BUSN 6250 | DASC 6210 | MNGT 4710 • F23 • Case #1

DUE: Friday, Oct. 13th @ 18:00 ← "soft" deadline; hard deadline is Sunday the 15th @ 23:59

Case #1 Group Choice You can do this case on your own, with another student, or with two other students — your choice. In all cases you must sign up into a group using the Group Choice @ Moodle

➔ You can work with anyone in any section. If you enroll in a group and want to change, email me so I can unenroll you and you can sign-up again.

Where Thompson Rivers University (TRU) is located at the confluence of the South and North Thompson Rivers, **Two Rivers University (2RU)** is at the confluence of the North and South Thompson Rivers. You (or your team) have been hired by 2RU to prepare a report similar to the **TRU Factbook** (available here: https://www.tru.ca/ipe/facts-and-figures.html). The 2022-23 Factbook from TRU is provided to you at Moodle as a starting point.

You will submit one PDF document. You can use whatever tool in your analytics toolkit that you wish — but this is a really great opportunity to try out your **Tableau** skills.

This case project will have you **recreate** aspects of the TRU Factbook **and create** your own new content. You will create the content from the `2RU.csv` dataset available at Moodle. The data dictionary for this dataset is:

Column	Data Type / Description / Sample Values
Year	String. There are six academic years of data in the data set — from 2017-18 to 2022-23. You only need to use the last five years of data.
RecID	Integer. A serial number used to identify the record. Runs from 1 to 156,772 records. There is no student ID number in this data. **Note**: you can check your work — the total number of students for AY2022-23 (say) in the 2RU database (25,284) will be the same total as Undergraduate (23,695) + Graduate (1,589) in the Student Headcounts Trends table on page 6 of the TRU FactBook.
Gender	String. One of {NA, M, F}. NA indicates that the student's gender is "not available". M is Male. F is Female.
Origin	String. One of {Indigenous, Domestic, International} — where the students are from. See Country below.
Age	Integer. The age of the student at the end of the Academic Year. Values run from 17 to 52 in the data.

Column	Data Type / Description / Sample Values
Credential	String. One of {Undergrad, Graduate}. The program level the student is pursuing. Individual faculties (e.g., 2RU Lardgagi School of Business) and individual programs (e.g., MBA) are not provided in this data.
Country	String. The country the student is from. All Indigenous and Domestic students are from Canada. International students are from a variety of countries.
Prov	String. IF the student is from Canada THEN they will have a 2-character province code (BC = British Columbia, AB = Alberta, etc.) ELSE they will have a value of "NA" for Province.
GPA	Number. Grade point averages on the 2RU Grading scale. Same as the TRU Scale with 4.33 as the maximum GPA value.

Okay. Time to start creating your own FactBook for 2RU.

You can… create it in Word (say) and save it as PDF.
You can… create "dashboards" or "stories" in Tableau and export them to PDF.
You can… typeset the entire thing in LaTeX and generate PDF — so many different ways to create your document!

Note: the thumbnails below are from the 2021-22 TRU factbook.

Cover Page [create]

For the cover page…

1. Create your own logo for 2RU.
2. Include a stock photo you've taken around TRU campus. Flip it (if you want) for 2RU.
3. Put your group member name(s) at the bottom of the cover page.

➔ Come up with a consistent colour scheme for your 2RU Factbook — something other than the TRU colours and the Tableau defaults. Reuse your logo on all of your pages, starting with…

2RU at a Glance page [recreate]

For the "at a glance" page…

1. Reuse your 2RU logo + colour scheme.
2. Include some summary data. 2RU only has on-campus students (unlike TRU) — maybe a breakdown of students from Canada?
3. What is the proportion, headcount, and number of countries for 2RU International students?
4. Include some summary information about proportion of undergrad / grad students studying at 2RU.

Ignore FTEs and Enrollments since you don't have that data…
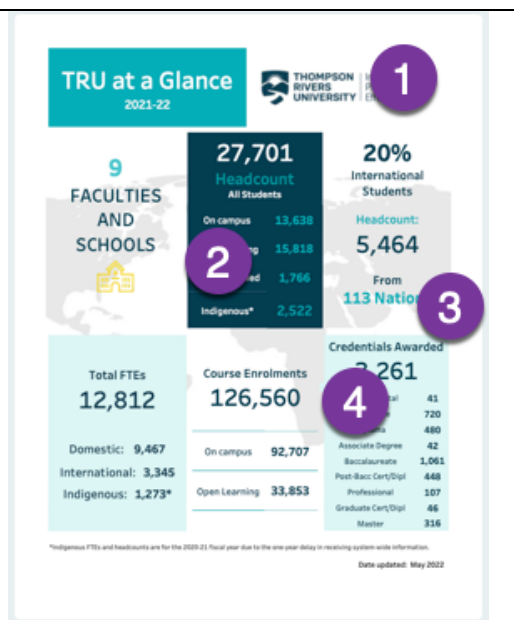
If you want to include a **Table of Contents**, consider using Styles in Word to automate this process. Apply a Style to your various sections then use Insert > Index and Tables… to automagically create a Table of Contents. If you don't want a ToC — no worries.
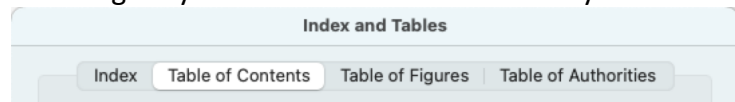
2RU Student Headcount Trends [**recreate**]

Page 6 of the TRU Factbook includes a tabular summary of the TRU data. Create something similar for 2RU 1. Include total headcounts for all academic years. Might be one row in your 2RU table. 2. Include a breakdown of International students. Maybe by Country? 3. Include a breakdown of non-International students. Maybe by Domestic / Indigenous? **Hint**: don't just copy/paste a pivot table from Excel (say) — think about the formatting choices made in presenting the data.	

2RU Student Headcount Summary [**recreate**]

Recreate something similar to page 5 for 2RU. 1. Include total headcounts for 2022-23. 2. Include chart(s) showing trends over time. Maybe total students (bar) with lines for domestic / international? Your choice. 3. Summary table by credentials by year.	

2RU Student Demographics [recreate]

|	
Recreate something similar to page 7 for 2RU. 1. Include the proportions and some sort of meaningful clip art or stock photos to reinforce your message. 2. This one shows gender breakdown by campus — for the 2RU data, show the change in gender mix over the last five academic years. You don't have to use pie-charts — there are other options for showing this sort of information — your choice.	
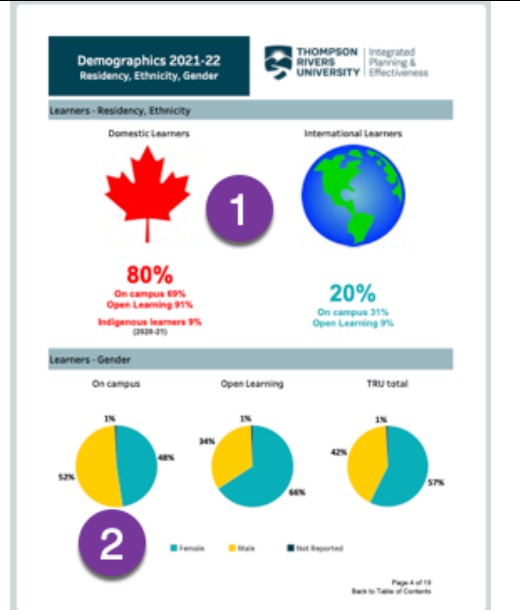
2RU Age Distribution [recreate]

Recreate something similar to page 8 for 2RU. 1. Age across all students. Keep the same categories used here. **Note**: some (like 18 & under) only have 2 values. Some (19-24) have 5 values. Others (e.g., 40-49) have 10 values. 2. Same, but for Domestic students. 3. Same, but for International students. Include an average age for each group.	
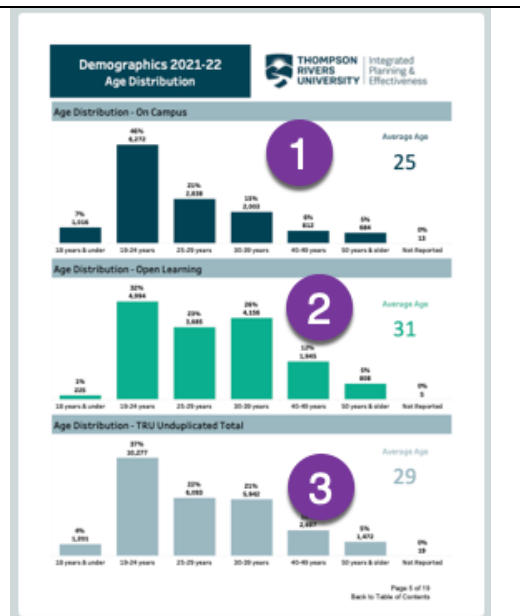
2RU Indigenous Learners [**recreate**]

| Recreate something similar to page 10 for 2RU's Indigenous Learner community.	

1. Tabular data across academic years.
2. Gender split for 2022-23 and age split for 2022-23 (including average age).
3. Headcount over time. 2RU only has one campus so ignore the lines on top of the columns. You can do this many different ways — doesn't have to be verbatim to TRU.

2RU Domestic Learners [**recreate**]

Recreate something similar to page 12 for 2RU's Domestic Learner community.	

1. Visual breakdown of # of domestic learners by province. You can do this in Tableau (like the TRU people did). Excel has this functionality as well.
2. Some sort of tabular analysis of the data. You don't have city information, so maybe percentages by province? Top-3 provinces where 2RU students come from?
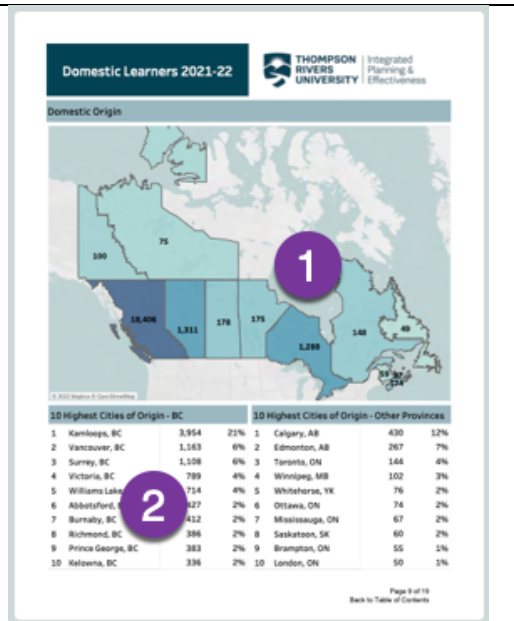
2RU Learners — other [**create**] <mark>**three other pages**</mark> for the 2RU Factbook. What stories do you want the data to tell? Could be something about International students. Maybe something to do with GPA data — we haven't used that yet. Combinations of data — a contingency table of credentials (undergrad/grad) and origin (Canadian/international) say. Some other infographic or set of charts to tell a story about our 2RU students — you are **Bob Ross** — paint us a picture!

➔ **Questions? Post 'em to Moodle discussion forum** ⬅