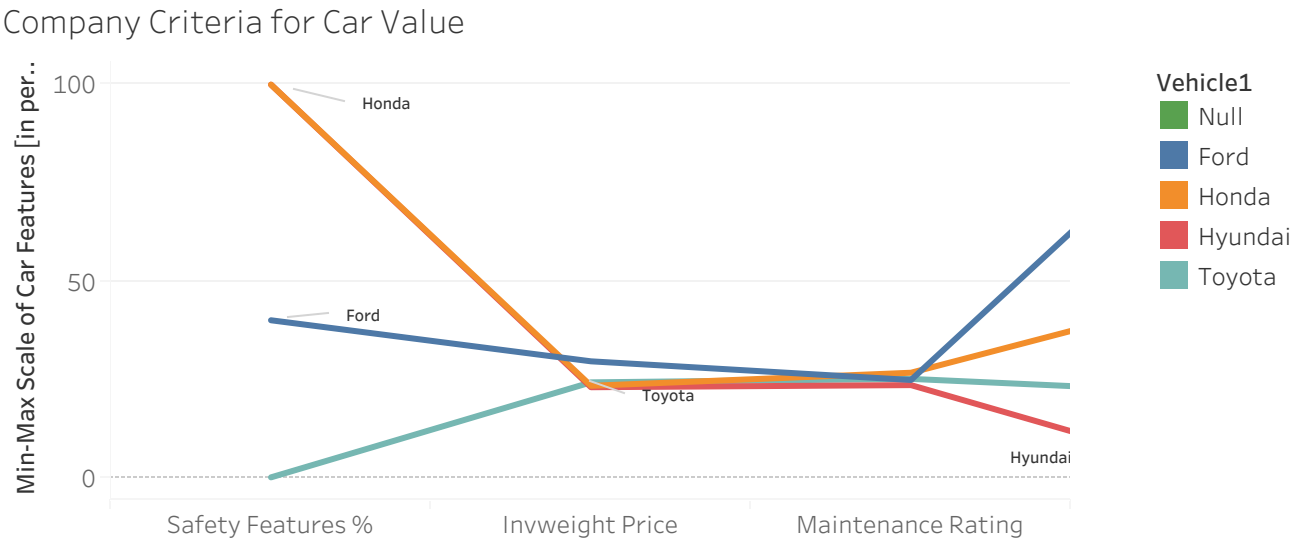
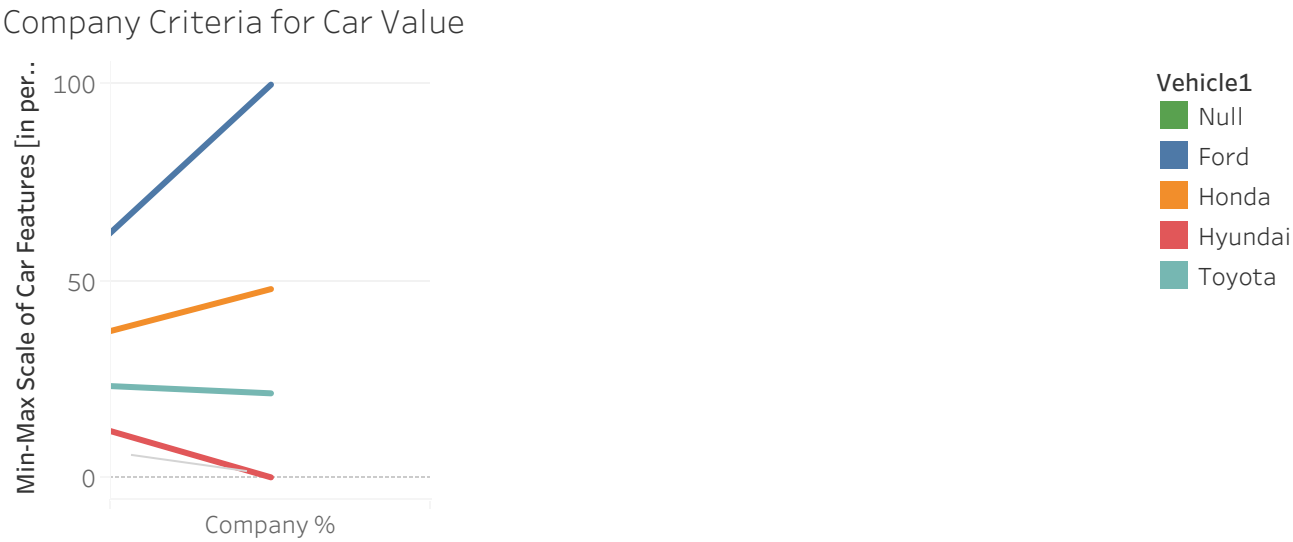


I utilized parallel charts to show how each vehicle rated amongst its peers under Company Criteria. This was an easy choice due to the different scales of each of the criteria. Multiple criteria are able to be represented in a parallel chart despite different scales because the axis is rescaled as a Min-Max axis. Therefore, this chart was selected. In order to finagle Tableau to produce a parallel chart, I first needed to create a calculated value in excel with the equation "100*(AVG([Current Cost])-TOTAL(MIN([Current Cost]))) /(TOTAL(MAX([Current Cost]))-TOTAL(MIN([Current Cost])))" (BzST, Shmueli). This equation allowed the values to be relocated on a scale from 1 to 100 so all three criteria could be located on the same axis. Company % shows vehicle ratings based on a weighted average of the three criteria. The Insurance Rates are taken on an inverse weighted scale to value lower rates.



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