

6 Step Road Map to Impactful Vizzes

Lisa Trescott



TABLEAU 
CONFERENCE

Thank you

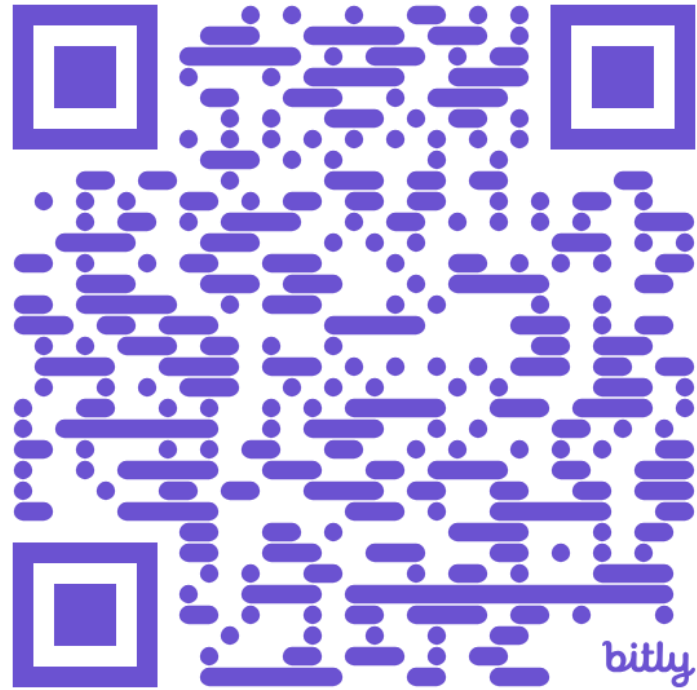




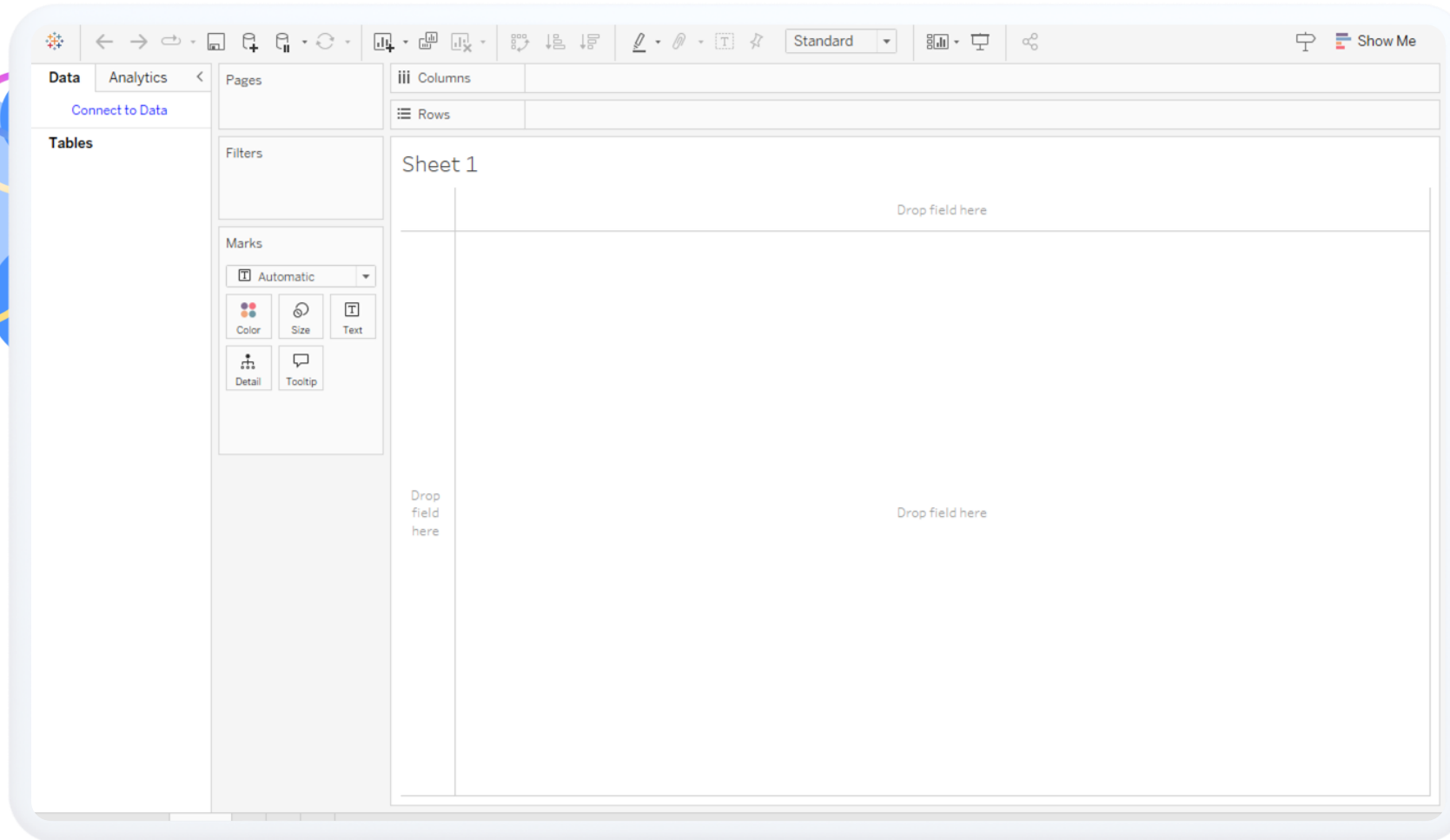
Lisa Trescott

Research Analyst, MiraCosta College

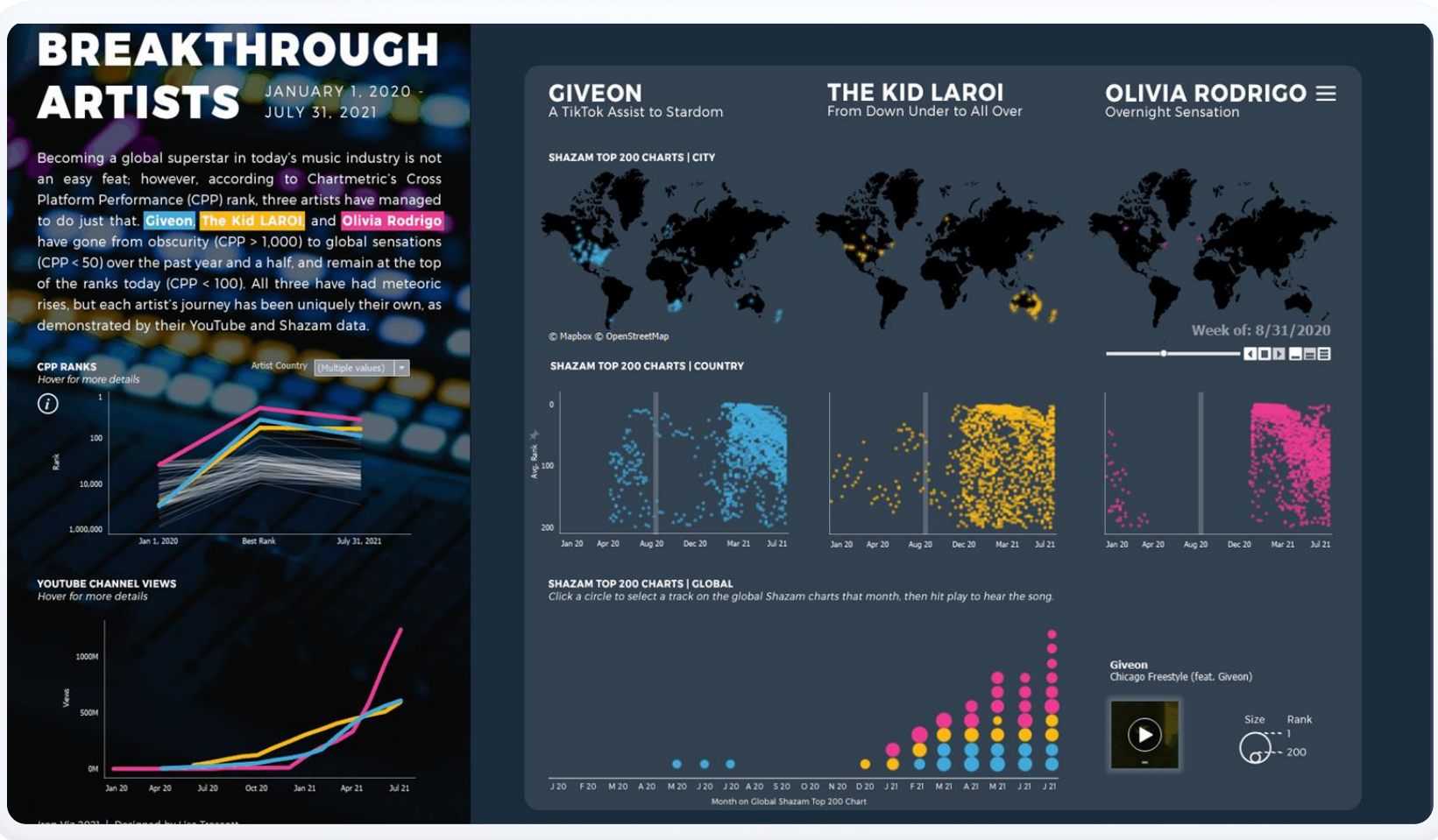
LisaTrescott.com



How do you go from here...



...to here?



1

2

3

4

5

6



Know
Your
Topic

Know Your Topic

Research

Become an expert
(or at least
sound like one)

Who's the Audience?

- Focus on their needs
- What do they need to know?



1

2

3

4

5

6



Know
Your
Topic

Know
Your
Data

Know Your Data

Sources

- Data Collection
- Governance
- Business Processes

Variables

- Definitions
- Data Types
- Ranges
- What's missing?

Tables

- Relationships
 - Primary Keys
 - Foreign Keys
- Level of detail



1

2

3

4

5

6



**Know
Your
Topic**

**Know
Your
Data**

**Analyze &
Find
Your Story**

Analyze & Find Your Story

Generate Questions

- Fact-based
- Relationships/trends
- Comparisons

Explore and Analyze

- Use questions as your guide
- Follow interesting trends
- Look for outliers



Analyze & Find Your Story

Generate Questions

- Fact-based
- Relationships/trends
- Comparisons

Explore and Analyze

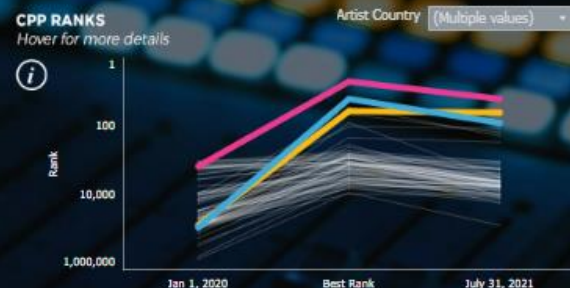
The best stories
often lie in the
outliers



BREAKTHROUGH ARTISTS

JANUARY 1, 2020 - JULY 31, 2021

Becoming a global superstar in today's music industry is not an easy feat; however, according to Chartmetric's Cross Platform Performance (CPP) rank, three artists have managed to do just that. **Giveon**, **The Kid LAROI**, and **Olivia Rodrigo** have gone from obscurity (CPP > 1,000) to global sensations (CPP < 50) over the past year and a half, and remain at the top of the ranks today (CPP < 100). All three have had meteoric rises, but each artist's journey has been uniquely their own, as demonstrated by their YouTube and Shazam data.



YOUTUBE CHANNEL VIEWS

Hover for more details



GIVEON

A TikTok Assist to Stardom

SHAZAM TOP 200 CHARTS | CITY



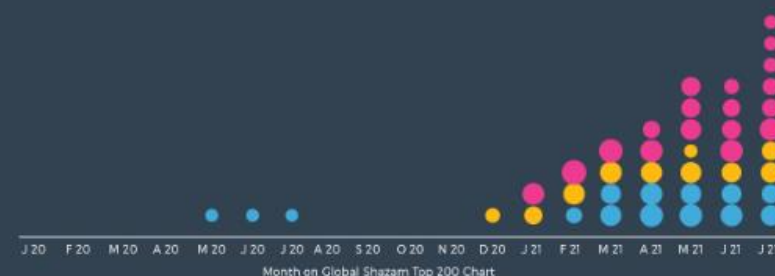
© Mapbox © OpenStreetMap

SHAZAM TOP 200 CHARTS | COUNTRY



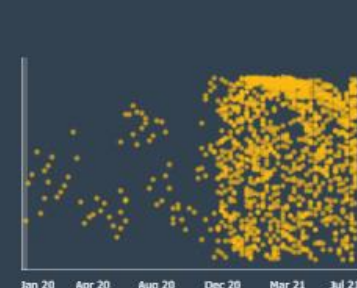
SHAZAM TOP 200 CHARTS | GLOBAL

Click a circle to select a track on the global Shazam charts that month, then hit play to hear the song.



THE KID LAROI

From Down Under to All Over

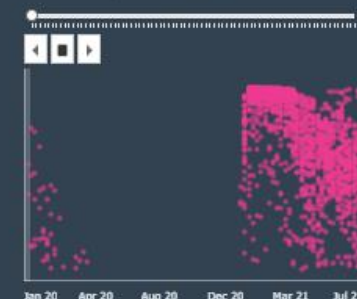


OLIVIA RODRIGO

Overnight Sensation



Week of: 12/30/2019



Olivia Rodrigo

drivers license



Analyze & Find Your Story

Questions from Iron Viz

- Does curiosity on Shazam correlate with YouTube views?
- What music genres are Shazam'ed the most in each country/region?
- Are there cities/regions that catch onto new music first?
- Is there diversity in the top songs/artists?



Analyze & Find Your Story

Questions from Iron Viz

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- What music genres are Shazam'ed the most in each country/region?
- Are there cities/regions that catch onto new music first?
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1

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**Know
Your
Topic**

**Know
Your
Data**

**Analyze &
Find
Your Story**

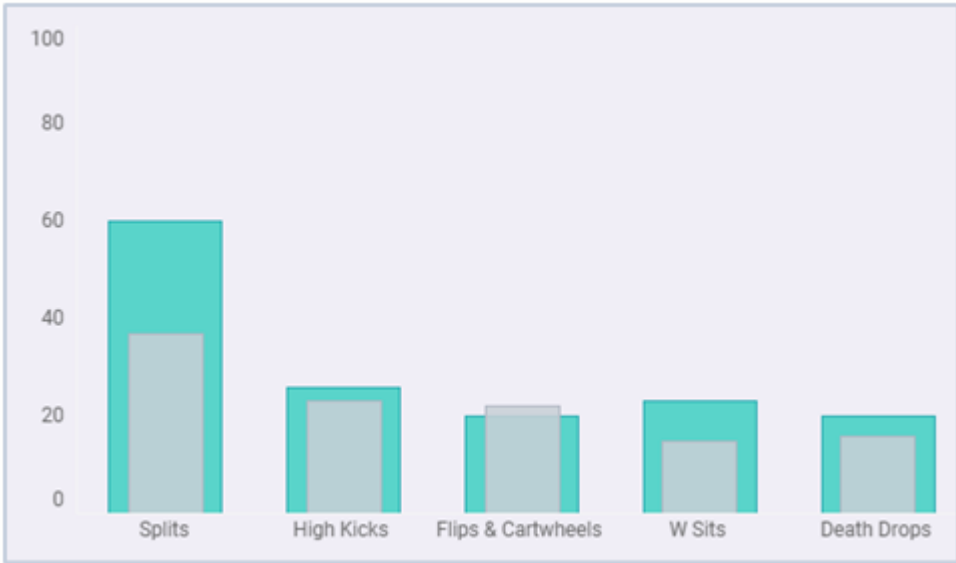
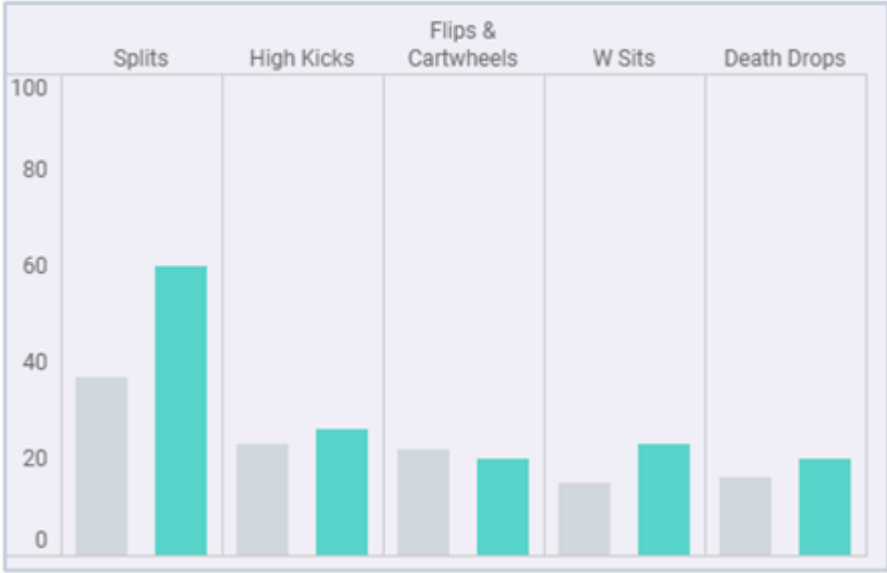
**Generate
Charts**

Generate Charts

Iterate

- Generate as many charts as possible
- What showcases your data **the best?**





What **question** are you trying to
answer with this chart?



WHAT MAKES A WINNER BABY?

Mainstay elements compared among winning and losing lip syncs

So how do winning and losing LSFYL performances differ when it comes to mainstay choreography and disrobing? In a word - **MORE**.

Across all but one category, winning lip syncs have more of the mainstay choreography and disrobing than losing performances.

The only element that has been incorporated more by losing queens are flips and cartwheels. No one knows this better than Sonique. She did 5 flips in a LSFYL against Morgan McMichaels (who didn't incorporate any mainstay elements), only to be told to sashay away.

Outfit reveals, unique reveals, and wig removals are almost equivalent among winning and losing performances. All differ by just one additional reveal/removal in winning LSFYL performances.

◆ Biggest discrepancies in elements among winning and losing LSFYL



W Sits

Death Drops



Generate Charts

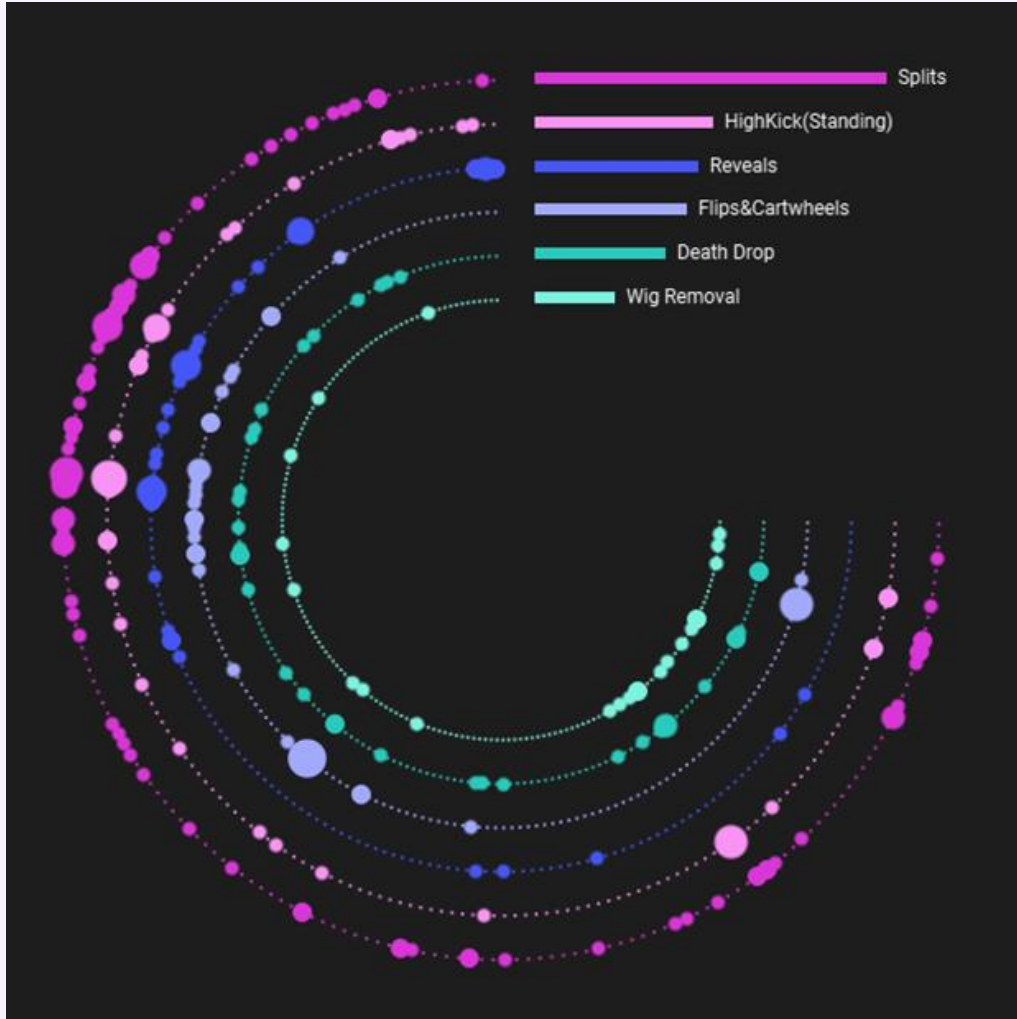
Iterate

- Generate as many charts as possible
- What showcases your data **the best?**

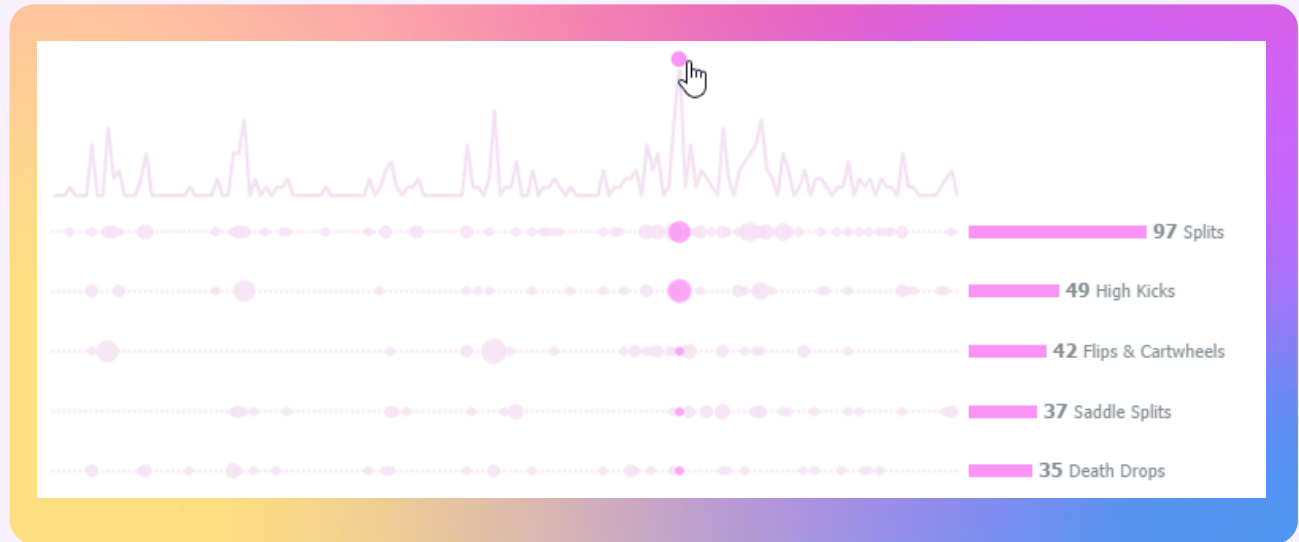
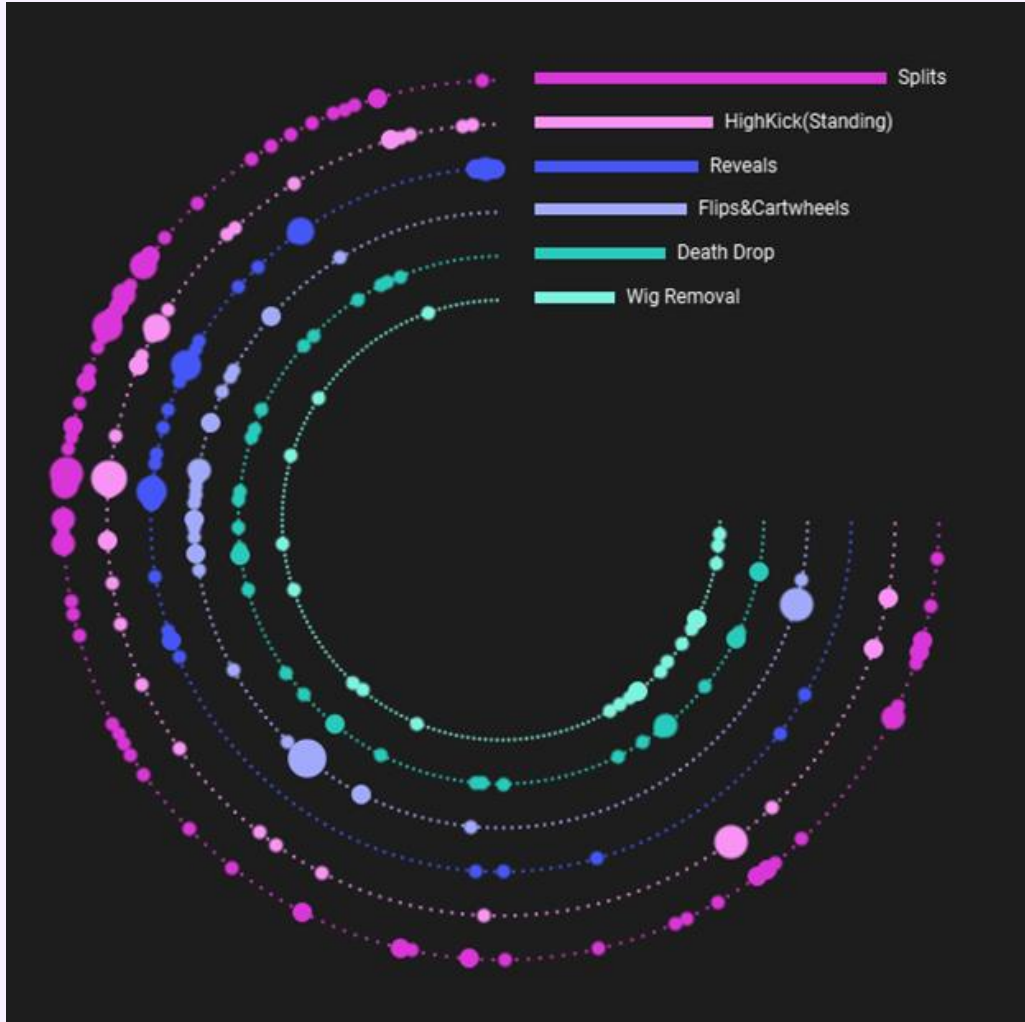
Support Your Analysis & Story

- Complex charts can hide your story
- Simple charts done well are often the best choice





If you can't answer
your question
(easily), you have
the **wrong chart**



1

2

3

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**Know
Your
Topic**

**Know
Your
Data**

**Analyze &
Find
Your Story**

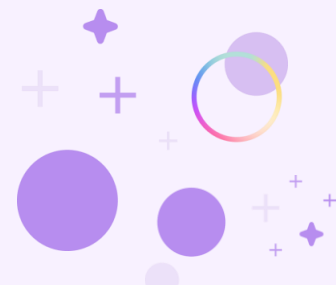
**Generate
Charts**

Design

Design

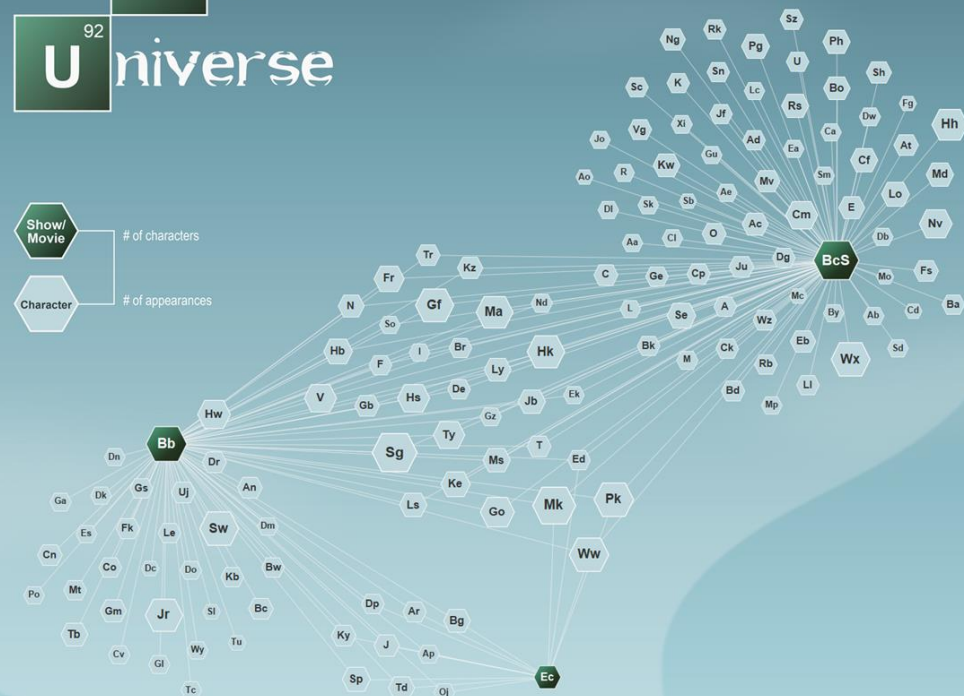
Find Inspiration

- Steal like an artist
- Make it your own



[illegible]

What do chemistry, blue meth, smarmy lawyers, and fried chicken have in common? They're all part of the fictional Breaking Bad universe, also known as the "Gilliverse" after creator Vince Gilligan. The franchise started with Breaking Bad in 2008, which focuses on Walter White and his sous chef Jesse Pinkman. The show's prequel, Better Call Saul, premiered in 2012 and focuses on Jimmy McGill (better known as Saul Goodman) in the years leading up to his fateful introduction to Walter White. The franchise also spawned a full-length feature film, El Camino: A Breaking Bad Movie (2019), which centers around Jesse Pinkman and what transpired after the events of Breaking Bad.



Li³ sa trescott

Network diagram tool: tristan guillevin

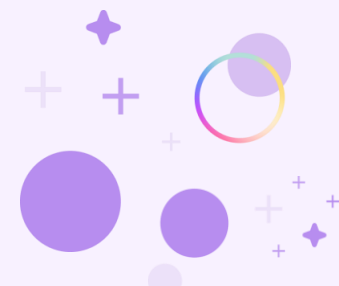
S¹⁶ource: breaking bad fandom

Design

Find Inspiration

Wireframe

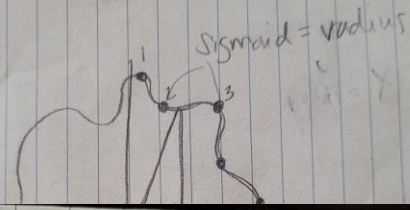
- Keep it simple
- Use placeholders
- Sketch or use a tool



Logo Title

Ban
~~~~~

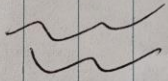
drop dates  
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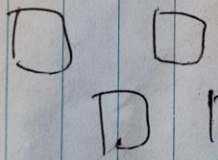
Merry Christmas  
Ya Filthy Animal

V2  
(tree?  
bar?)

COLORS  
of Profile



Flags

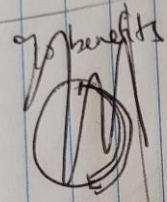


mil  
dips

date  
#

mil  
Status

Branch



benefits  
#

demos

gender  
eth  
age

FT/PT

Campus

Monthly



# ~

# ~

# ~

Profile

Color  
Scan



SSIS?

Good

length?



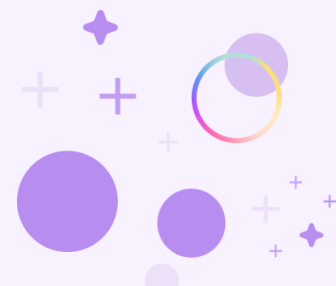
# Design

**Find Inspiration**

**Wireframe**

**Aesthetics**

- Color
- Text
- Icons
- Images

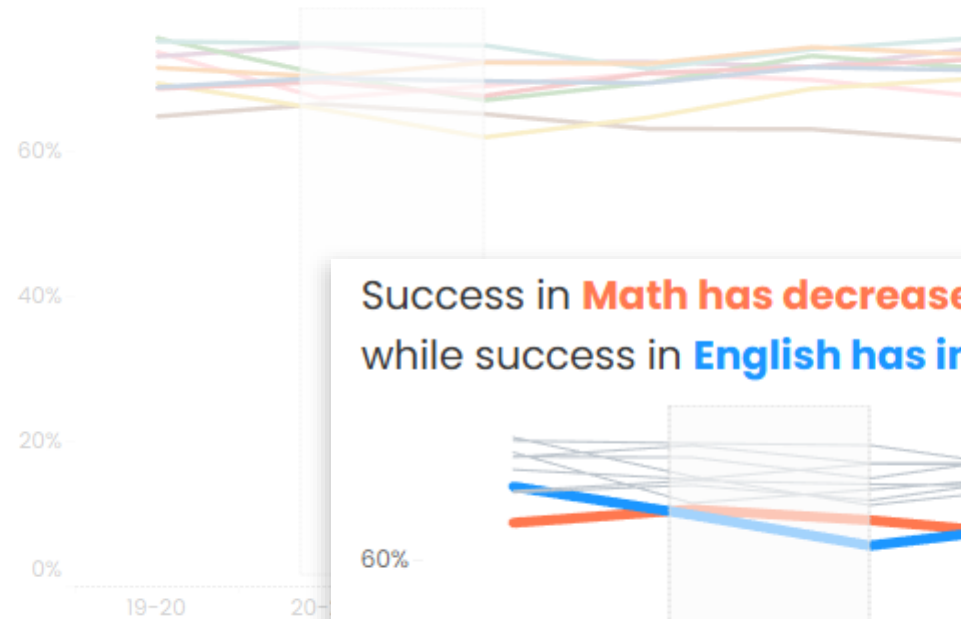


# Design Aesthetics

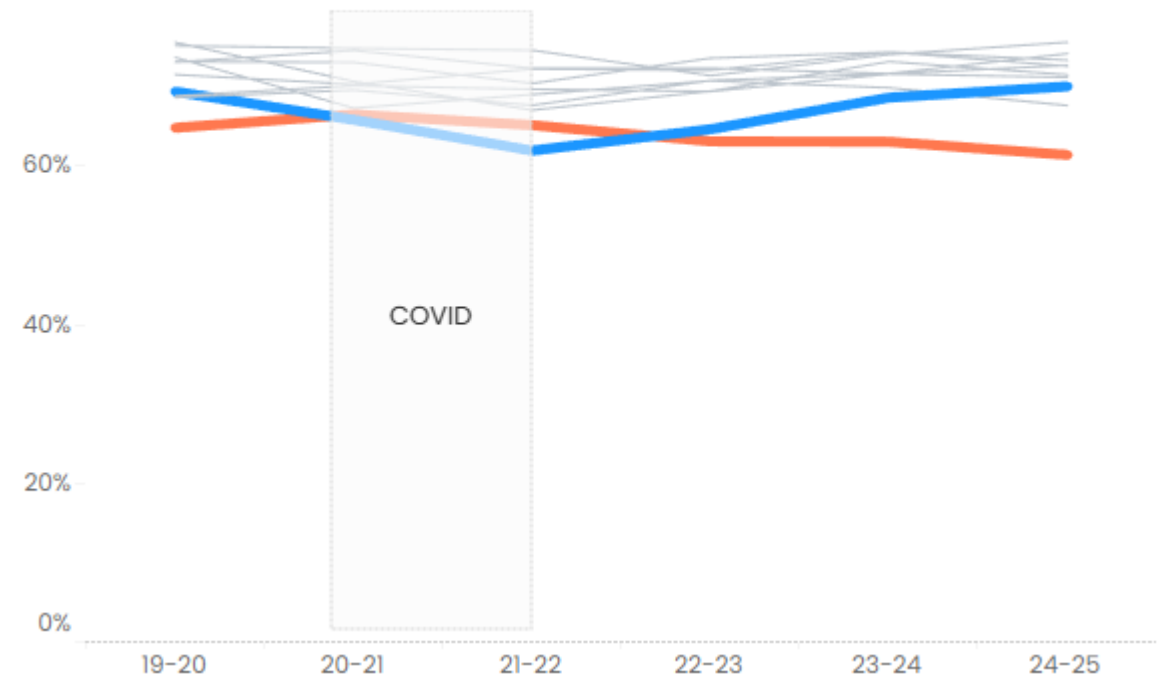
## Color

- Use it sparingly

Success in Math has decreased since COVID,  
while success in English has increased



Success in **Math has decreased** since COVID,  
while success in **English has increased**



# Design Aesthetics

## Color

- Use it sparingly
- Make color meaningful

■ = Decreasing  
■ = Increasing

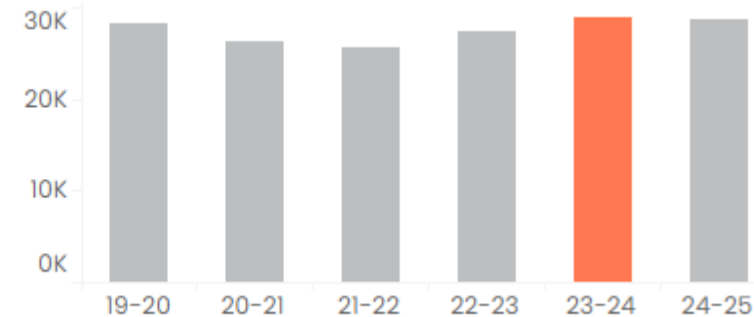
Success in **Math has decreased** since COVID,  
while success in **English has increased**

Enrollment

AY 23-24

**22,618**

▲ 5% vs AY 23-24

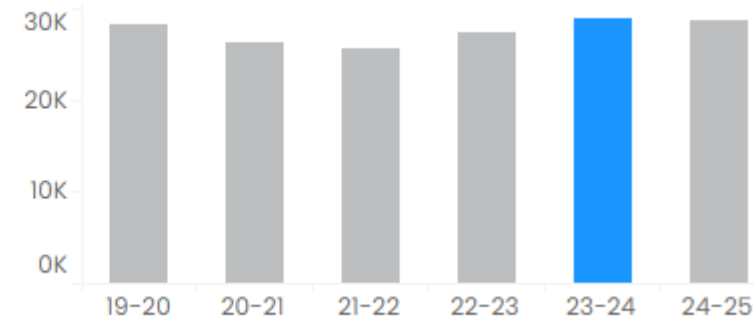


Enrollment

AY 23-24

**22,618**

▲ 5% vs AY 23-24



# Design Aesthetics

## Color

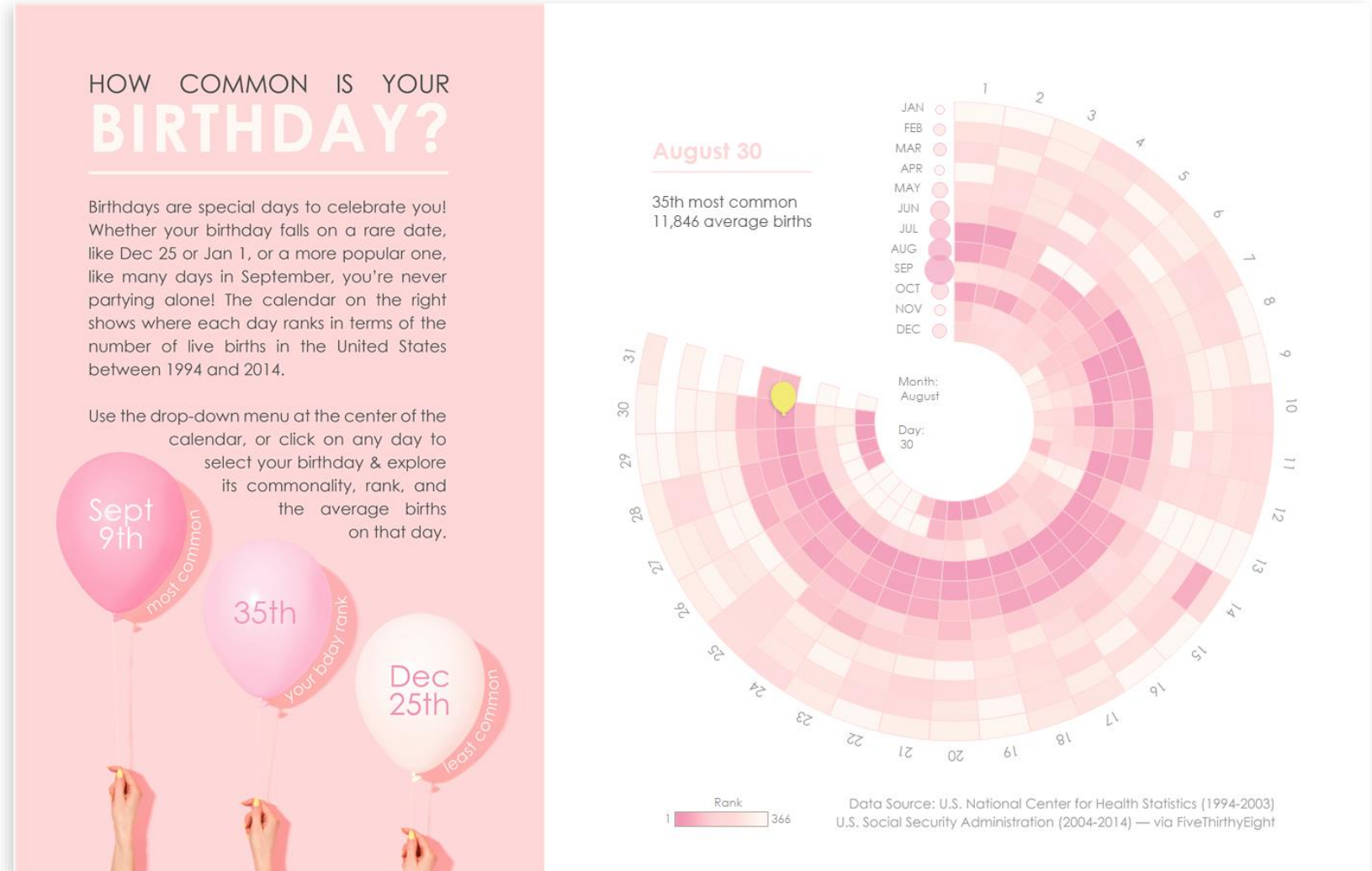
- Use it sparingly
- Make color meaningful
- Find an appropriate color palette

|                                                                   |                                                                  |                                                               |                                                                     |                                                            |
|-------------------------------------------------------------------|------------------------------------------------------------------|---------------------------------------------------------------|---------------------------------------------------------------------|------------------------------------------------------------|
| <b>Red</b><br>Excitement<br>Strength<br>Love<br>Energy            | <b>Orange</b><br>Confidence<br>Success<br>Bravery<br>Sociability | <b>Yellow</b><br>Creativity<br>Happiness<br>Warmth<br>Cheer   | <b>Green</b><br>Nature<br>Healing<br>Freshness<br>Quality           | <b>Blue</b><br>Trust<br>Peace<br>Loyalty<br>Competence     |
| <b>Pink</b><br>Compassion<br>Sincerity<br>Sophistication<br>Sweet | <b>Purple</b><br>Royalty<br>Luxury<br>Spirituality<br>Ambition   | <b>Brown</b><br>Dependable<br>Rugged<br>Trustworthy<br>Simple | <b>Black</b><br>Formality<br>Dramatic<br>Sophistication<br>Security | <b>White</b><br>Clean<br>Simplicity<br>Innocence<br>Honest |

# Design Aesthetics

## Color

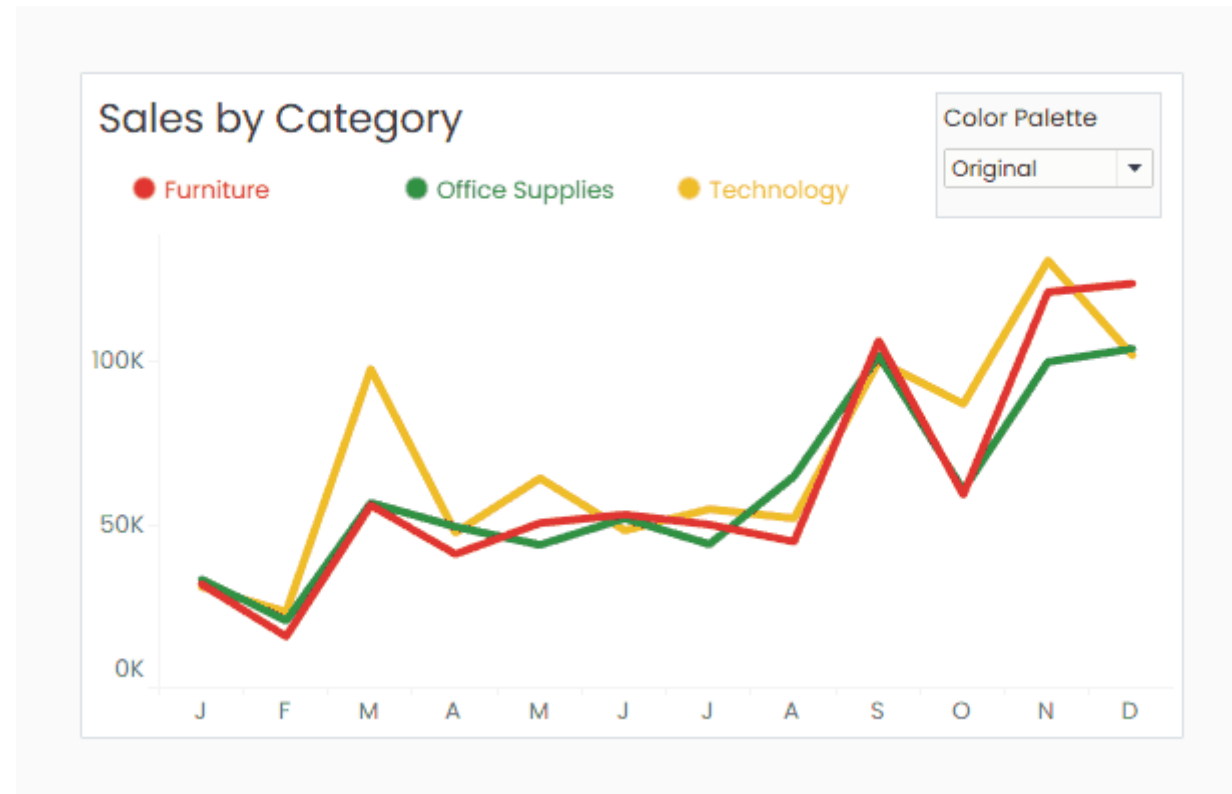
- Use it sparingly
- Make color meaningful
- Find an appropriate color palette



# Design Aesthetics

## Color

- Use it sparingly
- Make color meaningful
- Find an appropriate color palette
- Accessible



# Design

## Aesthetics

### Text

- Aesthetic and functional design

Can you read this?

Can you read this?

CAN YOU READ THIS



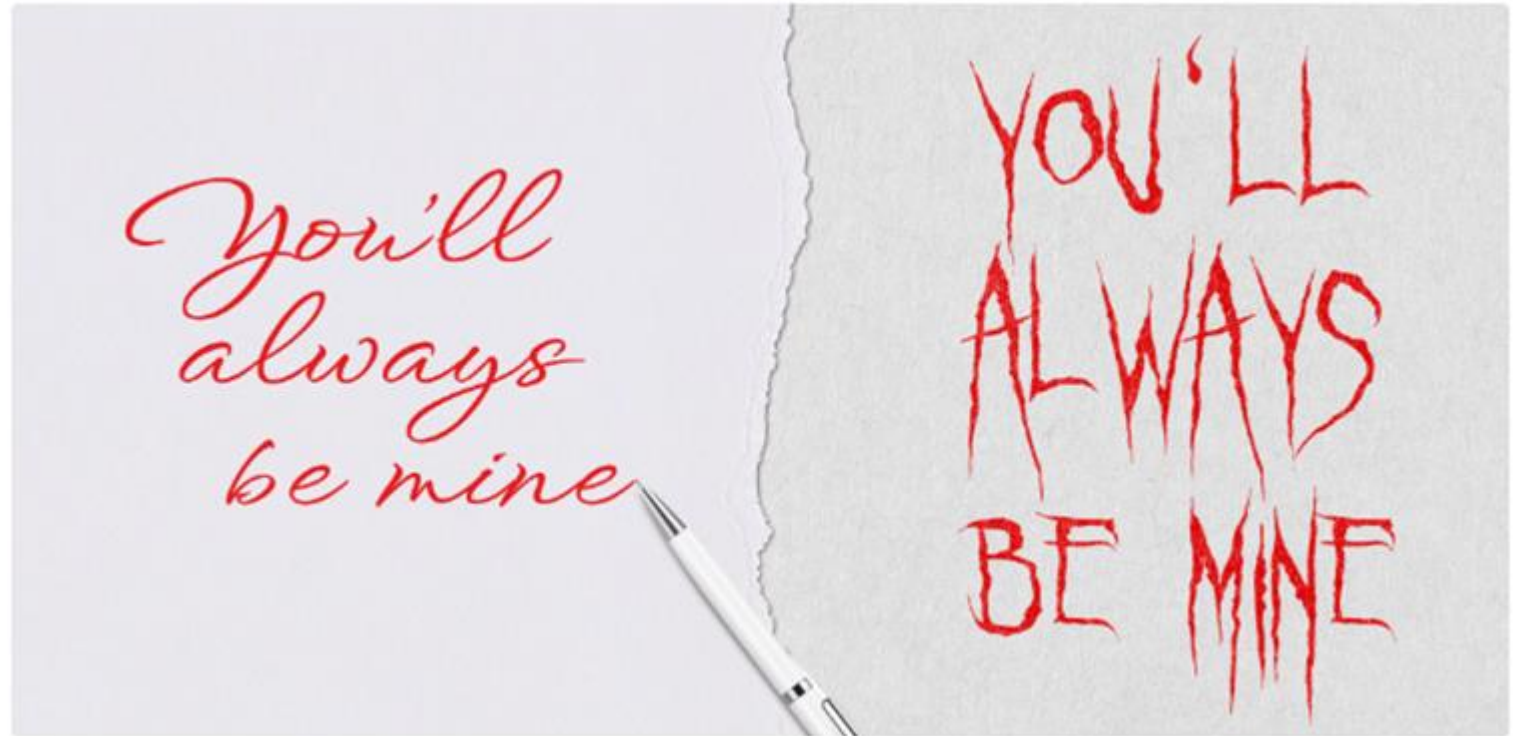


# Design

## Aesthetics

### Text

- Aesthetic and functional design
- Find an appropriate font



# Design Aesthetics

## Text

- Aesthetic and functional design
- Find an appropriate font

## Serif fonts

Trust

Respect

Authority

## Sans fonts

Modern

Sophisticated

Sleek

## Script fonts

Elegant

Creative

Happy

# Design

## Aesthetics

### Text

- Aesthetic and functional design
- Find an appropriate font
- Establish a hierarchy

And finally this one

**YOU WILL READ  
THIS FIRST**

And then you'll read this

Then this one

# Design

## Aesthetics

### Icons

- Maintain consistency

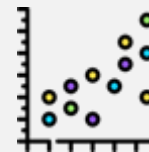
Stroke



Fill



Style



# Design

## Aesthetics

### Icons

- Maintain consistency
- Use them sparingly

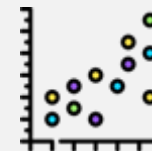
#### Stroke



#### Fill



#### Style



# Design

## Aesthetics

### Icons

- Maintain consistency
- Use them sparingly
- Use familiar icons

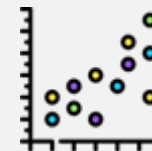
#### Stroke



#### Fill



#### Style



# Design

## Aesthetics

### Images

- Ensure images enhance rather than detract from your data



# Design

## Aesthetics

### Images

- Ensure images enhance rather than detract from your data
  - Relevant & simple





# Design

## Aesthetics

### Images

- Ensure images enhance rather than detract from your data
  - Relevant & simple
  - Add transparency



# Design

## Aesthetics

### Images

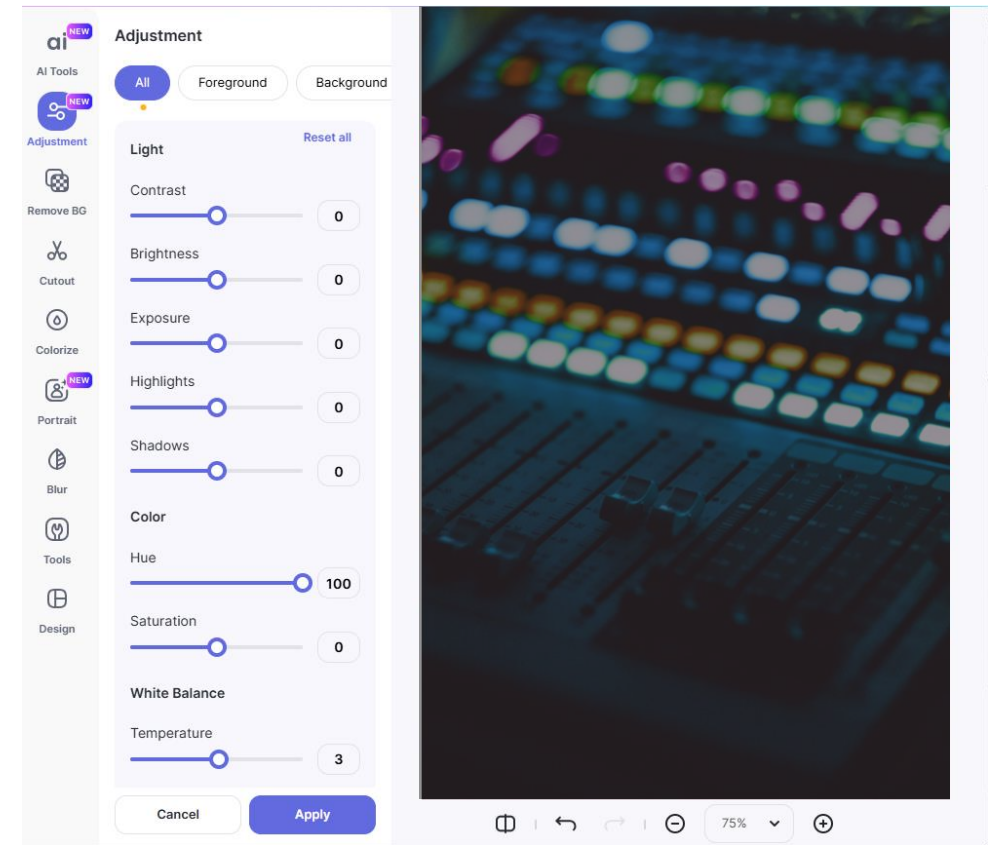
- Ensure images enhance rather than detract from your data
  - Relevant & simple
  - Add transparency
  - Match color scheme



# Design Aesthetics

## Images

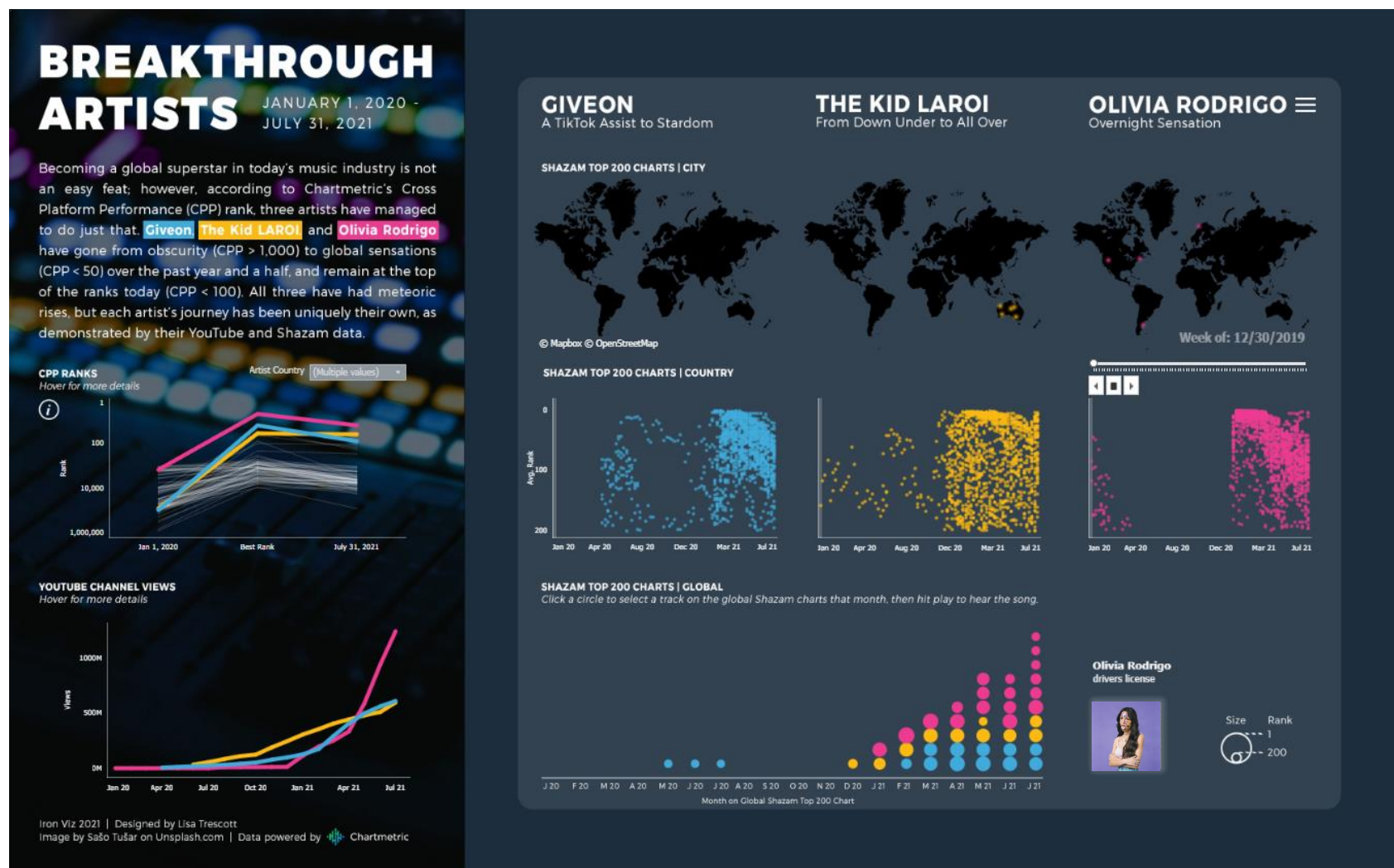
- Ensure images enhance rather than detract from your data
- Relevant & simple
- Add transparency
- Match color scheme



# Design Aesthetics

## Images

- Ensure images enhance rather than detract from your data
- Relevant & simple
- Add transparency
- Match color scheme



# Design

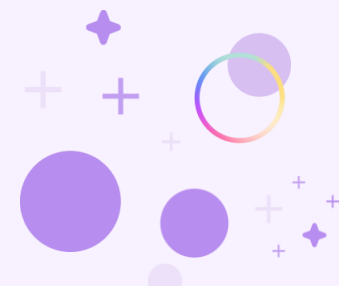
**Find Inspiration**

**Wireframe**

**Aesthetics**

**Function**

- UI/UX
- Interactivity



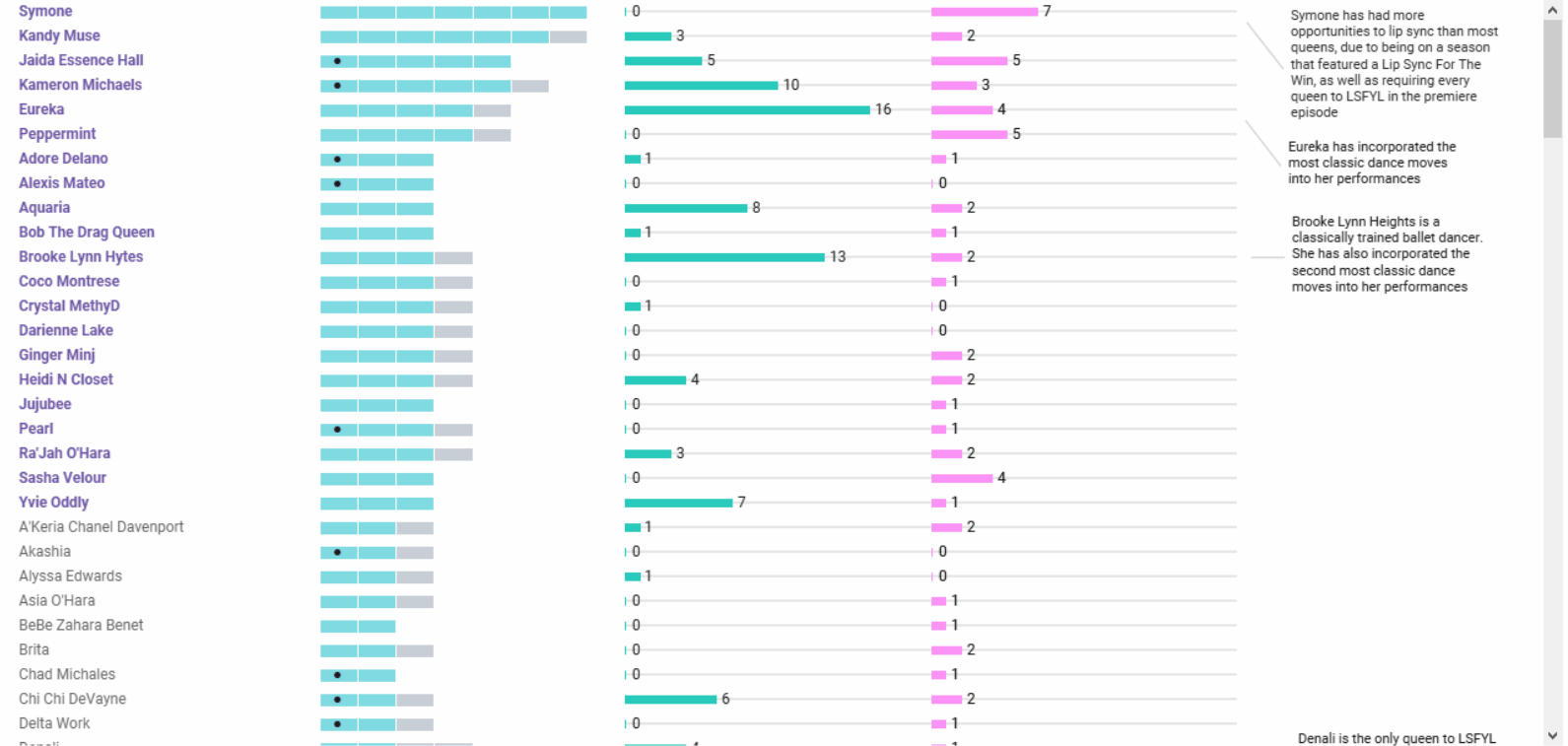
# Design Function

## User Interface

## BRING BACK MY GIRLS

A look at all queens and their lip syncs

166 queens have lip synced on the main stage of RuPaul's Drag Race, and some have been more successful than others. When a queen wins 3 or more lip syncs, she's typically bestowed the title of **Lip Sync Assassin**. 21 queens have claimed that title so far. Explore all the lip sync performances, including **wins**, **losses**, performing for guest judges, and the overall number of classic elements incorporated by each queen.



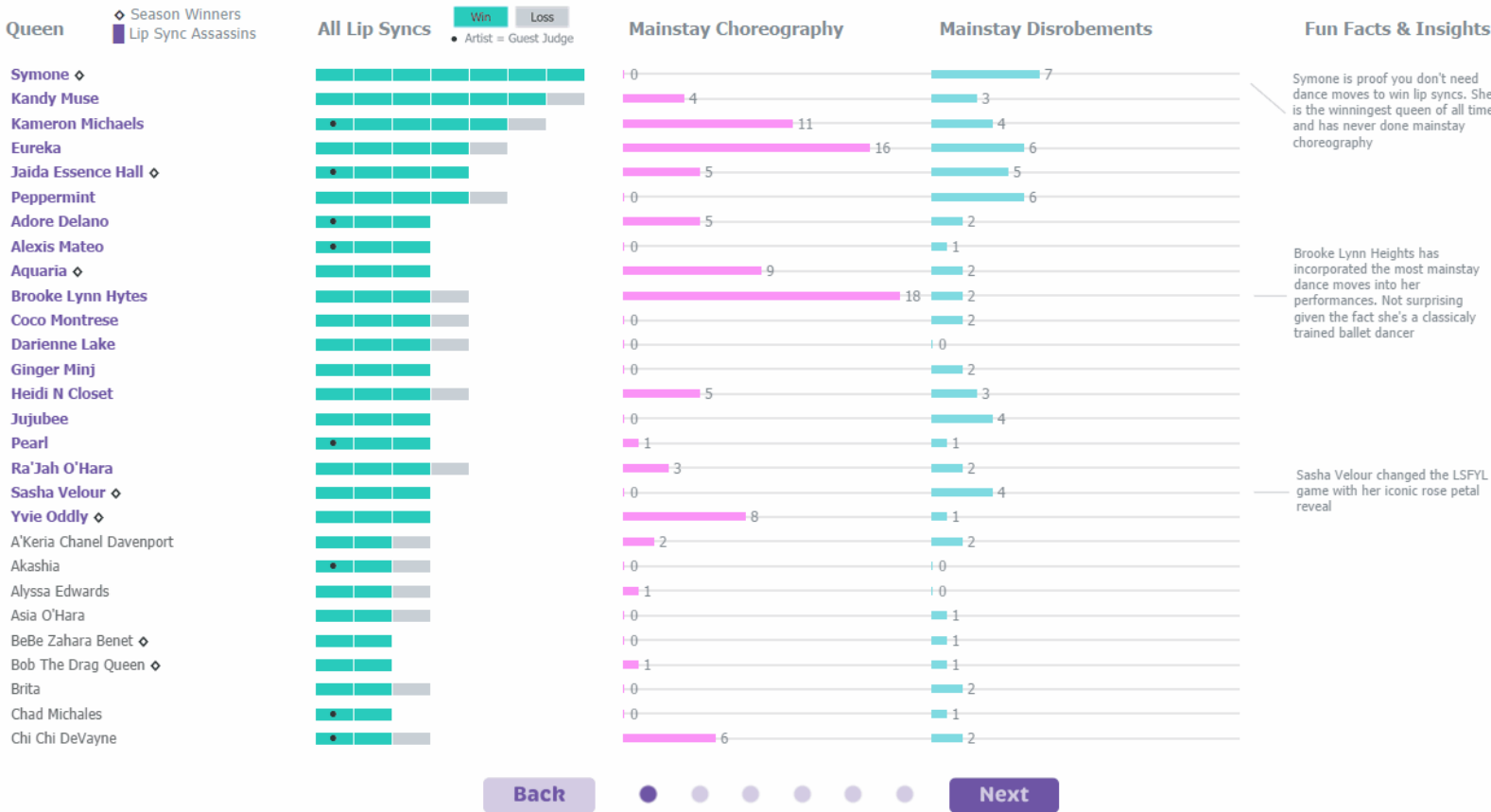
# Design Function User Interface

## BRING BACK MY GIRLS

A look at all queens and their lip syncs

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Use the buttons along the bottom of the chart to navigate between pages.


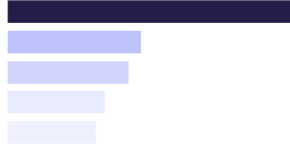

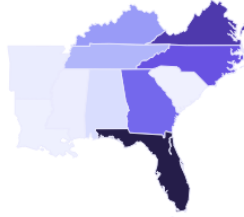
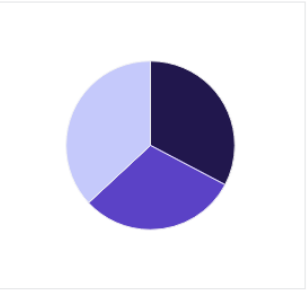







# Design Function

## User Interface

### DESIGNING BEYOND DEFAULTS

Why stick to the defaults when you can create something that's both functional and fun? Adding custom UI features can align your design with specific branding, provide more intuitive navigation, and highlight key insights. By incorporating interactive elements users can engage with the data more effectively, exploring scenarios or drilling down into details more seamlessly.

|                                                                                                                                                                                                                                                                             |                                                                                                                                               |                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                        |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Toggle</b><br><br>Dark Mode <input type="checkbox"/>                                                                                                                                                                                                                     | <b>Button</b><br><br><button>Button</button>                                                                                                  | <b>Alerts</b><br><br>                                                                                             | <b>Stepper</b><br><br>Top 5 Manufacturers <span>-</span> 5 <span>+</span><br>                                                                                                                                                                                                                                                       |
| <b>Drop-Down Menu</b><br><br>Select a region <br><br><input type="radio"/> Central<br><input type="radio"/> East<br><input checked="" type="radio"/> South<br><input type="radio"/> West | <b>Tabs</b><br><br>West Central <u>South</u> East<br><br> | <b>Carousel</b><br><br><br> | <b>Accordion Menu</b><br><br>Bar Chart <br><br>Line Chart <br>Tutorial  |



# Design

**Find Inspiration**

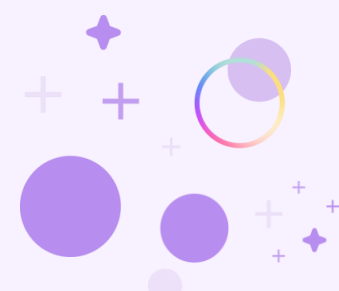
**Wireframe**

**Aesthetics**

**Function**

**Clutter**

- Everything should have a purpose
- Add whitespace
- Reduce cognitive load



# Design

**Find Inspiration**

**Wireframe**

**Aesthetics**

**Function**

**Clutter**





**Design should support your  
analysis and story**

1

2

3

4

5

6



Know  
Your  
Topic

Know  
Your  
Data

Analyze &  
Find  
Your Story

Generate  
Charts

Design

Feedback  
&  
QA

# Get Feedback and Conduct QA

## Feedback

- Multiple groups
  - Data people
  - Laypeople
- It's your viz

## Quality Assurance

- Analysis
- Calculations
- Does everything work?
- Typos/Grammar



1

2

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**Know  
Your  
Topic**

**Know  
Your  
Data**

**Analyze &  
Find  
a Story**

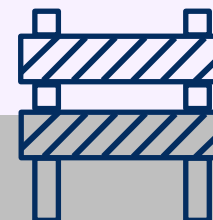
**Generate  
Charts**

**Design**

**Feedback  
&  
QA**

PERFECTION

7



Publish



**Don't let the perfect be the  
enemy of the good**





**Thank you**



