

Tableau Capstone Project Final Presentation

Project Created and Presented by Olademehin Emmanuel Ayomikun

- ❖ Url to the data story on Tableau Public:

[Link to Visualization](#)

- ❖ A write up highlighting three specific design choices you made in light of your audience, and an explanation of why you made those choices

3 Specific Design Choices Made:

- Use of Color and Contrast as Pre-attentive attributes in the Maps and also in the Bar Charts.
- Use of language to further emphasis on story points to the audience and draw attention to specific points in the story.
- Use of filters, actions and hierarchies to aid user interactivity and exploratory analysis with the visualization.

Reasons for design choices:

- The use of color and contrast was to enable my audience recognizing specific regions at a glance.
 - Use of filters, actions and hierarchies gave the audience the ability to view specific periods of CO2 Emission and abstract the regions they were mostly intrigued by for more analysis.
 - Strategic use of languages to help the audience flow with the story and have a quick idea of the message each story point was trying to pass across.
- ❖ Your original project proposal with a short reflection on how your final project compares to your original project proposal. Did your plan change? What did you notice or learn during the process?

Reflecting on my original project proposal and the final project, I would say that my plan did not change much but it was broadened. As I carried out my exploratory analysis of the dataset, I discovered a story worth telling about the CO2 Emission in the Middle East. This reshaped my thinking and allowed me to develop a much more solid story to tell to my audience. The deeper I dived into the analysis the more jewels I discovered. Armed with this knowledge, shaping the story into an audience delight was quite unexacting.

I learnt a lot during the process such as:

- Patience when carrying out analysis
- Following my instincts but backing it up with relevant data
- Putting the needs of the audience first when designing

Project Proposal Attached Below

Project Proposal

Executive Summary

As the world is moving towards a green and renewable energy path, this project is aimed at checking the carbon dioxide emission of countries around the world over the years in accordance with the Global Green initiative.

I chose this project because I find the concept of global warming really intriguing and it is something we all should take seriously in order to preserve our precious planet.

Why

Objectives:

- Highlight the regions with the highest carbon footprint
- Indicate the rate of carbon emission in the world
- Highlight the efficiency of the global green campaign using the reduction or increase of carbon emission as the metric of measurement

Who

Persona: Martin (Global Green Influencer)



Age: 23

Gender: Male

Goals:

- Wants clear and reliable updates about carbon emission
- Wants to use data to strategize awareness campaign
- Be able to defend strategizes chosen to other Global Green enthusiasts/influencers.

“I am interested in the data regarding countries carbon footprint to facilitate my awareness campaign on various social media platforms”.

Martin is a huge Global Green Influencer and loves enlightening individuals about their carbon footprint and its impact on the planet

Challenges and Needs

- Not a big fan of numbers, Martin is more of a visual person.
- Needs a report that can captivate his target social media audience.

Subject Matter Expert – Climatologist

What

Data Source: Kaggle

Data: CO2 Emissions Around the World [link to data](#)

I choose the data because it gives the carbon emission rate of each country in the world.

How

I will create a Tableau story presentation using story points to visualize data and fulfill the above objectives. The story points will show the carbon emission rate across the world and the regions with dense carbon footprint.

Challenges

- Few countries in East Asia and the Pacific not having records for some years
- Do you have any constructive criticism or idea?