

MSBA7001 Exercises IV

Module 1, 2024-25
HKU Business School

Contents

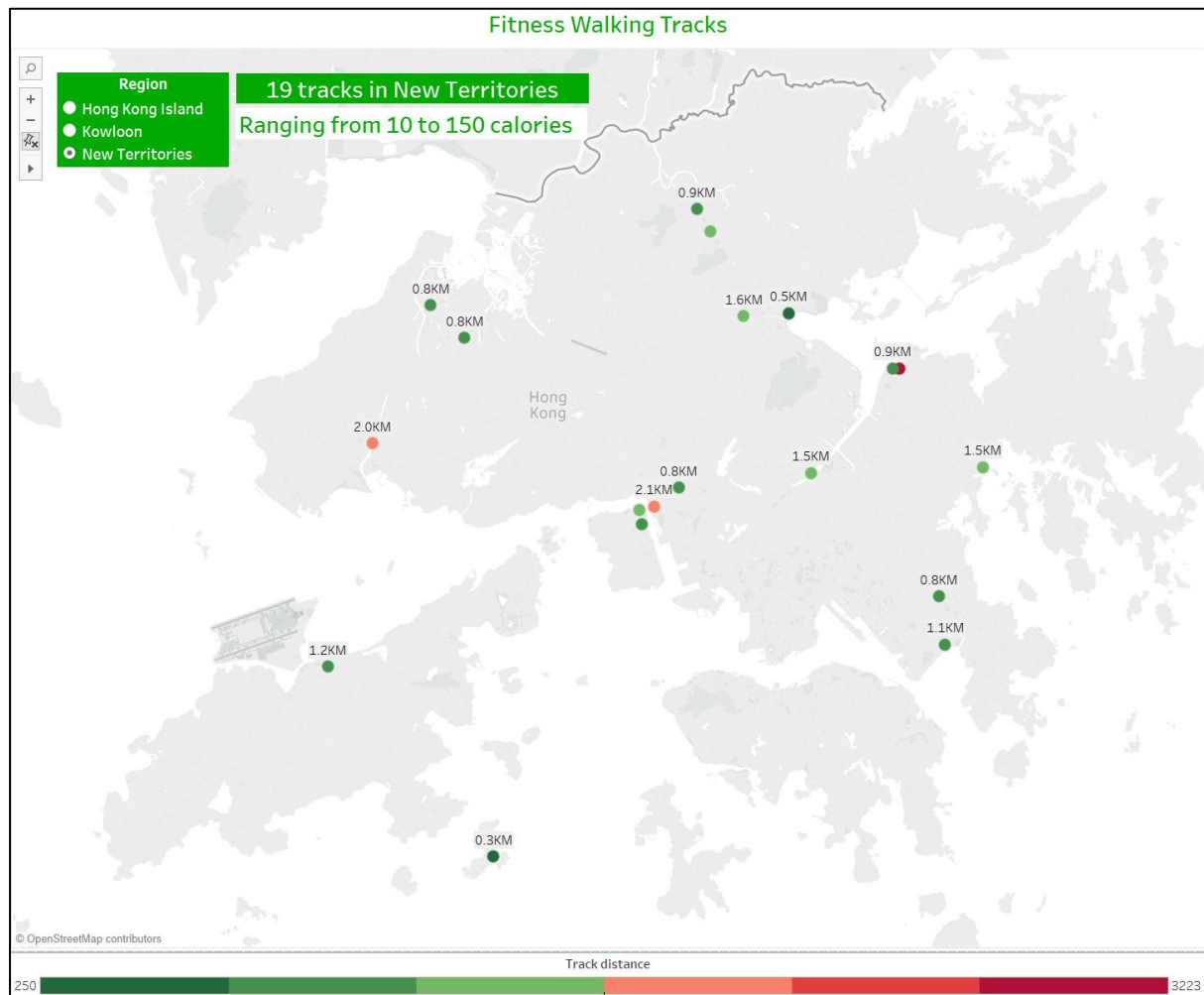
Tableau.....	2
Exercise – HK fitness tracks.....	2
Exercise – Kickstarter	2
Exercise – music sales	3
Exercise – US university	3

Tableau

Exercise – HK fitness tracks

Use `fitness.csv`. Create a Dashboard to show the following:

- A map of all 34 walking tracks
- A color legend for track length
- A region filter without option “all”
- Text showing the number of tracks in the selected region
- Text showing the minimum and maximum calories consumption in the selected region



Exercise – Kickstarter

Use “kickstarter.xlsx”, create a **Tableau Dashboard** that includes four visualizations (tables and/or charts). You are suggested to illustrate some of the following inquiries:

- What kind(s) of project is more likely to be successful?
- Would it make a big difference if a project is a staff pick?
- What is the success ratio of projects across locations & categories?
- Is there any (monthly, quarterly) seasonal effect impacting the project success?
- What is the distribution of project durations in days?
- What are the top projects that have received the highest average funding per backer?

7. Who are the top creators of projects (e.g., by number of projects created, total funding received, etc)?
8. Any other information that you consider meaningful.

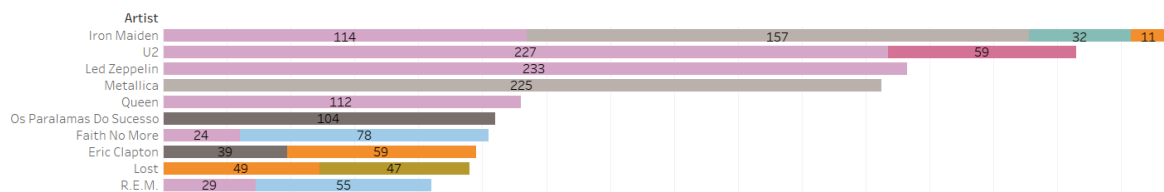
See detailed description of each column below:

- **Name:** Project title
- **Blurb:** Short description of the project
- **Goal:** Total funding (in USD) the project creator hopes to receive
- **Pledged:** Total funding (in USD) already received
- **Status:** Current status of the project: successful, failed, cancelled, live.
- **Launch Date:** Start date and time of the project
- **Deadline:** End date and time of the project
- **Staff Pick:** Whether this project is recommended on the homepage: TRUE, FALSE
- **Backers:** Total number of people who have funded the project
- **Creator:** Page link of the project creator
- **City:** Location of the creator
- **State:** Location of the creator
- **Category:** Category of the project, e.g., music, food, games
- **Subcategory:** Subcategory of the project, e.g., software, academic, comedy
- **URLs:** Page link of the project, format is json

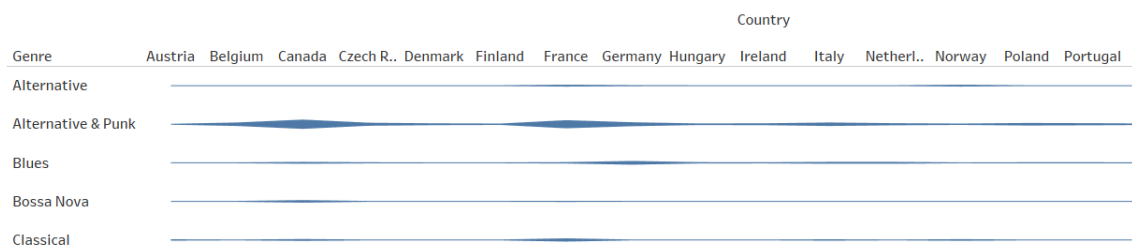
Exercise – music sales

Use **Music Sales.xlsx**. Illustrate the following information:

1. Show the top artists by Quantity and a breakdown by Genre.



2. Show demand by Country and by Genre. The size of line is determined by the number of sales.



Exercise – US University

Use **US University Info.xlsx**. This is an open exercise.