**Final Project**

1. **Due Date**

March 11, @6:00 PM CST

1. **Goal**

The goal behind this final project is to ‘put it all together’ by developing a coherent, concise, and realistic data analysis, as well as data visualization and storytelling.

1. **Presentation (March 11)**

* All team members (typically 4-5 students) must present.
* Each presentation must be between 10 minutes per group.
* Each presentation will be followed by a short Q&A session.
* Each presentation must include least 5 (and no more than 7) graphs created in Tableau.
* Each presentation must incorporate key learnings in data visualization and data storytelling.

1. **Submission**

* Cleaned dataset(s) in Excel
* Tableau Dashboard or Story
* Slides (in PowerPoint) explaining the following:
  + Brief description of business problem, business objectives
  + Sources considered, evaluated, and selected for use
  + EDA, transformations applied to the data, such as calculations and parameters
  + Recommendations and next steps

1. **Grading Rubric**

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| **TABLEAU DASHBOARD OR STORY**  Your dashboard or story incorporates the learnings from readings and class lectures.  Your dashboard or story includes at least 5 charts (but no ore than 7 charts) | 10 points |
| **PRESENTATION**  Your presentation follows the requirements above.  Your presentation incorporates the key data storytelling concepts covered in this course. | 9 points |
| **EXPLANATION IN POWERPOINT**  Your PowerPoint slides include a comprehensive explanation of the following: 1) Business problem/ objectives; 2) Sources considered, evaluated, and selected for use; 3) EDA, transformations applied to the data, such as calculations and parameters; 4) Recommendations and next steps. | 5 points |
| Ideas are logically organized.  Correctness of grammar and spelling. | 1 point |
|  | **25 points** |

Note: all group members must put in the same amount of work. If group members raise concern about any student’s level of dedication and work, the instructor will evaluate the situation and might decide to subtract points accordingly.