Activity Exemplar: Lay out dashboard elements 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 below

Link to exemplar: <u>Airbnb Athens Dashboard</u> ↗

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 dashboard answers the business problem in this activity.*
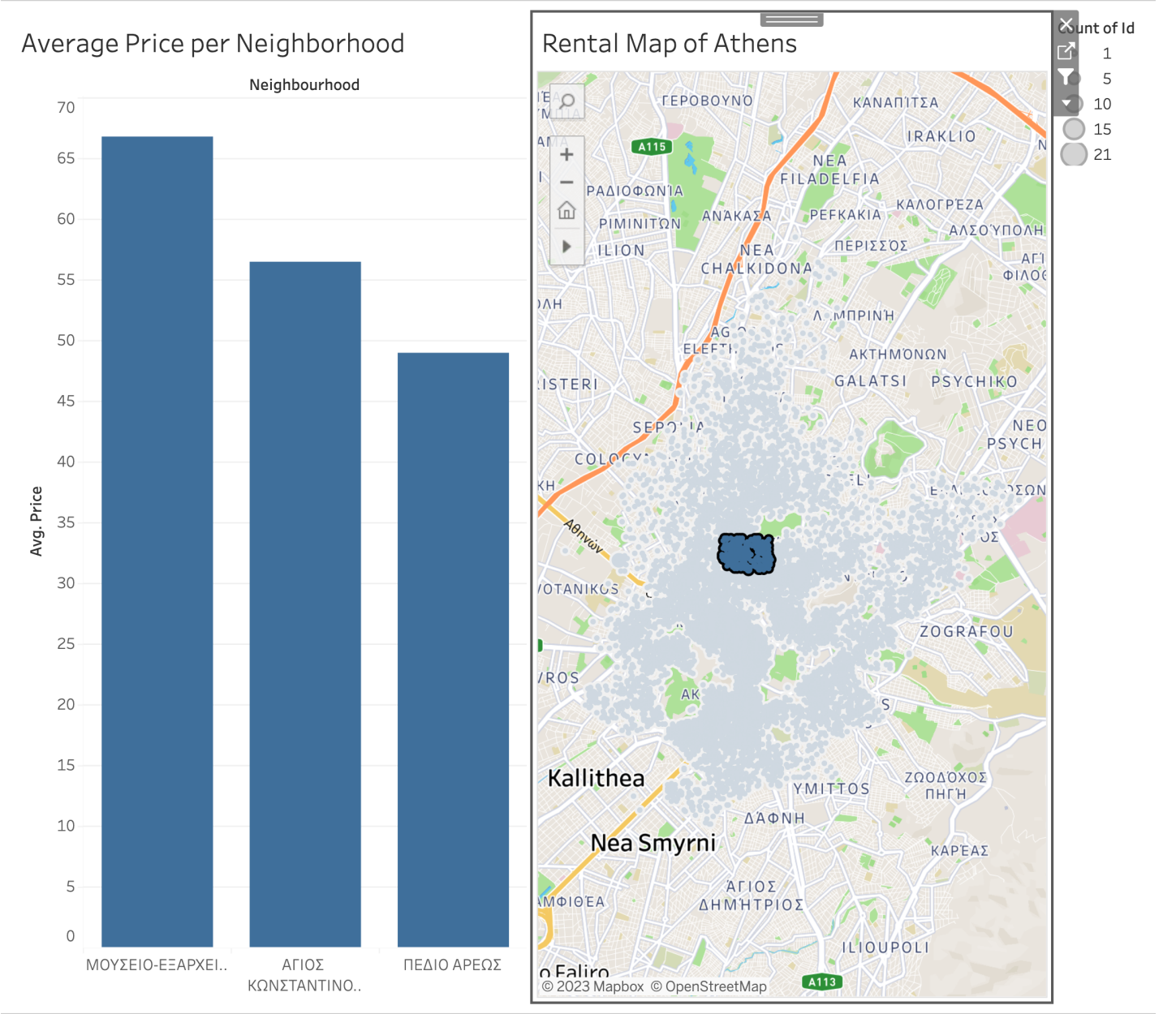
In the previous activity, you used Tableau to lay out elements on a dashboard. You built on your previous work by designing charts for a rental hosting business in Athens, Greece. The goal was to create an interactive version of the dashboard so that stakeholders could access the data and use it to answer their primary questions:

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

To do this, you accessed the charts you made earlier and the appropriate data, organized your dashboard, added charts to the interface, and tested the user experience by using filters. You might have even added additional visualizations to help build out your dashboard further! In this reading, you will be provided with an exemplar of this activity to compare your work.

Your dashboard doesn't have to match the exemplar. 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 activity's expectations, and explore a possible solution.

Explore the exemplar

Now that you've accessed the exemplar, take a moment to compare it to the dashboard 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 answer the same basic questions, even if it differs slightly from this exemplar version.

Key takeaways

As a BI professional, a large part of your job will be designing dashboards that empower users with meaningful data that allows them to answer their own questions and make informed decisions. These insights are key to business intelligence, so designing dashboards that incorporate interactive visualizations that guide business decisions will be a key skill you'll use a lot in your future career!

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