



Tips and tricks to build your Tableau skills as a student

Welcome!

We'll get started at 9 am Pacific time

- Dial in or use your computer's audio
- All lines are muted
- Today's webinar is being recorded
- All attendees will receive the slides and recording via email
- Submit questions for the presenters via the Q&A panel



Tips and tricks to build your Tableau skills as a student

Kaleigh Piscioneri

Who Knew a College Class Would
Change My Life?

Introduction

uniFund



+tableau®

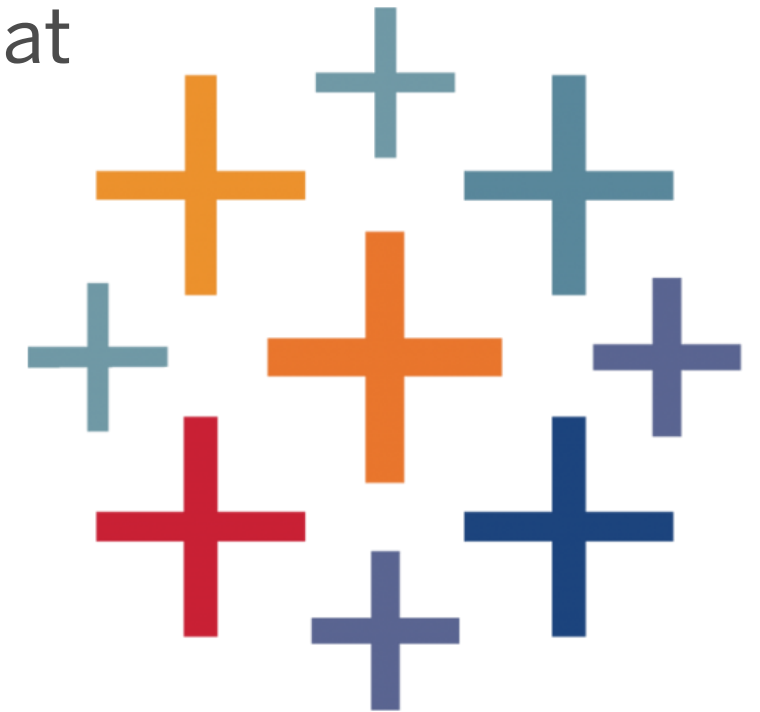
How did I get introduced to Tableau?

- Data Visualization class with Jeffrey Shaffer at UC
 - Dear Data
 - The famous Halloween dataset
 - Makeover Monday
- Internship with Unifund
 - Kevin Flerlage
 - Dinushki De Livera



Why Tableau?

- Data is EVERYWHERE... the new up and coming trend
- Combination of statistics, graphic design, coding, analytics
- Visualize data in an understandable and attractive format
- Develop a brand for yourself and STANDOUT
- Unlimited amount of tools, skills, and resources
- AMAZING Tableau community
- The sky is your limit
- Open doors for you that will change your life



Behind the Viz

Penalty Kicks: A Goalkeeper's Dream or Nightmare

PENALTY KICKS: A GOALKEEPER'S DREAM OR NIGHTMARE?

As a collegiate goalkeeper at the University of Cincinnati, penalty kicks were something I lived for.

75% Chance of Scoring a Penalty Kick



Pictured Above: The penalty kick goal that allowed the University of Cincinnati Bearcats to win the American Athletic Conference Championship and receive a bid to the NCAA tournament in 2015.

25% Chance of Saving a Penalty Kick



Pictured Above: The penalty kick save that allowed the University of Cincinnati Bearcats to win the American Athletic Conference Championship and receive a bid to the NCAA tournament in 2015.

Click on each cleat to look at the percentages of overall shooters, left-footed shooters, and right-footed shooters.



Overall



Left-Footed



Right-Footed

Overall

From the Shooter's Perspective on Goal

Where are PKs most commonly shot?



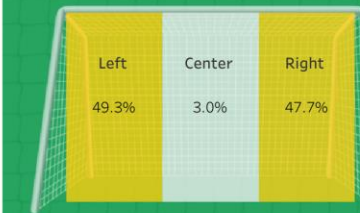
Where do you get the highest chance of scoring a PK?



Overall

From the Goalkeeper's Perspective in Goal

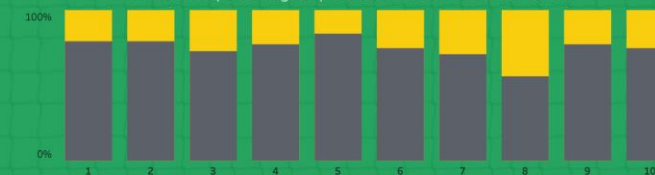
Where is it most likely for a goalkeeper to position themselves for a PK?



What is the average save percentage for PKs based on the goalkeeper's positioning?



What is the percentage of penalties scored in the order taken?



What is the best strategy?

According to this data, shooting straight down the middle is likely to give you the best results. With a high level of certainty, goalkeepers have predominantly decided they are going to dive to one side and have made this decision before the penalty kick is taken. From personal experience, I can strongly relate to this.



How did I choose this topic and dataset?

- Wanted to create a viz on a topic that hits home with me
- Won 2015 AAC Championship in penalty kick shootout
- Thrived under the pressure of a shootout and beating the odds
- Data and statistics on the success of goalkeepers during these high-intensity moments
- Statzone: Statistical Insight into Shootouts

Make a STATEMENT and ATTRACT my audience

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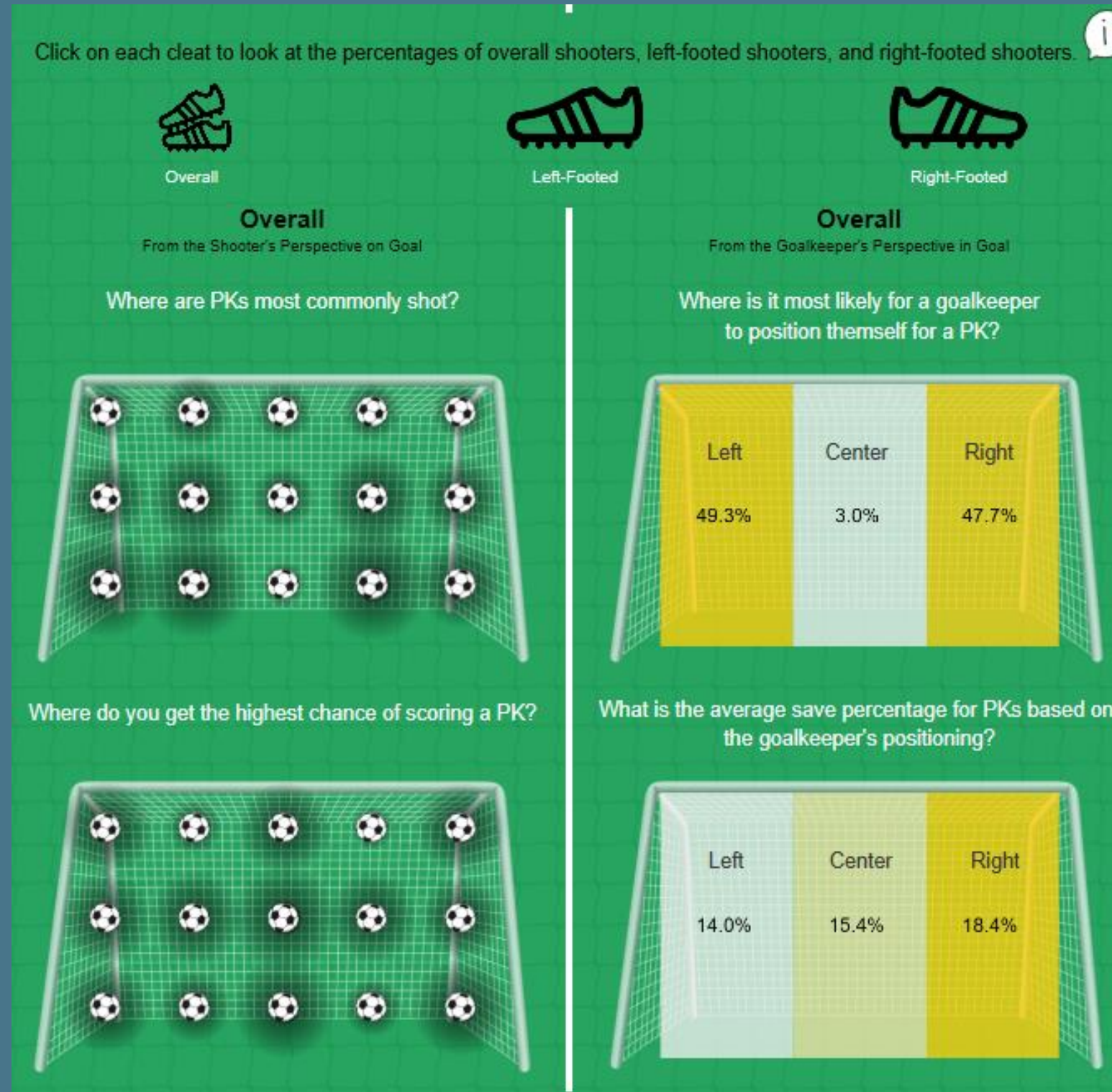
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25% Chance of Saving a Penalty Kick

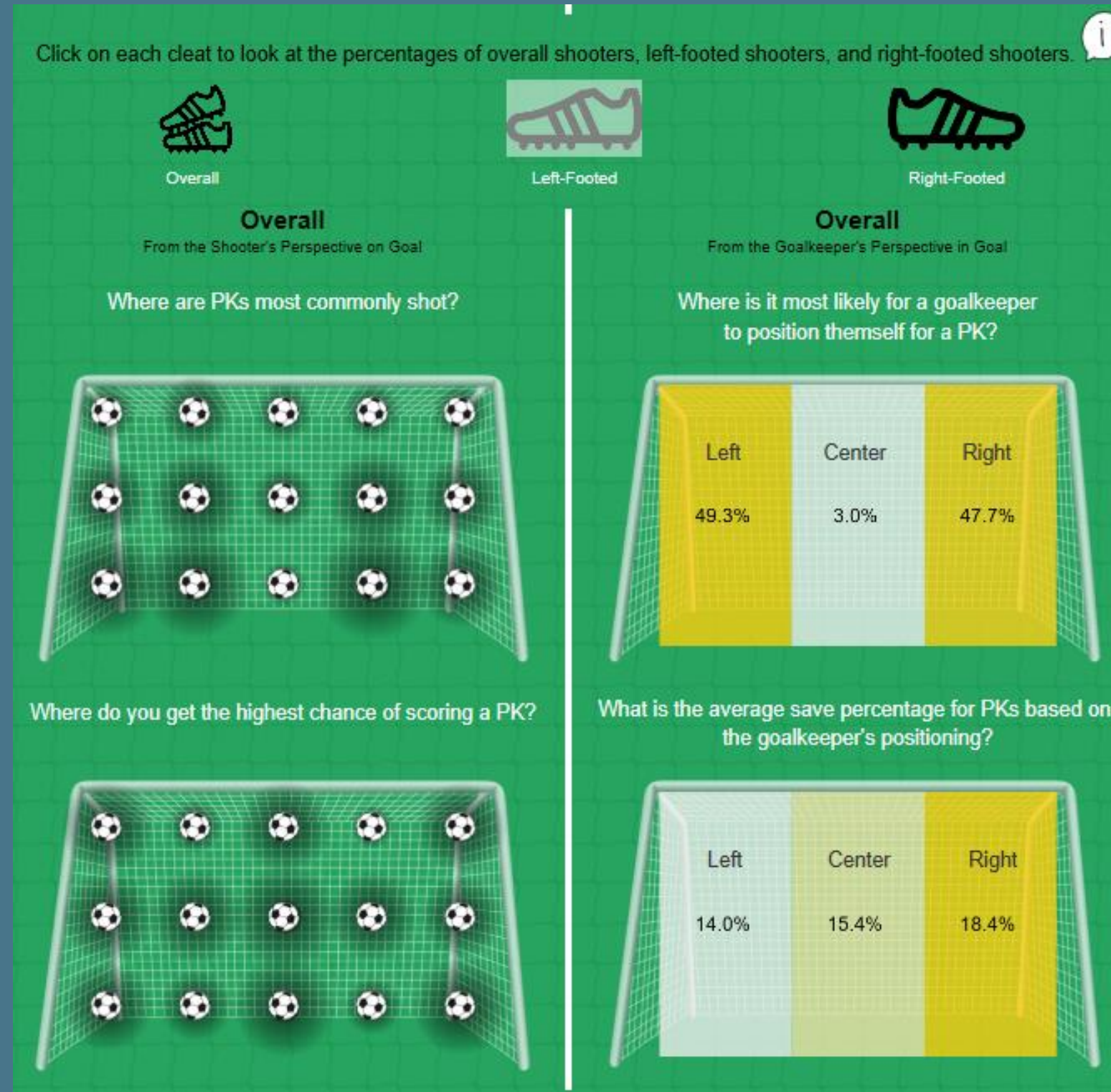


Pictured Above: **The penalty kick save** that allowed the University of Cincinnati Bearcats to win the American Athletic Conference Championship and receive a bid to the NCAA tournament in 2015.


Use INTERACTIVE buttons to display more data in a CLEAN way






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Click on each cleat to look at the percentages of overall shooters, left-footed shooters, and right-footed shooters. 

 Overall  Left-Footed  Right-Footed

Left
From the Shooter's Perspective on Goal

Where are PKs most commonly shot?




Left
From the Goalkeeper's Perspective in Goal

Where is it most likely for a goalkeeper to position themselves for a PK?

Left	Center	Right
38.2%	3.4%	58.4%


Where do you get the highest chance of scoring a PK?




What is the average save percentage for PKs based on the goalkeeper's positioning?


Left	Center	Right
17.6%	33.3%	19.2%

Use INTERACTIVE buttons to display more data in a CLEAN way


Click on each cleat to look at the percentages of overall shooters, left-footed shooters, and right-footed shooters. 



Overall



Left-Footed




Right-Footed


Left

From the Shooter's Perspective on Goal

Where are PKs most commonly shot?



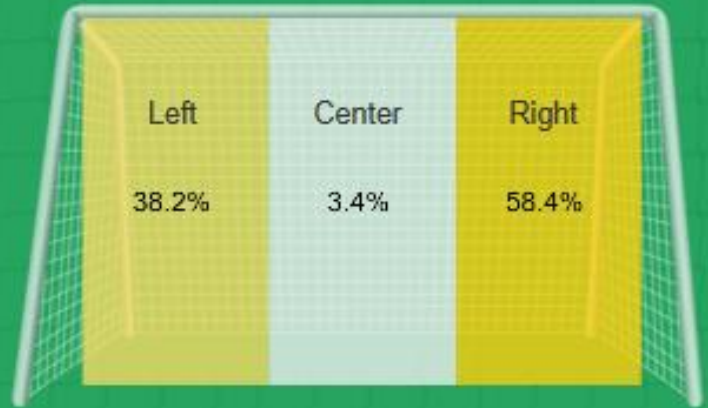
Where do you get the highest chance of scoring a PK?



Left

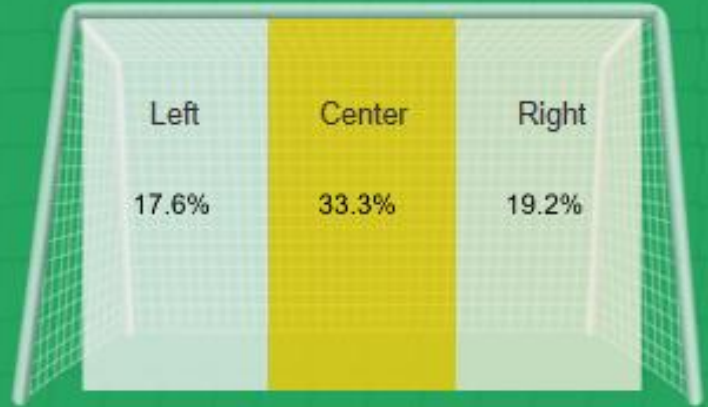
From the Goalkeeper's Perspective in Goal

Where is it most likely for a goalkeeper to position themselves for a PK?



Position	Percentage
Left	38.2%
Center	3.4%
Right	58.4%

What is the average save percentage for PKs based on the goalkeeper's positioning?



Position	Save Percentage
Left	17.6%
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Use INTERACTIVE buttons to display more data in a CLEAN way

Click on each cleat to look at the percentages of overall shooters, left-footed shooters, and right-footed shooters.



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Left-Footed



Right-Footed

Right

From the Shooter's Perspective on Goal

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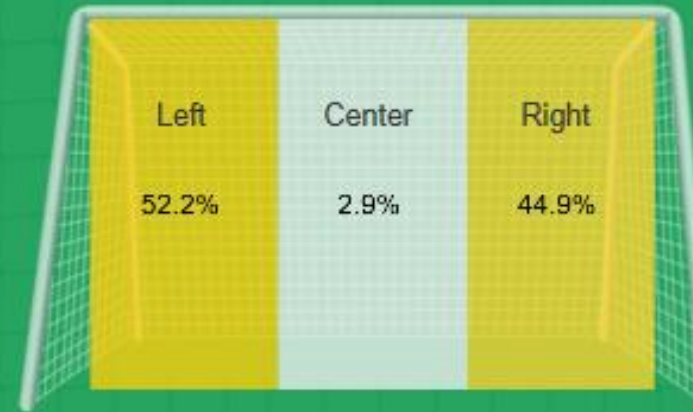
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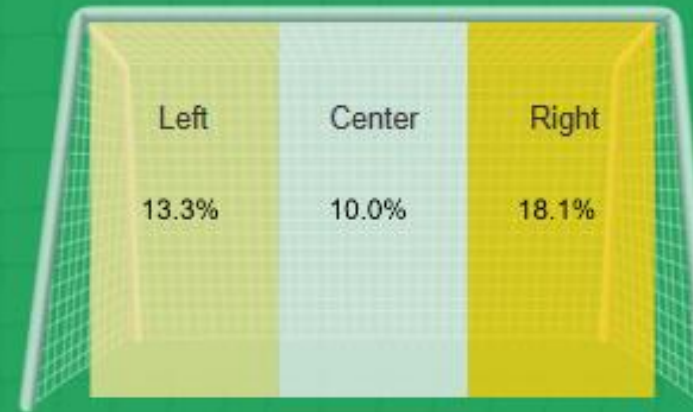
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From the Goalkeeper's Perspective in Goal

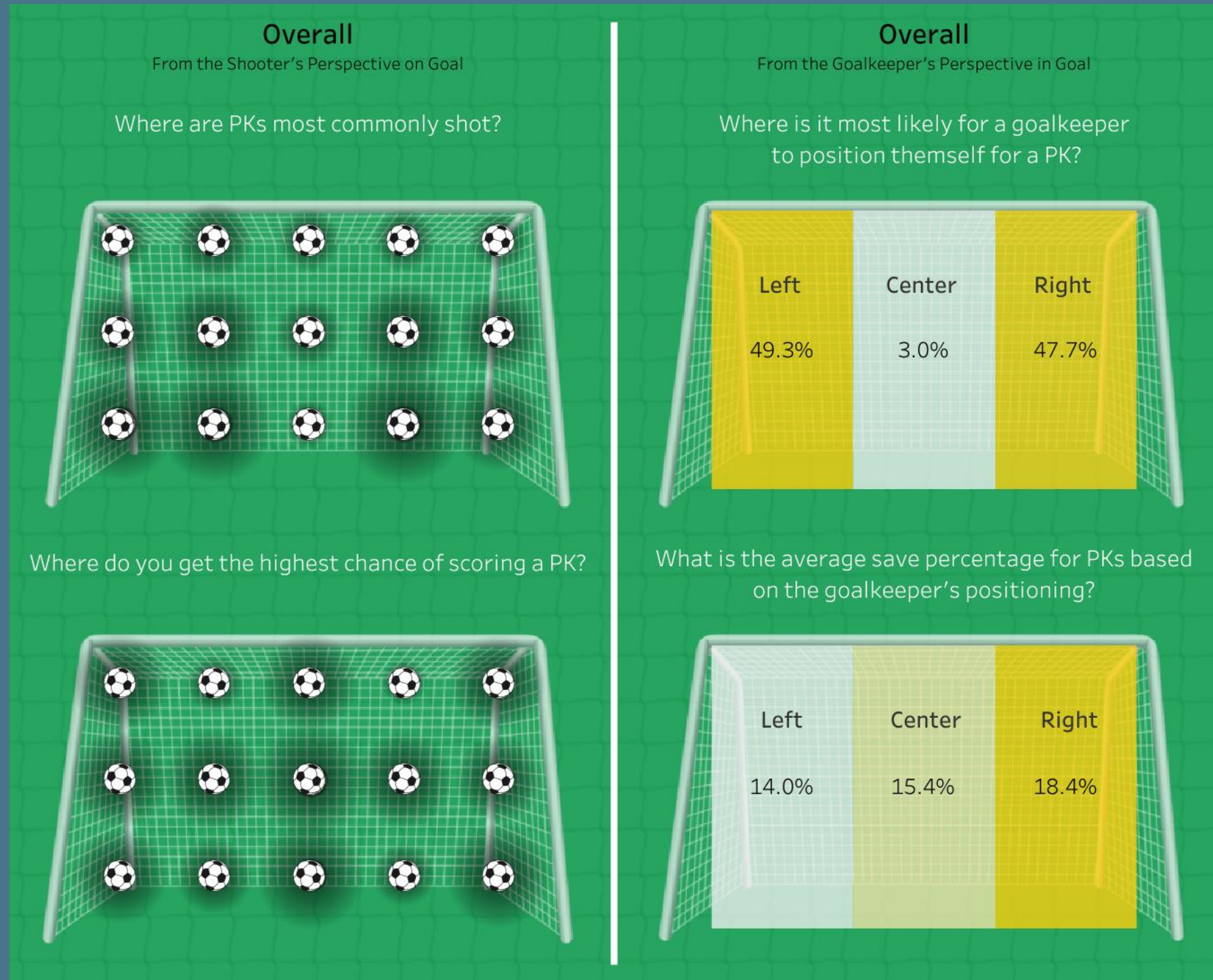
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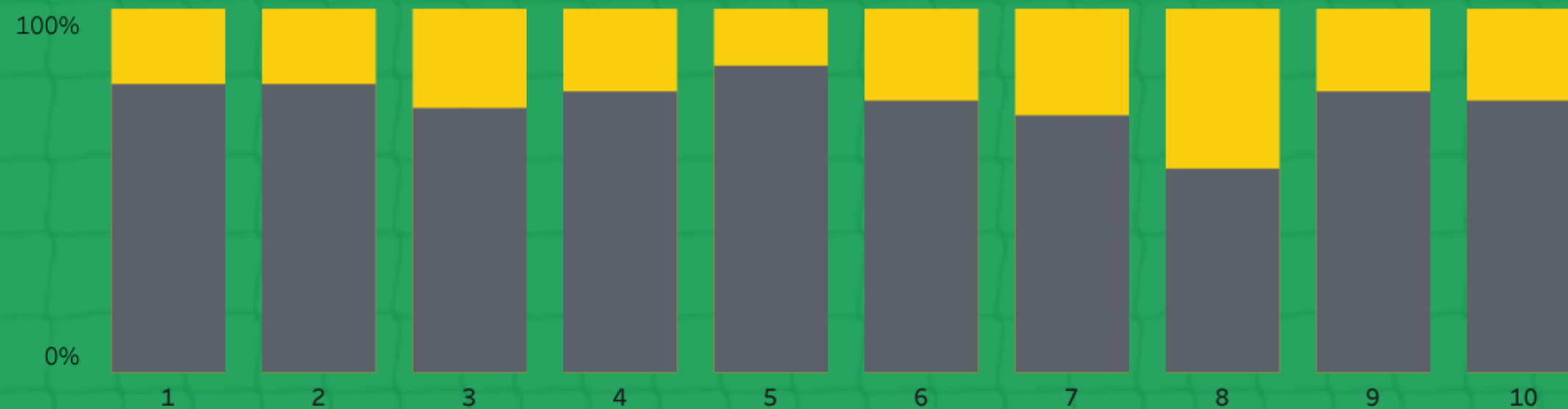


RELATE to my audience in an understandable format



SUMMARIZE and end with a TAKE-AWAY statement

What is the percentage of penalties scored in the order taken?



What is the best strategy?

According to this data, shooting straight down the middle is likely to give you the best results. With a high level of certainty, goalkeepers have predominantly decided they are going to dive to one side and have made this decision before the penalty kick is taken. From personal experience, I can strongly relate to this.



Additional Help and Resources

+tableau++public

Struggled with displaying the percentages for each area on the goals

Looked for help:

- The Tableau Community
- MENTORS
- Blogs
- POWERPOINT
- Help is everywhere... just ask!



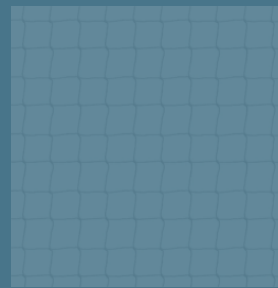
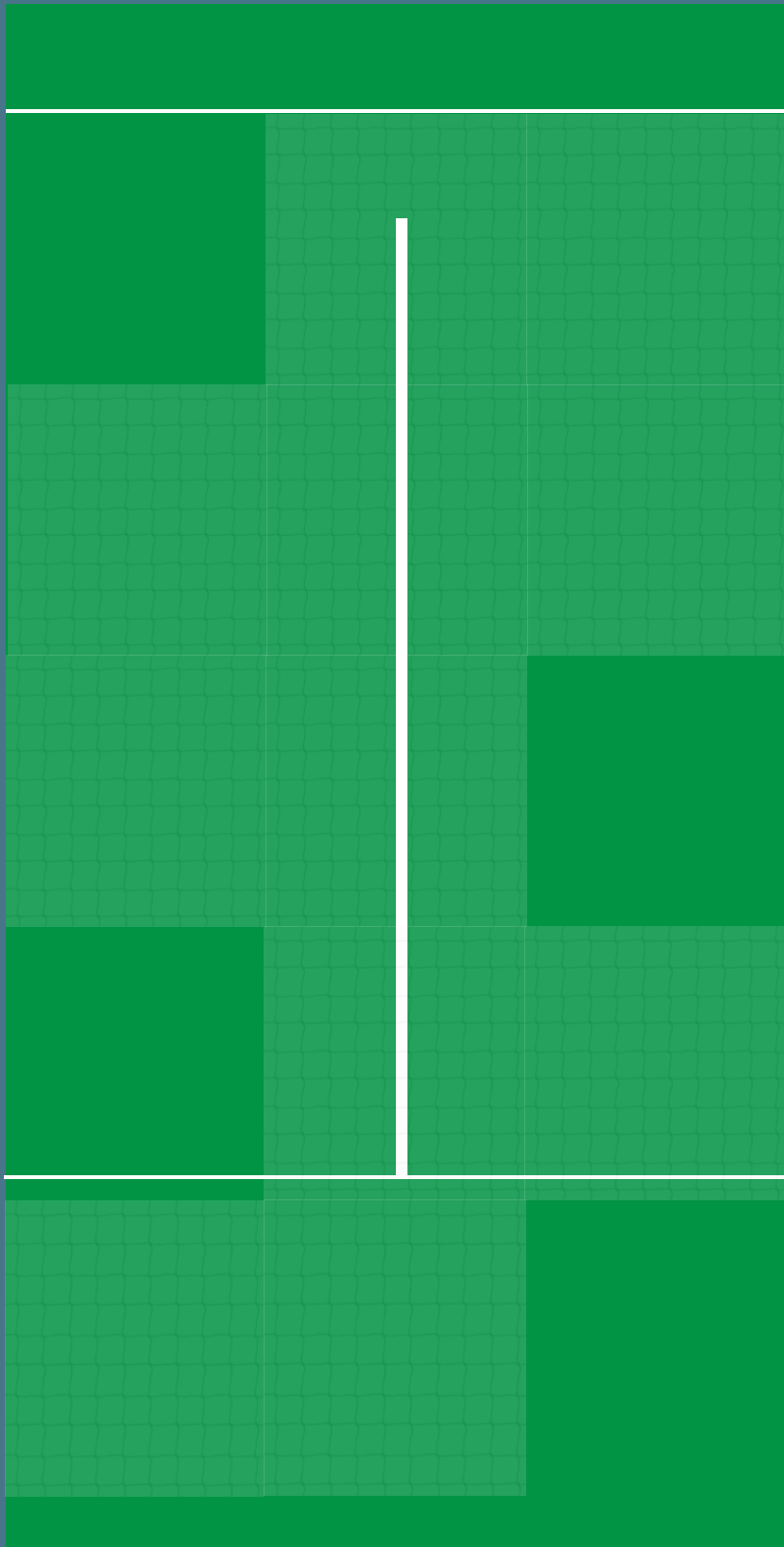
data + science
= transforming data to insight

What is my FAVORITE Tableau Trick?



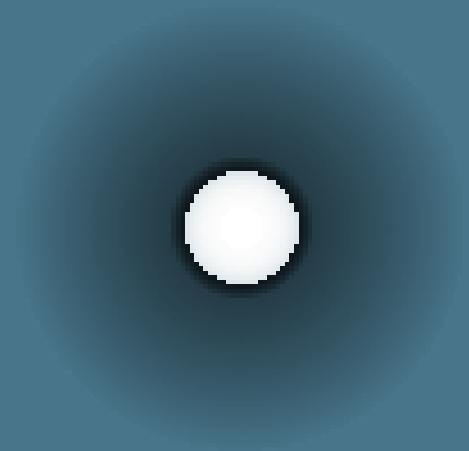
Incorporating PowerPoint into Tableau

- Create titles and save them as images
- Build your own background
- Customize shapes and icons
- Make important data STANDOUT
- Attract your audience
- Provide your own style to the data
- [“Tableau & PowerPoint – A Match Made in Heaven” by Kevin Flerlage](#)



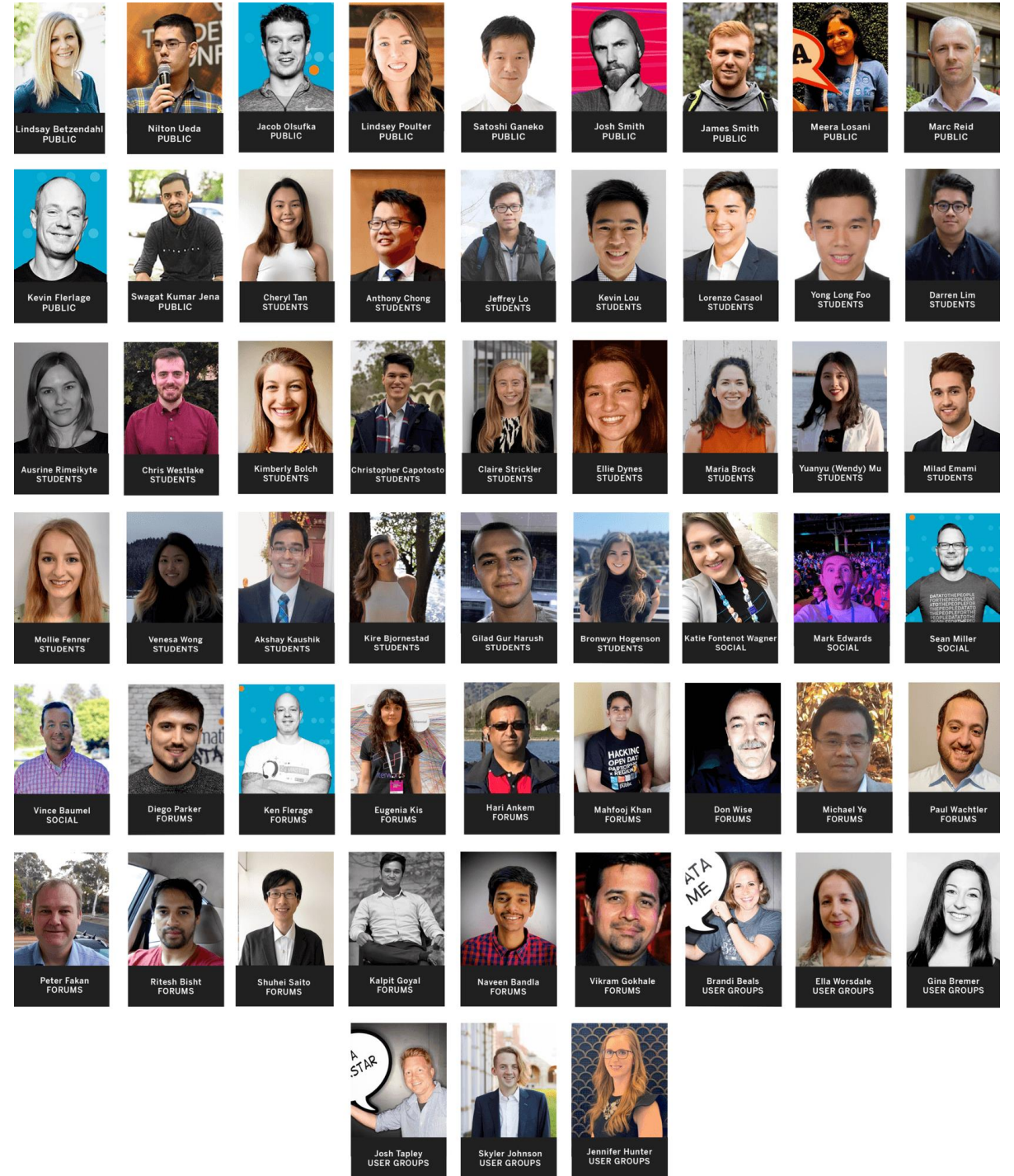
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The Power of Mentors

- INCREDIBLY valuable
- Provide a new experience
- Bounce ideas off of
- Learn new skills and tricks that you never knew existed
- Propose a different perspective
- Offer feedback/constructive criticism



Advice

- GET OUT of your comfort zone
- REACH OUT to those you admire
- GET INVOLVED in everything possible
- Practice, Practice, Practice
 - Superstore dataset, Kaggle, data.world, statista
 - #MakeoverMonday, Iron Viz, Sports Viz Sunday
- Students download Tableau Desktop for free!!!
- Follow the Tableau Community... Twitter, Tableau Public
- Don't be afraid to display your skills



THANK YOU!!!



@Kpish3

