



## MIS771 – Descriptive Analytics and Visualisation – Trimester 2 2024

### Assessment Task 3 – Data Visualisation – Individual

**DUE DATE:** Sunday, 6<sup>th</sup> Oct, by 8:00 pm (Melbourne time)  
**PERCENTAGE OF FINAL GRADE:** 35%

**Extensions / Late submissions are NOT possible for this assessment.**

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### Tasks

This assessment has 2 parts. You will need to create an **Oral Presentation via Video Recording**. The recording will be of you giving a presentation **using Tableau's Storyboard Feature**.

To complete the assignment, you must use the dataset file named T22024A3.xlsx and apply the techniques covered in Module 3.

This data has been consolidated from Victoria Police reports and Hospital injury information, then validated and enriched to provide a comprehensive and detailed view of road crashes and injuries across Victoria. The data provides users with information about Victorian fatal and injury road crash data based on time, location, conditions, crash type, road user type, and other relevant attributes.

The assignment data file is a single flat file containing a subset of the attributes from multiple CSV files. It provides a single set of attributes for each road crash that has occurred within Victoria. Supporting documentation in the metadata will provide further details of the attributes.

### Submission

You must submit the following:

#### Part 1: A video recording (5 minutes duration)

You will use Panopto to record the video and then upload into CloudDeakin. The details of how to record and upload videos in Panopto are here (<https://www.deakin.edu.au/students/help/about-clouddeakin/video-and-audio/panopto>) Make sure you are seen in the video (just the face is sufficient).

**Part 2. Tableau workbook** – Only in this (.twbx) format. To be submitted as part of the submission.

#### The content of the presentation needs to cover:

1. Your Data Story with effective use of visualisation(s) using the provided Dataset.
  - a. You can choose to tell whatever story you'd like with whatever analysis you want using this dataset. It NEEDS to be PROFESSIONALLY done.
  - b. You can use additional data or information in your story to support your analysis.

## 2. A presentation providing information:

- a. Storytelling using Tableau's storyboard feature. You need to develop multiple visualizations/dashboards to support your storytelling. You are telling a story from the viewpoint of a consultant who is either hired by the organisation or has analysed the dataset quite closely. You could be addressing the authorities, or the organisation or public. Please specify your audience at the beginning.
- b. A strong conclusion – Recommendations to the problem identified. You'll be required to use external information sources to validate your recommendations (citations to be used).
- c. Keep the last 2 mins to discuss visualisation techniques used in each visualisation, e.g., colour, shape, position, interactivity etc. Analysis of why you chose these techniques and what makes them effective (refer to lecture materials and Tableau's online resources). Please refer to the relevant Visualisation when explaining this.
- d. End with a reference slide if you have used any references.

## Learning Outcomes

This task allows you to demonstrate your achievement towards the Unit Learning Outcomes (ULOs) which have been aligned to the [Deakin Graduate Learning Outcomes](#) (GLOs). Deakin GLOs describe the knowledge and capabilities graduates acquire and can demonstrate on completion of their course. This assessment task is important in determining your achievement of the ULOs. If you do not demonstrate achievement of the ULOs you will not be successful in this unit. You are advised to familiarise yourself with these ULOs and GLOs as they will inform you on what you are expected to demonstrate for the successful completion of this unit.

The learning outcomes that are aligned to this assessment task are:

Unit Learning Outcomes (ULOs)		Graduate Learning Outcomes (GLOs)
ULO 2	Plan, monitor, and evaluate own learning as an analytics professional.	<b>GLO6: Self-Management</b> - working and learning independently, and taking responsibility for personal actions
ULO 3	Communicate solutions that inform decision-making and ongoing research to a variety of stakeholder	<b>GLO1: Discipline-specific knowledge and capabilities</b> - appropriate to the level of study related to a discipline or profession. <b>GLO2: Communication</b> - using oral, written and interpersonal communication to inform, motivate and effect change

## Marking and feedback

The marking rubric indicates the assessment criteria for this task. It is available in the CloudDeakin unit site in the Assessment folder, under Assessment Resources. Criteria act as a boundary around the task and help specify what assessors are looking for in your submission. The criteria are drawn from the ULOs and align with the GLOs. You should familiarise yourself with the assessment criteria before completing and submitting this task.

***The assessment marks and feedback will be released on CloudDeakin after the university officially releases the final results of the units.***

## Extensions / Special Considerations

**Important Note: Extensions and Late submissions are NOT possible for this assessment.**

<https://www.deakin.edu.au/students/study-support/assessments-and-examinations/special-consideration>

### Support

The Division of Student Life provides a range of [Study Support](#) resources and services, available throughout the academic year, including **Writing Mentor** and **Maths Mentor** online drop ins and the SmartThinking 24 hour writing feedback service at [this link](#). If you would prefer some more in depth and tailored support, [make an appointment online with a Language and Learning Adviser](#).

### Referencing and Academic Integrity

Deakin takes academic integrity very seriously. You must complete your own work in every assessment task. Any material used in this assignment that is not your original work must be acknowledged as such and appropriately referenced. You can find information about referencing (and avoiding breaching academic integrity) and other study support resources at the following website:

<http://www.deakin.edu.au/students/study-support>

### Your rights and responsibilities as a student

As a student you have both rights and responsibilities. Please refer to the document ***Your rights and responsibilities as a student*** in the Unit Guide & Information section in the Content area in the CloudDeakin unit site.