

Report Design in Tableau

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Questions to ask before you start

What problems are you trying to solve?

Who will use the dashboard?

What is your performance gap?

What are your goals?



Main design components

Audience



- Who will be using this dashboard?
- What are their needs?
- What format is suitable for the audience?
- How often will it be accessed?

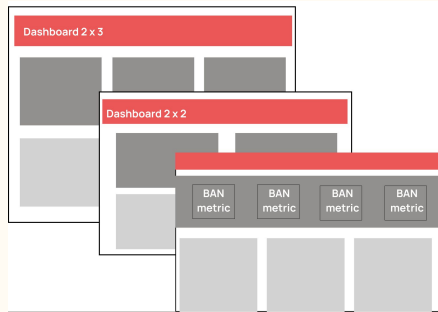
Components



- Purpose: exploratory versus explanatory
- Format: horizontal versus vertical
- Layout: grid versus flex
- Visuals: values, dimensions, shapes

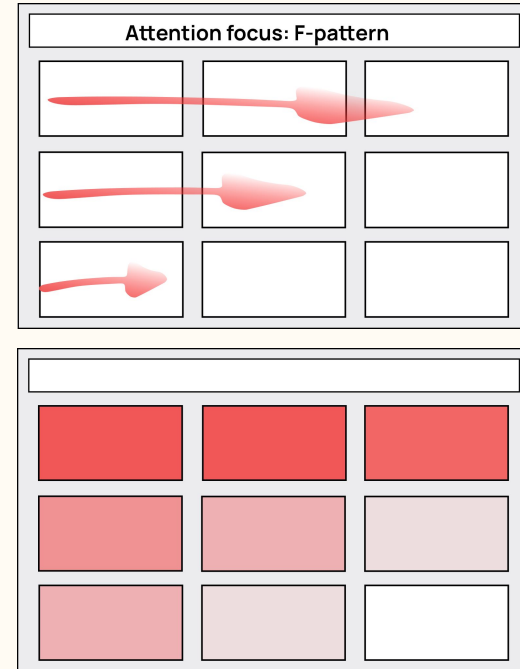
Dashboard layout

Grid System

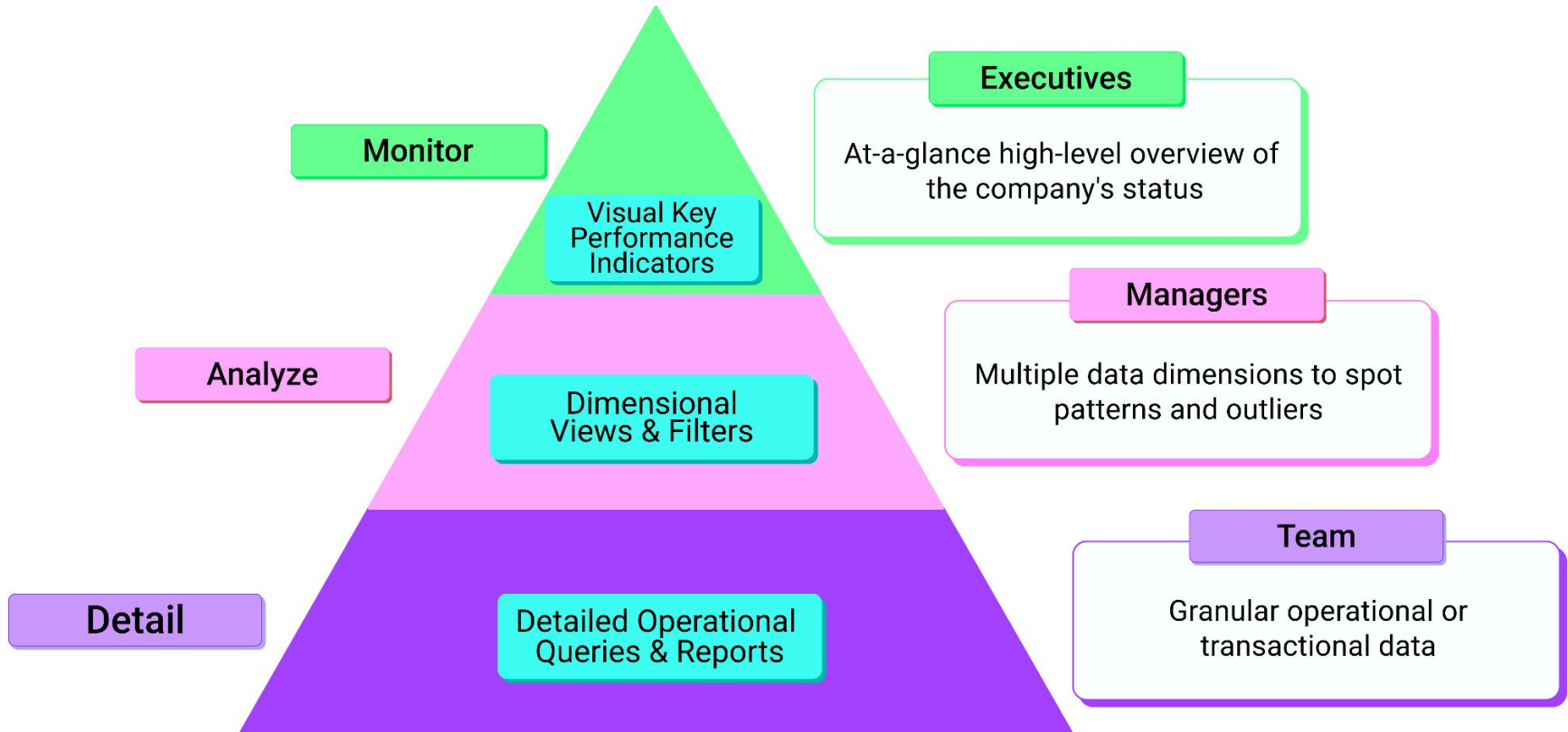


- Two-dimensional matrix
- Balanced and symmetrical
- Simple navigation
- Big Aggregate Numbers (BAN) – top row

F-Pattern

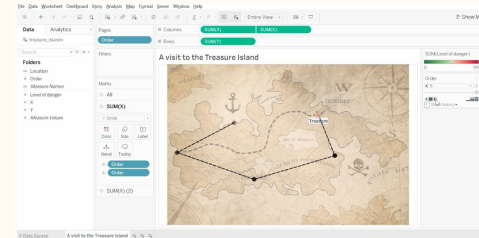


Types of Dashboards – MAD Framework



Today

- Exploratory Analysis of a video games dataset in Tableau
- Apply Design Best Practices
- Follow along using Tableau Public
- Tableau
 - [Introduction to Tableau](#)
 - [Creating Dashboards in Tableau](#)
 - [Data Visualization in Tableau](#)



- Dashboard Design Theory
 - [Dashboard Design Concepts Course](#)
 - [Dashboard Design Checklist](#)

