

Course 2: Data Visualisation assessment brief

ASSESSMENT OVERVIEW

Assessment task	Description	Due Date
1	Weekly online quizzes	Friday of each week by 4pm
2	Project: Data visualisation, building dashboards & data storytelling	Friday 29 September, 4pm

ASSESSMENT 1 – Weekly quiz

Weekly online quiz

Time required: 1 hour (x 3)

Delivery mode: Online in Canvas

Your understanding of each week's content will be assessed by an online quiz of 30 multiple-choice questions.

This is an **individual assessment**.

INSTRUCTIONS

The weekly quiz will be completed online via Canvas. You will have 1 hour to complete all the questions once you begin the quiz, so make sure you don't start unless you have a full hour available. Each weekly quiz must be completed by 4pm Friday of Weeks 1-3. To pass the course, you must achieve a minimum score of 70% in each quiz.

ASSESSMENT 2 – Project

Data visualisation, dashboards & data storytelling

Delivery mode: PowerPoint slide deck and Tableau dashboard

This is an **individual assessment**.

This project is based on Suncorp's East Coast Floods Case Study. You will download this case study and data set and use Tableau to analyse the data, build a simple dashboard, and generate insights about the key trends and observations. You will summarise your insights and visualisations on a PowerPoint slide deck (11 slide maximum).

INSTRUCTIONS

Purpose: To demonstrate your understanding of the basics of visualising data, building dashboards, and ability to highlight actionable insights for decision-makers through data storytelling

Audience: Business managers (non-technical audience, potentially not familiar with data analytics).

Procedure:

1. Download the [Suncorp East Coast Floods Case Study](#) and [Suncorp East Coast Floods Data Set](#)
2. Import the data set file into Tableau
3. Using the Minto pyramid principle, formulate a problem statement and explore the data with multiple data visualisations
4. Build a simple Tableau dashboard that best highlights your insights
5. Using the Suncorp colour palette, develop a PowerPoint presentation (11 slide max) that shows your key recommendations following the Minto pyramid framework

Guidance: In developing your data story, you should consider and address the following questions:

- What is the situation, trigger, question, answer?
- What are your key actionable recommendations?
- What charts are necessary to support your recommendations? These might include the issues/problems/challenges that impact the business.
- How might you build a dashboard to give key stakeholders some quick insights into the data. What is your rationale for your chart selection in the dashboard?
- What do the charts in your dashboard reveal about the data? Are there any outliers to the data?

Format: Upload your PowerPoint presentation and Tableau dashboard to Canvas on the assignment page.

Your **presentation** should take the following format

- Slide1: Title Slide
- Slide 2: Situation, Trigger, Question
- Slide 3: Answer (Executive summary of recommendations)
- Slide 4: Recommendation 1
- Slide 5: Chart to support Rec 1
- Slide 6: Recommendation 2 (optional)
- Slide 7: Chart to support Rec 2 (optional)
- Slide 8: Recommendation 3 (optional)
- Slide 9: Chart to support Rec 3 (optional)

- Slide 10: Dashboard screen grab and description
- Slide 11: Rationale for choices made regarding visualisations and dashboard creation.

Your **dashboard** should be saved as a .tbwx file and uploaded to Canvas. Files should not exceed 500 MB.

Marking: You must receive a PASS mark or above in all criteria for your project to pass this course and be deemed Satisfactory. You will be marked using the criteria below.

Marking Criteria	Did not pass (0 points)	Pass (1 point)	Credit (2 points)	Distinction (3 points)
Dashboard Design Principles	Designs lack clarity, coherence, and interactivity, failing to effectively communicate relevant information.	Incorporates some basic design principles in dashboard creation, resulting in moderately clear and coherent designs with limited interactivity.	Demonstrates well-designed dashboards with clear communication, relevance, and moderate interactivity, considering business context and user needs.	Creates highly effective dashboards that exhibit exceptional clarity, relevance, interactivity, and seamless alignment with specific business objectives.
Data Storytelling	Lacks a structured narrative and fails to engage the audience effectively in conveying insights.	Presents a basic narrative, though audience engagement is limited due to minimal emotional connection or relatability.	Constructs a structured narrative with some degree of audience engagement, contextualising insights within the business context to create relevance.	Creates an engaging and compelling narrative that seamlessly combines data-driven insights with aesthetic resonance, weaving a story that captivates the audience while addressing specific business challenges.
Utilisation of Visual Design Principles	Demonstrates limited application of visual design principles, resulting in visual clutter and potential confusion.	Applies basic visual design principles to create moderately coherent visuals, although some areas may lack consistency and alignment with business context.	Effectively employs visual design principles, creating visuals that are clear, coherent, and contextually aligned to the specific business requirements.	Expertly harnesses visual design principles, crafting visuals that exhibit exceptional clarity, coherence, and relevance to the intricate nuances of the business context.
Recommendations	Lacks clear recommendations or provides only minimal suggestions with limited connection to the business context.	Offers basic recommendations with some connection to the business context, but they lack depth or comprehensive insights.	Presents clear, relevant, and actionable recommendations that address specific business challenges, showcasing a deep understanding of the business context.	Provides comprehensive, insightful, and forward-thinking recommendations that not only tackle business challenges but also demonstrate a holistic perspective on the business context, displaying exceptional strategic thinking.