

Questions:

- Should Haas give up?
- Who is the best driver in the world?
- Which team is the most dominant?
- Does budget matter?
- Where are these races?
- Altitude of these races?
- Are the cars getting faster?
- What laps are usually the fastest?
- Track evolution?
- Is Lewis Hamilton really that good or was it just his car?
- Who has the most race wins? ^{Driver and constructor}
- Who has the most world championships?
- Is it worth investing in a new young driver?

the BIG IDEA worksheet

Identify a project you are working on where you need to communicate in a data-driven way. Reflect upon and fill out the following.

PROJECT Building an F1 Dashboard

WHO IS YOUR AUDIENCE?

(1) List the primary groups or individuals to whom you'll be communicating.

- F1 fans
- Team principals
- Team owners
- Investors
- Other car companies

(2) If you had to narrow that to a single person, who would that be?

The team principals

(3) What does your audience care about?

- Who the best driver is
- How their team is performing
- How their car performs in different races

(4) What action does your audience need to take?

- Modify their car
- Get a new driver
- Sell their team completely
- Hire a new team principal

WHAT IS AT STAKE?

What are the benefits if your audience acts in the way that you want them to?

- The team owner will lose less money
- The team could win more
- They could know how to improve the car
- They would get more funding

What are the risks if they do not?

- The owner could lose millions of \$s
- The fans will be unhappy
- The team will continue to get less support
- They may never win a world championship

FORM YOUR BIG IDEA

It should:

- (1) articulate your point of view,
- (2) convey what's at stake, and
- (3) be a complete (and single!) sentence.

In order to be in contention for the world championship, each team must understand the historical performance of their car and drivers so they can make the proper modifications.