Alpha Team : The Outlanders.

Chris, Brian, Christeen, and Michele;

**Comments:**

To start off, I have found a plethora of points to discuss. Most are complimentary points; I could only think of two minor points of recommendation.

The first point I would like to discuss are the visuals throughout this presentation. Wow, what great visual asset choices. They are all coherent to the overall theme of the report as well as the company being analyzed. It makes the report feel fun and provides a sense of reading a magazine instead of a stuffy analysis report.

The ORD was so in depth. It was a little overwhelming at first glance but is easy to read once getting into it and follow along with the paths.

Great use of the different tools available through Microsoft and the internet to create additional analysis reports and graphs.

The tables provided to answer the basic questions asked from within the case study are all well organized and are full of useful data to support a well-informed business decision.

There are good explanations along with easy to digest highlights to the information presented within each provided query result.

The display of imagination is impressive throughout the assumed and fabricated information and data. I must admit, I am very curious as to what is in the ‘Mystery Box’ which is reported as the only items sold. I am not surprised, as I would pay a reasonable amount to satisfy my curiosity during a vacation, especially if I could justify the purchase as equipment I would have needed anyway.

The report tor ‘Customer Visa And Shot Records’ is packed with data, which has very well organized format using the – and + characters. Was the use of nested for loops used to encase each element to imitate a chart, or was a library imported to create the table look?

Great composition of the slides to maximize readability, while maintaining a positive flow. Astounding way to bring the huge monotone chart to the forefront while not allowing it to become overpowering. The bright orange is a great choice to liven up the black void screen. The next ‘Employee Visa And Shot Records’ slide gives a nice compliment to the previous slide.

I like the created pages for the multiple destinations available from this company. It provides a level of immersion to the report. Also, there are informative lists of assumptions to provide full transparency, with additional explanations to possible information that could be perceived as missing or redundant.

**Recommendations:**

There’s not really anything to recommend for improvement. I did notice the owners were assumed to be part of the payroll. I think the owners have been part of the administration and operation within the organization, which would make them a part of the payroll? Perhaps this was provided information as opposed to assumed? The astounding visual elements and the additional content made the report a little daunting to read upon preliminary inspection. However, after going through the whole report, I was relieved it was not as saturated as it first looked and was not at all cumbersome.

Great job, everyone deserves a week off! 😉

Enjoy,

James.