Activity Overview

In this activity, you will create a visualization for the Cyclistic end-of-course project! You will use your project planning documents and completed target table to build a BI visualization tool.

Be sure to complete this activity before moving on. The next course item will provide you with a completed exemplar to compare to your own work. You will not be able to access the exemplar until you have completed this activity.

Scenario

Review the following scenario. Then, complete the activity. As a reminder, the end-of-course project activities will be more open to interpretation than other activities in this program to give you an opportunity to practice the skills you have been learning. If you need help or feel stuck, you can always discuss your work with other learners in the discussion forums or review the exemplar to help guide your process.

The product development team at Cyclistic has begun developing their business plan for next year. In order to build a better Cyclistic, the team needs to understand how customers are currently using the bikes, how location and other factors impact demand, and what stations get the most traffic. The Cyclistic team has a few goals:

- Understand what customers want, what makes a successful product, and how new stations might alleviate demand in different geographical areas
- Understand how the current line of bikes are used
- Apply customer usage insights to inform new station growth
- Understand how different users (subscribers and non-subscribers) use the bikes

You met with stakeholders to complete project planning documents, uploaded the necessary tables into your project space, and observed the team in action to better understand how they use the data. Now, it's time to visualize the data to make a dashboard tool for Cyclistic's team.

Instructions

Follow the instructions to complete each step of the activity. Then, answer the question at the end of the activity before going to the next course item to compare your work to a completed exemplar.

Step 1: Load your data into Tableau

In the previous course, you created a data pipeline that brought three public datasets into a reporting table. Now, open your reporting table in Tableau to begin building your visualizations.You can do this by uploading the .csv or .xlsx file that you generated in the previous activity of the end-of-course project. Or, you can connect Tableau directly to Google Cloud. To learn more about this, check out the Google BigQuery guide on Tableau Help. Note: This functionality might not work properly in Tableau Public.

Step 2: Create a mockup

Now, create a low fidelity mockup to help you plan the components and layout of your dashboard. Your mockup should include sketch versions of the charts and other visual elements you wish to include in your dashboard.

If necessary, create multiple mockups to brainstorm the best way to build your dashboard. The more thought you put into your mockup, the easier it will be to build your dashboard later.

If you need more practice creating a low fidelity mockup, refer to the activity about designing a mockup.

Step 3: Create your charts

Next, create the charts that you will include in your visualization. Pay close attention to the project goals outlined in your project planning documents. This will ensure that your charts answer your stakeholder's questions.

If you need more practice creating BI charts, refer to the activity about creating a chart.

Step 4: Organize your dashboard

Organize the charts you made into a dashboard. Include any additional visual elements such as filters, captions, titles, links, or tables.

If you need more practice creating a BI dashboard, refer to the activity about dashboard element layout.

Step 5: Complete your executive summary

Finally, complete the executive summary document you started in the previous course's end-of-course project. Your executive summary should describe Cyclistic's business needs, your project goals, the methods you used to complete each step of the project, and the functionality of your dashboard. It is an important document to help you share your work in your portfolio.

If you need a refresher on how to complete an executive summary, refer to the reading about creating an executive summary.

Pro Tip: Save your work

Be sure to save the final dashboard and executive summary you created in this activity. Use them in your portfolio as you begin your job search for a BI role. This project will help you demonstrate your experience to potential employers.

What to Include in Your Response

Address the following criteria in your completed dashboard and presentation:

- A low-fidelity mockup that outlines your dashboard components and layout
- Multiple charts and other kinds of visual elements (such as tables, links, captions, etc.)
- An executive summary that includes the project goals, your methods, and a description of the capabilities of your dashboard