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<p style="text-align:center">"Loyalty Email Marketing Dashboard" Critique</p>

"Loyalty Email Marketing Dashboard" is a data visualization featuring bar and line charts to showcase various performance metrics of loyalty emails throughout 2023. Munseeb Sajjad, the creator of the visualization, published it on a standalone application Tableau Public, which was a good choice due to its suitability for representing the data without the need for further modifications, its ability to deliver a well-organized presentation, and its appropriateness for content that does not contain sensitive information.

Tableau Public is a user-friendly, free standalone application that enables designers to craft a wide range of charts without coding, making it a great resource for sharing research and works publicly for everyone to view. Despite its excellent advantages, it contains a few limitations. Since Tableau Public displays visualizations to the public, it is not suitable for data that contains personal or confidential information. In other words, it may not be the most optimal platform when designers present secretive data due to its lack of privacy. Furthermore, it does not support live data source connection, preventing authors from automatically refreshing their visualizations periodically. For content like company stock prices that require regular updates, authors must manually update and republish their datasets, which can be a tedious task. Finally, Tableau Public lacks the capability for complex computations such as predictions made by machine learning models. For these specific analytical needs, Python and its libraries, including Matplotlib and Seaborn, are more appropriate since designers can also integrate with other machine learning libraries like PyTorch and Tensorflow to perform sophisticated calculations.

The decision to choose Tableau Public for "Loyalty Email Marketing Dashboard" was wise. The visualization, which only includes the dataset from 2023, does not require further updates from the designer for data beyond 2023. In addition, the graphs on the visualization straightforwardly report various performance metrics of loyalty emails, such as the points collected, flights booked, number of partners, etc. without using complex machine learning predictions for future percentages or numbers. Finally, I assume that the data representation is suitable to be accessed by the public, given that it lacks personal or confidential company information. Nevertheless, if my assumption is incorrect and the data requires to be kept private, an alternative option would be to utilize Tableau on his/her local machine or the Python library Matplotlib if the designers have coding experience. After creating similar visualizations using the dataset as the current visualization, the designer can securely share the file with the specific company via email. In addition, by utilizing Matplotlib, authors can add legends to the lines drawn within the charts in the upper right corner, x and y labels of the graphs, and gridlines to make their visualizations more comprehensible to the audience.

"Loyalty Email Marketing Dashboard" by Munseeb Sajjad on Tableau Public effectively leveraged the advantages of the platform to show the various performance metrics of loyalty emails in 2023. The easy accessibility of Tableau Public to everybody, the unnecessity of constantly updating the dataset, and the detailed visualization without requiring complex machine learning algorithms made Tableau Public an ideal platform for this visualization. Nonetheless, this choice also acknowledges the limitations of Tableau Public, including its incompatibility with secretive data, lack of live data connection, and the inability to conduct complex computations. These limitations highlight the importance of possible alternative tools such as Python and its libraries (Matplotlib) for more sophisticated tasks.