Julian Navarre
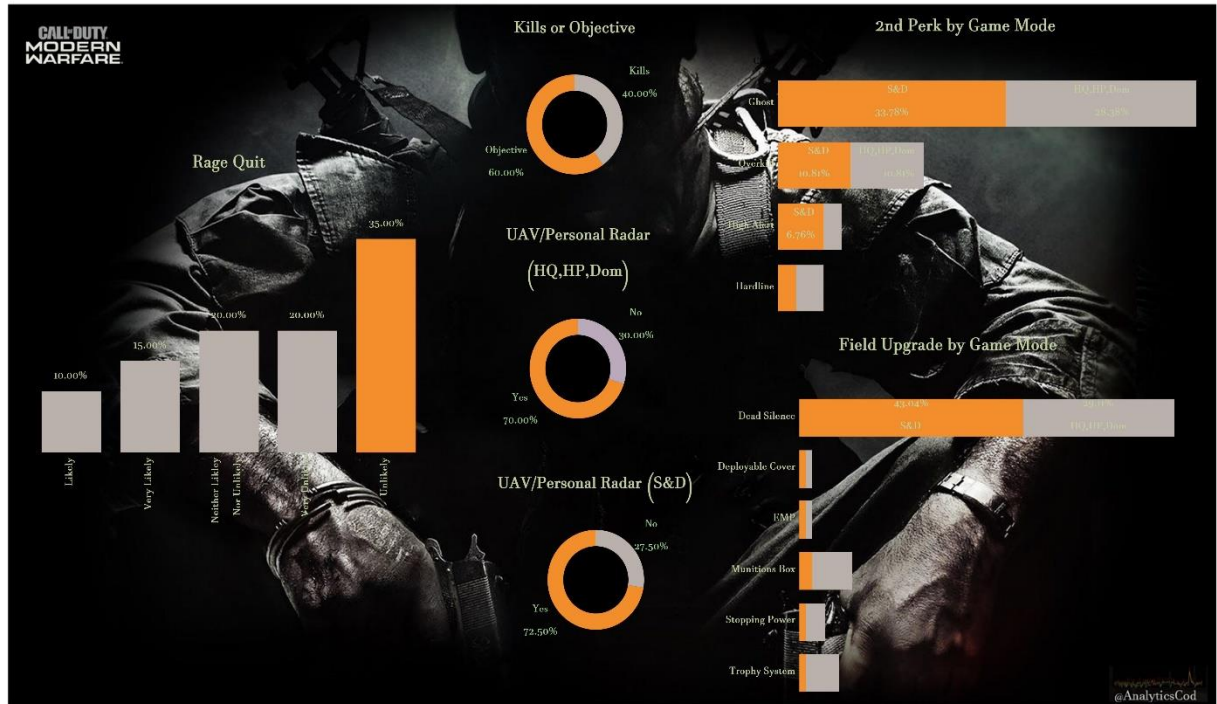Tableau Visualization Personal Project

Purpose

The purpose of this personal project was to further enhance my Tableau skills. During the winter break, I had planned on taking a random dataset and using it for practice in Tableau. One day while playing Modern Warfare, I questioned whether it was beneficial for players to use UAV or personal radar. Whenever I asked myself this question, the idea to create a survey and ask players for their input came to mind. Instead of working with a random dataset to practice my visualization skills, I decided that I could make this my project and work with something that I really find interesting. I originally created a Twitter (@AnalyticsCod) to ask random users who hash tagged #ModernWarfare to take my survey. While the survey was in progress, I thought it would also be a great idea to try SurveyMonkey and post the survey on Reddit. The pictures below show the questions that were asked, data visualizations created by Tableau, and the analysis of the data.
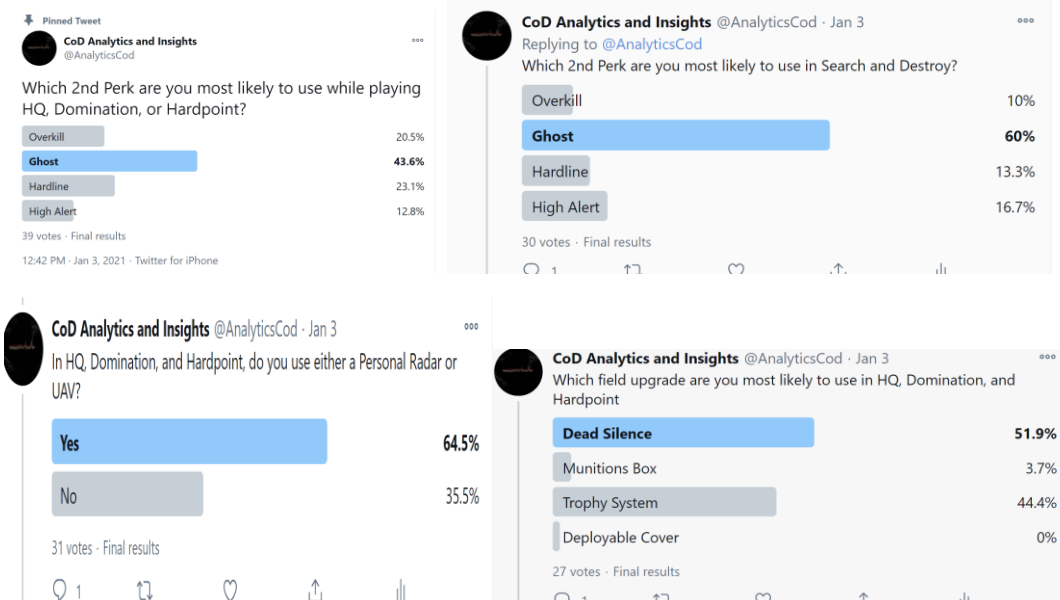
SurveyMonkey Questions and Dashboard

CoD Modern Warfare Survey

1. Which 2nd perk are you most likely to use while playing HQ, Domination, or Hardpoint?
   - Overkill, Ghost, Hardline, High Alert, Restock, Pointman
2. Which 2nd perk are you most likely to use while playing Search and Destroy?
   - Overkill, Ghost, Hardline, High Alert, Restock, Pointman
3. While playing HQ, Domination, and/or Hardpoint, do you typically use either a UAV or Personal Radar?
   - Yes, No
4. Which field upgrade are you most likely to use in HQ, Domination, and/or Hardpoint?
   - Dead Silence, Munitions Box, Trophy System, Deployable Cover, EMP drone, Stopping Power, Tactical Insertion
5. Which field upgrade are you most likely to use while playing Search and Destroy?
   - Dead Silence, Munitions Box, Trophy System, Deployable Cover, EMP drone
6. While playing Search and Destroy, do you use either a UAV or Personal Radar?
   - Yes, No
7. While playing HQ, Domination, and/or Hardpoint, is Advanced UAV a part of your killstreak rotation?
   - Yes, No
8. While playing HQ, Domination, and Hardpoint, do you typically play the Objective or go for Kills?
   - Objective, Kills
9. Whenever you are having a bad game and your K/D is negative, how likely are you to leave or timeout of the game?
   - Very likely, Likely, Neither Likely nor Unlikely, Unlikely, Very Unlikely
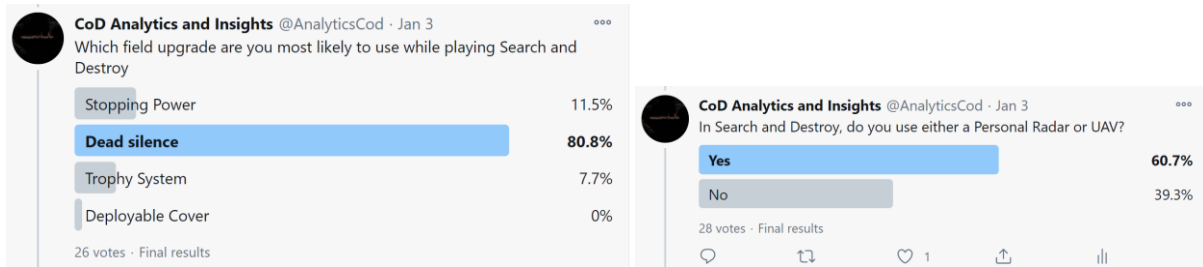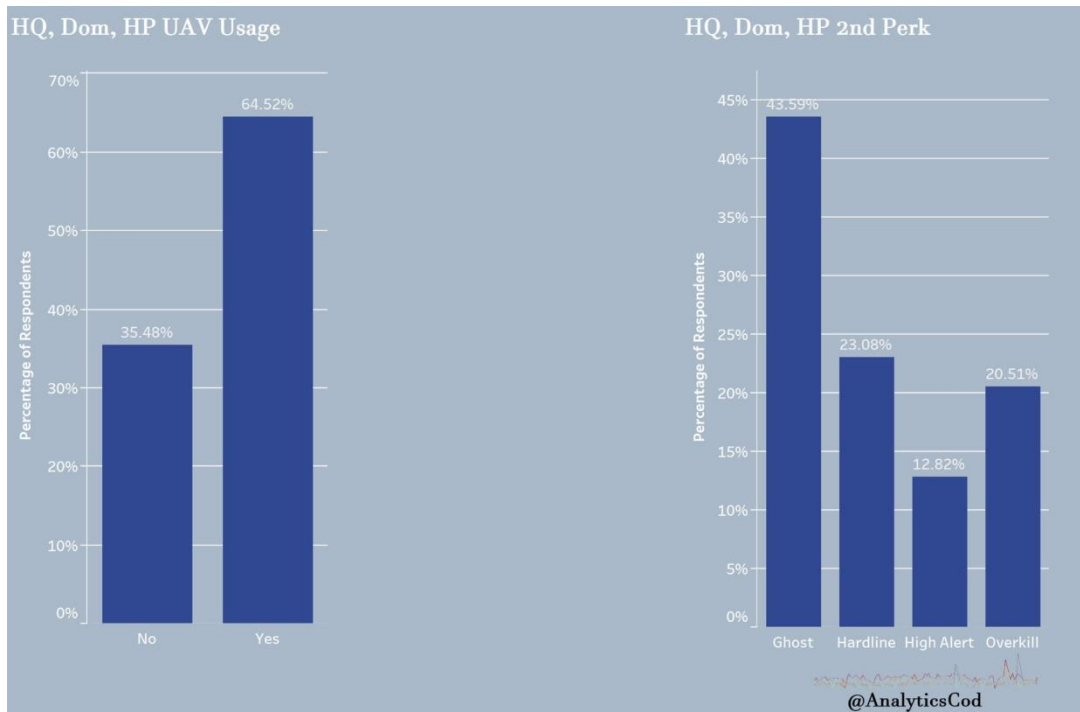
Tableau Dashboard (SurveyMonkey)
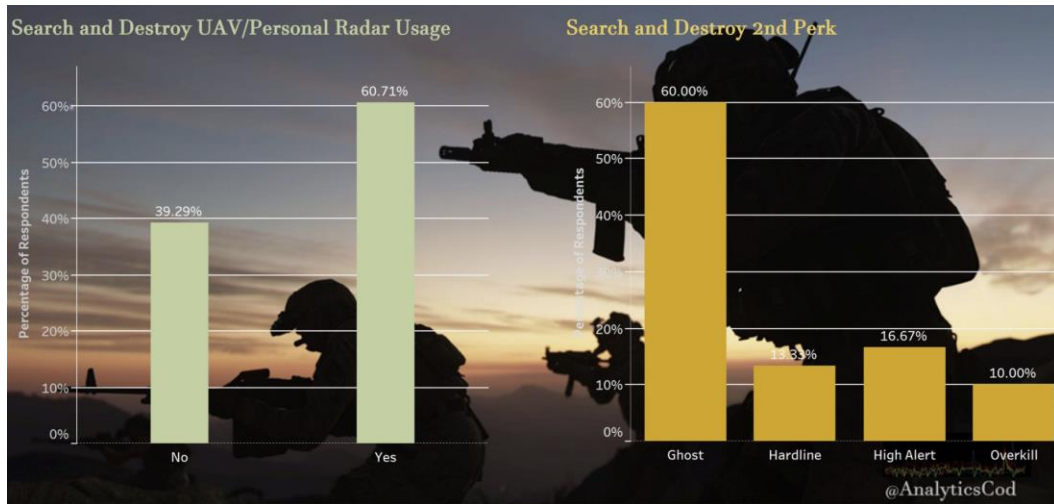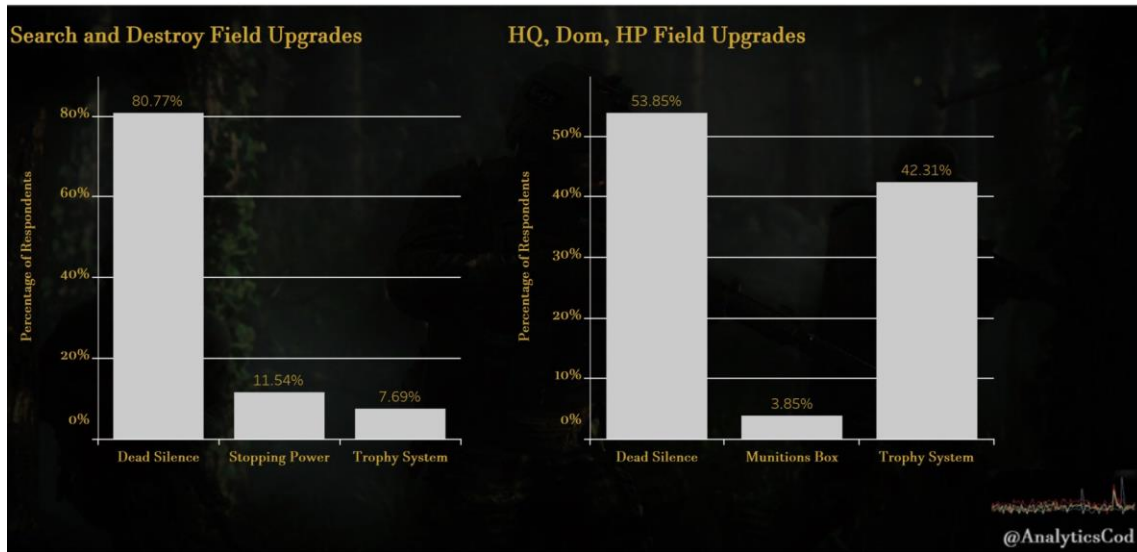

Twitter Survey

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Tableau Visualization Personal Project

CoD Analytics and Insights @AnalyticsCod · Jan 3
Which field upgrade are you most likely to use while playing Search and Destroy

Stopping Power	11.5%
Dead silence	80.8%
Trophy System	7.7%
Deployable Cover	0%

26 votes · Final results

CoD Analytics and Insights @AnalyticsCod · Jan 3
In Search and Destroy, do you use either a Personal Radar or UAV?

| Yes | 60.7% |
| No | 39.3% |

28 votes · Final results

Individual Data Visualizations (Twitter)

Twitter Analysis

CoD Analytics and Insights @AnalyticsCod · 22h

Thanks for your participation! This is what I created:

Considering that 60 percent of the 39 respondents use Ghost while playing S&D, it would not be very beneficial to use a UAV/PR to assist you while playing S&D.

CoD Analytics and Insights @AnalyticsCod · 22h

Contrary to S&D, less than half of the respondents use Ghost while playing HQ, Dom, and HP. Players would gain a slight advantage if they decided to use a UAV or Personal Radar.
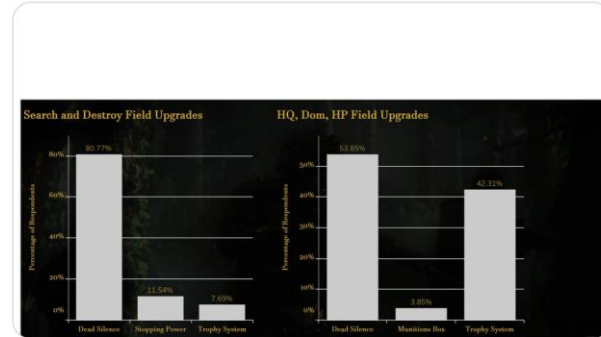
CoD Analytics and Insights @AnalyticsCod · 22h

Over 80 percent of players using DS as an upgrade during S&D was predictable however, I found that over 50 percent of players are using DS in HQ, Dom, and HP!

This is shocking considering that HQ, Dom, and HP are objective games where players have to capture and defend.

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CoD Analytics and Insights @AnalyticsCod · 22h

TS would benefit the teams however, that's depending on whether the majority of the team is playing for objective rather than kills.