Activity Exemplar: Design a bar graph that tells a story in Tableau Public

Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the activity.

Completed Exemplar

To review the exemplar for this course item, click the link below.

Link to exemplar: Seasonal Seoul Average Bike Rentals on Weekdays in 2018 ↗

Assessment of Exemplar

Compare the exemplar to your completed activity. Review your work using each of the criteria in the exemplar. What did you do well? Where can you improve? Use your answers to these questions to guide you as you continue to progress through the course.

Note: *The exemplar represents one possible way to complete the data visualization. Yours will likely differ in certain ways. What's important is that your data visualization meets the business scenario criteria.*

How the exemplar meets the criteria

Notice how the exemplar posted to Tableau Public uses the detail from the given scenario to adhere to the following guidelines:

The data visualization includes only data from 2018.

- The "YEAR(Date)" variable is in the filter field and is check marked for 2018 only.

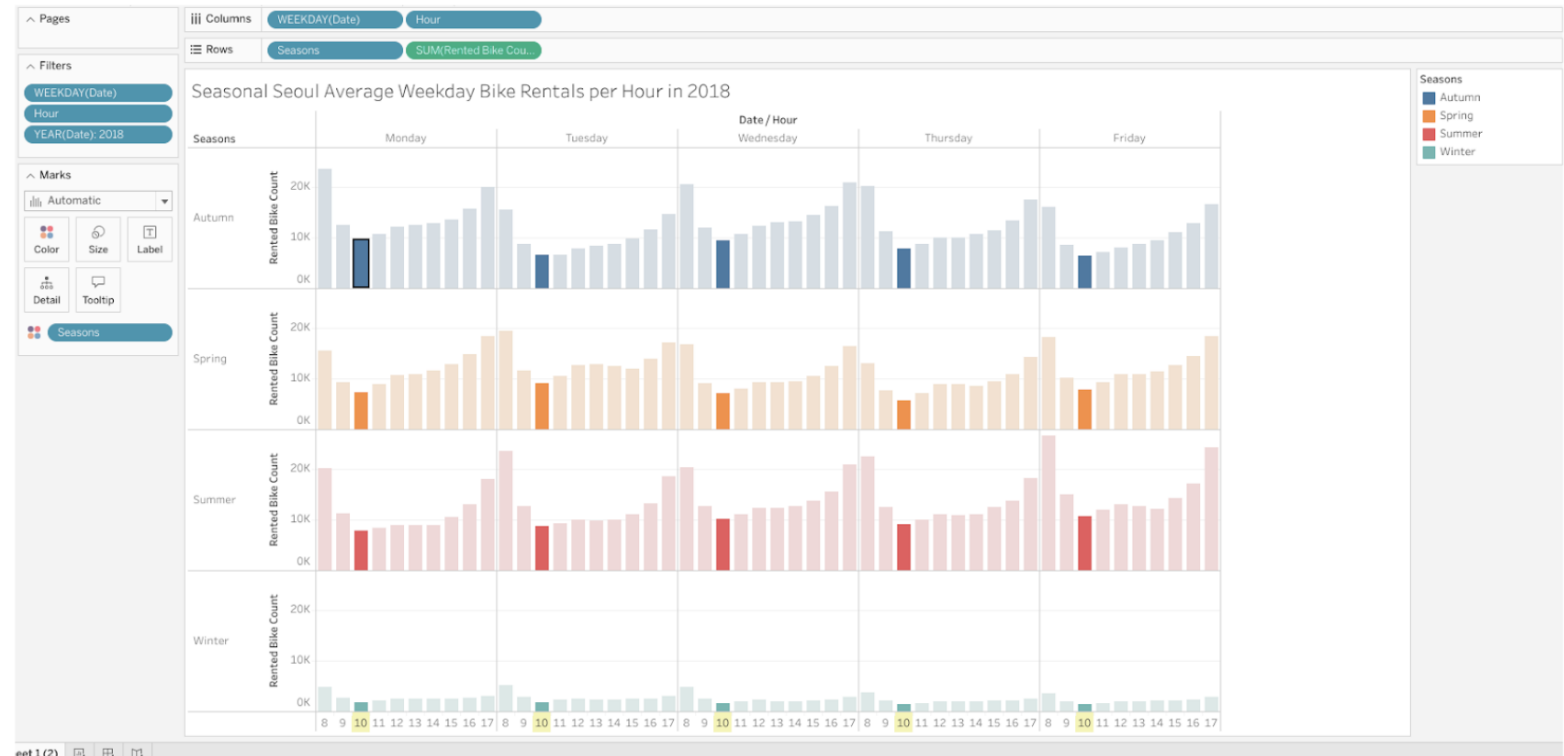The data visualization includes only weekdays, Monday to Friday.

- The "WEEKDAY(Date)" variable is in the filter field and is check marked for Monday through Friday only.
- The "Hour" variable in the filter field is check marked on the hours 8 to 17.

The data visualization type makes sense for the data shown and includes color, contrast, labeling, and emphasis elements that focus on the most relevant data.

- The chart selected was a bar chart. A scatter plot and box plot could be helpful, but would likely be too complex for the purpose of the visualization. A geographic map would not be helpful at all since there is no geographic data.
- The blue color bars represent viable times of day and dark orange are times in which bike rental traffic is too high for maintenance to be viable.
- Annotations are added to highlight the relevant information.
- A title was added.
- The "Seasons" variable was added to provide a more thorough answer.

The data visualization can be observed without scrolling out or zooming in.

- Because of the filtering mentioned above (2018 data, excluding weekends and non-business hours), the visualization fits on one screen or a printout.

Mark as completed

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