

Communicate clearly with visuals

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3 questions
- Reading:** Activity Exemplar: Create a chart in Tableau  
20 min
- Practice Quiz:** Test your knowledge: Communicate clearly with visuals  
3 questions

Considerations when laying out a dashboard

Review: Visualize results

[Optional] Review Google Data Analytics Certificate content

# Activity Exemplar: Create a chart in Tableau

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 following link.

Link to exemplar: [Airbnb Athens Charts Exemplar](#)

## 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.

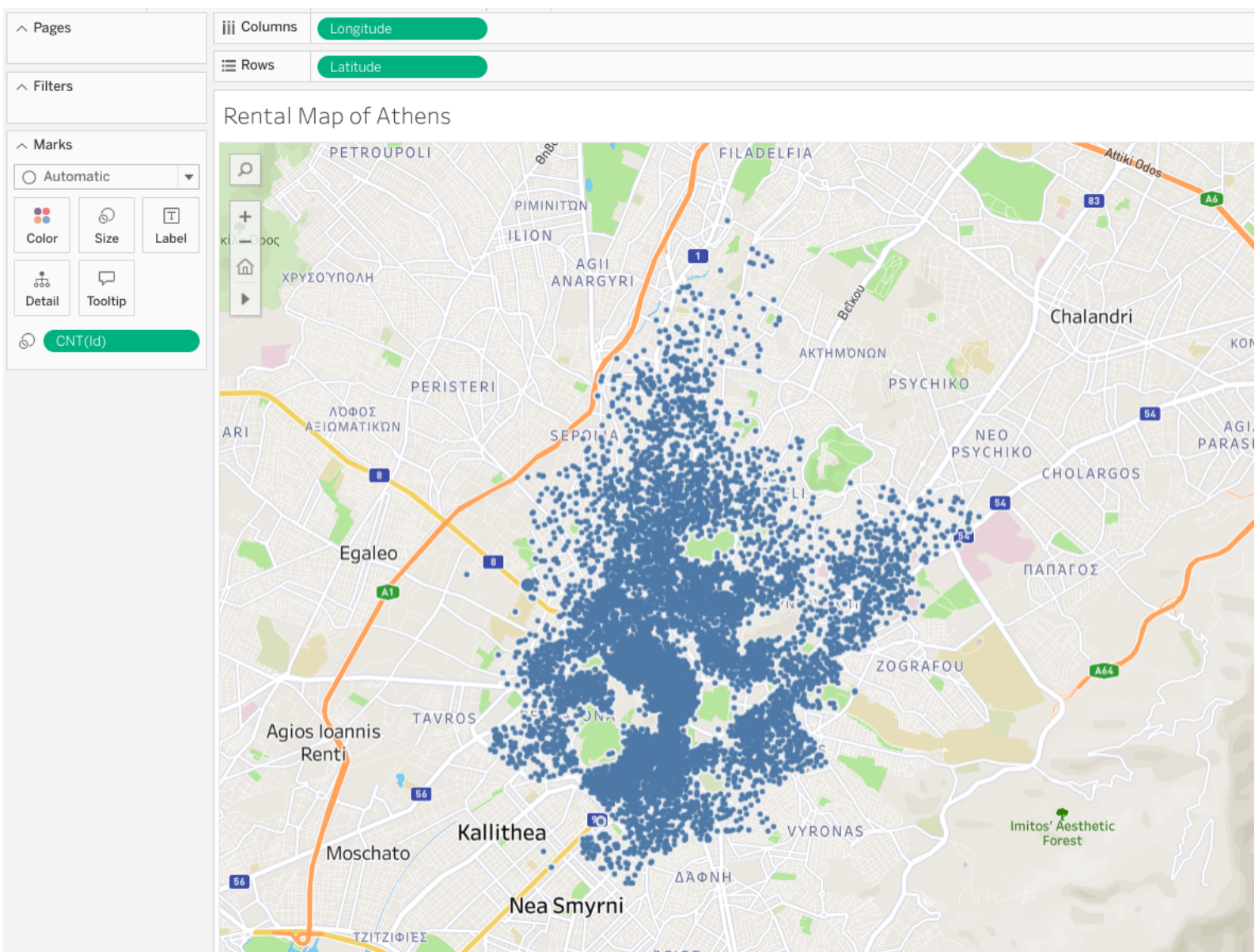
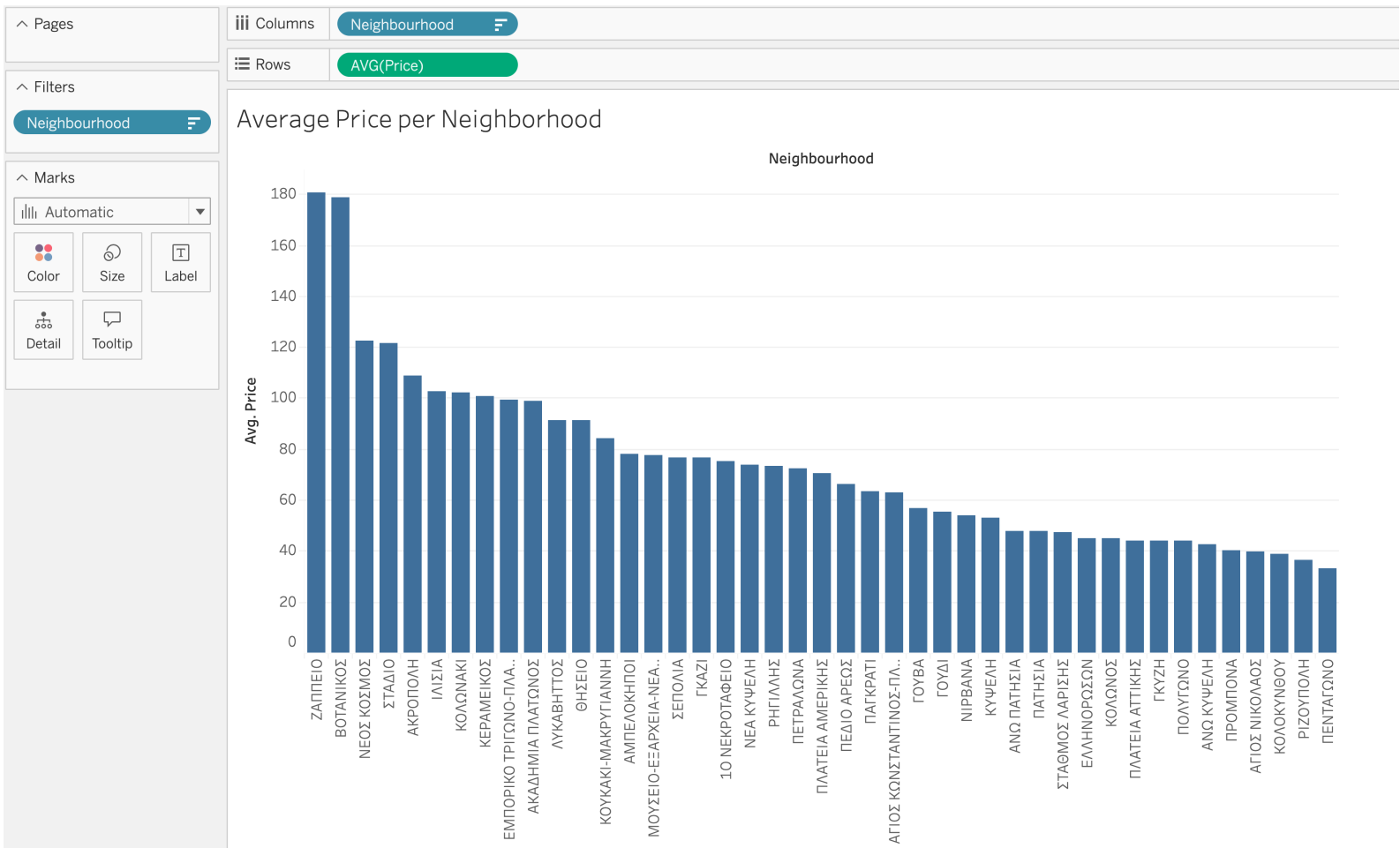
**Note:** The exemplar represents one possible way to complete the activity. Yours will likely differ in certain ways. What's important is that your charts answer the business problem in this activity.

As a business intelligence professional, you will often design and create visualizations to showcase data findings to stakeholders. In the previous activity, you used Tableau to create visualizations to help answer two questions for a rental hosting business in Athens, Greece:

- What is the average price per night in each neighborhood?
- Where in the city are the highest concentrations of currently available rentals?

To design visualizations that could answer these questions, you accessed and explored the data to determine what metrics had been captured. Then you took the stakeholder's questions into consideration as you created a bar chart to determine the average price of each rental per night in each neighborhood. You removed an outlier from the visualization to make sure your findings weren't skewed in the report. And finally, you built a second visualization to demonstrate the concentration of rental properties on a map.

Your charts don't have to match the exemplar exactly; with these activities, the goal is for your work to achieve the same results, even if you found another way to solve the problem. Basically, this is an opportunity for you to check for understanding, ensure that you've met the activities expectations, and explore one possible solution.



Now that you've accessed the exemplars, take a moment to compare them to the charts you created. In the exemplar, you will find that this BI professional followed the steps from the activity to create multiple visualizations that allow stakeholders to clearly answer the two questions established in the activity:

- What is the average price per night in each neighborhood?
- Where in the city are the highest concentrations of currently available rentals?

Your work should achieve the same basic use-case, even if it appears slightly different from this exemplar version.

## Key takeaways

Being able to recognize what visualizations are useful for presenting data and creating charts based on the questions your stakeholders ask is a large part of a BI professional's work. Coming up, you are going to have an opportunity to take your reporting one step further and use these charts to create an interactive dashboard that your stakeholders can access themselves.

### Mark as completed

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