



Tableau's Data + TV Get Started Kit



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Introduction

Hello, TV Fan!

Welcome to the **Get Started Guide for the Data + TV challenge**. We're so excited to share this data as part of a collaboration between Tableau and IMDb – the world's most popular and authoritative source for information on movies, TV shows, and celebrities. We're looking forward to the stories you will tell about the data behind the TV you love.

What insights will you be able to find and share? Will you track your favorite actors careers? Which series had the most satisfying finale? Which had the worst? Is HBO better than Netflix?

We've built a [Starter Dashboard](#) with the data for you to explore. If you're new to Tableau, fear not! We've got step-by-step instructions to help you create your TV viz. If you're already a Tableau data rockstar, feel free to skip these steps and start vizzing!

NEW! Starter Dashboards with themed datasets.

[SciFi Starter Dashboard](#)

[Horror/Halloween Starter Dashboard](#)

[Holiday Starter Dashboard](#)

This guide will explain:

- How to get started on Tableau Public
- How to navigate the Starter Dashboard
- Four examples of ways to explore the data to create your own movie viz
- Ideas about formatting

If you are new to Tableau, we have [a massive amount of resources](#) you can use to learn more.

Don't forget: We want you to share your TV viz! Everyone who shares their data story will get free access to the DataFam Discovery Kit, which contains curated learning content and special offers.

What's inside the DataFam Discovery Kit

Tune in this season to unlock Tableau growth with the DataFam Discovery Kit.

This exclusive collection features:

- Expert tutorials and how-to data content
- Hands-on virtual events
- Exclusive offers
- Fun DataFam downloadables

Whether you're part of the main DataFam cast or just guest starring with Tableau for an episode, the DataFam Discovery Kit provides everything you need to explore, learn, and excel in the world of data visualization right at your fingertips. More details on how to claim your DataFam Discovery Kit later.

We're very grateful to IMDb for providing the data and powering our Data + TV challenge.

My name is Andy Cotgreave, Senior Data Evangelist at Tableau, and I'm here to help you get going.

Ready! Set! Action!

Andy



Andy Cotgreave is co-author of The Big Book of Dashboards, and Senior Data Evangelist at Tableau. He is the host of Chart Chat and Iron Viz and writes the Sweet Spot newsletter. He has over 20 years' experience in data visualization and business intelligence, first honing his skills as an analyst at the University of Oxford. Andy helps customers, media, and analysts across all industries see and understand their data. He has inspired thousands of people with technical advice and ideas on how to identify trends in visual analytics and develop their own data-discovery skills.

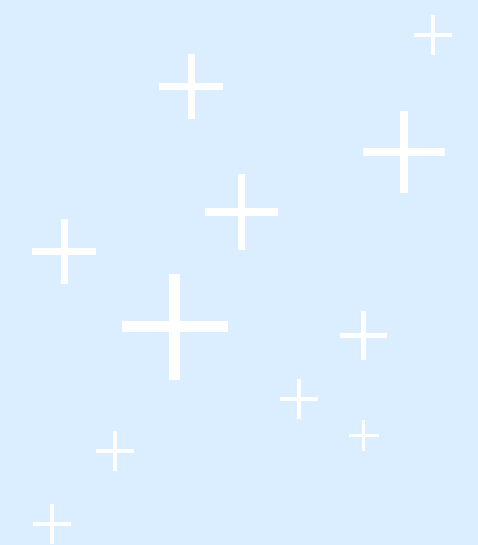
Note:

Due to trademark and copyright restrictions, if you want your visualization to be among those shared and highlighted by Tableau, you must not use any trademark or copyright-infringing materials.

You can:

1. Use images included in the IMDb dataset.
2. Use AI to create your own images.

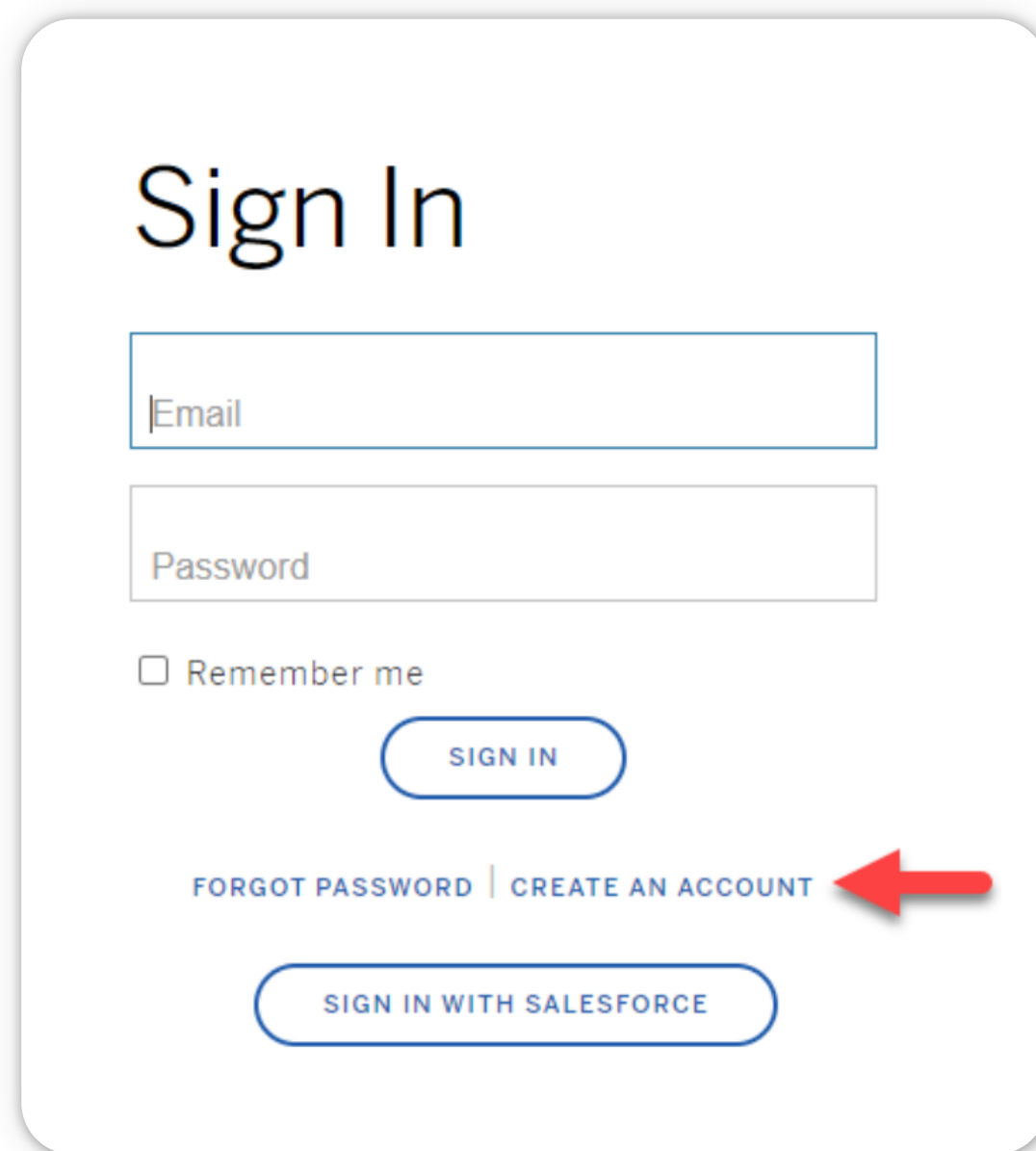
To learn more about what you can and cannot do, [read this](#).



Get started:

Create your Tableau Public account

If you don't already have one, the first thing you'll need is a **Tableau Public account**. Head to the Tableau Public [sign in](#) page and click on the "Create an Account" option.



Sign In

Email

Password

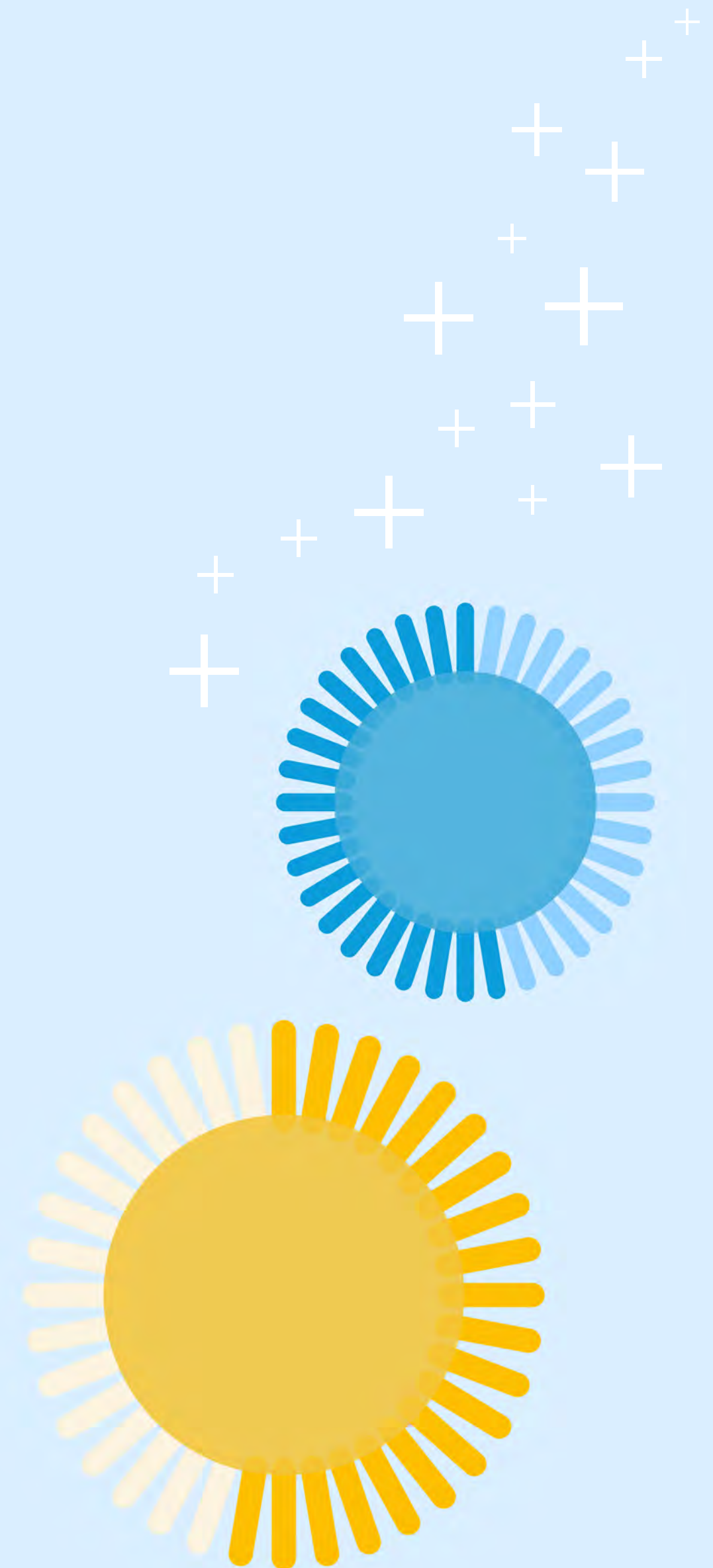
Remember me

SIGN IN

FORGOT PASSWORD | CREATE AN ACCOUNT

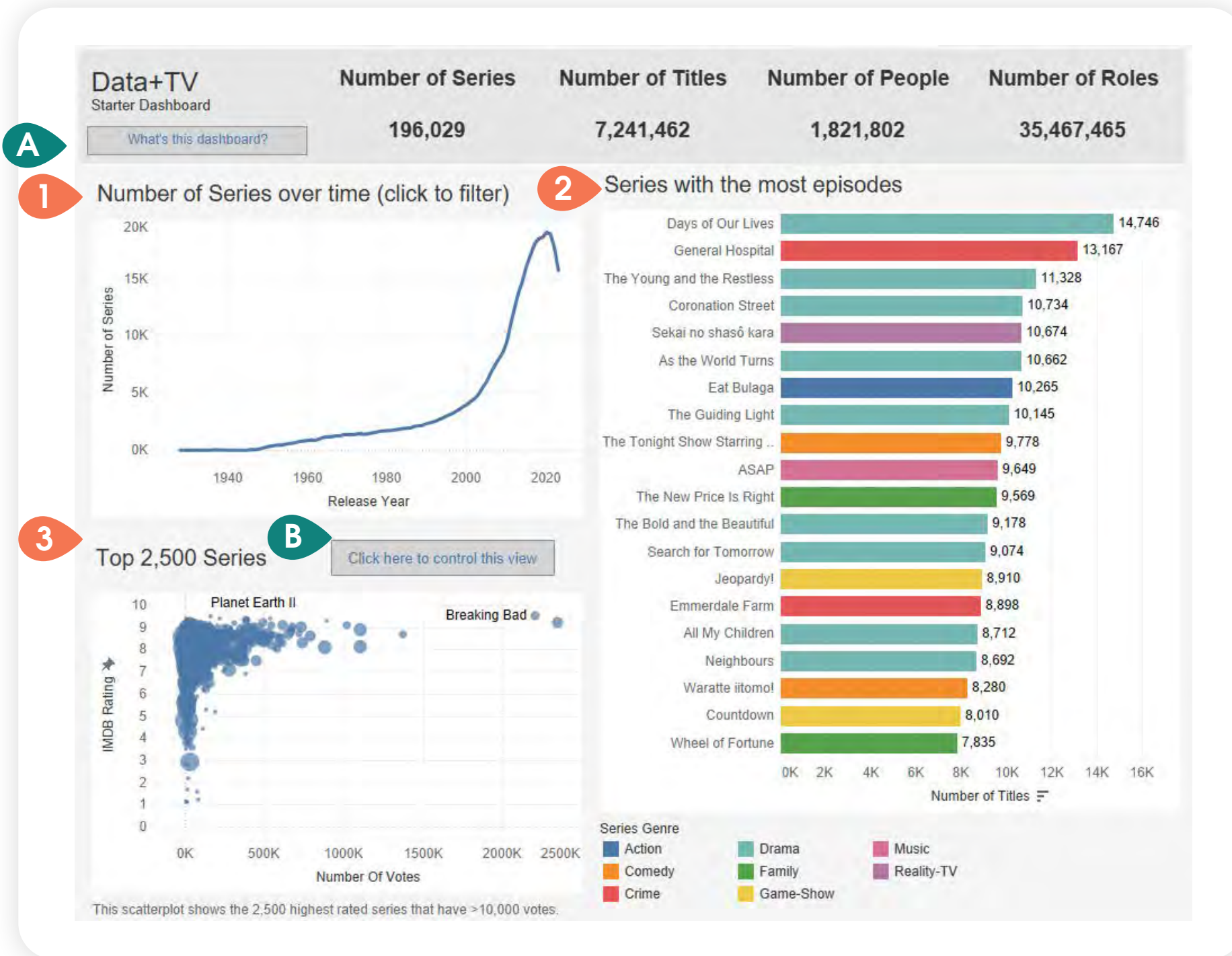
SIGN IN WITH SALESFORCE

Follow the steps, and once your email is verified, you're ready to go.



Navigate the Starter Dashboard

Let's familiarize ourselves with the [Starter Dashboard](#).



There are three views pre-built for you. These are:

- 1 A line chart showing the number of TV series over time.
- 2 A bar chart showing the TV series with the most episodes over time (color shows the type of show).
- 3 A scatterplot showing the top series by IMDb rating and by the number of votes for each series.

You can filter the dashboard by clicking on a point in time on the line chart and selecting, "use as filter" on the right side of the line chart.

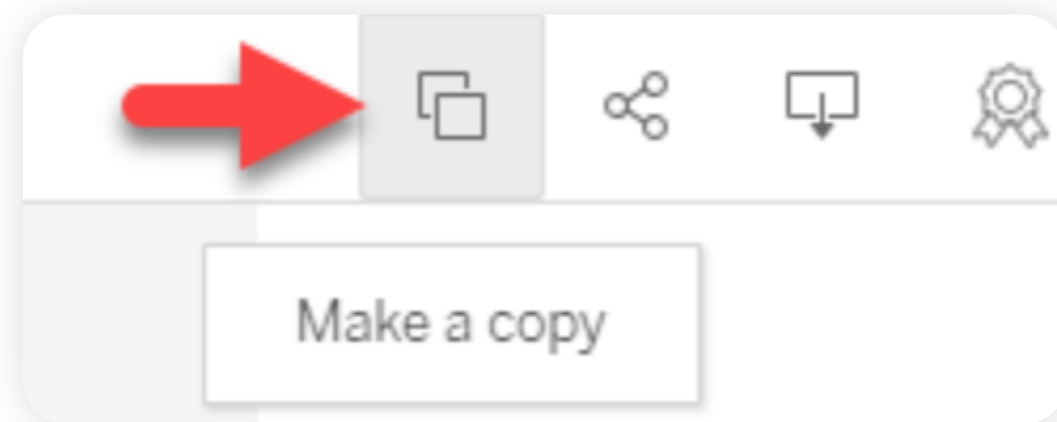
By default, the scatterplot shows the top 2,500 series that have over 10,000 votes. You can change those thresholds by clicking on the "Click here to control this view" button (marked B in the image above).

To find out more details about the dashboard, click button A.

Make a copy of the Starter Dashboard

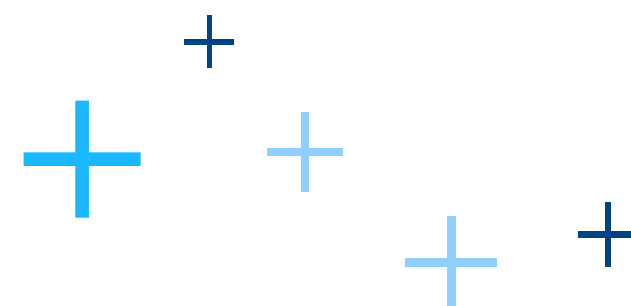
Now you're ready to make a copy of the Starter Dashboard. If you're a beginner we recommend doing your exploration in the browser. Here are the instructions:

1. [Go to the Starter Dashboard](#)
2. Click on the "Make a copy" button at the top right of the page.



3. A new window opens: the editor window for Tableau Public vizzes and dashboards.

You're now ready to explore and make your own story! To help you along, the following sections give you some guided ideas to explore. For all of the following walk-throughs, make sure you are in edit mode, which you can get to by clicking this button:

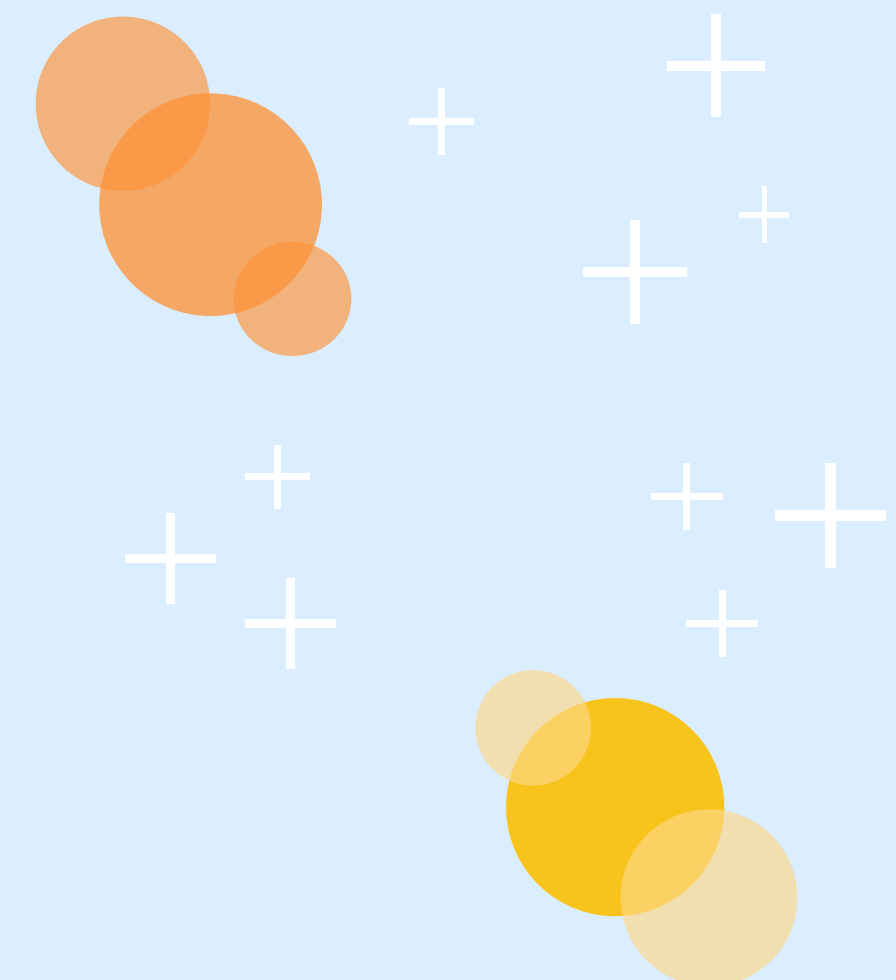


Note:

If you want to work on your local drive, you can download the workbook. To do that, click on the "Download Workbook" button. The dataset in this workbook is large so performance might be an issue. The images in this guide have been taken from the desktop version of Tableau.

To work locally you will need a copy of Tableau on your computer.

You can get a free Tableau trial [here](#).



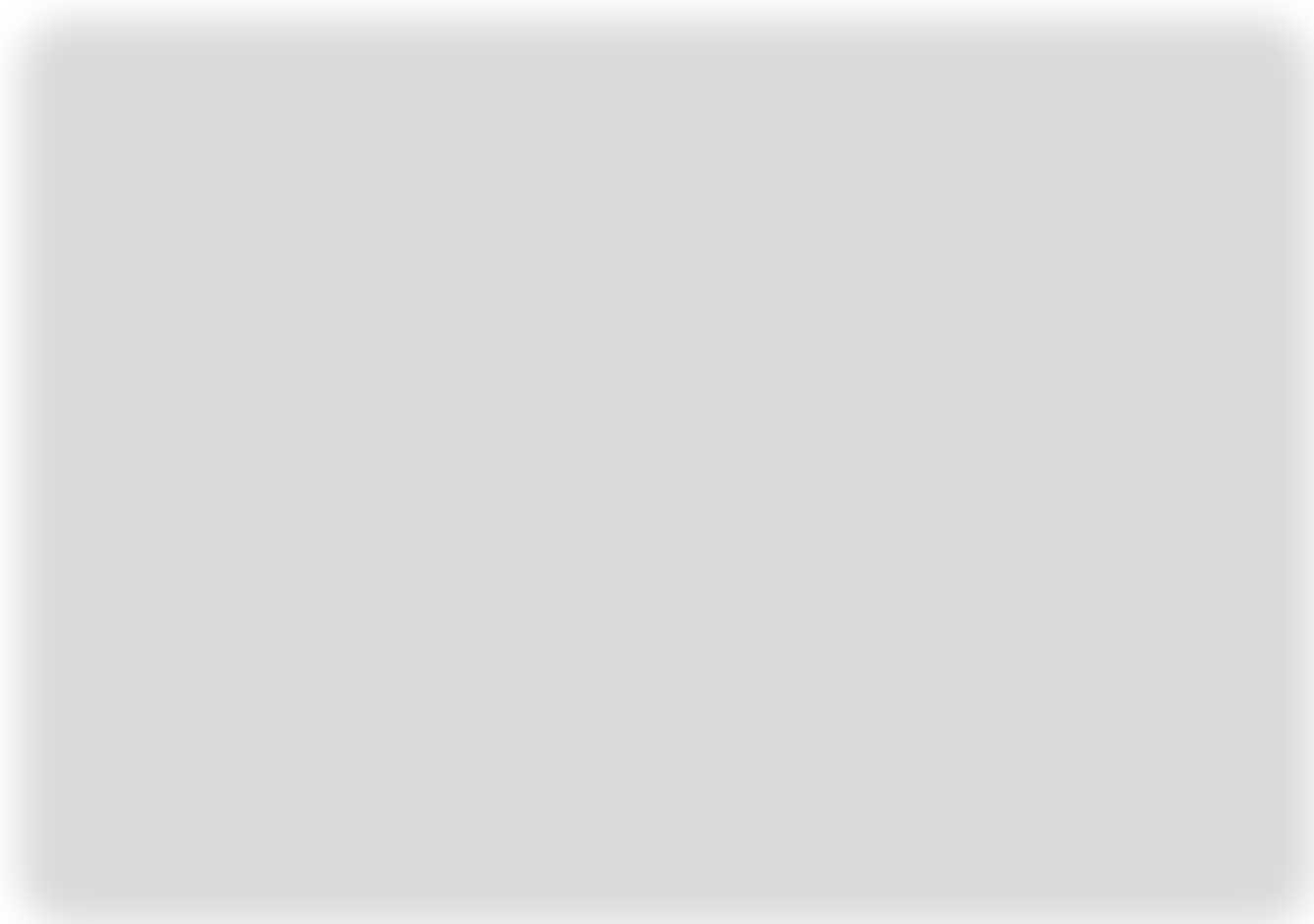
Build a chart: Track a series' ratings over time

Let's find some insights about some TV shows. We'll first look at Game of Thrones. Click on the "New Worksheet" button:

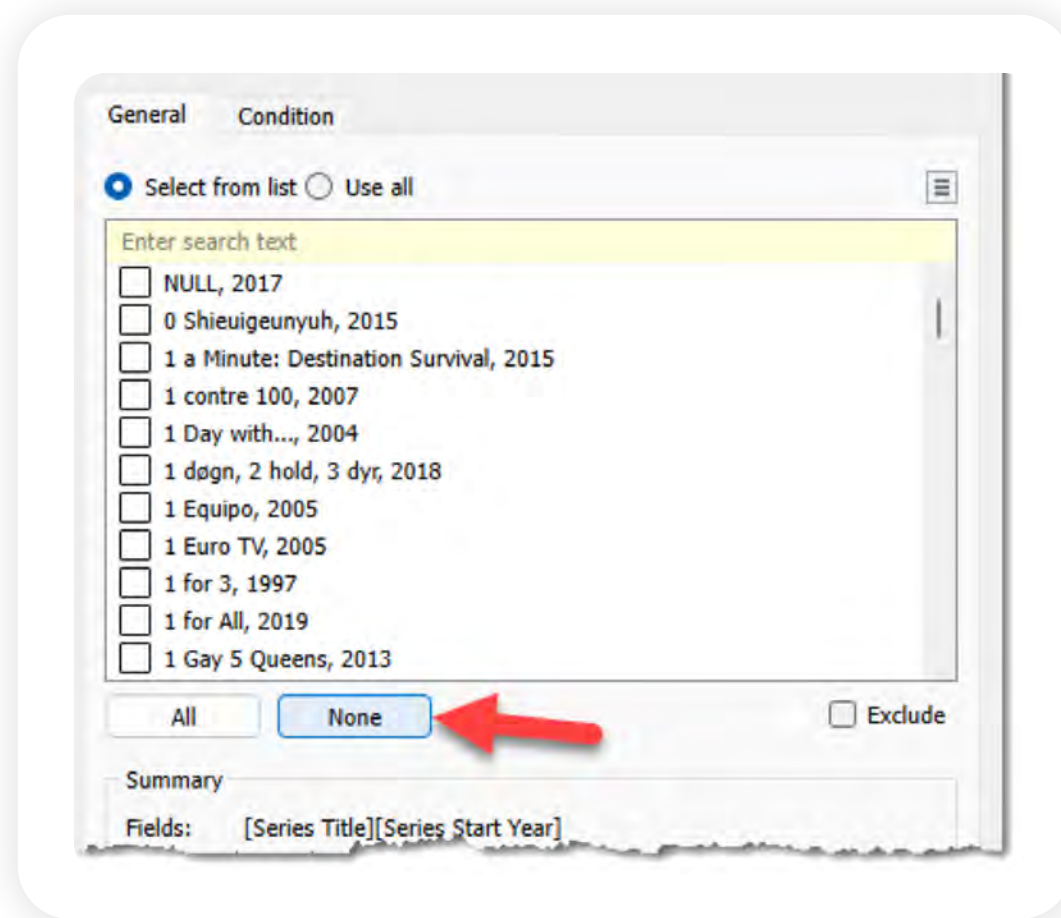


Now we'll create a filter just for the TV shows we want to see. **It's important to do this first**, otherwise we might end up asking Tableau to draw a chart with every TV series in the dataset!

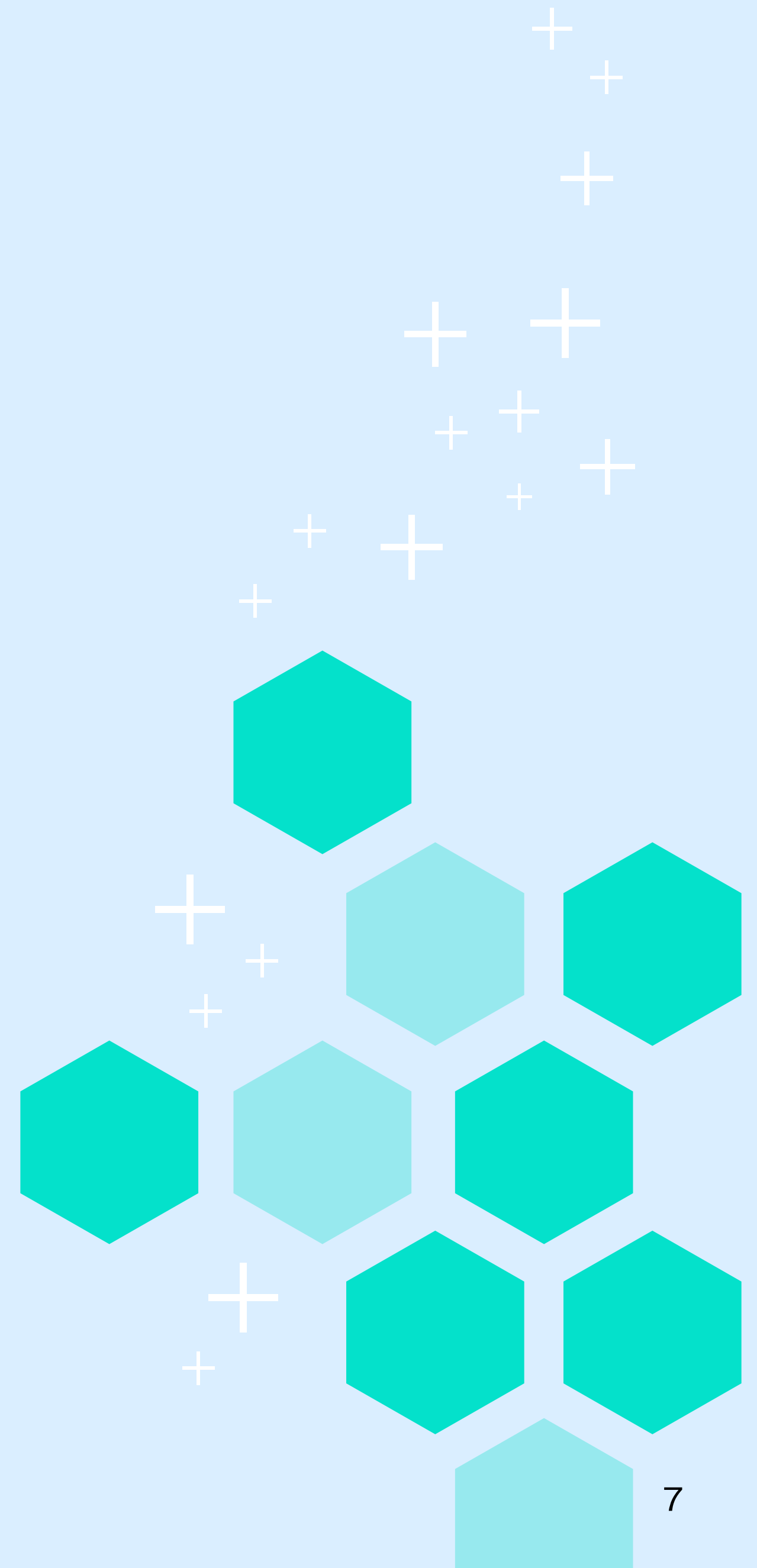
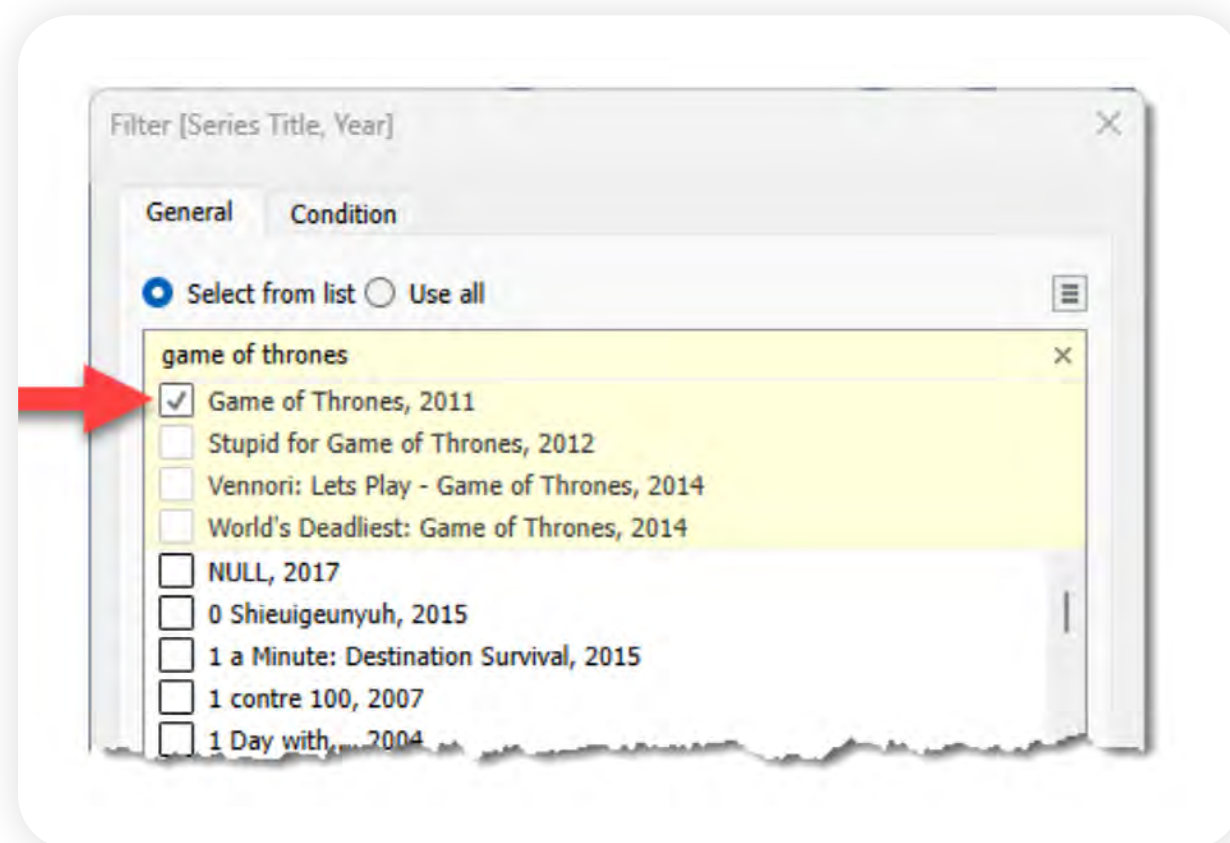
1. Drag the "Series Title, Year" field from the data window on the left-hand side to the "Filters" shelf. (Note: Year is included in order to distinguish different series of the same name.)



2. First, click on the “None” button to deselect all series.

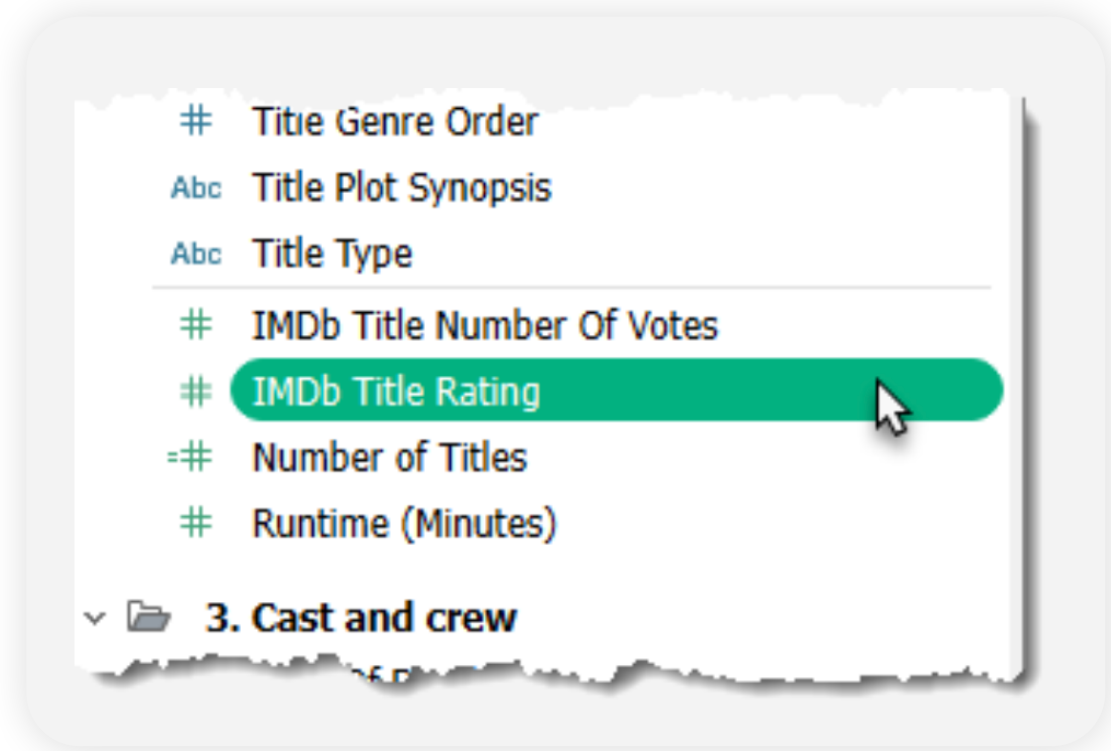


3. Next, type in the names of the series we want to look at. I recommend choosing Game of Thrones, 2011.

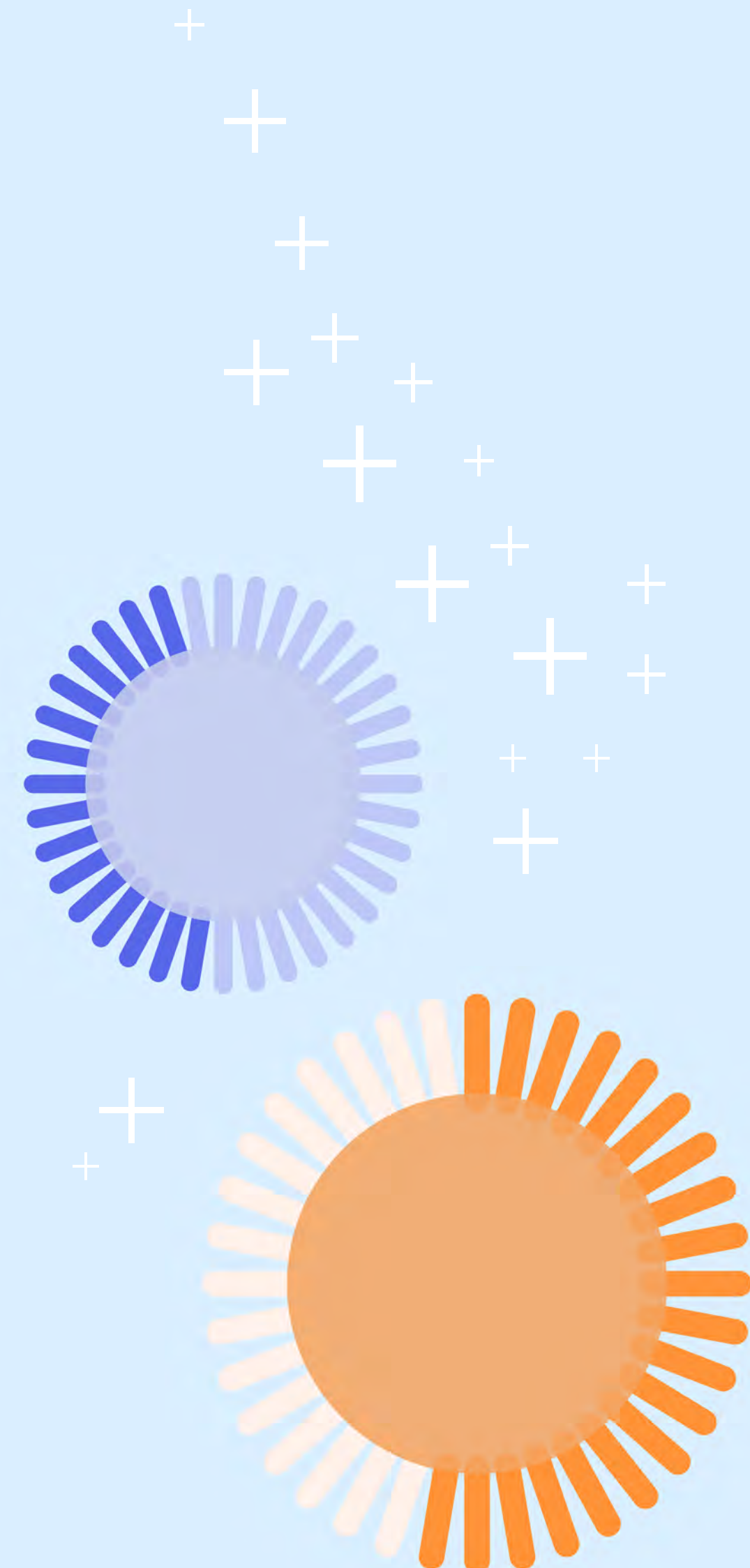
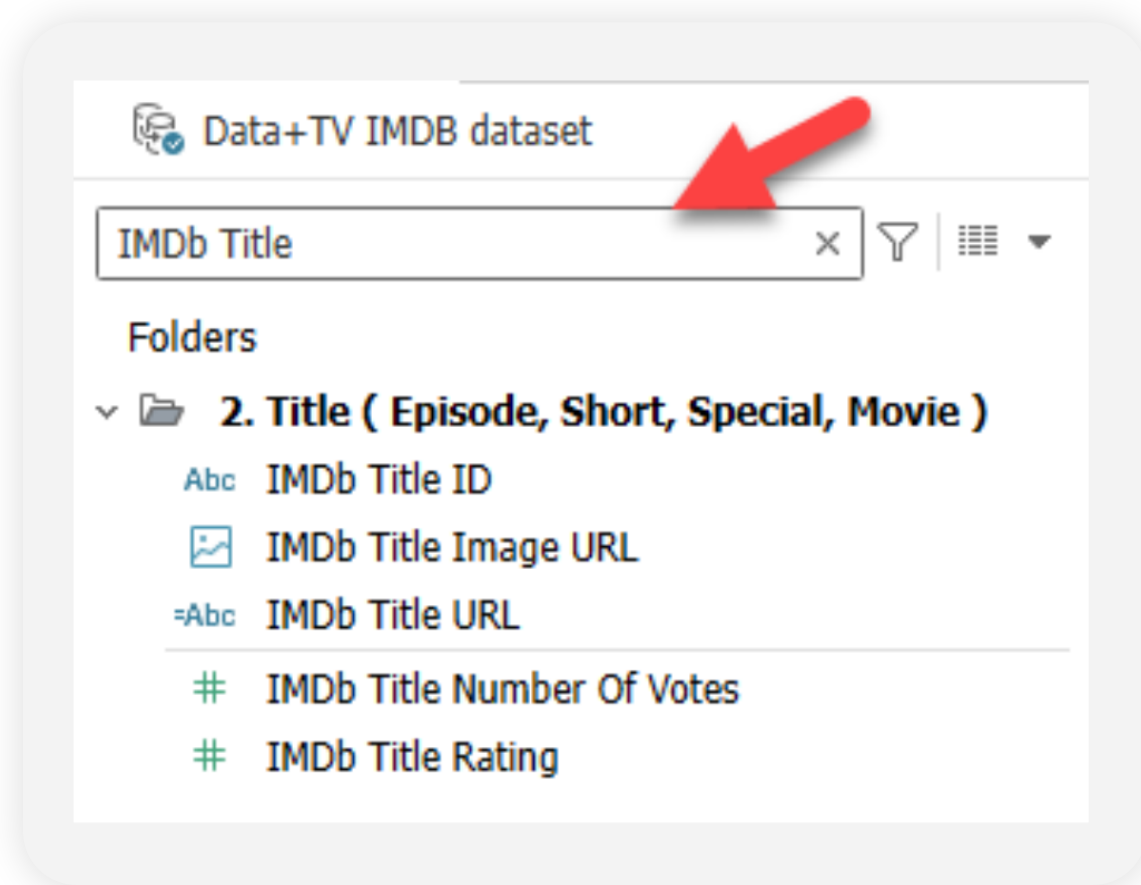


Now let's see how the series' ratings changed over time.

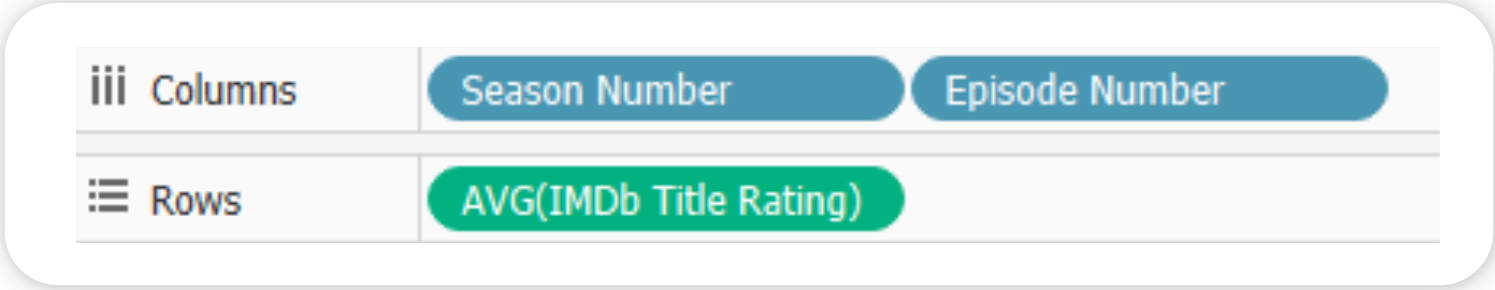
First, drag and drop "IMDb Title Rating" to the "Rows" shelf (or double-click it!)



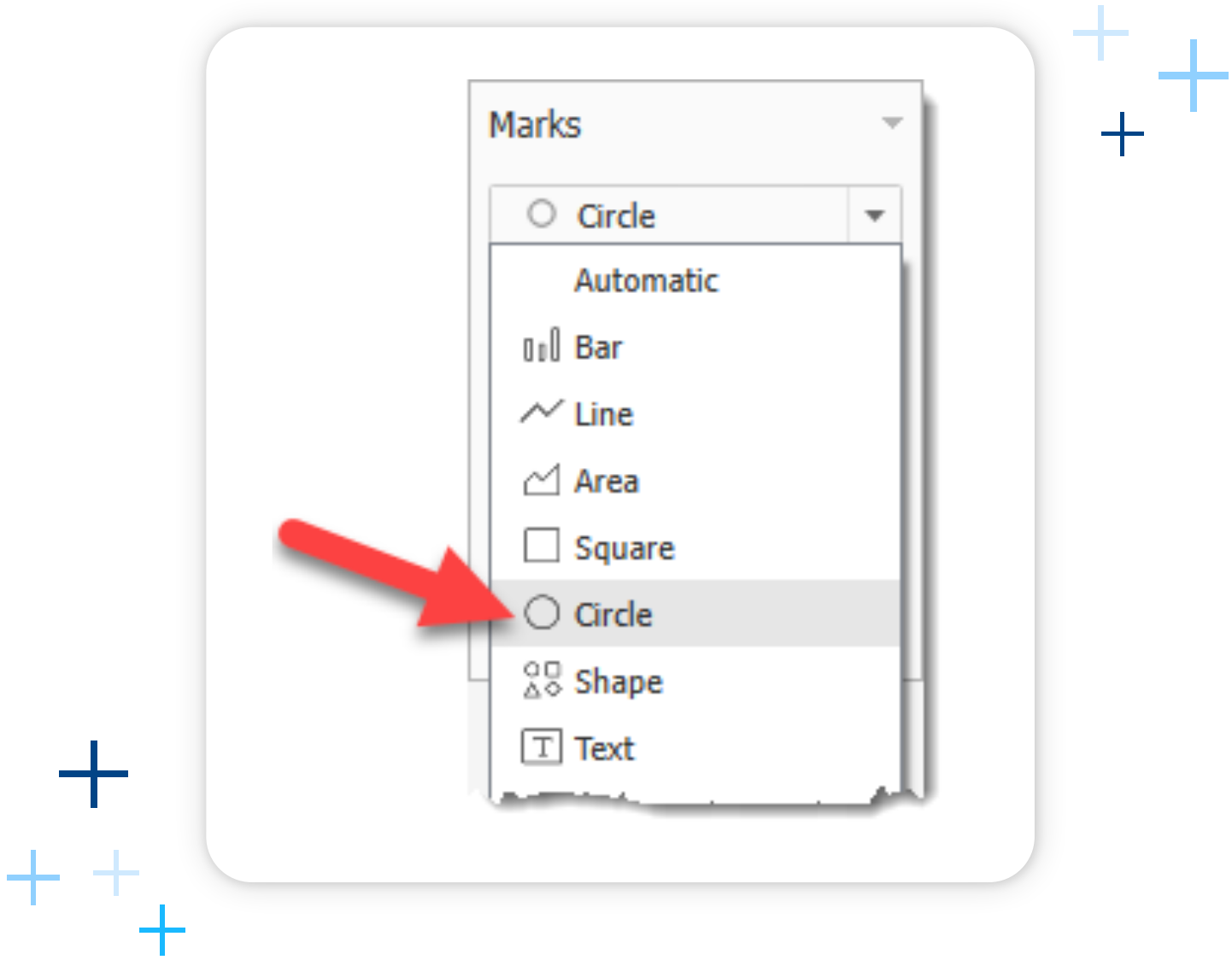
Hint: if you can't find a field, you can always use the search box at the top of the data window to find it.



Next, drag “Season Number” and then “Episode Number” to the “Columns” shelf. The columns and row shelves should now look like this:

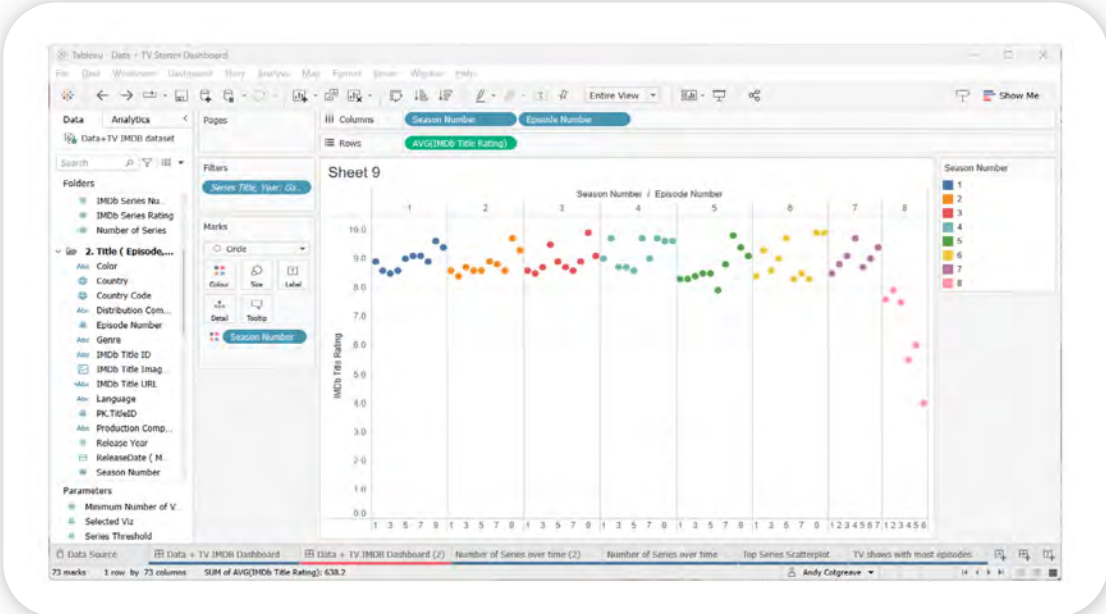


And you now have a bar chart! Tableau defaults this kind of data as a bar. But you might find it a little heavy on the eyes. In which case, you could change the mark type from a bar to a circle. That will let the insights pop out.



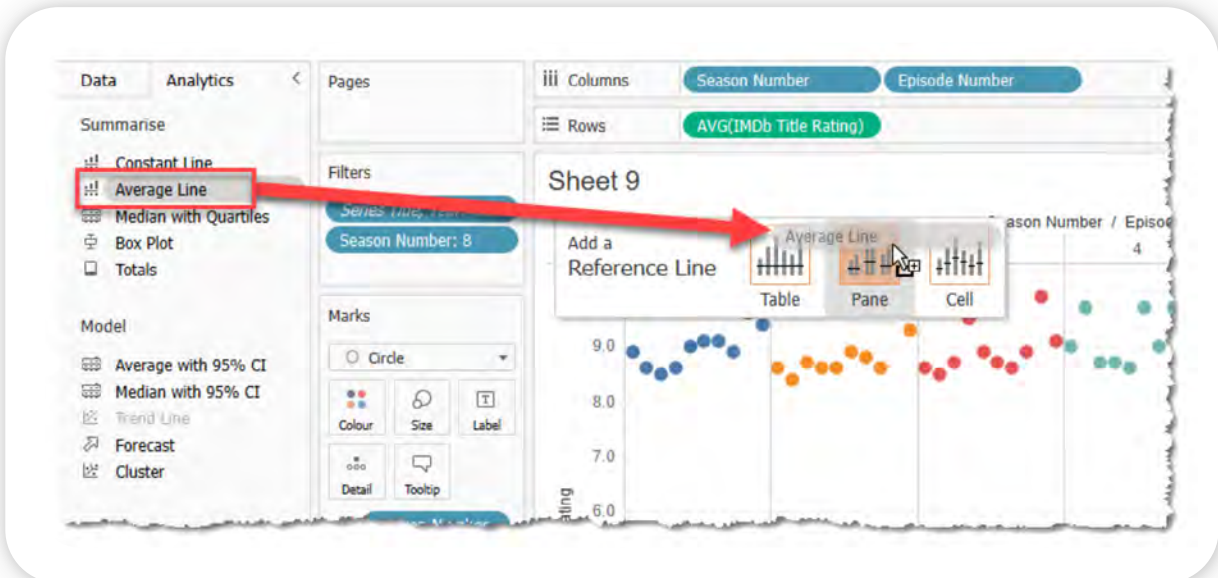
Finally, it's good practice to give your views meaningful names. Right click on the sheet tab at the bottom and change the name to “Episode Ratings”.

Nice. You now have a dot plot showing the episode ratings for all the Game of Thrones episodes. If you want to make things pop a little more, drag another copy of “Season Number” from the Data Window to “Color Shelf”. You’ll end up with something like this:



What does this data tell us? You can see that for almost the entire run, Game of Thrones was exceptionally highly rated. Until the final season, when ratings fell off a cliff. The final episode’s rating is just 4 out of 10. Excluding the final season, the average episode rating was 9 out of 10! That’s quite the disastrous ending.

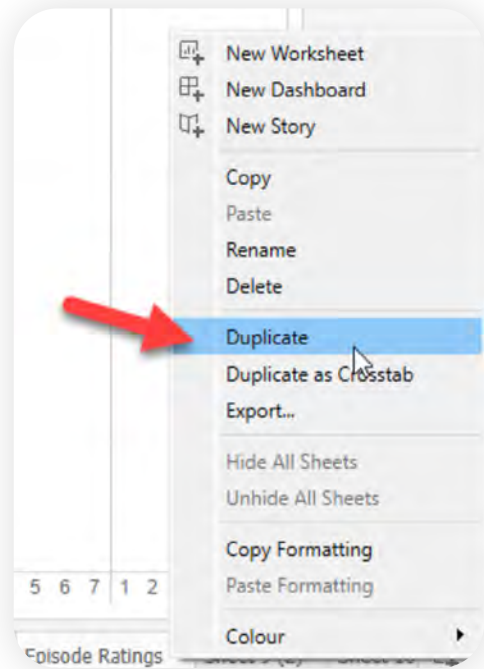
Let’s see how those averages changed over the course of the series. Go to the Analytics pane (it’s a tab on the left-hand side of Tableau) and drag “Average Line” to the view. Drop it onto the “Pane” section so we get an average line for each season.



What about the number of votes?

Now we know the episode rating of each episode of Game of Thrones, let's look at how the number of votes have changed. We'll do this by duplicating our sheet and replacing ratings with votes.

- 1. Right-click on the sheet tab for your current view and select "Duplicate".

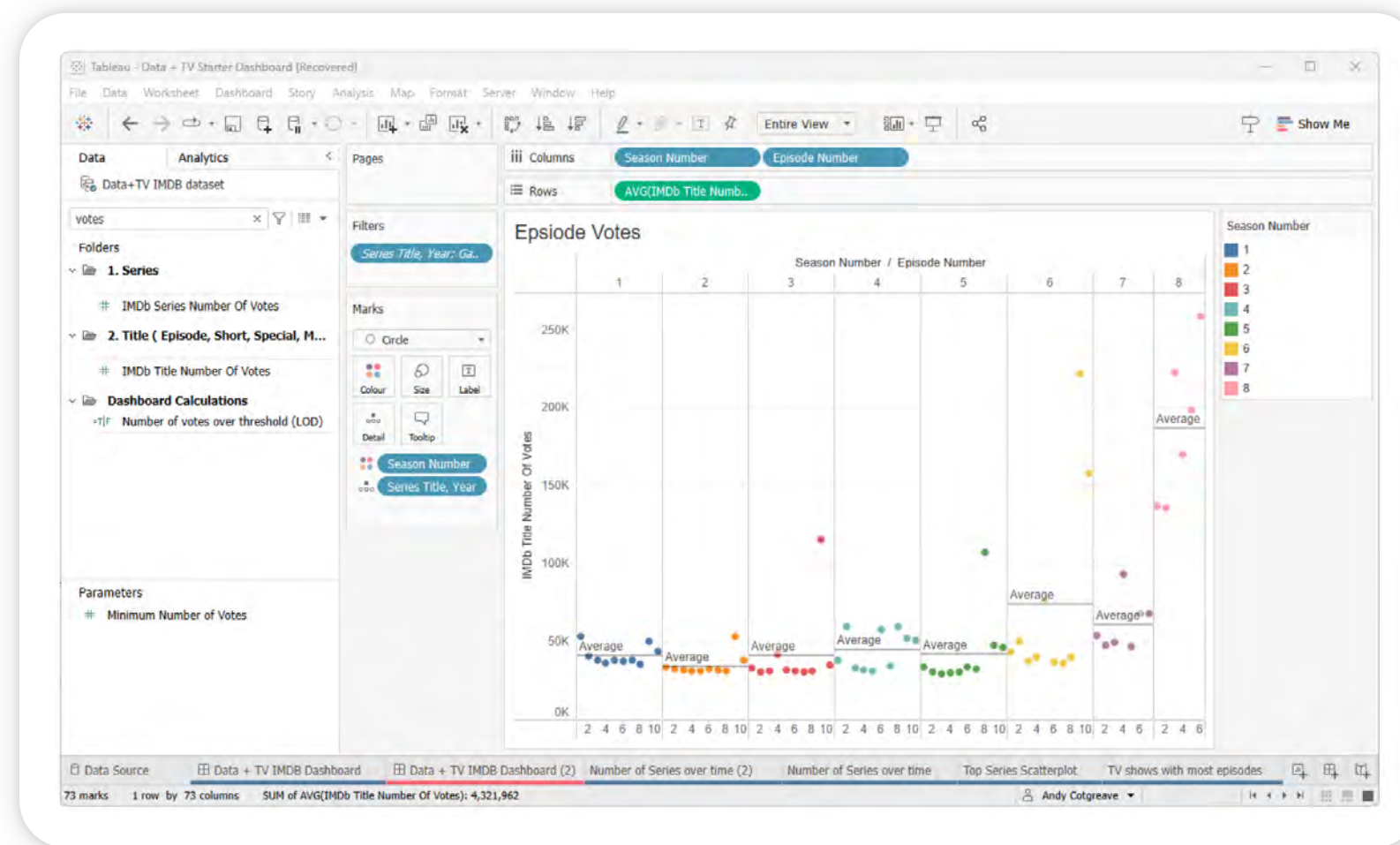


- 2. Next, drag and drop "IMDb Title Number of Votes" on top of the green IMDb rating pill that's currently on the rows shelf. You'll notice that the border of the existing green pill goes dark to indicate that when you drop the pill it will replace the existing one.



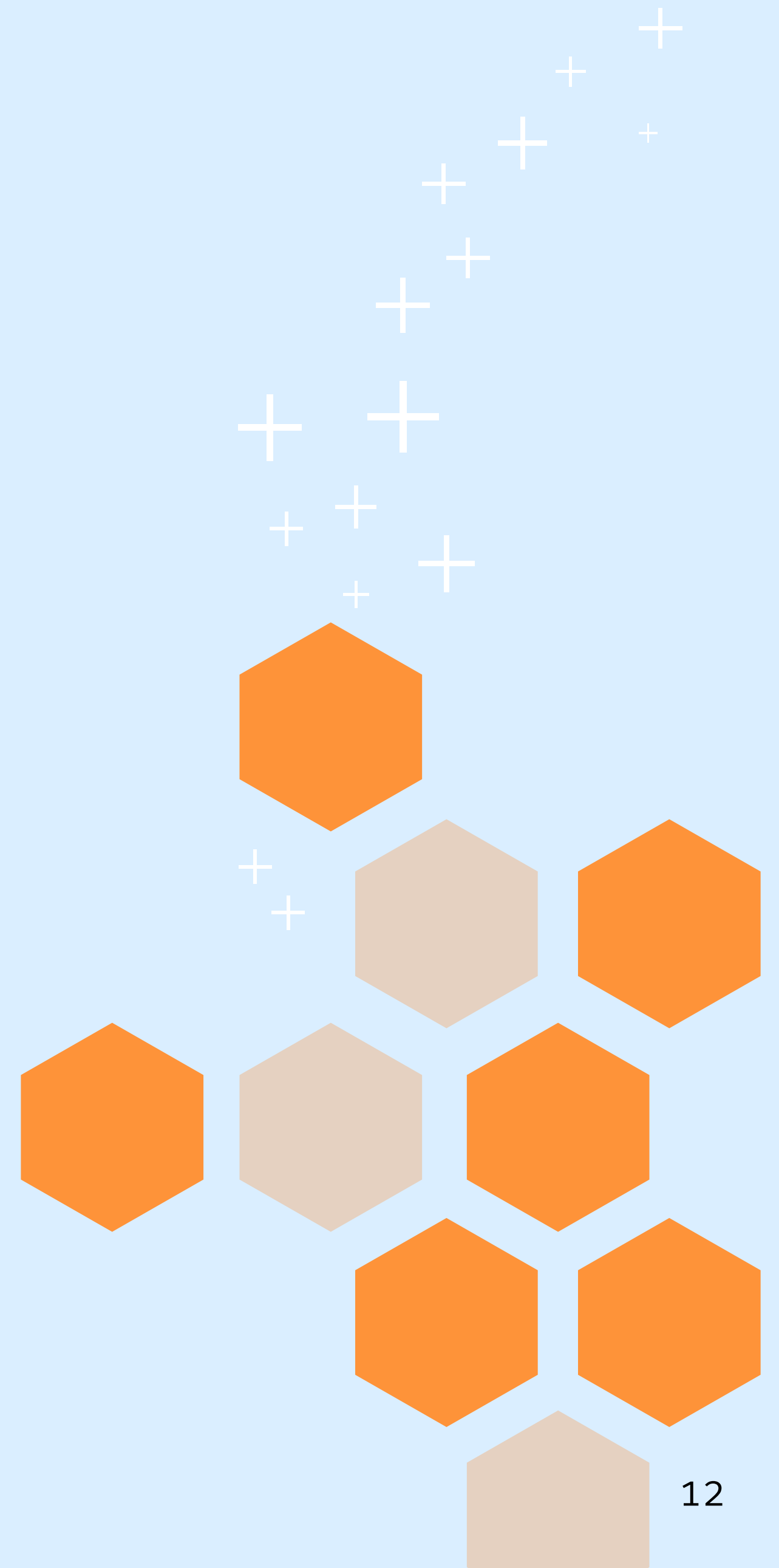
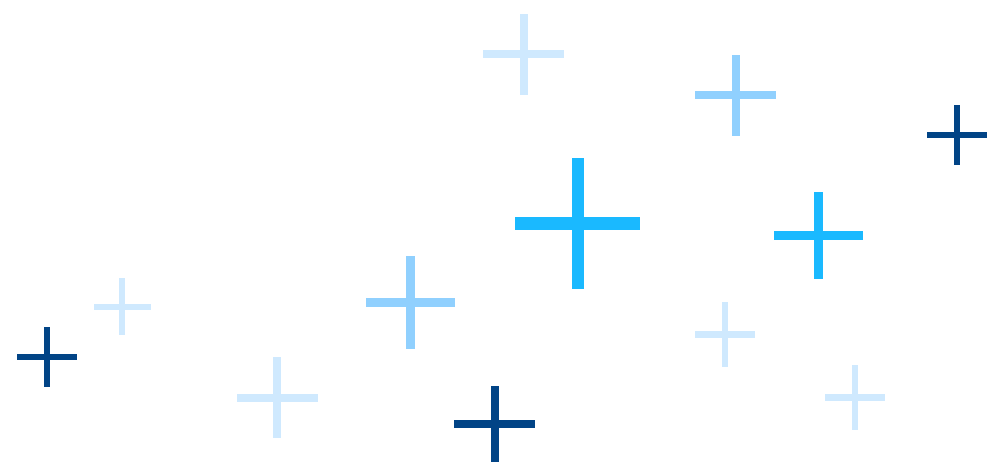
3. Rename your sheet to “Episode Votes”.

Your view should look something like this:



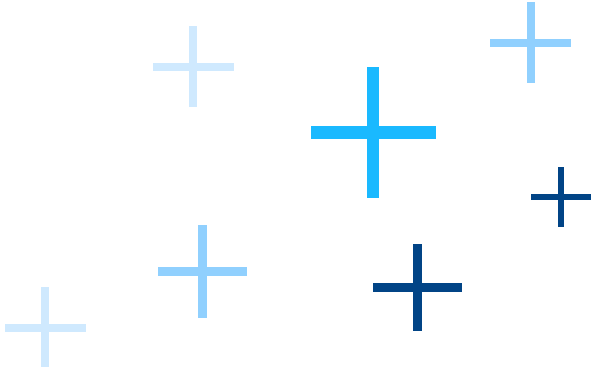
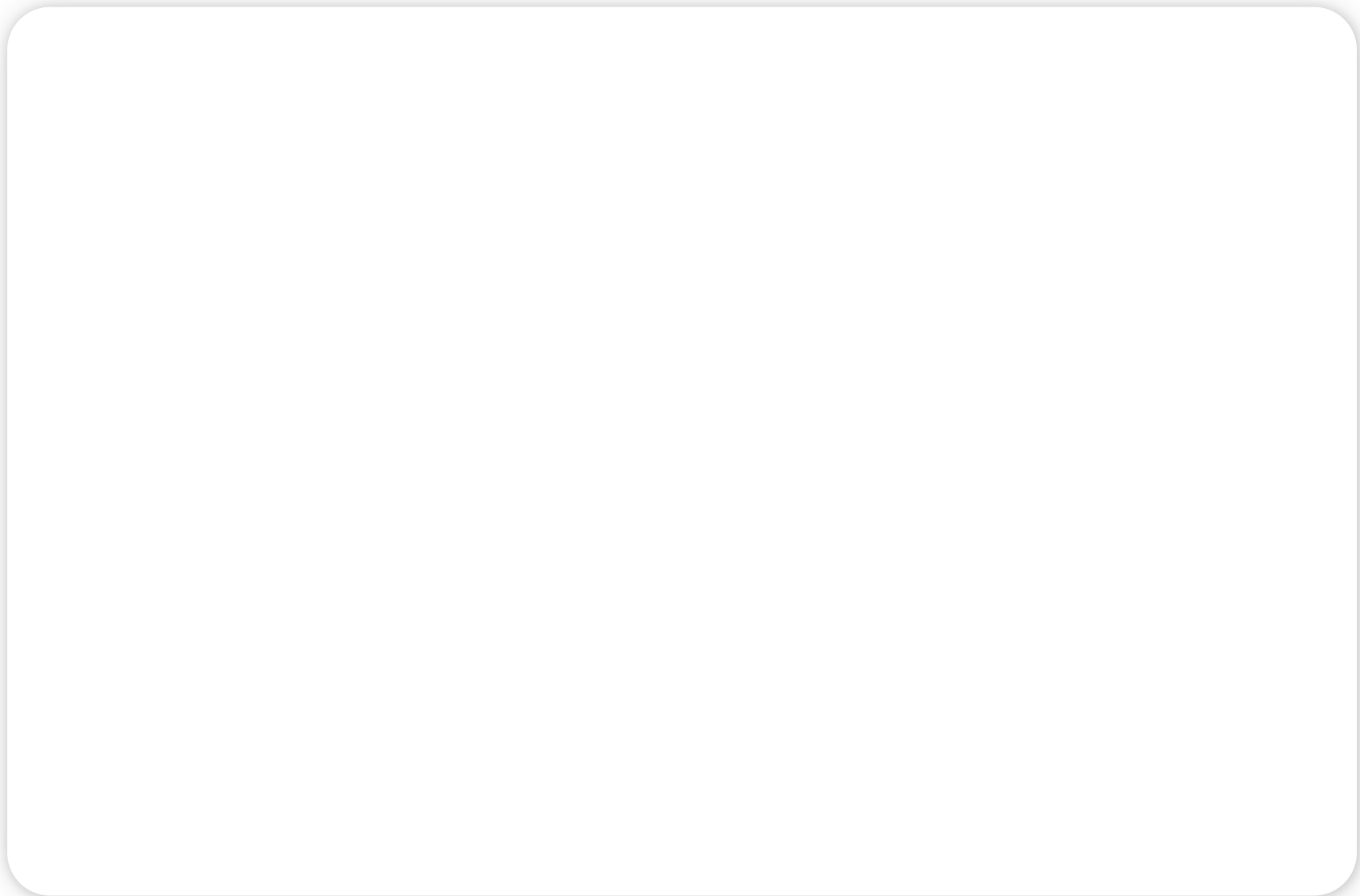
Have you noticed something unusual? The most votes seem to go to the worst episodes.

Let's build a dashboard to see if that's true.

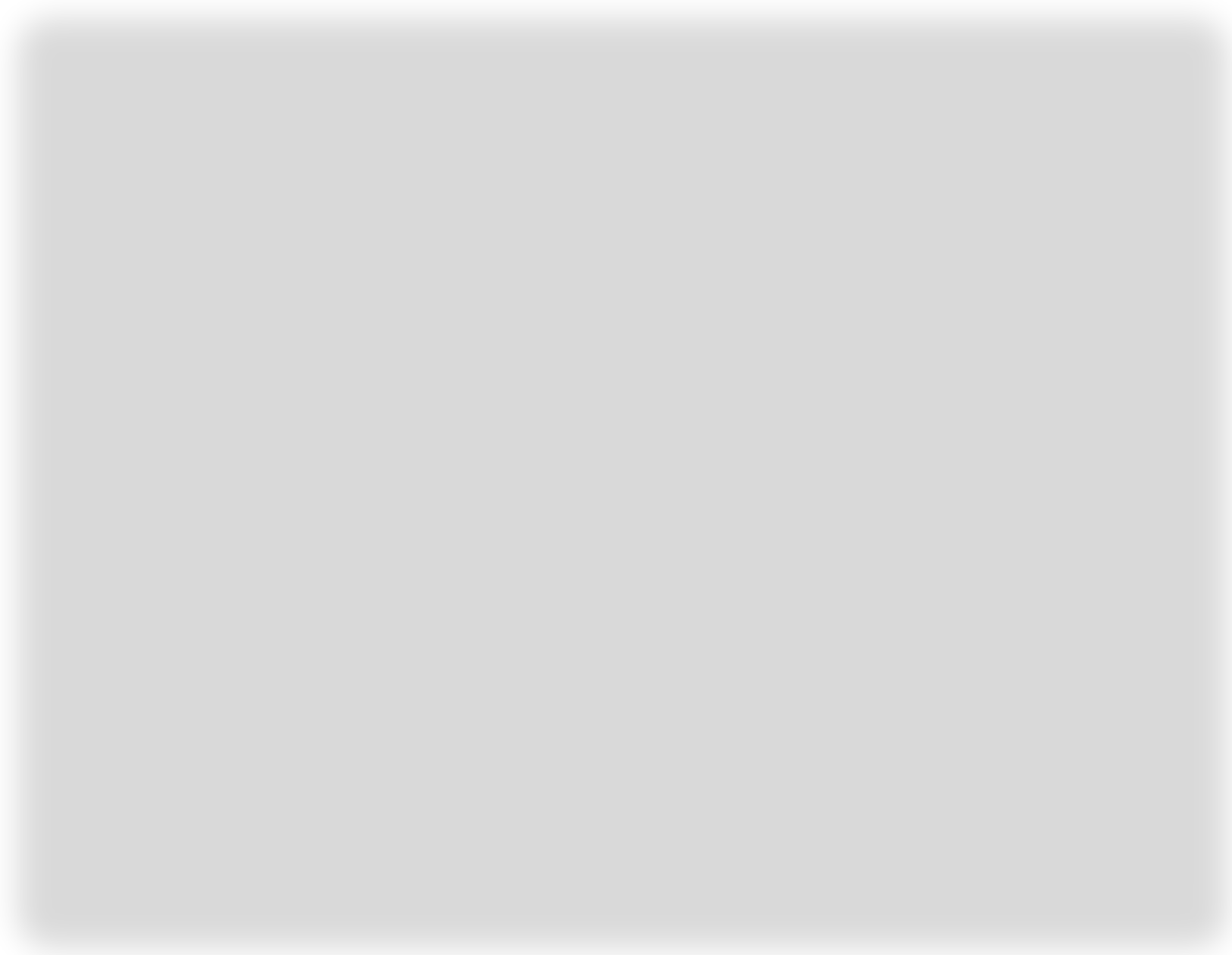


Build a dashboard

- 1. Select "New Dashboard" from the dashboard menu.
- 2. Drag and drop the "Episode Ratings" from the left-hand list of sheets to the dashboard canvas.
- 3. Now add "Episode Votes" by dragging it to sit beneath the ratings view. The gray shape indicates where it will be placed:

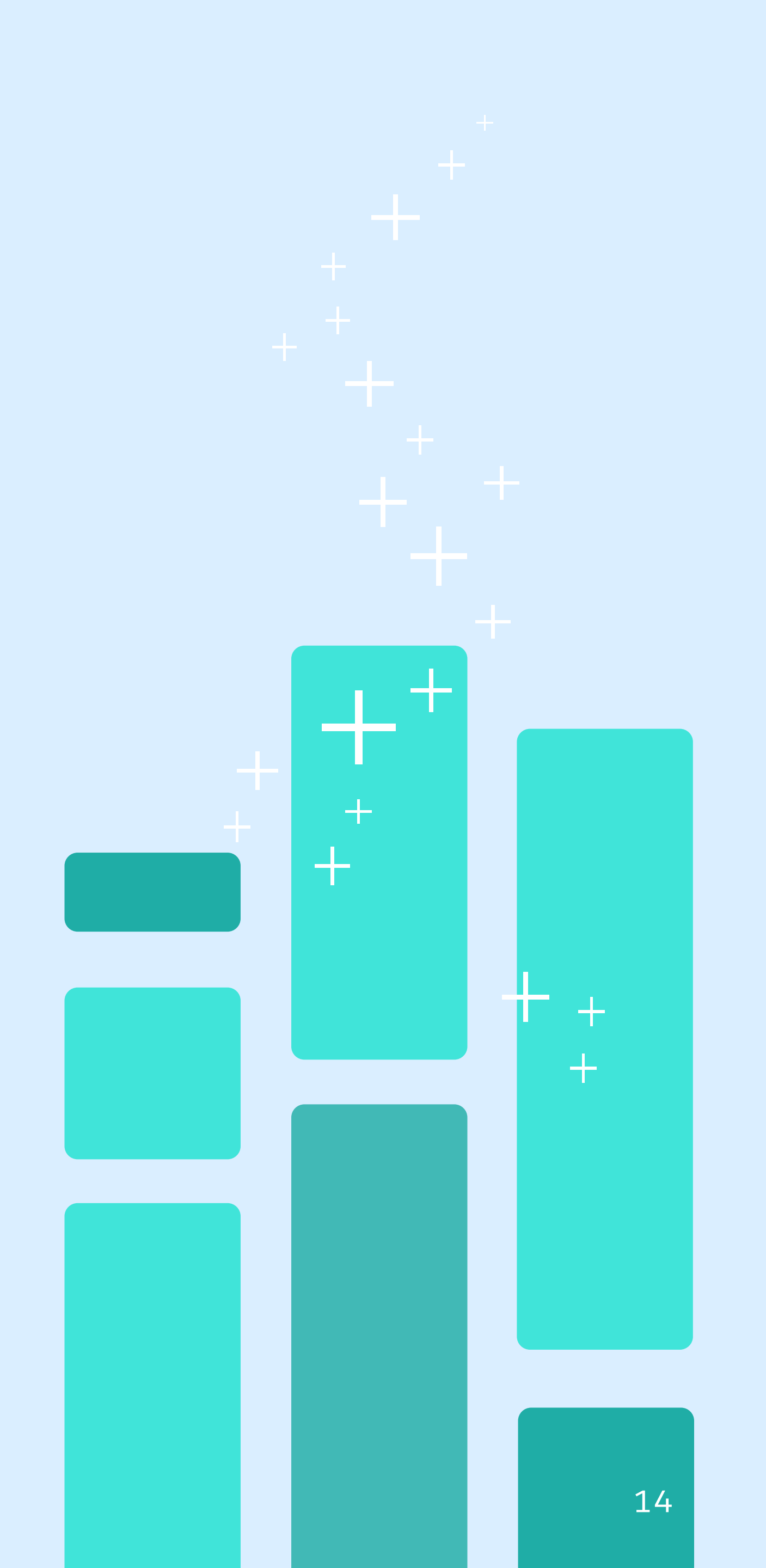


Can you see the places where votes were high? In the screenshot below I have selected seasons 6 and 8.

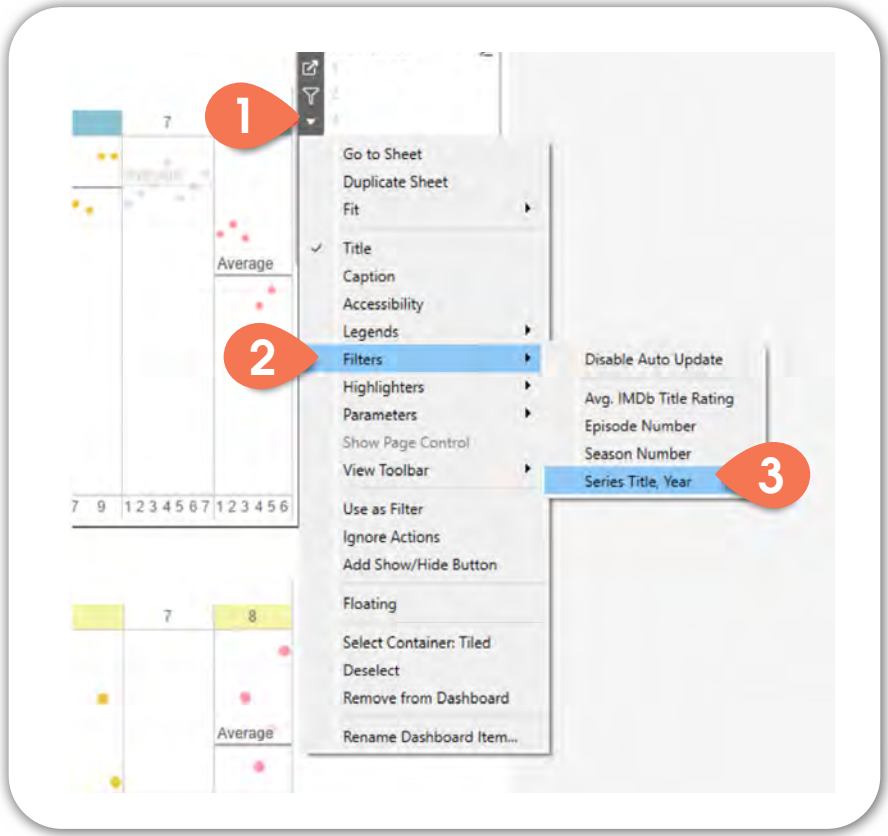


You can see that the final two episodes of season 6 had high votes and high ratings: this was when everyone loved Game of Thrones: IMDb users flocked to the site in joy. But in season 8, it all went wrong. With a sense of betrayal, Game of Thrones viewers came back to IMDb to vent their anger.

What if we want to explore different series? To do that we need to add a filter to the dashboard. First we'll add the filter. Then we'll make it a little more tidy. Finally, we'll make it apply to all the sheets on the dashboard.

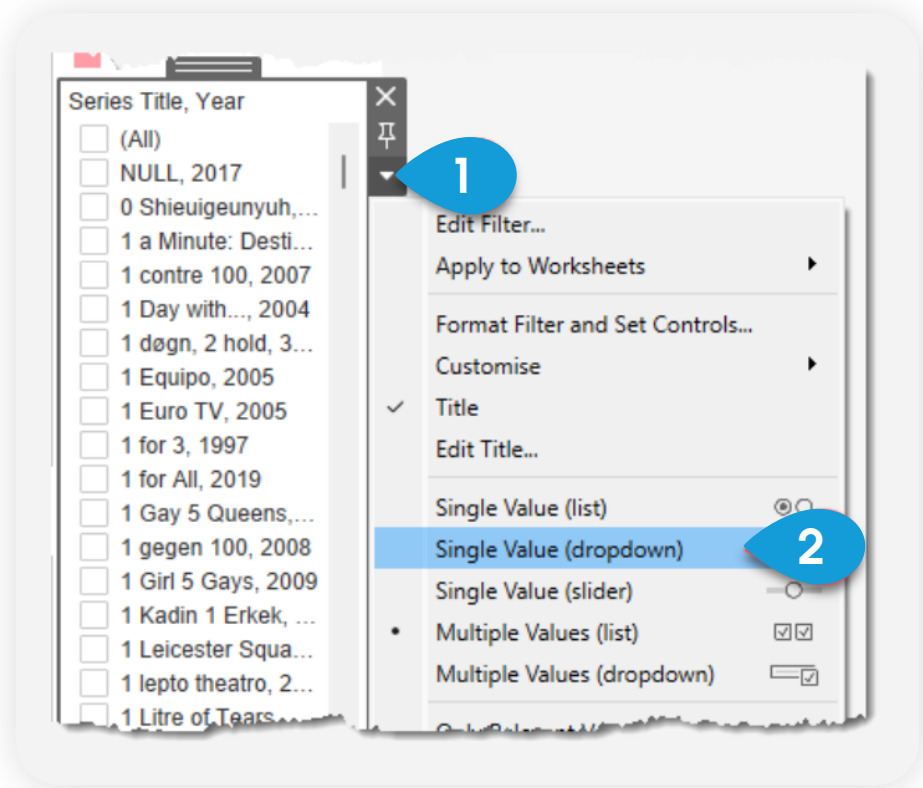


Add a filter by clicking on a view's context pane (steps 1 – 3 below):

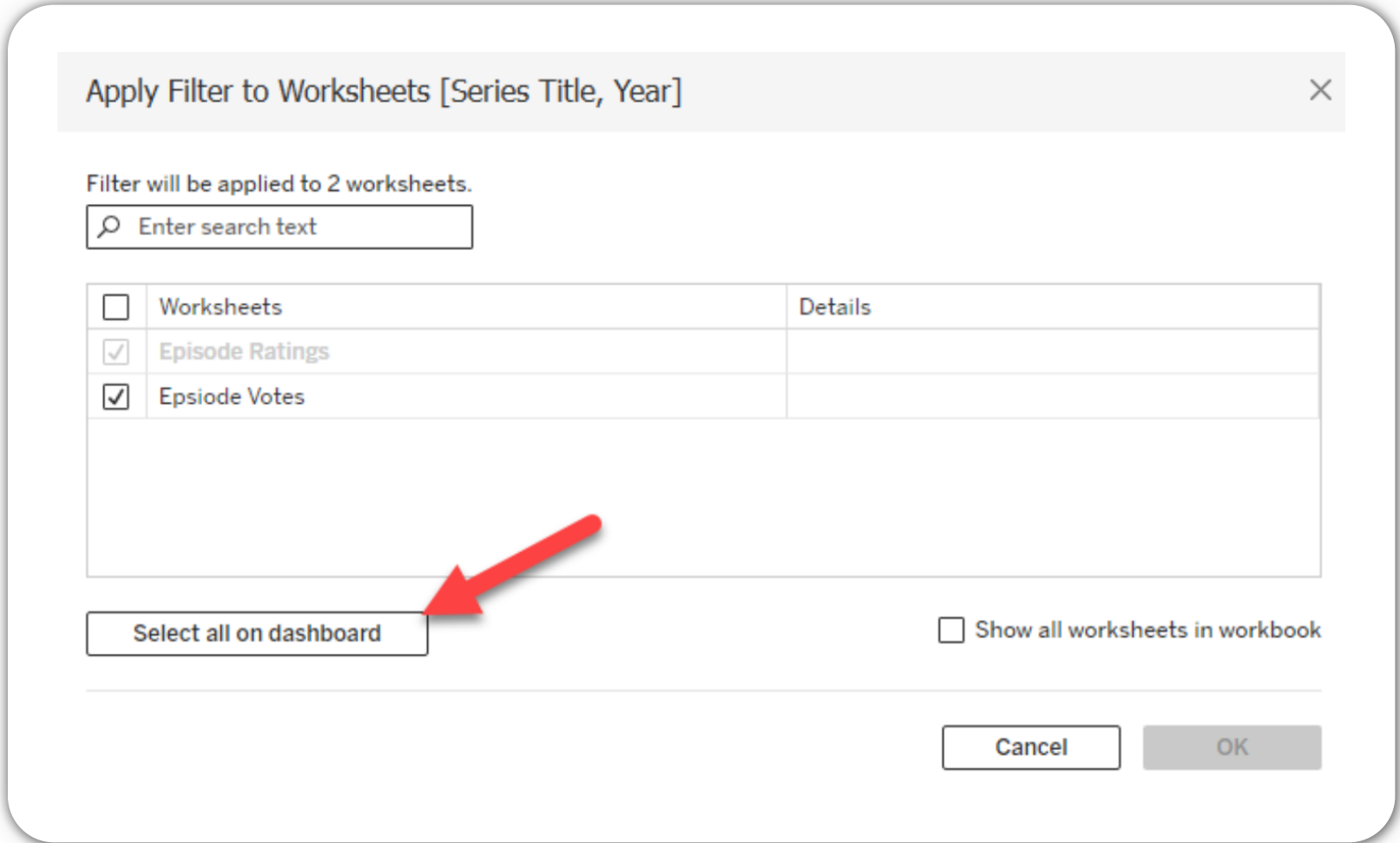


The filter appears, but it's a checkbox list of every series in the dataset. That's too much; we can customize it to show just one show, and you can type in a box to search for a new series.

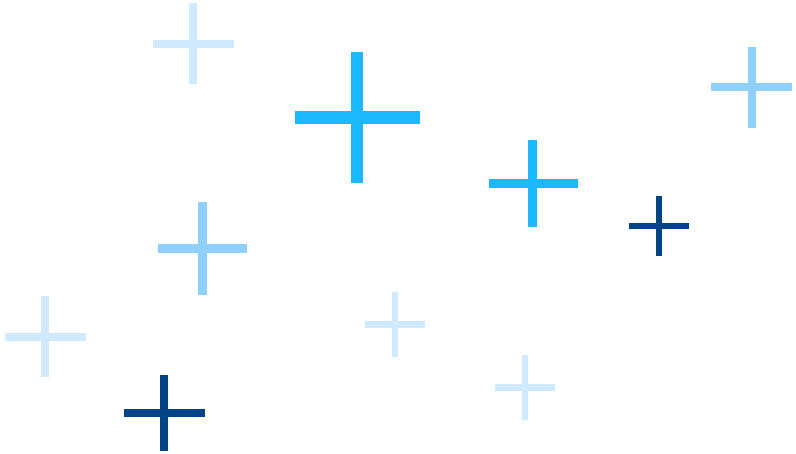
Right-click on the filter context menu and choose "Single Value (dropdown)" as shown in steps 1 and 2 below:



Finally, set this filter to apply to both views on the dashboard. Click on the filter context down arrow again (step 1 in the image above) and then choose “Apply To Worksheets > Selected Worksheets.” In the dialog box that appears, press the “Select all on dashboard” button – this applies the filter to every view on the dashboard.

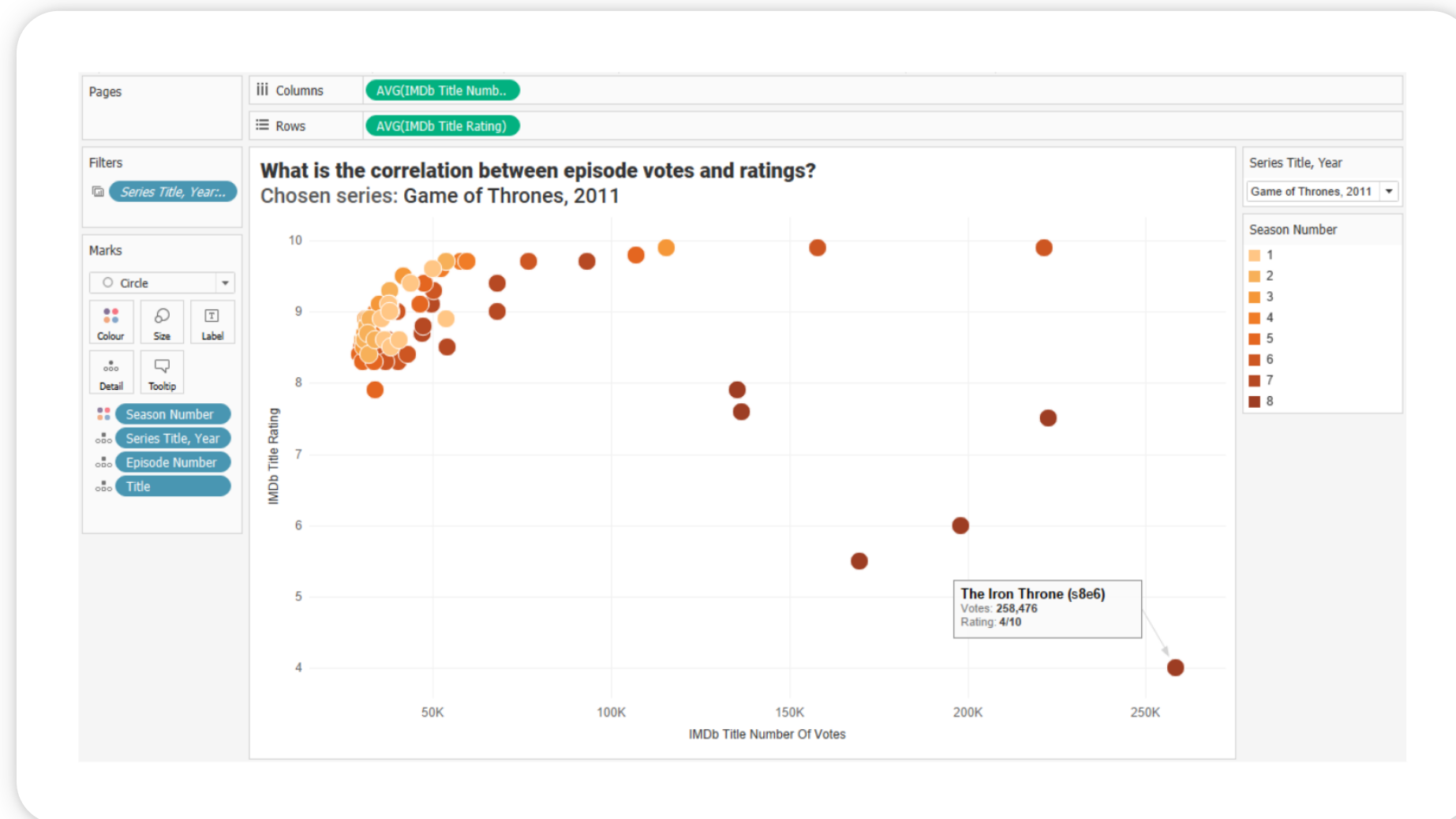


Now you can choose different series to explore. Try The Simpsons, for example. What do you notice about the relationship between votes and ratings over time? What about Dexter (2006)?



Try other views

There are other ways you could look at the link between votes and ratings. A scatter plot is a good example, and can be found on the Starter Dashboard. You could try duplicating one of the sheets you've built and build one. I won't give step-by-step instructions, but this is what it could look like:



I've made lots of subtle design choices here, which you can explore. I've changed the title, axis tick marks, and color schemes. I've added an annotation and used a bold serif font for the title. You can also explore actors, awards, and age ratings in this dataset. What insights can you find?

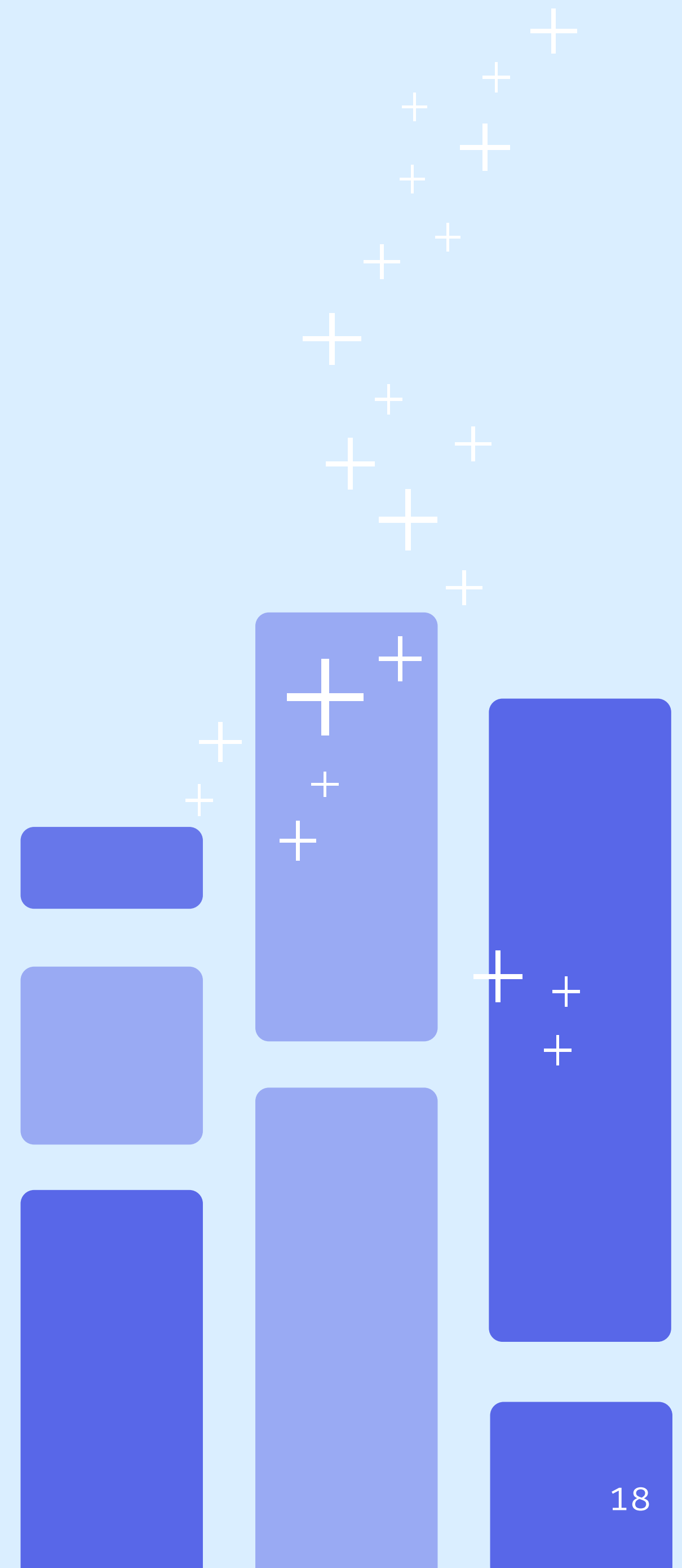


Format your work

Congratulations! You have now built some charts and a dashboard. Using the principles of drag and drop to explore, you are now able to find more stories.

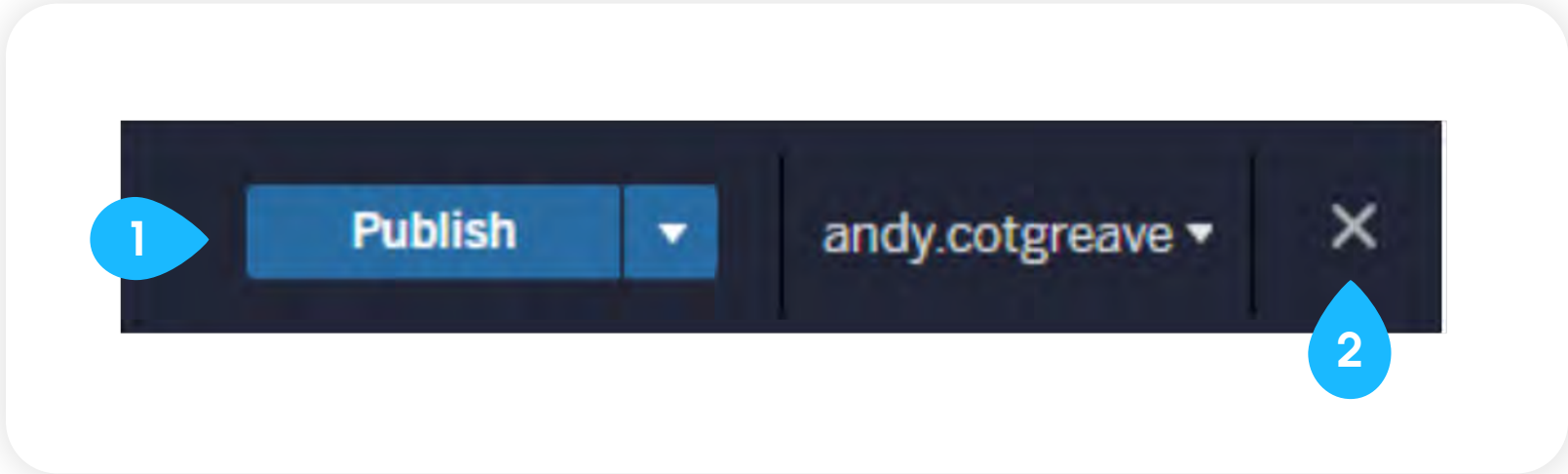
Once you have found a story you want to share, you can begin to format your results and turn them into a great story. A full description of formatting is beyond the scope of this guide. You can play with color, annotations, layouts, backgrounds, and much much more. [Check out our help page for instructions.](#)

For formatting ideas, look at Tableau Public's [Viz of the Day](#), a daily dose of inspiration drawing on the latest posted to Tableau Public. You can also search specifically for [vizzes about TV](#).



Save and view your work

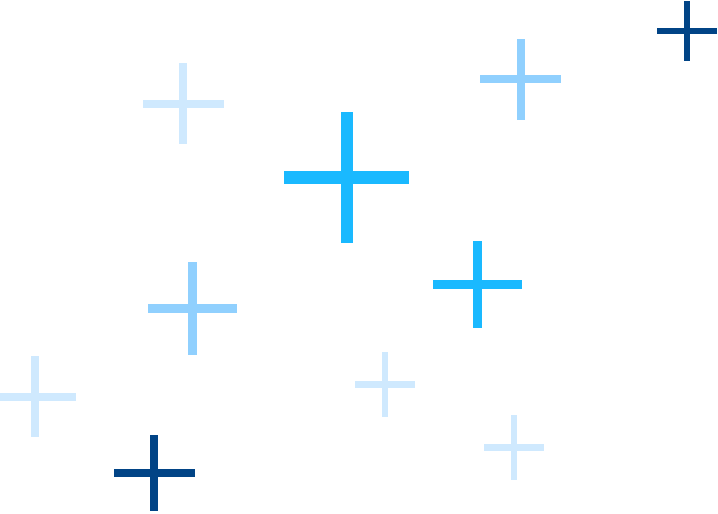
At any point you can save your work using the “Publish” button **1** in the top right of the screen. Then, click on the “X” button **2** to exit the editor and see your work.



If you’re working locally, publish your workbook via the following menu options:

- In Tableau Public, go to File>Save to Tableau Public
- In Tableau Desktop, it’s Server>Tableau Public>Save to Tableau Public

Congratulations! Your workbook can now be viewed on your profile.



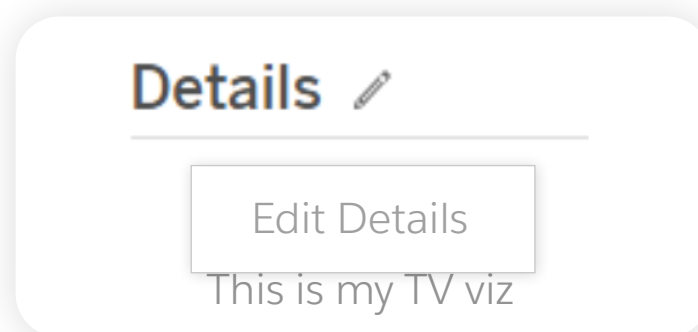
Submit your work and unlock your DataFam Discovery Kit

We want to see and share your work! Everyone who submits their work will receive free access to the DataFam Discovery Kit ([full terms and conditions can be found here](#))!

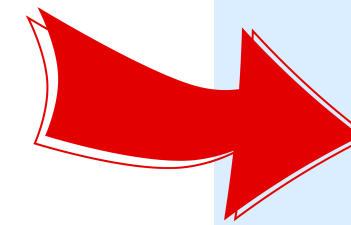
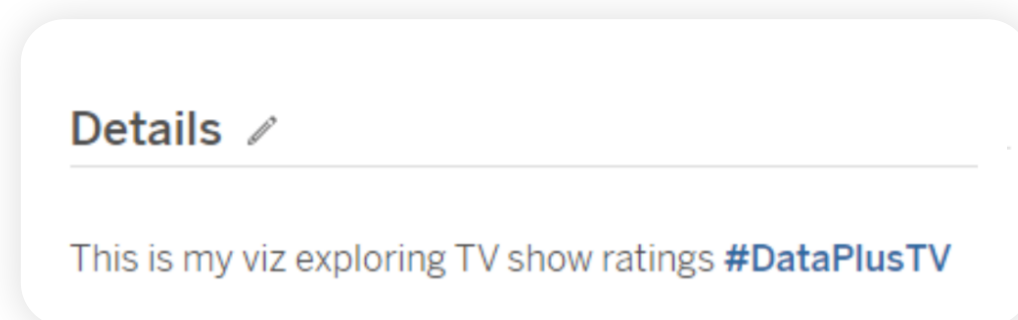
In order to get yours, do the following:

Add #DataPlusTV to your viz

1. On your published views page, scroll to the bottom and click the edit button next to Details:



2. Give your viz a title and a description. In the description you must add the hashtag #DataPlusTV for us to be able to include your work. Something like this:



Get your DataFam Discovery Kit

Congratulations on completing the Data + TV challenge! As the newest addition to the DataFam cast, don't forget to pick up your very own DataFam Discovery Kit!

[Just visit this page](#) to get all the amazing learning resources curated just for you by the Tableau Community team to help you explore, learn, and excel with Tableau.

Next steps

At this point, you probably want to know how to get more out of Tableau. I have you covered!

1. [Start a Tableau free trial](#)
2. [Check out other TV dashboards on Tableau Public](#)
3. [Join the Tableau Community – it's for everyone, not just customers](#)
4. [Try our free training videos](#)
5. [Sign up for the DataFam newsletter](#)
6. [Learn more about Tableau Public](#)

Appendix: Data Dictionary

Below are definitions of what the fields in the dataset represent. You can also view these definitions on the dashboard by hovering your mouse over the field names.

Series

Field Name	Description and notes
IMDb Series ID	The IMDb ID of the series
IMDb Series Image URL	The URL for the thumbnail
IMDb Series URL	The URL for the series' home page on IMDb.com
PK.Series ID	A unique identifier for the series
Series End Year	The year of the final season in this series
Series Plot Synopsis	A summary of the series
Series Start Year	The year of the first season in this series
Series Title	The name of the series
Series Title, Year	A combined field containing the name of the series and the first year of broadcast (helpful to disambiguate series with the same name)
Series Type	The kind of TV series (a series or mini series)
IMDb Series Number of Votes	How many votes have been cast for the series as a whole
IMDb Series Rating	The rating for this series based on votes
Number of Series	Can be used to count the distinct number of series in a view

Title

Title here refers to either an episode, pilot, short, TV, movie, or a special.

Field Name	Description and Notes
Color	Sort by colour, black and white, mixed
Country	The primary origin of the episode
Country Code	Two letter code for the prime country of origin
Distribution Company	The company that distributed the show
Episode Number	This is the number of the episode within a series – it restarts every season
Genre	Drama, comedy, sports, documentary, etc.
IMDb Title ID	The IMDb unique ID field
IMDb Title Image URL	The URL for the title thumbnail
IMDb Title URL	The URL for the episode on IMDb.com
Language	The main language of the TV title
PK.Titled	A unique identifier
Production Company	The production company of the title
Release Year	The year the title was released
Release Date	The date the title was first aired

Season Number	The season number
Title	The name of the episode, short, special
Title Genre Order	Use this to determine the importance of each genre in the list
Title Plot Synopsis	A synopsis of the title
IMDb Title Number of Votes	The amount of votes cast for the title
IMDb Title Rating	The rating for this title based on votes
Number of Titles	Can be used to count the distinct number of titles in a view

Cast and crew

These are the main actors and cast

Field Name	Description and Notes
Job Category	The job done in the series (actor, director, editor, etc)
Role	The name of the character played by an actor
Billing Position	Where the person/role appeared in the list of actors
Number of Roles	Can be used to count the distinct number of people in a view

Cast and Crew Continued

Field Name	Description and Notes
Date of Death	The date a person died, if known
IMDb Person ID	Unique identifier used by IMDb for this person
IMDb Person URL	The URL for this person on IMDb.com
Is Deceased	If the person is known to be deceased
Person Name	Primary name by which this person is known, usually the one by which they are most often credited
PK.PersonID	A unique identifier for the person
Number of people	Distinct count of people; it counts each person ID once. Use it if you want to count people without double counting individuals

Award Nominations

These fields allow you to explore which awards the movie has been nominated for or won.

Field Name	Description and Notes
Award Category	The award category
Award Event	The event the award is for
Award Name	The name of the award
Award Year	The year nominated
IMDb Award Nomination ID	A unique identifier of the award nomination. This can be used to identify the competitors
Is Award Winner	If the award won or did not win the award
Number of Nominations	Can be used to count the number of award nominations in a view

Age Rating

These fields allow you to explore age ratings in different countries

Field Name	Description and Notes
Australia Rating	The age rating given in Australia
Brazil Rating	The age rating given in Brazil
Germany Rating	The age rating given in Germany
Great Britain Rating	The age rating given in Great Britain
India Rating	The age rating given in India
Sweden Rating	The age rating given in Sweden
US Rating	The age rating given in the United States