

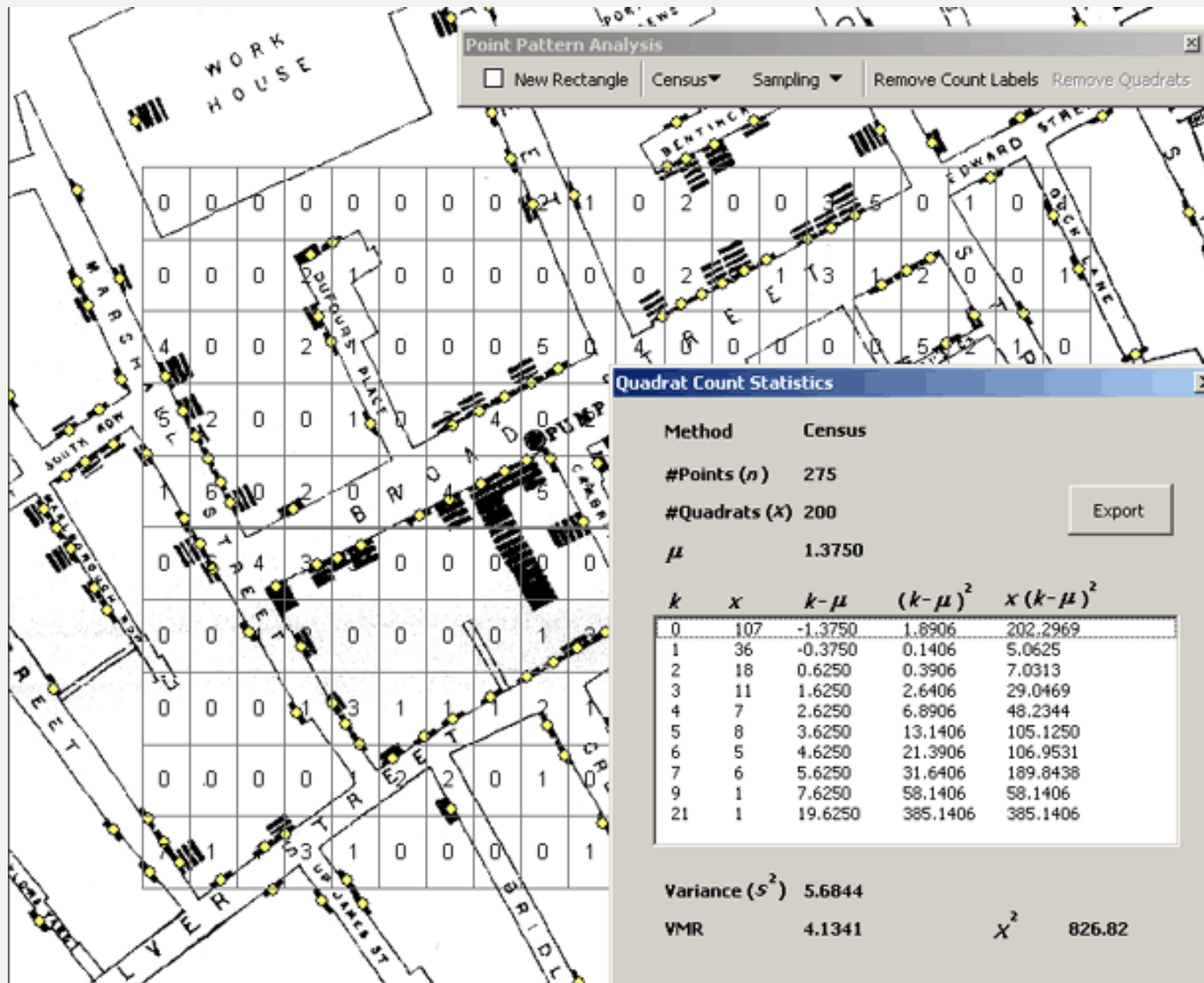


One BIG Additional Idea: Visualization

Telling Stories with Data



...where am I and what is missing in this picture?



Creating the grid to digitize John Snow's original map*.

*CartoDB & Digitizelt software: https://docs.cartodb.com/tutorials/conditional_styling/



John Snow's Cholera Map,
recreated from data
extracted by the London
Daily Examiner, 2013

*What is unusual
about the pattern of
Cholera cases?*



John Snow's Cholera Map, recreated from data extracted by the London Daily Examiner, 2013

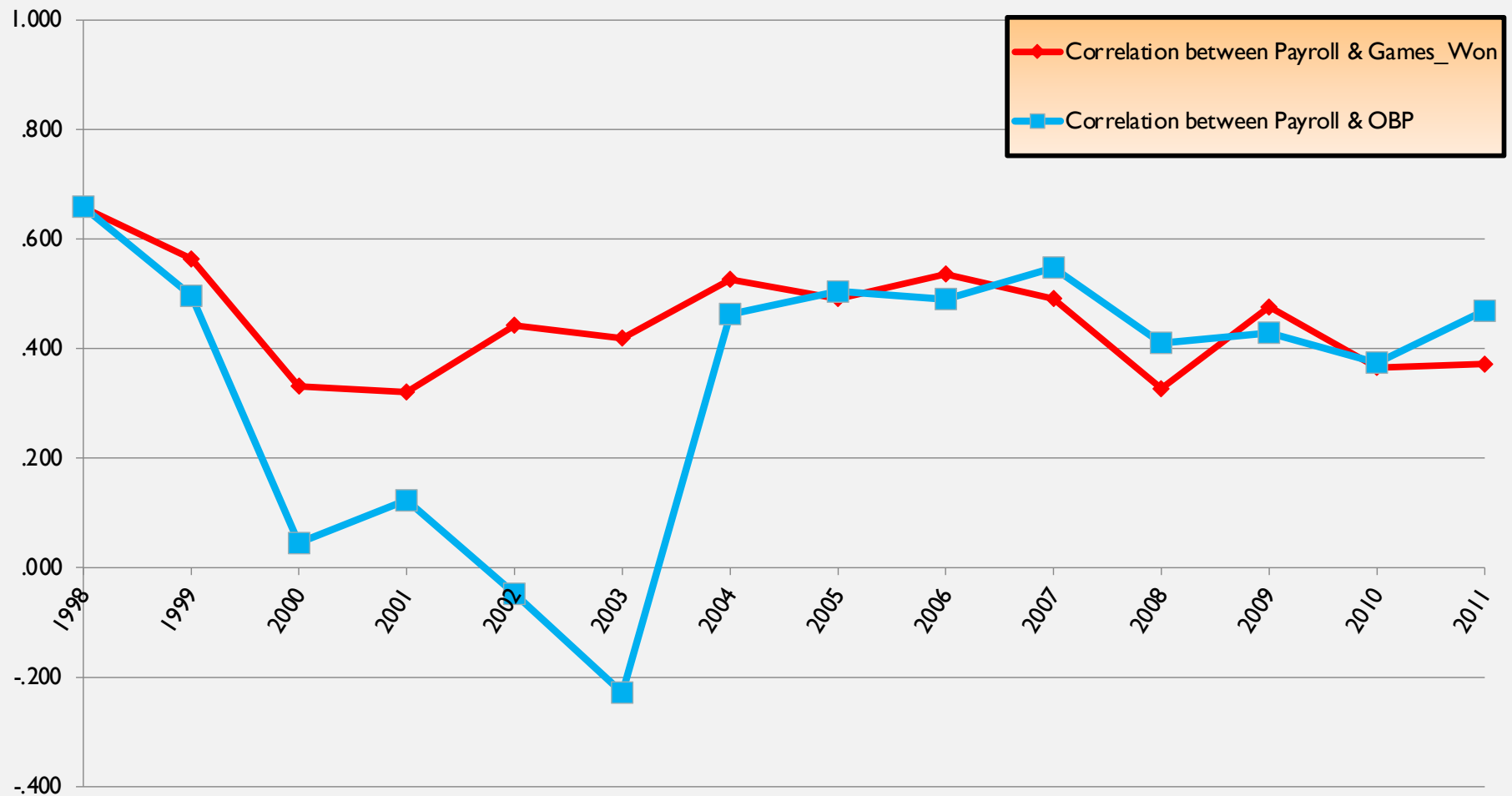
● The brewery had its own water source – the workers had water and ale

GRAPHICS TO TELL A STORY: OAKLAND A'S*

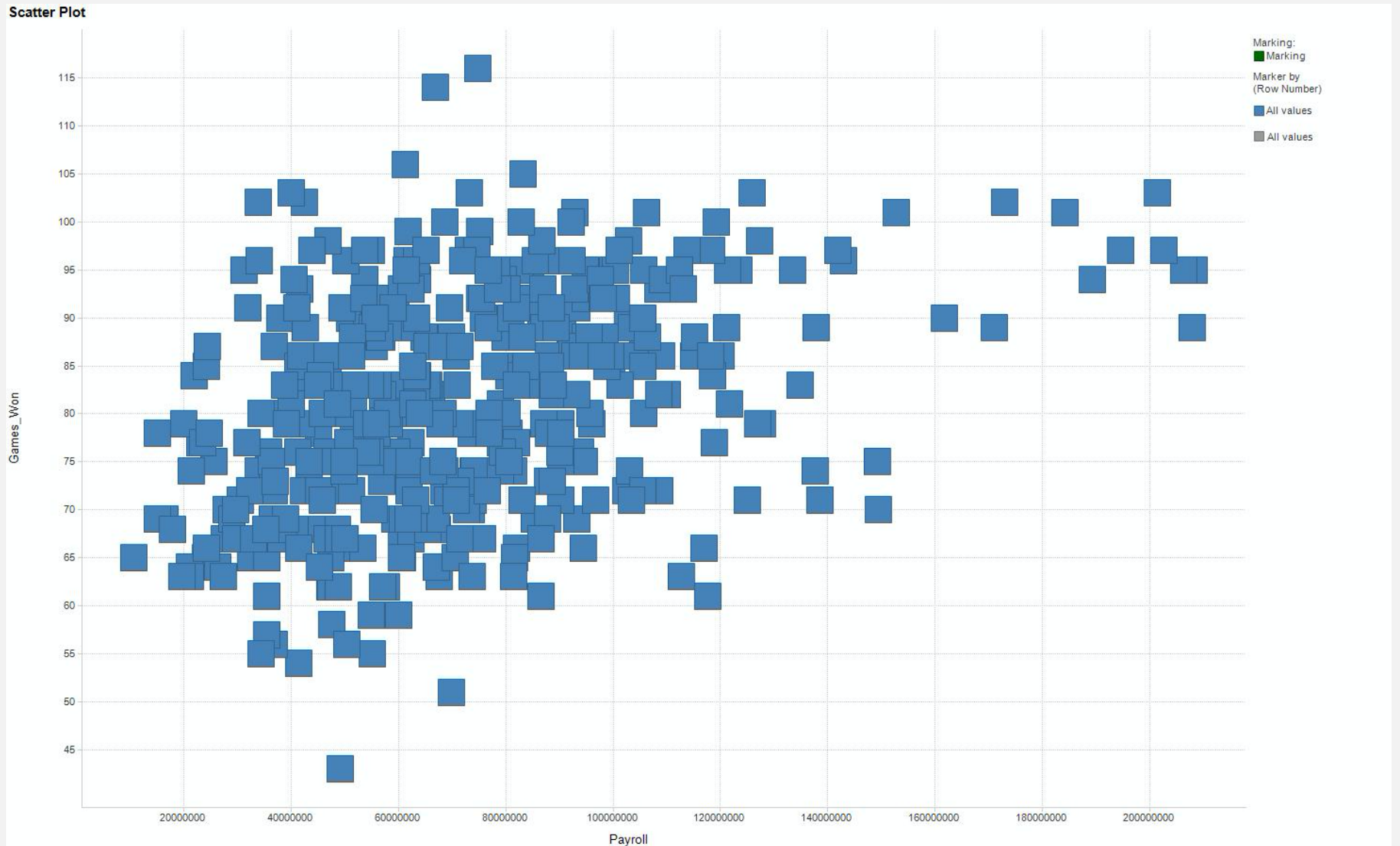
- 2004: *Moneyball* published by Michael Lewis
- 2011: The film 'Moneyball' released
 - The film ends with the A's winning their 20th consecutive game in 2002.
 - It's now 2020:
- Did Moneyball continue to work for the Oakland A's?
- Was Moneyball a sustainable practice?
- How far did Oakland go this year?

*"Fair or Foul? The innovative Moneyball management approach can make a difference—up to a point," Julia E. Seaman & I. Elaine Allen, *Journal of Quality Progress*, April, 2012.

MONEYBALL & THE OAKLAND A'S: BACKGROUND*

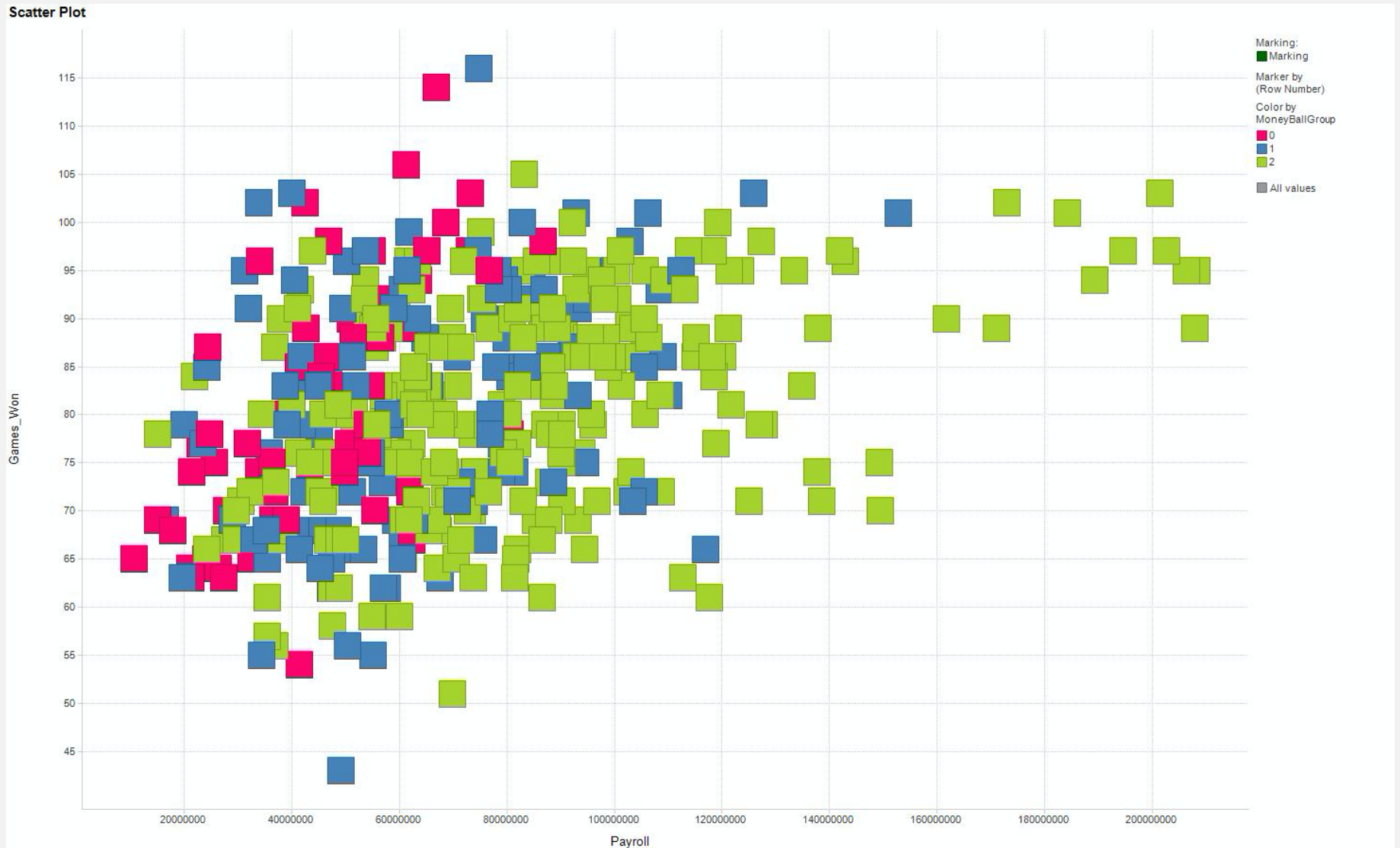


*Excel plot



Payroll vs. Games Won*

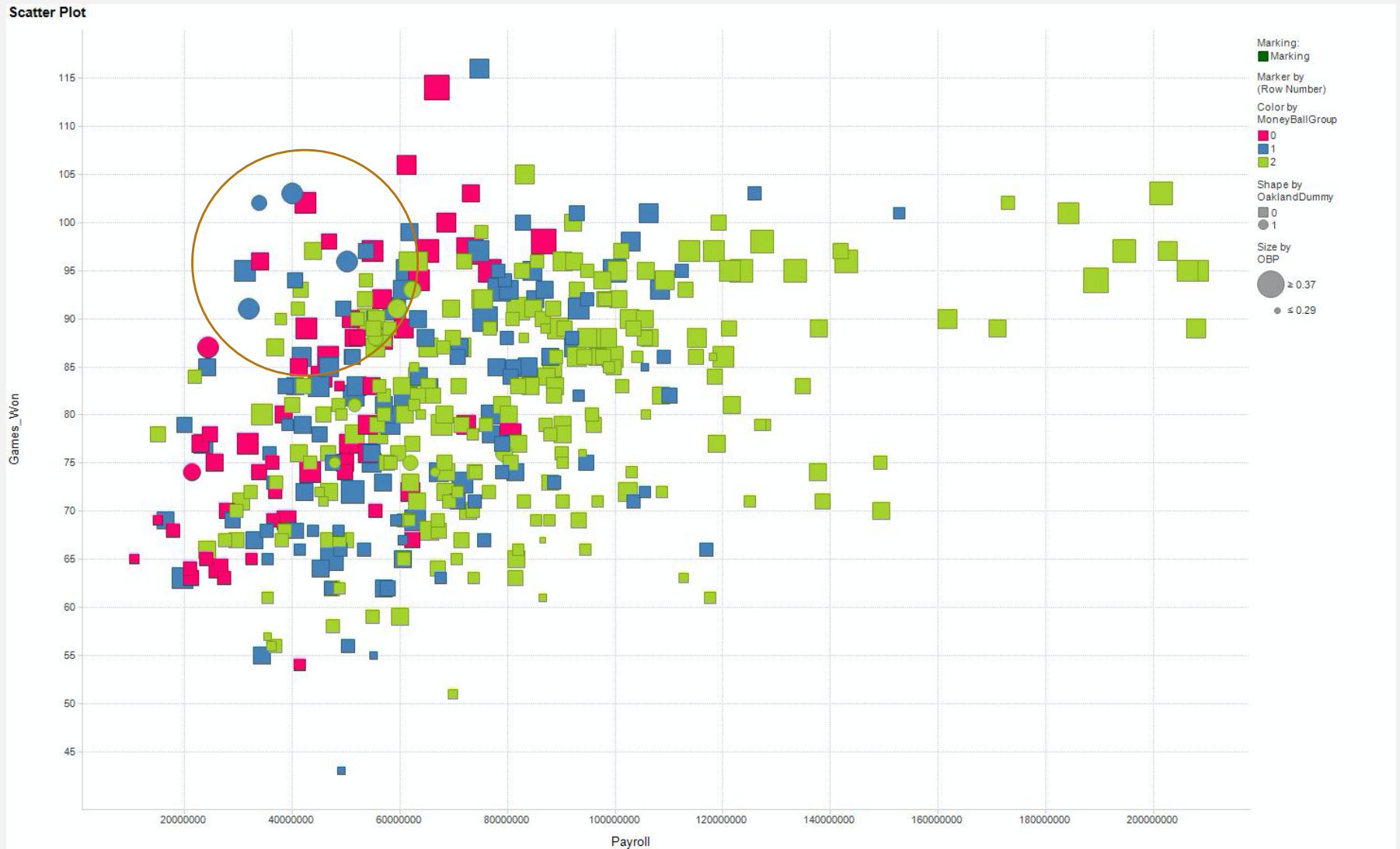
*analysis & graphics completed with Excel & Spotfire



Overlay colors where **Red** = Pre-MoneyBall, **Blue** = MoneyBall, and **Green** is Post-MoneyBall

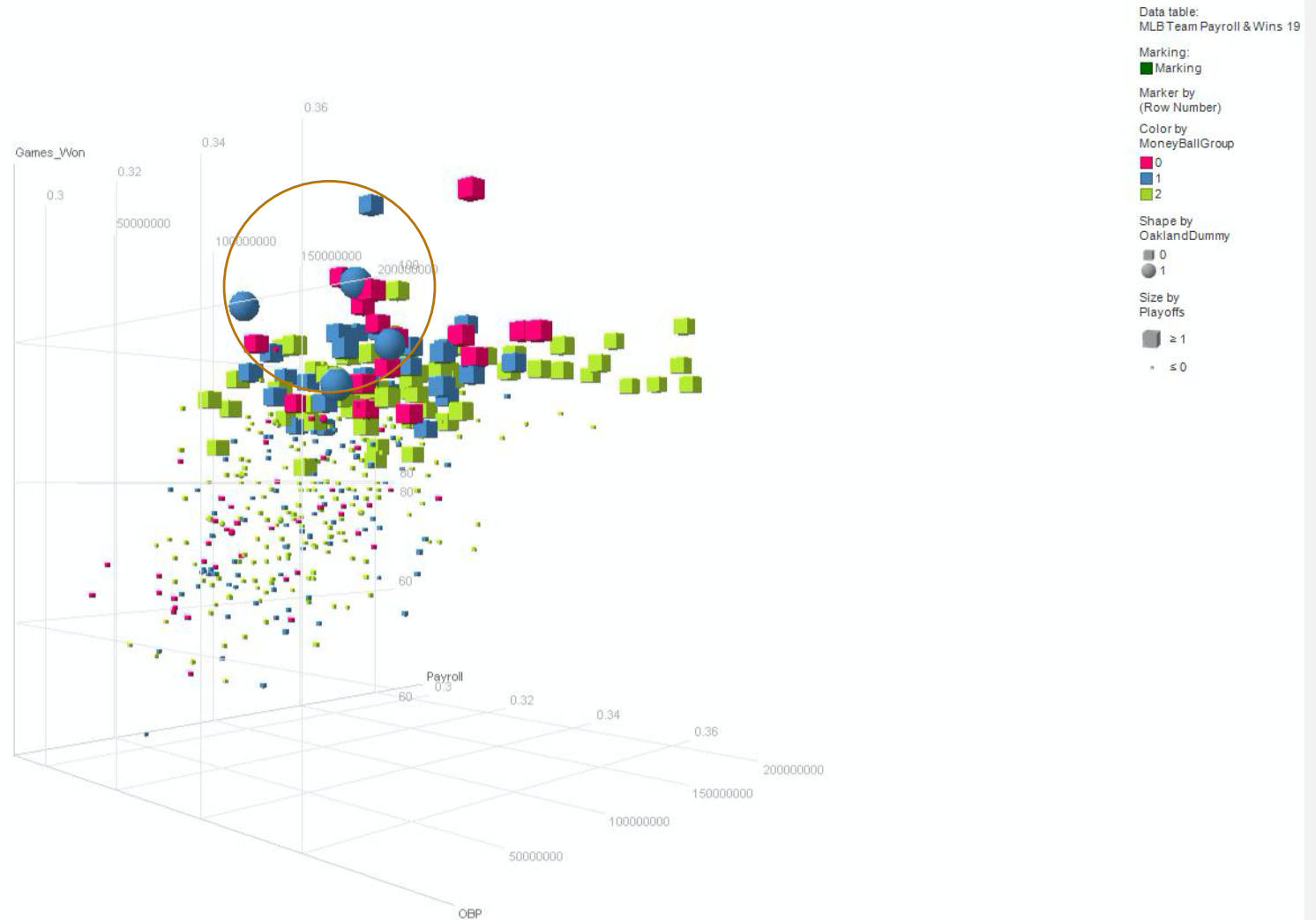


Add Circles for Oakland so **BLUE Circles** = Oakland & MoneyBall



Add size to indicate the OBP for a team ... Oakland looking good!
But did it help them get to the Post Season?

3D Scatter Plot



Now in 3D – Look at Oakland during the MoneyBall era getting into the playoffs...but does using only one metric (OBP) = success?

3D Scatter Plot



Sadly no, analytics can get you to the party but maximizing only one metric (offense) will not win you everything. In 2018 - 2020 Oakland made the playoffs but lost in the 1st round.