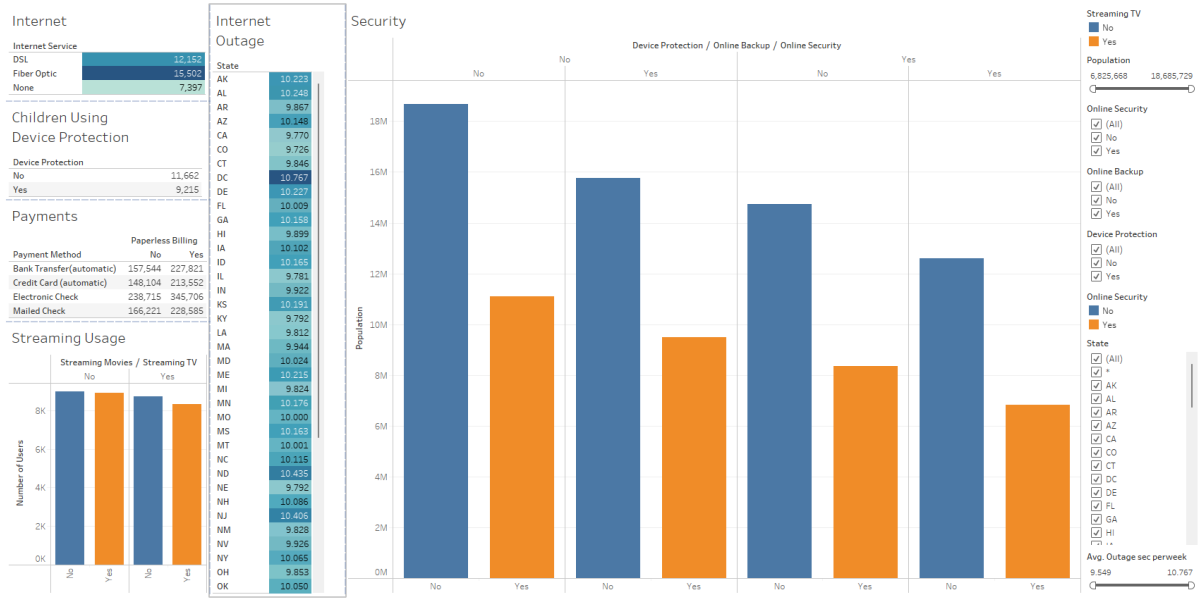
1. Explain how the purpose and function of your dashboard align with the needs outlined in the data dictionary associated with your chosen dataset.

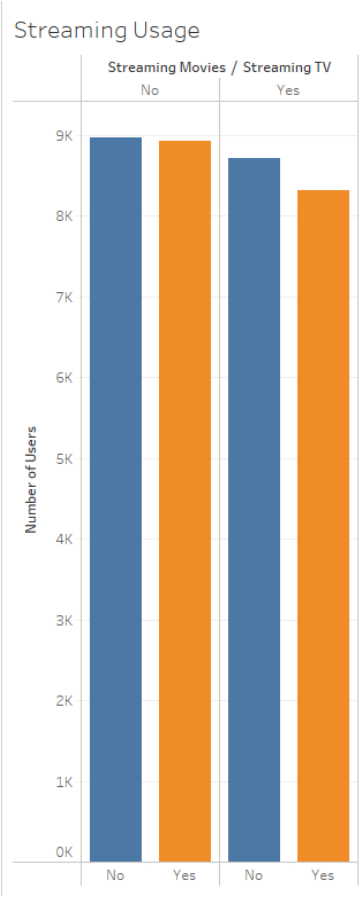
The data dictionary for this telecommunications dataset includes elements such as Internet Service type (DSL, Fiber Optic, None), Streaming Usage, Security Add-Ons (Online Security, Device Protection, Online Backup), and various demographic data (State, Average Outage per Week). In designing my dashboard, I focused on delivering an at-a-glance view of how streaming usage correlates with security subscriptions while examining the relationship between internet reliability (outage times) and user preferences.

By mapping each field—such as “State” or “Payment Method”—to its dictionary definition, I ensured that the visual representations would respect standardized naming conventions, measure definitions (e.g., “Average Outage Seconds per Week”), and usage guidelines. This alignment guarantees that the visualizations accurately reflect the data dictionary's outlines, preventing misinterpretations and helping stakeholders quickly connect the displayed values to their underlying definitions.



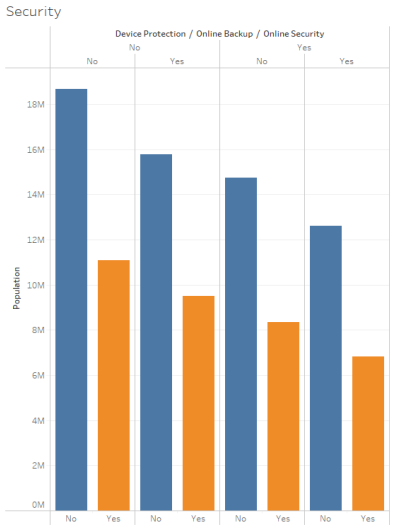
2. Explain two data representations from your dashboard, including how executive leaders can use them to support decision-making.
Streaming Usage Bar Chart

- This clustered bar chart displays the number of users who do or do not subscribe to Streaming Movies / Streaming TV, typically broken down by categories (e.g., “No” vs. “Yes”). Executives can rapidly assess overall streaming adoption rates and how that adoption correlates with other services.
- **Decision-Making Impact**: Leaders might see high streaming adoption as an opportunity for bundling or cross-selling additional digital services. Conversely, low adoption might trigger targeted promotional campaigns.



Security Feature Bar Chart

- Another key chart compares how many subscribers opt in or opt out of Online Security, Device Protection, or Online Backup. The stacked or grouped bars distinguish between those who have security features versus those who do not.
- **Decision-Making Impact**: By quickly identifying segments with low security-feature adoption, executives can create targeted educational campaigns or promotional bundles to increase awareness and drive revenue.



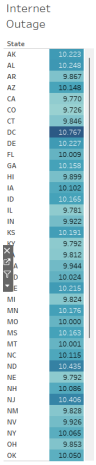
3. Explain two interactive controls in your dashboard, including how *each* enables the user to modify the presentation of the data.

State Filter

- A filter listing all 50 states (plus DC) allows users to focus on data for specific geographic regions. By toggling different states on or off, leaders can instantly see how usage patterns change.
- **Benefit**: This drill-down capability helps region-specific managers make informed decisions regarding localized strategies, such as targeted advertisements or service improvements.

Average Outage Time Slider

- The slider lets users limit the display to states that fall within a specific outage time range (e.g., 9.5 to 10.5 seconds per week).
- **Benefit**: By dynamically adjusting outage thresholds, leaders can easily spot which states have the most reliable (or least reliable) connections, guiding infrastructure investments or upgrades.



4. Describe how you built your dashboard to be accessible for individuals with colorblindness.

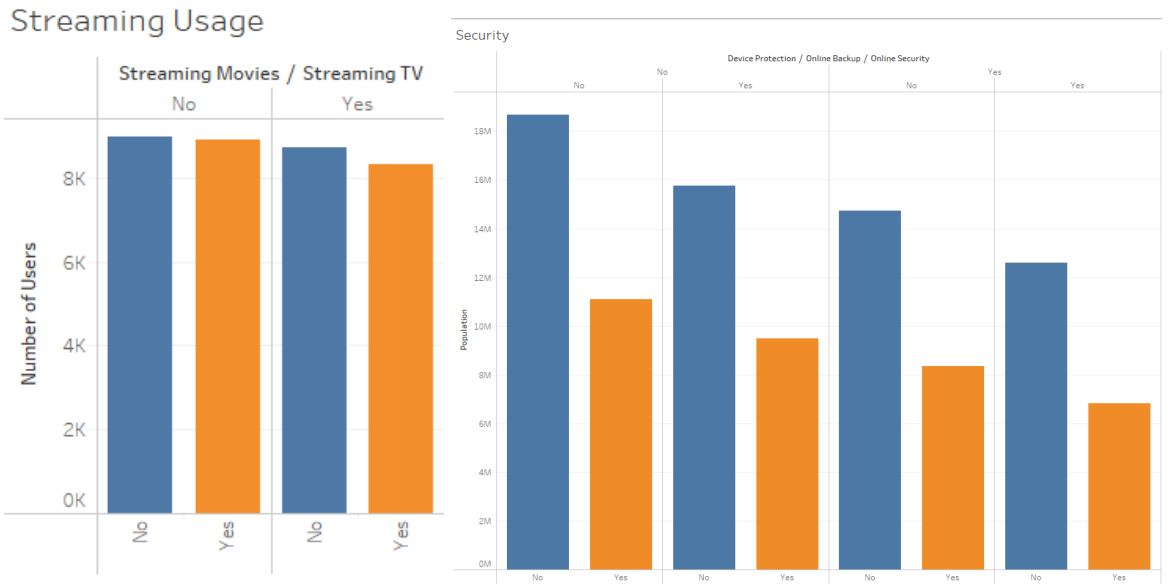
To ensure accessibility, I selected a color palette known to be colorblind-friendly—often consisting of blues and oranges that offer strong contrast. I also:

- Used text labels and icons (where possible) in addition to color coding, so users rely on more than color alone to understand each data category.
- Choose contrasting background colors and high-contrast text so that any user, regardless of visual limitations, can read the dashboard without straining.

5. Explain how two data representations in your presentation support the story you wanted to tell.

1. **Streaming Usage vs. Security Subscriptions**
    - Illustrates that households investing in security features are also likely to have streaming services. This supports the narrative that technology-savvy consumers are attracted to a full suite of digital services.
2. **Internet Outage by State**
    - Shows slight variations in outage seconds per week across states, which can correlate with differences in streaming adoption. This clarifies the story that reliability (low outage times) may directly affect a customer's likelihood to invest in premium services such as streaming and additional security.

Together, these visuals underscore a core storyline: "Reliability and security features drive subscription uptake in streaming and other digital services."



6. Explain how you used audience analysis to adapt the message in your presentation.

My primary audience includes data analytics peers and executive stakeholders. For analytics peers, I emphasized data definitions, methodology, and the ability to drill down for further exploration. For executives, I highlighted high-level insights (e.g., potential revenue growth, and cross-selling strategies). Keeping the presentation concise yet meaningful allowed both groups to take away actionable strategies: analysts can dive deeper into correlations, while executives can focus on driving policy or product changes.

7. Describe how you designed your presentation for universal access by *all* audiences.

Beyond color choices, I ensured:

- **Clear, large fonts** for text and labels.
- **Concise labeling** on charts, limiting dense text, and clarifying scale units (seconds, number of users, etc.).
- **Simple language** to explain the findings, so individuals from non-technical backgrounds can quickly grasp the story.
- **Compatibility with screen-readers**, using alternative text for images, and ensuring tooltips contain descriptive text for each data point.

8. Explain two elements of effective storytelling that you implemented in your presentation, including how *each* element was intended to engage the audience.

- **What are you persuading the audience to think about and act on?**
- **What is the clearest example from the dataset?**

1. **Contextual Hook**
    - I began by describing the significance of streaming services and security needs in today's digital era, framing the data in a real-world problem scenario. This invites the audience to invest in the story from the outset.
2. **Clear Call-to-Action**
    - I ended by recommending strategic next steps (e.g., bundling security features with streaming, and targeting states with higher outage times). By connecting data insights to specific actions, I engaged the audience to think about practical outcomes.

These storytelling elements not only keep the audience's attention but also guide them toward **what** they can do with the information.

I am persuading stakeholders to recognize **the strong link between service reliability, security add-ons, and streaming adoption**. The data suggests that bundling or improving certain service areas could significantly boost customer satisfaction, reduce churn, and enhance revenue.

One of the most straightforward insights comes from **overlaying Online Security adoption with Streaming TV usage**:

- **Customers who have Online Security** are consistently more likely to also have Streaming TV, suggesting an overlap in consumer behavior. This correlation is clear, and actionable, and signals an opportunity for **bundled** offers or targeted marketing.

Through careful adherence to the data dictionary, thoughtful data representations, interactive controls, and a focus on accessibility, the dashboard and accompanying presentation successfully communicate how **Internet reliability and security features** shape streaming adoption. By weaving these insights into a story, I aimed to persuade executives and peers alike to invest in improved infrastructure and value-added bundles that align with user needs.