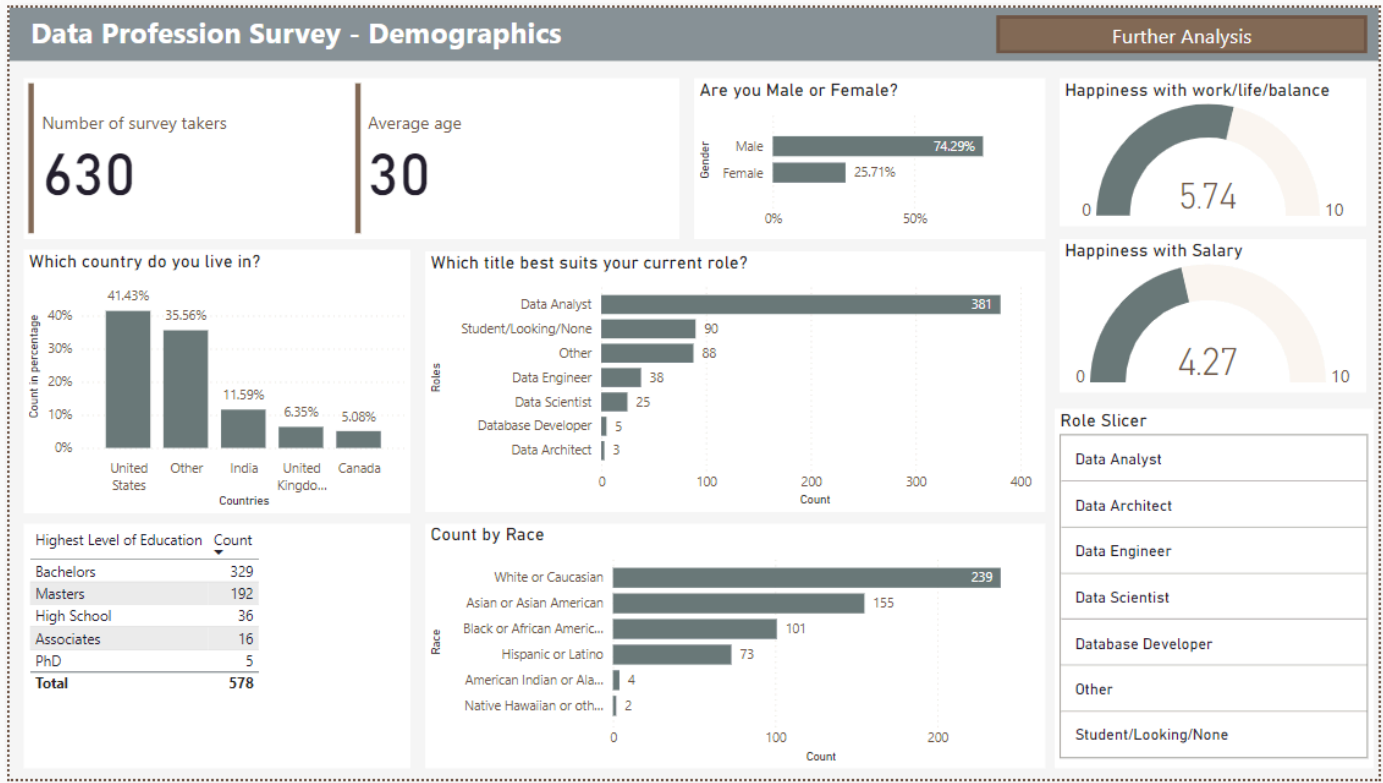


Insights into Data Careers: A BI-Enhanced Survey Analysis



About this project

Goal

The task was to develop a Business Intelligence (BI) dashboard that visualizes key insights from a survey conducted among professionals in the data field. The dashboard aims to provide a comprehensive understanding of trends, demographics, and give an understanding of overall experience within the data profession, enabling those who want to get into data an understanding of how each role differs.

Data Cleaning

The data cleaning was straightforward therefore not time consuming.

I removed columns that weren't needed and I also reduced the options for several questions where "other" was stated followed by context. Since there were so many "other" columns I grouped them into one using delimiters and DAX.

Another part of data cleaning was turning a column of salaries that consisted of ranges into single values for better use in analysis.

Design

I used a color palette tool to generate the color scheme. To enhance visual comprehensibility, I applied Gestalt principles of visual perception, particularly Proximity and Similarity. Additionally, each visual begins with its main message for clarity, some starting with a question to engage the viewer and guide them toward key insights.