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Data Analytics

Merck Challenge

Our data visualization graphic begins with a clear title, "Travel Smart", and two subtitles, "Travel Costs" and "Happiness", that identify the topics covered below. The introduction gives context to the infographic. The two large subtitles attract viewers' attention and provide a visual image for each topic. Underneath the subtitles, viewers are presented with a visual graphic displaying data about travel costs, and percentage of connecting flights, both in regards to the number of days the ticket was purchased in advance. The first graphic displays data on both ticket purchases from the United States and Outside the United States. Based on this data display, viewers can conclude that tickets purchased within 3 days of the flight are considerably cheaper than those purchased further in advance. The bar graph effectively displays that buying a ticket 3 days or less from the actual flight results in the lowest ticket costs.

Our second graphic displays the "Percentage of Connecting Flights" and covers the three advanced ticket purchase options with the lowest percentage of connecting flights. The number of connecting flights was used as a measure of happiness, as connecting flights can be annoying and time consuming to travelers. Therefore, in terms of advanced ticket purchases, the best option was to buy tickets 3 days or less in advance because those purchases resulted in the lowest percentage of connecting flights. Lastly, we concluded our graphic with a three step approach of the advertising the current policy: Low costs and direct flights result in happier employees.