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Description automatically generated

**SCHOOL OF INFORMATICS & IT**

**Storytelling Dashboard - Data Storytelling**

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Tutorial Group : P03

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Tutor : Nami Imanishi

Submission Date :

**Declaration of Originality**

I am the originator of this work and I have appropriately acknowledged all other original sources used as my references for this work.

I understand that Plagiarism is the act of taking and using the whole or any part of another person’s work, including work generated by AI, and presenting it as my own.

I understand that Plagiarism is an academic offence

and if I am found to have committed or abetted the offence of plagiarism in relation to this submitted work, disciplinary action will be enforced.

**Declaration on the use of Generative AI tools for assignments**

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| Describe how you have used Generative AI tools such as ChatGPT or Dall.E-2 in your assignment.  Show snapshots of the conversations with the AI tool (i.e., the prompts you used and the response you get from the AI tool). |
|  |
| How do you indicate the reference?  The content generated by AI tools are not retrievable except by the user who generated them, so they are considered non-recoverable sources. Although non-recoverable data or quotations in APA Style papers are usually cited as personal communications, with ChatGPT-generated text there is no person communicating. Quoting text from ChatGPT chat is therefore more like sharing the output of an algorithm, with a reference list entry and the corresponding in-text citation.  According to the official APA Style site, ChatGPT references should be cited as:  E.g. OpenAI. (2023). *ChatGPT* (Sep 25 version) [Large language model].  <https://chat.openai.com/chat> |

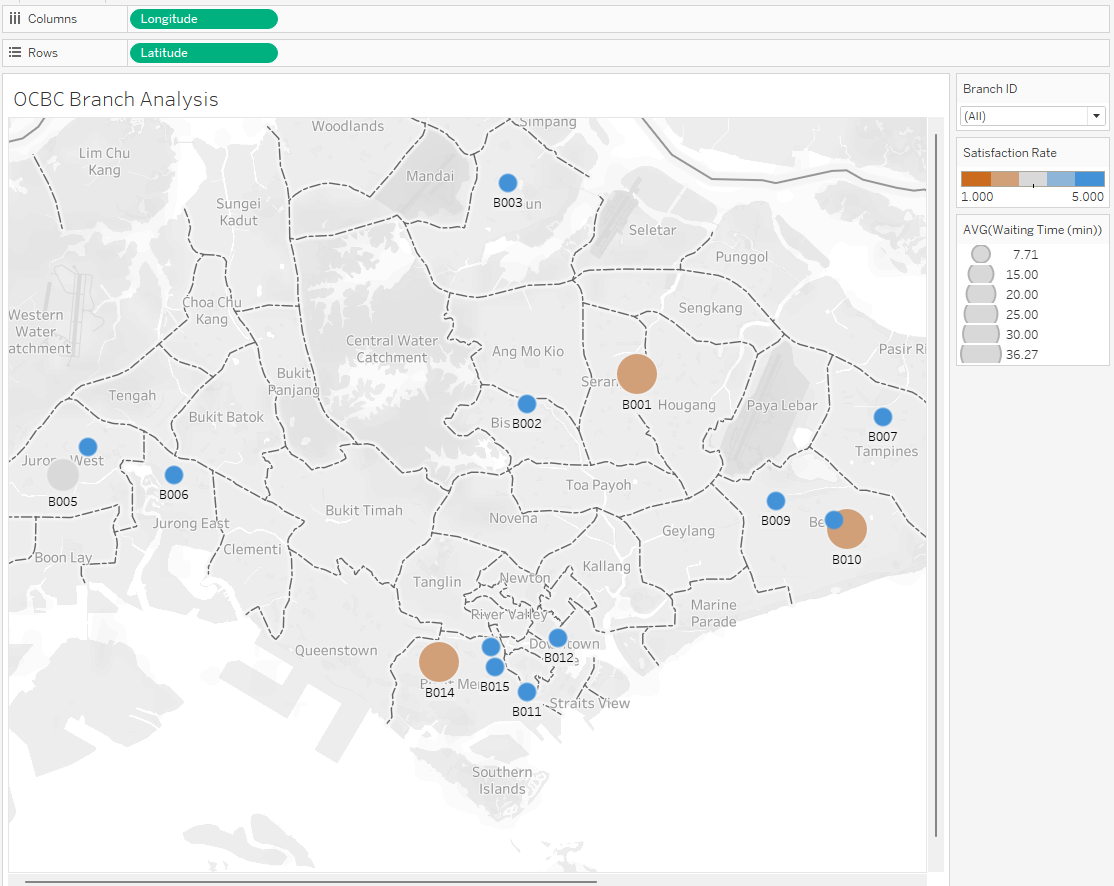
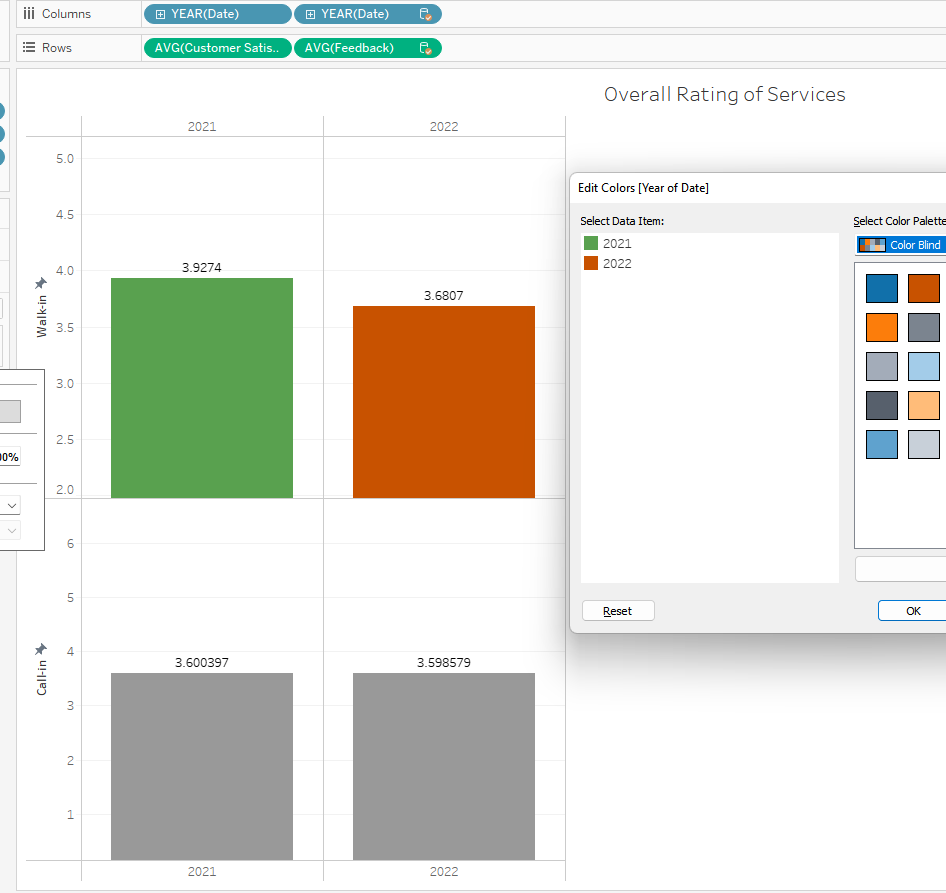
**Important Note:**

* Do not copy answers produced by the AI tool in totality as it is considered as plagiarism.
* Do not rely on any information produced by the AI tool blindly. You should always verify the answer with other sources. Do not assume that these answers provided by the AI tool are correct.
* To achieve quality outputs from the AI tool, you should provide good prompt that is clear and specific. Be precise and provide context. Avoid asking open-ended questions.

**Task 1 : Visual Cues**

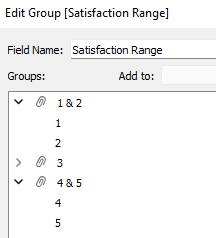
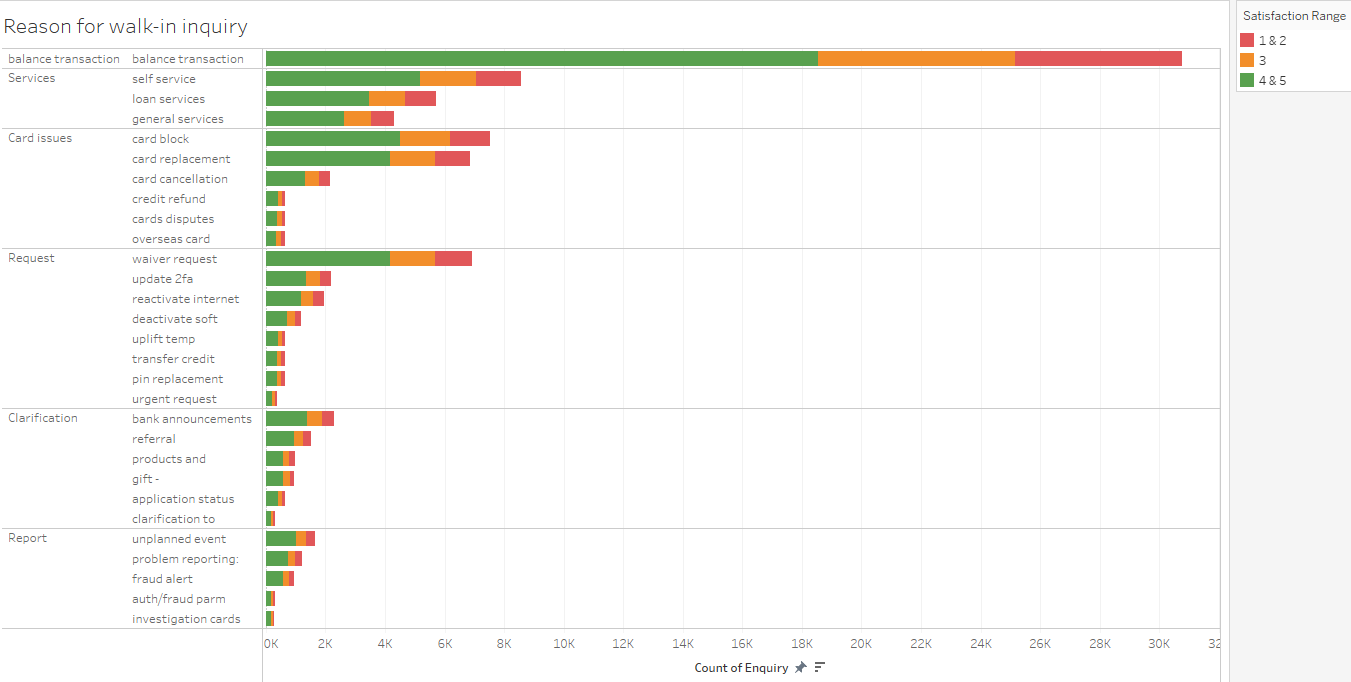
1. **Colour and Contrast and Visual Hierarchy**

Ordinal color-coding to directly get insight into which bar is good and bad. Unimportant bars (call-in) are grey, so it doesn’t draw attention since there is no pattern. I made the rating scale gradient orange-blue instead of red-green to make it colorblind-friendly.

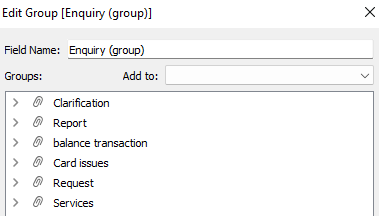
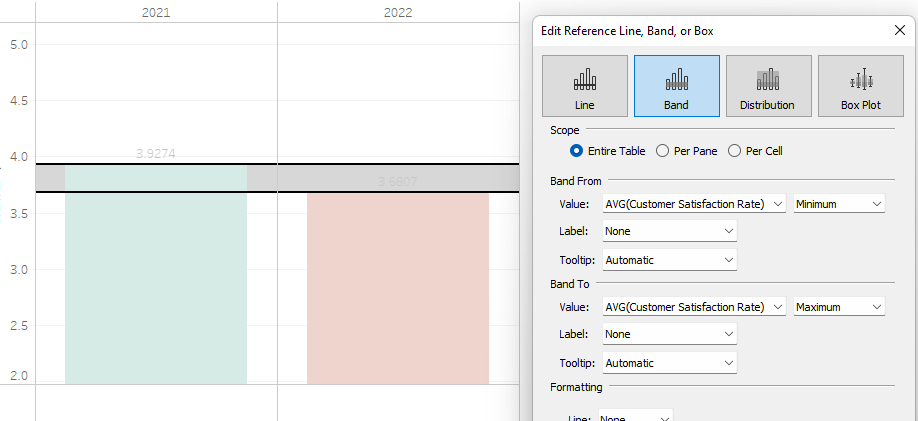


1. **De-cluttering and Visual Hierarchy**

Having too many ratings clutters the chart, making it overwhelming. To enhance clarity, the ratings are grouped into Ideal (5), Moderate (3-4), and Poor (1-2) clusters. A colour is used to represent the ordinal scale of each group for intuitive interpretation.

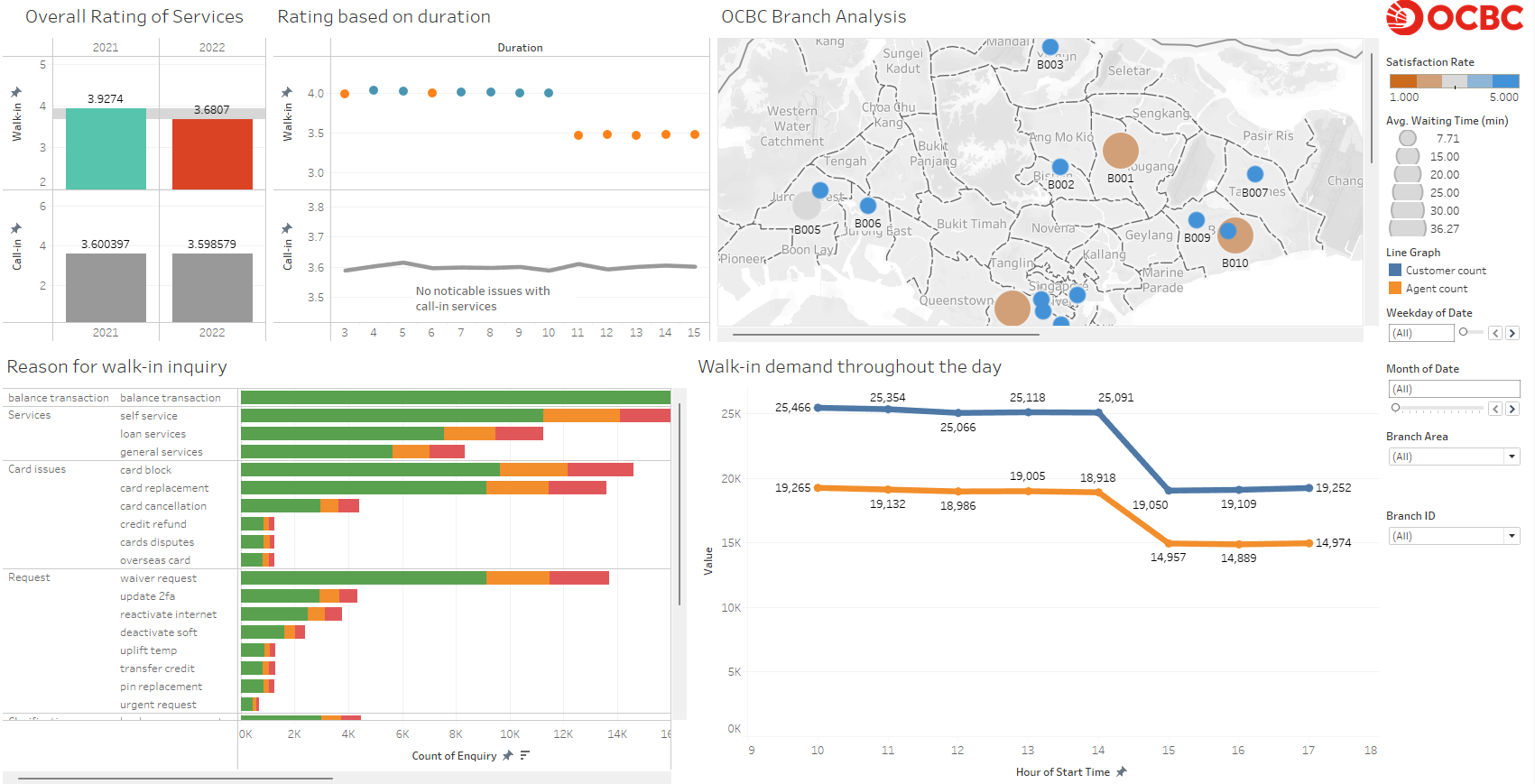
 

1. **Annotations & Highlight**

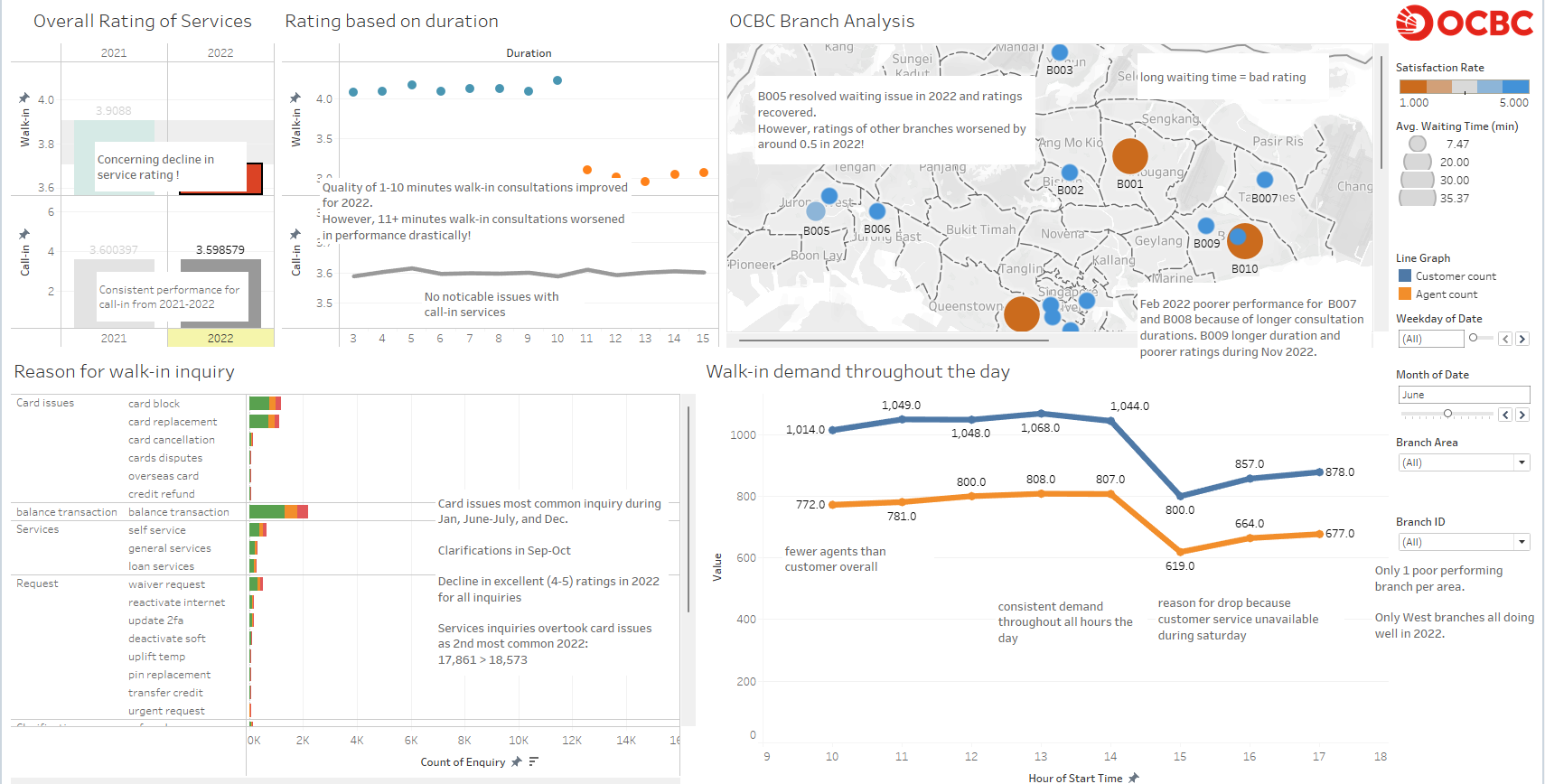
 

The Enquiry is too specific for non-technical viewers to understand from a glance. Hence, I will group them into a broad and generic category that business users can easily understand. I also highlighted the difference in satisfaction for walk-ins.

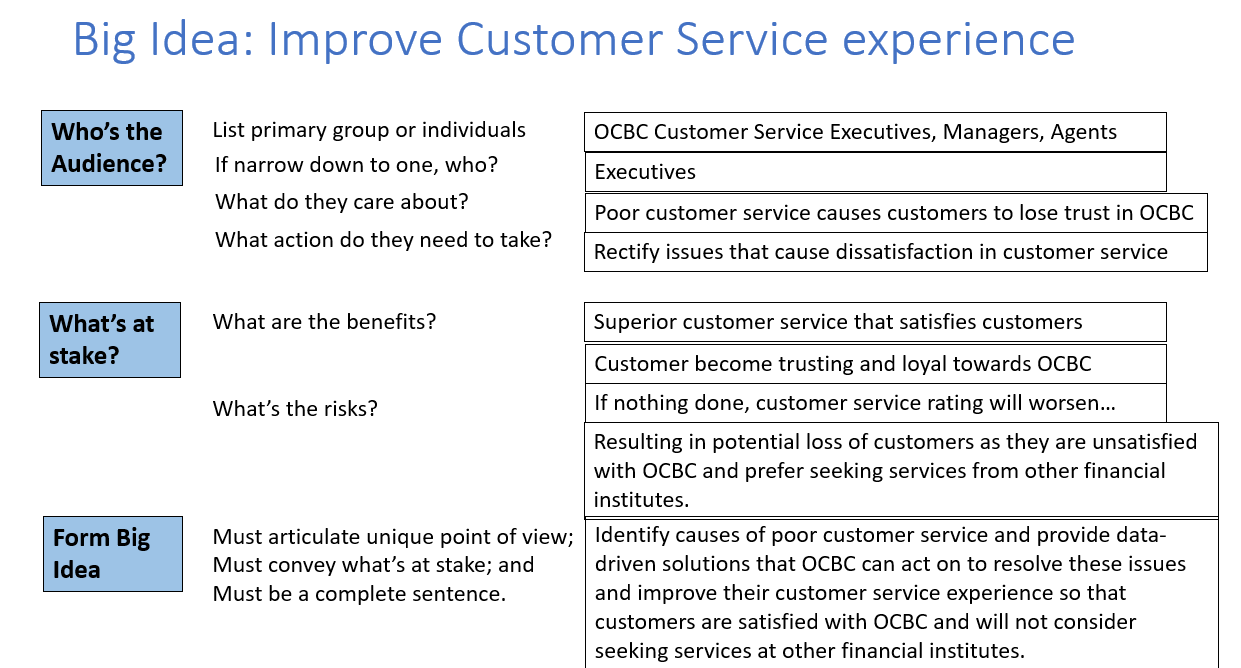
**Task 2: Dashboard**

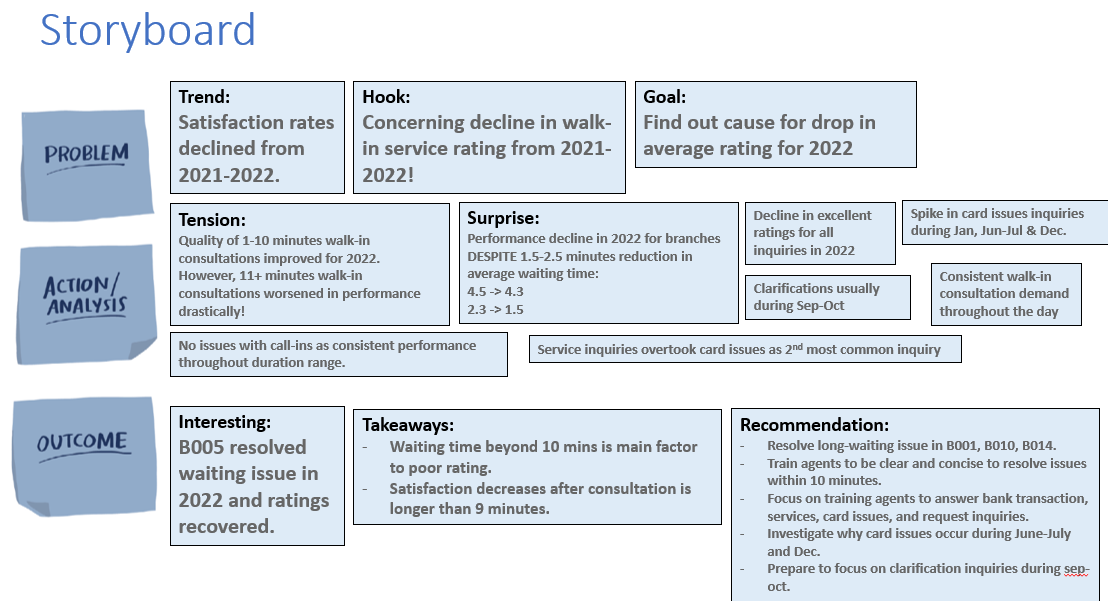


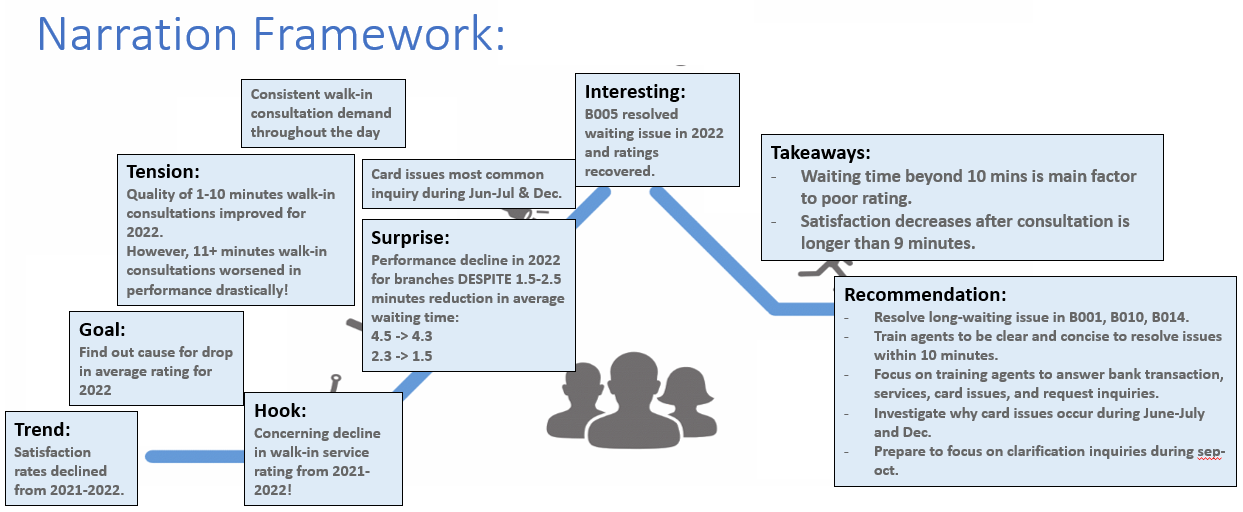
**Task 3 : Explore and generate insights**

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**Task 4 : Big Idea, Linear Storyboard, Narrative Framework**







**Task 5 : Tableau Story**

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| SUBMISSION INSTRUCTIONS   * Save this file as “SD2\_[Your Class]\_[Your Full Name]\_[Your Student ID]”, e.g. “***SD2\_P01\_BATMAN ROBIN\_2299999A***”. * Submit your report in MS Word document to DAST LMS site > Assessment >   SD Part 2 - Data Storytelling Submission Link. |