

EXECUTIVE SUMMARY: FREE-FLOAT MEDIA SPONSOR PROJECT



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The FreeFloatMedia sponsor project introduces a dynamic dashboard, developed by the team on the sponsor's project, which provides an in-depth analysis of the Board of Directors' data. This comprehensive dashboard offers valuable insights into the performance metrics, active directorship, age, gender, board history, influence characteristics, and percentage of influence over the years for each board member. With interactive filters for director names and IDs, users can easily access information on individual directors, facilitating effective decision-making and evaluation of their performance.

The dashboard incorporates interactive filters, enabling users to easily access information on individual directors by name or ID. This functionality empowers users to gain a holistic understanding of director performance and influence, both over time and within specific years. The visualization capabilities of the dashboard facilitate effective decision-making and evaluation of directors, serving as a valuable resource for organizations and stakeholders. By leveraging data from the Board of Directors, the dashboard offers an interactive and visually engaging platform for users to explore various aspects of directorship, including active directorship in companies, age, gender, board history, and percentage of influence over the years.

The dashboard tells a compelling story by visually representing key data points, allowing users to gain a holistic understanding of directors' performance and influence over time, as well as specific years. Its user-friendly interface and rich visualization capabilities enhance transparency and foster a deeper understanding of director dynamics, ultimately contributing to improved governance and informed decision-making processes. By presenting data in an easily digestible format, the dashboard enables stakeholders to assess board members' performance, identify trends, and make data-driven decisions.

Our goals in this project were to thoroughly analyze the data, create regression models to uncover correlations between variables, and develop an intuitive dashboard that presents the findings in a visually appealing manner. By achieving these objectives, we have created a powerful tool that assists organizations and stakeholders in evaluating and making informed decisions regarding director performance.

In presenting this project, we have taken care to address our target audience, which includes professors, sponsors, and class members. By speaking their language and demonstrating the value of our dashboard in terms of improved governance and decision-making, we have ensured that our message resonates with these key stakeholders. We would like to acknowledge the exceptional efforts of our team, consisting of three members, who have dedicated their expertise and collaborated to bring this project to fruition. Their collective skills and commitment have resulted in a valuable resource that benefits both organizations and stakeholders.

As we position ourselves as a team in this course project, we acknowledge the exceptional efforts of the team, but emphasize our unique value proposition. The combination of our regression models, interactive dashboard, and user-friendly interface sets us apart from our competitors, ensuring that organizations can make informed decisions based on accurate and comprehensive data analysis.

Finally, we pride ourselves on being a team who has taken the initiative in creating an interactive dashboard to help the peers and the sponsor company in obtaining an overall idea to implement the data to gain other insights. Our commitment to transparency, governance, and effective decision-making is at the core of our project. By providing a tool that enhances understanding and facilitates evaluation of director performance, we contribute to the advancement of governance practices and the overall success of organizations.

The FreeFloatMedia sponsored project provides a platform to create a powerful and intuitive dashboard that unlocks valuable insights into board member performance and influence. With its user-friendly interface, rich visualization capabilities, and rigorous data analysis, our project supports improved governance and informed decision-making processes. We are excited about the potential impact this project can have and look forward to its implementation and utilization by organizations and stakeholders.