

Tableau. Gráficos de círculos y superficies

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Objetivos

Conocer el procedimiento para crear un gráfico mapa interactivo para visualizar datos cualitativos y cuantitativos.

Conocimiento previo

Hojas de cálculo.

Contenido

Gráficos interactivos. Mapas geográficos.

Gráfico mapa interactivo con Tableau Public.

La creación de un gráfico interactivo de globos o regiones puede ser muy útil para visualizar datos rápidamente sobre diferentes variables. El programa Tableau Public nos permite pasar datos desde una hoja de cálculo automáticamente al gráfico interactivo, mejorando su visualización y exposición.

El procedimiento consiste en:

 Para ello necesitamos tener nuestros datos cualitativos y cuantitativos en dos columnas sobre la hoja de cálculo y al inicio el nombre para cada variable (por ejemplo: país y resultados asociados).

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-A partir de los resultados sobre las dos variables (país y resultados), queremos saber la frecuencia para cada alternativa y situar los totales sobre un gráfico de globos. Por lo que tendremos que abrir el programa Tableau Public y entrar en el archivo de la hoja de cálculo donde están los datos.



-Una vez que seleccionemos el archivo de la hoja de cálculo deben aparecer como se indica a continuación.

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-La dos variables (país y resultados) aparecen ya en Tableau y hacemos click en "Go to Worksheet" para empezar a trabajar con ellos...

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Obtenemos una tabla por ciudades con los datos totales para cada una de ellas y a partir de la misma podemos cambiar el tipo de gráfico...









¡Recuerda! No olvides guardar el gráfico...





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