APAN 5500 Data Visualization

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kaggle

Motivation

- Other Project Business Plan, D3
- ESPN Interview

Data Sourcing

- ESPN NBA from Kaggle
- ESPN Playoff Standings
- University States

Design Process

- Interesting Content / Exploration
- Thought
- Story
- Mode
- Layout & Storyboarding
- Measures
- Color Pallet / Images
- Actions, Filters, Selections



Talent War and Student Debt Crisis

Can one solution fix both problems?

CONTEXT

When I applied to the Applied Analytics master's program at Columbia University, I wrote my essay on the growing demand and increasing gap in the analytics talent war. As an analytics and data science professional, I had first hand experience with the difficulties of recruiting and retaining top, entry-level talent. Most recent college, or even master's graduates, are ill-equipped to hit the ground running in even the most basic of analytics and data science positions. While the pool of candidates are smart and eager, the amount of time it takes to get proficient is significant and expensive. Realizing their value, newly trained talent are quickly recruited, forcing the expensive and time consuming cycle of recruiting and training to repeat itself.

Entry Level vs Experienced Talent

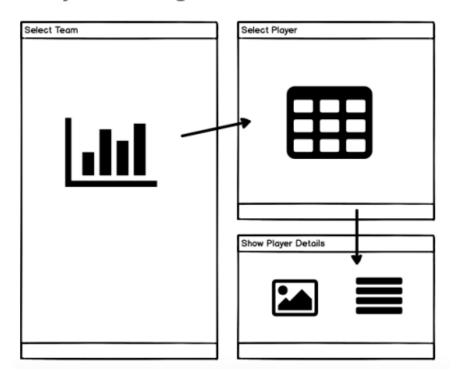


ANALYSTS / DATA SCIENTISTS Average Months to Train	ENTRY LEVEL 6	EXPERIENCED 1
Average Months Retained	15	36
Total Months in Full Service	9	35
Hiring Cost (Recruting, Time Training)	\$12,000	\$10,000
Cost Per Months in Service	\$1,333	\$286

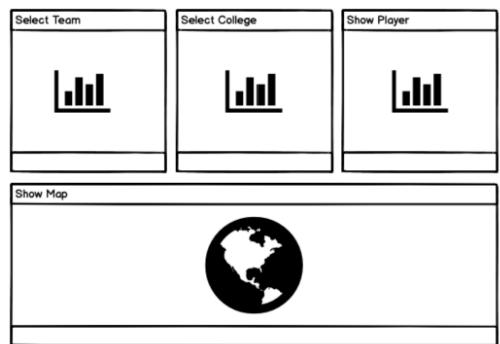
Previous 1 Next

When I wrote the essay, my thought was that academia needed to change. Major or minor degrees in Business Analytics and Data Science are not only needed, but the fact that they aren't readily available throughout academia, pays tribute to the traditional nature of higher education. As I approach the completion of my master's

Storyboard - Page 1



Storyboard - Page 2



Does NBA Player Salary Impact Playoff Results?

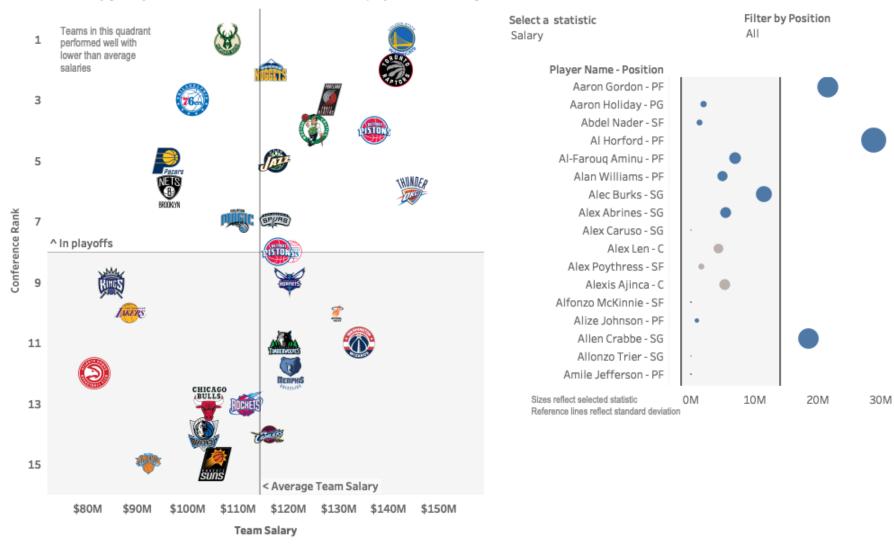
NBA salaries vary greatly. Use this tool to evaluate the team and player salaries along with other metrics, as related to the 2018-19 conference rank.

Playoffs

Yes

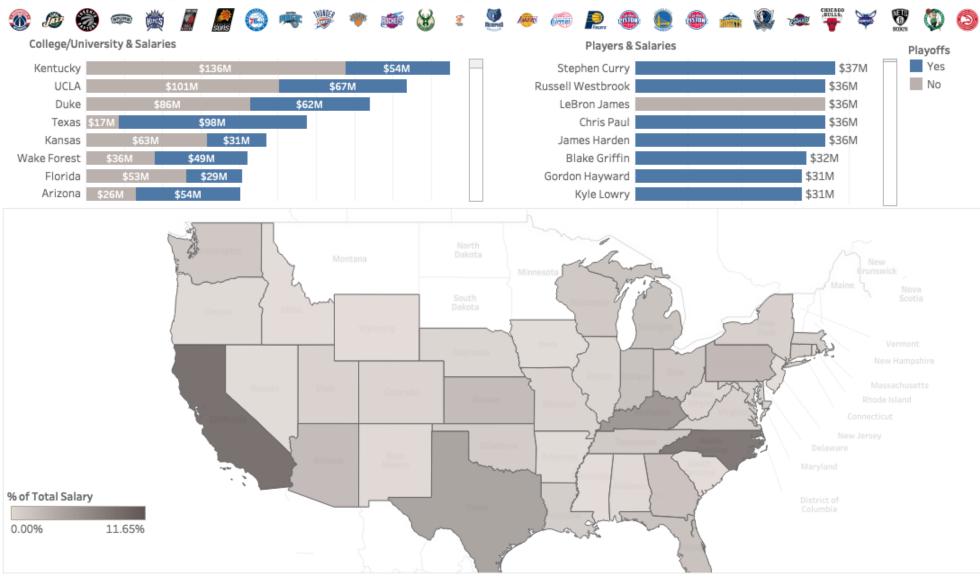
No

40M



Which state/college generates the highest NBA Salaries?

Select a state to review the colleges and players and whether or not they made it to the playoffs in 2019



SOURCES: ESPN NBA 2018-19 Season, Kaggle; US World Atlas AUTHOR: Theresa Locklear, Columbia University, Applied Aanlytics