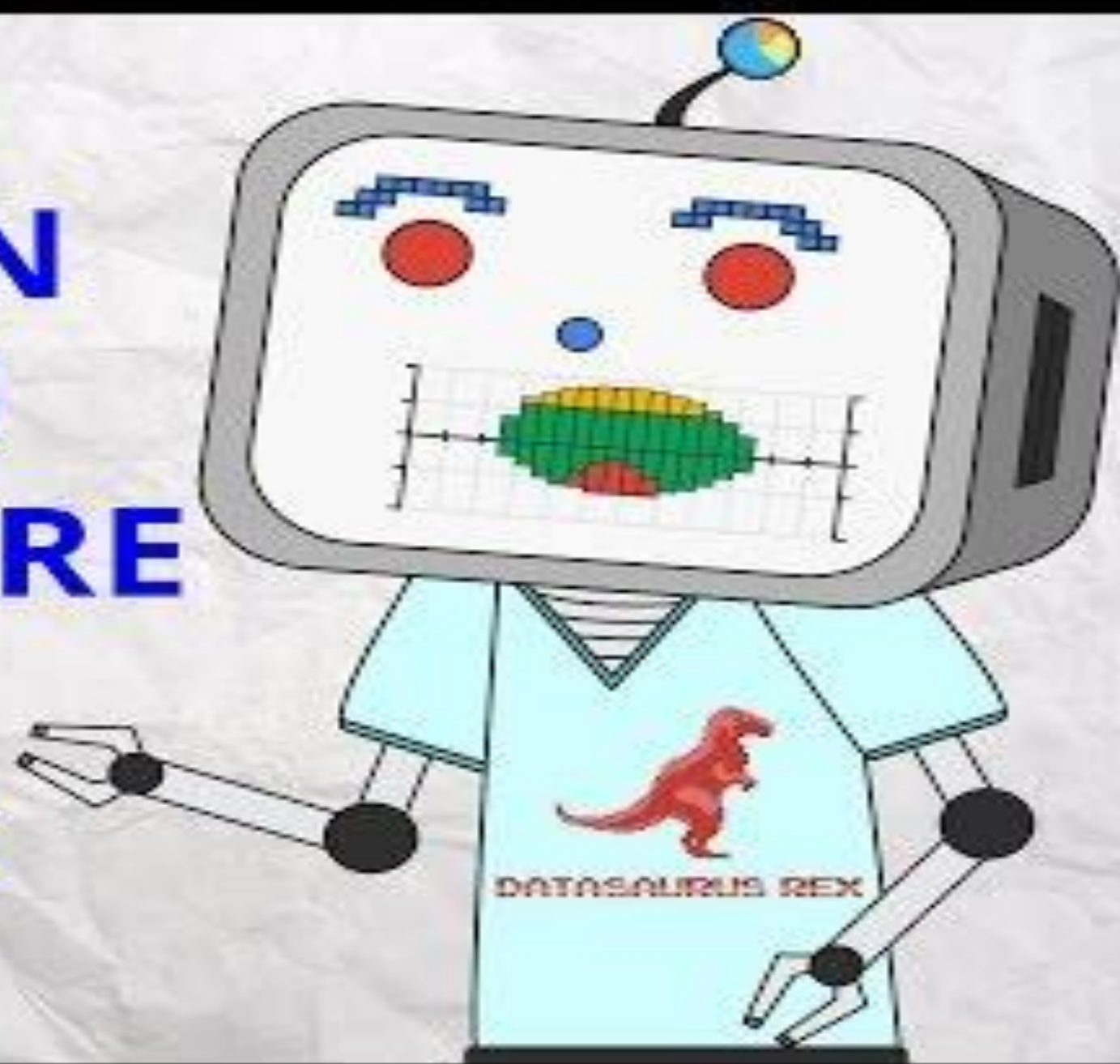
Zen Master

Overview

- Learn some techniques to guide your audience

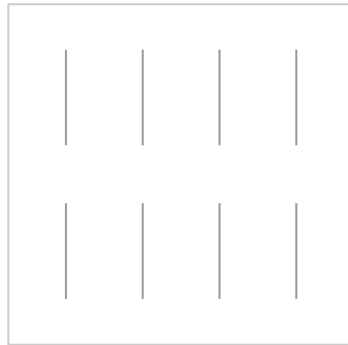


TOP TIPS:
#1 REASON
WHY YOU
SHOULD CARE
ABOUT
DATA VIZ

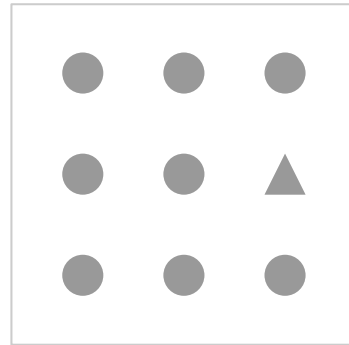


Preattentive Attributes

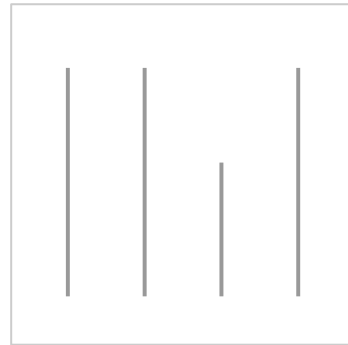
Orientation



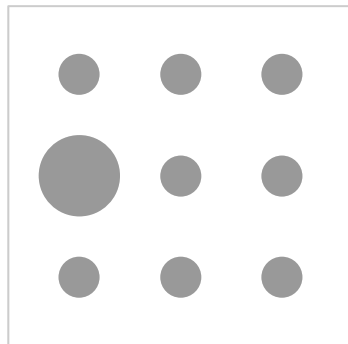
Shape



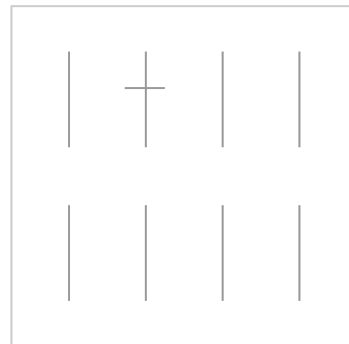
Length



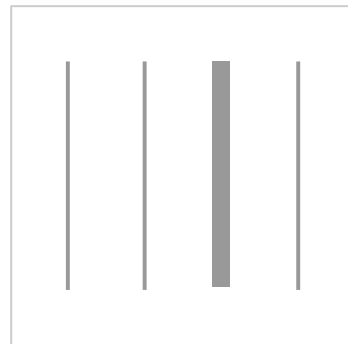
Size



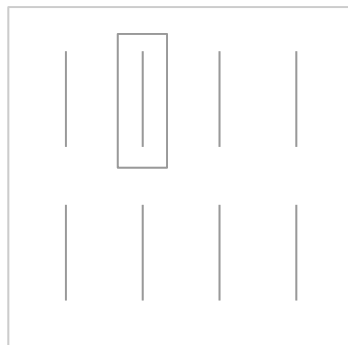
Added Marks



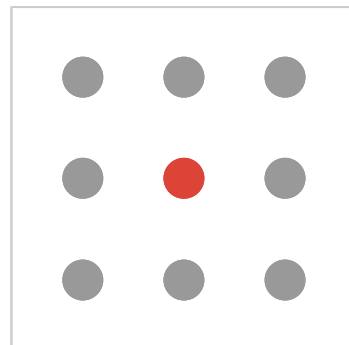
Width



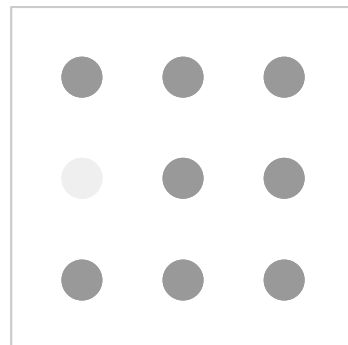
Enclosure



Hue



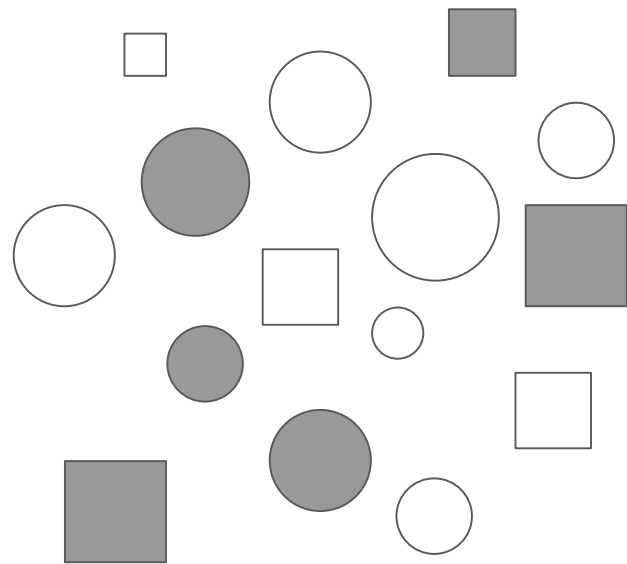
Saturation



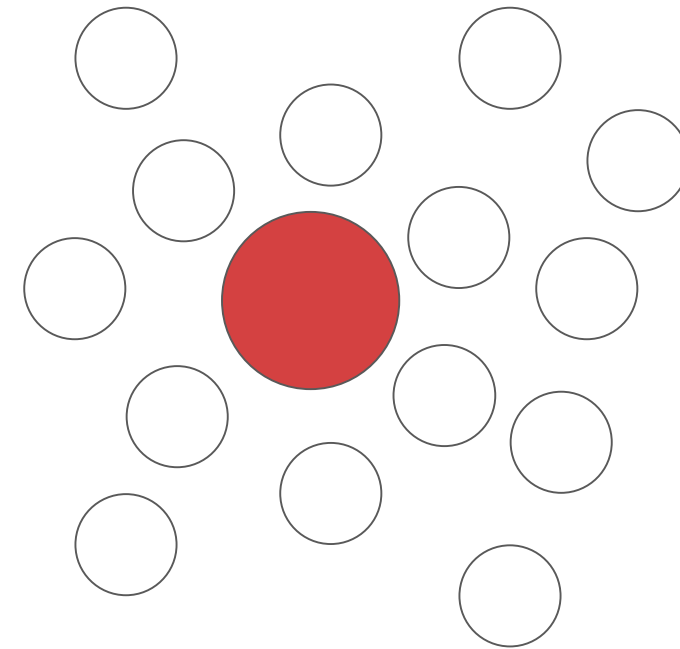
**How to draw
the eye**

Preattentive Attributes - less is more

The more **things** you emphasise,
the less your emphasis counts

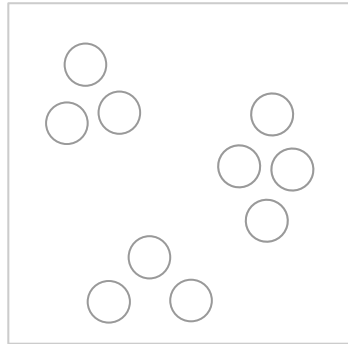


The more you emphasise **one thing**,
the more your emphasis counts

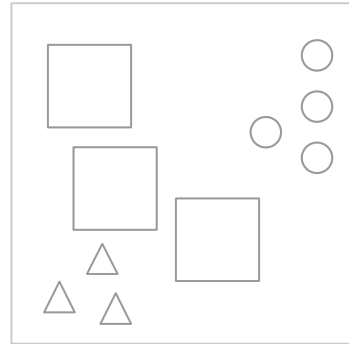


Gestalt Principles

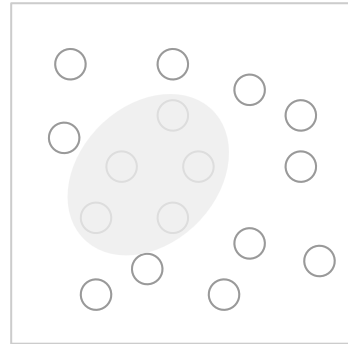
Proximity



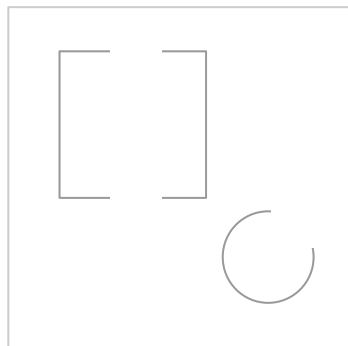
Similarity



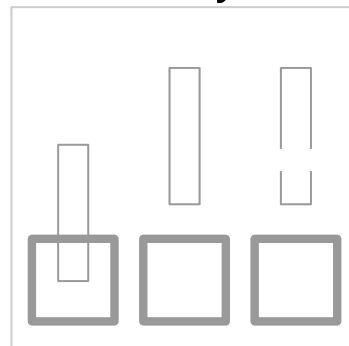
Enclosure



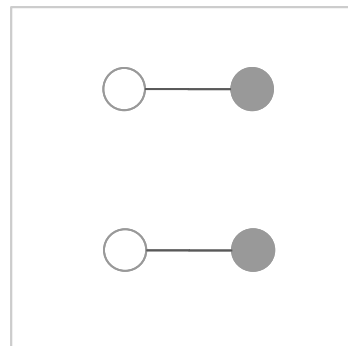
Closure



Continuity



Connection



How to group things together

Visual techniques to help tell the story

**Draw
the eye**



**Group
things together**



**Controlling the flow &
direction of the story**





25 Apr 2019

Hackathon

Jun 2019

Speakers

Sep 2019

Data Science Fair



 @datasaurus_rex



 @sezbee



 @Duaneybear

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