**xxx-xxxx Visualisation and Data Storytelling**

**Exercise #2 – Producing Visualisations**

**Value:** 10%

**Assignment Objective**

Visualisations are used to help stakeholders process information by balancing visual with verbal information. Your objective is to create visualisations using MakoverMonday data and de-clutter those visualisations so the visualisations are easier to analyze and use for decision-making.

**Instructions**

1. Go to the MakeoverMonday website: [http://www.makeovermonday.co.uk/](about:blank)
2. Click on the Participate dropdown and click Data Sets
3. Select 2017 and download the XLS dataset *How does Andy use his American Express* (Feb 27, 2017)
4. Import the XLS file into Tableau Public.
5. Study and explore the data
6. Create visualisations to show the following:

* Compares size of spending each month
* Compares total purchases made in a country between each other country

1. De-clutter visualisations.
2. Visualisations and visual aspects complement each other and flow well between visual aspects and verbal information
3. Submission: Save your presentation as a Tableau Public TWBX file and submit via DCConnect or publish on Tableau Public and submit the link
4. All submissions to be done ONLY through DCConnect and NO email submissions.

**This assignment relates to the following Course Learning Outcomes**

* CLO 1 – Assess strategies to communicating complex information and findings to stakeholders to augment decision making.
* CLO 2 – Produce visualisations and technology options to expedite communications for decision making and machine learning procedures.

**Assignment Rubric**

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| --- | --- | --- | --- | --- |
| **Criteria** | **Exemplary** | **Accomplished** | **Developing** | **Incomplete** |
| **6 points** | **2 points** | **2 point** | **0 points** |
| Data Analysis | Correct data points were selected.  Distracting data points were excluded.  No errors made in data or its analysis. | Correct data points were selected.  Distracting data points in the most part were excluded.  Some errors made in data or its analysis. | Correct data points were selected.  Distracting data points were often included.  OR  Significant errors made in data or its analysis. | Correct data points were not selected. |
| Purchases and Months | Straightforward to compare size of spending each month. | Somewhat straightforward to compare size of spending each month. | Difficult to compare size of spending each month. | Can’t compare size of spending each month. |
| Purchases and Countries | Straightforward to compare total purchases made in a country between each other country. | Somewhat straightforward to compare total purchases made in a country between each other country. | Difficult to compare total purchases made in a country between each other country. | Can’t compare total purchases made in a country between each other country. |
| Visual Flow, Practices, and Grammar | Visualisations are de-cluttered to their bare minimum.  Smooth transitions between visual aspects and verbal information.  All visual aspects complement each other. | Visualisations in the most part are de-cluttered to their bare minimum.  In the most part transitions are clear between visual aspects and verbal information. | Visualisations are de-cluttered but most are not to their bare minimum. | Visualisations are not de-cluttered. |
| **Overall Score** | **Exemplary** | **Accomplished** | **Developing** | **Incomplete** |
| **11 or more** | **7 or more** | **3 or more** | **0 or more** |