MGMT 59000 Visual Analytics, Fall 2024

Data Visualization Project

Part I. Topic Discovery

Due Date: 11:59 pm on Sep. 9th, 2024

In this project, you will investigate an important question and topic. To address your topic and question, you will create a story to inform a general audience using data visualization and narrative.

Working in groups, you will use **at least two data sources** and Tableau to develop your visualizations. Your final product will contain **at least six different graphs**. Your narrative and visualizations will inform your audience and motivate them to action.

The project consists of three parts:

   Part I – Topic Discovery (this update)

   Part II – Proposal

   Part III – Final Product and Class Presentation

Part I –Discovering Topic/Question

For this part of the project, please find a topic/question that you are excited about.

   Prepare **a 1-page (double-spaced) summary** of your topic.

- Please title your paper with a clear headline of the topic or question that you are investigating.
- Include a brief history and context of the topic. Please include why you picked this question or topic.
- Describe the dataset that you have found (Include source, format, data volume, and mention the types of variables that you are interested in). For guidance, [visit article] on finding good data sets.

- Open your dataset in Tableau and make a DRAFT of one chart. You don't have to give much time in perfecting a chart now! The purpose of this step is to give you some practice at connecting to datasets and help you select datasets that will work well for your projects.
- Include and refer to at least 3 references (one reference can be the reference for your data source). Please make sure the references that you use are credible.
- Please submit your Tableau workbook in your submission.

Inspiring examples and Data Sources:

COVID Data Hub at Tableau

Racial Equity Hub

Myriad datasets on Kaggle

Airbnb Property Datasets (Inside Airbnb)

https://www.tableau.com/data-sets-students

https://catalog.data.gov/dataset