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Telling Stories with Data

REVIEW

HISTORY

Meets Specifications

Dear Student,

You have put dedicated effort into this project and it paid off. Congratulations on meeting all the specifications of the project! You have demonstrated a very good understanding of theory and practice of data visualization and tools in **Tableau**, and produced some interesting insights like **Southwest Airline (WN) is the airline that has the highest airline delay**.

You also did a fantastic job of incorporating the **previous reviewer** suggestions. **As a different reviewer**, I have left some additional comments. I made these comments marked as Suggestions to help you improve the project. It does not require you to resubmit the project. You have already passed the project. **Congratulations!** If you are uploading this project to your portfolio or sharing it with your potential employer, it is a good idea to address these comments. It also gives you an opportunity to appreciate the complete essence of this project. Keep up all the great work you are doing. Good luck with your future projects!

You have developed many useful Tableau skills in this course. If you would like to dive deep into Tableau, here are a few resources which outlines some of the advanced Tableau techniques.

[A Step-by-Step Guide to learn Advanced Tableau – for Data Science and Business Intelligence Professionals](#)

[10 Incredibly Useful Tableau Techniques](#)

[Choosing the right chart type for your insight](#)

Visualization is Explanatory

The visualization centers on a specific, clear finding in the data.

Great job building visualizations around specific and clear findings! When you build visualizations on clear findings, **it makes it easy for readers to identify and comprehend the insights** you are trying to convey through these visualizations. This also helps to build a **coherent story** around your visualizations.

The selected finding is clearly communicated. Design choices foster communication between the reader and the visualization.

Visualization does not add additional colors, shapes, or other design elements in an unnecessary way. Rather, each additional element should add to the insight being made.

You have done an **excellent job** in doing the following things,

- using actual cancellation reasons (Airline/Carrier, Weather, National Air System) rather than codes **A, B and C**.
- removing **month 0 and 13** from your line graph that is added by default in Tableau. As you did, it is very important to have sensible range for axis tick labels that truly reflect the possible range of variable that you are plotting.
- removing **day 0 and 8** from your line graph that is added by default in Tableau.
- in **pie chart** labeling each segment with the **percentage** it represents rather than absolute value.

Suggestions

Please use **full airline/airport names** (you need to join flights.csv, airlines.csv and airports.csv in Tableau) in axis tick labels/tooltips/filters/legends. Otherwise readers have to dig this information elsewhere as they may not know what airline/airports these code refer to. In the latest Tableau version, joining procedure differs a little bit, which is explained in [this video](#).

Please include the **unit of measurement** where necessary in axis labels/legend title (e.g. **Total Airline Delay (mins)**) as well as in insights in written summary. Numbers do not mean much in the absence of associated unit.

Design

The written summary should include a brief description of the visualization and state at least one finding.

A reader's summary of the graphic would closely match the written summary in the writeup, and a reader is able to identify at least one main point or relationship that the graphic attempts to convey.

To reiterate your report should include at least 3 sets of

- Link(s) to your dashboards or story
- Summary: brief description of the visualization and the main story or findings conveyed (please include an insight you are able to make from the visualization)

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- **Design:** explain any design choices you made including changes to the visualization after collecting feedback
- **Resources:** list of Web sites, books, forums, blog posts, GitHub repositories etc that you referred to or used in this submission (Add N/A if you did not use such resources).

Suggestions

In **design choices**, please provide the following useful details for **each** of the visualization as applicable;

- How color/size marks are used to represent additional variables?
- How filter aids in digging deeper into data?
- Why you chose a particular chart type over other? What type of data (categorical, geographical, time series, etc) is best suited for the charts you've chosen? For instance, line charts are best suited to represent time series data as it is easier to perceive trend over time on line charts.

Suppose you have depicted **state-wise cancellations** on a **map** with a month filter. **Here is an example of what to include in design choice for this visualization:** A map is best suited here as I had to plot state-wise flight cancellations which involves **geographical data**. I used a **sequential blue color** wherein the darker the blue color, more the number of flight cancellations. This type of coloring makes it easier to quickly spot which states have **high/low cancellations**. I added a **month filter** so that readers can dig which states have the highest and lowest cancellations in each or a range of months.

The visualization includes interaction or animation. The inclusion of filters and additional variables shown in tool tip as appropriate within the visualization interaction are present.

At minimum you are required to include a filter in one visualization and you are required to include a tool tip in at least one visualization. You should strive to include these anywhere where they would benefit your visualization.

Nice job creating appropriate **filters** to provide interactivity. These filters are useful to dig deeper into data. They also help readers to get information about the specific facet of the data they are interested in.

Color choices must accurately reflect the data and be chosen with accessibility in mind. For example, values that span from negative to positive numbers should be encoded with a diverging palette. Also, the color palettes should work for colorblindness.

Line plots for sequences, bar charts for categorical variables, etc.

Excellent job using the following charts **appropriate** for data being **presented**;

Bar chart - categorical data

Map - geographical data

map - geographical data
Line chart - time series data
Pie chart - categorical data

Completeness

The three visualizations are included. These visualizations may be a single worksheet, but at least one must be a dashboard involving more than one worksheet. A dashboard counts as a single visualization. All visualizations must be clearly connected to a finding, and foster the interaction pieces (filters, colors, etc.) that allow for the finding to be found easily by a user.

One Dashboard is required. A Dashboard is an option in Tableau that allows you to combine multiple charts into one page. This counts as 1 visualization.

Two other unique visualizations are also required. These can be two single worksheets, two more dashboards, two more stories, or any combination of worksheet, dashboard, or story.

Great job submitting **more than three** visualizations and including a dashboard.
Carefully reading and understanding the **project requirement** is one of the critical skills in real-world projects. This requirement is little tricky and many students struggle to understand this requirement. I am glad that you carefully read and understood this requirement correctly.

The visuals need to be saved to Tableau Public and the links to those visuals must be provided in the report along with the finding for each visual.

If you are unable to save to Tableau Public please include screenshots in your pdf report of each visualization. If you choose to use screenshots you should include at least one screenshot of your filters being used (a before and after picture of the visualization).

The insight(s) should be accurate and easily available from the filters and interactivity available in the visual.

Suggestions

The title to your pie chart is not accurate. Please note that **delay** and **cancellations** are two different things, and this chart shows **cancellations**, NOT **delay**. Please update the title as well as insight.

Each visual must be appropriate for the particular data type. However, you cannot submit three bar charts, or three line charts. You should have a minimum of at least three different types of visuals across all of your

or three line charts. You should have a minimum of at least three different types of visuals across all of your turned in items.

3 Different types of charts required, here are some types you can choose

- Bar Chart
- Line Chart
- Scatter Chart
- Histogram
- Bubble Chart
- Map
- Area Chart
- Pie Chart
- etc

Good job choosing **appropriate visualizations** for your insights as mentioned above. Here are some more resources that **further** help you choosing right kind of visualizations to represent various types of data/insights.

[Choosing the right chart type for your insight.](#)

[How to pick the right chart type.](#)

[When to use line chart vs area chart.](#)

[The difference between a bar chart and a histogram.](#)

[Why pie chart is not an ideal choice in most cases.](#)

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