

# Northeastern University

## College of Professional Studies

### Dashboard in Tableau

#### Overview and Rationale

There are a variety of tools used to create visualizations based on data. One of those tools is Tableau. It is important to be able to use Tableau to create charts and graphs to present data in an easy to understand format for an audience.

#### Course Outcomes

This assignment is directly linked to the following key learning outcomes from the course syllabus:

C01 Apply strategies for systematic visual exploration of multidimensional and heterogeneous data sets using XY plots, histograms, bar charts, etc.

#### Assignment

You will use Tableau to create several data visualizations based on the data for your final project. These visualizations are to be created individually, not with your group.

Create a dashboard with at least three visualizations for the data in your final project. This dashboard should present the key information for your intended audience and answer the business question(s) you identified in your group.

You will also submit a short (2 pages or less) paper with your dashboard.

The dashboard should:

- Include as many different visualizations as needed. These should be of varying types
- Answer the research/business question and display the key information that the intended audience needs
- Be easy to navigate and visually appealing
- Reflect the data accurately and generally communicate the data appropriately
- Answers the business question(s) you identified
- Tells a story

# Northeastern University

## College of Professional Studies

The paper should:

- Explain why you chose the visualization and how they are more appropriate than other options you have
- Explain why you chose the data points you incorporated into your visualizations. This should also indicate how well you understand the data.
- Give an overview of the data presented and why it is important to your audience. Focus on how it answers the questions you identified in your initial analysis.

# Northeastern University

## College of Professional Studies

### Paper Rubric

Category	Meets Standards	Approaching Standards	Below Standards
<b>Overview</b>	Provides a brief and sound overview of the data presented with a clear and coherent explanation of its importance to the audience	Provides an useful overview of the data presented with an explanation of its importance, but the explanation is not clear or not consistent with the rest of the paper	Provides an overview and an explanation of its importance, but the overview does not discuss the data presented and/or the data's importance is not addressed or does not logically follow from the assignment.
<b>Chosen Visualizations</b>	Provides a clear and cogent explanation for the chosen visualizations. Provides compelling statements for their use over other options.	Provides a sound explanation for the chosen visualizations. Provides logical statements for their use over other options.	Explanation for the chosen visualizations provided is not sound or is unclear. Does not provide a statement for their use over other options or statement is faulty or illogical
<b>Chosen Data</b>	Clearly explains why data points were chosen and displays an acute understanding of the data and the questions being answered.	Explains why the data points were chosen, but explanations are general or not specific to the dataset. Displays an adequate understanding of the data and the questions.	Explains why the data point were chosen, but explanations are invalid. Displays a lack of understanding of the data and/or the questions being answered.
<b>Writing Mechanics</b>	There are no noticeable errors in grammar, spelling, and punctuation; and completely correct usage of title page, citations, and references.	There are very few errors in grammar, spelling, and punctuation; and completely correct usage of title page, citations, and references.	There are more than five errors in grammar, spelling, and punctuation; or the usage of title page, citations, and references are incomplete.

### Dashboard Rubric

Category	Meets Standards	Approaching Standards	Below Standards
<b>User Friendliness</b>	The dashboard is easy to read and understandable.	The dashboard is straightforward and clear.	The dashboard is complex and the complexity

# Northeastern University

## College of Professional Studies

Category	Meets Standards	Approaching Standards	Below Standards
	The navigation is simple and uniform. It highlights key information that the audience needs	The navigation is discernable. It provides principal information that the audience needs	interferes with a user's ability to understand and navigate the dashboard. Insignificant and secondary information is highlighted in the dashboard.
<b>Communication &amp; Accuracy</b>	Data presented in the dashboard is accurate and provides a full picture for the audience. The data communicated is essential to the audience and answers the business question(s)	Data presented in the dashboard is valid, but may not provide a full picture for the audience or answer all business questions. The data communicated is meaningful but has some extraneous elements	Data presented in the dashboard is inaccurate or deceptive. It provides a false picture to the audience. The data communicated is not meaningful or insignificant. Does not answer the business question(s)
<b>Visual Appeal</b>	The dashboard is visually appealing. It uses excellent visualization practices/guidelines.	The dashboard is visually appealing, but misses some elements of good practice/guidelines	The dashboard is not visually appealing. It does not adhere to most good practices/guidelines
<b>Writing Mechanics</b>	There are no noticeable errors in grammar, spelling, or punctuation. Labels and titles are clearly written and descriptive.	There are very few errors in grammar, spelling, and/or punctuation. Labels and titles capture the general concepts presented	There are significant errors in grammar, spelling, and/or punctuation. Labels and titles are unclear or vague or incorrect.