BZAN 544: Dash Project

Spring 2020

# Background

As analyst, we often find ourselves on projects with objectives that seem quite ambiguous. This project is designed to balance that ambiguity with some clear objectives. Hopefully, in your career you will be able to define clear objectives even in situations with unclear goals.

# Primary Objective

The customer, Dr. Brandus, wants an interactive dashboard that allows her to explore the viewership and/or stadium attendance of college football teams. She works with various schools to build and manage brand recognition. The primary objective is to make Dr. Brandus happy.

# Deliverables (the “story” deliverables. See below for class deliverables)

There are three deliverables.

## The App

Dr. Brandus wants a well-documented app that runs without errors. (She has heard great and wonderful things about Dash and Python. Since she has python installed on her computer, let’s use Dash and Python to create the app. I am sure this is the best route!)

## App How-To-Use Presentation

You will be presenting/introducing the app to Dr. Brandus and her associates in a short (10-15 minutes) presentation. Explain via slides how the app works. This is where you add details that will help a person use your app, so that you do not need to “write” everything on the app.

## Technical Write-up

You will need to create a technical write up to document your app. This document would be used by you or another analyst to update, change, or further develop the app.

## Insights gained

You will write up a short summary of the insight you have gained while working on this project.

# Data

We will use the csv for Dash Assignment 1. Additionally, there is another file I will make available. It can be joined to that csv, but it does not have a (single column) key.

# For BZAN 544

## Groups

Form your own groups of 3 for this project. Groups of 2 will be penalized by 5%, Groups of 1 will lose 20% (max of 80%, not good, don’t be a group of 1). Any group with a non-MSBA student will receive a 2% bonus.

## Deliverables

### App

#### Technical requirements

* 5 distinct html components: (e.i. You may use a html.P multiple times, but it only counts once.)
* 5 distinct dcc components: (Using dcc.Graph 5 times does not satisfy this requirement.)
* 3 callbacks (minimum)
* 3 pretty things (dcc.Graph, etc): Ideally, a bar graph would show up and there would be lines somewhere. Foremost, choose the most appropriate representation for the data.

#### Additional requirements

* Your code must be well-organized and documented. If I am frustrated looking at your code, you will lose points.
* Your app code should be in a file named app. It should run in a folder with only the data sets provided.
* **Your app must run**

### Technical write-up

* This can be a word document. Make sure that it is well organized. (You know I love the navigation pane.)
* Make sure that you include an appropriate overview.
* There should be a readable diagram of the structure of your app layout. Ideally, it will show callback connections.
* Imagine you are preparing a document for someone to take over maintenance and development of your app. What do they need to know to get up to speed as quickly as possible?

### How-To-Use Presentation or Insights Gained

For the sake of brevity, you may choose to either

1. Create the how-to-use presentation described above (using PPT) or
2. Document the insights that you have gained while working with the data/app (using Word).

If you haven’t gained any insights worth sharing, I suggest going with option 1.