

DS2 Log.

Why i choose my tool

I chose Excel because it is an effective tool for working with numbers, tables, and charts. It allows me to present sales data clearly and professionally for a business. I also read a guide on the UWTSD Digital Skills website about using tables in Excel, which explained that tables help organise and display data more clearly.

What information i used

I used the weekly sales data provided in the scenario as the basis for my analysis. The data included key information such as the number of bikes hired out each week.

How i created my artifact

- Created a PivotTable from the bike rental data.
- Added Type of Bike to the Rows section.
- Added Hire Number to the Values section to calculate the total hires for each bike type.
- Used the PivotTable to summarise rental numbers by bike category.
- Inserted a PivotChart based on the PivotTable data.
- Chose a Clustered Bar Chart layout to display the results.
- Used the chart to compare the popularity of different bike types.
- Added the chart title "City Bike Rentals".
- Added axis labels to make the chart easier to read and understand.
- Presented the data visually to highlight differences in rental demand between bike categories.

What changes i made

- I added colour to the chart.
- I made sure the text was clear and easy to understand.
- I put the headers in bold.

Feedback i used

My tutor made it clear to use a chart, to make it clear and easy to understand, along side colour to make it stand out.

Final explanation

This artifact and log shows the details and confirms which bike from the bike rental company is mostly hired due to the population of the bikes in question.