

Data Disaster



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Welcome



The UNSW Financial Technology Society is happy to announce the commencement of the 2021 Tableau case competition! Whether you are a first timer or an experienced participant, we are excited to have you competing in this event. In particular, this case competition provides an exciting opportunity to develop your data analytics skills and gain a better understanding of Tableau, the market leading choice for modern business intelligence. We hope that you are able to apply your classroom knowledge to the elaborate problem and challenge yourself in a unique way. We hope you enjoy the problem and take away valuable insights from this case competition!

Best of luck,
UNSW Financial Technology Society

About Tableau



Tableau helps people and organizations become more data-driven with the most beloved modern analytics platform in the world.

As the market-leading choice for modern business intelligence, the Tableau platform is known for taking any kind of data from almost any system, and turning it into actionable insights with speed and ease. It's as simple as dragging and dropping. Plus, our industry-leading enablement resources, training, and global data community offer unparalleled support for our customers and their analytics investments. And on our mission to help people see and understand data, we go beyond our technology to ensure customer success by helping people build a data culture.

Audi, Bank of America, Amazon, Burger King, EY, and Kimberly-Clark Corporation are few of the top companies using Tableau. – Tableau

Key Dates & Structure



- Slides submission **5th September @ 12am**
 - Slide deck submission in a PDF or PPT format and modified CSV file.
- Finalists notified **9th September**
- Finals **13th September @ 6pm**
 - The finals will be held over Zoom, starting at 6pm. There will be 10 minutes of presentation, followed by 10 minutes of Q&A. You will be expected to present your Excel and Tableau file.

Case Brief - The Titanic



You are part of a small team working for major shipbuilders around the world. They want to learn more about the Titanic disaster, specifically the survivors. They've given you a large but messy dataset. It's your job to clean this data disaster and achieve their following objective:

Who Survived the Titanic?

Based on the provided dataset, we want to learn more about the survivors of the Titanic. We want to investigate intriguing questions like what ages survived best. To help guide you with your analysis, we have provided you with some questions you may want to answer:

- Do families survive?
- Who is more likely to survive, 3rd class female or 1st class male?
- What is the single most important factor affecting someone's survival?
- Is there any alphabetical name discrimination (e.g. does a person whose surname starting with "A" have a higher survival rate than surnames starting with "Z"?)

Feel free to also answer your own questions if you find something insightful or interesting. However for all questions, you must be able to answer questions on **HOW** you arrived at your final insights. Be prepared to describe your process/methodology.

Your managers request these insights to be delivered in the form of a presentation. You are free to use whatever tools like **EXCEL** to analyse the data and draw insights. **HOWEVER**, you **MUST** use Tableau to visualise these results in the final presentation.

Data Description



- **Data List**

1. PassengerId - Unique Identifier
2. Survival - Survival (0 = No; 1 = Yes)
3. Pclass - Passenger Class (1 = 1st; 2 = 2nd; 3 = 3rd)
4. Name - Name
5. Sex - Sex
6. Age - Age
7. Sibsp - Number of Siblings/Spouses Aboard
8. Parch - Number of Parents/Children Aboard
9. Ticket - Ticket Number
10. Fare - Passenger Fare
11. Cabin - Cabin
12. Embarked - Port of Embarkation
(C = Cherbourg; Q = Queenstown; S = Southampton)



Getting Started with Tableau

Downloading and installing Tableau

- Tableau has hosted two workshops to get you started with data cleaning and visualisation.

Workshop 1

- How Tableau interprets a new dataset
- Preparing data for analysis in Tableau
- Understand and execute unions, joins and pivoting columns to rows

Workshop 2

- Building charts, dashboards and a story using Tableau
- Learn dataviz design tips for effective visual communication and storytelling
- Work on a real-world dataset and create a project you can share online



Evaluation Criteria

Methodology: Does the team have an appropriate methodology for data analysis. Do they appropriately clean data, deal with missing entries etc.

Presentation: Does the team present their slide deck smoothly and effectively? Do the visuals complement the oral presentation?

Use of Tableau: Is the team able to effectively use Tableau to analyse and present data in a easily understood and appropriate format?

Q&A: Ability to justify their methodology and visualisations in front of the judging panel, demonstrating high competence in understanding the data set provided



Submissions

Submit your slides, Tableau Workbook and data analysis through this [form](#) by 5th September @ 11:59pm.

Submissions should be in the ZIP format and must contain:

- Slides in PDF format
- Tableau Workbook in TWB format with working links to Data Sources
- Data Sources in CSV or XLSX format

Please name your submission as Team_Name.zip, e.g. Pershing_Square.zip

Multiple submissions per team are allowed, however only the LAST will be assessed.

Good Luck!

Email us if you have any questions, via unswfintechsoc@gmail.com and please make sure that you submit your slide deck before the deadline

