

Story Telling Concepts

Story Telling Concepts

AHNDXKUFSWALMND
RSCNHDSCPUTEDSAN
CHUEDKNHSXPMKIFD
SAQJVSDCKHEDHYWX
HBSKLKDSCNJHSEADK
ITGFDAWCVNJHDLKN
GDSCBHFDEWSKJNBN
H

Count how many times
letter A appears

Story Telling Concepts

AHNDXKUFSWALMND
RSCNHDSCPUDSAN
CHUEDKNHSXPMKIFD
SAQJVSDCKHEDHYWX
HBSKLKDSCNJHSEADK
ITGFDAWCVNJHDLKN
GDSCBFDEWSKJNBN
H

Count how many times
letter A appears

Story Telling Concepts



Story Telling Concepts

A Simple Model of How Our Brains Work

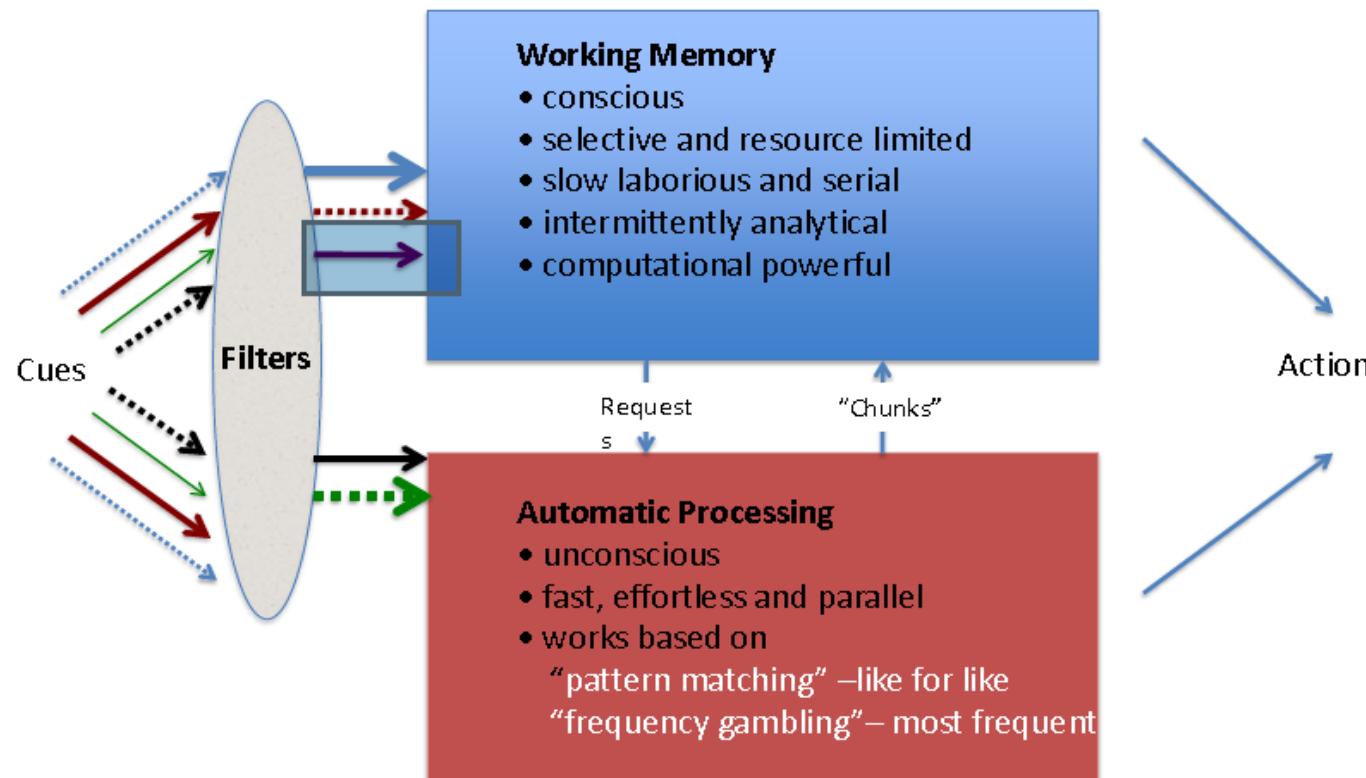


Exhibit 5: 40 Largest PPP Loans Disclosed by Public Companies

Ticker	Company Name	Sector	Market Cap (M)	Loan Amount (M)	Employees	TTM Sales (M)	TTM Net Income (M)
JAX	J. Alexander's Holdings, Inc. Class A	Consumer Discretionary	\$ 74	\$ 15.1	4,200	\$ 247.3	\$ 9.1
FRGI	Fiesta Restaurant Group, Inc.	Consumer Discretionary	\$ 189	\$ 10.0	10,480	\$ 660.9	\$ (84.4)
HNRG	Hallador Energy Co	Energy	\$ 22	\$ 10.0	915	\$ 317.4	\$ (58.9)
PBPB	Potbelly Corp.	Consumer Discretionary	\$ 85	\$ 10.0	6,000	\$ 409.7	\$ (24.0)
QMCO	Quantum Corporation	Information Technology	\$ 151	\$ 10.0	800	\$ 418.0	\$ (10.8)
BWEN	Broadwind Energy, Inc.	Industrials	\$ 24	\$ 9.5	521	\$ 178.2	\$ (4.6)
ZAGG	ZAGG Inc	Consumer Discretionary	\$ 101	\$ 9.4	628	\$ 521.9	\$ 13.9
AIRT	Air T, Inc.	Industrials	\$ 37	\$ 8.2	769	\$ 255.7	\$ 1.7
WVE	Wave Life Sciences Ltd.	Health Care	\$ 286	\$ 7.2	301	\$ 16.0	\$ (193.6)
NBEV	New Age Beverages Corp	Consumer Staples	\$ 137	\$ 6.9	934	\$ 253.7	\$ (89.8)
BOOM	DMC Global Inc.	Energy	\$ 405	\$ 6.7	741	\$ 397.6	\$ 33.2
TSRI	TSR, Inc.	Information Technology	\$ 6	\$ 6.7	389	\$ 59.9	\$ (2.1)
LIND	Lindblad Expeditions Holdings Inc	Consumer Discretionary	\$ 264	\$ 6.6	650	\$ 343.1	\$ 16.4
LEGH	Legacy Housing Corporation	Consumer Discretionary	\$ 229	\$ 6.5	800	\$ 169.0	\$ 28.8
VERI	Veritone, Inc.	Information Technology	\$ 101	\$ 6.5	277	\$ 49.6	\$ (62.1)
KRUS	Kura Sushi USA Inc Class A	Consumer Discretionary	\$ 78	\$ 6.0	1,400	\$ 72.5	\$ 0.3
PTQ-CA	Protech Home Medical Corp.	Health Care	\$ 71	\$ 6.0	NA	\$ 82.0	\$ (11.0)
PESI	Perma-Fix Environmental Services, Inc.	Industrials	\$ 72	\$ 5.7	325	\$ 73.5	\$ 2.9
ESCA	Escalade, Incorporated	Consumer Discretionary	\$ 104	\$ 5.6	468	\$ 185.7	\$ 8.9
MSON	Misonix Inc	Health Care	\$ 198	\$ 5.2	125	\$ 50.2	\$ (7.3)
DMRC	Digimarc Corporation	Information Technology	\$ 192	\$ 5.0	216	\$ 23.0	\$ (32.8)
SIF	SIFCO Industries, Inc.	Industrials	\$ 13	\$ 5.0	434	\$ 109.6	\$ (7.6)
FEIM	Frequency Electronics, Inc.	Information Technology	\$ 86	\$ 5.0	280	\$ 44.4	\$ (9.4)
ENG	ENGlobal Corporation	Energy	\$ 24	\$ 4.9	251	\$ 56.4	\$ (1.5)
MNKD	MannKind Corporation	Health Care	\$ 273	\$ 4.9	233	\$ 63.0	\$ (51.9)
AQST	Aquestive Therapeutics, Inc.	Health Care	\$ 122	\$ 4.8	232	\$ 52.6	\$ (66.2)
CVU	CPI Aerostructures, Inc.	Industrials	\$ 35	\$ 4.8	281	\$ 100.9	\$ 5.1
FTK	Flotek Industries, Inc.	Materials	\$ 52	\$ 4.8	174	\$ 119.4	\$ (76.7)
EMMS	Emmis Communications Corporation Class A	Communication Services	\$ 23	\$ 4.8	560	\$ 71.1	\$ (10.2)
CFMS	Conformis Inc	Health Care	\$ 47	\$ 4.7	271	\$ 77.4	\$ (28.5)
NGS	Natural Gas Services Group, Inc.	Energy	\$ 65	\$ 4.6	270	\$ 78.4	\$ (13.9)
OPTN	OptiNose, Inc.	Health Care	\$ 180	\$ 4.4	224	\$ 34.6	\$ (110.1)
PRTS	U.S. Auto Parts Network, Inc.	Consumer Discretionary	\$ 81	\$ 4.1	843	\$ 280.7	\$ (31.5)
CRAWA	Crawford United Corporation Class A	Information Technology	\$ 36	\$ 3.7	271	\$ 89.7	\$ 7.0
VASO	Vaso Corp.	Health Care	\$ 7	\$ 3.6	294	\$ 75.7	\$ 0.0
PTE	PolarityTE, Inc.	Health Care	\$ 44	\$ 3.6	157	\$ 5.7	\$ (92.5)
ULBI	Ultralife Corporation	Industrials	\$ 99	\$ 3.5	573	\$ 106.8	\$ 5.2
ADMP	Adamis Pharmaceuticals Corporation	Health Care	\$ 26	\$ 3.2	171	\$ 22.1	\$ (29.3)
BTN	Ballantyne Strong, Inc.	Communication Services	\$ 23	\$ 3.2	296	\$ 62.6	\$ (10.1)
BIOL	BIOLASE, Inc.	Health Care	\$ 13	\$ 3.0	157	\$ 37.8	\$ (17.8)

Source: Company Filings, Morgan Stanley Research. Note: Employee numbers based on last reported annual number.

Here are the 15 biggest companies that worth, as revealed by Morgan Stanley.

No. 1: DMC Global

- Market value: \$405 million
- Loan amount: \$6.7 million

No. 2: Wave Life Sciences

- Market value: \$286 million
- Loan amount: \$7.2 million

No. 3: MannKind

- Market value: \$273 million
- Loan amount: \$4.9 million

No. 4: Lindblad Expeditions

- Market value: \$264 million
- Loan amount: \$6.6 million

PPP loans to public companies

Company	Loan Amount	Market cap	Company	Loan Amount	Market cap
DMC Global	\$6.7M	\$405M	J. Alexander's Holdings	\$15.1M	\$74M
Wave Life Sciences	\$7.2M	\$286M	Prema-Fix Environmental	\$5.7M	\$72M
MannKind	\$4.9M	\$273M	Protech Home Medical	\$6.0M	\$71M
Lindblad Expeditions	\$6.6M	\$264M	Natural Gas Services	\$4.6M	\$65M
Legacy Housing	\$6.5M	\$229M	Flotek Industries	\$4.8M	\$52M
Misonix	\$5.2M	\$198M	Conformis	\$4.7M	\$47M
Digimarc	\$5.0M	\$192M	PolarityTE	\$3.6M	\$44M
Fiesta Restaurant	\$10.0M	\$189M	Air T	\$8.2M	\$37M
OptiNose	\$4.4M	\$180M	Crawford United	\$3.7M	\$36M
Quantum Corp.	\$10.0M	\$151M	CPI Aerostructures	\$4.8M	\$35M
New Age Beverages	\$6.9M	\$137M	Adamis Pharmaceuticals	\$3.2M	\$26M
Aquestive Therapeutics	\$4.8M	\$122M	ENGlobal	\$4.9M	\$24M
Escalade	\$5.6M	\$104M	Broadwind Energy	\$9.5M	\$24M
ZAGG	\$9.4M	\$101M	Emmis Communications	\$4.8M	\$23M
Vertitone	\$6.5M	\$101M	Ballantyne	\$3.2M	\$23M
Ultralife	\$3.5M	\$99M	Hallador Energy	\$10.0M	\$22M
Frequency Electronics	\$5.0M	\$86M	SIFCO Industries	\$5.0M	\$13M
Potbelly	\$10.0M	\$85M	BIO-LASE	\$3.0M	\$13M
U.S. Auto Parts	\$4.1M	\$81M	Vaso	\$3.6M	\$7M
Kura Sushi	\$6.0M	\$78M	TSR	\$6.7M	\$6M

SOURCE: Morgan Stanley, company filings



Company	Loan Amount
J. Alexander's Holdings	\$15.1M
Fiesta Restaurant	\$10.0M
Quantum Corp.	\$10.0M
Potbelly	\$10.0M
Hallador Energy	\$10.0M
Broadwind Energy	\$9.5M
ZAGG	\$9.4M
Air T	\$8.2M
Wave Life Science	\$7.2M
New Age Beverages	\$6.9M
DMC Global	\$6.7M
TSR	\$6.7M
LindBlad Expeditions	\$6.6M
Legacy Housing	\$6.5M
Veritone	\$6.5M
Kura Sushi	\$6.0M
Protech Home Medical	\$6.0M
Prema-Fix Environmental	\$5.7M
Escalade	\$5.6M
Misonix	\$5.2M
Digimarc	\$5.0M
Frequency Electronics	\$5.0M
SIFCO Industries	\$5.0M
MannKind	\$4.9M
ENGlobal	\$4.9M
Aquestive Therapeutics	\$4.8M
Flotek Industries	\$4.8M
CPI Aerostructures	\$4.8M
Emmis Communications	\$4.8M
Conforms	\$4.7M
Natural Gas Services	\$4.6M
OptiNose	\$4.4M
US. Auto Parts	\$4.1M
Crawford United	\$3.7M
Polarity TE	\$3.6M
Vaso	\$3.6M
Ultralife	\$3.5M
Adams Pharmaceuticals	\$3.2M
Ballantyne	\$3.2M
BIOLASE	\$3.0M

SEX				Income				Total		
				Poor	Near poor	Moderate income	Higher income			
Male	No HSD	PersonOfColor	Black	30.7%	24.4%	27.9%	17.0%	100.0%		
			Hispanic	32.7%	30.5%	25.3%	11.6%	100.0%		
			Others	22.1%	22.5%	24.6%	30.7%	100.0%		
		Total		28.3%	26.2%	25.6%	19.9%	100.0%		
		HSD only	PersonOfColor	Black	18.5%	19.5%	33.0%	29.0%	100.0%	
			Hispanic	18.3%	25.7%	34.4%	21.6%	100.0%		
			Others	15.3%	21.2%	30.0%	33.5%	100.0%		
		Total		17.2%	22.2%	32.3%	28.3%	100.0%		
		Some college, no degree	PersonOfColor	Black	14.6%	15.9%	33.7%	35.8%	100.0%	
			Hispanic	16.5%	22.1%	34.0%	27.4%	100.0%		
Female	No HSD	PersonOfColor	Black	14.7%	15.7%	26.0%	43.6%	100.0%		
			Total	15.2%	17.7%	30.5%	36.5%	100.0%		
			AA degree	PersonOfColor	Black	11.9%	12.5%	32.7%	42.9%	100.0%
				Hispanic	7.9%	18.4%	35.6%	38.1%	100.0%	
				Others	11.5%	13.7%	25.6%	49.2%	100.0%	
			Total		10.7%	14.7%	29.5%	44.7%	100.0%	
			Bachelors or higher	PersonOfColor	Black	6.9%	10.1%	25.3%	57.7%	100.0%
				Hispanic	9.1%	12.0%	25.9%	53.0%	100.0%	
				Others	6.8%	6.8%	16.7%	69.7%	100.0%	
			Total		7.1%	7.8%	18.8%	66.3%	100.0%	
Total	No HSD	PersonOfColor	Black	19.9%	18.7%	30.1%	31.2%	100.0%		
				Hispanic	23.5%	25.7%	29.1%	21.8%	100.0%	
				Others	13.2%	14.5%	22.4%	50.0%	100.0%	
			Total		17.6%	18.7%	25.0%	37.8%	100.0%	
			HSD only	PersonOfColor	Black	34.0%	24.3%	26.7%	15.0%	100.0%
				Hispanic	40.0%	28.9%	21.2%	9.9%	100.0%	
				Others	23.5%	23.4%	23.9%	29.3%	100.0%	
			Total		32.5%	25.8%	23.4%	18.3%	100.0%	
			Some college, no degree	PersonOfColor	Black	24.0%	24.6%	31.4%	20.1%	100.0%
				Hispanic	29.6%	27.8%	26.9%	15.6%	100.0%	
Total	AA degree	PersonOfColor	Others	18.5%	22.8%	28.6%	30.1%	100.0%		
			Total		23.4%	24.8%	28.9%	22.9%	100.0%	
			Black	20.0%	19.9%	33.4%	26.7%	100.0%		
			Hispanic	23.5%	24.8%	31.2%	20.6%	100.0%		
			Others	18.3%	17.5%	27.2%	37.0%	100.0%		
			Total		20.5%	20.6%	30.4%	28.5%	100.0%	
			Bachelors or higher	PersonOfColor	Black	15.7%	18.4%	35.4%	30.4%	100.0%
				Hispanic	18.9%	21.8%	36.0%	23.3%	100.0%	
				Others	13.0%	15.7%	28.1%	43.2%	100.0%	
			Total		15.5%	18.3%	32.5%	33.7%	100.0%	
Total	Total	PersonOfColor	Black	7.9%	9.6%	28.1%	54.5%	100.0%		
				Hispanic	11.3%	13.0%	28.4%	47.3%	100.0%	
				Others	7.8%	7.5%	18.0%	66.7%	100.0%	
			Total		8.3%	8.6%	21.0%	62.1%	100.0%	
			Black	22.4%	20.1%	29.9%	27.5%	100.0%		
			Hispanic	30.2%	25.4%	25.7%	18.7%	100.0%		
			Others	14.8%	15.4%	22.7%	47.2%	100.0%		
			Total		20.9%	19.4%	25.2%	34.5%	100.0%	

SEX			Income					
			Poor	Near poor	Moderate income	Higher income	Total	
Male	No HSD	PersonOfColor	Black	30.7%	24.4%	27.9%	17.0%	100.0%
			Hispanic	32.7%	30.5%	25.3%	11.6%	100.0%
			Others	22.1%	22.5%	24.6%	30.7%	100.0%
		Total		28.3%	26.2%	25.6%	19.9%	100.0%
	HSD only	PersonOfColor	Black	18.5%	19.5%	33.0%	29.0%	100.0%
			Hispanic	18.3%	25.7%	34.4%	21.6%	100.0%
			Others	15.3%	21.2%	30.0%	33.5%	100.0%
		Total		17.2%	22.2%	32.3%	28.3%	100.0%
	Some college, no degree	PersonOfColor	Black	14.6%	15.9%	33.7%	35.8%	100.0%
			Hispanic	16.5%	22.1%	34.0%	27.4%	100.0%
			Others	14.7%	15.7%	26.0%	43.6%	100.0%
		Total		15.2%	17.7%	30.5%	36.5%	100.0%
	AA degree	PersonOfColor	Black	11.9%	12.5%	32.7%	42.9%	100.0%
			Hispanic	7.9%	18.4%	35.6%	38.1%	100.0%
			Others	11.5%	13.7%	25.6%	49.2%	100.0%
		Total		10.7%	14.7%	29.9%	44.7%	100.0%
	Bachelors or higher	PersonOfColor	Black	6.9%	10.1%	25.3%	57.7%	100.0%
			Hispanic	9.1%	12.0%	25.9%	53.0%	100.0%
			Others	6.8%	6.8%	16.7%	69.7%	100.0%
		Total		7.1%	7.8%	18.8%	66.3%	100.0%
	Total	PersonOfColor	Black	19.9%	18.7%	30.1%	31.2%	100.0%
			Hispanic	23.5%	25.7%	29.1%	21.8%	100.0%
			Others	13.2%	14.5%	22.4%	50.0%	100.0%
		Total		17.6%	18.7%	26.0%	37.8%	100.0%

A bachelor degree improves men
of color in New York's chance to
earn higher income by

119% !

A bachelor degree improves
women of color in New York's
chance to earn higher income by

185% !

**CONFIRMED CASES: 100,000
DEATHS: 1,500**

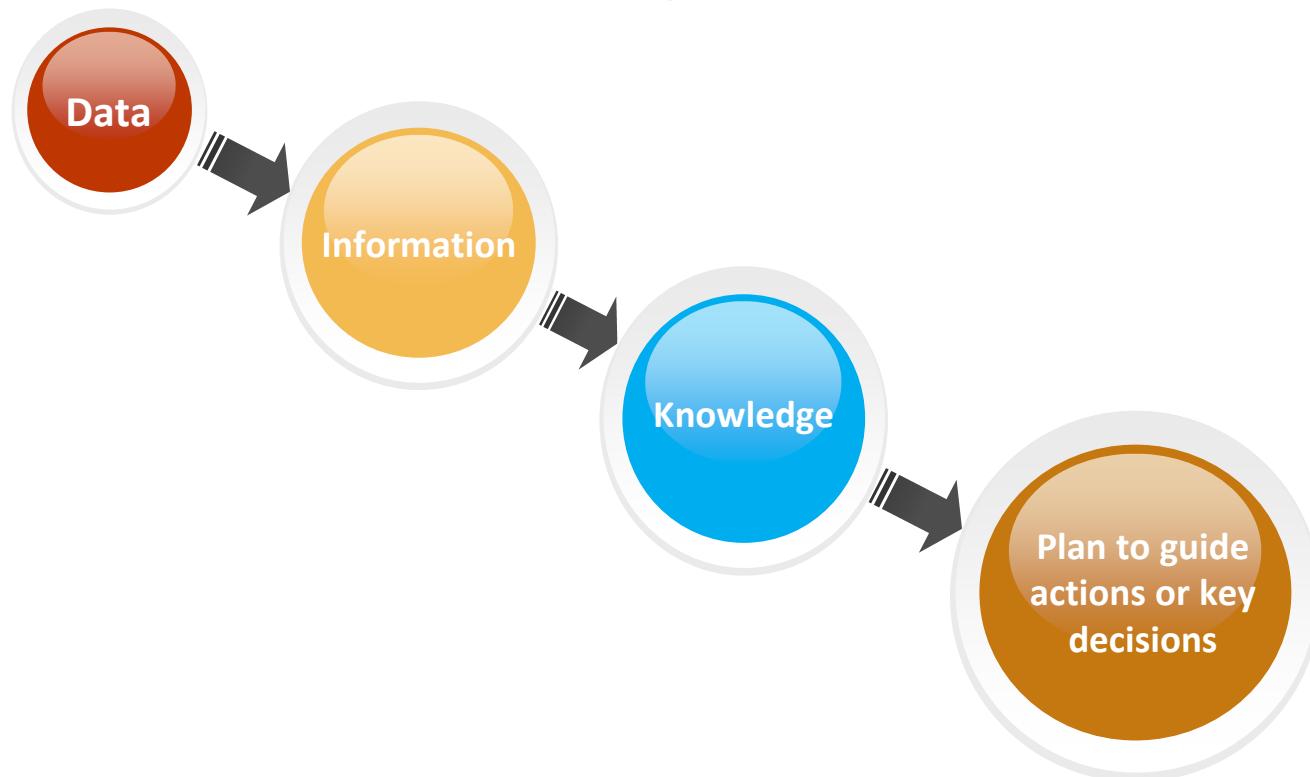


Preattentive Attributes

Credit: Jeffrey A. Shaffer, Vice President, Unifund
and Adjunct Faculty, University of Cincinnati for developing slides in this
presentation

Business Intelligence

Moving from data to action....





→ Facts and statistics collected together for reference or analysis.



→ Facts provided or learned about something or someone.



→ Information and skills acquired through experience or education; the theoretical or practical understanding of a subject.



→ A plan of action or policy designed to achieve a major or overall goal.

How many times does the digit 7 appear?

5	2	8	3	6	1	9	3	6	2	5	3	7	4	3	8	3
8	5	8	9	6	2	1	4	4	3	9	3	6	5	2	4	9
1	0	2	7	5	2	8	3	6	1	6	2	9	3	8	3	8
5	8	4	7	2	0	3	7	3	5	4	7	1	8	2	0	1
2	5	3	6	4	3	9	1	0	8	9	5	7	3	4	5	3
2	7	5	2	8	3	6	1	6	2	9	3	8	3	8	5	8
4	7	2	0	3	7	3	5	4	7	1	8	2	0	1	9	6
2	1	4	4	3	9	3	6	5	2	4	9	1	0	2	7	5
2	8	3	6	1	6	2	9	3	8	3	8	5	8	4	7	2
0	3	7	3	5	4	7	1	8	2	0	1	2	5	3	6	4
3	9	1	0	8	9	5	7	3	4	5	3	2	7	5	2	8
3	6	1	6	2	4	6	2	7	5	9	1	5	2	6	3	6

5	2	8	3	6	1	9	3	6	2	5	3	7	4	3	8	3
8	5	8	9	6	2	1	4	4	3	9	3	6	5	2	4	9
1	0	2	7	5	2	8	3	6	1	6	2	9	3	8	3	8
5	8	4	7	2	0	3	7	3	5	4	7	1	8	2	0	1
2	5	3	6	4	3	9	1	0	8	9	5	7	3	4	5	3
2	7	5	2	8	3	6	1	6	2	9	3	8	3	8	5	8
4	7	2	0	3	7	3	5	4	7	1	8	2	0	1	9	6
2	1	4	4	3	9	3	6	5	2	4	9	1	0	2	7	5
2	8	3	6	1	6	2	9	3	8	3	8	5	8	4	7	2
0	3	7	3	5	4	7	1	8	2	0	1	2	5	3	6	4
3	9	1	0	8	9	5	7	3	4	5	3	2	7	5	2	8
3	6	1	6	2	4	6	2	7	5	9	1	5	2	6	3	6

5	2	8	3	6	1	9	3	6	2	5	3	7	4	3	8	3
8	5	8	9	6	2	1	4	4	3	9	3	6	5	2	4	9
1	0	2	7	5	2	8	3	6	1	6	2	9	3	8	3	8
5	8	4	7	2	0	3	7	3	5	4	7	1	8	2	0	1
2	5	3	6	4	3	9	1	0	8	9	5	7	3	4	5	3
2	7	5	2	8	3	6	1	6	2	9	3	8	3	8	5	8
4	7	2	0	3	7	3	5	4	7	1	8	2	0	1	9	6
2	1	4	4	3	9	3	6	5	2	4	9	1	0	2	7	5
2	8	3	6	1	6	2	9	3	8	3	8	5	8	4	7	2
0	3	7	3	5	4	7	1	8	2	0	1	2	5	3	6	4
3	9	1	0	8	9	5	7	3	4	5	3	2	7	5	2	8
3	6	1	6	2	4	6	2	7	5	9	1	5	2	6	3	6

5	2	8	3	6	1	9	3	6	2	5	3	7	4	3	8	3
8	5	8	9	6	2	1	4	4	3	9	3	6	5	2	4	9
1	0	2	7	5	2	8	3	6	1	6	2	9	3	8	3	8
5	8	4	7	2	0	3	7	3	5	4	7	1	8	2	0	1
2	5	3	6	4	3	9	1	0	8	9	5	7	3	4	5	3
2	7	5	2	8	3	6	1	6	2	9	3	8	3	8	5	8
4	7	2	0	3	7	3	5	4	7	1	8	2	0	1	9	6
2	1	4	4	3	9	3	6	5	2	4	9	1	0	2	7	5
2	8	3	6	1	6	2	9	3	8	3	8	5	8	4	7	2
0	3	7	3	5	4	7	1	8	2	0	1	2	5	3	6	4
3	9	1	0	8	9	5	7	3	4	5	3	2	7	5	2	8
3	6	1	6	2	4	6	2	7	5	9	1	5	2	6	3	6

7 7 7 7 7 7 7 7 7 7 7 7 7 7 7

7 7 7 7 7 7 7 7 7 7 7 7 7 7 7

7 7 7 7 7 7 7 7 7 7 7 7 7 7 7

7 7 7 7 7 7 7 7 7 7 7 7 7 7 7

7 7 7 7 7 7 7 7 7 7 7 7 7 7 7

7 7 7 7 7 7 7 7 7 7 7 7 7 7 7

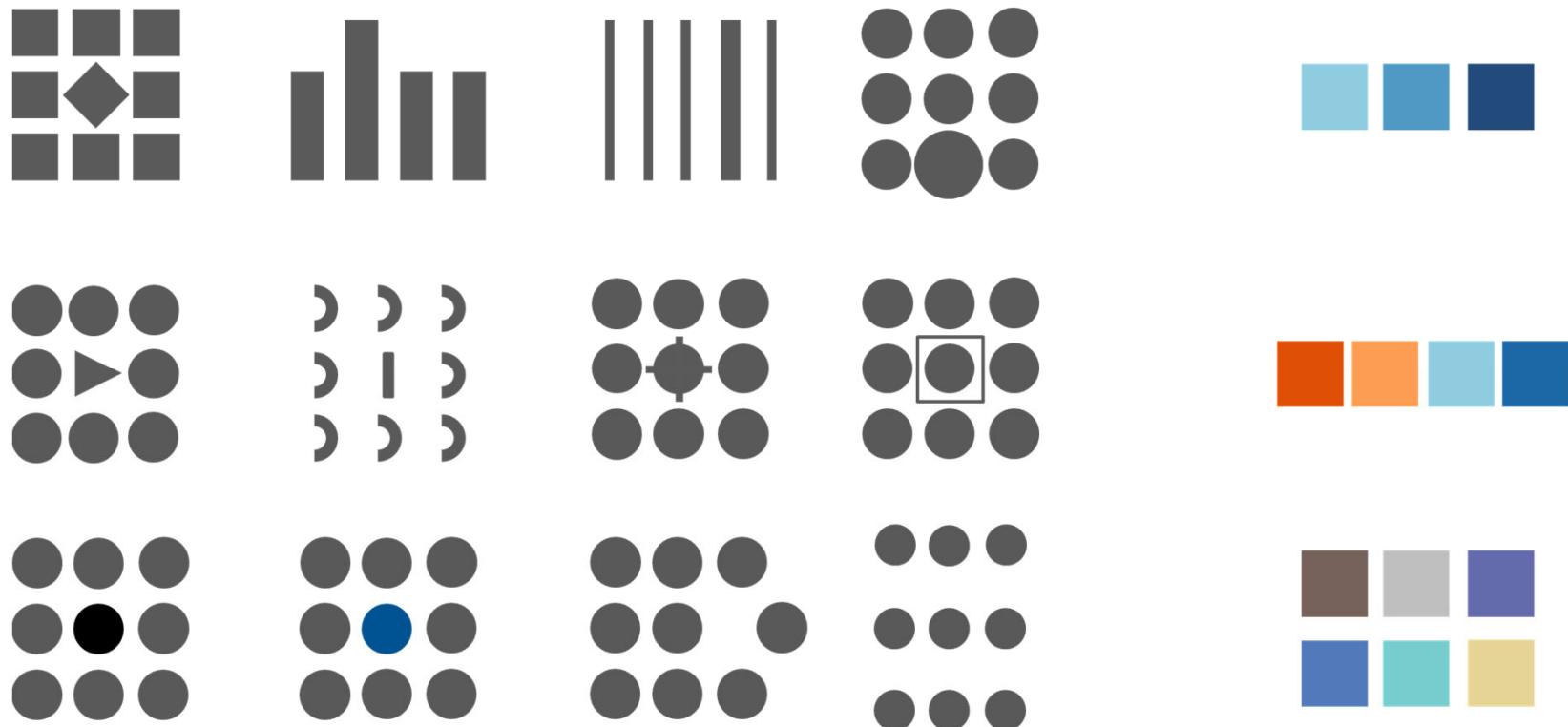
56789

56789 color

56789 size

56789 orientation

56789 texture

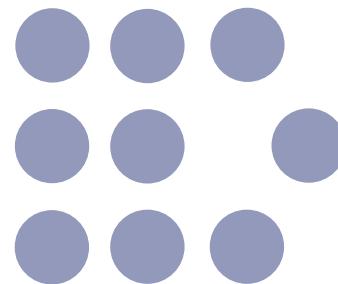


Preattentive attributes of visual perception and use of color

Precise Quantitative Comparisons



Length or Width



2D Position

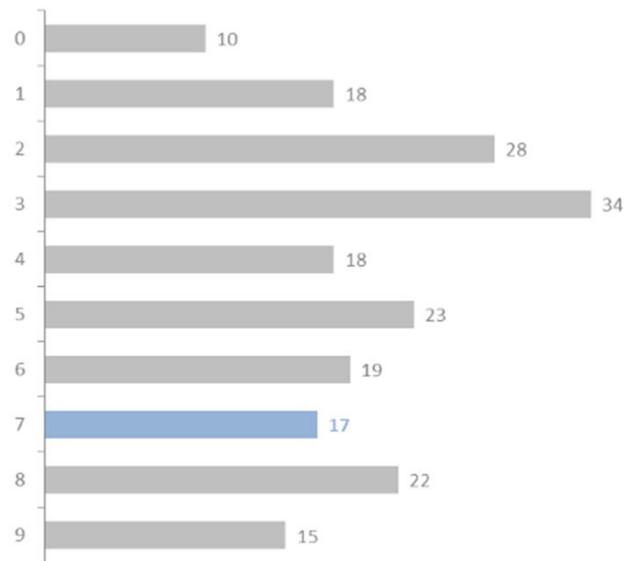


7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7
5	2	8	3	6	1	9	3	6	2	5	3	4	3	8	3	8
5	8	9	6	2	1	4	4	3	9	3	6	5	2	4	9	1
0	2	5	2	8	3	6	1	6	2	9	3	8	3	8	5	8
4	2	0	3	3	5	4	1	8	2	0	1	2	5	3	6	4
3	9	1	0	8	9	5	3	4	5	3	2	5	2	8	3	6
1	6	2	9	3	8	3	8	5	8	4	2	0	3	3	5	4
1	8	2	0	1	9	6	2	1	4	4	3	9	3	6	5	2
4	9	1	0	2	5	2	8	3	6	1	6	2	9	3	8	3
8	5	4	8	2	0	3	3	5	4	1	8	2	0	1	2	5
3	6	4	3	9	1	0	8	9	5	3	4	5	3	2	5	2
8	3	6	1	6	2	4	6	2	5	9	1	5	2	6	3	6

7 **7** **7** **7** **7** **7** **7** **7** **7** **7** **7** **7** **7** **7** **7** **7** **7**

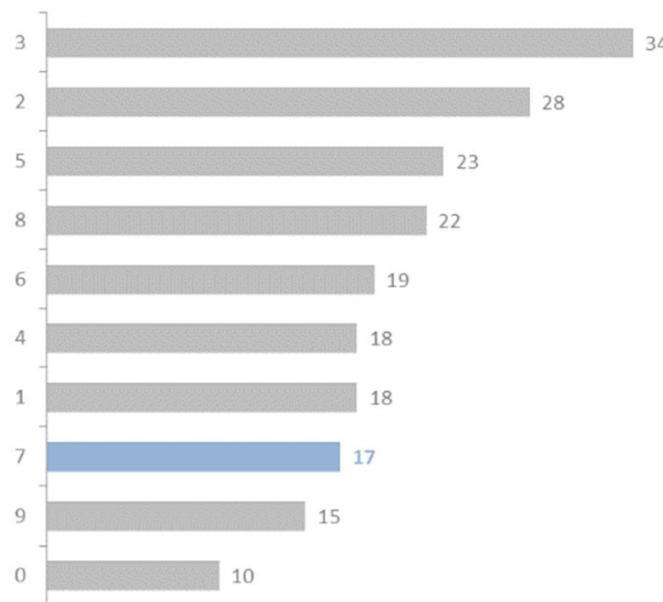
5	2	8	3	6	1	9	3	6	2	5	3	4	3	8	3	8
5	8	9	6	2	1	4	4	3	9	3	6	5	2	4	9	1
0	2	5	2	8	3	6	1	6	2	9	3	8	3	8	5	8
4	2	0	3	3	5	4	1	8	2	0	1	2	5	3	6	4
3	9	1	0	8	9	5	3	4	5	3	2	5	2	8	3	6
1	6	2	9	3	8	3	8	5	8	4	2	0	3	3	5	4
1	8	2	0	1	9	6	2	1	4	4	3	9	3	6	5	2
4	9	1	0	2	5	2	8	3	6	1	6	2	9	3	8	3
8	5	4	8	2	0	3	3	5	4	1	8	2	0	1	2	5
3	6	4	3	9	1	0	8	9	5	3	4	5	3	2	5	2
8	3	6	1	6	2	4	6	2	5	9	1	5	2	6	3	6

of times digit 7 appears: 17



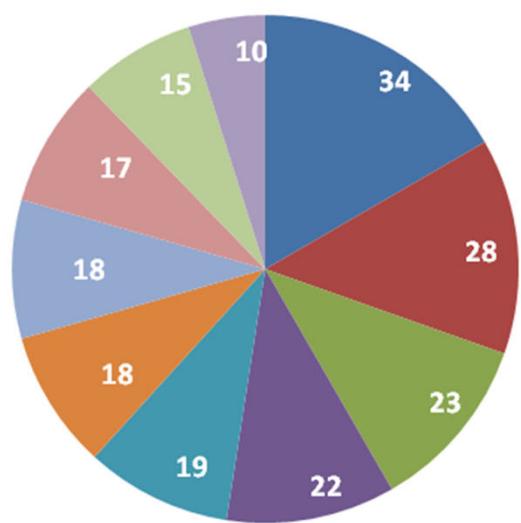
7
5 2 8 3 6 1 9 3 6 2 5 3 4 3 8 3 8 3 8 3 8
5 8 9 6 2 1 4 4 3 9 3 6 5 2 4 9 1
0 2 5 2 8 3 6 1 6 2 9 3 8 3 8 5 8
4 2 0 3 3 5 4 1 8 2 0 1 2 5 3 6 4
3 9 1 0 8 9 5 3 4 5 3 2 5 2 8 3 6
1 6 2 9 3 8 3 8 5 8 4 2 0 3 3 5 4
1 8 2 0 1 9 6 2 1 4 4 3 9 3 6 5 2
4 9 1 0 2 5 2 8 3 6 1 6 2 9 3 8 3
8 5 4 8 2 0 3 3 5 4 1 8 2 0 1 2 5
3 6 4 3 9 1 0 8 9 5 3 4 5 3 2 5 2
8 3 6 1 6 2 4 6 2 5 9 1 5 2 6 3 6

of times digit 7 appears: 17

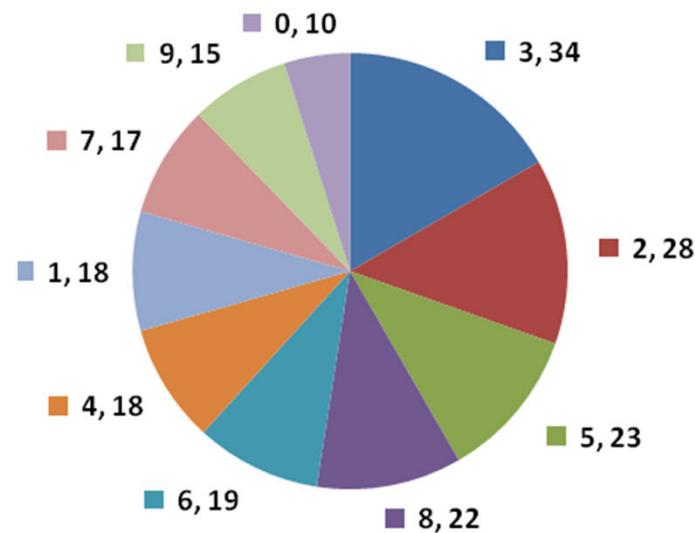


7
5 2 8 3 6 1 9 3 6 2 5 3 4 3 8 3 8 3 8
5 8 9 6 2 1 4 4 4 3 9 3 6 5 2 4 9 1
0 2 5 2 8 3 6 1 6 2 9 3 8 3 8 5 8
4 2 0 3 3 5 4 1 8 2 0 1 2 5 3 6 4
3 9 1 0 8 9 5 3 4 5 3 2 5 2 8 3 6
1 6 2 9 3 8 3 8 5 8 4 2 0 3 3 5 4
1 8 2 0 1 9 6 2 1 4 4 3 9 3 6 5 2
4 9 1 0 2 5 2 8 3 6 1 6 2 9 3 8 3
8 5 4 8 2 0 3 3 5 4 1 8 2 0 1 2 5
3 6 4 3 9 1 0 8 9 5 3 4 5 3 2 5 2
8 3 6 1 6 2 4 6 2 5 9 1 5 2 6 3 6

of Times



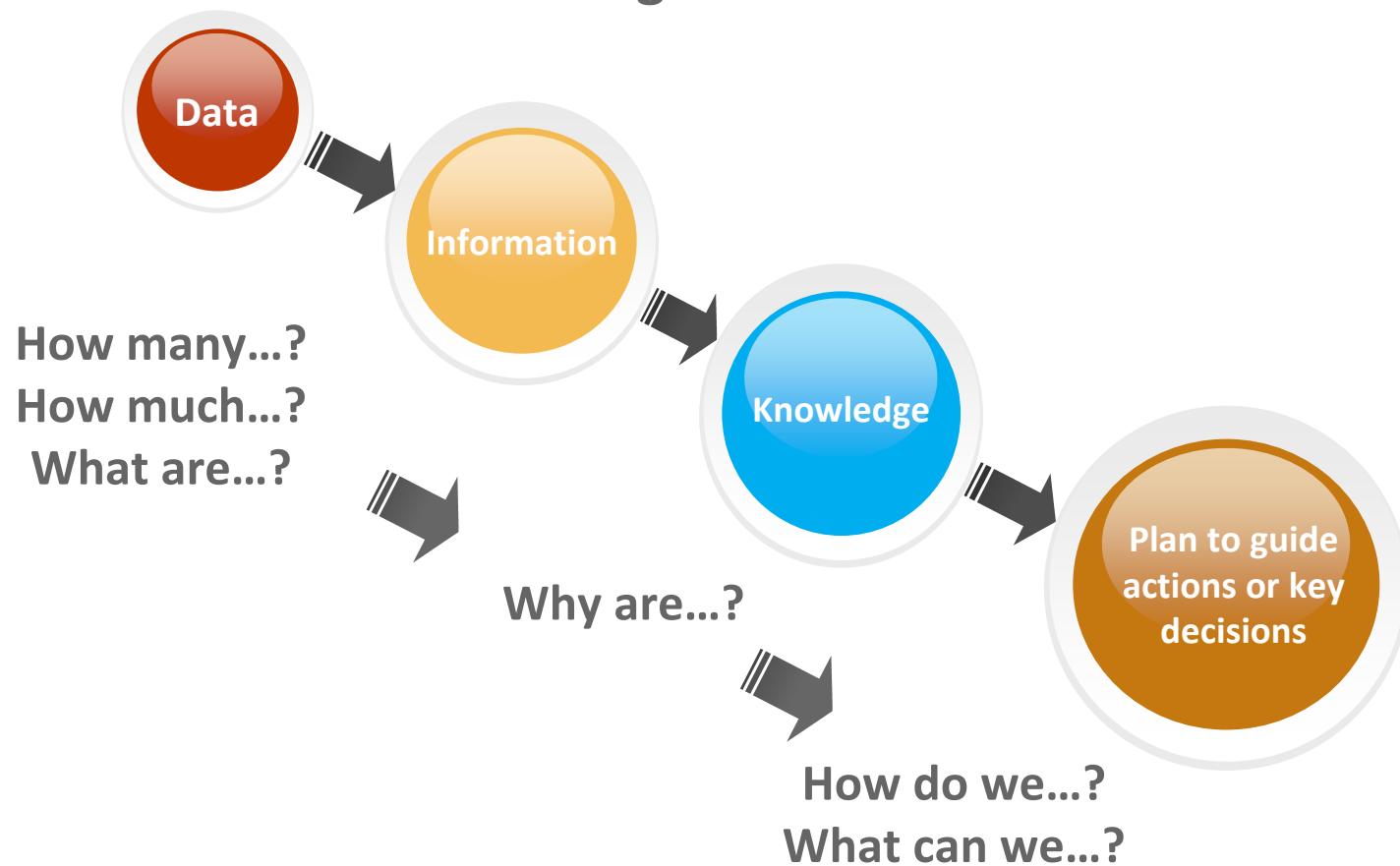
of Times



- Label problems
- Color problems
- Hard to make visual comparisons
- Do we get the same Information?

Business Intelligence

Moving from data to action....



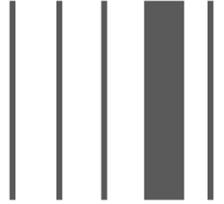
Compare and Contrast

Credit: Jeffrey A. Shaffer, Vice President, Unifund
and Adjunct Faculty, University of Cincinnati for developing slides in this
presentation

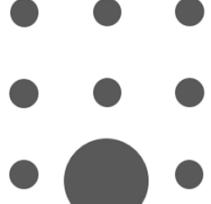
Quick refresher on the preattentive attributes



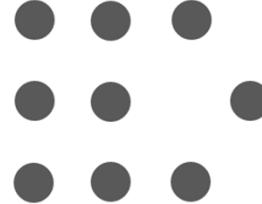
Length



Width



Size



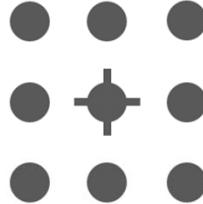
Position



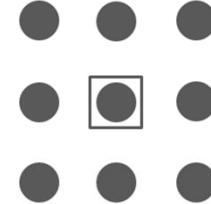
Shape



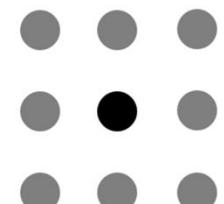
Curvature



Added Marks



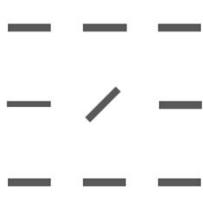
Enclosure



Color Value



Color Hue



Orientation



Spatial Grouping

75

37

Tuesday

75

37

Tuesday

75°

37°

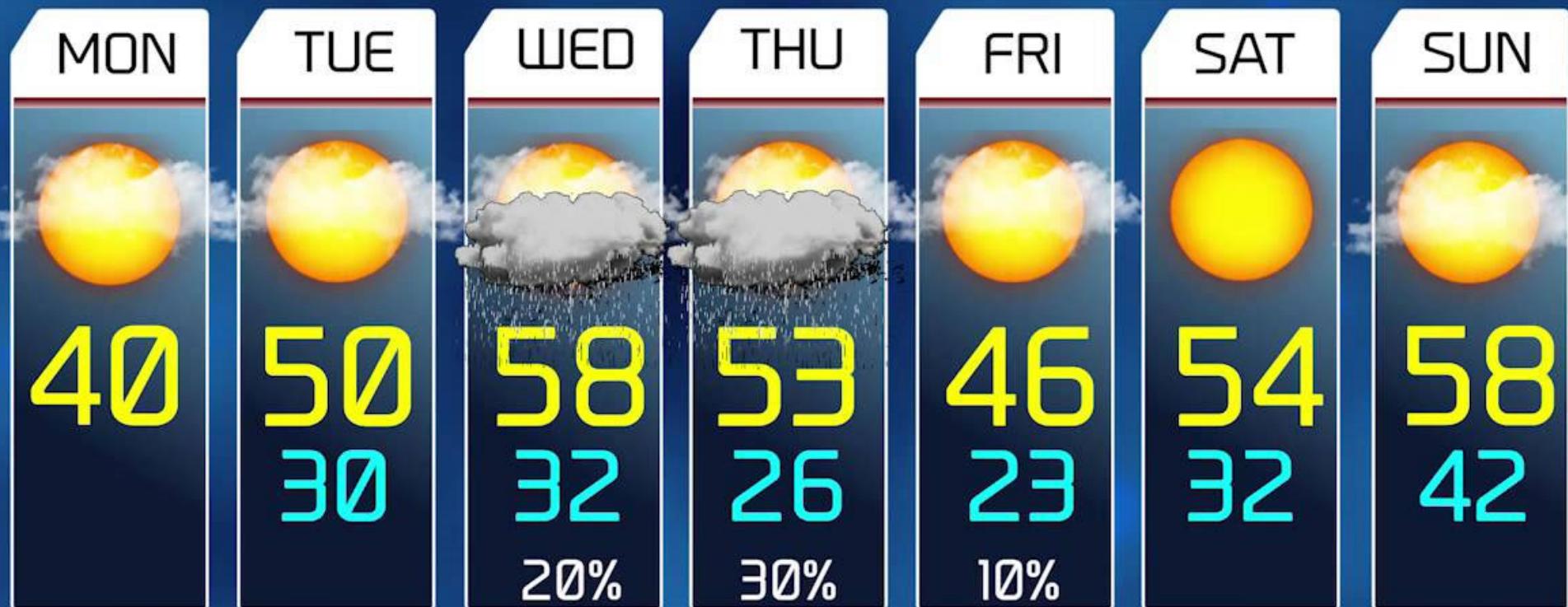
7 DAY FORECAST

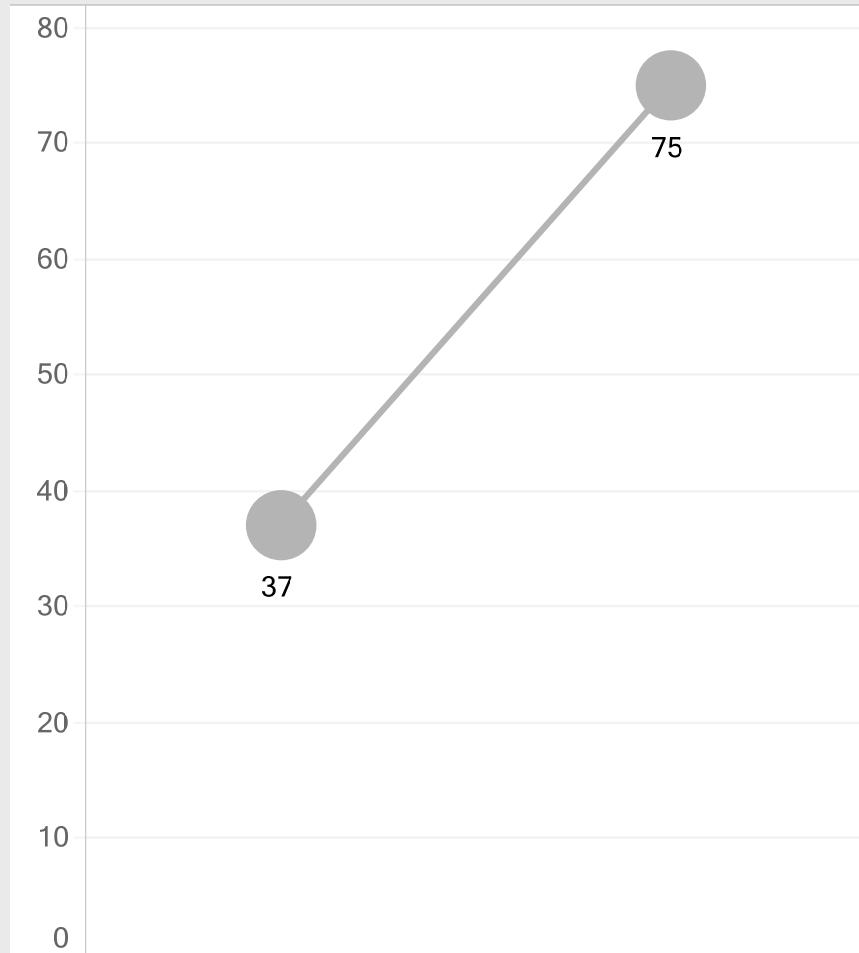
SAT	SUN	MON	TUE	WED	THU	FRI
100° 	85°  30%	84°  40%	88°  30%	90°  20%	92°  20%	
E 5-10	VAR 5-15	SE 5-10	E 5-10	SE 5-15		
80°	78°	70°	72°	73°		94° 

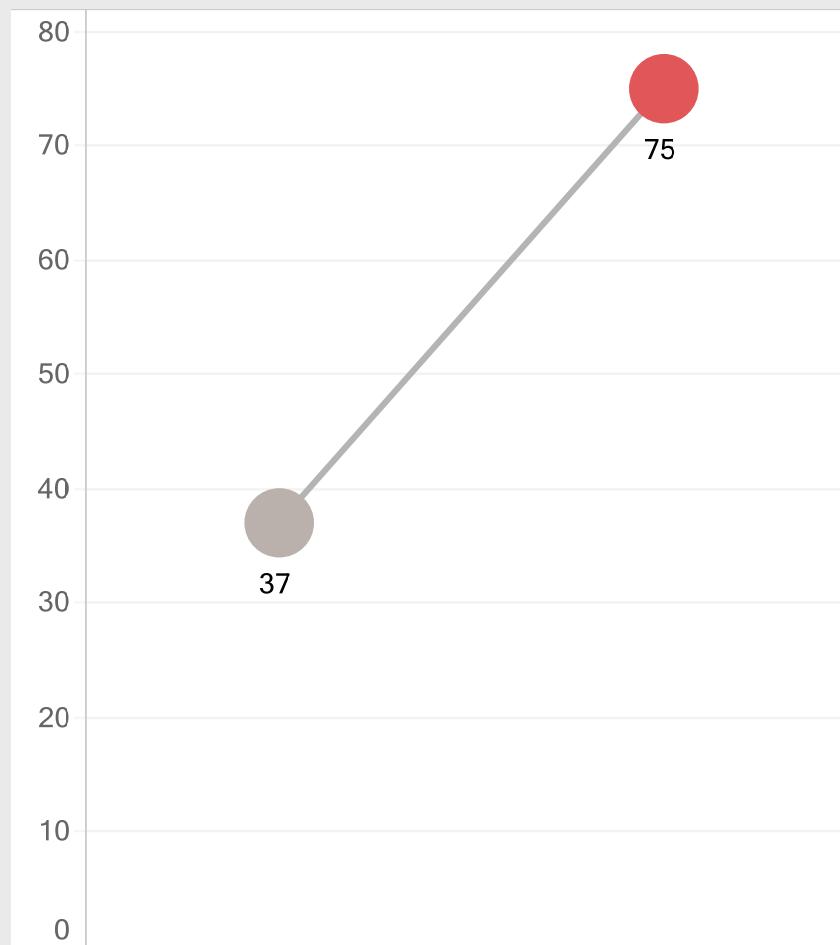


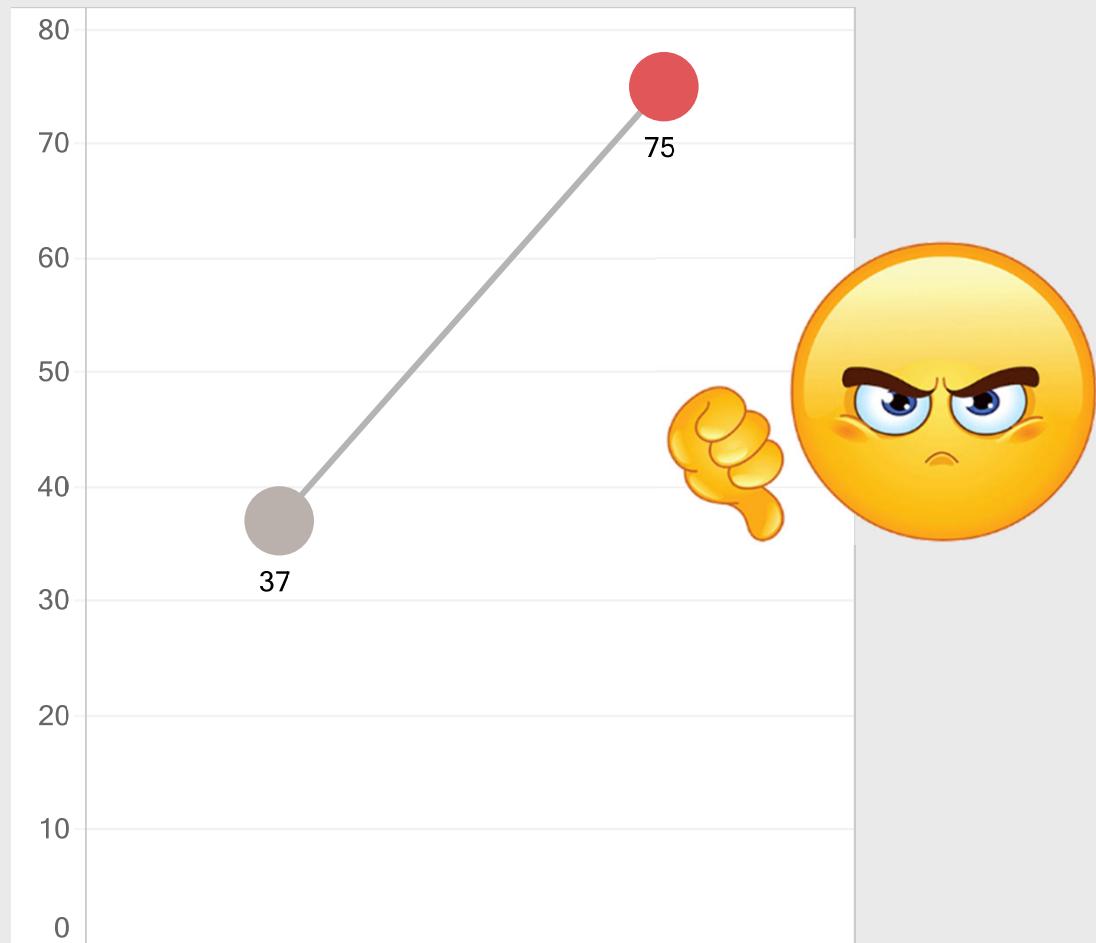
WEATHER FORECAST

Trussville - Clay - Pinson

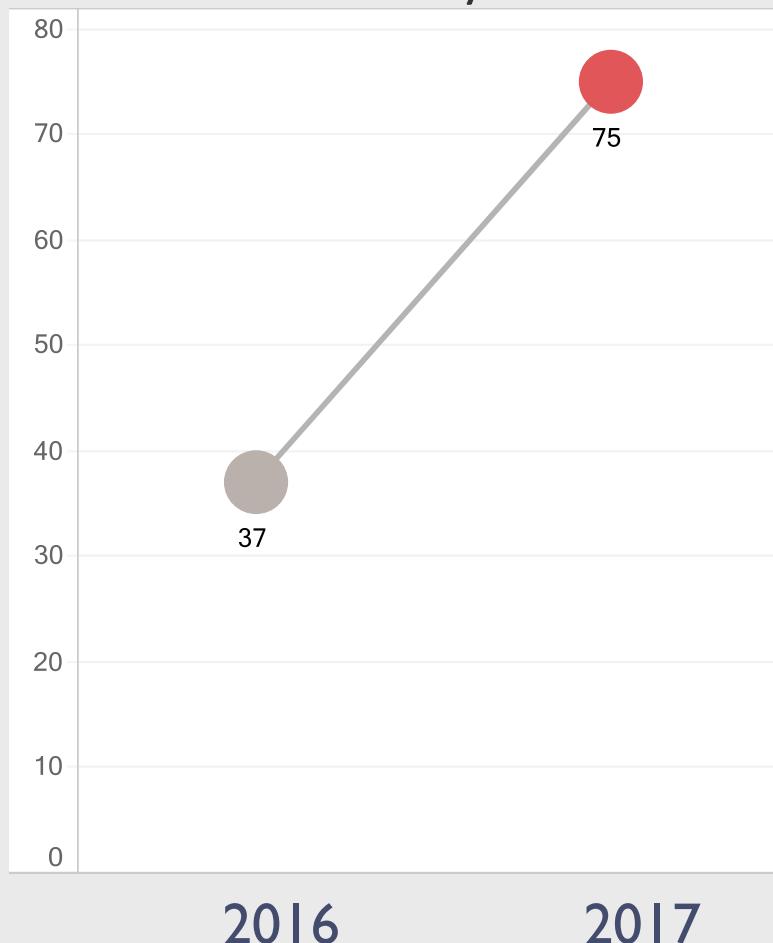


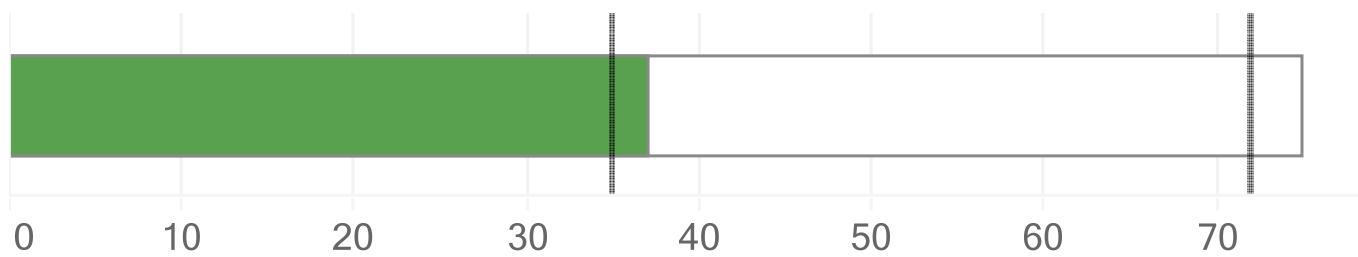




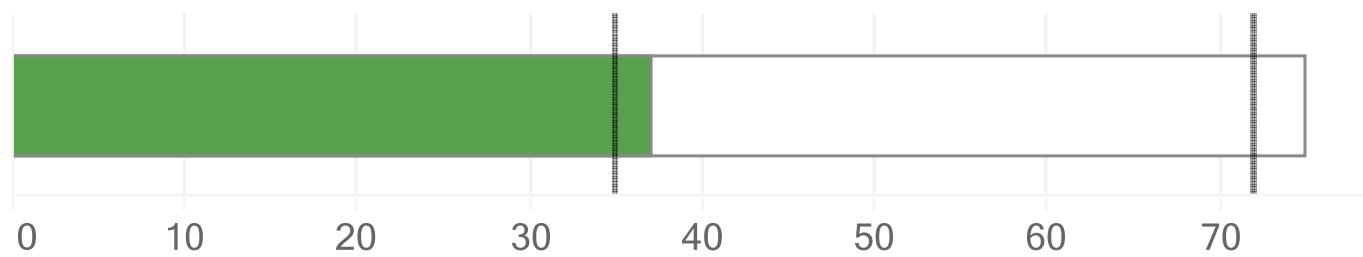


Defects per 100K have more than
doubled in the last year

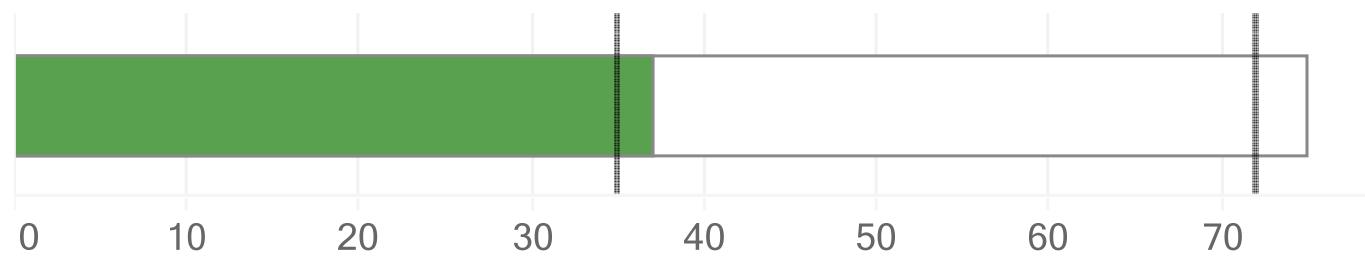




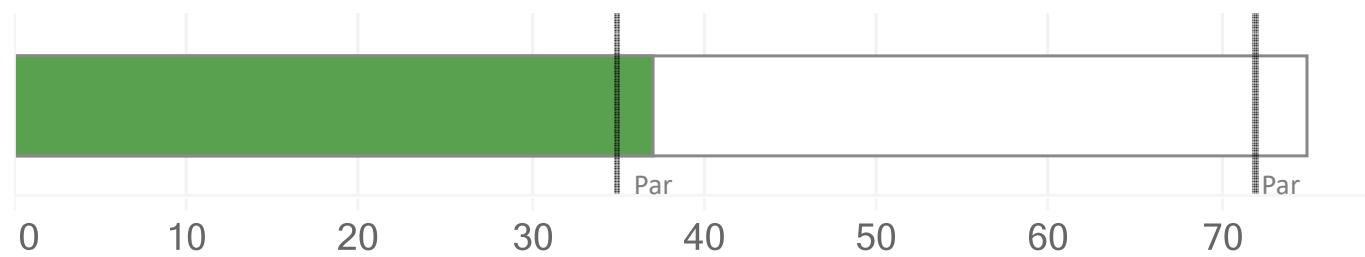
Score



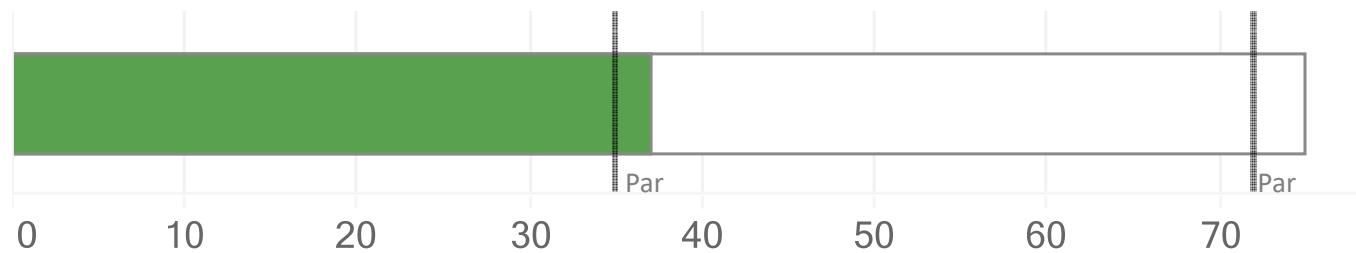
Golf Score

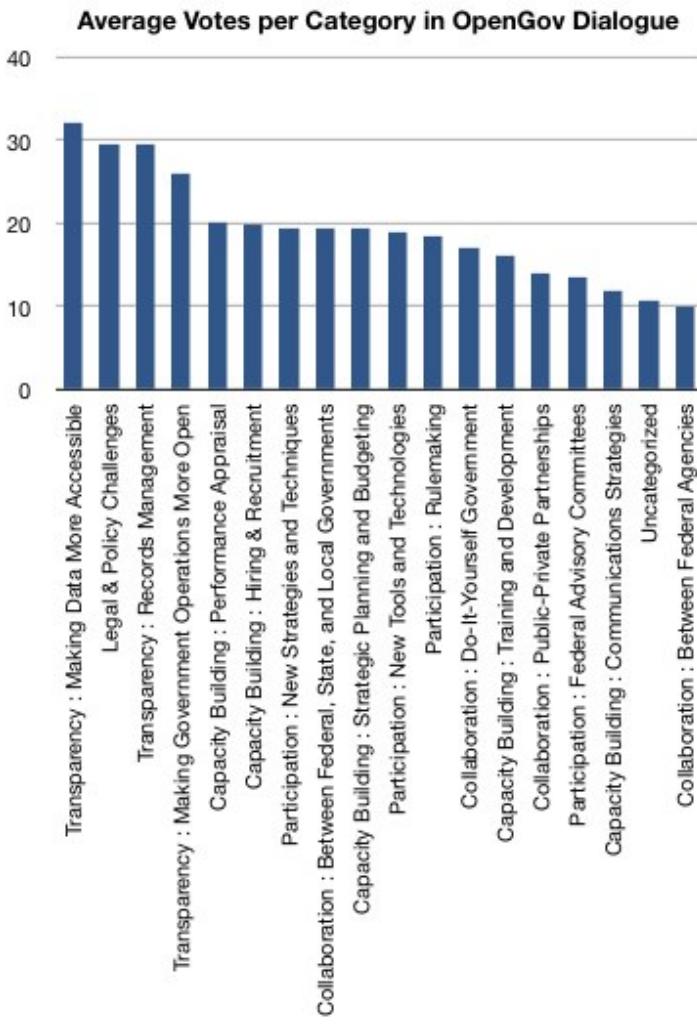


Golf Score



Golf Score after nine holes





Source: Office of Science and Technology Policy Blog (1/2009)

www.OSTB.gov

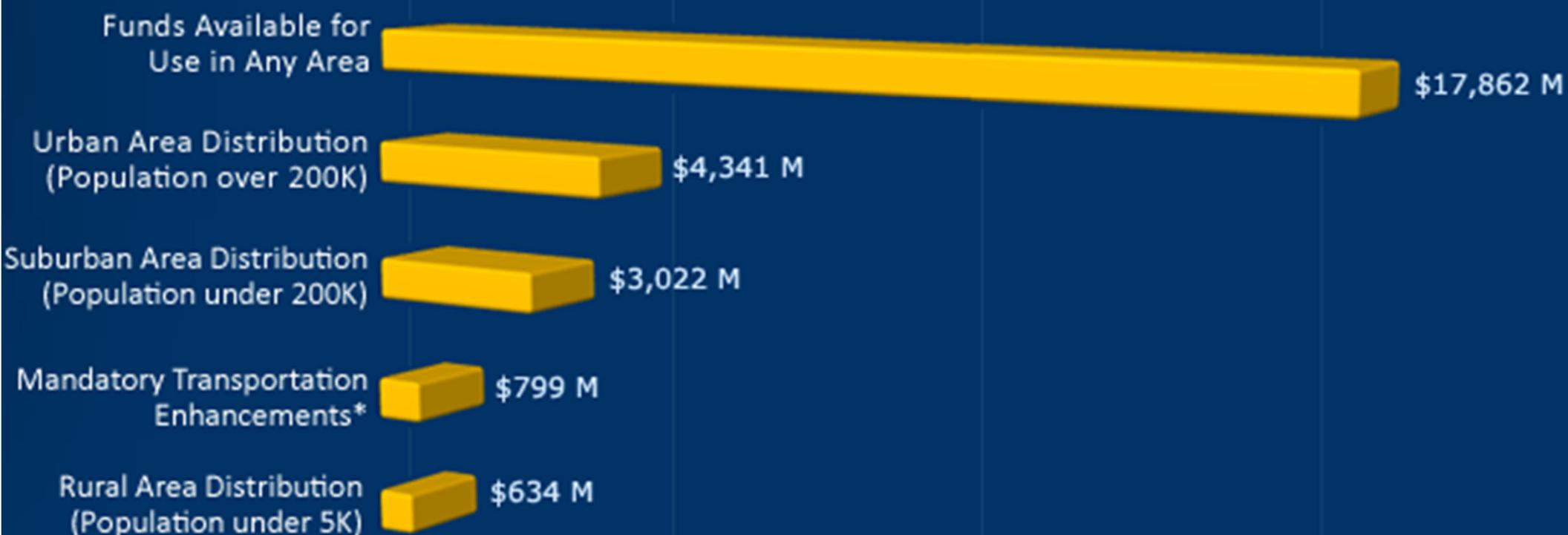


Source: Office of Science and Technology Policy Blog (1/2009)

www.OSTB.gov

Estimated Distribution of Highway Infrastructure Funds

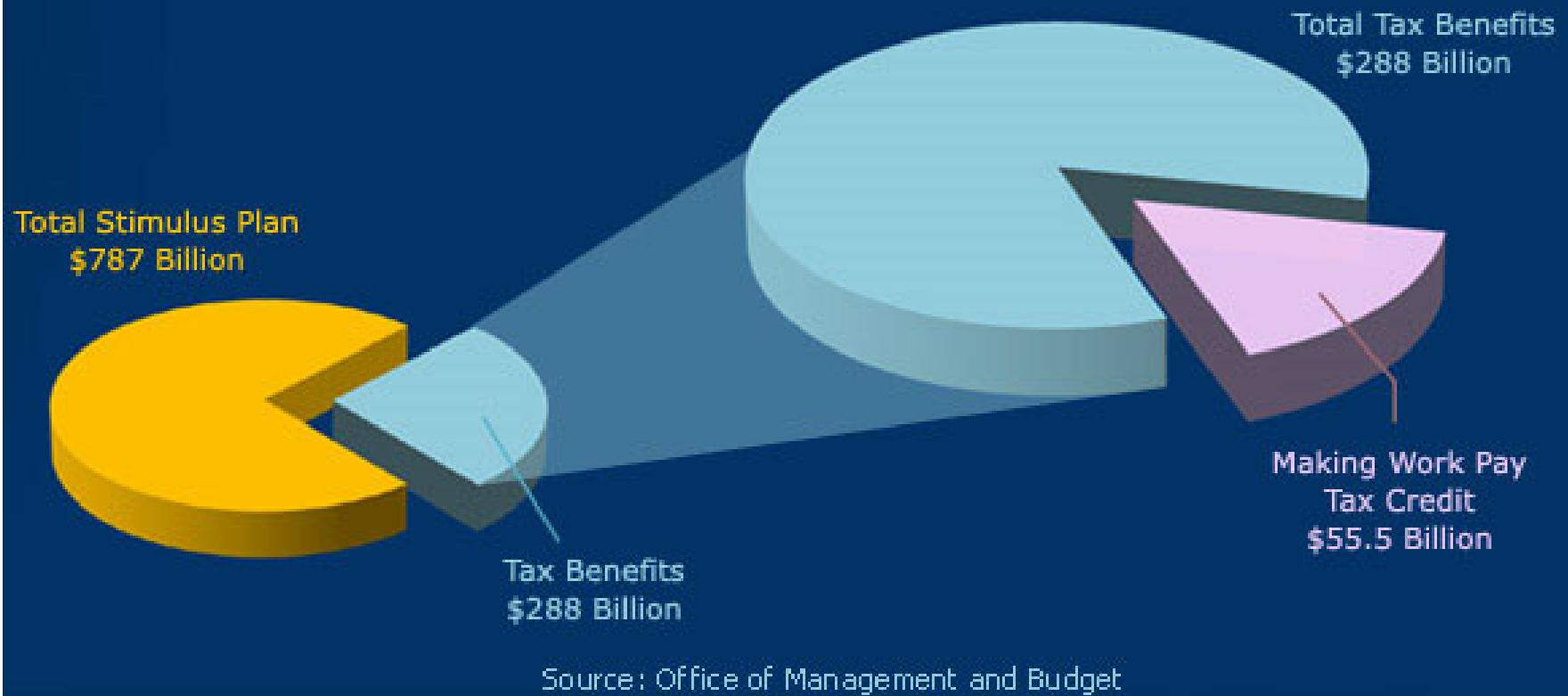
TOTAL DISTRIBUTION: \$26,660 M



Source: www.Recovery.gov (website has been taken down)

Relief For America's Working Families

Families Affected: 112 Million | Total Benefit: \$55.5 Billion |
Individual Tax Credit: \$400 | Married Joint Filer Tax Credit: \$800



Source: www.Recovery.gov (website has been taken down)