UDACITY

DATA STORY TELLING – CREATE A TABLEAU STORY

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PURPOSE

The purpose of this document is to communicate the insights and visualizations produced as a result of exploring the Titanic Dataset.

DATASET DATA DICTIONARY

Field	Dictionary
Passenger Id	Passenger ID
Name	Passenger Name
Survived	0 = No, 1 = Yes
Pclass	Ticket class 1 = 1st, 2 = 2nd, 3 = 3rd
Sex	Sex
Age	Age in years
Sib Sp	# of siblings / spouses aboard the Titanic
Parch	# of parents / children aboard the Titanic
Ticket	Ticket number
Fare	Passenger fare
Cabin	Cabin number
Embarked	Port of Embarkation C = Cherbourg, Q = Queenstown, S = Southampton

SUMMARY:

The dataset explored contains demographic and passenger information from a subset of the 2224 passengers and crew on board of Titanic. The man objective of visualizations produced is to show the demographics or passenger information between those passengers who survived and those who died

INITIAL VISUALIZATION

https://public.tableau.com/views/TitanicSurvivalCount/Story1?:embed=y&:display_count=yes

FINAL VISUALIZATION

https://public.tableau.com/views/TitanicSurvival_Final/TitanicSurvivals_Final?:embed=y&:display_count=yes&publish=yes

I have based my visualizations on survival count because it is the main highlights of the Titanic tragedy and created the following charts for the initial visualizations:

1. Survival Count per Gender
2. Age Distribution of Titanic Passengers
3. Survival Count per Ticket Class
4. Survival Count Based on Embarkation Port

All visualizations have been created using Bar charting because data shown are related to counts of survivals. Also, I have converted (Survived, Fare, Parch, Passenger Id, Pclass, Sib Sp) to Dimensions since Tableau interprets these variables as measures

After receiving the feedback on the initial visualizations, I have added these calculations to improve the story telling:

Field	Purpose
Dead	Count of dead passengers [survived = 0]
Alive	Count of alive passengers [survived = 1]
Survival Rate %	Percentage of passengers who survived: Count of alive passengers / Total Count of passenger

In addition, I have created "Age Range" to address one of the comments in the feedback as below:

Age Range	Range
Babies	0-1 Years
Toddlers	1-3 Years
Kids	3-5 Years
Children	5-12 Years
Teens	12-18 Years
Early Adults	18-45 Years
Middle Adults	45-65 Years
Later Adults	65+ Years

The final visualizations contains the following charts:

1. Passengers Count per Gender
2. Survival rate per Gender
3. Survival Rate VS. Age Distribution of Titanic Passengers
4. Survival Rate per Ticket Class
5. Survival Rate Based on Embarkation Port

FEEDBACK:

Below is the feedback I received from a colleague:

- What are the survival rates of male and female?
- What does '0' and '1' mean in the axis?
- Can you more explain your findings in these charts? What are you trying to communicate?
- Age chart is condensed.

RESOURCES:

1. https://www.kaggle.com/kabure/titanic-eda-simple-keras-model-acc-0-8575
2. https://community.tableau.com/thread/129566
3. http://onlinehelp.tableau.com/current/pro/desktop/en-us/help.html
4. https://community.tableau.com/thread/156968
5. https://community.tableau.com/thread/149814
6. https://github.com/bcko/Ud-DA-Tableau-Titanic/blob/master/writeup.md
7. https://www.wattpad.com/228490886-revision-book-the-six-life-stages
8. https://www.healthychildren.org/English/ages-stages/Pages/default.aspx