Attached Files:



The article describing this case is attached; a synopsis of the case is available: <http://dx.doi.org/10.1016/j.jaccedu.2016.12.005> Read it carefully.  The citation for this article is: Kokina, Julia, Dessislava Pachamanova, and Andrew Corbett. "The role of data visualization and analytics in performance management: Guiding entrepreneurial growth decisions." *Journal of Accounting Education* 38 (2018): 50-62.

Please read pages 50 through 53 and Appendix A you will find the article along with the data for this analysis with the assignment.

The first part of Appendix A lists four analysis steps using Excel that are required for this assignment even though our focus is on Tableau.  Here are the four analysis steps you will do in Excel:

Visualize the frequency of orders placed during a time period;

Summarize the frequency of occurrence of a specific number of orders placed by individual customers for the duration ofthe time period in the data set;

Visualize the frequency of orders placed by the day of the week and the time of the day;

Determine the strength of the relationship between two variables.

The PDF article provides step-by-step instructions for the Excel work, however if you would like instructions with pictures perhaps this tutorial will help you create the first Excel visualization which is to “Visualize the frequency of orders placed during a time period.”  I just Googled “Visualize the frequency of orders placed during a time period” and found this tutorial which may be more helpful to some of you: <https://medium.com/berkeleyischool/how-to-create-a-visualization-showing-events-on-time-series-data-in-excel-96abbc1475e0>

One of my previous students created a video of how she completed the Bombas assignment.  Please don’t make exact copies of her visualizations but I think you can get a sense of the caliber of work I expect on this assignment by watching her video: <https://www.youtube.com/watch?v=W1-3fcY_bTA>

You will also complete the six Tableau visualizations listed on page 59

I have included screenshots from my spreadsheet students’ Bombas submissions.  These students used the PowerView Excel Add In to create really impressive visualizations.  I can’t wait to see what you will do with this assignment.

Please note that on page 58:

Create a new column titled ‘‘WEEKDAY” by using the following formula:=WEEKDAY(N2,1), where ‘‘N2” is ‘‘Order 1 purchase date” …

Should be

Create a new column titled ‘‘WEEKDAY” by using the following formula:=WEEKDAY(N2,1), where ‘‘M2” is ‘‘Order 1 purchase date” …

You will identify KPIs (Keep Performance Indicators) and create visualizations that Bombas should use to develop their company strategy.  How can you help Bombas live up to their tagline “Bee Better”?

Please note that Bombas is located at 37 E. 18th Street, FL 4, New York, NY 10003.  The trek to get there from the School of Professional Studies headquarters (119 W 31st St, New York, NY 10001) is just a 17 minute walk along Broadway.

Here are some Bombas-related links that may be helpful to you:

* Bombas launch campaign on Indiegogo: <https://www.indiegogo.com/projects/bombas-better-socks-better-world-bee-better#/>
* Business Insider article: [http://www.businessinsider.com/bombas-athletic-sock-review-2018-1](http://www.businessinsider.com/bombas-athletic-sock-review-2017-1)
* Forbes article: [https://www.forbes.com/sites/toriutley/2018/02/06/meet-bombas-the-social-impact-company-that-gave-2-million-pairs-of-socks-to-the-homeless/#54b678ce288b](https://www.forbes.com/sites/toriutley/2017/02/06/meet-bombas-the-social-impact-company-that-gave-2-million-pairs-of-socks-to-the-homeless/#54b678ce288b)
* Podcast with David Heath: <http://www.boxofcrayons.biz/2014/02/dave-heath-bombas/>
* ABC News: <http://abcnews.go.com/GMA/video/entrepreneurs-socks-company-bombas-share-success-story-48979636>elea
* Shark Tank Appearances
  + Beyond the Tank – Season 2, Episode 14 May 15, 2016 14:22 22:40
  + Shark Tank – Season 6, Episode 1 September 26, 2014, 31:15 43:00 (the end of the episode)

*Please do not access the PutLocker website to see this episode.  It launches some crazy virus infection fishing scam.  I think this link is OK:*[*https://www.newtvzion.pro/watch-shark-tank-season-6-episode-1-s06e01-online3-free-v1-30703*](https://www.newtvzion.pro/watch-shark-tank-season-6-episode-1-s06e01-online3-free-v1-30703)

The two founders of Bombas begin their presentation on minute 30:40 so you can skip the other three pairs of entrepreneurs who are in Season 6, Episode 1 of Shark Tank.