Week 4

Applicable VLOs or EESs for This Week's Case Study

Design data visualizations to communicate information to different business stakeholders.

ESS:
- Communication
- Information management
- Numeracy
- Personal Skills

This Week's Detailed Case Study Information

As twilight descends on the cobblestone streets of Quebec City, you find yourselves, consultants of taste and analytics, amidst the buzz of Le Petit Champlain, far from the familiar technological embrace of Quisine Analytics. You've spent the day touring local eateries, not to indulge your palates but to observe and absorb the culinary diversity that thrives here. Your mission is to bring a fresh perspective to Quisine Analytics' latest challenge.

Amidst quaint boutiques and tourist chatter, you ponder Alice's recent finding. The inconsistency in menu item popularity across the 84 Quisine Analytics locations is a puzzle of preferences and logistics that demands a sophisticated solution. The fact that Quebec City branches sell 150% more smoked-meat poutine than those in Ottawa cannot be ignored. Similarly, the vegetarian poutine, a hit in Toronto with sales 200% higher than in other locations, signals a unique opportunity for targeted menu

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optimization.

As you take in the old-world charm, you realize the necessity for each branch manager to visualize these patterns, to understand the ebb and flow of their unique customer base. Data visualization is vital: it transforms numbers and feedback into actionable insights. It's about crafting a narrative told through charts, graphs, and interactive dashboards that illuminate the path to culinary and business harmony.

In the warmth of a bustling café, you reflect on the key metrics that will drive this endeavor's success. The average daily covers per location, currently at 85, reveal customer traffic's pulse, while the dish popularity index, a measure of the number of times a menu item is ordered against the total orders per day, offers a glimpse into dining choices. And the waste percentage, a figure Quisine Analytics prides on keeping below 5%, demonstrates efficiency and sustainability.

Your role is to channel this data into visual stories that empower managers to tailor their offerings to the local palate. The task requires finesse, understanding, and creativity, akin to selecting the perfect wine to complement a dish.

As night falls and the café patrons begin to dwindle, you realize the next step is not just about creating visualizations. It's about crafting a tool that resonates with managers' needs, equipping them to cut through the data with the precision of a chef's knife.

Deliverables for This Week's Case Study

1. Create an interactive dashboard that illustrates the dish popularity index across various Quisine Analytics locations, with specific focus on the smoked-meat poutine and vegetarian poutine sales disparities.
2. Compile a data visualization report that highlights the average daily covers per

location, including patterns and trends over the past quarter.

3. Develop a training video for branch managers on how to use the newly crafted visualization tool to optimize their menu offerings.