Project 4: Create a Tableau Story

This is the LINK of my Tableau Story about the canceled flights in US in 2008.

SUMARY

In this tableau story, I focused my attention on understanding more about why flights end up canceled, what are the main reason and in which airport this is a frequent issue. My first guess is weather, but you'll have to interact with the dashboards in order to get more insights.

DESIGN

First I plot a few bar chart in order to get an idea about the relationship between the code of cancellation between airport, carriers, months and even origin (airport).

Then I choose to plot a few visualizations in the map, first I chose the airport but there was much noise so I chose the information from the state, I looked way more easy to understand which city had more flights canceled.

I had to set an alias to the cancellation code so it will be easier to interpret.

I saw a few of examples of stories in tableau, and the dashboards more pros, I saw that they use icons to make easier to relate a code with a familiar icon, that's why I decided to set the icons in the interactive charts.

I wanted to plot the relation between carriers and code of relationship, but the best way to set this variable was in % over the total of flights canceled by the carriers. That's why the chart looks 100% for each carrier but the insight from the code of cancelation is way more important.

FEEDBACK

This was the first version of my project, this link show the evidence of this feedback:

Slide 2:
1. In the second slide you ask how many flights end up canceled and not only answer the question but gave a little more information, I think you can ask a second question as what are the reason and put that chart.
2. Also, the chart of the code of cancellation needs to be with % because is way more easy to understand.
3. The note, even though is helpful, I think is too much text maybe reduce a bit.

She was so right, I was missing the idea of the question, that's why I decide to set a question 2. Why flights end up canceled? And I move the chart of flights canceled vs code of cancelation and change the amount for % over the total of values. Also, I move the note at the end of this new second slide but way shorter.

Slide 3:
1. In the third slide the tree chart it misses the % above the total and the color is kind of confusing.
2. I think the month vs cancellation code can be in another slide because is a subject aside from this question.

I put the % to most of the chart because it gives a better perception of the impact of each variable.
I put the chart pointed in point 2, in the new second slide, it makes more sense to see the relation between the code of cancelation and the month in that slide.
In the empty space in the third slide I decide to give more information about the relationship between carriers and code of cancelation.

Slide 4:
1. I think that in this slide is overcharge with plots and images, maybe fewer images.
2. Also is important to put the % of the airport over the total of flights canceled.

I remove the images because it slower the load of the plot, I had a few lines with more insights so people will interact with the visual to get to the same result.

Another person said this points to improve my dashboards (this feedback is in Spanish):

1. The colors of the chart of cancellation code vs month are a bit confusing a first sight, you can't understand which one is which one.
2. You should create a chart with the canceled flights vs the carriers in %, something like the tree plot but with % over the total.

I change the colors of the chart and also put the % in almost all the visualizations.

RESOURCES

Detail info about the dataset
Link-> https://www.transtats.bts.gov/Fields.asp?Table_ID=236

Best Practices for Effective Dashboards
Link-> https://onlinehelp.tableau.com/current/pro/desktop/en-us/dashboards_best_practices.htm

Best Practices for Telling Great Stories
Link->https://onlinehelp.tableau.com/current/pro/desktop/en-us/story_best_practices.htm

Icons in style Blue
Link->https://www.flaticon.com/search?style_id=18

American Eagle Airlines Inc.
Link->https://en.wikipedia.org/wiki/American_Eagle_(airline_brand)

Chicago O'Hare Airport
Link->https://www.airport-ohare.com/

Publish Workbooks in Tableau Public
Link->https://onlinehelp.tableau.com/current/pro/desktop/en-us/publish_workbooks_tableaupublic.htm

Dashboard Interactivity with Actions
Link->https://www.tableau.com/learn/tutorials/on-demand/dashboard-interactivity-using-actions