On-line Portal Analysis – Storyboard Planning

Creating a Dashboard or Storyboard

WHO: 1) Users
- Business stakeholders, Data Analytics course tutor & potential employers

WHY: 2) Purpose
- To communicate findings regarding the analysis of Stone Signs' on-line portal and to provide business improvement recommendations.
- Address initial research questions.

WHAT: 3) Contents
- Introduction, background information and proposed investigation
- Exploratory analysis & hypothesis forming
- Geospatial analysis
- Linear analysis
- Cluster analysis
- Time Series analysis
- Observations, Findings & Recommendations, What of the hypothesis?
- Limitations
- Further investigation recommendations

WHEN: 4) Usage
- To form part of a portfolio,
- To present to the business stakeholders,
- For submission as part of the final achievement in the Data Analytics course.

WHERE: 5) Hosting
- Tableau Public
- + GitHub folder to include:
  - Read Me description of project
  - Data source and explanation
  - Research questions
  - Cleaning procedure and Population figures for each dataset version
  - Link to Tableau storyboard with description
  - Link to Data Analytics Portfolio

Link to Tableau Story board

StoneSigns On-line Portal Analysis | Tableau Public

On-line Portal Analysis – Storyboard Planning

Design Consideration of a Dashboard or Storyboard

☐ Learning
   - What does the visualisation say?

☐ Colour & White Space
   - Number of colours, choice of colours, are dark colours more relevant, is it visually accessible?
   - What about white space?

☐ Text & Information: Titles, Axis, Labels, Legends & Descriptions
   - Clarity, font, size, position, alignment, duplication of information.

☐ Balance, Alignment & Proportion
   - Overall is the visualisation balanced, and aesthetically aligned?

☐ Consistency
   - Is there a consistent theme throughout the visualisation? Colours, fonts, etc.

☐ Functionality
   - How effective are the interactive elements of the visualisation?

☐ Any Other Potential Improvements
   - Comments regarding any of the above areas.