

VKN1 — VKN1 TASK 1: BUILDING AN INTERACTIVE DATA DASHBOARD

DATA STORYTELLING FOR VARIED AUDIENCES — D601

PRFA — VKN1

Task Overview

Submissions

Evaluation Report

COMPETENCIES

4161.1.3: Communicates Data Insights

The learner communicates data insights to technical and nontechnical audiences.

4161.1.4: Creates Data Representations

The learner creates data representations to offer insights into an organizational problem.

4161.1.5: Designs Interactive Dashboards

The learner designs interactive dashboards to support executive decision-making.

INTRODUCTION

The data analyst's job does not end once the data has been analyzed. A vital skill for data analysts is to represent and report the data to stakeholders. In this task, you will demonstrate your ability to identify actionable insights from data and communicate them using effective storytelling methods.

In this task, you will use Tableau to create an interactive data dashboard to support executive decision-making. Your dashboard should enable leaders to explore the data, identify trends, and compare key metrics.

Your dashboard will feature a variety of interactive reports and data representations and will be appropriate for Universal Access.

Your dashboard will integrate data from **one** of the data sets and associated data dictionaries from the following links:

Data Files and Associated Dictionary Files

Please use the following links to download the relevant data files to complete your assessment.

- Churn Data and Dictionary Files
- Medical Data and Dictionary Files

Note: Refer to the data dictionary for your chosen provided data set for additional background information about the audience of your data representations.

REQUIREMENTS

Your submission must be your original work. No more than a combined total of 30% of the submission and no more than a 10% match to any one individual source can be directly quoted or closely paraphrased from sources, even if cited correctly. The similarity report that is provided when you submit your task can be used as a guide.

You must use the rubric to direct the creation of your submission because it provides detailed criteria that will be used to evaluate your work. Each requirement below may be evaluated by more than one rubric aspect. The rubric aspect titles may contain hyperlinks to relevant portions of the course.

*Tasks may **not** be submitted as cloud links, such as links to Google Docs, Google Slides, OneDrive, etc., unless specified in the task requirements. All other submissions must be file types that are uploaded and submitted as attachments (e.g., .docx, .pdf, .ppt).*

Part 1: Interactive Data Dashboard

A. Create interactive Tableau dashboard to support executive decision-making. Your dashboard must be accessible to users with colorblindness, and must include the following components:

- **four** different data representations to summarize the data or display trends
- **two** different interactive controls that allow the user to modify the presentation of data
- **two** different metrics or key performance indicators

1. Write instructions to help users open the dashboard and use available filters.

B. Acknowledge sources, using in-text citations and references, for content that is quoted, paraphrased, or summarized.

C. Demonstrate professional communication in the content and presentation of your submission.

File Restrictions

File name may contain only letters, numbers, spaces, and these symbols: ! - _ . * ' ()

File size limit: 200 MB

File types allowed: doc, docx, rtf, xls, xlsx, ppt, pptx, odt, pdf, csv, txt, qt, mov, mpg, avi, mp3, wav, mp4, wma, flv, asf, mpeg, wmv, m4v, svg, tif, tiff, jpeg, jpg, gif, png, zip, rar, tar, 7z

RUBRIC

A: INTERACTIVE DATA DASHBOARD

NOT EVIDENT

The Tableau data dashboard is not provided.

APPROACHING COMPETENCE

The Tableau data dashboard satisfies some, but not all, of the requirements in the bullet points, or the dashboard is not accessible to users with colorblindness. Or the dashboard does not function properly or is incomplete. Or the data source for the dash-

COMPETENT

The Tableau data dashboard satisfies the requirements of each of the bullet points and is accessible to users with colorblindness. The dashboard is functional and complete. The data source for the dashboard is 1 of the provided data sets and 1 additional external, public data set.

board does not include 1 of the provided data sets or 1 additional external, public data set.

A1:INSTALLATION INSTRUCTIONS

NOT EVIDENT

Instructions for installing the dashboard are not provided.

APPROACHING COMPETENCE

The instructions are insufficient for guiding users through dashboard installation successfully, including step-by-step guidance.

COMPETENT

The instructions offer clear, step-by-step guidance that enables users to successfully install the dashboard.

B:SOURCES

NOT EVIDENT

The submission does not include both in-text citations and a reference list for sources that are quoted, paraphrased, or summarized.

APPROACHING COMPETENCE

The submission includes in-text citations for sources that are quoted, paraphrased, or summarized and a reference list; however, the citations or reference list is incomplete or inaccurate.

COMPETENT

The submission includes in-text citations for sources that are properly quoted, paraphrased, or summarized and a reference list that accurately identifies the author, date, title, and source location as available.

C:PROFESSIONAL COMMUNICATION

NOT EVIDENT

Content is unstructured, is disjointed, or contains pervasive errors in mechanics, usage, or grammar. Vocabulary or tone is unprofessional or distracts from the topic.

APPROACHING COMPETENCE

Content is poorly organized, is difficult to follow, or contains errors in mechanics, usage, or grammar that cause confusion. Terminology is misused or ineffective.

COMPETENT

Content reflects attention to detail, is organized, and focuses on the main ideas as prescribed in the task or chosen by the candidate. Terminology is pertinent, is used correctly, and effectively conveys the intended meaning. Mechanics, usage, and grammar promote accurate interpretation and understanding.