Telling Stories with Data

REVIEW | HISTORY

Meets Specifications

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START

Kudos,

Well done coming up with your insights, they are simple yet very informative. You did follow a lot of recommended guidelines and polished your work before submission, however, there is room for improvement. See sample insight below and pay attention to the structure and how he made use of numbers to give more detailed feedback in his report.

Insight #1:Airlines Cancelations and Delays

Link

Summary:
From this chart we can see that Southwest Airlines (WN) had the highest number of cancelations in 2015 across the US (59,437); for WN the number of cancellations seems to be strongly correlated to the performance indicators of Late Aircraft Delay (316,320) and Airline Delay (182,670), for which WN also had the poorest performance.

On the other end, Virgin America (VX) had the lowest number of cancelations (2,978) which also positively correlates with low figures on Late Aircraft Delay (14,109) and Airline Delay (7,583+) performance indicators

Design:
I decided to go with horizontal bar charts and the cancellations highlighting as this focused the attention immediately on what I wanted to explore first (cancellations) and from there explore correlations with the rest of the data.

Resources:
NOTE: For the selection of the key delay indicators that correlate with cancelation I consulted this source

Keep up the good work!

Visualization is Explanatory

✓ The visualization centers on a specific, clear finding in the data.

✓ The selected finding is clearly communicated. Design choices foster communication between the reader and the visualization.

Visualization does not add additional colors, shapes, or other design elements in an unnecessary way. Rather, each additional element should add to the insight being made.

I see what you were trying to accomplish with the map, but you are better off going with a simple stacked bar chart newt time. The reason being that there so many details to process in your chart as the pie chart in the map too are too small to be clearly seen by your readers.

Design

✓ The written summary should include a brief description of the visualization and state at least one finding.

A reader's summary of the graphic would closely match the written summary in the writeup, and a reader is able to identify at least one main point or relationship that the graphic attempts to convey.

To reiterate your report should include at least 3 sets of

- Link(s) to your dashboards or story
- Summary: brief description of the visualization and the main story or findings conveyed (please include an insight you are able to make from the visualization)
- Design: explain any design choices you made including changes to the visualization after collecting feedback
- Resources: list of Web sites, books, forums, blog posts, GitHub repositories etc that you referred to or used in this submission (Add N/A if you did not use such resources).

Well done formatting your insights in short points to add some structure to your insights. Rather than having to scan through the whole text for particular info, any interested reader can easily focus on a particular section of each insight you uncovered.

We could have also added the link of the data used for analysis on Tableau as a Resource.

✓ The visualization includes interaction or animation. The inclusion of filters and additional variables shown in tool tip as appropriate within the visualization interaction are present.

At minimum you are required to include a filter in one visualization and you are required to include a tool tip in at least one visualization. You should strive to include these anywhere where they would benefit your visualization.

I like the way you made use of on-screen space. Your filters help readers answer further questions.

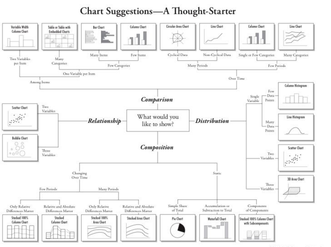
✓ Color choices must accurately reflect the data and be chosen with accessibility in mind. For example, values that span from negative to positive numbers should be encoded with a diverging palette. Also, the color palettes should work for colorblindness.

The color palette wasn't the best as that one contains shades of red. The color palette(blue-orange) for color-blind people should be your choice of preference. Here are some tips on how to Use Color Blind Friendly Palettes to Make Your Charts Accessible

✓ Line plots for sequences, bar charts for categorical variables, etc.

Your visuals were appropriate for each particular use case. Well done. Below are some tips to help you choose the right visuals, all of which are summarized in the image below

- Designing Charts and Graphs: How to Choose the Right Data Visualization Types
- Visual types in Power BI



Completeness

✓ The three visualizations are included. These visualizations may be a single worksheet, but at least one must be a dashboard involving more than one worksheet. A dashboard counts as a single visualization. All visualizations must be clearly connected to a finding, and foster the interaction pieces (filters, colors, etc.) that allow for the finding to be found easily by a user.

One Dashboard is required. A Dashboard is an option in Tableau that allows you to combine multiple charts into one page. This counts as 1 visualization.

Two other unique visualizations are also required, These can be two single worksheets, two more dashboards, two more stories, or any combination of worksheet, dashboard, or story.

✓ The visuals need to be saved to Tableau Public and the links to those visuals must be provided in the report along with the finding for each visual.

If you are unable to save to Tableau Public please include screenshots in your pdf report of each visualization. If you choose to use screenshots you should include at least one screenshot of your filters being used (a before and after picture of the visualization).

You have provided links but this formatting might create some issues because of the length. If you're using Word, you can add hyperlinks to text using this tutorial. This way your report is cleaner and more professional.

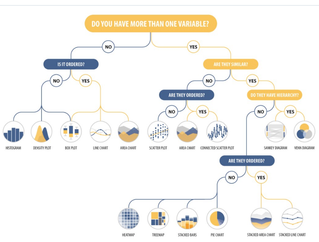
✓ The insight(s) should be accurate and easily available from the filters and interactivity available in the visual.

✓ Each visual must be appropriate for the particular data type. However, you cannot submit three bar charts, or three line charts. You should have a minimum of at least three different types of visuals across all of your turned in items.

3 Different types of charts required, here are some types you can choose

- Bar Chart
- Line Chart
- Scatter Chart
- Histogram
- Bubble Chart
- Map
- Area Chart
- Pie Chart

  etc



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