Competencies

**4161.1.3** : **Communicates Data Insights**

The learner communicates data insights to technical and nontechnical audiences.

**4161.1.4** : **Creates Data Representations**

The learner creates data representations to offer insights into an organizational problem.

**4161.1.5** : **Designs Interactive Dashboards**

The learner designs interactive dashboards to support executive decision-making.

Introduction

The data analyst’s job does not end once the data has been analyzed. A vital skill for data analysts is to represent and report the data to stakeholders. In this task, you will demonstrate your ability to identify actionable insights from data and communicate them using effective storytelling methods.

In this task, you will use Tableau to create an interactive data dashboard to support executive decision-making. Your dashboard should enable leaders to explore the data, identify trends, and compare key metrics. ***Your dashboard will feature a variety of interactive reports and data representations and will be appropriate for Universal Access.***

Your dashboard will integrate data from **one** of the data sets and associated data dictionaries from the following links:

**Data Files and Associated Dictionary Files**  
*Please use the following links to download the relevant data files to complete your assessment.*

•   [Churn Data and Dictionary Files](https://lrps.wgu.edu/provision/459015146)

•   [Medical Data and Dictionary Files](https://lrps.wgu.edu/provision/459438149)

*Note: Refer to the data dictionary for your chosen provided data set for additional background information about the audience of your data representations.*

Requirements

Your submission must represent your original work and understanding of the course material. Most performance assessment submissions are automatically scanned through the WGU similarity checker. Students are strongly encouraged to wait for the similarity report to generate after uploading their work and then review it to ensure Academic Authenticity guidelines are met before submitting the file for evaluation. See [Understanding Similarity Reports](https://cm.wgu.edu/t5/Frequently-Asked-Questions/Understanding-Similarity-Reports/ta-p/252) for more information.    
  
**Grammarly Note:**   
Professional Communication will be automatically assessed through Grammarly for Education in most performance assessments before a student submits work for evaluation. Students are strongly encouraged to review the Grammarly for Education feedback prior to submitting work for evaluation, as the overall submission will not pass without this aspect passing. See [Use Grammarly for Education Effectively](https://cm.wgu.edu/t5/Academic-Coaching-Center/Use-Grammarly-for-Education-Effectively/ta-p/52276) for more information.    
  
**Microsoft Files Note:**  
Write your paper in Microsoft Word (.doc or .docx) unless another Microsoft product, or pdf, is specified in the task directions. Tasks may not be submitted as cloud links, such as links to Google Docs, Google Slides, OneDrive, etc.  All supporting documentation, such as screenshots and proof of experience, should be collected in a pdf file and submitted separately from the main file. For more information, please see [Computer System and Technology Requirements.](https://cm.wgu.edu/t5/WGU-Student-Policy-Handbook/Computer-System-and-Technology-Requirements/ta-p/78)  

*You must use the rubric to direct the creation of your submission because it provides detailed criteria that will be used to evaluate your work. Each requirement below may be evaluated by more than one rubric aspect. The rubric aspect titles may contain hyperlinks to relevant portions of the course.*

**Part 1: Interactive Data Dashboard**

A.  Create interactive Tableau dashboard to support executive decision-making. Your dashboard must be accessible to users with colorblindness, and must include the following components:

•  **four**different data representations to summarize the data or display trends

•   **two** different interactive controls that allow the user to modify the presentation of data

•  **two** different metrics or key performance indicators

1.  Write instructions to help users open the dashboard and use available filters.

B.  Acknowledge sources, using in-text citations and references, for content that is quoted, paraphrased, or summarized.

C.  Demonstrate professional communication in the content and presentation of your submission.