

Data Visualisation

CONTINUOUS ASSESSMENT 2

Summary

This project will contribute 10% towards the final mark for this module.

This assignment must be completed before 23:55 on 13th March 2022.

Outline

For your second assignment in Data Visualisation you are required to create an interactive dashboard using Tableau. This must be uploaded to Moodle and shared with jack.mcdonnell@dkit.ie.

The data is available on Moodle and relates to the fictitious *NeverTooOld* Classic Toy company who are a large international producer and wholesaler of classic model toys. The data includes all sales by customer up to the end of May 2019.

The dashboard and reports are intended for the CEO of the company. The dashboard must provide the CEO with what you believe to be the most important headline information and the reports must provide her/him with further detail allowing them to dig deeper into the sales data.

Naturally the CEO is someone who has an expert knowledge of the data but they only have approximately 5 minutes available on their phone and 15 minutes available on their laptop to understand the latest sales data relating to May 2019 as they have to attend a company board meeting where s/he will be asked key questions on sales numbers and strategy.

Note that the company has published guidance to the stock market that it expects a 35% rise in sales in 2019 compared to 2018 and that internally the CEO's bonus package is based on a rise of 40% in sales. These dashboards and reports are solely for use by the CEO.

You can include whatever elements and design you see fit. You may also choose to add additional calculations to the data.

In creating the dashboard, you should demonstrate your ability to create effective dashboards and reports through the use of Tableau.

Deliverables

You are required to complete the following:

1. Submit through Moodle a zipped set of pdf's which represent exports of the reports and dashboards you have created. Please also submit any Tableau files that you have developed.
2. A single word document that explains what you consider to be the three strongest characteristics and/or components of the dashboards and reports and why you believe them to be of a high quality. Please also outline one weakness of your project.
3. Share the dashboard with jack.mcdonnell@dkit.ie.

Indicative Marking Scheme

Dashboard Design: 20%
Functionality and Interaction: 50%
Technical Implementation: 20%
Critique: 10%

Rubric

Grade (%)	Description
80+	CA element demonstrates mastery of subject matter with novel/original work applied to a complex problem. Data is sourced correctly and has been appropriately structured. Visualisation of data is accurate, complete, thoroughly explained, and appropriate with clear link to aims. Functionality in dashboard shows original thinking and implementation beyond what was learned in course. Document is well-structured, complete with detailed version history.
70-79	CA element demonstrates thorough understanding of subject matter. Data is sourced correctly and has been appropriately structured. Visualisation of data is accurate, complete, thoroughly explained, and appropriate with clear link to aims. Functionality is well developed with only minor issues. Document is well-structured, complete with complete version history.
60-69	CA element demonstrates good understanding of subject matter. Data is sourced correctly and has been appropriately structured. Visualisation of data is accurate, substantially complete, well explained, and appropriate with good link to aims. May be missing some appropriate analysis.

	Document is reasonably structured, substantially complete and well delivered.
50-59	CA element demonstrates reasonable understanding of subject matter. Visualisation of data is accurate, partially complete, reasonably well explained, and appropriate with some link to aims. May be missing some appropriate analysis and links to aims and objectives may not be complete. Document is adequately structured, mostly complete and reasonably well delivered.
40-49	CA element demonstrates partial understanding of subject matter. Functionality is relatively simple allowing very basic exploration. Basic but incomplete visualisation with significant omissions. Poor link to aims and objectives. Document missing some key elements.
30-39	CA element demonstrates little understanding of subject matter. Little evidence of exploration of problem. Incomplete visualisation based entirely on functionality provided in class with weak links to aims. Documentation poor and missing significant elements.
0-29	CA element demonstrates almost no understanding of subject matter. No serious attempt to address the problem.

Plagiarism

PLEASE PAY SPECIAL ATTENTION TO THE ISSUE OF PLAGIARISM. The Dkit policies are available at

https://www.dkit.ie/system/files/academic_integrity_policy_and_procedures.pdf

in summary, all work submitted by learners for assessment purposes, or for written or oral publication, must be their own work. Where this is informed by the work of others, the source must be properly referenced using the accepted norms and formats of the appropriate academic discipline.

Late Submission

The policy for late submission is available at the link below. Any legitimate late submission must be accompanied by explanation and supporting documentation as per the policy.

https://www.dkit.ie/system/files/continuous_assessment_procedures_document_v4.pdf