**Activity: Design a bar graph that tells a story in Tableau Public**

**Activity Overview**



In this activity, you will design a professional and accessible bar graph data visualization in Tableau Public. Your bar graph will share a story and will help a business manager make a data-driven decision for their business needs.

The structure of this activity is designed to emulate the proposals you will likely be assigned in your career as a data professional. Completing this activity will help prepare you for those career moments.

Be sure to complete this activity before moving on. At the end of this activity, you will be provided 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 step-by-step instructions.

Imagine you are a data professional consulting for the transportation department in Seoul, South Korea. Your client contact is the director of the department. For your next project, the director asks you to analyze the rented bicycle data they've gathered in 2018 in order to learn the best time of day to have their maintenance teams repair bikes. The director wants the maintenance work to occur during lower traffic times, when bicycle rental numbers are minimal, but still during standard working hours (8 a.m. to 5 p.m).

Your task is to use Tableau to design a data visualization that illustrates the low-traffic times of standard workdays in order to remove bicycles from circulation for maintenance. The director wants the visualization to include gradients of orange to represent the company colors. Be sure your data visualization is clear, accessible, and ethical.

**Step-By-Step Instructions**



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

Step1-Access the data:  
The following supporting materials will help you complete this activity. Keep them open as you proceed to the next steps.

To use the supporting materials for this course item, click the following link and select *Use Template*.

Link to supporting materials: [Seoul bicycle rental dataset](https://docs.google.com/spreadsheets/d/1t0tOZJrhQihibYFnJ6lF2baXfDYrU-A4HvWqNrgMUtE/template/preview?resourcekey=0-1Ox-ENKPQN5-dVjFXq5P5Q#gid=2106842449)

OR

If you don’t have a Google account, you can download the supporting materials directly from the following attachment.

[Seoul bicycle rental dataset](https://d3c33hcgiwev3.cloudfront.net/_JqBwOEaS_a37dYNVftzmw_0b1c1cafa639423e9342b5f2640999f1_Seoul-bicycle-rental-dataset.xlsx?Expires=1731024000&Signature=CDtmBEhAOx6kIe9QWMdfZ1GAJoAtRt4nUiqfbzPLlzxQYgR14VUMrNoFidw85KkpuPcs6CBvo09-8yIrSVqizt~jFB9q4ZU4GSiigLVC-CuJsopX2J3B7KyDawunAa3zXRjjLkMvEfg5AD9JKFyG1sixdBjyXvFwnM5e1jsdcoI_&Key-Pair-Id=APKAJLTNE6QMUY6HBC5A" \t "_blank)

[XLSX File](https://d3c33hcgiwev3.cloudfront.net/_JqBwOEaS_a37dYNVftzmw_0b1c1cafa639423e9342b5f2640999f1_Seoul-bicycle-rental-dataset.xlsx?Expires=1731024000&Signature=CDtmBEhAOx6kIe9QWMdfZ1GAJoAtRt4nUiqfbzPLlzxQYgR14VUMrNoFidw85KkpuPcs6CBvo09-8yIrSVqizt~jFB9q4ZU4GSiigLVC-CuJsopX2J3B7KyDawunAa3zXRjjLkMvEfg5AD9JKFyG1sixdBjyXvFwnM5e1jsdcoI_&Key-Pair-Id=APKAJLTNE6QMUY6HBC5A" \t "_blank)