TORRENS UNIVERSITY AUSTRALIA

ASSESSMENT 3 BRIEF

Subject Code and Title	BANASD602 Visual Analytics and Storytelling
Assessment	Certification Exam and Demonstration with Dashboard
Individual/Group	Individual
Length	Part A: • Certification Exam (1 hour) Part B: • Recorded Demonstration (3–5 minutes) with Dashboard
Learning Outcomes	The Subject Learning Outcomes demonstrated by successful completion of the tasks below include: c) Evaluate visualisation platforms and solutions on their ability to translate data into valuable insights. e) Effectively report and communicate visualisation outcomes to a specialist and non-specialist audience.
Submission	Part A: • **Certification Exam** Due by 11:55 pm AEST/AEDT Sunday, end of Module 6.1. Part B: • **Recorded Demonstration with Dashboard (3-5 minutes)** Due by 11:55 pm AEST/AEDT Sunday, end of Module 6.1.
Weighting	Part A: 10% Part B: 20%
Total Marks	100 marks

Assessment Task

The assessment comprises two parts. Part A involves completing Tableau's Desktop Specialist certification exam. Part B involves delivering a 3–5-minute recorded demonstration communicating your findings and recommendations from the industry-based case study report. These findings and recommendations will be based on data visualisations (formatted within a dashboard) that you have iteratively developed following revisions of Assessment 2. To be successful in this assessment, you are required to consolidate knowledge gained from Modules 1.1 to 5.2 and read the Essential Resources in Modules 6.1 and 6.2.

Please refer to the **Instructions** for details on how to complete the two parts of the assessment task (Part A and Part B).

Context

Part A of this assessment involves completing the Tableau Desktop Specialist certification exam. Documenting study notes in preparation for the exam is an important activity you must start before Assessment 3. Ensure that you include evidence of journal entries in the appendix of your reflection submission. In Part B of this assessment, you will build and present a final dashboard to demonstrate your comprehension of visual analytics tools and techniques, and storytelling concepts. The case study report completed in the previous assessment (Assessment 2) detailed a range of data visualisations you created to address a business problem. Working with the same dataset, you now have an opportunity to revise and improve those data visualisations using advanced and interactive analysis features and data storytelling elements. Specifically, you will produce a dashboard in Assessment 3 that incorporates the improved data visualisations.

Instructions

Assessment 3 consists of Part A and Part B. To complete these two parts of the assessment task, you must follow the steps detailed here.

Part A: Certification Exam
The completion of the certification exam involves three key steps, as outlined below.

> **Step 1: Document study notes for each of Modules 1.1 to 5.2 in preparation for the Tableau Desktop Specialist certification exam.**
> As you write your weekly study notes, consider the structure of the exam and the different content covered for each week. Identify your learnings of Tableau, including evidence of study notes, in preparation for the remotely (online) proctored certification exam. Detail the impact of learnings on you, your career development and future planning, including any evidence you might like to keep for later use or reference.

> **Step 2: Complete a proctored Tableau Desktop Specialist certification exam remotely (online) by 11:55 pm AEST/AEDT Sunday, end of Module 6.1.**
> You must include confirmation of your Tableau Desktop Specialist certification exam completion/result, issued by Tableau, as an appendix in your reflection for Assessment 3. Refer to [Tableau's website](#) for more information about the certification exam.

> **Step 3: Evidence of exam attempt and result**
> Provide evidence of your attempt and result in the remote/online proctored Tableau Desktop Specialist Certification exam.

Part B: Recorded Demonstration with Dashboard
The demonstration with Dashboard comprises four key steps, as outlined below.

Step 1: Revise data visualisations (charts presented in Assessment 2).

Modify and enhance the charts created in Assessment 2, based on feedback received from your learning facilitator and further advancements in your comprehension of data visualisation tools.

Step 2: Create a dashboard.

Create a dashboard that incorporates:

a) Principles of data storytelling:

- Include information about the narrative and context surrounding the data and visual representations.

b) Relevant filters and interactive elements

c) Professional design principles:

- Grouping charts logically.
- Using colours appropriately and consistently for better readability.
- Making trends clear.
- Ensuring charts are simple, easy to understand, suitable for the target audience and contain titles and axis labels that are not distracting from the key message.

Step 3: Prepare to present Dashboard and visualisation charts.

a) This demonstration should not include any slides. Rather, you are specifically required to display the dashboard you created and demonstrate its functionality during the demonstration (see Step 2). Thus, it is important to prepare a script and practice the demonstration along with the screen recording feature of your chosen recording tool.

b) The demonstration should cover the following topics:

- Data selection and preparation.
  - Consider including a description of data, its source
- Dashboard design and layout
- Visualisation charts
- Dashboard interactivity and usability
- Key findings and business insights from your data analysis.
- Conclusions and recommendations.

Important Note:

You must submit your video recording to MyLearn **by the end of Module 6.1 (Week 11)**.

For more details, refer to the **Submission Instructions** on pages 5-6 of this assessment brief.

Please refer to the resources at the Torrens Academic Skills webpage for more information on preparing for Oral Presentations.

Step 4: Deliver an oral demonstration.

a) The demonstration will be recorded and submitted on or before the due date. In class, your learning facilitator will provide more instructions on recording demonstrations.

b) You are required to cover the specified topics (see Step 3) during your recorded dashboard demonstration. In addition, ensure that you:

- introduce yourself
- present in a logical sequence
- describe what your data represents and state the aims and objectives of your charts and dashboard
- explain your visualisations and how they help to meet the aims and objectives of your charts and dashboard
- identify and explain your key findings and interpretations.

c) When presenting, you should consider the following points:

- Ability to engage with the audience.
- Clarity, pace and fluency of speech.
- Clear and logical sequencing of content.

d) You are required to demonstrate your proficiency in using Tableau software to create interactive dashboards. Including screenshots of your Tableau dashboard in the demonstration does not capture the interactive elements of a dashboard. To avoid losing marks, explain the dashboard's interactive elements and functionality during your oral demonstration by displaying the Tableau software window. Ensure that you use webcam to record yourself during the demonstration.

Please refer to the resources at the Torrens Academic Skills webpage for more information on preparing for Oral Presentations.

Your dashboard and oral demonstration for Assessment 3 will be assessed against the criteria detailed in the Assessment Rubric provided on pages 6–10 of this assessment brief.

Referencing

It is essential that you use appropriate APA Style (7th ed.) for citing and referencing research. Please see more information on referencing in the Academic Skills webpage.

Submission Instructions

Part A: Certification Exam
Submit evidence confirming your attempt of the Tableau Desktop Specialist certification exam for Assessment 3 in one document (e.g., Microsoft Word or PDF) via the **Assessments** link in the main navigation menu in *BANASD602 Visual Analytics and Storytelling*.

Please label the document using the following naming convention:
BANASD602_ LastName_FirstNameInitial_Assessment_3_Exam_Evidence
e.g. BANASD602_Taylor_F_Assessment_3_Exam_Evidence.pdf

Part B: Recorded Demonstration with Dashboard

Submit your recorded demonstration with a link to your interactive dashboard for Assessment 3 via the **Assessments** link in the main navigation menu in *BANASD602 Visual Analytics and Storytelling*.

Please label the recorded demonstration using the following naming convention:
BANASD602_ LastName_FirstNameInitial_Assessment_3_Demonstration
e.g. BANASD602_Taylor_F_Assessment_3_Demonstration

Technical Guidance on Submission of Recorded Demonstration
There are two recommended ways to record and submit your demonstration.
- **Option 1:** Record your demonstration with **Microsoft Teams** using the screen sharing function Upload the recorded demonstration from your local drive.
- **Option 2:** Record your demonstration with **Microsoft Stream** using the screen recorder function. Upload the recorded demonstration from your local drive.

> **Important Note:**
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> **Please ensure that you have attached the following assessment components to the Assessment 3 submission point before clicking on the 'Submit' button:**
> - A copy of your study notes in preparation for the certification exam
> - Evidence confirming your attempt of the Tableau Desktop Specialist certification exam.
> - A link to your interactive dashboard.
> - Recorded demonstration.

Your learning facilitator will provide feedback via the Learning Management System. Feedback can be viewed in My Marks.

Academic Integrity

All students are responsible for ensuring that all work submitted is their own and is appropriately referenced and academically written according to the Academic Writing Guide. Students also need to have read and be aware of the Torrens University Australia Academic Integrity Policy and Procedure and subsequent penalties for academic misconduct. These are viewable online.

Students also must keep a copy of all submitted material and any assessment drafts.

Special Consideration

To apply for special consideration for a modification to an assessment or exam due to unexpected or extenuating circumstances, please consult the Assessment Policy for Higher Education Coursework and ELICOS and, if applicable to your circumstance, submit a completed Application for Assessment Special Consideration Form to your learning facilitator.

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Assessment Rubric: Assessment 3 (Part A)

Assessment Attributes	Fail (Yet to achieve minimum standard) 0–49%	Pass (Functional) 50–64%	Credit (Proficient) 65–74%	Distinction (Advanced) 75–84%	High Distinction (Exceptional) 85–100%
Part A: Certification Exam					
Identification of knowledge and skills and their impact on outcomes Total percentage for this Assessment Attribute = 60%	50%				
	Does not identify knowledge and skills developed and their impact on outcomes; evidence of study notes is missing.	An attempt to identify knowledge and skills developed, with evidence of study notes. The links to outcomes require further explanation.	Adequately identified knowledge and skills developed, with evidence of study notes. Links to outcomes require further explanation.	Cleary and accurately identified evidence of knowledge and skills developed, with some links to outcomes.	Expertly and discerningly identified evidence of knowledge and skills developed, with clear links to outcomes provided.
Completion of Certification Exam Total percentage for this Assessment Attribute = 40%	50%				
	Did not attempt to complete the certification exam. No evidence of result provided.	Provided evidence of certification exam attempt and achieved a scaled score below 750.	Provided evidence of certification exam attempt and achieved a scaled score between 750 and 799.	Provided evidence of certification exam attempt and achieved a scaled score between 800 and 849.	Provided evidence of certification exam attempt and achieved a scaled score between 850 and 1000.

Assessment Rubric: Assessment 3 (Part B)

Assessment Attributes	Fail (Yet to achieve minimum standard) 0–49%	Pass (Functional) 50–64%	Credit (Proficient) 65–74%	Distinction (Advanced) 75–84%	High Distinction (Exceptional) 85–100%
Part B: Recorded Demonstration with Dashboard					
Source of data, rationale for data selection, and data description **Total percentage for this Assessment Attribute = 10%**	**10%**				
	Source of data is not shown or explained. Rationale for the choice of the dataset is not explained. Data description is not provided.	Discusses source of data and links provided as an appendix. Rationale for the choice and suitability of data for the analysis is sometimes unclear in the demonstration. Data description is attempted but with limited or unclear details.	Discusses source of data and links provided as an appendix. Rationale for the choice and suitability of data is explained in the demonstration but may be limited and include insufficient detail. Data description is provided but may be too generic and/or irrelevant to the chosen dataset.	Discusses source of data and links provided as an appendix. Rationale for the choice and suitability of data is well-explained in the demonstration and includes sufficient detail. Data description is provided and is relevant to the chosen dataset, with only a few omissions and errors.	Discusses source of data and links provided as an appendix. Rationale for the choice and suitability of data is comprehensively and effectively explained and includes all the necessary details. Data description is provided and is relevant to the chosen dataset, with no omissions or errors.
Dashboard Design and Layout **Total percentage for this Assessment Attribute = 20%**	**20%**				
	Dashboard design is disorganised. Poor use of space and visualisation charts.	Basic dashboard design with some structure. Visuals are cluttered with unnecessary elements included.	Good dashboard design and structure. Good use of space but lacks aesthetic appeal.	Great dashboard design and structure. Great use of space with design elements that enhance aesthetic appeal.	Highly professional design and structure. The dashboard is visually compelling with design elements that enhance the data interpretation.
	20%				

| Visualisation chart variety and quality

Total percentage for this Assessment Attribute = 20% | Limited or no visualisation charts presented. | Basic visualisation charts are presented as screenshots but lack clarity; details can be difficult to comprehend.

Charts may be inappropriate for data presented. | A good range visualisation charts and types are presented as screenshots but may be lacking clarity at times.

Charts are somewhat appropriate for data presented. | A diverse range of visualisation charts and types are presented as screenshots and are mostly clear and visually appealing.

Selected charts demonstrate an understanding of how best to visualise data. | A diverse range of visualisation charts and types are presented as screenshots and are clear and to a professional standard.

Selected charts demonstrate a good understanding of how best to visualise complex data. |
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| Interactivity and Usability

Total percentage for this Assessment Attribute = 10% | 10% | | | | |
| | Limited or no interactivity and dashboard is difficult to navigate. | Basic interactivity with some usability issues. | Good interactivity and some features that improve the user experience (e.g., filters, drill downs, tooltips etc.). | Great interactivity and a range of features that enhance usability. | Highly interactive dashboard with advanced features that enhance usability. |
| Discussion and justification of findings, recommendations, and limitations

Total percentage for this Assessment Attribute = 10% | 10% | | | | |
| | Little or no demonstration and/or discussion of findings, insights and limitations.

Lack of application and analysis of information to provide clear recommendations.

No evidence of acquiring new knowledge from findings. | Some discussion of findings, insights and limitations but may be missing some areas.

Limited application and analysis to provide clear recommendations.

Demonstrates limited evidence of acquiring new knowledge from findings. | Good discussion of findings, insights and limitations, with some inaccuracies.

Sufficient application and analysis of information to provide suitable business insights and recommendations.

Demonstrates some evidence of acquiring new knowledge from findings. | Detailed and mostly objective discussion of findings, insights, business recommendations and limitations with few errors.

Strong application and analysis of relevant information to provide clear business recommendations. | Highly detailed and objective discussion of findings, insights, business recommendations and limitations.

Robust, highly effective application and analysis of relevant information to provide clear and insightful business recommendations. |

				Demonstrates adequate evidence of acquiring new knowledge from findings.	Demonstrates ample evidence of acquiring new knowledge from findings and skills in transferring knowledge to new situations/other cases.
Effective communication and storytelling **Total percentage for this Assessment Attribute = 20%**	20%				
	Techniques used to engage the audience are limited and/or ineffective. The presenter rarely speaks clearly and at a good pace. Delivery is difficult to understand. Information lacks logical and clear structure and is unsupported. Storytelling techniques are not evident.	Techniques used to engage the audience are mostly effective. The presenter sometimes speaks clearly, but the demonstration is occasionally difficult for the audience to understand. Delivery is sometimes fluent. Information is sometimes unclear, not logically structured and/or unsupported by evidence. Storytelling techniques are adequate.	Techniques used to engage the audience are often effective. The presenter often speaks clearly and at a reasonable pace to ensure audience comprehension. Delivery is mostly fluent. Information is mostly clear, logically structured and evidence based. Storytelling techniques are good.	Techniques used to engage the audience are effective. The presenter mostly speaks clearly and at an acceptable pace to ensure audience comprehension. Delivery is fluent. Information is clear, logically structured and well-supported by well-researched evidence. Story telling techniques are advanced.	Techniques used to engage the audience are consistently effective. The presenter consistently speaks clearly and at an appropriate pace to ensure audience comprehension. Delivery is consistently fluent and expressive. Information is expertly presented, always clear, logically structured and well-supported by thoroughly researched evidence. Storytelling techniques are exceptional.
	10%				

| Demonstration of dashboard and visualisation charts as screenshots from Tableau

Total percentage for this Assessment Attribute = 10% | Limited or no video footage or screenshots of dashboard shown or presented.

Presenter does not switch to Tableau software during the demonstration. | Minimal video footage of dashboard presented with basic explanation provided.

Presenter briefly switches to Tableau software during the demonstration n but provides no clear discussion. | Video footage of dashboard presented with good explanation provided.

Presenter switches to Tableau software during the demonstration and provides a brief discussion of the work done on the tool, with numerous omissions and errors. | Video footage of dashboard presented and detailed explanation provided.

Presenter switches to Tableau software during the demonstration and explains work done on the tool, with a few omissions and a lack of links to the overall demonstration. | Video footage of dashboard presented, and highly detailed and professional explanation provided.

Presenter switches to Tableau software during the demonstration and effectively explains work done on the tool, with clear links to the overall aims and context and no errors or omissions. |
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