

CIS 4930/6930-002: Data Visualization (Spring 2019)

Project 1: Visualizing Data with Tableau

(Adapted from an assignment created by James Foley)

1 Objectives

This assignment will familiarize you with a full-featured Information Visualization system, Tableau. The goals of the assignment are for you to learn the capabilities provided by Tableau, practice with the basic visualization methods that it provides, apply your knowledge of visual design, and assess Tableau's utility in analyzing data.

2 Ground Rules

This assignment is intended to be done alone. You may ask others for help with figuring out how to use the program. However, the write-up and its ideas should be developed by you.

3 Assignment Instructions

- Download tableau public at <http://public.tableau.com>.
- Familiarize yourself with the visualization techniques and the user interfaces via on-line videos and tutorials at <http://www.tableausoftware.com/learn/training>.
- Create a profile and find the available sample data sets (under Resources→Sample Data Sets). Browse the data sets and select one to use for the rest of this assignment. You may alternatively find and select your own data set from elsewhere.
- Once you decide upon a data set, think about interesting questions one might ask of the data set—in other words, put yourself in the shoes of a data analyst, and think about all the different kinds of analysis tasks a person might perform on your chosen data set.
- Develop visualizations (at least 3) to answer your questions. DON'T make all of your questions simple! Think deeply about what may be interesting in the data.
- Place your visualizations into a Tableau Dashboard or Story, and publish it to your profile.

4 Submission

In the Canvas assignment, paste the URL to your published Dashboard or Story. Make sure the sharing settings are such that your submission will be visible to anyone with the URL (i.e., the instructors and classmates who will provide peer feedback).

5 Grading and Feedback

- Your grade will be combination of objective measures (based on the assignment instructions) and subjective grading by the instructor.
- Breakdown
 - Dashboard/Story - 1 points
 - 3 Visualizations - 3 points
 - Professionalism - 1 points
- Peer Review will be used to provide feedback only. You will review 3 of your peers' submissions, and 3 of your peers will review your work. This should be taken very seriously as it is the only form of detailed feedback you'll receive.