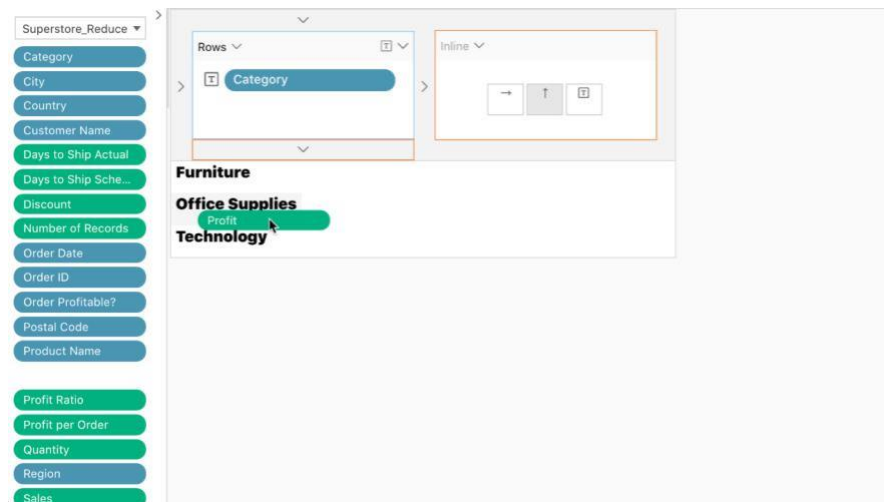


We have always tried to let the users focus on their data and have UX call-to-actions (CTAs) that encourage an analytical flow. For example, using Superstore_Reduced, a user might start with [Category] to see the list of values or start with [Profit] to see the aggregated sum. These, of course, are examples of two of the three primary types of fields: categorical, quantitative, and dates. The sequence [Category], [Profit] has appropriate CTA (and it would be even better if the x-axis was encouraged because horizontal bar charts combine the headers and the bars nicely):



However, the sequence [Profit], [Category] has a poor CTA that encourages a drop below the [Profit] block rather than above where I paused the mouse cursor in this screenshot:

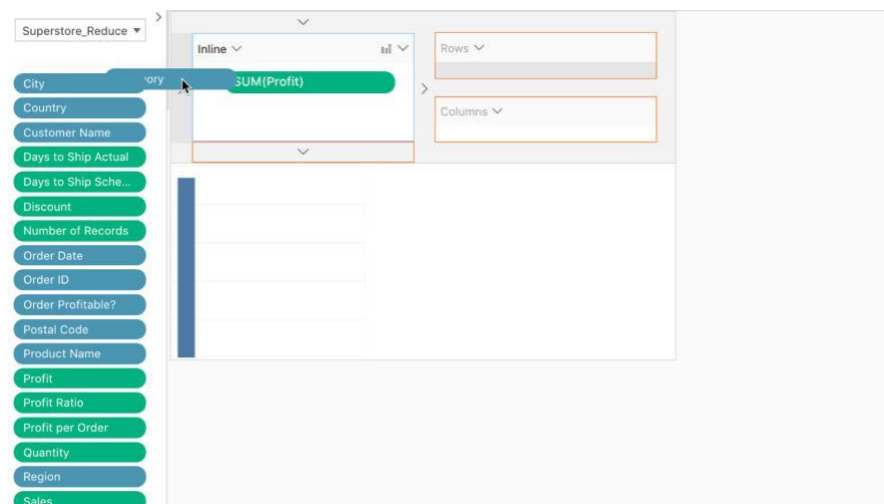


Tableau users get the most value from the following five view types:

- Bars (categorical, quantitative)
- Lines (date, quantitative)
- Maps (geo categorical, quantitative)
- Scatters (quantitative, quantitative, categorical)
- Text – also known as Crosstabs (categorical, quantitative)

The two sequences above were heading toward Bars because they did not involve a date or geo categorical field, which is why I dinged the CTA of the [Profit], [Category] sequence.

I realize that Rich Tables can have an impact of CTA that would lead to a different design choice than was made in Polaris.