**Week 7:  
  
Tasks & Resources:-**

“Welcome to the Week 7 of PrepInsta’s Data Analytics Internship program.

**Project 7: - Tableau And Data Reporting**

**Objective:**

Design and build a Tableau dashboard to visually present data insights and key findings from a provided dataset. Your goal is to create an interactive and informative dashboard that effectively communicates the story within the data.

**Steps to Perform:**

* **Dataset Exploration:**

Familiarize yourself with the provided dataset. Understand the structure, variables, and potential insights it may contain.

Identify key metrics and dimensions that align with the goals of your dashboard.

* **Tableau Setup:**

Install Tableau Desktop if you haven’t already. You can use the free Tableau Public version or a trial of Tableau Desktop.

Ensure you have a Tableau account for saving and sharing your work.

* **Dashboard Planning:**

Plan the layout of your Tableau dashboard. Consider the story you want to tell and the key messages you want to convey.

Identify which charts, graphs, and visualizations will best represent the data.

* **Data Connection:**

Connect Tableau to your dataset. Import or link the data source, and verify that Tableau correctly recognizes the fields and data types.

* **Visualization Creation:**

Create visualizations that effectively convey insights from the data. Use a variety of charts such as bar charts, line charts, maps, and others depending on the nature of the data.

* **Interactivity:**

Add interactive elements to your dashboard. Utilize filters, highlight actions, and parameter controls to enhance the user’s ability to explore the data.

Ensure a smooth and intuitive user experience.

* **Storytelling:**

Design the flow of your dashboard to tell a coherent story. Guide the viewer through the key findings and insights in a logical sequence.

Consider annotations and captions to provide context and explanations.

* **Formatting and Design:**

Pay attention to the formatting and design of your dashboard. Ensure consistency in color schemes, fonts, and layout to create a polished and professional appearance.

* **Testing:**

Test your dashboard thoroughly to ensure all interactive elements work as intended.

Solicit feedback from peers or mentors to identify areas for improvement.

* **Documentation:**

Document your design choices, the rationale behind your visualizations, and any challenges faced during the Tableau dashboard creation process.

Provide a summary of the insights and conclusions drawn from the data.

**Pre-requisites**

* Basic understanding of data visualization principles.
* Tableau Desktop installed on your machine or access to Tableau Public.
* Familiarity with the dataset provided for the task.

Note: - In case you want to revise the pre-reqs, just head over to the resources section for a quick brush up.

**What you need to do?**

**Good Practices:**

* Strive for clarity and simplicity in your visualizations.
* Experiment with different chart types and formats to find the most effective representation.
* Seek inspiration from Tableau Public for creative dashboard designs.
* Be mindful of the narrative flow to ensure a cohesive and engaging user experience.

This task assesses your ability to translate data into meaningful visualizations and communicate insights effectively.

Approach it as an opportunity to showcase your storytelling and design skills using Tableau. Good luck!