**PROJECT Communicate data findings GoBike**

**Why this project?**

Data visualization is an important skill that is used in many parts of the data analysis process. **Exploratory** data visualization generally occurs during and after the data wrangling process, and is the main method that you will use to understand the patterns and relationships present in your data. This understanding will help you approach any statistical analyses and will help you build conclusions and findings. This process might also illuminate additional data cleaning tasks to be performed. **Explanatory** data visualization techniques are used after generating your findings, and are used to help communicate your results to others. Understanding design considerations will make sure that your message is clear and effective. In addition to being a good producer of visualizations, going through this project will also help you be a good consumer of visualizations that are presented to you by others.

**What will I learn?**

After completing this project, you will be able to:

* Supplement statistics with visualizations to build understanding of data.
* Choose appropriate plots, limits, transformations, and aesthetics to explore a dataset, allowing you to understand distributions of variables and relationships between features.
* Use design principles to create effective visualizations for communicating findings to an audience.

This project is divided into two major parts.

* In the first part, you will conduct an **exploratory** data analysis on a dataset of your choosing. You will use Python data science and data visualization libraries to explore the dataset’s variables and understand the data’s structure, oddities, patterns and relationships. The analysis in this part should be structured, going from simple univariate relationships up through multivariate relationships, but it does not need to be clean or perfect. There is no one single answer that needs to come out of a given dataset. This part of the project is your opportunity to ask questions of the data and make your own discoveries. It’s important to keep in mind that sometimes exploration can lead to dead ends, and that it can take multiple steps to dig down to what you’re truly looking for. Be patient with your steps, document your work carefully, and be thorough in the perspective that you choose to take with your dataset.
* In the second part, you will take your main findings from your exploration and convey them to others through an **explanatory** analysis. To this end, you will create a slide deck that leverages polished, explanatory visualizations to communicate your results. This part of the project should make heavy use of the first part of the project. Select one or two major paths in your exploration, choose relevant visualizations along that path, and then polish them to construct a story for your readers to understand what you found.

## Step 1.1: Choose your Dataset

First, you will choose a dataset from the Dataset Options.

Download the Dataset Options file for full details & descriptions from the Resources Tab.

1. Click on Resources in the leftmost panel of your classroom
2. Click the File Name to start download - Dataset Options

* [Ford GoBike System Data](https://www.google.com/url?q=https://www.fordgobike.com/system-data&sa=D&ust=1554486256012000)
* [Flights](https://www.google.com/url?q=http://stat-computing.org/dataexpo/2009/the-data.html&sa=D&ust=1554486256017000)
* [Loan Data from Prosper](https://www.google.com/url?q=https://s3.amazonaws.com/udacity-hosted-downloads/ud651/prosperLoanData.csv&sa=D&ust=1554486256021000) with [Prosper Data Dictionary to Explain Dataset's Variables](https://www.google.com/url?q=https://docs.google.com/spreadsheet/ccc?key%3D0AllIqIyvWZdadDd5NTlqZ1pBMHlsUjdrOTZHaVBuSlE%26usp%3Dsharing&sa=D&ust=1554486256024000)
* [PISA Data](https://www.google.com/url?q=https://s3.amazonaws.com/udacity-hosted-downloads/ud507/pisa2012.csv.zip&sa=D&ust=1554482573645000) with [PISA Data Dictionary to Explain Dataset's Variables](https://www.google.com/url?q=https://s3.amazonaws.com/udacity-hosted-downloads/ud507/pisadict2012.csv&sa=D&ust=1554482573645000)

Or select your own dataset! See guidelines in the Dataset Options download in the Resources tab on whether or not a dataset will be appropriate for use in this project Remember that finding and cleaning your own data set could take significant time and effort!

A Google Doc download option with identical info is available below as well, if you prefer it. This is not accessible on all networks. [Google Doc Download](https://docs.google.com/document/d/e/2PACX-1vQmkX4iOT6Rcrin42vslquX2_wQCjIa_hbwD0xmxrERPSOJYDtpNc_3wwK_p9_KpOsfA6QVyEHdxxq7/pub?embedded=True)

## Step 1.2: Explore Your Data

It’s time to get to the interesting bits. Explore your data and document your findings in a report.

* The report should briefly introduce the dataset,
* then systematically walk through the points of exploration that you conducted. You should have headers and text that organize your thoughts and findings.
* Visualizations in this part of the project need not be completely polished: this is just your own exploration at this point. However, you should still make sure that you adhere to principles of using appropriate plot types and encodings so that accurate conclusions can be drawn, and that you have enough comments and labeling so that when you return to your work, you can quickly grasp your analysis steps.

If you use a Jupyter Notebook for this step of the project, don’t forget to export the notebook as an html file for the project submission.

## Step 2.1: Document your Story

At the end of your exploration, you probably have a bunch of things that you’ve discovered. Now it’s time to organize your findings and select a story that you will convey to others. In your readme document, you should:

* summarize your main findings and
* reflect on the steps you took in your data exploration.
* You should also lay out the key insights that you want to convey in your explanatory report as well as any changes to visualizations, or note new visualizations that will be created to bridge between your insights.

## Step 2.2: Create your Slide Deck

Follow the plans you laid out in the previous step and create a slide deck with explanatory data visualizations to tell a story about the data you explored. You can start with code that you used in your exploration, but you should make sure that the code is revised so that your plots are polished. Make sure that you also pay attention to aspects of design integrity in your revisions.

## Step 2.3: (Optional) Get Feedback

Though not required, it is highly recommended that you try to get feedback from at least one person before you submit your project. By sharing your work with others, you can get input from a different perspective that catches things that you may have originally missed. Share your slide deck with someone in person and have them provide live feedback on what they get from your slide deck. Alternatively, you can also share your work with your fellow students. Post a message in a student community channel for this project with a link to your project and ask for feedback. Be sure to keep an eye out for others who are also seeking feedback and return the favor!

You might need to ask specific questions to prompt your reader. The following questions might be good starters; be sure to follow up or come up with your own questions:

* What do you notice about each visualization?
* What questions do you have about the data?
* What relationships do you notice?
* What do you think is the main takeaway from the slide deck?
* Is there anything that you don’t understand from the plots?

If you get feedback from others, then add their feedback to your readme document. Note what changes you make to your slide deck and designs based on that feedback. You can also include feedback from your reviewer as part of this revision process.

## Step 2.4: Review and Submit the Project

There’s one last thing to do before you submit your project. You should closely read the [project rubric](https://review.udacity.com/#!/projects/8ff9475b-3d6b-4c5b-9593-96794db62987/rubric), which your reviewer will use to evaluate your work. Perform a self-review to assess the quality of your work. If there is any rubric point on which you don’t feel confident, then go back and make improvements before submitting your project for review. In fact, it’s a good idea to look at the[*project rubric*](https://review.udacity.com/#!/projects/8ff9475b-3d6b-4c5b-9593-96794db62987/rubric)now, before you get started. This way, you have a clear idea of what points to aim for as you go through the project steps.

#### **Supporting Materials**

[**Dataset for Communicate Data Findings Project**](https://video.udacity-data.com/topher/2019/April/5ca78b26_dataset-project-communicate-data-findings/dataset-project-communicate-data-findings.pdf)

To help you get rolling with the project, we’ve provided two .zip folders.

[**Project Template**](https://s3.amazonaws.com/video.udacity-data.com/topher/2018/April/5ac6ccef_communicate-data-project-template/communicate-data-project-template.zip)

This archive contains four files that will help you get organized with your project.

* **readme.md** - This Markdown file contains sections that you should fill out as you select your dataset, complete your exploration, and plan your explanatory analysis. You can open up markdown files using any plain text editor: the format is meant to allow for good readability both as plain text and rendered as HTML. If you need a primer for Markdown syntax, you can find the documentation on the original Markdown specifications [here](https://daringfireball.net/projects/markdown/syntax).
* **exploration\_template.ipynb** - This Jupyter Notebook contains section templates to help you organize your exploration, starting from loading in the data, working through univariate visualizations, and ending with bivariate and multivariate exploration. At the end of each section, there are questions to help you summarize your findings.
* **slide\_deck\_template.ipynb** - This Jupyter Notebook contains starter cells to help you organize your slide deck deliverable. These cells provide an example of how the slide deck should be organized, including pre-set slideshow settings.
* **output\_toggle.tpl** - This template file can be used with nbconvert to export your slide deck. This adds extra functionality to the slide deck by hiding the code to start, only making it visible if the reader clicks on the output (which should mostly be visualizations in the case of this project). This template file was taken from [this page](https://github.com/damianavila/blog/blob/master/posts/hide-the-input-cells-from-your-ipython-slides.ipynb), written by one of the contributors to the nbconvert project.

The Markdown and Jupyter notebook files have quoted sections with tips on how to use the templates. If you make use of these templates, make sure that you remove these quoted sections before you export and submit your project!

[**Example Project**](https://s3.amazonaws.com/video.udacity-data.com/topher/2018/August/5b7de78c_communicate-data-example-project/communicate-data-example-project.zip)

This archive contains seven files that serve as an example of what a final project submission could look like. This example project was built using the project template files, and using the diamond price dataset that was incorporated in the course associated with this project. You cannot use this diamonds dataset to complete your project. It is recommended that you take some time to look over the example project to get a sense for what you will need to do in your own analysis. To view the slide deck, you will need to use the expression (all one line):

*jupyter nbconvert Example\_Project\_Diamonds\_Part2.ipynb --to slides --post serve --template output\_toggle*

from the terminal or command line, rather than just opening up the associated html file directly.

**Submission**

If you're ready to submit your project, make sure that you collect the following files in a .zip file:

1. A report with your **exploratory** data analysis, in PDF or HTML format. If you used a Jupyter Notebook to conduct your analysis, you should also include the original .ipynb file in your submission. If you did not, you should include the code you used in your exploration as .pyscripts.
2. A slide deck presentation with your **explanatory** analysis, in PDF or HTML format. If you used a Jupyter Notebook, include the original .ipynb file with your submission and any template file used to render the slide deck.
3. A **readme** document, in plain text, Markdown, or PDF format, including the following information:

* Which dataset you chose. If not part of Udacity's dataset options, document the source of your data.
* Main findings from the exploratory data analysis, and how you chose the results to put in your explanatory analysis.
* If you obtained feedback from others for your explanatory designs, document them here.
* List of resources used during the creation of the project. This includes web sites, books, forums, blog posts, and GitHub repositories.

1. If you chose a dataset that is **not** in the [Dataset Options](https://docs.google.com/document/d/e/2PACX-1vQmkX4iOT6Rcrin42vslquX2_wQCjIa_hbwD0xmxrERPSOJYDtpNc_3wwK_p9_KpOsfA6QVyEHdxxq7/pub?embedded=True) document, include the **dataset** used to perform the analyses. If the dataset is too large, then make sure the readme documents where the data can be found so that the reviewer can check your work as needed.