Critique of Project 11

**What did you first notice about this project?**

I noticed the title and outline (5 sections). I can tell that it is designed as a study with a hypothesis that will be tested with data. There is also one interactive boxplot with results.

**What was this project's main story?**

The author hypothesizes that a company’s financial status (income or performance) predicts whether the CEO’s headshot and the company’s financial information will appear in the shareholder letter that year. It’s a neat idea that makes intuitive sense.

**What were some areas of improvement?**

The main thing that is a little confusing is that the hypothesis is tested, and a significant p value is obtained, suggesting that there is a relationship between financial performance and the presence of the headshot and financial info in the shareholder letter. However, when I look at the boxplot, it is really difficult for me to convince myself of these results. I would have switched the elements on the x and y axes, since you have the predictor variables on the y axis and the response variables on the x (as I understand it), which makes it awkward to represent the hypothesis you are testing. Mostly, though, if you are arguing that there are significant differences between groups, then you need to be able to show that graphically.

**What elements would you add to this project?**

Since you do a statistical regression, maybe it would be nice to show the regression plot. It’s nice to have a visual representation of the result that you are claiming.

**What were some successful elements of this project?**

I’m impressed that you made the mechanics of the interactive plot work, and that you did hypothesis testing in R. I appreciate you sharing the R code and output for that – very helpful and transparent.

**Any other thoughts you would like to convey to your peer?**

An intriguing project idea, a good question, and a systematic, organized way to address the question with data. Very cool!