INFS5700
Introduction to Business Analytics

Week 2 Tutorial Activity

(T2 2022)

Agenda

- Admin
- Class Discussion: Choosing Charts
- SAS Visual Analytics Workshop I

Assignment Project Exam Help

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Admin

- **Group Formation**

  ➢ 4-5 members per group

  ➢ Finalize by Week 4 and send your group members' details (name, zID) to your tutor

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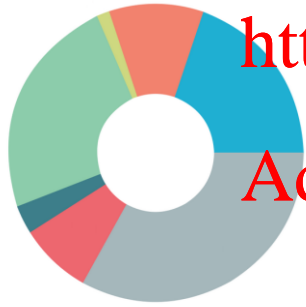Business School

Class Discussion: Choosing Charts

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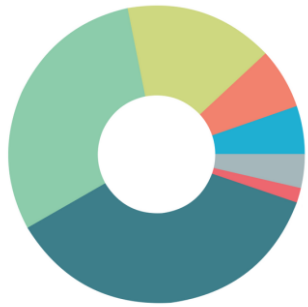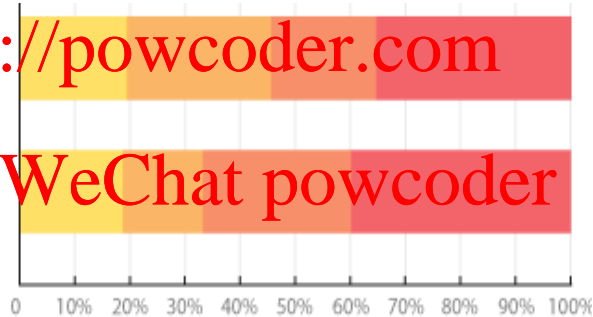
Class Discussion: Choosing Charts Pt. 1

- You only have five minutes to present your findings to the board. You will need to demonstrate how revenue mix has shifted from one year to another. The charts that you are considering include the use of two pie charts, two stacked bar charts or an alluvial diagram. Justify the diagram which you would use for the presentation.
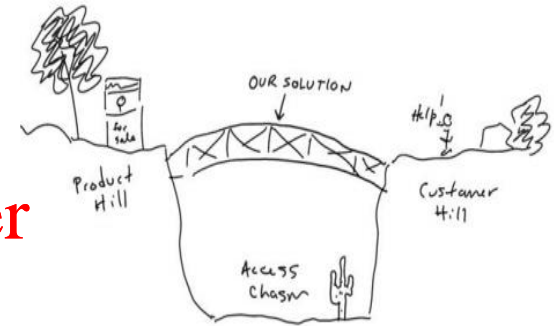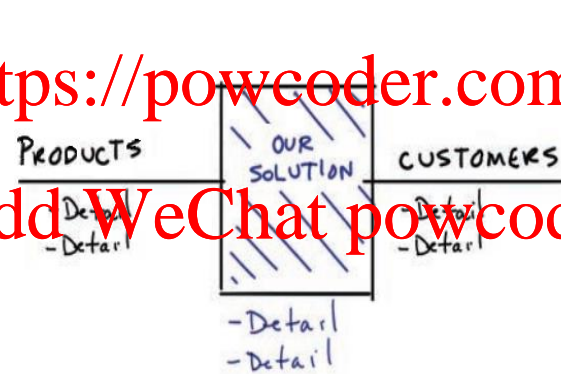
Class Discussion: Choosing Charts Pt. 2

- In a VCs pitch, you want to demonstrate the concept of "a huge chasm" in the market between products and customers' access to them. Your solution is "the bridge" connecting customers to products. Justify the best sketch for visually representing your value proposition.

Class Discussion: Choosing Charts Pt. 3

- You have a simple dataset that shows the average number of hours spent in meetings per employee between last year and this year, based on HQ and two Satellite offices. How might you display this?

	HQ	Satellite Office A	Satellite Office B
Last Year	470	335	300
This Year	510	295	210

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Business Scenario

You are a data analyst at the ABC company, you have been approached by the HR manager for some help. The HR department has noticed an increasing number of employees have resigned recently. Considering the negative impact of employee attrition to the company's bottom line as well as its culture. The manager is eager to gain some insights around this issue so that it can be better managed.

Task:

- Working as a group on the five activities in following slides. Those activities challenge you to apply appropriate visualisations to explore a HR dataset from the ABC company - '**employee attrition**'
- Prepare a slide deck to present the key visuals and insights you have discovered that may help the HR manager better manage the issue of attrition in their employee base. Be ready to share it with the key stakeholders (the rest of class).
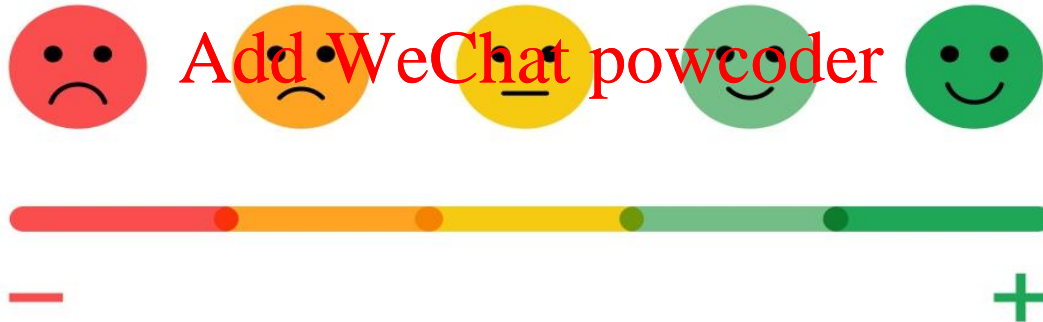
EXIT

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Activity 1 – Creating Data Variables

- Create a new satisfaction metric using one or more variables

  ➢ Potential metrics include, but are not limited to averaging the different satisfaction metrics together and incorporating other variables like work life balance and travel metrics like distance from home and business travel.

- Create a histogram of your satisfaction metric. How does it compare to the individual satisfaction metrics? What does this imply about your metric?

Activity 2 – Histograms and Binning

- Create a histogram for the variable Age.

- Create a new variable - Age Binned, which groups the variable Age into 7 categories: 18-23; 24-29; 30-35; 36-41; 42-47; 48-53; 54-60.

- Create a bar chart for the variable Age Binned.

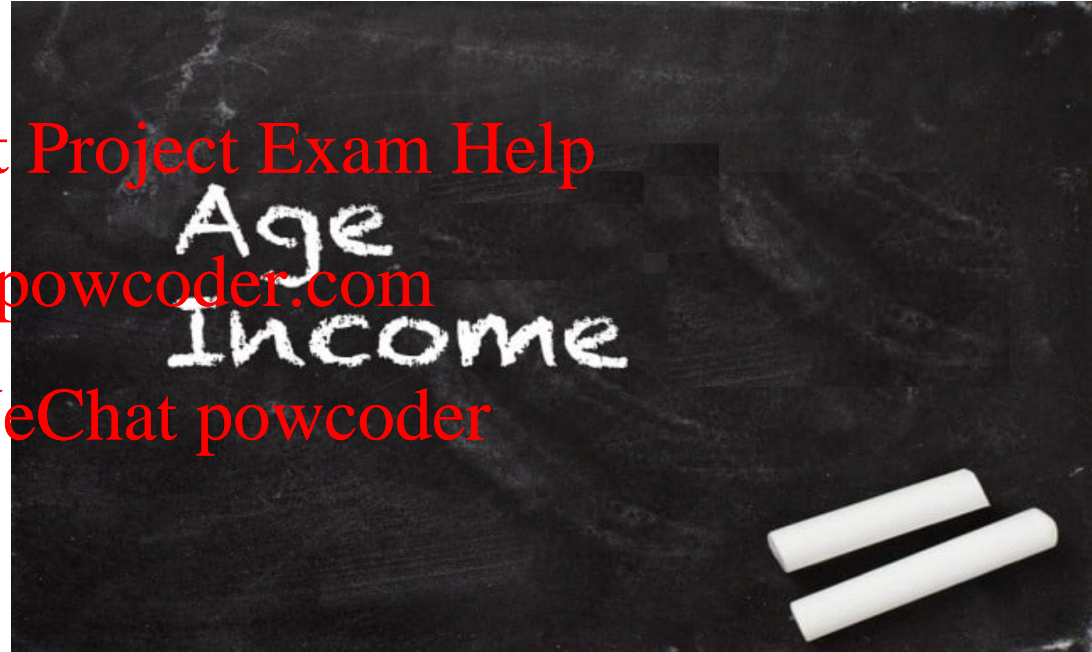- How does the histogram of Age change when you use the binned variables?

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Activity 3 – Exploring Attrition Pt 1

- Create a line chart with the following characteristics:

  ➤ Age on the x-axis

  ➤ MonthlyIncome on the y-axis

  ➤ Group the data by Attrition

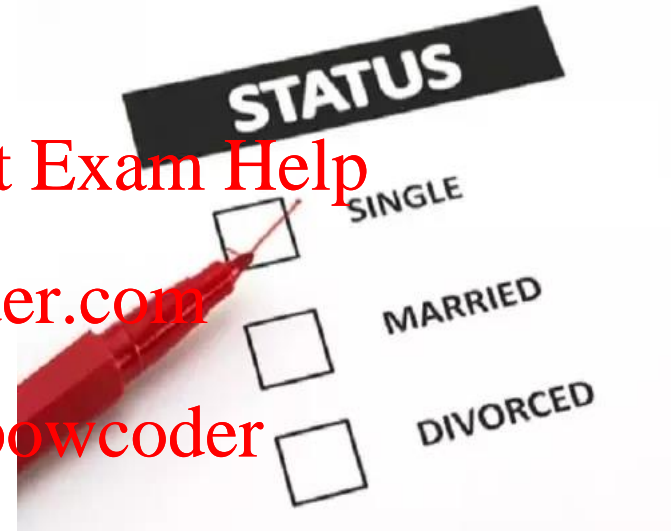- What is misleading about this figure?

- How can it be improved?

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Activity 4 – Exploring Attrition Pt 2

- How do gender and marital status relate to employee attrition? Create a suitable visualisation.

- How can you use information from the visualisation to derive additional insight and direct further exploration?

- Create a new visualisation that provides additional information based on the insights from the relationships between gender, marital status and employee attrition.

Activity 5 – Exploring Attrition Pt 3

- How does attrition vary across job roles? Create suitable visualisations and discuss which is most effective in conveying information.

- Prepare a short slide deck that uses your visualisations to address how gender and marital status relate to employee attrition and how attrition vary across job roles.

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