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| Data Visualisation Project  Assignment 1 – Report  E-MART: Sales / Profit Analysis | |
| Module code : SPEC9995: 2022-23 | |
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# Assignment Overview

## High Level Description – Global Happiness Dataset

This document covers the design, implementation and observations on all parts of the November 2022 CA(1) for the Data Visualisation module (TU060 – DS – Year 2).

This project is based on a starting point with a Kaggle dataset that tracks a ‘Happiness Index’ for most countries in the world. <link>

Although the Kaggle dataset contains some attributes that explain the contribution of GDP, and other factors, towards what makes a nation happy the data is not readily understandable.

By combining the original Kaggle dataset with other datasets with key information metrics for countries around the world, it is possible to build up a more meaningful set of visuals.

These graphs will elaborate on which parts of the globe are generally more ‘happy’, and where the least happy nations can be found. Insights on some the key elements that combine to drive happiness will be displayed in the dashboards produced by this assignment.

The datasets (and key attributes) that have been combined with the source Kaggle dataset are;

* Dataset list – one…
* Dataset list – two…

Section 5 of this document lists the reference locations for all of these datasets.

## Intended Audience

Reporting dashboards were developed and presented in Tableau.

The intended audience is anyone interested in the key factors that influence the quality of live in nations across the globe.

The term ‘happiness’, as used in this CA report is really just a short hand for a measure of how well a country provides for the material and social wellbeing of its citizens.

The dashboards in this report are intended to provide a visual insight into some of the major causes that drive this sense of ‘happiness’ across the world.

# Part 1: Data Exploration

## Dataset Structure – Cleaning and Joining Datasets

The quality of the information contained within the datasets listed in Section 1.1 is generally good, with relatively few record with missing data.

However, in order to streamline the process of creating the final output dataset for visualisation this assignment used the features provided by the Tableau Data Preparation tool.

The joins across the datasets were driven by the name of each country, so a progressive set of steps were required to trim and alter this text information to correctly join the data.

The screenshot below shows the process followed by Tableau Data Prep to join all five datasets into a single final dataset.

<screenshot>

The layout of the final dataset gathers the following data together (other columns maintain some additional reference material but this screenshot displays the primary data points for the visualisations in this assignment).

<screenshot>

## Exploration Process

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## Data Exploration: Key Results

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## Tableau Public Dashboard - Location

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## Tableau Public Dashboard – Screenshot Overview

The

# Part 2: Data Insights

## Cleaning Insights from the Data

The process…

## Insight 1: Seeing the Geographical Strengths / Weaknesses

The

<screenshot>

## Insight 2: Meeting Targets vs Maximising Profits

The

<screenshot>

## Insight 3: Profit Trends

The

<screenshot>

## Tableau Public Dashboard - Location

The

# Conclusions

## Interpretations from the Quality Assurance Visualisations

These dashboards

## Challenges in the Quality Assurance Data Visualisations

My list

# References

## Tableau Reference Sites

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