



Aalto & UTU

Tableau Analytics Challenge

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Lead Solution Engineer - Tableau



Overview of the Tableau Analytics Challenge

Fasten your seat belts!



The Finnish Transport Infrastructure Agency, the Finnish Transport and Communications Agency, and local authorities of 10 biggest cities in Finland are working together to find new initiatives to improve road safety. While the overall trend of accidents has been improving during the past years, further improvements are sought after.

The Finnish Transport Infrastructure Agency has been keeping track of these accidents and has produced a data set for the team of data analysts for further investigation of all traffic accidents from the past 4 years in Finland.

Your task is to use this data to produce data-driven insights that highlight the dangerous driving conditions, hazardous roads and other insights with impact to road safety, and present these back to project board.

Detailed Requirements

Please read carefully to understand the task

The aim of this project is to produce data insights that help project board to understand the traffic safety problem areas and in particular:

1. Identify the common issues in road safety including hazardous traffic conditions
2. Reveal possible outliers among 10 biggest cities in finland
3. How to reduce the number of accidents overall and especially serious accidents

Use the available data to derive insights that help the project board to take new safety measures to improve road safety. The data needs to be filtered to show data for the 10 biggest Finnish cities (filter on Municipality column) - 1. Helsinki, 2. Espoo, 3. Tampere, 4. Vantaa, 5. Oulu, 6. Turku, 7. Jyväskylä, 8. Kuopio, 9. Lahti and 10. Pori.

Finally, the teams should be prepared to answer questions relating to the data and produced insights during the live Tableau Analytics Challenge final.

Available Assets

Take advantage of everything you have!

This Tableau Analytics Challenge presentation

Tableau Online - environment

- **Road Safety** - project
- **Traffic Accidents 2018-2021** - published data source
- Use team projects in Tableau to collaborate with your team members and store your data visualizations / dashboards

Note - Available data is real data. The data quality is not perfect and neither is the quality of the english translation. Have fun and good luck!

Please see helpful resources section for quick recap on how to use Tableau. How to build engaging dashboards and more.



Helpful Resources

Take advantage of everything you have!



Get inspired by what our [#datafam](#) community is creating every day with Tableau

- Discover great content on Tableau Public: <https://public.tableau.com/app/discover>

Get to grip with the fundamentals of Tableau

- Watch Free training Videos - [Getting Started \(9 videos\)](#)

Master key concepts about dimensions, measures and continuous and discrete fields in order to understand what is happening behind the scenes when you interact with data.

- Watch [this video](#) or review documentation: [Dimensions and Measures, Blue and Green](#)

Tableau Blog - Data Visualization Tips For More Effective And Engaging Design - [LINK](#)

Tableau Whitepaper - 10 Best Practices for Building Effective Dashboards - [LINK](#)

Tableau Help - Choose the Right Chart Type for Your Data - [LINK](#)



Tableau Analytics Challenge Timeline



Are you prepared for 16 days of analytics fun?

Challenge Release

Wed 5.4 at 14:00
Day 0

Teams receive analytics challenge materials
Teams can start working on the challenge.

Return Video

Tue 18.4 at 13:00
Day 13

Teams return 3 minute video where they pitch most important insights made from challenge data.
Insights must be backed with data.

Select Finalists

Wed 19.4 at 13:00
Day 14

Aalto & UTU lecturers both select best 5 teams to compete in challenge final held on Friday 21.4.
Finalists are notified

Challenge Final

Fri 21.4 at 10-13
Day 16

Live final in Otaniemi Campus. Each Aalto and UTU finalist will present their findings live, in 4 minutes.

Evaluation panel will select the best teams.

Prize Ceremony

Round 1 Video Pitch



From Wednesday 5.4 until Tuesday 19.4. - 13 days

Each team will produce **3 minute video** where they pitch their data insights to the project board members.

Please make sure your team understands the requirements, do's and don'ts as well as the evaluation criteria before you start working on your task.



DO's

Allowed

Tableau Cloud (all services)

Create your own filters, calculations, hierarchies, parameters and actions on top of the existing data set

Use / merge external data sets with the data provided.

Use Tableau help and all training materials.

Have fun!



DONT's

Not Allowed

Use of Python & R

Use of other BI tools

Data fabrication (naturally)

Borrowing / copying insights from an other team

Leaving team members behind

Evaluation Criteria

For both rounds of the challenge



Quality of Insights

½ of the weight

Accurate insights

Finding hidden insights

Insights for action

Leading With Data

½ of the weight

Back your findings with data visualizations & KPIs

Make your findings stand out and easy to pick up

Pitching

½ of the weight

Good use of time

Flow of the pitch

Storytelling

Round 2 Live Final



Friday 21.4 from 10:00 till 13:00

5 best teams from Aalto vs 5 best teams from UTU

Live final takes place in Aalto School of Business, Otaniemi Campus in Espoo

Aalto and UTU teams take turns to repeat their **4 minute pitch** in random order

Each team will have approximately 10 minutes

- 1 minutes to prepare
- 4 minutes to pitch
- Up to 5 minutes for Q&A with board members

Tableau Analytics Challenge Final

What happens on the day of the final?

Friday 21.4 from 10:00 till 13:00

09:50 - 10:00 Event opens

10:00 - 10:10 Welcome words

10:10 - 11:00 Pitching by the challenge finalists x 5

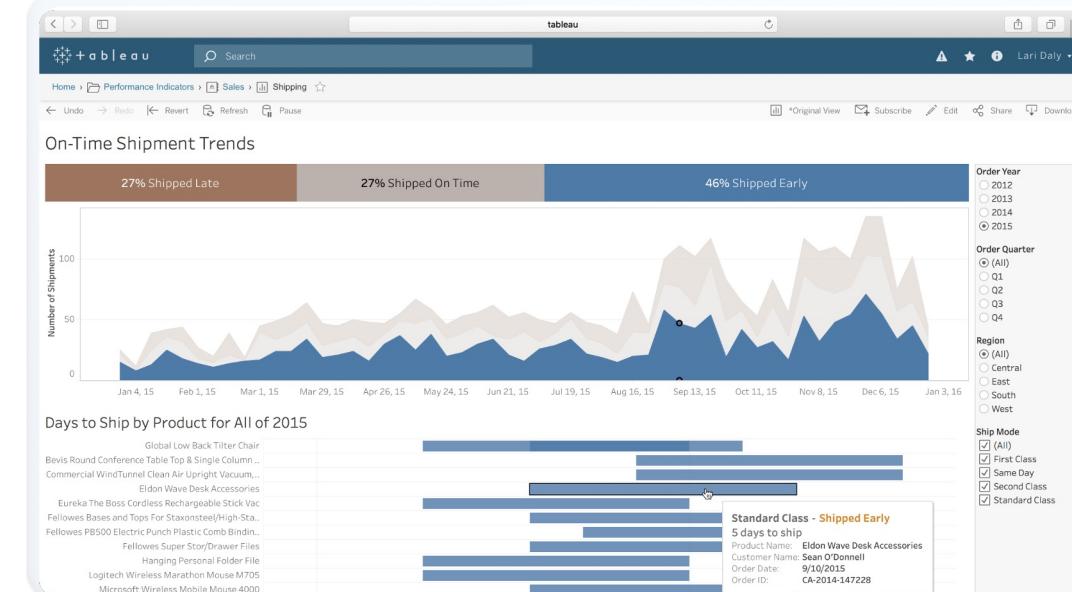
11:00 - 11:10 Break

11:10 - 12:00 Pitching by the challenge finalists x 5

12:00 - 12:20 Break (board will decide the winner)

12:30 - 12:45 Prize Ceremony

12:45 - 13:00 Farewell words



Organizers



Yong Liu

Associate professor
Aalto



Timo Leino

Lecturer
UTU



Johanna Bragge

Assoc. Program Director
Aalto



Janne Lind

Lead Solution Engineer
Salesforce / Tableau

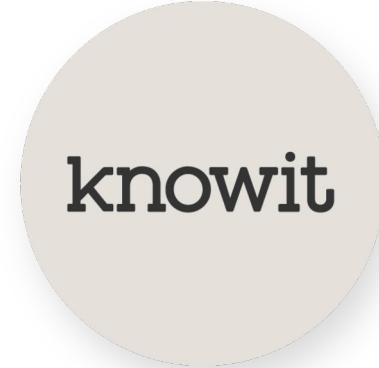


Evaluation Board



Janne Lind

Lead Solution Engineer
Salesforce / Tableau



Mystery Judge 1

Knowit



Mystery Judge 2

Fiskars

Knowit is a Nordic Powerhouse with 4400 professionals in design, communication, management & IT.

Knowit is also the biggest Tableau partner in Finland.

Fiskars Group is the global company specialized in many well-known design-driven brands for indoor and outdoor living like Fiskars, Iittala, Arabia, Wedgwood and Waterford.



Prize Ceremony



Best Overall

Selected by the **Evaluation Board**



**TEAM X
UNI X**

Best of Aalto

Selected by **UTU students**



**TEAM X
AALTO**



Best of UTU

Selected by **Aalto students**



**TEAM X
UTU**



Thank You