Getting an emotional response

DATA VISUALIZATION IN POWER BI

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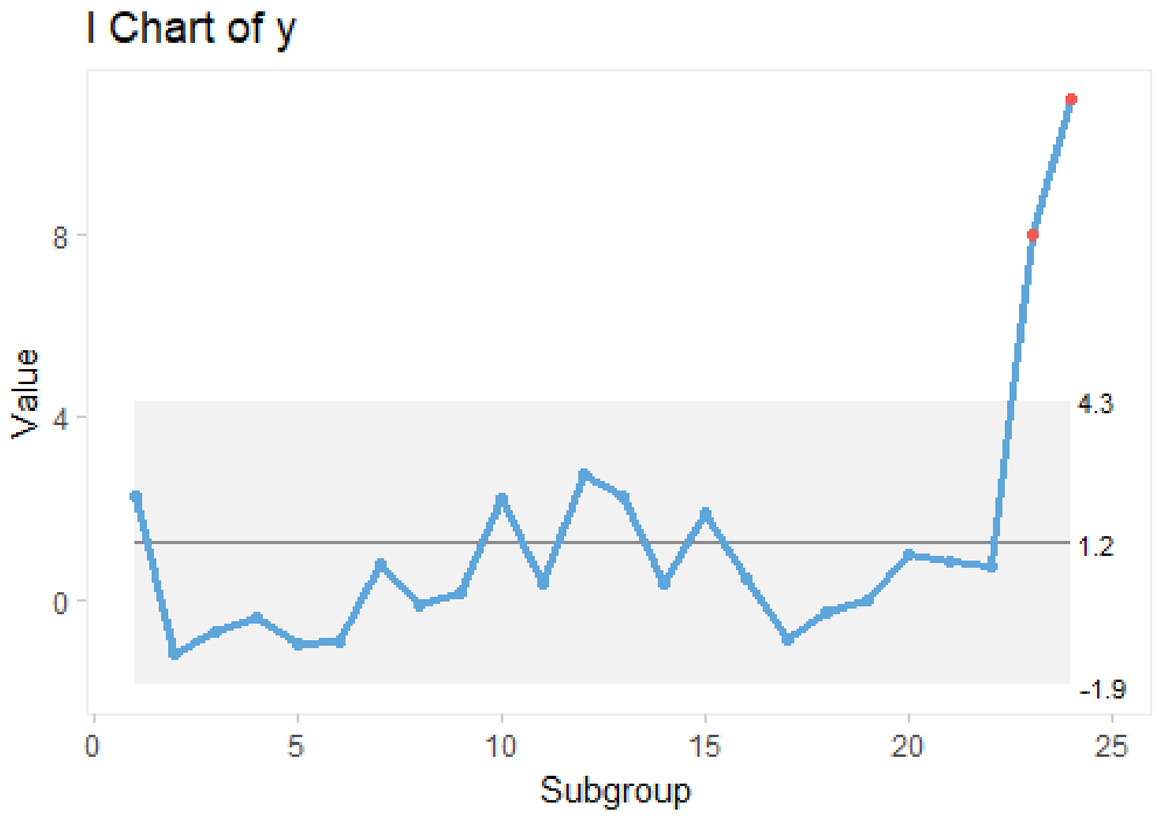
Have you hit the right audience?



Context

- Show the bore depth on drilled machinery versus ideal
- If this is outside the acceptable (grey) zone, we have permanently damaged the product
- You are a specialist responsible for managing this drill press

Emotion engagement

Why I'm Happy

- Everything on the dashboard looks fine
- I do not need to perform any action (or can perform a positive action)

Why I'm Angry

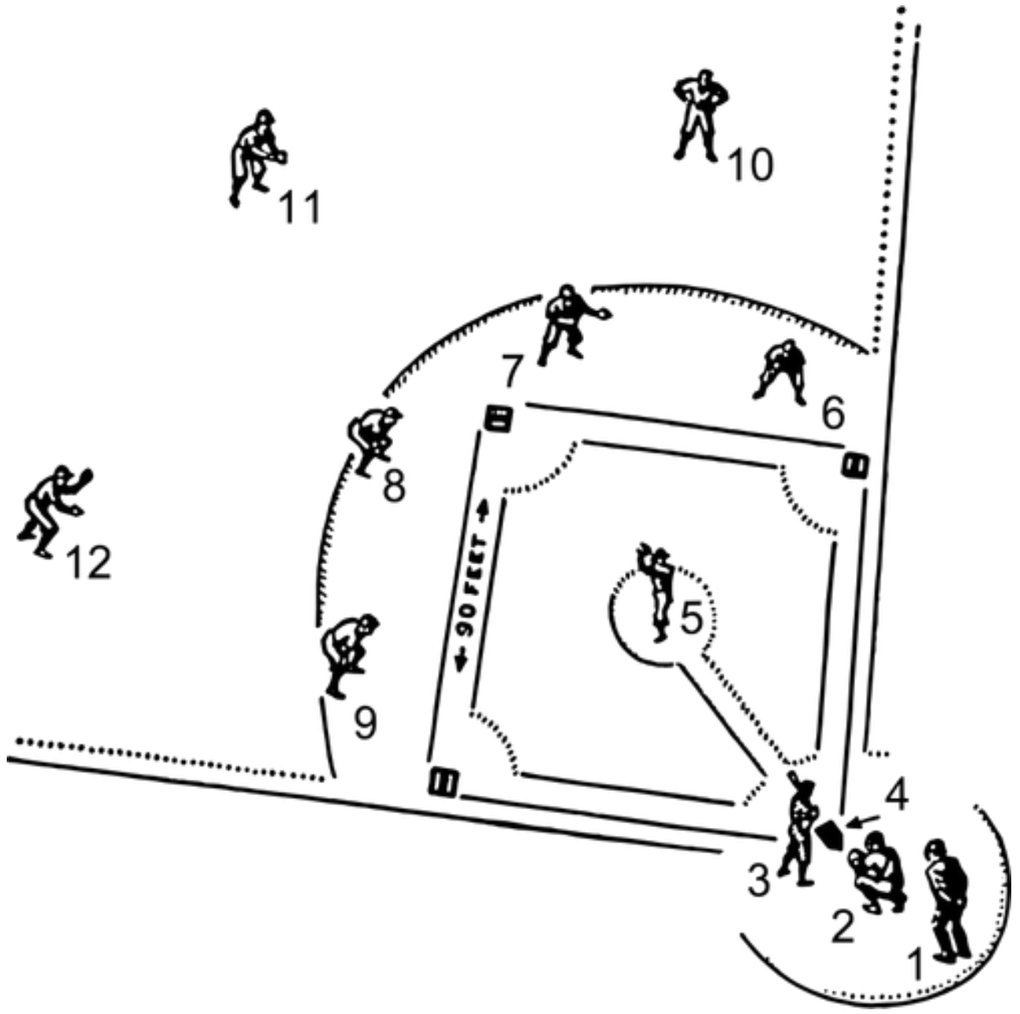
- Something has gone wrong
- Now I need to act in response to this issue

Worst case: zero emotional response

Continuing our baseball primer

Defensive Positions

- Pitcher: **5** (P)
- Catcher: **2** (C)
- First Baseman: **6** (1B)
- Second Baseman: **7** (2B)
- Third Baseman: **9** (3B)
- Shortstop: **8** (SS)
- 3 Outfielders: **10, 11, 12** (OF)



[1] https://publicdomainvectors.org/en/free-clipart/Baseball-diagram/62196.html

Making an out

- Putout
- Assist
- Double play (and triple play)
- Error
- Outs played

[1] Photo by Ben Hershey on Unsplash

Hitting for power

Single (1B)

Double (2B)

Triple (3B)

Home Run (HR)

Calculating slugging percentage (SLG)

- Slugging percentage (SLG) = $\frac{\sum Bases}{At-Bats}$
- `SLG = (1B + 2*2B + 3*3B + 4*HR)/AB`
- `H = 1B + 2B + 3B + 4B`
- `SLG = (H + 2B + 2*3B + 3*HR)/AB`

- Single (1B) = 1 base
- Double (2B) = 2 bases
- Triple (3B) = 3 bases
- Home Run (HR) = 4 bases

Our audience

General Manager (GM)

- Signs players to contracts
- Hires team managers
- Oversees "back office" activities

Let's practice!

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Bar charts and small multiples

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