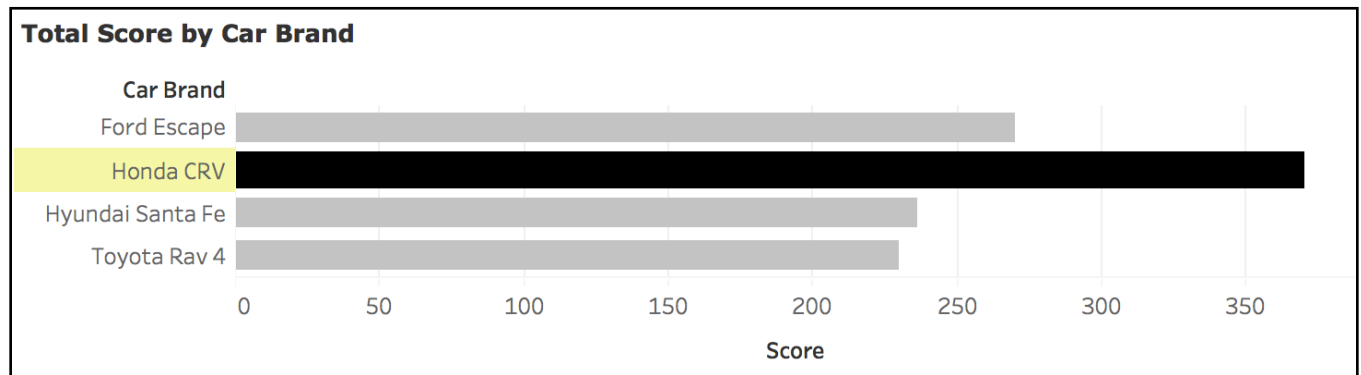


- I. Justify your choice of the best vehicle based on all **six** aspects from the two data sets, citing specific examples from your data to support your claims.

The best vehicle based on the six requirements is the 2017 Honda CR-V. The vehicle received the highest score value with a total score of 369.



- J. Explain how you used elements of effective storytelling in your presentation. Be sure to include specific examples of how you used these elements to persuade your manager to purchase the car you have chosen.

- Short, effective graph titles.
- Removed the Tableau Tooltip for easier reading of the dashboard.
- Intuitive graphs with colorblind palette (QlikTech International AB, 2017).
- Heat and Tree maps use an instinctive Blue to Red sliding color scale to represent score values. that range from favorable to unfavorable so that decision makers can quickly assess the data.
- Legends are used to explain data symbols and color values.
- No unused space on summary dashboard.
- Score summary bar graph is first graph a person will read (Dykes, 2017).

- K. Record the web sources you used to scrape the data in parts A1 and A2. Be sure the web sources are reliable.

Insurance:

<https://www.thezebra.com/auto-insurance/vehicles/ford/escape/>
<https://www.thezebra.com/auto-insurance/vehicles/honda/cr-v/>
<https://www.thezebra.com/auto-insurance/vehicles/hyundai/santa-fe/>
<https://www.thezebra.com/auto-insurance/vehicles/toyota/rav4/>

Fuel Economy:

<https://www.kbb.com/ford/escape/2017/>
<https://www.kbb.com/honda/cr-v/2017/>
<https://www.kbb.com/hyundai/santa-fe/2017/>
<https://www.kbb.com/toyota/rav4/2017/>

Resale:

Trade-In value based on basic model, standard option package, white color and "good" condition

<https://www.kbb.com/ford/escape/2017/s-sport-utility-4d/?vehicleid=415975&intent=trade-in-sell&category=suv&mileage=29586&pricetype=trade-in&options=7127576|true&condition=good>

<https://www.kbb.com/honda/cr-v/2017/lx-sport-utility-4d/?vehicleid=422663&intent=trade-insell&category=suv&mileage=27653&pricetype=tradein&options=7638302|true&condition=good>

<https://www.kbb.com/hyundai/santa-fe/2017/se-sport-utility4d/?vehicleid=415732&intent=trade-in-sell&category=suv&mileage=27664&pricetype=trade-in&options=7093932|true&condition=good>

<https://www.kbb.com/toyota/rav4/2017/le-sport-utility-4d/?vehicleid=421396&intent=trade-in-sell&category=suv&mileage=26609&pricetype=trade-in&options=7496544|true&condition=good>

Safety:

<https://www.edmunds.com/ford/escape/2017/>

<https://www.edmunds.com/honda/cr-v/2017/>

<https://www.edmunds.com/hyundai/santa-fe/2017/>

<https://www.edmunds.com/toyota/rav4/2017/>

Maintenance cost:

<https://www.edmunds.com/ford/escape/2017/cost-to-own/>

<https://www.edmunds.com/honda/cr-v/2017/suv/cost-to-own/>

<https://www.edmunds.com/hyundai/santa-fe/2017/cost-to-own/>

<https://www.edmunds.com/toyota/rav4/2017/st-401658889/cost-to-own/>

Price:

<https://www.edmunds.com/ford/escape/2017/>

<https://www.edmunds.com/honda/cr-v/2017/>

<https://www.edmunds.com/hyundai/santa-fe/2017/>

<https://www.edmunds.com/toyota/rav4/2017/>

Resources

- L. Acknowledge sources, using in-text citations and references, for content that is quoted, paraphrased, or summarized.
1. The following YouTube video was used to help create the Score Matrix found in file C745_Data
<https://www.youtube.com/watch?v=HC5SGpn7hAA>
 2. QlikTech International AB (2017). *5 Steps for Effective Data Storytelling* [PDF file]. Retrieved from <https://www.qlik.com/us/-/media/.../EB-5-Steps-for-Effective-Data-Storytelling-EN>
 3. Dykes, B. (2017, April 25). Adventures In Data Storytelling: Three Key Traps To Avoid. Retrieved October 20, 2018, from <https://www.forbes.com/sites/brentdykes/2017/04/25/adventures-in-data-storytelling-three-key-traps-to-avoid/#35b43fdc3234>