CASE STUDY:

MEDIA QC PROJECT

MEDIA QC ERROR ANALYSIS

Dataset Description:

The "Raw Data" sheet contains 1,620 entries detailing project-related information, including date, client, project IDs, region, project/program type, error type, editor, QC checker, and time invested.

Aim:

To build a exploratory dashboard to diagnose the major root causes of errors

MEDIA QC ERROR ANALYSIS

Learning outcomes:

1. Understanding dashboard building and formatting
2. Understanding containers
3. Understanding filter actions, highlight actions
4. Understanding storyline creation

TASK 1

Load the file **‘Media QC error analysis’**.
link

TASK 2

Visualize error percentage comparison based on the years.

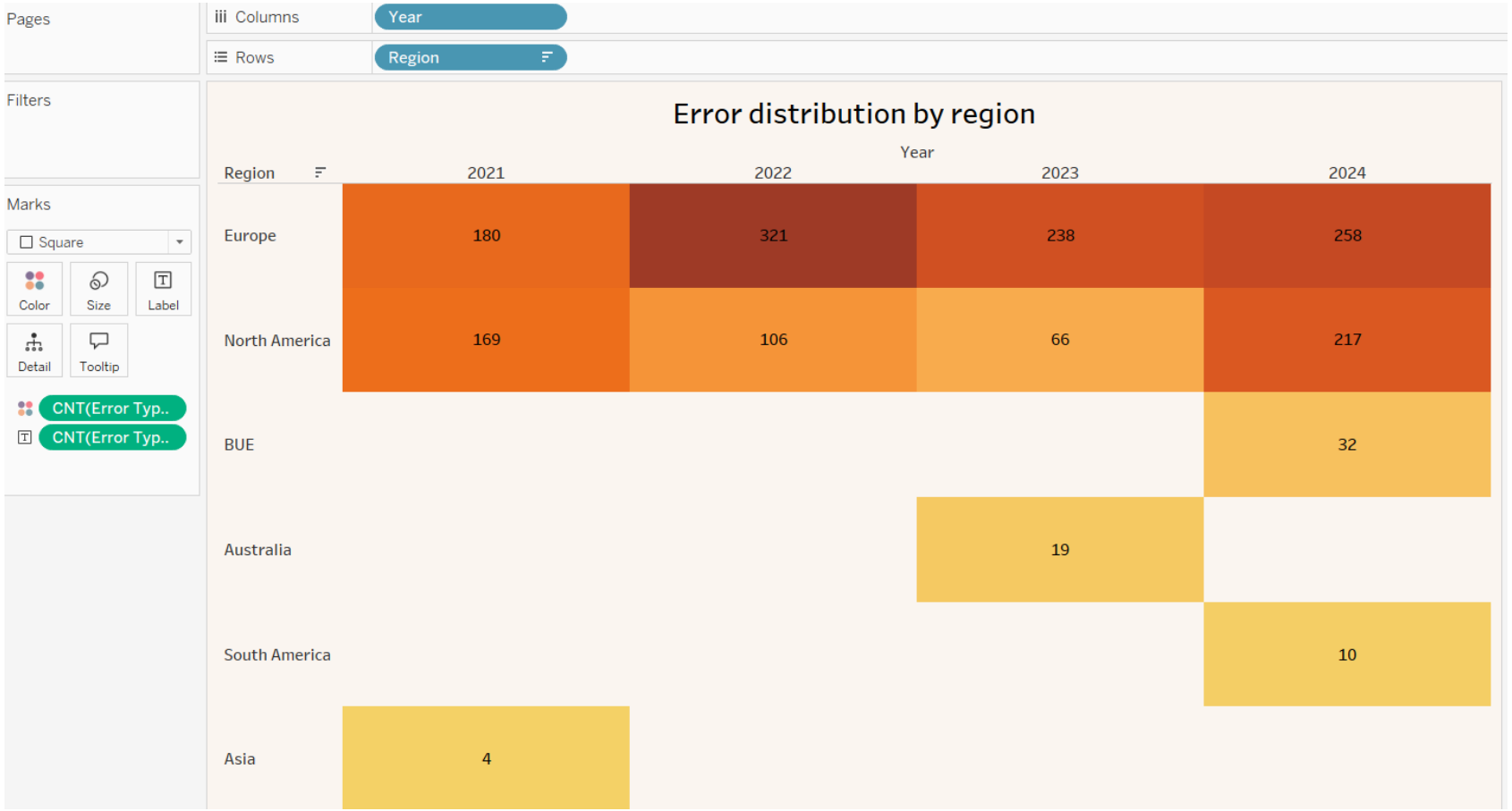
Percentage of Errors By Year

Use waterfall chart or pie chart.

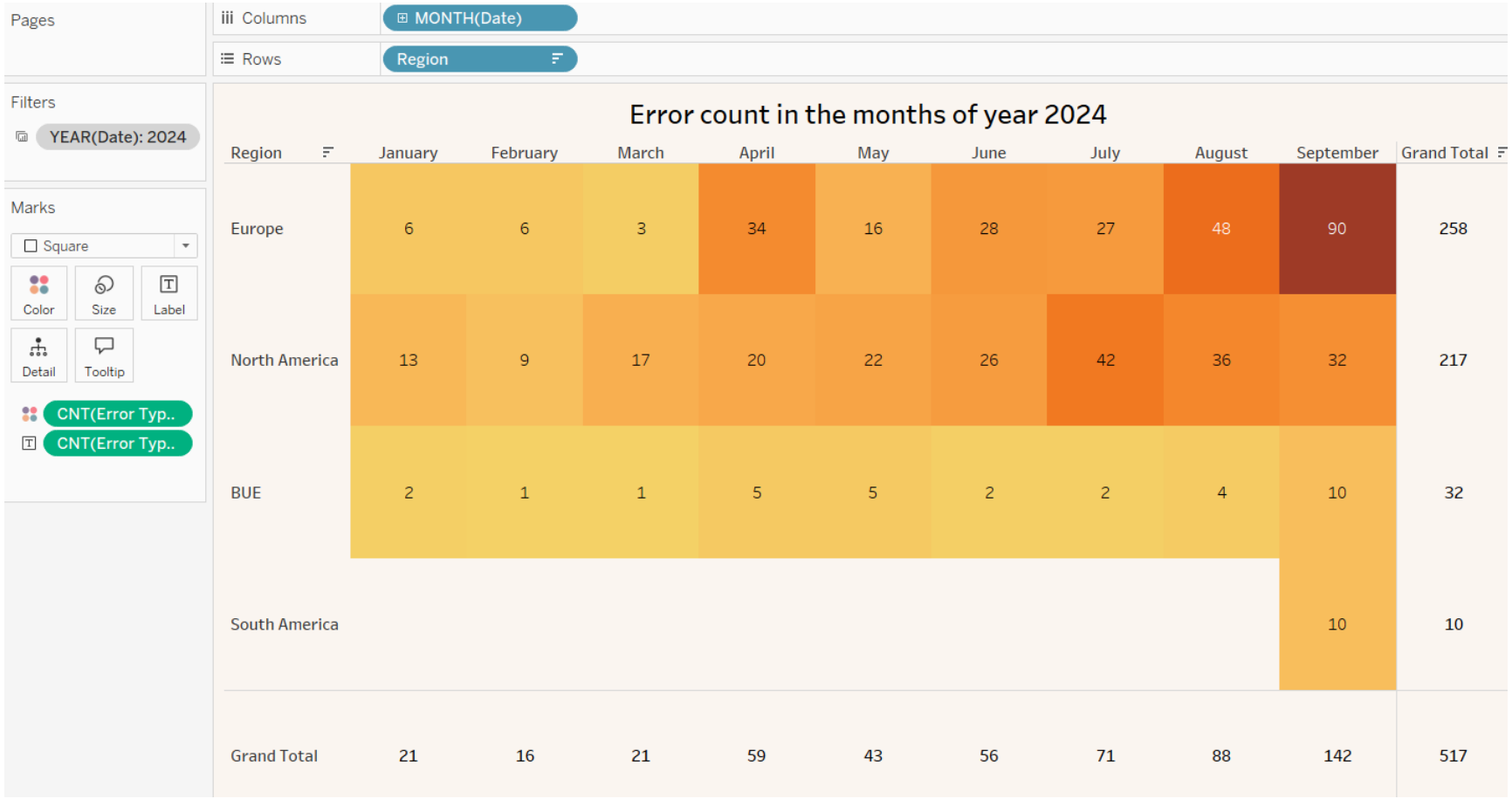
TASK 3

Visualize the count of error done in Yearly, Monthly & Weekly format as per the regions.

Yearly Error Count By Region



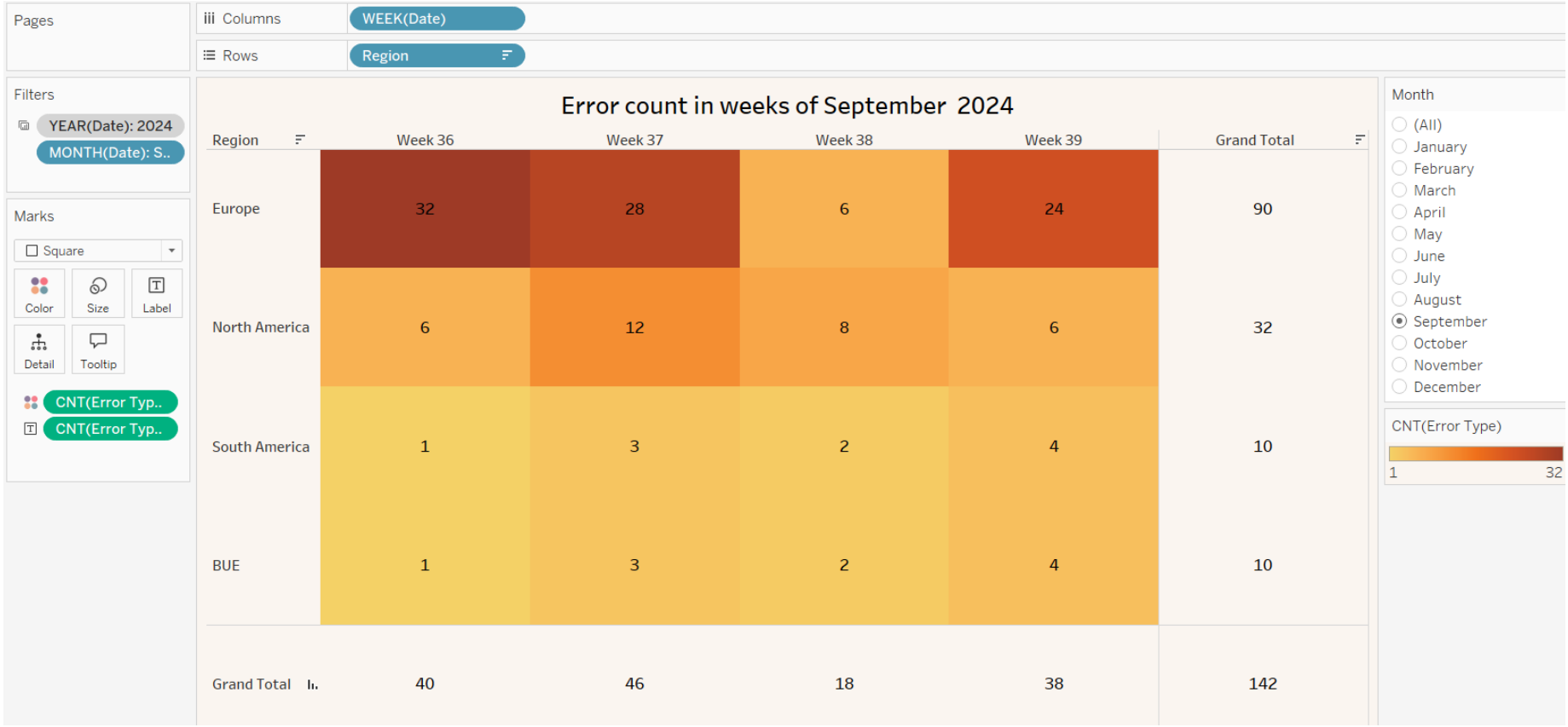
Monthly Error Count By Region



Error count in the months of year 2024

Region	January	February	March	April	May	June	July	August	September	Grand Total
Europe	6	6	3	34	16	28	27	48	90	258
North America	13	9	17	20	22	26	42	36	32	217
BUE	2	1	1	5	5	2	2	4	10	32
South America									10	10
Grand Total	21	16	21	59	43	56	71	88	142	517

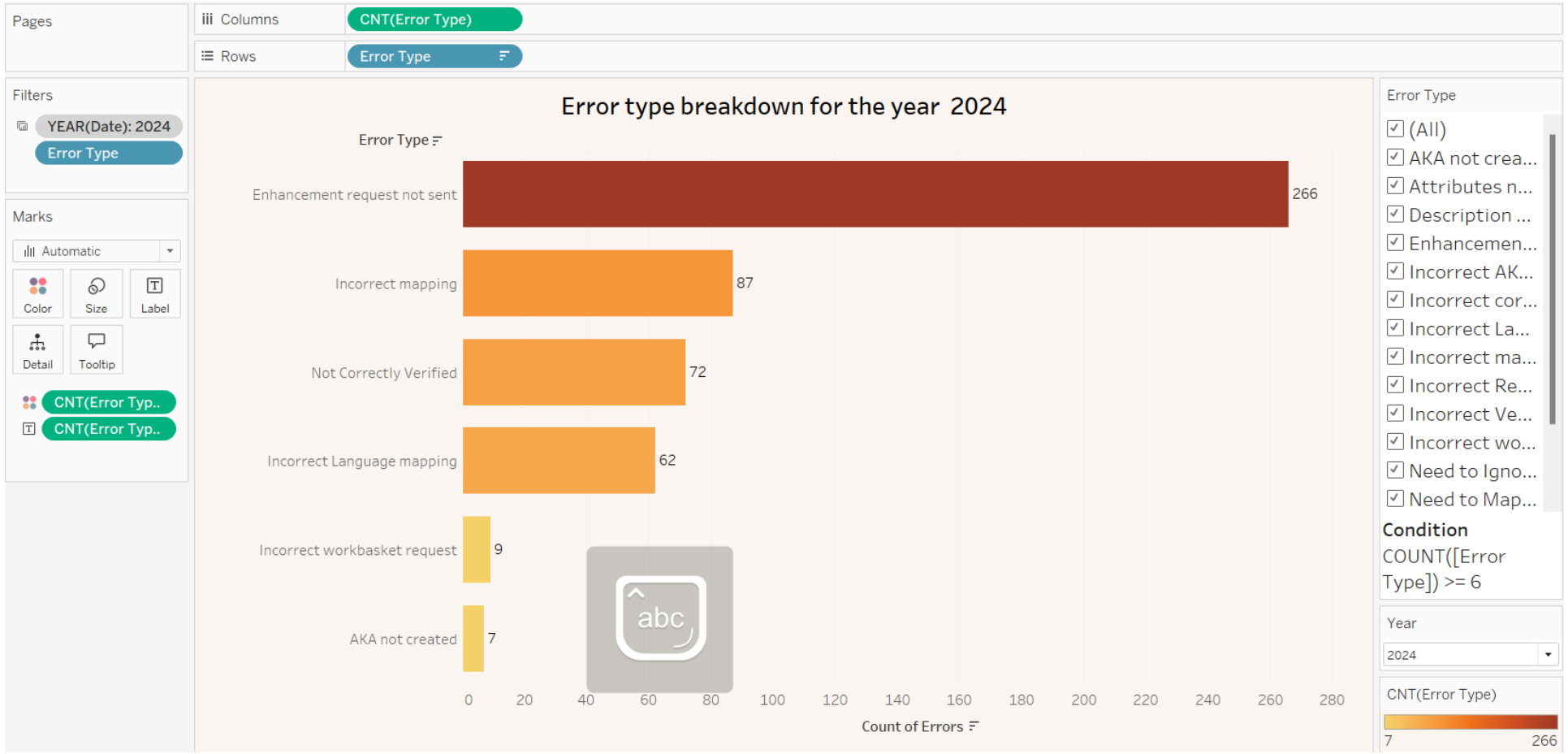
Weekly Error Count By Region



TASK 4

Visualize the count of errors based on error types.
Visualize only top 6 error types as per count.

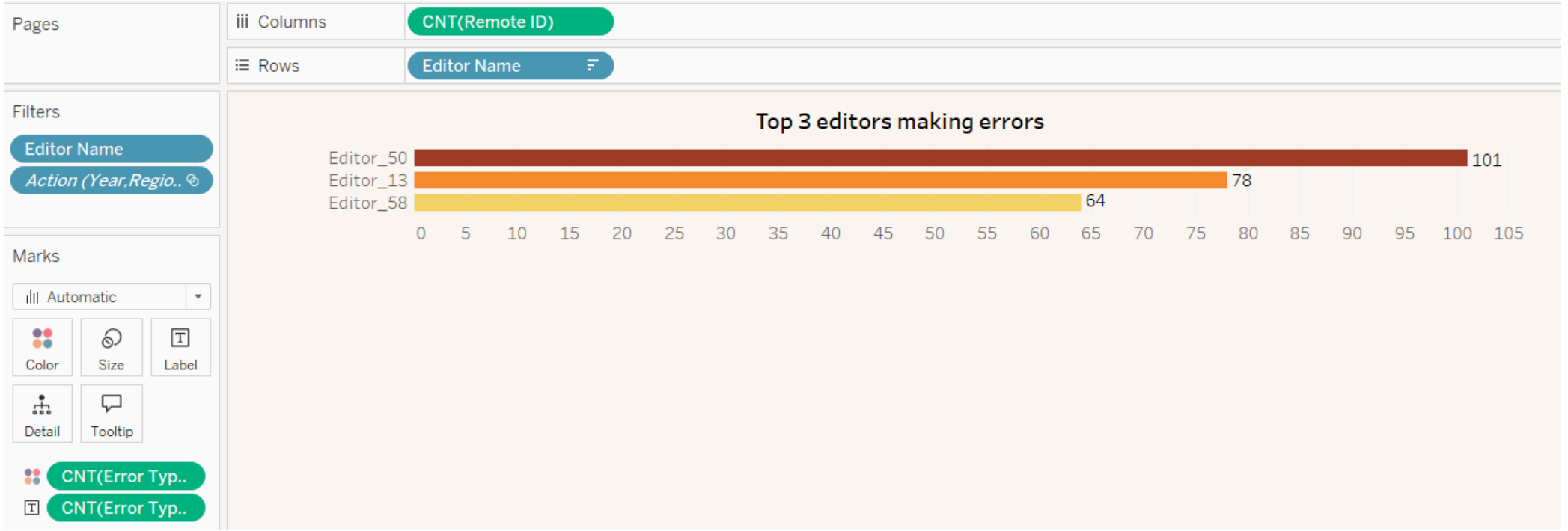
Count of Errors Based on Error Types



Task 5

Show editor wise error report (top 3 editors).

Editor wise Error Report

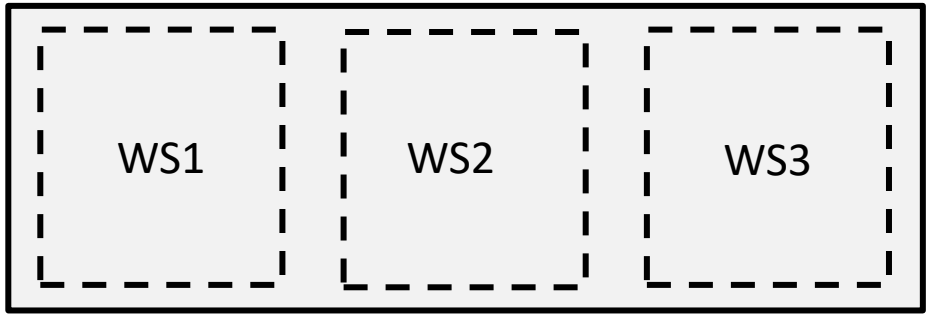


Task 6

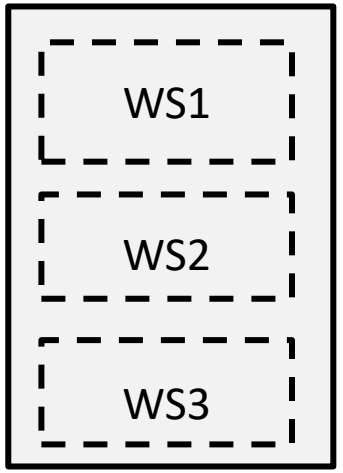
Arrange all the worksheets on dashboard using containers.

Containers

Containers are layout elements in dashboards used to group, align, and organize visualizations or objects.



Horizontal Containers
Align objects side by side.



Vertical Containers
Stack objects one on top of the other.

Task 7

Perform dashboard formatting for better readability.

Dashboard Formatting

- **Title and Branding**:
  Add clear, concise titles and align them with the organization’s style.

- **Font and Colors**:
  Use legible fonts and maintain a color scheme for consistency.

- **Sizing**:
  Set a fixed or automatic dashboard size based on the target device.

Task 8

Add a filter action:

If region in yearly error distribution is selected, then the results in “Errors over past 4 years” and “top 3 editors making errors” will be filtered as per the selected region.

Filter Action

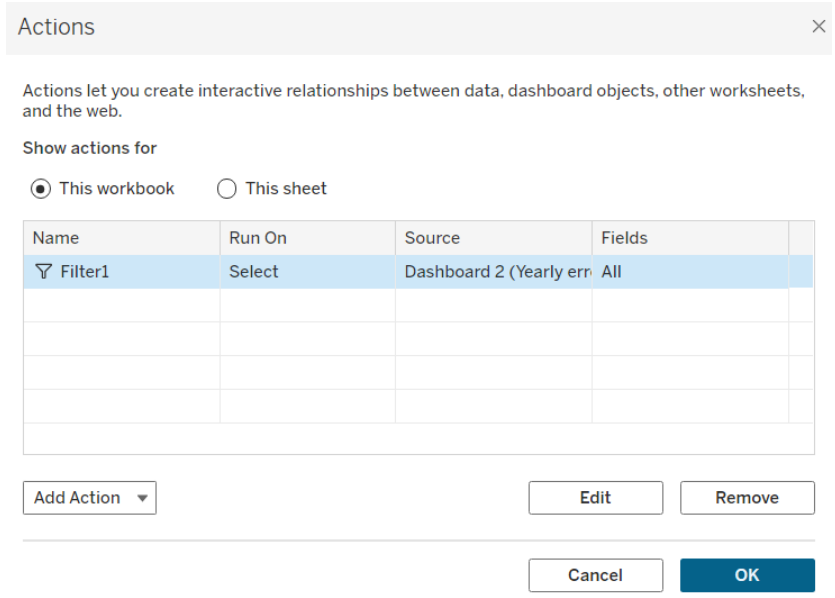
Filter actions allow users to interact with one visualization and filter data on others.

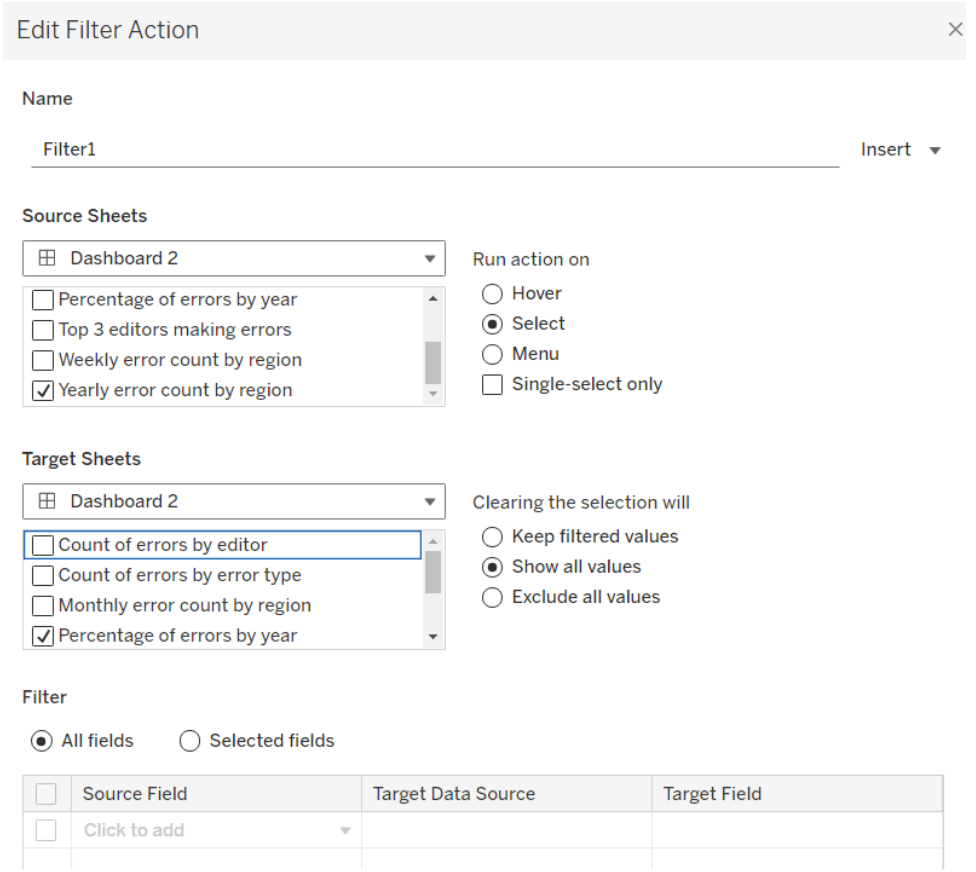
How to Use:

- Add a filter action by selecting "Actions" from the dashboard menu.
- Choose the source and target sheets for the filter.

Filter Action

Go to **dashboard** in the menu and select **actions**. Select **add action.**





Task 9

Add a highlight action:

If region in yearly error distribution is selected, then the monthly and weekly error count in the corresponding region will be highlighted.

Highlight Action

Highlight actions emphasize specific data points across multiple visualizations.

Use case:

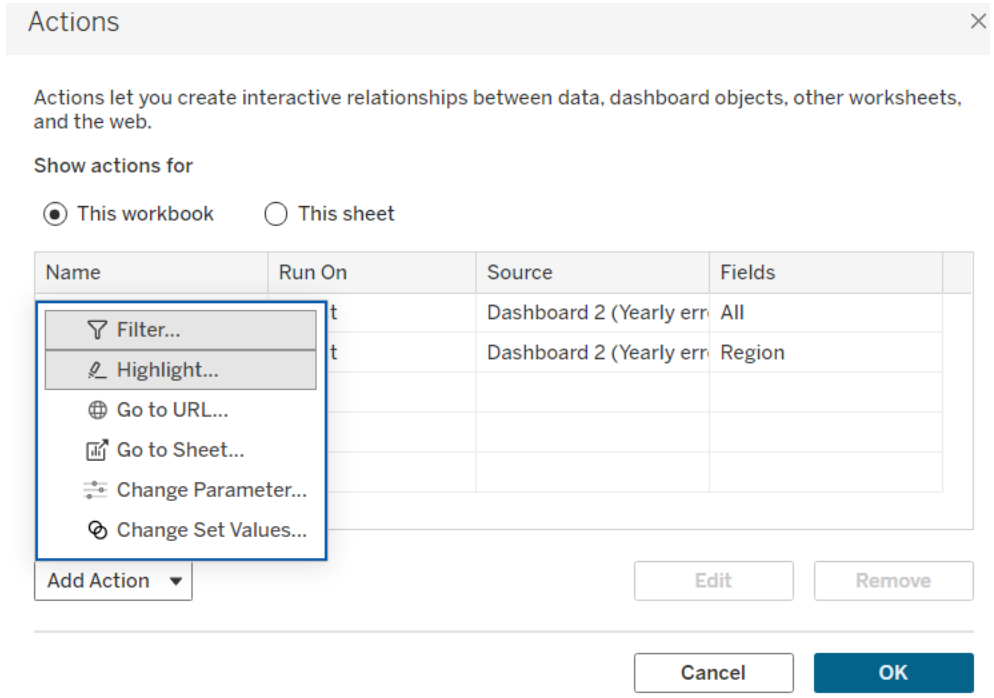
Helps users track related data easily by highlighting it dynamically.

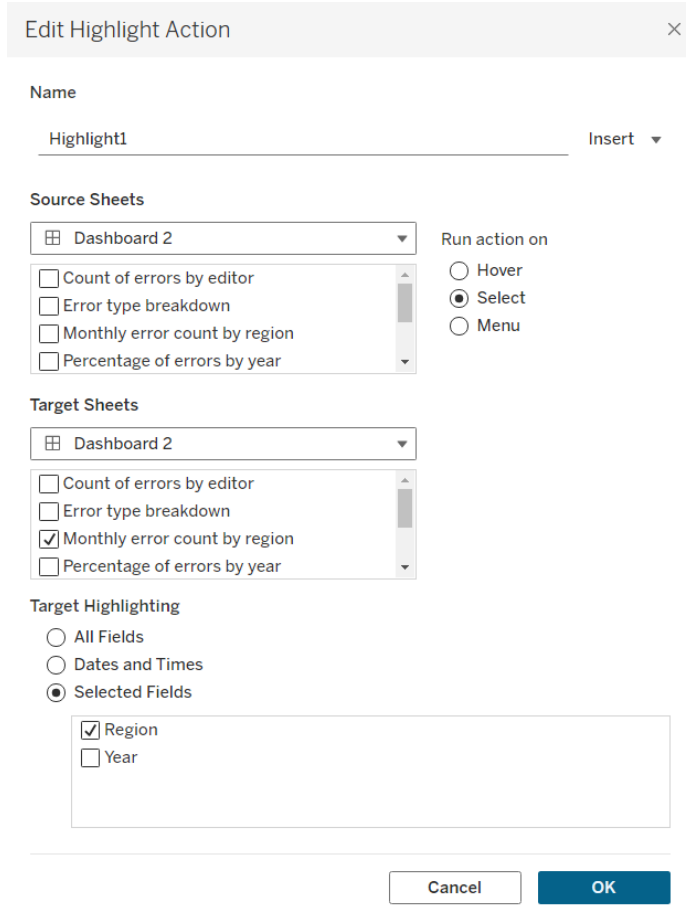
How to Use:

- Add a highlight action from the "Actions" menu.
- Choose what field or dimension will trigger the highlighting.

Highlight Action

Go to **dashboard** in the menu and select **actions**. Select **add action**.





Task 10

Create a storyline to communicate data insights effectively.

Storyline

A storyline is a sequence of dashboards or sheets used to narrate data insights effectively.

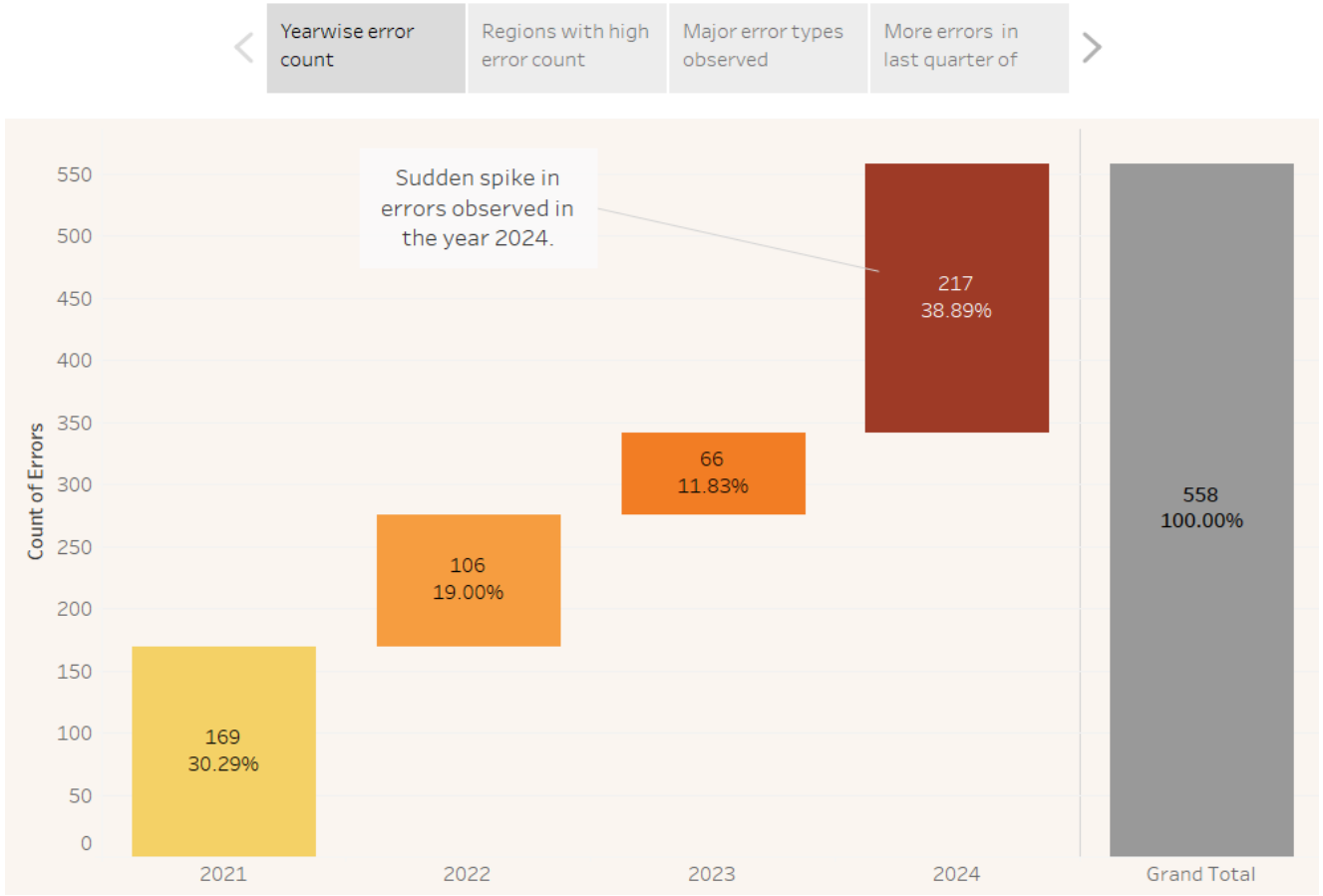
Steps to Create:

1. Add a new story.
2. Drag dashboards or sheets into the story workspace.
3. Add captions to explain key insights.

Best Practices:

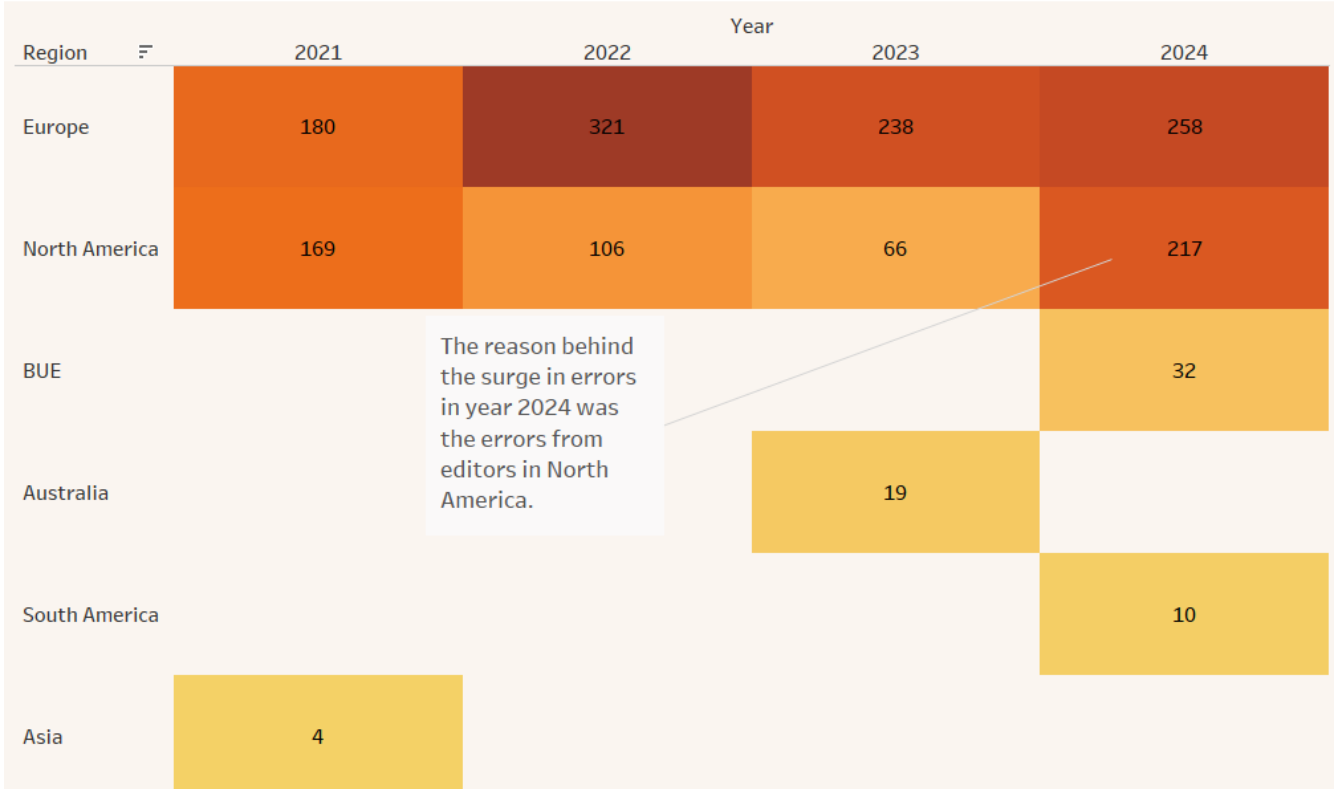
- Structure the story logically (e.g., problem, analysis, conclusion).
- Use minimal text and focus on visuals.
- Ensure the story aligns with your presentation goals.

Storyline page 1



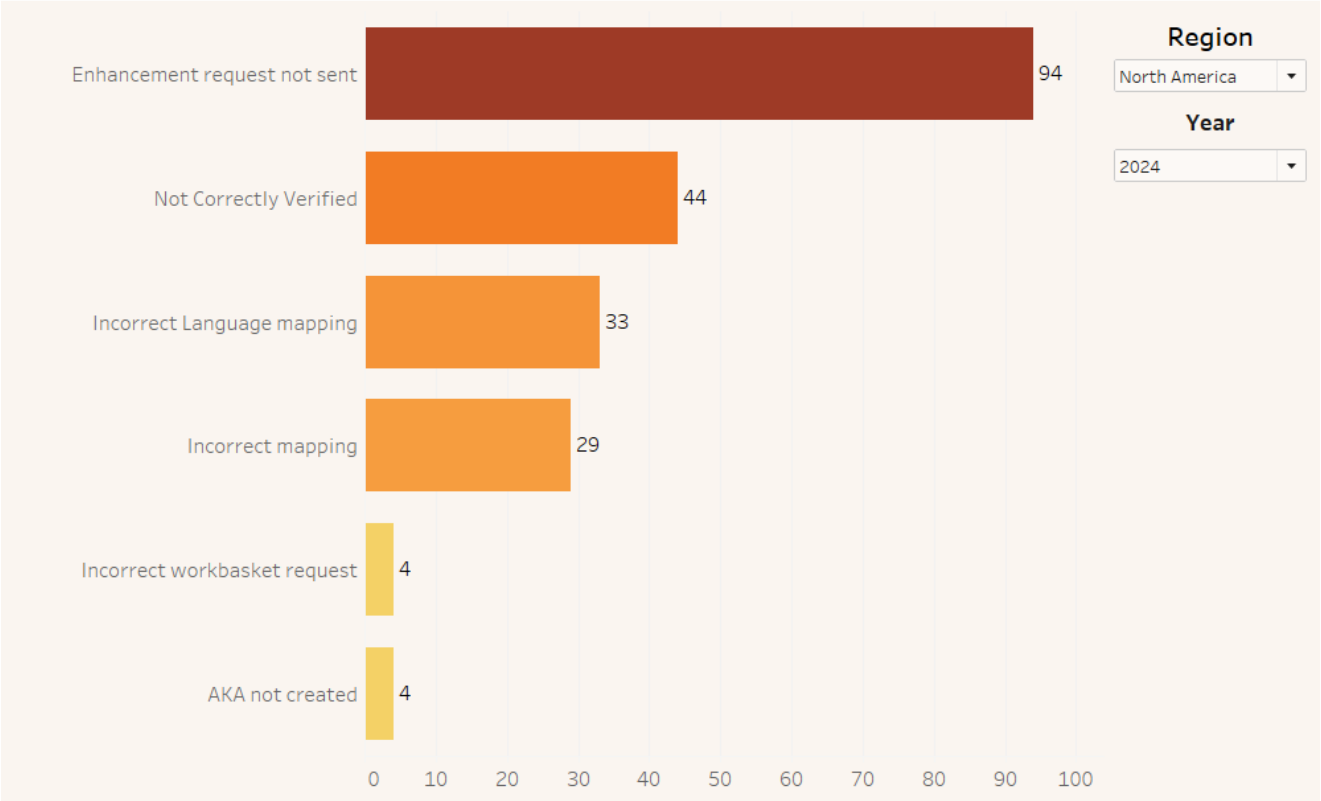
Storyline page 2

Yearwise error count | **Regions with high error count** | Major error types observed | More errors in last quarter of



Storyline page 3

Yearwise error count | Regions with high error count | **Major error types observed** | More errors in last quarter of



Storyline page 4

Yearwise error count | Regions with high error count | Major error types observed | More errors in last quarter of

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Error count in weeks of September 2024

Region	Week 36	Week 37	Week 38	Week 39	Grand Total
Europe	32	28	6	24	90
North America	6	12	8	6	32
South America	1	3	2	4	10
BUE	1	3	2	4	10
Grand Total	40	46	18	38	142

Month

- (All)
- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

GitHub Link

https://github.com/Skillarbitrage/TB