Module 9: Storytelling Summary

Visualization 1- Fire of Keep Decision

Your boss, Mr. Mookie Conster had to manage your associates Ada and John for the 3 months you were on vacation. In your absence, he fired Ada because based on a sales dataset from 01 Jan – 19 Feb 2019, she is a terrible salesclerk compared to John. Within those 50 days, 1) Ada, on a daily average, made less revenue AVG[Sales] than John and 2) Ada made less total net profit SUM([Profit]\*[Sales]) than John.

Visualization 2- Why Ada was wrongfully terminated?

You think Ada was wrongfully terminated because the comparisons were unfair, and Ada deserves a second chance!

First, there are unequal work days between Ada and John, where they worked 15 and 45 days respectively. Therefore, you try to fairly compare Ada and John on week days where they work at the same frequency – Sundays and Wednesdays. You also suggest that Ada’s performance needs to be tracked over a longer time span.

Second, Mr. Mookies’ visualizations does not take into account product and price differences between Ada & John. It is unfair to compare purely in terms of revenue since John sells at a higher cost of goods at a higher price. Focusing on units sold, you notice that Ada outperformed John on 5/7 week days, including Sundays and Wednesdays.

Lastly, is comparing effort in marketing their products. Ada tweeted more than John on Wednesdays and Sundays. The box and whisker plots also suggest that Ada is more consistent with her tweets, while John has days where he did on tweet at all.

In conclusion, normalizing for work day frequency, the data suggest that Ada performed better, if not, equally, compared to John, in terms of unit sold and marketing. Regardless, a more comprehensive evaluation is needed on a larger timeframe. With that second chance, Ada deserves a second chance to prove herself with the same product, same profit margin, and same number of working days as John.