Communicating Data Driven Insight

COSC572 Management Information Systems - Assignment 3b

Name: Your Name

# Part a) Build Your Own Data Visualisation in Tableau (or similar)

URL of Visualisation: <https://public.tableau.com/profile/matthewwysel#!/>

[DELETE THIS TEXT]

Using Sample Data from Tableau's Resources page - or your own data if preferred - create a data visualisation that communicates an insight from the data.

Remember these points from Moodle.

REPLACE THIS TEXT WITH AN IMAGE OF YOUR VISUALISATION

# Part b) Explain Your Application of Unit Theory in Your Data Visualisation

Briefly describe how you used unit theory from Topic 7, Topic 8 or Topic 9 to communicate your insight from your data to your audience.

Guide word limit: less than 500 words total.

My Audience / Target Market

The audience / target market for my visualisation is…

My Purpose (in designing this visualisation)

My purpose when creating this visualisation was to communication…

Analysis of my Visualisation

The central insight my visualisation communicates is…

[DELETE THIS TEXT]

How your visualisation communicates that insight (in terms discussed in Topic 7, Topic 8, and Topic 9)