

Digital Judgement Log

1. Choice of Tool

I chose to use **Google Sheets** and **Google Slides** for this task.

- **Google Sheets** was selected to calculate percentages, aggregate total rental figures, and organize the weekly demand data accurately.
- **Google Slides** was chosen because it allows for creating visually appealing executive dashboards. It made it easy to display high-level KPI tiles, summary tables, and charts on a clear, professional visual surface suitable for management briefings.

2. Information Used

I extracted and used key operational data from the **City Bikes Rental (DS2 Scenario 3)** scenario:

- **Total Weekly Demand:** 116 total rentals across 4 bicycle categories.
- **Category Breakdown:**
 - Standard Bikes: 42 rentals (36.2%)
 - Mountain Bikes: 31 rentals (26.7%)
 - Electric Bikes: 28 rentals (24.1%)
 - Children's Bikes: 15 rentals (12.9%)
- **Aggregated Insights:** Combined figures such as Adult Fleet Share (101 rentals / 87.1%) and High-Value Fleet Volume (Mountain + Electric = 59 rentals / 50.8%) to highlight critical business trends for Store Manager L. Smith.

3. Changes Made During the Work

As I developed the presentation, I refined my draft through several key adjustments:

- **Layout & Formatting:** Instead of presenting raw text, I structured the presentation using high-contrast KPI callout cards for key statistics and added an executive dashboard layout.
- **Visual Representation:** I created a Donut Chart to show market share proportions clearly across all four bike categories.
- **Content Organization:** I designed a structured Summary Table alongside operational priority recommendations (e.g., scheduling maintenance for Standard Bikes vs. inspecting off-road tires for Mountain Bikes).

4. Improvements to the Work

The final artefact significantly improves upon the initial raw scenario data:

- **Clarity & Readability:** Transforming unstructured text reports into clean percentage metrics and visual charts makes complex information instantly understandable for management.
- **Actionable Value:** By highlighting top revenue drivers (Standard Bikes at 36.2%) versus niche categories (Children's Bikes at 12.9%), the presentation enables management to make informed decisions regarding fleet maintenance, floor space reallocation, and stock expansion.