Welcome
Tell your Public Data Stories

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$10,839,000

4500 DONORS

A HUGE THANK YOU TO MORE THAN 160 BUSINESSES - BOTH BIG AND SMALL, - PHILANTHROPIC PARTNERS, AND INDIVIDUALS THAT HAVE COMMITTED NEARLY $11 MILLION TO FIGHT HOMELESSNESS IN KING COUNTY

**Beneficiaries**

**Diversity** - These organizations use diversity as a strategy or connecting people to resources to help them stay in housing and keep them from exiting the housing system.

**Housing** - These organizations work to find people experiencing homelessness safe, stable, and permanent housing.

**Outreach, Engagement, and Support Services** - These organizations work with individuals experiencing homelessness to provide them with comprehensive, culturally relevant services.

**System Change/System Capacity**

Press a category to highlight the chart below, then press on an organization to find out more and visit their website.

https://pearljam.com/thehome

shows/seattle-wa
What is Tableau Public?

Create viz in Tableau Desktop

Publish to Tableau Public (public.tableau.com)

Embed in website
Agenda

Content & Message

Form Factor & Mobile Design

Interactivity & UX

Formatting & Branding
Key Take-Aways

- Design considerations
- Real-world examples
- Project management tips
- Tableau tips
Content & Message
Content & Message

Content Marketing

Surveys & Opinion Polls
Open Data
Statutory reporting
Annual Reports
Side projects
Transparency
Social media campaigns
PR opportunities
Thought-leadership
Demonstration of skills, know-how, and technology
Air travel today remains a vibrant market following the trend of the last several decades. Robust demand is expected the next 20 years as strong economic growth, growing middle classes, increasing consumer spending on services, and evolving airline business models bring more value to passengers and support the long-term outlook. As a result, the industry will require more than 42,000 new airplanes by 2037 with almost 74% in the single-aisle category. Widebody passenger airplane and freighter deliveries make up over 43% of the market value as the passenger market continues to see fragmentation and the freighter market benefits from improvements in world trade.
the private workforce as well, pointing to it having scrapped an Obama-era rule that required businesses with more than 100 employees to report salary data by race, gender and occupation.

“Blocking this rule is a big step backward in effectively addressing the wage gap,” she said.

“Having companies report that data provides them real incentive to look at their own pay scales and, if there are discrepancies between how they pay men and women, to look at ways to fix it if there isn’t a good reason — experience, performance, et cetera — for those men to make more.”

Progress that has been made came slowly.

In 1976, Heidi Hartmann, a programer with a PhD in economics, was working as a researcher for the U.S. Commission on Civil Rights, an agency created in part to address hiring and wage discrimination, when she made an unpleasant discovery. A male colleague doing the same job earned $4,000 a year more.

But when she brought this up to her supervisor, he demoted her.

“They literally told me to do less at work,” recalled Hartmann, who is now 71. She quit, and was quickly hired in the private sector, leaving behind an agency that had failed its mission when dealing with one of its own.

Since around the time Obama took office, public discourse about women in leadership has changed significantly, according to Lyles. “There’s a dramatic increase in how people talk about the issue of pay in the last eight or nine years, but unfortunately there’s a lot that’s still the same.”

Evidence of this status quo isn’t hard to find.

In August, Google came under fire after a memo written by then-employee James Damore went viral. “We
Content & Message

Exploratory
Provide Information

Explanatory
Communicate Insights
Design considerations

- Audience?
- Purpose?
- Message?
- Exploratory or Explanatory?
- How objective do we have to be?

Real-world examples

- Boeing - Market Outlook
- Hatch Institute – Pay Gap

Project management tips

- Involve your PR & Social Media teams early on
Form Factor & Mobile Design
Form Factor | Mini-Dashboard

Form Factor | Story Points

Global Market Overview

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The Tableau Foundation is brimming with people who believe data can help solve some of the world’s most pressing challenges. For the Tableau Foundation, our job is to match passion, products, and partners with organizations ready to do great things for our global community. Together, we have seen first-hand how data can drive innovation. We’re moving from allocating the symptoms of the world’s problems to actually solving them.

This Living Annual Report shows the work we’ve done so far and shares what we’ve learned along the way. And as the work grows and changes, this report will change with it. This report updates weekly using the most recent available data from Tableau Foundation’s data store.

Thanks again to all who have donated their time and talents to this work. We cannot do what we do without your support.

Data as of: 4/23/2018

Tableau Foundation
EUROPE’S MOST PHOTOGRAPHED BEACHES

#9. Barceloneta Beach, Barcelona, Spain

51,485 Instagram posts
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Form Factor

Dashboards

Story Points/Tabs/Navigation Buttons

Long-form infographics

“Mini dashboards”

Individual charts
THE HOME SHOWS

A HUGE thank you to the more than 160 businesses—both big and small—philanthropic partners, and individuals that have committed more than $11 million to fight homelessness.

Even more important is seeing our community and fans rally around this effort. Tens of thousands of you have taken action by signing up for The Home Shows mailing list, watching stories of our neighbors with lived experience with homelessness, volunteering, getting registered to vote - and voting.

And this is just the beginning. You have more influence than you think—and now is the time to use it.

Email your elected officials and let them know what you want from them. Ask your employers what they’re doing on this issue. Support businesses committed to ending homelessness.

Go out of your way to say “Hello” and “How can I help?” when you see a neighbor experiencing homelessness.

Then, keep learning, donating, volunteering, paying attention, and believing. The more than 12,000 people living on the streets of our city need us to.

- Ed, Stone, Mike, Jeff & Matt

Sign up for all things The Home Shows including updates, contests, and stories about homelessness in King County.

Your Email 

Sign Up
THE HOME SHOWS

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Your Email

Sign Up
Form Factor | Designing for Mobile

Single small chart

Flexible width (automatic or range sized)

Device designer

Dashboard swap
Form Factor | Key Take-Aways

Design considerations

• Content & available space

• Format options:
  • Dashboards
  • Stories/Tabs/Buttons
  • Long-form infographics
  • “Mini dashboards”
  • Individual charts

• Mobile design:
  • Mobile only?
  • Automatic width
  • Device designer

Real-world examples

• Spotify – Christmas songs
• Tableau Foundation – Living Report

Project management tips

• Involve your web team early on
• Don’t leave mobile design as an afterthought

Tableau tips

• Style your Story Points to fit design
• Automatic/range sizing + phone layout for best results
• Utilize layout containers for more complex layouts

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Interactivity & UX
Interactivity & UX | Secondary Messages
Explore the interactive data visualization below:

Too few children with symptoms of pneumonia receive care

% of children under 5 with symptoms of pneumonia who are taken to a health provider:

- 10%
- 50%
- 60%
- 80%
- 100%

Select a country to discover the differences by gender, location, and household income.

Source: UNICEF global datasets, 2019, based on MICS, DHS and other national surveys.

https://blogs.unicef.org/blog/5-facts-about-childhood-pneumonia/
Design considerations:

• Less is more
• Secondary (customized) insights
• Design for non-Tableau users
• Make it obvious - Give guidance!
• Use dashboard actions carefully
• Action on click, rather than hover
• Lock maps

Real-world examples:

• UNICEF – Health care data

Project management tips:

• Let others test your viz

Tableau tips:

• Filter action + drop-down menu
• Maps > Map Options > untick all
Too few children with symptoms of pneumonia receive care

% of children under 5 with symptoms of pneumonia who are taken to a health provider

Source: UNICEF global database, 2016, based on MICS, DHS and other national surveys.
Formatting & Branding

Before

After
• Movement and Rhythm
• Balance
• Emphasis
• Simplicity
• Contrast
• Proportion
• Space
• Unity

"Good visual balance, rhythmic movement, emphasis of a focal point, simplicity, contrast in colour, anatomical proportion and effective space arrangement will make a data visualisation look harmonious in composition."
Thirty Years of Disparity in Baseball Salaries

Baseball salaries have exploded since 1965. Explore this growth in Kar Robbit’s visualization, and learn more about your favorite player’s salaries, team payrolls, and average player salaries.

October 3, 2018

Landfall or Close Call: Hurricanes Since 1850

In this visualization, Mike Clinken proposes answering questions like: in what parts of the world do hurricanes or tropical storms pose the greatest danger? How often do the world's largest cities avoid these storms?

What is a Dashboard?

It's a canvas, a repository for "elements"
You CAN do this in Tableau!
FLOATING?

100%

Tiled | Floating
MOVEMENT AND RHYTHM

MAPS & CHARTS ARE DESIGN
MOVEMENT AND RHYTHM

VISUAL FLOW
Kingfisher Habitats

In temperate regions, kingfishers inhabit clear, slow-flowing rivers and streams, and lakes with rich vegetation banks. Kingfishers are often found in clear, shallow streams and rivers, and are often seen perching on rocks, logs, and branches.

The kingfisher nests in the base of a tree, and the female excavates a nest burrow into the base of a tree cavity. The nest burrow is usually about 15 cm long and is typically located in a tree cavity. The nest burrow is usually about 15 cm long and is typically located in a tree cavity.

Sources:
- Natural History Magazine
- National Geographic
- Audubon Society

The nest burrow is usually 60-80 mm in diameter, and the female excavates a nest burrow into the base of a tree cavity. The nest burrow is usually about 15 cm long and is typically located in a tree cavity. The nest burrow is usually about 15 cm long and is typically located in a tree cavity.

Beneficiaries

- Housing: These organizations work to find people experiencing homelessness, safe and stable housing.
- Outreach, Engagement, and Support: These organizations work with individuals experiencing homelessness to provide them with responsive, culturally-relevant services and assistance.

System Change/System Capacity: These organizations work to change the way our current homelessness systems work, and explore new and innovative approaches for the future.

#THEHOMESHOWS - TWITTER CONVERSATION
#THEHOMESHOWS – TWITTER CONVERSATION

People shared messages and stories using #TheHomeShows over 12,500 times throughout the campaign, reaching as much as 132 million people. What was your favorite story or memory?
Don't Be Afraid to Smile
RACISM AND DISCRIMINATION IN AUSTRALIA

According to the LEAD Experiences of Racism Survey between 755 Aboriginal Australians in four communities across Victoria in the previous 12 months:

97% had experienced at least one racist incident

92% had experienced racism, racial, or colour-related teasing

84% had been referred to racially abused

67% had been referred to had something thrown at them

55% reported having property vandalised

Stephen's interview - AUSTRALIA - #HUMAN

Wangeci’s interview - AUSTRALIA - #HUMAN

There is also a lack of awareness in terms of what constitutes a racist event. Males are significantly more likely not to identify several of the examples of discrimination.

Watch stories from our neighbors

Watch and learn about the stories and trends surrounding this growing crisis.
Design considerations

Basic:
- Clean/modern design – less is more
- Logo
- Corporate colors (+ complementary colors)
- Whitespace

Advanced:
- Think YOU
- Think Design Principles
- Think Unity
- Think Flow
- Think Transparency (Responsibly!)
- Think Images & Shapes (Copyright!)

Project management tips

- Involve your graphic design team to get corporate design guidelines

Tableau tips

- Format > Borders & Lines
- Map layers & background colors
- Mapbox maps
- Color picker
- Transparency
- Hierarchy control
Agenda

- Content & Message
- Form Factor & Mobile Design
- Interactivity & UX
- Formatting & Branding
Please complete the session survey from the My Evaluations menu in your TC18 app
Thank you!

Reach out if you have questions:

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Florian Ramseger  
Senior Product Specialist, Tableau Public EMEA  
Email: framseger@tableau.com  
Twitter: @FRamseger

+ Come see the Tableau Public Team at the Viz Gallery!