

Data Visualisation Assignment 1 - 30%

Tableau Dashboard

Specification

You have been hired as a visualisation designer to design an effective dashboard providing insights into a dataset. As part of the visualisation process you will first explore the data and produce a dashboard useful for exploration, then you will set your editorial thinking and produce a dashboard with 3 insights from the data.

Marking scheme

1. Select a Dataset – 2%
2. Decide on an audience (user story) – 3%
3. Using Tableau Public, design a Dashboard that allows the exploration of the data - 8%
4. Using Tableau Public, design a Dashboard that shows three insights from the data -12%
5. Show evidence of previous iterations or alternatives and a reflection on the work done- 5%

What do you need to submit?

You will need to write a short report containing the following:

1. Data Visualisation Assignment 1, Name, ID, class code, part time/ full time, date.
2. Link to your selected Dataset and a short description.
3. Description of intended audience.
4. Data exploration: a short description of your process, a screenshot and a link to the Dashboard from Tableau Public (or include the twbx file attached).
5. 3 Insights from the data: a short description of your process, a screenshot and a link to the Dashboard from Tableau Public (or include the twbx file attached).
6. Paste screenshots of previous Iterations from Tableau Public.

When is it due?

Your report is due at midnight Sunday 12th March 2023.

Marking Rubric

Select a dataset – 2% Dataset

No explanation, no cleaning	0%
Minimum explanation, missing some detail, some cleaning	1%
Good explanation, all necessary details included, good cleaning if necessary	2%

Decide on an audience (user story) – 3% Story

Basic description of the context	1%
Good description of the context	2%
Excellent story with clear questions	3%

Using Tableau Public, design a Dashboard that allows the exploration of the data – 8% Exploration

No Exploration	0%
Some exploration, not everything examined or explained, limited data set, limited chart types	4%
All appropriate variables explored, clear presentation of where insights come from, and motivation for exploration, varied data set and choice of charts	8%

Using Tableau Public, design a Dashboard that shows at least three insights from the data -12% (4% each) Visualisations

Basic Visualisation, no special features, no interaction	1%
Good Visualisation, clear message, dashboard interaction	3%
Excellent visualisation, extra features, framing of question and appropriate focus	4%

Show previous iterations or alternatives - 5% Previous Iterations

No previous iterations	0%
Small changes from previous iterations based on simple chart change. Basic reflection.	2%
Evidence of exploratory work as well as refinement of selected charts. Good reflection on the work done.	5%