

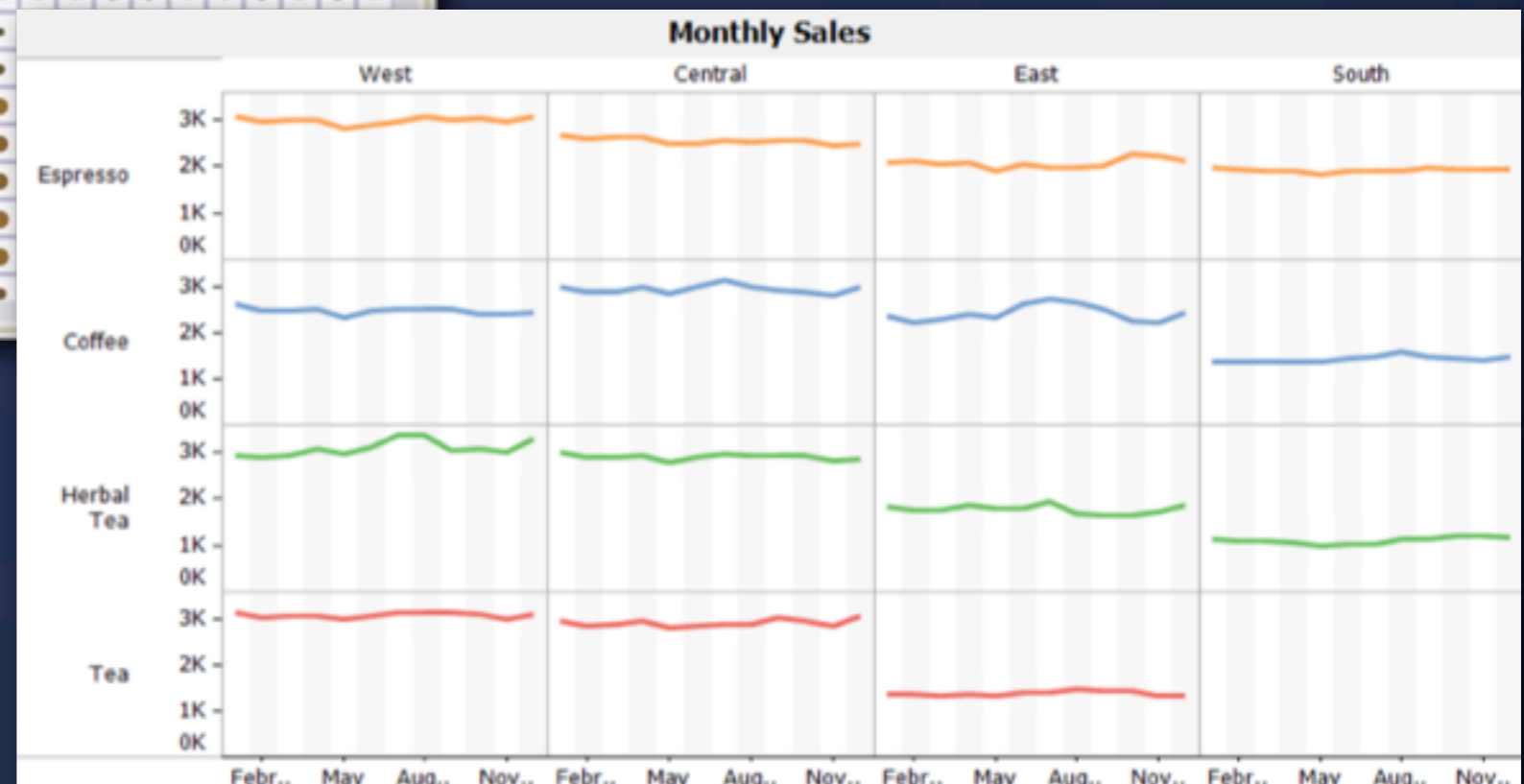
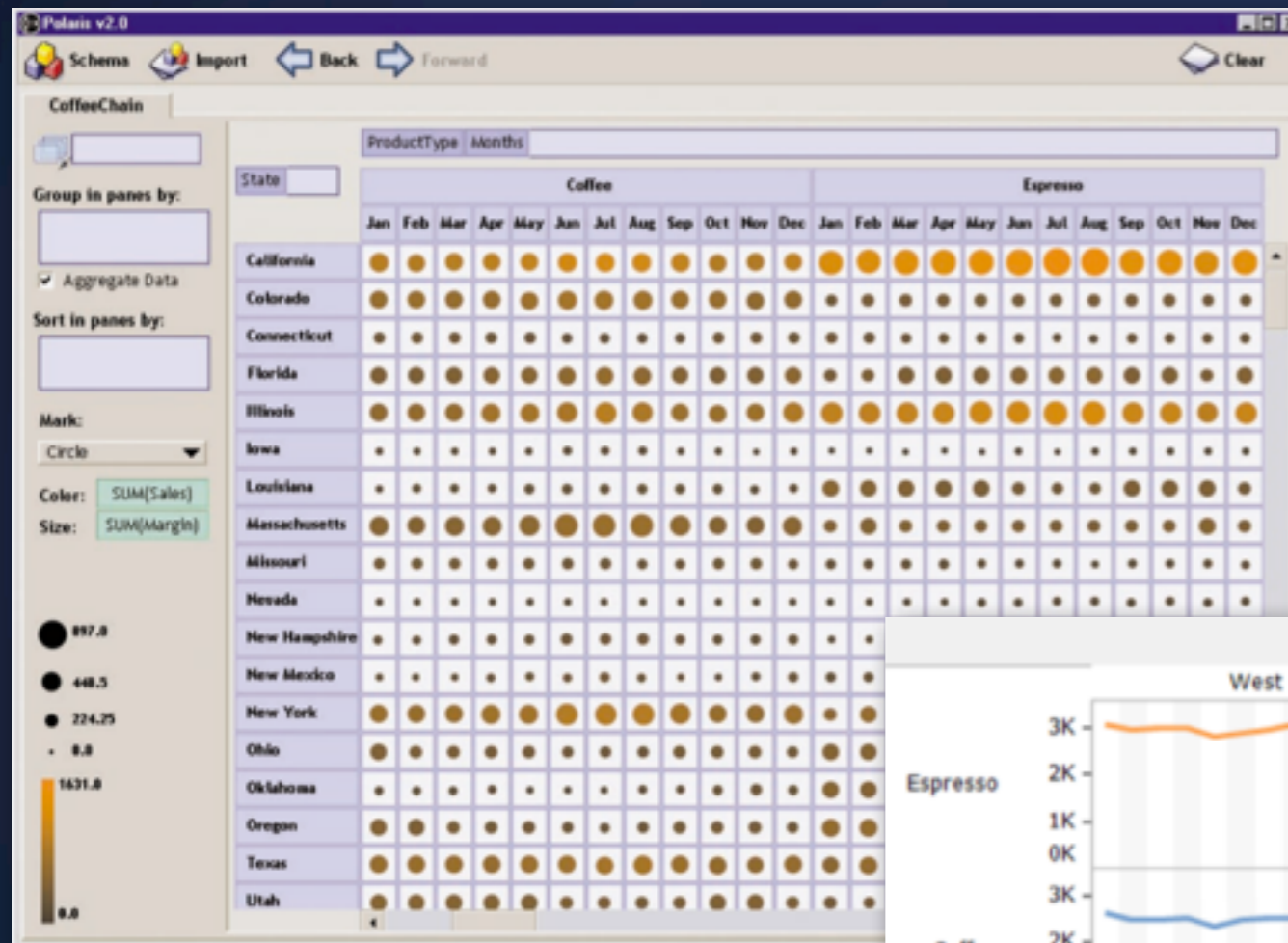
# Lab 2

## Tableau

January 31, 2013 – Michael Porath (@poezn)

# Tableau / Polaris

## Roots In Academia



# Bertin's Semiology of Data

Baked into the heuristics of Tableau

|             | Nominal | Ordinal | Quantitative |
|-------------|---------|---------|--------------|
| Position    | N       | N       | N            |
| Size        | N       | O       | Q            |
| Value       | N       | O       | Q            |
| Texture     | N       | O       |              |
| Color       | N       |         |              |
| Orientation | N       | O       |              |
| Shape       | N       |         |              |



# Statistical Data Models

Categories



Variables

Dimensions



Measures

Independent



Dependent

Discrete variables  
describing data

Values that can be  
aggregated

**Let's see it!**

**Tableau**

# Announcement

## Assignment 2

**Task** Create a static, explanatory visualization from a provided dataset

**Dataset** List of Hard Rock Cafes (Wikipedia)

**Deliverable** visualization; 1-2 pages writeup

**Due** Tuesday Feb 12, 3:00PM

- Find and visualize something interesting from the dataset
- Tell a story
- You can use any tool you like

Dataset and more information on the class blog

# **Announcement**

Michael's Office Hours

Moved to **Tue/Thu** after class  
**5pm - 6pm**

# **Next Lecture**

**Multivariate Visualizations**