Alpha team : The Outlander’s – Chris, Brian, Larissa, Christeen, Michele.

Great visuals, make the report feel fun. Provides a sense of reading a magazine instead of a stuffy analysis report. Theme matches their name

Extremely in depth ORD./ was a little overwhelmed at first glance but it is very easy to read once reading the paths.

Great use of tools at hand. / nice touch with the bar graph, stock photos and vectors.

Total trips and customers per trip tables are good.

Good explanation of the tables along with well-organized results highlights.

Nice display of imagination with the invention of the ‘Mystery Box’, and the implementation of assumed information to create additional data tables.

The report for ‘Customer Visa And Shot Records’ is packed with data, which has very well organized format using the – and + characters. Used a for loop or a library? Great composition of slides to maximize readability, while maintaining a positive flow. Great 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 good contrast to the previous slide.

I like the created pages for the multiple destinations available from the company. Provides a level of immersion to the report.

Very informative list of assumptions to provide full transparency, with additional explanation of possible information that could be perceived as missing or redundant.

I think the owners have been a part of the administration and operations within the organization, which would make them a part of the payroll? Perhaps this was provided information as opposed to assumed?

So much visual aid it was hard to stick to technical critique points.