Initial Workbook:

https://public.tableau.com/profile/toni.anev#!/vizhome/TitanicTrial1/Story1

Final Workbook:

https://public.tableau.com/profile/toni.anev#!/vizhome/TitanicSurvivalFinal/Story1

Summary:

The provided Titanic dataset contains the personal and overall demographic information of 891 individuals that were aboard the Titanic. Using this information I aim to visualize to the reader the demographic distribution of the individuals as well as their survival rate. During the evacuation of the sinking ship women and children were given preference significantly skewing the survivor demographic. This notion can be seen in nearly every demographical subset of the 891 individual sample.

Design:

Initially I wanted to get a good overall visual of the way the data was distributed between each variable. Thus, my initial story was more exploratory in nature and was looking to brainstorm which relationships would be most interesting to explore. After receiving feedback it was clear to me that the common theme in the data set was survival.

For the final story I wanted to begin from a more general starting point and guide the user through some of the survival demographics in the dataset. Therefore, I made the first slide a separation between survivors and non-survivors, after which I split the survivors by gender. I used Tableau's treemap visualization for this because I felt it was well suited to convey the sample size difference between the two variables. The next slides showed the average male and female survivor count based on embark location, survivor counts by age group and the average survivor count by ticket class. For these graphs I once again filtered the sample by gender to add some interactivity and extra information to the graphs.

Feedback:
- Lack of coherent data story.
  - Focused on survival demographics and removed "class by gender" "age by fare" slides.
- Missing cover slide.
  - Added intro slide with name of project and name of creator.
- Lack of coherent color scheme.
  - Standardized colors used throughout the story.
- Slides lack titles / contain persistent "Story 1" title.
  - Added introductory titles to each slide and removed "Story 1".
- Survival charts can use more detail.
  - Added male / female tooltip to each graph.

References:

https://www.kaggle.com/c/titanic

https://www.google.com/url?q=https://d17h27t6h515a5.cloudfront.net/topher/2017/October/59d54e6d_titanic-data/titanic-data.csv&sa=D&ust=1524501363762000

https://stackoverflow.com/questions/38246199/how-to-show-sheet-title-in-story-in-tableau

https://community.tableau.com/thread/213787

https://community.tableau.com/thread/252119

https://www.tableau.com/about/blog/2017/11/viz-tooltip-here-78442

https://www.history.com/this-day-in-history/unsinkable-titanic-sinks