

## Story Telling Tableau

- Links (first version)

<https://public.tableau.com/profile/fan.fei#!/vizhome/University-TableauProject/Story1?publish=yeshttps:%2F%2Fpublic.tableau.com%2Fprofile%2Ffan.fei#!/%2Fvizhome%2FUniversity-TableauProject%2FStory1%3Fpublish=yes>

Due to the tableau public server error, I cannot save the final version, so I will specify which part will be changed based on the first version in the feedback part.

- Summary

This project is about the U.S. university applications. In terms of university size, admission rate, and costs, which are concerns for most applicants, this project will take a deeper look for applicants.

- Design

The original dataset has more than 100 columns data related to university applications. I selected university enrollment, admission number/application number, and costs/tuitions to develop a detailed visualization to give applicants some brief information. Also, if they are in a specific state/region or they have any preference on university size and total costs, they can use filters in the visualization to get a clearer picture.

First dashboard is about total enrollment (size) of each university across U.S. Starting from how many universities within a region to total enrollments in a state, and finally show the size of each university on the U.S. map.

The second is to show total applications and total admissions in each state, and then calculate the overall admission rate for a state.

The third dashboard is to show two comparisons on costs, total costs for in-state and out-of-state students as well as the increase in tuitions from Year 2010-11 to Year 2013-14.

- Feedback

I sent the first version to my friends who are using Tableau for daily work to review. They made good suggestions as listed below:

1. General: State abbreviation - please use abbreviation instead of full state names; suggest to enlarge the font of narratives and make it brief
2. 1st dashboard: The region groups (e.g.Southeast, middle east. etc.): the grouping can be listed as legend, and the axis can simply be labeled with region names w/o states
3. 1st dashboard: Suggest to use "size" instead of "color" to represent enrollment on the map visual. If color/size is used, suggest to add the color/size legend to the side so that the audience know what it means
4. 2nd dashboard: suggest to default at top 5 states (use topN filter) instead of default at only California
5. 3rd dashboard: consider using more meaningful worksheet titles such as "in state total price vs out-of-state total price" and "201-11 tuition vs 2013-14 tuition"

Since I HAVE TRIED MANY TIMES to save a final version based on the feedback while the Tableau Public has an inconsistent server. I decided to write my final version changes based on the feedback with reasons.

1. General – I renamed the dataset ‘State Abbreviation’ to “State”. I did not change all the data to abbreviation firstly considering people may not know all states abbreviations and second that would cost time and the data may not be able to reflected and saved in the final version (which is true).
2. 1<sup>st</sup> dashboard – I removed the region groups worksheet since it does not include much useful info. I also changed the mark of the total enrollment from ‘color’ to ‘size’ based on the feedback.

3. 2<sup>nd</sup> dashboard – the reason that the reviewer can only see one state California is because I set up to use the filter applied to all the sheets. You can change the “State” filter to show all states. Also, you can change the ‘Admission Rate” filter to choose the range you prefer.
4. 3<sup>rd</sup> dashboard – I changed the worksheet title to
  - "Total Price
  - In-state vs. Out-of-state " and
  - "Tuition and Fees
  - 2010-11 vs. 2013-14 " based on the feedback.
  - Resource

Data from Tableau Resources – Sample Data – Education – American University Data

<https://public.tableau.com/en-us/s/resources>