data+ TV

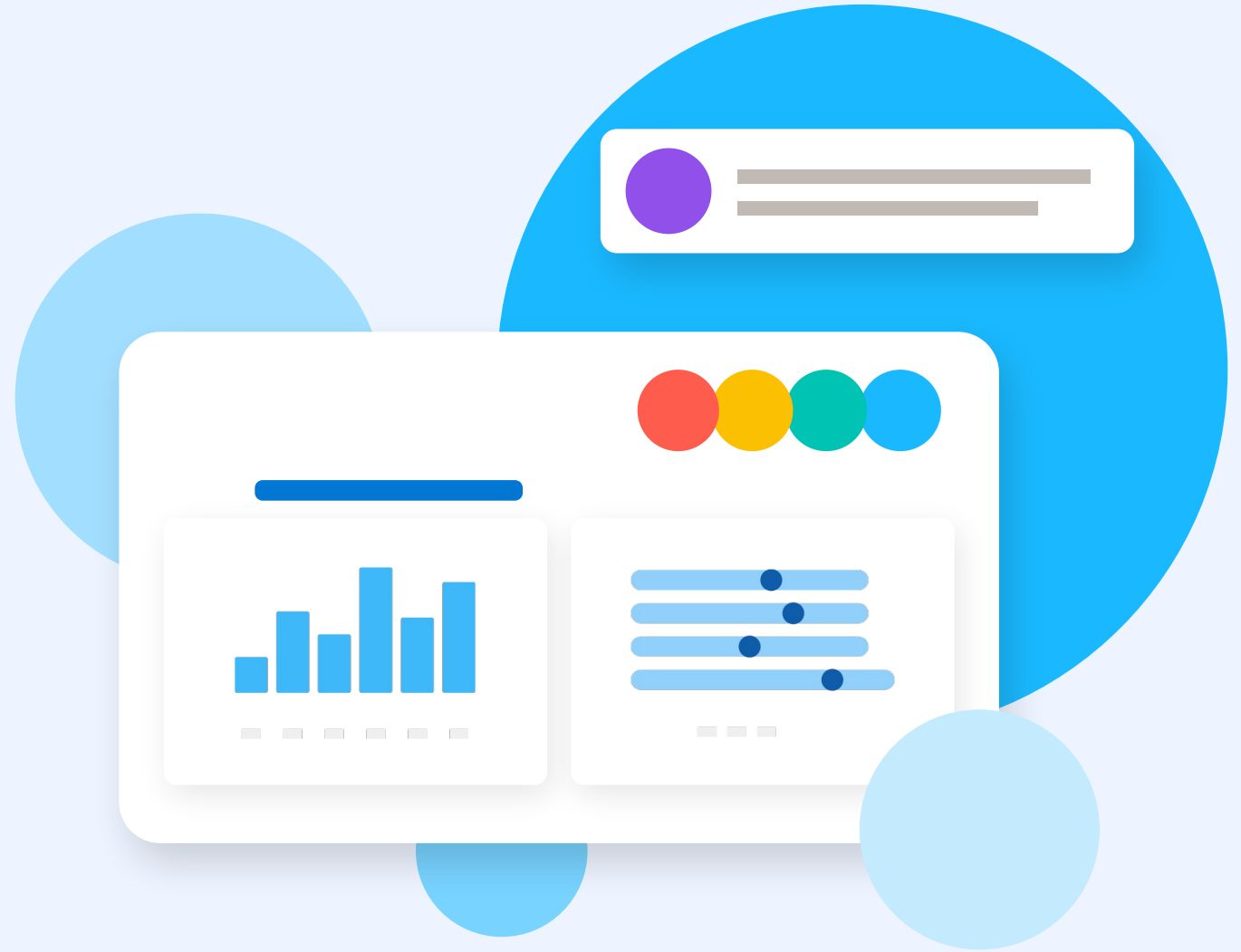+ableau

4 Ways to Build Trust in Your Dashboards

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Lead Data Strategist
Booz Allen Hamilton

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What Will We Cover?

- Give it Depth, and Give it Validity
- Make it Approachable
- Always Give Context
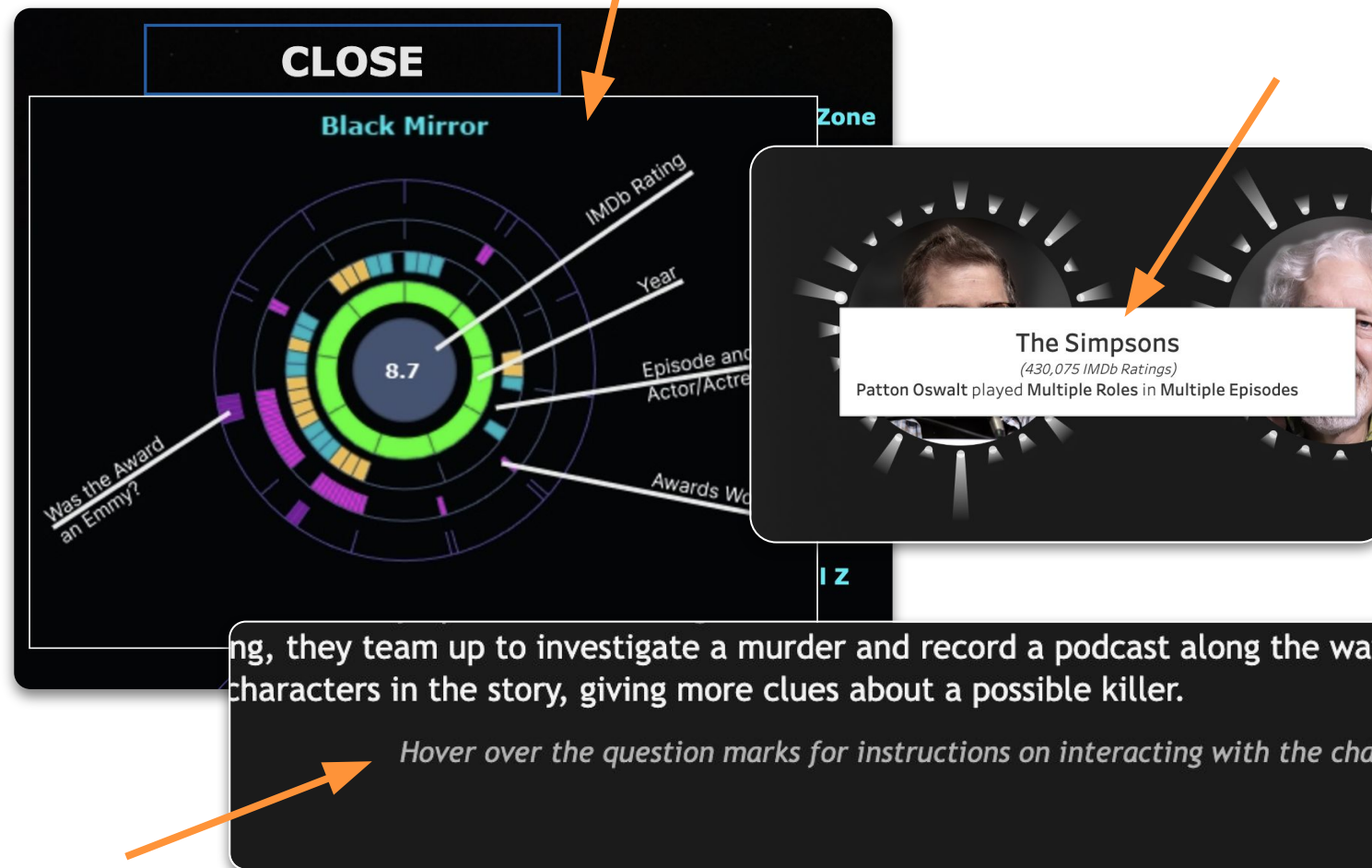- Make it Easy to Find the How

+ableau

Give it Depth, and
Give it Validity

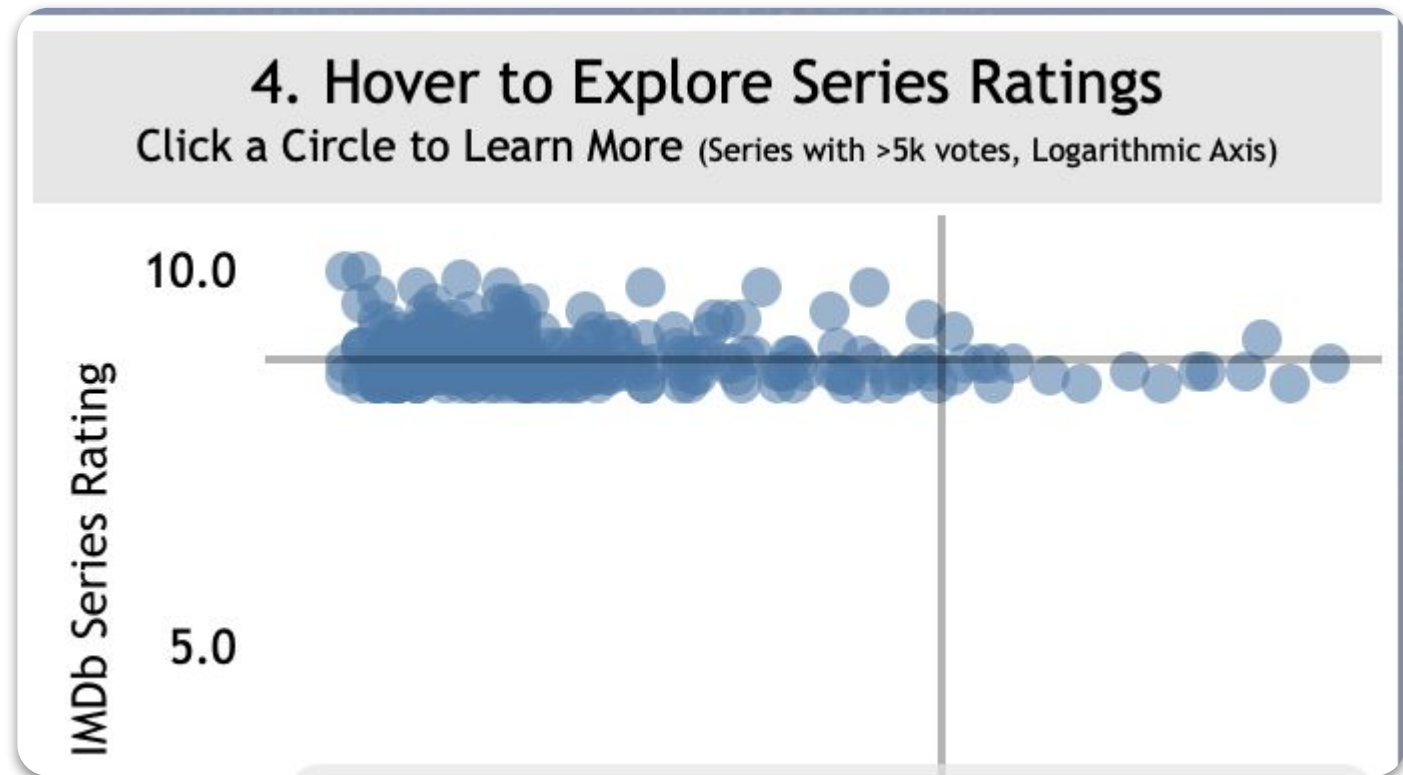# Give it Depth, Give it Validity

- Overlays
- Annotations

Make it Approachable

Make it Approachable

- Simplest Words
- Shortest Explanation
- Remove Barriers to Understanding

4. Hover to Explore Series Ratings
Click a Circle to Learn More (Series with >5k votes, Logarithmic Axis)

Always Give Context

Always Give Context

Context is the Blind Spot Detector for Decision-Making

- In Tooltips
- In Captions
- In Overlays
- In Instructions

The Simpsons
(430,075 IMDb Ratings)
Patton Oswalt played **Multiple Roles** in **Multiple Episodes**

Make it Easy to Find the How

Make it Easy to Find the How

Shorten the distance between questions and insight
with easily accessible documentation

- As a calculated field
- As a navigable sheet from your dashboard
- As a point in your story

Data Source:
Data + TV Starter Dashboard

Data Location:
https://public.tableau.com/app/profile/tableau.research/viz/DataTVStarterDashboard/DataTVIMDBDashboard

TV Series Activities
Database: Sample Database
Table: "OPAL"."BUSINESS_CENTER_BAL"."Series_Activities"

Calculations:
Count of Series and Title: COUNTD([PK.SeriesID]) + COUNTD(IF [Title Type] != 'tvEpisode' THEN [PK.TitleID] END)

IMDB Title URL- 'http://www.imdb.com/title/' + [IMDb Title ID]

Season and Number- "Season " + [Season]

Count Methodology:

Created Date:
November 20, 2024

data+ TV
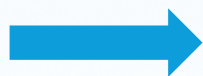
Pick up the remote and pull up a dashboard.

Create a viz that tells the story of the data behind the TV shows you love and unlock exclusive content and discounts.

Learn more →

Powered by **IMDb**

Thank You

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