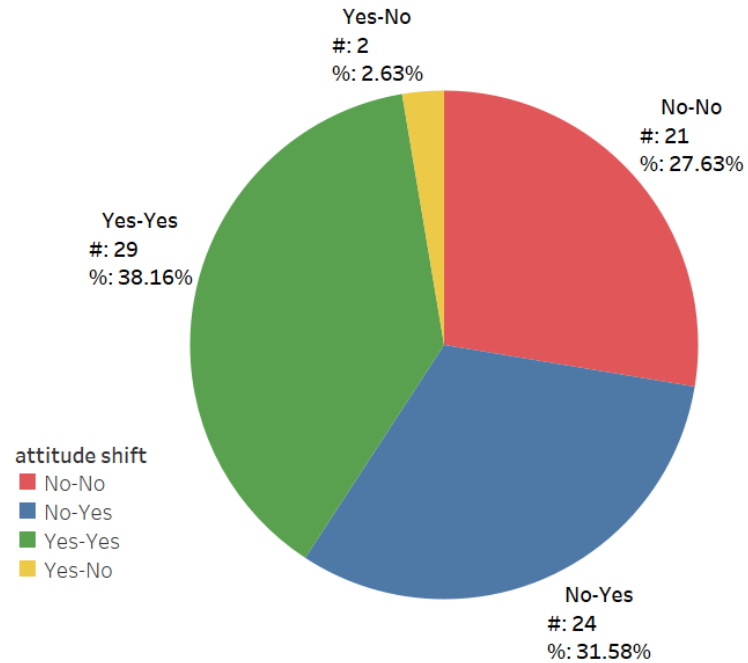


# Dashboard Stories

How to Market ND Football  
Game Tickets to MSBA Students

## Attitude Shift



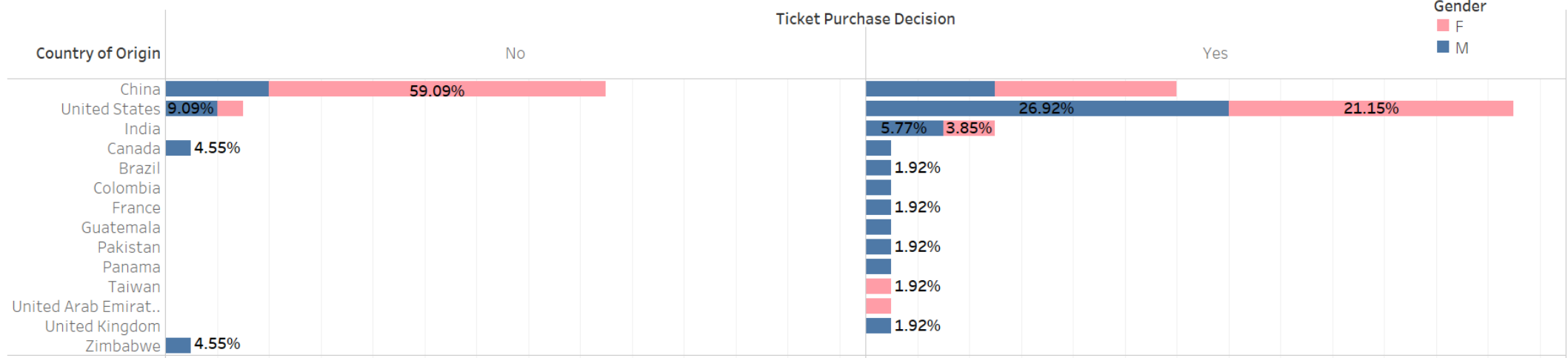
## Summary of Reasons

Ticket Pu..	Reason of Ticket Purchase Decision	Personality		
		Ambivert	Extrovert	Introvert
No	No, I do not want to expose myself to crowded places this fall	6	2	2
	No, I plan to only get tickets for specific games	3	1	1
	No, tickets are too expensive	2		1
	No, but for other reasons:	2		2
Yes	Yes, because all my friends are buying them	3	3	
	Yes, I want to experience the whole Notre Dame culture	17	16	11

Count of Reason of Ticket Purchase ..

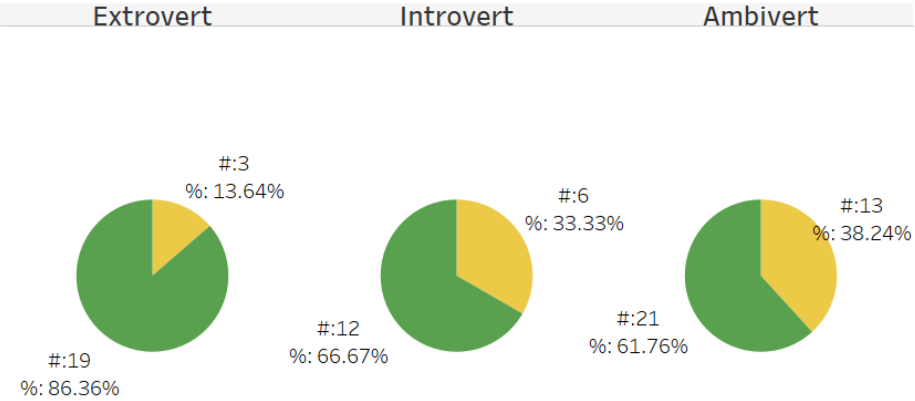
1 17

## Country & Gender Effect

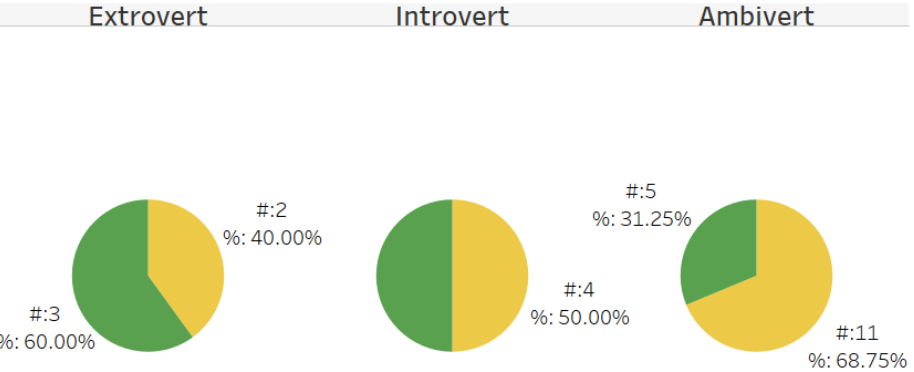


Country of Origin  
All

Personality



Personality (China)

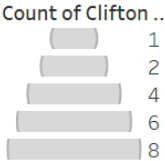


Ticket Purchase ..  
No  
Yes

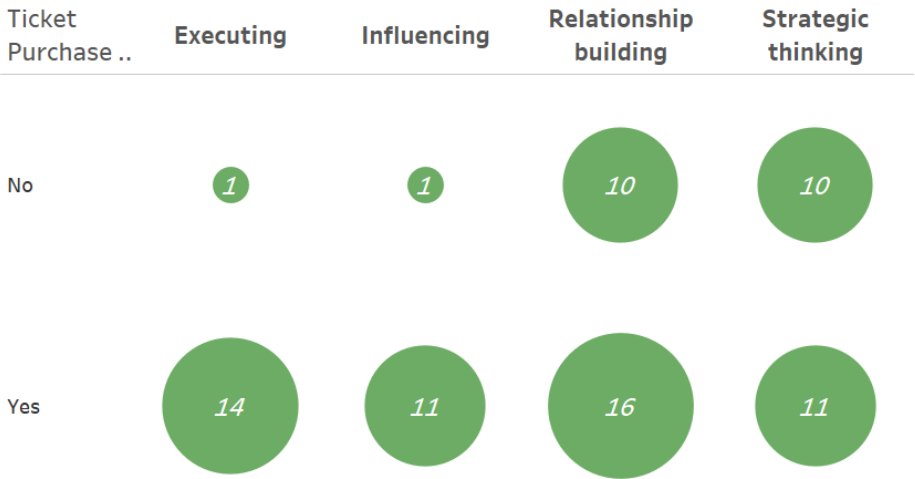
Country of Origin  
China

Country of Origin  
China

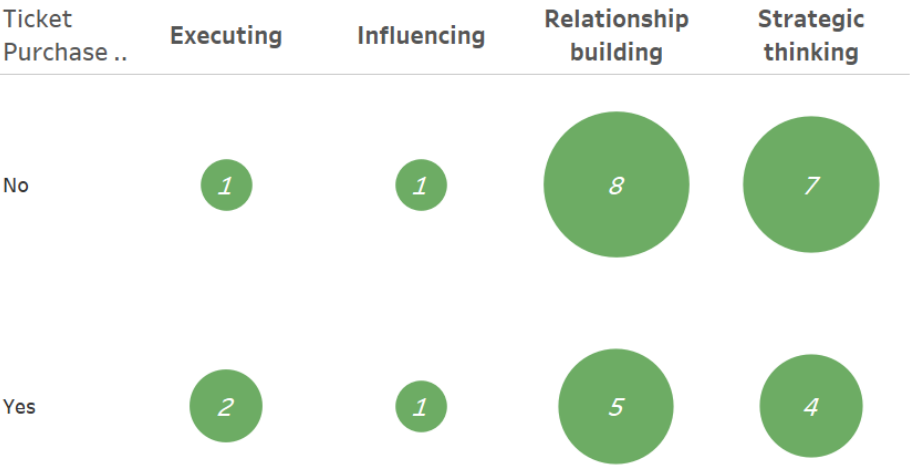
Clifton Strengths  
Null  
Executing  
Influencing  
Relationship ..  
Strategic thi..



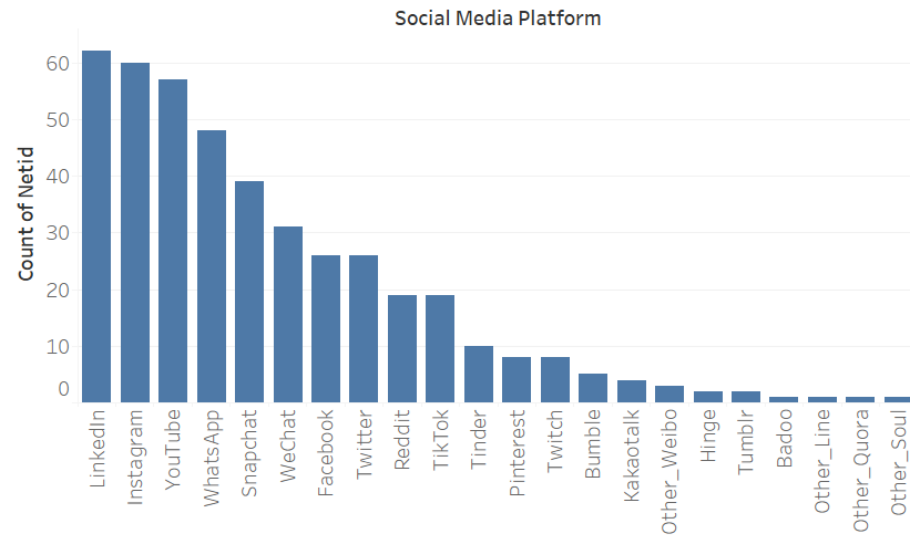
Clifton Strengths



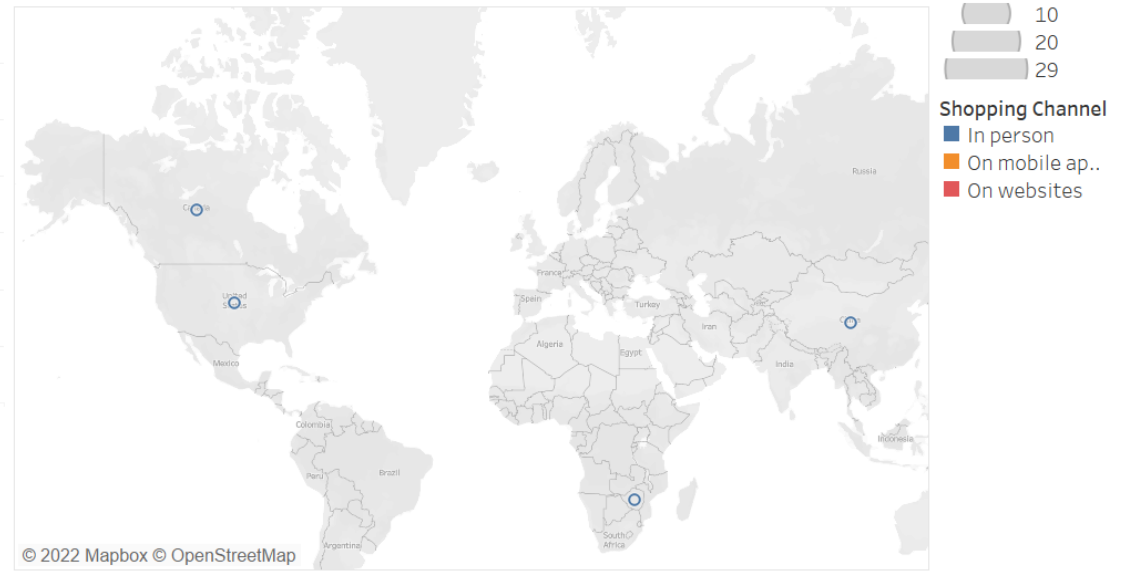
Clifton Strengths (China)



### Social Platform



### Map - Social media



### Shopping Channel-Country



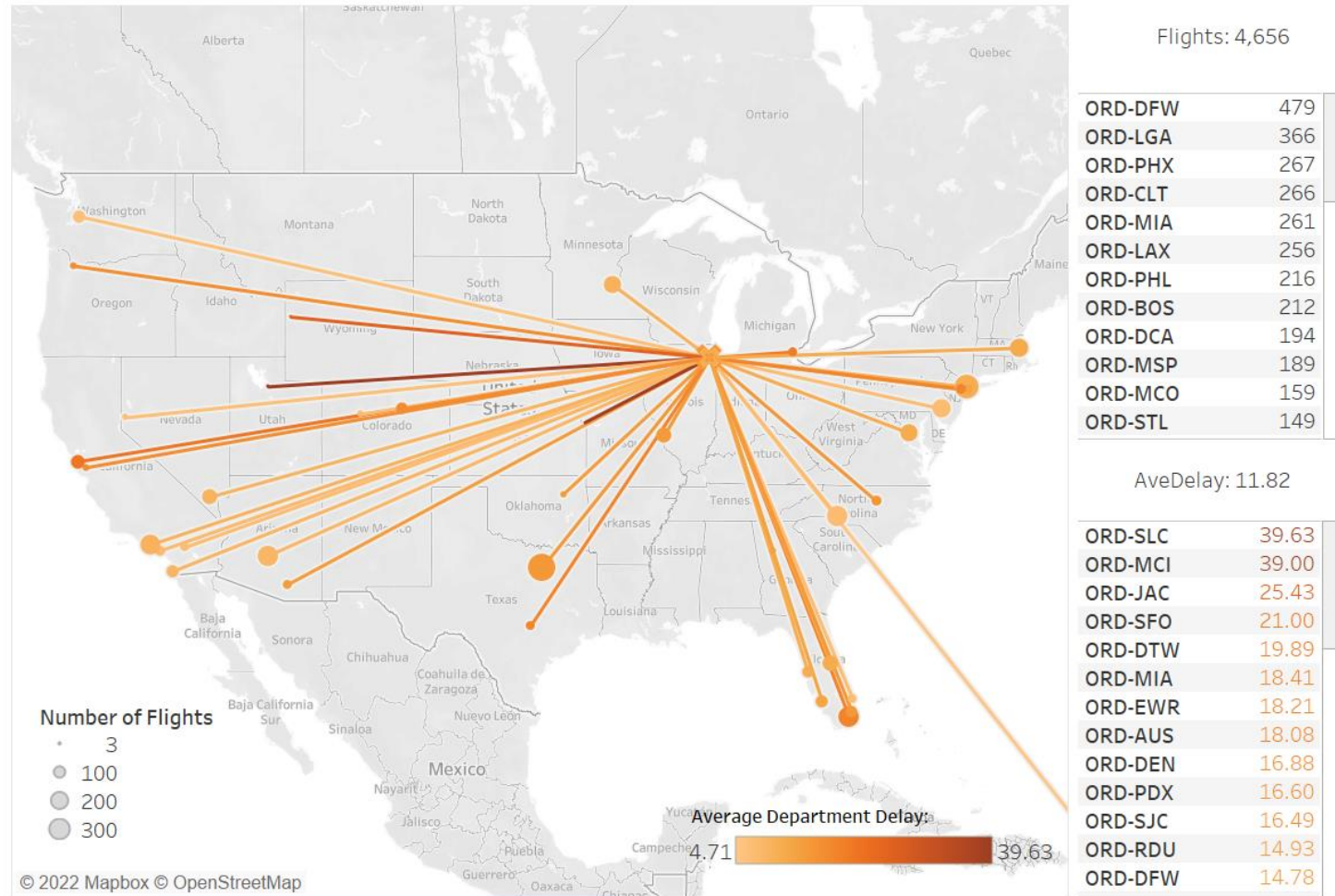
# Dashboard Stories

## US Flight Delays



## U.S. Flight Departure Delays

Chicago, IL



Source: United States Department of Transportation

Includes U.S. domestic flights in January 2016

# Deviation Analysis

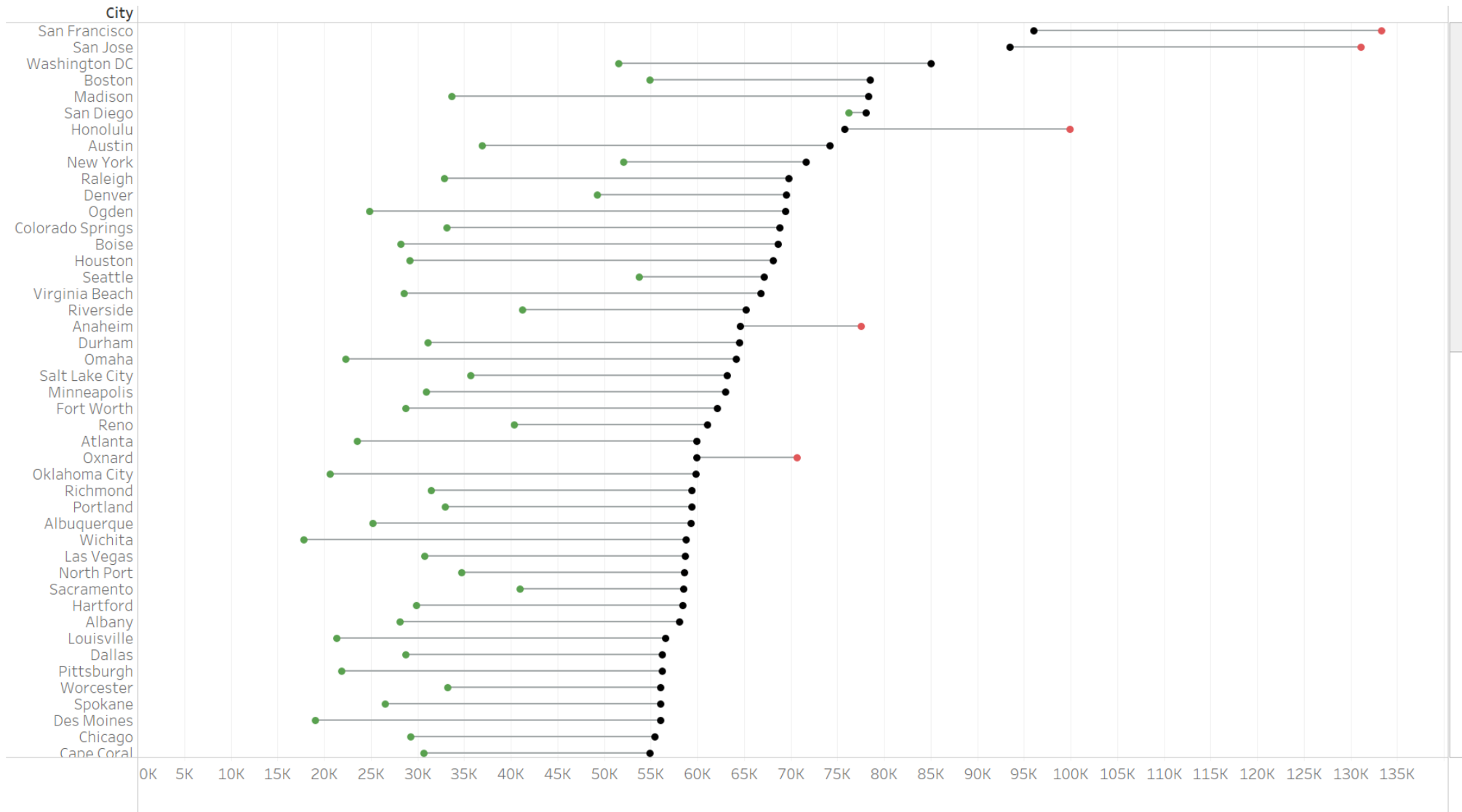
## Housing Affordability

# Mendoza BUSINESS

Sort City By  
Median Household Income

Measure Names

- Affordable Requirement
- Unaffordable Requirement
- Median Household Income

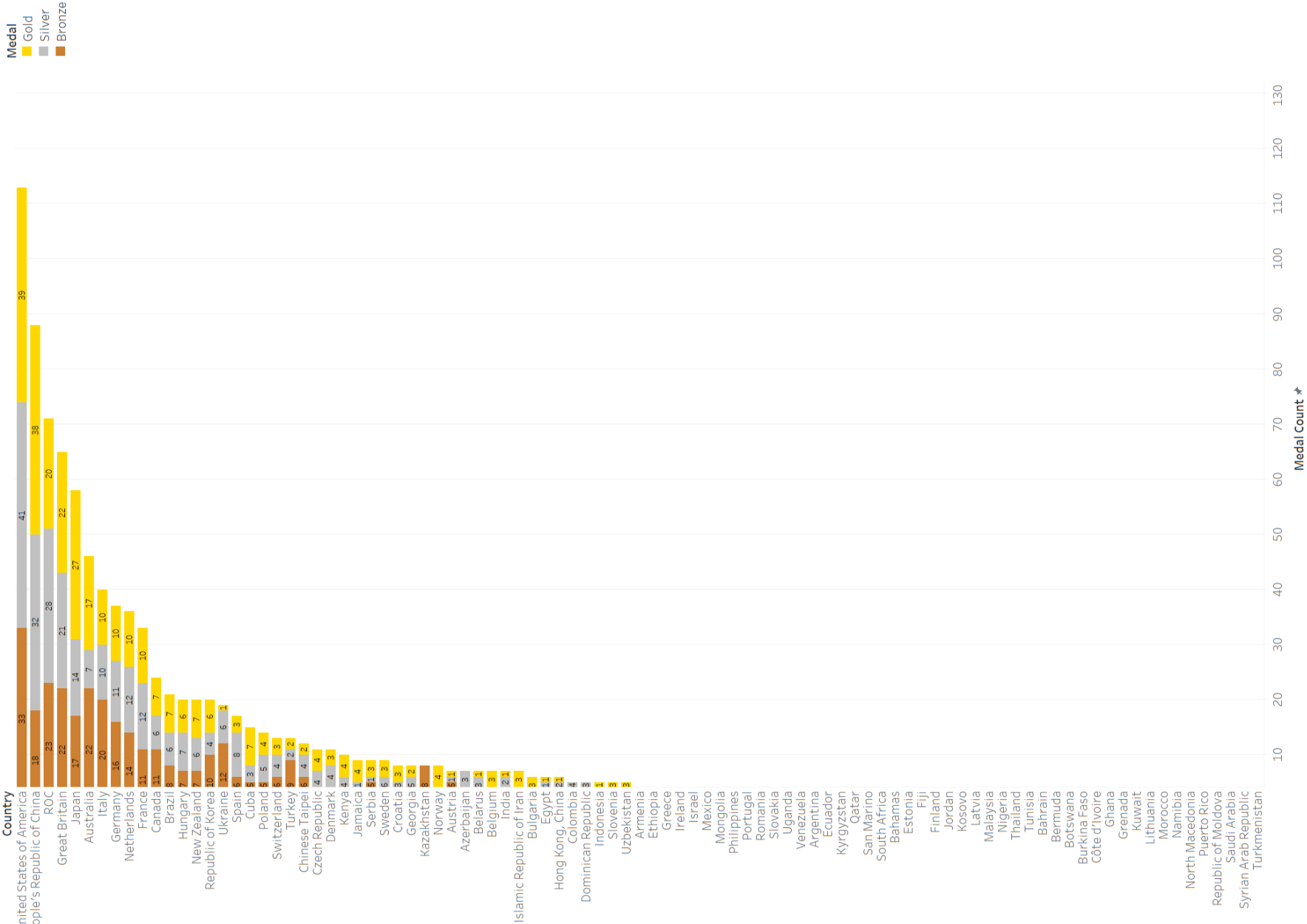




# Distribution Analysis

## Tokyo Olympics Medal

Stacked

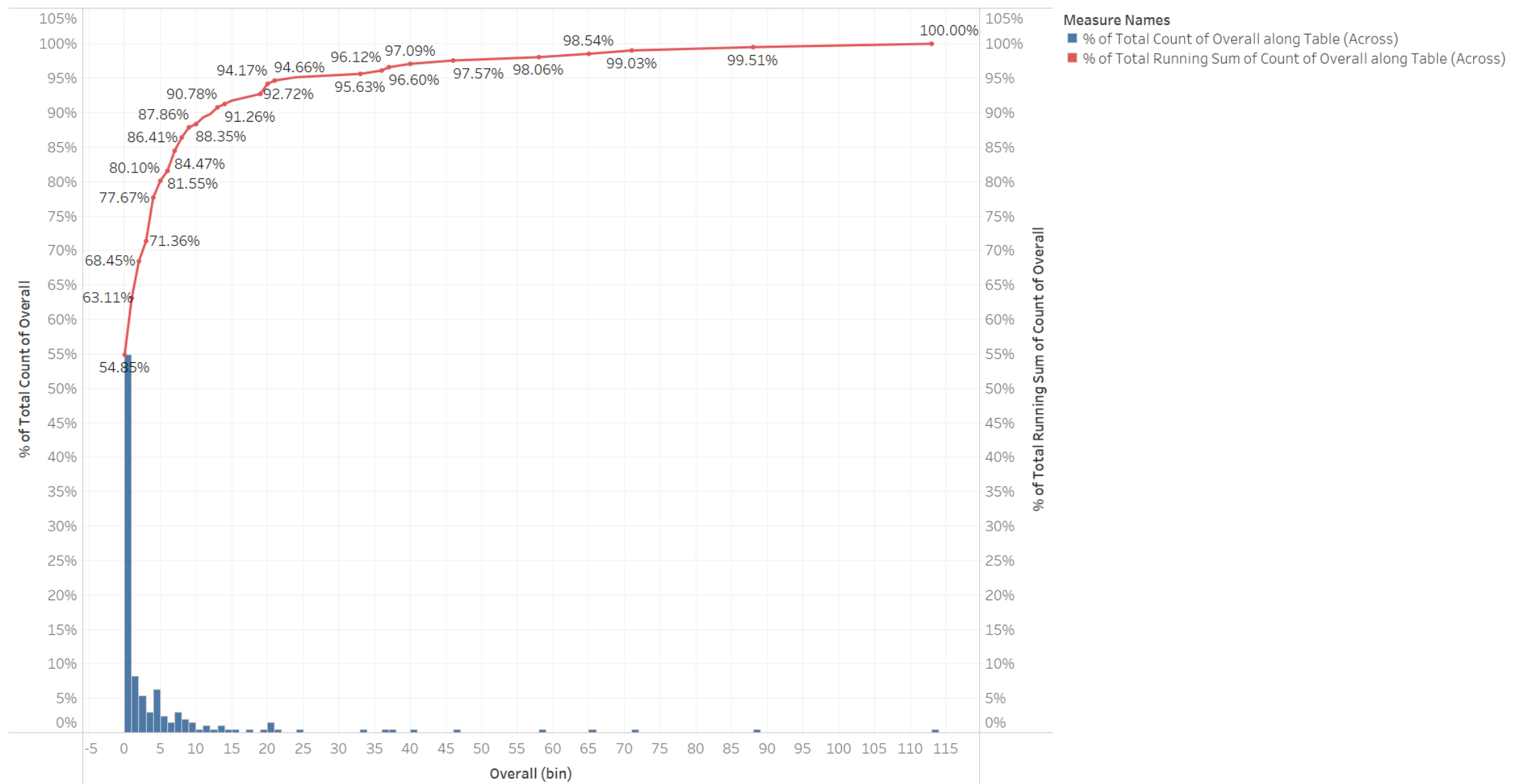


Count of Medal Data for each Country. Color shows details about Medal. The marks are labeled by count of Medal Data.

# Distribution Analysis

## Tokyo Olympics Participating Countries

## Ordinary and cumulative



The trends of % of Total Count of Overall along Table (Across) and % of Total Running Sum of Count of Overall along Table (Across) for Overall (bin). Color shows details about % of Total Count of Overall along Table (Across) and % of Total Running Sum of Count of Overall along Table (Across).

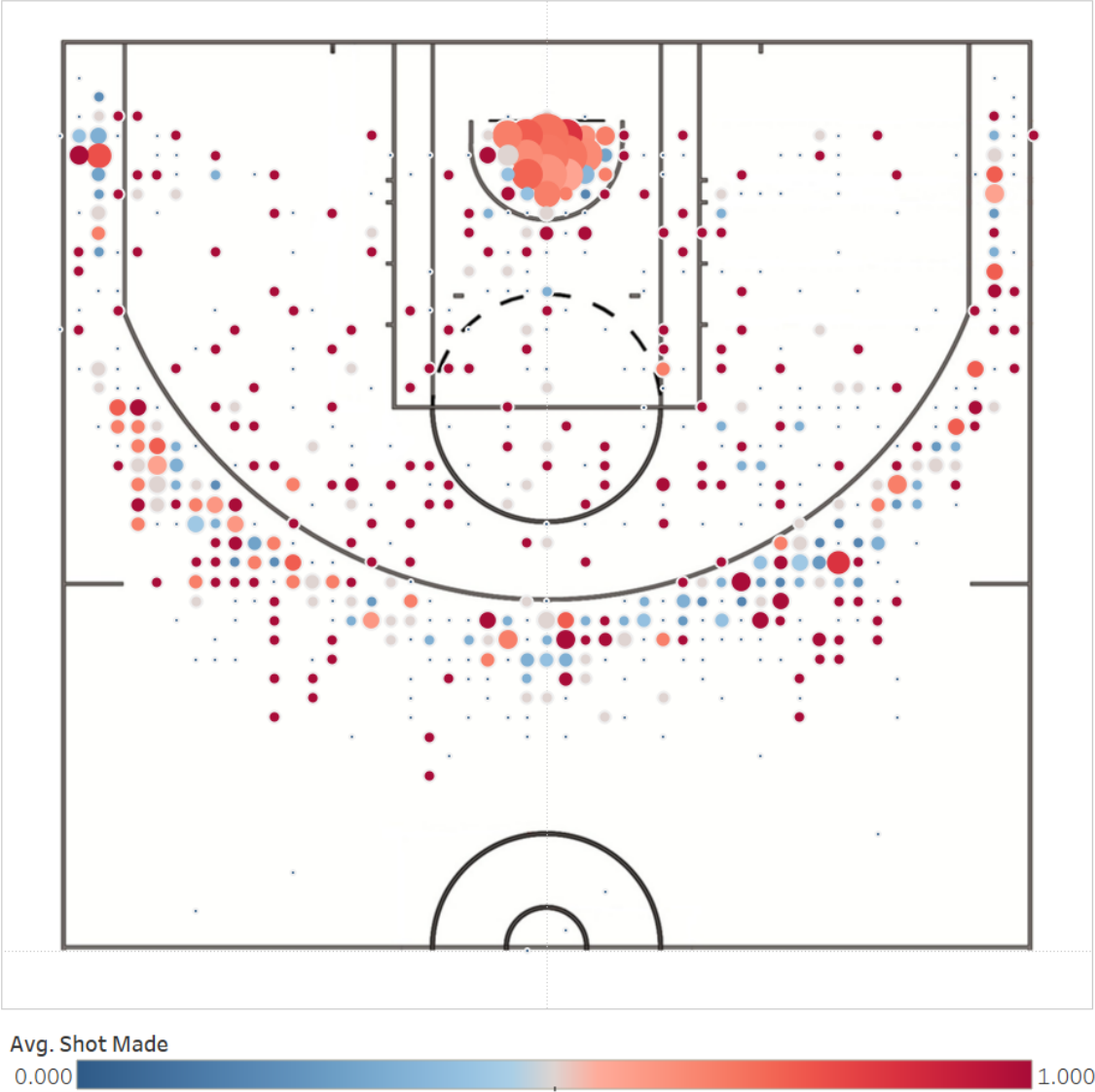
# Geospacial Analysis

## NBA Performance

Select Player  
Stephen Curry



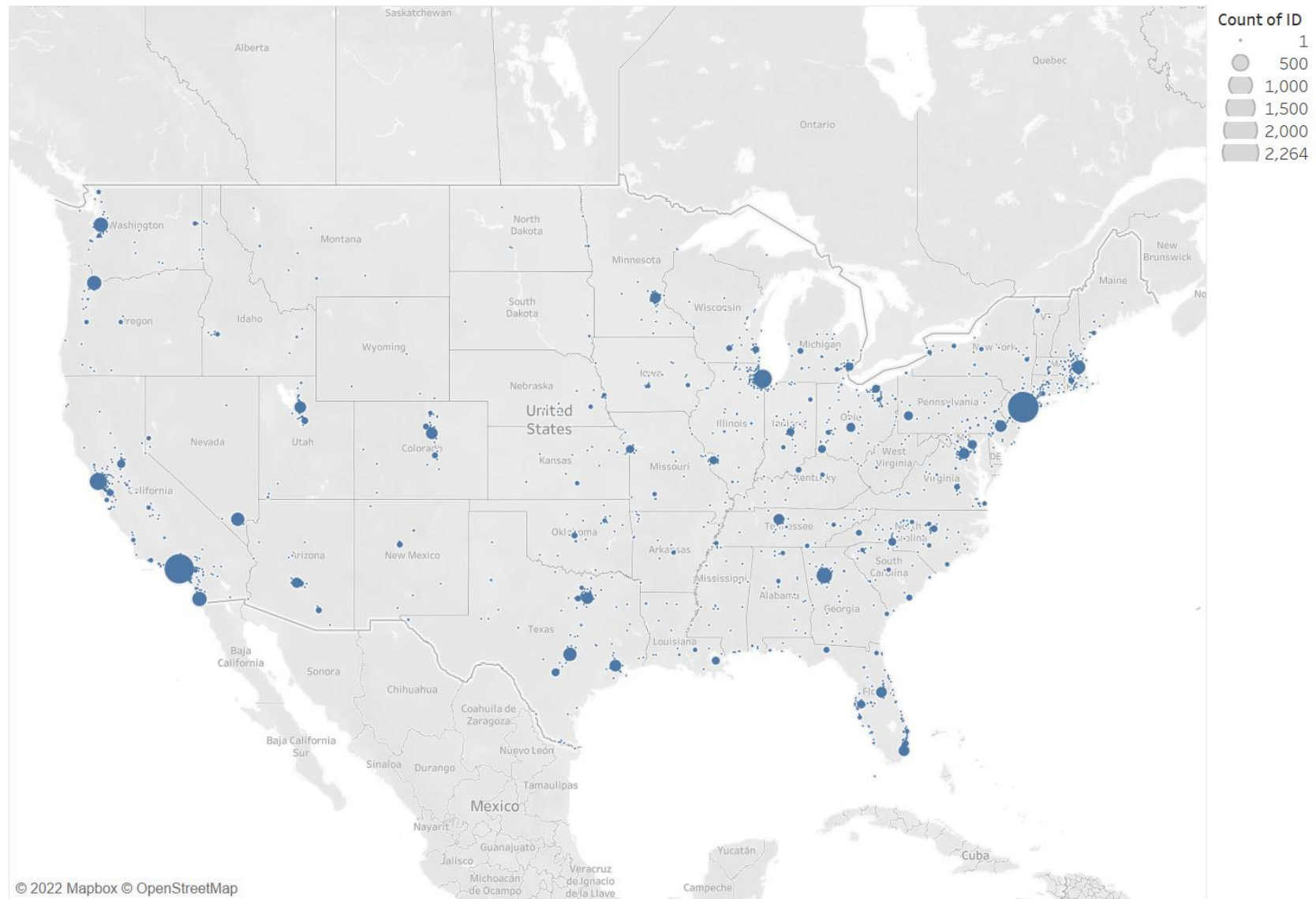
Player Shot Chart



# Geospacial Analysis

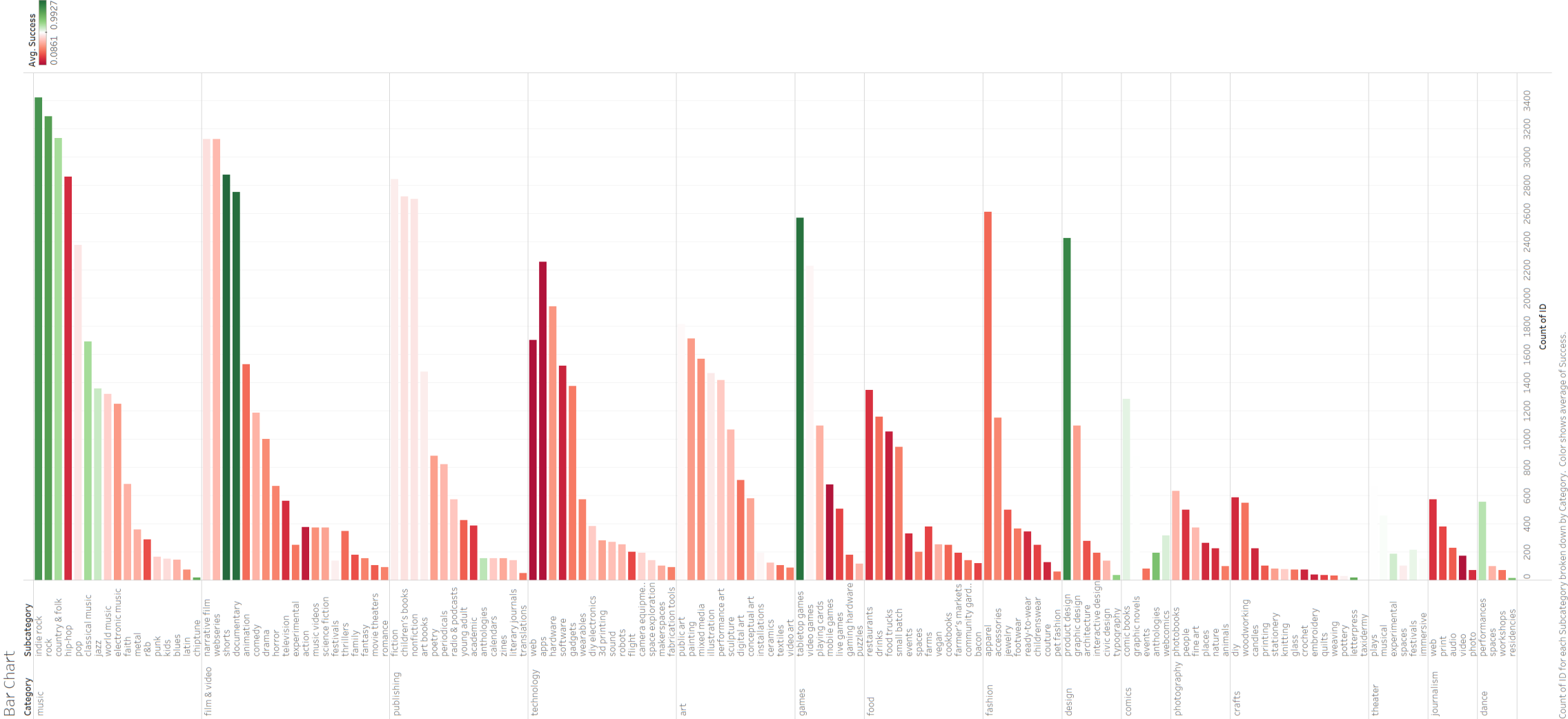
## US Kickstarter Projects

## Overview - 2016



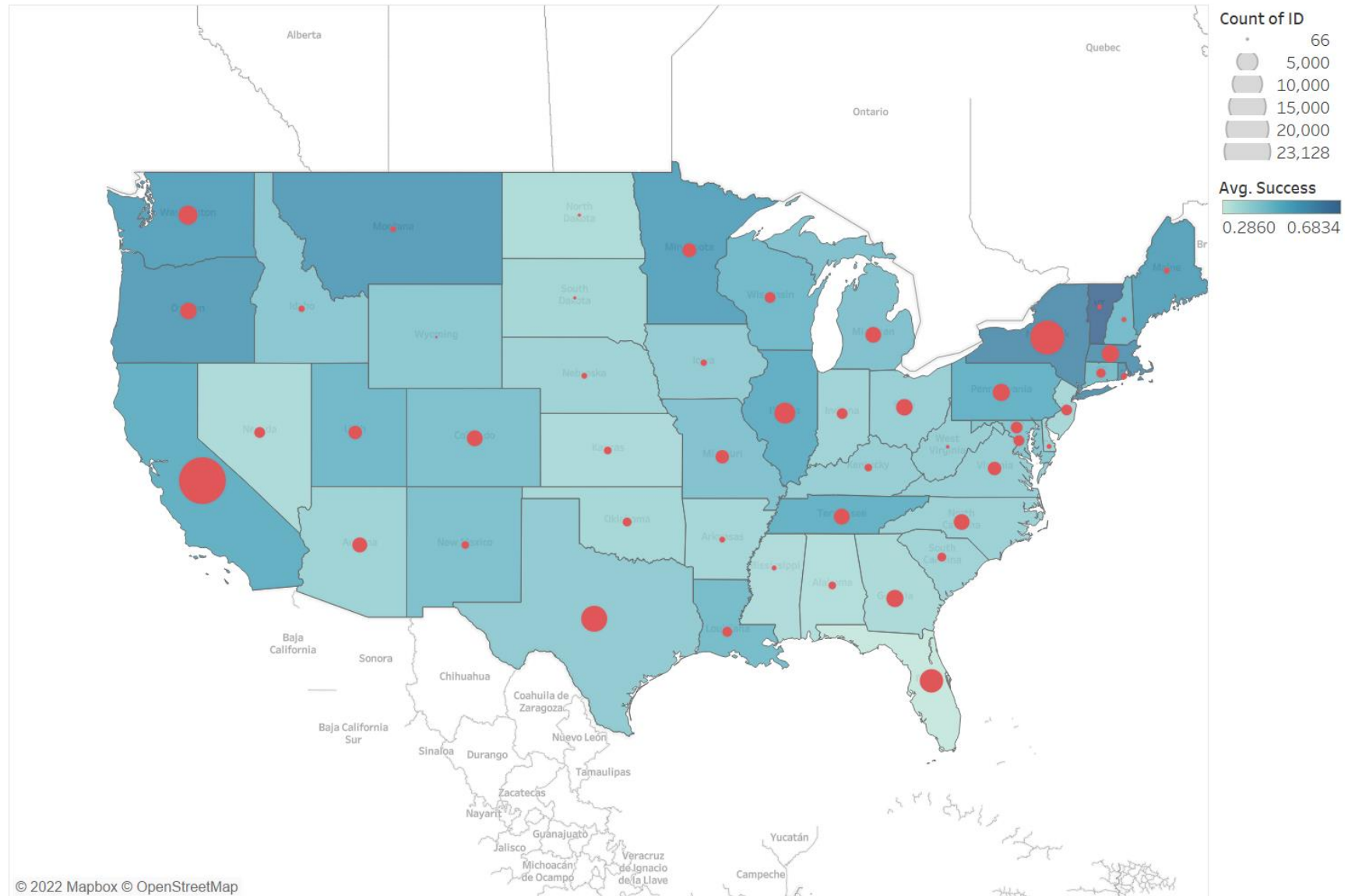
【Question】 Why do I need to keep State??





Count of ID for each Subcategory broken down by Category. Color shows average of Success.

## Map

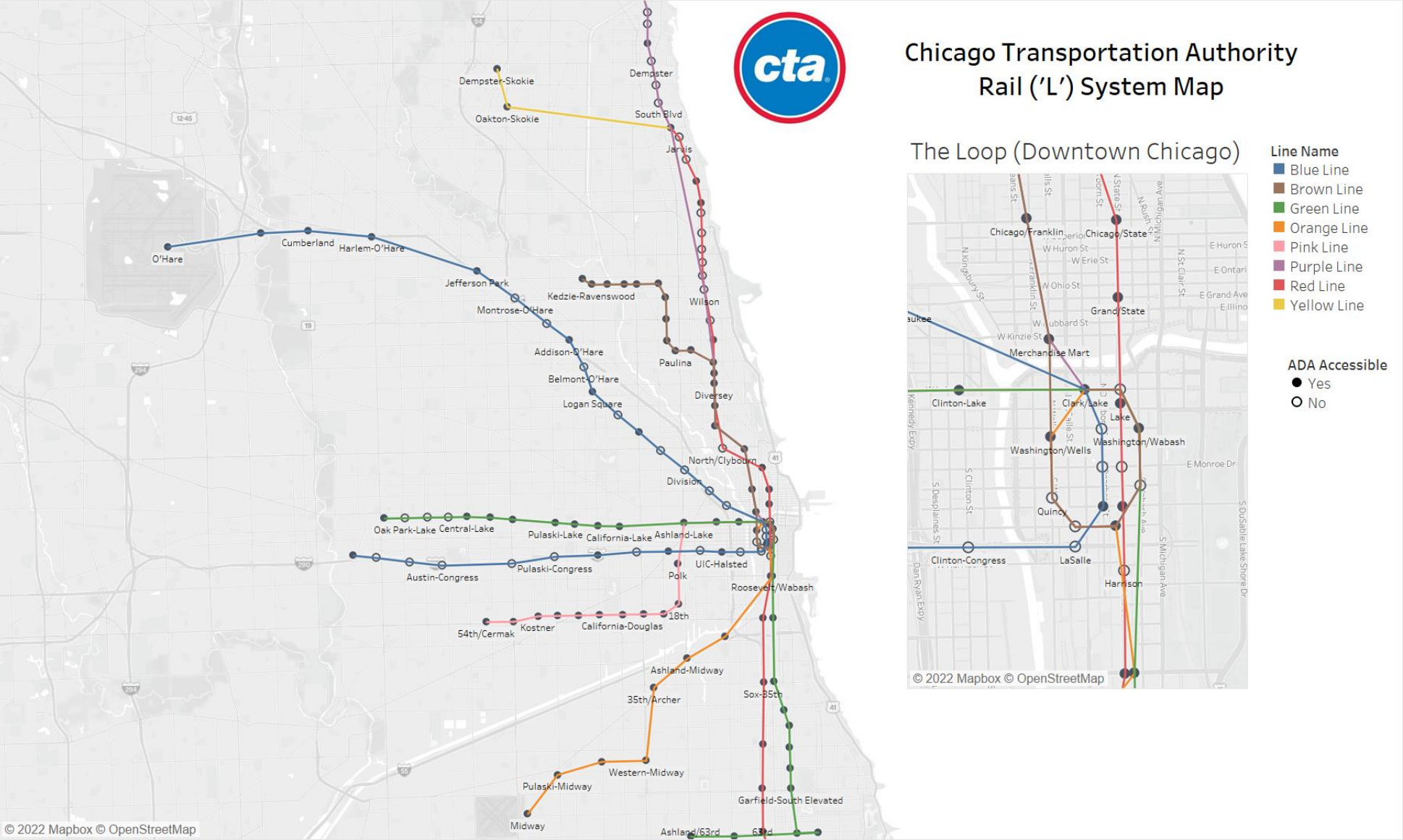


Map based on Longitude (generated) and Longitude (generated) and Latitude (generated). Size shows count of ID. Details are shown for State. For pane Longitude (generated): Color shows average of Success.

# Network Analysis

## Chicago Subway Line

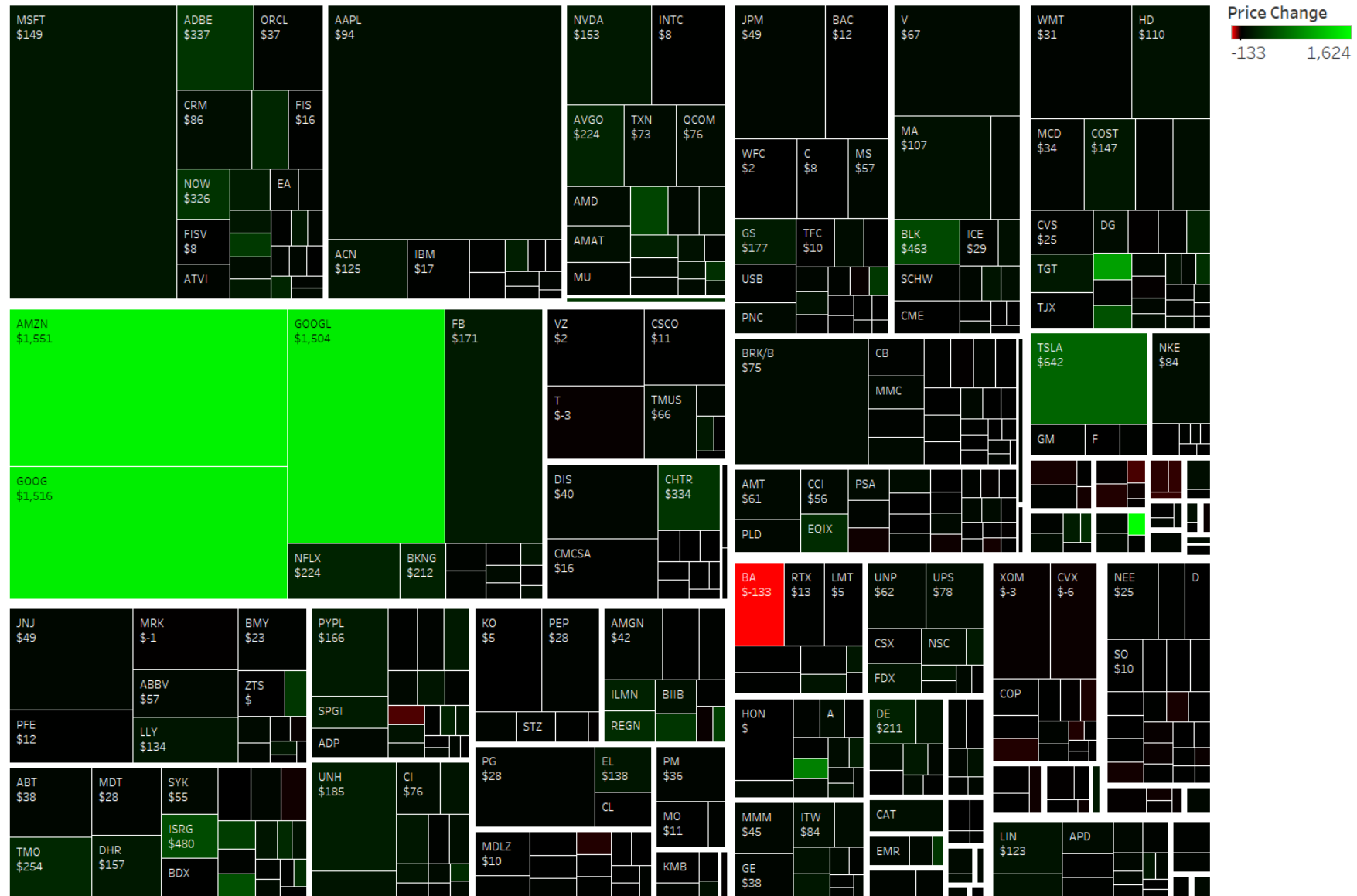
overall



# Network Analysis

## SP500 Stock Price During the Pandemic

# Tree



Sector, Industry, Ticker and Price Change. Color shows Price Change. Size shows average of Market Cap. The marks are labeled by Sector, Industry, Ticker and Price Change.

# Time-Series Analysis

eBay Auction Bid time

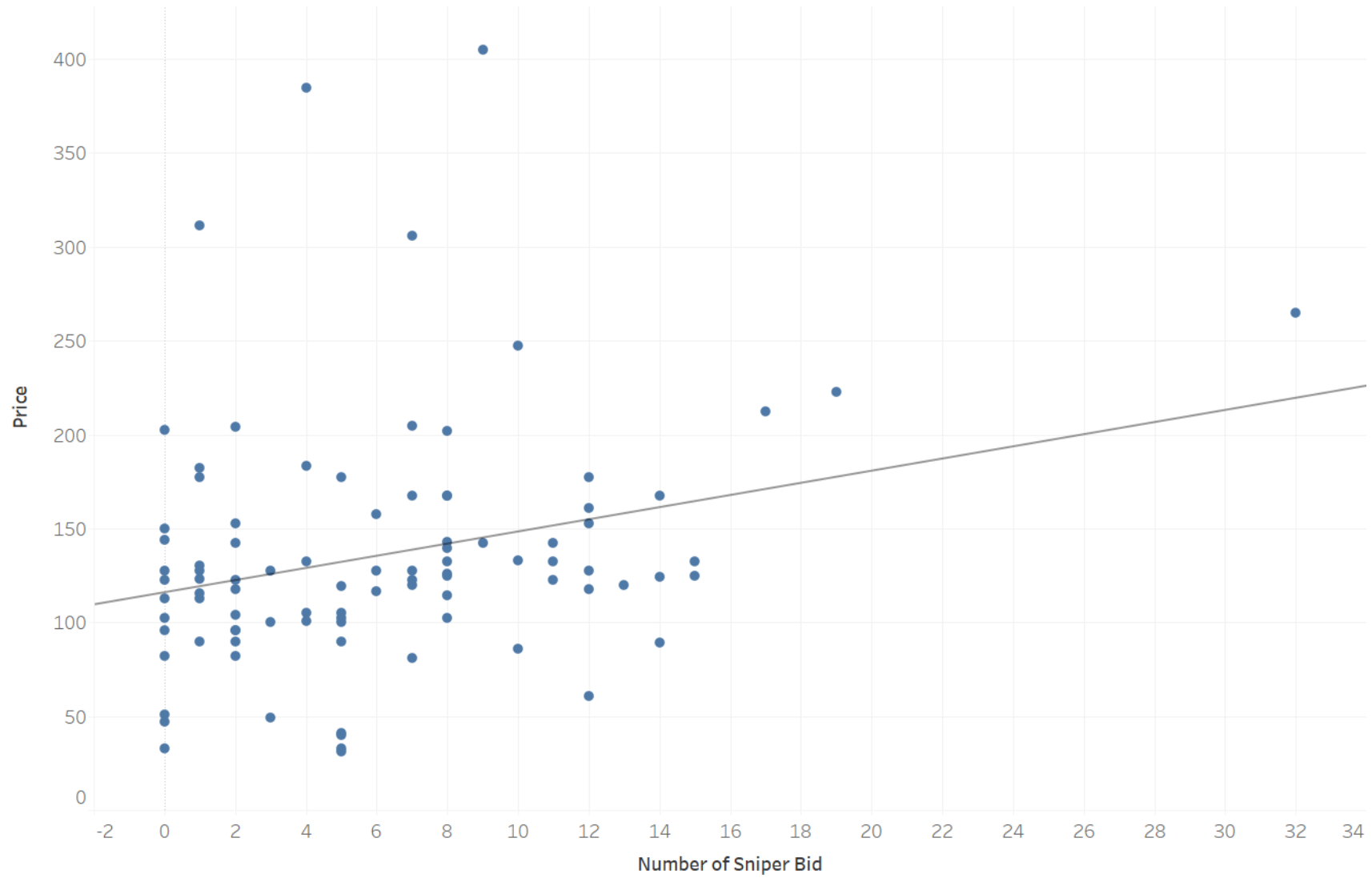
Overview



Sum of Bidtime vs. sum of Bid broken down by Auction Type vs. Item. Details are shown for Bid, Bidtime and Auctionid.

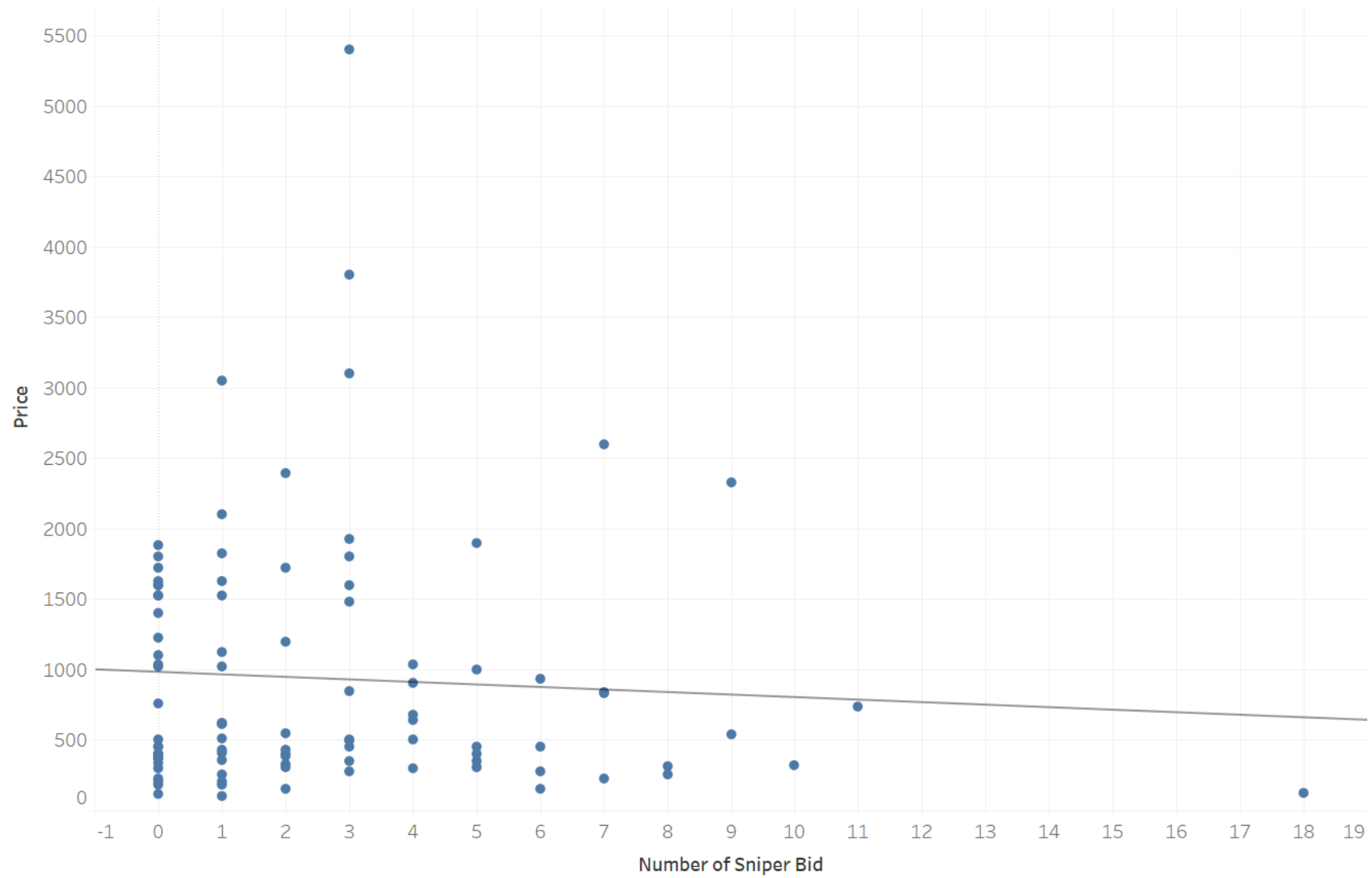


Relationship between the number of sniper bids and the closing price



For one additional sniper bid, the price goes up by about \$3.3.

## Relationship between the number of sniper bids and the closing price

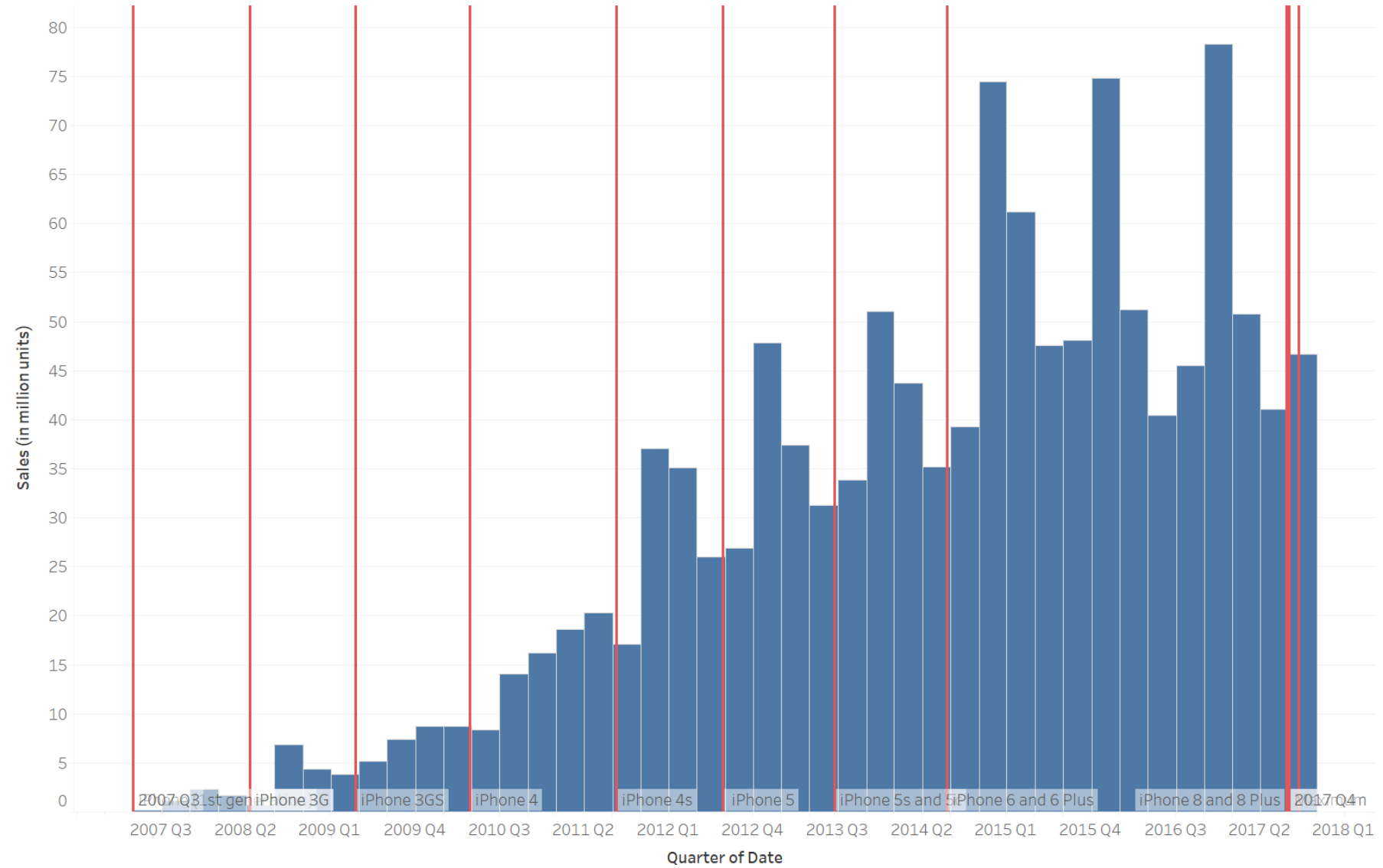


The number of sniper bids does not have a significant impact on the closing price for the category of 7 day auction and Cartier wristwatch.

# Time-Series Analysis

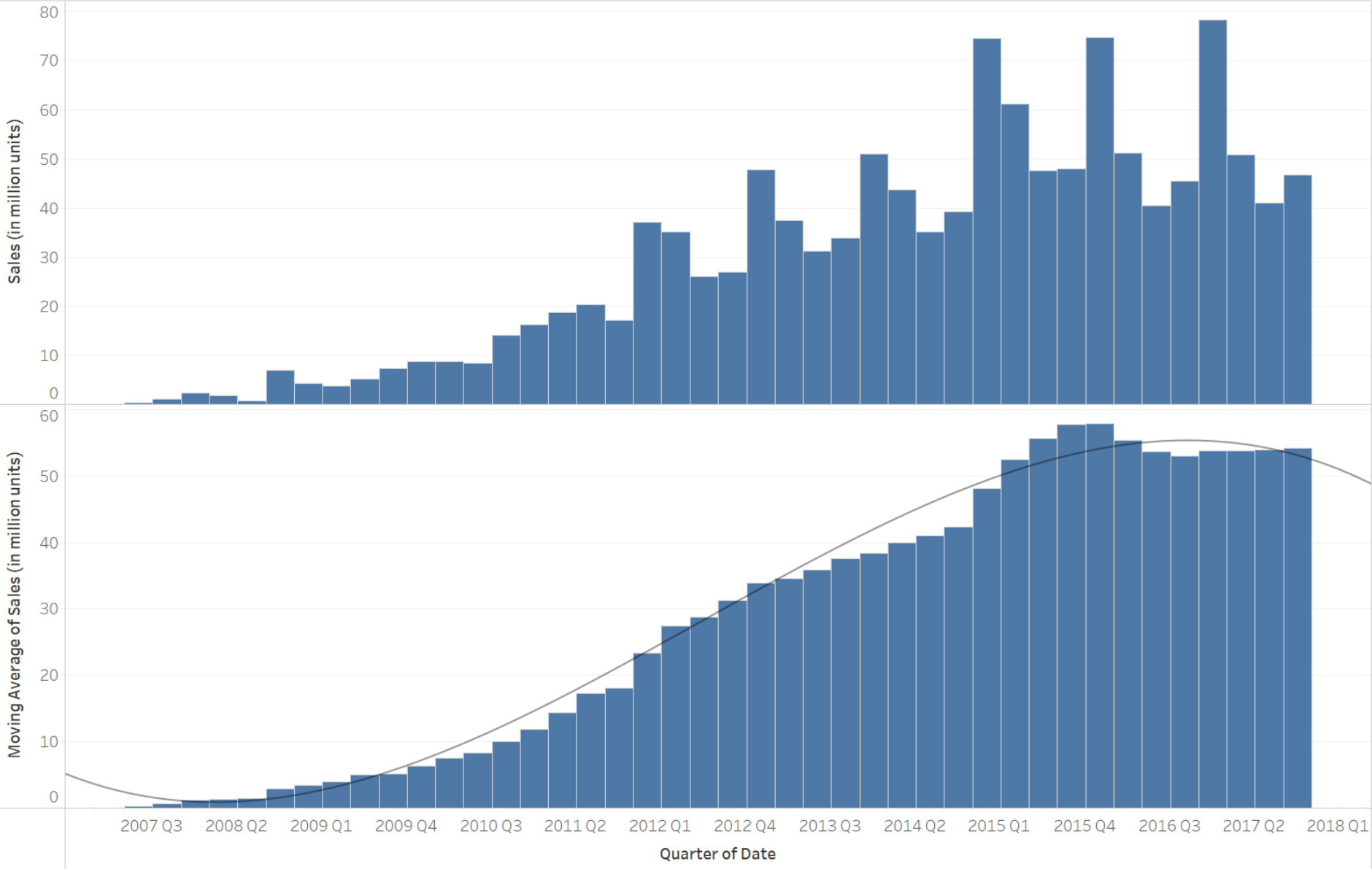
## iPhone Sales

## Seasonal Sales



The plot of sum of Sales (in million units) for Date Quarter.

Moving Avg



The plots of sum of Sales (in million units) and Moving Average of Sales (in million units) for Date Quarter.