

TASK 2.9: Storytelling with Data Presentations

1. Write an outline for your data story. This doesn't need to be very detailed. Think of it as a rough idea for the points you want to make and the questions you want to answer.

- The beginning of your story should reference your business requirements document and your project's motivation and objectives. Remind the reader what the analysis is for.

This analysis aims to help a medical staffing agency that provides temporary workers to clinics and hospitals on an as-needed basis. The analysis will help plan for the influenza season when additional staff is in high demand. The final results will examine trends in influenza and how they can be used to plan for staffing needs across the country proactively.

- The middle of your story should include the necessary visualizations to address your project's objective.

A one-tailed T-test was conducted on the integrated datasets for 2010-2017 across all 50 US states. The reason behind a two-tailed test versus a one-tail test is that in a two-tailed test, regardless of the direction of the relationship, I hypothesize I would be testing for the possibility of the relationship in both directions.

For deaths with visits of more than 14% of the population, the p-value was 4.20823E-87 with a t Critical two-tailed value of 1.97. There is a significant difference from the normal population. Meaning for states with a higher vulnerable population, it would be better to have a higher ratio of flu shots than less.

- The end of your story should draw a conclusion, make recommendations, and suggest next steps.

Based on the initial analysis, the recommendation is that there should be an awareness and Flu shot campaign targeting Southeast and Northeast regions of the US. There should be additional staffing in the Midwest and West regions of the US. The Southwest region of the US should staff as needed; no extra intervention is necessary.

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2. Create a beginning dashboard for your first story point in Tableau. This may or may not use visualizations you've already created.
 - The beginning should cover the “why” of the project and include helpful contextual information.
3. Create 1 to 3 sheets or dashboards that cover your analysis for the middle of your story. Each story point can showcase 1 to 4 visualizations (more than 4 and your story point will appear too busy). Feel free to use a combination of Tableau visualizations and narrative text referencing your Excel work from Achievement 1.
 - Spatial and temporal analysis must be included. Any other charts you include will depend on your research hypothesis and project objective. Don't provide so much information as to overwhelm your viewers.
 - Use annotations, highlights, and interactivity to make sure the story can stand on its own without you explaining it.
4. Create the end dashboard for your final story point.
5. Combine all of your sheets and dashboards into a single Tableau storyboard.
6. Publish your workbook to Tableau Public and share the [link here](#) for your tutor to review.