

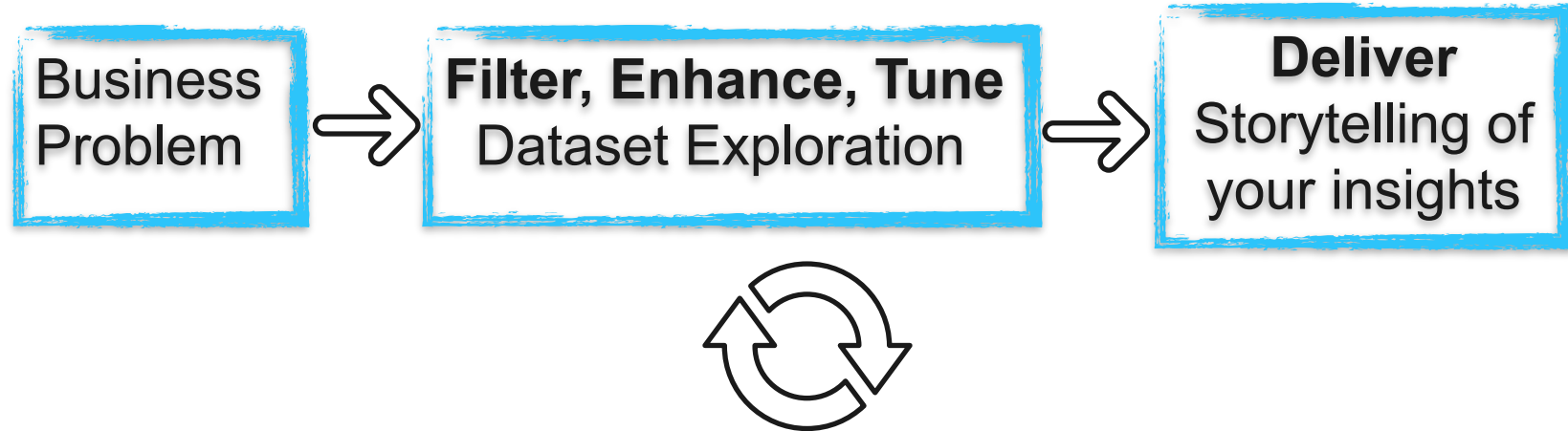


Project 3 - Visual Analytics

Business Analysis - Gaining Insights

Main Objectives

The data visualization project is an important step in the workflow of a data analyst. It helps people take decision in a data driven manner and gain insights.



Specific Objectives - Technical

1. Answer questions using:
 - Using python graphs
 - Using tableau
2. A Tableau dashboard OR a Tableau Story (or both)



Specific Objectives - Business

3. Answer a business question
(or create more insightful
ones)

4. Business presentation
exploring your insights



Hints

- Dataset: You should use the dataset you've used for your data gathering project. If you can't, we'll select some for you.
- Storytelling: Don't forget to embed your results in a coherent story. You should **open** your presentation describing your business pain and **close** it with your solution.
- This is a business presentation. Don't forget to bring your data results back to the business reality. Thinks of us as the stakeholder of your project.

Deliverables

- Presentation of your project - 7 minutes
- Link to tableau project
- Summary of your main insights

When

- TBD

