Summer 2022

MBA 562

Introduction to Business Analytics:

Communicating with Data

Module 4 Team Assignment:

Anshul Bansal

Michael Mercado

Mk Nada

Enrique Quintero

Chris Woo

Bryan Yang

Table of Contents

[Step 1:  3](#_Toc103678636)

[Step 2: 3](#_Toc103678637)

[Line Chart: 4](#_Toc103678638)

[Bar Charts 5](#_Toc103678639)

[Pie Chart with United States Map: 6](#_Toc103678640)

[Step 3:  6](#_Toc103678641)

[References: 8](#_Toc103678642)

# Step 1:

Choose the data - Like your Module 3 Individual Assignment, you are free to use any portion (or all of) the datasets chosen in Module 2 to visualize. You are free to base your Group visual on one of the individually-created visualizations or start afresh with a new perspective on the data. (5 points)

After careful consideration of which data to analyze, our group decided to use Divvy’s Ride Travel data over time from its own website from 01/2022 to 05/2022 between commute times (6-9am to 4-7pm). The data compares members and causal riders among different rideable types (classic bike, electric bike, docked bike).

The data source can be found from the reference.

Our main objective is to visualize the relationship between members vs. casual riders using the dataset and analyze it over a certain period via Data visualization.

# Step 2:

Create a data visualization using a dataviz tool - Select a tool that can create data visualizations. The tool could exist on the web or on your computer (e.g., commercially available software that you have installed on your PC). Produce one (1) data visualization using the tool and the data you chose in Step 1. There is no restriction on the visual form used in your graphic but ensure that the visual features contrast, clear meaning, and refined execution as described in Part 5 – Lessons 2-5 of Digital Marketing Analytics: In Theory And In Practice. Keep in mind that producing a data visualization that achieves the standard of a “Client-Ready” visual described during lecture may require the use of more than one visualization tool. (15 points)

## Bar Chart:

Chart

Description automatically generated

## Box Plot

Chart, box and whisker chart

Description automatically generated

Chart, box and whisker chart

Description automatically generated

Chart, waterfall chart

Description automatically generated

Chart

Description automatically generated

# Step 3:

Write your narrative - Using the McCandless Method, develop a narrative that could be used to effectively present your visual to an audience of stakeholders. Be sure your narrative follows precisely the McCandless Method steps: (1) Introduce the graphic by its name (and its story), (2) Explain the graphic by answering your audience’s questions, (3) State the insight your graphic produces, (4) Offer up examples that support the insight, (5) Tell them why the insight matters to them. (10 points)

Bar Chart:

Box Plot:

# References:

Hartman, K, (2022, May), Introduction to Business Analytics: Communicating with Data

MBA 562 Module 1-4

Hartman, K. (2022, May). *‘Sophisticated, Clear, and Polished’: Divvy and Data Visualization (Case Study)*. Art + Science: A DATA (AND OTHER THINGS) BLOG. Retrieved May 2022, Retrieved from

https://artscience.blog/home/divvy-dataviz-case-study