

# Data Visualisation Assignment 1 - 30%

Tableau Dashboard

## Specification

You have been hired as a visualisation designer to design an effective dashboard providing insights into a dataset. As part of the visualisation process you will first explore the data and produce a dashboard useful for exploration, then you will set your editorial thinking and produce a dashboard with at least 3 insights from the data.

## Marking scheme

1. Select a Dataset – 2%
2. Decide on an audience (user story) – 3%
3. Using Tableau Public, design a Dashboard that allows the exploration of the data - 8%
4. Using Tableau Public, design a Dashboard that shows at least three insights from the data - 12%
5. Show evidence of previous iterations or alternatives - 5%

## What do you need to submit?

You will need to write a short report containing the following:

1. Data Visualisation Assignment 1, Name, ID, class code, part time full time, date
2. Link to your selected Dataset and a short description
3. Description of intended audience
4. Data exploration: a short description of your process and a link to the Dashboard from Tableau Public
5. 3 Insights from the data: a short description of your process and a link to the Dashboard from Tableau Public
6. Paste screenshots of previous Iterations from Tableau Public

## When is it due?

Your report is due at midnight on **15 November 2020**.

## Marking Rubric

Select a dataset – 2%

Dataset	
No explanation, no cleaning	0%
Minimum explanation, missing some detail, some cleaning	1%
Good explanation, all detail there, extensive cleaning	2%

Decide on an audience (user story) – 3%

Story	
Basic description of the context	1%
Good description of the context	2%
Excellent story with clear questions	3%

Using Tableau Public, design a Dashboard that allows the exploration of the data – 8%

Exploration	
No Exploration	0%
Some exploration, not everything examined or explained, limited data set, limited chart types	4%
All appropriate variables explored, clear presentation of where insights come from, and motivation for exploration, varied data set and choice of charts	8%

Using Tableau Public, design a Dashboard that shows at least three insights from the data -12% (4% each)

Visualisations	
Basic Visualisation, no special features, no interaction	1%
Good Visualisation, clear message, dashboard interaction	3%
Excellent visualisation, extra features, framing of question and appropriate focus	4%

Show previous iterations or alternatives - 5%

Previous Iterations	
No previous iterations	0%
Small changes from previous iterations based on simple chart change	2%
Evidence of exploratory work as well as refinement of selected charts	5%