**Representation and Reporting (NAM2 TASK 1)– D210**

**Performance Assessment**

**Western Governors University**

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***Part 1: Interactive Data Dashboard***

**A-1**

Please see uploaded csv files labeled d210cleanwgu and d210clean2 for that data sets that serve as the source data to the dashboard.

**A-2**

The widely available access to the internet makes the need to download my dashboard obsolete. I have saved my dashboard on Tableau public. To access my dashboard please go to the following: <https://public.tableau.com/views/ChristianLWGUD210/Dashboard1?:language=en-US&publish=yes&:sid=&:display_count=n&:origin=viz_share_link>

**A-3**

The best way to begin is to access the dashboard through the link in A-2 by holding ctrl and clicking it with your mouse. If this is being read on paper, then you could open your current modern browser such as Chrome and type the website link from A-2 in the address bar. Once opened you will see it is split into four sections. The top left is India Children Count. You can put your mouse on one of the five boxes to get the count of customers in India that have the number of children noted. These boxes can also be clicked on, and it will be used as a filter for the India Churn by Gender section below it. Once one box is clicked it will grey out the rest of them. Clicking again in the same box will bring back all the boxes into color. The section in the bottom left, India Churn by Gender, shows the number of churn customers in comparison with the total number of customers broken into the gender category. As noted before the India Children Count can be used as a filter for this section so if a box is clicked the India Churn by Gender will only show the results for the customers with that number of children. The right side behaves the same way as the left, but it is looking at the WGU data instead. This allows for a side by side comparison of the two data sets.

***Part 2: Storytelling with Data***

**B**

Please see my Panopto video for my presentation. I have put the link with my uploads and for convenience it can be found by clicking the link below also.

<https://wgu.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=b3881ad2-7e63-4fb2-b478-b117017771ea>

***Part 3: Reflection Paper***

**C-1**

The purpose of my dashboard is to compare similar customer demographics between our customers and the customers of telecom companies in India. The EVP is tasked with strategic recruitment and is interested in broad categorization of customers. This dashboard does both for him. India is a big market that we are currently not in. The EVP can compare the churn rates between us and them with it being broken down by gender and can be filtered by the number of children in the household.

**C-2**

The additional data set has multiple of the same categories as our data set. This includes age, number of children, gender, income, and most importantly churn. Looking at the churn for customers that fall into similar demographics is a good first step in looking to expand into India. If the churn levels are similar or lower than our current customers with similar demographics then it would be wise to do a deeper dive.

**C-3**

The data representations from my dashboard will allow the executive leaders to quickly see some of the differences in our demographic compared to the one from the companies in India. First by looking at the two children counts show that the families in India are smaller as four is the highest number of children for them, but our customers have up to 10 children. Looking at the two churn by gender reveals two thing that should stand out to leadership. The number of customers in the India dataset is significantly higher than the dataset of our customers. This sticks out to me because if we can even a tenth of that market, we would more than double our current customers according to our dataset. The gender demographic is also something that sticks out to me that would be important. We currently have slightly more females than males, while India has more males than females by a significant margin.

**C-4**

The way my dashboard is designed both the interactive controls work the same, but they filter different data to show a direct comparison. The India Children Count can be used to filter the India Churn by Gender chart. By clicking on one, or multiple using ctrl, you can see the India Churn by Gender information for only customers with the number of children that are highlighted. The WGU Children Count does the same thing to the WGU Churn by Gender. This allows for easy comparisons between the two datasets. So not only can you can compare the rates of churn for the whole of both but you can also look at the churn rates for both when the customer has no children or our current churn rates for customers with less than 5 children since the India dataset only includes this demographic.

**C-5**

The dashboard is in blue/orange color palette to make it accessible for individuals with colorblindness. I have never dealt with this kind of issue before, so I relied on Tableau’s article [5 Tips on Designing Colorblind-Friendly Visualizations](https://www.tableau.com/blog/examining-data-viz-rules-dont-use-red-green-together). This article stated “blue/orange is a common colorblind-friendly palette” which is why I chose that palette to make my dashboard accessible for individuals with colorblindness.

**C-6**

The India Churn by Gender when compared with the WGU Churn by Gender shows two important details when trying to show India is a market that we should expand to. The first as previously pointed out is the number of customers in comparison to our current customers. It would not take a large share of these customers to double what we are currently doing. The other detail that points towards expanding is the churn rate being lower than our current customer’s churn rate. A big market with a lower churn rate seem to show we should look more into an expansion into the India market.

**C-7**

The audience of Senior Vice President for Customer Experience (SVP), Executive Vice President of Sales (EVP), and a panel of Regional Vice Presidents (Regional VP) was identified by the data consideration and dictionary. It was there that I learned that they do not have a technical data analysis background. This led me to not including any technical verbiage in my presentation. I kept my presentation broad and focused on customer’s demographics for the EVP since he is tasked with strategic recruitment and my presentation deals with recruitment from a whole new area.

**C-8**

The presentation was made to convince the audience of expanding into India was worth looking into. The audience that was listed in C-7 was described to not have technical data analysis experience, so this had me excluding technical terminology from my presentation. The presentation was recorded in Panopto for ease of access for anyone who needs it. The dashboard is available on Tableau Public for anyone who watched the presentation and wants to compare things that I did not. The dashboard was also designed to be accessible to individuals with color blindness by the color choices that were used.

**C-9**

The presentation used elements of effective storytelling that I have previously learned in a public speaking class I took during my undergraduate degree. I am not a natural storyteller, so I rely on these to help with anytime I am presenting anything. The pacing of my speaking is the biggest element that I must keep in mind. I am from south Louisiana and know my natural speaking pace is too fast so I must slow it down to keep all my words understandable. Once I am sure that everyone can understand me, I make sure to keep my presentation relevant to the audience. I do this by preparing what I want to say ahead of the presentation. This gets harder in live presentations as some questions may not be relevant.

**D**

Shaffer, J. (2016, April 20). 5 Tips on Designing Colorblind-Friendly Visualizations. Tableau. Retrieved from <https://www.tableau.com/about/blog/2016/4/5-tips-designing-colorblind-friendly-visualizations-53463>

Suraj520. (n.d.). Telecom Churn Dataset. Kaggle. Retrieved from <https://www.kaggle.com/datasets/suraj520/telecom-churn-dataset>

**E**

This project was created with the highest professional standards.