

COMP6234 Coursework 2 – Tableau Exercise

Module:	<i>Data Visualisation</i>	Lecturers:	<i>CP, ES, SD</i>
Assignment:	<i>Tableau Exercise</i>	Weight:	<i>20%</i>
Deadline	<i>29/04/2016</i>	Feedback	<i>13/05/2016 (written feedback, see below)</i>
Handin Link	<i>https://handin.ecs.soton.ac.uk/handin/1516/COMP6234/2/</i>		

Your Task

This coursework involves using Tableau to analyse a given dataset. The data you will be using is Open Data released by the Food Standards Agency containing the hygiene ratings of restaurants and cafes in Southampton. It can be downloaded from ([here](#)) as an Excel spreadsheet.

You are required to use Tableau to produce a number of visualisations and link these into a dashboard. You will then submit a short report containing two parts:

- The data narrative explaining and contextualising the results of your data analysis, including screenshots of your Tableau visualisations.
- A discussion of your choices of visualisation design.

The report, excluding screenshots should not exceed 1000 words.

You are required to work in pairs for this exercise. You can download Tableau to your own computers using the license key provided, or you can use the ECS Lab computers on Level 3 of the Zepler Building (note: only those computers in Zone 'N' where we had the tutorial will have access to Tableau).

You are responsible for finding a partner to work with in this task. You must have agreed on your pair and listed the names and IDs of each member on the [wiki page](#) before the Thursday tutorial session in Week 23 (3rd March).

Guide

This provides a series of requirements that your visualisations must cover.

- Begin by **plotting each business in the dataset on a map** based on any geodata available.
 - A good map should display the underlying streets and roads so that the viewer can easily detect where the business is located.
 - Highlight each data point based on the 'Rating Value'. Choose an appropriate variable and scale for doing this.
- Create a new sheet.
 - Here we want to make a new chart to show the breakdown of **ratings within each postcode area**.
 - Charts such as stacked columns may be useful here, although you can choose others with justification.
 - For postcodes with more than 8 businesses present, identify **the two postcodes** where fewer than 50% of businesses have 5* hygiene ratings.
- Create a third sheet.

- Produce a visual that shows the **breakdown of business types** (e.g. Restaurant/Cafe/Canteen, Takeaway/sandwich shop) **within each star rating** score. (E.g. within the '5 star' rating, how many of each business type are there?)
- **Create a dashboard** containing these three sheets that allows you to filter them all based on your interactions with one (i.e. selecting a point on the map should filter the other charts).

Marking Criteria (total = 20)

- Map based display of ratings (20%)
 - Use of geodata
 - Clear display of rating values
 - Appropriate scale for ratings
 - Road/street map to provide context
- Visualisation of ratings per postcode area (15%)
 - Choice and justification of chart
 - Design of chart
- Identification of postcodes with less than 50% 5* ratings (10%)
- Visualisation of business types and star ratings (15%)
 - Choice and justification of chart
 - Design of chart
- Creating and layout of dashboard (15%)
 - Sensible layout and flow (with justification)
 - Linked filtering and interactivity
- Overall design of graphics (15%)
 - Limited chart junk
 - Clear, simple graphics
- Justification of decisions (10%)
 - Clear rationale for your design

Submission

Please submit a PDF report of your work. For each of the required visualisations, please provide screenshots and annotations to explain and justify what you have done.

Please submit one report per pair. Only one member needs to submit the report, which should indicate who else they have been working with.

Feedback

You will receive written feedback about your chosen visualisations along with a breakdown of your marks by 13th May 2016. Feedback will be the same for each member of the pair.