

Business Research and Data Analytics

Lecture 7: MS Excel practicum 2: data storytelling

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Agenda

1. Groups allocation
2. Practicum: data storytelling
3. Results presentation

1. Groups allocation

Your groups (by ID)

G1	202112097	202010173	202312091	202310014	202312151	202312361
G2	202112157	202110085	202212224	202312035	202312163	202310003
G3	202212136	202110097	202310019	202312081	202312132	
G4	202212195	202310001	202312093	202312135	202212011	
G5	202212198	202310004	202001112	202310017	202201181	
G6	202212206	202310007	202201135	202312114	202312086	
G7	202212214	202310009	202201176	202312146	202312392	202312084

2. Practicum: data storytelling

Data

1. LMS Week 7 File: Practicum2.xlsx

2. Data Source:

https://docs.google.com/spreadsheets/d/1SF7_RQi8nxf6ppd8cp2ZYh-BCwGVqp4QKf0ze0eUyT8/edit?ref=hackernoon.com#gid=116838508

What we do

- Imagine that you, as a Data Analysts team, is working on data insights from the information on the passengers onboard the Titanic ship when it sank on April 15, 1912.
- Your group has to, at least, run data cleaning and preprocessing, descriptive statistics, and data visualization.
- Use a Practicum2.xlsx file
- Explore your data (Korean groupmates shall help foreigners with the Excel interface)
- Clean and transform if needed
- Build a dashboard (bunch of graphs and tables)
- Data Communication (i.e., *presentation*)
- Conclusions

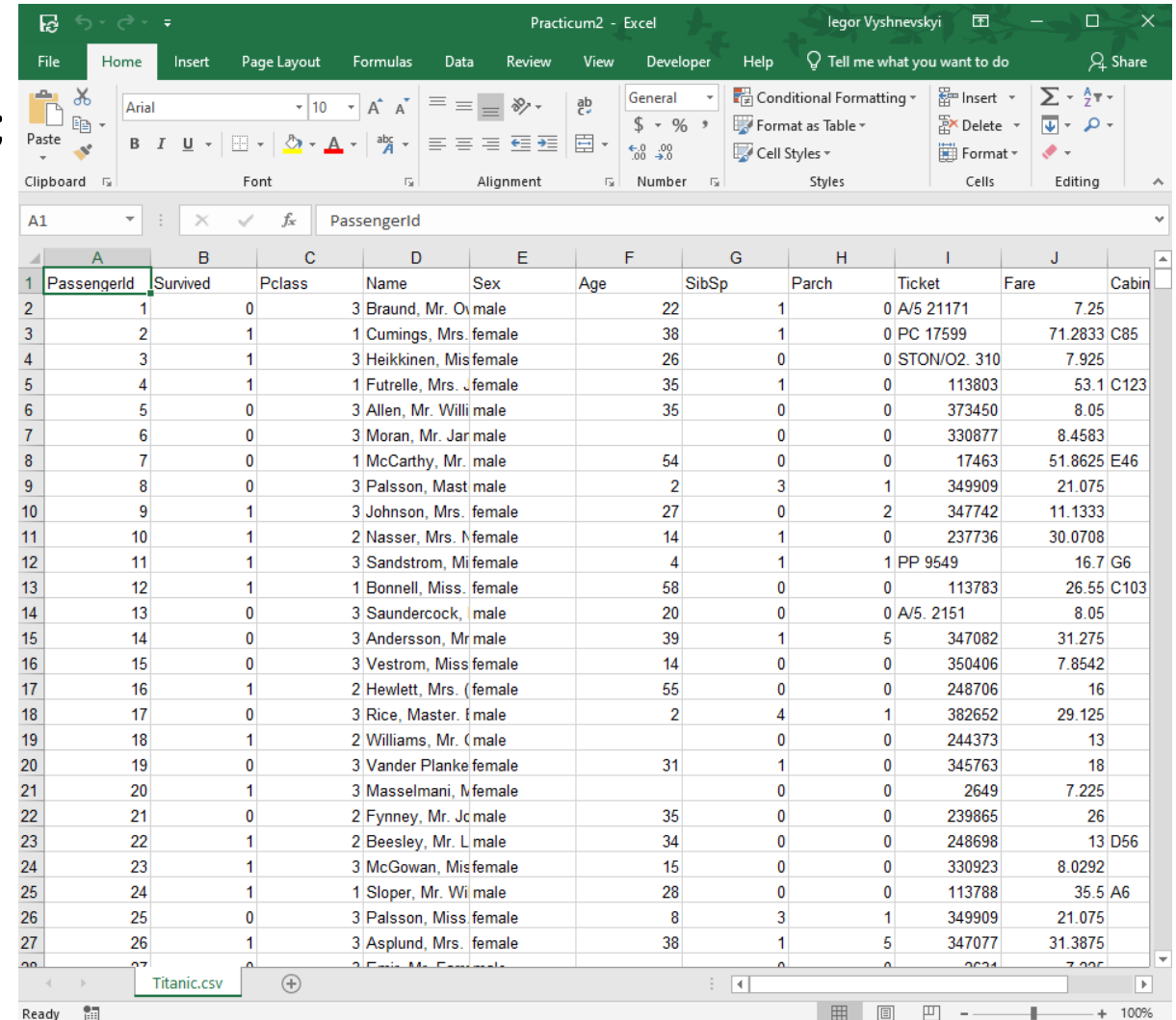
File to be used: *Practicum.csv*

Our Data

Let's:

1. Observe our data. Is your data clean?;
2. Think on what to show/want to show.

This dataset offers information on the passengers onboard the Titanic ship when it sank on April 15, 1912.



Practicum2 - Excel

legor Vyshnevskiy

File Home Insert Page Layout Formulas Data Review View Developer Help Tell me what you want to do Share

Clipboard Font Alignment Number Styles Cells Editing

A1 : X ✓ fx PassengerId

	A	B	C	D	E	F	G	H	I	J	
	PassengerId	Survived	Pclass	Name	Sex	Age	SibSp	Parch	Ticket	Fare	Cabin
1	1	0	3	Braund, Mr. Owen	male	22	1	0	A/5 21171	7.25	
2	2	1	1	Cumings, Mrs. female	female	38	1	0	PC 17599	71.2833	C85
3	3	1	3	Heikkinen, Miss. female	female	26	0	0	STON/O2. 310	7.925	
4	4	1	1	Futrelle, Mrs. female	female	35	1	0	113803	53.1	C123
5	5	0	3	Allen, Mr. William	male	35	0	0	373450	8.05	
6	6	0	3	Moran, Mr. James	male		0	0	330877	8.4583	
7	7	0	1	McCarthy, Mr. male	male	54	0	0	17463	51.8625	E46
8	8	0	3	Palsson, Master male	male	2	3	1	349909	21.075	
9	9	1	3	Johnson, Mrs. female	female	27	0	2	347742	11.1333	
10	10	1	2	Nasser, Mrs. female	female	14	1	0	237736	30.0708	
11	11	1	3	Sandstrom, Miss. female	female	4	1	1	PP 9549	16.7	G6
12	12	1	1	Bonnell, Miss. female	female	58	0	0	113783	26.55	C103
13	13	0	3	Saunders, Mr. male	male	20	0	0	A/5. 2151	8.05	
14	14	0	3	Andersson, Mr. male	male	39	1	5	347082	31.275	
15	15	0	3	Vestrom, Miss. female	female	14	0	0	350406	7.8542	
16	16	1	2	Hewlett, Mrs. female	female	55	0	0	248706	16	
17	17	0	3	Rice, Master. male	male	2	4	1	382652	29.125	
18	18	1	2	Williams, Mr. male	male		0	0	244373	13	
19	19	0	3	Vander Planke, female	female	31	1	0	345763	18	
20	20	1	3	Masselmani, Miss. female	female		0	0	2649	7.225	
21	21	0	2	Fynney, Mr. James	male	35	0	0	239865	26	
22	22	1	2	Beesley, Mr. male	male	34	0	0	248698	13	D56
23	23	1	3	McGowan, Miss. female	female	15	0	0	330923	8.0292	
24	24	1	1	Sloper, Mr. William	male	28	0	0	113788	35.5	A6
25	25	0	3	Palsson, Miss. female	female	8	3	1	349909	21.075	
26	26	1	3	Asplund, Mrs. female	female	38	1	5	347077	31.3875	
27	27	0	3	Fox, Mrs. female	female		0	0	2634	7.225	

Titanic.csv

Ready 100%

Our Data (cont.)

Some of the variables in this dataset include:

1. PassengerId - A unique identifier for each passenger.
2. Survived - This shows whether the passenger survived or not (0 = No, 1 = Yes).
3. Pclass - A passenger's class (1 = 1st, 2 = 2nd, 3 = 3rd).
4. Name - A passenger's name.
5. Sex - A passenger's gender.
6. Age - A passenger's age.
7. SibSp - The number of siblings/spouses aboard.
8. Parch - The number of parents/children aboard.
9. Ticket - The ticket number.
10. Fare - The fare paid for the ticket.
11. Cabin - The cabin number.
12. Embarked - The port of embarkation (C = Cherbourg, Q = Queenstown, S = Southampton).

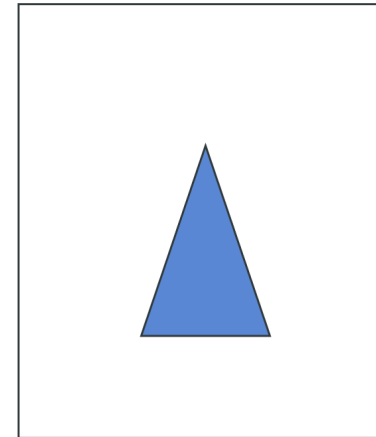
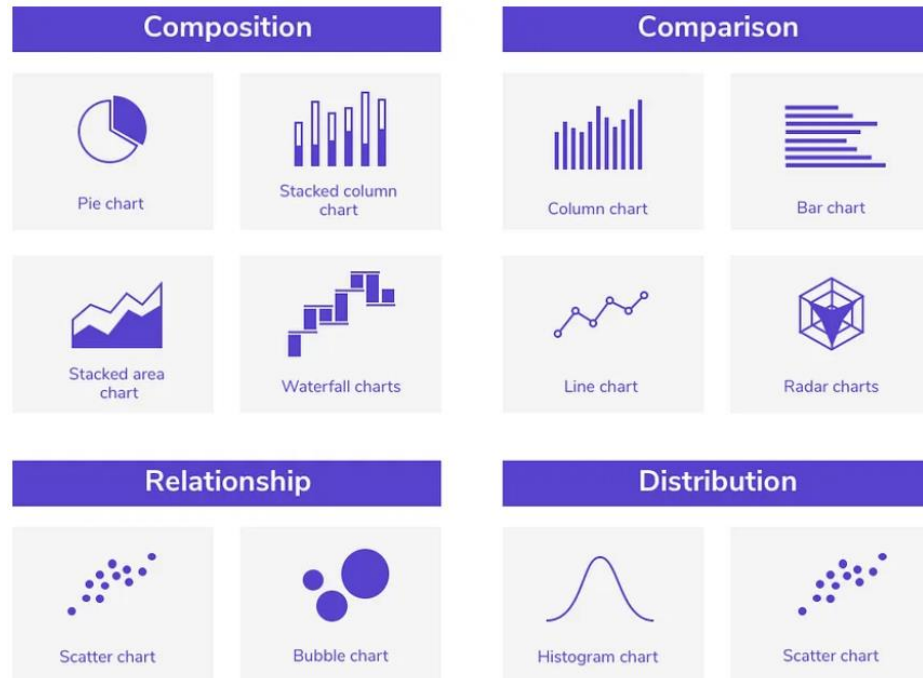
Our Data (cont.)

Some examples:

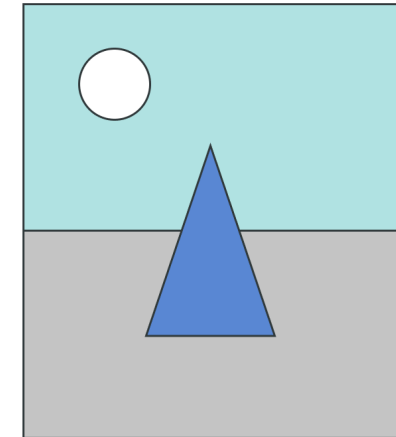
- Exploring The Titanic Dataset:
<https://www.kaggle.com/code/shashaalam/exploring-the-titanic-dataset>
- Titanic: Data Exploration And Visualization:
<https://www.kaggle.com/code/lemoinef/titanic-data-exploration-and-visualization>

Story

- What can you tell from this data?
- What elements (tables / graphs) do you want to use?



Data



+ Storytelling

Your Story time

Finally, you can move to create your story.

Be ready to show / present your work by 2:50 pm.

Rembert to upload your work.

Technical notes:

- a. Choose a person (say, a team leader) who will do the uploading and reporting of your group work.
- b. Remember to write down the names and IDs of all actual participants.
- c. The team leader briefly reports on the group members' participation activity and each member contribution (to avoid free riding).
- d. Upload the file (Excel, PPT) on time. Good luck!