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Exercise 1: Dat a Bad Data

Monthly Profit of Lazpee (2022)
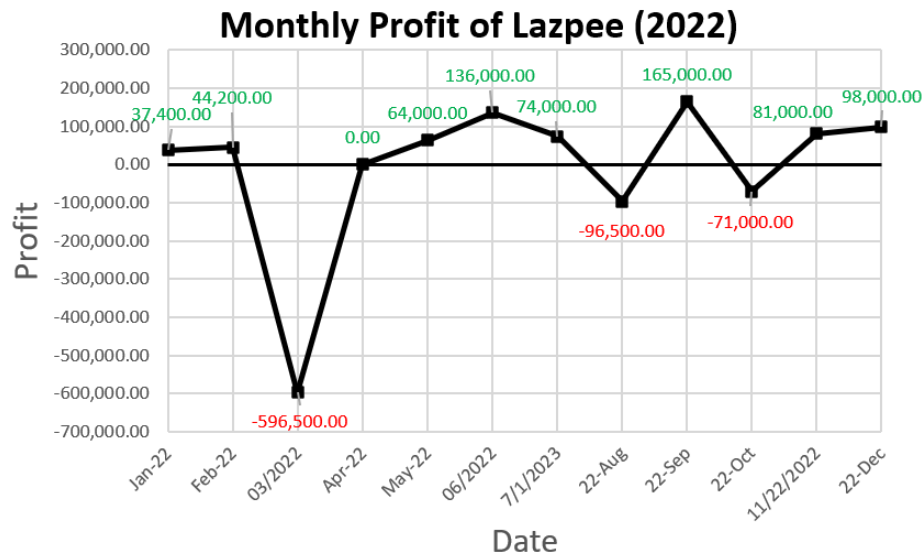
As a Lazapee executive looking at this visualization of the company's business profits from the year 2022, I immediately noticed the extremely high loss in the month of March. I would explore and find out why we incurred such a large loss and how we can prevent a similar loss in 2023. Moreover, for eight of the months, Lazapee turned in a positive net profit, which indicates that the business can potentially be profitable in the long run. The months of September and June were particularly strong months as the company was able to achieve triple digit net gain. I would look into the factors and events that were potential contributors to the impressive performance.

The main difficulty I encountered when trying to read the given data and create the graph was that the data type for the revenue in April was in text format. Based on the rules of the activity, I couldn't change the data type to numeric. This led to a value error on Excel when I calculated the company's profit by subtracting the costs and expenses from the revenue. In the line graph, the value for April incorrectly defaulted to zero.

Moreover, another difficulty I encountered was the inconsistent format for the months on the Excel sheet. Even though the data was in the correct order, the labels on the graph may cause confusion with which month is associated with which profit. An executive who sees this line graph may misinterpret the company's profitability in a given month.

After finishing this activity, I realized that proper data cleaning is essential for effective and informed data analysis and data visualization. Many online datasets have inconsistent data types and formats, which may cause confusion and errors in the analysis. We have to improve the quality of the dataset by filling in missing values, correcting inaccurate data points, and following a standard for the data format. An accurate, complete, and consistent data set is essential for accurate analysis and insights.