

Dashboard Definition Document

Group F

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A – Instructions

Download and unzip the file “*Tableau Dashboard Jonas Hellevang.twbx.zip*” uploaded on Campus Online along with these instructions. The Tableau file is a Packaged Tableau Workbook File (.twbx) which means that it already contains all the data with the dashboard. The extract has been created following Josep Curto’s instructions, first connecting to the database created on the computer, then extracting from MySQL into Tableau.

B – The Users of the Dashboard, Their Needs and Objectives

The dashboard is created having the Sales Managers of the Federal Communications Commission (FCC) in mind, giving them an overview of the status of licenses specified as all, active, cancelled, expired and terminated. This is important information for them to keep track on, and the dashboard will therefore reflect this providing them with relevant information. Their needs and objectives are many. With today’s rapid changes in communication it is important for the Sales Managers to know where their most used antennas are, which type of antennas that are the most popular ones, which kind of customer they are losing more frequently or which kind of customer they have the most of. Furthermore, what legal forms their customers have, and what kind of antenna they are using. The dashboard provides all this information, but the dataset has some limitations which is described at the end of this document.

C – Metrics and Content

The content of the dashboard is a map, a dropdown menu, number of customers, top 5 legal forms of customers and top 5 antenna types in use. The dropdown filter can be used to filter on the values all, active, cancelled, expired and terminated contracts with customers. When you do that, the entire dashboard changes. I included a count of customers that reacts to the filter as well. If you select “all” the dashboard will give you specified numbers of customers per category, that’s why there is some extra space there to avoid scrolling. The map is describing where the customers use the antennas and how many that are in use for the selected filter. There is also the “5 top antennas” to show what kind of antennas that are most popular among customers and where the focus should be. Lastly, the “5 legal forms of customers” is a tool to see the size of each type of organization that uses their service.

D – Levels of Data

FCC is an US Federal governmental unit ruled by five members of Congress. As the company has the responsibility for all the antennas and signals sent within, as well as to and from, the US and US territory, I have made a map that goes down to state level of all the antennas. I could have gone deeper into county or even city level, but that would look messy on the dashboard and would not serve its purpose as being clean and attractive to use.

E – Limitations with the Dataset

There is two main issues with the dataset for this assignment that made many of the amazing possibilities of Tableau very hard. If some of them were present, i.e. dates such as `grant_date`, `cancellation_date`, `expiration_date`, `last_action_date`, I could have made line charts to track when companies became customer of the FCC, when they cancelled their contract, when these contracts expired and when they were in used last. I could in other words have made a more detailed map with filter of year to show the growth or loss over time. It would be interesting to see how long each customer has been a customer and for what reason some of them cancelled or let their contract expire. It would also be interesting to see the changes of types of antennas that was needed and if any antenna types decreased significantly over time. This could be used by the developers or the five members from Congress to predict and oversee trends of where they need to expand next.