

Happy Paws Dog Grooming

Monthly Booking Summary and Decision<eration Log

Student name	Florin Risipitu
Student ID	2230217
Module	
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Scenario	Scenario 1 – Happy Paws Dog Grooming
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Tutor	
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1. Introduction

Ms Carter, owner of Happy Paws Dog Grooming, requested a simple summary of one month's bookings. She wished to know how many reservations were made for each service, which was the most popular and which was the least popular. This document contains the digital artefact that I made in order to answer these questions in Microsoft Excel, followed by my decision and iteration log, and a list of references.

Data received from Ms Carter

The booking details were transmitted via email and were not consistent, and the same services were written each week in different ways:

Week	Original text from the email
Week 1	Full Groom 14, Wash and dry 8, Nail trim 6, Puppy groom 4
Week 2	Full groom 12, wash and dry 10, nails 5, puppies 3
Week 3	Full groom 16, wash + dry 9, nails 8, puppies 5
Week 4	Full Groom 15, Wash + Dry 11, Nails 7, puppies 4

Before building the artefact, each entry was matched to one of the four official service names: Full Groom, Wash and Dry, Nail Trim and Puppy Groom.

2. The digital artefact

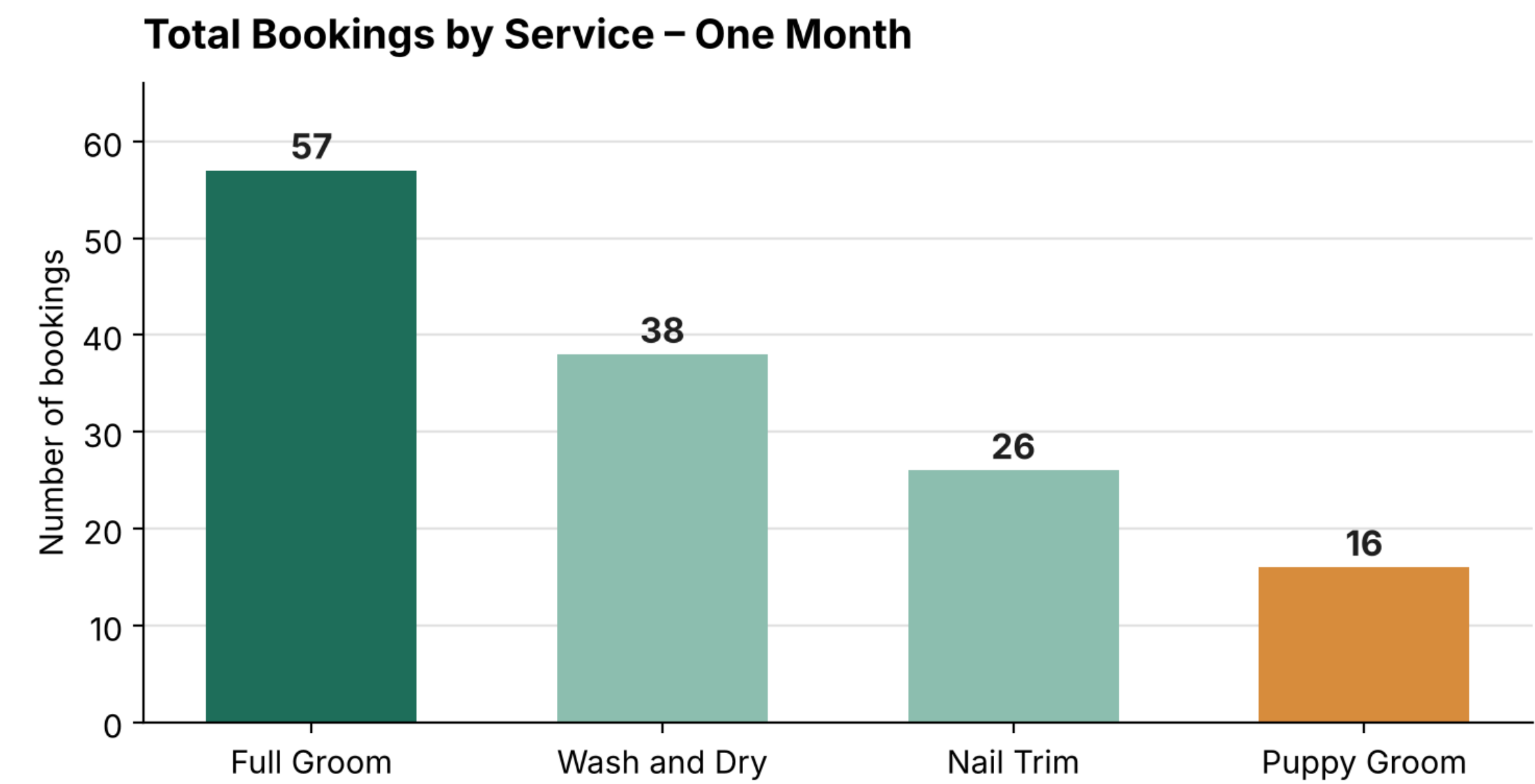
This was built in Excel and copied into a document. First, the service names were standardised, and weekly amounts were added from SUM formulae.

Table 1: Cleaned weekly bookings

Service	Week 1	Week 2	Week 3	Week 4	Total	Share
Full Groom	14	12	16	15	57	41.6%
Wash and Dry	8	10	9	11	38	27.7%
Nail Trim	6	5	8	7	26	19.0%
Puppy Groom	4	3	5	4	16	11.7%
All services	32	30	38	37	137	100%

Excel formulas: Total =SUM(B2:E2); Share =F2/\$F\$6 (formatted as %); All services =SUM(B2:B5). Rows sorted from highest to lowest total.

Chart 1: Total bookings by service



Key findings for Ms Carter

Most popular: Full Groom, 57 reservations (41.6 % of all reservations). It

was the most popular service every week.

The lowest popularity is Puppy Groom, 16 bookings (11.7%), and the service was lowest in every week.

A total of 137 bookings per month. Week 3 was the busiest (38), and Week 2 was the quietest (30).

Proposal: Full Groom is the main service and therefore staff time must be planned around this service. Puppy Groom can need promotion, such as a first-visit puppy offer.

3. Decision and iteration log

Why I chose my tool

As the Mrs Carter task contains numbers, Microsoft Excel is selected. It needs to show how many bookings each service has received during four weeks, meaning adding and comparing figures together. Excel can do this by using formulas to calculate the sums automatically. These contain fewer mistakes than when I add them manually in Word. If Mrs Carter sends your booking over the following month, it can enter the new numbers and sum, and the diagram itself will be updated. Since a slide can show its results quickly, I've also thought about PowerPoint. However, PowerPoint cannot calculate the amounts, so I might need another tool.

What information I used

For every booking information about the email from Mrs Carter, I've been using four weeks. Before I could use it, I saw that the data was not consistent. The same service has been written in several ways, e.g. "nails", "Nail trim", "Nail Trim", "wash + dry" and "washes" for Wash and Dry. I've compared each of you to the four official names which were used in the top of her e-mail: Full Groom, Wash and Dry, Nail Trim and Puppy Groom. Then I go in a line for a service and a column per week. Because the wrong number would have changed the number overall, each number was rechecked via email.

How I created my artefact

- First, I typed the cleaned data into an Excel table with the services in rows and the weeks in columns.
- Next, I used =SUM to add a Total column for each service and a total row for each week.
- I adjusted the table from highest to lowest in preference.

What changes I made

The pie diagram was turned into a bar chart 'cause the slices were hard to compare. I also removed unnecessary colors, so that only the most popular and least popular services could provide an obvious feature. Then I added data labels to keep the exact number on each bar. Then I changed the diagram's title, so that's how it shows the graph, and finally I went and improved the table format.

I modified the table myself. Initially, the services were listed in the same order as Mrs. Carter's email, meaning that it was not easy to see which service was most

or least popular. At the bottom, I sorted the table from highest to lowest total, so Full Groom appears at the top and Puppy Groom. I also added the column “Share” showing each service as a percentage of all 137 bookings. This indicates that Full Groom is more than 40% of all bookings, helping Ms. Carter to understand this service's value to its business. Finally, I checked every total against the original email to ensure that there are no errors.

How I improved my work

According to my initial draft, I told one of my classmates to take a look at it, but without any explanation. You could not immediately tell which service was the least popular in the pie chart, which confirmed that I had to change the chart type. My teacher said that the colour had to have a purpose, so I deflated it, and I used it only to emphasise the highest and lowest scores. Because it shows that Full Groom covers over 40% of all bookings that are useful to the owner when planning staff, a percentage column was added.

How the artefact helps the business

Mrs Carter could answer three questions in a few seconds: Full Groom is the most popular service with 57 reservations; Puppy Groom is the least popular with 16. This helps her decide, for instance, the moving of planning staff to Full Grooms or to the puppy. Because the file uses formulas, they can be reused every month in order to save time. This task has showed me that an easy and well organised spreadsheet can transform chaotic information into something to which an entrepreneur may finally respond.

4. References

Franconeri, S.L., Padilla, L.M., Shah, P., Zacks, J.M. and Hullman, J. (2021) 'The science of visual data communication: what works', *Psychological Science in the Public Interest*, 22(3), pp. 110–161. Available at: <https://doi.org/10.1177/15291006211051956> (Accessed: 23 October 2026).

Schwabish, J. (2021) *Better data visualisations: a guide for scholars, researchers, and wonks*. New York: Columbia University Press. Available at: <https://doi.org/10.7312/schw19310> (Accessed: 23 October 2026).