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| **WHO? (KNOW YOUR AUDIENCE)** | | |
| 1 | List the primary groups or individuals to whom you’ll be communicating | Students from Top 10 sports colleges in India |
| 2 | If you had to narrow that to a single person, who would that be? | It would be for a student who wish to know his strength and to choose his best sport |
| 3 | What does your audience care about? | They are curious to know their suitable sport based on their capabilities |
| 4 | What action does your audience need to take? |  |
| 5 | What is at stake? What is the benefit if the audience acts in the way you want them to? What are the risks if they don’t? | Benefit: Save time and focusing their field (sport)  Risk: They waste time by choosing the wrong field of sport without know the data (statistics) |
| **WHAT** | | |
| 1 | What is the sport with most demand? or What is rank of available sports? | |
| 2 | What factor contributes more in deciding the rank of a sport? | |
| 3 | How the most influencing factor does affects all the sport? Or in other words where do these available sport falls while categorizing or sorting them on basis of most influencing factor? | |
| **THE BIG IDEA** | | |
|  | The idea here is to make sure the students understands / choose their right sport based on their strength. Or in other way, students gets an idea on which factor to focus more in their sport to perform better. | |
| **HOW?** | | |
| **Chart No.** | **What visualization created** | **Why created** |
| 1 | Sports Vs Total Score with details on percentage of attributes involved in getting that score | This is to understand which sport is of more demand and how |
| 2 | Avg values of each Factors involved | This is to understand which factor affects more in scoring |
| 3 | Power (factor) vs sports, with clustering (grouping) | This shows how Power(factor) influence overall sports |