**xxx-xxxx Visualisation and Data Storytelling**

**Exercise #4 – Data Stories Supporting Data Decisions**

**Value:** 10%

**Assignment Objective**

Data stories help stakeholders clearly understand the data and create a sense of urgency to make decisions based on that data. Your objective is to create a data story to recommend to different stakeholder groups the top five data skills needed in a data science training program.

**Scenario**

Your director has decided to invest in a data science training program. To help with design and vendor selection your director wants you to determine the top five skills that many feel companies need. As part of the decision making process, you need to present your findings as a data story to business experts, management, and technical staff.

**Instructions**

1. Go to the website Makeover Monday: [http://www.makeovermonday.co.uk](about:blank)
2. Hover your mouse pointer over *Participate*. You will see a drop down. Select *Data Sets*.
3. Select *2017*.
4. Locate the dataset *Data Skills are in huge demand* (Apr 24, 2017). Click on *XLS* to download the data set.
5. Explore and analyze the data set.

* Specify a clear definition for what a data skill is.
* Specify a brief approach for how data skills are ranked from best to worst.
* Compare data skills according to ranking approach.

1. Using the hero’s journey and the three act structure, develop a data story to propose the three top data skills your company needs to invest in.

* Each stakeholder relates to the hero.
* Data story emphasizes strong call-to-action.
* Data story creates emotional responses.
* Data story is a progression that supports the options and the recommended decision.

1. Submission: Save your presentation as a Tableau Public TWBX file (file or the link) and submit via the DCConnect for this assignment. I would prefer a link instead of the whole TWBX file but either will work.

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

* CLO 2 – Produce visualisations and technology options to expedite communications for decision making and machine learning procedures.
* CLO 3 – Produce stories, rhetoric, and data stories to build calls to action for decisions and next steps in accordance with business objectives.
* CLO 5 – Develop and deliver role play presentations to business and technical stakeholders using storytelling and data stories that complements ones leadership and presentation style.

**Assignment Rubric**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Criteria** | **Exemplary** | **Accomplished** | **Developing** | **Incomplete** |
| **3 points** | **2 points** | **1 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. |
| Definition and Approach | Data story specifies a clear definition for what a data skill is.  Data story specifies a brief and clear approach for how data skills are ranked from best to worst. | Data story specifies a definition for what a data skill is.  Data story specifies an approach for how data skills are ranked from best to worst. | Data story doesn’t specify a definition for what a data skill is.  OR  Data story doesn’t specify an approach for how data skills are ranked from best to worst. | Data story doesn’t specify a definition and approach. |
| Data Skills Ranking | Straightforward to compare rank between five top data skills according to visualisations and data story. | Somewhat straightforward to compare rank between five top data skills according to visualisations and data story. | Difficult to compare rank between five top data skills according to visualisations and data story. | Can’t compare rank between five top data skills according to visualisations and data story. |
| Data Story | Data story emphasizes strong call-to-action where stakeholders see themselves as the hero during the hero’s journey and the three act structure.  Data story creates emotional responses to visualisations and data from problem, to options, to the recommendation.  Data story is a progression that supports the options and the recommended decision. | Data story reinforces call-to-action where stakeholders often see themselves as the hero during the hero’s journey and the three act structure.  Data story creates some emotional responses to visualisations and data from problem, to options, to the recommendation.  Data story supports the options and the recommended decision. | Data story doesn’t often reinforce call-to-action or have stakeholders see themselves as the hero.  OR  Data story creates no emotional responses to visualisations and data.  OR  Data story often doesn’t support the options and the recommended decision. | Data story doesn’t have a call-to-action where stakeholders see themselves as the hero. |
| **Overall Score** | **Exemplary** | **Accomplished** | **Developing** | **Incomplete** |
| **11 or more** | **7 or more** | **3 or more** | **0 or more** |