BZAN 544: Dash Project

Spring 2021

# Background

As analysts, 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 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 two csv files created by MSBA students a few years ago. They can be joined, but do not have a single column key.

# For BZAN 544

## Groups

See Group Table in Canvas, Dash/Final Project.

## Deliverables

### App

#### Technical requirements

* 8+ html components
* 8+ dcc components
  + 3+ visualizations (dcc.Graph, etc)
* 3+ callbacks

#### Additional requirements

* Your code must be well-organized and documented. If I am frustrated looking at your code, you will lose points.
* Your app should be in a file named app
* **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.