

Practical - 7

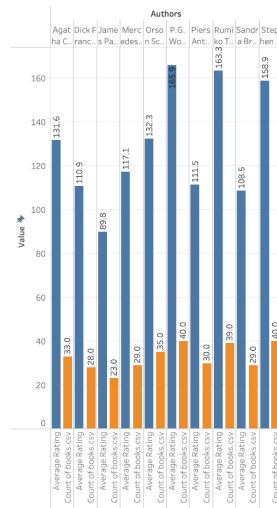
AIM: - To study data storytelling by creating a data story in Tableau, effectively communicating insights through visualizations and narrative-driven analysis.

Output:

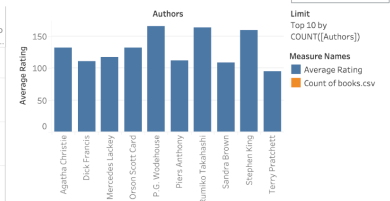
Storytelling Flow:

- Start by showcasing **Author vs Rating** to introduce the key players (authors) and their ratings.
- Then, use **Number of Books** to provide context on each author's output and whether a higher number of books correlates with higher ratings.
- Next, introduce **Author Rating by Sum of Rating** to give a deeper view of an author's overall success in terms of total reader feedback.
- Finally, conclude with **Publication Year vs Number of Books**, offering a time-based perspective on trends and changes in the publishing industry.

Authors vs Ratings, Number of books

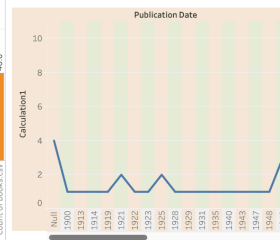


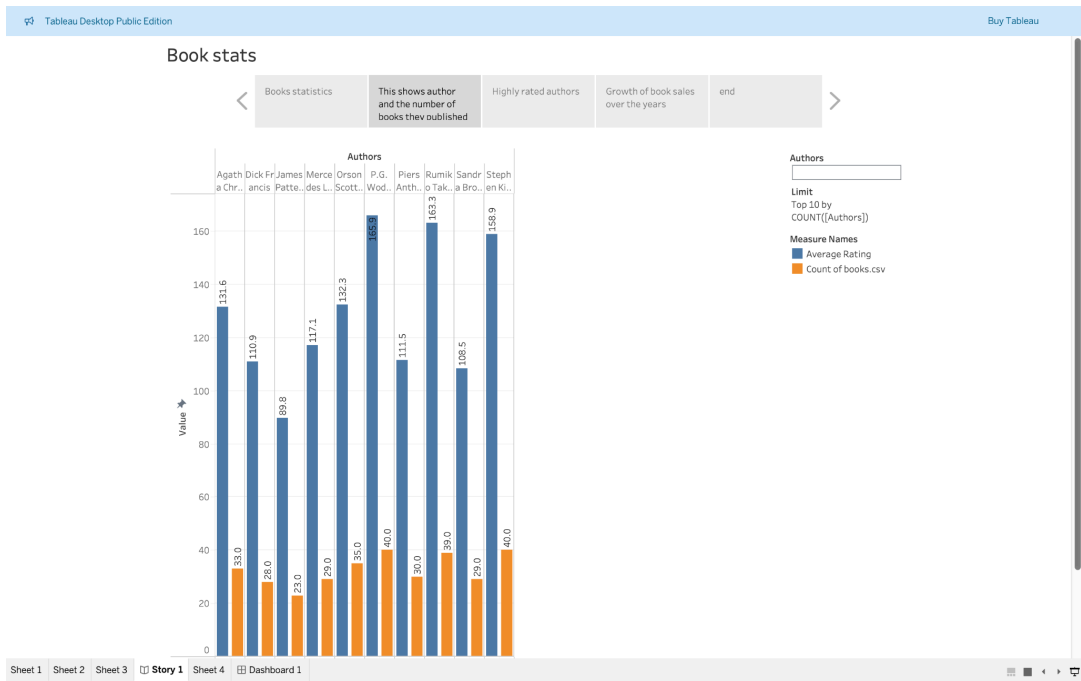
Author rating by sum of avg rating

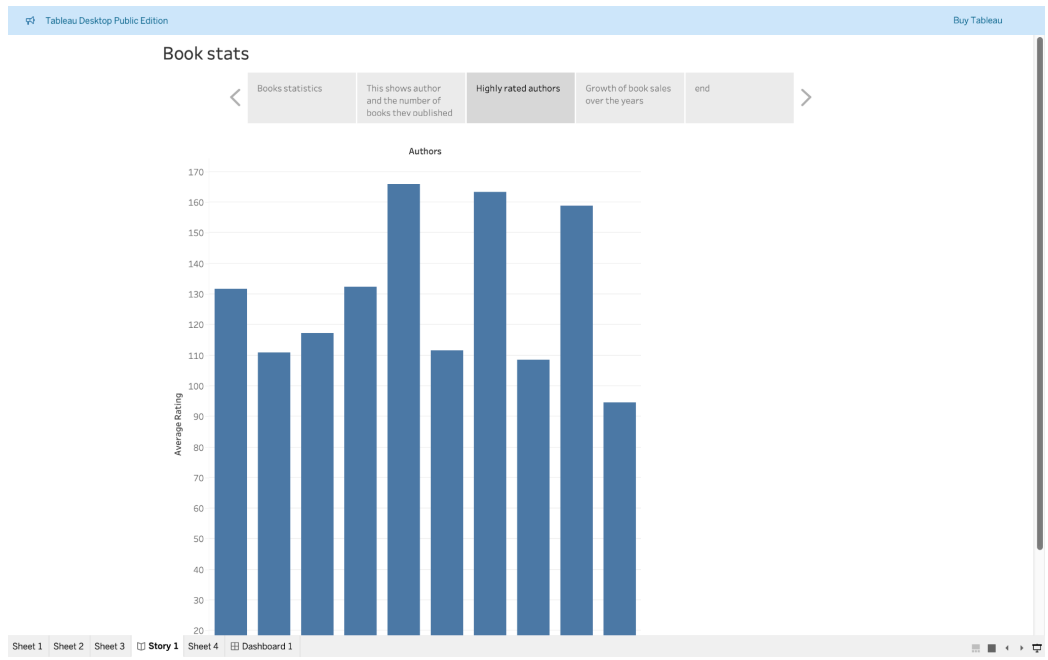


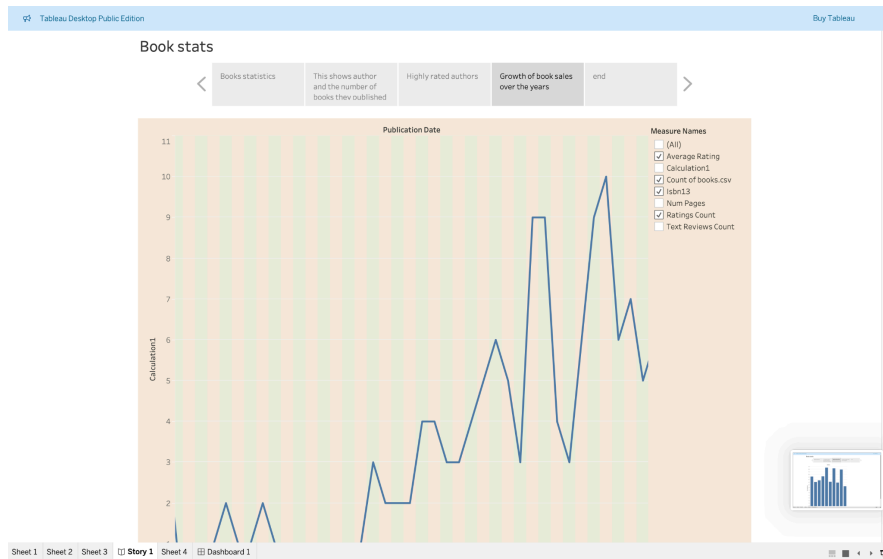
Sum of Average Rating for each Authors. The view is filtered on Authors, which keeps 10 of 6,643 members.

Publication year vs Number of books









Procedure: Sample Data Set

Author vs Rating:

This chart visualizes the relationship between authors and their ratings, displaying how each author is perceived by readers. It helps identify top-rated authors and those who may have room for improvement. By focusing on **Avg Rating**, the audience can quickly identify patterns in how different authors perform in terms of audience reception.

Number of Books:

This metric shows how many books each author has published, which adds context to the performance data. For example, an author with more books may have a broader sample of ratings, while an author with fewer books could indicate newer authors or those with niche audiences. This data can help the viewer understand whether the number of works correlates with higher ratings or greater engagement.

Author Rating by Sum of Rating:

This measure shows the total sum of ratings received by each author across all their works. It's useful for assessing the overall impact of an author's books

on the audience. A high sum of ratings could indicate a significant following or consistent positive reception, while a low sum could point to limited exposure or engagement.

Publication Year vs Number of Books:

This visualization explores trends over time, showing how the number of books published by authors has changed across different years. It allows for the identification of publishing spikes or shifts in the market, helping the audience understand whether there are certain years when book releases (and potentially ratings) surged or slowed.