

Create a Tableau Story Project Summary

Dashboards:

- 1.0 :
https://public.tableau.com/profile/najwa.almulhem#!/vizhome/FlightStory2_0/DelayedFlights?publish=yes
- 1.1 :
<https://public.tableau.com/profile/najwa.almulhem#!/vizhome/FlightStory2/DelayedFlights?publish=yes>

Summary

In this project, I made an explanatory data visualization about data set, which contains information on United State flight delays, and performance comes from RITA in 2008. My focus was flight delays, main reasons & finding patterns and relationships. I found out that many carriers have a huge number of delays with reasons related to the carrier itself and aircraft more than 50 % of times. Certain months have very high number of delayed flights due to holidays and school breaks. In addition to, having a busy airport means more delays.

Design

The goal is to have a very clear visualization, easy to read, easy to follow and conveys my message properly. My focus was flights delays .I explored delays per airports, month and carriers .Then I noticed that lots of carriers have a high chance of having delayed flights. Using this insight I explored the type of delays per each carrier and that was also interesting the main reason for delays are related to carrier, NAS and aircraft issues. In order to do that I have made few decisions:

- 1- Created new variables like :
 - o Delayed (Boolean) : a flag for delayed flights either in arrival or departure.
 - o Main reason for delay (String): instead of having five columns for delay time, I created one variable for the main reason for delay .I did this by choosing the delay reason with the maximum delay in minutes.
- 2- Choose colorblind Platte.
- 3- Changed the origin and destination type to geo data so I can show it in the map.
- 4- Tried to illuminate the text in the graphs as much as possible by removing x, y-axis, and headers.
- 5- Created dashboards to group related information, then added those dashboards to my story.
- 6- Showed the delay per airport, delay reasons, delay per carrier, and delays per months.
- 7- Had to show the percentage of delays instead of count per carrier to better understand the possibility of delays.
- 8- After feedbacks, I had to include two external datasets to get airport full names and carrier's full name instead of two or three characters code. This made the workbook runs slower.
- 9- After feedbacks , I had to change the width & height of story text points

Feedback

Feedback 1:

- 10- Replace carrier abbreviations or 2 character code with full name or at least show the full name in the tooltip



Feedback 2:

- 11- Add an introduction point in the beginning of the story.
- 12- Make story text smaller to have the visualization more clearly.
- 13- Add airport full name instead of abbreviation or 3-character code.

Resources:

- <http://www.airportcitycodes.com/aaa/twoletcod.html>
- <http://www.leonardsguide.com/us-airport-codes.shtml>
- <https://community.tableau.com/thread/149232>
- https://www.transtats.bts.gov/Fields.asp?Table_ID=236