

Instructions:

Evaluate the homework against the outlined criteria in the below rubric, assigning a rating to each criterion. Add points earned across all criteria and convert the total points to a letter grade, assigning a “+” or “-” letter grade designation at your discretion.

A (+/-)	70+	C (+/-)	30-49	F (+/-)	<10
B (+/-)	50-69	D (+/-)	10-29		

Notes:

The deployed assignment utilizes **Tableau** to complete a number of visualizations as well as providing an analysis explaining any phenomenon uncovered by these visualizations.

Rubric for Citi Bikes Analytics:

	Mastery 20 points	Approaching Mastery 15 points	Progressing 10 points	Emerging 5-0 points	Incomplete
Discovered Phenomenon Visualizations	The submitted Tableau workbook includes all of the following: <ul style="list-style-type: none"> ✓ 4-10 total visualizations ✓ A total of 2 dashboards (1 for each phenomenon) ✓ Data is cleaned (i.e. No outliers or bad data) ✓ Visualizations can logically be used to discover the solved phenomenon (i.e. they are not just random visualizations) 	The submitted Tableau workbook includes 3 of the following: <ul style="list-style-type: none"> ✓ 4-10 total visualizations ✓ A total of 2 dashboards (1 for each phenomenon) ✓ Data is cleaned (i.e. No outliers or bad data) ✓ Visualizations can logically be used to discover the solved phenomenon (i.e. they are not just random visualizations) 	The submitted Tableau workbook includes 2 of the following: <ul style="list-style-type: none"> ✓ 4-10 total visualizations ✓ A total of 2 dashboards (1 for each phenomenon) ✓ Data is cleaned (i.e. No outliers or bad data) ✓ Visualizations can logically be used to discover the solved phenomenon (i.e. they are not just random visualizations) 	The submitted Tableau workbook includes 0-1 of the following: <ul style="list-style-type: none"> ✓ 4-10 total visualizations ✓ A total of 2 dashboards (1 for each phenomenon) ✓ Data is cleaned (i.e. No outliers or bad data) ✓ Visualizations can logically be used to discover the solved phenomenon (i.e. they are not just random visualizations) <p style="text-align: center;">-OR-</p> <ul style="list-style-type: none"> ✓ Less than 4 total visualizations created. 	No submission was received -OR- Submission was empty or blank -OR- Submission contains evidence of academic dishonesty
City Official Requested Maps (Grade based on the map the	Basic: Visualization includes all of the following: <ul style="list-style-type: none"> ✓ Maps all bike stations ✓ Station markers indicate popularity in some way (color, size, 	Basic: Visualization includes 3 of the following: <ul style="list-style-type: none"> ✓ Maps all bike stations ✓ Station markers indicate popularity in some way (color, size, 	Basic: Visualization includes 2 of the following: <ul style="list-style-type: none"> ✓ Maps all bike stations ✓ Station markers indicate popularity in some way (color, size, 	Basic: Visualization includes 0-1 of the following: <ul style="list-style-type: none"> ✓ Maps all bike stations ✓ Station markers indicate popularity in some way (color, 	

student chose to make.)	etc.) ✓ Sections are marked by zip code ✓ A write-up on the trends that were discovered while making the map Advanced: Visualization includes all of the following: ✓ Maps all bike stations ✓ Station markers indicate popularity in some way (color, size, etc.) ✓ Ability to change marker data based on month and year ✓ Sections are marked by zip code ✓ A write-up on the trends that were discovered while making the map	etc.) ✓ Sections are marked by zip code ✓ A write-up on the trends that were discovered while making the map Advanced: Visualization includes 4 of the following: ✓ Maps all bike stations ✓ Station markers indicate popularity in some way (color, size, etc.) ✓ Ability to change marker data based on month and year ✓ Sections are marked by zip code ✓ A write-up on the trends that were discovered while making the map	etc.) ✓ Sections are marked by zip code ✓ A write-up on the trends that were discovered while making the map Advanced: Visualization includes 2-3 of the following: ✓ Maps all bike stations ✓ Station markers indicate popularity in some way (color, size, etc.) ✓ Ability to change marker data based on month and year ✓ Sections are marked by zip code ✓ A write-up on the trends that were discovered while making the map	size, etc.) ✓ Sections are marked by zip code ✓ A write-up on the trends that were discovered while making the map Advanced: Visualization includes 0-1 of the following: ✓ Maps all bike stations ✓ Station markers indicate popularity in some way (color, size, etc.) ✓ Ability to change marker data based on month and year ✓ Sections are marked by zip code ✓ A write-up on the trends that were discovered while making the map -OR- ✓ City official requested map doesn't exist	
Presentation	Presentation: The Tableau story includes all of the following: ✓ Phenomenon visualizations ✓ Phenomenon dashboards ✓ One of the city official's requested maps ✓ Arranged in a logical order (i.e. Visualizations for each phenomenon with each other, not all mixed up.)	Presentation: The Tableau story includes 3 of the following: ✓ Phenomenon visualizations ✓ Phenomenon dashboards ✓ One of the city official's requested maps ✓ Arranged in a logical order (i.e. Visualizations for each phenomenon with each other, not all mixed up.)	Presentation: The Tableau story includes 2 of the following: ✓ Phenomenon visualizations ✓ Phenomenon dashboards ✓ One of the city official's requested maps ✓ Arranged in a logical order (i.e. Visualizations for each phenomenon with each other, not all mixed up.)	Presentation: The Tableau story includes 0-1 of the following: ✓ Phenomenon visualizations ✓ Phenomenon dashboards ✓ One of the city official's requested maps ✓ Arranged in a logical order (i.e. Visualizations for each phenomenon with each other, not all mixed up.) -OR- ✓ Tableau story doesn't exist	
Analysis	Analysis The submitted analysis should include all of the following: ✓ Analysis on both uncovered phenomena, using the dashboards as a visual guide. ✓ Analysis on the chosen city	Analysis The submitted analysis should include 3 of the following: ✓ Analysis on both uncovered phenomena, using the dashboards as a visual guide. ✓ Analysis on the chosen city official	Analysis The submitted analysis should include 2 of the following: ✓ Analysis on both uncovered phenomena, using the dashboards as a visual guide. ✓ Analysis on the chosen city	Analysis The submitted analysis should include 0-1 of the following: ✓ Analysis on both uncovered phenomena, using the dashboards as a visual guide. ✓ Analysis on the chosen city	

	official requested map detailing any noticeable trends ✓ Both write-ups are logically sound ✓ Write-ups are written in a manner that a non-data scientist/analyst could understand.	requested map detailing any noticeable trends ✓ Both write-ups are logically sound ✓ Analyses are written in a manner that a non-data scientist/analyst could understand.	official requested map detailing any noticeable trends ✓ Both write-ups are logically sound ✓ Analyses are written in a manner that a non-data scientist/analyst could understand.	official requested map detailing any noticeable trends ✓ Both write-ups are logically sound ✓ Analyses are written in a manner that a non-data scientist/analyst could understand. -OR- ✓ Write-ups not submitted	
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