

Link to Initial Version:

https://public.tableau.com/views/TitanicDataStory_Initial/Story1?:embed=y&:display_count=yes

Link to final version

https://public.tableau.com/views/TitanicDataStory_Final/Story1?:embed=y&:display_count=yes&publish=yes

Summary

The Titanic dataset contains passenger data like age, sex, aboard port etc. In this tableau story, I will build visualizations that show how these factors influence the survival chance of passengers onboard of Titanic. I will utilize bar-chart, pie-chart as well as calculated field to support my analysis.

Design

I decided to use only blue and orange for graphs. However, the first graph is in gray scale to make the story board more impressive.

The visualization used is bar chart and pie chart because of the limited number of factors for each visualization. Since the main feature is survival rate, each plot contains only two factors: survival rate or number of survival rate and other features.

For bar chart, I put survival rate or number of survivors on Y-axis and other features on X-axis. For pie chart, I will use all survivors as the whole pie and other features as pieces. These two design choices ensured the consistence of this data story.

Feedback and Changes

My feedbacks are collected from different people but not well organized. As the result, I summarized them as listed below.

1. Change all Y-axis variables to survival rate, because the number of passengers are different through different groups.
 - a. Changed all number of survivors in Y-Axis to the survival rate. After the change, it turns out that the higher the class is, the more passengers will survive. This insights was masked in the initial model.
2. Some variable names and aliases are hard to understand.
 - a. Made following change to Dimension and Measures names:
 - i. SurvivedCount → Survive rate
 - ii. 1,2,3 for class → Upper, Middle, Lower

3. The analysis is not deep enough. What will happen if multiple variable correlated together?
 - a. Add 2 dashboard to visualize some 3-ways relationships: sex vs class vs survival rate, age vs class vs survival rate

Resource:

<https://www.youtube.com/watch?v=2XYZqPC2VMQ>

<http://kb.tableau.com/articles/howto/counting-occurrence-of-a-given-value-in-a-field>