Below are explanations of the design choices I made in light of my audience:

1. I made several story points that show simple findings about ADR and how changes in ADR can affect customer retention. The visualization designs are simple and direct. In these data stories, I highlighted the numbers in a clear and concise way for Emmett, the Director of Sales at Buffer Hotels, who wants to know the specific numbers in ADR that he can use in his marketing and discount strategies to attract more returning guests.
2. Elizabeth, the Vice President of Marketing for Buffer Hotels, wanted results that would support customer retention strategies. She did not want to spend time interpreting complex visualizations. Each story point represents a simple point based on an element of the hotel booking experience that is likely to impact customer retention. All design decisions were made based on her preferences and desired takeaways from this presentation.
3. Each story point is designed to present a simple and straightforward visualization that provides insight into the objective, and a short text explanation that elaborates on the insight right next to the visualization. The purpose of this design is to help the audience better understand my data-driven insights in a concise and powerful way.

My project proposal stated that the goal was to gain data-driven insights into the factors of hotel bookings that lead guests to return. This has been the consistent goal throughout the completion of this presentation. From the beginning to the end of the data story, the storyline does not deviate from the fervent attempt to find elements that will increase the number of loyal guests and ultimately improve the hotel's business performance. As I stated prior to working on this project, I focused on answering the business question that is critical to the hospitality business.

My plan did not change much, as this project actually unfolds in a series of story presentations, where each slide has a story point about whether and how a factor influences whether a guest will return. In the end, I achieved my initial goal of presenting a clear and straightforward view of the elements of hotel bookings that are critical to winning loyal customers.