

USE CASE

BACKGROUND

“People are moving here in droves. The region is growing very, very quickly. We are the fastest-growing region in the country, and this city is a big part of that,” – Mayor Johnson.

[Link to article](#)

THE OBJECTIVE

Use available datasets from Texas [OpenData](#) and Alteryx Designer to identify why Texas is a great place to live, and how that is contributing to the growth in the region. Also, include one area where Texas could use improvement.

Your solution should include data-backed insights about what Texas does well, and at least one recommendation on an area of improvement, why that area is important, and how it could be improved.

RECOMMENDED SCOPE

- City Infrastructure
- Education
- Economic Development
- Are metrics improving over time?
- Is there growth or decline?

Please make sure to clearly state your research objective in your presentations.

RUBRIC

Section 1: Storytelling

	5	4-3	2-1	Total
Clarity of story	Story is clear, concise, and effectively communicated.	Story is clear and key insights are provided, but some areas need further clarification.	Story is confusing and difficult to follow. Insights from the data are unclear.	/5
Organization of presentation	Presentation is exceptionally well-organized, with a logical structure that guides the audience from question to insight.	Presentation is organized, with a somewhat logical structure.	Presentation is unorganized, with little structure and poor flow.	/5
Creativity	Story includes a unique perspective and maintains interest throughout analysis.	Story was unique and somewhat engaging.	Story was sometimes or rarely interesting and engaging.	/5
Story elevates analysis	Story has complexity and adds to overall analysis.	Story has some nuances that add to analysis.	Story lacks complexity / nuances that add to analysis.	/5

Section 2: Data Analysis

	5	4-3	2-1	Total
Well Constructed Use Case	Use case, scope and abstract clearly articulate goals, terms and outcomes with appropriate rationale for its importance	Use case, scope and abstract clearly articulate goals, terms and outcomes with some rationale for its importance	Unclear or missing use case, scope or outcome	/5

Data Used	All data clearly relates to the main topic, adds new information, and demonstrates creativity (i.e. blending data sets).	Data relates to main topic, occasionally adds new information and shows some creativity.	Data has little or nothing to do with topic.	/5
Charts/graphs are helpful in portraying information	All visualizations support conclusion/answer to question. Visualizations are correctly constructed and appropriate for the question asked and the data used.	Strong visualizations with minimal errors present. One or more instances where more effective/appropriate display(s) would improve the presentation or better address the question.	Substantial errors in the visualizations and lack of connection to question.	/5
Insights are valuable for the stated problem	Insights, logical arguments, and key patterns are developed with a clear and strong point of view that supports solution for the stated problem.	Insights, logical arguments, and key patterns are developed with a somewhat clear and strong point of view that supports solution for the stated problem.	Insights, logical arguments, and key patterns are unclear with a weakly supported point of view for the stated problem	/5
Clarity and efficiency of analysis	Procedures for analyzing and synthesizing data are clearly stated and executed.	Procedures for analyzing and synthesizing data are implicit but can be ascertained.	Procedures for analyzing and synthesizing data are unknown.	/5

Section 3: Alteryx Workflow

Ease of implementation	Alteryx workflow is well organized, documented, and easy to follow.	Alteryx workflow is mostly well organized, documented, and easy to follow.	Alteryx workflow is unorganized, poorly documented, and hard to follow.	/5
Automation	Alteryx workflow is fully repeatable and efficient.	Alteryx workflow is mostly repeatable and efficient.	Alteryx workflow is unrepeatable and inefficient.	/5

Rubric:

Section 1: Storytelling	
Clarity of Story	/5
Organization of Presentation	/5
Creativity	/5
Store Elevates Analysis	/5
Section 2: Data Analysis	
Well-Constructed Use Case	/5
Data Used	/5
Charts / graphs are helpful in portraying information	/5
Insights are valuable for the stated problem	/5
Clarity and efficiency of analysis	/5
Section 3: Alteryx Workflow	
Ease of Implementation	/5
Automation	/5

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