

Peer-graded Assignment: Final Presentation

Link to viz:

https://public.tableau.com/views/GrowthinNumberofFemaleHighschoolSoccerPlayers/Story3?:language=en&:display_count=y&publish=yes&:origin=viz_share_link

A write up highlighting three specific design choices you made in light of your audience, and an explanation of why you made those choices:

Based on my originally created persona I wanted to focus on giving the executives clear data points across all regions that allowed for my key findings to be actionable for the executives. That is why I choose the geographic overview of the region on each slide of the story to allow for the viewer to quickly recognize which states belong to the region, while also utilizing contrasting to highlight the states in the region with the highest number of players or participants. I also wanted to allow for the cross-comparison of the top 3 states for each region between year over year change in players and the 5-year change in players and therefor chose to color-code each state similarly amongst my bottom two graphs.

Original Project Proposal

Executive Summary

Before, during, and in the months following their historic run to become World Champions for the fourth time since 1991 players and former players of the US women's national soccer team lobbied for achieving equity between them and their male counterparts, not only with regards to salary but also with regards to investments in youth development by the national U.S. Soccer Federation. Some dismissed the advocacy of Megan Rapione and other soccer stars out of hand. Still, when one ignores the noise surrounding these efforts, the simple truth is that investment in youth development has shown to be the most effective method of ensuring future success in other sports in the United States and across the world.

Why

- **Business Case/Other Goals** - Create a dashboard and three-part Tableau presentation using Story Points for an internal presentation/discussion offering an overview of the region showing the most promise based on participation in female youth soccer, and identify which state within said region stands out.
- **Intended Outcome** - Give Cindy actionable insights into female youth soccer trends as she develops a 10-year strategic plan for the U.S. Soccer federation.

Who

- **Stakeholders** - U.S. Soccer Executives
- **Audience** -

- **Quantitative Audience Snapshot:** Executive Leaders, Median Age 42, F/M 60/40%, 30% do not have an educational background in business or finance
- **Quantitative Audience Snapshot: Persona 1: Cindy**

Persona 1 - CINDY



Role: President

Organization: U.S. Soccer

Goals:

- Identify participation trends in female youth soccer on a state-by-state and regional basis in comparison to other prominent sports.
- Be able to make a case for future investment in female youth soccer development centers.

"I am convinced the next generation of female soccer stars will be found in the U.S., but it requires careful consideration of existing trends and interest in soccer on the high school level to leverage available resources effectively."

Cindy is a time-pressed executive who needs concise and actionable insights into the current and past participation trends in female youth soccer to make smart investment decisions.

Challenges and Needs:

- Time-pressed
- Interested in a high-level overview of the data, with the ability to drill down on metrics when interested

What

- **Data Sources** - National Federation of State High School Associations, U.S. Soccer
- **Data Quality** - Accurate
- **Data Timeliness** - School Year 2018/2019

How

- **Format** - dashboard, three-page tableau story for internal presentation/discussion
- **Presentation Vehicle** - desktop

Challenges

- Not over complicating the presentation of data, and not drawing false connections

Reflection:

My plans largely stayed the same and I think the final data really lend itself to adhere to the original project proposal. The only exception was comparing the trends in soccer vs trends in other sports by region. After creating the relevant data points and visualizations, I recognized that it would become convoluted and wouldn't provide the executives with any actionable insights into where to invest for future growth in the number of female U.S. highschool soccer players.