	SUBJECT: BSD1323 STORYTELLING AND DATA VISUALIZATION	MARKS: 60(15%)
	TOPIC: CHAPTER 3 to CHAPTER 8	
	INDIVIDUAL PROJECT DUE DATE: 10 May - 5 June 2022	

OBJECTIVES:

The objectives of this Individual Project are to:

1. create an advanced data visualization dashboard.
2. display best practices for dashboard building process.
3. analyse and interpret the data visualization dashboard.

GENERAL INSTRUCTIONS:

1. You are required to create an advanced data visualization dashboard using Tableau.
2. Prepare a report of your project.
3. Submit the following files in KALAM platform **(Due date 5 June 2022, 11pm)**.
   i. Tableau Workbook (.twbx file).
   ii. Excel/csv file of the dataset used.
   iii. Project Report (pdf file). **Attach pages 2-4** of this project question paper (the rubrics) in your project report submission.

PROJECT SCOPE: MALAYSIA DASHBOARD

1. Find any available dataset which records the historical data of any event/cases/issues/topics that includes or related with Malaysia. The number of records should be greater than 500.

2. The data fields should contain the following criteria:
   a. At least 1 Date data type.
   b. At least 1 Categorical/Qualitative data type.
   c. At least 1 Geographic data type.
   d. At least 1 Quantitative data type.

3. Create an **advanced dashboard** which contain:
   a. A catchy title and a clear dashboard.
   b. Combination of several types of visualization from each data field types in (2).
   c. At least one advanced data visualization created using data calculation or table calculation techniques.
   d. Interactive data visualizations.
   e. At least 3 integrated dashboards (Must use *Actions Menu*).

4. The report of your project should contain:
   a. Title and motivation of your project topic.
   b. Details explanation of your dataset.
   c. Details analysation of each visualization and dashboard.
   d. Concluding remarks.

INDIVIDUAL PROJECT: MARKING SCHEME

CLO	Description	PLO mapping	Percentage	Marks
CLO2	Demonstrate the data visualization skill using an effective storytelling.	PLO2: Cognitive Skills and Functional work skills with focus on Numeracy skills C3: Application	5%	20

CLO2 RUBRICS OF QUESTION 4								
CRITERIA	**LEVEL OF ACHIEVEMENT**						**WEIGHTAGE**	**SCORE**
	0	**1 Inadequate**	**2 Emerging**	**3 Developing**	**4 Good**	**5 Excellent**		
Motivation of project topic	No motivation of the project topic provided	Very little motivation of the project topic provided	Motivation of the project topic provided but missing all major points	Motivation of the project topic provided but unclear	Clear and good motivation of the project topic provided	Very clear and excellent motivation of the project topic provided	0.5	
Details explanation of the dataset	Failed to explain the dataset	Not Efficiently, effectively, and accurately explain the dataset	Partly accurate, but not effectively explain the dataset	Effectively explain the dataset but not accurate	Accurately and effectively but not efficiently explain the dataset	Accurately effectively, and efficiently explain the dataset	0.5	
Details analysation of each dashboard	Failed to analyse the dashboards	Not Efficiently, effectively, and accurately analyse the dashboards	Partly accurate, but not effectively analyse the dashboards	Effectively analyse the dashboards	Accurately and effectively but not efficiently analyse the dashboards	Accurately effectively, and efficiently analyse each dashboard	2	
Concluding remarks	No concluding remarks provided	Very little concluding remarks provided and inaccurate	Concluding remarks provided but unclear and inaccurate	Concluding remarks provided but partly inaccurate	Clear and good concluding remarks provided	Very clear and excellent concluding remarks provided	1	
						TOTAL (20)		

CLO	Description	PLO mapping	Percentage	Marks
CLO3	Display a powerful data visualization, report, dashboard or stories in solving various applications using appropriate software.	PLO3: Functional work skills with focus on Practical, and Digital skills P4: Mechanism	10%	40

CRITERIA	LEVEL OF ACHIEVEMENT						WEIGHTAGE	SCORE
	0	1 Inadequate	2 Emerging	3 Developing	4 Good	5 Excellent		
Theory/ Knowledge on data visualization	No theoretical knowledge on data visualization observed	Very little knowledge observed on data visualization or some information is incorrect	Some knowledge or information on data visualization observed but missing all major points	Some knowledge or information on data visualization observed but still missing some major points	Good knowledge on data visualization observed, missing some minor points	Excellent knowledge on data visualization observed; provides all necessary background principles	1	
Theory/ Knowledge on advanced dashboard	No theoretical knowledge on advanced dashboard observed	Very little knowledge observed on advanced dashboard or some information is incorrect	Some knowledge or information on advanced dashboard observed but missing all major points	Some knowledge or information on advanced dashboard observed but still missing some major points	Good knowledge on advanced dashboard observed, missing some minor points	Excellent knowledge on advanced dashboard observed; provides all necessary background principles	1	
Efficiency/ Assembly/ Tidiness	Failed to demonstrate the given task	Not efficiently, effectively and neatly demonstrated the given task	Partly efficient, but not effectively and neatly demonstrated the given task	Efficiently, but not effectively and neatly demonstrated the given task	Efficiently and effectively but not neatly demonstrated the given task	Efficiently, effectively and neatly demonstrated the given task	1	
Interactive Data Visualization Techniques	Failed to demonstrate the given task	Inappropriate interactive data visualization techniques are demonstrated	Partly correct interactive data visualization techniques are demonstrated, with partly valid data	Correct interactive data visualization techniques are demonstrated, with partly valid data	Good interactive data visualization techniques are demonstrated, with valid but not completely accurate data	Competent interactive data visualization techniques are demonstrated, with valid and accurate data	1	

Advanced Dashboard Techniques & Data Validation	Failed to demonstrate the given task	Inappropriate advanced dashboard techniques are demonstrated	Partly correct advanced dashboard techniques are demonstrated, with partly valid data	Correct advanced dashboard techniques are demonstrated, with partly valid data	Good advanced dashboard techniques are demonstrated, with valid but not completely accurate data	Competent advanced dashboard techniques are demonstrated, with valid and accurate data	2
Results (the advanced dashboard)	Not submitting Report/ No discussion on this topic	Lack of results/ zero readability of the result. Poor originality, taking credits of others work	Partly complete result	Result presented but at low readability/ some result presented. Reader has to guess some of the missing information. Less originality, copy paste here and then	Clear, neat presentation. All required results are presented. Readability. Complete with labels, title, axes, etc.	Very Clear, neat presentation. All required results are presented. High readability. Complete with labels, title, axes, etc.	2
						TOTAL (40)	