**Esther Ledelle Mead, Ph.D.**

Assistant Professor of Computer Science

Math & CS Undergraduate Internship Coordinator

Southern Arkansas University

College of Science and Engineering

Department of Mathematics and Computer Science

**MCIS 6333\_001 – Data Visualization Programming (DVP) Fall 2023  
DVP Team Course Project (TCP) File – Use Case Description Dr. Esther Ledelle Mead, Professor**

**Use Case Description**  
"Better By Far" is the name of a company that wants to start a new Social Media Platform that they want also want to call "Better By Far". *Better By Far* already has received a series of datasets from a previously hired Data Collection team. The *Better By Far* representatives now need help to understand the story of the data. They need to know if the data can provide them with the answers to their requirements and objectives so that they can make decisions on the actions that they should take. If you are reading this, then you are part of a Data Visualization Programming team that has been assigned this use case by Dr. Mead. As they become available to your team according to the Class Session Schedule (module-based), analyze each of *Better By Far*'s seven datasets to provide *Better By Far* with data insights. The *Better By Far* representative’s requirements and objectives are as follows:

*Better By Far*’s use case requirements and objectives:  
M1) Initial dataset for starting project (DVP team will add subsequent datasets onto this dataset as team progresses through the modules guided by Dr. Mead).

M2) User Behavior and Opinions Over Time.

M3) Composition of User Demographics, Interests, and Intentions.

M4) Distributions of User Age, Income, Usage Intent, and Purchase Intent.

M5) Demographic and other user-characteristic profile comparison of a) most viable, b) unsure, and c) most disinterested users.

M6) Revelatory relationships between user characteristics and intended behaviors.

M7) Possible data insights from geographical representations.

Keep in mind, that it is up to the client to determine whether or not the resultant data insights from your DVP team’s analysis are enough to spark their decision whether or not to proceed with their endeavor. Your DVP team is only asked to conduct the DVP analysis and to communicate the resultant data insights, not to tell the client whether or not their idea is good or bad, or what they should do with regard to continuing with the idea or not. Focus on doing a great job so that the client is happy with the look and feel of the final report and presentation. In the real world, when that happens, clients are then more likely to hire your team again for future projects and to recommend your team to other firms for additional work.

**Note:** The datasets and use cases are fictitious, thought up and feature-engineered by Dr. Esther Ledelle Mead for use in her SAU Data Visualization Programming course for the Fall 2023 semester. Dr. Mead created this use case for hands-on skills development and educational purposes only, and the results will not be shared with any real client. High-quality resultant projects, however, will be used by Dr. Mead when students ask for recommendations, such as for employment in industry, employment as Graduate Assistants and for admission into additional graduate programs.