

# BUS2SMV Social Media and Visualisation

## Assessment 3: Storytelling through suitable Tableau visualisations

### Overview

Throughout this subject, you have developed an understanding of Social Media, Social Media Marketing and how businesses use Social Media to drive engagement and product sales. You have also learned how to create visualisations and how to use them to tell compelling stories about your data. This assessment provides you with the opportunity to draw on all of what you have learned to tell **Your Story** using the **Dataset provided**.

### Specific Requirements

This assessment has 2 parts. You will need to create an **Oral Presentation via Video Recording**. The recording will be of **you giving a presentation using Tableau's Storyboard Feature**.

### The 2 parts - You must submit the following:

#### 1. A video recording (min 5 – max 7 minutes long)

- Record the video, you can use any method, Zoom or any other creative way. **Make sure you are seen in the video (just the face is sufficient)**.
- Upload to YouTube as an unlisted video** and submit the YouTube link to Presentation part of the assessment submission. You can directly paste the YouTube link on to the Turnitin link as a text submission

#### 2. Tableau workbook – Only in this (.twbx) format. To be submitted to Tableau part of the submission.

(Note: You will see that there are 2 parts for the Turnitin submission. Make sure you do the submissions correctly)

### The content of the presentation needs to cover:

- Your Data Story** with effective use of visualisation(s) using the provided **Dataset**.
  - You can choose to tell whatever story you'd like with whatever analysis you want using this dataset. **It NEEDS to be PROFESSIONALLY done**.
  - You can use additional data or information in your story to support your analysis.
- A presentation** providing information:
  - Storytelling using Tableau's storyboard feature. **Minimum 5 Visualisations and 1 Dashboard. If possible, have more dashboards.** You are telling a story from the viewpoint of a consultant who is either hired by the organisation or has analysed the dataset quite closely. You could be addressing the authorities, or the organisation or public. **Please specify your audience at the beginning.**
  - A strong conclusion – **Recommendations to the problem identified**. You'll be required to use external information sources to validate your recommendations (citations to be used).
  - Keep the last 2 mins to discuss visualisation techniques used in each visualisation**, e.g., colour, shape, position, interactivity etc. Analysis of why you chose these techniques and what makes them effective (refer to lecture materials and Tableau's online resources). **Please refer to the relevant Visualisation when explaining this.**

- d. End with a reference slide – Minimum 4 references in Harvard (<https://latrobe.libguides.com/harvard>)