

Art + Data: A Collection of Tableau Dashboards (Hard Cover)

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We love uncovering new data stories with clients and finding solutions to their data quandaries. When we partner with new clients, we get an opportunity to help them visualize data in new ways. While unique data sets require an innovative approach to data visualization, we find that applying a consistent, specific methodology towards design helps us develop the highest quality work.

All the dashboards in this book exemplify our method, which leverages our 5 Elements of Dashboard Design Integrity, Flow, Color, Typeface and Charm. They vary in importance as a dashboard takes shape, but all are critical in assuring that a data story is told in a compelling, accurate and attractive way. We want our final dashboards to stand out.

As you approach data visualization within your organization, we hope you'll find our methodology accessible and exciting. Use this book and the following dashboard examples to learn the *5 Elements* and consider how they might apply in your industry.

Imagine the possibilities for beautifully displaying your data story!



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