

Minnesota Dept of Transportation Interstate Traffic Project

This was a project from my Google Business Intelligence class. For this project I used Tableau to analyze interstate highway traffic in Minnesota over a period of time.

I was provided the traffic data and given a message from my supervisor explaining that the Minnesota Department of Transportation wanted to find out traffic volume trends on the interstate highways to inform possible infrastructure changes.

They needed a dashboard to monitor incoming traffic data and wanted traffic volume throughout the year broken down by year, month, week, day and hour. They also wanted to know traffic based on weather condition and they wanted to compare traffic across the various holidays.

After creating the dashboard, they came back with feedback, asking that I give an easy and visible filter for those not familiar with Tableau and they asked for download buttons. I added those to wind up with the final product shown below.

Steps taken during this project:

- Received and interpreted a stakeholder request
- Determined KPIs based on their requirements and suggested data
- Sketched a loose mockup based on my understanding
- Received actual traffic data and evaluated dataset, updating KPIs and mockup based on this data
- Created a Tableau project, loading the necessary fields from the .csv provided to me with traffic data
- Created necessary charts based on my interpretations of of the provided requirements, in some cases creating calculated fields and filters to fulfill needs
- From those charts, I developed a unified dashboard, keeping the most important chart, filters, and buttons near the top
- Presented dashboard and received feedback
- Iterated on the dashboard until the client was happy with the result