CSCI E-79
Spring 2019

Week 3 Topic: Visualizing with Tools

Movies Database

Context

In this topic you will work with Tableau, creating a dashboard composed of different visualizations. Tableau is a great tool for data exploration and visualization, and allows analyzing and visualizing data in many different levels.

Data

What can we say about the success of a movie before it is released? Given that major films costing over $100 million to produce can still flop, this question is more important than ever to the industry. Film aficionados might have different interests. Can we predict which films will be highly rated, whether or not they are a commercial success?

This link here is a great place to start digging into those questions, with data on the plot, cast, crew, budget, and revenues of several thousand movies.

The User

The user is a general person who doesn't know anything about the topic or the data. The dashboard should be structured as a layered narration, from the general topic to a specific detail observation. In doing this topic consider the idea of macro and micro readings. It means that the user should be able to read the visualization at two different levels. The first one is a quick and general understanding of the data, while the second one is a deeper and more accurate reading to provide a more specific understanding of the information.

Given this task, the user should be able to have a quick and general understanding of the data, but also be able to understand more specific information after following the visual the narrative.

The Goal

The purpose of this topic is to create a dashboard with Tableau composed of three different visualizations (worksheets), a title, and a legend. The first visualization should serve as an overview or a main narrative where you can quickly observe the overall storytelling.

Hint (inspiration): here

The Task

1. Import your dataset and adjust your data, check if the typologies assigned by Tableau are correct.
2. Once your data is imported and checked, create at least three worksheets with a visualization for each one.
3. The first visualization should serve as a dataset overview.
4. The second and third worksheet will contain other two visualizations, with more specific observations about the data.
5. The final step is the creation of a dashboard using the specific dashboard panel. As you can see in the lab 3 tutorial, you can drag and drop worksheets in the dashboard, resize, and position them.
6. Create a legend that contains all the visual elements used in the different visualization. The single visualizations should be consistent in style and visual variables used.
7. Add texts or other elements if needed.
8. Once your work is done export the dashboard as a JPG. If you are working with Tableau Public take a screenshot of your screen. The advantage of working with Tableau Desktop is that you can export a raster (JPG) or vector (SVG) images. Once exported, vector image could be further manipulated in Illustrator.