Tableau Project

All instructions are in the next pages.

When you are done, save the file as:

[your name] Project.TWBX

Project duration: **4 hours**

Please use the answer sheet on the last page

Good Luck!

Explanation – Data Model:

- The data's granularity is "project". Each record represents a different project.
- ID – The unique project number.
- Name – The project name.
- Category – The project main category.
- Sub-category – The project sub-category.
- Currency – the project currency.
- Country Code – The project country
- Launch date – The project starting date.
- Deadline date – The project ending date.
- Goal amount in USD – The project goal that needs to be met in order to be successful.
- Pledged amount in USD – The amount of money people have agreed to donate to the project.
- Backers – the amount of people who donated money to the project.
- Status – the project status.

PART ONE – Data source:

1. Create a single data source named "Kickstarter projects" that consists of the following:
    a. "Kickstarter Projects1.csv"
    b. "Kickstarter Projects2.csv"
    c. "Countries.csv"
2. Create a <u>union</u> between "Kickstarter Projects1.csv" and "Kickstarter Projects2.csv"
3. Create a <u>left join</u> between the union and "Countries.csv". Decide on the correct column to join on.

PART TWO – 8 Questions (28 points):

1. **How many different currencies are there in the data?**
    A. 1
    B. 4
    C. 7
    D. 14

2. **What is the total pledged amount for the fashion category?**
    A. 82,630,413
    B. 128,632,953
    C. 1,379,808
    D. Not enough data

3. **What is the percent of total pledged amount of the United Kingdom out of all countries in 2017?**
   A. 7.76%
   B. 77.6%
   C. 7.21%
   D. 72.76%

4. **I want to launch my project. On which day of the week should I launch? (highest average pledged amount per project)**
   A. Sunday
   B. Monday
   C. Tuesday
   D. Not enough data

5. **How many projects were successful and had a goal amount of $50,000 or more?**
   A. 336,771
   B. 116,508
   C. 35,208
   D. 4,255

6. **What is the third longest project (launch to deadline) in the USA?**
   A. Scratchy map - color your world with travelling
   B. Blackprints: Car Designs Reimagined
   C. IMAGINARY CLUB / OLIVER SIEBER New Edition
   D. Formaker: A 4-in-1 3D Printer

7. **How many projects took 27 days from launch to deadline?**
   A. Not enough data
   B. 2,688
   C. 2,973
   D. 2,435

8. **Which category has the most generous backers? (highest pledge amount per backer)**
   A. Comics
   B. Games
   C. Design
   D. Technology

PART THREE – 4 Visualizations (50 points):

1. Create a pie chart representing the number of projects. A different colored slice for each status. Put the status and the percent of total on the label. Font 11, no decimal points. Create meaningful tooltips.

2. Create a bar graph showing the pledged amount over time, for each quarter. Copy the measure and use the dual axis technique. Make sure to synchronize the axes. Change the visualization type to a line graph. Change the new measure to a moving average (quick table calculation) Add markers to the graph and make it red. You should have a visualization of a bar chart with the raw pledge data, and a line graph of the moving average. Create meaningful tooltips.

3. Create a parameter. Call it "Top X" and make it an integer with a minimum of 1 and maximum of 5. Create a list of the top X successful projects, showing the project ID and name. Make sure the number of projects is connected to your parameter. Add a bar for each project showing the total number of backers. Sort the projects in descending order. Add the same measure to color.

4. Create a map of the world with countries in it. Make sure it is a real map with the country borders. Make each country a different color. Put the number of backers for each country on the map. Put the name of the country and the average $ amount per backer on the tooltip. BONUS: Can you put the list from the previous task in the tooltip for this viz? Can you make sure it always shows the top 10 projects for the each country on hover?

5. Create a calculated field called "Pledge Containers" that breaks down the amount of pledge to the following containers: 0-500, 500-1,000, 1,000-3,000, 3,000-5,000, 5,000-10,000, more than 10,000. Create a bar chart that shows the number of projects for each container you created. Create meaningful tooltips.
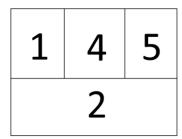
PART FOUR – Dashboard (22 points)

6. Create a dashboard using the visualizations you created in tasks 1, 2, 4, 5, in the following view:

```
┌─────┬─────┬─────┐
│  1  │  4  │  5  │
├─────┴─────┴─────┤
│        2        │
└─────────────────┘
```

- Use correct containers (horizontal, vertical).
- Add a dashboard title ([your name]'s dashboard).
- Create meaningful titles for the four elements.

7. Create dashboard actions:
- Create an action that filters all elements when clicking a country on the map (effect on Select).
- Create an action that filters only element #2 when clicking a pie slice and selecting the link (effect on Menu).

8. Make sure your dashboard is visually appealing.

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Please mark **X** in the correct place

✕

Question	A	B	C	D	E
1				X	
2		X			
3	X				
4			X		
5				X	
6	X				
7		X			
8		X			