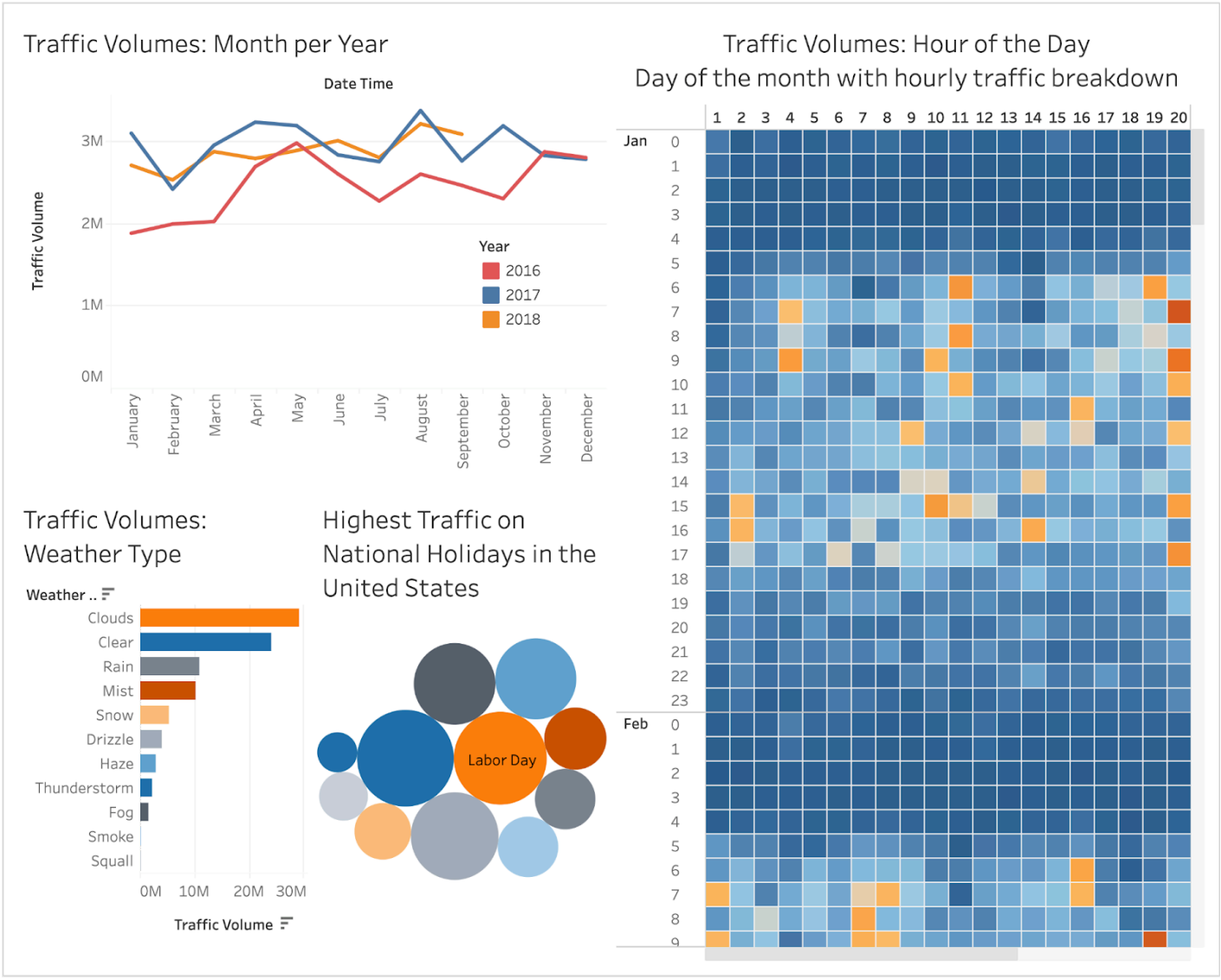
Activity Exemplar: Create your dashboard
Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the activity.
Completed Exemplar

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

Link to exemplar: Minnesota Traffic Volume Dashboard

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 you apply your BI design knowledge and that your dashboard answers the business questions from the scenario in this activity. If you had trouble creating a dashboard on your own, you can use this exemplar as a guide in your future projects.*
In this activity, you organized the charts you made for your stakeholder into a dashboard. You addressed the needs of your stakeholders with a BI visualization that contains multiple charts. You also had the opportunity to include helpful filters and other elements that can enrich your visualizations.
The exemplar dashboard for this activity features four charts and a legend. These charts include **Traffic volumes by month per year**, **Traffic volumes by hour of the day**, **Traffic volumes organized by weather patterns**, and a circle chart for **Holidays with highest traffic**. Together, these charts address your stakeholders' main interests: comparing the traffic volume at different points in time and at different timescales, and examining holiday and weather patterns throughout the year.
The legend specifies a separate color for each of the three years represented in the data. This visualization uses only three years of data in order to prioritize simplicity. If these charts featured data from all of the years, there would be too many lines and bars in the chart. This would make it much harder to read, and therefore much less effective as a visualization. Because the charts use data from the same years, the color schema can be consistent across all the charts. This way, the orange line in one chart corresponds to the same year as the orange bars in another chart.
In this dashboard, the line chart is placed at the top, alongside the legend. Since the legend applies to each of the charts, it's important to place it at the top of the visualization. Beneath the line chart, there is a bar chart representing weather patterns and a circle chart representing national holidays in the United States. These charts have lower priority than the line chart, so they are placed lower in the dashboard.
Next to the three charts is a heat map representing the traffic volumes by hours of the day. Because a large amount of data is being visualized at once, this chart is larger than the others so stakeholders can view the data more easily.
The line chart and heat map represent two of the timescales in which the stakeholder is most interested: the monthly timescale and the weekly timescale. In these charts, your stakeholders can view which months and days of the week have the highest traffic volume. You can also find other trends: based on the line chart, it seems like the traffic volume for 2017 was generally higher than in 2016.
Note: *You also need to delete duplicate legends from your dashboard. Each time you add a chart to your dashboard, you might add a new legend. Unless the legends describe different encoding choices in your charts, you should keep the number of legends to a minimum.*



Key takeaways

A dashboard can be more than just an arrangement of charts. In this activity, you organized the charts you made for your stakeholder, but also had the opportunity to incorporate filters and other elements into your visualization. Now that you have assembled your dashboard, you can proceed to the next lesson where you will iterate on your dashboard to meet evolving stakeholder needs.