

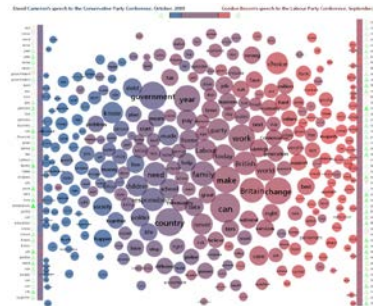
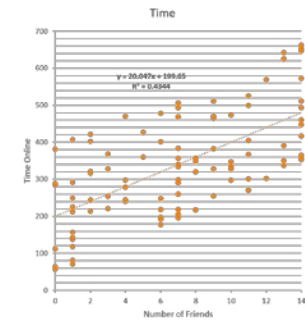
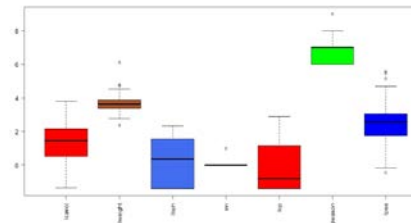


Presenting Intro

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Where Have We Been?

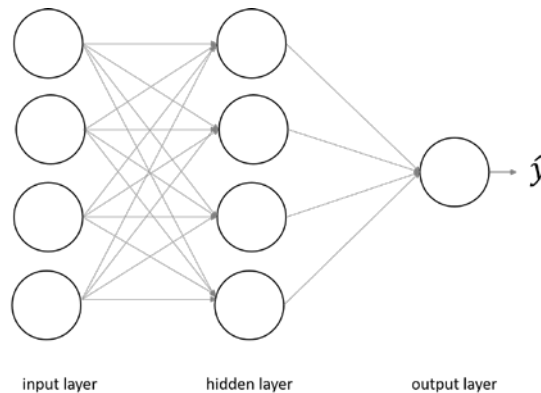
- Obtain
- Scrub
- Explore
- Model
- iNterpret



Our Challenge This Week?



Communicating the Results in a Meaningful Way





SOAR

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How Do We Tell Our Story?

Hypothesis

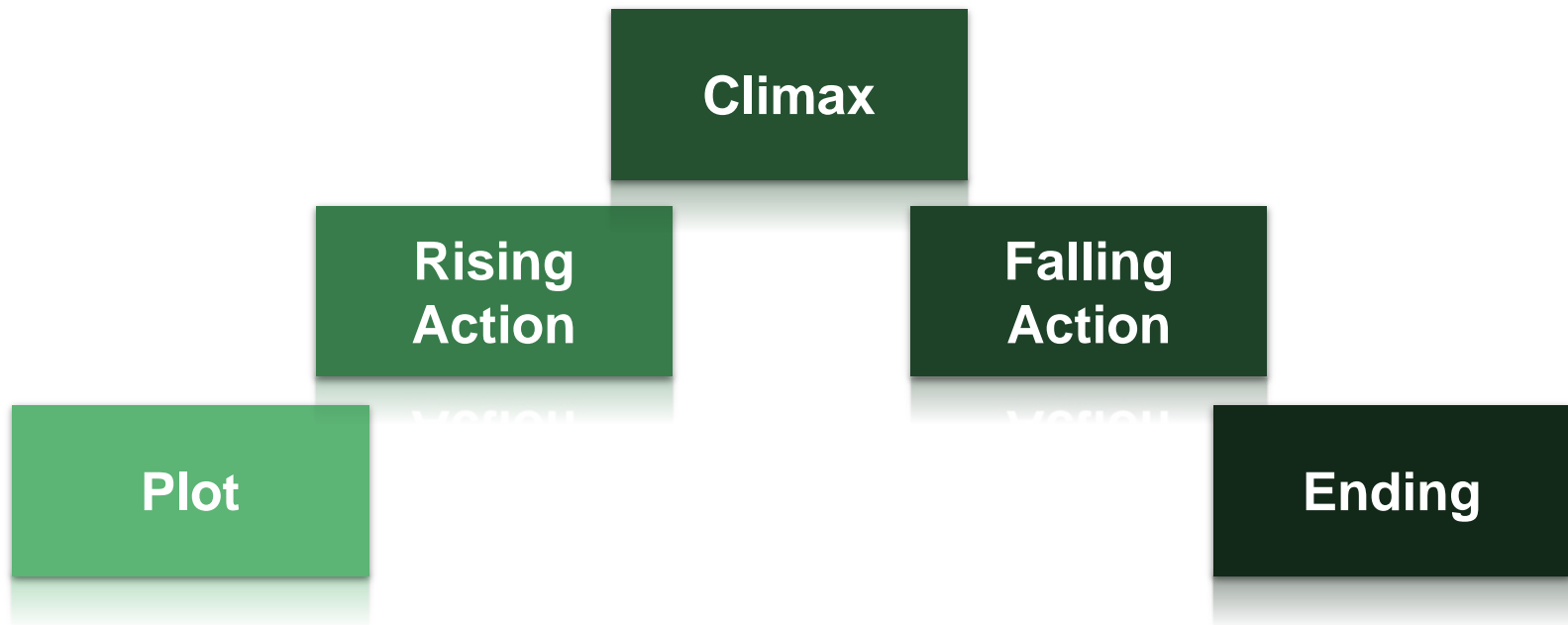
Data

Analysis

Findings

Source: Adapted from Knafllic (2017).

How Do We Tell Our Story? (cont.)



Source: Adapted from Knaflic (2017).

How Do We Tell Our Story? (cont.)



Source: Adapted from Knaflitz (2017) and Brown (2005).

Our Challenge This Week?



Our Challenge This Week? (cont.)

verizon✓

U.S. Cellular



at&t

T-Mobile

Sprint



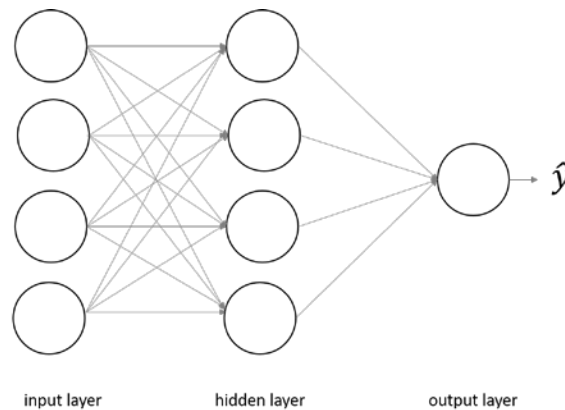
| Our Challenge This Week? (cont.)



Our Challenge This Week? (cont.)



Communicating the Results in a Meaningful Way





Specify

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How Do We Tell Our Story?



Source: Adapted from Knaflic (2017) and Brown (2005).

Our Challenge This Week?



Our Challenge This Week? (cont.)

verizon✓

U.S. Cellular



at&t

T-Mobile

Sprint



| Our Challenge This Week? (cont.)





Observe

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How Do We Tell Our Story?

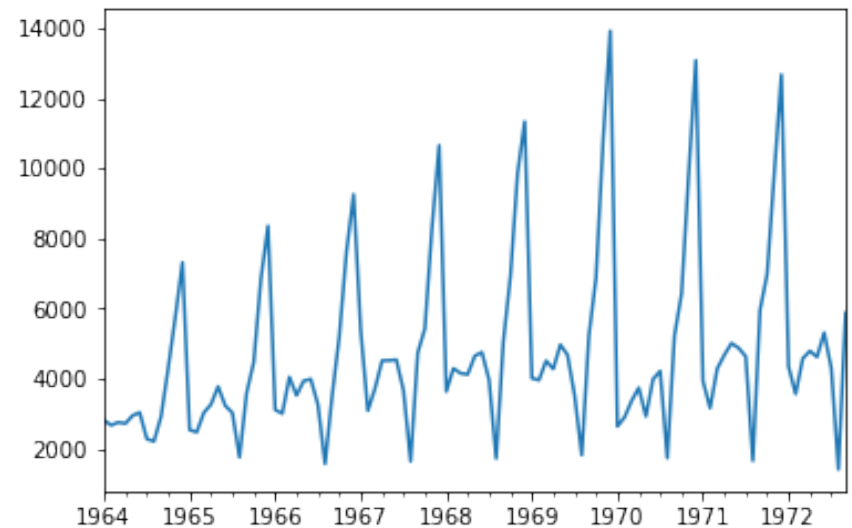
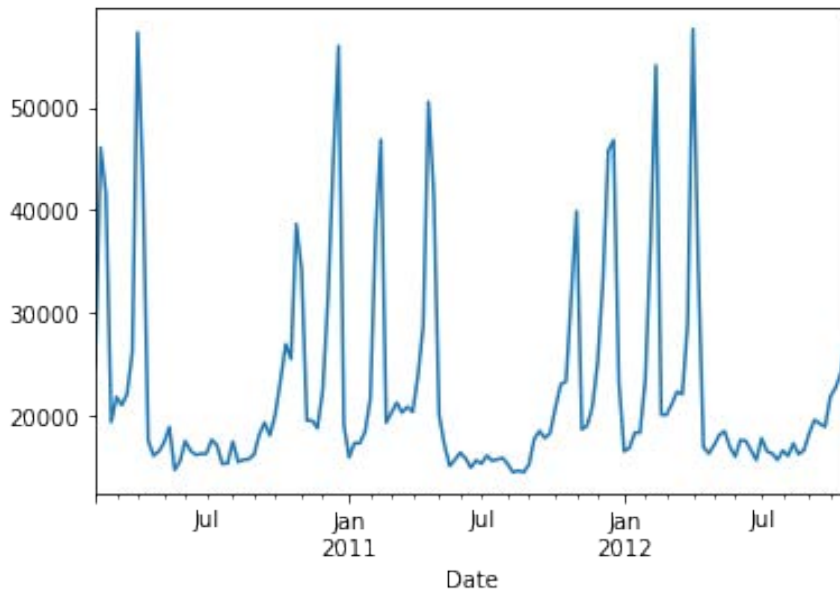


Source: Adapted from Knaflic (2017) and Brown (2005).

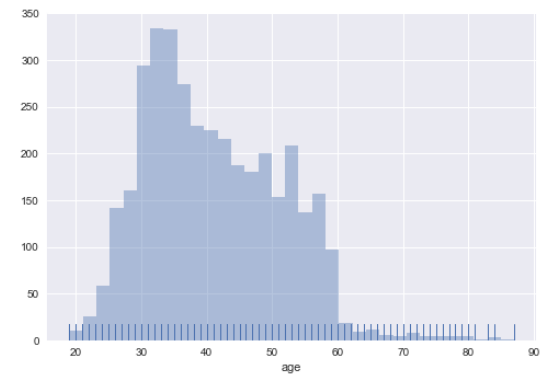
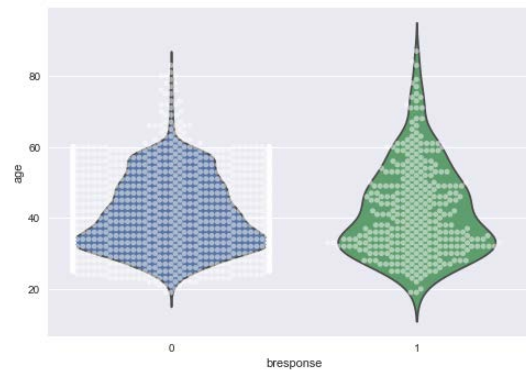
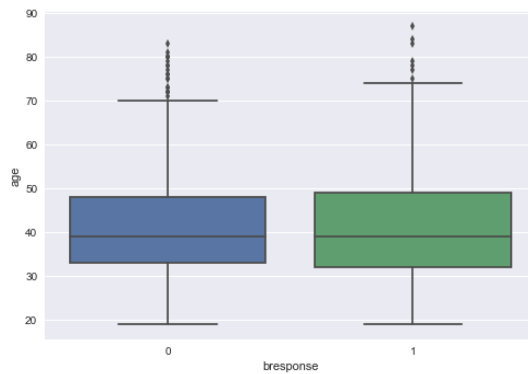
Attendance Data

month	day	attend	day_of_week	opponent	temp	skies	day_night	cap	shirt	fireworks	bobbl thead
APR	10	56000	Tuesday	Pirates	67	Clear	Day	NO	NO	NO	NO
APR	11	29729	Wednesday	Pirates	58	Cloudy	Night	NO	NO	NO	NO
APR	12	28328	Thursday	Pirates	57	Cloudy	Night	NO	NO	NO	NO
APR	13	31601	Friday	Padres	54	Cloudy	Night	NO	NO	YES	NO
APR	14	46549	Saturday	Padres	57	Cloudy	Night	NO	NO	NO	NO
APR	15	38359	Sunday	Padres	65	Clear	Day	NO	NO	NO	NO
APR	23	26376	Monday	Braves	60	Cloudy	Night	NO	NO	NO	NO
APR	24	44014	Tuesday	Braves	63	Cloudy	Night	NO	NO	NO	NO
APR	25	26345	Wednesday	Braves	64	Cloudy	Night	NO	NO	NO	NO
APR	27	44807	Friday	Nationals	66	Clear	Night	NO	NO	YES	NO
APR	28	54242	Saturday	Nationals	71	Clear	Night	NO	NO	NO	YES
APR	29	48753	Sunday	Nationals	74	Clear	Day	NO	YES	NO	NO
MAY	7	43713	Monday	Giants	67	Clear	Night	NO	NO	NO	NO
MAY	8	32799	Tuesday	Giants	75	Clear	Night	NO	NO	NO	NO
MAY	9	33993	Wednesday	Giants	71	Clear	Night	NO	NO	NO	NO
MAY	11	35591	Friday	Rockies	65	Clear	Night	NO	NO	YES	NO
MAY	12	33735	Saturday	Rockies	65	Clear	Night	NO	NO	NO	NO
MAY	13	49124	Sunday	Rockies	70	Clear	Day	NO	NO	NO	NO
MAY	14	24312	Monday	Snakes	67	Clear	Night	NO	NO	NO	NO
MAY	15	47077	Tuesday	Snakes	70	Clear	Night	NO	NO	NO	YES
MAY	18	40906	Friday	Cardinals	64	Clear	Night	NO	NO	YES	NO
MAY	19	39383	Saturday	Cardinals	67	Clear	Night	NO	NO	NO	NO
MAY	20	44005	Sunday	Cardinals	77	Clear	Night	NO	NO	NO	NO
MAY	25	36283	Friday	Astros	59	Cloudy	Night	NO	NO	YES	NO

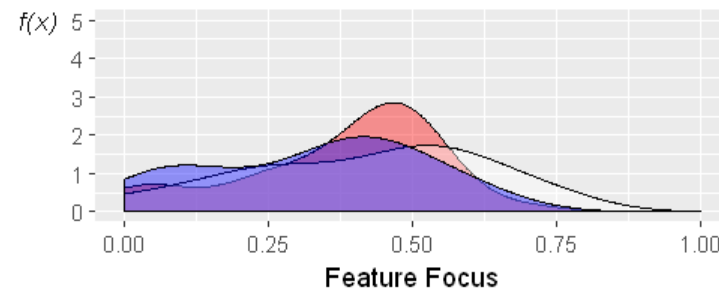
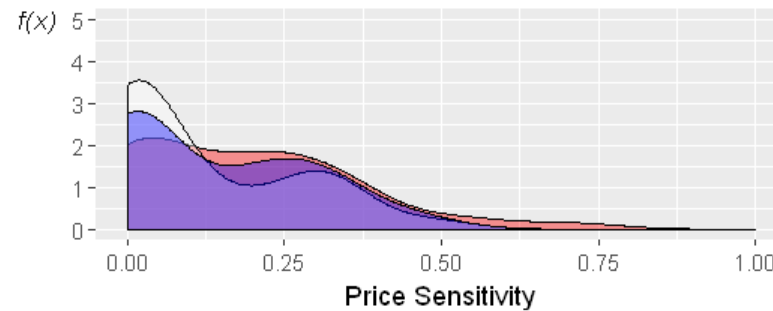
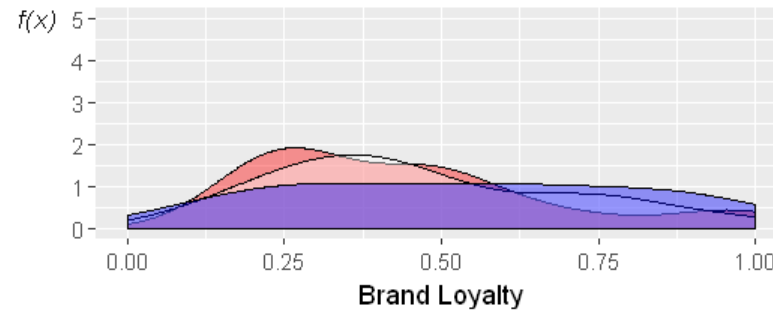
Seasonal Data



Consumer Description



Brand Preference

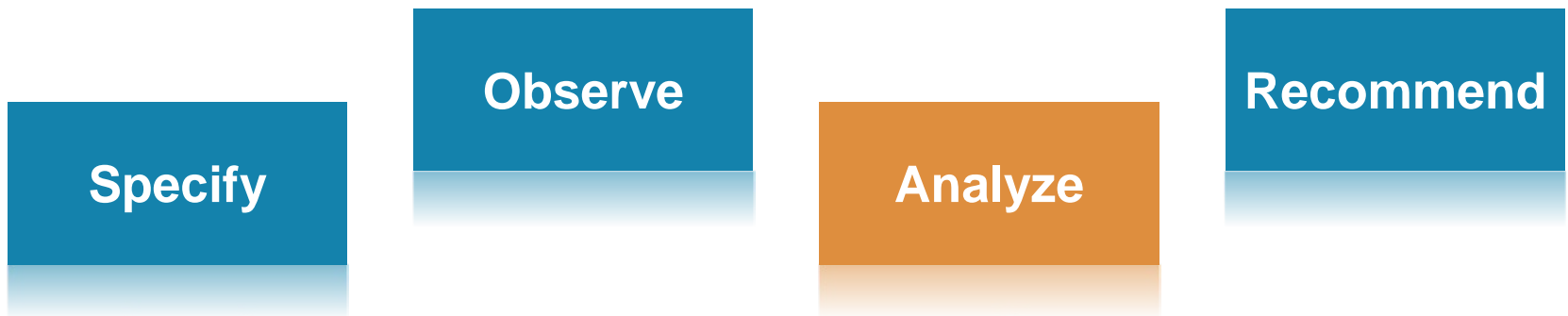




Analyze

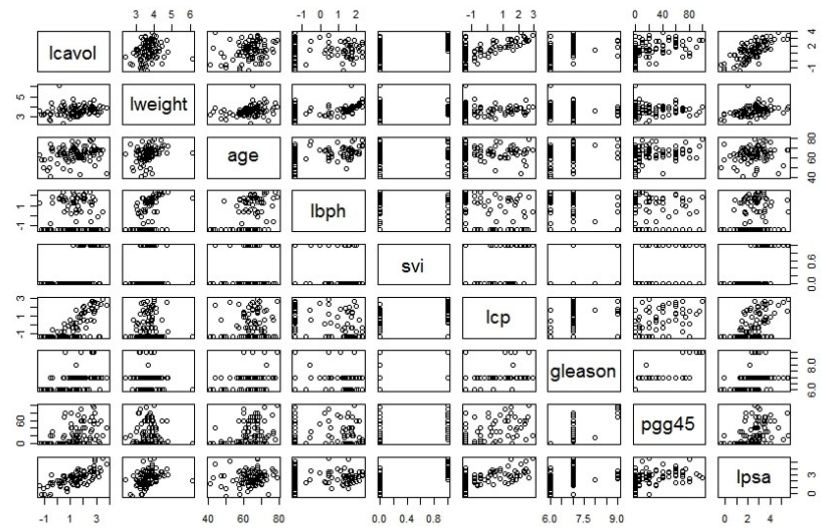
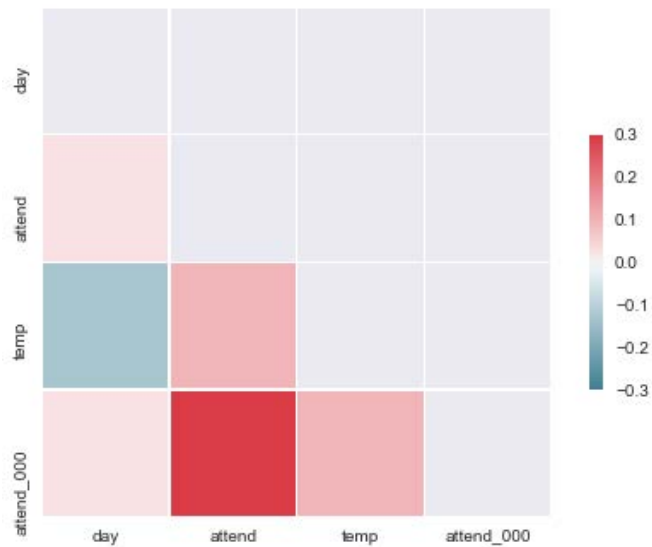
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How Do We Tell Our Story?

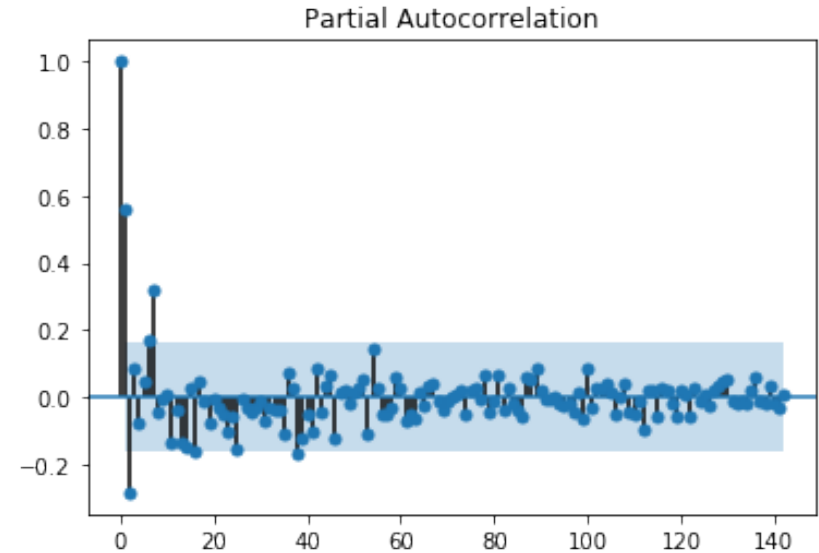
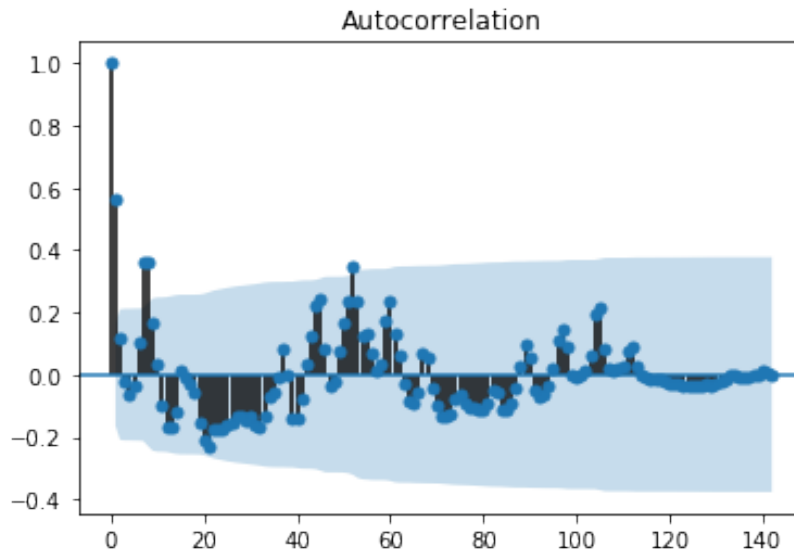


Source: Adapted from Knafllic (2017) and Brown (2005).

Correlation



Correlation (cont.)



Sentiment Analysis

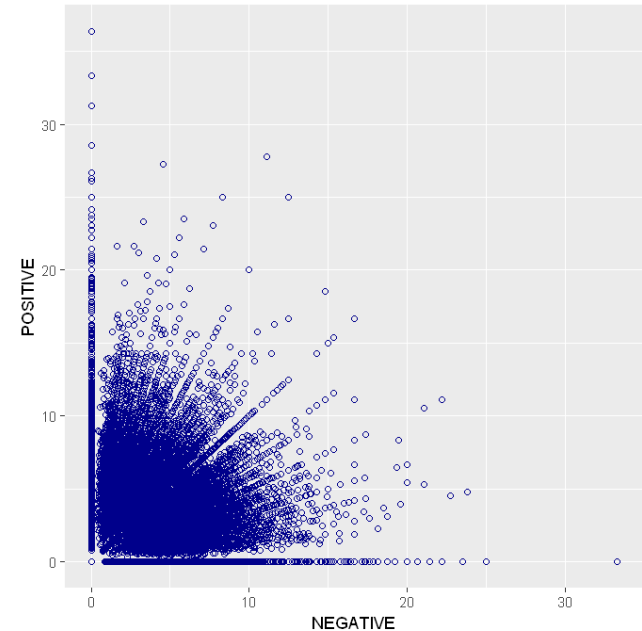
actors
black
early
enjoy
films
full
get
good
great
guys
humor
just
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later
lead
like
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loved
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minutes

often
one
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perhaps
say
supposed
thought
three
two
along
american
another
best
comedy
definitely
despite
direction
director
end
entertaining

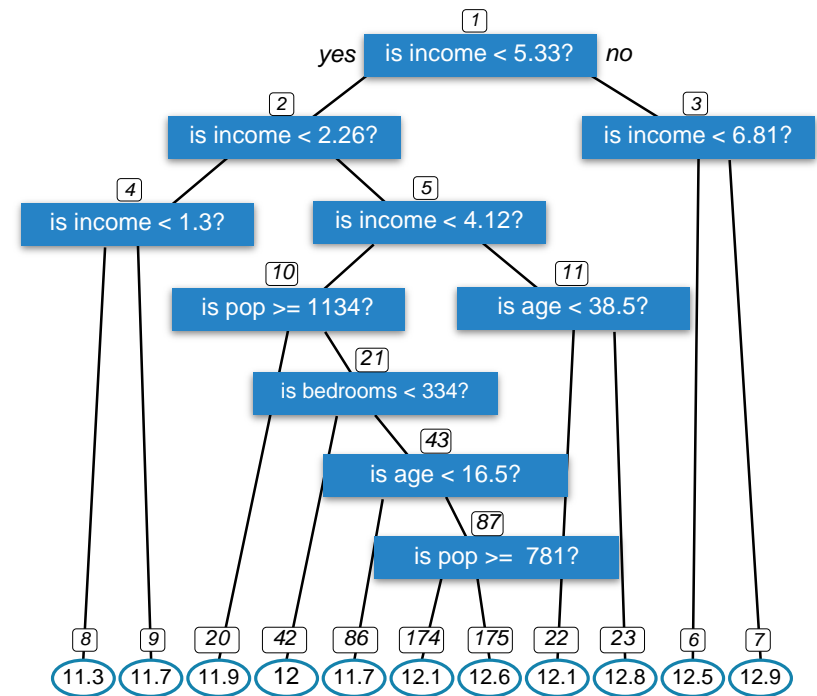
far
film
funny
goes
however
long
love
make
picture
plot
quite
rather
script
still
story
stupid
war
way
well
worth

years
acting
action
actually
back
can
characters
done
enjoyed
especially
every
excellent
face
feel
finally
first
gives
got
heard
history

idea
kids
line
look
many
movie
never
new
night
now
original
people
plays
read
real
right
role
scene
scenes
screen



Picking Values





Recommend

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How Do We Tell Our Story?



Source: Adapted from Knafllic (2017) and Brown (2005).

Recommendation



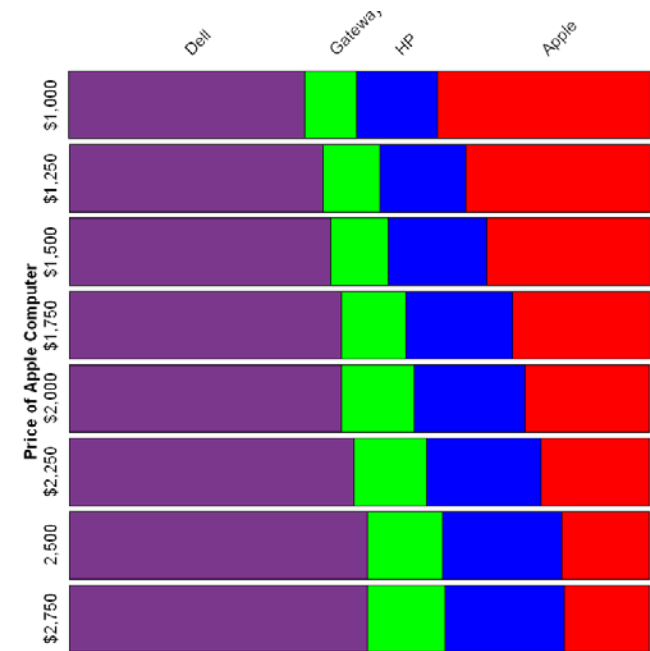
Graph for 10 rules

size: support (0.027 ~ 0.04)
color: lift (1.899 ~ 2.22)



Recommendation (cont.)

- Gaining share is a function of price
- Lowering Apple prices grows market share
- Smaller choice sets make simulations easier
- Preference/choice/sales/shares



Recommendation (cont.)

- Increasing sales in next quarter
- Opportunity to close forecast gap
- Consider data transformations
- Consider methods to account for holiday

