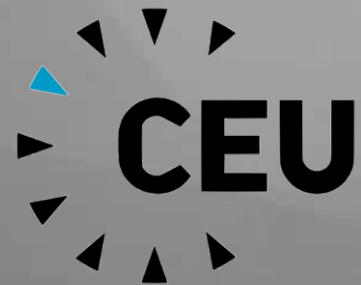


MS in Business Analytics

Intro to Data Visualization



The background features a dark blue field with a world map composed of light blue dots. Various colored circles (red, orange, yellow, purple, white) and vertical lines with dots are scattered across the map. On the right, there is a grey, low-poly geometric shape. A dark red diagonal line runs from the top right towards the bottom right.

Personal project

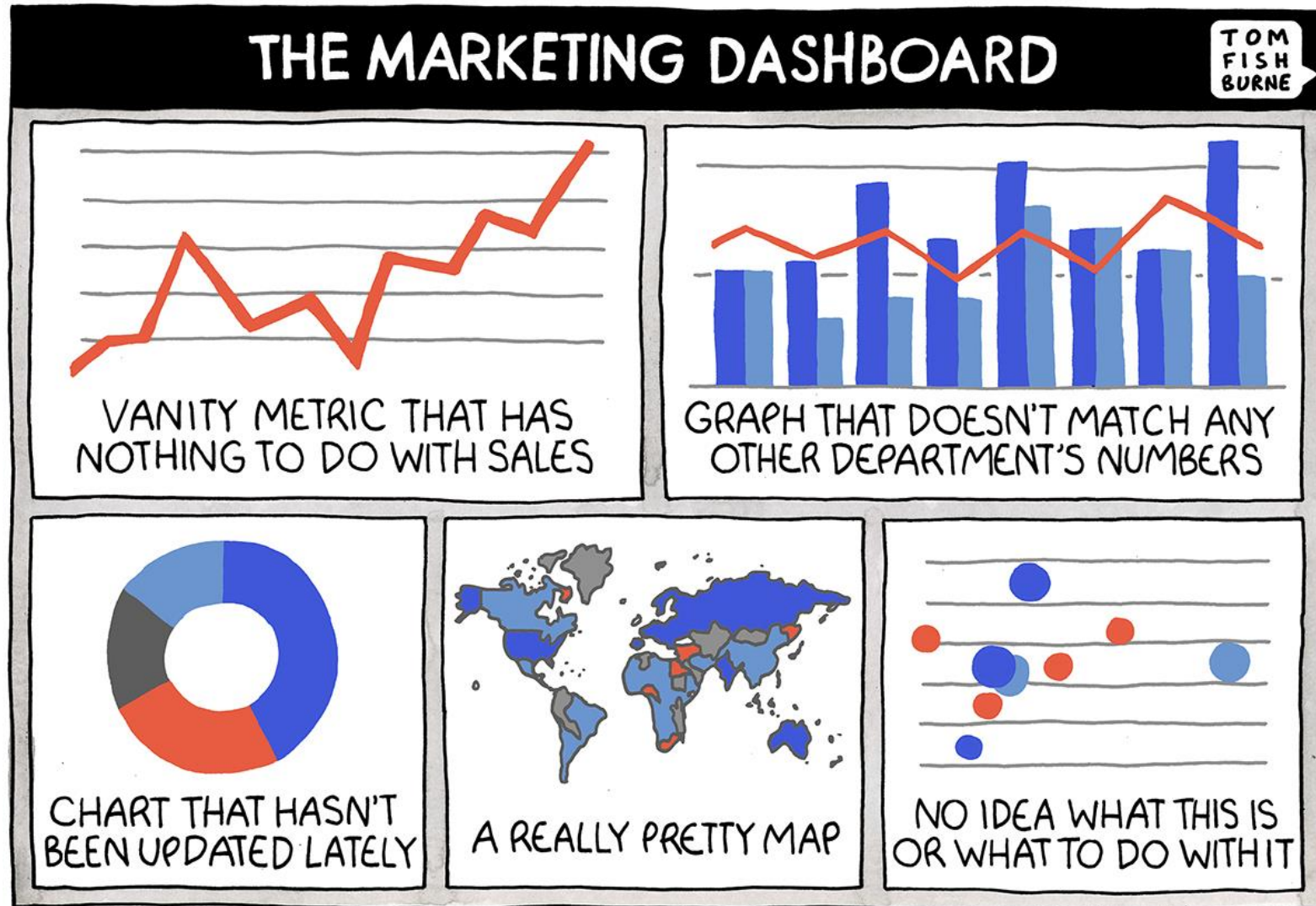
Personal project

- The personal data analysis project consists of
 - A Power BI workbook
 - Short documentation
- The workbook should have
 - A dashboard consisting of a few charts
 - Pay attention to the details (use best practices, provide context etc.)
 - Save your work as a .pbix file
- A short project documentation discussing
 - Analysis goals, business questions
 - The data sources you used
 - Your design goals for the charts and the dashboard
 - Include a screenshot and description of the dashboard



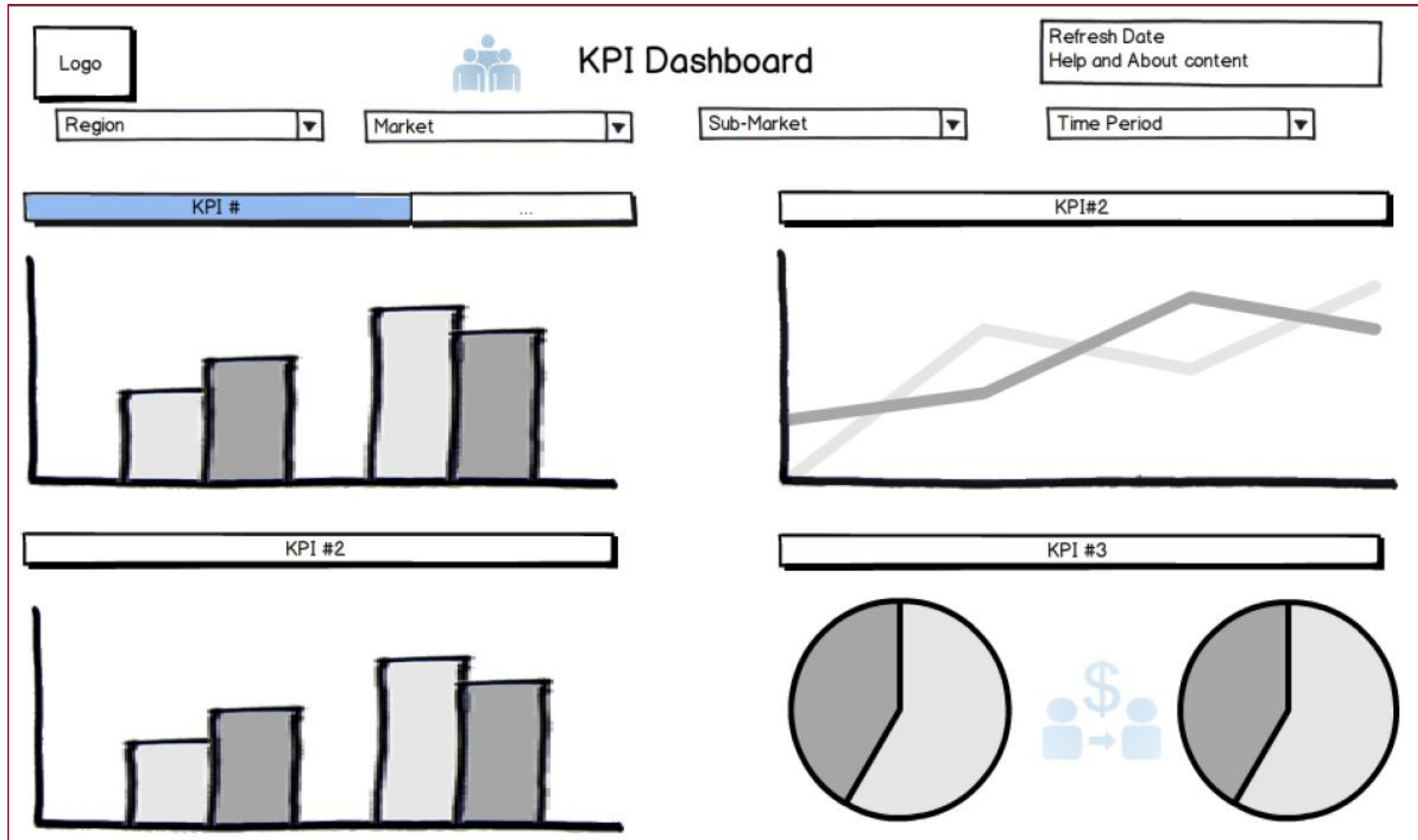
Dashboard design

Dashboard components



© marketoonist.com

Dashboard components

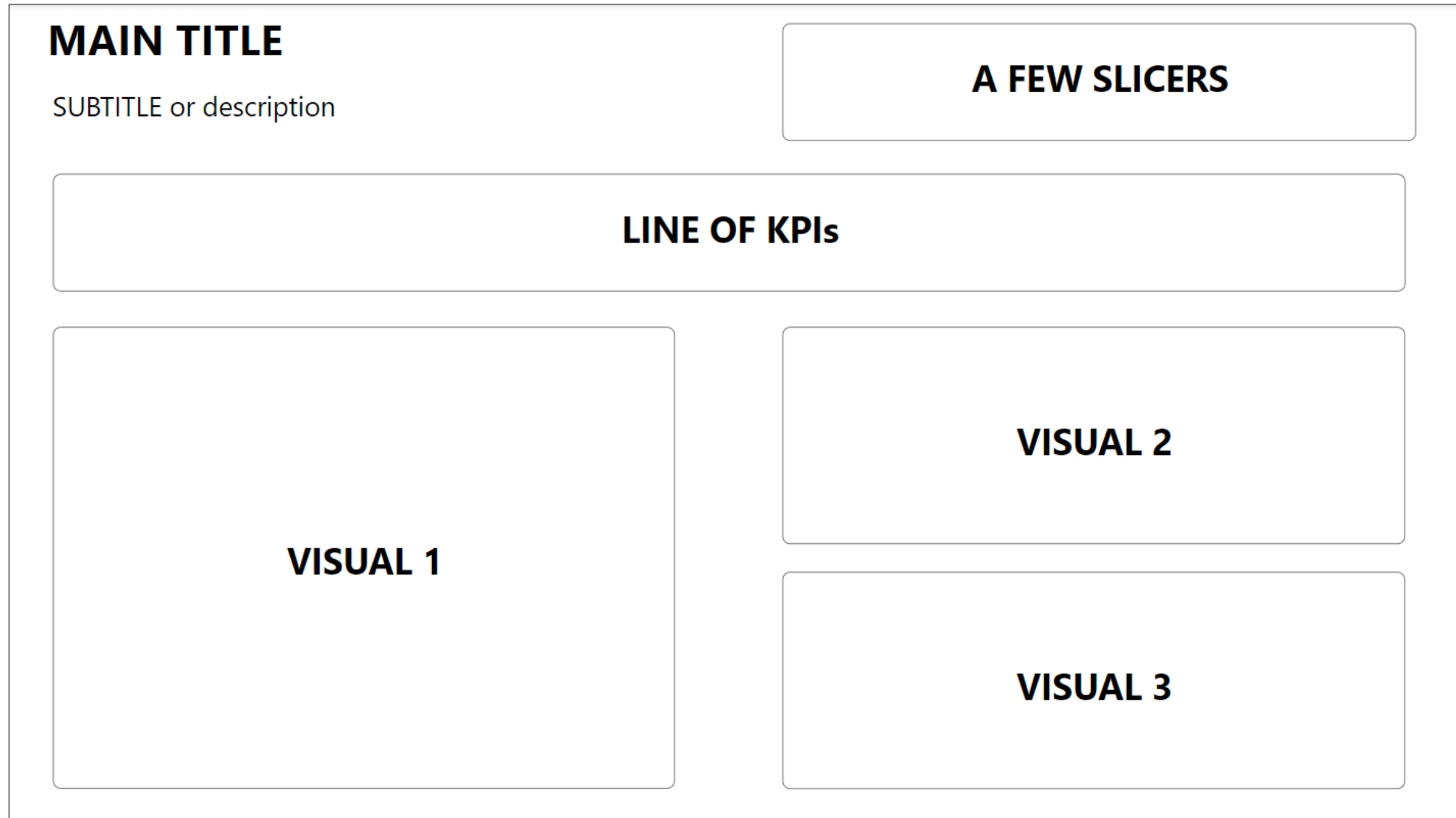


Dashboard mockup - Mico Yuk, BI Dashboard Formula

Dashboard creation steps

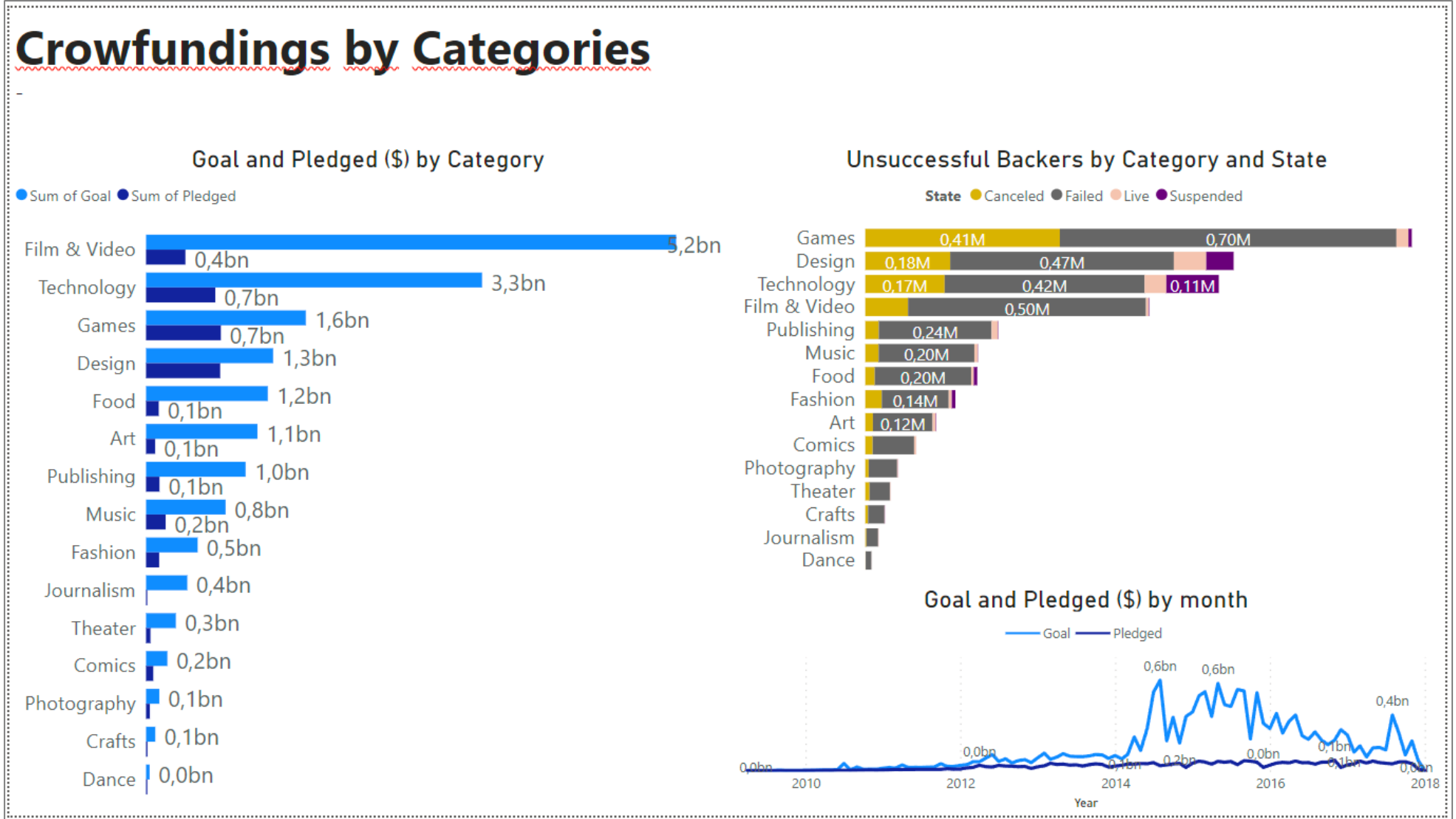
- Select your dataset and load into Power BI
- Decide what charts you want and the layout
- Create the main charts
- Add Slicers and KPIs
- Finalize the design
 - Set titles and subtitles
 - Check data labels, axis titles, number formats etc.
 - Use white space wisely

Sample dashboard – Layout



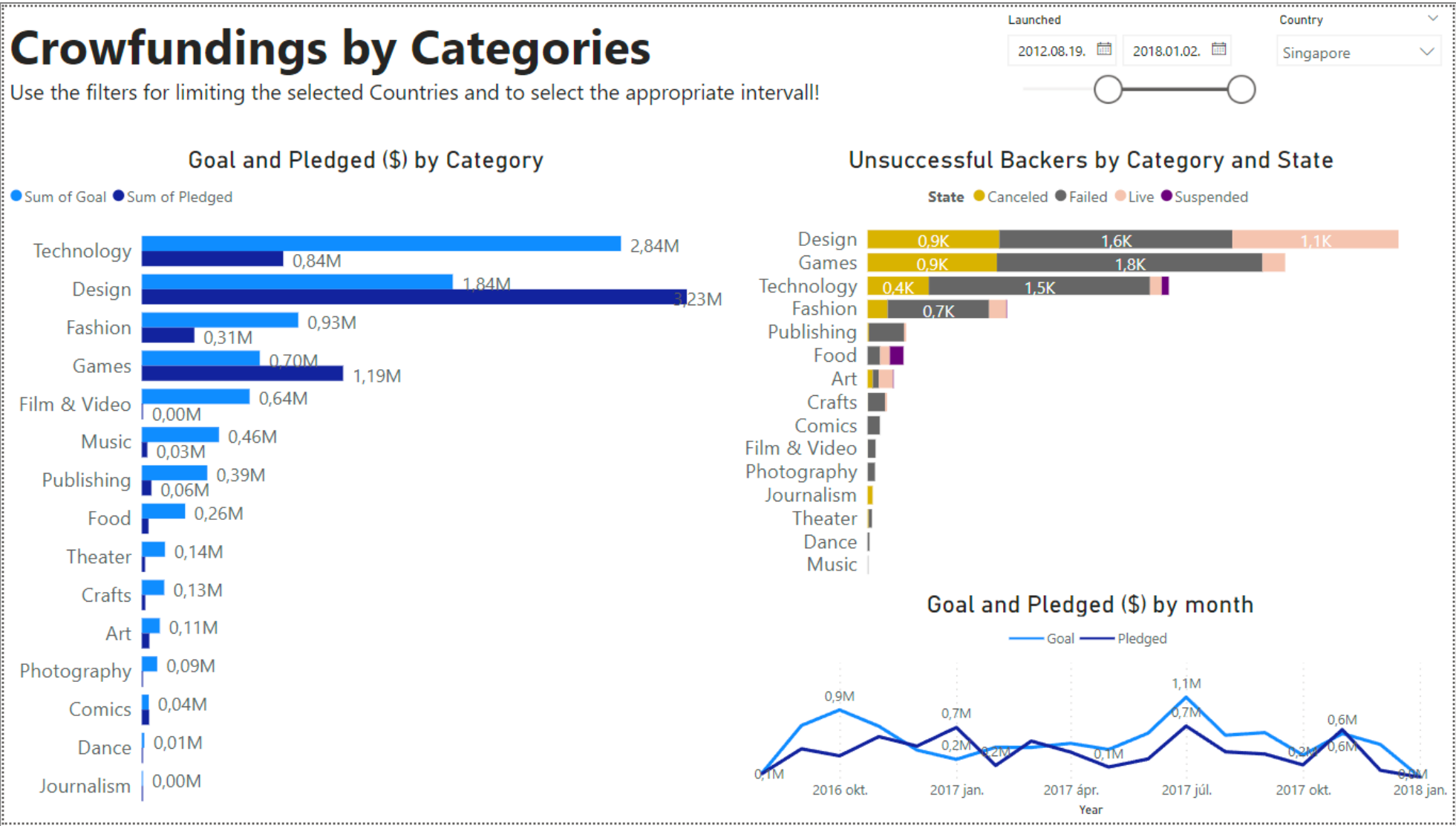
Dashboard with Slicers and KPI cards at the top and 3 main charts

Sample dashboard – Phase 1



Just the 3 main charts and a dashboard title (using a text box)

Sample dashboard – Phase 1



Slicers added for Caunch date and Country. Dashboard subtitle also has been added.

Sample dashboard – Phase 3

Crowfundings by Categories

Use the filters for limiting the selected Countries and to select the appropriate intervall!

Launched

2012.08.19.2018.01.02.

Country

Singapore

Total No. of Projects

374,9K

No. of Selected Projects

0,6K

Goal (\$)

9M

Pledged (\$)

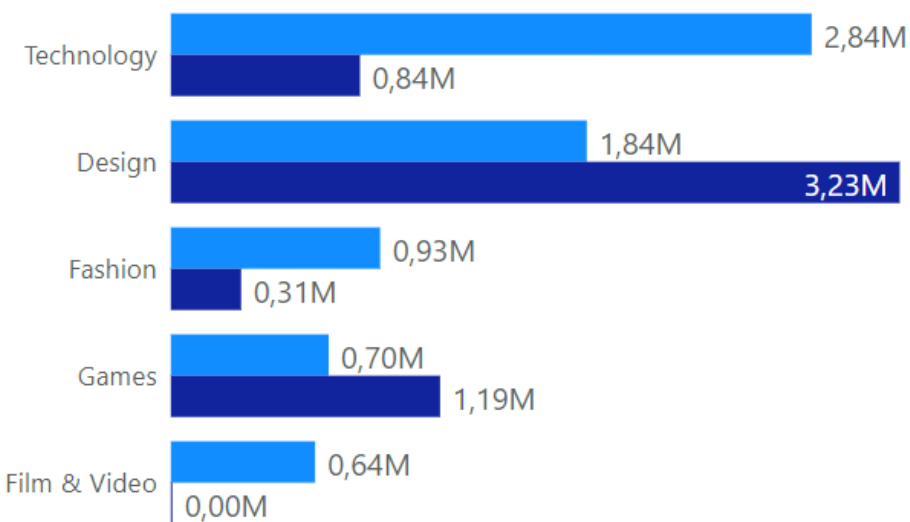
6M

No. of Backers

70K

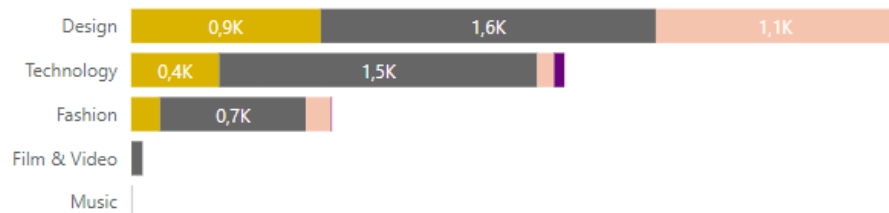
Top 5 Category by Goal and Pledged (\$)

Sum of Goal Sum of Pledged



Unsuccessful Backers for Top 5 Categories

State Canceled Failed Live Suspended



Goal and Pledged (\$) by month

Goal Pledged



The KPI cards also have been added

Selecting a dataset

Selecting a dataset

- Use a new data dataset for the project
 - You can select any dataset you like
 - Except the Kickstarter and the Gapminder datasets 😊
- Suggestion: the Maven Analytics Playground
 - It has a number of good quality datasets
 - Filter for the Single Table and Free datasets
- Quick access to a few Maven Analytics datasets
 - You can directly link to a few datasets from our Git repository
 - Links are listed on the **Datasets** worksheet of the Admin workbook in the Github URL column

Maven Analytics Playground

Filter by:

Data Structure ▾

Tags ▾


Access type ▾

Sort by: Newest ▾

Clear all filters

Data Structure: Single table ✕

Access type: Free ✕




Airline Passenger Satisfaction 🏆
Customer satisfaction scores from 120,000+ airline passengers.

[Preview data](#)[Download ▾](#)

☰

FILE TYPES	TAGS	DATA STRUCTURE	# OF RECORDS	# OF FIELDS	DATE ADDED
CSV	Travel Survey	Single table	129,880	24	05/18/2022



Unicorn Companies
Private companies with a valuation over \$1 billion as of March 2022.

[Preview data](#)[Download ▾](#)

☰

FILE TYPES	TAGS	DATA STRUCTURE	# OF RECORDS	# OF FIELDS	DATE ADDED
CSV	Finance Geospatial	Single table	1,074	10	04/14/2022

<https://www.mavenanalytics.io/data-playground>

Personal projects Dataset

CEU 2023 - Dataviz 1 Admin ☆ 📁 ☁

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	A	B	C	D	E
1	Student Full Name	Preferred name (e.g "Jon")	Email	Selected Topic/Dataset	PBI Workbook name
2	Example Jon	Jon		Kickstarter	Jon-Kickstarter-dashboard
3					
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https://docs.google.com/spreadsheets/d/1-DRpprywBrhIsqth0WY0KqUfmEQMUZQj7bLuyoHd_K4

Using datasets from our repo

CEU 2022 - Dataviz 1 Admin ☆ 📁 ☁				
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A1	fx	Source		
	A	B	C	D
1	Source	Dataset name	GitHub URL	
2	Maven Analytics	Unicorn Companies	https://raw.githubusercontent.com/bencearato/data/master/Unicorn_Companies.csv	
3	Maven Analytics	Super Bowl Commercials	https://raw.githubusercontent.com/bencearato/data/master/superbowl_commercials.csv	
4	Maven Analytics	Online Chess Games	https://raw.githubusercontent.com/bencearato/data/master/chess_games.csv	
5	Maven Analytics	NYC Traffic Accidents	https://raw.githubusercontent.com/bencearato/data/master/NYC_Accidents_2020.csv	
6	Maven Analytics	UFO Sightings	https://raw.githubusercontent.com/bencearato/data/master/ufo_sightings_scrubbed.csv	
7	Maven Analytics	INC 5000 Companies	https://raw.githubusercontent.com/bencearato/data/master/INC_5000_Companies_2019.csv	
8	Maven Analytics	Shark Attacks	https://raw.githubusercontent.com/bencearato/data/master/shark_attacks.csv	
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https://docs.google.com/spreadsheets/d/1-DRpprywBrhlsqth0WY0KqUfmEQMUZQj7bLuyoHd_K4/edit?usp=sharing

The background of the slide features a low-poly, abstract geometric pattern in various shades of teal and blue. A horizontal white band runs across the middle of the image, serving as a backdrop for the title text.

Submitting your work

Submission

- The deadline is **October 6 (Friday)**
- The Power BI .PBIX file
 - Please name all worksheets meaningfully
 - Remove empty or unused sheets
- The documentation
 - As a single PDF file, including the text parts and screenshots
- Standard file names
 - Your name – topic.pbix (Bence Arato – HR Analytics.pbix)
 - Your name – topic.pdf (Bence Arato – HR Analytics.pdf)
- Use the Dropbox File Collector to submit the files

Thank You