William Kelly

MBA 562

Module 1 Individual Assignment

Line, Bar, Pie Chart using Data Analytics Tools

Evaluate the visuals – Explain the pros and cons of each visual. (1) Does the visual form effectively communicate the data? (2) Can insights that exist in the data be seen easily in the visual form? (3) Which visual best expressed the data you have chosen? (4) Which visual is the least effective?

Please submit a write-up that includes (1) the three visuals you created, (2) the name of the tool(s) you used to create each visual, and (3) your evaluation of the visuals. You can either create a table or write short paragraphs for these questions while sharing your experience. Answer the questions in the prompt. Submit your work as Word or PDF attachment. Your submission should be between **250 - 400 words**, excluding graphics, appendixes, and references.

**Evaluation of Visuals:**

Q1

I analyzed the total profit for each transaction on each order date using the tools Excel and R Studio. The data includes 100 different sales transactions. I think that the visuals in the form of Line, Bar and Pie charts represent the data effectively and is easy for the reader to understand the summary of which dates provided the highest amount of profit to find patterns in consumer preferences. Also helps analyze what days of the year contain the highest profit margins which would be useful for the upcoming sales years.

Q2

I believe that the visuals contain valuable insights that show how the consumers spend and when the business will be able to generate profit on the specific days throughout the year. Also, it gives a clue to when the business should focus its efforts on the days with higher profits as well as when they should work to improve their profits on certain dates.

Q3

I think that the Line and Bar Plots portray the information much more clearly than the pie chart. The Line and Bar plot do a great job outlining the days that have higher profits than others showing which days have the higher amounts of profit than others based on the profit on the Y-Axis.

Q4

The Pie Chart is not as effective because it doesn’t show the reader enough information to distinguish the amount of profit on each day and difficult to visualize what dates are which when there is a large amount of sales data within a pie chart.

**Bar Plots**

* R Studio:

Chart

Description automatically generated

* Excel:

Chart, bar chart

Description automatically generated

**Line Plots**

* R Studio:

Chart, histogram

Description automatically generated

* Excel:

Chart, histogram

Description automatically generated

**Pie Charts**

* R Studio:

Chart, pie chart

Description automatically generated

* Excel:

Chart, pie chart

Description automatically generated