**Project Overview**

In this project, you'll use Tableau to build dashboards and tell a story with data. This is an essential skill as an analyst. You'll be exploring data from *Lending Club*, a peer to peer lending platform.

You'll start by defining some leading questions, then you'll explore the data to find answers, and finally build visualizations to communicate those answers and tell a story.

**Installing Tableau**

If you haven't already done so, you'll need to install Tableau on to your computer. Follow [**this link**](http://kb.tableau.com/articles/knowledgebase/downloading-tableau-products) for more information on how to download and install Tableau on your computer.

**How Do I Complete this Project?**

This project uses skills learned throughout the "Data Visualization in Tableau” course. To complete this project:

* Go through the course
* Apply the skills learned in the course to complete the project outline in the project details section.
* Use our guidelines and rubric to help build your project.
* When you're ready, submit it to us for review using the submission template found in the supporting materials section.

**Skills Required**

In order to complete this project, you must be able to:

* Explore data using Tableau
* Create Tableau Dashboards

## Lending Club Data

Lending Club provides their loan data for public use, you can find it here: [**https://www.lendingclub.com/info/download-data.action**](https://www.lendingclub.com/info/download-data.action).



## Project Details

You're an analyst at Lending Club assigned to analyze loan data. Your manager has requested you to investigate the data to answer three main questions:

* How do the attributes differ between borrowers who pay back their loans versus those who don't?
* How do accepted and rejected loan data differ among different locations?
* How have issued loans changed over time?

On top of that, your manager has requested that you pick another question of your own to explore and report on.

## Submission

* For each question, your submission should include a Tableau dashboard with a set of visualizations that help answers the question. Make sure to include the question you are answering.
* For one of the questions, create a narrative told through the visualizations and text.

**IMPORTANT:** Please save the workbooks as Tableau Public workbooks to allow reviewers to access your workbooks

### Submission Requirements

You should include at least one of each of these figures (among all the dashboards, not in each out):

* Map plot (if location data is available)
* Line plot (if time/date data is available)
* Shape (scatter) plot
* Bar chart
* Small multiple

Also, include the following uses of color/shape/size:

* Group by color/shape
* Indicate a third continuous dimension with color and/or size
* Highlight data of interest with color
* Choose appropriate color palettes (diverging, sequential, colorblind friendly)

Demonstrate an effective use of labels:

* Clear labels on all axes and legends
* Label data of interest (Optional)

Include interactivity in dashboards and stories:

* Filters
* Highlighting or other actions

### Submission Format

Your submission should be in the form of a PDF file accompanied with Tableau workbook files.

**IMPORTANT:** Please save the workbooks as Tableau Public workbooks to allow reviewers to access your workbooks

| CRITERIA | MEETS SPECIFICATIONS |
| --- | --- |
| Section Format | Written answers are clear and written in full sentences. in Step 3. The section is no more than 500 words. |
| How do accepted and rejected loan data differ among different locations? | A dashboard exists with multiple visualizations that provide insights and answers to the question:  How do accepted and rejected loan data differ among different locations? |
| How do the attributes differ between borrowers who pay back their loans versus those who don't? | A dashboard exists with multiple visualizations that provide insights and answers to the question:  How do the attributes differ between borrowers who pay back their loans versus those who don't? |
| How have issued loans changed over time? | A visualization exists that provide insights and answers to the question:  How have issued loans changed over time? |
| Additional question and answer | Student poses a question and creates at least one visualization that provide insights and answers to the question the student proposed. |
| Story | One of the questions is answered with a narrative through a Tableau Story. |

Figures

| CRITERIA | MEETS SPECIFICATIONS |
| --- | --- |
| Map plot | At least one map plot is included among the various dashboards. |
| Line plot | At least one line plot is included among the various dashboards. |
| Scatter plot | At least one scatter plot is included among the various dashboards. |
| Bar chart | At least one bar chart is included among the various dashboards. |
| Small Multiples | At least one small multiples plot is included among the various dashboards. |

Style

| CRITERIA | MEETS SPECIFICATIONS |
| --- | --- |
| Group By | At least one plot among the dashboards groups the data and is visualized by color or shape. |
| Third Dimension | At least one plot among the dashboards indicate a third continuous dimension with color and/or size. |
| Highlighting | At least one plot among the dashboards uses color to give emphasis to the area of interest. |
| Color Pallettes | The various visualizations choose appropriate color palettes (diverging, sequential, colorblind friendly) |

Labeling & Interactivity

| CRITERIA | MEETS SPECIFICATIONS |
| --- | --- |
| Clear Labels | All visualizations include clear labels on axes, legends, and titles |
| Interactivity | At least one visualization includes the effective use of filtering and other tools to provide interactivity with the data. |