Assessment Brief

Module Title:	Data Visualization
Module Code:	B9DA106
Assessment Title:	Continuous Assessment One – Tableau
Assessment Number:	1
Assessment Type:	Tableau Practical Assignment
Individual/Group:	Individual
Assessment Weighting:	40%
Issue Date:	08/03/2022
Due Date/Time:	**Deadline – 11:55 pm on Monday 28/03/2022**
Mode of Submission:	MOODLE

Learning Outcomes to be assessed

1. Critically evaluate different visualization techniques and apply to tasks.

2. Appraise and interpret outputs from different categories and processes within data visualization.

Tableau Practical Assignment (100 Marks)

Dataset

Each row in *Bookings.csv* corresponds to a booking at a hotel. All data variables are self-explanatory.

Some additional information:

1. 'lead_time' refers to days elapsed between the date of booking and the date of arrival.

2. In the 'meal' column – BB refers to bed and breakfast, HB refers to half board (breakfast + dinner), FB refers to full board (breakfast + lunch + dinner), and SC refers to self-catering (no meals).

3. In the 'distribution_channel' column – TA/TO refers to Travel Agent/ Tour Operator.

4. 'adr' refers to the average daily rate (the average amount spent each day during stay)

Task

Create two dashboards, containing three visualizations each, to analyse the differences between:

1. Bookings at 'City Hotel' and 'Resort Hotel'. (Dashboard 1)
2. Bookings by guests with kids and guests without kids. (Dashboard 2)

Each dashboard must be accompanied with the insights gleaned from its visualizations. As demonstrated in lectures, you can add text to dashboards using text boxes within containers.

[50]

While creating the above, demonstrate at least one application of –

1. Quick filters [10]
2. Sets [10]
3. Parameters [10]
4. LOD calculations [20]

Visualizations/Dashboards will be graded according to the following criteria:

- Data quality (visualizations displaying correct data, use of correct variables, use of correct aggregations) [Weightage – 50%]

- Ease-of-understanding (appropriate choice of visualizations, appropriate formatting (titles, labels, colors, etc.)) [Weightage – 50%]

Students must submit: -

Tableau Workbook within a zipped folder

Follow the naming convention:

Tableau file should be named as –

CA1_Firstname_Surname.twb

Zipped Folder should be named as –

CA1_Firstname_Surname.zip

General Requirements for Students

PLEASE READ CAREFULLY
1. It is your responsibility to ensure your file is uploaded correctly.
2. Students are required to retain a copy of each assignment.
3. When an assignment is submitted, it is the student's responsibility to ensure that the file is in the correct format and opens correctly.
4. Students should refer to the assessment regulations in their Course Guide.
5. DBS penalizes students who engage in academic impropriety (i.e. plagiarism, Collusion and / or copying). Please refer to the referencing guidelines on Moodle for information on correct referencing.
6. All relevant provisions of the Assessment Regulations must be complied with.
7. Penalties for late submission of assignments are as follows:
a. 25% penalty for assignments submitted within 5 working days of the deadline.
b. No marks for assignments submitted more than 5 working days after the deadline.

Extensions to assignment submission deadlines will be granted in exceptional circumstances only. The appropriate "Application for Extension" form must be used and supporting documentation (e.g. medical certificate) must be attached. Applications for extensions should be made directly to the Programme Coordinator in advance of the deadline date.