

Week 12

Applicable VLOs or EEs for This Week's Case Study

Design data visualizations to communicate information to different business stakeholders.

ESS:

- Information management
- Numeracy
- Personal Skills

This Week's Detailed Case Study Information

As twilight drapes its silky curtain over the skyline, you stand at an art exhibit in the city's heart. The vibrant canvases around you starkly contrast the data tables that your colleagues, Bob and Alice, grapple with back at Quisine Analytics. You see art that tells stories with color and form, and you understand that Quisine Analytics must similarly transform its dense data into visual stories that captivate and inform.

In a corner, a sculpture captures your attention. Its abstract forms twist and turn, a metaphor for the complexity of the data you must untangle. You contemplate Quisine Analytics' Quarterly Revenue Growth, which has surged by a robust 12% this quarter, a figure that should be showcased in a way that stakeholders can instantly appreciate.

Meanwhile, Alice, in the serenity of her test kitchen, sprinkles fleur de sel over caramel eclairs. She's not merely adding finishing touches; she's mulling over the Employee Turnover Rate, which has hit a concerning 18% annually. These numbers are more than

statistics; they represent people, dreams, and the need for a nurturing work environment.

Across town, Bob sits in a cozy café, his laptop displaying a spreadsheet. He wrestles with the Customer Acquisition Cost (CAC), which stands at \$32 per diner. This figure isn't just an expense; it's an investment in the future palates they aim to please.

Your task, consultants, is to animate these numbers. Envision a dashboard where Revenue Growth curves like a brushstroke, Employee Turnover Rate fades like a watercolor wash, and CAC pops like a bold accent color. You are to craft visualizations that tell a story, ones that resonate with the passion driving Quisine Analytics' chefs and the analytics that steer their decisions.

As the evening concludes and the gallery empties, you step out into the night, the challenge before you crystallizing: you must distill Quisine Analytics' performance into visuals that engage and enlighten, visuals as intuitive as the layout of a well-curated menu.

Deliverables for This Week's Case Study

1. Design a dynamic dashboard visualizing Quisine Analytics' Quarterly Revenue Growth, Employee Turnover Rate, and Customer Acquisition Cost in an engaging and intuitive format.
2. Create a storyboard for a video that will illustrate Quisine Analytics' data stories, emphasizing the connection between culinary passion and data-driven decision-making.