



CREATE A TABLEAU STORY

SUMMARY

This Udacity project utilizes Tableau to create a data visualization that tells a story. The tableau story uses baseball data from the following source:

https://s3.amazonaws.com/udacity-hosted-downloads/ud507/baseball_data.csv. It addresses factors that may affect players' performance. The objective of the visualization is to answer the question, "Do height, weight, and handedness play a role in home runs and batting average?"

There are 2 visualizations in this project:

- Initial Story:
<https://public.tableau.com/profile/helen.luu#!/vizhome/UdacityCreateaTableauStory/Baseballperformance>
- Final Story:
https://public.tableau.com/profile/helen.luu#!/vizhome/UdacityDataVisualizationProjectFinal_0/Baseballperformance

DESIGN

Creating a story requires a format that's engaging and visually appealing. I wanted to make sure there was a beginning, middle and end. The audience needs to be able follow the story, and my intention was to make sure that anyone can understand the data.

For visual aid, I created different types of charts: scatter plot, histogram, and box-and-whisker plot. These charts supplement my findings but also allow readers to hover over the data.

The following are insights from the charts:

- Height and weight affect baseball avg.
- Height and weight affect home runs
- Cannot definitely determine the role that handedness plays in baseball performance due to an uneven number of right vs left handers.

FEEDBACK

According to a friend, the dashboard at the end of the story was visually confusing with the order of the charts. The batting average and home run charts were aligned vertically instead of horizontally. For the final iteration of the story, I rearranged the columns according to my friend's feedback.

FUTURE ANALYSIS

For future analysis, I'd investigate additional baseball statistics. It would be interesting to see the effect of physical attributes on RBI and ERA. Another area of analysis could be year over year performance of these players to see the percentage of improved players.

RESOURCES

<https://public.tableau.com/en-us/s/blog/2013/11/new-box-and-whisker-plot>
https://onlinehelp.tableau.com/current/pro/desktop/en-us/calculations_bins.html