



PROJ BRIEF

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# DataViz Course (6 CFU)

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Project Title: Interactive  
Story/Dashboard Creation  
with  + a b | e a u<sup>®</sup>



## OVERVIEW

The **goal** of this project is to develop a compelling and informative story or dashboard using Tableau

The project will involve **collecting, cleaning, and analyzing** relevant datasets to create a visually engaging and interactive **dashboard** (or **story**) that tells a coherent data-driven story



# PROCESS

1. Data Collection and Preparation
2. Storyboard Development
3. Design and Aesthetics
4. Tableau Dashboard Creation
5. User Engagement
6. Data Analysis and Interpretation



## PROCESS

It is mandatory to organize the work following the path of investigation, analysis, conceptualization, design and prototyping exposed in the following slides

**Each delivery in the following slides must be well laid out and presented as if it were to be delivered to a customer**



# 1. Data Collection and Preparation

[Activity link](#)

1. Identify a dataset related to a specific domain or topic of interest (e.g., finance, healthcare, sports)
2. Describe the cleaning and pre-processing procedures that you want to apply to dataset to ensure it is suitable for visualisation

**Deadline:** December 4

**Files:** a single slide with links to the dataset with a brief description with the indication of the cleaning and pre-processing procedures that you will apply (format: PDF)

**Milestone:** December 5, during the lesson (16:30 - 18:30)

discussion and validation of datasets



## 2-3 Storyboard Development, Design and Aesthetics

[Activity link](#)

1. Define the key components of your data story. What is the narrative you want to convey?
2. Describe briefly a storyboard outlining the sequence of visualizations that will be included in your dashboard/story
3. Decide whether you want to develop a story or a dashboard
4. Definition of colors, layout, and formatting to enhance readability and user experience

**Deadline:** December 11

**Files:** a set of slides with the storyboard and chosen design aesthetic (format: PDF)

**Milestone:** December 12, during the lesson (16:30 - 18:30)

discussion and validation of story



## 4-5 Tableau Dashboard/Story Creation & User Engagement

[Activity link](#)

1. Use Tableau to design and build a dashboard or a story that includes at least three distinct visualizations.
2. Ensure interactivity within the project, allowing users to explore different aspects of the data.
3. Implement user-friendly features such as tooltips, filters, and highlights to enhance user engagement
4. Consider the target audience and design the dashboard to effectively communicate with them

**Deadline:** December 18

**Files:** TBD

**Milestone:** December 19, during the lesson (16:30 - 18:30)

discussion and validation of dashboard prototype





## 6 Data Analysis and Interpretation (Final review)

[Activity link](#)

1. Provide a detailed analysis of the patterns, trends, or insights revealed by your visualizations
2. Clearly communicate the significance of the data and its implications

**Deadline:** January 8

**Files:** Short presentation (see next slide)

**Milestone:** January 9, during the lab (09.00 - 11.30) and lesson (16:30 - 18:30)

Final review (mandatory)



## FINAL REVIEW

### mandatory

1. Prepare a short presentation (7 minutes) to showcase your dashboard. Clearly explain the story you are telling and the insights gained from the data
2. Document the entire process, including data sources, data cleaning steps, design choices, and any challenges faced during the project



## REVIEWS

The reviews take place with the entire project group, on materials in digital format delivered via eLearning (links will be communicated via email and on these slides)

The delivery of the material is mandatory

ONLY final review is mandatory

The materials produced must be attached to the final documentation



## **DEADLINE FOR THE PROJECT**

**1 week before the written exam date via e-learning**



# PROJECT EVALUATION

The evaluation will take into account the criteria of correctness, completeness, originality of the conceptual solution and depth of the work

Projects that do not comply with or do not satisfy the requirements indicated in these slides will NOT be considered sufficient