

M11 Project Work: Dashboard Improvements

Group-6 (Team Sherlock's)

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SUBMISSION DETAILS

- **Tableau Public Link:** [Sherlocks Tableau Public Link](#)
- **Sponsor Brand:** The Coca-Cola Foundation (CSR wing of Coca-Cola Company to make world a better place)
- **Brand Guide:** [Coca Cola Foundation Brand Guide](#)
- **Custom Color Palette:** sherlock-nypd-coke-regular, sherlock-nypd-coke-sequential, sherlock-nypd-coke-diverging

The Coca-Cola Foundation Visual Identity

Color Palette

Our color palette is made up of two tiers; primary and secondary.

01 Primary Palette

Our primary palette is minimal and simplistic and is used across all communications.

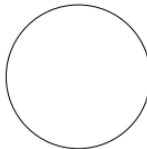
02 Secondary Palette

Our secondary palette is based upon our beverage categories. It is used very sparingly, and can be used in graphs, charts.

01 Primary Palette



RGB
0 0 0
HEX
#000000
CMYK
0 0 0 100
PMS
Black U
Black C



RGB
255 255 255
HEX
#ffffff
CMYK
N/A
PMS
N/A

02 Secondary Palette



RGB
244 0 9
HEX
#F40000
CMYK
4 100 95 0
PMS
N/A



RGB
255 86 14
HEX
#FF560E
CMYK
0 63 99 0
PMS
Orange 021 U
Orange 021 C



RGB
229 129 62
HEX
#E5813E
CMYK
0 40 70 0
PMS
7577 U
7577 C



RGB
247 153 0
HEX
#F79900
CMYK
0 25 100 0
PMS
1375 U
1375 C



RGB
215 184 91
HEX
#D7B85B
CMYK
10 8 46 0
PMS
7751 U
7751 C



RGB
181 158 116
HEX
#B59E74
CMYK
20 16 35 3
PMS
4515 U
4515 C



RGB
106 206 127
HEX
#6ACE7F
CMYK
40 0 47 0
PMS
346 U
346 C

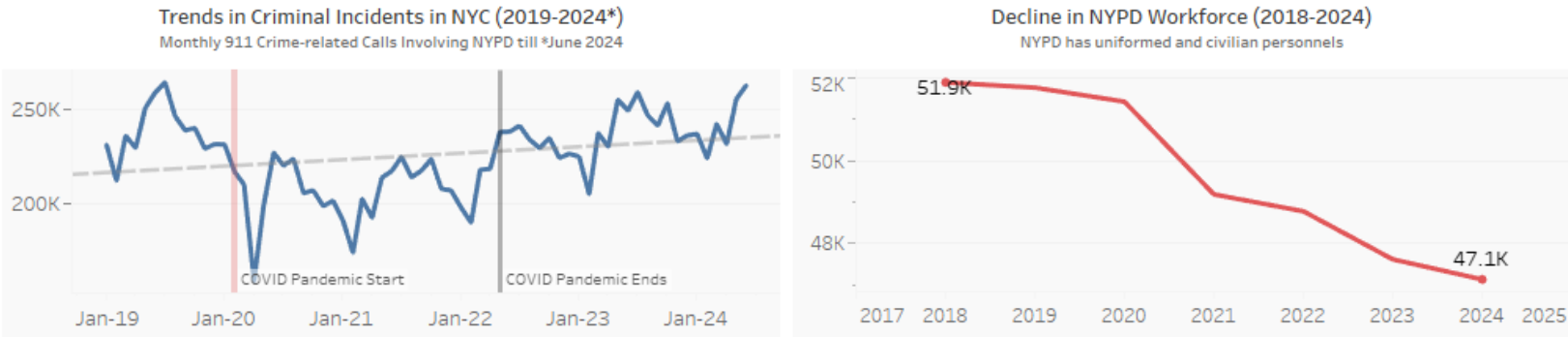


RGB
106 201 206
HEX
#6AC9CE
CMYK
41 0 1 0
PMS
3105 U
3105 C

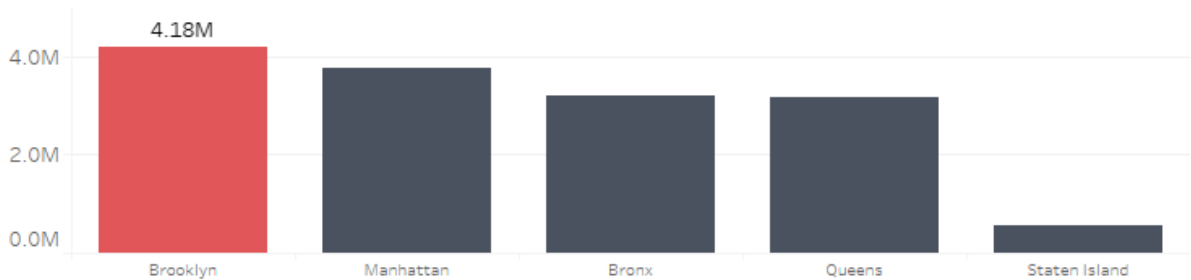
DASHBOARD: BEFORE SCREENSHOT

Overworked Police vs Rising Criminal Incidents in NYC post COVID-19 Pandemic

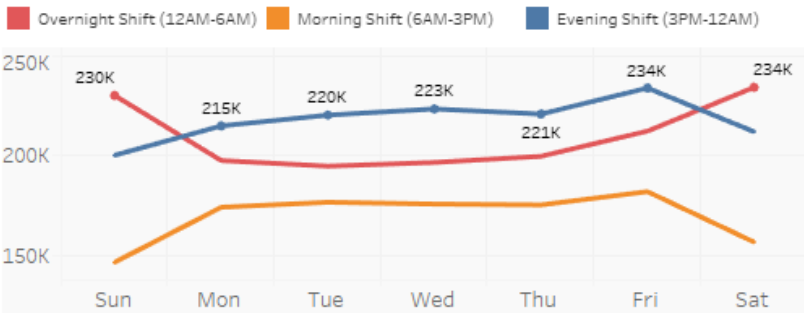
911 Crime-related Calls Involving NYPD are considered as criminal incidents



Number of 911 calls received for criminal incidents across Boroughs of NYC



Criminal incidents reported across NYPD shifts in Brooklyn



Criminal incidents reported across Month of the Year in Brooklyn

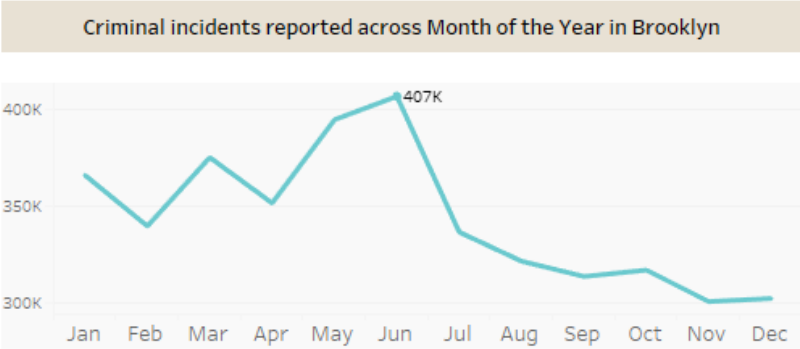
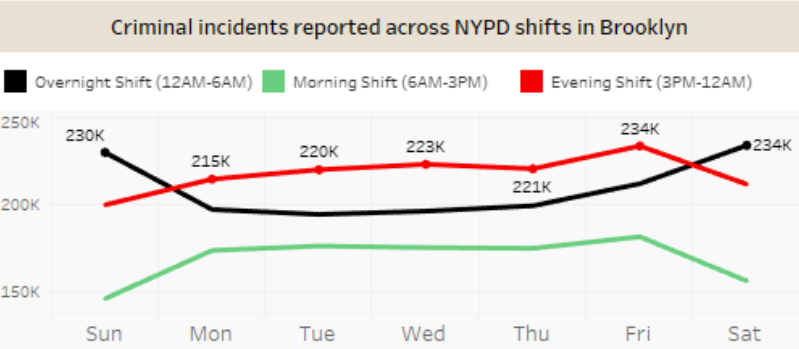
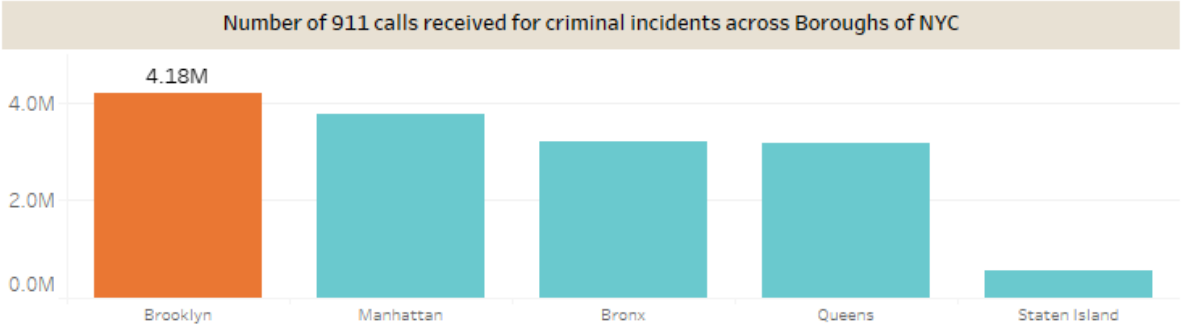
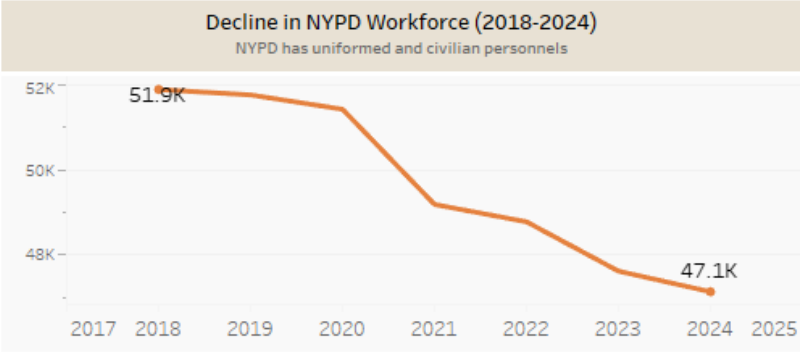
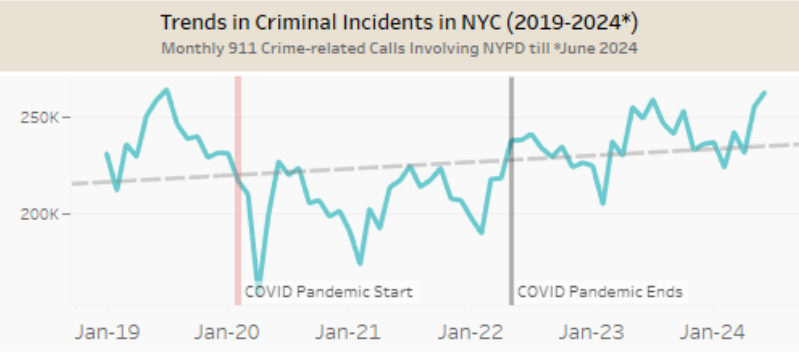


DASHBOARD: AFTER SCREENSHOT



Overworked Police vs Rising Criminal Incidents in NYC post COVID-19 Pandemic

911 Crime-related Calls Involving NYPD are considered as criminal incidents



PREFERENCE.TPS FILE FOR REFERENCE

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C: > Users > aswin > OneDrive > Documents > My Tableau Repository > Preferences.tps
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2
3  <workbook>
4    <preferences>
5      <color-palette name="sherlocks-coke-nypd-regular" type="regular">
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7        <color>#000000</color>
8        <color>#ffffff</color>
9        <!-- Secondary Colors -->
10       <color>#F40000</color>
11       <color>#FF560E</color>
12       <color>#E5813E</color>
13       <color>#F79900</color>
14       <color>#D7B85B</color>
15       <color>#B59E74</color>
16       <color>#6ACE7F</color>
17       <color>#6AC9CE</color>
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19
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22       <color>#000000</color>
23       <color>#ffffff</color>
24       <!-- Secondary Colors -->
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32       <color>#6AC9CE</color>
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37       <color>#000000</color>
38       <color>#ffffff</color>
39       <!-- Secondary Colors -->
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41       <color>#FF560E</color>
42       <color>#E5813E</color>
43       <color>#F79900</color>
44       <color>#D7B85B</color>
45       <color>#B59E74</color>
46       <color>#6ACE7F</color>
47       <color>#6AC9CE</color>
48     </color-palette>
49
50   </preferences>
51 </workbook>
```

CUSTOM COLOUR PALETTE

