WORKSHOP 020
[Tableau]
Rest-Well Hotels Survey

Difficulty Level: 3 of 3

Disclaimer: Dataset was designed for educational purposes. Any reference to real facts or real events is purely coincidental.

In the face of low-cost competitors and disruptive start-ups, UK-based Rest-Well Hotels has begun competing on quality of stay to justify their relatively higher priced rooms. After each visit, a customer is given a 10-question survey about his or her visit, with questions focused on staff performance, room quality, and visit value. You have been brought in as an Analytics and Visualization Consultant to help Rest-Well present this rich, detailed, data set. They have asked for the following information:

1. A distribution of scores for each Question by Country, as well as a reference line showing the average score above the distribution (Use histograms and a line chart).

2. For the UK only, a chart showing responses received over time (weekly), by State and Category, that highlights when no responses were received (Use a small-multiples area chart).

3. Rest-Well recently expanded into the Northeastern United States. They would like a preliminary analysis of Response by State broken down by Gender, also showing each State's average score (Use a map with pie charts layered on top of each State).

4. Group responses by score to create a Likert Scale, then chart the results. Show the distribution of answers by Likert Scale categories for each Question, with a circle chart on top of the bar showing overall average Score (Use a diverging bar chart, built from Gantt Bar charts, then a dual axis circle chart to show the overall score).

Remember to check the Hints page if you run into trouble.

Best of luck!