Daniel Sanchez

MIS 505

Dr. Christopher Sibona

Module 1: Cell Phone Market Visualization

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This exercise was helpful for gaining some practice with manipulating pivot tables and charts in Excel. The instructions for the assignment did not exactly show how to complete each step, which allowed me to explore Excel on my own. This might seem frustrating, but I actually prefer that type of instruction when operating in a somewhat unfamiliar environment. Having a finished product example to work toward was key.

My initial challenge was setting up the Pivot Table correctly. I followed the instructions, but had difficulty locating the option to “summarize the row values % of row total for both rows.” I thought I might need to manually calculate these fields. I later found that option under “Value Field Settings” for the Pivot Chart Fields. I really could use more work with Pivot Tables; I always seem to stumble upon the answers like this, rather than knowing exactly where to go to find something right away.

Editing the Pivot Chart was not quite as difficult. I found most of what I needed by double-clicking on the chart and adding chart elements as I needed them. I spent some time adjusting the colors of the lines, along with the fonts of the labels. I found that the series labels for Huawei and Apple appeared on the both sides of the lines, and I needed to delete the left instance in both cases.

I would like to gain experience with identifying the most appropriate visualizations for different occasions. This final chart is clearly more helpful than a less informative bar chart. I’m not sure that I would have come to that visualization on my own, but I feel like I will improve as this course continues.