INFS5700
Introduction to Business Analytics

Week 3 Tutorial Activity

(T2 2022)

Agenda

- Admin
- Class Discussion: Practicing Persuasion
- SAS Visual Analytics Workshop 2

Assignment Project Exam Help

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Admin

- **Reminder** – Individual Assignment due at **4:00PM AEST on 24 June 2022** (Friday)

- **Submission Format** – CourseID_ClassCode_zID_Firstname Lastname (please include the z In your zid) i.e. **INFS5700_W13A_z1234567_Jacky Mo**

- **Group Formation** – Complete by the end of W4 and email your group members information to your tutor

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Class Discussion: Practicing Persuasion

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Class Discussion: Practicing Persuasion Pt. 1

Which of the following statement is a good contextual starting point for developing a persuasive chart?

A. "I need to show them our declining overseas revenue."

B. "I want them to see the two-year revenue trend in every market so that they can see that revenues are declining more in most of the 13 overseas markets than they are in our home markets – and by percentages higher than seasonal or historical averages."

C. "I need to prove to them that the revenue trend overseas is troubling. Especially in the past six months."

Class Discussion: Practicing Persuasion Pt. 2

Which of the following statement will most likely lead to a chart that veers into unfair manipulation?

A. "I need to convince that they've set the year-end goals way too high, that there's no historical precedent for such aggressive targets, and that we're being set up for failure."

B. "I have to show them how ridiculous they're being and that they're doing this just to make us look bad. The year-end goal is so off the charts that we'll basically fail by the end of the first quarter. There's no chance for success, and they need to stop being idiots."

C. "I want to show them how unlikely it is that we can attain the goals they've set for the year."

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Class Discussion: Practicing Persuasion Pt. 3

This chart below convincingly shows a precipitous drop in employee vacation days taken. Identify TWO ways in which it may be unfairly manipulative.

THE ABRUPT FALL OF THE AMERICAN VACATION

AVERAGE ANNUAL VACATION DAYS USED

SOURCE: OXFORD ECONOMICS ANALYSIS, BASED ON A GFK PUBLIC AFFAIRS AND COMMUNICATION SURVEY AND DATA BY U.S. BUREAU OF LABOR STATISTICS, ON BEHALF OF "PROJECT: TIME OFF" (2014)
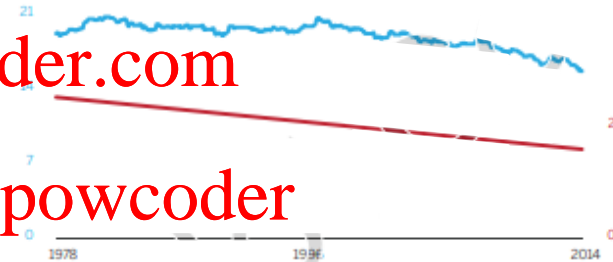
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Class Discussion: Practicing Persuasion Pt. 3

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Case Scenario

It's your first day on the job, and your supervisor is "throwing you into the deep end." She has an important meeting focused on hospital planning, and she needs specific data visualizations of a hospital readmissions dataset to include in her presentation. She sends you a data set called **READMIT_HISTORICAL**. She has asked you to create these visualizations in SAS Visual Analytics (VA) to help hospitals make better decisions about discharging patients.

In your groups you will analyse the data and prepare a presentation that explores the relationship in the dataset and provide a summary of the insights. The insights should include, but not limited to: 1) What patient age is most frequent? 2) Which department is most frequent? 3) Which state has the highest frequency? Why this is the case.

Save a screen shot for each of visualisations you generated and provide a short description for the insights drawn from it. Prepare a slide deck to present the key visuals and insights you have discovered to the key stakeholders (the rest of class).

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