

Data Visualization using Tableau – Group Mini Project

Assignment Title:

Creating an Interactive Dashboard and Story in Tableau

Assignment Overview

This assignment is designed to assess your ability to use Tableau to visualize, analyze, and communicate data-driven insights effectively. You are required to select one of the given datasets and scenarios (e.g., Retail Expansion or COVID-19 Global Analysis) and create **an interactive dashboard and a story** that communicate meaningful insights based on the data.

You will also prepare a **short PowerPoint** presentation explaining your analytical process, visualization choices, calculations used, and the insights derived from your analysis.

Assignment Tasks

1. **Select the Dataset and Scenario:** Choose either the Retail Expansion or COVID-19 Global Analysis dataset provided. Read the background carefully to understand the context.
2. **Data Preparation and Connection:** Import all relevant data files into Tableau, establish relationships or joins, and ensure correct data types.
3. **Create an Interactive Dashboard:** Develop interactive visualizations (bar charts, maps, trend lines, scatter plots) using filters, parameters, and calculated fields.
4. **Build a Tableau Story:** Convert your analysis into a Tableau Story that presents a logical and visually engaging narrative using annotations and captions.
5. **Prepare a PowerPoint Presentation:** Summarize your project in 5–7 slides covering background, objectives, visuals, calculations, and insights.
6. **Present Your Work:** Deliver a 15–20 minute oral presentation demonstrating your dashboard and storytelling clarity.
7. **Submission:** Submit both the Tableau Workbook (.twbx file) and PowerPoint Presentation (.pptx file).

Evaluation Criteria

Component	Description	Marks (%)
Tableau Workbook (Dashboard & Story)	Data preparation, visualization design, interactivity, calculations, analytical depth, and storytelling clarity	50%
PowerPoint Presentation	Explanation of context, justification for visuals and calculations, presentation structure, and clarity	20%
Presentation Skills	Delivery, confidence, storytelling ability, and ability to respond to questions	30%

General Guidelines

- Ensure your dashboard and story are clear, readable, and logically structured.
- Label all charts, axes, and filters appropriately.
- Use consistent color schemes and font styles to maintain visual coherence.
- Avoid clutter — each visual should have a clear purpose.
- Cite any external references used in your PowerPoint presentation.
- Your analysis must demonstrate critical thinking and data interpretation, not just visualization creation.

Submission Format

File Naming Convention:

- Tableau Workbook: GroupID_EDS2233_Workbook.twbx
- Presentation Slides: GroupID_EDS2233_Presentation.pptx

Submission Deadline: 13th October, 11:59 PM

Submission Method: Through the LMS assignment submission portal.

Expected Learning Outcomes

- Connect, clean, and transform datasets in Tableau.
- Design and build effective, interactive dashboards and stories.
- Communicate analytical insights clearly through data visualization.
- Present data-driven narratives professionally and confidently.