Introduction

This course has a 30%-weighted coursework component which will require you to use Tableau to create a story (a collection of dashboards) to discover commercial insights from a provided dataset. The purpose of the project is for you to demonstrate your ability to create effective data visualisations using Tableau to communicate key insights to senior management. The deadline for the coursework is listed in the submission section of the VLE. This individual project work is treated as an open-book examination.

[You can download the dataset here.](https://emfss.elearning.london.ac.uk/pluginfile.php/131842/mod_book/chapter/7546/ST2187_coursework_dataset_2021-22.xlsx)

Deliverable content

Your task will be to explore the dataset using Tableau's data visualisation tools in an effort to extract commercially-important insights in preparation for a presentation of your findings to senior management of the company.

The deliverable content will be in two parts:

* a story (a collection of five dashboards) created in Tableau
* an accompanying 1,500-word report, which describes the key insights from the story, including recommendations to senior management as a result of your discoveries.

Which visualisations and which variables you wish to explore will be depend on your judgement. The task is designed to simulate real-life situations when business analysts are faced with raw data and need to spend time exploring, or mining, the dataset hoping to discover interesting trends, patterns and relationships.

* How clear your dashboards are, i.e. how effective your chosen visualisations are at showing the insights.
* Creativity and imagination in your choice of visualisations.
* The quality and professionalism of the story.
* How well the accompanying report relates to the Tableau story, i.e. the reader of the report and story should be clear on the findings in the same way as if the reader had attended a verbal presentation of the story. (You will not actually be delivering a presentation to an audience.)
* The relevance of the recommendations to senior management contained within the report.
* The quality and professionalism of the story and report.

The length of the report should not exceed 1,500 words. You should also include an executive summary at the beginning of no more than one side of A4. Please also include a table of contents. The executive summary and table of contents are not included in the 1,500-word limit.

**Please note there is no allowance in the word limit. If you exceed the stated word limit you will be penalised. Please also state the word count.**

If you wish, you may also include a Technical Appendix at the end of the document (excluded from the word count) but the examiner will **not** consider anything included here for marking.

The text should be spaced using the 1.5 lines setting. The word limit does not apply to text not in the main body such as footnotes and labels.

**All submissions will be checked using the anti-plagiarism software TurnItIn. Any duplicated text which is not adequately cited will be deemed to constitute plagiarism and proportional penalties will be applied during marking.**

Good luck!